Regular Board Meeting Minutes  
Cache Valley Transit District  
Wednesday, June 26, 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, Jeannie Simmonds, Shaun Bushman, Gregory Shannon, Jeff Turley, Roger Jones, Dean Quayle, Rodger Pond, Cecelia Benson, and Lyle Lundberg

Excused: Lloyd Berentzen, Heidi Harper, Patrick Jenkins, and Sue Sorenson

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 and agenda. Rodger Pond moved; Jeannie Simmonds seconded. Roger Jones asked that an item be added to the agenda (item 6, Bus service for Box Elder County Fair). Rodger Pond asked to amend his motion to include this item on the agenda; Jeannie Simmonds 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: August 28 (*Note: a board meeting was held in July)

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

Board Business

6. Bus service for Box Elder County Fair – Roger Jones: The Box Elder County Fair is at the end of August; the Box Elder commissioners asked if the District would provide bus assistance. It is out of the service area, but there is a transportation study being done right now about transportation feasibility in the area (including examining public transportation by UTA or CVTD) that should be done by late fall. Roger Jones
made a motion that CVTD honor the request from Box Elder County Commissioners and direct the CEO to determine how to provide this service without jeopardizing the District’s regular service. Jeannie Simmonds seconded. Opened for discussion. Todd Beutler commented that there are a few challenges in providing service; there are regulations in place that prevent the District from offering service that could be considered charter service. Todd commented that the staff would need to do some research to see if the District could provide service and still comply; however, the District would not be able to charge them any money to provide the service. Todd added that the District can likely do it at an operational level, but the board needs to determine this from a policy level. Craig Wright commented that he likes the idea of working with the folks in Box Elder County, but he is concerned about the potential pushback from Cache citizens; however, if the cost isn’t too great they could provide the service. Todd asked Gillian Crozier (a member of staff present at the board meeting) to come and explain what seasonal service entails. Gillian Crozier, transportation service supervisor, explained the resources involved in providing the District’s regular seasonal service, including the manpower, buses, and planning involved; in this case there is the additional challenge of providing service to an unfamiliar service area, as well as not being within radio contact of base. Discussion about funding. The District is restricted from any funds exchanging hands. Roger Jones commented that fostering goodwill is important. Roger added that the board should enable the CEO to move forward with providing service if it doesn’t jeopardize the regular service, instead of discussing it in the next meeting (August) because of the time sensitivity of it. Jeannie Simmonds added that the board should provide the CEO with a cost ceiling for providing service. Roger Jones amended his motion to include the directive that the CEO can move forward with providing the service if the cost is less than $10,000 (without jeopardizing the regular service). Jeannie Simmonds seconded. No more discussion. Rodger Pond and Lyle Lundberg opposed; everyone else present was in favor. Motion passed. *Note: the Board would hold the July board meeting to discuss and take action on this agenda item to comply with the Open Public Meetings Act.

7. Board Training – Motions and Minutes – Shaun Bushman, Executive Committee Member: When a board member makes a motion they should speak clearly into the microphone; if the motion is long and unclear the board member needs to restate the motion. The topic is then opened up for discussion before it goes to a vote. The minutes are written and captured via audio. The written minutes approved in the board meetings are permanent records that are posted online.

8. General Manager’s Report: The District took delivery of four new large buses. The Idaho Department of Environmental Quality purchased one of those buses in full; they’ll be coming down in July for some media coverage on that. Todd Beutler asked

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that Jody Kimball, Operations Manager, come and share about his experience working with a rider to resolve a concern. Jody Kimball said that the rider wished to remain anonymous, so he would refer to him as Mr. Smith. About a year ago, Mr. Smith contacted Jody and he told him that he would not be riding the buses anymore. Mr. Smith is disabled and vision impaired. He told Jody that the bus drivers were doing a poor job of announcing the destinations (only about 50 percent of the time) as they were required to do and that out of all the public transportation he has ridden, he has never seen anybody rectify this situation so he didn’t see the point in continuing to use the system. Jody recruited Mr. Smith to work with him on this issue and to call him every time they didn’t announce the stops. Mr. Smith called a lot for six months, but progress was being made. Employees were being engaged differently to remind them to announce the stops. Mr. Smith called in the fall of last year and said that the drivers were calling the stops about 80 percent of the time, but that it was still failing in his book. Jody convinced him to stick with him on the process and continue in their efforts. Then in January the District launched a new safety program that included employee video reviews to see how they were doing on their driving (if they passed they’d get a safety incentive); one of the criteria on the evaluation form was ADA announcements. In February, Mr. Smith called to say that 90 percent of drivers were calling their stops. The safety program was starting to do its job; Jody didn’t get a call until two weeks ago. Mr. Smith informed Jody that this was a good call; he had been riding the system more than ever and they hadn’t missed a stop. Mr. Smith commented that not only was he confident in the system, but he now wanted to train others with his disability on how to ride system.

9. Consideration for acceptance first quarter financial information – Glen Schmidt, Audit Committee Chair: Generally, there’s not a lot to discuss with the first quarter financial information; Glen Schmidt commented that there were no specific issues he identified. He opened the discussion to the board to ask any questions to the staff. No questions. Holly Broome-Hyer asked for a motion to accept the first quarter financials. Roger Jones moved; Jeannie Simmonds seconded.

10. Consideration for approval – Service modifications – Todd Beutler, General Manager: Ridership has been affected by unemployment rates, fuel prices, amount of service provided, service design, and types of service. The unemployment rate has the biggest effect on ridership. The District is focused on things within its control, which is the service design. There have been no significant service changes since 2008. Investment in transit is not growing with the population. Convenience in society is increasing with things like grocery pickup at Walmart; society as a whole is demanding this kind of convenience. The District is competing with car convenience. With the Short Range Transit Plan, the District engages the community every three to five years to see what is going well and what needs to be improved. The District

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works with multiple groups within the community (mayors, businesses, etc.) to identify community driven transportation solutions. The proposal for Phase 1 includes a few things. One part is an investment in technology that includes an app that is more convenient and paratransit software. The app is user friendly and breaks the trip down into easy steps. The paratransit software aids dispatchers to better assist passengers, efficiently schedule trips, and gives the District the future capability of doing a dial-a-ride system (not like Uber, it groups rides to transport more people). Included in Phase 1 was the paratransit service expansion the board passed in fall of 2018. Additionally, Phase 1 proposes to increase the service hours from Richmond to Hyrum an hour and a half longer, so that more people can use it to get to and from work. Lastly, Phase 1 proposes to allocate funds to BRAG’s lifeline voucher program and identify various community events that transit can effectively aid with congestion and parking. The voucher program helps get people to and from lifeline appointments (medical or shopping) by reimbursing mileage to people who are taking these individuals to their appointments. It’s an affordable way to provide this service and the proposal is to fund the program for BRAG for a year and see if it makes sense for CVTD to take the program on. Phase 1 would keep all of the existing routes as they are. The extended county hours would cost $56,000 this year ($150,000 annually); this change has the potential to change the board makeup. The dispatching software would cost $15,000 to $25,000 (depending on which features are built into the system); the improved mobile app would cost staff time (but no additional funds); the lifeline voucher program would cost $25,000 (a budget amendment would be required if implemented in 2019); and community events would cost $20,000 (the regulations around this service are still being researched). Jeannie Simmonds asked if Phase 1 was all or nothing; Todd Beutler responded that the board could approve by line item or approve them all. The proposal for Phase 2 is to implement a new major connector route (nicknamed the Boomerang Route). This route meets multiple needs: it’s more direct, more timely, and assists with Mayor Daines’ plans to revitalize downtown. The route hits 60 percent of the destinations in one ride, is scalable on frequency and hours of operation, and bi-directional (so an individual doesn’t have to ride the full route back to the transit center to get back to their destination). For the initial implementation, the proposal is 30-minute frequency, which is not where this kind of service needs to be but what can be afforded right now. It would fold in the buses for the Routes 1 and 4 peaks (tripper routes could be provided to USU as needed). It will take eight months to implement and the annual operating cost is $675,000. Factors to consider are a potential recession in 2020 (where revenues could drop by 10 percent or $500,000), fuel price fluctuations, market shifts with wages, as well as a reduction in frequency of service to USU. Given where the District is at today, it could afford this route. Jeannie Simmonds commented that there is a lot of development being done at the south end of Logan all along the proposed route, so she likes the Boomerang idea. Some discussion around various particulars in the phases. Shaun
Bushman made an omnibus motion, to accept all of the Phase 1 changes and accept the moving forward of Phase 2. Gregory Shannon seconded. Lyle Lundberg asked if there were routes that could be looked at and eliminated to lower costs. Todd Beutler responded that when he has brought it up to the board in the past, the board has said not to take away current service and there was a recent discussion where the board said that ridership was a factor, but not the only factor. However, with the software mentioned in Phase 1, it would enable the District to possibly transition areas with lower ridership to a dial-a-ride system. Some discussion about Phase 2 particulars. When a new route is started it needs at least a year to show how it’s doing; pilot projects aren’t effective because people won’t change their lifestyle for something that is undetermined. It’s divided into Phase 1 and Phase 2 because of implementation time. Lyle Lundberg opposed; everyone else present was in favor. Motion passed.

11. Board Chair’s Report: Holly Broome-Hyler asked that if a board member wants something added to the agenda that they let her know by the 15th of the month. Congressmen Rob Bishop and other congressional staff will be visiting the District in August; they’ll be participating in a mini bus rodeo. Board members should be completing their OPMA training in July. The Cache County presentation went well.

12. **Adjourn:** Board Chair Holly Broome-Hyler adjourned the meeting.