



Working Session of the
Stakeholder/Government Relations Committee
of the Board of Trustees of the Utah Transit Authority
Wednesday, June 14, 2017, 10:00 to 12:00 p.m.
Frontlines Headquarters, Golden Spike Rooms, 669 West 200 South, Salt Lake City

Members of the public are invited to attend all committee meetings, and public comment may be taken at the discretion of the committee chair. If public comment is not taken at the committee meeting, the public will be able to review and provide comment via www.rideuta.com on all action items prior to the next full Board of Trustees meeting. If public comment is taken at the committee meeting, in order to be considerate of time and the agenda, comments will be limited to 2 minutes per individual, or 5 minutes for a spokesperson designated to represent a group.

Committee Members: Bret Millburn, Committee Chair
Jeff Acerson
Greg Bell (excused)
Necia Christensen
Karen Cronin
Sherrie Hall Everett (phone)
Dannie McConkie
Troy Walker (excused)

Agenda

	<u>Responsible Executive:</u>	<u>Forward to Board:</u>
1. Safety First Minute	Dave Goeres	
2. Review February 8, 2017 Meeting Report	Bret Millburn	
3. Presentations/Informational Items		
a. Benchmark Survey	Andrea Packer	
b. Citizen Transportation Advisory Committee (CTAC) Update	Matt Sibul	
c. Policy Review & Process Outline	Jayne Blakesley	
4. Closed Session		
a. Discussion of the Purchase, Exchange, Lease or Sale of Real Property when Public Discussion Would prevent the Authority from Completing the Transaction on the Best Possible Terms.		
b. Strategy Session to Discuss the Character, Professional Competence, Physical or Mental Health of an Individual.		
c. Strategy Session to Discuss Collective Bargaining.		
d. Strategy Session to Discuss Pending or Reasonably Imminent Litigation.		
5. Action Taken Regarding Matters Discussed in Closed Session	Bret Millburn	
6. Liaison, Conference & External Committee Reports	Bret Millburn/ Jerry Benson	

7. Input & Date for the Next Committee Meeting
8. Other Business
9. Adjourn

Bret Millburn

Bret Millburn

Where Falls Happen



Pay Attention



UTAH TRANSIT AUTHORITY BOARD OF TRUSTEES
Agenda Item Coversheet

DATE:	June 14, 2017
CONTACT PERSON:	P. Bret Millburn, Chair
SUBJECT:	Minutes of the Stakeholder/Government Relations Committee
BACKGROUND:	The minutes were distributed to the committee members and any revisions or changes have been incorporated. The minutes are presented for approval.
ALTERNATIVES:	<ul style="list-style-type: none">• Approve as presented• Amend and approve• No action
RATIONALE FOR PREFERRED ALTERNATIVE:	The minutes have been reviewed by the committee members.
FINANCIAL IMPACT:	None
LEGAL REVIEW:	The minutes have been reviewed by legal staff and found to have no obvious legal ramifications.
EXHIBITS:	<ul style="list-style-type: none">• 02-08-17 SGRC Meeting Report



**Working Meeting of the
Stakeholder/Government Relations Committee
Wednesday, February 8th, 2017
10:15 a.m. – 11:44 a.m.
Report**

Present:	Bret Millburn, Committee Chair	Trustee Dannie McConkie	Riana De Villiers
	Trustee Jeff Acerson	Jerry Benson	Remi Baron
	Trustee Cort Ashton	Bob Biles	Cathie Griffiths
	Trustee Greg Bell	Jayne Blakesley	G.J. LaBonty
	Trustee Babs De Lay	Nichol Bourdeaux	Lynze Lenio
	Trustee Sherrie Hall Everett	David Goeres	Erika Shubin
	Trustee Necia Christensen	Andrea Packer	Eric Vance
	Trustee Karen Cronin	Rebecca Cruz	EiLeen Billings
	Trustee Charles Henderson		

Excused: Trustee Troy Walker

I. Trustee Jeff Acerson was designated Acting Committee Chair from 10:15 a.m. until 10:35 a.m., a quorum was present. Trustee Sherrie Hall Everett joined the meeting at 10:25 a.m. Chair Bret Millburn joined the meeting at 10:35 a.m. Trustee Charles Henderson joined the committee meeting at 10:52 a.m.

II. **Safety First Message:** Everyone Home Safe, Every Day: There’s More than One Terrific Reason to be Safe at Work (David Goeres) –



III. **Review of January 11th, 2017, Stakeholder/Government Relations Committee Meeting Report** (Bret Millburn)-

- Trustee Necia Christensen moved to approve the January 11th, 2017 Stakeholder/Government Relations Committee meeting report.
- Trustees Acerson, Ashton, Bell and DeLay abstained from voting.
- Trustee Dannie McConkie seconded the motion; the report was approved, as written.

IV. **UTA Bylaws Revisions** (Jayme Blakesley) –

- The UTA Bylaws are being amended to accommodate and provide for changes to the Board’s standing committees, and to allow the Board to make appropriate adjustments to the structure and responsibilities of the various Board Committees.
- Executive Committee:
 1. Composition: The Executive Committee shall be composed of the Chair, Vice Chair(s), and the chair(s) of one or more standing committee(s) created pursuant to Article IV, Section 2A, as may be designated by the Chair and the Vice Chair(s) from time to time. The Board Chair

and Vice Chair(s) may invite other trustees to participate as voting members of the Executive Committee as needed from time to time.

- Standing Board Committees;
 1. Creation of Standing Committees: The Board shall establish from time to time standing committees deemed appropriate by the Board and designate their function. Board standing committees shall be established, amended or disbanded by adoption of a Board Resolution, at a duly noticed Board meeting, and such committees shall meet as needed or as determined by the Board Chair, once established, by the committee chair.
- Notice of Meetings:
 1. Notice of regular Board meetings, special Board meetings and Board Committee meetings shall be by electronic means to each trustee at electronic mail addresses as shown in the records of the Authority. The notices shall be delivered at least five calendar days prior to the day of any meeting.
 2. Notice of emergency Board meetings shall be given to each trustee at least 24 hours before the meeting, if possible. In the event 24-hour notice is not possible, each trustee shall receive the best notice which practicably can be given. Notice of emergency meetings may be oral, written or electronic.
- Minutes of Meetings: Meeting Attendance Reports.
 1. Minutes of meetings of the Board shall be provided to the chief administrative officers and legislative bodies of each municipality and unincorporated county area within the district within five working days following approval of the minutes of the Board. Delivery of minutes may be submitted by electronic mail if agreed to by the entity involved. The Board shall prepare and submit to each Board member appointing authority, (A) a quarterly report of Board meeting attendance; and (B) an annual summary report of Board meeting attendance.
- Electronic Attendance at Meetings: With the consent of the Chair, a trustee may attend a meeting via electronic means if 24-hour notice is also provided to the Board ~~Administrator~~ Coordinator.
- Trustee Babs De Lay moved to forward the revised UTA Bylaws to the Executive Committee with a recommendation to forward to the full Board for approval.
- Trustee Cort Ashton seconded the motion, motion passed unanimously.

V. Board Process Policy Review 4.1.13 – Employment of Relatives (Jayme Blakesley) -

- UTA has a historic prohibition on employment of relatives of Board members, executives, and certain other employees in sensitive positions, because of the inherent risk that such employment may create conflicts of interest. This Employment of Relatives policy will help avoid conflicts, and thus strengthen the confidence of the public in the integrity of the Authority.
- Each member of the Board shall, at the time of appointment, certify that he/she has no relative employed, in any capacity, by the Authority. Relatives of any of UTA's Board of Trustees, executives, or employees in sensitive positions are not eligible for employment at UTA. UTA shall terminate the employment of any employee determined to have a relative serving on the Board of Trustees.
- For purposes of this Policy, "relative" shall mean father, mother, husband, wife, son, daughter, sister, brother, uncle, aunt, nephew, niece, first cousin, mother-in-law, father-in-law, brother-in-law, sister-in-law, son-in-law, daughter-in-law, grandparent, grandchild, step-mother, step-father, step-sister, step-brother, step-daughter, step-son, and individuals in a personal relationship of a romantic or intimate nature.

- Jayme Blakesley indicated that he will prepare and present a summary of contracting rules when this policy is presented to the full Board.
- Trustee Cort Ashton moved to forward Board Process Policy 4.1.13 to the Executive Committee with a recommendation to forward to the full board for approval, with the option added that a Board member may select to step down if a relative is hired or is currently employed at UTA. Trustee Necia Christensen seconded motion, motion passed.

VI. New Committee Structure Review (Sherrie Hall Everett) -

- The UTA Board of Trustees has proposed a new committee structure to align with the strategic direction of the organization.
- Trustees will serve on multiple committees that will convene on a as-needed basis to address policy recommendations. These committees will be responsible for addressing the questions and information surrounding matters brought before the Board. They may forward key discussion points, options considered and recommendations. The desired outcome is to provide better information and discussion to the entire Board to help them vet issues more thoroughly and efficiently.
- The committees will serve to create a more transparent process, greater understanding by the public of the discussions and decisions, and support UTA's objective of enhancing the public's trust. These committee meetings will be open to the public and media. The UTA Board has pledged to keep the public informed regarding all new initiatives through open meetings, improved public access and technology.
- The Board is proposing the following seven standing committees:
 1. Executive Committee
 2. Finance and Operations
 3. Stakeholder/Government Relations
 4. Transit-Oriented Communities
 5. Service and Customer Relations
 6. Planning and Long-Term Vision
 7. Audit Review

VII. Utah State 2017 Legislative Updates (Jerry Benson, and Jayme Blakesley) -

- To date, UTA staff has been on the hill each and every day of the legislative session. With the assistance of several Board members, UTA continues to focus first and foremost on reinforcing the positive changes that have occurred over the past couple of years; instilling confidence in the path forward for public transportation. Staff will continue to improve accountability and transparency. As always, UTA staff continues to closely coordinate with their partners on the Hill. These partners are key in the Authority's efforts to closely monitor legislation and help positively influence policy makers regarding the importance of public transportation.
- Staff has been distributing and discussion the "Proposition One 2016 Summary" pamphlet. This document illustrates how UTA has met their commitment of improved service and amenities leading up to the Prop One Public Referendum of 2015
- House Transportation Committee: UTA co-presented with UDOT, WFRC, and MAG at the House Transportation Committee. UTA Board Chair Robert McKinley and CEO Jerry Benson gave the committee a brief history of UTA, our governance, how we are funded and how our priorities align.
- Meeting with Governor: UTA recently had a 45-minute meeting with Governor Herbert and several members of his cabinet and staff. It was a positive discussion, with topics ranging from the changes and reforms at UTA to how we can partner with UBER to help with the first/last mile connections. The governor was very interested in collaborating with UTA as we continue to

tell the positive story regarding how public transit cleans the air, reduces congestion and promotes economic development.

- Various legislative session information was imparted regarding several crucial issues that may have an impact on Utah Transit Authority. Progress/outcomes regarding these bills will be reported in further detail during the March 8th Stakeholder/Government Relations Committee meeting.

VIII. Federal Legislative Updates (Jayme Blakesley and Nichol Bourdeaux) –

- Information was imparted with the Stakeholder/Government Relations committee members. Updates regarding these issues will be discussed in further detail during the March 8th meeting.

IX. Liaison, Conference and External Committee Reports (Bret Millburn) –

- Trustee Necia Christensen reported that as part of the mission of the Utah Association of Special Districts (UASD) is to provide legislative input and advocacy. Necia stated the UASD encourages and welcomes the involvement of all districts in the legislative process. Their goal is to represent the interest of districts by informing legislators of their needs and interests, and by positively influencing the legislative process on behalf of districts and the citizens of the State of Utah.

X. Input for the Next Committee Meeting (Bret Millburn) –

- Safety First Message (David Goeres)
- Review of February 8th, 2017 Meeting Report (Bret Millburn)
- Policy Review
- State and Federal Legislative Updates: (Matt Sibul and Jayme Blakesley)
- Liaison, Conference and External Committee Reports (Bret Millburn and Jerry Benson) –
- Closed Session, if required, and action taken regarding matters discussed in Closed Session (Bret Millburn) -
- Input and Date for the Next Committee Meeting (Bret Millburn)
- Other Business (Bret Millburn)

XI. Meeting Adjourned -

- The Working Meeting of the Stakeholder/Government Relations Committee adjourned at 11:44 a.m.

XII. Next Meeting Date -

- The next meeting of the Stakeholders/Government Relations Committee will be held in the Golden Spike Board Room on Wednesday, March 8th, 2017, at FrontLines Headquarters located at 669 West 200 South, starting at 12:00 noon.

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UTAH TRANSIT AUTHORITY BOARD OF TRUSTEES
Agenda Item Coversheet

DATE:	June 14, 2017
AGENDA ITEM:	Benchmark Survey Report
CONTACT PERSON:	Andrea Packer, Communications Director
SUBJECT:	Benchmark/Annual Compliance Report
BACKGROUND:	<p>The Benchmark Survey Report, typically part of the Compliance Report on Customer & Public Feedback, is an annual survey conducted by the PR & Marketing Department.</p> <p>It is a statistically valid survey, conducted by a professional consultant, to the general public. It includes telephone and online surveys conducted throughout UTA's service area, and is designed to gauge the following:</p> <ul style="list-style-type: none"> • Overall public perception about UTA as an organization. • Public perception of UTA bus and rail services. • Perceived benefits of transit. • High-level indicators of why people ride and why people don't ride transit. • Broad indicators of potential motivators to ride. • Do people see ads/information about UTA, and where do they see them. • Where people see / look for information about UTA <p>The PR & Marketing Department uses the Benchmark Survey to help develop annual corporate advertising and marketing campaigns, and to assist with improving and providing effective information to riders and potential riders.</p>
ALTERNATIVES:	Information for discussion. No action needed.
PREFERRED ALTERNATIVE:	<ul style="list-style-type: none"> • Approve as presented • Revise/amend and approve • Return to Committee

STRATEGIC GOAL ALIGNMENT:	Customer Focus
LEGAL REVIEW:	This item has been reviewed by legal staff and found to have no obvious legal ramifications.
EXHIBITS:	<ul style="list-style-type: none">• Benchmark Survey Report 06-2017.ppt



Benchmark Survey Report

***Government & Stakeholder Relations
Committee***

*Presented by Andrea M. Packer
Communications Director
June 14, 2017*

Benchmark Survey

- Telephone and online survey
- 610 surveys, margin of error +/- 4.0 percent
 - Surveyed all four counties
 - Increased sample size four years ago
- Survey designed to guide marketing by assessing:
 - Overall public perception of UTA as an organization
 - Public perception of UTA bus and rail services
 - Perceived benefits and/or barriers to riding transit
 - High-level indicators of why people ride/don't ride
 - Broad indicators of potential motivators to ride
 - Where people see / look for information about UTA

Key Demographics

- 47% male, 53% female
- Age: 7% 18-24, 16% 25-34, 21% 35-44, 17% 45-54, 18% 55-64, 14% 65-74, 6% 75 and over
- Education:
 - 55% College or graduate/professional degree
 - 33% Some college or technical education
 - 10% High school graduate
 - 1% Some high school
- Employment Status:
 - 53% Employed full time or part time
 - 24% Other (self-employed, student, homemaker, etc.)
 - 20% Retired
 - 3% Unemployed

- “Using a 1-7 scale, how would you rate the overall quality of transportation along the Wasatch Front?”
4.83 (5.03 last year)
- “Considering the ways public transit has changed over the past several years, are you satisfied or dissatisfied with the direction public transit is going?”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
Very satisfied	26%	29%	28%
Somewhat satisfied	54%	52%	51%
Somewhat dissatisfied	14%	10%	12%
Very dissatisfied	4%	5%	5%
Don't know	2%	3%	3%

- “Overall, do you have a favorable or unfavorable impression of the Utah Transit Authority?”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
7 - Very favorable	17%	13%	14%
6 - Favorable	29%	26%	24%
5 - Somewhat favorable	28%	27%	30%
4 - Neutral	10%	16%	15%
3 - Somewhat unfavorable	7%	8%	8%
2 - Unfavorable	3%	6%	4%
1 - Very unfavorable	3%	3%	4%
Mean	5.15	4.89	4.93

- Worked hard to pro-actively communicate reforms in 2016.

- “Over the past six months, has your opinion of UTA become worse, stayed about the same, or improved?”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
Improved	19%	13%	11%
Stayed about the same	69%	73%	81%
Become worse	10%	12%	5%

- Significant reduction in “worse” opinions. Seeing movement to the middle.

- “Why is your opinion of UTA better today?”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
Expanding/more routes	21%	18%	18%
More coverage/accessible	8%	16%	19%
Extending FrontRunner	13%	9%	1%
New TRAX lines	8%	5%	4%
Better / improved service	22%	16%	19%
I use it / ride more often	6%	16%	12%
Trying to improve	6%	14%	12%

- Service-related items consistently score the highest.
- Changed to an open-ended question in 2015.

- “Why is your opinion of UTA worse today?”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
Safety/accidents	0%	1%	7%
Cutting routes	14%	5%	10%
Changing schedules	2%	3%	0%
Fare increases/cost	9%	9%	10%
Executive wages/salaries	45%	23%	13%
Scandal/corruption	10%	29%	10%
Financial management	10%	21%	13%
Poor use of tax dollars	10%	20%	10%
Bad publicity	9%	17%	3%

- Changed to an open-ended question in 2015.

- “UTA makes good use of public funds.”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
7 - Strongly agree	11%	8%	11%
6 - Agree	20%	15%	15%
5 - Somewhat agree	23%	25%	21%
4 - Neutral	18%	17%	19%
3 - Somewhat disagree	7%	10%	10%
2 - Disagree	4%	7%	7%
1 - Strongly disagree	8%	10%	7%
Mean	4.61	4.25	4.45

- Saw a bounce back after a drop in 2016.

- “UTA is responsive to the community it serves”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
7- Strongly agree	15%	13%	11%
6 - Agree	23%	20%	23%
5 - Somewhat agree	25%	27%	26%
4 - Neutral	11%	14%	16%
3 - Somewhat disagree	10%	12%	11%
2 - Disagree	6%	5%	7%
1 - Strongly disagree	4%	6%	4%
Mean	4.83	4.71	4.70

- “UTA is held accountable to the public.”

	<u>2016</u>	<u>2017</u>
7- Strongly agree	10%	12%
6 - Agree	15%	13%
5 - Somewhat agree	21%	21%
4 - Neutral	15%	15%
3 - Somewhat disagree	9%	10%
2 - Disagree	9%	10%
1 - Strongly disagree	15%	11%
Mean	4.13	4.21

- New question added last year to help address public trust and accountability.
- Saw slight increase in 2017.

- “I have a favorable impression of TRAX.”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
7- Very favorable	24%	24%	26%
6 - Favorable	32%	35%	27%
5 - Somewhat favorable	22%	22%	23%
4 - Neutral	10%	7%	12%
3 - Somewhat unfavorable	5%	5%	5%
2 - Unfavorable	3%	2%	4%
1 - Very unfavorable	2%	3%	2%
Mean	5.46	5.50	5.39

- Still very favorable, but seeing movement to the middle.

- “I have a favorable impression of buses.”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
7- Very favorable	8%	9%	9%
6 - Favorable	18%	17%	16%
5 - Somewhat favorable	24%	25%	22%
4 - Neutral	21%	19%	20%
3 - Somewhat unfavorable	13%	13%	15%
2 - Unfavorable	7%	6%	10%
1 - Very unfavorable	5%	6%	6%
Mean	4.45	4.62	4.31

- “I have a favorable impression of FrontRunner.”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
7- Very favorable	26%	26%	23%
6 - Favorable	31%	30%	31%
5 - Somewhat favorable	18%	19%	20%
4 - Neutral	10%	9%	10%
3 - Somewhat unfavorable	4%	4%	5%
2 - Unfavorable	2%	2%	1%
1 - Very unfavorable	1%	2%	2%
Mean	5.57	5.74	5.47

- “Do you typically have a car or other mode of transportation available for your transportation needs?”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
Yes	94%	93%	95%
No	5%	6%	5%
Don't know	1%	1%	0%

- Are you aware of UTA services near your home or work?

	<u>2015</u>	<u>2016</u>	<u>2017</u>
Bus	78%	75%	78%
TRAX	39%	37%	40%
FrontRunner	39%	33%	38%
Streetcar	4%	3%	6%

- “Thinking about your own use of UTA buses, you...”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
Never used	25%	28%	20%
Not used in past year	51%	45%	53%
Have used in past year	16%	18%	19%
Use weekly	7%	8%	7%

- “Thinking about your own use of TRAX, you...”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
Never used	23%	17%	15%
Not used in past year	30%	28%	34%
Have used in past year	39%	48%	44%
Use weekly	6%	7%	6%

- “Thinking about your own use of FrontRunner, you...”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
Never used	61%	50%	48%
Not used in past year	13%	16%	22%
Have used in past year	23%	30%	26%
Use weekly	2%	4%	3%

- Changes in 2017 correlate with information about gas prices and ridership trends.
- Still, notable percentages of the public have used UTA services, especially rail, even if they don't ride regularly.

- “What are the reasons you do not use UTA?”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
• Doesn't go where needed	13%	13%	24%
• Fares / too expensive	9%	7%	0%
• Slow / reliability / transfers	39%	39%	n/a
• Prefer to drive	37%	26%	54%

- In 2015 and 2016 the question was open-ended. Changed in 2017, answers correlated.

- “Would each of the following make you more inclined to ride transit?” (*mean score on 1-7 scale*)

	<u>2015</u>	<u>2016</u>	<u>2017</u>
• Higher gas prices	4.54	4.43	4.06
• Poor air quality days	4.26	4.49	4.25
• More coverage/routes	5.35	5.21	5.19
• More frequency	5.22	5.13	5.04
• More evening service/routes	n/a	4.74	4.56
• Traffic/congestion	4.92	5.05	4.83
• Cost/availability of parking	4.78	4.80	4.59
• Amenities at stops/stations	n/a	n/a	3.99



- “In the past six months, have you seen or heard any messages or advertisements about UTA”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
Yes	60%	60%	54%
No	40%	40%	46%

- “Where do you typically see or hear messages about UTA?” (open-ended)

	<u>2015</u>	<u>2016</u>	<u>2017</u>
Television	63%	54%	53%
Radio	22%	23%	21%
Print / Newspaper	15%	8%	6%
Billboard	6%	9%	9%
Online / Internet	8%	5%	7%
UTA vehicles/stations	12%	14%	18%
News – general	8%	9%	5%

- “Have you seen or heard:

	<u>2015</u>	<u>2016</u>	<u>2017</u>
Ads about rail safety	54%	28%	30%
Ads about fare promotions	n/a	18%	12%
Ads about riding UTA	80%	46%	49%
Ads about new service	n/a	14%	11%

- Changes, such as “new service”, reflect more targeted marketing tactics used, such as direct mail (Prop 1) and geo-targeted mobile.
- Trade-offs between traditional mass media, which impacts overall public awareness, and more targeted new media.
- The highest number of people report seeing/hearing ads on TV and radio.

- “In the past 12 months, have you used the following for information about riding UTA?”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
• UTA website	45%	50%	51%
• UTA Customer Service	13%	11%	9%
• Bus stops/train platforms	37%	39%	42%
• Printed schedules	31%	30%	27%
• Mobile device/app	27%	17%	21%

- “If you wanted information, where would you look?”

	<u>2015</u>	<u>2016</u>	<u>2017</u>
• UTA website	83%	79%	87%
• UTA Customer Service	20%	8%	15%
• Bus stops/train platforms	20%	5%	21%
• Printed schedules	29%	8%	20%
• Mobile device/app	34%	8%	25%