



Minutes of the Planning & Long-Term Vision Committee Meeting
of the Board of Trustees of the Utah Transit Authority (UTA)
Wednesday, July 12, 2017
FrontLines Headquarters, 669 West 200 South, Salt Lake City, UT

Committee Members:

Charles Henderson, Chair
Necia Christensen
Cort Ashton

Other Board Members in Attendance:

Jeff Acerson
Robert McKinley
Dannie McConkie
Sherrie Hall Everett

UTA Staff members were available for comment: Jerry Benson, Nichol Bourdeaux, Riana De Villiers, Annette Royle, Andrea Packer, Alisha Garrett, Bob Biles, Lisa Bowman, Laura Hanson, GJ LaBonty, Jayme Blakesley

Welcome

Chair Henderson called the meeting to order at 12:50 pm with three committee members present. Other Trustees were also in attendance.

1. Safety First Minute (Dave Goeres)

Chair Henderson yielded the floor to Dave Goeres, Chief Safety, Security and Technology Officer, for a brief safety message.

2. Consent Agenda Items (Charles Henderson)

- a. Approval of May 10, 2017 Meeting Report – The motion was made by Trustee Christensen to approve the meeting minutes and seconded by Trustee McConkie.

It was noted that Chair Henderson asked that all Trustees present act as active participants in today's committee.

3. 2040 Plan Development (Charles Henderson)

Committee Chair Charles Henderson presented the theme of "Taking Transit Forward: Integrated Mobility 2040" and discussed what that means to the Board, and the power point *Strategic Plan LRPV July Committee Update v5 20170707 was presented* which outlined the work which had been accomplished since the Board Workshop in June. He emphasized that this is a collaborative effort and trustees are working very closely with UTA staff. They are also looking for input from the public on the draft.

Progress to-date which included the pre-work was discussed and the concepts behind what our vision and strategic plan is. These items included input from the appointing authorities, on-line surveys, and site visits for "behind the scenes" glimpses.

An overview of the Workshops in June were reviewed which included the UTA Purpose and Vision, draft Vision Statement, Draft Mission Statement, and areas of focus. On the second day of the workshop, it was

determined that the top three areas of focus to accomplish the purpose and vision included; 1) Funding and Strategic Partnership, 2) Focus on the customer experience, branding and marketing, 3) Understanding and planning for the future. The post-work steps were also outlined in brief detail.

The next steps were reviewed which included items from summer of 2017 to early winter 2018, when the final draft of the 2040 Strategic Plan would be presented to the Board for final approval. Contents of the Strategic Plan were discussed in more detail during the general comments section and the trustees provided input on how they would like the document to look and specifics of some of the wording.

Other questions discussed amongst the group included: 1) Funding & Financing – did we capture what you wanted? 2) Customer Experience – did we capture the right intent? 3) Strategic Partnerships – did we capture the right intent? 4) Planning and Long-Term Visioning – did we capture the right intent? Discussion ensued for these topics. Alisha Garrett will focus in the near-term to incorporate these thoughts into the document.

Trustee Henderson reminded everyone that “out work is not done” and that additional input will be sought from the trustees.

4. No Items were presented for discussion in Closed Session.

5. Action Taken Regarding Matters Discussed in Closed Session (Charles Henderson) - None

6. Liaison, Conference & External Committee Reports (Charles Henderson/Jerry Benson)

7. Input & Date for the Next Committee Meeting (Charles Henderson)

The next meeting is tentatively scheduled for Wednesday, August 9th at 12:30pm.

8. Other Business (Charles Henderson) – None

9. Adjourn. The meeting was adjourned at 2:07 p.m. by motion from Trustee Christensen and Trustee Ashton.

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