



Working Meeting of the
Stakeholder Relations Committee
Wednesday, September 9th, 2015
1:00 p.m. – 1:50 p.m.
Report

Present:	Trustee Justin Allen, Chair	David Goeres	Remi Baron
	H. David Burton, Board Chair	Steve Meyer	Chris Chestnut
	Trustee Michael Romero	Matt Sibul	G.J. LaBonty
	Trustee Troy Walker	Clair Fiet	Jennifer McGrath
	Trustee Larry Ellertson	Isaac Clarke	Chad Saley
	Jerry Benson	David Kallas	Rebecca Cruz
	Bob Biles	Lynze Lenio	EiLeen Billings
	Jayne Blakesley	Erika Shubin	
Excused:	Trustee Dannie McConkie	Andrea Packer	
Guest:	Mariah Nobel, Salt Lake Tribune		

I. Please Note: Committee Chair Justin Allen designated Trustee Larry Ellertson as voting members of today's Stakeholder Relations Committee. At 1:02 p.m. a quorum was present.

II. September 2015 Safety Motto: "Lighten the Load, Make More Trips!" (David Goeres) -

- According to the United States Department of Labor, back injuries are the nation's #1 workplace safety problem.
 1. More than one million workers suffer back injuries each year.
 2. Back injuries account for one of every five workplace injuries or illnesses.
 3. One-fourth of all compensation indemnity claims involve back injuries, costing industry billions of dollars on top of the pain and suffering borne by employees.
- What can you do?
 1. Stay at a healthy weight.
 2. Exercise regularly.
 3. Lift with your legs, not your back.
 4. Lighten the load, make more trips.

III. UDOT's Monday Safety Message Campaign (David Goeres) -

- The Utah Department of Transportation launched a safety message campaign earlier this summer called "Message Mondays". Each Monday a different slogan is shared on about half of the 160 variable message signs around the state's highways...Examples include:
 1. "Steering Wheel: Not a Hands Free Device"
 2. "It's Not a Race, Leave Some Space"
 3. "That Seat Belt Looks Good On You"
 4. "Turn Signals, the Original Instant Message"
- Meanwhile, Keep Calm, Drive On and Have a Safe Day!

Action Items:

IV. Approve May 13th, 2015 Stakeholder Relations Committee Meeting Report (Justin Allen) -

- Trustee Troy Walker moved to approve the May 13th, 2015, Stakeholder Relations Committee report, as written.
- Trustee Michael Romero seconded the motion, motion passed unanimously.

Information Items:

V. Local Option Update (David Kallas) -

- The Board of Trustees recently drafted and approved a Resolution outlining the intended use of funds if the proposed Local Option Sales Tax is approved. In this resolution, the UTA Board of Trustees resolves to increase and enhance transit service, if approved by the voters:
 1. **Emphasis on Bus Service:** The Authority will give primary focus and priority to improvements in bus service and technology. Some changes in rail service will be made to meet demand and to coordinate with bus schedules.
 2. **Wherever bus or rail service is enhanced, UTA will examine enhanced paratransit services for people with disabilities.**
 3. **Frequency of Service:** UTA will examine and increase the frequency of service on many routes, making it easier for riders to utilize and connect within the transit system.
 4. **Span of Service:** UTA will extend many routes later into the evening, and some earlier in the morning, to allow transit patrons better connectivity to their jobs, education, entertainment and community activities.
 5. **Weekend Service:** UTA will make more transportation options available on weekends.
 6. **First/Last Mile Solutions:** UTA will work to facilitate improved access to service on foot and bicycle, via sidewalks, paths and trails.
 7. **Bus Stop Shelters, Amenities and Improvements:** UTA will enhance the transit experience by expanding the number of shelters and improving accessibility at bus stops.
 8. **Mobility Management:** UTA will expand its programs and services to assist human service agencies that provide transportation as part of their activities.
 9. **Facilities and Equipment:** UTA will acquire and construct whatever equipment and facilities may be necessary to provide all the items stated above.
- The Authority will conduct a lawful open, transparent and public process, in consultation with stakeholders and the public to determine the routes and locations that will receive enhanced services and amenities.
- Funding will be applied through the service area, in an equitable manner consistent with the proportion of tax dollars received from the counties in which the tax is levied and assessed, and will provide a summary of new funding related expenditures as part of UTA's annual geographic equity analysis report.
- Interim President/CEO Jerry Benson stated that on November 3rd, the residents along the Wasatch Front will determine an issue that will have significance to UTA in the form of a local sales tax funding transportation. This issue will be identified on the ballot as "Proposition One" and will determine whether there will be a one-cent increase in sales taxes for every four dollars in sales. If passed, 40% of those funds would go the UTA to increase service. Because UTA is impacted directly by the outcome of the voting, there are restrictions relative to what UTA employees can and cannot say or do during the election period:
 1. Employees *cannot* use UTA resources to express a position on Proposition One. This means we cannot express personal opinions on the issue during work time, on a work computer, with a work email, or in a UTA vehicle or uniform.

2. Employees *can* provide facts and information, such as recognition of the issue on the ballot and UTA's plan to use the potential funding for increased service.
 3. Employees *can* mention that the UTA board passed a resolution which supports using Proposition One funds for increased service; that a public process will take place and input from that process will be used to determine service changes; and that our use of these funds will be transparent.
 4. Employees *can* vote and encourage others to vote as well.
- Utah County voters will be allowed to vote by mail. Proposition I will appear on a unified ballot with city candidates. However, the county instead of the cities, will print, mail and count the ballots. This will resolve the equal-access concerns. The local option tax is important and it is critical that as many voters as possible participate.
 - David Kallas stated that during the last week of September and first week of October, UTA has scheduled public outreach meetings, which will not involve campaigning, in all four counties and also at city meetings and events. These will be UTA public meetings, not Transportation Coalition events. UTA is seeking public feedback regarding this proposal and stating what services will be implemented if they vote for Proposition One.

VI. Service Scenario Outreach Update (Matt Sibul and David Kallas) –

- UTA is required to conduct Public Comment before finalizing any Service Scenarios. Each county is unique and the outreach will be different for each one.
- In Weber County, UTA is discussing the option to piggy-back on to the next Council of Governments (COG) meeting scheduled for early October.
- There has been some discussion regarding an Open House at the Transit Center in Utah County. An additional effort is being made regarding the best way to reach out to Utah County.
- UTA 's Planning Department staff has been meeting with both Salt Lake County and Salt Lake City by attending community council meetings. These individual smaller targeted meetings have been very effective and UTA has been able to address most attendees concerns.
- Currently UTA is collecting public input before drafting any final service scenarios. The Board has given UTA staff direction to gather public input to help refine the service scenarios.
- On an annual basis and partnering with R&R and Dan Jones, UTA conducts a public outreach survey. The sample size for this survey is approximately 600 people. Baseline questions are currently being developed for this survey. This survey is a tool on the website that allows the public to go through and answer questions about some of UTA's services and request what services they would like implemented. Also, they are requested to respond how they would like to see transit's limited resources utilized. There are also questions regarding air quality.
- UTA is working with the League of Cities and Towns and the Department of Transportation regarding this survey. Once in place, this will be pushed out over social media.
- UTA is looking at media advertising. The Radio liners will still be announced for the next few weeks stating that UTA now has additional and improved service on bus, TRAX and Streetcar. There are also announcements on the North Temple billboards.
- Implementing a website stating all the potential service scenarios. It will also contain the survey requesting feedback regarding how they feel about the service options and what improvements they would like to see put into operation. UTA is currently looking at a real-system redesign. Some potential service improvements could include the following:
- Bus Improvements:
 1. Added Bus Frequency:
 - a. 33% increase in routes with 15-minute headways

- b. 60% increase in routes with 30-minute headways all day
 - 2. Longer-Span of Service:
 - a. Extend the time of the last trip to 9:00 p.m. or later on all routes that operate all day
 - 3. More Weekend Service:
 - a. 20% more routes operating on Saturday
 - b. 50% more routes operating on Sunday
 - 4. More shelters and amenities.
- TRAX and Streetcar Improvements
 - 1. All lines – extend Sunday service span to match Saturday
 - 2. Service to Airport – hourly overnight service to downtown Salt Lake City (full Green Line with the removal of freight)
 - 3. S-Line: Sufficient double tracking to provide 15-minute service frequency
- FrontRunner Improvements:
 - 1. 15% more FrontRunner service on weekdays
- First and Last Mile Options:
 - 1. Regional GreenBike System
 - 2. RideVan Plus connections to rail stations
- Other Transit Service Enhancements:
 - 1. Corridor preservation for projects in development
 - 2. 30% more Vanpools
- Service Oriented Capital Investments;
 - 1. Purchase new buses
 - 2. Bus stops, amenities, shared initiatives
 - 3. Wayfinding Improvements
 - 4. Right-of-Way preservation
 - 5. Improved bicycle and pedestrian access.

VII. August 2015 Social Media Report (Lynze Lenio) –

- Service Enhancements:
 - 1. Increased Sunday TRAX service has been implemented.
 - 2. Extended S-Line Service.
 - 3. More bus service, increased frequency is being rolled-out.
 - 4. In Weber County, UTA has increased bus services on several routes, adding a total of 2,430 miles of service each Saturday. That is equivalent of a one-way trip from Ogden to Ft. Myers, Florida.
 - 5. In Salt Lake County, UTA has added more than 526 hours of new bus service per week. That's the equivalent of watching the Salt Lake Bees play a full nine innings almost 168 times.
- UTA Board Passes Resolution on Service Improvements: During November 2015, residents in Box Elder, Weber, Davis, Tooele, Salt Lake and Utah Counties will vote on whether to approve a local option sales tax increase for transportation. If passed, a portion of the sales tax revenue would be used to improve public transportation in participating counties.
- Back to School:
 - 1. Student pass blog stating new fare pricing for students.-
 - 2. Twitter Chat
 - 3. UTA's Back to School Photo Contest: If a student rides UTA this semester, he or she can send in a photo and enter to win \$50. Photos must show the student riding on a UTA bus or train or standing at a station, platform or stop. Student must be 18 years of age to enter. High school students are not eligible for this contest.

4. Ticket-as-fare promotion (University of Utah events)
- August Twitter Follower Growth: During August, UTA saw an increase of 638 followers for a total of 18,343.
 - Most Popular Twitter Links for August:
 1. August 3rd: UTA fare inspectors will check riders for fare on trains and buses (199 clicks).
 2. August 11th: Tell us where UTA should improve (81 clicks).
 3. August 12th: UTA CEO Michael Allegra to retire (55 clicks).
 4. August 25th: New student pass pricing for Salt Lake Community College (21 clicks).-
 5. August 18th: Extended Sunday hours on TRAX (10 clicks).
 - Facebook Growth: During August, UTA gained 153 new Facebook followers, for a total of 9,718.
 - Top Five (5) Facebook Posts:
 1. August 3rd: Fare Inspectors (4.2K reached, 160 likes, comments or shares).
 2. August 12th: Extended TRAX service (3.4K reached, 403 likes, comments or shares).
 3. August 12th: Michael Allegra's retirement (3.2K reached, 106 likes, comments or shares).
 4. August 13th: Increased bus service (3.0K reached, 154 likes, comments or shares).
 5. August 6th: Tour of Utah detours (2.5K reached, 49 likes, comments or shares).
 - **Action Item: The Stakeholder Relations Committee suggested that UTA allocate additional funding to the PR/Marketing Department during 2016 in order to increase social media advertising.**

VIII. Green Bike Placement Expansion (Jennifer McGraff) –

- GREENbike is a nonprofit bike sharing program is a great way to get from a bus stop, TRAX line or FrontRunner station to your destination.
- The program recently kicked off its third season, with more than 150 bikes available at 25 downtown locations. All GREENbike kiosks are located within walking distance of a UTA rail line or bus stop, providing a convenient way to cover the ground between public transit and the customer's starting or ending point.
- "GREENbike is a key component in reducing barriers to public transit. UTA is partner, sponsor and a friend in transportation."
- Using GREENbike is simple. Just sign up for a short-term or annual membership. This allows you to check out a bike from any GREENbike station for 30 minutes. Fees are charged for longer usage periods.
- GREENbike is a non-profit, public/private partnership supported by UTA, Salt Lake City, the Salt Lake Chamber of Commerce, the Salt Lake City Downtown Alliance, Visit Salt Lake, the Wasatch Front Regional Council, the Utah Department of Transportation, SelectHealth and private sponsors.
- "Active Transportation" supports one of the UTA Board Goals:
 1. Develop recommendations for a comprehensive First Mile/Last Mile Strategy by 2014.
 2. Increased Ridership Goals.
 3. Support FY 2015 Customer and Stakeholder Satisfaction Goal.
- Reasons to Implement GreenBike:
 1. Health and Safety
 2. Transportation Choices
 3. Economic Development
 4. Improved Air Quality
- GreenBike Regionalization and Public Transportation:
 1. 62% are more likely to use other public transit services because of GreenBike.

2. 96% indicated that GreenBike is an enhancement to the public transit system.
 3. 79% stated that the GreenBike inspired them to take fewer trips in their personal vehicle.
 4. 87% transit system expansion resulted in ridership increasing by 184%.
- **GreenBike Expansion:**
 1. A new station is planned during 2016 for the North Temple Commuter Rail Station.
 2. UTA will continue sponsorship of the Salt Lake Central GreenBike station at FrontLines Headquarters.
 3. UTA has also proposed the location of an additional station at FrontLines Headquarters.
 4. For each GreenBike station that UTA sponsors, the cost is approximately \$25,000 each for a three-year timeframe.
 - **GreenBike Across the Region:**
 1. Driven by other stakeholders including the mayors of Provo and Orem cities.
 2. Determine goals and desired outcomes for a regional bike sharing system.
 3. Assess pros and cons of potential governance structures and their policy implications.
 4. Provide a governance structure recommendation for UTA's service region.
 - **What is the First and Last Mile?**
 1. The toughest "mile" in transportation.
 2. Journey from Home to transit station and then from the transit station to final destination. Then reverse the process when traveling home.
 - **First/Last Mile Phase I Strategy Recommendations:**
 1. Implement Way-finding and information.
 2. Bicycle Network improvements.
 3. Pedestrian Network Improvement
 4. **Bike Share Stations**
 5. Car Share Stations
 6. Access Connections
 7. Crossing Treatments
 8. Rail and Bus Stop Enhancements
 9. Shuttles (including current UTA shuttle programs, i.e., Vanpool, Vanpool Shuttles, RideVan Plus).
 - **Action Item:** **GreenBike Partnerships and Transit Passes:** UTA is partnering with the VOLPE Institute to produce a proof-of-concept pilot to test a joint EFC/GreenBike card. This would provide a seamless transportation pass that would be valid on bus, trains, GreenBike, Enterprise car share etc.
 - **Action Item:** Trustee Troy Walker would like to earnestly discuss with the Planning Department what steps would be necessary to get GREENbike stations at the Draper FrontRunner Station. Several businesses in that area would like to have stations that would connect to the Draper Station.

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

- Committee on Accessible Transportation (CAT): Trustee Michael Romero reported that interviews are currently being conducted for a new Chair and Vice Chair of the Advisory Committee.
- Local Option: Trustee Troy Walker stated that the more "Town Hall" meetings that UTA could schedule to discuss expanded service would be very supportive to the success of Proposition I passing the vote in November.
- Social Media Website: Erika Shubin reported that the PR/Marketing Department is currently updating the Social Media Website, routing software and also adding staff.

X. Input for October 14th, 2015 Stakeholder Relations Committee Meeting Agenda (Justin Allen)-

- Safety First Messages (David Goeres).
- Approval of the September 9th, 2015 Stakeholder Relations Committee Report
- Policy Review and Discussion
- Social Media Update (Lynze Lenio and Andrea Packer).
- Liaison, Conference and External Committee Reports (Michael Allegra and Committee)
- Input for November 2015 Committee Meeting Agenda Items
- Closed Session, if required-
- Other Business

XI. Meeting Adjourned -

- At 1:50 p.m. Trustee Troy Walker moved to adjourn the September 9th, 2015 Stakeholder Relations Committee meeting.
- Trustee Michael Romero seconded the motion, meeting adjourned.

XII. Next Meeting Date -

- The next meeting of the Stakeholders Relations Committee will be held on Wednesday, October 14th, 2015, at FrontLines Headquarters located at 669 West 200 South, starting at 1:00 p.m.

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