

# Transportation Options



**Cherriots**  
SALEM-KEIZER TRANSIT

Cherriots Rideshare

Serving the Mid-Willamette Valley

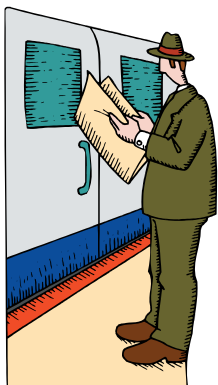
Spring 2006

## CHERRIOTS RIDESHARE

It's been almost a year since the program moved from the city of Salem to the Salem-Keizer Transit District and it's been an exciting period of growth and change.

When the rideshare program was started many years ago in Salem, it was called Salem Rideshare. Over time as the program and services branched out to include more commuters, communities and companies the name was changed to Mid-Valley Rideshare.

As the transition of the program was completed, there was quite a bit of discussion as to how to best integrate the marketing of the rideshare program into Salem-Keizer Transit. During a brainstorming session it was agreed that changing the name to "**Cherriots Rideshare**" would best represent the program and the area we serve. The changes will be made gradually over the coming months as marketing materials and logo items/supplies are depleted.



## Publication Update

This issue of the quarterly report represents the consolidation of two publications previously created by the Mid-Valley Rideshare staff.

In the past we have published the Transportation Options newsletter and a more streamlined quarterly report. After reviewing both publications, we found that the two not only had overlapping recipients, but the content could be combined and still provide the necessary information to our customers and stakeholders.

## VANPOOL NEWS

The Federal Highway Administration (FHWA) approved the Valley VanPool grant and we have been actively recruiting vanpool drivers and commuters. Our goal is to start about 20 new vanpools over the next 16 months.

The \$310,000 grant is being administered through Salem-Keizer Transit on behalf of the three Valley VanPool rideshare partners: Commuter Solutions in Eugene, Cascade West Rideshare in Albany and Cherriots Rideshare in Salem.



Under this program each vanpool collects ridership and mileage data that is submitted annually to the Federal Transit Administration (FTA) as part of normal transit agency reporting of transit services. This provides capital funds to the agencies which will be the source of continuing assistance to the vanpools after the initial ODOT grant expires.

Commuters Entered This Quarter		235	Total Commuters in Database		2739		
Vehicle Miles Travelled (VMT) and Emission Reductions for this Quarter							
Transportation Mode	% of Database	VMT Reduced	NOx (lbs) Reduced	VOC (lbs) Reduced	CO (lbs) Reduced	PM10 (lbs.) Reduced	Variable \$\$ Saved
Carpool	17.83%	1,034,040	4,733	6,543	81,708	64	\$ 312,280
Vanpool	7.80%	1,106,832	5,066	7,003	87,460	68	\$ 334,263
Transit	14.03%	917,174	4,198	5,803	72,473	57	\$ 69,247
Bicycle	3.08%	42,153	193	267	3,331	3	\$ 12,730
Walk	1.50%	33,278	152	211	2,630	2	\$ 10,050
<b>Totals</b>	<b>47.65%</b>	<b>3,133,476</b>	<b>14,341</b>	<b>19,826</b>	<b>247,601</b>	<b>193</b>	<b>\$ 738,570</b>

### Rideshare Growth

Cherriots Rideshare added 235 commuters to the database this quarter. We have also been actively updating individual records (called validations) to ensure that our database is as accurate as possible.

We recently added a third Eugene to Salem vanpool and even though it only started in March, there is already a waiting list for riders. In the coming weeks, we will evaluate the feasibility of adding a fourth van from the Springfield/Eugene area. We are working with several individuals interested in being van drivers in the Dallas and Albany area.

### Elections Results

The failure of ballot measure 24-155 (Salem-Keizer transit levy) sets in motion a process to cut the transit districts budget and to make reductions in service and work force. With ODOT and FHA grants funding the rideshare program it will not be directly affected, but the repercussions will likely be felt. We will provide an update after the final decision regarding cuts has been made by the transit board of directors at their June Board meeting.

### Emergency Ride Home

We enrolled 5 new work sites in the Emergency Ride Home program this quarter and added 151 new commuters to the program. There are now a total of 2,021 commuters registered in this popular program. We only provide an average of three ERH taxi rides a month while this “assurance” program goes a long way towards reinforcing the use of alternative modes and keeping commuters active in our database.

### Cherriots Rideshare Staff Changes

The last few months have been very eventful, starting with the departure of the Cherriots Rideshare program manager, Bob Ransom. He accepted a position as manager of the Ridematch and Vanpool components of the Commuter Solutions program at the Lane Transit District in Eugene.

While the process of filling the open position proceeds, [Robin Rolls](#), the Rideshare Transportation Options Planner is the interim program manager assisted by [Michelle Ambrosek](#). Feel free to contact us at (503) 588-2424 if you have questions or comments.

Cherriots Rideshare is a transportation information and referral service operated by the Salem-Keizer Transit District serving the Mid-Willamette Valley region. Commuters can receive customized match lists based on their home and work locations, schedules, and driving preferences. Rideshare staff are also available to help employers with transportation and parking issues at their work sites.

Cherriots Rideshare is a cooperative effort between Salem-Keizer Transit, the Oregon Dept. of Transportation, the Mid-Willamette Valley Council of Governments, and the Federal Highway Administration.



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[www.cherriots.org](http://www.cherriots.org) or [www.midvalleyrideshare.net](http://www.midvalleyrideshare.net)