

43 B. Swearing in of new Board Members – Curtis Roberts, Director of Administration:
44 The new board members—David Geary, Paul James, Abraham Verdoes, and
45 Mike Arnold—introduced themselves. Curtis Roberts swore them in.
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47 **7. General Manager/Staff Reports:**

48 A. Update on LOOP operations – Jody Kimball, Operations Manager: The LOOP
49 started operations on January 6. The launch went very well. Staffing has been
50 adequate, but will be an ongoing challenge. Overall things are going well. The
51 negative feedback has mostly been about the reduction of service on Route 1 and
52 the LOOP not having a schedule. The most difficult aspect has been spacing the
53 buses to deliver on the promise of fifteen-minute service; they are still making
54 improvements. The next few months, staff will be gathering data to find root
55 problems and identify solutions. Overall, there hasn't been as much input as
56 expected (both bad and good and most input has been anecdotal). Ridership
57 numbers will drop because there will be less transfers; it will take some time to
58 see how the numbers adjust. Education will take a while; people are still figuring
59 out how to use the service—the LOOP increases the possibilities to create a trip
60 and ways to make it more convenient. Crush loads are changing along USU
61 (crush loads are anything over 65 people on a bus). As time goes on hopefully the
62 loads will continue to redistribute during peak times, so that the ride is more
63 comfortable and convenient to USU. Patrick Jenkins asked if the service could be
64 pushed out to March, or if fewer buses could be run, because of the inversion.
65 Lieren Hansen commented that the frequency of the buses encourages people to
66 use the service instead of driving in their cars. Sue Sorenson added that it is a
67 great time for the service to get more people off the road. Glen Schmidt seconded
68 what Sue said and added that more use of the service means the inversion is not as
69 bad; people also need to have time to adjust to the new service. Lloyd Berentzen
70 commented that he has many clients (for the health department) using the new
71 service and liking it. Some discussion about other measurements besides ridership
72 like trip length or duration. The LOOP routes just launched so it will take time to
73 get data.
74

75 B. Quarterly service report – Todd Beutler, General Manager: Todd Beutler
76 presented the 2019 year-end quarter service report. “Roadcalls” are now called
77 “majors” and the definition has changed. Some discussion about late trips. The
78 increase in late trips could be a formula error. *note: Late trips were redefined;
79 less time is considered “late” leading to their increase.
80

81 C. Utah Transit Transportation Investment Fund application – Todd Beutler, General
82 Manager: A year ago legislature created a new fund for capital projects (buses,
83 facilities, etc.); funds rest at UDOT. The fund requires a forty percent match and
84 the applicant has to demonstrate that they have the ongoing revenue to sustain the

85 project. The District submitted two applications; one application was for
86 replacement buses (to replace the buses being used on the LOOP that had met
87 their useful life), the other for a facility. There is no set time for when the District
88 will hear back. It's a new funding source and a statewide pot, so it is competitive.
89

90 D. National legislative update – Todd Beutler, General Manager: The board chair
91 and general manager will be going to D.C. at the end of February, so they will be
92 gone for the February board meeting. The District won a silver Davey Award for
93 the website. It's an award that represents David versus Goliath—or smaller
94 “creative Davids” who compete well with entities with huge budgets. It's an
95 international competition judged by the Academy of Interactive and Visual Arts
96 with panel members from companies such as Conde Nast, Disney, Microsoft, etc.
97 Rumor Advertising submitted the application for the Davey Award. The District
98 has heard a lot of positive feedback about the website; one of the challenges now
99 is that the traffic to the website has gone up so much that the load times have
100 slowed down.
101

102 **8. Board Chair Report:**

103 A. Update on LOOP ribbon cutting event – Holly Broome-Hyer, Board Chair: Holly
104 Broome-Hyer expressed her appreciation to all of the board members who were
105 able to attend. The speakers were Mayor Daines, Jeannie Simmonds, Craig
106 Buttars, and Todd Beutler; a ribbon cutting followed, as well as a ride on one of
107 the LOOP buses. Holly asked Lloyd Berentzen to replace Roger Jones on the
108 Board Executive Committee.
109

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