

43 Marketing Campaign. The ads have been driving home how the District connects
44 people to livelihoods, education, family and friends; the ads have links to various
45 resources such as park and ride, accessibility, etc. They are only seven weeks into the
46 campaign and the google ads have had over 100,000 impressions and the social media
47 campaign has had nearly a half million impressions with over 10,000 engaged users
48 (including over 2,000 click throughs to the website). This is great engagement for the
49 population size of this area. There are also ads playing on the radio. The website
50 traffic has increased exponentially. After the campaign launched, traffic to the
51 website has increased by ten times, the number of pages viewed has gone up, and the
52 time spent on the website has increased; the ultimate goal is that increased awareness
53 of the services the District provides and increased visits and traffic to the website will
54 translate to increased ridership. Another key area is community engagement. Part of
55 this is the elected officials' presentation; the purpose is to help them see the incredible
56 value CVTD brings to the community. Other ways the community will be engaged:
57 CVTD branded apparel (and other items) for community events, doing a full bus
58 wrap, and smaller bus board ads inside the buses. It's a good repetition of the brand
59 message. The sports team sponsorships will also be infused with some new things and
60 a new TV ad will be run locally as well; the goal is to change the mindset to the
61 service is cool, hip, and accessible (vs inconvenient). The ad will launch in June and
62 run through the rest of the year.

63
64 7. Presentation on quarterly service report – Shaun Bushman, Board Member: Thus far,
65 ridership is still dropping (marketing hasn't yet translated into ridership). Discussion
66 about different report numbers and ridership. Missed and late trips are numbers
67 collected for the NTD and are a way to do peer comparisons; the "missed transfers"
68 percentage is information that the District collects in addition to these NTD
69 measurements (specific to people missing their connections), so that they can see how
70 riders are being affected. Shaun Bushman commented that the District has always
71 been good with timeliness and that those numbers are only high because of
72 construction work. Factors that have contributed to decreased ridership: low gas
73 prices, low unemployment rates, and rise of convenience culture. Discussion about
74 marketing and ridership. Patrick Jenkins asked Jeff Olson (from Rumor Advertising)
75 how long it would take the marketing efforts to affect ridership. Jeff answered that he
76 doesn't have an exact answer, as it's a process. People won't necessarily see a single
77 ad and get on the bus, it's the repetition of messaging with reasons to ride and
78 ultimately a behavioral change (persuading occasional riders and those who have
79 never ridden). However, Jeff hopes that about mid to later in the year they would see
80 an uptick in ridership. Todd Beutler added that marketing is one aspect of promoting
81 ridership and added that the other is examining what things they can adjust and
82 change to make the service quality better; in the May board meeting, staff will be
83 recommending service changes that can be done in conjunction with marketing. Ron
84 Natali made a motion for the service report to be given to the board quarterly, so the

85 board can monitor ridership according to their Global Ends policy. Shaun Bushman
86 seconded. Vote unanimous.

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- 88 8. Presentation of Trust Accountability Award – Jason Watterson, Utah Local
89 Governments Trust: This is the fourth consecutive year that CVTD has received this
90 award, which is a major accomplishment with the Trust. There are about 550 local
91 governments around the state in the Trust. Part of the award is actually getting a
92 percentage of the liability premium back. With the program they wanted to cultivate a
93 culture of safety; CVTD has always had that culture and they are one of the most
94 proactive teams that he has seen in the state. Jason has over 20 years of experience in
95 the industry and the District’s team does some of the best things he’s seen in his
96 career; the board should be proud of the District and the team they’ve got. Jason
97 congratulated the District and presented the TAP award.
- 98
- 99 9. Presentation on Cache Valley Air Quality – Dr. Randy Martin, Research Associate
100 Professor: Every year the American Lung Association releases a “State of the Air”
101 list of the top polluted cities. In 2014, Logan was eighth on the list, in 2015 seventh,
102 in 2016 eighth, in 2017 eleventh, and in 2018 eleventh—so Logan has improved but
103 the problem has not gone away. Logan still doesn’t have the worst air daily, but it hit
104 worst air twice last year. Cache Valley was federally promulgated non-attainment in
105 December of 2009. Logan was able to demonstrate attainment by December 2017
106 (barely making the extended deadline), after the standard was lowered; however, the
107 standard is not nearly protective enough. The data shows that the health impacts
108 include increased heart attacks, lower birth rates, autism, breast cancer, and the list
109 goes on. The good news is that the pollution is generally getting lower and there is a
110 decreasing trend. However, Cache Valley is not out of the woods yet; attainment is
111 regulated under a three-year running average and attainment must be demonstrated
112 for twenty years. Cache Valley air pollution is composed of five broad compound
113 classes; the compound that contributes the most to air pollution is ammonium nitrate
114 (60 percent of the pollution). Ammonium nitrate (NH_4NO_3) is formed from a mixture
115 of HNO_3 and NH_3 ; this formation is helped by photochemistry (sunlight) and low
116 temperatures. To prevent (or lower) the formation of ammonium nitrate, one of those
117 two chemicals needs to be removed from the equation. Most of the NH_3 is produced
118 by the animal agriculture industry in the area, so it is not economically feasible to
119 remove it from the equation. This leaves controlling the HNO_3 produced from cars. A
120 brief discussion on the vehicle replacement program through Bear River Health
121 Department. Four percent of cars are responsible for twenty-five percent of
122 hydrocarbons; identifying those cars to replace can eliminate bad actors. USU and
123 collaborators have done several emissions studies over the last fifteen years, including
124 a bus emission study in 2007 and 2011. In 2007, the number of passengers to offset
125 the emissions produced by buses used to be a lot greater; however in 2011, they found
126 that putting only one person on the bus would decrease overall emissions. If they

127 were to update the emissions study of CVTD buses, they could look at measuring the
128 level of pollutants specific to Cache Valley's air quality issues that are being emitted
129 by the District's current bus fleet and/or a cold start/hot start/idling emission study;
130 there are several things that could be looked at. Discussion about other air quality
131 challenges and fixes. Cleaning up dirty air is not feasible; it is not so much about
132 cleaning up the air, as preventing it from getting it dirty in the first place. Newer cars
133 and cleaner fuels are helping; laws are forcing people to have better vehicles and be
134 better because people won't do better on their own. In Cache Valley, people drive 2.8
135 million miles a day in total; individually, the average number of miles driven a day
136 are 27 miles with 11 starts and stops. Everyone is a part of this problem; if everyone
137 would do just a little bit it would add up. People should be able to do the little things,
138 like take one less trip in a day.

139
140 10. Consideration of Title 6 Program – Curtis Roberts, Director of Administrations: Todd
141 Beutler presented as Curtis Roberts had another commitment. The program needs to
142 be reviewed and approved every three years by the board. Essentially, what the title 6
143 program does is it verifies that the District is not discriminatory in the way in which
144 service is being planned or delivered; the intent behind the program is prevention.
145 Included in the program is also a process to register and address complaints. Some
146 discussion. Patrick Jenkins moved to approve the Title 6 program. Lloyd Berentzen
147 seconded. No additional questions or comments. Vote was unanimous.

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149 11. Board Chair's Report: Holly Broome-Hyer asked board members to consider if there
150 were any topics they wanted to get educated on or hear about. She also encouraged
151 board members to go see Jeff Turley present to the Providence City Council because
152 it would be good for them to see how he does the presentation. Additionally, she
153 reminded board members that the May board meeting has been changed to Tuesday,
154 May 28.

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156 12. General Manager's Report: An update about the connectivity study suggested about a
157 year ago between Box Elder, the Wasatch front, and Cache (at a meeting with MPO,
158 CVTD, BRAG, etc.): the scope of work has been finished and the consultant hired.
159 Hopefully, by fall, the study will deliver some answers.

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161 13. **Adjourn:** Board Chair Holly Broome-Hyer asked for a motion to adjourn. Jeannie
162 moved.