



Working Meeting of the
Stakeholder Relations Committee
Wednesday, May 13th, 2015
10:10 a.m. – 11:40 a.m.
Report

Present:	Trustee Robert Hunter, Chair H. David Burton, Board Chair Trustee Dannie McConkie Trustee Larry Ellertson Trustee Jeff Hawker Michael Allegra Jerry Benson Bob Biles	Jayne Blakesley Clair Fiet David Goeres Steve Meyer Matt Sibul Todd Provost James Bean Lynze Lenio	Erika Shubin Kim Ulibarri Remi Baron Mara Graeme Rebecca Cruz Cathie Griffiths EiLeen Billings
Excused:	Trustee Justin Allen Andrea Packer	Trustee Michael Romero	Trustee Troy Walker
Guest:	Jason Lee, Deseret News	Lee Davidson, Salt Lake Tribune	

I. Please Note: Committee Chair Hunter designated Board Chair H. David Burton, Trustee Larry Ellertson and Trustee Jeff Hawker as voting members of today’s Stakeholder Relations Committee. At 10:10 a.m. a quorum was present.

- II. May 2015 Safety Motto: “Do the Do’s and Don’t Do the Don’ts!”** (David Goeres) -
- Keep “Safety” as simple as possible. Do what you should and don’t do what you shouldn’t.
 - A large part of safety is keeping your work area clean and clear of hazards.
 - It is critical to be aware of your surrounding on station platforms and crossing. To not enter crossing while on cell phone or participating in any other distraction. It is extremely dangerous!
 - Let May be the month that you put extra attention into your areas and offices to clear the clutter.
 - Always remember to conduct that job safety briefing.

Action Items:

- III. Approve April 8th, 2015 Stakeholder Relations Committee Meeting Report** (Robert Hunter) -
- Trustee Dannie McConkie moved to approve the April 8th, 2015, Stakeholder Relations Committee report, as written.
 - Trustee Robert Hunter seconded the motion, motion passed unanimously.

Information Items:

- IV. “The UTA Way” Update** (Jerry Benson and Kim Ulibarri) -
- In the spirit of the UTA Way and continuous improvement, updates are being made to the Learning Management System and on future calendars to better differentiate training courses.
 - A video was presented to the Corporate Staff highlighting the key elements of the “UTA Way”:
 1. Customer Focus
 2. Impact of each staff member on others ability to get their work completed.

- The “UTA Way” has four key elements:
 1. Results
 2. Enterprise alignment
 3. Continuous Improvement
 4. Cultural enablers
- Rollout and Activity:
 1. UTA Way Foundations: Two hours, all employees before December 31, 2015.
 2. Culture Driven Performance: Nine to twelve hours class, all leaders. If you haven’t attended the *Culture Driven Performance: Part of the UTA Way* Series course or you’d like to send some of your employees, these classes have been scheduled monthly throughout the year. The May Culture Driven class is Monday and Tuesday, May 18th and 19th, 2015 from 9:00 a.m. until noon for those days. The June class is Monday, Wednesday and Friday, starting at noon on June 22nd. Staff can enroll through the LMS or through the training administrator. You can also set up unique schedules for your department through Bill Gerow.
 3. Coach approach: Supporting the UTA Way. Approximately 185 people attended the *Supporting the UTA Way: Feedback* course a couple of weeks ago. Results of survey responses indicated that 89% of respondents felt the course was important or relevant to their work at UTA. The Exec sessions are on your calendars for 5/14 and 5/15. There is still space for a few high-potential additions. Please have execs or RGMs who would like to add a direct report to this session email me with the name of who to add.
 4. Leadership: Feedback and Coaching the UTA Way.
- Training has designed a one-page graphic to emphasize “Living the UTA Way. This is the approach on how each one of us does our work. In the center of this graphic is “ME – I can Create a Better Quality of Life”:
 1. What: Provides an integrated system of innovative accessible and efficient public transportation services that increase access to opportunities and contribute to a healthy environment for the people of the Wasatch Region.
 2. Why - To achieve my desired results:
 - a. Safety in Everything
 - b. Fiscal Responsibility
 - c. A Great Place to Work
 - d. Create value for my Customers
 3. Who do I Serve and Support?
 - a. Co-Workers
 - b. Customers
 - c. Community
 4. How Do I Know if I am Living the UTA Way (UTA Way 2 Questions):
 - a. Am I treating others with respect and consideration?
 - b. Am I helping others achieve their objectives?
 - c. Am I following established best practices?
 - d. Am I proactively solving problems at the source?
 - e. Am I continuously improving my processes?
 - f. Am I creating value for the customer, community and fellow employees?
 - g. Am I tracking my results and verifying my success?

V. Social Media Update (Lynze Lenio) -

- During April, Social Media Focused On:
 1. “Stand Up for Transportation Day with UTA”: This national event was held on April 9th, 2015 and was designed to raise awareness for needs like stronger public transit infrastructure and a renewed federal commitment to public transportation. UTA celebrate this event with free tours of the Jordan River Service Center. Visitors were shown how TRAX trains are cleaned and repaired and they received a behind-the-scene look at how rail controls keeps the TRAX system operating. There were approximately 45 visitors and transit passes were raffled.
 2. Emergency Boxes have been added to TRAX and FrontRunner Stations:

- a. UTA is working to increase safety by adding emergency call boxes to 50 TRAX and FrontRunner Stations. These boxes allow riders to connect with the UTA Transit Police Department 24 hours a day, seven days a week.
 - b. The call boxes are free and can be used by simply pressing the red button and talking into the hands-free microphone. The boxes are designed to be ADA compliant and accessible to all riders. Calls connect directly to transit police dispatchers, who automatically receive data showing them where the caller is located. The call boxes will be monitored by video, both as a safety measure and to deter prank calls.
 - c. The emergency call boxes have already been added to Salt Lake Central, Millcreek, Meadowbrook, Murray North, Murray Central, Midvale Fort Union and Midvale Center stations. They will be installed at remaining stations throughout the summer and fall.
 - d. UTA Facilities Maintenance Manager Tom Hare said the call boxes will improve UTA's emergency response by allowing riders to connect directly to transit police. When riders place emergency calls from their cell phones or pay phones, they often dial 911 and have to be re-routed back to transit police, slowing incident response time. The call boxes will also replace pay phones at some stations, many of which were rarely used.
 - e. Riders should note that the emergency call boxes connect automatically to transit police and cannot be used to answer general service questions. Questions about non-emergency issues like fares, policies, delays and trip planning should be directed to UTA's customer service line, 801-RIDE-UTA or Twitter feed, @rideuta.
3. Rider's License 2015: UTA's Rider's License gives kids and teens an affordable, convenient way to reach dozens of destinations across the Wasatch Front. These passes allow riders ages 6 to 18 to ride UTA buses and trains in June, July and August for just \$75. Passes are limited and the price increases to \$99 after May 31.
 4. Ogden Twilight Series: Ogden is welcoming its very own summer concert series and UTA will help get you there. If you bring your Ogden Twilight ticket on FrontRunner, TRAX, local or express bus during the day of the event, you will be allowed to ride UTA free of charge.
 5. Earth Day: Earth Day was an opportunity to look at ways that we can work together to make our community more eco-friendly. By choosing public transit, UTA riders save 850,000 vehicle miles each day. That is the equivalent of driving from Salt Lake City to Manhattan 195 times. Transit riders also help take 120,000 daily car trips off of Utah's roads. This also helps reduce the amount of pollutants in our air, conserve nonrenewable energy.
 6. Envision Utah: Envision Utah is gathering feedback on five scenarios that explore that Utah could look like in 2050. The results of Your Utah, Your Future survey will be used to help guide policymakers as the state grows and develops. Visitors to the site can vote on their preferred scenario, which range from increasing the state's emphasis on environmental conservation to focusing on a strong, diverse local economy or simply making no significant changes for the future. The scenarios examine how the future might look in the areas of agriculture, air quality, education, transportation and more, based on decisions made today and in years to come. The goal of the survey is to help prepare Utah for major population growth. The population of the Wasatch Front is expected to nearly double by 2050. The survey was initiated by Utah Governor Gary R. Herbert as a way to ensure that all Utahns' voices are heard when it comes to shaping the future. Envision Utah plans to gather feedback from 50,000 Utah residents before May 31. The survey results will be used to create a vision of what Utahns want to accomplish in the next 35 years. The organization will then create recommendations that legislators, local governments, businesses and individuals can follow to help achieve those goals.

7. Salt Lake City Marathon: This event was held on April 18th, 2015 and UTA offered early TRAX service to help attendees conveniently access the event. If you were a participant, you were allowed to ride TRAX to the starting line free of charge.
- April Twitter Follower Growth: During April, UTA saw an increase of 683 followers for a total of 16,242.
 - Most Popular Twitter Links for April:
 1. April 10th – Schedule change day (101 clicks)
 2. April 17th – Emergency phone (55 clicks)
 3. April 24th – Ogden Twilight Concert (38 clicks)
 4. April 6th – Stand Up for Transit Day (28 clicks)
 5. April 17th – Bus Survey (27 clicks)
 - Facebook Growth: During April, UTA gained 91 new Facebook followers, for a total of 9,209.
 - Top Five (5) Facebook Posts:
 1. April 29th – Air quality story (4.1K reached 130 likes, comments or shares).
 2. April 6th – Stand up for Transit (2.9K reached, 93 likes, comments or shares).
 3. April 23rd – Rider’s License is back for 2015 (2.9K reached, 79 likes, comments or shares).
 4. April 7th – BYD Bus (1.1K reached, 210 likes, comments or shares).
 5. April 17th – Emergency call boxes (2.1K reached, 115 likes, comments or shares).

VI. Transit Initiatives with Additional Local Option Funding (Jerry Benson) –

- In a recent public opinion survey, using a 1-7 scale, the public rated UTA as a 5.02 regarding overall quality of transportation across the Wasatch Front.
- The survey asked: “Considering the ways public transit has changed over the past several years, are you satisfied or dissatisfied with the direction public transit is going?” The results indicated that the public was 80% satisfied.
- Compared to several prominent transit organizations, UTA was rated best regarding efficient use of funding.
- What do Customers Want?

<ol style="list-style-type: none"> 1. Reasonable fares 2. Frequent Service 3. Good service coverage 4. Reliability 5. Real Time information 	<ol style="list-style-type: none"> 6. Safety 7. Station Stop/Comfort 8. On board amenities 9. Travel time that allows getting to destination quickly.
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- Service Requests (Comments):

<ol style="list-style-type: none"> 1. Time Schedule 2. Routing 3. Overcrowded 4. New Service Area 5. Detours (request/concern) 	<ol style="list-style-type: none"> 6. Transfers 7. Route Information 8. Holiday Service 9. Connection Protection 10. Type Assigned
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- How well connected is the current system: During the April 2015 Change Day, UTA added additional 15-minute service during peak hours and midday across the system.
- Current Transit System Opportunities:
 1. More frequency needed (core network expansion).
 2. More span of service during early morning and late night.
 3. More weekend service.
 4. Reduce crowding on peak trips.

5. Reduce travel time: More dedicated transit corridors and intersections for transit vehicles. Also, less circuitous routing.
- House Bill 362 and the Unified Transportation Plan:
 1. Comprehensive:
 - a. State Roads
 - b. Local Roads (City and County)
 - c. Transit
 2. Transit should receive 1/10th cent in House Bill 362 is approximately a 13% increase in UTA funding. This is not enough funding to implement all services requested/required.
 3. Overview of Additional Local Option Transit Priorities:
 - a. Added bus frequency in high ridership corridors.
 - b. Longer span of service
 - c. More weekend service
 - d. Expanded TRAX service on Sundays
 - e. Additional streetcar service
 - Service Oriented Capital Investments”
 1. Purchase new buses.
 2. Bus stops, amenities, shared initiatives
 3. Wayfinding improvements
 4. Right-of-Way preservation
 - Bus and Rail Service Improvements/Increase Bus, Light Rail and Streetcar Trips:
 1. Increase weekday trips by 15% and 20% more weekend TRAX service to the Airport.
 2. Increase number of routes that run until midnight from 1 to 19.
 3. Thirty percent increase in number of Core Bus Routes.
 - Additional Considerations:
 1. FrontRunner: Regional Service
 2. Leveraging of All Local Option Sources
 3. Baseline Scenario and Planned Bus System Revisions
 - Feedback and Outreach Partners:
 1. Council of Governments
 2. Utah League of Cities and Towns
 3. Utah Association of Counties
 4. City/County Councils
 5. Online priorities survey
 - FY 2014 Service in Salt Lake County:
 1. FrontRunner: Nearly 7,000 average weekday boarding at Salt Lake County stations.
 2. Regular Bus: 46,500 weekday riders.
 3. Special Services (Paratransit and Flex Routes): 1,753 weekday Paratransit riders and 1,710 weekday Flex Route riders.
 4. Vanpool: 129 vanpools originate in Salt Lake County and 175 vanpools have a destination in Salt Lake County.
 - Underserved Travel Markets:
 1. Residential markets: (1) New housing, especially multi-family and (2) Southwest Salt Lake County.
 2. Employment Centers: Business/Industrial Park; Lake Park; Industrial Center in West Valley City/Salt Lake City; Cottonwood Corporate Center; Airport; High Tech Corridor in Southern Salt Lake County and Northern Utah County.

3. Areas: (1) West Salt Lake City; (2) West Salt Lake County; (3) Southeast Salt Lake County; and (4) Unincorporated County.
- Service Focused Improvement:
 1. Span of service
 2. Frequency
 3. Coverage
 4. Improved connectivity
 5. Faster more direct service
 6. Demand Response (coordinated mobility, vanpool, rideshare, etc.)

VIII. New FarePay and Group Pass Offers, Extended Rail and Bus Service (Jerry Benson, Michael Allegra and Erika Shubin) -

- UTA is excited to announce a 40 percent FAREPAY discount for bus riders, a \$10 Group Pass and extended service hours on TRAX, the S-Line and select bus routes. In addition, the current 20 percent FAREPAY discount will be extended on TRAX, FrontRunner and the S-Line until December 31, 2015.
- The 40 percent FAREPAY discount means that bus riders will pay just \$1.50 for a one-way bus ticket when they use their FAREPAY card. The promotion will begin July 1 and run until December 31, 2015. This offer, along with the \$10 Group Pass, is designed to thank riders for 45 years of support and encourage them to take advantage of UTA’s new summer holiday schedule. UTA now offers service on Memorial Day, Independence Day, Pioneer Day and Labor Day.
- In addition to its fare promotions, UTA will increase service on the S-Line, extend Sunday operating hours on all TRAX lines, and improve service on bus routes 220, 54, 470, 612, and 603. These changes will take effect on the next schedule change day, Sunday, August 16. The service increases are made possible due to budget efficiencies achieved through disciplined financial management.
- FAREPAY: The FAREPAY promotion will be extended until December 31, with a 40 percent discount on local bus fare. Starting July 1st, 2015, one-way bus fare will be \$1.50 when riders use their FAREPAY cards. The FAREPAY bus discount does not apply to paratransit, Salt Lake – Park City Connect or ski bus service. The FAREPAY rail discount will remain approximately 20 percent off regular fare: \$2 one-way fare on TRAX and the S-Line, and a \$2 base fare on FrontRunner, with a 50-cent charge for each station traveled. FAREPAY cards can be purchased online or at UTA customer service centers and retailers across the Wasatch Front.
- Group Pass: UTA’s Group Pass will now allow four people to make a round trip on FrontRunner, TRAX and buses for just \$10. Group Passes are available for purchase after 8:30 a.m. and expire at midnight the day of purchase. The Group Pass will be great for families and friends to use for events and activities in the community. The discounted group pass will be available from July 1st through December 31st, 2015. Group Passes can be purchased at FrontRunner ticket vending machines, online and at UTA customer service centers.
- TRAX: Starting August 16, Sunday service will be extended on all TRAX lines. TRAX will run on the same schedule on both Saturdays and Sundays, giving riders improved Sunday access to community events and the Salt Lake City International Airport. Trains will continue to run at 20 minute frequencies on all lines.
- S-Line: The S-Line will also extend both morning and evening service. Starting August 16, the S-Line will offer the same hours of service as TRAX, seven days per week.
- Bus: Starting August 16, bus routes 220 and 54 will offer 15 minute service. Routes 612 and 603 will have 15 minute service on Saturdays, and route 470 will have 30 minute service on Saturdays. Route 2X will offer additional morning trips to the University of Utah.

VIII. APTA Rail Conference Update – Hosted by UTA (Todd Provost) -

- UTA is hosting the 2015 APTA Rail Conference which is scheduled for **June 21-24, 2015**, at the Grand America Hotel, 555 S. Main Street, Salt Lake City, Utah.
- UTA's Board members will participate as Conference Ambassadors.
- Friday, June 19th: Cheryl Beveridge is heading up the Community Service project at the LDS Church Humanitarian Center.
- Steve Allnatt sent out the volunteer list on Monday, May 11th. Volunteers will be from UTA and from Salt Lake City. Approximately 233 volunteers/shifts are needed.
- Working on finalizing all plans on a daily basis.
- Anticipating 2,000+ attendees.
- Board members will fill the role of ambassadors.
- Theme is on "Partnership" and celebrating community service.
- Steve Meyer is hosting the Forum.
- Now have a sole sponsor for the Rail Rodeo and a sole sponsor for the Host Reception.
- On-line registration and hotel reservations are available on APTA's website. Register quickly to receive the early-registration cost.
- The final conference agenda is also available on APTA's website.
- For the first time, the Conference will include a Light Rail Benchmarking Group.
- An NTI Environmental Justice course is being offered. This course is offered by FTA. The FTA will have a significant presence at this conference.
- Complimentary Transit Pass: When conference attendees visit the host information desk in the APTA registration area, they can pick up their UTA complimentary transit pass. This pass is valid for all transit services during the conference.
- Working to get approximately 10-15 Enterprise rental cars at the Grand America Hotel for attendees to utilize.
- Several Olympic athletes will be in attendance as guests for this conference.
- GreenBike has authorized 8 GreenBikes at the hotel and scheduled locations, including the Salt Lake Central Intermodal Hub.
- Saturday, June 20th:
 1. International Rail rodeo, with activities from June 18th – 21st.
 2. The APTA Rail Rodeo is scheduled at the Jordan River Service Center for June 18th through June 20th. Teams, maintenance and operations, from all over America will be competing in this event. This event tests knowledge, safety, professionalism, customer service and driving abilities. The International Rodeo Committee came during March to confer with UTA.
 3. The local rodeo will be held on Sunday, June 20th. The two UTA contestants for this rodeo have already been selected.
 4. Rail Safety Seminar
 5. APTA Board of Directors Meeting
 6. NTI Course – Understanding ADA
 7. From 7:00 p.m. until 10:00 p.m. a reception, hosted by UTA, will be held at the Olympic Plaza and the University of Utah Rice-Eccles Stadium.
- Sunday, June 21st:
 1. Host Tour to attend "Music and the Spoken Word Service in Temple Square.
 2. Mid Managers Leadership Development
 3. Welcome Reception at Product and Services Showcase.
 4. International Rail Rodeo Awards.
- Monday, June 22nd:

1. Regarding the June 22nd Opening Session: Utah Governor Gary Herbert, Speaker of the House Greg Hughes, and Salt Lake City Mayor Ralph Becker have been invited to speak..
- Monday, June 22nd through Wednesday, June 23rd, several concurrent sessions will be held regarding numerous rail transportation topics.
- Throughout the Conference, workshops and technical sessions will cover timely issues of widespread interest in operations, technology, safety, security, planning, finance, capital projects, and technical aspects of providing all modes of rail service: urban, commuter, high-speed and intercity.
- This conference will also feature the industry's premier products and services showcase to learn more about advances in railroad and rail transit markets.
- Technical Tours are scheduled for Tuesday, June 23rd, 2015, with a repeat of tours on Wednesday, June 24th.
 1. Jordan River Service Center – TRAX Light Rail Operations.
 2. Jordan River Service Center – TRAX Light Rail Vehicle Maintenance.
 3. Warm Springs – FrontRunner Vehicle Maintenance.
 4. Sugar House Line, transit and redevelopment work together
 5. Airport TRAX Line and Construction.
 6. Bike Share Program.
 7. Transit Oriented Development – Sandy Civic Center.
 8. Transit Oriented Development – City Creek Center
 9. Mountain Accord (going to the mountains, 11,000 ft. elevation). This will be an 8-hour tour scheduled for Tuesday from 2:15 p.m. until 10:00 p.m.
- A hospitality service will be set up at UTA's Welcome Center at the Salt Lake International Airport.

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

- Nashville Officials Visit Salt Lake City to discuss Ideas on Transit and Planning (Michael Allegra) –
 1. Both Nashville and Salt Lake City are state capitals where immigration is a big issue and the population is expected to grow more than 1 million people over the next 20 years. Therefore, mass transit was a key topic when 120 leaders from Nashville came to Salt lake during the April 26th – 28th, 2015. These leaders included Nashville's mayor, business leaders, transit directors, educators, government officials and others.
 2. They indicated that Salt Lake is doing many things that they could learn from, such as Envision Utah and UTA's transit strategies. More than 50% of their agenda included issues regarding transportation.
 3. Nashville Mayor Karl Dean stated that transit is on the top of everyone's mind as something we need to embrace. Nashville currently has a bus system, however, is looking at possibly adding train systems. The group was very impressed by UTA's transit system.
 4. Mayor Dean stated that Nashville's leaders like the way that business and government work together in Utah, including transportation.
 5. Michael Allegra reported that the visit with Nashville's leadership was very successful and that it was a great opportunity to learn from each other.
- Governor's Economic Council:
 1. Michael Allegra recently attend the Governor's Economic Council (GEC). This Council is a public-private partnership that works at coordinating the economic development activities that take place every day throughout the state.
 2. An efficient transportation system is the backbone of a strong economy and a main focus for GEC. Utah's Unified Transportation Plan works to meet the transportation challenges of a

growing state for the next 30 years. This plan encompasses the maintenance and expansion of roadways, public transportation, bicycle and pedestrian networks and freight intermodal connections.

3. During the recent meeting, the Mountain Accord project was a major topic of discussion. Michael Allegra indicated that this project continues to have value and to move forward.

• UTA's Fourth Annual Transit Academy:

1. Michael Allegra thanked everyone who worked on and attended UTA's Transit Academy held on May 1st, 2015.
2. Issues reviewed and discussed during the Transit Academy included:
 - a. Local Leadership's Vision for Transit
 - b. "Your Utah/Your Future" presented by Robert Grow from Envision Utah
 - c. The Role of the Metropolitan Planning Organizations
 - d. Utah Department of Transportation and Utah Transit Authority's Integrated Transportation Solutions.
 - e. Governance/Transparency.
3. Michael stated that the Transit Academy was successful and extended a special 'thank-you' to Rebecca Cruz for all her hard work and support.

X. Input for June 10th, 2015 Stakeholder Relations Committee Meeting Agenda (Justin Allen)-

- Safety First Messages (David Goeres).
- Approval of the May 13th, 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 July 8th, 2015 Committee Meeting Agenda Items
- Closed Session, if required-
- Other Business

XI. Meeting Adjourned -

- At 11:40 a.m. Trustee Larry Ellertson moved to adjourn the May 13th, 2015, Stakeholder Relations Committee meeting.
- Trustee Dannie McConkie seconded the motion, meeting adjourned.

XII. Next Meeting Date -

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

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