

SUMMARY

BOARD OF DIRECTORS  
Salem Area Mass Transit District

\* \* \* EXECUTIVE SESSION \* \* \*

Thursday, February 24, 2011  
City of Salem City Manager's Office  
555 Liberty St SE, Salem OR 97301

CALL TO ORDER  
NOTE OF  
ATTENDANCE

At 5:07 p.m., President Thompson announced that the Board would meet in Executive Session pursuant to ORS 192.660(2)(d) at 6:30 p.m. to conduct deliberations with persons designated by the governing body to carry on labor negotiations..

The roll was noted as shown below.

**Present:** President Jerry Thompson; Directors Joe Green, Kate Tarter, Marcia Kelley, Bob Krebs, Ron Christopher, Pete Jossi

**Staff:** Allan Pollock, General Manager; Paula Dixon, Director of Human Resources; Steve Dickey, Director of Transportation Development; Pat Mercier, Director of Finance, Sue Quick, Director of Operations, Jared Choc, Strategic Planning & Technical Services Manager; Linda Galeazzi, Administrative Secretary; Ben Fetherston, SAMTD Legal Counsel

**Guests:** Adam Collier, SAMTD Labor Counsel

Labor  
Deliberations

The Board met in Executive Session to continue their discussion on the labor negotiations process, to ask questions about the process and give District staff some feedback and direction.

ADJOURNMENT

President Thompson adjourned the Executive Session at 5:52 p.m.

**BOARD OF DIRECTORS  
Salem Area Mass Transit District  
February 24, 2011**

**Index of Board Actions**

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Moved approval of the Consent Calendar .....	3
1. <u>Approval of Minutes</u>	
a. Regular Meeting of January 27, 2011	
b. Strategic Planning Retreat – January 22, 2011	
 Adopt Resolution #11-04 revising the General Manager’s performance evaluation and compensation change policy; thereby superseding Resolution #98-04 and the amending Resolution #08-11 .....	 3
 Adopt Resolution #11-05 amending the FY 2010-2011 Budget adopted by the Board on May 27, 2010, transferring \$627,040 from Contingency into the Departments within the General Fund .....	 3-4
 Adopt Resolution #11-06 amending the Budget adopted by the Board at its May 27, 2010 meeting, allowing additional transfers of \$451,980 from the General Fund to the Capital Projects Fund and allow related expenditures; and for an additional transfer of \$99,150 from the General Fund to the Special Transportation Fund and allow the related expenditures .....	 4

## MINUTES

BOARD OF DIRECTORS  
Salem Area Mass Transit District  
February 24, 2011  
City of Salem Council Chambers  
555 Liberty St SE, Salem OR 97301

WORK SESSION President Thompson called the Work Session to order at 5:58 p.m. Attendance was noted.

**Present:** President Jerry Thompson; Directors Joe Green, Kate Tarter, Marcia Kelley, Bob Krebs, Ron Christopher, Pete Jossi

**Staff:** Allan Pollock, General Manager; Pat Mercier, Director of Finance; Paula Dixon, Director of Human Resources; Steve Dickey, Director of Transportation Development; Sue Quick, Director of Operations, Jared Choc, Strategic Planning & Technical Services Manager; Chad Fosnight, Capital Projects Manager; Linda Galeazzi, Administrative Secretary; Ben Fetherston, SAMTD Legal Counsel

G.M. Performance  
Evaluation Form

Board members reviewed a draft of the General Managers' (GM) performance evaluation form. Mr. Pollock explained the changes in the form and in the GMs performance evaluation and compensation policy where the date of the GM's evaluation would be changed from April to June to more closely reflect the evaluation period from July 1 to June 30. Mr. Pollock noted that changes to the GM Performance Evaluation Policy and form had also been discussed at the subcommittee level and will go before the Board for approval at the regular meeting. Board members read through the revisions and noted one clerical error to be changed in the evaluation form.

Hot Dog Vendor

Board members asked about the circumstances of the hot dog vendor after reading articles in the newspaper. Mr. Pollock explained that the hot dog vendor had been working within the validity of his City permit. His former location had been at the corner of Court and High Streets near the transit mall and later he moved his business to Cottage and Court Streets by the Cottage Street transit mall location. In the instance of his move to the corner of Chemeketa and Church Streets, his cart set-up was on the new transit mall location and was in violation of the District's Transit Mall Ordinances. The procedure for any vendors or signature gatherers, etc., is to request and receive permission from District Administration for access to the transit mall per Ordinance rules that include heeding the rules for safety in passenger boarding areas near the buses.

Ben Fetherston advised that if the District were going to allow vendors to do business on the transit mall at all, they need to set up an RFP process.

The Work Session was adjourned at 6:15 p.m.

REGULAR  
MEETING  
Call To Order &  
Note Of Attendance

President Thompson called the regular meeting to order at 6:30 p.m. Attendance was noted as shown above and a quorum was present.

**Guests:** Transit Operator Paul Hudnell and his wife Kim Hudnell, Kandice Newton, Oregon Employer Support of the Guard and Reserve (ESGR)

ANNOUNCEMENTS

AGENDA CHANGES

AWARD  
PRESENTATION  
Above & Beyond

Mr. Pollock introduced transit operator, Paul Hudnell and Kandice Newton from the Oregon Employer Support of the Guard and Reserve (ESGR) who was there to present the "Above and Beyond" award to the District on behalf of the men and women of the National Guard and Reserve Forces for outstanding service and continuing support to the national defense. Mr. Hudnell, who served in the Army Reserves, recommended the District to the ESGR for this award. Mr. Pollock remarked the District has several employees who have served in the military, and the Operations Supervisors honor them by wearing red polo shirts every Friday.

President Thompson accepted the award on behalf of the District.

Director Jossi referenced a story about airlines honoring veterans by allowing them to ride First Class in their travels; he suggested that the District might find a way to honor veterans on the buses.

PUBLIC COMMENT

None

CONSENT  
CALENDAR

**Director Kelley moved approval of the Consent Calendar. Director Green seconded. The Motion passed unanimously (7).**

ACTION ITEMS  
H.1 Resolution #11-04  
GM Performance  
Evaluation [6:38 PM]

Paula Dixon reported on revisions to the General Manager's Performance Evaluation and Compensation Change Policy and performance evaluation form from pages 17-20 of the agenda. Resolution #11-04 revises the policy by changing the date of the evaluation from April to June to allow for a more complete evaluation of the review period from July 1 to June 30. In the work session, Board members reviewed the performance evaluation form and noted one clerical error. Policy revisions were also discussed at the subcommittee level.

**Director Tarter moved and Director Green seconded to adopt Resolution #11-04 revising the General Manager's performance evaluation and compensation change policy; thereby superseding Resolution #98-04 and the amending Resolution #08-11. The motion passed unanimously (7).**

H.2 Resolution #11-05  
Contingency  
Transfer/General  
Fund [6:40 PM]

Pat Mercier reviewed the staff report regarding the transfer of funds from Contingency to department funds within the General Fund from pages 17-20 of the agenda. President Thompson noted that the Finance, Administration & Marketing Subcommittee had also reviewed and discussed the contingency transfers for this action item and the next item at their February 17<sup>th</sup> meeting.

**Director Christopher moved to adopt Resolution #11-05 amending the FY 2010-2011 Budget adopted by the Board on May 27, 2010, transferring \$627,040 from Contingency into the Departments within the General Fund.**

**Director Tarter seconded. The motion passed unanimously (7).**

H.3 Resolution #11-06  
Transfer from  
General Fund to  
Capital Projects  
[6:42 PM]

**Director Green moved to adopt Resolution #11-06 amending the Budget adopted by the Board at its May 27, 2010 meeting, allowing additional transfers of \$451,980 from the General Fund to the Capital Projects Fund and allow related expenditures; and for an additional transfer of \$99,150 from the General Fund to the Special Transportation Fund and allow the related expenditures. Director Kelley seconded. The motion passed unanimously (7).**

INFORMATION  
I.1 Transit Centers  
Update [6:45 PM]

Keizer Transit  
Center

Steve Dickey introduced the District's Capital Projects Manager, Chad Fosnight who gave an updated report on Keizer Transit Station. The District is waiting for an easement to be finalized by the City of Keizer so that all of the recording charges can be finalized. The closing of the property purchase is tentatively scheduled for February 28<sup>th</sup>. Staff is also finalizing an RFP for design services and is investigating the possibility of utilizing a design/ build or CM/GC delivery method.

Rickreall Park &  
Ride

Staff has had numerous meetings with Polk County Public Works staff regarding the proposed layout of the Rickreall Park & Ride and zoning issues. It was determined that the property could be rezoned to "Public Right-of-Way (ROW)" to allow for the proposed layout. Polk County staff is designing the Park & Ride. They are considering the use of pervious asphalt and once this decision is made the storm water design will be finalized with a construction bid date toward the end of March. The project's construction completion date is anticipated to be in mid-to-late October.

I.2 Strategic Plan  
Roll Out [6:55 PM]

Mr. Pollock rolled out the final version of the Strategic Plan for 2011 that has been a work in progress since January 2010. Board members received a Strategic Plan booklet, a business card stating the Guiding Principles for Salem-Keizer Transit; and a one-page handout naming the primary goals that reflect how the District will realize and practice their Vision, Mission and Values with a list of objectives and strategies to help guide the work and measure the District's accomplishments. The Strategic Plan will first be rolled out to management staff at a retreat on February 26<sup>th</sup>; then to employees and finally through community outreach efforts.

Director Christopher suggested getting visibility on the Strategic Plan from the Statesman Journal.

Director Jossi asked about the investment of staff time, outreach and cost of materials in getting the Strategic Plan done. Mr. Pollock estimated that the cost was under \$25,000 that included a contract with consultant, Greg Astley, who helped the District through the process; but he would need to gather the data to provide a better idea of the cost and staff time to get the project done.

REPORTS  
J.1 FY 11 Financial  
Report – 2<sup>nd</sup> Qtr  
[7:00 PM]

Pat Mercier announced that the second quarter Financial Report in the agenda on pages 33-44 was submitted prior to the budget resolutions the Board just approved so that she will need to resubmit an updated and corrected Financial Report at the Board's March 24th meeting.

J.2 Rideshare  
Report – 2<sup>nd</sup> Qtr  
[7:01 PM]

Steve Dickey gave the Rideshare Report from pages 45-48 of the agenda. Sixty commuters were added to the database; reducing vehicle miles traveled by 3,230,381 at an estimated cost savings of \$1,130,633. There were six emergency rides home at a cost of \$472.00. In the second quarter, there were 2,376 active commuters, 4,032 commuters enrolled, and 2,807 enrolled in the Emergency Ride Home Program. Mr. Dickey reviewed the ongoing activities and upcoming outreach for the Rideshare Program through coordinator, Roxanne Daniel. He introduced an upcoming promotional activity called the *FastLane B@B Commuter Challenge* for local businesses that sign up to compete for 90 days. PacWest is partnering with the District and working to secure media partners, and incentives and prizes.

Director Tarter noted comments made at the February Community Transit Task Force meeting were to see more partnership opportunities with agencies like PacWest. They also discussed ways to determine and acknowledge top employers for promoting the use of public transportation with their employees, and as a result, their increased ridership numbers.

J.3 Performance  
Report [7:13 PM]

Mr. Pollock reported on the January Performance Report for Cherrits, CARTS and CherryLift. He said they were tracking on course with last years' data and noted that Cherrits' January ridership was the second highest in the fiscal year; October was the highest. There continues to be a high rate of students using fixed route service at 37% as a result of the student bus pass program. This is great for today and for the long term as they build transit supporters who choose transit as their regular mode of transportation.

Director Christopher asked for more details about the drop in ridership on Routes #25/West Salem-Downtown and #3/Portland Road & Chemeketa Community College (CCC). Director Thompson responded that riders have a number of bus options to get to CCC. He noted that Route #15/Keizer Station-CCC ridership had gone up but Route #20/17<sup>th</sup>-CCC also had a drop in ridership.

Mr. Pollock could not recall anything operationally that would have affected the ridership on those particular routes but noted that January data was normally affected by the number of days that school was not in session and the holidays. He advised that staff will review a comparison of January's ridership to February to see if it is rebounding.

J.4 Board  
Subcommittees

Received and Filed (pages 49-52 of the agenda)

Director Tarter asked if there was discussion in the Specialized Transportation Subcommittee's meeting regarding the ¾ mile rule in the West Salem and south Salem areas because there was nothing in the meeting notes that spoke about the major points that came out of the Community Transit Task Force's (CTTF) meeting from the Subcommittee with their recommendation for service options.

Mr. Pollock was not able to attend the CTTF meeting but listened to a recording

of the meeting and did not recall that there was to be any follow-up. He asked if the Subcommittee was to bring back a recommendation for the areas most affected by the rule.

Sue Quick attended the CTTF meeting and did not recall that there was a follow up on the  $\frac{3}{4}$  mile at this point. The CTTF asked Board members who were at the meeting for their opinion on whether they wanted to implement the  $\frac{3}{4}$  mile rule or not; and their opinion at that time was no, but that staff would look at other service options for the West Salem area.

Director Krebs followed up stating that he thought they decided to evaluate the service in West Salem rather than cut the service because they might only be doing that for a few months or weeks until the service was redesigned. Board members thought it was better to leave the service as is, so that there was nothing further to discuss, unless as a Board they decide to cut the service.

Mr. Pollock advised that staff is preparing to do a fixed route service analysis of the West Salem area to better address the needs and will be looking for feedback at that time. In the spring and summer months, staff will also do public outreach in West Salem before they repackage that service.

J.5 Departmental  
Staff Reports

Received and Filed (pages 53-58 of the agenda)

BOARD &  
MANAGEMENT  
General Manager  
[7:20 PM]

Mr. Pollock reviewed the March calendar of meeting with Board members. He highlighted the Board Retreat on March 5<sup>th</sup> and the March 8<sup>th</sup> Second Annual Keizer Sustainability Forum where the District will have an information booth. On March 13-15, he and President Thompson, and Director Krebs will attend the American Public Transportation Association's (APTA) Legislative Conference in Washington D.C. He met with the District's federal lobbying representatives on February 23<sup>rd</sup> to finalize their appointments with legislators at this conference. On March 14<sup>th</sup>, there will be a Local Government Forum; and for those who have not yet filed their papers to run as a candidate for Board of Director positions, the deadline is March 17<sup>th</sup>. On March 31<sup>st</sup> the District will kick off their budget process with a budget training session for new budget committee members.

Mr. Pollock further described the upcoming Local Government Forum to take place at North Salem High School. It is hosted by the Salem Area Chamber of Commerce and is open to the public. City administrators from Salem and Keizer will be on the panel; as well as the administrators for Marion County, the school district, Chemeketa Community College and the District. The topic of discussion will be about each agency's economic forecast and impacts. Steve Dickey will represent the District while Mr. Pollock is in Washington D.C.

Director Krebs hopes that there will be transportation options that they can discuss and ways that the District can partner with other agencies to help ease the burden by cutting costs and raising revenue for the District.

Director Kelley highlighted some of the differences in capital and operational costs which traditionally come up for transit buses and school district buses when looking at partnering with the school district. Transit buses run consistently all day long; whereas school buses run on intermittent schedules throughout the day. The student bus pass program has been a great boom for transit but the last time she looked, school buses were being purchased at about \$100,000 each; whereas transit buses cost approximately \$350,000. She suggested that creative cost saving measures in Oregon could be found in rural areas where transportation costs could be combined much easier because they do not have the number of riders that the metropolitan areas have, especially during rush hour.

Mr. Pollock spoke about one of the District's great partnering efforts in working with the City of Salem's Public Works Department that helped with the relocation of the transit mall at the perimeter of Courthouse Square. The District was able to save a significant amount of money and time by partnering with them.

He reported on the town hall meeting with Representative Kurt Schrader and announced that the District will host a luncheon with Gabe Klein on April 7<sup>th</sup>. Mr. Klein is the Expert in Residence at the University of Oregon's Sustainable Cities Initiative Group and will be speaking in Eugene, Salem and Portland on April 7<sup>th</sup>-9<sup>th</sup>.

Board President  
[7:37 PM]

President Thompson reported on his activities during the month of February to include the Courthouse Square Solution Task Force meetings and subcommittee meetings. He attended three Board subcommittee meetings and attended the COG Annual Meeting where the District received an award for their partnership with the Confederated Tribes of Grand Ronde and the 2X/Grand Ronde Commuter Service. He also attended the town hall meeting with Representative Schrader.

Board of Directors  
[7:38 PM]

Board members reported on their Board activities for the month that included a joint meeting with Marion County on January 31<sup>st</sup>, the Community Leaders Roundtable with Representative Kurt Schrader and the Mid-Willamette Valley Council of Governments annual meeting on February 2<sup>nd</sup>, the Courthouse Square Solutions Task Force meetings on February 1<sup>st</sup> and on February 15<sup>th</sup> and the Community Transit Task Force meeting on February 7<sup>th</sup>. In addition:

- Director Tarter attended the Salem Chamber's Public Policy Committee meeting, the SEDCOR meeting where they had the State of Address from Marion County, and the Highland Neighborhood Association meeting. She said that members of the association liked the performance charts and asked that materials they receive were in both English and Spanish.
- Director Kelley attended a meeting of the Steering Committee for the Courthouse Square Solutions Task Force and the SCAN neighborhood association meeting of which she is a member. She also attended the MWACT meeting where they reviewed the rail plan and routes to the coast.

- Director Jossi attended the Salem Chambers public policy meeting.
- Director Krebs attended the Willamette Chapter of the American Council for the Blind where they suggested some signage changes on the transit mall. He attended the Salem City Club meeting where they discussed electric cars and learned that \$7 billion dollars goes out of state to purchase petroleum-based cars. He also attend the Salem Keizer Area Study on Transportation (SKATS) Policy Committee meeting where they discussed revisions of the safety projects for the west side of Hwy 22, the ODOT freight plan and the River Crossing EIS plan that will go out to the public soon. He noted that there will be a documentary on OPB February 28<sup>th</sup> about streetcars that may be of interest to the audience.

OTHER BUSINESS None

ADJOURNMENT The meeting was adjourned at 7:48 p.m.

Respectfully submitted,

Jerry Thompson  
President