



***Working Meeting of the  
Stakeholder Relations Committee***

**Wednesday, April 8<sup>th</sup>, 2015**

**10:15 a.m. – 11:33 a.m.**

**Report**

<b>Present:</b>	Trustee Robert Hunter, Chair	Jerry Benson	Erika Shubin
	H. David Burton, Board Chair	Bob Biles	Remi Baron
	Trustee Dannie McConkie	Jayne Blakesley	Chris Chesnut
	Trustee Justin Allen	Clair Fiet	James Henshaw
	Trustee Troy Walker	David Goeres	Cindy Medford
	Trustee Larry Ellertson	Steve Meyer	Chad Saley
	Trustee Jeff Hawker	Alan Maughan	Rebecca Cruz
	Michael Allegra	Lynze Lenio	EiLeen Billings
	Andrea Packer		

**Excused:** Trustee Michael Romero

**Guest:** Jason Lee, Deseret News

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**I. Please Note:** The Stakeholder Relations Committee commenced at 10:15 a.m. A quorum was present. At 10:45 a.m. Trustee Larry Ellertson joined the Committee meeting and Board Chair H. David Burton joined the meeting at 11:20 a.m.

**II. April 2015 Safety Motto: “Safety Comes in a Can. I Can, You Can, We Can Be Safe!”** (David Goeres) -

- David stated that the safety poster this month is saying that we “can” all be more safe in our work efforts.
- Choose the right tools, procedures and policies to guide your job.
- Always remember to conduct that job safety briefing.

**Action Items:**

**III. Review of Executive Limitations Policy 2.5.4 – Communication with Member Governing Councils** (Robert Hunter) –

- With respect to the governing councils comprising the mayors, city councils and county commissions or county councils included within the transit district, the President/CEO, or designee, within a reasonable time following each legislative session, shall not fail to: report to each local government official body regarding perceived impact and/or effect(s) of enacted legislation on local government as it relates to the Authority, and to present updates, as applicable, to transit district equity analyses.
- Trustee Dannie McConkie moved to approve the Executive Limitation Policy 2.5.4 as indicated above.
- Trustee Dannie McConkie seconded the motion, motion passed unanimously.

**IV. Compliance Report on Customer and Public Feedback (Andrea Packer) -**

- Annual Benchmark Survey:
  1. Annual Effort: Focus groups; then follow up with telephone and online surveys.
  2. Conducted 601 surveys, margin of error +/- 4%.
  3. Surveyed all four counties in UTA’s service area.
  4. Designed to Gauge:
    - a. Overall public perception of UTA.
    - b. Public perception of UTA’s services.
    - c. Potential motivators to ride transit.
    - d. Seen any messages/information regarding UTA.
    - e. Where people see/look for information.
- Survey Highlights from FY 2013 to April 2015:
  1. Question: Using a 1-7 scale, how would you rate the overall quality of transportation along the Wasatch Front (this question refers to transportation in general, not just UTA)?
    - a. Survey results indicated a rating of 5.02
  2. Question: Considering the ways public transit has changed over the past several years, are you satisfied or dissatisfied with the direction public transit is going?

	2013	2014	2015
Somewhat Satisfied to Very Satisfied	78%	77%	80%

3. Question: Overall, do you have a favorable or unfavorable impression of UTA? Comparing most favorable to most unfavorable = 7 to 1 positive ratio:

	2013	2014	2015
Somewhat Favorable	31%	27%	28%
Favorable	25%	27%	29%
Very Favorable	16%	18%	17%
<b>Mean:</b>	<b>5.03</b>	<b>5.16</b>	<b>5.15</b>

4. Does UTA make good use of public funds? Results were 3 to one positive ratio:

	2013	2014	2015
Somewhat Agree	29%	28%	23%
Agree	16%	20%	20%
Strongly Agree	11%	11%	11%
<b>Mean:</b>	<b>4.61</b>	<b>4.75</b>	<b>4.61</b>

5. UTA finishes transit construction projects on time and under budget. Peak in 2013 was when four lines opened.

	2013	2014	2015
Somewhat Agree	20%	19%	20%
Agree	26%	23%	24%
Strongly Agree	17%	17%	12%
<b>Mean:</b>	<b>5.33</b>	<b>5.24</b>	<b>4.96</b>

6. In the past six months, have you seen or heard (during 2013 UTA had many safety ads due to the opening of four new lines):

	2013	2014	2015
Ads about rail safety	72%	58%	54%
Ads about services/riding	60%	63%	80%

7. Where did you see or hear the ad about services/riding UTA (Next survey will also include “Online”)?

	2013	2014	2015
Television	57%	57%	63%
Radio	21%	17%	29%
Newspaper	7%	6%	10%
Outdoor	4%	7%	12%

8. Question: On a scale of 1-7, do you have a favorable impression of TRAX (the results were 10 to 1 positive ratio)?

	2013	2014	2015
Somewhat Favorable	22%	21%	22%
Favorable	35%	31%	32%
Very Favorable	25%	26%	24%
<b>Mean:</b>	<b>5.50</b>	<b>5.45</b>	<b>5.46</b>

9. Question: Do you have a favorable impression of buses?

	2013	2014	2015
Somewhat Favorable	32%	21%	22%
Favorable	13%	31%	32%
Very Favorable	13%	26%	24%
<b>Mean:</b>	<b>5.50</b>	<b>5.45</b>	<b>5.46</b>

10. Question: do you have a favorable impression of FrontRunner?

	2013	2014	2015
Somewhat Favorable	20%	20%	18%
Favorable	30%	29%	31%
Very Favorable	24%	26%	26%
<b>Mean:</b>	<b>5.53</b>	<b>5.53</b>	<b>5.57</b>

11. When asked if the persons being surveyed had a car or an alternative mode of transportation available, approximately 96% answered “Yes”.

12. Would each of the following make you more inclined to ride transit (on a 1-7 scale)?

	2013	2014	2015
Higher Gas Prices	4.77	4.47	4.54
Poor Air Quality Days	4.49	4.54	4.26
More Coverage/Routes	5.41	5.36	5.35
More Frequency	5.31	5.22	5.22
Traffic/Congestion	5.05	4.89	4.92
Cost/Availability of Parking	4.85	4.71	4.78

13. In the past 12 months, have you used the following for information about riding UTA?

	2013	2014	2015
UTA Website	45%	47%	45%
UTA Customer Service	10%	11%	13%
Bus Stops/Train Platforms	39%	38%	37%
Printed Schedules	36%	32%	31%
Mobile Device/Smartphone	19%	24%	27%

14. If you wanted information, where would you look first?

	2013	2014	2015
UTA Website	74%	81%	83%
UTA Customer Service	6%	11%	20%
Bus Stops/Train Platforms	2%	11%	20%
Printed Schedules	3%	15%	29%
Mobile Device/Smartphone	5%	18%	34%

Customer Service, Website and Trip Planner

- Customer Service – Customer Call Center:

	2014	2013	2012	2011
<b>Total Calls:</b>	508,735	765,729	862,214	916,641

- 34% reduction over previous year; 44% since 2011 peak.
  - Duration of calls increasing due to new services and programs such as FarePay.
  - Call abandoned rate is 7%. UTA’s goal is 3% to 6%.
  - Customer Call Center is open on Monday – Saturday, 6:00 a.m. to 7:00 p.m.
- New Customer Tools, such as the implementation of the IVR System, are the main reason for the decline in calls:
    - Automated “next bus” phone system.
      - 346,489 call during 2014 = 41% of total calls
      - 14% increase
      - Also available in Spanish. Spanish calls = 330% increase.
    - RideTime – SMS text, real-time next bus information”
      - 3,000 average weekday; 1,300 average weekend.
      - Up to 4,000 texts on an average weekday YTD.
    - Social Media and Mobile:
      - Two full-time employees to handle Twitter.
      - Service information on Twitter from 5:00 a.m. until 8:00 p.m.
      - More than 33 apps available on all platforms.

- Customer Concerns:

	2014	2013	2012	2011
<b>Total Calls:</b>	54,269	64,736	55,522	53,011

- FY 2014 = 16% decrease over previous year.
  - Back to pre-2013 levels. Peaked in 2013 due to new project openings, change day schedules and FarePay.
  - Open Monday – Friday, 6:00 a.m. – 7:00 p.m. and on Saturdays from 8:30 a.m. until 5:00 p.m.
- Customer Comment System:
    - Understand customer needs and experience.
    - Logs customer comments via phone, email, website, mail, etc.
    - Routes comments to appropriate department for investigation and response.
      - Comments are routed within 24 hours.
      - Comments are to be resolved within 7 days.
    - System generates monthly reports used to track and address issues.
    - Upgrade launched last December – new tools and features allow for better tracking.
    - Next year’s report will include additional information regarding new tools and features.

- Top Comments:
  1. Commendations among top 5 comments all 4 years. Information leads to improvements
  2. FY 2011:
    - a. Customer Interaction: 10.2%
    - b. Pass-By: 8.6%
    - c. Commendation: 7.5%
    - d. Late Bus/Train: 7.3%
    - e. Time/Schedule: 7.1%
  3. FY 2013:
    - a. TVM Problems: 9.8%
    - b. Commendations: 6.3%
    - c. Customer Interaction: 6.2%
    - d. Late Bus/Train: 6.1%
    - e. Time Schedules: 4.9%
  4. FY 2011:
    - a. TVM Problems: 10.8%
    - b. Customer Interaction: 8.0%
    - c. Commendation: 7.1%
    - d. Pass-by: 6.5%
    - e. Late Bus/Train: 5.4%
  5. FY 2014:
    - a. Customer Error: 9.95
    - b. Commendations: 8.1%
    - c. TVM Problems: 7.3%
    - d. FarePay Adjust: 7.0%
    - e. Customer Interaction: 5.3%

- Lost and Found:
  1. Three locations: Salt Lake Downtown Intermodal Hub; Weber and Utah Counties.
  2. Items turned into secure location, logged into database.
  3. Items held 30-days. Unclaimed items are discarded or donated.
    - a. FY 2014: 23,603 items – 5,780 returned
    - b. FY 2013: 23,826 items – 5,516 returned

- UTA Website:

	Annual	Monthly	Daily
Site Visits:	5,791,753	482,646	15,868
Page Views:	20,871,566	1,739,297	57,182

1. Average session 3.06 minutes.
  2. First-time user visits = 35.17% of traffic.
  3. User Groups:
    - a. Mobile = 52.74%
    - b. Desktop = 40.33%
    - c. Tablet = 6.93%
  4. Slightly lower than 2013 volumes. Switched to Google Analytics in 2013; more accurate reporting of website statistics.
- Website primarily used for service information.
    1. Route/Schedule Map
    2. Fare Information
    3. Trip Planner
    4. Shopping Cart
    5. Customer Service
    6. Careers and Projects
  - Website redesign is underway: Launched last December/New Vendors. Upgraded features will include navigation, most visited sites, ways to streamline process, and fewer steps required to retrieve requested information.
  - Trip Planner Improved:
    1. Upgrade launched during December 2013:
      - a. Improved address recognition
      - b. Clickable map and mode selection
      - c. Fare/Cost calculator
      - d. Detours included
      - e. Walking distances included
      - f. User-selected landmarks
    2. Additional improvements coming”
      - a. Abbreviation issue for directions (N, S, E, W)
      - b. Abbreviation issue for terms (Street, BLVD, etc.)

- **Action Item:** The Stakeholder Relations Committee requested that Andrea Packer condense this Compliance Report on Customer and Public Feedback report into a 5-10 minute presentation. It would be very beneficial to take the abbreviated presentation to all the COG meetings. This presentation is innovative and conveys an accurate and positive image of UTA that should be presented to all our mayors, councils, commissioners and other elected officials.

V. Approve March 11<sup>th</sup>, 2015 Stakeholder Relations Committee Meeting Report (Robert Hunter) -

- Trustee Troy Walker moved to approve the March 11<sup>th</sup>, 2015, Stakeholder Relations Committee report, as written.
- Trustee Larry Ellertson seconded the motion, motion passed unanimously.

**Information Items:**

VI. Community Advisory Task Force (Chad Saley) –

- Purpose of the group is to provide UTA with feedback regarding services, studies or other projects.
- Provides an outside point of view:
  1. Quarterly in-person meetings, more frequent online interactions.
  2. Partnership of UTA Planning and Public Relations Departments.
- The twenty-five group members represent:
  1. Riders: Nine members consisting of frequent and in-frequent, all modes and transportation dependent.
- Business Community: Chambers, large and small businesses.
- Advocacy Groups: Low income, air quality, cycling.
- The Task Force currently has eight business representatives, seven advocacy group representatives, and nine rider representatives.
- The first meeting of the Community Transit Task Force has been scheduled for Thursday, April 23<sup>rd</sup> from 3:00 p.m. to 5:00 p.m. in the Golden Spike Board Rooms at FrontLines Headquarters.
- **Action Item:** The Stakeholder Relations Committee members agreed that developments of the Advisory Task Force should be a standing item on the monthly agenda.

VII. Social Media Update (Lynze Lenio) -

- During February, social media focus on:
  1. Tim Conway, UTA's longest serving employee. Tim started driving for Salt Lake City Lines during 1969 for 42.71 per hour. Just a note: 1969 was the year that Neil Armstrong walked on the moon. Tim also met his wife on the bus.
  2. Customer Kathryn Luke has been riding UTA since the 1950's. This was when the business first started to operate.
  3. Social Media depicted historic photos of UTA. In one photo you can see Michael Allegra and Debbie Skeen working for the successful future of public transit in Utah.
  4. UTA had a FarePay Scavenger hunt covering six counties. Six \$45.00 FarePay vouchers were found within hours.
  5. March 18<sup>th</sup>, 2015 was the national Transit Driver Appreciation Day. UTA joined with the public in celebrating the contributions of our hard-working bus drivers and rail operators. Several of UTA's customers posted wonderful and appreciative messages regarding their drivers and operators.

6. On Happy St. Patrick's Day, March 17<sup>th</sup>, UTA gave away candy bars to riders wearing green on the Green TRAX line. Approximately 500 candy bars were awarded to our customers.
  7. Exploring the Historic Avenues on Route 11: Route 11 winds its way through the avenues, one of Salt Lake City's oldest neighborhoods. While riding this route you will have the opportunity of seeing some architectural gems and historical spots. Such as:
    - a. The Grave of Brigham Young.
    - b. Oquirrh Scholl and the State Capital
    - c. John a Evans Home
    - d. The old Primary Children's Hospital
    - e. Richard K.A. Kletting Park.
    - f. Mormon Pioneer Memorial Monument
    - g. The Colonial House
    - h. The Salt Lake City Cemetery
    - i. Other routes take you through Historic Sandy City and the newly dedicated Galena Memorial.
- UTA's Board of Trustees recently completed an extensive review of compensation.
  - March Twitter Follower Growth: During March, UTA saw an increase of 1,205 followers for a total of 15,559.
  - Most Popular Twitter Links for February:
    1. March 20<sup>th</sup> – Lamb's Café (243 clicks)
    2. March 25<sup>th</sup> – Compensation Review (118 clicks)
    3. March 11<sup>th</sup> – Sandy/South Jordan Circulator (57 clicks)
    4. March 2<sup>nd</sup> – UTA's 45<sup>th</sup> Anniversary Kickoff (56 clicks)
    5. March 26<sup>th</sup> – LDS General Conference Announcement (34 clicks)
  - Facebook Growth: UTA gained 114 new Facebook followers during February, for a total of 9,118.
  - Top Five (5) Facebook Posts:
    1. March 6<sup>th</sup> – UTA's longest-serving employee (2.6K reached, 172 likes, comments or shares).
    2. March 18<sup>th</sup> – Transit Driver Appreciation Day (1.7K reached, 72 likes, comments or shares).
    3. March 31<sup>st</sup> – GREENBike open for the season (1.3K reached, 60 likes, comments or shares).
    4. March 6<sup>th</sup> – UTA's 45<sup>th</sup> Anniversary wrap-up (1.1K reached, 53 likes, comments or shares).
    5. March 2<sup>nd</sup> – UTA's 45 Anniversary Announcement (1.1K reached, 52 likes, comments or shares).

#### **VIII. APTA Rail Conference Update – Hosted by UTA (Andrea Packer) -**

- 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 19<sup>th</sup>: Cherryl Beveridge is heading up the Community Service project at the LDS Church Humanitarian Center.
- Saturday, June 20<sup>th</sup>:
  1. International Rail rodeo, with activities from June 18<sup>th</sup> – 21<sup>st</sup>.
  2. The APTA Rail Rodeo is scheduled at the Jordan River Service Center for June 18<sup>th</sup> through June 20<sup>th</sup>. 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 20<sup>th</sup>. 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 21<sup>st</sup>:
    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 22<sup>nd</sup>:
    1. Regarding the June 22<sup>nd</sup> Opening Session: Utah Governor Gary Herbert, Former Senator Bob Bennett, Speaker of the House Greg Hughes, and Salt Lake City Mayor Ralph Becker have been invited to speak..
  - Monday, June 22<sup>nd</sup> through Wednesday, June 23<sup>rd</sup>, 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 23<sup>rd</sup>, 2015, with a repeat of tours on Wednesday, June 24<sup>th</sup>.
    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.
  - APTA is working hard to finalize the Rail Conference program and it will soon go to print.
  - The volunteer list will soon be finalized. This event will require at least 233 volunteers.

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

- Joint UDOT/UTA Meeting: The Utah Transportation Commission and UTA have a joint meeting scheduled on Wednesday, April 15<sup>th</sup>, 2015. This meeting is in response to the gathering with the UDOT Commission during 2014 where it was decided to continue these joint meetings on an on-going basis. UTA will be hosting this meeting from 11:00 a.m. until 2:15 p.m. in the Golden Spike Board Rooms. From 11:00 a.m. until 12:00 noon, lunch will be served. At 1:45 p.m. until 2:15 p.m. a tour will be conducted of the Central Bus Operations Facility.



- Stand Up 4 Transportation: Michael Allegra reminded everyone that on April 9<sup>th</sup>, 2015, supporters from around the nation are uniting in their communities and online to send a powerful message to Congress that it is time to provide long-term investment for America's transportation network. Only comprehensive, long-term federal funding will enable us to repair, maintain, and adequately expand America's public transportation, roads, bridges, ports, and rail systems to help bring our national transportation system up to speed with the 21st century. Short-term, inconsistent funding slows progress and costs America's taxpayers more in the long run. Mike reported communities around the country, as well as UTA, are coming together to take part in Stand Up 4 Transportation Day.
- NTI Transit Academy: Michael Allegra reported that the National Transit Institute (NTI) Transit Academy is being held in Salt Lake City during Monday, April 13<sup>th</sup> through Friday, April 17<sup>th</sup>.
  1. The Transit Academy is a comprehensive, behind-the-scenes study of a major transit system. It is designed to provide those new to transit with an in-depth understanding of the scope of responsibilities, variety of skills and range of activities that work together in delivering safe and efficient transit service. The academy is presented using lectures, demonstrations, hands-on activities and facility tours. Key transit agency personnel serve as instructors ready to share their knowledge and experience - attendees learn from those who do the work. The program covers the broad range of responsibilities and functions found in a major transit system - literally transforming the entire organization into a learning laboratory.
  2. Audience: This four and a half day academy program is intended for professionals and decision-makers new to the transit industry and those who can benefit from an in-depth exposure to transit and its people.
  3. Objectives:
    - a. See firsthand what is required to operate a transit agency.
    - b. Understand how the many functions within an agency work together to deliver transit services.
    - c. Participate in briefings and discussion, led by UTA transit leaders, regarding critical issues affecting transit.
    - d. Learn how public policy decisions affect the function and needs of a transit agency.
    - e. Hands on experience visiting bus, commuter train or light rail operations facilities and control centers.
    - f. Touring bus, commuter rail and light rail maintenance facilities.
    - g. Visit major multimodal interchange points.
    - h. Gain first-hand experience by interacting with key agency staff in informal discussions throughout the program.
    - i. Ride UTA's transit system to gain valuable insight relating routes and schedules.
- BYD Motors Electric Bus: Michael Allegra stated that the new BYD 60 ft. electric bus is a breakthrough. This bus can drive 170+ miles with a passenger load of up to 120 passengers. BYD's mission is to create safer and more environmentally-friendly battery technologies. These buses run entirely off battery power lasting up to 24 hours on a single charge. This bus is currently on a nationwide tour and is currently in front of UTA's FrontLines building. The Board of Trustees has been invited to ride this bus during the day. The bus will then travel to the Provo/Orem areas to be tested on University Parkway's uphill climb.

**X. Input for May 13<sup>th</sup>, 2014 Stakeholder Relations Committee Meeting Agenda** (Justin Allen)-

- Safety First Messages (David Goeres).
- Approval of the April 8<sup>th</sup>, 2015 Stakeholder Relations Committee Report (Robert Hunter).
- Policy Review and Discussion (Robert Hunter) –

- On-Board Survey (Andrea Packer) -
- Social Media Update (Lynze Lenio and Andrea Packer).
- Liaison, Conference and External Committee Reports (Robert Hunter and Michael Allegra).
- Input for June 10<sup>th</sup>, 2015 Committee Meeting Agenda Items (Robert Hunter).-
- Closed Session, if required (Robert Hunter) -
- Other Business (Robert Hunter).

**XI. Meeting Adjourned -**

- At 11:33 a.m. Trustee Justin Allen moved to adjourn the April 8<sup>th</sup>, 2015, Stakeholder Relations Committee meeting.
- Trustee Robert Hunter seconded the motion, meeting adjourned.

**XII. Next Meeting Date -**

- The next meeting of the Stakeholders Relations Committee will be held on Wednesday, May 13<sup>th</sup>, 2015, at FrontLines Headquarters located at 669 West 200 South, starting at 10:00 a.m.

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