

**BOARD OF DIRECTORS  
Salem Area Mass Transit District  
May 27, 2010**

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## MINUTES

BOARD OF DIRECTORS  
Salem Area Mass Transit District  
May 27, 2010  
Courthouse Square - Senator Hearing Room  
555 Court Street NE, Salem OR 97301-3980

Call To Order &  
Note Of Attendance

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

**Present:** President Shelley Hanson; Directors Bob Krebs, Kate Tarter, Marcia Kelley, Jerry Thompson, Ron Christopher, and Joe Green (arrived 6:35 p.m.)

**Staff:** Allan Pollock, General Manager; Steve Dickey, Director of Transportation Development; Pat Mercier, Director of Finances; Mike Hansen, Director of Operations; Paula Dixon, Director of Human Resources; Sue Quick, Manager of Fixed-Route Operations; Jared Choc, Strategic Planning/Technology Services Manager; Melissa Bradley, Contracted Transportation Manager; Jincy Nichols, Marketing & Communications Representative; SAMTD Legal Counsel, Ben Fetherston; Linda Galeazzi, Administrative Secretary

**Guests:** Chris Rall, Field Organizer for "Transportation For America" Coalition; Roger Stevens, Emergency Preparedness Manager, Salem Fire Department

ANNOUNCEMENTS  
& AGENDA CHANGES

There were no announcements or changes to the agenda.

PUBLIC COMMENT  
Alan Mullinix  
Britta Frantz  
[6:31 PM]

**Alan Mullinix**, owner of Patient Care Transportation stated that he has been a provider since before the brokerage came about in 2001 and the ability to provide rides remains the same more or less but there is a communication gap. The call center does a fantastic job of scheduling appointments but there are issues that he has become aware of for clients who fall through the cracks because they have no insurance and he wants to know who is responsible to make sure that clients are certified to use the service. He is thrilled that MV Transportation will be the new provider for paratransit service. He hopes they can bridge the gap between worker and contractor with the relationship with MV.

Director Kelley encouraged Mr. Mullinix to take his stories about why people need help to the State Legislature as well. President Hanson suggested that he get together with Director Kelley to discuss further his advocacy piece.

**Britta Frantz** invited Board members to a "Rail Now" Conference on Monday, September 20<sup>th</sup> at the Convention Center in Portland as a follow up to the high-speed rail conference that was held at Lane Community College in Eugene. She spoke about the need to have a rail connection on existing track from Portland through Salem to Eugene that was on time, dependable, and frequent.

President Hanson asked that staff follow up with Ms. Frantz to get more information on the conference as potential partners or participants. Board members agreed that the conference held in Eugene was very informative.

BUDGET HEARING  
[6:40 PM]

President Hanson opened the Budget Hearing for comment on the approved Fiscal Year 2010-11 Budget at 6:40 p.m.

Mark Knecht

**Mark Knecht** stated that he had no issues with the budget but wanted to talk about not raising the fares.

There were no other public comments so President Hanson closed the Budget Hearing at 6:42 p.m.

DELIBERATION OF  
BUDGET HEARING  
[6:42 PM]

**Director Kelley moved to approve Resolution #10-05 to adopt the Fiscal Year 2010-11 Budget that was approved by the Budget Committee on April 13, 2010 and received by the Board of Directors on April 22, 2010; making appropriations, and imposing and categorizing taxes. Director Tarter seconded. The Motion passed six to one.**

**Ayes:** Tarter, Krebs, Green, Kelley, Thompson, Hanson (6); **Nays:** Christopher (1)

Director Christopher stated that they were going down a slippery slope with the budget. The Budget Committee did a great job but the District will have a hard time being sustainable if some of the costs are not reined back. The District's partner's including the cities of Salem and Keizer, and Marion and Polk Counties have had to cut back costs and benefits. He challenged staff to bring options to the table to cut costs with in the next budget cycle.

PUBLIC HEARING  
Potential Fare  
Increase Effective  
September 8, 2010

President Hanson opened the Public Hearing to hear comments on the potential fare increase at 6:45 p.m. Mr. Dickey gave the staff report on the reasons for a fare increase from pages 3-5 of the agenda having to do with a decline in pass sales and loss of revenue from the State of Oregon through the state employee bus pass program.

Mark Knecht  
Ann Miller  
[6:45 PM]

**Mark Knecht** voiced his frustration with the potential fare increase stating that he was strongly opposed and asked that the Board seriously consider the seniors and disabled who are on fixed incomes. He referred to his letter to the Board that was entered into public record at the May 27<sup>th</sup> Board meeting.

**Ann Miller** disagrees with the District raising fares and said she came to speak on behalf of seniors who are on fixed incomes and have bills to pay. They are either not getting help or just a little help. Some dig in the trash to find money to take the bus, others cannot afford their medication and have to choose between riding the bus and buying their meds. She was thankful to have a loving sister who was willing to take her shopping.

Board members offered up two programs that might help meet the needs of seniors. President Hanson stated that the District partners with United Way of the Mid-Willamette Valley with a donation of bus passes that can be used by qualifying agencies who help senior citizens. Director Kelley stated that

the Oregon Prescription Drug Program was also available to anyone and is accessible on the internet. The program allows for a discount on some medications in Oregon.

Mr. Dickey announced that open houses were scheduled in the community for public comment about the fare increase and explained how written comments could be sent to the District. He talked about comments the District had already received. The District has been challenged by tax payers to have riders pay more for fares to ride the bus since fares only pay for 11% of the service. Other comments asked why there had to be a 25 cent increase and would this increase bring back Saturday service. There was also a comment to stop giving away free bus passes. Mr. Dickey explained that the Board of Directors determines what the fare increase will be or if there will be a fare increase, but an increase in fares alone cannot bring back Saturday service. It takes the support of a community to fund public transportation. He stated that the only true giveaway of passes is done through the District's partnership with United Way. They allocate bus passes to member agencies that help people in need; and the Student Bus Pass Program is paid for through a Department of Energy grant that recognizes the value of the energy saved by the number of vehicles taken off the road.

Mr. Pollock stated that a representative from the Mid-Willamette Valley United Way will give a report at the June 24<sup>th</sup> Board meeting.

Director Tarter reiterated if the Board votes to increase the fares that will sustain the budget for five years.

Mr. Dickey stated that there had been a fare increase in 2008 that more closely aligned the District to other transit agencies in Oregon but that in a short time those agencies had increase their fares again. Director Kelley remarked that it would be good to know how often TriMet raised their fares.

President Hanson closed the Public Hearing at 7:22 p.m.

#### PRESENTATION

"Transportation For America"

[7:22 PM]

Chris Rall gave a presentation on the Transportation For America, a coalition of elected officials, business leaders, local advocates, national organizations and citizens whose focus is to create a national transportation program by building modernized infrastructure and healthy communities where people can live, work and play. The coalition is calling on Congress and the next Administration to adopt seven key policies: 1) Invest in a world-leading, sustainable transportation system; 2) Establish national transportation objectives and hold agencies accountable; 3) Support safe walking and biking, reduced exposure to vehicle injuries and dirty air; 4) Establish a special program to restore and maintain existing highways, bridges, and transit; and maximize their efficiency; 5) Provide funding and decision-making authority to local regions; 6) Give priority to investments with multiple pay-offs; 7) Broaden the capital and operating funding base.

Mr. Rall responded to questions asked by Board members about the campaign from pages 7-10 of the agenda. He stated that they were funded by

the Rockefeller Foundation and that the Oregon Transit Association, TriMet and Lane Transit District have all agreed to participate in the campaign early on. He came to the coalition in March 2010 and is responsible to cover all of the western United States. He noted that the benefits were to have better transportation policies and this would be done by being a part of a larger campaign, working with the Senators who work with the Districts, having a shared vision and principles to bring to the federal level in a campaign regarding transportation policy.

**Director Krebs moved that the Board support the goals of the Transportation for America campaign and become a campaign partner to reform transportation policy that will take America into the 21<sup>st</sup> Century, as is described on pages 7-10 of the agenda. Director Thompson seconded. The motion passed unanimously.**

CONSENT  
CALENDAR  
H.1 Approval of  
Minutes [7:32 PM]

No items were deferred from the Consent Calendar. **Director Thompson moved approval of the Consent Calendar. Director Kelley seconded. The Motion passed unanimously.**

ACTION ITEMS  
J.1 Resolution #10-  
04 Bus Donation  
[7:33 PM]

Mike Hansen introduced Roger Stevenson from the Salem Fire Department who spoke about the plans for disaster and emergency training that is required by the FAA every three years and their request for using a bus in this training exercise (see pages 31-34 of the agenda).

**Director Green moved to adopt Resolution #10-04 to donate a surplus 1986 GMC bus to the City of Salem Fire Department. Director Thompson seconded. The Motion passed unanimously.**

REPORTS  
L.1 Finance – 3<sup>rd</sup> Qtr  
[7:40 PM]

Pat Mercier gave the third quarter financial report from pages 35-48 of the agenda. In the General Fund, the following divisions are under budget: Ops administration (11%); General Manager Division (17%); Board of Directors/Budget Committee (less than 18% spent); Rideshare (30%); Finance (10%); Maintenance (8%); Information Systems (13%) General Services (21%); Human Resources (6%), and Transfers/Specialized Transportation Services/Transfers accrued (30%). Transportation Development is at 93% and Customer Service is over 6% making the overall general fund within 7% budget. The third quarter report for Specialized Transportation show that expenditures are 11% under and transfers under 22% in the CherryLift Program. Special Transportation Fund (STF) Coordination is at 44%, mainly because of ARRA funds to be expended. The Travel Trainer program which is under expansion is at 31%, the CARTS Program is at 39% and staff is reevaluating effects of the state budget changes. Transfers in the STF Fund are at 64% and DMAP is within 10% of budget.

L.2 Rideshare – 3<sup>rd</sup>  
Qtr [7:45 PM]

Jincy Nichols gave the third quarter report for the Rideshare program from pages 49-50 of the agenda. Cherriots received 128 new Rideshare applications so that there are now 2,359 active commuters. Commuters reduced 3,114,316 vehicle miles traveled (VMT) and saved an estimated \$1,203,961. In the Emergency Ride Home program, there are 113 enrolled

employers; 68 new commuters were added for a total of 2,635 and eight emergency rides were given. The year-to-date cost totaled \$ 540.56.

Ms. Nichols also spoke about the Fast Lane Drive Less/Save More Campaign's goals and objectives to motivate commuters to reduce vehicle miles traveled (VMT), reduce reliance on single-occupant vehicles, reinforce behavior of current commute option users, build employer-based Transportation Demand Management (TDM) programs, and generate visibility for Cherriots Rideshare.

L.3 Board  
Subcommittees

### Received and Filed

**BOARD &  
MANAGEMENT**  
Division Directors  
General Manager

Allan Pollock introduced newly-hired Director of Human Resources, Paula Dixon and announced the retirements of transit operators Bob Slater and Lamar Lisonbee. He stated that there will be a transit operator training for six new students on June 10<sup>th</sup>; and thanked the maintenance staff for all of their hard work and creativity in decorating a bus for the Iris Festival Parade. He announced that the District won a national video award from the Community Transportation Association of America (CTAA) for their production of "Cherriots 101: How to Ride" with the help of theater students from McKay High School and the Howard Street Charter School. Mr. Pollock stated that he will be out of the office for two days working with the Connect Oregon Three process for projects submitted to determine final rankings, and that the District was in the test phase of a Google transportation site.

Mr. Dickey stated that the Cherriots 101 video could be seen on You Tube and that staff is testing bus runs on the Google site with different trip scenarios. He noted that South Metro Area Regional Transportation (SMART) was already in the system so that they are able to link to their system with an address of a destination.

Board President  
[8:03 PM]

President Hanson asked Board members to review their calendars for a third in a series of strategic planning sessions in late July and to let staff know which dates and times they are available to attend this meeting.

Board of Directors

Director Green reported on the 12th Street/Railroad Crossing project he had been working on that will now have better crossings at seven intersections and lower-volume train signals.

Director Tarter attended an Oregon Metropolitan Planning Organization Consortium (OMPOC) meeting in Medford along with Director Krebs. She attended a Chamber meeting, SEDCOR luncheon, Community Transit Task Force meeting and ShowBiz.

Director Thompson attended the Community Transit Task Force (CTTF) work group meeting, the Special Transportation Fund (STF) Advisory Committee meeting, a Chemeketa Area Regional Transportation System (CARTS) meeting in Silverton and a SEMCA meeting where he gave a

presentation on transit. He also met with Director Tarter on two occasions.

Director Krebs reported on his meetings to include the OMPOC meeting in Medford, the Salem-Keizer Area Transportation Study (SKATS) meeting in April, the Board's strategic planning retreat, the Specialized Transportation and Planning & Operations subcommittee meetings, and the Oregon Department of Transportation's (ODOT) high-speed rail open house. He is working to put together a streetcar committee and hopes to have a meeting next month.

Director Kelley reported that the Mid-Willamette Area Commission on Transportation (MWACT) had no meeting this month. She attended the South Central Area Neighbors (SCAN) association meeting, the strategic business planning retreat, the Specialized Transportation Subcommittee meeting and the ODOT high-speed rail open house.

ADJOURNMENT      The meeting was adjourned at 8:09 p.m.

Respectfully submitted,

Shelley Hanson  
President

Attachments (0)

[This meeting was video recorded by CCTV Salem]