

Salem Area Mass Transit District

City of Salem
Public Transit Committee

Allan Pollock, General Manager

October 25, 2017



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

- Established as a municipal corporation by a vote, November 1979
- Annual ridership is more than 3 million
- Provide service to 14,000 riders daily
- Four transit centers; downtown headquarters and operations headquarters





Courthouse Square



Cherriots

CNG Clean Machine

START YOUR OWN BUSINESS!
\$99/mo
Get your own Suzuki Polaris
Honda
Suzuki Polaris
Honda



SALEM
AREA
TRANSIT 3140







KEIZER TRANSIT CENTER

Cherish
22
Brush College Loop
www.cherish.com

25



Services

- Fixed-Route
- Regional Service
- Paratransit
- Shop and Ride
- Call Center
- Transportation Options
- Travel Training
- Travel Host

CHERRIOTS BY THE NUMBERS

RIDERSHIP

Cherriots

CherryLift

CARTS

REDLine



3,010,505

150,906

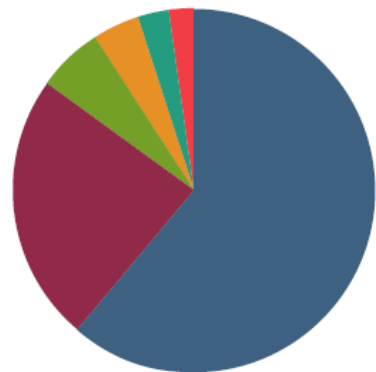
106,288

7,886

TOTAL MILES FOR ALL SERVICES

3.4 million

RIDERSHIP DEMOGRAPHICS



White/Caucasian

Hispanic/Latino

Black

Asian

American Indian

Pacific Islander



77%

of college students using services attend Chemeketa Community College

33%

of Cherriots riders are students



57%

of riders do not have access to a vehicle



81%

of Cherriots riders own a cell phone

Governance

- The Board of Directors guides the district on fiscal and policy issues.
- The seven-member board is elected by the residents of each subdistrict.
- The board has four officers: president, vice-president, treasurer and secretary.
- A board member serves a four-year term.

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.

How is Cherriots funded?

- Federal

 - Highway Trust Fund

 - Mass Transit Account*

- State

 - Special Transportation Fund

 - STF Pass Through Funds*

 - State STF Funds*

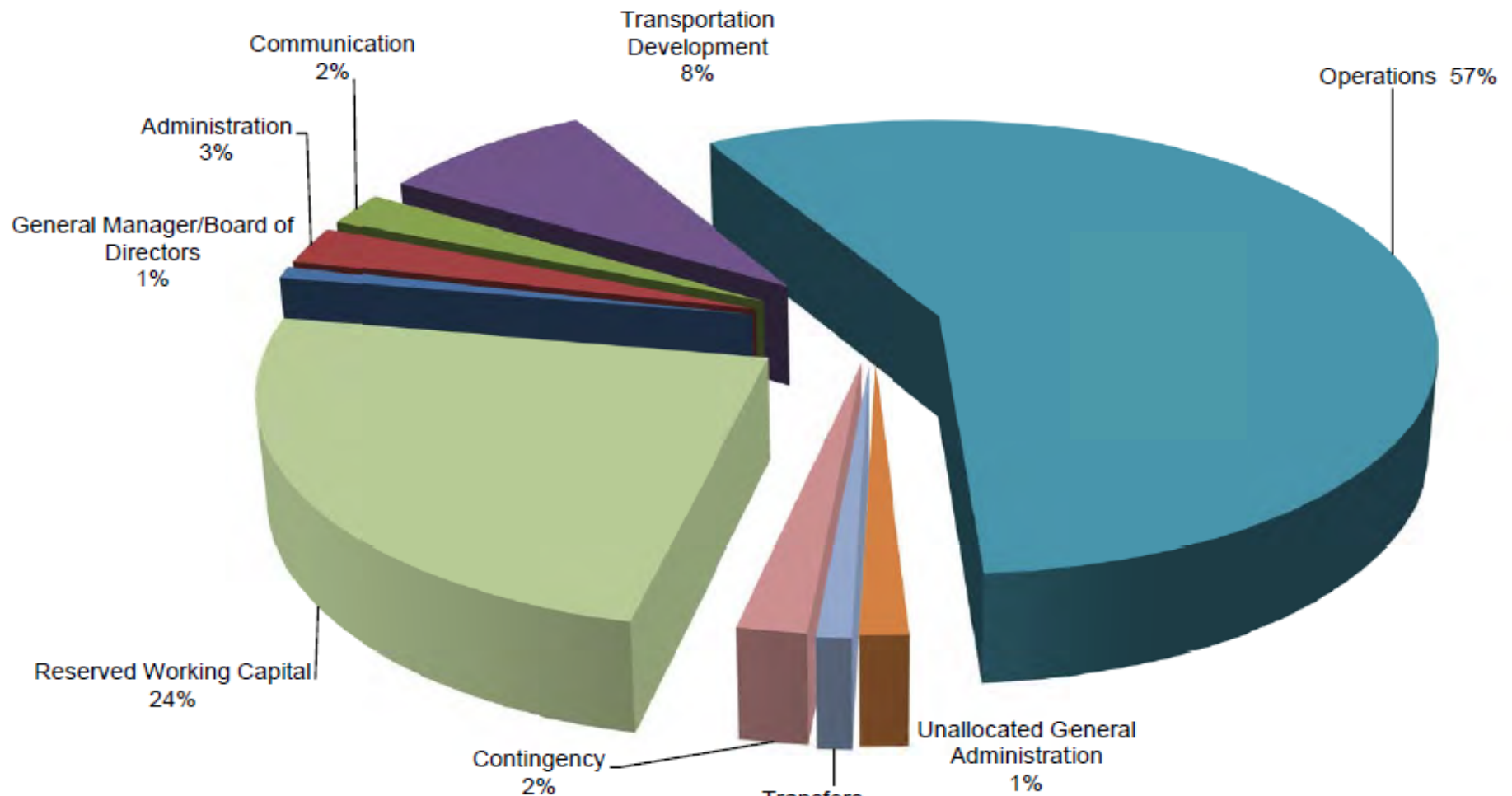
 - HB 2017

- Local

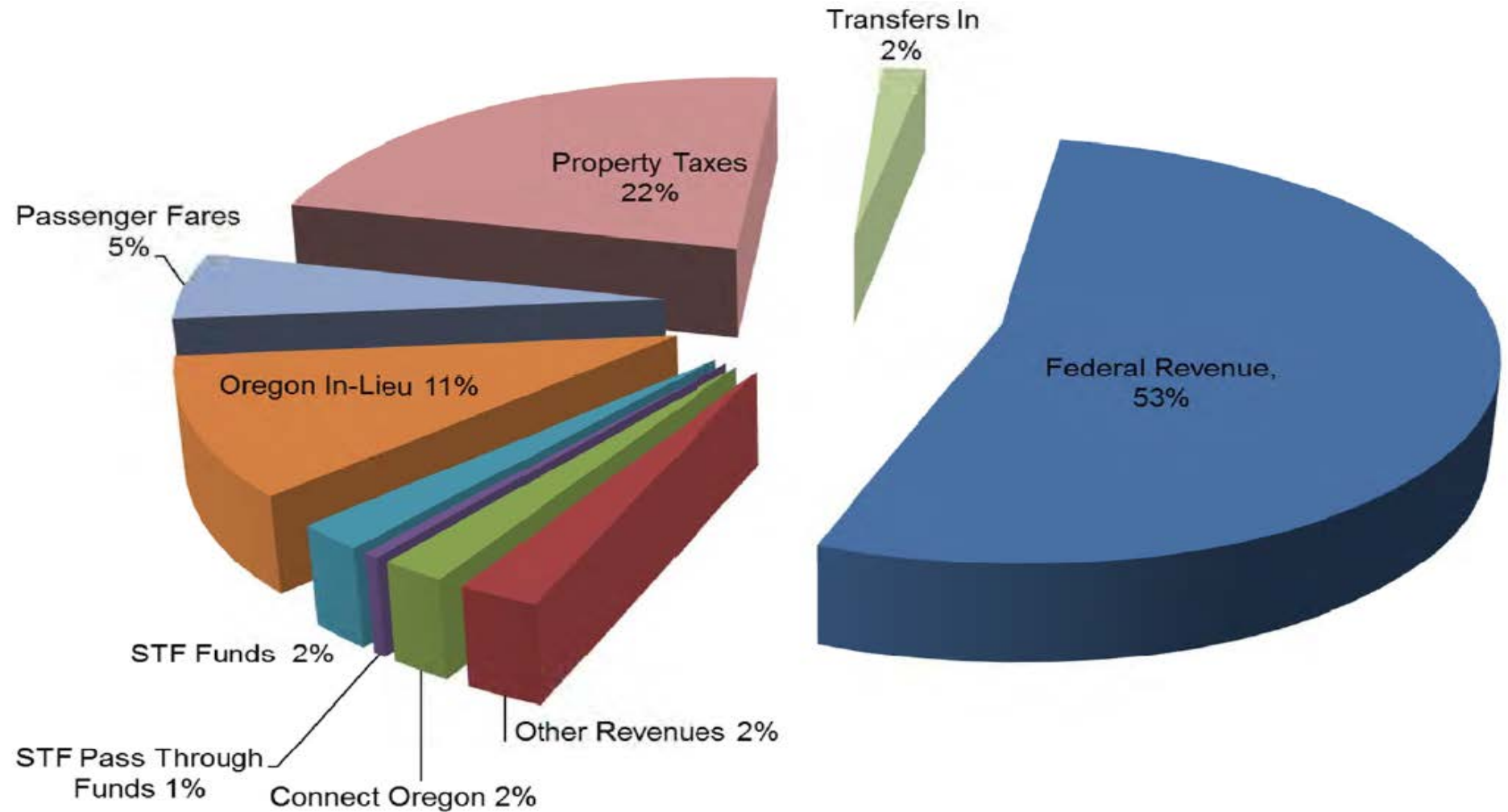
 - Property taxes

 - Passenger fares

District Wide Requirements FY2017-18



District Wide Revenues/Resources FY2017-18



Commercial Advertising



Rebranding

- Ridership and potential ridership landscaping is constantly changing
- What worked 20 or even 10 years ago is not going to work now
- Keep up with more sophisticated and contemporary customer
- Be relevant to engage families, millennials, commuters and students

What is changing?

Logo



Cherriots

CHERRIOTS

Name

- Cherriots
- Salem Area Mass Transit District
- No longer Salem-Keizer Transit

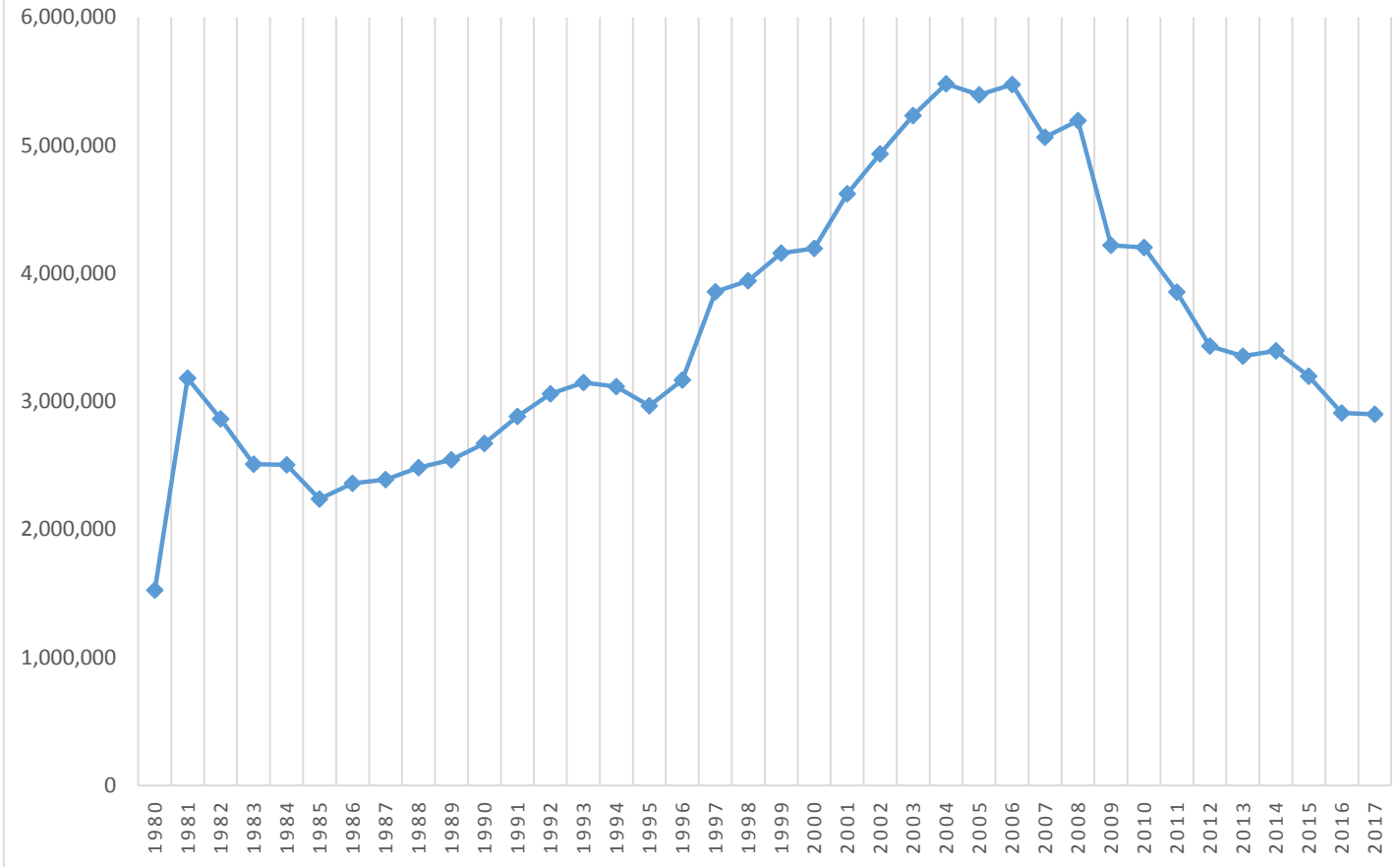
Service Names

- Cherriots (fixed-route)
- Cherriots Regional (CARTS)
- Cherriots LIFT (CherryLift)
- Cherriots Shop and Ride (REDLine)

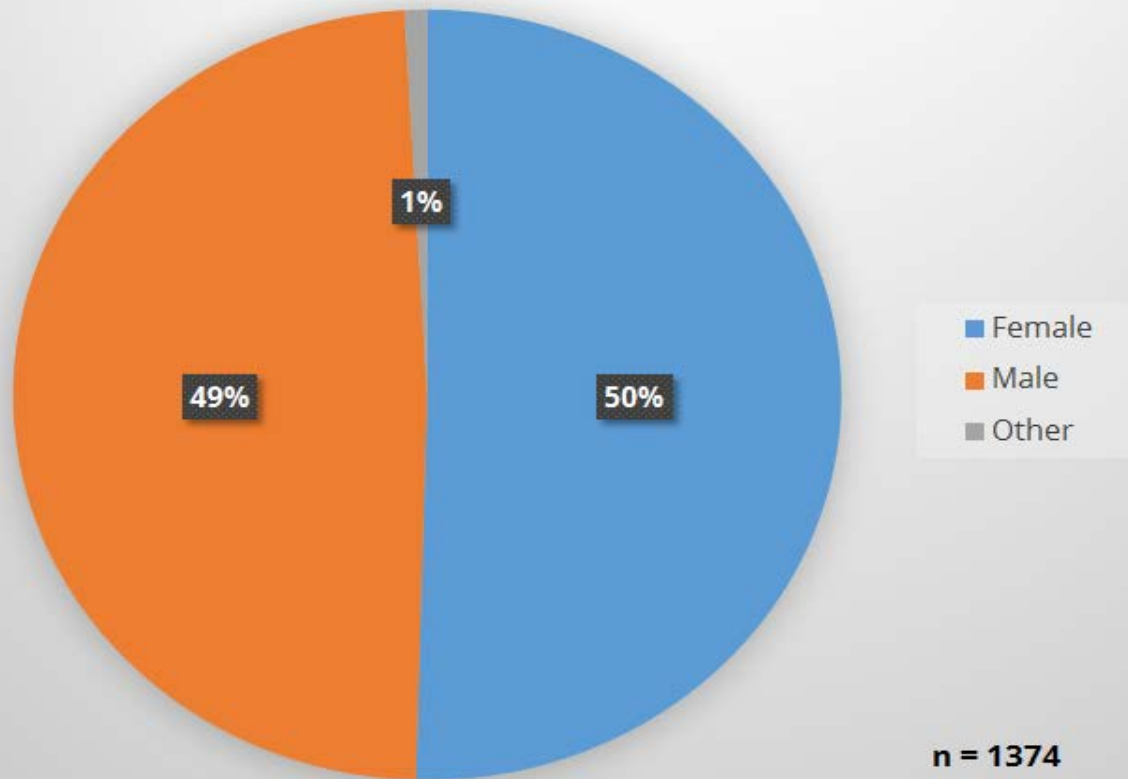
Service Challenges

- Weekend
- Extended Evening
- Holiday

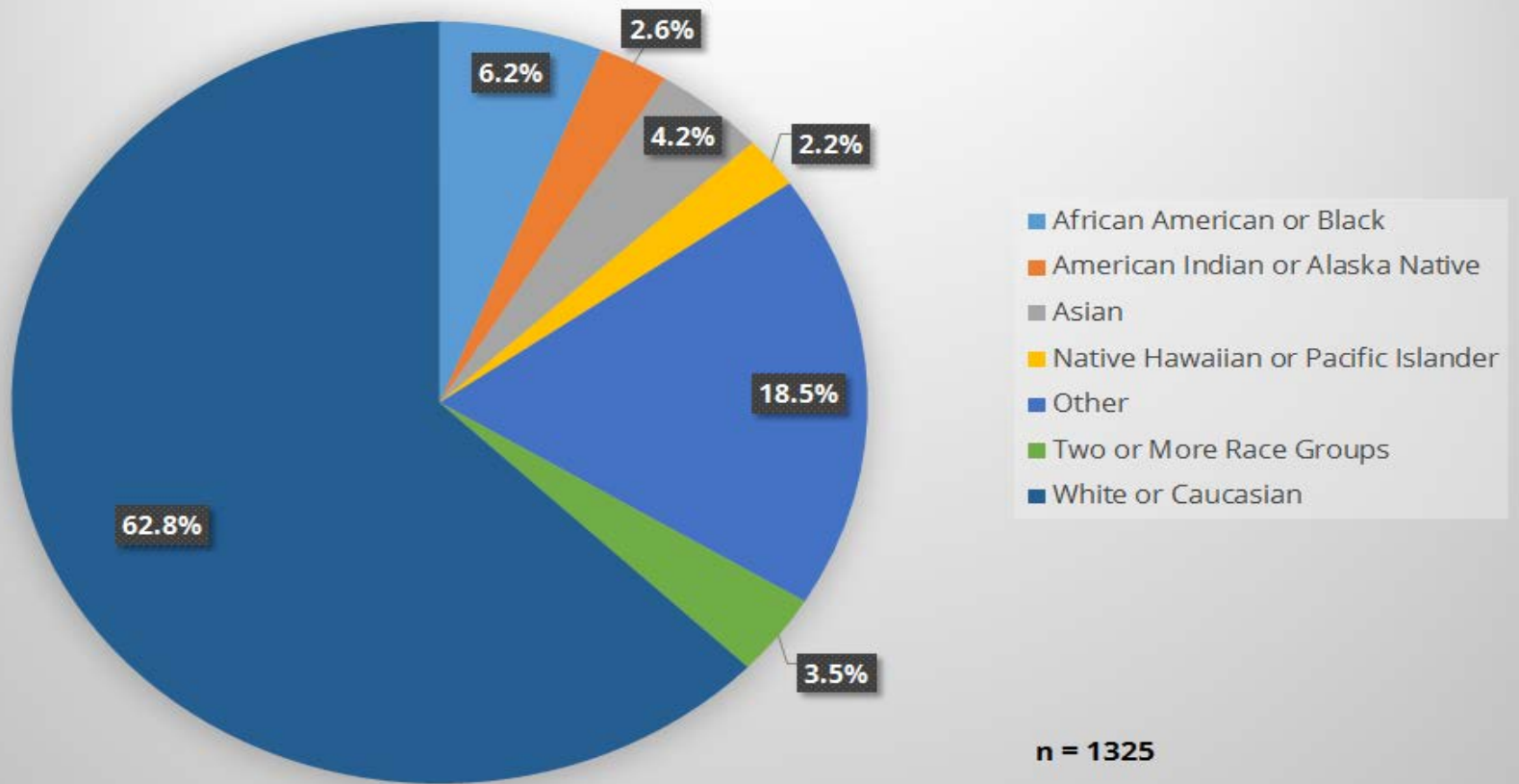
ANNUAL BOARDINGS 1980 - 2017



Gender of Cherrlots Riders

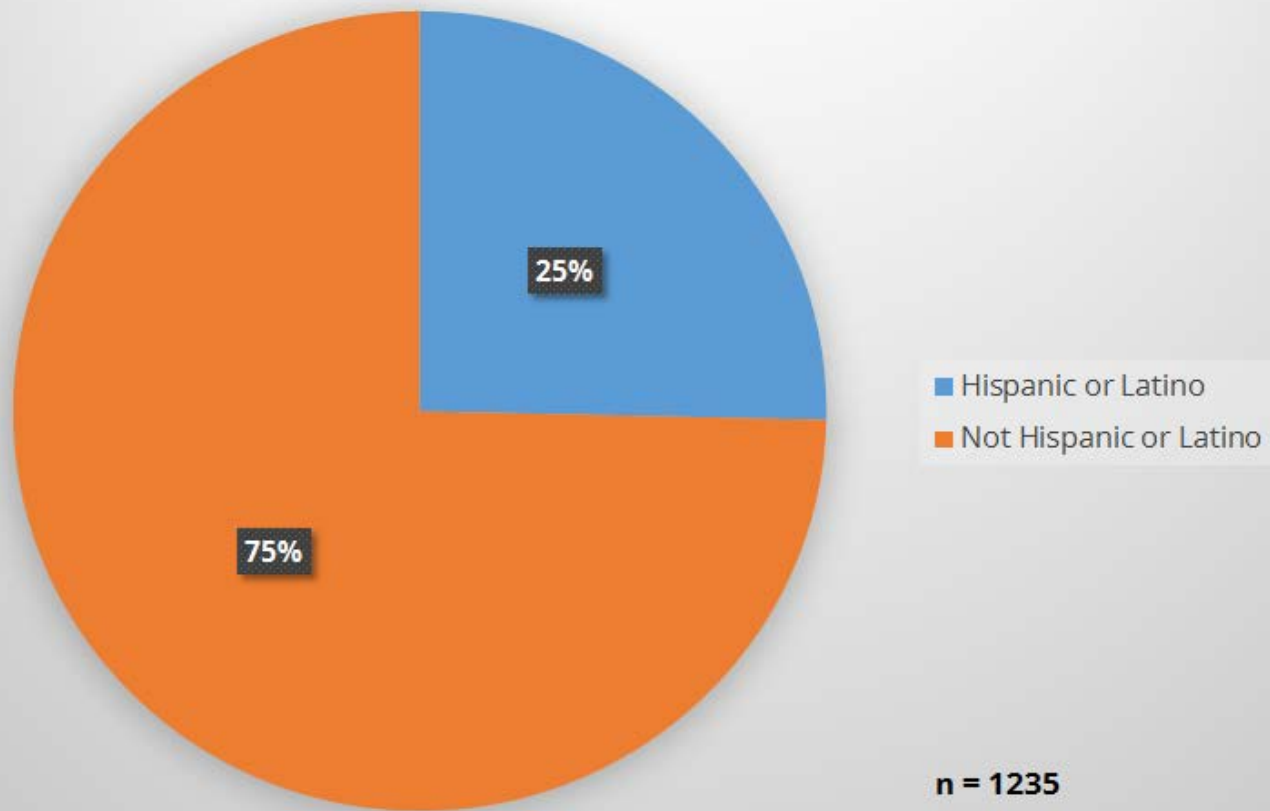


Race of Cherriotics Riders

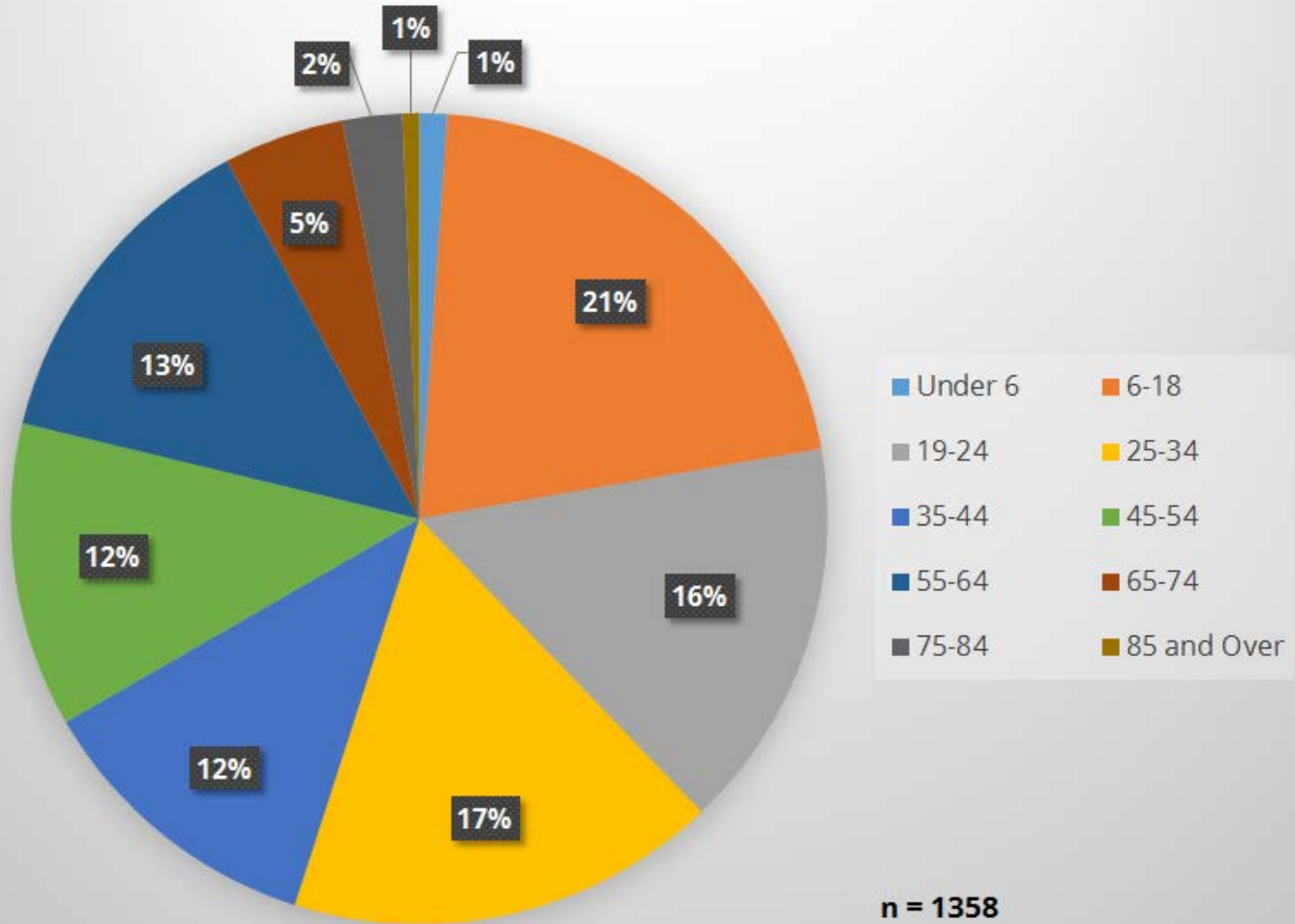


n = 1325

Ethnicity of Cherrriots Riders



Ages of Cherriotics Riders



Incentive Programs

- Employer Bus Pass Program
- Summer Youth Bus Pass Program
- Student Bus Pass Program

www.cherriots.org

www.facebook.com/cherriots

[@cherriots](#)

