

**BOARD OF DIRECTORS
Salem Area Mass Transit District
October 22, 2009**

Index of Board Actions

<u>Action</u>	<u>Page</u>
Moved approval of the Consent Calendar:	3
<u>D.1 Approval of Minutes</u>	
a. September 14, 2009 Board Retreat	
b. September 24, 2009 Regular Meeting	
c. October 9, 2009 Special Meeting/Executive Session	
<u>D.2 Routine Business Items</u>	
a. Proposed Budget Meeting Calendar for 2010/2011	

**Moved to adopt the Special Transportation Fund (STF) Advisory Committee’s 4
recommendations for the 2009-2011 STO and JTA programs in accordance with
Tables A and B; and authorize the General Manager to execute contracts with
the State of Oregon consistent with these recommendations. Directors Green
and Tarter seconded. The Motion was unanimously passed by those present.**

<u>Agency or City</u>	<u>Project</u>	<u>Allocation Recommended</u>
• Table A STO Projects		
City of Silverton	Operations	\$47,398
City of Woodburn	Operations	\$66,255
Salem-Keizer Transit	Contingency	\$47,398
Salem-Keizer Transit	CARTS Operations	\$300,000
Salem-Keizer Transit	CherryLift Operations	\$486,915
• Table B JTA Projects		
OHAS	2 Wheels Vehicles	\$129,211
Silverton Hospital	2 Vans	\$66,400
City of Woodburn	2 Vehicles, PM, Equipment, Shelters	\$130,624
Salem-Keizer Transit	Mobility Management	\$204,323
Salem-Keizer Transit	CARTS Purchased Services	\$513,530
Salem-Keizer Transit	16 CherryLift Vehicles	\$904,478

MINUTES

BOARD OF DIRECTORS Salem Area Mass Transit District Thursday, October 22, 2009 Courthouse Square - Senator Hearing Room 555 Court Street NE, Salem OR 97301

CALL TO ORDER & NOTE OF ATTENDANCE

President Hanson called the regular meeting to order at 6:31 p.m. Attendance was noted and a quorum was present.

Present: President Shelley Hanson; Directors Joe Green, Kate Tarter, Marcia Kelley, and Ron Christopher

Excused: Directors Bob Krebs and Jerry Thompson

Staff: Allan Pollock, General Manager (by conference phone); Pat Mercier, Director of Finance; Mike Hansen, Director of Operations; Mary Lorensen, Director of Human Resources; Lorna Adkins, Marketing & Planning Coordinator, Mona West, Planning & Development Specialist, Janice Ellis, Financial Analyst/Grant Administrator; Linda Galeazzi, Administrative Secretary

Guests: Neal Feldman, Chair, Specialized Transportation Fund (STF) Advisory Committee; Greg Astley, Astley Consulting Group; Ben Fetherston, SAMTD Legal Counsel

ANNOUNCEMENTS & CHANGES TO AGENDA

President Hanson announced that Allan Pollock, who was out of the office on bereavement leave, would participate in the board meeting by conference call. She noted that there were no changes to the agenda and introduced guests, Ben Fetherston, Greg Astley and Neal Feldman.

PUBLIC COMMENT

- J. Alan Mullenix
 - Neal Feldman
 - Tina Hansen
- [6:35 PM]

Alan Mullenix, Owner, Patient Care Transportation, LLC: Mr. Mullenix is a transportation provider for TripLink and President of a group called the Northwest Paratransit Association. He asked to meet formally with the Board to discuss how this group feels their livelihoods are at stake and ways that they feel they can help. They would like to discuss the contract and ways that they can enlighten the program and not place a burden on the abilities of non-emergency medical transportation providers. He suggested that there were ways that these providers could be incorporated into the Americans With Disability Act (ADA) to provide Saturday service.

President Hanson advised Mr. Mullenix that his first step will be to discuss his issues with District staff before bringing them before the Board. Mr. Pollock advised that staff will also provide the Specialized Transportation Subcommittee with a follow-up report for their response.

Director Tarter asked Mr. Mullenix if he was aware that the District did not provide Saturday service. Mr. Mullenix responded that the District cut out Saturday service, and that included ADA service as well. They provide service every day as private contractors and that is a benefit to everyone.

Director Kelley asked Mr. Mullenix if he was aware that the District had no funding for Saturday service. Mr. Mullenix responded that cuts were made in fixed route service and CherryLift but as individual vendors who are not ADA, they are not mandated by the District to not provide Saturday service. They are Medicaid providers who could be incorporated in for Saturday service for the ADA. He said the District would need no funding to provide Saturday service because the providers fund themselves. They would be willing to set up an arrangement with the District to perform these services at no cost to the District.

Neal Feldman: Mr. Feldman stated that he has been using the revamped system since September 8th. He has a few quibbles but overall loves the new service with fifteen minute wait times and it goes everywhere he needs to go. He has heard very few complaints from riders, but the letters and comments on the Statesman Journal website are almost universally negative. The comments reflect very little knowledge of transit and are self-serving as if transit should be there just for them. He recognizes the dishonesty of such comments but some people who read these comments are swayed by the nonsense. He suggested that the Board seriously monitor or reply to some of these comments to reduce the unfounded rumors or statements made.

Tina Hansen: Ms. Hansen stated that she is pleased overall with the new system. She knows that people also want their Saturday service back no matter what it takes. She understands how they feel. There is a real sense of frustration from people who make those comments. She hopes the District will come out with a levy in May or November to get some additional funds. She asked about allowing people to board the bus when it arrives at the Transit Mall as it gets colder because people may not have time to wait in the customer service center before catching their bus.

Mr. Hansen acknowledged that it could be an issue since the pay-as-you-board policy was implemented with the September 8 redesign. He explained that operators have the option if they so choose to stay on the bus and allow passengers to board but it cannot be required. The District is also looking at ways in the future to protect the area from wind and rainy conditions.

CONSENT CALENDAR

Director Kelley moved approval of the Consent Calendar. Director Green seconded. The Motion was unanimously passed by those present.

ITEMS DEFERRED

There were no items deferred from the Consent Calendar

ACTION ITEMS

F.1 STF Advisory Committee Recommendations for JTA and STO Program Funding [6:46 PM]

Mona West reported on the Special Transportation Operating (STO) Program and the Jobs and Transportation Act (JTA) Program. She explained how these two funding opportunities are allocated through the Oregon Legislature to the District and how this money is passed through to projects chosen through a local public process carried out by the STF Advisory Committee that includes soliciting, reviewing and prioritizing projects for fiscal years (FY) 2009-2011 from page 17-18 of the agenda. All of the projects reviewed by the Committee met one of the five priorities of the Local Coordinated Plan that had been adopted by the Board of Directors in June 2009.

Neal Feldman stated that there were no doubts by the Committee that all of the projects qualified for funds and the Committee was pleased that there was enough money to fund all of the projects.

Director Kelley asked how soon the funds for these projects would be paid out. She noted that the STO Program was subject to the General Fund of the State Budget and if the Legislature were to change their priorities in January, those funding sources could also change.

Ms. West explained that the STO program funding was divided over eight quarters in the biennium with the first funding installment anticipated in January 2010. The JTA Program is federally funded and is paid out to the end of a biennium on a reimbursement basis when contracts are signed.

Director Kelley moved to adopt the Special Transportation Fund (STF) Advisory Committee’s recommendations for the 2009-2011 STO and JTA programs in accordance with Tables A and B; and authorize the General Manager to execute contracts with the State of Oregon consistent with these recommendations. Directors Green and Tarter seconded. The Motion was unanimously passed by those present.

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INFORMATION
G.1 Communications
Plan [6:55 PM]

Mr. Astley reported on the accomplishments of the Communications Plan in Phase One. Stakeholder interviews took place in June 2009 and the first goal of the Plan was to clearly explain to customers the changes planned under the transit system redesign coming on “09-08-09”. This was accomplished with posters in every bus, banners, buttons, business cards and t-shirts, route maps and *Frequently Asked Questions* pamphlets. The Cherriots website was given a new look. There was media coverage, newspaper advertising, bus stop notices, and involvement in summer events, outreach to the Latino community and lots of help in Customer Service. The second goal of the Plan was to enhance the communities understanding of the benefits of the changed service which was accomplished with community briefings, through community leaders and editorial support, and new destinations that included the Kroc Center which received local and national attention. The third goal of the Plan is to build community support for future transit service improvements in Phase Two.

President Hanson stated that it was important to let people know that the new service provided a way for the transit district to live within their budget, and it was time for a change. Mr. Astley agreed that this was not the end of service but a framework to build on.

Director Christopher stated that there needs to be some quotes from the Keizer City Council in the PowerPoint presentation when sharing this information with others.

Director Kelley asked about the ways that the communications team could help to change public perception by changing the verbiage from mass transit to public transit. She agreed with Director Christopher that there was a greater emphasis on Salem and suggested that they also get comments from county commissioners because of the large areas served that are not within the city limits of either Salem or Keizer. She asked if Mr. Astley knew the general penetration of the Statesman Journal and if there were other ways they could reach the community.

Mr. Astley stated that it will be important to continue to build a relationship with the media. In the past, Cherriots was an easy target for the media. Staff has done a tremendous job of reaching out to the media outlets, working with them, providing them with information and talking with them about the changes that are happening. The media in turn feels like they are being given all of the information they are asking for. There is a great foundation laid for that now. In Phase Two, the consulting team is preparing questions for polling to determine people's perception now of Salem-Keizer Transit and their perception of mass transit verses public transit. They will create focus groups to determine perceptions, needs and wants, and to determine how to continue to reach out to the community.

Director Tarter asked if the ridership numbers will be a part of their strategy.

Mr. Astley stated that part of the branding would include ridership because people will want to see the data, but he has not seen ridership numbers yet.

Director Kelley voiced her concern about keeping the Student Bus Pass ridership numbers separately because of the Business Energy Tax Credit (BETC) program so that it did not skew the ridership results.

Mr. Hansen explained that staff has seen early ridership numbers but they will continue to do more analysis for accurate results; and the ridership numbers for the Student Bus Pass Program will be kept separately.

Mr. Pollock noted that staff will not only look at ridership but will review ridership on routes that are working better or less than expected

Director Tarter remarked that the consulting team did an outstanding job on public relations, on the website and in letting people know about the changes to the stops. People's comments to her were that they were very aware of the changes to occur. Staff did great customer service in explaining the changes

to the routes which was evident on September 8th when people found out that their new route was better than the old route.

Director Kelley suggested that when the consulting team does the polling they look back six to eight years for consistency in the questions asked during other polls. Mr. Astley stated that they want to establish a benchmark.

President Hanson thanked Mr. Astley for his leadership role and noted when the communications consultant was hired; they did not have a redesigned system in mind. Once the redesign came into focus, the communications process moved fast and Phase One accomplished what it was supposed to accomplish.

Mr. Astley said the Board will take a more active role in Phase Two and that the consulting team will meet with the Board to go over that process.

Mr. Pollock reviewed the status of American Recovery and Reinvestment Act (ARRA) funded projects for the first quarter from pages 21-24 of the agenda that included a description of the project, the action required to complete the project and the grant allocation.

REPORTS

H.1 ARRA – 1st Qtr
[7:18 PM]

H.2 General Manager

The First Quarter Report for the General Manager was received and filed.

H.3 Subcommittees

Subcommittee Reports were received and filed.

BOARD & MANAGEMENT General Manager

Mr. Pollock stated that he will submit an electronic report for the first quarter to the Board when he gets back to the office.

Board President
[7:27 PM]

President Hanson reported on the Mid-Willamette Valley Council of Government meeting that she attended where they voted on wages and benefits. She met with the General Manager to do follow-up work on the Department of Public Safety & Standards Training (DPSST) Tour and Lane Transit District training. She attended the October 9th Special Board meeting and will attend the Oregon Public Transportation Conference in Seaside.

Board of Directors
[7:28 PM]

Director Christopher announced that volunteers were needed for Habitat for Humanity Day. He received a request from a Keizer city councilor for a bus shelter in front of the Civic Center at the Keizer City Hall. He spoke about the reasons he ran for a position on the Board of Directors, the negativity about the District, their inability to pass a levy and reasons that public policy issues should come before the entire Board. He shared his disappointment over a situation in the last week that he felt had been poorly handled.

Director Tarter reported that she attended the Oregon Metropolitan Planning Organization Consortium (OMPOC) meeting with Keizer City Councilor Cathy Clark as an alternate for Bob Krebs who could not attend. She plans to attend the next Salem Chamber of Commerce meeting.

Director Kelley stated that the Mid Willamette Area Commission on Transportation (MWACT) did not meet because of the League of Cities (LOC) meeting. She attended the Special Board meeting and the SCAN

neighborhood association meeting.

Director Green reported on his attendance at the Planning & Operations Subcommittee meeting, two community meetings and the Special Board meeting. In response to Director Christopher's comments, Director Green suggested that Director Christopher talk to the source of his concern so that it did not fester.

OTHER BUSINESS None

ADJOURNMENT The meeting was adjourned at 7:34 p.m.

Respectfully submitted,

Shelley Hanson
President