

1 **Regular Board Meeting Minutes**  
2 **Cache Valley Transit District**  
3 **Wednesday, January 24, 2018**  
4 **5:45 pm**  
5 **Bridgerland Technical College**  
6 **1301 North 600 West, Logan, Utah**  
7 **Room 806/808**

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10 *Present:* Roger Jones, Holly Broome-Hyer, Ron Natali, Lyle Lundberg, Rodger Pond,  
11 Dean Quayle, Jeff Turley, Norman Larsen, Cecelia Benson, Jeannie Simmonds, Craig  
12 Wright, Sue Sorensen, Patrick Jenkins, Heidi Harper, Glen Schmidt, Lloyd Berentzen,  
13 and Erik Ashcroft

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15 *Excused:* Shaun Bushman and Amber Sleight

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17 *Others:* Todd Beutler, Curtis Roberts, and Charise VanDyke

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19 **Regular Meeting Agenda**

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21 1. *Call to order:* Board Chair Roger Jones  
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23 2. *Acceptance of Minutes:* Roger Jones asked for a motion to approve the minutes.  
24 Craig Wright moved; Rodger Pond seconded. Vote was unanimous.  
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26 3. *Approval of Agenda:* Roger Jones asked for a motion to approve the agenda. Dean  
27 Quayle moved; Rodger Pond seconded. Vote was unanimous.  
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29 4. Next Board Meeting: February 28, 2018 at 5:45 pm at Bridgerland Technical College  
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31 5. Questions and Comments for Management and Board (3 minutes or less): Roger  
32 Jones asked for the new board members, Cecelia Benson, Lyle Lundberg, and Lloyd  
33 Berentzen, to introduce themselves. Roger Jones and Todd Beutler took a moment to  
34 present Sallie Petersen with a plaque for years of service.  
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36 **Board Business**

- 37 6. Presentation by Gordon Richins, CVTD Rider: Not present. Item skipped.  
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39 7. Presentation on video project about CVTD by Jacob Olsen, USU Student: Jacob  
40 Olsen decided to do his student video project on CVTD; he chose to highlight CVTD  
41 because he rides the bus every day and appreciates the service. He showed the final  
42 video to the board; the video featured interviews with riders and CVTD employees.

Approved 02/28/2018

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8. Swearing in of new Board Members: Curtis Roberts, Director of Administration, swore in the three new board members: Cecelia Benson, Lyle Lundberg, and Lloyd Berentzen.
  
9. Presentation on use of Survey Monkey - Ron Natali: As part of policy governance, the General Manager (GM) needs to present reasonable interpretations of the board policy to be approved by the Board. Board members will evaluate interpretations via a survey. Because the first survey was confusing, the PEP committee revised the survey to resend. Individuals on the board will determine if the interpretations are on the spectrum of reasonableness, not evaluate them according to the individual's own definition of reasonable. Ron Natali demonstrated how the revised survey will look to the board and basic instructions of how to take it. Ron asked that if board members have any questions or comments that they put them in the comment boxes on the survey. PEP committee members should be able to understand an individual's conclusion (accept, reject, needs further discussion) by the comments provided. Ron showed board members how survey data will look after it's compiled. Craig Wright commented that in the last PEP committee meeting, members talked about doing a brief quarterly training on policy governance when there are new board members. After the survey is closed, Ron will compile the results; responses will be kept anonymous in the compiled data for the board. Data will be tabulated according to voting blocs so that the PEP committee knows which items need further discussion. The board will then review the results and determine what action to take. After reasonable interpretations are established, there will be monthly monitoring reports. Although the PEP committee tabulates and compiles the results, they do not say what "passes" that is determined by the board as a whole. Craig Wright suggested that if only a couple of people want to discuss an item on the survey, they can take it to discuss in the PEP committee; if the motion to discuss in board meeting passes, then discussion moves on to the board meeting. If not, then they move on.
  
10. Discussion of District meals policy: The CVTD food policy was sent via email to all of the board members to review. Roger Jones said that he'd received many comments from other board members that it's simple and straightforward. Todd Beutler briefly described the separate food categories. Erik Ashcroft commented that he feels it is excessive; he wants to compare this policy with other entities and see if it is in line with what other government entities do. Roger Jones remarked that he sees a couple of options: either the board can tighten up the policy or limit the budget. Norman Larsen asked if staff could report quarterly on food spending throughout the year. Ron Natali commented that the staff could report quarterly until the board has had the opportunity to review the General Manager's interpretations on the financial policies (2.4 and 2.5) in a few months. Cecelia Benson asked that the quarterly reports provide

84 some detail and context. Jeannie Simmonds commented that with two quarters of  
85 data, the board will understand the policy better when they review the interpretations.

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87 11. Report on expanding Call-A-Ride (CAR) boundaries - Todd Beutler: The board  
88 posed a question to staff about what it would entail if the CAR service were extended  
89 to city borders. Todd Beutler explained the current CAR service and ADA  
90 requirements. The staff has examined what the potential demand could be according  
91 to what the previous demands have been and by who has previously requested service  
92 outside of the current service area. The difficulties in projecting the potential demand:  
93 one individual can have a large impact on service if the trip lengths are long or they  
94 request six trips a day for instance. Todd Beutler explained the possible pros and cons  
95 to expanding the CAR service. The expansion of service would be going above ADA  
96 requirements, it would create an administrative burden, and if the demand were to  
97 suddenly bloom there would need to be more resources added (staff, vehicles,  
98 computer software). Additionally, the CAR service is the most expensive service that  
99 CVTD provides: fixed route service costs \$0.62 a mile, while CAR service costs  
100 \$6.47 per mile (according to the most recent NTD data). Other aspects to consider:  
101 there is community support to serve this population. Staff believes that the potential  
102 demand can be met and there is the ability to add one additional vehicle. Todd Beutler  
103 recommended that the board examine the overall Short Range Transit Plan (SRTP) to  
104 meet the needs of the majority as best as they can. Changes to the whole would mean  
105 that there would be updates to the CAR service as well. Todd asked that if the board  
106 does decide to go forward with expanding the CAR service that they do so with some  
107 basic assumptions: service is restricted to only people who qualify via ADA, riders  
108 comply to ADA (in everything but the mileage aspect), the service stays zero fare, the  
109 added service is not advertised, and the service is only offered from Richmond to  
110 Hyrum. A couple of board members brought up concerns about the potential demand  
111 going up beyond what is anticipated. Some discussion about potentially expanding  
112 service on a trial basis. Rodger Pond pointed out that taking away the service, even if  
113 it is offered on a trial basis, would be bad PR. Discussion around the next steps in the  
114 SRTP and timetables. Roger Jones asked for a motion to either move forward on the  
115 changes or to delay until the SRTP is examined. Norman Larsen motioned to wait and  
116 see how the SRTP might change service; Sue Sorenson seconded. Craig Wright asked  
117 that a time limit of three months be set for the staff to present on the SRTP. Vote was  
118 unanimous.

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120 12. Board Chair report: Nothing to report.

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122 13. General Manager Report: Todd Beutler briefly went over the ridership report, which  
123 covers the last three years. Ridership is still going down; however, CVTD still ranks  
124 the highest among its peer systems (a lot because of zero fare). Society is changing:  
125 car convenience prices are lowering, there are services such as Uber and Lyft, and

126 society is used to everything being at their fingertips. Todd cautioned the board  
127 against solely chasing ridership, but there are things that can be implemented to  
128 attract ridership. It needs to be determined what kind of riders CVTD is trying to  
129 attract and then determine how to serve that population. Erik Ashcroft asked if STIC  
130 funding has been affected. Todd answered that CVTD is currently at two and it could  
131 possibly go down to one. Curtis Roberts explained some of the aspects of STIC  
132 funding such as the six funding conditions, the amounts, and how some of the  
133 conditions counteract each other; CVTD has consistently qualified for three of them  
134 in the past and gotten as many as four. Norman Larsen asked if the next report could  
135 indicate how many of the service miles were for the ADA services.

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137 14. **Adjourn:** Board Chair Roger Jones adjourned the meeting.