

Transit Moves People. People Move Oregon.

Public transportation does a lot of important things that you might not even notice. It enables workers to get to jobs, older adults to medical facilities, younger people to schools, bike riders to urban centers, disabled adults to appointments and family members to shopping areas.

As public transportation matures and expands in Oregon, it will do many more important things. Electric buses will cut carbon emissions. Dial-a-ride and weekend service will give people more mobility options. Inter-community routes will expand the concept of neighborhood. On-demand scheduling and integrated payment platforms will empower statewide car-free travel. And that’s just the beginning.

Oregon’s 41 transit agencies have benefitted from additional funding through the Statewide Transportation Improvement Fund (STIF) approved by the 2017 legislature.

In the attached backgrounders, the agencies tell their stories – what they did during the pandemic, how they invested their STIF funds and where they could invest additional STIF funding if it was available.



Check out the backgrounders at TransitMovesOregon.com

House District 15



Your Guide to Salem Area Mass Transit District

What our riders say

I'm grateful to Cherrriots drivers and staff who keep this service going. Many of us need the bus for groceries & prescriptions. Cherrriots is always looking for ways to serve the community better and we're blessed to have them. Thanks so much!

Nichole

I am grateful for fearless bus drivers willing to do their part to get the essential and still working persons to work and back with stretched resources. I hope everyone stays safe. Thank you.

Gelante

I appreciate you still running. I work at Walmart and you're my only way there. You enable me to keep doing my job and helping people in this time.

Jeanne

SAMTD is a municipal corporation covering 76 square miles in the Mid-Willamette Valley between Portland and Salem. SAMTD provides service to a population of more than 500,000 residents in Marion and Polk counties. Cherrriots provides 3.2 million passenger trips annually.

SAMTD operates specific routes that provide transportation to large work centers such as the Capitol Mall area near downtown Salem where thousands of state workers are stationed; Chemeketa Community College with more than 10,000 students enrolled; Mill Creek Corporate Center, home to Home Depot Distribution Warehouse and Amazon Fulfillment Center; and Salem Health, the city's largest private employer.

Chemeketa Community College, another large employer and the second largest community college in Oregon, is the most popular destination for transit riders in east Salem. Chemeketa also has the second highest boardings in the Cherrriots system next to the Downtown Transit Center.

One of the busiest corridors of Salem is Lancaster Drive, located near shopping malls and other retailers. These large employment providers generate jobs and contribute to a healthy economy. In addition, there are about 35 medical providers and Oregon Health Plan (Medicaid) providers that deliver vital services, including counseling, dentistry, audiology, behavioral health programs and primary care. Lancaster Drive's Route 11 ensures that all people can access appointments conveniently and safely.

For commuter services, SAMTD partners with outlying communities to bring people directly from outlying areas to the critical services offered in the cities of Salem and Keizer. District area partners include Tillamook County Transportation District, Yamhill County Transit, Canby Area Transit, South Metro Area Regional Transit and Woodburn Transit System. They connect with Cherrriots and Cherrriots Regional to serve Grand Ronde, Lincoln City, McMinnville, Amity, Woodburn, Wilsonville and Canby.

Service	Weekday Average Boarding / Day		
	FY19	FY21	FY22 YTD
Cherrriots Local	11,728.1	5,358.9	6,978.37
Cherrriots Regional	372.7	213.7	228.60
Cherrriots Shop & Ride	38.0	14.2	17.19
Cherrriots Lift	546.9	165.3	238.66
Total	12,685.6	5,752.0	7,462.82



“Our proudest moment – expanding night service and on Saturdays and Sundays”

How many buses, vans and other vehicles do you operate?

SAMTD maintains 64 active buses for fixed route service, Cherrriots Local; 43 buses for paratransit service, Cherrriots LIFT; and 13 buses for the Cherrriots Regional service.

Key priorities for making service route decisions?

Every four months – January, May, and September – Cherrriots implements service changes based on input from customers, drivers, other Cherrriots employees and performance monitoring results. Our decisions are based on **community need**.

How has Cherrriots applied its funding from the STIF?

We have applied STIF funds to **expand service** at night and on Saturday and Sunday, which required purchasing three buses and hiring operators, supervisors and maintenance and security personnel. STIF funds ensured we could cover the increased cost for new buses. We also used STIF to offer **reduced fares** for youth passengers.

How would Cherrriots apply additional STIF funding?

Further investment in public transportation will enable our communities to provide access to opportunities, create good paying jobs, address climate change and modernize transit systems to meet growing mobility demands:

- Long-overdue upgrades and repairs to aging public **transit infrastructure** while **modernizing the bus fleet**.
- Replacing older public transit vehicles with **newer, low-emission** ones to support the transition to a more sustainable, cleaner future.
- **Improved access** to public transit, both for historically underserved communities as well as for riders with disabilities.
- Design and build a **mobility assessment center**.
- Build a new **operations and maintenance facility** for the ongoing electrification of the transit fleet.

“New sustainable mobility options will open opportunities for Americans to reach schools, access jobs and connect with each other. These systems will strengthen regional transportation networks, connecting cities, suburbs and rural communities together.”

Allan Pollock, General Manager



“Heroes of the Night”

The Beachie Creek wildfire expanded in an unprecedented fashion on Monday, September 7, causing evacuation notices throughout the Santiam Canyon. By Tuesday, Stayton and Sublimity had received a Level 2 evacuation notice, meaning residents needed to pack their belongings and prepare to leave at a moment’s notice. That was a problem for mobility-restricted residents at Marian Estates, a group of assisted-care facilities in Sublimity.

On Tuesday evening, SAMTD Security and Emergency Management Manager Karen Garcia received a call from the Marion County Emergency Operations Center. Elliott Residential Living on the campus of Marian Estates had several residents who needed help evacuating to safety. Even with the restrictions from COVID-19, we knew we could help some of those needing to evacuate while keeping everyone safe.

Garcia coordinated with the Contracted Services Manager, and soon after five MV staff members arrived at the Elliott residence in Sublimity on Tuesday night. Cherriots staff was onsite to coordinate, and for the next two and a half hours, everyone worked to board 25 residents, many of whom were in mobility devices.

The MV drivers worked together to make sure all mobility devices were secured correctly, and helped residents load their bags. A bus also showed up from Mountain View Church in Aumsville to load up more belongings and support equipment such as extra oxygen canisters.

Everyone left by 11 pm as one resident jokingly asked a driver if they were headed to Disneyland. The buses arrived at Mountain Park Memory Care in Clackamas at about midnight. The MV drivers unloaded residents for the next hour and half at their new temporary home.

MV General Manager Tim Williams, Safety Operations Manager Robin Yielding and drivers Elizabeth Longoria, Christopher McRae and Jorge Mendez drove one 33-foot Champion CTS Cherriots Regional bus, one 33-foot Bluebird Cherriots Regional bus and two new Eldorado Cherriots LIFT buses. They didn’t get back to the MV yard until 3 am.

We call these MV drivers the “heroes of the night” because of their selfless, courageous actions that exemplify Cherriots Service Excellence. They were recognized by the national MV office by receiving the first-ever MV President’s Award.



A Bus Rider for the Ages

Al Mauseth of Keizer has taken the bus for 62 years. “I like to ride the bus – it’s fun!”

After moving from a tiny town in Minnesota, Al attended Waldo Middle School. He remembers riding the bus and stopping in front of Woolworth’s in downtown Salem.

As a teenager, Al made money picking strawberries and delivering newspapers. After a hard day of picking for \$5, he’d ride the bus to Olinger pool to cool off. As part of his Capitol Journal paper route, he sold new subscriptions in the neighborhood for \$1.50 a month.

Al took the bus to minor league baseball games in Salem at Waters Field near 25th and Mission streets, the site today of Salem’s main post office. He even got to play first base and pitch in a game.

In 1966, Al started riding the bus to his job at Wheeler’s Laundry on High Street. He remembers paying 10 cents for fare, and he made \$2.22 an hour. He transitioned into a 26-year career of concrete work, building many of the downtown parking garages, the State Revenue building, and helping establish Salemtowne in West Salem.

Cherriots has served the greater Salem-Keizer community since 1979. During the COVID pandemic, we helped essential workers get to and from their frontline jobs and ensured access to healthcare facilities, pharmacies and grocery stores.



He even worked for TriMet on the first MAX line to Gresham in the mid-1980s.

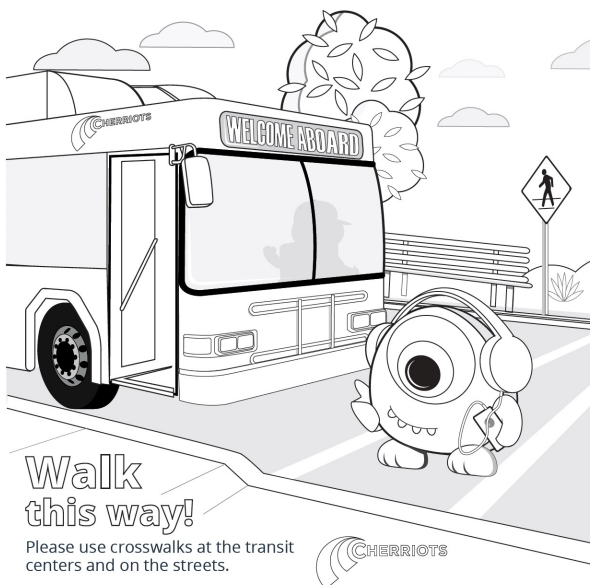
Now retired, Al loves jumping on the bus, even just to go sightseeing. He especially enjoys the diverse landscapes of south Salem on Route 6. Al started using Cherriots LIFT for some of his trips in 2017. He loves taking LIFT to go shopping because he can get close to the big stores and doesn’t have to deal with parking.

“I tell my friends all the time, come ride the bus,” Al says as he discusses his own personal outreach efforts for Cherriots. You can catch Al these days riding from his home in north Keizer to places all over town as he reminisces about the Salem of yesteryear. “Riding the bus is a good deal and it’s got everything you need.”

Cherriots Activity Fun Book

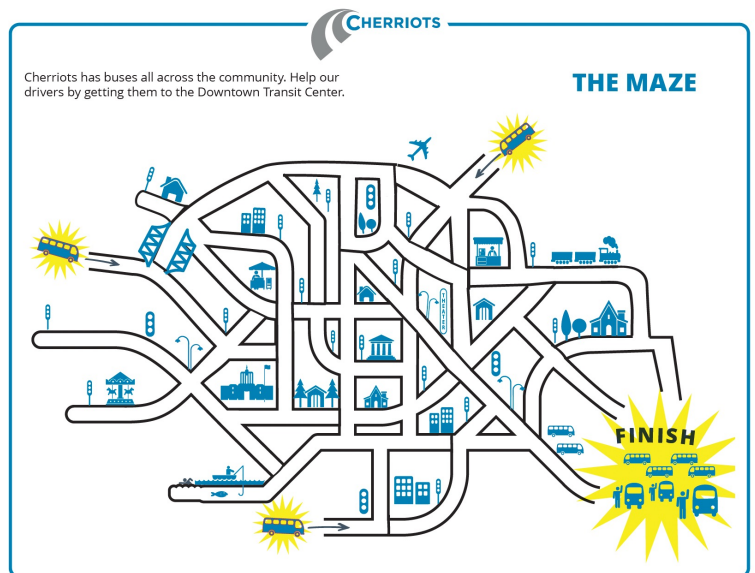


Get there safe
Get there on time
Get there happy



Walk
this way!

Please use crosswalks at the transit centers and on the streets.



Cherriots has buses all across the community. Help our drivers by getting them to the Downtown Transit Center.

THE MAZE

FINISH