Regular Board Meeting Minutes  
Cache Valley Transit District  
Wednesday, April 24, 2019  
5:45 pm  
Bridgerland Technical College  
1301 North 600 West, Logan, Utah  
Room 806/808

Present: Holly Broome-Hyer, Craig Wright, Glen Schmidt, Lieren Hansen, Ron Natali, Sue Sorensen, Jeannie Simmonds, Shaun Bushman, Heidi Harper, Gregory Shannon, Patrick Jenkins, Rodger Pond, Lloyd Berentzen, and Lyle Lundberg

Excused: Jeff Turley, Roger Jones, Dean Quayle, and Cecelia Benson

Others: Todd Beutler and Charise VanDyke

Regular Meeting Agenda

1. Call to order: Board Chair Holly Broome-Hyer

2. Acceptance of Minutes: Holly Broome-Hyer asked for a motion to approve the minutes. Rodger Pond moved; Heidi Harper seconded. Ron Natali asked for a change to be made to line 56. Vote was unanimous.

3. Approval of Agenda: Holly Broome-Hyer asked for a motion to approve the agenda. Shaun Bushman moved; Ron Natali seconded. The presentation on the quarterly service report moved to item seven on the agenda. Vote was unanimous.

4. Next Board Meeting: May 28, 2019 at BTECH Main Campus

5. Questions and Comments for Management and Board (3 minutes or less): No comments.

Board Business

6. Update on District marketing report – Jeff Olson, Sr. Account Executive, Rumor Advertising: As a quick refresher, the process started by making an integrated marketing plan with the key objectives being to increase ridership, convey the value of CVTD, and to engage the community. Then the website was redesigned to bring the usability up, make information easily accessible, simplify, and make it mobile friendly; the comments about the new website have been positive, indicating that the website has improved their experience. The next step has been the Integrated

Approved 5/28/2019
Marketing Campaign. The ads have been driving home how the District connects people to livelihoods, education, family and friends; the ads have links to various resources such as park and ride, accessibility, etc. They are only seven weeks into the campaign and the google ads have had over 100,000 impressions and the social media campaign has had nearly a half million impressions with over 10,000 engaged users (including over 2,000 click throughs to the website). This is great engagement for the population size of this area. There are also ads playing on the radio. The website traffic has increased exponentially. After the campaign launched, traffic to the website has increased by ten times, the number of pages viewed has gone up, and the time spent on the website has increased; the ultimate goal is that increased awareness of the services the District provides and increased visits and traffic to the website will translate to increased ridership. Another key area is community engagement. Part of this is the elected officials’ presentation; the purpose is to help them see the incredible value CVTD brings to the community. Other ways the community will be engaged: CVTD branded apparel (and other items) for community events, doing a full bus wrap, and smaller bus board ads inside the buses. It’s a good repetition of the brand message. The sports team sponsorships will also be infused with some new things and a new TV ad will be run locally as well; the goal is to change the mindset to the service is cool, hip, and accessible (vs inconvenient). The ad will launch in June and run through the rest of the year.

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

8. Presentation of Trust Accountability Award – Jason Watterson, Utah Local Governments Trust: This is the fourth consecutive year that CVTD has received this award, which is a major accomplishment with the Trust. There are about 550 local governments around the state in the Trust. Part of the award is actually getting a percentage of the liability premium back. With the program they wanted to cultivate a culture of safety; CVTD has always had that culture and they are one of the most proactive teams that he has seen in the state. Jason has over 20 years of experience in the industry and the District’s team does some of the best things he’s seen in his career; the board should be proud of the District and the team they’ve got. Jason congratulated the District and presented the TAP award.

9. Presentation on Cache Valley Air Quality – Dr. Randy Martin, Research Associate Professor: Every year the American Lung Association releases a “State of the Air” list of the top polluted cities. In 2014, Logan was eighth on the list, in 2015 seventh, in 2016 eighth, in 2017 eleventh, and in 2018 eleventh—so Logan has improved but the problem has not gone away. Logan still doesn’t have the worst air daily, but it hit worst air twice last year. Cache Valley was federally promulgated non-attainment in December of 2009. Logan was able to demonstrate attainment by December 2017 (barely making the extended deadline), after the standard was lowered; however, the standard is not nearly protective enough. The data shows that the health impacts include increased heart attacks, lower birth rates, autism, breast cancer, and the list goes on. The good news is that the pollution is generally getting lower and there is a decreasing trend. However, Cache Valley is not out of the woods yet; attainment is regulated under a three-year running average and attainment must be demonstrated for twenty years. Cache Valley air pollution is composed of five broad compound classes; the compound that contributes the most to air pollution is ammonium nitrate (60 percent of the pollution). Ammonium nitrate (NH₄NO₃) is formed from a mixture of HNO₃ and NH₃; this formation is helped by photochemistry (sunlight) and low temperatures. To prevent (or lower) the formation of ammonium nitrate, one of those two chemicals needs to be removed from the equation. Most of the NH₃ is produced by the animal agriculture industry in the area, so it is not economically feasible to remove it from the equation. This leaves controlling the HNO₃ produced from cars. A brief discussion on the vehicle replacement program through Bear River Health Department. Four percent of cars are responsible for twenty-five percent of hydrocarbons; identifying those cars to replace can eliminate bad actors. USU and collaborators have done several emissions studies over the last fifteen years, including a bus emission study in 2007 and 2011. In 2007, the number of passengers to offset the emissions produced by buses used to be a lot greater; however in 2011, they found that putting only one person on the bus would decrease overall emissions. If they

Approved 5/28/2019
were to update the emissions study of CVTD buses, they could look at measuring the
level of pollutants specific to Cache Valley’s air quality issues that are being emitted
by the District’s current bus fleet and/or a cold start/hot start/idling emission study;
there are several things that could be looked at. Discussion about other air quality
challenges and fixes. Cleaning up dirty air is not feasible; it is not so much about
cleaning up the air, as preventing it from getting it dirty in the first place. Newer cars
and cleaner fuels are helping; laws are forcing people to have better vehicles and be
better because people won’t do better on their own. In Cache Valley, people drive 2.8
million miles a day in total; individually, the average number of miles driven a day
are 27 miles with 11 starts and stops. Everyone is a part of this problem; if everyone
would do just a little bit it would add up. People should be able to do the little things,
like take one less trip in a day.

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

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

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

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