

May 12, 2022

Oregon Secretary of State  
Attn: Molly Woon, Senior Advisor & Strategic Projects Director  
255 Capitol St. NE, Suite 501  
Salem, OR 97310

Dear Ms. Woon:

On April 28, 2022, the Salem Area Mass Transit District (SAMTD) Board of Directors selected a recommended alternative map in accordance with Permanent Administrative Order Rule 165-008-0150 Mass Transit District Reapportionment Process.

The District engaged the Mid-Willamette Valley Council of Governments (MWVCOG) to assist in developing three alternative maps for public and governing body review. The District held a virtual open house on February 8, 2022, to present options for redistricting the subdistricts to the public. The agenda included a PowerPoint presentation of subdistrict map options and an opportunity for public input. Two community members participated in the open house.

The Board of Directors also held a work session March 24 and an additional opportunity for public comment at its April 28 meeting.

In addition, the proposed alternatives were posted on the District's website. The District published social media posts about the redistricting project on February 3, 7, and 25, and March 15 on Facebook, Twitter, Instagram, and LinkedIn. The total social media reach across all dates and channels was 4,823 and total engagement was 213. The Redistricting Project page on our website ([Cherriots.org/subdistricts](http://Cherriots.org/subdistricts)) had more than 300 page views by 259 unique visitors.

The District also enlisted a number of and variety of traditional communication channels. Information about the project was included in the District's February and March electronic newsletters, reaching 3,949 and 3,993 recipients, respectively. Public service announcements on English and Spanish language radios, monitor ads at transit centers, community digital newsletter; emails to 21 neighborhood associations, civic groups,

social service providers, health and human services providers, city, county, and state agencies, the faith community, and news releases and emails to news media outlets.

I have attached the following documents in support of this Redistricting Project:

- A final recommended map and board zone shapefile
- Written description of each board zone and how they met the criteria
- Board of Directors Staff Memo to include proposed alternatives
- A summary of the District's public engagement process for redistricting

I have also included a link to CC media webpage of the Board meeting:

<https://www.capitalcommunitymedia.org/all> click on Cherriots, Cherriots Board of Directors Meeting – April 28, the agenda item starts at 59:58 and runs until 1:25:34

If there is additional information you need, please do not hesitate to contact me at (503) 361-2550 or [allan.pollock@cherriots.org](mailto:allan.pollock@cherriots.org).

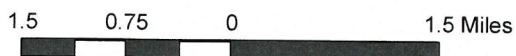
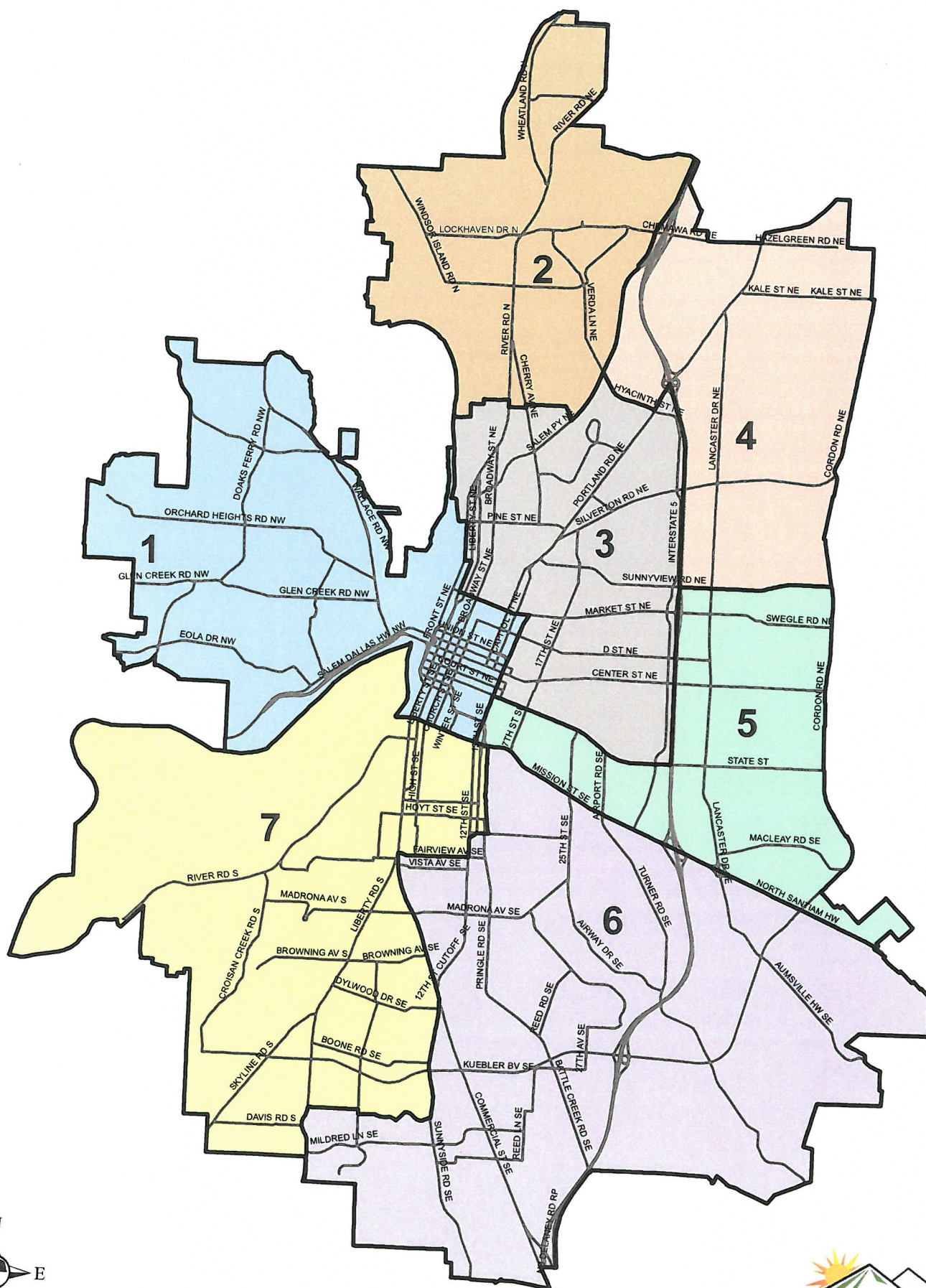
Sincerely,



Allan Pollock  
General Manager



# Salem Area Mass Transit Board Zones, 2022



## **Salem Area Mass Transit District Board Zones, 2022**

### **Zone 1**

Zone 1 encompasses West Salem (the portion of the Salem Urban Growth Boundary that is within Polk County) and a portion of downtown Salem. On the west side of the Willamette River, the boundary is the UGB. On the east side of the river, the boundary follows the edge of the river, Pine St. NE, Front St. NE, South St. NE, Liberty St. NE, Market St. NE, the east side of census blocks 410470002003000, 41070002003012, and 41070002003014, 12<sup>th</sup> St. NE, 12<sup>th</sup> St. SE, Mission St. SE, and the Marion-Polk County line. Zone 1 does not have any disconnected parts and is therefore contiguous. The population of Zone 1 is 36,120, which is -1.5% from the target population of 36,684. The boundary follows existing political boundaries (Salem UGB, Marion-Polk County line, census blocks) and existing geographic features (roads). The Polk and Marion County portions of Zone 1 are connected by the Center and Marion Street bridges. An analysis of the non-White/Hispanic population determined that there is a -0.5% difference between the percentage of non-White/Hispanic population in Zone 1 and the previous boundary established in 2011 and therefore does not divide communities of common interest. The boundaries of Zone 1 are the same as the 2011 boundaries with the exception of the eastern boundary moving from 17<sup>th</sup> St. SE to 13<sup>th</sup> St. SE and the southern boundary moving from Pringle Creek to Mission St. SE.

### **Zone 2**

Zone 2 encompasses most of the city of Keizer, except for a portion of the area on the south end of the city. The boundary is formed by the Urban Growth Boundary on the west, the Keizer city limits on the north and east, and the following streets on the south: Brooks Av. NE, Shady Ln. NE, Cherry Av. NE, Bever Dr. NE, River Rd. N, Hollyhock Pl, N, 5<sup>th</sup> Av. N, Fall Creek Dr. N, Rivercrest Dr. N, and an extension to the west from Rivercrest Dr. N to the Urban Growth Boundary. Zone 2 does not have any disconnected parts and is therefore contiguous. The population of Zone 2 is 36,974, which is +0.8% from the target population of 36,684. The boundaries follow existing political boundaries (Urban Growth Boundary, Keizer city limits) and existing geographic features (roads). All portions of Zone 2 are accessible by transportation links. An analysis of the non-White/Hispanic population determined that there is no difference between the percentage of non-White/Hispanic population in Zone 2 and the previous boundary established in 2011 and therefore does not divide communities of common interest. The boundaries of Zone 2 are the same as the 2011 boundaries except for a small area in the NE corner of the Keizer City limits encompassing Keizer Station moving from Zone 4 into Zone 2.

### **Zone 3**

Zone 3 is located south of Zone 2 and east of Zone 1. The boundary on the north is comprised of the roads described as the southern boundary of Zone 2 as well as Salem Parkway, Hyacinth St. NE, and Portland Rd. NE. The eastern boundary follows Interstate 5. The southern boundary is State St., and the western boundary is the roads and census blocks as described as the eastern boundary of Zone 1. Zone 3 does not have any disconnected parts and is therefore contiguous. The population of Zone 3 is 35,105, which is -4.3% from the target population of 36,684. The boundaries follow existing political boundaries (Urban Growth Boundary) and existing geographic features (roads). All portions of Zone 3 are accessible by transportation links. An analysis of the non-White/Hispanic population determined that there is a -1.1% difference between the percentage of non-White/Hispanic population in Zone 3 and the previous



boundary established in 2011 and therefore does not divide communities of common interest. The boundaries of Zone 3 are the same as the 2011 boundaries except for the area north of State St. between 13<sup>th</sup> St. SE and 17<sup>th</sup> St. NE and SE moving from Zone 1 to Zone 3.

#### **Zone 4**

Zone 4 is located in northeast Salem, east of Zones 2 and 3. The boundaries are comprised of the Urban Growth Boundary on the north and east, Sunnyview Rd. NE on the south, and Interstate 5, Portland Rd. NE, Hyacinth St. NE, and the Salem Parkway on the west. Zone 4 does not have any disconnected parts and is therefore contiguous. The population of Zone 4 is 37,838, which is +3.2% from the target population of 36,684. The boundaries follow existing political boundaries (Urban Growth Boundary) and existing geographic features (roads and highways). All portions of Zone 4 are accessible by transportation links. An analysis of the non-White/Hispanic population determined that there is no difference between the percentage of non-White/Hispanic population in Zone 4 and the previous boundary established in 2011 and therefore does not divide communities of common interest. The boundaries of Zone 4 are the same as the 2011 boundaries except for a small area in the NE corner of the Keizer City limits moving from Zone 4 into Zone 2.

#### **Zone 5**

Zone 5 is located in east Salem south of Zones 3 and 4. The boundaries follow Sunnyview Rd. NE on the north, the Urban Growth Boundary on the east, Mission St./North Santiam Highway on the south, west to 13<sup>th</sup> St. SE, north to State St, east to Interstate 5, and north to its intersection with Sunnyview Rd. NE. Zone 5 does not have any disconnected parts and is therefore contiguous. The population of Zone 5 is 35,308, which is -3.8% from the target population of 36,684. The boundaries follow existing political boundaries (Urban Growth Boundary) and existing geographic features (roads and highways). All portions of Zone 5 are accessible by transportation links. An analysis of the non-White/Hispanic population determined that there is a -0.4% difference between the percentage of non-White/Hispanic population in Zone 5 and the previous boundary established in 2011 and therefore does not divide communities of common interest. The boundaries of Zone 5 are the same as the 2011 boundaries except for a small area bound by State St. on the north, 17<sup>th</sup> St. SE on the east, Mission St. SE on the south, and 13<sup>th</sup> St. SE on the west moving from Zone 1 to Zone 5.

#### **Zone 6**

Zone 6 is located in SE Salem, south of Zone 6 and east of Zone 7. The boundaries are comprised of the Urban Growth Boundary on the east and south, Liberty Rd. S north to Holder Ln. SE, east to Lone Oak Rd. SE, south to La Cresta Dr. SE, east to Ironwood Dr. SE, east to Sunnyside Rd. SE to Commercial St. SE, north to Fairview Av. SE, east to 12<sup>th</sup> St. Cutoff, north to McGilchrist St. SE, east to the western boundaries of census blocks 410470010001019, 410470010001018, and 410470010001007, north to Mission St. SE/North Santiam Highway, and east to the intersection with the Urban Growth Boundary. . . Zone 6 does not have any disconnected parts and is therefore contiguous. The population of Zone 6 is 38,108, which is +3.9% from the target population of 36,684. The boundaries follow existing political boundaries (Urban Growth Boundary, census blocks) and existing geographic features (roads and highways). All portions of Zone 6 are accessible by transportation links. An analysis of the non-White/Hispanic population determined that there is no difference between the percentage of non-White/Hispanic population in Zone 6 and the previous boundary established in 2011 and therefore does

not divide communities of common interest. The boundaries of Zone 6 are the same as the 2011 boundaries.

### **Zone 7**

Zone 7 is located in SW Salem, west of Zone 6. The boundaries are comprised of the Willamette River and Mission St. SE on the north, the western boundary of Zone 6 on the east, and the Urban Growth boundary on the south and west. Zone 7 does not have any disconnected parts and is therefore contiguous. The population of Zone 7 is 37,332, which is +1.8% from the target population of 36,684. The boundaries follow existing political boundaries (Urban Growth Boundary) and existing geographic features (roads and the Willamette River). All portions of Zone 7 are accessible by transportation links. An analysis of the non-White/Hispanic population determined that there is no difference between the percentage of non-White/Hispanic population in Zone 7 and the previous boundary established in 2011 and therefore does not divide communities of common interest. The boundaries of Zone 7 are the same as the 2011 boundaries except for a small area north of Mission St. SE that was moved to Zone 1.





## BOARD MEETING MEMO

Agenda Item G.1

**To:** Board of Directors

**From:** Allan Pollock, General Manager

**Date:** April 28, 2022

**Subject:** SAMTD Board Zones Redistricting

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### ISSUE

Shall the Board select a preferred alternative for redistricting board zones to the Secretary of State?

### BACKGROUND AND FINDINGS

The current SAMTD board zones were developed by the Mid-Willamette Valley Council of Governments (MWVCOG) following the 2010 census. The population of each zone was balanced to within 5% of the target population at that time. In the years since the board zones were developed, population changes in the district's service area have occurred unevenly, resulting in population imbalance between board zones as of the 2020 census.

The Oregon Secretary of State's office issued, on February 2, 2022, Permanent Administrative Order 165-008-0150 establishing the process and guidance for mass transit redistricting. The District must submit to the Secretary of State's office a map, containing proposed subdistricts, that:

- Complies with Oregon Statutory law, including ORS 267.090(2);
- Ensures that each subdistrict, as nearly practicable:
  - Is contiguous
  - Is of equal population
  - Utilized existing geographic or political boundaries
  - Do not divide communities of interest
  - Is connected by transportation links
  - Is consistent with the diversity, equity and inclusion, accessibility values of the Secretary of State, as outlined in the agency's mission, vision, and values

- Each mass transit district must engage the public in drafting a proposed map and develop a written description of the district's public engagement process and provide the description to the Secretary of State.
- The proposed map and description of the public engagement process must be submitted to the Secretary of State no later than May 16, 2022.

This year the District again contracted with the MWVCOG to produce proposed maps. The District held a virtual Open House on February 8, 2022 to present options for redistricting the subdistricts to the public. The agenda included a power point presentation of Subdistrict map options and an opportunity for public input. Three alternative maps were developed:

- Alternative 1: Minimal change
- Alternative 2: Compact boundaries with minimal deviation for target population
- Alternative 3: Allow for growth in fastest-growing zones (1, 6, and 7)

Race and ethnicity data were examined for all alternatives as required by law under the Secretary of State's criteria: No district shall be drawn for the purpose of diluting the voting strength of any language or ethnic minority group. District-wide, Non-White/ Hispanic people comprise 38.6% of the population.

According to the 2020 census, the total district population is 256,785. Target population for each zone is calculated by dividing total district population by the number of board zones ( $256,785/7 = 36,684$ ).

Of the seven board zones, four are within the target range, while three are more than 5% above or below the target population of 36,684.

- Zone 1 is slightly above target range at 6.9% higher than the target population
- Zone 3 is 10.5% under the target population
- Zone 5 is 6.3% under the target population

Although four board zones are within target range, necessary adjustments to adjacent board zones may impact them as well.

The MWVCOG has prepared three draft alternatives for board review (Attachment A). Each alternative includes the results of Race/Ethnic Data Analysis. The alternatives have been posted on the District's website for public comment. In addition to the public open house on February 8<sup>th</sup> the board held a public work session on March 24<sup>th</sup>. The District also conducted extensive public outreach. A copy of the outreach activities is shown in Attachment B.



**FINANCIAL IMPACT**

None

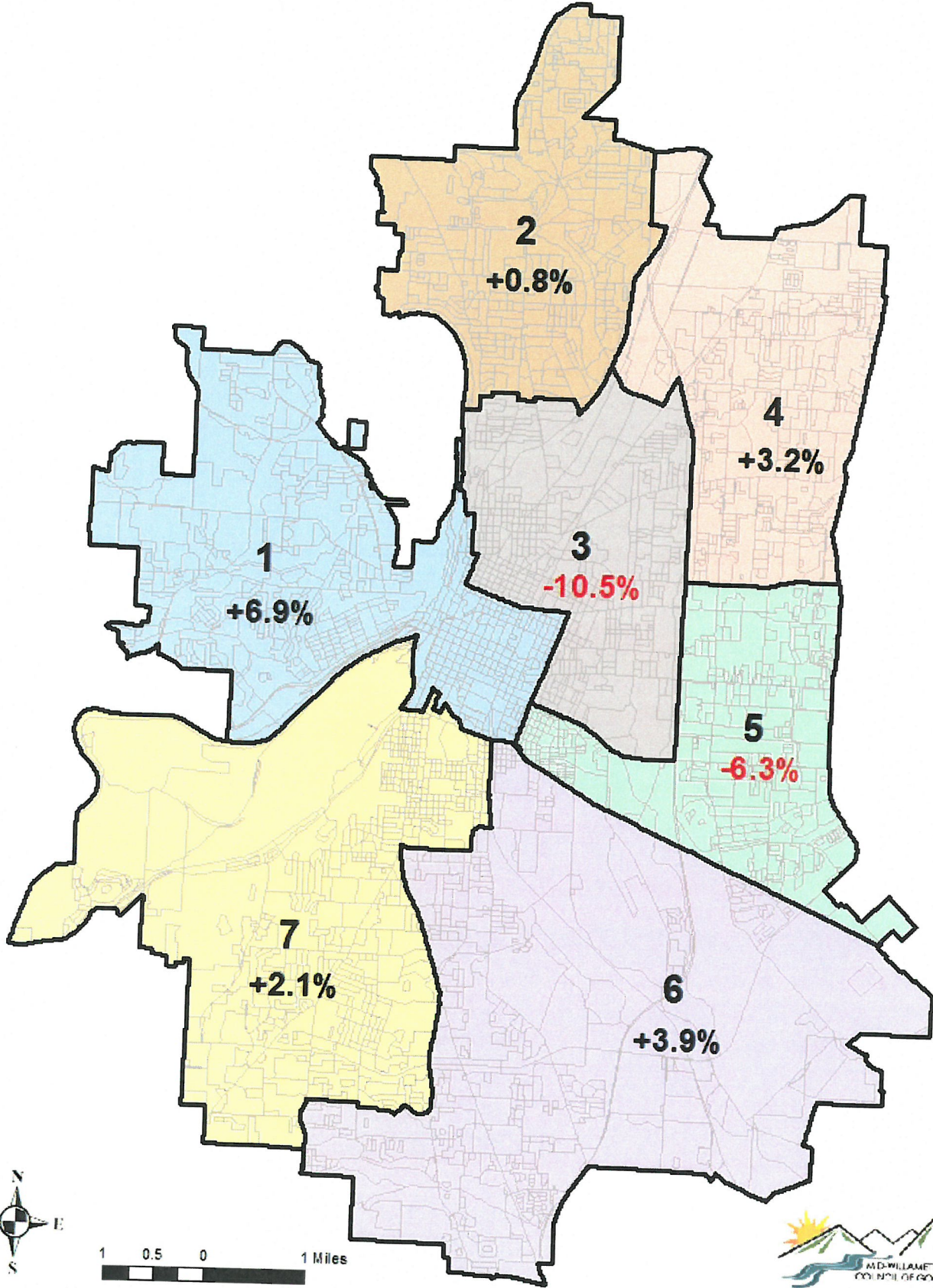
**RECOMMENDATION**

None

**PROPOSED MOTION**

**I move that the Board recommend alternative \_\_\_\_\_ (1, 2, or 3) as the Districts preferred alternative and direct the General Manager to communicate that recommendation to the Secretary of State's office.**

# Cherriots Current Board Zones, 2022



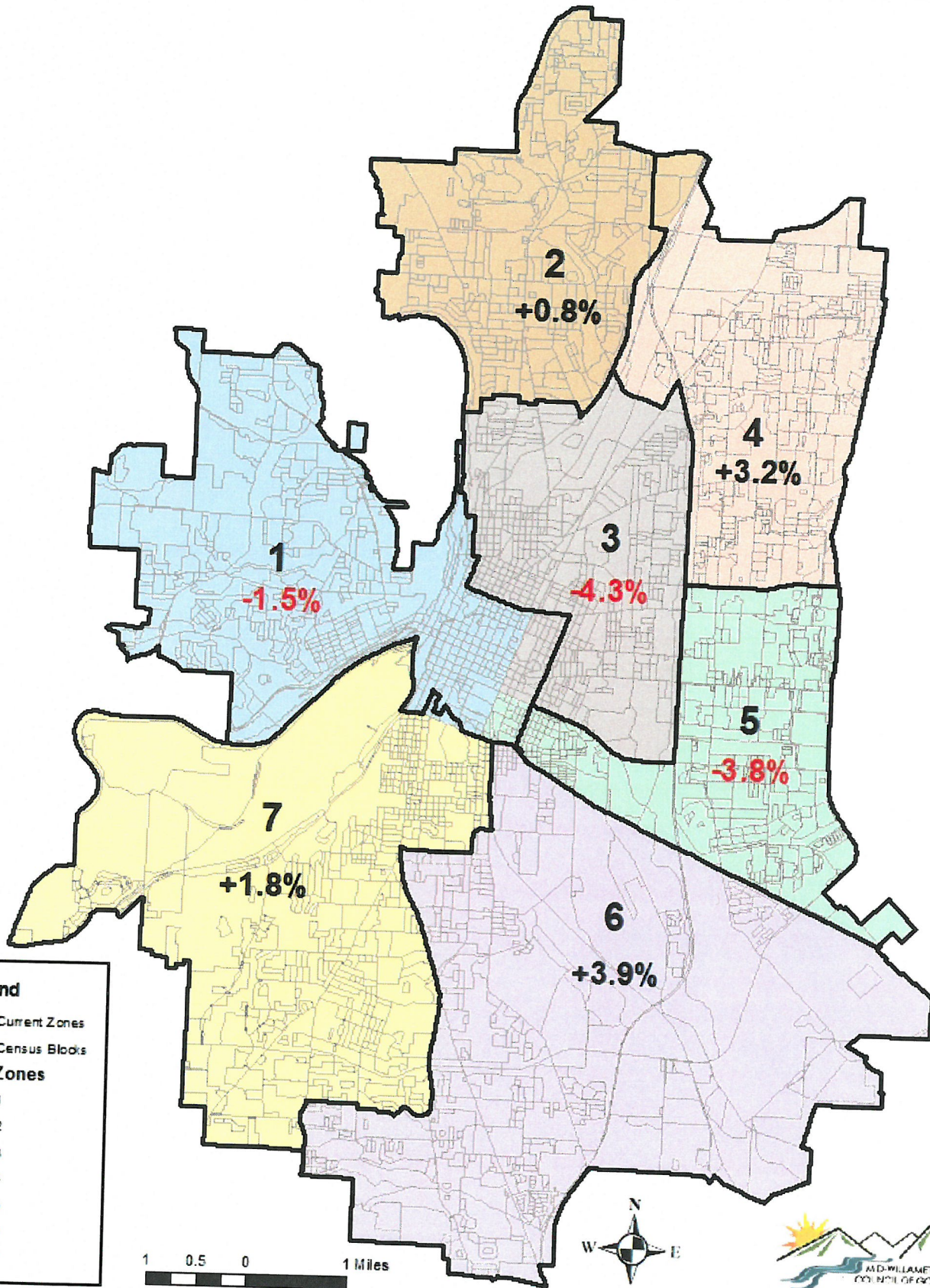


# Development of Alternatives

Three alternatives were developed

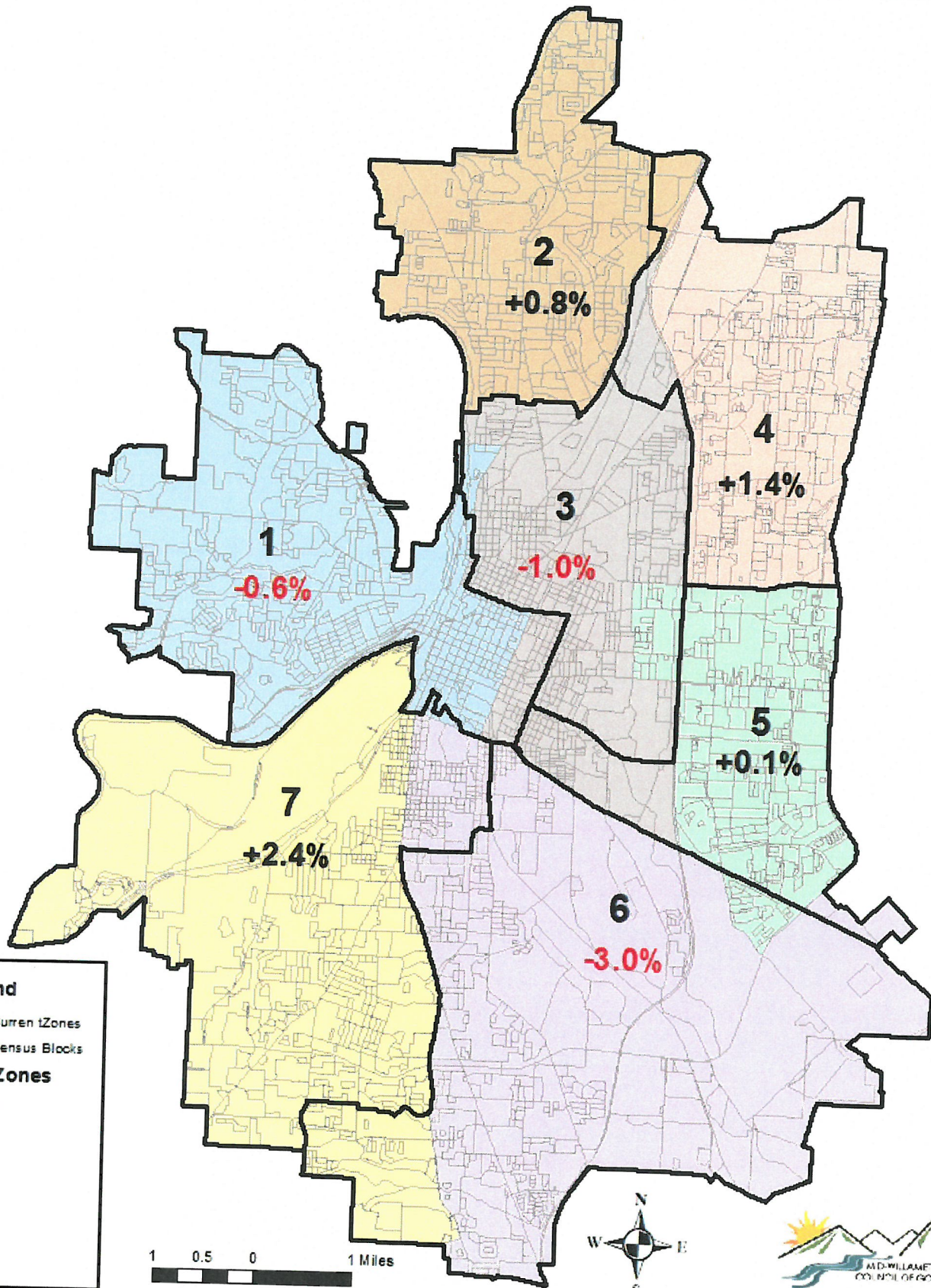
- Alternative 1: Minimal change
- Alternative 2: Compact boundaries with minimal deviation from target population
- Alternative 3: Allow for growth in fastest- growing zones (1, 6 and 7)

# Alternative 1 Board Zones, 2022



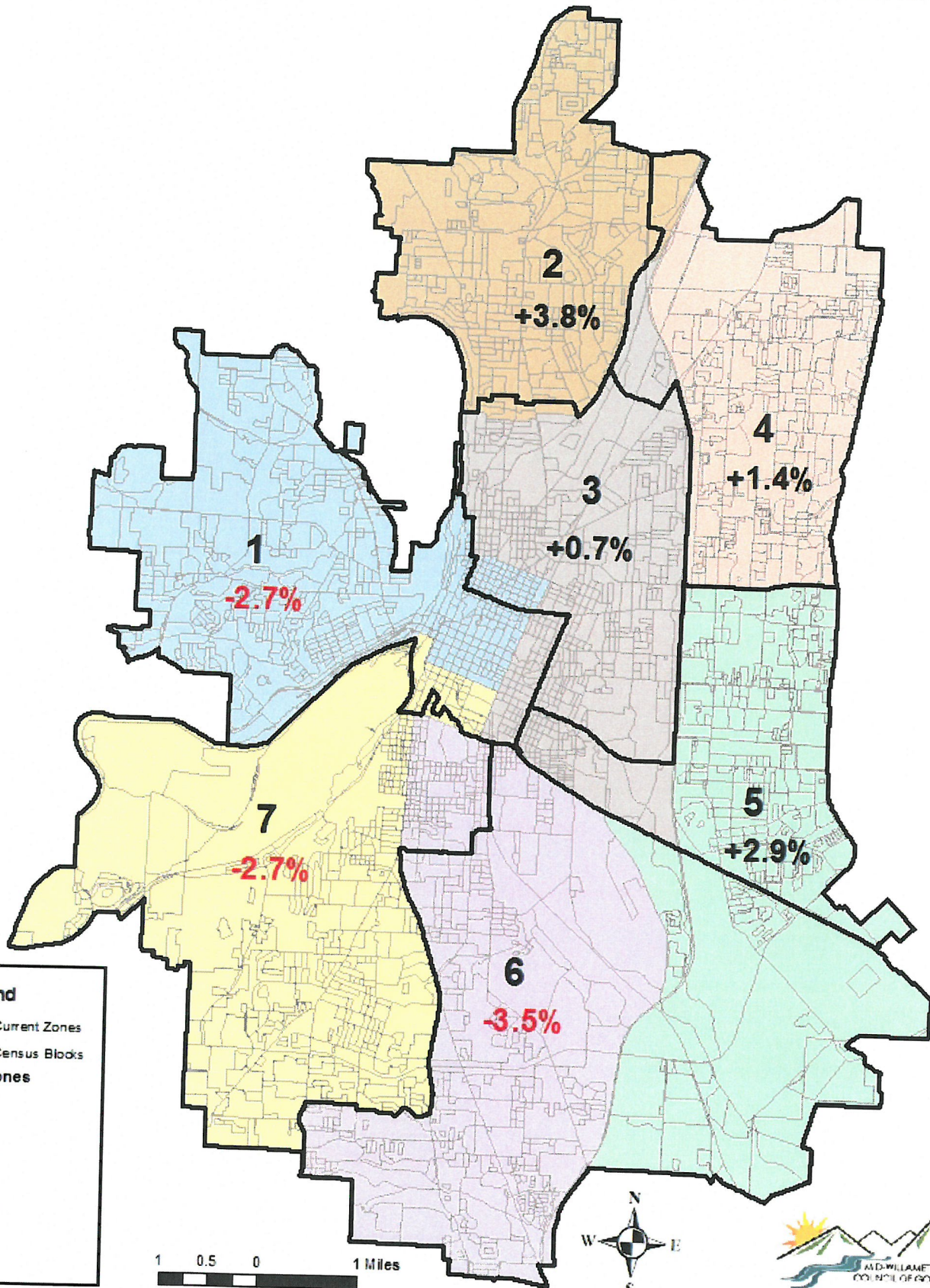


# Alternative 2 Board Zones, 2022



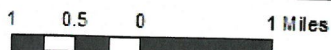


# Alternative 3 Zones, 2022



**Legend**

- Current Zones
- Census Blocks
- Alt 3 Zones
- 1
- 2
- 3
- 4
- 5
- 6
- 7



# Race and Ethnic Analysis

Race and ethnicity data were examined for all alternatives as required by law under the Secretary of State's criteria

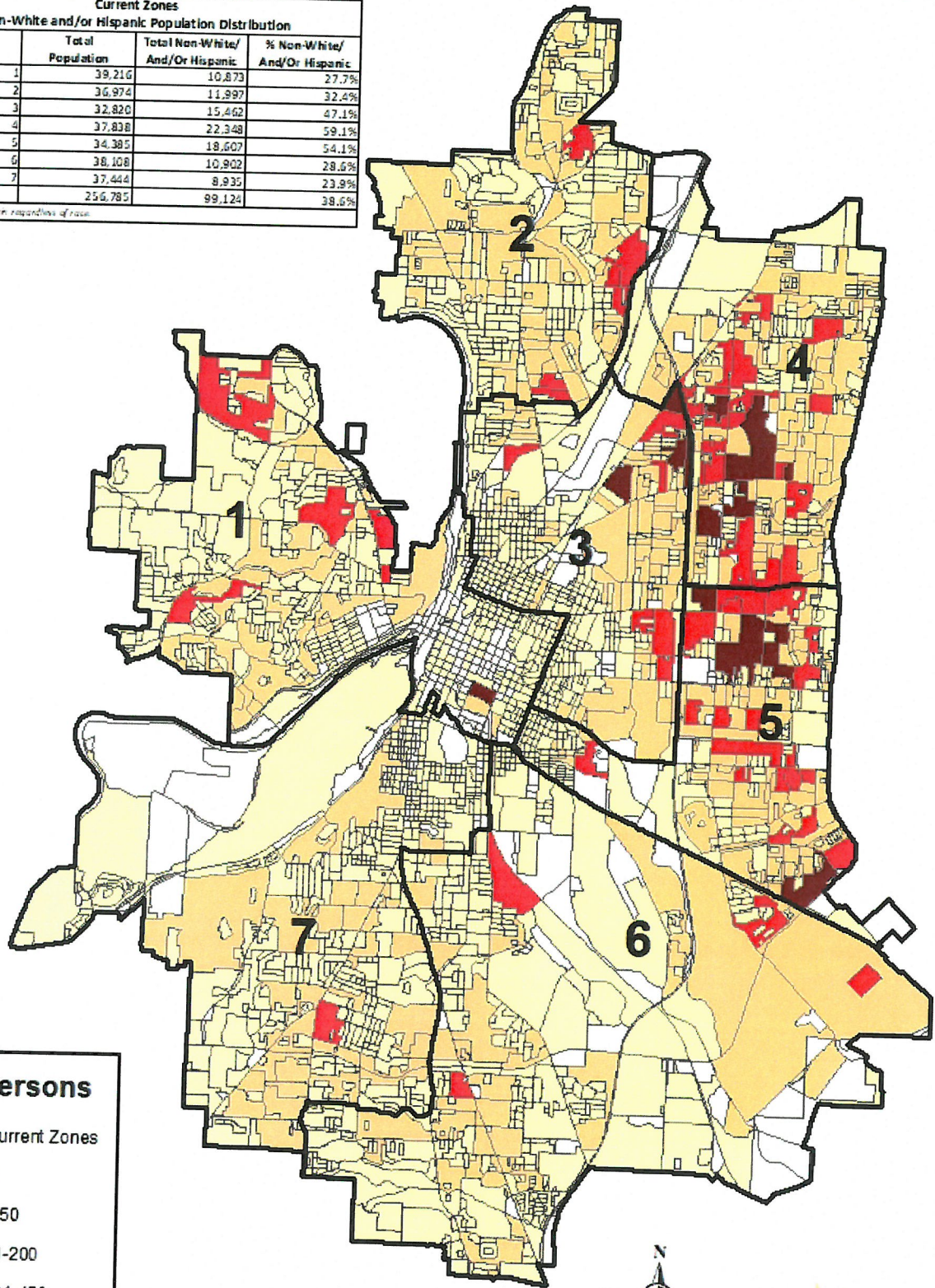
- According to the SOS directive:  
“No district shall be drawn for the purpose of diluting the voting strength of any language or ethnic minority group”
- District-wide, Non-White/Hispanic people comprise 38.6% of the population



# Current Board Zones Distribution of Non-White and/or Hispanic Population

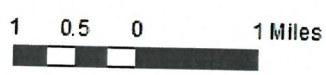
Current Zones Non-White and/or Hispanic Population Distribution			
Board Zone	Total Population	Total Non-White/ And/Or Hispanic	% Non-White/ And/Or Hispanic
1	39,216	10,873	27.7%
2	36,974	11,997	32.4%
3	32,820	15,462	47.1%
4	37,838	22,348	59.1%
5	34,385	18,607	54.1%
6	38,108	10,902	28.6%
7	37,444	8,935	23.9%
<b>Total</b>	<b>256,785</b>	<b>99,124</b>	<b>38.6%</b>

Hispanic/Latino origin regardless of race.



**# of Persons**

- Current Zones
- 0
- 1-50
- 51-200
- 201-450
- 451 and Over



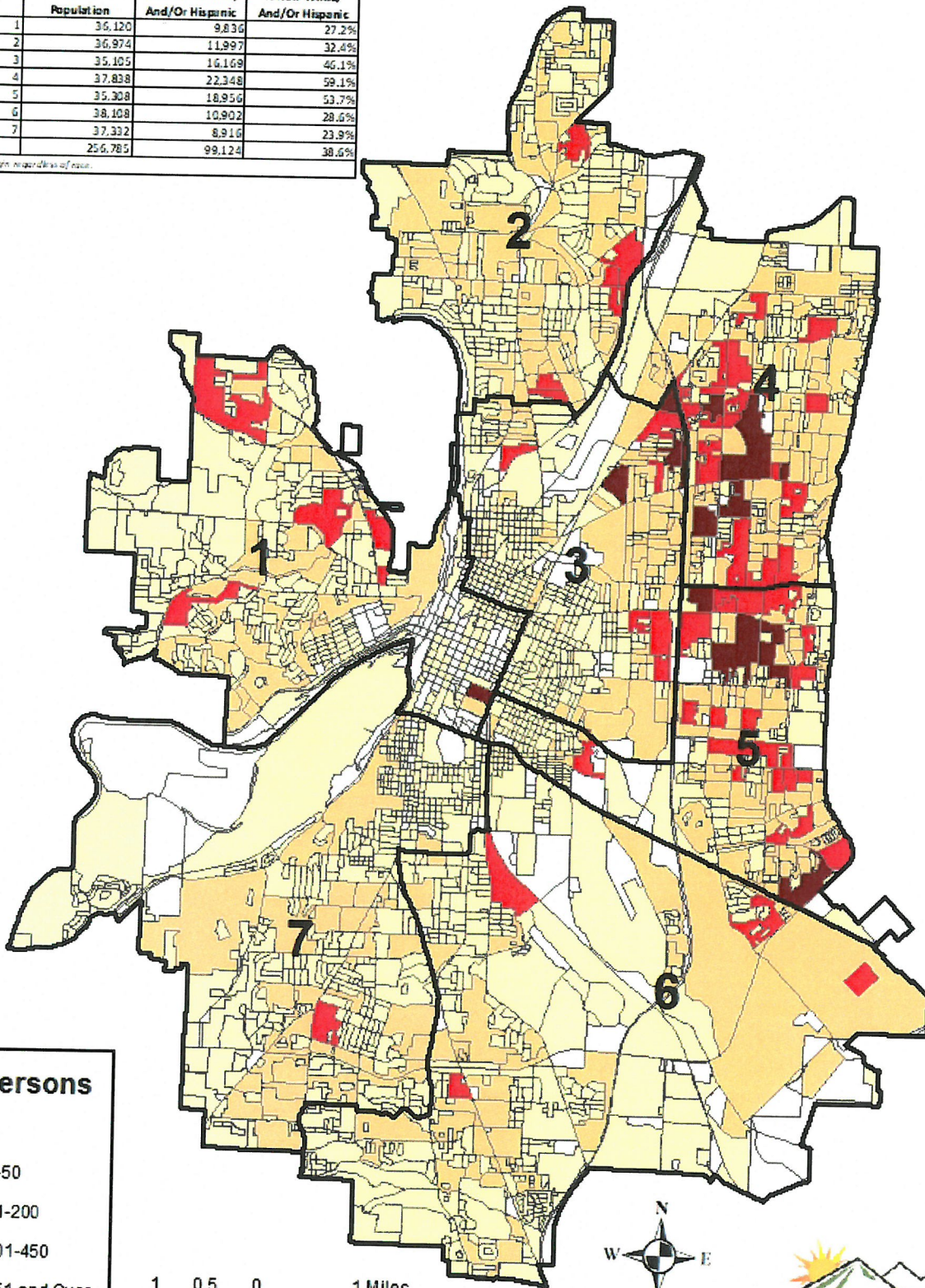


# Alternative 1 Board Zones

## Distribution of Non-White and/or Hispanic Population

Alternative 1 Non-White and/or Hispanic Population Distribution			
Board Zone	Total Population	Total Non-White/ And/Or Hispanic	% Non-White/ And/Or Hispanic
1	36,120	9,836	27.2%
2	36,974	11,997	32.4%
3	35,105	16,169	46.1%
4	37,838	22,348	59.1%
5	35,308	18,956	53.7%
6	38,108	10,902	28.6%
7	37,332	8,916	23.9%
<b>Total</b>	<b>256,785</b>	<b>99,124</b>	<b>38.6%</b>

\*Population distribution regardless of race.



# of Persons	
	0
	1-50
	51-200
	201-450
	451 and Over

1 0.5 0 1 Miles



# Results of Race/Ethnic Data Analysis

- **Alternative 1: Very Little Impact**
  - Very little change in racial/ethnic makeup of zones from current boundaries

SAMTD Current and Alternative 1 Board Zones Non-White and/or Hispanic Population Distribution					
Board Zone	Current Board Zones		Alternative 1 Zones		% Difference
	Total Non-White/ And/Or Hispanic	% Non-White/ And/Or Hispanic	Total Non-White/ And/Or Hispanic	% Non-White/ And/Or Hispanic	
1	10,873	27.7%	9,836	27.2%	-0.5%
2	11,997	32.4%	11,997	32.4%	0.0%
3	15,462	47.1%	16,169	46.1%	-1.1%
4	22,348	59.1%	22,348	59.1%	0.0%
5	18,607	54.1%	18,956	53.7%	-0.4%
6	10,902	28.6%	10,902	28.6%	0.0%
7	8,935	23.9%	8,916	23.9%	0.0%
Total	99,124	38.6%	99,124	38.6%	

*\*Hispanic/Latino origin regardless of race.*

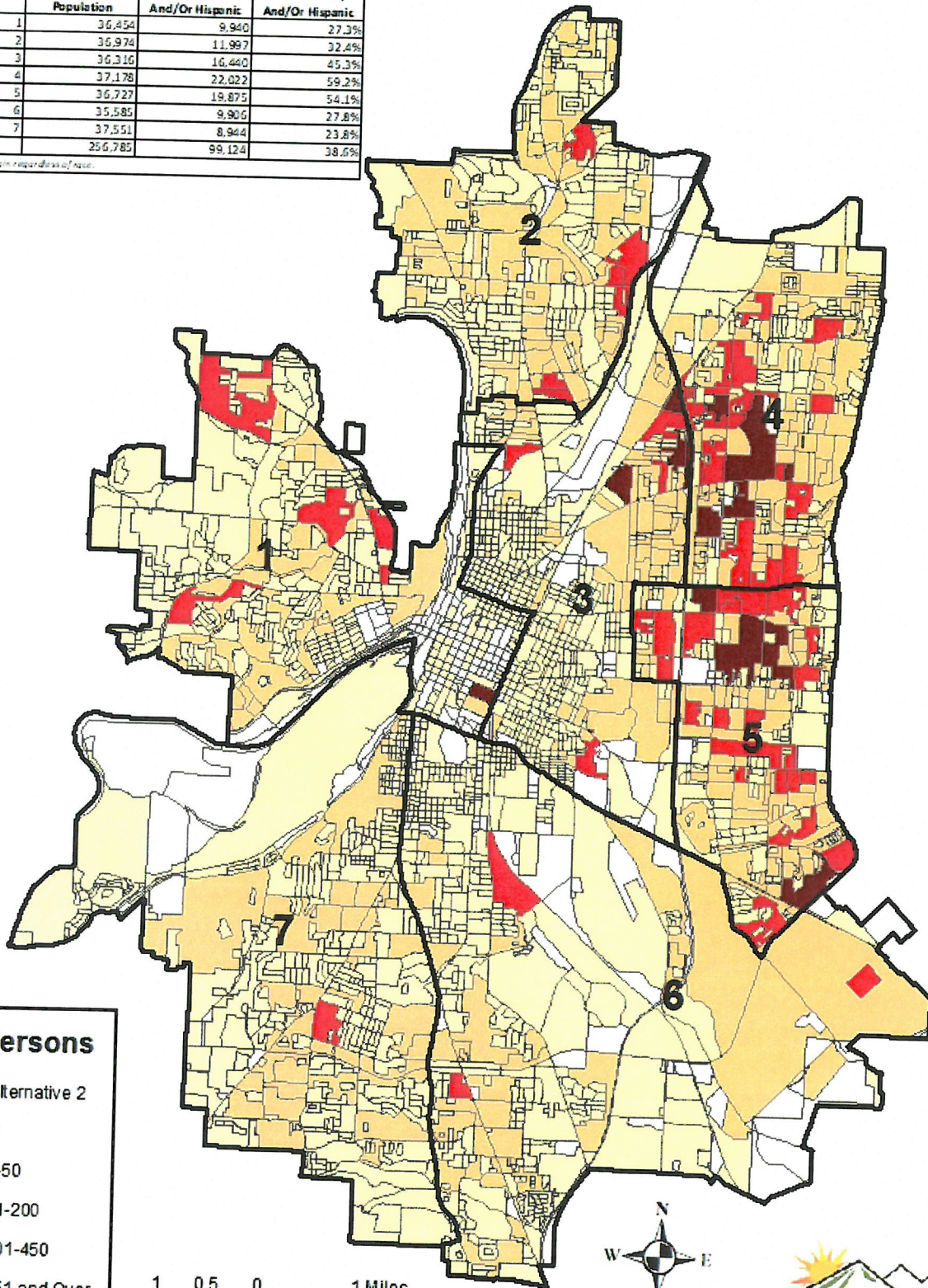


# Alternative 2 Board Zones

## Distribution of Non-White and/or Hispanic Population

Alternative 2 Non-White and/or Hispanic Population Distribution			
Board Zone	Total Population	Total Non-White/ And/Or Hispanic	% Non-White/ And/Or Hispanic
1	36,454	9,940	27.3%
2	36,974	11,997	32.4%
3	36,316	16,440	45.3%
4	37,178	22,022	59.2%
5	36,727	19,875	54.1%
6	35,585	9,906	27.8%
7	37,551	8,964	23.8%
<b>Total</b>	<b>256,785</b>	<b>99,124</b>	<b>38.6%</b>

Hispanic/Latino in regardless of race.



**# of Persons**

- Alternative 2
- 0
- 1-50
- 51-200
- 201-450
- 451 and Over



# Results of Race/Ethnic Data Analysis

- **Alternative 2: Minimal**
  - Change to all zones amount to less than 2%

SAMTD Current and Alternative 2 Board Zones Non-White and/or Hispanic Population Distribution					
Board Zone	Current Board Zones		Alternative 2 Zones		% Difference
	Total Non-White/ And/Or Hispanic	% Non-White/ And/Or Hispanic	Total Non-White/ And/Or Hispanic	% Non-White/ And/Or Hispanic	
1	10,873	27.7%	9,940	27.3%	-0.5%
2	11,997	32.4%	11,997	32.4%	0.0%
3	15,462	47.1%	16,440	45.3%	-1.8%
4	22,348	59.1%	22,022	59.2%	0.2%
5	18,607	54.1%	19,875	54.1%	0.0%
6	10,902	28.6%	9,906	27.8%	-0.8%
7	8,935	23.9%	8,944	23.8%	0.0%
Total	99,124	38.6%	99,124	38.6%	0.0%

*\*Hispanic/Latino origin regardless of race.*

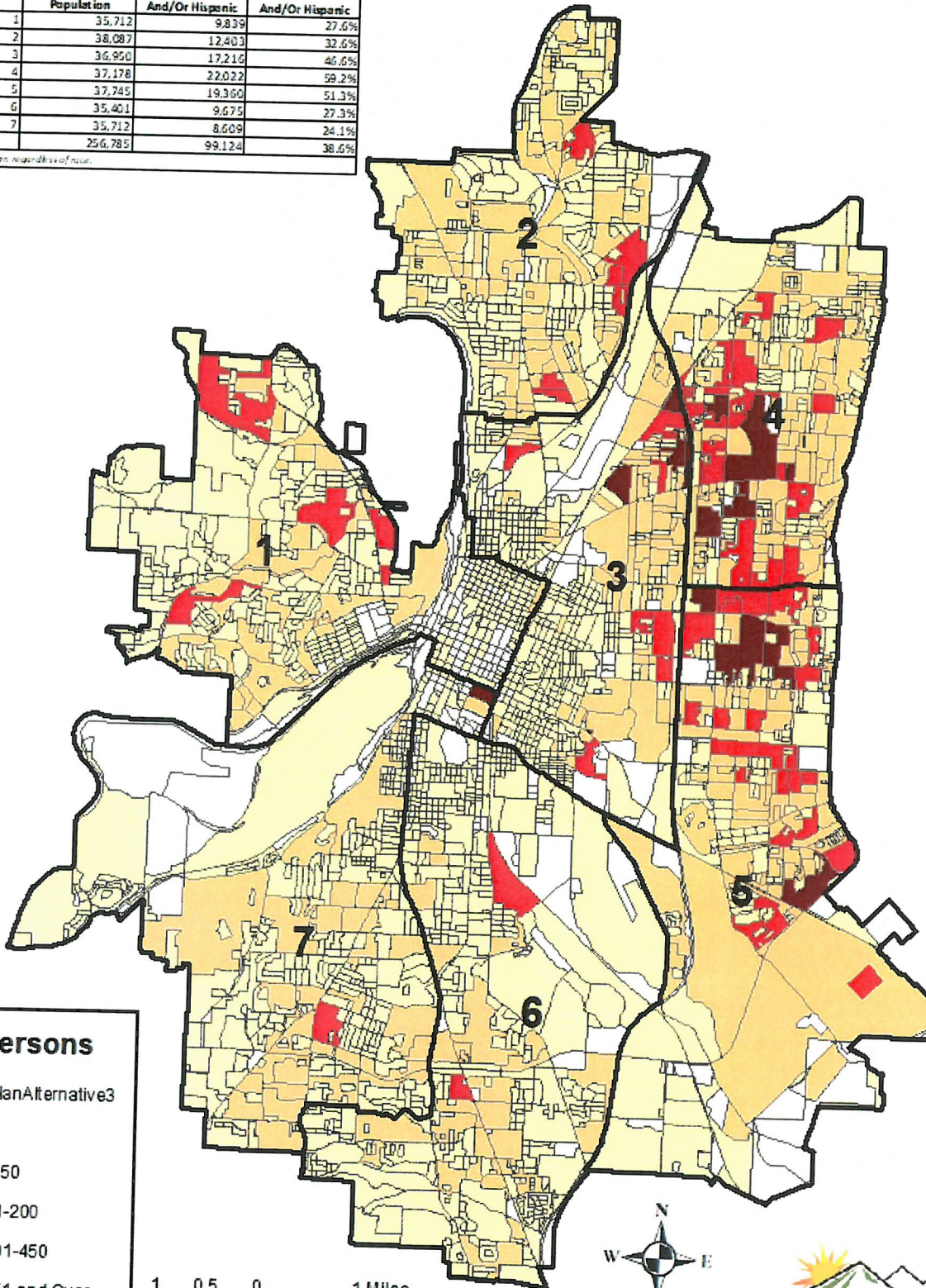


# Alternative 3 Board Zones

## Distribution of Non-White and/or Hispanic Population

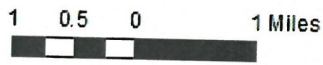
Alternative 3 Non-White and/or Hispanic Population Distribution			
Board Zone	Total Population	Total Non-White/ And/Or Hispanic	% Non-White/ And/Or Hispanic
1	35,712	9,839	27.6%
2	38,087	12,403	32.6%
3	36,950	17,216	46.6%
4	37,178	22,022	59.2%
5	37,245	19,360	51.3%
6	35,401	9,675	27.3%
7	35,712	8,609	24.1%
<b>Total</b>	<b>256,785</b>	<b>99,124</b>	<b>38.6%</b>

\*Percentages do not equal 100% due to rounding.



**# of Persons**

- PlanAlternative3
- 0
- 1-50
- 51-200
- 201-450
- 451 and Over





# Results of Race/Ethnic Data Analysis

- **Alternative 3: Minimal**
  - Change to all zones amount to less than 3%

SAMTD Current and Alternative 3 Board Zones Non-White and/or Hispanic Population Distribution					
Board Zone	Current Board Zones		Alternative 3 Zones		% Difference
	Total Non-White/ And/Or Hispanic	% Non-White/ And/Or Hispanic	Total Non-White/ And/Or Hispanic	% Non-White/ And/Or Hispanic	
1	10,873	27.7%	9,839	27.6%	-0.2%
2	11,997	32.4%	12,403	32.6%	0.1%
3	15,462	47.1%	17,216	46.6%	-0.5%
4	22,348	59.1%	22,022	59.2%	0.2%
5	18,607	54.1%	19,360	51.3%	-2.8%
6	10,902	28.6%	9,675	27.3%	-1.3%
7	8,935	23.9%	8,609	24.1%	0.2%
Total	99,124	38.6%	99,124	38.6%	0.0%

*\*Hispanic/Latino origin regardless of race.*

# Results of Race/Ethnic Data Analysis

- Alternative 1
  - Virtually no impact
- Alternatives 2 and 3
  - Minimal impact
  - Changes amount to less than 3%
  - Zones 3, 4 and 5 remain above district average for Non-White/Hispanic population

## **Salem Area Mass Transit District 2022 Public Engagement Process for Redistricting**

Cherriots is part of the greater Salem-Keizer community and is committed to working collaboratively with its citizens and stakeholders.

Engaging with the community and remaining aware of the concerns and interests are important components of the Cherriots mission. To receive public input on the redistricting proposals prepared by the Mid-Willamette Council of Governments, Cherriots hosted an online open house on February 8th.

In addition to the virtual open house, public comment could be provided directly on the Districts redistricting map website and to the Board of Directors on the Cherriots website.

Encouraging meaningful participation required transparency and coordinated, timely and accurate information provided in a way that people want to receive it. Social media provides immediate access to information, as well as opportunities for feedback and input. Cherriots published social media posts about the redistricting project on Feb. 3, 7, and 25, and March 15 on Facebook, Twitter, Instagram, and LinkedIn. The total social media reach across all dates and all channels was 4,823. The total engagement was 213. The Redistricting Project page on our website ([Cherriots.org/subdistricts](https://Cherriots.org/subdistricts)) has had 305 page views by 259 unique visitors.

Cherriots also enlisted a number of and variety of traditional communication channels. Information about the project was included in the District's February and March electronic newsletters, reaching 3,949 and 3,933 recipients, respectively; public service announcements on English and Spanish language radio stations; monitor ads at transit centers; community digital newsletters; emails to 21 neighborhood associations, civic groups, social service providers, health and human services providers, city, county, and state agencies, the faith community; and news release and emails to news media outlets.

Community outreach involved organizations, individuals, neighborhoods, decision makers, businesses, and others who have an interest in or are impacted by the District.