



TRANSIT SYSTEM ELEMENT

The Salem Area Mass Transit District (Cherriots) was formed in 1979 as a special service district. The service area for the District corresponds with the Salem-Keizer UGB. The district is governed by a seven-member board of directors elected by residents in each of seven subdistricts.

The transit system currently includes approximately 213 employees and 83 buses that log roughly 2.7 million miles and 205,000 total operating hours per year. The current fleet consists of 1982 to 2004 model buses with a contingency fleet of five 1982 model buses. Each bus has a seating capacity of 25 to 45 riders with standing capacities between 33-60 passengers. All buses are ADA-accessible as well as equipped with front-mounted bicycle racks that can carry two bicycles.

Map 9-1 illustrates the Cherriots fixed-route system. It has a radial “pulse” route structure in which all but 6 of the 25 routes converge in a timed fashion at the Courthouse Square transit mall located in downtown Salem. Passengers traveling between any two points in the service area can reach their destination by making a timed transfer at the downtown transit mall. There are five routes primarily serving West Salem, each of which makes a timed transfer at the West Salem Transit Center, where passengers can board the West Salem Shuttle, bringing them into downtown Salem. An additional route provides “crosstown” service between the City of Keizer and the East Salem and Lancaster Drive NE area. Three routes provide direct service between park and ride lots and the Capitol Mall.

Major Transit Stops

In 1997, the Cherriots system completed its conversion from a “flag” stop system to a permanent “sign” stop system. This permanent system allows for greater transit system efficiency. There are only a few major transit stops identified in the system: Courthouse Square Transit Mall, Lancaster Mall, Chemeketa Community College, and West Salem Transit Center. Major stops are served by more than one bus route and have a high number of boardings and alightings. Land uses located near major transit stops should be designed to be transit and pedestrian supportive.

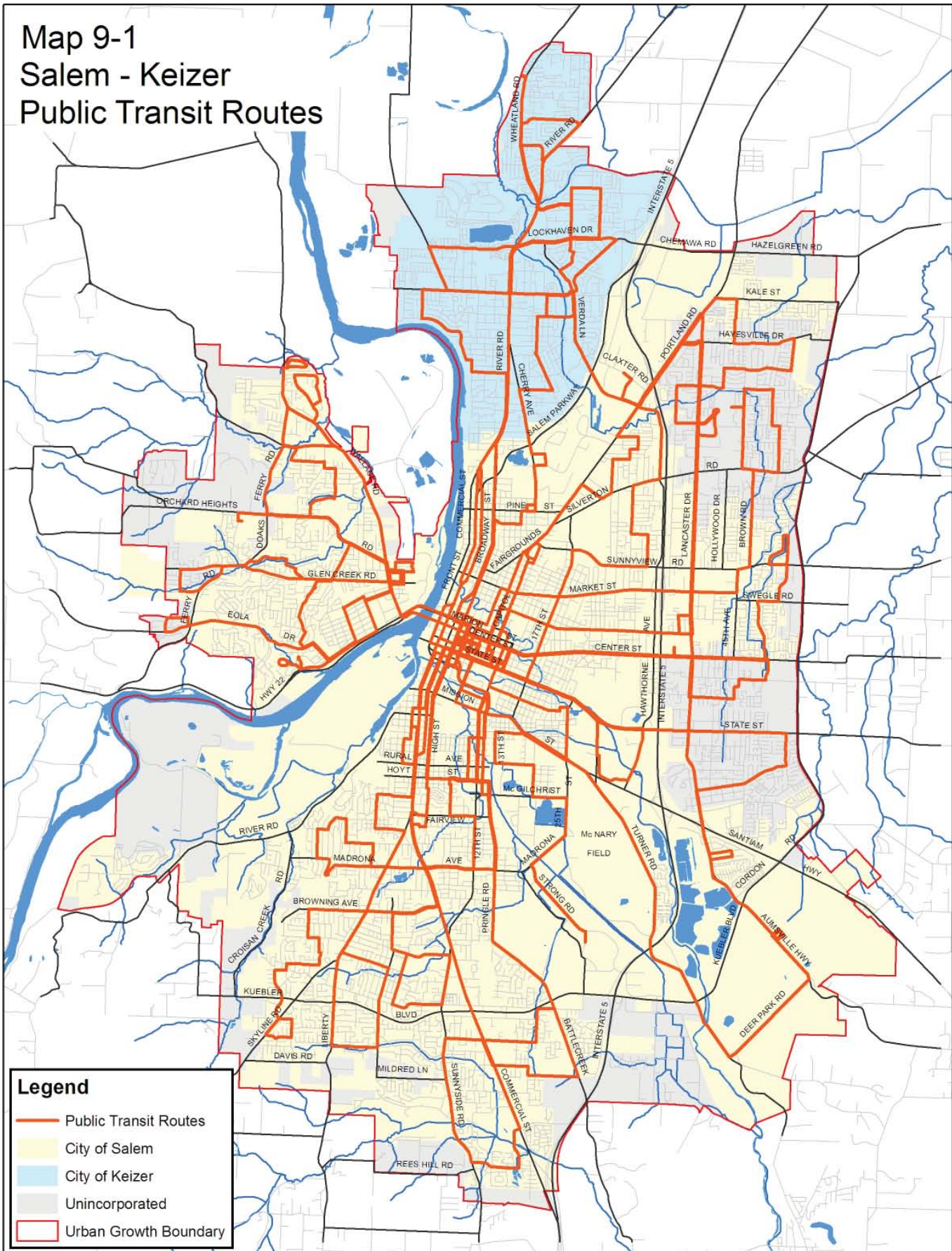
One of the policies contained in the *Salem Transportation System Plan* is to achieve a transit system coverage of a minimum quarter-mile walk to service. The majority of the developed areas of Salem, currently meet that coverage goal.

Cherriots buses currently operate from 6 a.m. to 10:15 p.m. weekdays and 7:15 a.m. to 10:15 p.m. on Saturdays. The system operates on frequencies ranging from 15 to 60 minutes. Most of the 18 routes accessing downtown are timed to arrive/depart the transit center at either :15 or :45 after the hour. The majority of the routes are on half-hour frequency in the peak periods accommodating transfers at the transit centers. In the midday, 10 routes drop to hourly frequency. Thirteen routes serving the major radial corridors remain on half-hour service throughout the day. Current bus fares are \$.85 for adults, \$.60 for children, and \$.40 for seniors.

The transit system currently provides approximately 190 one-way route miles of service during the weekday and 155 one-way miles on Saturdays. Cherriot’s buses serve 20,000 average daily along 9,200 average daily transit miles. Total transit system capacity is estimated to be approximately 50,000 weekday riders and 28,000 Saturday riders. Approximately 50 percent of the riders are commuters, the largest segment being State employees; and 25 percent are students ranging from grade school through college. The majority of the remaining 25 percent consists of senior citizens and disabled riders. According to the 1995 SKATS household survey, approximately 2 percent of the total work trips were made using public transportation. Ridership has been increasing steadily since 1985.

General information on the transit system obtained from the Regional Transportation System Plan, Salem-Keizer Area Transportation Study (SKATS), 2002, and from the Salem Area Mass Transit District, Strategic Business Plan, 1999.

Map 9-1 Salem - Keizer Public Transit Routes





Planning for transit services is primarily the responsibility of the Salem Area Mass Transit District. The City of Salem plays a supporting role by facilitating access to transit services. The State Transportation Planning Rule requires that all jurisdictions

Year	2003	2004	2005	Percent Change	
				2003-04	2004-05
Annual Weekday	4,752,733	4,862,212	4,859,015	2.3%	-0.1%
Annual Saturdays	471,876	612,674	533,187	29.8%	-13.0%
Average Weekday	18,493	19,143	18,761	3.5%	-2.0%
Average Saturday	8,738	11,140	9,037	27.5%	-18.9%
Total Annual	5,224,609	5,474,886	5,392,202	4.8%	-1.5%

place a public transportation element in their respective transportation system plans. The Transit System Element of the *Salem Transportation System Plan* is written to be consistent to the regional policies and specific to the needs and responsibilities of the City of Salem.

Goal, Objectives, and Policies

The City of Salem has the following goal, objectives, and policies for improving the effectiveness of transit services within the Salem Urban Area:

GOAL: A public mass transit system that provides convenient and accessible transit services to the citizens of the Salem Urban Area.

OBJECTIVE NO. 1

Ensure that transit services are accessible to Salem Urban Area residences and businesses.

Policy 1.1 Routing of Transit Services

The City shall encourage transit services be routed in a manner that, where practical, provides service coverage within a quarter-mile walking distance of Salem Urban Area residences and businesses.

Policy 1.2 Transit-supportive Land Uses

To encourage accessibility and increased ridership, the City shall encourage future transit-supportive land uses, such as mixed uses, multiple family, and employment centers, be located on or near transit corridors. Likewise, appropriate transit services should be made available to existing transit-supportive land uses.

Policy 1.3 Transit-supportive Urban Design

Through its zoning and development regulations, the City shall facilitate accessibility to transit services through transit-supportive streetscape, subdivision, and site design requirements that promote pedestrian connectivity, convenience, and safety.

Policy 1.4 Transit-supportive Street System Design

The City shall include the consideration of transit operations in the design and operation of street infrastructure in identified transit-oriented centers and corridors, as well as in other appropriate locations.



Policy 1.5 Transit Services Accessible to the Transportation Disadvantaged

The City shall support the continued development and implementation of accessible fixed-route and appropriate complementary paratransit services which are identified in the adopted Salem Area Transit District Americans with Disabilities Act Transit Plan.

Policy 1.6 Intermodal Connectivity

The City of Salem shall encourage connectivity between different travel modes. Transit transfer and park-and-ride facilities should be accessible by pedestrian, bicycle, bus, and automobile travel modes. Intercity passenger bus, aviation, and rail terminals should be accessible by transit services.

Policy 1.7 Enhanced Access Opportunities for the Transportation Disadvantaged

The City will support the efforts made by the Salem Area Mass Transit District to increase mobility for transportation disadvantaged citizens, in providing the maximum level of access to social, work, welfare, and resources, including the creation of a customer-oriented, regionally coordinated public transit system that is efficient, effective, and founded on present and future needs.

OBJECTIVE NO. 2

Develop and operate a public transit system that provides both convenient service and travel times that are competitive enough with the automobile to attract increased ridership.

Policy 2.1 Convenient and Competitive Transit Service Routing

The City shall support the development and implementation of the Salem Area Mass Transit District's (SAMTD) public transit system. Referred to in the SAMTD's Strategic Business Plan as the "3-C System" (Circulators, Centers, and Corridors), this system effectively combines elements of a radial pulse system, a neighborhood circulator system, a high frequency corridor service, and circumferential services, with a minimum of required transfers.

Policy 2.2 Increased Frequency and Availability of Services

The City shall support attempts made by the Salem Area Mass Transit District to increase the frequency of transit services (shorter headways), extend its hours of operation, and expand levels of weekend service.

Policy 2.3 Transit Facilities

The City shall continue to work with the Salem Area Mass Transit District and other State and local jurisdictions to identify and develop capital facilities for utilization by express and regular transit services, vanpools, and carpools.

Policy 2.4 Express Transit Service

The City shall support Salem Area Mass Transit District's attempts at developing and implementing radial express transit services to and from outlying park-and-ride facilities and the central core area of Salem.



Policy 2.5 Transit Fares

The City shall support efforts by the Salem Area Mass Transit District to develop and implement transit fares that balance the need for passenger revenues with the goal of maximizing ridership.

Policy 2.6 Transit Priority

The City shall work with the Salem Area Mass Transit District to evaluate the use of transit priority techniques to facilitate transit service.

OBJECTIVE NO. 3

To mitigate a portion of the traffic pressures expected by regional growth, increase overall daily transit ridership in the Salem Urban Area to the point that at least 25 percent of all work commute trips are completed using transit or travel modes other than the SOV.

Policy 3.1 Transit Ridership Incentives

Through the Regional Rideshare Program and other Transportation Demand Management (TDM) efforts, the City shall continue to work with Salem Urban Area employers and other government agencies to increase commuter transit ridership through voluntary employer-based incentives such as subsidized transit passes and guaranteed ride home programs.

Policy 3.2 Effective Marketing of Transit Services

The City shall work through the Regional Rideshare Program and other TDM efforts to assist in the effective marketing of transit services to Salem Urban Area residents and businesses.

Policy 3.3 Transit Supportive Parking Policies

The City shall develop and implement parking policies that manage the supply and costs of public parking in a manner that supports increased transit ridership taking into consideration the economic needs of surrounding business districts.

OBJECTIVE NO. 4

A financially stable and adequately funded transit system for the Salem Urban Area.

Policy 4.1 Adequacy of Long-term Funding

The City shall support regional efforts to identify and implement transit funding strategies that will provide adequate, long-term, and stable revenue sources for the public transit system.

Accessibility and Convenience

There are several reasons that more people in the Salem area do not utilize transit services. They range from both the perceived and real issues of accessibility and convenience to the perceived convenience of the automobile that



is affected by transportation policy decisions, the supply and cost of parking, and other factors. People will be more likely to use transit if service is within a quarter-mile walking distance of their trip origin and destination. Studies indicate that most people are willing to walk up to a quarter-mile to reach transit service. Providing sidewalks to walk to the bus stop, and a safe place to await the bus, are both key ingredients to a successful transit system. Safe and convenient access to bus stops and between the stops and the bus is particularly important in downtown areas, where heavy traffic and dense parking can make it difficult for buses to maneuver and for passengers boarding and alighting as pedestrians to mix with moving traffic and parked cars. The Pedestrian System Element identifies a series of improvements to downtown Salem bus stops to make pedestrian access to transit safer and more convenient.

A factor in increasing ridership is the availability of direct and rapid transit routes that require few, if any, transfers. In addition, frequency of service can affect ridership. The current Cherriots system operates at a moderate level of service and frequency. Increased frequency, extended hours of operation, and expanded weekend service would all contribute to better system convenience.

Park and Ride Lots

An ongoing component of transit service will be the identification of park-and-ride lot locations. The major focus for this component by SAMTD will be to incorporate park-and-ride into the “3-C System,” with park-and-ride lots as part of the transit center development and the frequent Corridor routes carrying riders from these lots to their work sites. Park-and-ride lots give automobile commuters a place to park or drop off passengers and then ride transit to their destination. The siting of park-and-ride lots will require further study. Map 9-1 identifies the locations of existing park-and-ride lots within the Salem-Keizer region.

Increasing Mode Share

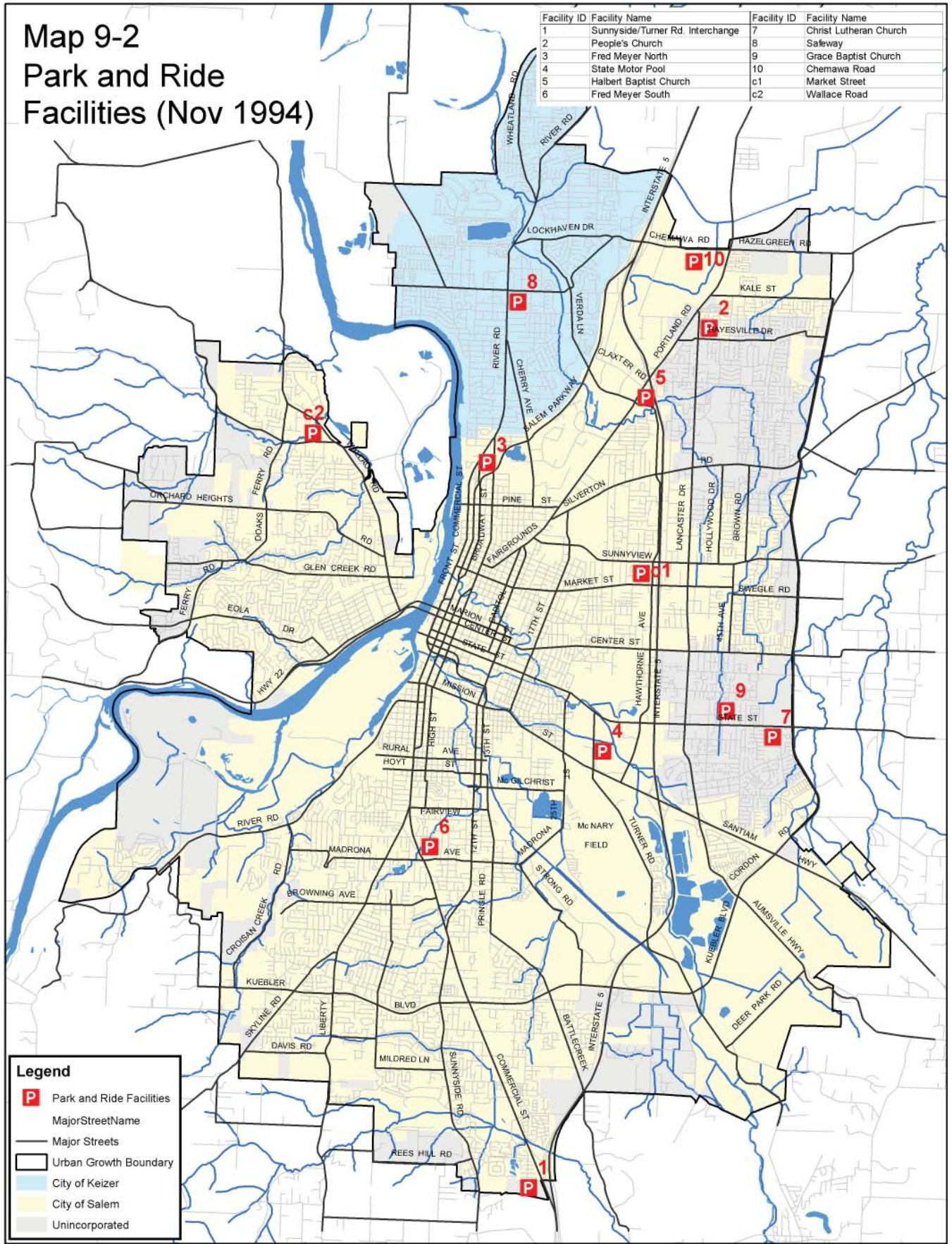
The purpose of Objective No. 3 is to be consistent with the assumptions made as part of the Transportation Impact Task Force recommendations on long-term transportation funding. This objective acknowledges the reality that the Salem Urban Area will be unable to financially meet all of its identified road and street construction needs over the next 25 years or more. To allow the City to concentrate on the most vital projects, it is understood that increased utilization of transit and other nonsingle occupant travel modes will be needed to meet our expected travel demand. Therefore, the City needs to have at least 25 percent of work trips using transit, carpools, vanpools, bicycles, or walking.

This objective will only be met if transportation policies that impact mode-choice change to support walking, biking, and transit. For transit these policies need to aid transit services in becoming more competitive with the automobile in regards to frequency, accessibility, travel time, and convenience. Additionally, long-term commuter parking costs must continue to increase; land uses and developments need to become more transit-supportive; and a larger share of the commute, school, and shopping trips need to be captured by transit. Finally, the objective will only be met if the Salem Area Mass Transit District is able to secure sufficient funding to expand its services.

The City of Salem can play a role in increasing transit mode share by completing the pedestrian sidewalk system. Other than at park-and-ride lots, every transit trip begins and ends as a pedestrian trip. Without adequate sidewalks, transit riders are less likely to walk to the bus stop. The Pedestrian System Plan Element contains a goal, objectives, and policies that will move the City towards completion of the sidewalk system. The City can also encourage greater transit ridership by requiring new development be more transit-oriented in design, working with SAMTD to identify and implement transit friendly improvements at some intersections and corridors, and through continued support of parking fees for downtown employees.

Map 9-2 Park and Ride Facilities (Nov 1994)

Facility ID	Facility Name	Facility ID	Facility Name
1	Sunnyside/Turner Rd. Interchange	7	Christ Lutheran Church
2	People's Church	8	Safeway
3	Fred Meyer North	9	Grace Baptist Church
4	State Motor Pool	10	Chemawa Road
5	Halbert Baptist Church	c1	Market Street
6	Fred Meyer South	c2	Wallace Road



Legend

- P Park and Ride Facilities
- Major Street Name
- Major Streets
- ▭ Urban Growth Boundary
- City of Keizer
- City of Salem
- Unincorporated



Paratransit Services

Currently there are three types of paratransit services for elderly and persons with disabilities in the Salem Urban Area:

- Cherriots fixed-route accessible (lift-equipped) service;
- Dial-a-Ride Service; and
- Social Service and Special Transportation Service.

These services are provided by public agencies and private organizations to assist in meeting the transportation needs of the transportation disadvantaged.

CHERRIOTS FIXED-ROUTE ACCESSIBLE SERVICE

Currently, 76 of Cherriots' 83 buses are lift-equipped and have secured wheelchair positions. Each of the 25 bus routes is assigned at least one lift-equipped bus on the same "pulse" cycle, so that all routes are accessible at the same time. The District is exploring ways of increasing the number and frequency of accessible buses within its system.

DIAL-A-RIDE SERVICE

Dial-a-Ride services are considered demand-responsive public transportation. A person or group of people can summon an on-call taxi or van to take them to their destination within certain hours of the day. The Wheels Program is a nonprofit program offered by Oregon Housing and Associated Services, Inc. In 2003-04, the service offered fourteen 18-passenger vans, Monday through Friday, from 8 a.m. to 5 p.m.

The service provided 60,185 rides for elderly and disabled people during 2003-04. The Wheels Program is primarily funded through State Special Transportation Funds.

In January 1997, the Salem Area Mass Transit District added its ADA "Cherrylift" program. This program provides Dial-a-Ride services to disabled persons who are unable to use regular Cherriots bus service. Cherrylift gives disabled residents equal access to public transportation. During January of 1997, the service provided 2,100 trips. In 2003-04, the service provided 89,124 trips.

SOCIAL SERVICE AND SPECIAL TRANSPORTATION SERVICES

Many small specialized transportation services are provided by various nonprofit organizations in the Salem Urban Area. These services include Catholic Community Services (3 vans/25 clients), Shangri-La, Inc. (16 vans/200 clients), and various other retirement centers, medical facilities, clubs, and churches.

Regional Brokerage System (TripLink)

A tri-county Medicaid brokerage was developed and implemented during the summer of 2003. TripLink provides transportation services for Medicaid-eligible clients for medical-related transportation needs. Approximately 35



private for profit and nonprofit providers offer transportation services using 150 vehicles and 350 drivers. The brokerage currently provides approximately 13,000 trips per month. A regional transportation software program is supplied to the providers, enabling them to capture their daily trip manifests and to bill their trips electronically. Clients from Marion, Polk, and Yamhill Counties access the brokerage through the use of an 800 line. Of the 13,000 trips provided each month, about 2,000 are given fixed route bus passes and an additional 2,000 are provided grouped trips.

Rural Area Transit Service

The Chemeketa Area Regional Transportation System (CARTS) provides transportation in the rural areas of Marion and Polk Counties, linking these communities with Salem. Service is provided in Polk County serving Dallas, Monmouth, Independence, Rickreall, and Falls City. Marion County is divided into a north county area and a south county area also referred to as the Santiam Canyon. The north county route serves Brooks, Gervais, Woodburn, Hubbard, Mt. Angel, Silverton, Central Howell, and Chemeketa Community College in Salem. The Santiam Canyon route serves Turner, Aumsville, Stayton, Sublimity, Lyons, Mehama, Mill City, and Gates. This route also serves the airport and Amtrak station in Salem.

There are two types of service offered. The first are the point-deviated fixed routes. These fixed routes operate on a regular schedule with some additional time added to deviate $\frac{3}{4}$ mile to pick up clients who are unable to access the regular route stops. The $\frac{3}{4}$ -mile deviations meet the Americans with Disabilities Act requirements. In addition CARTS provides Dial-a-Ride service throughout the rural areas of Marion and Polk Counties. Clients call from one day to two weeks ahead and schedule individual rides and receive curb-to-curb transportation service.

CARTS is funded from a variety of State and Federal transportation funds. This includes a small amount of Job Access and Reverse Commute (JARC) funds. The Special Transportation Fund (STF) is money designated for transportation services for the elderly and disabled. The 5310 Capital fund aids in the maintenance and purchase of vehicles. CARTS has received some money from the Special Transportation Grant (STG) fund. This money is applied for with a specific project funded. There is also money designated as 5311 money which is for the support of rural transportation. CARTS has begun to seek funding from foundations and the fares paid by riders also support the program.

TRANSIT SYSTEM FUNDING

The most current information from the Transit District shows the following funding needs in 1999 dollars for the next 25 years (these figures will change upon adoption of the new long-range service plan):

System Operating Needs	\$100 million
Capital Needs	\$ 30 million

