Regular Board Meeting Minutes  
Cache Valley Transit District  
Wednesday, August 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, Jeannie Simmonds, Shaun Bushman, Gregory Shannon, Roger Jones, Dean Quayle, Rodger Pond, Patrick Jenkins, Sue Sorenson, Lloyd Berentzen, and Lyle Lundberg

Excused: Heidi Harper, Cecelia Benson, Ron Natali, and Jeff Turley

Others: Todd Beutler, Charise VanDyke, Kari Thomas, Nicole Tuttle, and Curtis Roberts

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. Agenda item eight moved to next month. Craig Wright moved; Roger Jones 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: September 25, 2019

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

Board Business

6. Meet CVTD Operations Supervisor – Spencer Green: Spencer introduced himself and gave a little background on where he is from and how long he has been with CVTD. He then gave an overview of how the service for the Box Elder County Fair went. CVTD had two Paratransit buses that provided service from a parking lot to the fair entrance for Thursday, Friday, and Saturday. Ridership over all was not very large but several comments were made that people were glad that the service was offered. There were also a few comments made about a lack of advertising for the service. Jeannie then asked how many hours were put in at the Box Elder Fair. Service was

Approved 9/25/2019
offered from 6 PM – 11 PM each day. The question of overall cost was also asked, according to Curtis Roberts it cost between 5,000 to 6,000 dollars. Todd Beutler commented that if the service is offered next year, more effort can be made to advertise it; there were positive comments made by those who did use the service.

7. Presentation on Box Elder County Transit Study – Jon Nepstad, Fehr and Peers: In 2007, Box Elder county residents approved a 0.25% tax to go to rail. In 2018, a Front Runner study completed found that rail was not feasible at the time, due to a lack of controls. Because of this study, UTA is now working on corridor preservation in the area rather than putting in a rail system. Overall, residents in Box Elder County feel that the current transit service is ok, but not great. Right now, they have CVTD through Cache Valley, UTA vanpools to Hill Air Force Base (HAFB), and Salt Lake Express. Route 630 is used mostly for Brigham City to Ogden and back. There is demand for service to Brigham City and Tremonton. The future conditions—it is not going to help looking at a major rail project for the area right now. Outreach efforts were conducted through mobile pop-up events throughout the summer (Golden Spike, Brigham City Arts Festival, and Summerfest), through online surveys, targeted stakeholder outreach, and partnership coordination, to see what people wanted for Box Elder as far as transit goes. The results: more frequent and complete regional connections, Brigham City and Tremonton want to see express transit to Ogden, Cache Valley residents want a reliable and affordable connection to the Wasatch Front, and hourly frequency on Route 630 is inconvenient and inadequate. The questions become should what is currently offered be enhanced, should they utilize the preserved corridor, should small-scale micro-mobility be considered, should new partnerships be considered, and/or should pilot projects be considered. Several options and scenarios are being considered: improve frequency of UTA bus between Brigham City and Ogden, improve frequently used stops, improved marketing of UTA’s vanpool program, and developing a pilot bus project between Cache, Brigham City, and Ogden. The Pilot program between Cache, Brigham, and Ogden is being seriously considered. Discussion about the various aspects of this study and ideas ensued. There is not a lot of destination study data, but they know that most people want to go to a Park and Ride, transit point, or Ogden. The large amount of hiring at HAFB may affect the study, so they were going to add the numbers in and see if it makes any changes, but it’s hard to know if they’re going to be coming from Brigham, Logan, or elsewhere so it is difficult to measure impact. Levi Roberts, from UTA, commented that UTA has dozens of vanpools that go to HAFB each day; UTA tried transit service previously but it did not work well at HAFB because of security checkpoints. Discussion between Shaun Bushman, Roger Jones, Craig Wright, and Holly Broome-Hyer about the time it takes to commute with transit. Levi Roberts commented that it’s hard to find the occasional versus regular riders. The commuter market is actually not that large. It is hard to measure commuters; Levi Roberts added that UTA looks at census data and statewide travel surveys for samples of daily trips.
to work with. Because it is a society of convenience there needs to be a concentration of locations that people are going to; individuals would rather drive then have to transfer two or three times. Jeannie Simmonds added that part of the challenge in Utah is that it is made up of a lot of independent towns and communities, which makes for a lack of destinations. Craig Wright asked about the challenges of a pilot program. Todd Beutler responded that it needs to last at least a year and have lots of advertising; the District conducted a pilot project to Inovar that worked when employees were incentivized, but failed after they weren’t. One option is to offer monthly reports to cities and explain that certain criteria has to be met to continue service. Or having employers tied into the project to help with interest in the pilot program. Discussion about train vs bus reliability for a moment. Todd Beutler mentioned that rails are reliable (and can’t be moved like a bus route), so they can easily be built around; however, if they put in rail will they come?

8. Consider for adoption Board Policy Manual Update – Ron Natali, Public Engagement and Policy Chair: Ron Natali was unable to come. Item to be discussed in next meeting.

9. Board Chair’s Report: Discussed the upcoming budget and went over various methods of how the board could oversee the budget process. Budget goals will be outlined by the General Manager. Extra committee meetings would be available to discuss the budget in more depth, if board members want to attend. The benefit package will be presented in October for review and approval. November a tentative budget is passed with the final budget in December.

10. General Manager’s Report: Todd Beutler reminded board members of the congressional bus rodeo the next day. The extended county routes have been started; there have been several positive comments so far. The new pedestrian light/control project that the District worked with USU on has been finished; buses now use GPS to prompt light changes at the crosswalk to allow the buses to go through. Todd talked about the new app, its features, and how it can be used; the app has only cost the District advertising dollars. Board members encouraged to try it out.

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