

1                                   **Regular Board Meeting Minutes**  
2                                   **Cache Valley Transit District**  
3                                   **Wednesday, February 24, 2021**  
4                                   **5:45 pm**  
5                                   **CVTD Administration Building**  
6                                   **754 West 600 North, Logan, Utah**  
7                                   **Electronic**

8  
9  
10       *Present:* Holly Broome-Hyer, Lieren Hansen, Cecelia Benson, Jeannie Simmonds, Shaun  
11       Bushman, Patrick Jenkins, Terrie Wierenga, Gregory Shannon, Sue Sorenson, Lyle  
12       Lundberg, David Geary, Abraham Verdoes, Mike Arnold, Mary Barrus, Jeff Turley, and  
13       Craig Wright

14  
15       *Excused:* Ron Bushman, Paul James, and Glen Schmidt

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

18  
19       **Regular Meeting Agenda**

- 20  
21       1. *Call to order:* Board Chair Craig Wright  
22  
23       2. *Acceptance of Minutes:* Craig Wright asked for a motion to approve the January  
24       minutes and the agenda. Patrick Jenkins moved; Gregory Shannon seconded.  
25       Abraham Verdoes asked for a change to line 92 of the minutes. Vote was unanimous.  
26  
27       3. *Approval of Agenda:* Craig Wright moved the approval of the agenda with the  
28       minutes. Vote was unanimous.  
29  
30       4. Next Board Meeting: March 24, 2021  
31  
32       5. Questions or comments from public: No comments or questions.

33  
34       **Board Business**

35       **6. Board Business:**

- 36           A. Swearing in of new Board Member – Curtis Roberts, Administration Director:  
37           Mary Barrus was sworn in by Curtis Roberts.  
38  
39           B. National Legislative Update – Tim Stewart, Bennet Group: The Congress and  
40           Senate are more evenly divided now. Congressman Blake Moore is the new  
41           congressional representative for Northern Utah; he will be a great asset. He brings  
42           a management consultant approach to his office and has an understanding that it is

Approved 03/24/2021

just as easy to work with someone on the other side of the aisle then fight. There are some infrastructure funding challenges that have put small urban and rural transit at a disadvantage. Some discussion about the challenges to small urban and rural transit. In the fall of last year, most of the stimulus funding (about 95 percent) went to the five largest transit districts because of the way the bill was crafted and the speed with which it was passed. There wasn't enough time to fix the problem, as it wasn't discovered until a late phase, so they're watching more carefully on the next bill. One of the arguments being put forward is that a new bill should use one of the formulas that has already been established for transit, instead of the new formula they created for that bill. The delegation is united on going to bat for the smaller districts; they've been responsive on the issue.

C. Update on BRAG Voucher Program – Zac Covington, BRAG: The program has been going since 2014. Most trips have been for medical appointments or for the pharmacy, but have also been for medical supplies, dialysis treatment, cancer treatment, critical nutrition, physical therapy, and other needs (wound care, lab work, etc.). The trips have been increasing for other things like critical nutrition. For 2020, there were 132 trips (or 5,902 miles) traveled. Most trips were Logan medical trips. Trips to Ogden, and trips overall, were lower this year, most likely due to COVID-19. Hopefully, the number of trips will increase for the next year. The eligibility requirements are that the clients have a disability or are 60+ years old or they are not able drive themselves (income-based). The clients choose their own driver (like a friend, family member, or neighbor). Jenny Rodriguez spoke about surveying the clients to get feedback about the program. Most have been happy with the program because they can't afford an Uber or taxi. They are happy to ride with someone they know and that this person can be reimbursed. Numbers are a little low because of COVID-19; while some of the clients have not been affected directly, their drivers were. They are also happy about being taken to get groceries, which is just as important as medical appointments. Overall, they are very happy with program. Discussion about the program. During the eligibility process, BRAG works closely with CVTD to see if individuals can use CVTD's existing service. Now that they are familiar with the demand and have some history, different ways are being looked at to make people aware of the program. Specifically, the populations they've been unable to reach, such as those with low income. There's a lot of potential for this program, so there is probably double the clientele out there. The reimbursement rate is 40 cents per mile or 25 cents per mile per client to encourage car-pooling. The Trust has encouraged them to stay out of the driver selection process. The program helps to provide access to all and really impacts individuals.

D. Presentation on Community Outreach – Andres Ramos, Rumor Advertising: At the beginning of 2020 (and at the end of the previous year), the focus was

launching the new service of the Loop. The plans were to continue this launch, but with COVID-19 in March, there had to be a quick messaging change. Messaging shifted to a “Ride Safe” message, which let people know that transit is safe and that proper measures are being taken. For 2020, the two main messages were about the Loop and riding safe. Loop messaging was focused on a few key points—where the service was, how frequent it ran, and that it was zero fare. Ads ran on TV, radio and Pandora, and digitally on Google networks and Facebook. With the sudden onset of COVID-19, media buys, messaging, and plans were shifted to a Ride Safe message. The message was focused on safety protocols and public health measures being taken to keep riders safe while riding CVTD. Ads were on the local radio stations (and Pandora), as well as digitally on Google and Facebook platforms. The Ride Safe digital ads were the highest performing ads for CVTD during 2020. For 2021, the messaging will be centered on the Community Impact of CVTD to let people know the myriad of ways transit affects the community. The new TV and radio ads will be running soon; they use the connection theme and shows what access to transit does for people. There is also a new website page where interesting statistics are shared, as well as other things that shows CVTD’s impact. Digital ads will show these different statistics and link to the community impact webpage. The Community Impact themes are access to transit and connection between riders and the community; providing an option to reduce congestion on roadways; and opportunities to improve air quality. Some discussion about the new Community Impact campaign. It is difficult to demonstrate how marketing affects ridership. Digital ads detect what language the browser is in and translates the ads.

- E. Consideration of Revised Board Policy Manual Sections 1 & 2 – Gregory Shannon, PEP Chair: The goal here was to simplify the policy, make it readable, and remove duplication without losing the original intent. Sections 3 and 4 are the next to review. Under the direction of the Executive Committee, the PEP Committee is now submitting the revised policies to the Board for approval. Discussion about the policies and the process. The intent of these policies is to give direction to the CEO for the management of the system and on what to accomplish. Section 2 sets the standards. Monitoring is the process by which he provides documentation for review to demonstrate that he is achieving the standards over that year. Monitoring reports are then sent to the Executive Committee to aid them in their review of the CEO. The peers (mentioned in 2.1.1) have been set. Craig Wright asked for a motion. Abraham Verdoes motioned to approve the revised policy. Terrie Wierenga seconded. Vote unanimous.

## **7. General Manager/Staff Reports:**

- A. Update on Facility – Todd Beutler, CEO: Negotiations are being finalized with Stantec and Design West (architecture and design teams). The next step is surveys

127 followed by charrettes (for staff and for the board). A survey for the board will be  
128 developed and sent out. The March board meeting will be about the new facility;  
129 they will work with the design team to provide direction and determine what  
130 space the board needs.  
131

132 8. **Board Chair Report:**

133 A. Craig Wright, Board Chair: The Executive Committee is putting together groups  
134 to give board members the opportunity to get involved. Todd Beutler asked board  
135 members to reach out about conversations or topics they'd like to do for the  
136 YouTube channel. There was a recent accident where a car ran a red light and hit  
137 another car into a large bus; this bus will be out of commission for a few weeks.  
138

139 9. **Adjourn:** Board Chair Craig Wright adjourned the meeting.