U T A

Working Meeting of the
Stakeholder Relations Committee
Wednesday, November 4th, 2015
1:04 p.m. – 1:50 p.m.
Report

Present:	Trustee Troy Walker, Acting Chair	Andrea Packer	David Goeres
	H. David Burton, Board Chair	Matt Sibul	Steve Allnatt
	Trustee Dannie McConkie	Brad Armstrong	Remi Baron
	Trustee Michael Romero	Cherryl Beveridge	Chris Chesnut
	Trustee Robert McKinley	Isaac Clarke	Cathie Griffiths
	Jerry Benson	David Kallas	Nancy Malecker
	Bob Biles	Lynze Lenio	Rebecca Cruz
	Jayme Blakesley	Erika Shubin	EiLeen Billings

Guests:	Kimberly Barton, Employers Council
	Lee Davidson, Salt Lake Tribune

Excused:	Trustee Justin Allen, Chair

I. At 1:04 p.m. Acting Committee Chair, Trustee Troy Walker, declared the Stakeholder Relations meeting was in session, a quorum was present.

II. October 2015 Safety First Message: "Working Safely May Get Olds, But So Do Those Who Practice It" (David Goeres) –

Action Items:

III. Approve October 14th, 2015, Stakeholder Relations Committee Meeting Report (Justin Allen)-
- Trustee Dannie McConkie moved to approve the October 13th, 2015, Stakeholder Relations Committee report, as written.
- Trustee Troy Walker seconded the motion, motion passed unanimously.

IV. Annual Compliance Report Regarding Compensation and Benefits (Kimberly Barton and Nancy Malecker) –
- Employers Council Employers Council is a membership-based resource for regional employers. They support over 565 local member companies located in Utah and are part of a larger employers association with over 4,300 member companies located throughout the intermountain west.
- On October 1, 2015, Employers Council merged with Mountain States Employers Council, creating the nation's largest employers association.
- Their mission is to provide superior customer service and quick response while helping members in managing their human resources and developing their business. Employers Council offers a wide variety of HR and employment law services, training and information that provides:
  1. Sound advice on preventing problems and complying with employment law.
  2. Practical solutions that improve employee relations and resolve workplace challenges
  3. Accurate location and national compensation, benefits and labor market information.
  4. Valuable assistance on developing and applying personnel policies.

- UTA's Executive Limitation Policy 2.3.1 - Compensation and Benefits:
  1. Requires UTA to establish total compensation and benefits which represent market value for the skills employed within comparable industry labor markets made up of appropriate transit, government, and non-profit sectors. Comparisons may be expanded to include private industry when transit, government and non-profit sector information is not available or adequate.
- Cash Compensation Results (Cash UTA versus Market) – All Administrative Employees:
  1. Base Pay = 91% (9% below market rate)
  2. Variable Pay = 87% (13% below market rate)
  3. Total Cash Compensation = 89% (11% below market rate)
  4. UTA average market rate of pay/compensation is 85% (15% below market rate)
- All Administrative Employees – Benefits Results:
  1. Health and Welfare is within market norms
  2. Retirement is within market norms
  3. Paid Leave is below market norms
  4. Additional Benefits are within market norms.
- Summary:
  1. UTA's overall total compensation program is comparable to what is being provided by other organization in the "relevant" labor market.
  2. UTA has a well-designed, well-administered, market-based total compensation program for its administrative employees.
- Trustee Robert McKinley moved that the Stakeholder Relations Committee received the annual Compliance presentation regarding Compensation and Benefits and approved the report results.
- Trustee Dannie McConkie seconded the motion, motion passed unanimously.

Information Items:

V. Local Option Update (Matt Sibul) -
- The final results will not be available until November 17th, after all mail-in ballots have been counted. If a county is within a 1% range, a recount will be required.
- To date unofficially statewide, Proposition I pass in 10 of the 17 counties.
- Of the six counties that UTA serves:
  1. Weber passed: 57% for and 43% against
  2. David passed: 56% for and 44% against
  3. Tooele passed: 51% for and 49% against
  4. Box Elder failed: 38% for and 62% against
  5. Utah failed: 43% for and 57% against
  6. Salt Lake currently 49.1% for and 50.9% against (vote too close to call – over 22,000 ballots still need to be counted)
- Matt Sibul reported that UTA is excited that certain counties supported Proposition I. UTA has received beneficial feedback from the 1,300 online surveys.
- In the counties that passed Proposition I, UTA has baseline service plans. These plans may include ski service as part of the baseline. UTA will meet with county officials to finalize these plans.
- Residents will begin to see service changes during April 2016.
- UTA will not receive revenue from Proposition I until July of 2016.
- By August, UTA will implement a system re-design across the service area.
- Some of the service changes will not be realized for one to two years, i.e., purchase of new buses.

VI. October Social Media Report (Lynze Lenio and Andrea Packer) -
- What is Twitter:
  1. Twitter is a social network that allows users to read and send 140-character messages known as "Tweets".
  2. You can also follow topics or conversations using "hashtags".
  3. UTA uses Twitter to share information, answers questions and alerts riders to rail delays.
- Promoting Open Houses:
  1. UTA announced that there was just one more week to visit a UTA Open House and share their service feedback.
  2. UTA also announced that people could take the online survey at http://ow.ly/T2xTE
  3. UTA celebrated 10,000 Facebook followers on Social Media during October.
     a. Scavenger Hunt winners received a $20 FarePay card
- Ridership Growth: Data indicated that significantly more riders are taking advantage of recently enhanced bus, TRAX and S-Line services.
- FY 2016 Tentative Budget:
  1. On October 14th Lynze published on social media that UTA staff presented the Tentative 2016 Budget to the Board of Trustees. The proposed budget includes a recommendation to continue fare discounts for FarePay users, increase bus, rail and paratransit service and improve rider resources. UTA's Executive staff also announced that they would decline their performance incentive pay for 2016 and 2016 goal achievements and direct those resources to service and operations.
- Human Interest Story:
  1. A young boy riding the system lost his favorite stuffed bear and he was unable to sleep without it. An announcement went out asking riders if they had seen it. The bear was never found, however, staff was able to purchase this boy a new bear to sleep with.
- October Twitter Follower Growth: During October, UTA saw an increase of 308 followers for a total of 19,166.
- Most Popular Twitter Links for October:
  1. October 13th: First scavenger hunt clue (86 clicks).
  2. October 8th: Last open house reminder (66 clicks).
  3. October 12th: Scavenger hunt kickoff (61 clicks).
  4. October 28th: Tentative FY 2016 Budget approval (51 clicks).-
  5. October 15th: Extra service to University of Utah/Brigham Young University Games (32 clicks).
- Facebook Growth: During October, UTA gained 174 new Facebook followers, for a total of 10,086 followers.
- Top Five (5) Facebook Posts:
  1. October 5th: Promoted Open House (35.2K reached, 514 likes, comments or shares).
  2. October 1st: Jerry Benson's Commute (2.9K reached, 50 likes, comments or shares).
  3. October 8th: Early service to ESPN Game Day (2.8K reached, 47 likes, comments or shares).
  4. October 12th: Scavenger Hunt Kickoff (2.8K reached, 74 likes, comments or shares).
  5. October 19th: UTA Commercial (2.3K reached, 37 likes, comments or shares).

VII. Stakeholder Relations Dashboard for September (Andrea Packer) -
- Responsible Executive is Andrea Packer, Vice-President of Communications and Customer Focus.
- Board Goal: Develop, Track and Show Improvement with Three (3) Customer Satisfaction Indicators. Staff identified recommendations for three customer satisfaction indicators. They

were presented to the Planning and Development Committee and approved by the Board during April 2015. The three indicators are:

1. Net Promoter Score (NPS) and Satisfaction Survey: First conducted in 2013. This year approximately 76,000 surveys were conducted. This survey will be conducted annually going forward. The on-board customer survey includes all bus routes, TRAX and FrontRunner. Using the 2013 survey as a baseline, staff is conducting the survey this fall and (a) highlight areas of change/improvement and (b) identify current areas that can be addressed. A preliminary survey was tested in June with a small sampling of riders. Staff made final adjustments to the survey and it is currently out in the field.

2. Reliability: UTA has tracked on-time reliability for bus, rail and paratransit for years and has targets established for 2014. During August, staff began including a monthly dashboard report for the Board that tracks current reliability compared to the goals.

3. Real-Time information: This is a new measurement initiative for the agency. Staff is in the process of developing targets and implementing procedures to monitor the accuracy of real-time departure predictions on TRAX, to be completed by December 1st. Monitoring will begin and a report provided to the Board beginning in December 2015.

- Board Goal: Make a "Go/No-Go" decision on Distance-based Fare by October 31st, 2015. If this decision is "Go", launch in January 2016.

1. Process began last year to develop UTA's next phase of fare policy, with a focus on a distance-based fare structure. Phase 1 of the Fare Policy Analysis Project – completed in early 2015 – included the research phase. Activities included a review of existing research/studies, 60 stakeholder interviews, a telephone survey to the public, and an on-board/online survey of riders. This effort recently concluded with a series of six focus groups that tested four potential fare scenarios. UTA also initiated a distance-based fare beta test on October 2, 2014 on three bus routes in Utah County – that pilot program concluded in April. After analyzing all the research, staff presented to the Board in June. Based on the extensive input received, staff is revising the potential scenarios. Staff is also doing an analysis of the impacts of the scenarios on other operations/systems within the organization. The revised scenarios are scheduled to be completed shortly. Work also continues on the technology development required to support a distance-based fare structure. The BYU pilot provided valuable information about the technology, which staff is using to make performance improvements. In addition, a major technology update/release is scheduled for this month, to be followed by 3-6 months of required testing. Additional technology development may be required to support DBF, depending on the preferred scenarios that emerge.

2. **Action Item: The technical and marketing research has been completed. Staff will be communicating to the Board their recommendation regarding "Go/No-Go" for distance-based-fare by the end of December 2015.**

XIII. Community Transit Advisory Committee (CTAC) (Matt Sibul and Andrea Packer) -

- Starting last year, UTA staff has been working to cultivate a group of stakeholders to offer feedback on everything from fare policy to service design. To move this forward, a partnership was developed with the Communications/Marketing and Planning Departments.

- Goal: Develop an additional, regular and external source of information relative to UTA service and planning. This information would come from different audiences and perspectives.

- Strategy: Create a committee to meet on a regular basis to provide input on issues of importance to UTA customers and how the agency provides service.

1. Use the group as a sounding board in which specific questions would be asked.
2. Provide a forum for the group to raise issues.

- Recruitment: Cross-section of volunteers where recruited to join what came to be called the Community Transit Advisory Committee.
  1. Riders: UTA utilized its social media vehicles to recruit during the winter of2015 and 80 applicants expressed interest.
  2. Criteria:
     a. Regular Riders
     b. Occasional Riders
     c. Geographic Diversity
     d. Users of Different Transportation Modes
- UTA also reached out to businesses and business groups that rely on transit.
- UTA also reached out to advocacy groups and government entities;
- Final membership consisted of:
  1. Nine (9) riders
  2. Eight (8) business interest
  3. Seven (7) advocacy/government groups
- The group has met three times since April 23rd and is scheduled for a fourth meeting on November 19th. The discussions have been lively and no holds barred.
- The topics that have been discussed include:
  1. Overview of the UTA organization
  2. Overview of the UTA Planning Process
  3. Fare Analysis Project
  4. Desired CEO attributes
  5. On November 19th a discussion will take place regarding Light Rail Operations overview.

IX. Input for December 2nd, 2015 Stakeholder Relations Committee Meeting Agenda (Justin Allen)-
- Safety First Messages (David Goeres).
- Approval of the November 4th, 2015 Stakeholder Relations Committee Report
- Policy Review and Discussion
- Local Option Update (David Kallas)
- Social Media Update (Lynze Lenio and Andrea Packer).
- Liaison, Conference and External Committee Reports (Michael Allegra and Committee)
- Input for January 2016 Committee Meeting Agenda Items
- Closed Session, if required-
- Other Business

X. Meeting Adjourned -
- At 1:50 p.m. Trustee Dannie McConkie moved to adjourn the Stakeholder Relations Committee meeting.
- Trustee Michael Romero seconded the motion, meeting adjourned.

XI. Next Meeting Date -
- The next meeting of the Stakeholders Relations Committee will be held on Wednesday, December 2nd, 2015, at FrontLines Headquarters located at 669 West 200 South, starting at 1:00 p.m.

Report Transcribed by: EiLeen Billings, Executive Assistant
Email: ebillings@rideuta.com
Office: (801) 287-3209   Cell: (801) 230-3428