



May 28, 2010

May Salem-Keizer Transit Board Meeting

Budget Hearing

The Salem Area Mass Transit District Board of Directors voted to adopt the Fiscal Year 2010-2011 budget. The adopted budget will take effect July 1, 2010. To view the budget visit www.cherriots.org.

Public Hearing – Fare Increase

The board voted to open a public hearing process beginning May 27, 2010, and closing on July 22, 2010, to receive comment and deliberate on a potential fare increase effective September 7, 2010.

As part of the 2006 budget process, the Board directed staff to evaluate fares every two years to assess the need for future increases. In 2008, the fares were raised by \$0.25. This year, staff is proposing a \$0.25 increase for cash fares and a \$5.00 increase for monthly passes.

Why increase fares now? The recession has caused a reduction in traditional revenues sources for the District over the past year. In addition, Cherriots continues to lag behind regional averages in the pricing of cash fares and passes. A prime example of this is the State of Oregon's decision not to renew the employee bus pass program and park and ride subsidy. These factors, along with other unexpected losses in revenue have contributed to the gap between available funds and cost of operations. It is anticipated that an increase in the price of cash fares and passes will bridge that gap so current service levels can be maintained.

Cherriots Supports Transportation for America

The board voted to send a letter of support for the Transportation for America campaign. Transportation for America is a coalition focused on transportation reform that will take America into the 21st century by building modernized infrastructure and healthy communities where people can live, work and play.

Bus Donated to City of Salem Fire Department

The board voted to donate a retired bus to the City of Salem Fire Department for use in their Salem Airport Disaster Exercise. The twenty-four year old bus has over 900,000 miles and has surpassed its useful life with Cherriots and was scheduled to be disposed of as surplus property.

Federal regulations require the Salem Airport at McNary Field to stage a full scale disaster exercise once every three years to validate the response efforts of local

emergency agencies. The retired Cherriots bus will be used to simulate the fuselage of an airplane for a bomb-related exercise.

The City of Salem's Emergency Preparedness Manager thanked Cherriots for donating the bus and commended them for being "right there in the forefront" to support those entities upholding the safety and security of the community.

Cherriots Wins National Award

National Regional Transit Assistance Program announced on Thursday, May 27th, that Cherriots took first place in the short, training video category with the "Cherriots 101" videos.

The videos were created to educate students on how to ride a Cherriots bus. "We wanted a fun, engaging way to make sure students understand the important differences between Cherriots buses and school buses – such as not crossing in front of the Cherriots bus like you would when getting off of a school bus," says Steve Dickey, Director of Transportation Development.

The videos were created by Cherriots in partnership with the Salem-Keizer School District and Allied Video. Featured in the videos are students in the drama program at McKay High School and Howard Street Charter School.

The videos can be viewed on YouTube by visiting www.youtube.com/cherriots2.