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"Even the opposition agreed better transit service is needed. This was a referendum on the funding," Pollock said. "We need to come together to fund transit better."

Christine Dieker, executive director of the Keizer Chamber of Commerce, struck a similar tone after the results came in Tuesday night.

"Our effort wasn't that we hate transit, but that this is not the right way," she said. "If we think outside the box for solutions, it is definitely possible. It starts immediately, getting people to the table. I think it should start right away. Everything is possible."

During the campaign, ideas such as bus advertising and using smaller buses were mentioned as different ideas that could be tried.

"I know some possible solutions were brought to the table," Dieker said. "Let's make it a broader conversation."

Pollock pledged the transit district's commitment to work with chamber leaders and others to find that funding.

"We will be at the Salem

Area Chamber of Commerce's public policy meeting Thursday morning, saying we are here to work with you," Pollock said. "Improved transit service is something everyone needs for community livability"

For Pollock, not meeting that need is the hardest part of Tuesday's

results.

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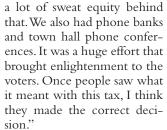
– Allan Pollock



Dieker and Pollock both felt the organized campaign against the

proposed tax made a difference.

"There is always opportunity when you're out there waving on the streets and when people with passion are behind the marketing effort," Dieker said. "There's



key.

roots

Pollock felt the results would be closer, but felt the visibility of the opposition was

"They were

a well-funded campaign and we were a grass campaign," Pollock said. "In this instance, the ability to get your message years." out led to the results."

In contrast to the heated debate over

the transit funding, the KFD equipment bond had no formal opposition and pretty much flew quietly under the radar. The bond calls for new equipment to be purchased during a 20-year period. That includes replacing an ambulance purchased in 2008 referred to as a lemon by fire chief Jeff Cowan.

The collected rate will be about 14 cents per \$1,000 of assessed property value, meaning a \$28 annual tab for a \$200,000 home.

The equipment bond will take the place of the current measure being paid off in February to pay for the Keizer Fire Station on Chemawa Road.

Joe Van Meter, president of the Keizer Fire Board, was appreciative of the results.

"It's a pretty exciting night for us. We were clear on our message that we needed new equipment," Van Meter said. "Keizer heard us loud and clear, and they supported us. This means we will keep quality equipment for our firefighters for the next 20

That will be a relief compared to the tight finances of recent years.

"We've been buying am-bulances from Salem," Van Meter said. "We can't keep our ambulances on the road. We've scraped by. It's so gratifying that we have the support from the community to get the quality equipment our firefighters need to provide service."

**Special Election** RESULTS

**MEASURE 24-388** Salem Area Mass Transit District: Adopts Employer payroll and self-employment tax of 0.21%

YES 14,227 (41.82%)

19,790 (58.18%) NO

**MEASURE 24-389 Keizer Fire District: General Obligation Bond for \$6,220,000** 

YES 4,365 (64.17%) 2,437 (35.83%) NO

VOTER TURNOUT: Marion County 34,719 OF 97,355 (35.66%)





## **BUSINESS SPOTLIGHT**

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Our home is our single biggest investment and we want to keep it maintained. Sometimes we also want to do projects around the home to make it better for us or increase the value when it comes time to sell it. For those do-it-yourselfers who like the feel of a hammer and a saw in their hands, the first step of a home project is to stop at Building Materials Bargain Center on Front Street near downtown Salem.

Founded in 2003 the business has been owned since 2010 by Gene Vliet. Mike Oglevie serves as manager of the center.

Building Materials Bargain Center offers a variety of construction materials, building materials and building supplies to customers. "We

have a large selection of unfinished cabinets to give our customers as many options as possible," said Gene Vliet.

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"It's the best place to get your improvement materials and save real money doing it," said Vliet.

Building Materials Bargain Center is located minutes from Keizer at 775 Front St., building D. They are open seven days a week. Have a question? Call them at 503-363-9070.

