



*Market research · Policy analysis
Business strategy · Implementation*

100 Fillmore Street, 5th Floor
Denver CO 80206

www.keenindependent.com

Fact Sheet: Development of Cherrriots Diversity, Equity and Inclusion Plan

Salem Area Mass Transit District (Cherriots) seeks to become a more just, inclusive and diverse organization. In summer 2021, Cherriots engaged Keen Independent Research to develop a Diversity, Equity and Inclusion (DEI) Plan to incorporate equity across agency activities.

Keen Independent Research (Keen Independent) is comprehensively assessing Cherriots services, employment practices and other functions from an equity perspective. At part of this process, Keen Independent is seeking input from community members and Cherriots employees through focus groups, virtual workshops, direct communications and other means.

Study Team

Keen Independent is a national equity research firm. Principals Annette Humm Keen and David Keen are leading this assignment. Mr. Keen has led more than 100 equity studies and has served as an expert witness successfully defending equity programs in court. Keen Independent recently examined DEI efforts of large and small transit agencies across the country for the Federal Transit Administration and the Transportation Research Board.

Keen Independent is joined by Donaldson Consulting, a local Native American woman-owned firm, who will assist in collecting information from the community and Cherriots staff.

Schedule

The study will be completed in June 2022.

How to Get Involved

- Call the study hotline: 503-498-8518
- Email the study team: cherriotsdei@keenindependent.com
- Mail: Annette Humm Keen, Principal, Keen Independent Research, 100 Fillmore Street, 5th Floor, Denver CO 80206
- Cherriots contact: Allan Pollock, GM, allan.pollock@cherriots.org