



Driving Progress With STIF Funding



Established in 1979, the Salem Area Mass Transit District (SAMTD), affectionately known as Cherrriots, serves as a vital municipal corporation spanning 76 square miles in the picturesque Mid-Willamette Valley, nestled between Portland and Eugene. This dynamic transit district proudly serves over 500,000 residents in Marion and Polk counties, facilitating more than three million passenger trips each year.

*Cherrriots, which is the third largest transit district in Oregon, operates a robust fleet that includes 68 buses dedicated to **Cherrriots Local** fixed-route service, 37 buses for **Cherrriots LIFT** paratransit service, and 14 buses for **Cherrriots Regional** service. These services are strategically designed to connect residents to significant employment centers, including **Salem Health** – one of the largest private employers in the area with over 5,400 employees – **Chemeketa Community College**, which boasts an enrollment of more than 10,000 students, and the **Mill Creek Corporate Center**, home to major operations like the **Home Depot Distribution Warehouse** and **Amazon Fulfillment Center**. These institutions not only provide numerous job opportunities but also contribute significantly to the local economy.*

Cherrriots has leveraged Statewide Transportation Improvement Fund (STIF) resources to significantly enhance public transportation services in the Mid-Willamette Valley. Here's how Cherrriots has improved mobility and how additional funding could further expand services:

STIF-Funded Service Enhancements

Extended Service Hours:

With STIF funding, Cherrriots introduced later weekday evening hours



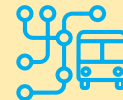
Weekend Service:

Added holiday, Saturday, and Sunday service



Expanded Coverage:

Added new routes and increased frequency on existing routes



Fare Programs:

Implemented reduced and free fare initiatives, including youth programs; Cherrriots Regional youth pass program is solely funded through STIF.



Regional Connectivity:



Improved connections to surrounding communities. For commuter services, SAMTD partners with other transit providers to bring people directly from outlying areas to the critical services offered in the cities of Salem and Keizer. District area partners include Yamhill County Transit, Canby Area Transit, South Metro Area Regional Transit, and Woodburn Transit System. They connect with Cherrriots and Cherrriots Regional to provide service to McMinnville, Amity, Woodburn, Wilsonville, and Canby.

Sustainability Initiatives



Goal: 100% zero-emission fleet by 2040

Secured \$22.7 million in federal funds for electric buses



Launching 10 electric buses on Route 11, each saving 5,234 gigajoules annually

Customer Survey

Results from an independent customer satisfaction survey show that 85% of riders are satisfied overall with Cherriots services. Here's what our riders have to say:

85



"Being able to ride Cherriots is freedom for me and my friends. I can go anywhere, including my first part-time job. And it's free!" Anthony – Cherriots Youth Pass rider



"Driving is just not something I am interested in because public transportation has been reliable. I am also grateful for the changes in the Universal Pass that lowered the cost of the fare." Heather – Cherriots Regional rider



"I tell my friends all the time, come ride the bus. Riding the bus is a good deal and it's got everything you need. I like to ride the bus - it's fun." Al – Cherriots Local rider



Future STIF Funding Priorities

Cherriots has demonstrated its ability to effectively utilize STIF funding to improve mobility, increase ridership, and drive sustainable transportation solutions. Additional STIF resources would enable Cherriots to further expand services, enhancing connectivity and accessibility for residents across the Mid-Willamette Valley.



Service Expansion

- Increase frequency and span of Saturday/Sunday service
- Extend weekday service hours
- Enhance holiday coverage



New Service Models

- Implement early morning and late-night service



Regional Growth

- Expand Sunday and Saturday regional service
- Explore new service areas (e.g., Albany, Jefferson)



Infrastructure Development

- Complete South Salem Transit Center project