



Salem Area Mass Transit District
Board of Directors Meeting
October 24, 2024

Index of Board Actions

<u>Action</u>	<u>Page</u>
Approve the Consent Calendar.....	4
A. Approval of Minutes	
1. August 15, 2024 Board of Directors Executive Session	
2. September 26, 2024 Board of Directors Meeting	
3. October 10, 2024 Board of Directors Executive Session	
4. October 10, 2024 Board of Directors Special Meeting	
5. October 10, 2024 Board of Directors Work Session	
B. Routine Business Items	
1. Reappoint community members Andrew Hickey, representing Subdistrict #2 and Marie Greene, representing Subdistrict #4, to the Budget Committee for a term ending June 30, 2027.	
2. Adopt the proposed FY2025-2026 Budget Calendar.	
Authorize the General Manager to execute a one-year contract with two one-year option years with EAN Holdings, LLC for vanpool services for an amount not to exceed \$975,000 PULLED	23

Salem Area Mass Transit District
Board of Directors Meeting Minutes

Senator Hearing Room: 555 Court St. NE, Salem, Oregon 97301

October 24, 2024

Full Video of Board Meeting can be accessed at: https://www.youtube.com/playlist?list=PLSUQ1gg6M78XRjv71iiYD_YiUu7ABEx92

Attendees:

Board: President Maria Hinojos Pressey, Directors Joaquín Lara Midkiff, Ramiro Navarro Jr., Sadie Carney (Virtual), Ian Davidson, and Bill Holmstrom. Absent: Director Sara Duncan.

Staff: General Manager Allan Pollock, Deputy General Manager David Trimble, CFO Denise LaRue, CELRO Jaél Rose, CPDO Shofi Ull Azum, COO Tom Dietz, Customer Service Manager Seth Hamlin, Customer Experience Specialist Bryan McCown, and Executive Assistant Kirra Pressey.

Guest: Legal Counsel Sara Sayles (Virtual)

I. CALL TO ORDER

A. Attendance

President Hinojos Pressey called the meeting to order at 5:30 p.m.

Attendance was noted with Director Carney attending virtually and Director Duncan absent.

B. Safety Moment

GM Pollock presented the safety moment, emphasizing the increased risk of pedestrian accidents on Halloween, noting that children are more than twice as likely to be hit by a car on this day. Key safety tips included using reflective gear, carrying flashlights, and wearing light-colored costumes to improve visibility; supervising children under 12 during trick-or-treating; and encouraging caution when crossing streets.

II. ANNOUNCEMENTS | CHANGES TO THE AGENDA

President Hinojos Pressey announced that item VII. A was pulled from the Agenda.

III. PRESENTATION(S) - None

IV. PUBLIC COMMENT - None

V. CONSENT CALENDAR

Presenter: President Maria Hinojos Pressey

Staff Report: Pg. 4-22

A. Approval of Minutes

1. August 15, 2024 Board of Directors Executive Session
2. September 26, 2024 Board of Directors Meeting
3. October 10, 2024 Board of Directors Executive Session
4. October 10, 2024 Board of Directors Special Meeting
5. October 10, 2024 Board of Directors Work Session

B. Routine Business Items

1. Budget Committee Appointment(s)
2. Approval of FY2026 Budget Calendar

Motion:	Approve the Consent Calendar.
Motion By:	Director Ian Davidson
Second:	Director Joaquín Lara Midkiff
Vote:	Motion Passed Unanimously, with President Hinojos Pressey and Directors Lara Midkiff, Navarro, Carney, Davidson, and Holmstrom voting in favor of.

VI. ITEMS DEFERRED FROM THE CONSENT CALENDAR - None

VII. ACTION ITEMS

A. ~~Award of Contract for Enterprise Vanpool Program~~

~~Staff Report: Pg. 23-24~~

ITEM VII.A PULLED.

VIII. INFORMATIONAL REPORTS

A. Umo One Year Status Report

Presenter: Customer Service Manager Seth Hamlin

Staff Report: Pg. 25-35

Customer Service Manager Hamlin provided an update on the implementation of Umo. Launched on August 1, 2023, Umo introduced universal fares for Cherriots Local and Regional services, offering features such as account-based ticketing, fare capping, group pass programs, and various payment options. Since the launch, total net sales reached \$730,500, with 98,800 fares sold—a 122% increase year-over-year. Fare capping has particularly benefited frequent and low-income riders. Upcoming goals include increasing adoption rates, expanding outreach, and certifying new payment devices. The implementation has been successful, with efforts focused on continuous improvement and accessibility.

IX. GENERAL MANAGER'S REPORT

GM Pollock provided updates on recent activities. He reported that the Joint Committee on Transportation Road Show is complete. Subsequently, three workgroups were formed, including Public and Active Transit, where he serves as an

alternate. At the second meeting, he joined representatives from TriMet and COIC to present on environmental considerations, safety, and equity in transit. Earlier this week, he and Bobbi Kidd virtually presented to the Texas Transit Leadership Institute Class on leading through the strategic planning process. This morning, he attended the Marion County Reentry Breakfast, where Cherriots was recognized for its support in providing transit passes to assist individuals in the reentry process. He also highlighted Cherriots' human trafficking initiative. Lastly he reported that next week, several staff members will attend the Oregon Public Transportation Conference in Seaside.

X. BOARD OF DIRECTORS REPORT

President Hinojos Pressey and Directors provided reports on committees and activities in which they represent the District.

XI. ADJOURN

President Hinojos Pressey adjourned the meeting at 6:37 p.m.

Respectfully Submitted



Maria Hinojos Pressey, Board President