

43 year (it changes some year to year); there was one minor finding here in regards to
44 compliance of board member trainings. Trainings were caught up on and the issue
45 resolved. Overall, it was a good clean report and the numbers were very comparable
46 to previous years. Mike asked if board members had any questions. Some discussion
47 about the audit committee and the preparation involved. Those on the audit
48 committee: Glen Schmidt, Jeannie Simmonds, Rodger Pond, and Roger Jones. Curtis
49 Roberts, Finance Director, has a background as a CPA, so the District is able to
50 prepare for the financial audit more thoroughly than most organizations because they
51 don't usually have anyone in house with this expertise. Holly Broome-Hyer
52 entertained a motion to accept the 2018 Financial Audit Report as presented. Roger
53 Jones moved, Ron Natali seconded. Vote unanimous.

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- 55 7. General Manager's Report: Three paratransit buses were disposed of and the District
56 is expecting delivery on some new large buses soon. There will be a bus wrapped to
57 promote CVTD, as part of the marketing plan (in addition to the ads on social media,
58 TV, and radio). This wrapped bus will be used for parades and promotions. One of
59 the bus drivers, Jennie Hoyt, just got back from the national bus rodeo (she had taken
60 state and went on to compete at the national level).
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- 62 8. Consideration of service modifications – Todd Beutler, General Manager: Many
63 factors affect ridership, such as unemployment, fuel prices, amount of service, service
64 design, and types of service; the District is focused on the things within its control.
65 One of the things that society is driving to is convenience. The District is also looking
66 at community driven transportation solutions. During the Short Range Transit Plan
67 (SRTP), the District received a lot of input from mayors, business leaders, Utah State
68 University, and the Cache Metropolitan Planning Organization (over 3,000 comments
69 total from surveys and etc.). The District has \$500,000 to \$600,000 to invest in
70 service changes (some from the new tax revenue). Lloyd Berentzen commented that
71 he thinks the pendulum on ridership will eventually swing the other way and that they
72 might be focusing too much on ridership; as a Board they should communicate that to
73 their cities and the county saying that things can't be judged by a simple decline.
74 Some discussion about ridership. Ridership decline has been seen region and
75 nationwide. The areas where ridership has been sustained, there is more of an
76 investment in transit. Curtis Roberts added that the Board should have this type of
77 discussion (ridership vs. backbone/coverage), as it is the governing body that makes
78 this vision. In Phase 1, the staff is recommending that the District invest in
79 technology to increase convenience (an app with geo-location and real time arrival
80 predication, as well as paratransit software that will aid in scheduling and text alerts).
81 Secondly, an increase in service hours from Richmond to Hyrum to operate until
82 7:15pm (in addition to the paratransit service expansion made in fall of 2018).
83 Additionally, expanding service options by allocating funds to BRAG's lifeline
84 voucher program and identifying additional community events where transit can

85 effectively aid with congestion and parking. Lastly, keeping all existing routes as they
86 currently are. Phase 1 has a 12-month implementation timeline. They will continue to
87 plan for facility needs based on the adopted vision, as well as continuing public
88 outreach/marketing. Cost estimation for these changes is \$225,000 to \$275,000.
89 Additional discussion on ridership. Jeannie Simmonds commented that they need to
90 decide what kind of system this should be and wondering if they're possibly dividing
91 resources with their current position. Lloyd Berentzen commented that he'd like to
92 see the expectation change; instead of focusing on ridership, he'd like to see the
93 organization strengthen its backbone (facility, personnel, buses, etc.), so that when
94 there is that shift back in ridership the District is ready for it (it is important to have
95 the resources lined up). Roger Jones added that when they figure out a balance they
96 are comfortable with (ridership and serving those in need) they should send a letter to
97 the elected officials stating their position. Phase 2 is the implementation of a major
98 connector route. This route represents an opportunity to grow ridership; it's called the
99 Boomerang Route. It runs from one end of the valley to the other (Walmart to
100 Walmart). It covers the urban center in the north and south, USU (biggest employer
101 and a major destination), and downtown. The route is bi-directional with buses going
102 each direction every 10 minutes, scalable (buses can be pulled off when not busy),
103 and 60 percent of people on this route can ride only one bus. This would mean a loss
104 in ridership (less transfers), but an increase in the number of users. It would have
105 multiple transfer points versus just the transit center. The ideal number of buses
106 running on this route would be six. This route would enable people to go as far north
107 or south as they wanted, and be able to catch a bus back going in the other direction
108 without needing to go to the transit center. The implementation timeline would be 18
109 to 36 months with a cost of 1.2 to 1.5 million dollars. Discussion about phase 2
110 particulars. Phase 3 is a longer range view (three to five years) with what is
111 implemented today affecting where the system goes in the future; this includes
112 monitoring demand for expansion of hours, developing a signal preemption plan in
113 conjunction with cities, re-designing service areas, and considering additional
114 services such as van pools and etc. Further in the future (beyond 5 years) would
115 include working to develop transit corridors (in conjunction with the MPO's long
116 range plan), developing express route options, working with interested cities on
117 Transit Oriented Development, continuing public outreach/marketing, etc. Discussion
118 about how to move forward. Lloyd Berentzen made a motion for staff to develop
119 speaking points about the board's standing on ridership not being the primary priority
120 and for staff to bring back more information on the proposed service changes. Jeannie
121 Simmonds seconded. Holly Broome-Hyer called for a vote. Vote unanimous.

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123 9. Board Chair's Report: The PEP committee is working on monitoring and will be
124 doing their first trial run with the ends policy. Board meeting may be canceled July.

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126 10. **Adjourn:** Board Chair Holly Broome-Hyer adjourned the meeting.