Regular Board Meeting Minutes
Cache Valley Transit District
Wednesday, May 28, 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 Sorenson, Jeannie Simmonds, Shaun Bushman, Heidi Harper, Gregory Shannon, Jeff Turley, Roger Jones, Dean Quayle, Rodger Pond, Lloyd Berentzen, and Lyle Lundberg

Excused: Patrick Jenkins and Cecelia Benson

Others: Todd Beutler, Curtis Roberts, and Charise VanDyke

Regular Meeting Agenda

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

2. Acceptance of Minutes: Approval of the minutes and agenda delayed, until quorum present (item six presented first). Holly Broome-Hyer asked for a motion to approve the minutes and agenda. Lloyd Berentzen moved; Ron Natali seconded. Vote was unanimous.

3. Approval of Agenda: Holly Broome-Hyer moved the approval of the agenda with the minutes. Vote was unanimous.

4. Next Board Meeting: June 26, 2019 at BTECH Main Campus

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

Board Business

6. Presentation of Audit – Glen Schmidt, Audit Committee Chair: Glen Schmidt turned the presentation over to Mike Kidman from Jones Simkins. The financial audit went well. There were no issues with use of federal or state funds. Everything there was found in compliance. According to government auditing standards, they look at an additional level of controls and compliance from a financial statement level; there were no findings or weaknesses in the internal financial controls. It was a very clean audit. The state has a compliance manual of issues they want examined for any given

Approved 6/26/2019
year (it changes some year to year); there was one minor finding here in regards to compliance of board member trainings. Trainings were caught up on and the issue resolved. Overall, it was a good clean report and the numbers were very comparable to previous years. Mike asked if board members had any questions. Some discussion about the audit committee and the preparation involved. Those on the audit committee: Glen Schmidt, Jeannie Simmonds, Rodger Pond, and Roger Jones. Curtis Roberts, Finance Director, has a background as a CPA, so the District is able to prepare for the financial audit more thoroughly than most organizations because they don’t usually have anyone in house with this expertise. Holly Broome-Hyer entertained a motion to accept the 2018 Financial Audit Report as presented. Roger Jones moved, Ron Natali seconded. Vote unanimous.

7. General Manager’s Report: Three paratransit buses were disposed of and the District is expecting delivery on some new large buses soon. There will be a bus wrapped to promote CVTD, as part of the marketing plan (in addition to the ads on social media, TV, and radio). This wrapped bus will be used for parades and promotions. One of the bus drivers, Jennie Hoyt, just got back from the national bus rodeo (she had taken state and went on to compete at the national level).

8. Consideration of service modifications – Todd Beutler, General Manager: Many factors affect ridership, such as unemployment, fuel prices, amount of service, service design, and types of service; the District is focused on the things within its control. One of the things that society is driving to is convenience. The District is also looking at community driven transportation solutions. During the Short Range Transit Plan (SRTP), the District received a lot of input from mayors, business leaders, Utah State University, and the Cache Metropolitan Planning Organization (over 3,000 comments total from surveys and etc.). The District has $500,000 to $600,000 to invest in service changes (some from the new tax revenue). Lloyd Berentzen commented that he thinks the pendulum on ridership will eventually swing the other way and that they might be focusing too much on ridership; as a Board they should communicate that to their cities and the county saying that things can’t be judged by a simple decline. Some discussion about ridership. Ridership decline has been seen region and nationwide. The areas where ridership has been sustained, there is more of an investment in transit. Curtis Roberts added that the Board should have this type of discussion (ridership vs. backbone/coverage), as it is the governing body that makes this vision. In Phase 1, the staff is recommending that the District invest in technology to increase convenience (an app with geo-location and real time arrival predication, as well as paratransit software that will aid in scheduling and text alerts). Secondly, an increase in service hours from Richmond to Hyrum to operate until 7:15pm (in addition to the paratransit service expansion made in fall of 2018). Additionally, expanding service options by allocating funds to BRAG’s lifeline voucher program and identifying additional community events where transit can
effectively aid with congestion and parking. Lastly, keeping all existing routes as they currently are. Phase 1 has a 12-month implementation timeline. They will continue to plan for facility needs based on the adopted vision, as well as continuing public outreach/marketing. Cost estimation for these changes is $225,000 to $275,000.

Additional discussion on ridership. Jeannie Simmonds commented that they need to decide what kind of system this should be and wondering if they’re possibly dividing resources with their current position. Lloyd Berentzen commented that he’d like to see the expectation change; instead of focusing on ridership, he’d like to see the organization strengthen its backbone (facility, personnel, buses, etc.), so that when there is that shift back in ridership the District is ready for it (it is important to have the resources lined up). Roger Jones added that when they figure out a balance they are comfortable with (ridership and serving those in need) they should send a letter to the elected officials stating their position. Phase 2 is the implementation of a major connector route. This route represents an opportunity to grow ridership; it’s called the Boomerang Route. It runs from one end of the valley to the other (Walmart to Walmart). It covers the urban center in the north and south, USU (biggest employer and a major destination), and downtown. The route is bi-directional with buses going each direction every 10 minutes, scalable (buses can be pulled off when not busy), and 60 percent of people on this route can ride only one bus. This would mean a loss in ridership (less transfers), but an increase in the number of users. It would have multiple transfer points versus just the transit center. The ideal number of buses running on this route would be six. This route would enable people to go as far north or south as they wanted, and be able to catch a bus back going in the other direction without needing to go to the transit center. The implementation timeline would be 18 to 36 months with a cost of 1.2 to 1.5 million dollars. Discussion about phase 2 particulars. Phase 3 is a longer range view (three to five years) with what is implemented today affecting where the system goes in the future; this includes monitoring demand for expansion of hours, developing a signal preemption plan in conjunction with cities, re-designing service areas, and considering additional services such as van pools and etc. Further in the future (beyond 5 years) would include working to develop transit corridors (in conjunction with the MPO’s long range plan), developing express route options, working with interested cities on Transit Oriented Development, continuing public outreach/marketing, etc. Discussion about how to move forward. Lloyd Berentzen made a motion for staff to develop speaking points about the board’s standing on ridership not being the primary priority and for staff to bring back more information on the proposed service changes. Jeannie Simmonds seconded. Holly Broome-Hyer called for a vote. Vote unanimous.

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

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