



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 ( $\text{NH}_4\text{NO}_3$ ) is formed from a mixture  
115 of  $\text{HNO}_3$  and  $\text{NH}_3$ ; 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  $\text{NH}_3$  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  $\text{HNO}_3$  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.

148  
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.

160  
161 13. **Adjourn:** Board Chair Holly Broome-Hyer asked for a motion to adjourn. Jeannie  
162 moved.