



**Minutes of the Meeting
of the
Board of Trustees of the Utah Transit Authority (UTA)
held at UTA FrontLines Headquarters located at
669 West 200 South, Salt Lake City, Utah
November 20, 2019**

Board Members Present:

Carlton Christensen, Chair
Beth Holbrook
Kent Millington

Also attending were members of UTA staff, as well as interested citizens.

Call to Order, Opening Remarks, and Pledge of Allegiance. Chair Christensen welcomed attendees and called the meeting to order at 9:01 a.m. Following Chair Christensen’s opening remarks, the board and meeting attendees recited the Pledge of Allegiance.

Safety First Minute. Chair Christensen yielded the floor to Kent Muhlestein, UTA Safety Administrator – Transit System, for a brief safety message.

Public Comment Period. Public comment was given by Claudia Johnson. Ms. Johnson spoke about the need for improved wayfinding signage, specifically at the Layton Station. She also commended the board for its work over the last year.

Consent Agenda. The consent agenda was comprised of:

- Approval of November 6, 2019 Board Meeting Minutes
- Exception to UTA Policy 6.5.05 – Relocation

A motion to approve the consent agenda was made by Trustee Millington and seconded by Trustee Holbrook. The motion carried unanimously.

Agency Report. Carolyn Gonot, UTA Executive Director, was joined by Bob Biles, UTA Chief Financial Officer. Ms. Gonot informed meeting attendees of the microtransit pilot launch event scheduled on November 21, 2019 at the Draper FrontRunner Station.

Mr. Biles spoke about the agency's recent bond refunding and new money issuance. He reminded attendees that the board previously authorized up to \$540 million as part of three bond refunding/restructurings and one new money issuance. The transactions were finalized with a total of \$309.71 million in two refunding/restructurings and one new money issuance. Discussion ensued. A question on the market behavior following the bond sale was posed by the board and answered by staff.

Contracts, Disbursements, and Grants.

Contract: Auto Body and Collision Repair (Advance Auto Body and Valley Collision).

Eddy Cumins, UTA Chief Operating Officer, summarized the five-year contract, which provides services to UTA's white fleet, vanpool/rideshare leased vehicles, and third-party claimants against the agency's insurance. Discussion ensued. Questions on the split of the annual portion of the contract, contingencies, and not-to-exceed value on the contract were posed by the board and answered by Mr. Cumins.

A motion to approve the contract was made by Trustee Holbrook and seconded by Trustee Millington. The motion carried unanimously.

Contract: Employee Holiday Gift Cards (Harmons). Todd Mills, UTA Senior Supply Chain Manager, described the contract, which authorizes the purchase of holiday gift cards valued at \$125 each to a local grocery store for 2,900 employees. Discussion ensued. A question on the bidding process was posed by the board and answered by Mr. Mills.

A motion to approve the contract was made by Trustee Millington and seconded by Trustee Holbrook. The motion carried unanimously.

Change Order: Advertising Contract Extension (R&R Partners). Andrea Packer, UTA Communications Director, explained the change order, which is for a one-year extension for the provision of outside advertising services and specialty marketing functions, including creative direction, art direction, design, copyrighting, production management, media planning and buying, media trafficking, etc. Discussion ensued. A question on the length of the contract was posed by the board and answered by Ms. Packer.

A motion to approve the change order was made by Trustee Holbrook and seconded by Trustee Millington. The motion carried unanimously.

Change Order: Depot District Tech Center Phase 2 (Big D). Mary DeLoretto, UTA Acting Chief Service Development Officer, was joined by Grey Turner, UTA Acting Director of Capital Projects. Ms. DeLoretto summarized the change order, which authorizes the commencement of work on Phase 2 of the Depot District Tech Center project. This portion of the project includes construction of the wash building, fueling island, west parking lot, and temporary paving of the east parking lot. Discussion ensued. Questions on the overall project budget, completion timelines, demolition schedule, and permits were posed by the board and answered by staff.

A motion to approve the change order was made by Trustee Millington and seconded by Trustee Holbrook. The motion carried unanimously.

Sub-Recipient Grant Agreement: FTA Section 5310 Grant for Vehicle Purchase (TURN Community Services). Mr. Cumins was joined by Ryan Taylor, UTA Coordinated Mobility Manager. Mr. Cumins described the pass-through grant award to TURN Community Services for the purchase of one 24-foot cutaway bus and four wheelchair accessible vans. He noted that funds are programmed in the current capital budget and are reimbursed at 100% to UTA by the FTA 5310 grant and sub-recipient local match. Discussion ensued. Questions on vehicle ownership, vehicle management, and sub-recipients were posed by the board and answered by staff.

A motion to approve the sub-recipient grant agreement was made by Trustee Holbrook and seconded by Trustee Millington. The motion carried unanimously.

Pre-Procurements. Todd Mills, UTA Senior Supply Chain Manager, stated the agency intends to issue requests for proposal on the following:

- i. Bus stop real-time digital signs

Bus Stop Real-Time Digital Signs. Mr. Mills was joined by Marci Warren, UTA Planning Researcher II. Mr. Mills explained the intent to solicit a procurement to install digital signage with real-time bus departure information at intermodal hubs in Salt Lake, Davis, and Weber counties. Discussion ensued. Questions on the versatility of the signs and selection of stops for digital signage were posed by the board and answered by staff. Chair Christensen suggested maintaining as much flexibility in the signs as possible.

Service and Fare Approvals.

Sponsored Fare Agreement Amendment 1 with Farmington City Corporation for the Lagoon/Station Park Shuttle (Route 667). Monica Morton, UTA Fares Director, was joined by Andres Colman, UTA Regional General Manager – Mt. Ogden Business Unit. Ms. Morton provided an overview of the amendment, which authorizes a one-year sponsored fare on route 667 to be paid by Farmington City Corporation at 25% of UTA's operating costs. Discussion ensued. Questions on sponsored fares with other municipalities, locations serviced by the route, ridership on the route, seasonal ridership trends, and revenue calculations were posed by the board and answered by staff.

A motion to approve the fare agreement amendment was made by Trustee Holbrook and seconded by Trustee Millington. The motion carried unanimously.

Ski Bus Agreements for the 2019-20 Ski Season (Alta Ski Lifts Company; Brighton Resort LLC; Salt Lake Convention and Visitors Bureau; Snowbird Resort LLC; Solitude Mountain Ski Area; and Sundance Resort. Ms. Morton was joined by Mr. Cumins. Ms. Morton summarized the agreements, which define per-trip fares with local resorts for provision of transit services to authorized users. Discussion ensued. A question on the anticipated dates for starting ski service was posed by the board and answered by staff.

A motion to approve the fare agreement was made by Trustee Millington and seconded by Trustee Holbrook. The motion carried unanimously.

Fare Contract: The Church of Jesus Christ of Latter-Day Saints ECO Pass. Ms. Morton requested approval of an ECO pass contract with The Church of Jesus Christ of Latter-day Saints.

A motion to approve the fare contract was made by Trustee Millington and seconded by Trustee Holbrook. The motion carried unanimously.

Fare Contract: Zions Bankcorporation. Ms. Morton requested approval of an ECO pass contract with Zions Bankcorporation. Discussion ensued. A question on the contract term was posed by the board and answered by staff.

A motion to approve the fare contract was made by Trustee Holbrook and seconded by Trustee Millington. The motion carried unanimously.

Discussion Items.

Draft UTA Fares Policy. Ms. Morton delivered a presentation covering current initiatives within the fares department, key elements of the draft fare policy, and policy

considerations on pricing structure. The draft fare policy addresses fare systems, fare pricing structure, fare adjustments, discounts, free fares, special pricing, complimentary passes, fare payment, fare media, and fare validation and enforcement.

Discussion ensued. Questions on reduced pricing, potential disincentives in pricing for people taking shorter trips, and FrontRunner zones were posed by the board and answered by Ms. Morton. The board suggested:

- Evaluating pricing to address disincentives to ridership on short trips, including the possibility of an incremental use pass
- Establishing a base fare on FrontRunner plus an increase for each additional zone
- Performing analysis on boardings and deboardings to inform decisions
- Beginning the financial analysis necessary to support fare changes

Ms. Morton committed to providing the board more information on fares for FrontRunner, special pricing, fare media, and pass multipliers.

South Salt Lake County Microtransit Pilot Launch. Jaron Robertson, UTA Acting Director of Innovative Mobility Solutions, was joined by Ms. Packer. Staff provided an overview of the microtransit pilot, anticipated customer experience, and related marketing tactics.

Discussion ensued. Questions on the microtransit vehicle distribution and number of rail stations in the pilot area were posed by the board and answered by staff.

Other Business.

Bus and Bus Facilities Grant. Chair Christensen announced that UTA received notice that it will be the recipient of a \$3,220,250 Bus and Bus Facilities Program grant.

Next Meeting. The next meeting of the board will be on Wednesday, December 4, 2019 at 9:00 a.m.

Adjournment. The meeting was adjourned at 10:32 a.m. by motion.

Transcribed by Cathie Griffiths
Executive Assistant to the Board Chair
Utah Transit Authority
cgriffiths@rideuta.com
801.237.1945

This document is not intended to serve as a full transcript as additional discussion may have taken place; please refer to the meeting materials, audio, or video located at <https://www.utah.gov/pmn/sitemap/notice/571569.html> for entire content.

This document along with the digital recording constitute the official minutes of this meeting.