

1 **Regular Board Meeting Minutes**  
2 **Cache Valley Transit District**  
3 **Wednesday, November 20, 2019**  
4 **5:45 pm**  
5 **Bridgerland Technical College**  
6 **1301 North 600 West, Logan, Utah**  
7 **Room 806/808**

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9  
10 *Present:* Holly Broome-Hyer, Glen Schmidt, Lieren Hansen, Jeannie Simmonds, Shaun  
11 Bushman, Gregory Shannon, Roger Jones, Sue Sorenson, Ron Natali, Jeff Turley, Heidi  
12 Harper, and Lyle Lundberg

13  
14 *Excused:* Craig Wright, Dean Quayle, Patrick Jenkins, Cecelia Benson, Lloyd Berentzen,  
15 and Rodger Pond

16  
17 *Others:* Todd Beutler, Charise VanDyke, and Curtis Roberts

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19 **Regular Meeting Agenda**

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21 1. *Call to order:* Board Chair Holly Broome-Hyer  
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23 2. *Acceptance of Minutes:* Approval of the minutes and agenda delayed, until quorum  
24 present (item five presented first). Holly Broome-Hyer asked for a motion to approve  
25 the minutes and agenda. Shaun Bushman moved; Ron Natali seconded. Vote was  
26 unanimous.  
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28 3. *Approval of Agenda:* Holly Broome-Hyer moved the approval of the agenda with the  
29 minutes. Vote was unanimous.  
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31 4. Next Board Meeting: December 11, 2019  
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33 5. Questions and Comments for Management and Board (3 minutes or less): The Board  
34 had a moment of silence for Rodger Pond, River Heights Board member, who passed  
35 away November 18. Afterwards, Brad Nelson, the new systems administrator,  
36 introduced himself to the Board.  
37

38 **Board Business**

- 39 6. Presentation on 2019 public outreach – Jeff Olsen with RUMOR Advertising:  
40 Community outreach efforts started about a year ago with the launch of the new  
41 website. After this, the next project was education information for the elected officials  
42 highlighting some of the benefits of CVTD. RUMOR then used the connect theme in

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43 the social media messaging (targeting specific audiences, such as students,  
44 commuters, etc.), Google display messaging, Pandora and radio ads, a traveling  
45 billboard bus wrap, branded apparel, and sponsorships (various local events, sporting  
46 events, etc.). Repetition, frequency, and consistency are beneficial to messaging. One  
47 of the current projects is messaging about the benefits of the new Transit App (social  
48 media, TV ad, etc.). The results to date: website traffic has increased 112 percent  
49 (with 400 thousand page views and over 50 thousand new users) and social media  
50 engagement has gone up 1700 percent (with 3 million impressions through social  
51 media and over 82 thousand engaged users). The project that RUMOR will be  
52 working on is the education about the new service expansion. Almost 80 percent of  
53 registered voters rate the new connector route as important. The branding and  
54 messaging objectives for the new route are to engage the public with a compelling  
55 brand identity; educate the core audiences regarding the benefits; and encourage the  
56 trial and adoption of the new connector route as a transportation option that truly fits  
57 their lifestyle. The brand positioning for those objectives will tie it back to the  
58 “connect” theme. The connector route will be branded as “the LOOP,” which is  
59 versatile, brandable, and practical. It works with signage, differentiates it from other  
60 routes, and is memorable and catchy (ride the loop, get in the loop, are you in the  
61 loop?). To promote the LOOP, there will be a bus wrapped (a traveling billboard), a  
62 user guide trifold for the blue and green lines (explains how it works, where it runs,  
63 etc.), a launch event with branded beanies, a series of ads and videos, a teaser  
64 campaign in December, and updates to the CVTD website. RUMOR is also looking  
65 at further ways to engage local businesses and the community throughout the next  
66 year. Discussion on ridership. Staff is not sure if it has increased ridership, but it has  
67 increased awareness. Ridership is dependent more on fuel prices and employment  
68 rates, but with the changes in design to the system there is hope for increased  
69 ridership. Educating the public and increasing awareness will likely help drive  
70 ridership up, but in the longer term. One of the benefits of the new LOOP route is that  
71 the system can scale up or have evening service on one route (versus the whole  
72 system) because it hits those destinations like downtown, the theaters, etc. Part of  
73 future planning would be to examine what events this could be used for. Discussion  
74 on transit planning. Staff will be working with cities and the NPO over 2020 to see  
75 where transit fits, land use plans, and etc. Then the Board can decide how to allocate  
76 budget in this regard. The LOOP is the start of new things. Todd Beutler commented  
77 that this is a multi-year plan of public education and slowly bleeding out new things  
78 (to make changes in service an event); it is helpful to have a partner (RUMOR) who  
79 knows how to do that and make it engaging. Gregory Shannon added that it helps  
80 with the mindset change, especially the constant perception that things are going on.

81

82 7. Presentation of Cache Valley voter survey results – Miranda Everitt, Senior  
83 Researcher with FM3: The recent voter survey was finished in the fall; they spoke  
84 with 403 randomly selected individuals. The interviews were conducted online and

85 via landline and cell phones. The confidence interval was 95 percent (with a margin  
86 of sampling error of +/-4.9%) , the questions asked were similar to previous years,  
87 and the results were broadly positive and consistent. The impressions of CVTD are  
88 overwhelmingly positive with 82 percent having a favorable opinion (55% have a  
89 strongly favorable opinion); this favorability is not typical in this day and age for a  
90 public entity. Results are very consistent with previous years. The folks who use the  
91 system most often have the most favorable views (98%). Voters approve of CVTD  
92 for a variety of reasons – largely because it is a free, reliable, safe service. The much  
93 smaller group who disapprove (9%) are largely opposed to free transit. Those with an  
94 opinion of the District’s financial management largely view it positively (35%  
95 approve and 56% say they don’t know enough to say); this is a common reply. Voters  
96 value CVTD for taking cars off the road (75%), reducing pollution (81%), and for  
97 being a lifeline for seniors and low-income neighbors (91%). Relatively few say they  
98 would be more likely to ride the bus if it came more often or were more reliable (37%  
99 and 24% respectively). This is consistent with other transit agencies. On a number of  
100 specific service aspects, riders rate CVTD highly as well – especially comfort (99%),  
101 safety (98%), and courtesy of drivers (97%). Support for the zero-fare system remains  
102 broad and strong (82%). It is one of the residents’ highest priorities for services, and  
103 something that say says they are proud their community offers. Voters also broadly  
104 support the proposal to build a new maintenance, storage, and administration facility  
105 (84%). CVTD continues to be a very well regarded local institution with outstanding  
106 approval ratings that are hard to find anywhere else on any other topic. Jeannie  
107 Simmonds asked if Miranda sees any area that CVTD should focus on for  
108 improvement. Miranda replied that the challenge they face is getting people whose  
109 focus is on the car to start thinking about other options; in the future, as there is  
110 continued growth (with increased traffic congestion and air pollution), it might be  
111 interesting to drill down in a future survey and see what is standing in people’s way  
112 of utilizing the system. It would also be interesting to see if people are content with  
113 the system the way it is as a lifeline to folks who don’t have as many options.

114  
115 8. Consider for adoption FY 2020 tentative budget – Curtis Roberts, Chief Financial  
116 Officer: A quick report on the third quarter 2019 financials. Revenue is coming in  
117 about where it was projected and the additional sales tax revenue was not budgeted  
118 into the current year. There was more spent on marketing and publicity than  
119 budgeted; the plan is to cover this increase with variances from printing and  
120 publications and some from training from within the operations budget. Clothing  
121 purchases will also likely go over (due to the hiring of drivers for the new loop route);  
122 staff will use some of the other variances from within the operations budget to cover  
123 that. Parts under preventative maintenance are running higher than they would have  
124 been; instead of coming out of professional services, the USU project came from  
125 parts, as they will be used in future signal preemption. It is a budget line the staff is  
126 monitoring; staff hopes there will be enough variance in preventative maintenance

127 that there won't be a concern. If it is needed, the staff will notify the Board if money  
128 has to be moved between the operations and preventative maintenance areas of the  
129 budget. The outstanding projects are a door project that is being finished up at the  
130 transit center (to make it more ADA accessible). The paratransit software is coming  
131 in about where it was budgeted; it is going to carry over into the next year. The  
132 vendor has been selected for it, March 1 is the target implementation date, and they  
133 were able to negotiate an app into the price. Overall, the District is still under budget.  
134 The changes to the FY2020 budget that have been made since the last board meeting  
135 are a few refinements, primarily to expenditures. Insurance came in higher than  
136 initially thought and was negotiated down; it totaled to about 19 thousand more  
137 (adjusted due to workers comp from 2018 and a change to the number of buses).  
138 Additionally, they added in break periods for the drivers of the new Loop route,  
139 which totaled to about 50 thousand. Some discussion on this. The particulars about  
140 how the breaks will take place are still being worked out. An Optimum Users  
141 conference that was originally budgeted for was canceled, so it was removed. The  
142 BRAG voucher program that was budgeted for this year will carry over about 23  
143 thousand into next. Some discussion on the voucher program. They started the  
144 program this month, so most of it carries over into the next year. It is still a pilot  
145 program, so the board can work it through the next budget cycle and see if the  
146 program still makes sense. Also added into the budget, are tablets for the buses that  
147 give turn by turn directions that improve overall efficiency; they were able to get  
148 great rates for the data service for these. Also removed from the budget was the  
149 additional DDSS position; the staff is proposing to hold off for a year and see if  
150 things can be managed without this additional position. All of these changes in  
151 expenses totaled about 25 thousand. The final budget and public hearing will be in  
152 December, so the Board still has the chance to discuss and make changes before then.  
153 Jeannie Simmonds asked how much of the increase to salaries was for the additional  
154 drivers. Curtis responded that around 75 percent was for the additional drivers. Shaun  
155 Bushman made a motion to adopt the tentative budget; Jeannie Simmonds seconded.  
156 No further discussion. Holly Broome-Hyer called for a vote. Vote unanimous.

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158 9. Board Chair Report: The Board Executive Committee is looking to make changes to  
159 board representation; with the implementation of the new route, it will move the  
160 number of board members from 19 to 24, which is too large. The changes they're  
161 looking to make will give each board member a full vote and reduce the board size  
162 from the pending 24 down to 18. Logan (the large entity) will have seven members  
163 with the changes. These changes will need to be made through the Legislature.

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165 10. General Manager Report: Nothing to report.

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