

Salem Area Mass Transit District

Joint Committee on Transportation

Allan Pollock, General Manager

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Vision

Making a positive difference by enhancing community livability through innovative, sustainable regional transportation options

Mission

Connecting people with places through safe, friendly and reliable public transportation services

Values

Safety • Service Excellence • Communication • Innovation
• Accountability

Overview

- Celebrating 40 years of service; established as a municipal corporation by a vote November 1979
- Annual ridership is more than 3 million
- Provide service to 13,000 riders daily
- Four transit centers; downtown headquarters and operations headquarters





KEIZER TRANSIT CENTER

Organization

- The District was organized under ORS Chapter 267 to provide transit services within the Salem-Keizer urban growth boundary.
- The District has a memorandum of understanding with Marion and Polk counties to provide transit services to these two counties.

Governance

- The seven-member Board of Directors guides the district on fiscal and policy issues.
- With recent changes in Oregon law, seats on the Board become governor-appointed positions rather than elected, in July 2019.

Services

- Fixed-Route (local/urban)
- Regional Service
- Paratransit
- Shop and Ride
- Transportation Options
- Travel Training
- Travel Host

Ridership

	REVENUE HOURS			BOARDINGS		
	FY16	FY17	FY18	FY16	FY17	FY18
Service days	255	253	253	255	253	253
Cherriots Local	156,958	164,301	163,490	2,953,880	2,900,817	2,976,485
Cherriots Regional	22,605	23,912	21,224	162,656	144,462	131,636
Cherriots Shop and Ride	4,108	4,684	5,357	7,852	9,107	9,979
Cherriots LIFT	62,444	61,380	63,766	149,729	140,875	139,175
Total	246,115	254,277	253,837	3,274,117	3,195,261	3,257,275

SAMTD's Plan for STIF

- The 2019 funds for local service will be used for startup.
- We are hiring and training additional staff.
- Saturday service and later weekday evening service begins September 2019.
- Sunday and some holiday service will begin in May 2020.
- Fare reduction for youth ages 6 to 18.

New service hours

Saturday service - how many hours added (urban and regional)

	Annual revenue hours added	Span (hours of the day) added	Hours of day
Cherriots Local	18,223	18.06 hrs/Sat.	5:46 am-11:50 pm
Cherriots Regional	1,762	12.22 hrs/Sat.	7:30 am-7:30 pm
Cherriots LIFT	11,796	18.06 hrs/Sat.	5:46 am-11:50 pm

Later evening hour service - how many hours added (urban and regional)

	Annual revenue hours added	Span (hours of the day) added	Hours of day
Cherriots Local	7,447	2 hrs/wkdy	9:50 pm-11:50 pm
Cherriots Regional	N/A	N/A	N/A
Cherriots Shop and Ride	N/A	N/A	N/A
Cherriots LIFT	3,188	2 hrs/wkdy	9:50 pm-11:50 pm

New reduced fare for youth

		Current youth fare	New youth fare (starting June 3)
Cherriots Local	One ride	\$0.80	\$0.50
	Day pass	\$1.50	\$1.00
	30-day pass	\$22.50	\$10.00
Cherriots Regional	One ride	\$1.50	\$1.00
	Day pass	\$3.00	\$2.00
	30-day pass	\$30.00	\$20.00
	Universal pass	\$42.50	\$42.50
Route 1X	One ride	\$1.50	\$1.50
	Universal pass	\$42.50	\$42.50

Other changes

- New look
- New vehicles
- New website
- New uniforms for operators

New Cherriots Logo

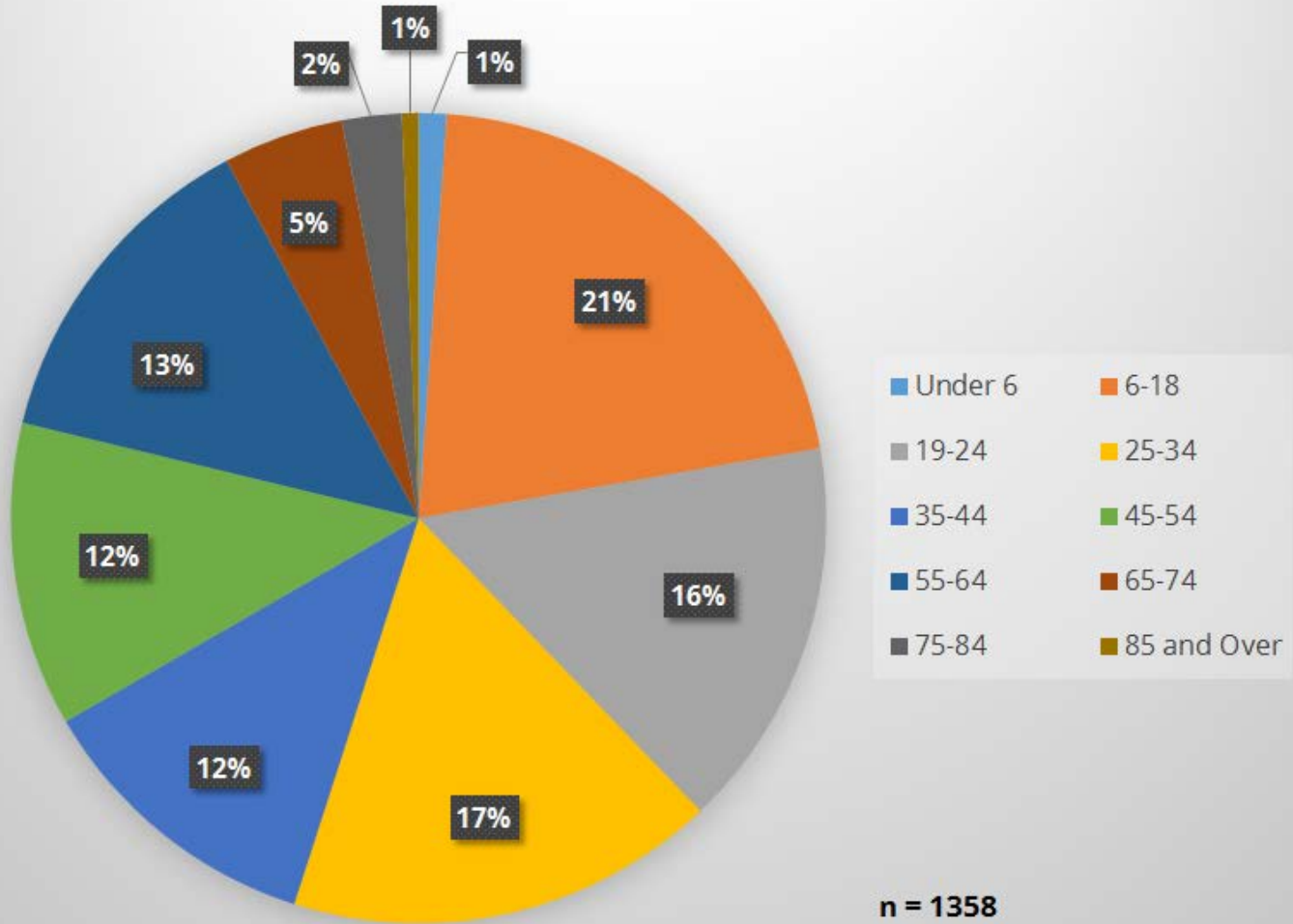




New Buses



Ages of Cherriotics Riders



www.cherriots.org

www.facebook.com/cherriots

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