

SALEM AREA MASS TRANSIT DISTRICT

BOARD OF DIRECTORS MEETING AGENDA PACKET

Thursday, May 22, 2025 at 5:30 p.m.

Directors: Joaquín Lara Midkiff | Ramiro Navarro Jr. | Sadie Carney | Maria Hinojos Pressey| Ian Davidson | Sara Duncan | Bill Holmstrom

Available meeting formats:

In Person: Senator Hearing Room, 555 Court Street NE, Salem, Oregon 97301 Zoom Gov: Meeting ID: 161 115 6964 | Passcode: 680098 Link: https://cherriots-org.zoomgov.com/j/1611156964?pwd=T0VPaXp3eVJpc0NJWWkxeXJSNnE5dz09 One Tap Mobile: +16692545252,,1611156964#,,,,*680098# US Landline Phone: +1 669 254 5252 US Live Stream: https://www.capitalcommunitymedia.org/all Comcast Channel 21

Public Comment: Community members may provide comments on transit-related matters during the meeting, with a three-minute time limit per speaker. Comments can be submitted in writing, by email, in person, or via ZoomGov. Written comments received by 12:00 P.M. on the meeting day will be included in the official record.

Email: Board@cherriots.org

Mail: Attn: District Board of Directors, 555 Court St. NE, Suite 5230, Salem, OR 97301

Consent Calendar: Routine items are adopted collectively through a single motion unless a Director requests to remove an item. Any item withdrawn for discussion will be addressed after the Consent Calendar is approved.

Board of Director Report: Board members report on transit-related issues, including committee participation, community outreach, and special projects representing the District.

Closed Captioning (CC): ZoomGov's live streaming platform offers Closed Captioning (CC) to enhance viewer participation, though translations may not always be accurate.

Alternative Formats: ASL services and alternate formats for individuals with limited English proficiency are available with 48 hours' notice. Requests can be made by contacting the Clerk at 503-588-2424 or through TTY via Oregon Relay Services at 1-800-735-2900 (or 711). Office hours are Monday–Friday, 8:00 AM to 5:00 PM.

Electronic Copies: Agenda packets are available at <u>https://www.cherriots.org/meetings/</u>.

Email Distribution List: To join the District's public meeting distribution list, email the Clerk of the Board at <u>publictestimony@cherriots.org</u>.



Formatos de reunión disponibles:

En persona: Senator Hearing Room, 555 Court Street NE, Salem, Oregón 97301 Zoom Gov: Meeting ID: 161 115 6964 | Código de acceso: 680098 Link: https://cherriots-org.zoomgov.com/j/1611156964?pwd=T0VPaXp3eVJpc0NJWWkxeXJSNnE5dz09 One Tap Mobile: +14154494000,,1611156964#,,,,*680098# US Teléfono fijo: +1 +1 415 449 4000 US Transmisión en directo: https://www.capitalcommunitymedia.org/all Comcast Canal 21

Comentarios del público: Los miembros de la comunidad pueden hacer comentarios sobre asuntos relacionados con el tránsito durante la reunión, con un límite de tiempo de tres minutos por orador. Los comentarios pueden presentarse por escrito, por correo electrónico, en persona o a través de ZoomGov. Los comentarios por escrito recibidos antes de las 12:00 p.m. del día de la reunión se incluirán en el acta oficial.

Correo electrónico: Board@cherriots.org

Correo postal: District Board of Directors, 555 Court St. NE, Suite 5230, Salem, OR 97301

Calendario de Consentimiento: Los puntos de rutina se adoptan colectivamente mediante una sola moción, a menos que un Director solicite retirar un punto. Cualquier punto retirado para ser debatido se tratará después de la aprobación del Calendario de Consentimiento.

Informe del Consejo de Administración: Los miembros de la Junta Directiva informan sobre temas relacionados con el tránsito, incluida la participación en comités, la extensión a la comunidad y los proyectos especiales que representan al Distrito.

Subtítulos (CC): La plataforma de retransmisión en directo de ZoomGov ofrece subtítulos (CC) para mejorar la participación de los espectadores, aunque es posible que las traducciones no siempre sean precisas.

Formatos alternativos: Los servicios de ASL y formatos alternativos para personas con dominio limitado del inglés están disponibles con 48 horas de antelación. Las solicitudes se pueden hacer poniéndose en contacto con el Secretario en el 503-588-2424 o a través de TTY a través de Oregon Relay Services en el 1-800-735-2900 (o 711). El horario de oficina es de lunes a viernes, de 8 de la mañana a 5 de la tarde.

Copias electrónicas: Los paquetes del orden del día están disponibles en https://www.cherriots.org/meetings/.

Lista de distribución por correo electrónico: Para inscribirse en la lista de distribución de reuniones públicas del Distrito, envíe un correo electrónico al Secretario de la Junta a publictestimony@cherriots.org.



1.	CALL TO ORDER
	A. Note of Attendance for a Quorum
	B. Safety Minute
	C. Announcements Changes to Agenda
2.	PRESENTATIONS
	A. Dolly Parton Imagination Library Project
	B. <u>Rethink Your Commute</u> 4
3.	PUBLIC COMMENT
4.	CONSENT CALENDAR
	A. Approval of Minutes
	i. <u>April 24, 2025 Board Meeting</u> 12
	B. Routine Business Items
	i. <u>Adopt FY2026 Board Meeting and Work Session Schedule</u>
5.	ITEMS DEFERRED FROM CONSENT CALENDAR
6.	ACTION ITEMS
υ.	
0.	A. <u>Authorize Contract Extension with DPI Security, Inc.</u>
7.	A. <u>Authorize Contract Extension with DPI Security, Inc.</u>
	INFORMATIONAL REPORTS
	INFORMATIONAL REPORTS A. Creating Community Connections Project Brief
	 INFORMATIONAL REPORTS A. Creating Community Connections Project Brief B. <u>Fiscal Year 2025 Quarter 3 (FY25 Q3) Strategic Plan Report</u>
	 INFORMATIONAL REPORTS A. Creating Community Connections Project Brief B. Fiscal Year 2025 Quarter 3 (FY25 Q3) Strategic Plan Report
7.	 INFORMATIONAL REPORTS A. Creating Community Connections Project Brief B. Fiscal Year 2025 Quarter 3 (FY25 Q3) Strategic Plan Report
7.	 INFORMATIONAL REPORTS A. Creating Community Connections Project Brief B. Fiscal Year 2025 Quarter 3 (FY25 Q3) Strategic Plan Report

NEXT MEETING: JUNE 26, 2025 at 5:30 p.m.

Rethink Your Commute!

Save. Ride. Smile.



CHERRIOTS

Agenda

- Partnering with the City of Salem
- Print materials
- Internal communications
- Social media campaign
- Timeline
- Measuring success







CHERRIOTS



Bi-fold Brochure

inside



home refreshed, stress-free, and with more money in your pocket. Learn more, and plan your trip at: **Cherriots.org** Interested in a free park and ride lot?

mber of free park Salem and Keizer. Find the one that works for you at Cherriots.org/parkandride



front cover

CHERRIOTS

Half Sheet Insert

System Maps

CHERRIOTS

30X



CHERRIOTS

Internal Communications

- Talking points for frontline staff
- Operator breakroom monitor slide
- Pulse article
- News article on Cherriots.org



CHERRIOTS

Cherriots Social Media Posts Shared by COS





Cherriots Social Media Campaign Consider Cherriots!



CHERRIOTS

Overthinking where you park?

You have enough things to think about, developing a system for finding the perfect parking spot doesn't have to be one of them. **Consider Cherriots!**





Timeline

- May 15 May 31: Page content updated and links posted to COS website
- May 23: Collateral delivered to COS for "Materials Kits" and CS Center
- June 1 July 31: One social media post per week
- July 10: Paid parking will be implemented
- Aug 31+: After action review
 - Comms. Team, COS, and Commuter Options

CHERRIOTS

Measuring Success

- Track digital engagement (ex: web traffic, social media, campaign link clicks).
- Monitor for early signs of increased transit use downtown.
- Use after-action review to gather feedback and establish a benchmark for future outreach.



SALEM AREA MASS TRANSIT DISTRICT

BOARD OF DIRECTORS METTING

Thursday, April 24, 2025

Index of Board Actions

Action Pag	e
	-3
A. Approval of Minutes	
a. March 27, 2025 Board Meeting	
b. April 10, 2025 Board Executive Session	
c. April 10, 2025 Board Work Session	
B. Routine Business Items	
a. FY2025 Q3 NTD Assault Data	
Adopt Resolution No. 2025-06, amending the Agency Safety Plan	
Authorize the General Manager to execute a two-year contract with Garten Services, Inc., effective July 1	,
2025 for Transit Host services in the amount not to exceed \$120,310	-4
Authorize the General Manager to execute Contract Amendment No. 1 with Turell Group and CFM	
Advocates, Inc., for a revised total not-to-exceed amount of Contract 24-042 for public relations and	
marketing services to \$297,500	



SALEM AREA MASS TRANSIT DISTRICT

BOARD MEETING MINUTES

Thursday, April 24, 2025 at 5:30 p.m.

ATTENDEES: President Hinojos Pressey | Directors Joaquín Lara Midkiff | Ramiro Navarro Jr. | Sadie Carney | Sara Duncan | Bill Holmstrom (Virtual)

ABSENT: Ian Davidson

STAFF: GM Allan Pollock | DGM David Trimble | CSO Cliff Carpentier | CFO Denise LaRue | CPDO Shofi Azum | COO Tom Dietz | Security and Emergency Management Manager Karen Garcia | Customer Service Manager Seth Hamlin | Executive Assistants Crisandra Williams | Kirra Pressey GUEST: Legal Counsel William Ohle | Turell Group's President Dana Turell

1. CALL TO ORDER

- A. Note of Attendance for a Quorum
 President Hinojos Pressey called the meeting to order at 5:30 p.m.
 Attendance was noted, with Director Davidson absent and Director Holmstrom online. A quorum was present.
- B. Safety Minute GM Pollock provided the safety moment, highlighting ways to stay safe while using public transportation. Key recommendations included planning ahead, arriving early, staying alert, securing belongings, and boarding and exiting safely.
- C. Announcements | Changes to Agenda: None
- 2. **PRESENTATIONS** None
- 3. PUBLIC COMMENT None

4. CONSENT CALENDAR

- A. Approval of Minutes
 - 1. March 27, 2025 Board Meeting
 - 2. April 10, 2025 Board Executive Session
 - 3. April 10, 2025 Board Work Session
- B. Routine Business Items
 - 1. FY2025 Q3 NTD Assault Data

Action						
Motion:	Motion: I move to approve the Consent Calendar as presented.					
Motion by:	Motion by:Director Sara DuncanSecond:Director Joaquín Lara Midkiff					
Vote						



Aye:President Hinojos Pressey, Directors, Lara Midkiff, Navarro, Cari Duncan, and Holmstrom							
	Motion passes unanimously 6-0						

5. ITEMS DEFERRED FROM CONSENT CALENDAR - None

6. ACTION ITEMS

A. Adopt Resolution 2025-06, amending the District's ASP

Presenter: CSO Carpentier

<u>Agenda Packet</u>: Pg. 15-65

CSO Carpentier presented Resolution No. 2025-06, requesting the Board adopt the amended Agency Safety Plan (ASP), formerly known as the Public Transportation Agency Safety Plan, in compliance with updated Federal Transit Administration (FTA) requirements. The Safety Committee reviewed and recommended updates. The amended ASP also enhances the Safety Committee's role in the Safety Management System (SMS) and introduces onboarding and ongoing training to strengthen committee effectiveness.

Action										
Motion:	I move that the Board adopt Resolution No. 2025-06, amending the Agency Safety Plan.									
Motion by:	on by: President Hinojos Pressey Second: Director Joaquín Lara Midkiff									
	Vote									
Aye: President Hinojos Pressey, Directors, Lara Midkiff, Navarro, Carney, Duncan, and Holmstrom										
Motion passes unanimously 6-0										

B. <u>Award of Contract for Transit Hosts</u>

<u>Presenter:</u> Customer Service Manager Hamlin <u>Agenda Packet:</u> Pg. 66-67

Customer Service Manager Hamlin provided an overview of the District's Transit Host services, delivered through a longstanding partnership with Garten Services, Inc. Transit Hosts assist riders at the Downtown Transit Center by answering questions, providing route information, offering wayfinding support, and making referrals to Customer Service Representatives when needed. Hosts also support customers with mobility devices, vision impairments, and transfers. Averaging over 1,100 interactions per quarter, they play a key role in enhancing the customer experience. As the sole provider



authorized under ORS 279.835, the District conducted a sole source justification to continue this partnership without a competitive procurement process.

Action									
Motion:	I move that the Board authorize the General Manager to execute a two- year contract with Garten Services, Inc., effective July 1, 2025 for Transit Host services in the amount not to exceed \$120,310.								
Motion by:	n by: Director Joaquín Lara Midkiff Second: Director Ramiro Navarro Jr.								
	Vote								
Aye:President Hinojos Pressey, Directors, Lara Midkiff, Navarro, Carney, Duncan, and Holmstrom									
Motion passes unanimously 6-0									

C. <u>Contract Amendment for Public Relations and Marketing Services</u> <u>Presenter:</u> CELRO Rose

<u>Agenda Packet:</u> Pg. 68-69

CELRO Rose presented a proposed amendment to Contract 24-042 with Turell Group and CFM Advocates Inc., originally executed in October 2024 for an amount not-toexceed \$96,000. The contract supports strategic public relations and marketing efforts for a major service enhancement project. Due to changes in project leadership and an accelerated communication strategy, the volume of work has increased beyond initial projections, though it remains within the original scope. Staff recommends increasing the contract's not-to-exceed amount to \$297,500 to ensure continued execution of outreach activities through the contract term.

Action									
Motion:	I move that the Board authorize the General Manager to execute Contract Amendment No. 1 with Turell Group and CFM Advocates, Inc., for a revised total not-to-exceed amount of Contract 24-042 for public relations and marketing services to \$297,500.								
Motion by:	Motion by: Director Joaquín Lara Midkiff Second: Director Sara Duncan								
	Vote								
Aye: President Hinojos Pressey, Directors, Lara Midkiff, Navarro, Carney, Duncan, and Holmstrom									
Motion passes unanimously 6-0									



7. INFORMATIONAL REPORTS

A. <u>Creating Community Connections Project Brief</u>

<u>Presenter</u>: CELRO Rose and Turell President Dana Turell CELRO Rose and Turell Group President Dana Turell provided an update on the Creating Community Connections Project, highlighting current operations and upcoming activities in preparation for the June launch. They shared both short- and long-form versions of recent promotional videos as part of the campaign's outreach strategy.

8. REPORTS

A. GENERAL MANAGER'S REPORT

General Manager Pollock reported on state and federal legislative developments, including a proposed STIF increase and a letter from the U.S. DOT linking grant funding to immigration enforcement policies, which the District is reviewing. He noted May is Bike Month, thanked staff for organizing Take Your Child to Work Day, shared highlights from a recent ride with Mayor Hoy, and referenced the Board's Talking Points.

B. BOARD OF DIRECTORS REPORT

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

9. ADJOURN

President Hinojos Pressey adjourned the meeting at 6:38 p.m.

Respectfully Submitted

Maria Hinojos Pressey, Board President



10.	budiu ui Directurs
From:	Kirra Pressey, Executive Assistant
Thru:	Allan Pollock, General Manager
Date:	May 23, 2024
Subject:	Fiscal Year 2026 (FY26) Regular Board Meeting and Work Session Schedule

ISSUE

Shall the Board adopt a FY26 regular Board meeting and work session schedule?

BACKGROUND AND FINDINGS

Board of Directors

Under Rule 11 of the Bylaws, the Board will hold regular meetings on the evening of the fourth Thursday of each month, except during meeting recesses announced in advance. If a regular meeting date falls on a legal or national holiday, the meeting shall be rescheduled to another date and time as designated by the Board. The Board currently approves its meeting schedule at the May Board meeting each year.

The proposed FY2026 meeting schedule includes 11 regular meetings and can be found in <u>Attachment A</u>.

- Work Sessions are scheduled for the second Thursday of each month at 5:30 p.m., except in December, when no Work Session is scheduled.
- Regular Board Meetings will be held on the fourth Thursday of each month at 5:30 p.m., except in November and December due to the holidays. There will be no meeting in November, and the December meeting will be held on Thursday, December 11, 2025 (the second Thursday of the month).

Both Board Meetings and Work Sessions are held in person in the Senator Hearing Room at Courthouse Square, located at 555 Court Street NE, Salem, Oregon, and are also accessible electronically via ZoomGov, a web-based platform for online meetings.

Regular Board Meetings are broadcast live on the night of the meeting via CC:Media Live Video and Comcast Channel 21. Reruns air four times throughout the month on Channel 21 and are also available anytime via the CC:Media YouTube channel: <u>https://www.capitalcommunitymedia.org/all</u>.

FINANCIAL IMPACT None.

RECOMMENDATION

Staff recommends that the Board adopt the proposed Fiscal Year 2026 schedule of 11 regular Board meetings and Work Sessions as presented in Attachment A.

PROPOSED MOTION

I move the Board adopt the proposed Fiscal Year 2026 schedule of 11 (eleven) regular Board meetings and Work Sessions as presented in Attachment A.



SALEM AREA MASS TRANSIT DISTRICT Board of Directors Fiscal Year 2026 Board Regular Meeting & Work Session Schedule

Work Sessions **Board Meetings** Thursday, July 10, 2025 Thursday, July 24, 2025 Thursday, August 14, 2025 Thursday, August 28, 2025 Thursday, September 11, 2025 Thursday, September 25, 2025 Thursday, October 9, 2025 Thursday, October 23, 2025 Thursday, November 13, 2025 No November Meeting No December Meeting Thursday, December 11, 2025 Thursday, January 8, 2026 Thursday, January 22, 2026 Thursday, February 12, 2026 Thursday, February 26, 2026 Thursday, March 12, 2026 Thursday, March 26, 2026 Thursday, April 23, 2026 Thursday, April 9, 2026 Thursday, May 14, 2026 Thursday, May 28, 2026 Thursday, June 11, 2026 Thursday, June 25, 2026

Agenda packets will be available at the following website no later than 48 hours prior to each meeting: <u>https://www.cherriots.org/meetings/</u>.

Work Sessions are scheduled for the second Thursday of each month at 5:30 P.M., except for December, when no Work Session is scheduled.

Regular Board Meetings are held on the fourth Thursday of each month at 5:30 P.M., except in November and December due to the holidays. There will be no meeting in November and the December meeting will be held on the second Thursday of the month.

Both Work Sessions and Regular Board meetings will be held in person in the Senator Hearing Room at Courthouse Square, located at 555 Court Street NE, Salem, Oregon, and electronically via ZoomGov. Regular Board Meetings will also be broadcast live on Comcast Channel 21 and streamed on YouTube through Capital Community Media's website: <u>https://www.capitalcommunitymedia.org/all</u>.



То:	Board of Directors
From:	Karen Garcia, Security and Emergency Management Manager
	Cliff Carpentier, Chief Safety Officer
Thru:	Allan Pollock, General Manager
Date:	May 22, 2025
Subject:	Contract Extension with DPI Security, Inc, for Security Services at the Del Webb Operations Headquarters

ISSUE

Shall the Board authorize the General Manager to execute a contract extension with DPI Security, Inc, formerly DePaul Industries, Inc, for security services (unarmed) to begin on July 1, 2025, for a not-to-exceed amount of \$290,000?

BACKGROUND AND FINDINGS

To ensure the delivery of a world-class customer experience for all employees, riders, and the public, the District monitors conduct on all its vehicles and facilities. This is accomplished at the transit centers through a contract with PPC Solutions, Inc., a private security provider.

The Del Webb Operations Headquarters is home to the Operations Division, which includes the following departments: Transportation (Transit Operators, Operations Supervisors, and Support Staff), Maintenance (Mechanics, Service and Facilities Workers, and Maintenance Supervisors) and Contracted Services. The Planning and Development Division also operates from this location. The Operations Headquarters holds a significant number of material assets, including fixed route vehicles, non-revenue (staff cars) vehicles, and all associated technology equipment vital to the operations of the service.

In July 2021, the District contracted with DePaul Industries, Inc to provide onsite security at the Operations Headquarters. The goal was to deter unauthorized entry to the facility, increase safety for personnel and visitors, as well as reduce the risk of loss to the District. The presence of the security officers has significantly improved the overall safety and security of the site.

A capital project began in FY22 to harden the perimeter of the Operations Headquarters by constructing automated gates and improved fencing. Closing the perimeter will greatly

reduce risk and enhance security at the facility; however, as with any construction project, the gate and fence upgrades will take time to implement. Until the fencing project is complete, there will be a continued need to have a security presence at the Del Webb facility.

The District utilizes State of Oregon Price Agreement #8349 for this contract. This extension incorporates Amendment #17 of the Price Agreement and is executed in accordance with the District procurement procedures, Oregon Department of Justice (DOJ) regulations, and in compliance with ORS 279.850(1).

The term of the contract extension is from July 1, 2025 – June 30, 2026. Security staff will be present onsite 24 hours per day, seven (7) days per week.

The partnership between District staff and our private security providers helps the District deliver on its mission of safety through security presence and responsiveness.

FINANCIAL IMPACT

Funding for this contract is included in the FY2025-2026 Safety and Security Division General Fund budget. The term of the contract does not exceed the new fiscal year.

Total contract cost for FY2025-26 is not-to-exceed \$290,000.

RECOMMENDATION

Staff recommends that the Board authorize the General Manager to execute a contract extension with DPI Security, Inc for security services (unarmed) at the Del Webb Operations Headquarters for a not-to-exceed amount of \$290,000.

PROPOSED MOTION

I move that the Board authorize the General Manager to execute a contract extension with DPI Security, Inc for security services (unarmed) at the Del Webb Operations Headquarters for a not-to-exceed amount of \$290,000 (two hundred ninety thousand dollars).



То:	Board of Directors
From:	Bobbi Kidd, Strategic Initiatives Administrator
Thru:	Allan Pollock, General Manager
Date:	May 22, 2025
Subject:	Fiscal Year 2025 Quarter 3 (FY25 Q3) Strategic Plan Report

ISSUE

Shall the Board receive the FY25 Q3 Organizational Strategic Plan Report?

BACKGROUND AND FINDINGS

In August 2022, the Board of Directors adopted an updated Organizational Strategic Plan. The Strategic Plan details the District's aspirations and specific steps for attaining goals set forth. It provides clarity around the vision for achieving excellence, supporting employee engagement and professional growth, increasing our value within the community, and achieving financial health.

This report summarizes progress achieved on Organizational Tactics identified in the work plan over the course of FY25 Q3. This is in alignment with the commitment from Executive Leadership and District staff to monitor and report quarterly on Strategic Plan progress. This report will highlight this fiscal year's goals and quarter three accomplishments.

All the efforts are aligned with the District's four Success Outcomes:

- 1. Community Value
- 2. Customer Satisfaction
- 3. Culture of Ownership
- 4. Financial Sustainability

FINANCIAL IMPACT

The FY2025 budget includes funds for implementation of the Strategic Plan.

RECOMMENDATION

For information only.

PROPOSED MOTION None.



CHERRIOTS



Fiscal Year 2025

May 22, 2025



VALUES

Communication Humility Excellence • Respect Resourceful Inclusive • Ownership Transparency Safety



CHERRIOTS 2025 Success Outcomes

COMMUNITY VALUE



Community Value Score: 85

CUSTOMER SATISFACTION



Local NPS: 56 LIFT NPS: 69

CULTURE OF OWNERSHIP



Increase our Employee Engagement score over the previous year by 5 percentage points or 69

FINANCIAL SUSTAINABILITY



Year 1: Expenditure/Revenue Reporting Year 2: 3-Year Rolling Budget Forecast Year 3: Delivery of Full Capital Program Budget and Successful Completion of Triennial Review











CHERRIOTS Organizational Tactics

COMMUNITY VALUE



1. Establish Zero Emissions Infrastructure Roadmap

2. Share the Cherriots Story

CULTURE OF OWNERSHIP



- 1. Implement an Emerging Leaders Program
- 2. Implement a Mentor/Mentee Plan
- 3. Successful Negotiation of a Collective Bargaining Agreement
- 4. Implement a Merit Based Performance Management System
- 5. Complete Implementation of a Reward and Recognition Program
- 6. Improve Project Performance and Management
- 7. Improve Technology Services

CUSTOMER SATISFACTION



- 1. Cherriots Intelligent Transportation System Implementation
- 2. Conduct a Comprehensive Operational Analysis
- 3. Improve Safety and Security

FINANCIAL SUSTAINABILITY

- 1. Develop a Long Range Financial Plan
- 2. Establish Employee Facing Human Resource and Finance Employee Portal
- 3. Enhance the Capital Investment Plan
- 4. Successful Completion of Triennial Review

CHERRIOTS Tactic Highlights

Let's hear from the Chiefs!







CHERRIOTS CONClusion

- Decoupling of overarching Strategic Plan and Work plan
- FY26 Work Plan is complete, shared at the Budget Committee, and ready to roll out to staff!
- TransDASH Summit in June
- Just over a month left in FY25!
- FY26 kickoff with goal owners in June



QUESTIONS?





BOARD MEETING MEMO Agenda Item No. 7.C

То:	Board of Directors
From:	Shofi Ull Azum, Chief Planning and Development Officer David Trimble, Deputy General Manager
Thru:	Allan Pollock, General Manager
Date:	May 22, 2025
Subject:	Fiscal Year 2025 Quarter 3 (FY25 Q3) Performance Report

ISSUE

Shall the Board receive the FY25 Q3 Performance Report?

BACKGROUND AND FINDINGS

FY25 Q3 began January 1, 2025, and ended March 31, 2025. System-wide ridership **increased by 1.1%** in FY25 Q3, while ridership per revenue hour decreased 2.5% compared to FY24 Q3 due to February's severe ice storm and the implementation of Route 22 Kuebler Link. This new route resulted in a significant increase in revenue hours but the ridership was relatively low. The average monthly ridership in FY25 Q3 for Route 22 was 2,012. The District is working on a targeted outreach strategy and other marketing campaigns to enhance the visibility of this new route and boost ridership.

The On-Time Performance (OTP) for Cherriots Local service during this period was 85.2%, exceeding the District's target of 85%. The Transportation Department is actively working to address the 7.8% early departures (when a bus leaves a timepoint before its scheduled time), which, once resolved, is expected to improve the OTP for Local service.

The Youth Zero Pass program, launched in September 2022, accounted for 29.5% of the total ridership during this quarter. Youth ridership decreased by 15% (-37,205 rides) on Cherriots Local service and 30% (-2,093 rides) on Cherriots Regional service compared to FY24 Q3. This decrease follows the implementation of a new policy introduced in October 2024, requiring verification of youth identification. While this policy may have temporarily affected ridership, it is a strategic measure that will support the long-term success of the Youth Zero Pass Program.

The 10 Battery Electric Buses (BEBs) collectively drove a total of 67,254 miles in FY25 Q3. The use of BEBs resulted in a reduction of 21,397 lbs. of greenhouse gases (GHGs)—the equivalent of eliminating 2,003 car trips.

Key Performance Indicators (KPIs) for Cherriots fixed route (Local and Regional), paratransit service (also known as LIFT), Shop and Ride, and Vanpool are included in <u>Attachment A</u>: Quarterly Performance Report. The data for these measures are derived from adjusted Trapeze schedules, vehicle fare boxes, passenger counting systems, the trip reservation platform (Via Transportation, Inc.), and staff-tracked measures.

The total and daily average data for weekdays, Saturdays, and Sundays in Attachment A are compared to the same time period of the previous fiscal year, FY24 Q3, when data is available. Cherriots Local and paratransit (LIFT) services are available seven days a week. Cherriots Regional service is available Monday through Saturday, and Shop and Ride service is available Monday through Friday.

FINANCIAL IMPACT None.

RECOMMENDATION For information only.

PROPOSED MOTION None.



JANUARY 1, 2025 - MARCH 31, 2025

CHERRIOTS



JANUARY 2025

FEBRUARY

2025

MARCH

2025



- The Board approved the Cherriots Comprehensive Operations Analysis (COA) contract, launching a study to identify service challenges and opportunities and develop improvement strategies with community engagement.
- The vanpool contract was executed, allowing the program to continue promoting sustainable commuting by reducing traffic congestion and vehicle emissions.



- Planning staff completed the route validation process for the new Avail CAD/AVL system, ensuring that route paths, stop sequences, and announcements align with actual service on the road.
- Key performance indicators (KPIs) for battery electric buses (BEBs) were added to the Cherriots Quarterly Performance Report to support performance tracking and progress toward a zero-emissions fleet.
- The "Talk with a Planner" outreach initiative was conducted to gather input from transit operators and inform service improvements.



- The Cherriots Comprehensive Operations Analysis (COA) officially launched with a successful kickoff meeting to begin the study phase.
- Planning initiated the bus stop engineering project with a kickoff meeting to assess and enhance stop infrastructure.

System Summary FY25 Q3

The table below provides a high-level summary of boardings, revenue miles, and revenue hours in Quarter 3 of Fiscal Year 2025 (FY25 Q3) compared to the same period of the previous fiscal year. Total ridership is up 1.1 percent, with the largest share coming from Cherriots Local bus service. Revenue hours and miles have also increased due to the implementation of Route 22 Kuebler Link in May of 2024. This new route resulted in a significant increase in revenue hours, but not a substantial increase in rides. Additionally, February's severe ice storm significantly impacted overall ridership. Therefore, rides per revenue hour system wide decreased by 2.5 percent compared to FY24 Q3.

Performance Indicator	Fixed- Local	Route Regional	Paratransit (LIFT)	Dial-a-Ride (Shop and Ride)	Vanpool	Total	% Change from FY24 Q3	FY25 YTD
Total Boardings	784,905	29,456	25,644	1,213	23,876	865,094	1.1%	2,669,153
Percent of Total Boardings	90.7%	3.4%	3.0%	0.1%	2.8%			
Revenue Miles	633,264	124,653	144,432	7,180	128,917	1,038,446	4.6%	3,204,536
Boardings per Revenue Mile	1.2	0.2	0.2	0.2	0.2	0.8	-3.4%	0.8
Revenue Hours	51,957	5,708	11,570	683	3,285	73,203	3.7%	227,246
Boardings per Revenue Hour	15.1	5.2	2.2	1.8	7.3	11.8	-2.5%	11.7





Ridership Trends FY25 Q3

TOTAL FIXED ROUTE BOARDINGS



	FY24 YTD	FY25 YTD
Local	2,345,467	2,432,827
Regional	76,379	87,040

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QUARTERLY PERFORMANCE REPORT FY25 Q3

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Ridership Trends FY25

LOCAL AVERAGE DAILY RIDES PER MONTH



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Ridership Trends FY25

QUARTERLY INCREASE/DECREASE

6

REGIONAL AVERAGE DAILY RIDES PER MONTH



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Cherriots measures a route's productivity using rides per revenue hour. Each type of route is assigned a specific target, as listed below. Once the target is exceeded, additional frequency may be considered to maintain a suitable level of passenger comfort and service for the system.

- Corridor routes Routes that operate on major transit pathways, including the **Core Network**, that connect to areas of major growth, employment, and activity centers. They typically operate at higher frequencies than Coverage routes.
 - Target: 20 rides per revenue hour
- Coverage routes Routes that focus on providing access to transit over building high ridership, operate at lower frequencies, and typically travel through neighborhoods.
 - Target: 10 rides per revenue hour
- Commuter express routes Routes that connect metropolitan areas with no stops in between.
 - Target 10 rides per revenue hour
- Regional express routes Routes that provide service between towns, cities, and communities in Marion and Polk counties.
 - Target 10 rides per revenue hour
- Deviated fixed routes Routes that run along a fixed path with fixed stops, but also can deviate up to threequarters of a mile away from the route path.
 - Target 5 rides per revenue hour



FY25 Q3 WEEKDAY RIDES PER REVENUE HOUR LOCAL BUS SERVICE - CORRIDOR ROUTES

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Weekday Rides per Revenue Hour Local Bus Service - Corridor Routes

Target: 20 Boardings



FY25 Q3 FY24 Q3

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QUARTERLY PERFORMANCE REPORT FY25 Q3



FY25 Q3 WEEKDAY RIDES PER REVENUE HOUR LOCAL BUS SERVICE - COVERAGE ROUTES

Weekday Rides per Revenue Hour Local Bus Service - Coverage Routes



Target: 10 Boardings

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FY25 Q3 SATURDAY RIDES PER REVENUE HOUR LOCAL BUS SERVICE - CORRIDOR ROUTES

Saturday Rides per Revenue Hour Local Bus Service - Corridor Routes Target: 20 Boardings



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QUARTERLY PERFORMANCE REPORT FY25 Q3

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FY25 Q3 SATURDAY RIDES PER REVENUE HOUR LOCAL BUS SERVICE - COVERAGE ROUTES

Saturday Rides per Revenue Hour Local Bus Service - Coverage Routes

Target: 10 Boardings



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FY25 Q3 WEEKDAY RIDES PER REVENUE HOUR REGIONAL BUS SERVICE

Weekday Rides per Revenue Hour Regional Bus Service

Target: 10 Boardings (*Target: 5 Boardings)



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QUARTERLY PERFORMANCE REPORT FY25 Q3



FY25 Q3 SATURDAY RIDES PER REVENUE HOUR REGIONAL BUS SERVICE

Saturday Rides per Revenue Hour Regional Bus Service

Target: 10 Boardings



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FY25 Q3 SUNDAY RIDES PER REVENUE HOUR LOCAL BUS SERVICE - ALL ROUTES

Sunday Rides per Revenue Hour Local Bus Service - All Routes

Target: 20 Boardings (*Target: 10 Boardings)



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Snapshot of Youth Zero Pass Program: FY25 Q3

Cherriots provides rides to youth ages zero to 18 at no cost to them. In FY25 year-to-date (YTD), youth ridership reached 655,047 on Cherriots Local buses and 16,143 on Cherriots Regional buses. Youth ridership on both Cherriots Local and Cherriots Regional buses in FY25 Q3 has declined compared to the same period last year. This decrease follows the implementation of a new policy, introduced in October 2024, that requires verification of youth identification. While this policy may have temporarily affected ridership, it is a strategic measure that will support the long-term success of the Youth Zero Pass Program. The program will cultivate the next generation of Cherriots riders, ensuring future growth and sustainability.

FY25 Q3 QUARTERLY YOUTH RIDERSHIP CHERRIOTS LOCAL

FY25 Q3 QUARTERLY YOUTH RIDERSHIP CHERRIOTS REGIONAL

Quarterly Youth Ridership - Cherriots Regional

Quarterly Youth Ridership - Cherriots Local



Total Decrease: -2,093 (-30%)



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QUARTERLY PERFORMANCE REPORT FY25 Q3

Holiday Service Ridership FY25 Q3

FY25 HOLIDAY BOARDINGS

Holiday service began in 2021 as part of the A Better Cherriots service change plan made possible by the Statewide Transportation Improvement Fund. In FY25 year-to-date (YTD), holiday service ridership is 20,559. The holidays with service that fall within Q3 each year are Dr. Martin Luther King Jr.Day (MLK Jr. Day) and Presidents Day. Service operated at the Saturday level on MLK Jr. Day and the Sunday level on Presidents Day. MLK Jr. Day saw a 64.16% increase in ridership compared to the previous year, with 2,098 additional rides. In contrast, Presidents Day experienced a 6.64% decrease, with 305 fewer rides, largely due to the impact of the severe ice storm.



Total Holiday Boardings

16



On-time performance (OTP) measures how closely a bus adheres to its schedule. It is measured only at bus stops with scheduled departure times, known as timepoints. There are three categories of OTP:

- **Early** when a bus departs from a time point anytime before the scheduled time. Goal: 0%
- On time On time when a bus departs from a time point anywhere between 0 to 5 minutes after the scheduled time.
 Goal: 85% or higher
- Late when a bus departs from a time point more than 5 minutes after the scheduled time. Goal: 15% or lower

OTP data is currently available for Cherriots Local buses.



FY25 SYSTEM LEVEL OTP FOR CHERRIOTS LOCAL

In FY25 Q3, the Cherriots Local system exceeded the on-time performance target of 85 percent by 0.2 percent and recorded only 7.0 percent late departures. However, early departures exceeded the target and are being addressed within the Transportation department.





SYSTEM LEVEL OTP FOR CHERRIOTS LOCAL

	Early	On-Time	Late
02 - Market / Brown	8.5%	87.0%	4.5%
03 - Portland Road	6.4%	89.6%	4.0%
04 - State Street	7.9%	90.7%	1.4%
05 - Center Street	10.6%	84.4%	5.0%
06 - Fairview Industrial	6.5%	80.9%	12.7%
07 - Mission Street	9.5%	87.9%	2.5%
08 - 12th / Liberty	11.1%	83.9%	5.0%
09 - Cherry / River Road	4.7%	84.7%	10.6%
11 - Lancaster / Verda	5.0%	89.2%	16.8%
12 - Hayesville Drive	3.2%	94.2%	2.6%
13 - Silverton Road	6.4%	88.9%	<mark>4.6%</mark>
14 - Windsor Island	0.2%	79.8%	20.0%
16 - Wallace Road	10.8%	83.5%	5.7%
17 - Edgewater	8.9%	90%	1.1%
18 - 12th / Liberty	11.0%	84.6%	4.5%
19 - Broadway / River Road	4.7%	82.9%	12.4%
21 South Commercial	10.5%	83.9%	5.6%
22 - Kuebler Link	9.5%	86.6%	3.9%
23 - Lansing / Hawthorne	8.9%	83.2%	7.9%
26 - Glen Creek / Orchard Heights	11.8%	87.0%	1.2%
27 - Glen Creek / Eola	6.5%	91.8%	1.7%



The top three performing Cherriots Local routes in FY25 Q3 were Route 12 Hayesville Drive; Route 27 Glen Creek / Eola; and Route 4 State Street. Route 27 was also in the top three for Fiscal Year 2024.

	Early	On-Time	Late
12 - Hayesville Drive	3.2%	94.2%	2.6%
27 - Glen Creek / Eola	6.5%	91.8%	1.7%
04 - State Street	7.9%	90.7%	1.4%

The bottom three performing Cherriots Local routes in FY25 Q3 were Route 11 Lancaster / Verda; Route 14 Windsor Island Road; and Route 6 Fairview Industrial. These on-time percentages are well below target and the early and late departures need to be greatly improved. Route 11 has been evaluated by Planning staff, and schedule adjustments have been made with the January and May Service Changes. OTP for Route 11 during FY25 Q3 has improved 0.8%. Routes 6 and 14 will be evaluated using the new Avail business intelligence tools.

I	Early	On-Time	Late
11 - Lancaster / Verda	5.0 <mark>%</mark>	78.2%	16.8%
14 - Windsor Island Road	0.2%	79.8%	20.0%
06 - Fairview Industrial	6.5%	80.9%	12.7%

Cherriots LIFT Trends: FY25 Q3

The Americans with Disabilities Act (ADA) is a civil rights law that requires public transportation to be available to people with disabilities within threequarters of a mile of fixed-route bus service. Cherriots LIFT is an originto-destination, shared-ride complementary paratransit transportation service for individuals who are unable to use the Cherriots Local bus service because of their functional ability. Individuals can be qualified for Cherriots LIFT for some or all of their trips. An eligibility process is required to ride Cherriots LIFT.

The table below displays Key Performance Indicators (KPI) from FY25 Q3. LIFT rides per revenue hour in FY25 Q3 is 2.33, slightly below the target of 2.75. However, it has increased compared to 2.00 in FY24 Q3. LIFT also achieved a high average ride rating of 4.8 out of 5.0. This reflects strong rider satisfaction in FY25 Q3.

TOTAL LIFT BOARDINGS



Cherriots LIFT - Key Performance Indicators	On-Time Performance (Goal: 91%)	Rides/Rev Hr (Goal: 2.75)	ADA Trips Denied (Goal: 0)	Complaints / 1,000 trips (Goal: < 2)	ADA Complaints (Goal: 0)	% Rides < 60 minutes (Goal: 75%)	Shared Rides Rate	Average Ride Rating
FY25 Q3	88.0%	2.33	0	0.73	0	100%	65%	4.8

Cherriots Shop and Ride Trends: FY25 Q3

TOTAL SHOP AND RIDE BOARDINGS

Seniors and people with disabilities who don't qualify for Cherriots LIFT complementary paratransit service can rely on Cherriots Shop and Ride, which is a door to door dial-a-ride service that can be used for shopping, appointments, and more. These trips require a reservation made through the Cherriots Call Center, and it only runs Monday through Friday from 8:00 a.m. to 5:00 p.m. Trips are not guaranteed on Cherriots Shop and Ride as they are on Cherriots LIFT. Ridership for the Shop and Ride service remained close to FY24 Q3.

Total Shop and Ride Boardings



Snapshot of Customer Engagement: FY25 Q3

Cherriots Call Center provides a world class customer experience for LIFT, Shop and Ride, and Regional deviated-fixed route (Route 45) customers. As shown in the table below, the Call Center is currently exceeding most of its customer experience goals with the exception of "length of call," which is just over the three minute goal.

Cherriots Call Center - Key Performance Indicators	Total calls received	% Calls Answered in < 3 minutes (Goal: 97%)	% Calls Answered in < 5 minutes (Goal: 100%)
FY25 Q3	11,771	97%	100%
Ch	erriots Call Center K	Pls by Service	
Service	Avg Speed of Answer (Goal: < 3 minutes)	Avg hold time (Goal: < 3 minutes)	Length of Call (Goal: < 3 minutes)
Shop and Ride	25 seconds	3 seconds	3:01
LIFT	29 seconds	3 seconds	3:26

Snapshot of Marketing Engagement: FY25 Q3

Cherriots launched Umo, a reloadable electronic fare payment system, in August 2023. Umo offers riders a convenient way to pay their fare by tapping a reloadable card or using a mobile app with an onboard electronic fare reader. Cherriots continues introducing and promoting Umo across its service area, and rider familiarity with the system is steadily increasing. In FY25 Q3, 42% of local bus trips and 40% of regional bus trips were paid using Umo—up from 15% and 19% in FY24 Q3, reflecting the success of staff-driven promotional initiatives.

Cherriots actively promoted its services and events through social media during FY25 Q3, using platforms such as Facebook, Instagram, LinkedIn, and X. A total of 151 posts were published, reaching an audience of 89,601 views and generating 3,255 engagements—including likes, comments, and shares. These outreach efforts help increase public awareness of Cherriots services and strengthen community connection.

E-fare Trip Percentage



FY25 Q3 Social Media Engagement Metrics						
	Posts Impressions Post Engagement					
January	38	24,699	757			
February	66	31,661	1,097			
March 47 33,241 1,401						
Total	151	89,601	3,255			

Snapshot of Vanpool Program: FY25 Q3

The Cherriots Commuter Options (CO) program organizes and subsidizes vanpools for individuals with similar commuting patterns. These vanpools are available to groups of employees who work together or travel similar routes regularly. Eligible groups can apply to receive a van for daily use through the CO program. Cherriots staff provide training, rider support, and access to the Guaranteed Ride Home program to ensure reliable service.

Vanpools qualify for subsidies if the worksite is located within the CO program's service area (Polk, Marion, or Yamhill County). As of this reporting period, Cherriots supports and subsidizes 39 active vanpools, serving a total of 205 commuters across Polk, Marion, and Yamhill counties. This reflects an increase of three vanpools during the quarter, two serving the Santiam Canyon area and one serving the Oregon National Guard site in Salem. Vanpool participants represent a diverse range of industry sectors, including agriculture, industrial trades, and federal government. In FY25 Q3, Cherriots provided \$57,486.63 in subsidies, covering approximately 37% of the total operating cost per vanpool.

The following key performance indicators and success metrics are reported to Cherriots leadership on a quarterly basis.

FY25 Q3 Vanpool Performance Metrics				
	Q3	YTD		
Max Operating Vanpools	39	39		
# of Unique Riders	205	205		
# of Passenger Trips	23,876	67,812		
Vehicle Revenue Miles	128,917	373,086		
Vehicle Revenue Hours	3,285	9,514		
Average Occupancy Rate	68%	66%		
Percentage of Subsidy per Vanpool	37%	30%		

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Safety and Reliability Trends: FY25 Q3

SAFETY AND RELIABILITY TABLES

Safe and reliable service is important for Cherriots to deliver and for customers to experience. Two of the measures used to evaluate the safety and reliability of Cherriots services are the frequency of mechanical failures resulting in a road call (i.e., while the bus is in service) and the frequency of preventable bus collisions. In total, Cherriots services have met or exceeded the goals set for these measures in FY25 Q3.

Preventable Accidents per 100,000 Miles Traveled (Goal: < 2 per 100,000 miles)		Road Calls per 10,000 Miles Traveled (Goal: < 1 per 10,000 miles)					
Service	FY25 Q3 Total Preventable Accidents	FY25 Q3 Total Miles*	FY25 Q3 Preventable Bus Collisions per 100,000 Miles	Service	FY25 Q3 Count of Road Calls	FY25 Q3 Vehicle Miles Traveled	FY25 Q2 Road Calls per 10,000 Miles
Local	10	688,543	1.45	Local	38	764.124	0.50
LIFT	3	144,432	2.08		50	- /	
Shop and Ride	0	7.180	N/A**	LIFT	2	160,288	0.12
•	°	,		Shop and Ride	0	9,479	N/A**
Regional	0	124,653	0.00	Regional	7	145.229	0.48
*Local = Total Revenue Miles + Deadhead Miles. Other services = Total Revenue Miles. **Total miles did not exceed 100,000; calculation is not applicable.				iles did not exceed 100	-, -		

Preventive Maintenance and Major Bus Cleanings: FY25 Q3

SAFETY AND RELIABILITY TABLES

Additional factors contributing to the reliability and safety of Cherriots services are preventive maintenance (PM) inspections and clean buses. Cherriots goal for completing PM inspections on time and cleaning all available Local buses each month is 100%. In FY25 Q3 four Regional buses were not inspected on time. Of the 214 local buses scheduled for cleaning, 188 were completed, achieving an 88% completion rate.

FY25 Q3 Preventive Maintenance Inspections
On-time Performance (Goal: 100%)

Service	# Completed	# Completed Outside Limits	Percent On-time
Local	127	0	100.0%
LIFT	28	0	100.0%
Shop and Ride	3	0	100.0%
Regional	24	1	95.8%

FY25 Q3 Major Bus Cleanings* (Goal: 100%)						
Service	Total # of Buses Available**	Total # of Cleanings Completed	Percent Completed			
Local	214	188	87.9%			
*This metric is only tracked for Cherriots Local buses.						
**Anywhere fi	rom 60 to 66 buses we	ere available to clean	every 30 days			



Battery Electric Bus Trends: FY25 Q3

The Battery Electric Bus (BEB) fleet has been introduced on Route 11 Lancaster / Verda to create Cherriots first Zero Emissions Corridor. Cherriots has encountered operational challenges with its battery electric buses (BEBs), including having to remove BEB's from service

mid-day due to low charge and intermittent charging issues at KTC. These factors have required additional staff support and affected overall fleet availability. To address these concerns, the Planning team has been tasked with reviewing and optimizing the blocking for Route 11 as part of the upcoming September Service Change.

Despite ongoing challenges, there has been progress in deploying the BEB fleet. In the third quarter of fiscal year 2025, the fleet of 10 battery-electric buses (BEBs) collectively traveled 67,254 miles, encompassing all operator training conducted during the period. The BEB corridor was scheduled for 104,000 revenue miles for the quarter. The average regeneration rate for the BEBs was 26.64%, which is close to the maximum of the typical range of 10%-30%. This high regeneration rate increased the operational range of the BEBs by up to 38%. In FY25 Q3, the use of BEBs reduced greenhouse gas (GHG) emissions by approximately 21,397 pounds—the equivalent of eliminating 2,003 car trips. The average range per charge for the BEBs was 131 miles.

FY25 Q3 BEB Performance Metrics					
	FY25Q2	FY25Q3			
Total Distance Driven (mile)	31,320	67,254			
Average Regernation Rate	27.90%	26.64%			
Net GHGs Avoided (lbs)	11,338	21,397			
Equivalent Car Trips Avoided	1,061	2,003			
Optimal Range per Charge (mile)	133	131			

Appendix A. FY25 Data Tables

				Weekdays					Saturday	-				Sunday			Burnet all	
					from FY 24 to FY 2	25 for 03			· · · ·	from FY 24 to FY	25 for 03			, ,	from FY 24 to FY 2	25 for 03	Preventable	
	On-Time	Ridership /		chunges	Ridership /	25 707 Q5	Ridership /		chunges	Ridership /		 Ridership /		chunges	Ridership /	25]0/ Q5	Accidents per 100K miles	Roadcalls per 10K miles
Route	Performance (OTP)		Ridership	Revenue Hour		Ridership	Revenue Hour	Ridership	Revenue Hour		Ridership	Revenue Hour	Ridership	Revenue Hour	Revenue Hour	Ridership	(Target: <2)	(Target: <1)
LOCAL BUS SERVICE			•					•								-		
2 - Market / Brown	87.00%	18.0	64,412	-1.7%	-0.7%	-2.4%	17.3	6,127	8.3%	-8.2%	-0.6%	19.6	3,314	8.3%	10.4%	19.6%	1	
3 - Portland Road	89.64%	20.7	39,924	-1.7%	12.1%	10.1%	19.0	3,704	8.3%	-11.1%	-3.6%	14.3	2,411	8.3%	1.9%	10.4%		
4 - State Street	90.71%	18.4	36,245	-1.6%	0.7%	-0.9%	17.2	3,418	8.2%	-9.6%	-2.2%	15.4	2,672	8.1%	-0.1%	8.0%		
5 - Center Street	84.42%	18.2	63,731	-1.7%	-1.0%	-2.8%	19.8	7,043	8.2%	-5.5%	2.3%	18.9	3,189	8.3%	-5.6%	2.2%	1	
6 - Fairview Industrial	80.89%	7.4	9,993	-1.9%	-10.9%	-12.6%	4.5	1,232	8.2%	-9.5%	-2.1%							
7 - Mission Street	87.95%	11.0	16,274	-1.6%	6.6%	4.9%	10.9	2,058	8.0%	9.0%	17.8%	8.8	1,420	8.0%	-7.9%	-0.5%		
8 - 12th / Liberty	84.00%	14.6	22,877	-1.6%	-1.2%	-2.8%	8.9	2,526	8.0%	-27.7%	-21.9%	13.5	2,284	8.3%	-4.2%	3.8%	1	
9 - Cherry / River Road	84.75%	12.8	23,697	-1.8%	-14.3%	-15.9%	13.5	2,718	8.6%	7.2%	16.5%	13.0	2,275	8.7%	2.5%	11.4%	1	
11 - Lancaster / Verda	78.16%	18.1	119,211	-1.7%	-0.4%	-2.1%	16.8	12,046	8.1%	-5.2%	2.5%	12.1	7,885	8.3%	-8.3%	-0.7%	1	
12 - Hayesville Drive	94.21%	6.2	5,460	-1.9%	-2.2%	-4.1%												
13 - Silverton Road	88.94%	16.1	31,124	-1.7%	-9.6%	-11.1%	15.6	2,740	8.0%	10.1%	18.9%	12.3	2,048	8.5%	-0.8%	7.6%		
14 - Windsor Island Road	79.77%	8.2	7,384	-1.6%	-15.6%	-17.0%												
16 - Wallace Road	83.52%	18.6	11,194	-1.8%	10.6%	8.6%	14.3	1,617	8.7%	16.2%	26.2%						1.45	0.50
17 - Edgewater Street	89.96%	10.7	33,081	-1.7%	7.4%	5.6%	10.2	3,553	8.4%	-6.8%	1.0%	11.7	1,981	8.3%	6.2%	15.0%		
18 - 12th / Liberty	84.57%	12.4	19,022	-1.8%	-1.8%	-3.6%	7.9	2,228	8.4%	-22.3%	-15.7%							
19 - Broadway / River Road	82.87%	22.4	76,511	-1.7%	3.4%	1.6%	25.2	8,744	8.4%	12.7%	22.2%	24.6	4,152	9.0%	0.1%	9.1%		
21 - South Commercial	83.93%	21.1	73,198	-1.8%	6.3%	4.4%	25.2	8,759	8.4%	5.3%	14.2%	26.3	4,453	8.3%	2.6%	11.1%		
22 - Kuebler Link	86.56%	1.7	4,899				1.3	696				2.7	440				1	
23 - Lansing / Hawthorne	83.22%	12.6	11,123	-1.7%	-8.6%	-10.2%												
26 - Glen Creek / Orchard Heights	87.03%	4.9	2,286	-1.7%	-26.1%	-27.4%												
27 - Glen Creek / Eola	91.78%	7.4	3,695	-1.4%	16.0%	14.4%												
Total	85.24%	15.2	675,341	5.1%	-5.5%	-0.7%	15.6	68,513	8.3%	-3.1%	5.0%	15.2	38,084	8.4%	-1.3%	7.0%		
LOCAL COMMUTER EXPRESS ROUTE																		
1X - Wilsonville / Salem Express	73.63%	4.2	2,967	-1.8%	12.0%	10.0%												
Cherriots Local Totals	85.18%	15.1	678,308	5.0%	-5.4%	-0.6%	15.6	68,513	8.3%	-3.1%	5.0%	15.2	38,084	8.4%	-1.3%	7.0%		
REGIONAL SERVICE																		
10X - Woodburn / Salem Express	83.63%	5.4	5,516	-1.5%	9.1%	7.5%	3.2	299	4.4%	-11.6%	-7.7%							
20X - N. Marion Co. / Salem Express	86.27%	4.4	3,624	-1.8%	31.8%	29.5%	3.3	390	7.3%	65.9%	78.1%							
30X - Santiam / Salem Express	82.64%	4.0	2,759	-3.1%	6.5%	3.2%	2.5	231	6.8%	13.8%	21.6%							
40X - Polk County / Salem Express	83.16%	8.9	12,005	-2.9%	6.6%	3.5%	7.8	1,456	6.9%	2.4%	9.5%							
50X - Dallas / Salem Express	84.41%	3.3	1,153	-4.4%	16.5%	11.4%											0.00	0.48
80X - Keizer / Wilsonville Express	98.32%	2.4	1,011	-5.5%	126.6%	114.2%												
Cherriots Regional Express Totals	84.28%	5.6	26,068	-2.8%	13.1%	9.9%	4.8	2,376	6.5%	8.1%	15.2%							
Regional Deviated Fixed Route																		
45 - Central Polk County	82.90%	1.7	1,012	-4.9%	6.5%	1.3%												
Cherriots Regional Totals	84.14%	5.2	27,080	-3.0%	13.0%	9.6%												
																		*
Dial-a-Ride (Cherriots Shop and Ride Totals)	NA	1.8	1,213	-11.8%	7.1%	-5.5%											NA**	NA*
Cherriots LIFT Totals	88.00%	2.2	22,920	-4.2%	8.2%	3.7%	1.9	1,422	-4.4%	0.7%	-3.8%	2.1	1,302	16.9%	14.8%	34.2%	2.08	0.12

Fiscal Year 2025 Quarter 3 (FY25 Q3) Performance Report

Presented by: Shofi Ull Azum Chief Planning and Development Officer



CHERRIOTS

Presentation Overview

- System Performance Summary
- Youth Zero Pass Program
- Cherriots Paratransit Service LIFT
- Vanpool Program
- Marketing Engagement
- Safety and Reliability Trends
- Battery Electric Bus (BEB) Trends
- Looking Ahead FY25 Q4



FY25 Q3 in Review

○ January :

- a. Comprehensive Operations Analysis (COA) contract approved by the Board
- b. Vanpool program contract executed

• February:

- a. Avail CAD/AVL route validation completed
- b. Battery Electric Bus (BEB) KPIs added to Quarterly Performance Report
- c. "Talk with a Planner" outreach conducted

• March:

- a. COA kickoff meeting launched
- b. Bus stop engineering kickoff meeting held

CHERRIOTS

System Performance - Ridership

- Total system ridership in FY25 Q3: 865,094
 (1.1% Increase compared to FY24 Q3)
- Fixed route accounted for **94.1%** of all trips
- o FY25 YTD ridership: 2,669,153



Cherriots **Fixed Route** Ridership Trends: FY24 Q3 vs. FY25 Q3 **BOARD OF DIRECTORS MEETING AGENDA PACKET | MAY 22, 2025 | PAGE 57**



Severe ice storm in **February 2025** resulted in lower Local and Regional average daily ridership compared to February 2024.

CHERRIOTS

System Performance - Productivity

Weekdays:

- Exceeded productivity target: Routes 19, 21, 3, 16, 23 and 7
- On the verge of target: Routes 4, 14 and 40X

Saturday:

- Exceeded productivity target: Routes 21, 19, 16 and 7
- On the verge of target: Routes 5 and 40X

Sunday:

- Exceeded productivity target: Routes 21 and 19
- \circ On the verge of target: Route 2, 5 and 7

Key Takeaways:

- Regional weekday: All routes (**100%**) increased productivity.
- Regional Saturday: **75%** of routes increased productivity.

CHERRIOTS

System Performance - Productivity

- System-wide boarding per revenue hour (RH): **11.7**
- Highest ridership gain: Route 21 (+4,641) (Honorable mention: Route 7, 16, 19)
- Best on-time performance: Route 12 (94.21%) (Honorable mention: Route 4, 17, 27)
- Most productive route: Route 19 (Rides/RH: 22.4) (Honorable mention: Route 4, 16, 21)
- Overall best performing route: Route 03

 (OTP:89.6%; Rides/RH: 20.7; Ridership gain: 10.1%)





 Implemented Youth identity verification requirements in October 2024.

CHERRIOTS

- YOY Youth ridership decreased: Local Service: -37,205 (-15%) Regional Service: -2,093 (-30%)
- Yet youth riders account for 29.5% of all rides
- Youth YTD ridership: Local Service:655,047 Regional Service:16,143

Quarterly Youth Ridership - Cherriots Local Total Decrease: -37,205 (-15%)



Quarterly Youth Ridership - Cherriots Regional Total Decrease: -2,093 (-30%)



CHERRIOTS

Cherriots Contracted Services -LIFT

KPI Summary Table

Cherriots LIFT - Key Performance Indicators	On-Time Performance (Goal: 91%)	Rides/Rev Hr (Goal: 2.75)	ADA Trips Denied (Goal: 0)	Complaints / 1,000 trips (Goal: < 2)		% Rides < 60 minutes (Goal: 75%)
FY25 Q3	88.0%	2.33	0	0.73	0	100%

FY25 Q3 Service at a Glance:

- 25,644 trips delivered in FY25 Q3 (YOY: +4%)
- YTD Trips: 77,784
- Shared Rides Rate: 65%
- Average Ride Rating: 4.8/5.0

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Snapshot of Marketing Engagement

YOY E-fare trip percentage increase :

Local Service: 42% (+180%)

Regional Service: 40% (+111%)

FY25 Q3 Social Media Engagement Metrics					
	Posts	Impressions	Post Engagement		
January	38	24,699	757		
February	66	31,661	1,097		
March	47	33,241	1,401		
Total	151	89,601	3,255		

CHERRIOTS

Snapshot of Vanpool Program

- Total Vanpool subsidy: \$57,487
- Vanpool YTD passenger trips:
 67,812
- YOY Vanpool passenger trips increase: +4,074 (+20.6%)

	Q3	YTD
Max Operating Vanpools	39	39
# of Unique Riders	205	205
# of Passenger Trips	23,876	67,812
Vehicle Revenue Miles	128,917	373,086
Vehicle Revenue Hours	3,285	9,514
Average Occupancy Rate	68%	66%
Percentage of Subsidy per	37%	30%

FY25 Q3 Vanpool Performance Metrics

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Vanpool



Safety and Reliability Trends

 Preventable accidents per 100K miles travelled (Goal: <2 per 100K miles)

- 1. Local: 1.45
- 2. Regional: 0.00
- 3. LIFT: 2.08
- Road calls per 10K miles traveled (Goal:<1 per 10K miles)
 - 1. Local: 0.50
 - 2. Regional: 0.48
 - 3. LIFT: 0.12



Safety and Reliability Trends

- Preventive maintenance inspections on-time performance (Goal: 100%)
 - 1. Local:100%
 - 2. Regional: 95.8%
 - 3. LIFT: 100%
 - 4. Shop and Ride: 100%
- Major Bus Cleanings (Goal: 100%):

Local :87.9%

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Battery Electric Bus Trends

"The use of BEBs resulted in a reduction of **21,397 lbs.** of greenhouse gases (GHGs) the equivalent of eliminating 2,003 car trips."

FY25 Q3 BEB Performance Metrics					
	FY25Q2	FY25Q3			
Total Distance Driven (mile)	31,320	67,254			
Average Regernation Rate	27.90%	26.64%			
Net GHGs Avoided (lbs)	11,338	21,397			
Equivalent Car Trips Avoided	1,061	2,003			
Optimal Range per Charge (mile)	133	131			

CHERRIOTS

Looking Ahead FY25 Q4

- More New Performance KPIs in Progress (**Examples**):
 - 1. Cost per revenue hour
 - 2. Farebox recovery ratio
 - 3. BEB average energy efficiency
- Route scheduling analysis for the September 2025 Service Change



BOARD MEETING MEMO

Agenda Item 7.D

To:	Board of Directors
From:	Denise LaRue, Chief Financial Officer
Thru:	Allan Pollock, General Manager
Date:	May 22, 2025
Subject:	Fiscal Year 2025 Quarter 3 (FY25 Q3) Financial Report

ISSUE

Shall the Board receive the FY25 Q3 Financial Report?

BACKGROUND AND FINDINGS

The Board adopts a Budget for the District on an annual basis. The Budget is a plan that contains District resources and requirements.

The Quarterly Financial Report provides information about how that plan is being implemented and includes statements for the General Fund, Transportation Program Fund, and Capital Project Fund. The Financial Report also shows a comparison of budget to actual. Please see <u>Attachment A</u> for the Financial Overview.

General Fund Revenues:

Passenger Fares are currently at 95% of the annual budget.

We have experienced delays in the obligation of *Federal Funding*. They have now been obligated, but not in time for drawdowns to be processed in quarter 3. However, we have been able to draw down \$2.2M in quarter 4 for amounts expended in quarter 1, 2, and 3.

We have received 94% of the annual budgeted *Property Tax* Revenues. The largest portion of property taxes are received in quarter 2 based on the November 15th due date. This timing is consistent with previous years.

Interest on Investments is at 76% of the annual budget.

In total, General Fund Revenues are at the 72% of the annual budget.

General Fund Expenditures:

The *Total Operating Expenditures* of the General Fund are under budget at 68% of the total annual budget. All divisions in the General Fund are below the anticipated 75% of total budget with the exception of the Unallocated General Administration Division. This Division consistently has higher expenses in quarter 3 due to some timing issues, but we will monitor closely for a potential budget amendment.

Transportation Programs Fund Revenues:

Passenger Fares are at 53% of annual budget.

Federal Funds are currently at 5% of the annual budget, but \$1.9M was drawn down in quarter 4 for expenses incurred quarter 1 – quarter 3.

State STIF Funds are currently at 76% of budget for the Transportation Programs Fund.

State Funds are above the budget for quarter 3 at 89%.

Transportation Programs Fund Expenditures:

The *Total Transportation Programs Fund* expenditures are at 53% of annual budget. All programs are in line with budget.

Capital Project Fund Revenues:

Total Capital Revenues in the Capital Project Fund are 3% of the annual budget at the end of quarter 3.

Capital Project Fund Expenditures:

Overall, the *Capital Project Fund* expenditures are 5% of the annual approved budget. Expenditures this quarter are mainly for the Intelligent Transportation System (ITS) and Vehicle Hoist Replacements.

FINANCIAL IMPACT None.

RECOMMENDATION For information only.

PROPOSED MOTION None.

Salem Area Mass Transit District Quarter 3 2024-25 Financial Report General Fund Revenues/Resources and Expenses/Requirements Summary

							FY2024-25	% of	
			Actual	Bu	ıdget @ 3/31/25	Am	ended Budget	Budget	-
1	Operating Revenues/Resources								1
2	Passenger Fares	\$	1,799,553	\$	1,422,112	\$	1,896,149	95%	2
3	Planning Grant		82,347		90,000		120,000	69%	3
4	Federal Funding		0		2,537,229		3,382,972	0%	4
5	STIF Formula		5,110,164		6,372,094		8,496,125	60%	5
6	Miscellaneous		143,663		169,230		225,640	64%	6
7	Property Taxes		15,398,783		12,232,853		16,310,471	94%	7
8	Oregon State In-Lieu		5,346,723		6,375,000		8,500,000	63%	8
9	Interest on Investments		1,827,282		1,815,000		2,420,000	76%	9
10	Renewable Gas/Energy Tax Credits		437,331		300,000		400,000	109%	10
11	Operating Revenues/Resources Total	\$	30,145,846	\$	31,313,518	\$	41,751,357	72%	11
_									_
12	Operating Expenses/Requirements	_							12
13	General Manager/Board/Strategic Init.	\$	745,882	\$	829,010	\$	1,105,346	67%	13
14	Human Resources		1,032,070		1,116,354		1,488,472	69%	14
15	Finance		1,324,535		1,525,502		2,034,003	65%	15
16	Marketing & Communications		1,539,850		1,578,917		2,105,223	73%	16
17	Operations		21,771,409		23,566,094		31,421,459	69%	17
18	Deputy General Manager		822,734		844,262		1,125,682	73%	18
19	Information Technology & Infrastructure		1,352,624		1,765,541		2,354,055	57%	19
20	Planning and Development		789,267		956,104		1,274,805	62%	20
21	Safety & Security		1,273,764		1,910,355		2,547,140	50%	21
22	Unallocated General Administration		1,399,454		1,356,324		1,808,432	77%	22
23	Operating Expenses/Requirements Total	\$	32,051,589	\$	35,448,463	\$	47,264,617	68%	23

Note:

Federal Funding has now been obligated. \$2.2M is being drawn down in 4th quarter.

Salem Area Mass Transit District Quarter 3 2024-25 Financial Report

Transportation Programs Fund Revenues/Resources and Expenses/Requirements Summary		Actual	Budget @ 3/31/25	FY2024-25 Amended Budget	% of Budget	
	_					•
Transportation Fund Revenues/Resources	_					1
Passenger Fares	\$	212,173	\$ 301,568	\$ 402,090	53%	2
Federal Funds		237,304	3,347,516	4,463,354	5%	3
State STIF Funds		2,386,785	2,369,135	3,158,846	76%	4
State Funds		1,969,083	1,650,395	2,200,527	89%	5
Interest on Investments		72,863	52,650	70,200	104%	e
Transportation Fund Revenues/Resources Total	\$	4,878,208	\$ 7,721,264	\$ 10,295,017	47%	_
Transportation Fund Revenues/Resources Total Transportation Fund Expenses/Requirements Communication	\$ \$					
Transportation Fund Expenses/Requirements Communication		59,588	79,317	105,756	56%	9
Transportation Fund Expenses/Requirements Communication Operations		59,588 6,536,772	79,317 8,943,775	105,756 11,925,033		- 7 8 9 1 1
Transportation Fund Expenses/Requirements Communication Operations		59,588	79,317	105,756	56% 55%	<u>c</u> 1

Salem Area Mass Transit District Quarter 3 2024-25 Financial Report

	Capital Project Fund Revenues/Resources					FY20)24-25 Amended		
	and Expenses/Requirements Summary		Actual	B	Budget @ 3/31/25		Budget	% of Budget	
1	Capital Revenues/Resources	_							1
2	Federal Funding	\$	463,118	\$	19,344,023	\$	25,792,031	2%	2
3	State STIF Funds		208,053		518,609		691,478	30%	3
4	State Funding		54,757		992,247		1,322,996	4%	4
5	Capital Revenues/Resources Total	\$	725,928	\$	20,854,879	\$	27,806,505	3%	5
	Capital Expenses/Requirements Summary								
	by Division	_							
6	Finance	\$	1,938	\$	126,647	\$	168,863	1%	6
7	Information Technology & Infrastructure		1,195,983		1,885,167		2,513,556	48%	7
8	Deputy General Manager		42,313		480,000		640,000	7%	8
9	Planning & Development		112,262		5,622,779		7,497,038	1%	9
10	Operations		541,151		19,221,140		25,628,186	2%	10
11	Capital Expenses/Requirements Total	\$	1,893,647	\$	27,335,733	\$	36,447,643	5%	11
	Neto								
	Note:								
	Drawdowns processed in 4th quarter	¢	411 609						
	Federal Funding	\$	411,698						
	State Funding	\$	4,515						

Salem Area Mass Transit District Financial Overview, through Quarter 3 FY25

		FY2025	
Indicators	Measure	Q3 YTD	Notes
Audits of General Health		Q3 YTD	
			The sudit was completed with polyfindings and
		_	The audit was completed with no findings and
Report of Independent Auditors - Annual	Unmodified Opinion	F	submitted to the Secretary of State on 12/31/24.
	No material weakness noted. No significant		The audit was completed with no findings and
Deficiencies in Internal Control - Annual	deficiencies or non-compliance noted.	F	submitted to the Secretary of State on 12/31/24.
	No instances of fraud or noncompliance with laws		The audit was completed with no findings and
Fraud & Noncompliance with Laws & Regulations - Annual	and regulations identified.	F	submitted to the Secretary of State on 12/31/24.
	No significant deficiencies or material internal control		Preliminary work has been completed and
FTA Comprehensive Review - Every 3 Years	weaknesses noted.		submitted. Onsite review scheduled for early June.
NTD Agreed Upon Procedures - Annual	No material noncompliance with requirements.		Review in process.
	No significant deficiencies or material internal control		Preliminary work and onsite review scheduled for
ODOT Compliance Review - Every 3 Years	weaknesses noted.		May.
ODOT Single Audit Review - Annual	No material noncompliance with requirements.	F	Completed 1st quarter, no findings

Transparency		Q3 YTD	
GFOA Excellence in Financial Reporting Award	Award Received	F	FY23 Award Received - 12th Consecutive Award

F Favorable - Trend is positive with respect to goals & policies

--- In Process

F/C Favorable/Caution - Trend is in compliance with policies or anticipated results, but there is risk of change.

U Unfavorable - Trend is negative and there is immediate need for corrective action.

Salem Area Mass Transit District

Financial Overview, through Quarter 3 FY25, pg 2

Indicators	Measure	Q3 YTD Notes
General Fund Financial Performance		Q3 YTD
YTD Operating Revenues/Budget	YTD Percentage of annual budget	72% Comparable to prior years
YTD Expenditures/Budget	YTD Percentage of annual budget	68% Should be less than 75%

Transportation Programs Fund Financial Performance		Q3 YTD		
YTD Operating Revenues/Budget	YTD Percentage of annual budget	47% Comparable to prior years		
YTD Expenditures/Budget	YTD Percentage of annual budget	53% Should be less than 75%		

Capital Fund Financial Performance	Q3 YTD		
YTD Operating Revenues/Budget	YTD Percentage of annual budget	3% Comparable to prior years	
		Expenses are mainly for the ITS Project and Vehicle	
YTD Expenditures/Budget	YTD Percentage of annual budget	5% Hoist Replacements	

FY2025 Strategic Plan			
Organizational Tactics - Budget Usage	Action	Q3 YTD	
Share the Cherriots Story	Solicitation/Contract for Public Relations Consultant	\$ 61,243	Contract has been executed.
Cherriots Intelligent Transportation System			
Implementation	Complete Installation/System Acceptance	\$ 1,041,051	Very near project completion.
Conduct Comprehensive Operational Analysis (COA)	Procure Vendor and Complete Analysis	\$ -	Vendor has begun work on the project.
Improve Safety and Security	Complete Phase 1 of the DW Gate/Fence Project	\$ 42,313	Project Management, Engineering, and Design costs.
Implement a Mentor/Mentee Plan	Identify Executive Coach for formalized plan	\$ -	Development of solicitation currently on hold.
			Development of the program is nearly finalized and
Complete Implementation of Reward/Recognition Program	Develop and roll out program	\$ -	is being included in the FY26 budget.
Develop a Long Range Financial Plan	Create financial policies and complete 5-year plan	\$ 24,450	Forecasting model is nearly complete.



To: Board of Directors

From: Allan Pollock, General Manager

Date: May 22, 2025

Subject: Board Member Committee Report

ISSUE

Shall the Board report on their activities and committee assignments as representatives of Salem Area Mass Transit District?

BACKGROUND AND FINDINGS

Board members are appointed to local, regional, or national committees. Board members also present testimony at public hearings on specific issues as the need arises on behalf of the District. Board members may take this opportunity to report committee updates or on any meetings or items of note relating to District business.

Subdistrict 1 Joaquín Lara Midkiff	West Salem Business Association
Subdistrict 2	State Transportation Improvement Fund Advisory Committee
Director Navarro	(STIFAC)
Subdistrict 3	Salem-Keizer Area Transportation Study (SKATS)
Director Carney	Legislative Committee
Subdistrict 4 Director Hinojos Pressey	
Subdistrict 5	FY27 Service Enhancement Committee
Director Davidson	Mid-Willamette Valley Council of Governments (MWVCOG)
Subdistrict 6	Diversity, Equity, and Inclusion Committee
Director Duncan	Mid-Willamette Area Commission on Transportation (MWACT)
Subdistrict 7	Community Advisory Committee
Director Holmstrom	MWVCOG Regional Rail Advisory Board

FINANCIAL IMPACT None.

RECOMMENDATION

For informational only.

PROPOSED MOTION

None.