

Working Meeting of the
PLANNING & DEVELOPMENT COMMITTEE
Of the Board of Trustees of the Utah Transit Authority
Meeting Minutes
September 9, 2015

Meeting Attendees:

Board Members:

Trustee Charles Henderson, Chair
Trustee Keith Bartholomew
Trustee Necia Christensen
Trustee Sheldon Killpack
Trustee Larry Ellertson

Staff Available for Comment:

Jerry Benson, Interim President/ CEO
Jayme Blakesley, General Counsel
Bob Biles, Vice-President/ Chief Financial Officer
Erika Shubin, Acting Chief Communication Officer
Steve Meyer, Chief Development Officer
Matt Sibul, Chief Planning Officer
Dave Goeres, Chief Safety and Security Officer
Clair Fiet, Chief Technology Officer
Isaac Clarke, Auditor
Grey Turner, Sr Program Mgr Eng Project Dev
Dave Kallas, Senior Advisor to the GM
Brad Armstrong, Manager, Financial Plan-Analysis
Stan DeJong, Manager, Financial Plan-Grants Dev
G.J. LaBonty, Mgr-Long Range Strategic Planning
Hal Johnson, Mgr, Project Dev-Systems Plan
Christopher Chesnut, Manager of Service Planning
Kim Ulibarri, Manager Labor-Performance Improvement
Remy Barron, Sr Media Relations Specialist
Cathie Griffiths, Assistant to President-CEO
Rebecca Cruz, Board of Trustees Administrator
Tory Lyons, Planning Intern
Guests: Lisa Zundel, UDOT

Meeting Report by: Jana Evans, Office Administrator

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Welcome

Trustee Christensen welcomed committee members and guests and called the meeting of the Planning and Development Committee to order at 2:34 p.m. Trustee Christensen deputized Board Members in attendance with voting rights. Trustee Henderson arrived at 2:45 p.m.

- **Safety First Minute:** Dave Goeres, Chief Safety Officer, presented the August safety poster, “Lighten the Load; Make More Trips”. He also shared the UDOT Monday safety message “Turn signals, the original instant message”.
- **Action Items:**
 - a. **Approve August 12, 2015 Meeting Report** **Charles Henderson**
Trustee Bartholomew made the motion that the May 13, 2015 meeting minutes be accepted as written.
Trustee Ellertson seconded the motion and it passed unanimously.
 - b. **Update to 5-year plan, review of credo, mission, vision and other ends policies, development and service plans as part of the budget process BL, Ends 1.1.1.1.2.1.3.4, 1/2/3; EL 2.2.1 and 2.2.3**
Matt Sibul
- Matt Sibul, Chief Planning Officer, introduced this item as an information item, not an action item.

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- This will be covered later as part of the Board Goals agenda item. This was covered at the recent retreat.
- Mr. Sibul also stated that staff needs to clean up the ends policies before they are brought back to the Board.

- **Closed Session Items: No Closed Session this month**
 - a. Strategy Session to Discuss the Purchase, Exchange or Lease of Real Property when Public Discussion would Prevent the Public Body from Completing the Transaction on the Best Possible Terms.
 - b. Strategy Session to Discuss the Character, Professional Competence, or Physical or Mental Health of an Individual.
 - c. Strategy Session to Discuss On-going and/or Potential Litigation.
 - d. Strategy Sessions to Discuss Collective Bargaining

- **Action Taken Regarding Matters Discussed in Closed Session**

- **Information Items:**
 - a. **Wasatch Front Central Corridor Study** **GJ LaBonty/ Lisa Zundel**
 - GJ LaBonty introduced the Wasatch Front Central Corridor Study and its project manager, Lisa Zundel, UDOT.
 - Ms. Zundel outlined the partners that are contributing funds, as well as the TIGER grant that has been received for this project.
 - The area of focus from Davis County, to Redwood Road south was shown by map.
 - The strategies being evaluated by the study were outlined and described as nothing being off the table, every option open for examination.
 - The time line was shown and briefly discussed.
 - The goals discussed by the project team including improved safety, improved air quality, increased throughput within the corridor, increased regional accessibility to jobs and education (Particularly for economically disadvantaged populations), reduce direct household transportation costs, and improved travel time reliability were briefly delineated.
 - The pre-existing UDOT projects reviewed by the team for possible conflicts with projects that may be recommended by this study were described as Managed Motorways, General Purpose Lane on I-15 at the I-215 Interchange, and a Sandy Collector-Distributor System from 9000 South to 10000 South.
 - Committee member questions were answered regarding the study goals and the UDOT projects reviewed.
 - Ms. Zundel stated that the project is geared to look at travel as a whole, both transit and transportation with a study horizon of 2050.
 - The study schedule was reviewed with the project goals now set. The next goal is looking at long-term solutions for the next thirty-five years, with an ultimate goal for presenting a preferred long-term investment package to stakeholders and other interested parties.
 - Committee members discussed specifics of the project.

 - b. **Board Goal Discussion** **Matt Sibul/ GJ LaBonty**
 - Mr. Sibul introduced the board goal schedule. He went on to recap the recent annual UTA Board retreat held on June 26, 2015. This is a high-level summary of the results of the discussions that were held by the Board of Trustees. The day was divided into two sessions, a morning session and an afternoon session. The morning session consisted of a roundtable and panel discussion with regional stakeholders, including locally elected officials. The afternoon session was set aside for Board members only to

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interact among themselves and the UTA Executive staff, in direction and development of 2016 strategic goals for the Authority.

- Themes that were developed during morning sessions with stakeholders were used to develop some suggested board goals.
- Discussion points from the various breakout tables were outlined with the consistent themes accentuated as follows:
 - a. Utah County Issues/Themes:
 1. Balancing investments with ridership
 2. Balancing density (look for infill opportunities)
 3. Provo/Orem BRT unique fare policy
 4. Transit Utilization may be improved with more span and frequency
 5. First/Last Mile Solutions are important
 - b. Southern Salt Lake County Issues/Themes:
 1. Adjust service to shifting to locations in the valley (also acknowledge shift work).
 2. Southwestern Cities – “what’s in it for them?”
 3. Sandy Circulator is important for Last Mile Solution.
 4. Build “Good” Density
 5. More local funding is needed (sales tax).
 - c. Northern Salt Lake County Issues/Themes:
 1. Coordinate with Local Road Authorities.
 2. Policy Incentives can Support Good Planning.
 3. Can Local Funding come from sources other than taxpayers.
 4. Branded Service (i.e. circulators) is a good First/Last Mile solution.
 - d. Davis County Issues/Themes:
 1. Corridor preservation/funding key to future capital projects.
 2. Address growth issues, specifically with respect to geography (i.e. West Davis County).
 3. Support FrontRunner with better bus service.
 - e. Tooele/Weber/Box Elder County Issues/Themes:
 1. Acknowledge/design for new generation of riders.
 2. Mobility is important.
 3. Technology is important.
 4. Trails/bicycle paths are important.
- Summary of the general themes from the morning session broken down by number of comments:
 - a. Focus on First Mile/Last Mile Solutions
 - b. Address changing geographic markets, including job locations.
 - c. Encourage more/better density and transit oriented development.
 - d. More bus service – coverage, span and frequency.
 - e. Look at different funding sources.
 - f. Address needs/desires of new demographic markets (i.e., millennials, baby boomers, etc.)
- Core Goals were identified as: Improve Public Trust and Accountability; Increase Ridership; Minimize Investment Per Rider (IPR); and Aggressively pursue grants and other discretionary funds.
- The new added goal of Improve Public Trust and Accountability was discussed in further detail. Mr. Sibul stated that staff had considered revisiting the benchmark survey, adding to the members of the public that are included as UTA’s constituency that it is presented to and changing the questions a little to focus on service more specifically.
- It was suggested that elected officials replace ‘local elected officials’ in the benchmark survey, in order to expand to statewide elected officials.

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- Discussion took place on how the survey would be used to change public opinion and increase public trust. Jerry Benson, Acting President/ CEO, agreed that the survey is not the goal, the goal is creating a culture of public trust much like UTA created a culture of safety a few years ago.
- Trustee Killpack pointed out that UTA is an economic driver and there are times when the future development inconveniences today's end user in order to better serve the future and UTA needs to educate to that end.
- Trustee Bartholomew, questioned the survey responses. Erika Shubin, Manager – PR & Marketing, answered that the questions are intentionally consistent to allow for comparison year-to-year of the answers.
- The objectives, measurements and example strategies to achieve each goal were shown.
- The potential goals were further reviewed.
- The strategic goals were shown in the same way: TOD: thinking beyond UTA Property, Leverage Technology in Fares and, First Mile/ Last Mile were identified by objective, measure, and example strategies for accomplishment.
- Committee member questions were answered and comments taken.
- The Core Goal of Ridership was further delineated included a number of factors identified as affecting ridership. Six factors came up as most affecting ridership: gasoline price, population, employment, centerline track miles, fare price, revenue miles per 1,000 population.
- Given the output of the model a prediction of what ridership would be if no changes were made to existing service, was a projected growth rate of 1.5% - 2% in 2016.
- The preliminary positive reports from August change day were briefly discussed.
- Trustee Bartholomew suggested that adaptive responses could be developed for the significant factors affecting ridership that are outside of UTA control.
- This committee should make a recommendation to the full board on goals next month according to the budget schedule.

c. 2016 Budget Update/ Assumptions

Bob Biles/ Brad Armstrong

- Brad Armstrong introduced today's discussion as a macro economic forecast of the national picture.
- The national and local Utah economy both look very positive in terms of unemployment, taxable sales and personal income projections.
- The diesel price history and cost projections are also looking very positive.
- Sales tax revenue sources top ten for UTA has remained pretty close to the previous year. These sales tax growth rates were further examined by line item.
- The budget assumptions expense for wages and benefits were shown. The fuel budget assumption was shown as proposed \$3.00 per gallon. The electric utilities assumption was also shown.
- Assumptions projections for operating revenue, operating expense, capital revenue, capital expense, debt service, and operating budget were shown and briefly described.
- The next steps for the budget is the tentative budget to the Board in October, beginning the 30-day public comment period.

d. Local Option Update

Dave Kallas

- Dave Kallas, Senior Advisor to the GM, updated the committee on the status of the local option referendum. Seventeen counties are on board and it will be identified as Proposition 1 in all counties. The language is essentially the same in all counties.
- Staff is out providing educational information to groups upon their request and has provided a website answering the question of what UTA would do with the funds if the referendum is approved by voters.

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- Trustee Bartholomew stressed that the public needs to be able to see the comments from each other on the website. It was confirmed that they can see all ideas and ‘like’ or ‘comment’ as they wish.

e. Liaison, Conference and External Committee Reports **Charles Henderson/ Jerry Benson**
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6. Input for October Committee Meeting Agenda **Charles Henderson**
a. Approval of September 9, 2015 Meeting Minutes Charles Henderson
b. APTA Update
c. TOD Update Paul Drake/ Steve Meyer
d. Adding a car to FrontRunner Trains Assessment
e. Provo / Orem BRT Update Grey Turner
f. Liaison, Conference and External Committee Reports Charles Henderson

7. Update Handouts **Charles Henderson**

8. Other Business **Charles Henderson**
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9. Adjourn **Charles Henderson**
The meeting was adjourned absent a quorum at 4:38 p.m.
