

SUMMARY

Salem Area Mass Transit District

Board of Directors
District Management Staff

Strategic Planning Retreat

Friday, January 22, 2010
9:45 a.m. – 3:30 p.m.

Roth's Hospitality Center – Santiam Room
1130 Wallace Road NW
Salem Oregon 97304

Facilitators Greg Astley, Astley Consulting Group, LLP; Mike McLaran, McLaran Enterprises; Libby Barg, Barney & Worth; and Adam Davis, Davis, Hibbitts & Midghall, Inc, Portland OR

Board Members President Shelley Hanson, and Directors Kate Tarter, Bob Krebs, Joe Green, Ron Christopher, Marcia Kelley, and Jerry Thompson

Staff Allan Pollock, Steve Dickey, Mike Hansen, Pat Mercier, and Linda Galeazzi

Introductions and Overview President Hanson introduced the facilitators. Board members and staff introduced themselves and shared something they appreciated about the person sitting next to them. Greg Astley and Mike McLaran spoke about the purpose for the retreat in the strategic planning process and asked board members to think about the question where Salem-Keizer Transit is today, what is its destination and how will they get there.

Polling Presentation
-Focus Group
-Telephone Surveys* Adam Davis gave a presentation on the methodology used and the findings of a telephone survey and two focus groups that were conducted in November 2009 for the District to determine resident's knowledge and perception of the Cherriots bus system.

Getting Started President Hanson referred to a letter she wrote to Board members that focused on creating a vision for the District going out to 2020 and addressing key leadership issues that would involve input from the Cherriots workforce, Board of Directors, the riders, community and stakeholders to help make the District a great organization that exemplifies excellence [Herein given as Attachment A and by this reference made a part of these minutes].

Mr. Pollock addressed the value of leadership, collaborating with stakeholders, eliminating barriers, acting with integrity and accountability, cultivating customers and customer service, respect for people, safety, organizational development and professional growth, and celebrating

successes to create a vision for a future that the District seeks to develop. He spoke about the District's mission and what he proposes it to be to improve community livability by providing safe, efficient, reliable public transportation services. He shared his vision for a strategic plan for 2009-2010 with destination points for the Board to consider that would include goals for sustainability, marketing and communications, public outreach and engagement, performance management, efficient and effective operations, organizational development, and regional services. [Herein given as Attachment B and by this reference made a part of these minutes]. When the strategic plan is finalized and adopted by the Board, staff can begin to develop timelines, and steps for accountability.

Board members and staff discussed ways to facilitate public outreach and engagement by going to the surrounding communities to discuss their transportation needs, being leaders to find solutions for the transportation needs that affect the region, by having rural transit summits as a possibility, promoting sustainability, and looking responsibly "outside the box".

Lunch

The meeting was recessed for lunch from 12:30 p.m. to 1:00 p.m.

Values &
Vision
Discussion
[1:30 PM]

In the afternoon session, Mr. McLaran engaged board members and staff in an exercise of naming characteristics and statements of value pertaining to the District. This exercise was then used to create a word picture of the groups' vision for the future of the District.

The facilitators ended the discussion with a timeline for the next steps in the process stating that they anticipate the Strategic Plan will be finalized in June with Board approval and implementation in July 2010. A draft of a Strategic Plan will be ready for staff review in the coming week. It will then be examined by the Finance, Administration and Marketing Subcommittee; and finally the full Board will have an opportunity to review and make recommendations for the Plan.

The Retreat was adjourned at 3:30 p.m.

/ljg

SALEM-KEIZER TRANSIT

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January 15, 2010

Dear Fellow Board Members:

Serving as President of the Salem Area Mass Transit District is a real honor and privilege. Your confidence and faith in me is something I value and do not take lightly. We have a good organization and the potential exists for all of us to pull together to proactively address the key leadership issues of the future and make this a great organization which exemplifies excellence in all we do.

At our January 22nd strategic planning session, we will have the opportunity to unite in creating a vision for the future. This will be a day of "big picture" thinking. If we know where we want the Transit District to be in 5 to 10 years, we can then follow up after our session in the weeks ahead to develop the strategic plan that will get us there.

In preparation for our session, please be thinking about the values which will serve as the foundation for the District. Every employee will also be asked to provide their thoughts on the organization's values. Soon we will have an organization-wide ownership of values that will guide all planning and operations. We ultimately will test our vision to make sure it aligns with the organizations' values, and our strategic planning will be guided by these values as well.

Our facilitators, who will be with us on January 22nd, have had extensive experience in helping organizations achieve great results and I am excited to be working with them. We are looking forward to a fun, productive and focused day!

Your commitment and passion is crucial and I very much look forward to working with each of you. If you have any questions or concerns after reviewing the agenda, please contact Allan or me. Thank you for your time, energy and commitment to this effort!

Sincerely,

Shelley Hanson
President

cc: General Manager
Division Directors

SKT Memorandum

January 22, 2010

To: SAMTD Board of Directors
From: Allan Pollock, General Manager
Subject: **TransitVision 2020**

Values

(What we believe in and how we will behave)

To be refined by employee representatives through a series of focus groups

Leadership
Accountability
Customer Service

Respect for People
Safety
Organizational Development

Vision

(A vision is an image of the future we seek to create)

In 2020 Cherriots will provide community access to the Mid-Valley through seamless regional public transportation services

Sustainability
Marketing & Communications
Public Outreach & Engagement
Performance Management

Efficient & Effective Operations
Organizational Development
Legislative
Regional Services

Mission

(Why we exist, our purpose)

Current

To contribute to community livability by providing safe, efficient, reliable public transportation services

Proposed

To improve community livability by providing safe, efficient, reliable public transportation services

DRAFT

*Salem-Keizer Transit
2009-10 Strategic Plan
TransitVision 2020*

Sustainability

Goal: That SKT utilizes sustainable practices and operations as part of its strategic and day-to-day operations

Marketing & Communications

Goal: An effective marketing & communications plan that promotes District programs and services

Public Outreach & Engagement

Goal: An effective public outreach & engagement plan that shares and gathers information, plans, & ideas with civic leaders, community stakeholders, customers and the general public

Goal: That Cherriots becomes a community partner to find solutions to issues & problems in the community

Performance Management

Goal: A performance management system that is used to drive operational and financial efficiency & decision making

Efficient and Effective Operations

Goal: That all programs and services are performed at high levels of efficiency and effectiveness

Organizational Development

Goal: A training & development plan that supports employee & board professional development

Legislative

Goal: An active legislative program focused on Federal, State, and local transit issues including funding resources

Regional Services

Goal: Determine the best method for providing transit services within the mid-Willamette Valley