Regular Board Meeting Minutes  
Cache Valley Transit District  
Wednesday, January 26, 2022  
5:45 pm  
Logan City Hall  
290 North 100 West, Logan, Utah  
City Hall Conference Room

Present: Holly Broome-Hyer, Cecelia Benson, Shaun Bushman, Patrick Jenkins, Terrie Wierenga, Ron Bushman, Paul James, Glen Schmidt, Jeff Turley, Abraham Verdoes, Mike Arnold, David Geary, Gregory Shannon, and Jeannie Simmonds

Excused: Sue Sorenson, Mary Barrus, Lieren Hansen, and Lyle Lundberg

Others: Todd Beutler, Charise VanDyke, and Curtis Roberts

Regular Meeting Agenda

1. Call to order: Board Chair Patrick Jenkins
2. Pledge of Allegiance
3. Acceptance of Minutes: Patrick Jenkins asked for a motion to approve the December minutes. Dave Geary moved; Paul James seconded. Vote was unanimous.
4. Approval of Agenda: Patrick Jenkins asked for a motion to approve the agenda. Shaun Bushman moved; Dave Geary seconded. Vote was unanimous.
5. Next Board Meeting: February 23, 2022
6. Questions or comments from public: No questions or comments.

Board Business

7. Board Business:
   A. Recognition of past Chair, Craig Wright – Patrick Jenkins, Board Chair: Craig Wright has served on the Board since 2015 and was the Board Chair from 2020 to 2021. Patrick Jenkins thanked him for his service on behalf of the Board.
   B. Consideration of updated Disadvantaged Business Program – Jeff Turley, Policy Committee Chair: The Policy Committee got together and discussed the Disadvantaged Business Enterprise (DBE) program. The program gives DBE

Approved 02/23/2022
businesses more opportunities to participate with transit and fulfills a requirement by the FTA. The Policy Committee went through the policy with a checklist and asked several questions to make sure it was in compliance. After this review, the Policy Committee determined that the policy is in compliance. Jeff Turley moved that the Board approve the DBE policy. Gregory Shannon seconded. Vote unanimous.

C. Update on new facility – Dave Geary, Facility Committee: The efforts that the consultants have gone through to gather feedback from employees is impressive and will make for a better product. The staff entrance has a covered area outside for breaks. The building includes two types of materials; the administration area is metal and the rest is concrete tilt up. Discussion about the building. There is a little over 100 thousand square feet. Bus storage and the bus wash is in the rear of the building; the bus wash includes a bypass lane, so the bus doesn’t have to go into the wash. The small exterior building is where they do fueling. The building is designed to be forward looking about what other technologies are on the horizon. The infrastructure will be in place to include different technologies to be implemented at a future date (like solar). About half of the property is reserved to do a training course in the future. The environment, including snow and wind, have been taken into account in the design.

D. Presentation by RUMOR on 2022 public outreach themes – Gregory Shannon, Public Outreach Committee Chair: The Public Outreach Committee has been working with RUMOR on the themes for the upcoming year; Andres Ramos will be presenting on those themes. Keeping with the community impact theme, they’ve come up with a couple areas of focus for 2022. The 2021 themes were access to transit and quality of life (traffic congestion and air quality). The 2022 theme concepts are impact on the local economy and transit and the workforce; both will continue with the “connect” theme. There are some exciting concepts to explore for impact on the local economy. Studies show that for every 1 dollar invested in transit there are 4 dollars generated in economic returns in the community. The focus of this theme is how transit is an economic engine in the economy. As passengers take trips, transit enables economic activity to happen. Other messaging concepts for the local economy include connection and proximity to local businesses, recreation, Downtown Logan, USU campus, and other everyday economic activity (such as auto repair and shopping for groceries and clothes). One statistic for the transit and the workforce message is that 87 percent of public transportation trips benefit the economy by getting people to work and also connecting them to businesses. CVTD also employs people in the valley. There’s a lot of growth happening in Cache Valley—transit is a selling point for recruiting talent to Cache Valley. Because of the connection to employment and the zero fare, there is a positive impact on household budgets.
Overall, some of the messaging concepts could be: connection to employment, quality of life (ex. recruiting talent), cost of living and employment (ex. household budget). Additionally, there could be messaging about the employer and community connection and how CVTD employees affect the economy. It comes down to deciding what the important themes are and what people want to know. Discussion about messaging. The statistics used have been national (a mix of urban, suburban, and rural numbers), but Rumor is working with the District on getting more local data.

8. **General Manager/Staff Reports:**
   A. The legislation session has started. Bills that might impact the District are being followed. COVID could again impact service delivery. Jody Kimball and the rest of the team have been doing a great job in navigating the impacts illness has had on providing service. Rumor has put together a video that showcases working for the District, as told by employees (unscripted). The video is centered on “why do you like working at CVTD” and will be pushed through social media.

9. **Board Chair Report:**
   A. The Policy Committee finished their monitoring report on the general manager’s performance in December. It was submitted to the Executive Committee and the performance recommended a raise; the Executive Committee approved a raise of three percent. He and Todd attended a mayor training meeting; Todd presented on the benefits and values that CVTD offers the broader community. The Executive Committee also met with the board committee chairs to discuss where they want to go over the next few months.

10. **Adjourn:** Board Chair Patrick Jenkins adjourned the meeting.