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

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

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

Others: Todd Beutler, Charise VanDyke, and Curtis Roberts

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 five presented first). Holly Broome-Hyer asked for a motion to approve the minutes and agenda. Shaun Bushman 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: December 11, 2019

5. Questions and Comments for Management and Board (3 minutes or less): The Board had a moment of silence for Rodger Pond, River Heights Board member, who passed away November 18. Afterwards, Brad Nelson, the new systems administrator, introduced himself to the Board.

Board Business

6. Presentation on 2019 public outreach – Jeff Olsen with RUMOR Advertising: Community outreach efforts started about a year ago with the launch of the new website. After this, the next project was education information for the elected officials highlighting some of the benefits of CVTD. RUMOR then used the connect theme in
the social media messaging (targeting specific audiences, such as students, commuters, etc.), Google display messaging, Pandora and radio ads, a traveling billboard bus wrap, branded apparel, and sponsorships (various local events, sporting events, etc.). Repetition, frequency, and consistency are beneficial to messaging. One of the current projects is messaging about the benefits of the new Transit App (social media, TV ad, etc.). The results to date: website traffic has increased 112 percent (with 400 thousand page views and over 50 thousand new users) and social media engagement has gone up 1700 percent (with 3 million impressions through social media and over 82 thousand engaged users). The project that RUMOR will be working on is the education about the new service expansion. Almost 80 percent of registered voters rate the new connector route as important. The branding and messaging objectives for the new route are to engage the public with a compelling brand identity; educate the core audiences regarding the benefits; and encourage the trial and adoption of the new connector route as a transportation option that truly fits their lifestyle. The brand positioning for those objectives will tie it back to the “connect” theme. The connector route will be branded as “the LOOP,” which is versatile, brandable, and practical. It works with signage, differentiates it from other routes, and is memorable and catchy (ride the loop, get in the loop, are you in the loop?). To promote the LOOP, there will be a bus wrapped (a traveling billboard), a user guide trifold for the blue and green lines (explains how it works, where it runs, etc.), a launch event with branded beanies, a series of ads and videos, a teaser campaign in December, and updates to the CVTD website. RUMOR is also looking at further ways to engage local businesses and the community throughout the next year. Discussion on ridership. Staff is not sure if it has increased ridership, but it has increased awareness. Ridership is dependent more on fuel prices and employment rates, but with the changes in design to the system there is hope for increased ridership. Educating the public and increasing awareness will likely help drive ridership up, but in the longer term. One of the benefits of the new LOOP route is that the system can scale up or have evening service on one route (versus the whole system) because it hits those destinations like downtown, the theaters, etc. Part of future planning would be to examine what events this could be used for. Discussion on transit planning. Staff will be working with cities and the NPO over 2020 to see where transit fits, land use plans, and etc. Then the Board can decide how to allocate budget in this regard. The LOOP is the start of new things. Todd Beutler commented that this is a multi-year plan of public education and slowly bleeding out new things (to make changes in service an event); it is helpful to have a partner (RUMOR) who knows how to do that and make it engaging. Gregory Shannon added that it helps with the mindset change, especially the constant perception that things are going on.

7. Presentation of Cache Valley voter survey results – Miranda Everitt, Senior Researcher with FM3: The recent voter survey was finished in the fall; they spoke with 403 randomly selected individuals. The interviews were conducted online and
via landline and cell phones. The confidence interval was 95 percent (with a margin
of sampling error of +/-4.9%), the questions asked were similar to previous years,
and the results were broadly positive and consistent. The impressions of CVTD are
overwhelmingly positive with 82 percent having a favorable opinion (55% have a
strongly favorable opinion); this favorability is not typical in this day and age for a
public entity. Results are very consistent with previous years. The folks who use the
system most often have the most favorable views (98%). Voters approve of CVTD
for a variety of reasons – largely because it is a free, reliable, safe service. The much
smaller group who disapprove (9%) are largely opposed to free transit. Those with an
opinion of the District’s financial management largely view it positively (35%
approve and 56% say they don’t know enough to say); this is a common reply. Voters
value CVTD for taking cars off the road (75%), reducing pollution (81%), and for
being a lifeline for seniors and low-income neighbors (91%). Relatively few say they
would be more likely to ride the bus if it came more often or were more reliable (37%
and 24% respectively). This is consistent with other transit agencies. On a number of
specific service aspects, riders rate CVTD highly as well – especially comfort (99%),
safety (98%), and courtesy of drivers (97%). Support for the zero-fare system remains
broad and strong (82%). It is one of the residents’ highest priorities for services, and
something that say says they are proud their community offers. Voters also broadly
support the proposal to build a new maintenance, storage, and administration facility
(84%). CVTD continues to be a very well regarded local institution with outstanding
approval ratings that are hard to find anywhere else on any other topic. Jeannie
Simmonds asked if Miranda sees any area that CVTD should focus on for
improvement. Miranda replied that the challenge they face is getting people whose
focus is on the car to start thinking about other options; in the future, as there is
continued growth (with increased traffic congestion and air pollution), it might be
interesting to drill down in a future survey and see what is standing in people’s way
of utilizing the system. It would also be interesting to see if people are content with
the system the way it is as a lifeline to folks who don’t have as many options.

8. Consider for adoption FY 2020 tentative budget – Curtis Roberts, Chief Financial
Officer: A quick report on the third quarter 2019 financials. Revenue is coming in
about where it was projected and the additional sales tax revenue was not budgeted
into the current year. There was more spent on marketing and publicity then
budgeted; the plan is to cover this increase with variances from printing and
publications and some from training from within the operations budget. Clothing
purchases will also likely go over (due to the hiring of drivers for the new loop route);
staff will use some of the other variances from within the operations budget to cover
that. Parts under preventative maintenance are running higher than they would have
been; instead of coming out of professional services, the USU project came from
parts, as they will be used in future signal preemption. It is a budget line the staff is
monitoring; staff hopes there will be enough variance in preventative maintenance
that there won’t be a concern. If it is needed, the staff will notify the Board if money has to be moved between the operations and preventative maintenance areas of the budget. The outstanding projects are a door project that is being finished up at the transit center (to make it more ADA accessible). The paratransit software is coming in about where it was budgeted; it is going to carry over into the next year. The vendor has been selected for it, March 1 is the target implementation date, and they were able to negotiate an app into the price. Overall, the District is still under budget. The changes to the FY2020 budget that have been made since the last board meeting are a few refinements, primarily to expenditures. Insurance came in higher than initially thought and was negotiated down; it totaled to about 19 thousand more (adjusted due to workers comp from 2018 and a change to the number of buses). Additionally, they added in break periods for the drivers of the new Loop route, which totaled to about 50 thousand. Some discussion on this. The particulars about how the breaks will take place are still being worked out. An Optimum Users conference that was originally budgeted for was canceled, so it was removed. The BRAG voucher program that was budgeted for this year will carry over about 23 thousand into next. Some discussion on the voucher program. They started the program this month, so most of it carries over into the next year. It is still a pilot program, so the board can work it through the next budget cycle and see if the program still makes sense. Also added into the budget, are tablets for the buses that give turn by turn directions that improve overall efficiency; they were able to get great rates for the data service for these. Also removed from the budget was the additional DDSS position; the staff is proposing to hold off for a year and see if things can be managed without this additional position. All of these changes in expenses totaled about 25 thousand. The final budget and public hearing will be in December, so the Board still has the chance to discuss and make changes before then. Jeannie Simmonds asked how much of the increase to salaries was for the additional drivers. Curtis responded that around 75 percent was for the additional drivers. Shaun Bushman made a motion to adopt the tentative budget; Jeannie Simmonds seconded. No further discussion. Holly Broome-Hyer called for a vote. Vote unanimous.

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


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

Approved 12/11/2019