



Working Meeting of the
Stakeholder Relations Committee
Wednesday, March 11th, 2015
10:02 a.m. – 11:30 a.m.
Report

Present: Trustee Robert Hunter, Chair Michael Allegra James Bean
 H. David Burton, Board Chair Jerry Benson Lynze Lenio
 Trustee Dannie McConkie Bob Biles Erika Shubin
 Trustee Michael Romero Clair Fiet Cathie Griffiths
 Trustee Troy Walker Steve Meyer Rebecca Cruz
 Trustee Larry Ellertson Andrea Packer EiLeen Billings
 Trustee Jeff Hawker

Excused: Trustee Justin Allen

I. Please Note: Trustee Robert Hunter designated Trustee Jeff Hawker as a voting member of today’s Stakeholder Relations Committee meeting. At 10:04 a.m. a quorum was present.. At 10:20 a.m., Trustee Troy Walker joined the Committee meeting. Board Chair H. David Burton joined the meeting at 10:30 a.m. and Trustee Larry Ellertson joined at 10:40 a.m.

II. March 2015 Safety Motto: “Choose to Be Safe – Don’t Leave it to Luck” (Sheldon Shaw) –

- March can be a lucky month – but not if you tempt fate, push your luck or put safety on the back burner.
- Do some spring cleaning on your safety procedures, and get them all back in best practices shape. Be Safe, Don’t be Sorry!

Board Policy Review:

III. Executive Limitation Policy 2.1.1 – ~~General Manager~~ President/CEO Global Limitations (Robert Hunter) -

- The ~~General Manager~~ President/CEO shall not cause or allow any practice, activity, decision, or organizational circumstance which is either unlawful, imprudent or in violation of commonly accepted business and professional ethics and practices.
- Trustee Michael Romero moved to approve revisions to Executive Limitation Policy 2.1.1 as indicated above.
- Trustee Dannie McConkie seconded the motion, motion passed unanimously

IV. Executive Limitations Policy 2.1.8 – Service Stabilization Reserve Fund (Robert Hunter) –

- The ~~General Manager~~ President/CEO shall, at the direction of the Board of Trustees, establish a reserve fund equal to 5% of the Authority’s annual budget (the “Reserve Fund”). The ~~General Manager~~ President/CEO shall not fail to:
 1. Create a Reserve Fund in a separate account from a portion of the Capital Reserve that is available in excess of the amount anticipated in the annual budget each year until the reserve is fully funded. The amount to be contributed will be determined after review of the annual

budget results with the Board of Trustees with the goal of the Reserve Fund being fully funded. ~~by December 31, 2013.~~

2. Report to the Board of Trustees' **Finance & Operations and** Planning and Development Committees information as to the use of the Reserve Fund that will include the details concerning the extraordinary circumstances causing the revenue shortfall or cost overrun and indicating the amount and the budget year against which the funds are to be applied.
 3. Use the Reserve Fund to preserve service levels when the Authority is facing a revenue shortfall or cost overrun due to extraordinary circumstances, such as an economic downturn or rapid rise in fuel prices or any combination of such events.
 4. Transfer funds or use the Reserve Fund as he deems appropriate and necessary and do so without prior authorization of the Board of Trustees.
 5. Replenish the Reserve Fund when it is used as provided for by this Policy.
- Trustee Michael Romero moved to approve revisions to Executive Limitation Policy 2.1.8 as indicated above.
 - Trustee Dannie McConkie seconded the motion, motion passed unanimously.
 - Trustee Larry Ellertson suggested that information should also be reported back to the Finance and Operations Committee,
 - Trustee Troy Walker moved to reconsider Executive Limitations Policy 2.1.8 by including the Finance and Operations Committee as a group to report to.
 - Trustee Michael Romero seconded the motion, motion passed unanimously.

V. Executive Limitations Policy 2.5.4 – Communication with Member Governing Councils (Robert Hunter) –

- With respect to the governing councils comprising the mayors, city councils and county commissions or county councils included within the transit district (the “Governing Councils”), the ~~General Manager, President/CEO, Assistant General Manager and/or General Counsel~~ or designee, within a reasonable time following each legislative session, shall not fail to: ~~(i) offer to meet report to with~~ each ~~County Commission~~ local government official body ~~to discuss regarding~~ perceived impact and/or effect(s) of enacted legislation on ~~the County Commissions~~ local government as it relates to the Authority, and to present updates, as applicable, to transit district equity analyses; ~~and (ii) offer to meet with, or cause their respective designee to meet with or otherwise advise through appropriate correspondence or other devices, each city council concerning the perceived impact and/or effects of enacted legislation on the city council as it relates to the Authority. In addition, the General Managers shall not:~~
 1. ~~Fail to present the impacts and/or effect(s) of enacted legislation on the Authority in a public meeting; and~~
 2. ~~Fail to inform that Board regarding the communications with the Governing Councils; and~~
 3. ~~Fail to invite such Board of Trustee members to participate in the processes described herein as determined by the President of the Board of Trustees.~~
- Trustee Dannie McConkie moved to approve revisions to Executive Limitation Policy 2.5.4 as indicated above.
- Trustee Michael Romero seconded the motion, motion passed unanimously.

VI. Board Process Policy 4.3.2 – Media Relations (Robert Hunter) -

- Utah Transit Authority Trustees recognize the importance of maintaining appropriate communication channels with the media. Board members ensure that communications with the media are directed to the appropriate party in that they:

1. Refer any member of the media to the ~~President~~ **Chair** of the Board, or in the ~~President's~~ **Chair's** absence, the Vice ~~President~~ **Chair**, for appropriate response related to Board policy issues;
 2. Refer any member of the media to the Authority spokesperson for appropriate response to matters pertaining to the day-to-day operations of the Authority.
 3. Refrain from initiating direct communications with media representatives on any Authority related matters.
 4. Affirm policy as the position of the Board only when the Board as adopted policy.
- Trustee Dannie McConkie moved to approve revisions to Board Process Policy 4.3.2 as indicated above.
 - Trustee Troy Walker seconded the motion, motion passed unanimously.

VII. Legislative Update (Michael Allegra) -

- H.B. 362 Third Substitute: Transportation Infrastructure Funding, sponsored by Representative Johnny Anderson:
 1. Michael Allegra reported last Monday the House of Representatives voted in favor of HB362, third substitute – “Transportation Infrastructure Funding”. This bill is sponsored by Representative Johnny Anderson and has both a gas tax and sales tax component.
 2. Under this bill, Utah’s current 24.5 cent gas tax would be eliminated and replaced by a 10% sales tax based on \$2.45 per gallon of gasoline. The new gas tax would be revenue neutral for the first year; however, as the price of gasoline increases, the 10% tax would generate additional revenue. The tax would have a floor and ceiling (24.5 center and 40.0 cents per gallon equivalent. Transit will not receive any revenue from the gas tax.
 3. The second component of this bill is a local option sales tax. The bill authorizes counties to ask the voters in a general election to approve a quarter cent sales tax increase. If approved, the quarter cent would be divided .1 to cities, .1 to transit, and .05 to counties. Cities and counties are authorized to use their revenue for roads, active transportation and transit. If no transit system operates within a city or county that approves the quarter cent, then it would be divided .1 to cities and .15 to counties.
 4. Although HB362 has passed the House, it still must be approved by the Senate before the 2015 Legislative Session ends on Thursday night, March 12th, 2015. Some Senate officials expressed that many people do not want to pay additional sales tax for transit. They feel that transit users should pay for transit.
- S.B. 249: TRAX Crossing Bars Operations Amendments, sponsored by Senator Scott K. Jenkins (bill passed on March 11, 2015):
 1. This bill modifies the Traffic Code by amending provisions related to railroad crossings.
 2. This bill amends provisions related to stopping a vehicle at a railroad grade crossing.
 3. UTA’s Legal Department indicated that our Police Department should proceed to give tickets and enforce the legal obligation of vehicles to not cross over tracks when lights are flashing, even when crossing arms are up. The bill provided for what is referred to in the law as an "affirmative defense". That means that once a person gets a ticket the burden shifts to the person receiving the ticket. That person can then raise an "affirmative defense" to the ticket if they can prove all of the elements provided in the statute (must stop, safe, etc). The burden is on the ticketed person to prove up the elements of the affirmative defense. This does not mean that UTA should stop giving tickets or change in any way what we do now. The statute still makes it an offense to Cross against flashing lights, it merely provides an affirmative defense if all elements of the defense are established by the ticketed person.

- H.B. 0079 First Substitute: Safety Belt Law Amendments, sponsored by Representative Lee B. Perry (passed on March 10th, 2015):
 1. This bill modifies the Traffic Code by amending provisions relating to safety belt.
 2. A state of local law enforcement officer enforce the safety belt restraint requirement as a primary action.
 3. The operator of a motor vehicle operated on a highway is required to wear a properly adjusted and fastened safety belt.
 4. The vehicle operator is required to provide for the protection of each person younger than eight years of age by using a child restraint device to restrain each person in a manner prescribed by the manufacturer.
 5. The vehicle operator is required to provide protection of each person eight years of age up to sixteen years of age by securing, or causing to be secured, a properly adjusted and fastened safety belt on each person.

VIII. February Social Media Summary (Lynze Lenio and Andrea Packer) -

- During February, social media focus on:
 1. Informing riders about improvements at 100 bus stops. The goal for these improvements is to make the stops more convenient and assessable to the public in general and especially for people with disabilities.
 2. Riders were requested to give feedback to UTA regarding which shelters they would like improved in the future.
 3. Announcing ridership growth. UTA's ridership has double since 1999. The Authority experiences more than one-million boardings per year.
 4. Alerting the public to our new paratransit electrification project. This is a research project to implement a system that will allow the air conditioning and lights to stay on without running the van's engine and using additional fuel.
 5. Recently the Marketing Staff traveled to Provo City and conducted a promotional to encourage people to use FarePay cards. Fifty FarePay cards loaded with \$5.00 each were given away to the public at the Provo Food Truck Round-up. This event was promoted on Social Media and the public was invited to attend. UTA had a bus onsite that was available to tour, have their photo taken in front of the bus, learn more about FarePay and receive their card. System maps and schedules were also handed out to event attendees. The FarePay 20% discount has been extended until June 30th, 2015.
 6. Featuring James Hiseman, one of UTA's "most-loved" operators for Valentine's Day. Mr. Hiseman received more customer commendations during 2014 than any other bus, TRAX or FrontRunner operator. Riders took the time to call and email us with comments like "He makes customers feel delighted to be there," "His upbeat attitude is contagious," and "It wasn't just another ride home. When I left, I had a smile on my face". It is easy to see why James is so loved. He approaches every day with a great attitude and a sense of humor. He makes a point to greet every rider, and says that a simple hello and a smile can sometimes turn someone's day around. He's not afraid to share a joke or two to make his passengers laugh. When an elderly person approaches his bus, he uses the adjustable suspension system to lower the bus and make it easier to board. He lives by his motto, "Life's too short not to have a sense of humor," and by his grandpa's favorite saying, "You make the day, don't let the day make you."
- February Twitter Follower Growth: During February, UTA saw an increase of 682 followers for a total of 14,354.
- Most Popular Twitter Links for February:

1. February 18th; Community advisory committee notice (236 clicks)
 2. February 13th: Most-loved bus operator (58 clicks)
 3. February 3rd: Bus-stop improvements (56 clicks)
 4. February 11th; Flex routes explained (42 clicks)
 5. February 4th: Wasatch Front is the new Silicon Valley, by New Yorker (42 clicks)
- Facebook Growth: UTA gained forty-seven (47) new Facebook followers during February, for a total of 9,212.
 - Top Five (5) Facebook Posts:
 1. February 4th: New Yorker calls Utah new Silicone Valley (2.3K reached; 77 likes, comments or shares).
 2. February 18th: Call for community advisory board participants (1.5K reached; 72 likes, comments or shares).
 3. February 13th: Most-loved bus operator (1.1K reached; 60 likes, comments or shares).
 4. February 3rd: UTA adds new bus stop (1.1K reached; 47 likes, comments or shares).
 5. February 26th: 45th anniversary announcement (1.0K reached; 73 likes, comments or shares).
 - March 3rd, 2015 TRAX on TRAX Incident Response:
 1. UTA staff received and answered 200 Tweets. Most rider responses were positive.
 2. Seven alerts and updates were sent, i.e.:
 - a. TRAX Alert: Incident between Millcreek and Central Point blocking rails. Expect major delays. Bus Bridge to be initiated.
 - b. TRAX Update: Bus Bridge from Ball Park servicing River Trail and Millcreek station.
 - c. Staff was present at Downtown Central and Murray stations to inform riders to board FrontLines.

IX. UTA's Service Restoration Process (Jerry Benson) -

- Jerry Benson and staff are currently working on the details involved in the process of restoring transit service after an incident.
- Staff is currently working on several fronts to reduce the number of service interruptions:
 - a. Reduce the number of service interruptions. Lately there has been a significant reduction on both TRAX and FrontRunner, especially involving self-inflicted service interruptions. This process involves signal switches, vehicle issues, and things that are not self-inflicted.
 - b. Re-configuring traffic lanes to eliminate conflict.
 - c. Improving grade crossings.
- The Service Restoration process worked very well during UTA's train on train incident earlier this month.
- This process involves technology. Therefore, a new radio communications system that allows responding staff to share an incident channel. This allows authorized staff to communication with UTA's police officer, Customer Service, Rail, Bus, and people in the field all at the same time. Have the ability to communicate back and forth and share information has been extremely beneficial.
- Service Restoration involves pulling resources across the organization. Operators, mechanics, vehicles, etc, are deployed from everywhere possible to help get riders where they need to be and to restore service.
- **Action Item:** Jerry Benson stated that process is continually being refined and improved. **The Operations will continue to meet and work with other responding departments:**
 1. Customer Service
 2. Social Media
 3. Police Officers
 4. Rail and Bus Supervisors
 5. Train Hosts
 6. Operators

- **Action Item:** Jerry will report back to the Stakeholder Relations Committee on process made and procedures implemented regarding UTA's Service Restoration Process.

X. Liaison, Conference and External Committee Reports (Michael Allegra) –

- Executive Outreach Phase II: Michael Allegra reported that with more than 100 principal elected officials throughout the various cities and counties along the 140 miles that comprise UTA's transit district, establishing relationships can be a challenge. UTA executives are committed to increasing the frequency and quality of the agency's interactions with stakeholders and recently implemented a one-on-one executive outreach program. Executives and Board members have been assigned to each mayor and county official in the district, in order to enhance communication and establish a single, high-level point of contact for regular discussion about the planning and delivery of transportation services. UTA is preparing for Phase II of this Executive Outreach effort.
- APTA Legislative Conference: Michael Allegra reported that he attended the March 8th – 10th, 2015 APTA Legislative Conference in Washington, D.C.
 1. UTA attending staff participated in several important events.
 2. APTA recognized that the National League of Cities and Town were in Washington, D.C.
 3. Salt Lake's Unified Transportation Plan was also nationally recognized for the significant benefits this would bring to residents living along the Wasatch Front. Utah's business community and civic leaders have formed the Utah Transportation Coalition to encourage Utah's leaders to take a comprehensive approach to funding the Unified Plan during this legislative session by providing funding mechanisms for state highways, local roads and transit. Better mobility and better air quality will be the results. They all stand with legislators in making this important decision for Utah's future.
 4. This conference directs the transit industry's advocacy effort and legislative strategy to the United States Congress and Administration.
 5. APTA's ridership is currently higher than any other time in history.
 6. Public transportation leaders discussed issues affecting public transit and inter-city passenger rail. Speakers urged Congress to pass a long-term surface transportation bill.
 7. While in D.C., Michael Allegra reported that he met with Senator Orrin Hatch to discuss transportation issues concerning Utah.
- Stand Up for America Transportation Day on April 9th, 2015 (Michael Allegra) -
 1. Media events will be held in as many American cities, suburbs, and rural communities as possible.
 2. Goal/Event Objectives: Highlight and strongly advocate for the need for a long-term, sustainable, and reliable federal transportation funding bill.
 3. Our nation needs to continually modernize and maintain its infrastructure to make the United States an attractive place for businesses to operate and for people to live. This requires collective action and sustained public investment in infrastructure notably at the federal level.
 4. The industry has made a strong case with Congress that the lack of a long-term federal funding bill results in tremendous uncertainty at the local level in terms of transportation project planning and it discourages private sector investment based on risks associated with no long-term funding commitment by the federal government.
- Joint UDOT/UTA Meeting: Just a reminder, the Utah Transportation Commission and UTA have a joint meeting scheduled on Wednesday, April 15th, 2015. This meeting is in response to the gathering with the UDOT Commission during 2014 where it was decided to continue these joint meetings on an on-going basis. UTA will be hosting this meeting from 11:30 a.m. until 2:00

p.m. in the Golden Spike Board Rooms. Lunch will be served prior to the meeting and a tour of the Central Bus Operations Facility has been scheduled after the meeting.

- APTA 2015 Rail Conference: Michael Allegra stated that UTA is working very hard to make this the best APTA Rail Conference ever held. This conference is scheduled for June 21st – June 24th at the Grand America Hotel in downtown Salt Lake City. Todd Provost is overseeing all aspects of this conference is reporting updates on a regular basis to the Corporate Staff each month. The International Rail Rodeo is scheduled for June 17th through June 21st, 2015. Enterprise Car Rental has agreed to have several cars available outside the Grand America for attendees who would like to visit places along the Wasatch Front that are outside the conference area. Also GreenBike has recently placed a station in the location of the Grand America.
- Mountain Accord: If the March 16th deadline for commenting on the proposed Mountain Accord “blueprint” for the central Wasatch Mountains is extended, the final plans for the environmental studies and funding will be postponed for several months.
- APTA Rail Conference: UTA is hosting the 2015 APTA Rail Conference. Todd Provost is heading up the efforts for this significant event.
 1. Work on this conference is well underway, with January and February dedicated for the comprehensive preparations.
 2. Todd is working with a steering committee with colleagues Andrea Packer, Cheryl Beveridge and Cathie Griffiths. Additionally, there are several subcommittees tackling particular areas such as communications, convention activities, technical and other tours, and the rail rodeo.
 3. The Olympic Plaza and the University of Utah Rice-Eccles Stadium has have been reserved for the APTA Host Reception. The Olympic Legacy Group
 4. Regarding the June 22nd Opening Session: Utah Governor Gary Herbert, Former Senator Bob Bennett, Speaker of the House Greg Hughes, and Salt Lake City Mayor Ralph Becker have accepted speaking invitations.
 5. Host Forum: Steve Meyer will be presenting along with Carlos Braceras, Executive Director UDOT; and Andrew Gruber, Executive Director WFRC.
 6. Rail Rodeo is scheduled at the Jordan River Service Center for June 18th through June 20th. Teams, maintenance and operations, from all over America will be competing in this event. This event tests knowledge, safety, professionalism, customer service and driving abilities. The International Rodeo Committee will be back in March to confer with UTA.
 7. The local rodeo will be held on Sunday, June 20th. The two UTA contestants for this rodeo have already been selected.
 8. On Friday, June 19th, Cheryl Beveridge will oversee a Community Service Program. APTA has been invited to participate.
 9. Technical Tours are scheduled for Tuesday, June 23rd and Wednesday, June 24th.
 10. The volunteer list will soon be finalized. This event will require at least 175 volunteers.
- Division of Workforce Services (DWS): Michael Allegra stated that Jon Pierpont from DWS has requested that UTA take the low-income monthly pass back to \$50.00. UTA has been researching how many passes have been sold through DWS over the past three years. This reduction is unlikely. The fare price is Board-approved at a 25% discount. UTA already gave them an additional year (2012) to ease the transition for their users, and it would create equity issues with other low-income riders who purchase the pass elsewhere and would pay the higher price.
- HIVE Pass: Michael Allegra indicated that the HIVE program worked; however, some revisions have been required. Under the new proposal, Hive Passes would be available on a month-to-month basis, or for multiple months at a time, for \$42 per month (a 50 percent discount from the UTA standard monthly pass) with unlimited access to all UTA TRAX and regular commuter bus

service. Changes from the pilot program include a slightly higher monthly fee (\$30 under pilot) and also the elimination of Frontrunner service access (which was utilized by less than 10 percent of users during the pilot as shown by UTA automated passenger count data.) The new program would also eliminate the pilot requirement of a one-year pass purchase and allow for month-to-month pass purchases. The Hive Voucher program, where providers of services to low income residents purchase annual passes for their clients, would stay the same. If approved, the City, UTA, and residents will share in the cost of each pass, with the City contributing to 30 percent of the cost of each pass. Michael stated that this program could also be implemented in other cities/counties within UTA's service area.

XI. Approval of the February 11th, 2015 Stakeholder Relations Committee Meeting Report (Robert Hunter) -

- Trustee Michael Romero moved to approve the February 11th, 2015, Stakeholder Relations Committee report, as written.
- Trustee Troy Walker seconded the motion, motion passed unanimously.

XII. Input for April 8th, 2015 Stakeholder Relations Committee Meeting Agenda (Justin Allen)-

- Safety First Messages (David Goeres).
- Approval of the March 11th, 2015 Stakeholder Relations Committee Report (Robert Hunter).
- Policy Review and Discussion (Robert Hunter) –
- 2015 Legislative Session Update (Bruce Jones) -
- Fare Policy Analysis Project
- Social Media Update (Lynze Lenio and Andrea Packer).
- Liaison, Conference and External Committee Reports (Robert Hunter and Michael Allegra).
- Input for May 13th, 2015 Committee Meeting Agenda Items (Robert Hunter).-
- Closed Session, if required (Robert Hunter) -
- Other Business (Robert Hunter).

XIII. Meeting Adjourned -

- At 11:30 a.m. Trustee Troy Walker moved to adjourn the March 11th, 2015, Stakeholder Relations Committee meeting.
- Trustee Michael Romero seconded the motion, meeting adjourned.

XIV Next Meeting Date -

- The next meeting of the Stakeholders Relations Committee will be held on Wednesday, April 8th, 2015, at FrontLines Headquarters located at 669 West 200 South, starting at 10:00 a.m.

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