

UTA Board of Trustees Meeting

May 1, 2019



Call to Order and Opening Remarks



Pledge of Allegiance



Safety First Minute



Safety Is a Choice You Make

**Personal Protection
Equipment**



Policy



Common Sense



UTA 
SAFETY & SECURITY

May 2019

Public Comment Period



Public Comment Guidelines

- Each comment will be limited to two minutes per citizen or five minutes per group representative
- No handouts allowed



Consent Agenda

- a. Approval of April 24, 2019 Board Meeting Minutes
- b. Approval of UTA Policy 6.1.4 Employment of Relatives

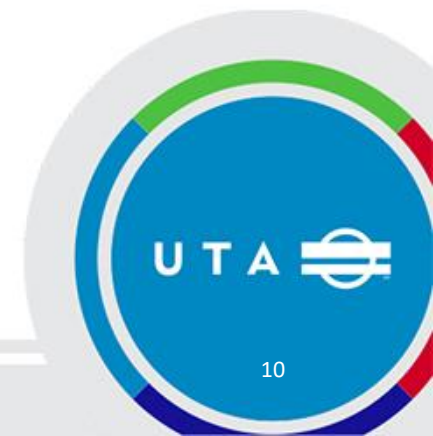


Recommended Action (by acclamation)

Motion to approve



Agency Report



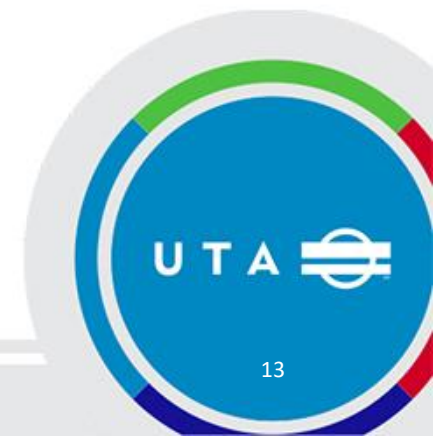
Terrorism Drill



Service Recovery Following Lightning Strike



Board Priorities



Board of Trustees 2019 Priorities

State and Legislative Priorities

Demonstrating strategic and collaborative vision that will enhance the roadmap for transit solutions in the communities we serve

- Implementing new UTA governance model
- Increasing transparency
- Strengthening collaborative stakeholder relationships

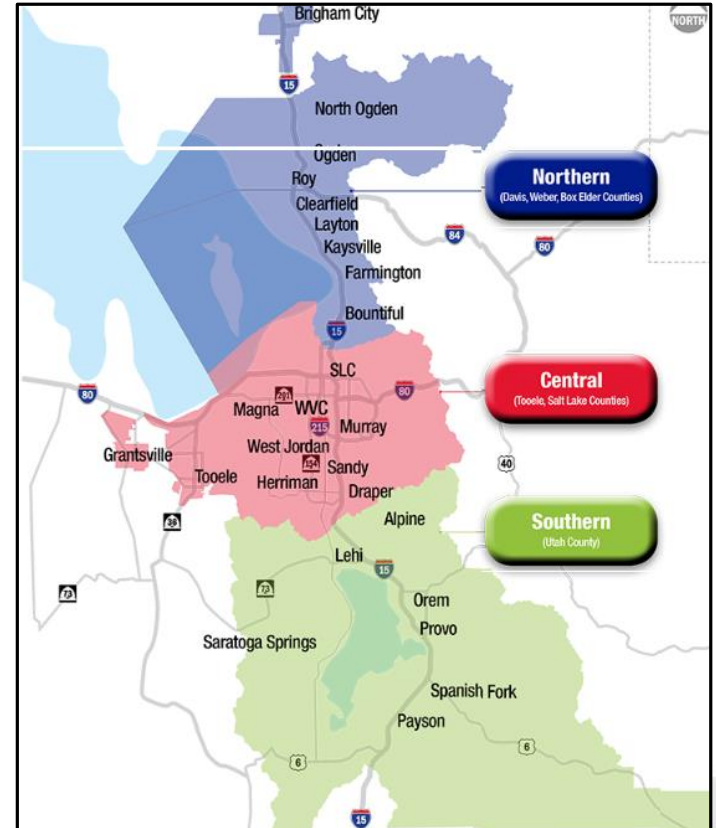


Board of Trustees 2019 Priorities

Local Priorities

Strengthening collaborative connections with stakeholders to expand our transit community with shared objectives

- Reaching out to Cities and Counties with communication and collaborative dialogue
- Creating partnerships that promote strategic conversations and shared priorities
- Engaging in dialogue on economic development and strategic growth throughout the region

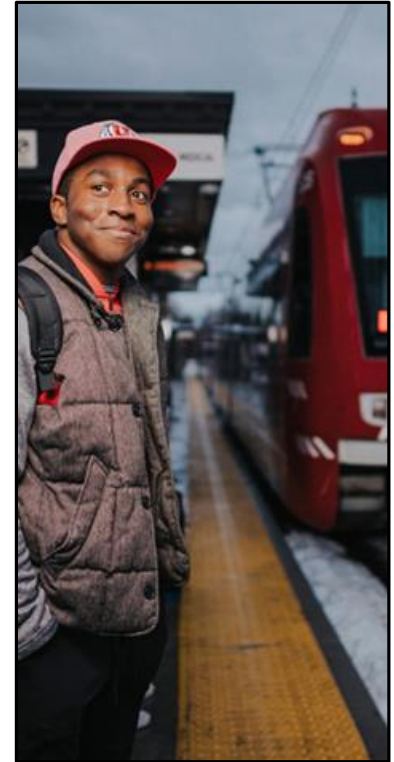


Board of Trustees 2019 Priorities

Public Priorities

Implementing public priorities and allocating resources that manifest community priorities in our service

- Completing Service Choices study
- Magnifying the customer's voice
- Expanding public engagement opportunities

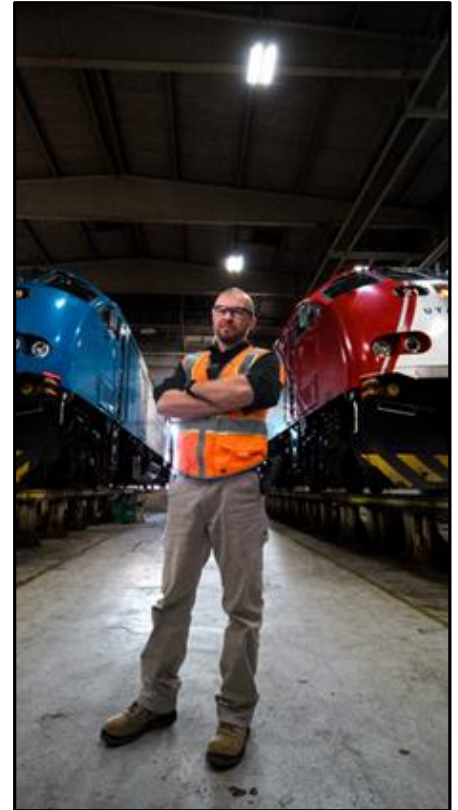


Board of Trustees 2019 Priorities

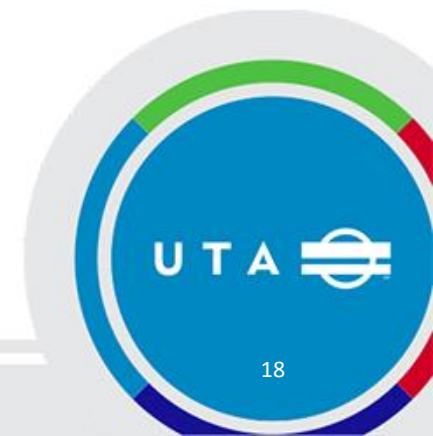
Employee Relations Priorities

Empowering and demonstrating confidence in employees through engagement and recognition

- Aligning goals
- Prioritizing workforce initiatives
- Collaborating with agency leadership
- Recruiting Executive Director



R2019-05-01
Authorizing Sale of Surplus
Property Located at
8397 S. Spaulding Court,
West Jordan



Area Map – Residential Property



8397 S Spaulding Court, West Jordan City

Overview – Residential Property



Description of Asset	<ul style="list-style-type: none">• 2,200 sf residence on 0.16 acres• Located at 8397 S Spaulding Court, WJC
Purpose of Acquisition	<ul style="list-style-type: none">• Right of Way acquisition for Mid-Jordan TRAX Line
Reason for Disposition	<ul style="list-style-type: none">• Does not serve transit purpose• FTA request to dispose
Original Appraised Value	<ul style="list-style-type: none">• \$310,000
FHA Appraisal	<ul style="list-style-type: none">• \$298,000
Seller Concessions	<ul style="list-style-type: none">• \$4,000 for repairs

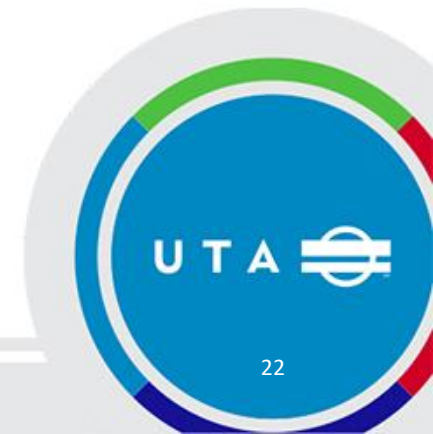
Recommended Action (by roll call)

Motion to approve R2019-05-01:

Authorizing Sale of Surplus Property Located at
8397 S. Spaulding Court, West Jordan



Contracts and Pre-Procurements



Contract: UTA Website Maintenance and Development (Penna Powers)

- Description and purpose:
 - External support and assistance with website maintenance, development, and design
- Total contract:
 - \$1,250,000



Recommended Action (by roll call)

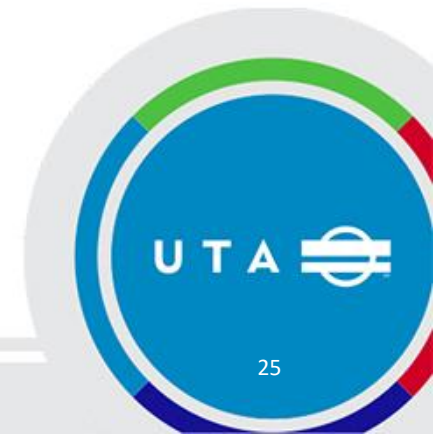
Motion to approve contract:

UTA Website Maintenance and Development (Penna Powers)



Change Order: On-Call Maintenance Contract Task Order #75 – Rail Replacement (Stacy and Witbeck)

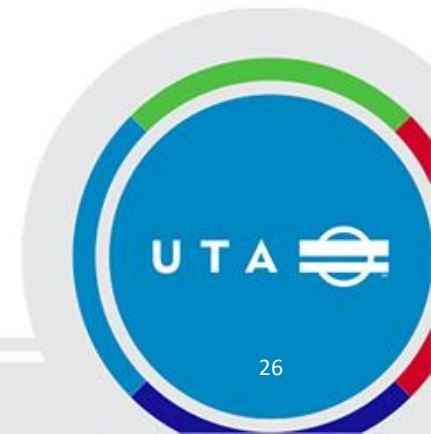
- Description and purpose:
 - Replacement of five rail curves on the commuter rail line at Lehi, South Jordan, Jordan Narrows, 200 South in Salt Lake City, and Ogden
 - Part of a three year on-call maintenance contract
- Total change order:
 - \$547,555
- Total contract:
 - \$28,737,454



Recommended Action (by roll call)

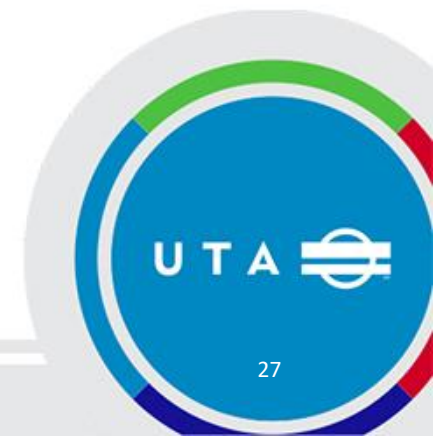
Motion to approve change order:

On-Call Maintenance Contract Task Order #75 – Rail Replacement
(Stacy and Witbeck)



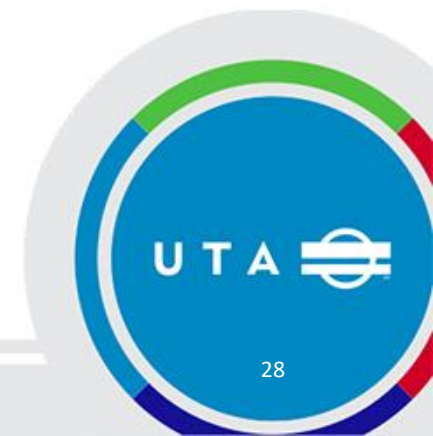
Disbursement: Siemens Mobility Inc.

- Description and purpose:
 - Disbursement for payment on invoices generated as part of UTA's supply chain forecasted inventory strategy for light rail parts
- Total disbursement:
 - \$226,857.30

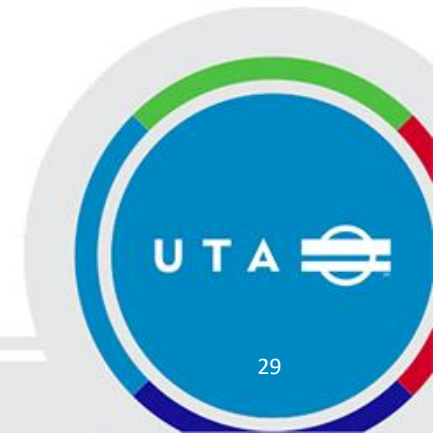


Recommended Action (by roll call)

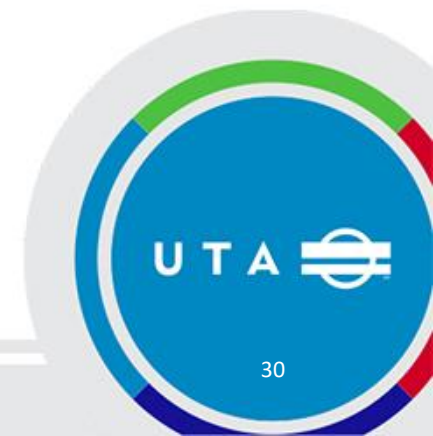
Motion to approve disbursement:
Siemens Mobility Inc.



Pre-Procurement: On Board Passenger Surveys



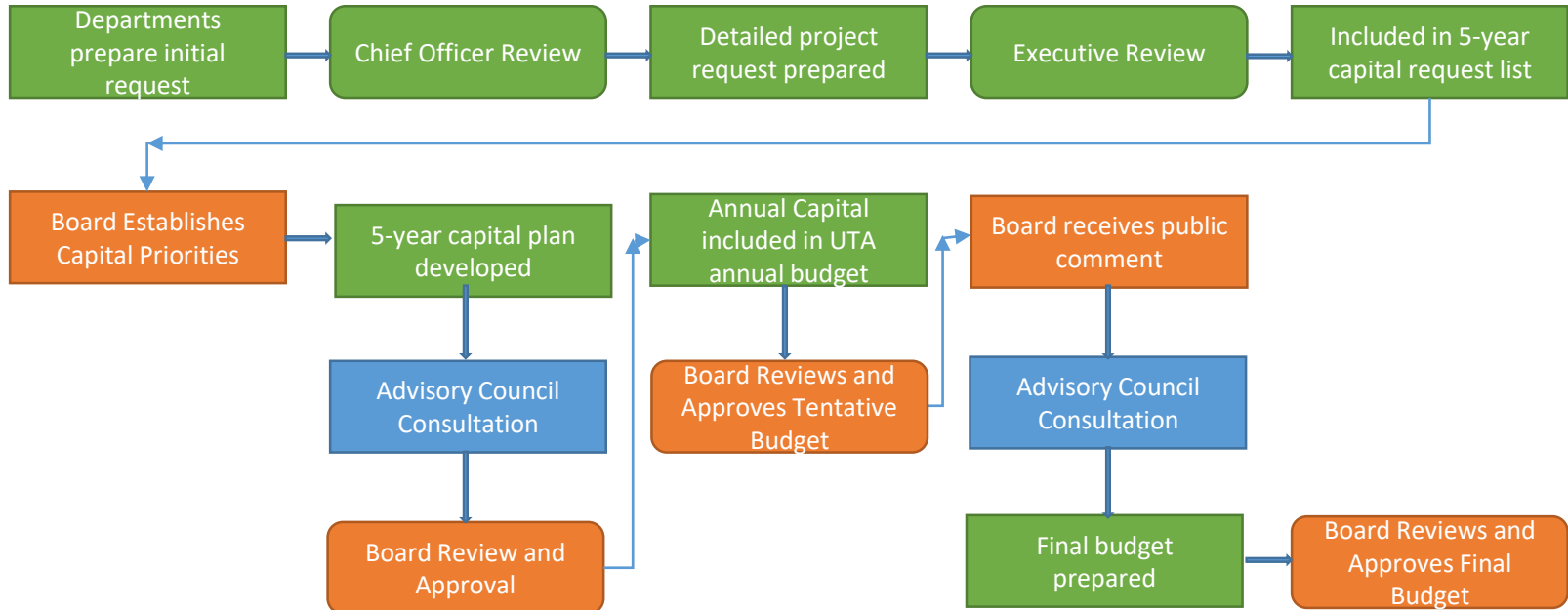
Discussion Items



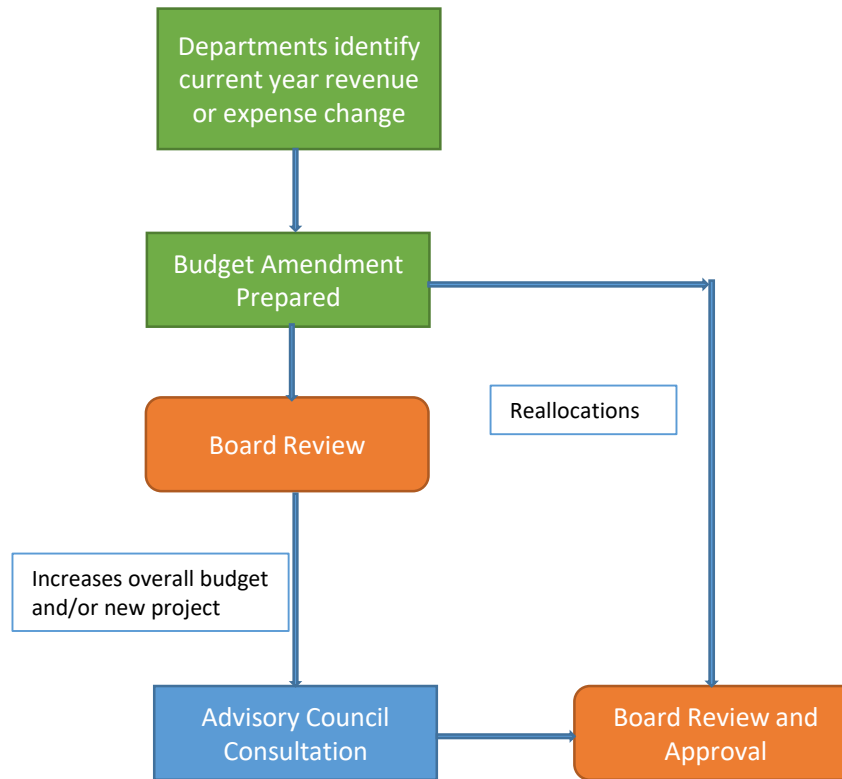
Budget Amendment Process



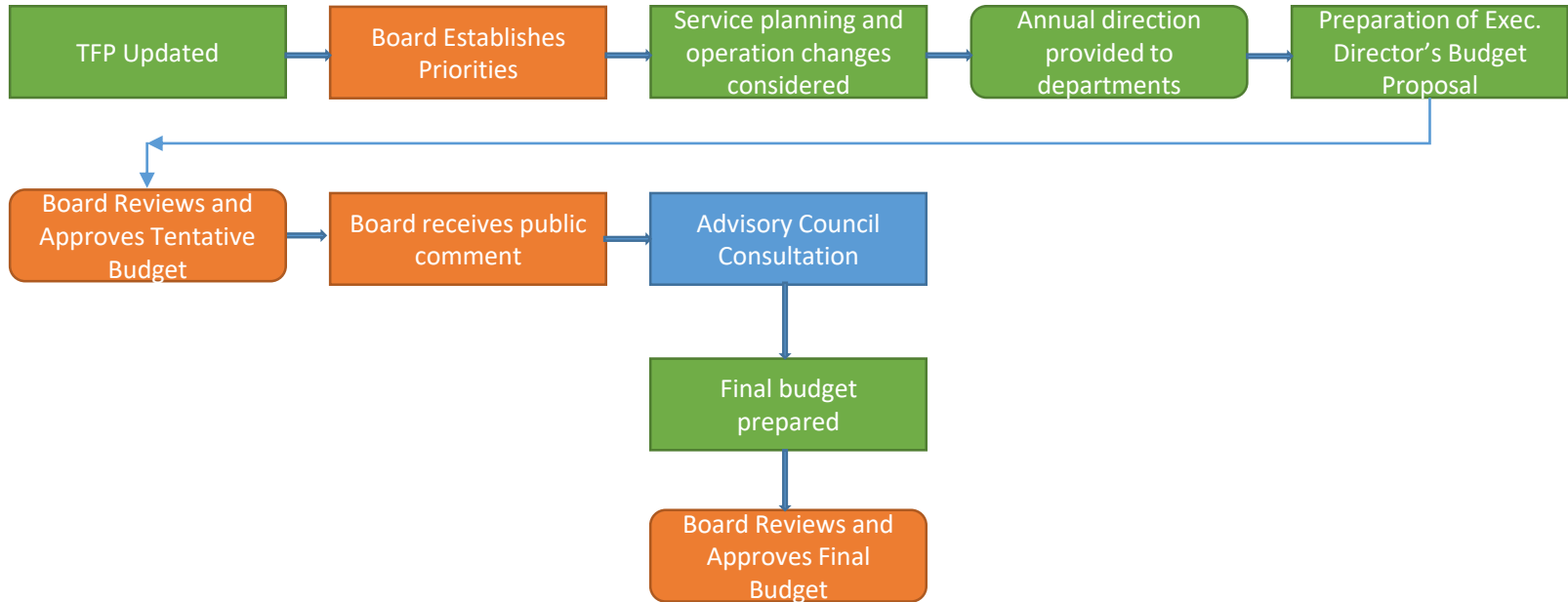
Capital Budget Preparation and Approval Process



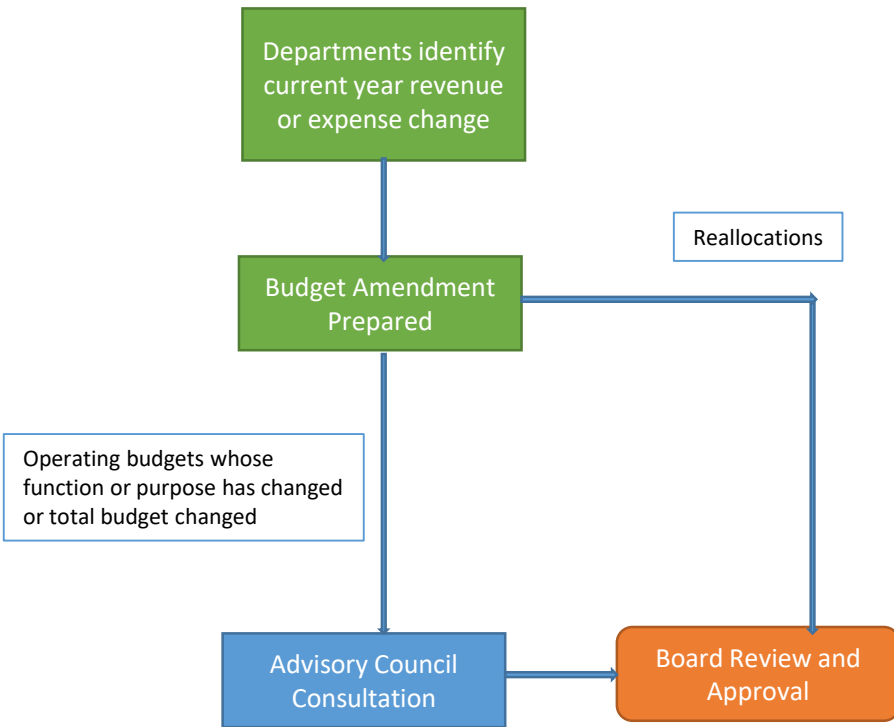
Capital Budget Amendments Approval Process



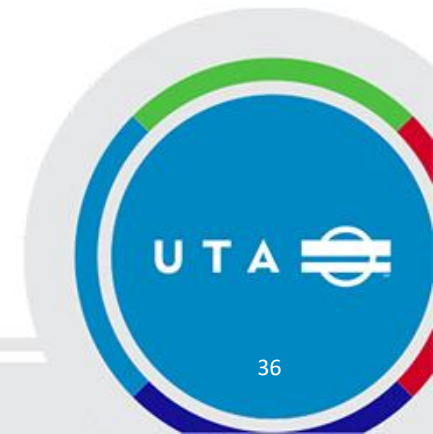
Operating Budget Preparation and Approval Process



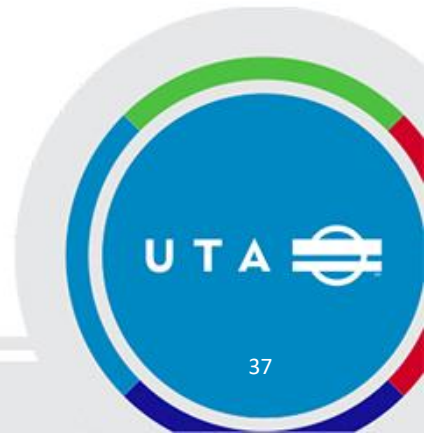
Operating Budget Amendments Approval Process



Spike 150 Celebration May 10-12



Benchmark Survey



Benchmark Survey

- Telephone and online survey: conducted January 2019
- 611 surveys, margin of error +/- 4.0 percent
 - Surveyed four counties – increased sample size six years ago
 - Demographics:
 - Female = 51% / Male = 49%
 - 90% Caucasian
 - Balanced mix of respondents
 - Aged 18+ - Employment status - Education
- Survey designed to guide communications and marketing strategy by assessing:
 - Overall public perception of UTA as an organization
 - Public perception of UTA services
 - High-level indicators of why people ride/don't ride
 - Broad indicators of potential motivators to ride
 - Where people look for information about riding UTA



Survey Highlights

- The survey demonstrates that UTA's image is in positive territory. The agency maintains a strong base of support among the general public
- While there continue to be areas for improvement, UTA's perception is sustaining or improving in key areas.
- Perceptions of UTA bus and rail services are positive, and increased/expanded service remains the key to encouraging ridership.
- Communication mediums are becoming more diverse; UTA must maintain a strong presence and continue to build awareness of our services.



We are holding or improving in responsiveness, stewardship and accountability

- “Overall, do you have a favorable or unfavorable impression of the Utah Transit Authority?”

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
7 - Very favorable	13%	14%	14%	11%
6 - Favorable	26%	24%	22%	25%
5 - Somewhat favorable	27%	30%	29%	28%
4 – Neutral	16%	15%	16%	15%
3 - Somewhat unfavorable	8%	8%	7%	8%
2 – Unfavorable	6%	4%	6%	6%
1 - Very unfavorable	3%	4%	5%	5%
Mean	4.89	4.93	4.81	4.80

- Sustaining image during years of major agency change.



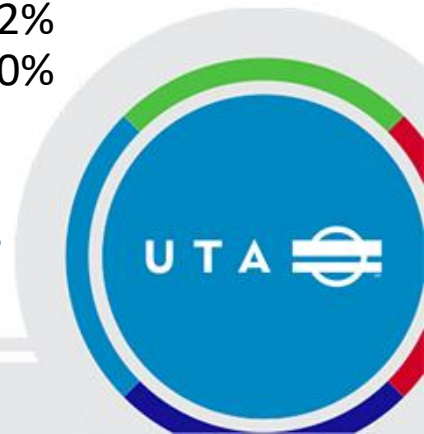
- “Over the past six months, has your opinion of UTA become worse, stayed about the same, or improved?”

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Improved	13%	11%	11%	15%
Stayed about the same	73%	81%	80%	75%
Become worse	12%	5%	8%	8%

- “Why is your opinion of UTA worse today?” (open-ended)

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Executive wages/salaries	23%	13%	12%	8%
Scandal/corruption	29%	10%	9%	8%
Financial management	21%	13%	25%	15%
Poor use of tax dollars	20%	10%	20%	8%
Cutting routes	5%	10%	13%	2%
Rate increases/cost	9%	10%	9%	2%
Bad publicity	17%	3%	4%	0%

➤ **Notable downward trends in many negative opinions.**



- “UTA makes good use of public funds.”

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Mean Score	4.25	4.45	4.20	4.29

- “UTA is responsive to the community it serves”

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Mean Score	4.71	4.70	4.58	4.63

- “UTA is held accountable to the public.”

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Mean Score	4.13	4.21	3.99	4.15

- **In positive territory and holding steady overall.**



Strong awareness and perception of our services continues

- “I have a favorable impression of TRAX.”

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Mean Score	5.50	5.39	5.50	5.41

- “I have a favorable impression of buses.”

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Mean Score	4.62	4.31	4.19	4.32

- “I have a favorable impression of FrontRunner.”

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Mean Score	5.74	5.47	5.49	5.52



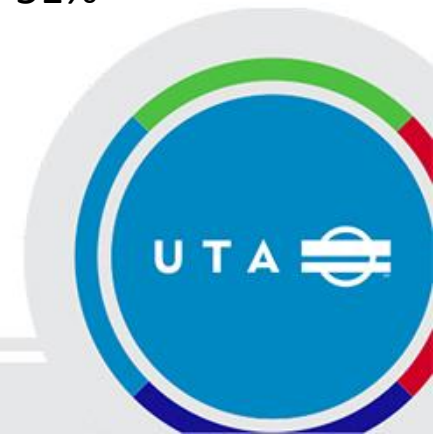
- “Which, if any, of the following UTA services are near your home or work?”

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Bus	75%	78%	75%	76%
TRAX	37%	40%	40%	36%
FrontRunner	33%	38%	39%	39%
Streetcar	3%	6%	7%	4%

- “Are you aware that UTA offers the following services?”

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Vanpool	-	41%	49%	38%
Carpool matching	-	24%	24%	22%
Employer pass programs	-	47%	48%	44%
Educational pass programs	-	55%	63%	51%

- **In positive territory overall; this data helps guide our marketing programs.**



Service-related issues remain among the top reasons people don't ride and what would most encourage them to ride

- “Would each of the following make you more inclined to ride transit?” (1 = definitely not and 7 = definitely)

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
• Higher gas prices	4.42	4.06	4.01	4.05
• Poor air quality days	4.49	4.25	4.31	4.27
• More coverage/routes	5.21	5.19	5.17	5.21
• More frequency	5.13	5.04	5.17	5.10
• More evening service/routes	4.74	4.56	4.61	4.55
• Traffic/congestion	5.05	4.83	4.96	4.89

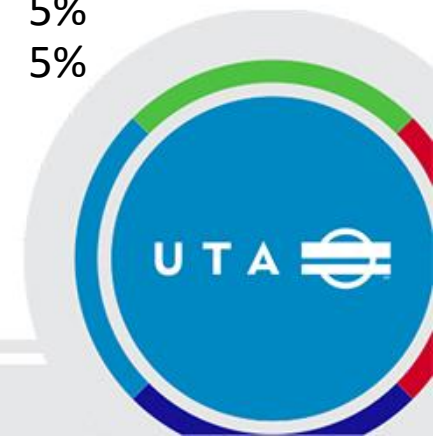


- “What concerns would you have about riding the bus?”

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Inconvenient/lack of routes	63%	69%	57%	66%
Crime/personal safety	14%	11%	13%	10%
People who use it	8%	11%	8%	10%
Dirty/not clean	7%	5%	3%	10%
Don't know routes	7%	6%	8%	7%
Late/can't trust	12%	6%	16%	7%
Price of fares	4%	5%	7%	6%

- “What concerns would you have about riding TRAX?”

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Inconvenient/lack of routes	53%	69%	72%	55%
Crime/personal safety	12%	21%	12%	18%
Don't know routes	2%	2%	7%	5%
Price of fares	14%	12%	2%	5%



- “What concerns would you have about riding FrontRunner?”

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Inconvenient/lack of routes	59%	59%	49%	69%
Price of fares	16%	17%	13%	12%
Don't know routes	5%	2%	14%	7%
People who use it	5%	0%	1%	5%



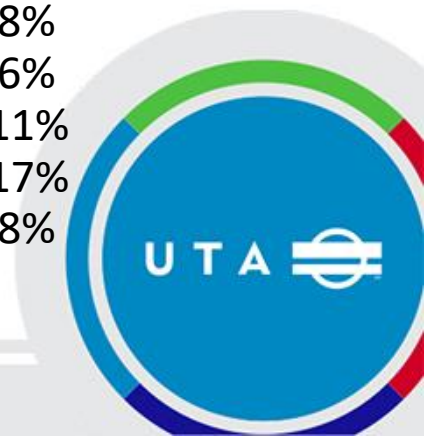
We need to maintain visibility and awareness through marketing and outreach programs

- “In the past six months, have you seen or heard any messages or advertisements about UTA”

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Yes	60%	54%	58%	52%
No	40%	46%	42%	48%

- “Where do you typically see or hear messages about UTA?” (open-ended)

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Television	54%	53%	53%	49%
Radio	23%	21%	18%	17%
Print / Newspaper	8%	6%	7%	8%
Billboard	9%	9%	10%	6%
Online / Digital	5%	7%	13%	11%
UTA vehicles/stations	14%	18%	13%	17%
News – general	9%	5%	10%	8%



- “Have you seen or heard:

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Ads about rail safety	28%	30%	47%	28%
Ads about fare promotions	--	40%	20%	8%
Ads about riding UTA	18%	12%	23%	9%
Ads about mobile ticketing	46%	49%	72%	40%
Ads about new service	14%	11%	38%	17%

- **Reflects changes in UTA communications and marketing campaigns from year to year.**
- **TV is still reported as top source but Connected TV is growing.**
- **Mobile / digital is growing steadily.**
- **Individual campaign tactics are more targeted and diverse while maintaining TV presence for overall agency/brand messaging.**



- “Have you used the following for information on how to ride UTA?”

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Website	50%	51%	57%	50%
Mobile app	17%	21%	23%	22%
UTA Customer Service	11%	9%	10%	12%
Bus or train stops/platforms	39%	42%	44%	37%
Printed schedules	30%	27%	29%	27%

- “Where would you first look for information about how to ride?”

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Website	79%	87%	82%	75%
Mobile app	8%	25%	17%	19%
UTA Customer Service	8%	15%	12%	11%
Bus or train stops/platforms	5%	21%	14%	11%
Printed schedules	8%	20%	12%	11%

- **Mobile technologies are predictably growing.**
- **No silver bullet – we need to provide information to riders and potential riders in multiple ways.**



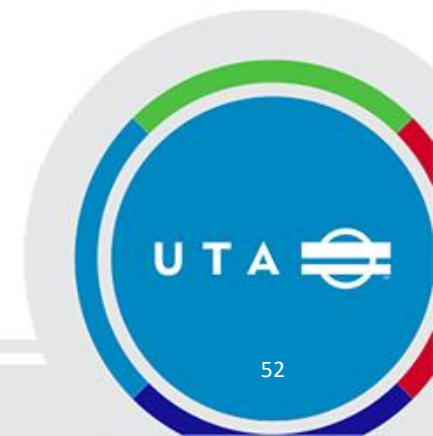
Next steps:

- Completing final report of January 2019 survey.
- Benchmark Survey will be completed again in late-2019.
- Focus Groups will be part of the process again this year.
- Survey questions will be adjusted to accommodate agency objectives.



Other Business

- a. Next meeting: May 8, 2019 at 9:00 a.m.



Adjourn

