



Working Meeting of the
Stakeholder Relations Committee
Wednesday, October 14th, 2015
1:04 p.m. – 1:58 p.m.
Report

Present:

Trustee Justin Allen, Chair	Clair Fiet	Lynze Lenio
H. David Burton, Board Chair	Steve Meyer	Todd Provost
Trustee Troy Walker	Andrea Packer	Erika Shubin
Trustee Dannie McConkie	Sheldon Shaw	Kim Ulibarri
Trustee Michael Romero	Matt Sibul	Chris Chesnut
Commissioner Matthew Bell	Lisa Bohman	G.J. LaBonty
Jerry Benson	Isaac Clarke	Rebecca Cruz
Bob Biles	David Kallas	EiLeen Billings
Jayne Blakesley		

Excused: David Goeres

I. At 1:04 p.m. Acting Committee Chair, Trustee Troy Walker, declared the Stakeholder Relations meeting was in session, a quorum was present. Committee Chair Justin Allen joined the meeting at 1:20 p.m.

II. **October 2015 Safety First Message: “Know the Difference between a Heart Attack and Cardiac Arrest”** (Sheldon Shaw) –

- A heart attack is a circulation problem. A heart attack occurs when blood flow to the heart is blocked. A blocked artery prevents oxygen-rich blood from reaching a section of the heart. If the blocked artery is not reopened quickly, the part of the heart normally nourished by that artery begins to die. The longer the person goes without treatment, the greater the damage.
- Cardiac arrest is an “Electrical” problem. Cardiac Arrest occurs when the heart malfunctions and stops beating unexpectedly. Cardiac Arrest is triggered by an electrical malfunction in the heart that causes an irregular heartbeat. With its pumping action disrupted, the heart cannot pump blood to the brain, lungs and other organs. Death occurs within minutes if the victim does not receive treatment.
- There are several Automated External Defibrillators throughout UTA’s facilities and every employee should have the opportunity to receive training on how and when to use them.

Action Items:

III. **Approve September 9th, 2015, Stakeholder Relations Committee Meeting Report** (Justin Allen)-

- Trustee Dannie McConkie moved to approve the September 13th, 2015, Stakeholder Relations Committee report, as written.
- Trustee Michael Romero seconded the motion, motion passed unanimously.

Information Items:

IV. **Local Option Update** (David Kallas) -

- Election voting ballots have been mailed to Weber, Davis and Salt Lake Counties and some municipalities in Utah County.
- If a registered voter did not receive a mail-in voting ballot, they will have the opportunity to vote at their district's selected voting location.
- Most counties are not mailing out voter information pamphlets. However, they will mail out a slip of paper that encourages the recipients to visit the state/county website to read the voter information.
- Each voter information "Pamphlet" website allows for a 500 word "For" statement and a 300 word rebuttal. Likewise, a 500 word "Against" statement and a 300 word rebuttal.
- Currently the mail-in vote has been higher than anticipated. However, if a registered voter does not mail back their voting-ballot, they will be sent a reminder to do so.
- A one-page employee handout has been drafted and distributed to employees regarding information concerning Proposition 1:
 1. Proposition 1 is a proposed one-quarter (0.25) cent sales tax increase. UTA could receive 40% of that funding for transit.
 2. Proposition 1 will also benefit cities and counties by providing funding for better streets, sidewalks and trails.
 3. UTA has developed a conceptual service scenario on how additional funds may be used.
 4. People can learn more and tell UTA which service priorities are important to them at WWW.RIDEUTA.COM/SERVICEPRIORITIES
- The Board of Trustees recently drafted and approved a Resolution outlining the intended use of funds if the proposed Local Option Sales Tax is approved. In this resolution, the UTA Board of Trustees resolves to increase and enhance transit service, if approved by the voters:
 1. Emphasis on Bus Service: The Authority will give primary focus and priority to improvements in bus service and technology. Some changes in rail service will be made to meet demand and to coordinate with bus schedules.
 2. Wherever bus or rail service is enhanced, UTA will examine enhanced paratransit services for people with disabilities.
 3. Frequency of Service: UTA will examine and increase the frequency of service on many routes, making it easier for riders to utilize and connect within the transit system.
 4. Span of Service: UTA will extend many routes later into the evening, and some earlier in the morning, to allow transit patrons better connectivity to their jobs, education, entertainment and community activities.
 5. Weekend Service: UTA will make more transportation options available on weekends.
 6. First/Last Mile Solutions: UTA will work to facilitate improved access to service on foot and bicycle, via sidewalks, paths and trails.
 7. Bus Stop Shelters, Amenities and Improvements: UTA will enhance the transit experience by expanding the number of shelters and improving accessibility at bus stops.
 8. Mobility Management: UTA will expand its programs and services to assist human service agencies that provide transportation as part of their activities.
 9. Facilities and Equipment: UTA will acquire and construct whatever equipment and facilities may be necessary to provide all the items stated above.
- The Authority will conduct a lawful open, transparent and public process, in consultation with stakeholders and the public to determine the routes and locations that will receive enhanced services and amenities.
- Funding will be applied through the service area, in an equitable manner consistent with the proportion of tax dollars received from the counties in which the tax is levied and assessed, and will

provide a summary of new funding related expenditures as part of UTA's annual geographic equity analysis report.

- If Proposition 1 passes, this issue will have significance to UTA in the form of a local sales tax funding transportation. It will authorize a one-cent increase in sales taxes for every four dollars in sales. If passed, 40% of those funds would go the UTA to increase service. Because UTA is impacted directly by the outcome of the voting, there are restrictions relative to what UTA employees can and cannot say or do during the election period:
 1. Employees *cannot* use UTA resources to express a position on Proposition One. This means we cannot express personal opinions on the issue during work time, on a work computer, with a work email, or in a UTA vehicle or uniform.
 2. Employees *can* provide facts and information, such as recognition of the issue on the ballot and UTA's plan to use the potential funding for increased service.
 3. Employees *can* mention that the UTA board passed a resolution which supports using Proposition One funds for increased service; that a public process will take place and input from that process will be used to determine service changes; and that our use of these funds will be transparent.
 4. Employees *can* vote and encourage others to vote as well.
- David Kallas stated that during the last week of September and first week of October, UTA scheduled several public outreach meetings, which did not involve campaigning, in all four counties and also at city meetings and events. These were UTA public meetings, not Transportation Coalition events. UTA continues to seek public feedback regarding this proposal and stating what services would be implemented if they vote for Proposition One.
- A campaign effort has been conducted by the Salt Lake Chamber. They have placed signage throughout the area and are running several television advertisements supporting Proposition 1.
- The Transportation Coalition has also been very pro-active with their support of Proposition 1. The Coalition is stating that Proposition 1 is a two-part compromise by our Legislature following three years of research on transportation financing using both gas tax and this local-option sales tax. In addition, 111 city councils across Utah have called for this ballot measure.

V. Service Scenario Outreach Update (Andrea Packer and Matt Sibul) –

- UTA is required to conduct Public Comment before finalizing any Service Scenarios. Each county is unique and the outreach will be different for each one.
- In Weber County, UTA is discussing the option to piggy-back on to the next Council of Governments (COG) meeting scheduled for early October.
- There has been some discussion regarding an Open House at the Transit Center in Utah County. An additional effort is being made regarding the best way to reach out to Utah County.
- UTA's Planning Department staff has been meeting with both Salt Lake County and Salt Lake City by attending community council meetings. These individual smaller targeted meetings have been very effective and UTA has been able to address most attendees concerns.
- UTA is collecting public input before drafting any final service scenarios. The Board has given UTA staff direction to gather public input to help refine the service scenarios.
- UTA is currently conducting a public outreach survey. This survey is a tool on the website that allows the public to go through and answer questions about some of UTA's services and request what services they would like implemented. Also, they are requested to respond how they would like to see transit's limited resources utilized. There are also questions regarding air quality.
- Andrea Packer reported than more than 8,000 people have been reached and approximately 960 surveys have been submitted and compiles. UTA has distributed flyers at each open house public

event, on transit vehicles and at bus and rail stations. Advertising has also been conducted through radio liners and paid media.

- A one-hour Twitter Chat was recently held with Interim President/CEO Jerry Benson.
- The open house events have concluded, however, the survey will continue for another month.
- UTA is working with the League of Cities and Towns and the Department of Transportation regarding this survey. Once in place, this will be pushed out over social media.
- UTA is looking at media advertising. The Radio liners will still be announced for the next few weeks stating that UTA now has additional and improved service on bus, TRAX and Streetcar. There are also announcements on the North Temple billboards.
- Implementing a website stating all the potential service scenarios. It will also contain the survey requesting feedback regarding how they feel about the service options and what improvements they would like to see put into operation. UTA is currently looking at a real-system redesign. Some potential service improvements could include the following:
 - Bus Improvements:
 1. Added Bus Frequency:
 - a. 33% increase in routes with 15-minute headways
 - b. 60% increase in routes with 30-minute headways all day
 2. Longer-Span of Service:
 - a. Extend the time of the last trip to 9:00 p.m. or later on all routes that operate all day
 3. More Weekend Service:
 - a. 20% more routes operating on Saturday
 - b. 50% more routes operating on Sunday
 4. More shelters and amenities.
 - TRAX and Streetcar Improvements
 1. All lines – extend Sunday service span to match Saturday
 2. Service to Airport – hourly overnight service to downtown Salt Lake City (full Green Line with the removal of freight)
 3. S-Line: Sufficient double tracking to provide 15-minute service frequency
 - FrontRunner Improvements:
 1. 15% more FrontRunner service on weekdays
 - First and Last Mile Options:
 1. Regional GreenBike System
 2. RideVan Plus connections to rail stations
 - Other Transit Service Enhancements:
 1. Corridor preservation for projects in development
 2. 30% more Vanpools
 - Service Oriented Capital Investments;
 1. Purchase new buses
 2. Bus stops, amenities, shared initiatives
 3. Wayfinding Improvements
 4. Right-of-Way preservation
 5. Improved bicycle and pedestrian access.
 - Trustee Troy Walker reported that all the mayors, except two, in Salt Lake County have expressed their support regarding Proposition 1.

VI. September 2015 Social Media Report (Lynze Lenio) -

- Announcing Ridership Growth:

1. Rail Ridership Sets Record: More people took to the rails during the week of September 20th than at any time in UTA's history.
 2. Preliminary numbers show that UTA recorded a total of 567,892 boardings from Sunday, September 20th through Saturday, September 26th, 2015. This was an all-time record.
- UTA Ridership Increases during Summer 2015:
 1. Many riders took advantage of UTA's fare promotions, i.e., FarePay, S-Line Extended Hours and the \$10 Group Pass for 4.
 2. System-wide ridership in June, July and August increased over the same time period last year.
 3. UTA recorded 3,829,942 boardings during the summer months.
 - Extra Service: UTA thanks everyone who rode the transit system to Salt Lake Comic Con during September 2015. The costumes were great to see.
 - Regarding BYU fans, UTA will operate buses to 30 minutes after the game. An extra FrontRunner train will meet the buses at the Provo Station and serve all stops between Provo and Ogden Cities.
 - Service Scenarios: #UTAService Twitter Chat with Jerry Benson on September 24th from 10:00 to 11:00 a.m. This was promoted on both Twitter and Facebook (31 contributors, 114 Tweets and 210,339 Impressions).
 - UTA held their local bus and maintenance Roadeo a couple of weeks ago. The winners of that competition event were presented their award certificates during the October 6th Corporate Staff meeting.
 1. Fixed Route Bus Roadeo Winners:
 - a. First Place, including a \$500 gift certificate, was awarded to Hector Soto.
 - b. Second Place was awarded to Justin Billison.
 - c. Third Place was awarded to Alan Bowden. Alan Bowden will represent UTA at the National APTA Roadeo event.
 2. Paratransit Operators:
 - a. First Place was awarded to Javier Guzman.
 - b. Second Place was awarded to Lamar Whytehorse.
 - c. Third Place was awarded to Derrick Whytehorse.
 3. Maintenance: This was a team competition. The team members that won first place in the Maintenance contest were Carey Weller, Jason Ball and Chris Godfrey.
 - New Ride-Time Features:
 1. Ride-Time is UTA's bus texting service. This service now allows the rider to find next bus departure times for a specific route at stops that serve multiple routes.
 2. On September 25th, 2015, UTA posted, "We've added a new feature to make Ride-Time, UTA's real-time bus information service, even more convenient. You can now find the next bus departure times for a specific route. It's as easy as sending a text."
 - September Twitter Follower Growth: During September, UTA saw an increase of 515 followers for a total of 18,858.
 - Most Popular Twitter Links for September:
 1. September 18th: Extra TRAX service to Comic Con (104 clicks).
 2. September 2nd: Rider tips for the University of Utah game (57 clicks).
 3. September 23rd: Post-chat link to service survey (29 clicks).
 4. September 23rd: Summer ridership increase (12 clicks).-
 5. September 16th: Job Fairs (12 clicks).
 - Facebook Growth: During September, UTA gained 194 new Facebook followers, for a total of 9,912. Just this week, UTA realized a total of 10,000 followers.
 - Top Five (5) Facebook Posts:

1. September 21st: Open House Announcement (28.3K reached, 640 likes, comments or shares).
2. September 28th: Open Houses Week 1 (24.4K reached, 477 likes, comments or shares).
3. September 18th: Comic Con Service (20.9K reached, 1,002 likes, comments or shares).
4. September 30th: Record ridership weekend (3.5K reached, 101 likes, comments or shares).
5. September 29th: LDS Conference service (2.3K reached, 50 likes, comments or shares).

VII. Stakeholder Relations Dashboard (Jerry Benson) -

- Responsible Executive is Andrea Packer, Vice-President of Communications and Customer Focus.
- **Board Goal:** Develop, Track and Show Improvement with Three (3) Customer Satisfaction Indicators. Staff identified recommendations for three customer satisfaction indicators. They were presented to the Planning and Development Committee and approved by the Board during April 2015. The three indicators are:
 1. Net Promoter Score (NPS) and Satisfaction Survey: First conducted in 2013, the survey will be conducted again this year and annually going forward. The on-board customer survey includes all bus routes, TRAX and FrontRunner. Using the 2013 survey as a baseline, staff is conducting the survey this fall and (a) highlight areas of change/improvement and (b) identify current areas that can be addressed. A preliminary survey was tested in June with a small sampling of riders. Staff made final adjustments to the survey and it is currently out in the field. 😊
 2. Reliability: UTA has tracked on-time reliability for bus, rail and paratransit for years and has targets established for 2014. During August, staff began including a monthly dashboard report for the Board that tracks current reliability compared to the goals. 😊
 3. Real-Time information: This is a new measurement initiative for the agency. Staff is in the process of developing targets and implementing procedures to monitor the accuracy of real-time departure predictions on TRAX, to be completed by December 1st. Monitoring will begin and a report provided to the Board beginning in December 2015. 😊
- **Board Goal:** Make a “Go/No-Go” decision on Distance-based Fare by October 31st, 2015. If this decision is “Go”, launch in January 2016.
 1. Process began last year to develop UTA's next phase of fare policy, with a focus on a distance-based fare structure. Phase 1 of the Fare Policy Analysis Project – completed in early 2015 – included the research phase. Activities included a review of existing research/studies, 60 stakeholder interviews, a telephone survey to the public, and an on-board/online survey of riders. This effort recently concluded with a series of six focus groups that tested four potential fare scenarios. UTA also initiated a distance-based fare beta test on September 2, 2014 on three bus routes in Utah County – that pilot program concluded in April. After analyzing all the research, staff presented to the Board in June. Based on the extensive input received, staff is revising the potential scenarios. Staff is also doing an analysis of the impacts of the scenarios on other operations/systems within the organization. The revised scenarios are scheduled to be completed shortly. Work also continues on the technology development required to support a distance-based fare structure. The BYU pilot provided valuable information about the technology, which staff is using to make performance improvements. In addition, a major technology update/release is scheduled for this month, to be followed by 3-6 months of required testing. Additional technology development may be required to support DBF, depending on the preferred scenarios that emerge. 😊
 2. **Action Item:** The technical and marketing research has been completed. Staff will be communicating to the Board their recommendation regarding “Go/No-Go” for distance-based-fare by the end of October 2015.

XIII. Appointing Authority Communications (Jerry Benson) -

- Jerry Benson stated that he has had an opportunity to visit with many of the Board members on a one-on-one basis. In several of those meetings, one issue that came up was the Board's desire to place additional structure, follow-up and sharing regarding communications with the appointing authorities.
- Jerry Benson indicated that it is appropriate to bring this issue back to the Stakeholder Relations Committee for discussion and to see if the Committee is interested in establishing some type of schedule/framework for Board members to report back to their colleagues. These reports would state when meeting were scheduled with appointing authorities, what issues were discussed, and possible outcomes.
- The Stakeholder Relations Committee agreed that some type of meeting schedule should be drafted and reporting structure implemented. Jerry will research this issue further and report back at the next Stakeholder Relations Committee meeting.
- Reports regarding meetings or communication with the appointing authorities will be presented by Board members on a regular basis in the Stakeholder Relations Committee meetings.

IX. Liaison, Conference and External Committee Reports (Justin Allen) –

- APTA Annual Conference/Positive Train Control: Jerry Benson reported that he attended the APTA Commuter Rail Legislative Committee where Positive Train Control (PTC) was discussed.
 1. "The commuter rail industry is fully committed to implementing Positive Train Control, but there are still several challenges to complete national implementation of this critical safety technology by December 31, 2015. This Commuter Rail Legislative Committee is working with the House Transportation and Infrastructure Committee to introduce legislation to extend the December 31st, 2015 deadline for implementing positive train control.
 2. Another significant challenge is the funding needed to develop and install this new safety technology. A recent survey conducted by APTA of the commuter rail industry in the United States shows that at least \$3.48 billion is needed to implement PTC nationally.
 3. As of April 2015, publicly funded commuter rail systems have spent \$950 million.
 4. Despite the need for billions of dollars to implement PTC on commuter rail systems across the country, Congress has only allocated \$50 million for this priority safety mandate. APTA has urged Congress to provide 80 percent of PTC costs on commuter railroads
 5. Jerry Bensons stated that there is very good indication that the December 31st deadline will be extended, however, the rail industry does not know if financial funding will be available.
 6. The initial discussion was to fund \$190 million. This would be a totally insufficient amount.
- APTA Performance Management Sub-Committee: -Jerry was also involved with a newly formed Performance Management Sub-Committee. This committee will focus on performance management and performance improvement issues.
- APTA AdWheel Award: Andrea Packer attend the APTA Annual Conference and accepted a first place AdWheel Awards for radio advertisements/public service announcement. This awards was for a FarePay card radio spot called "The Talk".

X. Closed Session Discussion Items (Justin Allen) –

- Trustee Troy Walker moved for the Stakeholder Relations Committee member to go into Closed Strategy Session.
- Trustee Michael Romero seconded the motion, motion passed.
- At 1:37 p.m. the Stakeholder Relations Committee moved into Closed Session.

XI. Return to Open Session (Robert Hunter) -

- Trustee Michael Romeo moved to return to Open Session.
- Trustee Dannie McConkie seconded the motion, motion passed.
- At 1:48 p.m. the Stakeholder Relations Committee returned to Open Session.

XII. Input for November 4th, 2015 Stakeholder Relations Committee Meeting Agenda (Justin Allen)-

- Safety First Messages (David Goeres).
- Approval of the October 14th, 2015 Stakeholder Relations Committee Report
- Policy Review and Discussion
- Local Option Update (David Kallas)
- Social Media Update (Lynze Lenio and Andrea Packer).
- Liaison, Conference and External Committee Reports (Michael Allegra and Committee)
- Input for December 2015 Committee Meeting Agenda Items
- Closed Session, if required-
- Other Business

XIII. Meeting Adjourned -

- At 1:58 p.m. Trustee Troy Walker moved to adjourn the Stakeholder Relations Committee meeting.
- Trustee Michael Romero seconded the motion, meeting adjourned.

XIV. Next Meeting Date -

- The next meeting of the Stakeholders Relations Committee will be held on Wednesday, November 4th, 2015, at FrontLines Headquarters located at 669 West 200 South, starting at 1:00 p.m.

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