



Working Meeting of the
Stakeholder Relations Committee
Wednesday, February 11th, 2015
10:00 a.m. – 11:10 a.m.
Report

Present:	Trustee Justin Allen, Acting Chair	Bob Biles	David Kallas
	Trustee H. David Burton, Board Chair	David Goeres	Lynze Lenio
	Trustee Dannie McConkie	Andrea Packer	Alan Maughan
	Trustee Troy Walker	Matt Sibul	Erika Shubin
	Trustee Michael Romero	Lisa Bohman	Rebecca Cruz
	Trustee Jeff Hawker	Mary de Loretto	Cathie Griffiths
	Michael Allegra	Ruth Hawe	EiLeen Billings
	Jerry Benson		
 Excused:	Trustee Robert Hunter		
 Guests:	Jason Lee, Deseret News		

I. Please Note: Trustee Robert Hunter previously designated Trustee Justin Allen as Acting Stakeholder Relations Committee Chair for today’s meeting. Trustee Justin Allen designated Board Chair H. David Burton and Trustee Jeff Hawker as voting member. At 10:02 a.m. a quorum was present. At 10:20 a.m., Trustee Troy Walker joined the Committee meeting.

II. February 2015 Safety Motto: Why do we Work Safe? Be Safe for the Ones that Love You. “Know Safety - No Accidents” (Dave Goeres)

Board Policy Review:

III. Board Ends Policy 1.4.1.a: Property – Acquisition (Justin Allen):

- To achieve the Utah Transit Authority’s vision to provide quality transportation services, the Authority acquires real property within the district as permitted within reason and budgetary constraints.
- Acquisition of real property that is now needed or that may be needed in the future for the provision of transit (“Transit Property”) within the Authority’s district is a priority of the Authority.
- Acquisition of real property that is not currently needed for transit use but that will support transit development within the Authority’s District (“Transit Supportive Development”) is another priority of the Authority. This may include property acquired (a) to enhance transit use; (b) To improve the quality of service provided to the Authority’s riders; (c) To generate revenue for the purpose of supporting public transit by selling, trading or leasing the Authority’s real property assets.
- Trustee Michael Romero moved to approve Board Ends Policy 1.4.1.a. as currently written.
- Trustee Jeff Hawker seconded the motion, motion passed unanimously.

IV. Board Ends Policy 1.4.1.b. Property – Encumbrance (Justin Allen):

- To achieve the Utah Transit Authority’s vision to provide quality transportation services, the Authority discourages any encumbrance on, across or along railroad right-of-way property if such encumbrance would tend to limit, proscribe or interfere with the present or future uses of the railroad right-of-way property by the Authority in a safe manner for transportation purposes.
- Trustee Dannie McConkie moved to approve Board Ends Policy 1.4.1.b as currently written.
- Trustee Michael Romero seconded the motion, motion passed unanimously.

V. Board Ends Policy 1.3.4 – Quality Transportation Services (Justin Allen) -

- Utah Transit Authority provides high quality, **convenient** transportation services and facilities; including fixed route bus, light rail, regional commuter rail, van pools, paratransit, ridesharing, **streetcar, bus rapid transit**, bicycle and pedestrian transportation accessibility. By following best management practices, UTA delivers transportation services that:
 - ~~1. Enable increased social interactions among citizens~~
 1. Provide environmental benefits to the region and its communities
 2. Are safe and efficient
 3. Address the needs of the region’s persons with disabilities
 4. **Facilitate basic mobility transportation solutions and access for citizens along the Wasatch Front.**
- *Please Note:* This policy was reviewed during the January 14th, 2015 Stakeholder Relations Committee. For verification that this policy is in alignment with UTA’s Mission Statement and Vision, it was the decision of the Committee to bring it back for further discussion during the February 11th, 2015 meeting. As requested, Andrea Packer provided a copy of UTA’s Mission and Vision statements.
- Trustee Troy Walker moved to forward Board Ends Policy 1.3.4, with the revisions stated above, to the Executive Committee for recommendation to forward to the full Board for approval.
- Trustee Michael Romero seconded the motion, motion passed unanimously.

VI. Executive Limitations Policy 2.2.2 – Property (Justin Allen and Mary de Loretto) -

- Acquisition, disposition or encumbrance of real property shall not deviate materially from the Board’s Ends policies. In addition, the ~~General Manager~~ **President/CEO** shall not:
 1. Fail to obtain Board approval prior to acquiring, disposing of or encumbering real property in excess of ~~\$250,000~~ **\$500,000**.
 4. Remove the wording of ~~General Manager~~ and replace it with **President/CEO** in item 4 of this policy.
 8. Fail to cooperate with city, county, service district and utility requests for future grade crossings and other incidental uses of the Authority’s right-of-way to the maximum extent possible consistent with the Master Interlocal Agreement Regarding Fixed Guideway Systems Located Within Railroad Corridors, applicable federal and State requirements and initiatives, and the Authority’s contractual commitment with ~~the Union Pacific Railroad~~ **private and/or other railroads.**
- Mary DeLoretto stated that increasing the \$250,000 to \$500,000 will make this policy more consistent with FTA requirements.
- Trustee Troy Walker moved to forward Executive Limitations Policy 2.2.2 – Property, with the revisions stated above, to the Executive Committee for recommendation to forward to the full Board for approval.
- Trustee Michael Romero seconded the motion, motion passed unanimously.

VII. Board Executive Relationship Policy 3.1.1 - Linkage among the Board, the Authority, and its Personnel (Justin Allen and Lisa Bohman)

- The Board's sole official connection to the operations organization, its achievements, and conduct will be through the ~~General Manager~~ **President/CEO** or designee, except individual Board Members will have direct access to:
 1. The General Counsel for information regarding legal matters pertaining to the Authority..
 2. The Secretary for information regarding the Authority's corporate records.
 3. The Treasurer for information regarding the financial condition of the Authority.
 4. The Comptroller for information regarding the accounting, books, and financial records of the Authority.
 5. The Internal Auditor for submission of written reports specifically requested by the Board or by a Board Committee explicitly authorized to request evaluations, opinions and/or data.
 6. Notwithstanding the foregoing, if any Officer of the Authority, as defined in Utah Code Annotated 17B-2a-810, is absent, the Officer may designate, in writing, on a temporary basis, another employee of the Authority to serve on his behalf and perform the duties and functions of the Officer specified in Utah Code Annotated §17B-2a-801 et seq. other corporate policy of the Authority.
- Lisa Bohman stated that the Legal Department recommended that the language in item #6 be added to this policy to allow signing authority if UTA's President/CEO is unavailable. By allowing this, UTA's day-to-day business can move forward without unnecessary delay.
- Trustee Michael Romero moved to forward Board Executive Relations Policy 3.1.1, with the revisions stated above, to the Executive Committee for recommendation to forward to the full Board for approval.
- Trustee Troy Walker seconded the motion, motion passed unanimously.

VIII. January 2015 Social Media Update (Lynze Lenio) -

- During January, UTA focused on:
 1. Promoting our "Drive Less, Do More" Ad Campaign. Riders were asked the following questions: What do you accomplish during your UTA commute? How does UTA help you do more while driving less? We want to hear what you accomplish during your commute.
 - a. Some riders responded by saying they have much more opportunity to read.
 - b. Some riders stated they only have one vehicle and do not want to buy a second one.
 - c. By riding transit they save both money and time. Transit gets them home safely and in less time than driving. This allows for more valuable family time.
 - d. Riders responding to this request were given the opportunity to receive a \$75 Amazon gift card.
 2. Informing riders about new amenities on FrontRunner, You Asked, We Listened! Each FrontRunner train now has at least two public restrooms. Most trains will have three public restrooms, one on each bi-level Bombardier car.
 3. Celebrating the results of UTA's outreach efforts:
 - a. UTA has been chosen to host several prestigious transit conferences this year, including the 2015 American Public Transportation Association (APTA) Rail Conference and International Rail Rodeo. These conferences will showcase our public transit system and add millions of dollars into our local economy.
 - b. UTA's outreach efforts are also paying off in federal funding and new technology.
 4. Smart Financing: UTA saves taxpayer funds through Historic Bond Refinancing. UTA President/CEO Michael Allegra talks about how UTA will save taxpayers \$77 million through bond refinancing. Mr. Allegra stated that, "One of the most important, ongoing

goals of UTA is the wise use of taxpayer funds. As a result, UTA management and staff are constantly looking for creative ways to save money and resources. Recently, the agency made a move to save more than \$77 million over the next 24 years, adjusted for inflation, through its largest-ever bond refunding.”

5. Gathering Feedback on UTA Projects: UTA is conducting an onboard survey to gather feedback on current fare policies and potential changes.
- January Twitter Follower Growth:
 1. During January, UTA saw an increase of 599 followers for a total of 13,672.
 - Most Popular Twitter Links for January:
 1. January 29th – Health Department gives away FarePay Cards (97clicks).
 2. January 15th – Distance-based fare survey (87 clicks).
 3. January 6th, - Website redesign (78 clicks).
 4. January 20th – Gathering feedback n bicycle lanes (63 clicks).
 5. January 21st – Additional bathrooms on FrontRunner (61 clicks)..
 - Facebook Growth: UTA gained 73 new Facebook followers, for a total of 9,165.
 - Top Five (5) Facebook Posts:
 1. January 16th – Last call for “Drive Less, Do More” submissions (8.1K reached, 51 likes, comments or shares).
 2. January 14th – Second call for “Drive Less, Do More” submissions (7.52K reached, 124 likes, comments or shares).
 3. January 9th – Air quality alert (5.1K reached, 217 likes, comments or shares).
 4. January 12th – First call for “Drive Less, Do More” submissions (4.3K reached, 168 likes, comments or shares).
 5. January 21st – Additional bathrooms on FrontRunner (2K reached, 84 likes, comments or shares).
 - Future highlights for February will include:
 1. UTA’s ridership has doubled over the last 15 years.
 2. Featuring bus operator who has received the most accommodations.
 3. Safety highlights.

IX. Liaison, Conference and External Committee Reports (Justin Allen and Michael Allegra) –

- Utah Transportation Coalition Rally: Andrea Packer that Partners of the Utah Transportation Coalition have organized a rally for Wednesday, February 25 at 9:45 a.m., on the south steps of the State Capital, to show united support of the Legislature taking action this session to address our state’s comprehensive transportation needs. Utah Association of Counties (UAC) has been an active supporter of this movement that impacts all counties, cities and numerous public/private companies and organizations across the state – UTA joins in encouraging all county officials to attend and help us send a clear message of encouragement to Utah’s State Legislature. Funding transportation in Utah communities is key to keeping roads, sidewalks, paths, and trails maintained. It will also impact economic development, air quality, and personal health. If we invest in one need, transportation, improvements will be seen in four fundamental areas that affect our quality of life.
- Utah League of Cities and Towns Transportation Funding Proposal - The following options were considered:
 1. Quarter cent local option sales tax for cities/towns dedicated to transportation. This would be imposed by city/town councils within two years. It would be distributed via the current 50/50 formula (population/point of sale).

2. Expand definition of “transportation” to include: (a) Roads (Operations and Maintenance, construction, etc.), (b) Sidewalks/pedestrian infrastructure/trails/bicycle paths, (c) Transit/connectivity.
 3. Cities/towns partner with county/transit district to address regional needs.
 4. Motor fuel tax to be determined.
- Legislative Coalition for People with Disabilities: Trustee Michael Romero reported that he attended the Legislative Coalition for People with Disabilities reception on Thursday, February 5th, 2015. Attendees from UTA were well received. The Coalition wants the Legislature to allocate more funding to UTA for transit services.
 - Executive Outreach: 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 were individually 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. It is expected that this effort promoted a better understanding of the transit interests and concerns of each city and county in UTA’s service area. Members of the Board were also invited to attend these outreach meetings.
 - Air Quality Campaign: Michael Allegra reported that Salt Lake County Mayor McAdams is partnering with UCAIR to promote better air quality. Mayor McAdams is promoting several issues such as improving transit access, providing more active transportation choices, reducing particulates produced by wood-burning fireplaces and stoves, and reducing emission produced by person vehicles.
 - Bus Rapid Transit Grant: Michael Allegra reported that President Obama’s proposed 2016 budget has been released and the Provo-Orem BRT project has been awarded a Small-Starts Grant of \$71 million.
 - Joint Policy Advisory Committee (JPAC) Chair: Michael Allegra reported that for the first time JPAC has nominated a UTA staff member as Chair this advisory Committee. The Wasatch Front Regional Council (WFRC) and the Mountainland Association of Governments (MAG) established the Joint Policy Advisory Committee (JPAC) in 2002 in cooperation with the Utah Department of Transportation (UDOT) and the Utah Transit Authority (UTA). The initial purpose of JPAC was to ensure that long range transportation plans and short range programs of the WFRC and of MAG were consistent across the Salt Lake County/ Utah County boundary. JPAC also worked to develop common criteria for evaluating highway and transit projects, a prioritized list of transportation improvements for the two regions, and funding strategies to implement these priorities. Over the years the role of JPAC has been expanded to serve as a forum for discussion of all transportation planning and programming issues that are impacting the both the urban and rural and urban areas of Utah. Michael Allegra announced that Matt Sibul, UTA’s Chief Planning Officer, has recently been nominated to Chair JPAC. Utah is the only state with this type of committee.
 - Joint UDOT/UTA Meeting: Trustee Dannie McConkie reminded the Committee that 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.

- FY 2015 Transit CEOs Seminar: Michael Allegra reported that he recently attended the APTA Transit CEOs Seminar. This unique leadership forum offers opportunities to exchange ideas with colleagues and learn from other industry leaders. The Seminar focuses on forward thinking and leadership topics relevant to your vision for overseeing your organization. Leadership and management are your areas of expertise. Meeting topics include working with your board, labor relations, workforce development, negotiating your next employment contract, overhauling services, security, safety, increasing farebox recovery, new vehicle maintenance program, transit oriented development communities, and transit's substantial economic contributions, etc.
- 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 and will report back 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.

X. Approval of the January 14th, 2015 Stakeholder Relations Committee Meeting Report (Justin Allen) -

- Trustee Troy Walker moved to approve the January 14th, 2015, Stakeholder Relations Committee report, as written.
- Trustee Dannie McConkie seconded the motion, motion passed unanimously.

XI. Input for March 11th, 2015 Stakeholder Relations Committee Meeting Agenda (Justin Allen)-

- Safety First Messages (David Goeres).
- Approval of the February 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 April 8th, 2015 Committee Meeting Agenda Items (Robert Hunter).-
- Closed Session, if required (Robert Hunter) -
- Other Business (Robert Hunter).

XII. Meeting Adjourned -

- At 11:10 a.m. Trustee Troy Walker moved to adjourn the February 11th, 2015, Stakeholder Relations Committee meeting.
- Trustee Michael Romero seconded the motion, meeting adjourned.

XIII Next Meeting Date -

- The next meeting of the Stakeholders Relations Committee will be held on Wednesday, March 11th, 2015, at FrontLines Headquarters located at 669 West 200 South, starting at 10:00 a.m.

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