

UTA Board of Trustees Meeting

April 15, 2020



Call to Order and Opening Remarks



Public Comment

Due to the format of the meeting, no in-person comment will be taken

Public comment was solicited prior to the meeting through alternate means, including email, telephone, and the UTA website

All comments received were distributed to the board before the meeting and will be attached as an appendix to the meeting minutes



Safety First Minute



How to Wear a Cloth Face Covering



- Fit snugly but comfortably against the side of the face
- Be secured with ties or ear loops
- Allow for breathing without restriction
- Be able to be laundered and machine dried without damage or change to shape



Sheldon Shaw
Director of Safety

SAFETY
UTA 

Consent Agenda

- a. Approval of April 8, 2020 Board Meeting Minutes



Recommended Action (by acclamation)

Motion to approve



Agency Report

- a. Ridership Update
- b. COVID-19 Update



Resolutions



R2020-02-02 (Amended)

**Resolution Setting Compensation for District Officers and
Administrative Employees, and Appointing Officers**



Recommended Action (by roll call)

Motion to approve R2020-02-02 (Amended)

Resolution Setting Compensation for District Officers and Administrative Employees,
and Appointing Officers



R2020-04-04

**Resolution Approving the Execution of an Interlocal
Cooperation Agreement with Midvale City for Provision of
Additional Funds to Supplement the Existing TIGER
Stakeholder Agreement**



Recommended Action (by roll call)

Motion to approve R2020-04-04

Resolution Approving the Execution of an Interlocal Cooperation Agreement with
Midvale City for Provision of Additional Funds to Supplement the Existing TIGER
Stakeholder Agreement



R2020-04-05

**Resolution Approving Interlocal Cooperation Agreements
with Provo City for the Provo Pedestrian Overpass Bridge
TIGER Project**



Recommended Action (by roll call)

Motion to approve R2020-04-05

Resolution Approving Interlocal Cooperation Agreements with Provo City for the Provo Pedestrian Overpass Bridge TIGER Project



R2020-04-06

**Resolution Authorizing the Purchase of Real Property
with Boyer Lake Pointe, L.C.
(Parcels 119:2E, 119:3E, 119:4E, 119:5E, 119:A, 119:C,
and 119:E)**



Property Overview

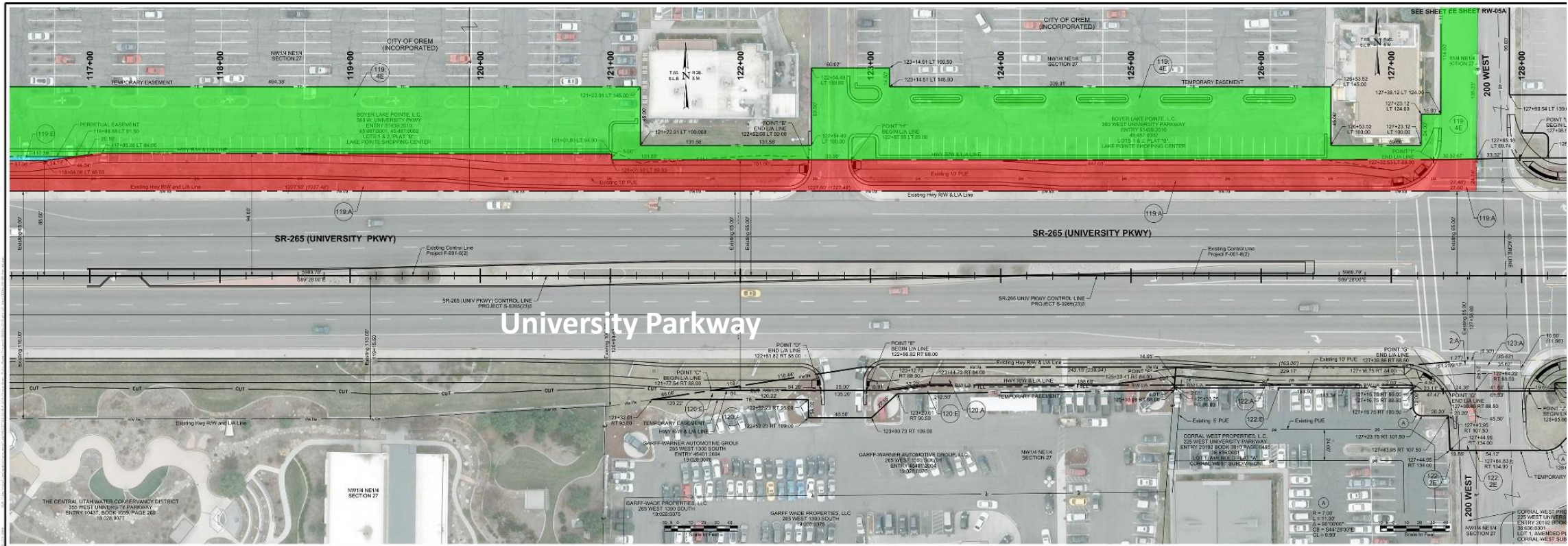


Seller	Boyer Lake Pointe, L.C.
Purpose of Acquisition	Provo-Orem Bus Rapid Transit Right-of-Way
Location	360 West University Parkway, Orem
Fee Acquisition	40,885 square feet
Perpetual Easement	392 square feet
Temporary Construction Easement	65,514 square feet
Administrative Settlement	\$325,251
Total Property Cost	\$1,444,152

Property Context Map



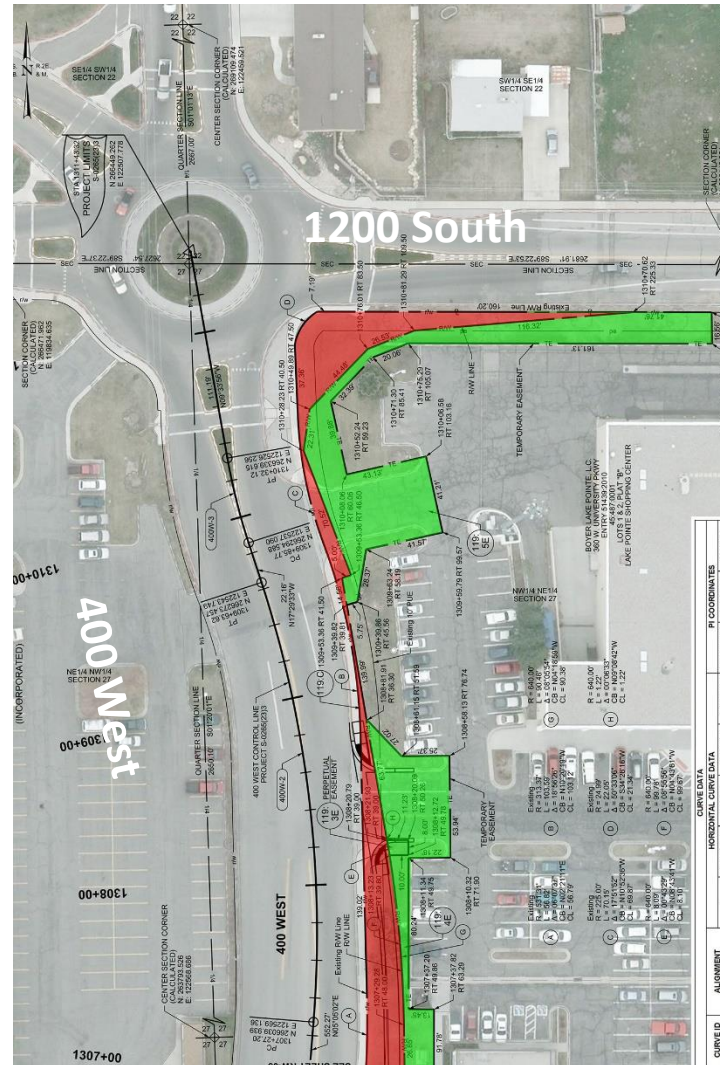
Property Context Map



 Fee Acquisition

 Temporary Construction Easement

Property Context Map



Fee Acquisition



Temporary Construction Easement

Request



1. Board of Trustees approves:
 - purchase of the Property
2. Board of Trustees authorizes Executive Director to execute the contract and related documents

Recommended Action (by roll call)

Motion to approve R2020-04-06

Resolution Authorizing the Purchase of Real Property with Boyer Lake Pointe, L.C.
(Parcels 119:2E, 119:3E, 119:4E, 119:5E, 119:A, 119:C, and 119:E)



R2020-04-07

**Resolution Authorizing the Obligation and Drawdown of
Coronavirus Aid, Relief, and Economic Security Act Grant
Monies by the Executive Director**



Recommended Action (by roll call)

Motion to approve R2020-04-07

Resolution Authorizing the Obligation and Drawdown of Coronavirus Aid, Relief, and Economic Security Act Grant Monies by the Executive Director



Contracts, Disbursements, and Grants

- a. Pre-Procurement
 - i. Meadowbrook Building Roof Maintenance
 - ii. Jordan River Rail Facility Restroom Installation
- b. Grant Application: Depot District and Ogden Electric Vehicle Charging Infrastructure (Rocky Mountain Power Special Projects Grant)



Discussion Items



UTA 2020 Benchmark Survey



UTA Benchmark Survey

Report to Board of Trustees

April 8, 2020

Presented by:

Nichol Bourdeaux – Chief Communications &
Marketing Officer

Andrea M. Packer – Communications Director
R&R Partners & Cicero



Benchmark Survey

- Annual survey to general public throughout UTA service area
- Two-pronged research effort
 - Focus groups: conducted October 2019
 - Telephone survey: conducted December - January 2020
- 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
 - If/where do people receive messages about UTA
 - Where people look for information about riding UTA



Methodology

- Focus Groups
 - Two groups - 20 participants total
 - 10 non-riders
 - 6 men / 4 women
 - 10 riders
 - 5 men / 5 women
 - Mix of service use
 - Mix of payment methods
- Telephone Survey
 - 608 surveys, margin of error +/- 4.0 percent
 - Female = 55% / Male = 45%
 - 89% Caucasian
 - Balanced mix of respondents
 - Aged 18+ - Employment status - Education



Overall Survey Highlights

- The survey again demonstrates that UTA's image remains in positive territory, maintaining a strong base of public support
- Perceptions about accountability, responsiveness, and good use of public funds saw notable increases, some the highest in several years
 - 15% reported their impression of UTA has improved
 - Only 4% reported their opinion got worse, a low in recent years
- Perceptions of UTA bus and rail services remain strong, with bus being the highest in four years
- More service - frequency and coverage - continue to be the top reasons that would encourage people to ride



Focus Groups

Qualitative Findings



General Findings

Confusion
Surrounding
Governance

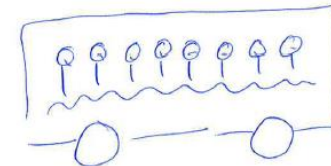
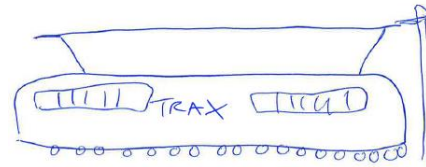
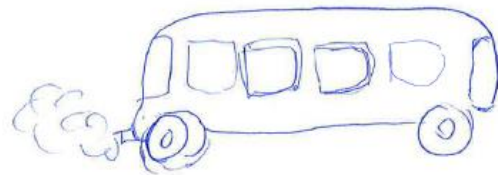
Whether rider or non-rider, participants did not have a clear understanding about who oversees UTA. However, this does not seem to matter and has no effect on decision to ride UTA.

Safety Not a
Factor

Neither group was compelled by the idea of increased security or police presence on UTA. The feeling is that UTA—especially compared to other cities—is safe and clean.

UTA and Buses

Top-of-mind associations when thinking of UTA was largely centered around buses, for both riders and non-riders.



Non-rider perceptions of UTA

High Familiarity

Most are somewhat familiar with UTA services, typically because a family member or friend rides. Some are familiar because they are “lapsed” riders, having ceased use of the service 2 or more years ago

Positive Perceptions

Perception of UTA trends toward positive, with only a couple participants reporting negative feelings. Negative attitudes were driven by perceived inconvenience and lingering resentment over past scandals.

Scandals Fading

Some negative feelings toward UTA were attributed to past scandals. However, recollection of details was vague.



Why non-riders don't use UTA services

Inconvenience

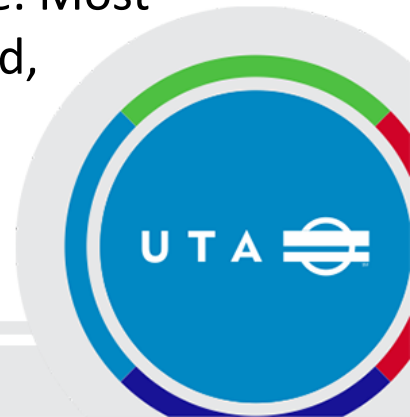
Non-riders' decision to not use UTA services largely centers around inconvenience. This could be lack of nearby transit stops, or that the commute time with UTA does not outweigh the convenience of driving.

Expanded Service Options

More frequent service or longer hours are not as likely to get these non-riders to ride. Instead, they prefer wider coverage, particularly on the west side of Salt Lake valley.

Cost Not a Factor

Cost is rarely a factor in deciding not to ride. Most agree that UTA tickets are reasonably priced, or that savings in gas money and vehicle maintenance make up for the ticket cost.



Rider Perceptions of UTA

Positive Impressions

Almost all have positive impressions of UTA, with only two participants indicating a neutral impression. That positive view point is driven by convenience of UTA services, both in terms of access and the relief of needing to drive a car.

Generally Affordable

Fares and monthly passes are considered reasonably priced. One specific exception was the cost of riding the bus for small trips in downtown Salt Lake, where the \$5 round trip fare to go less than a mile felt excessive.

Actively Expanding Service

Riders recognize UTA's commitment to expanding service, including the Airport line, the new UVX line in Utah County, and the autonomous vehicle pilot program.



Rider Use of UTA

Last Mile Woes

Even dedicated, frequent riders acknowledge the barrier that first/last mile connections present. Unaided, they suggested solutions involving partnerships with other transportation providers (e.g., bike share, scooters, rideshare cars, etc.)

Productive Use of Time

One of the biggest benefits of UTA in the minds of riders is the productive time spent on trains and buses. Instead of the single-focus task of driving, they can get a head start on work or reading a book.



Both groups agree that expanded service and real time updates would encourage use

	Group 1 Non-Riders	Group 2 Riders
Rideshare Credit	5	7
Improved Tech	7	9
Real time updates	9	7
Improved safety and security	5	2
Increased police presence	1	1
Easier methods to pay	3	7
Expanded service	7	10
Improved connections	9	4
Faster travel times	9	5
Well maintained stations and vehicles	5	3
Bike accommodations	3	2

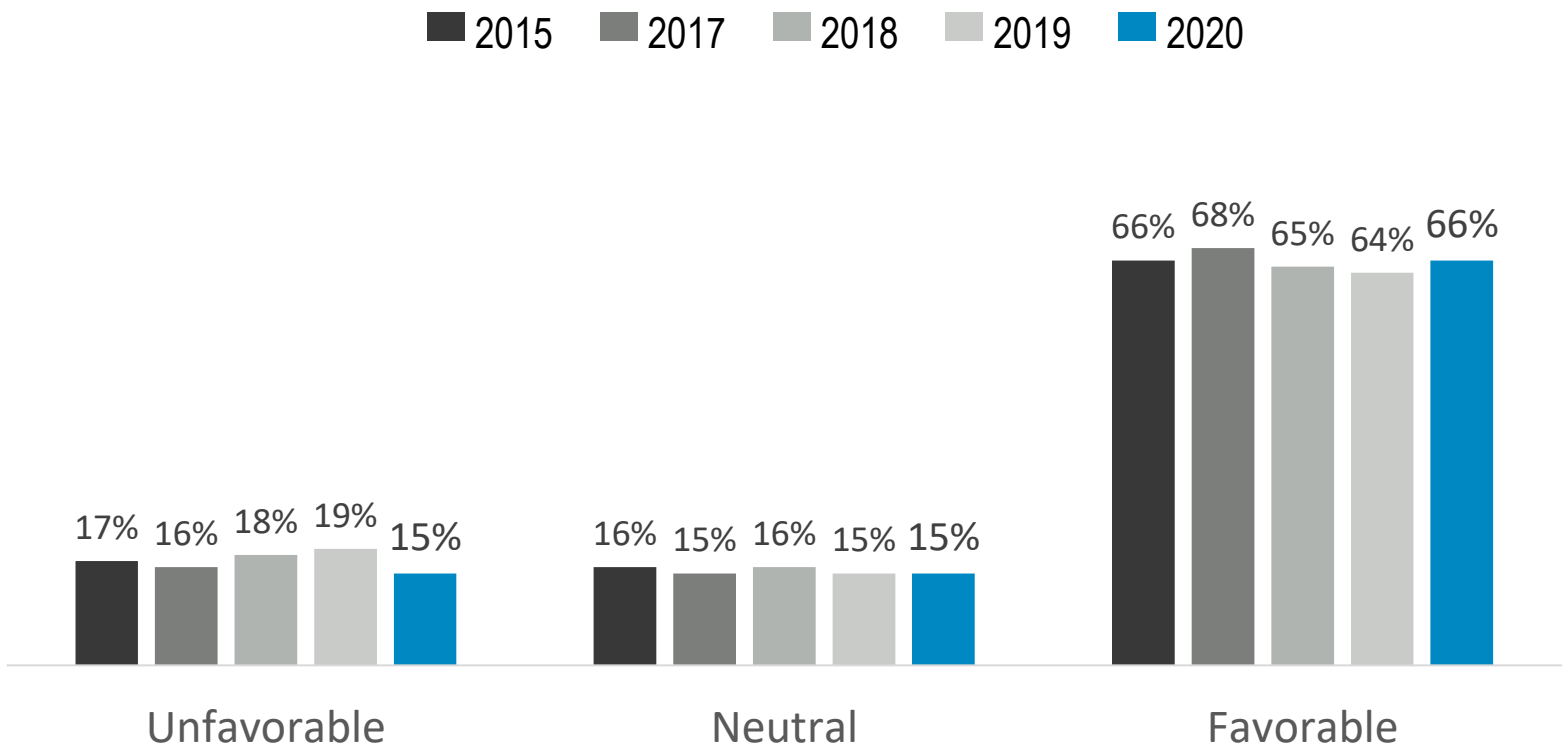


Telephone Survey

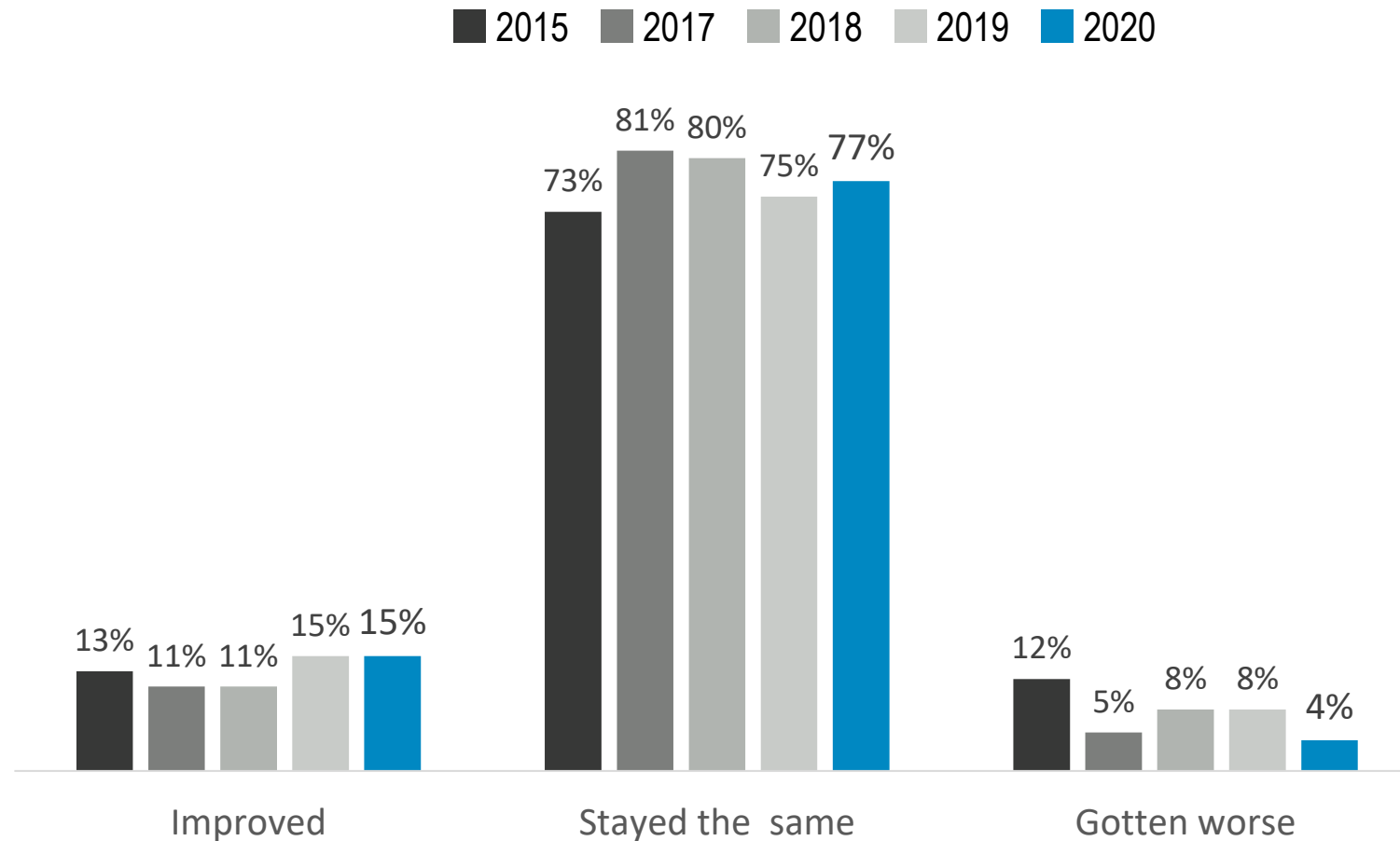
Quantitative Findings



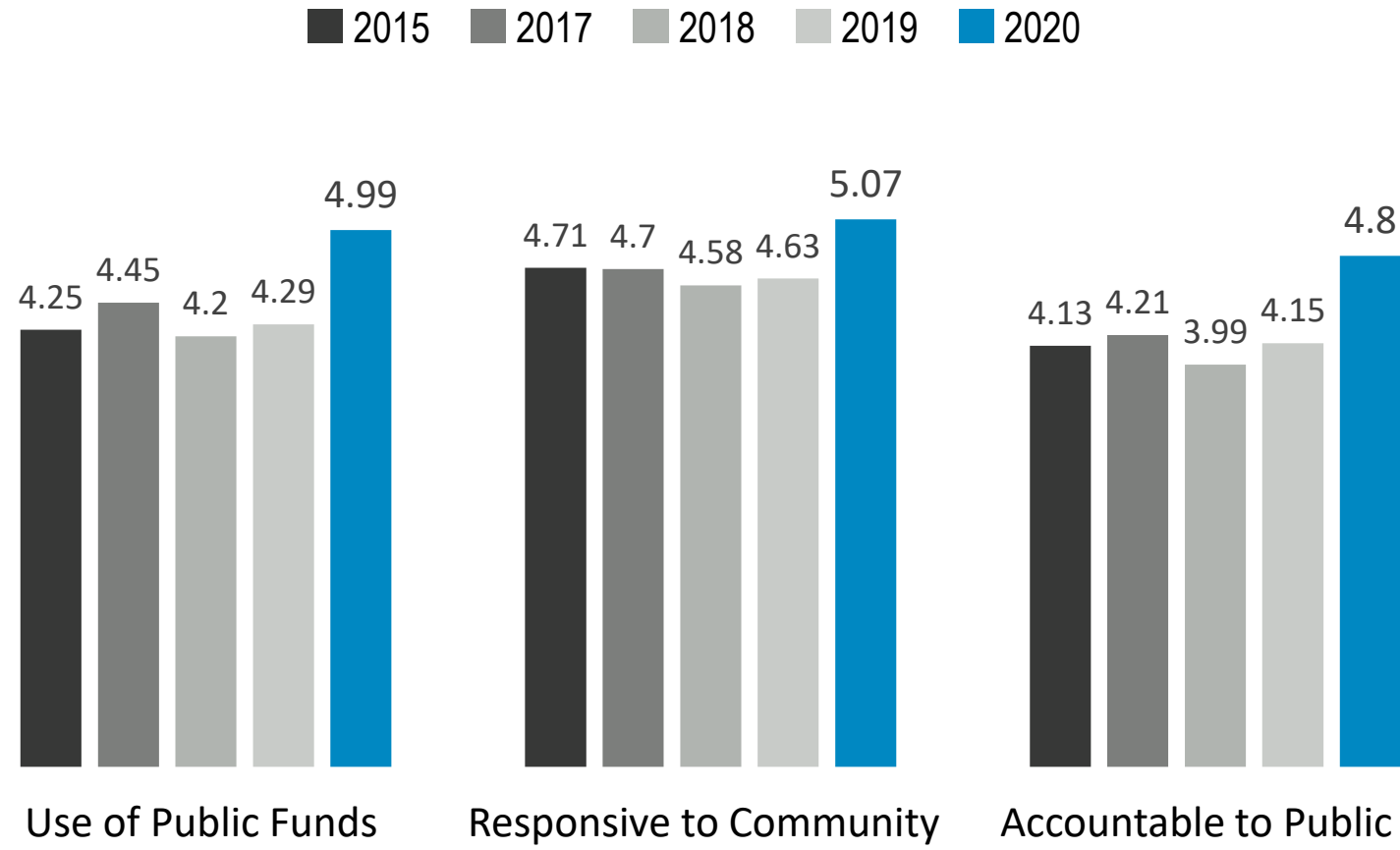
UTA continues to maintain a positive impression among the general public



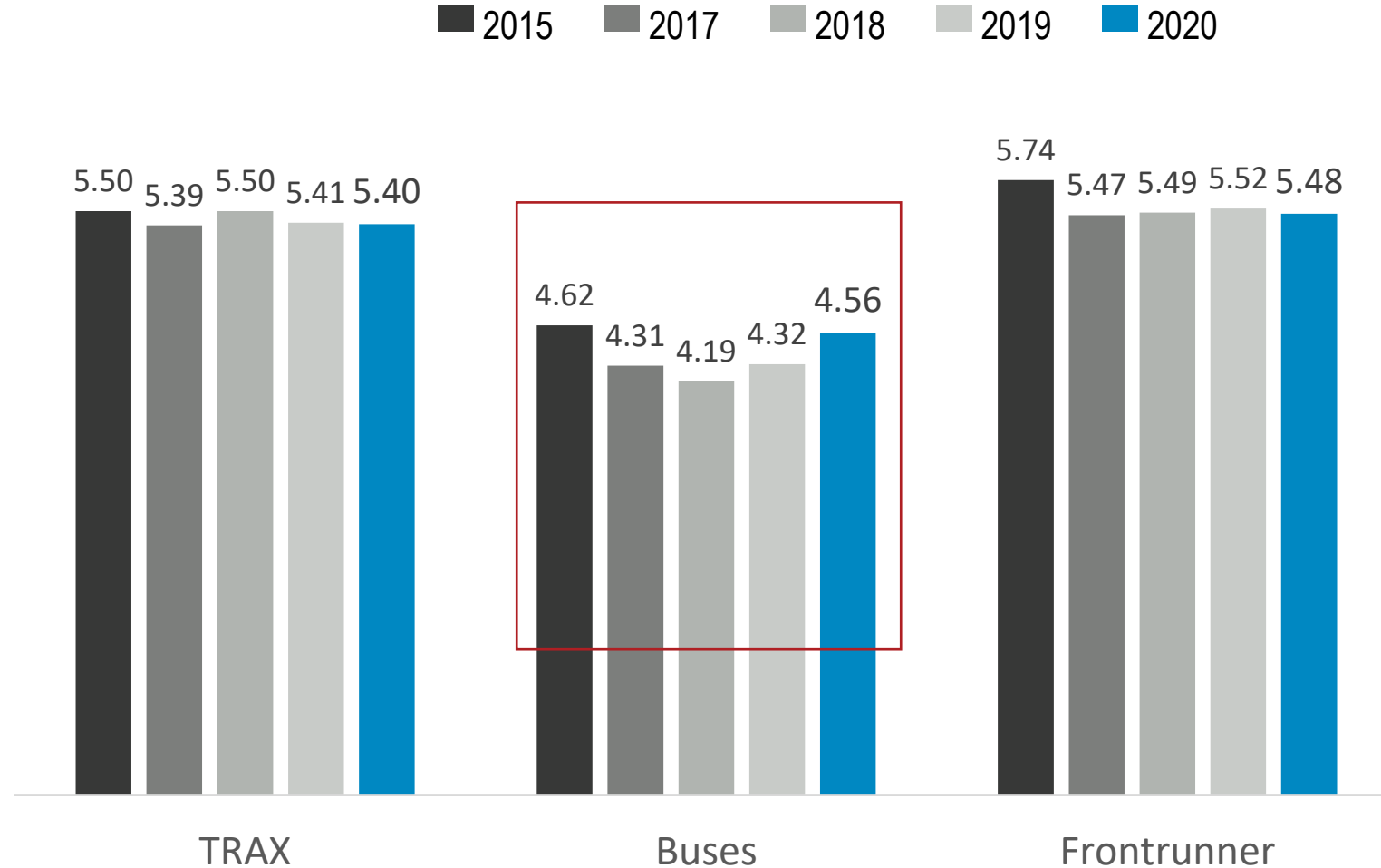
Overall perception is holding strong; fewer reported a worse opinion of UTA



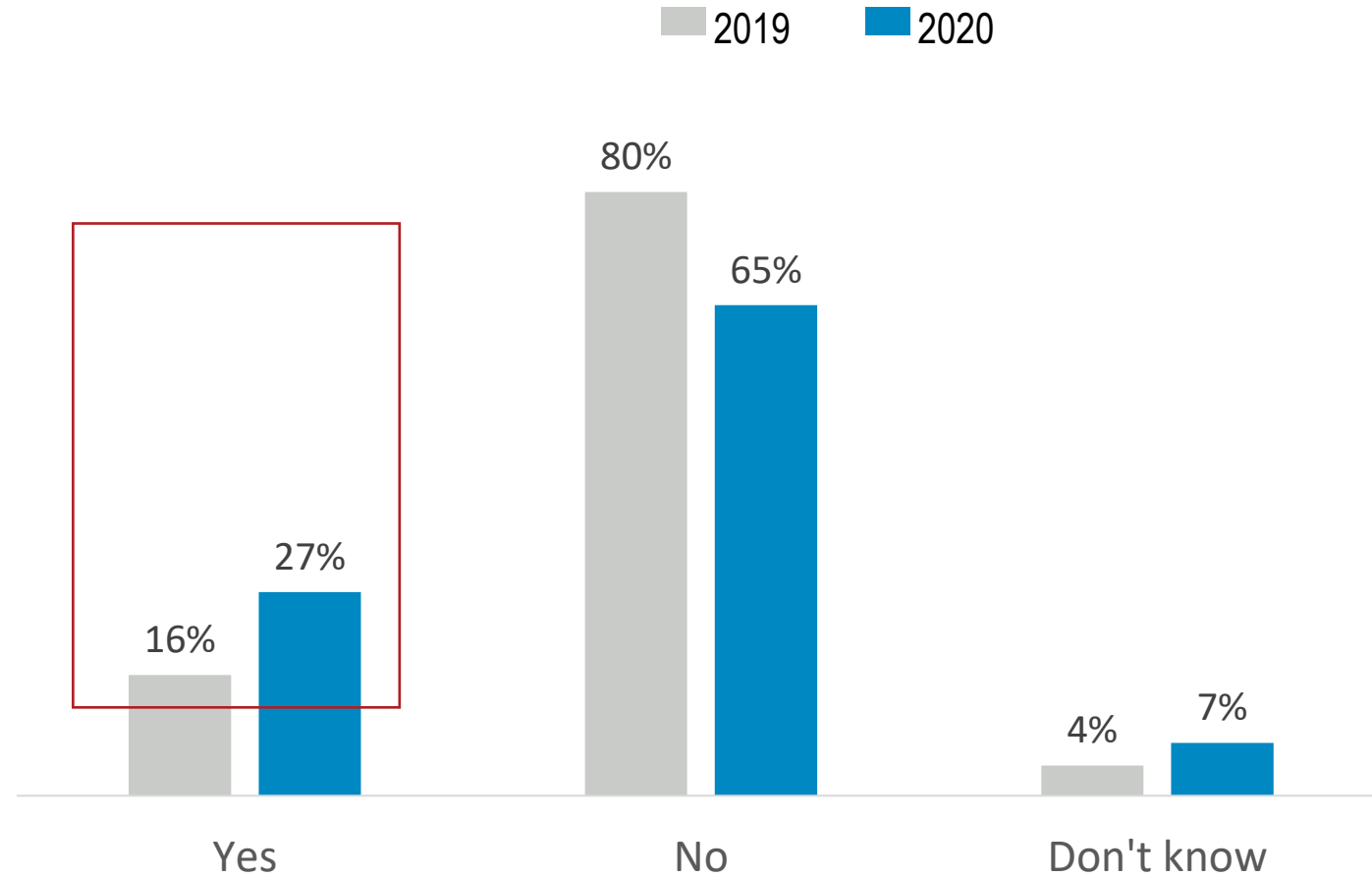
UTA saw notable improvement in reputation - accountability and responsiveness



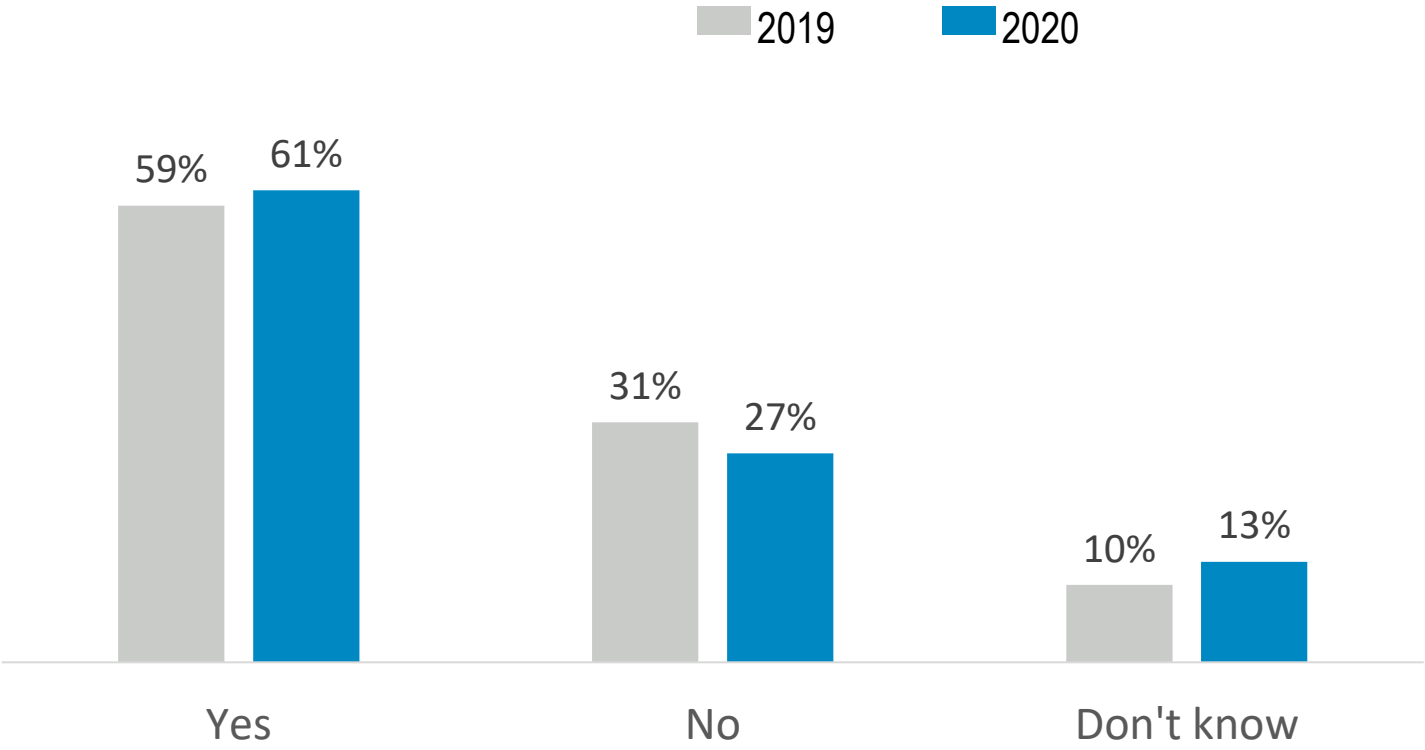
Perception of services remains strong, with buses seeing a three-year increase



More residents are aware of UTA's efforts to explore innovative transportation technology



Support for UTA exploring innovative transportation technology remained strong

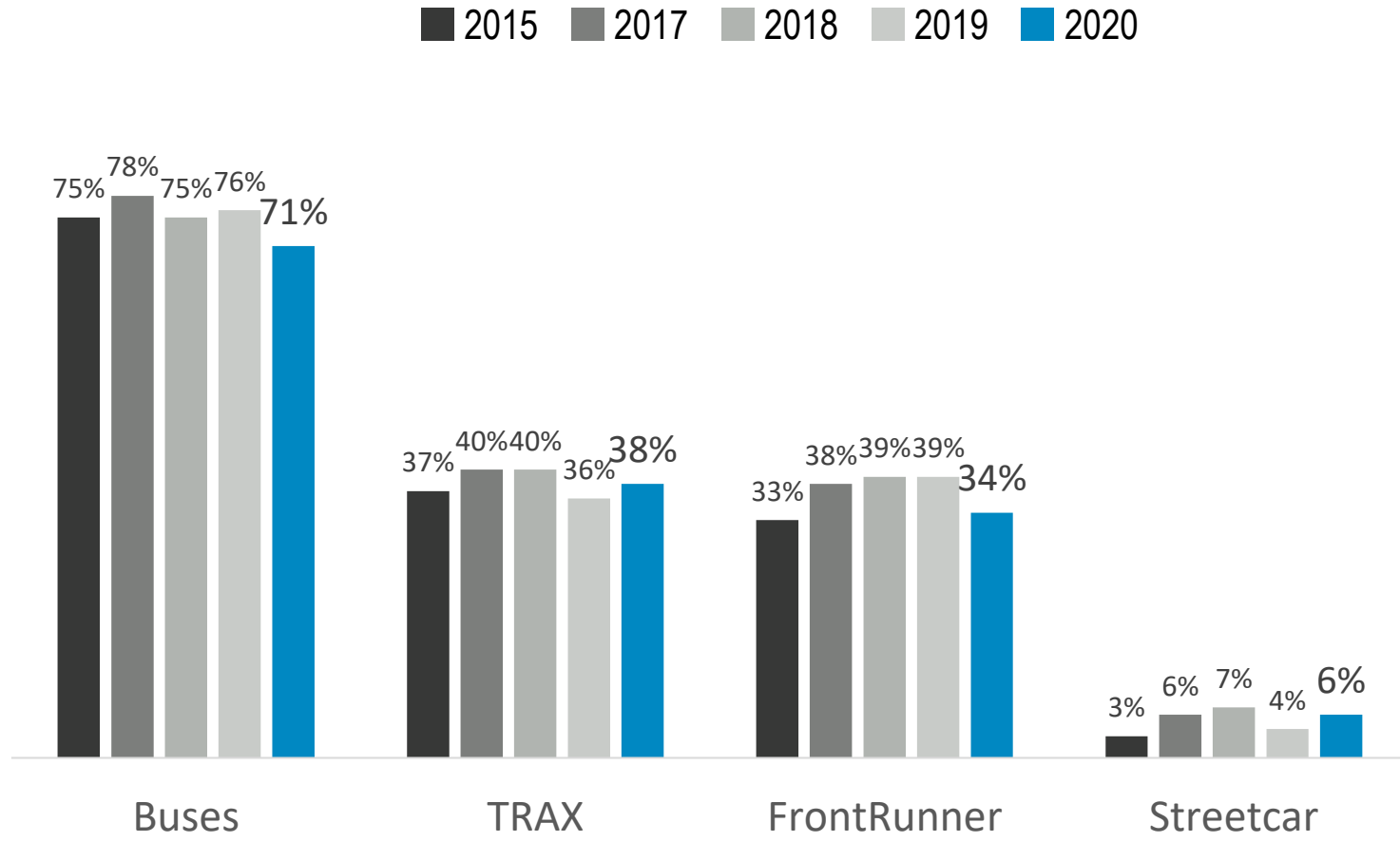


Survey

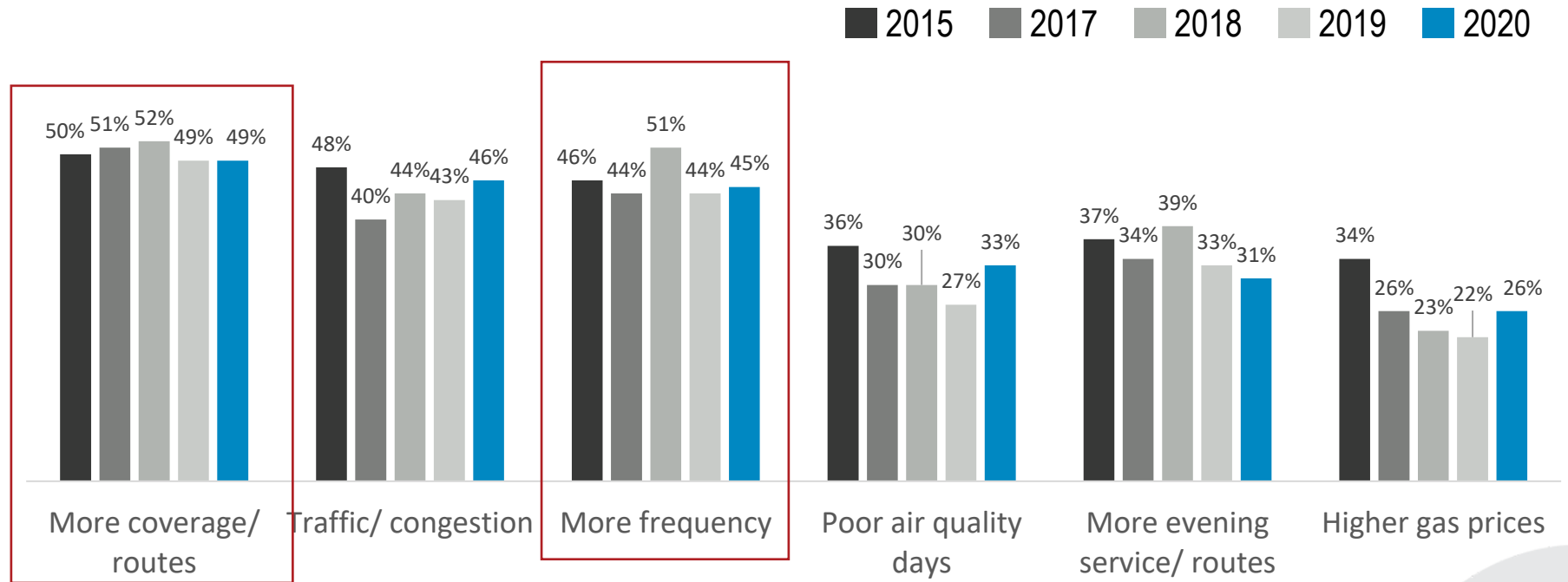
Use of UTA Services



There is awareness about whether UTA services are available near home or work



Service - frequency and coverage, remains the top issues that would motivate people to ride



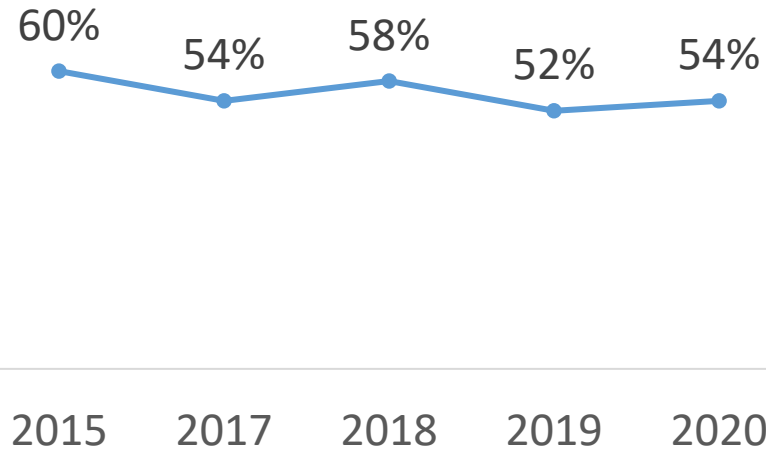
Survey

Marketing and Messaging



About half of residents recall UTA advertising, with TV keeping the top spot

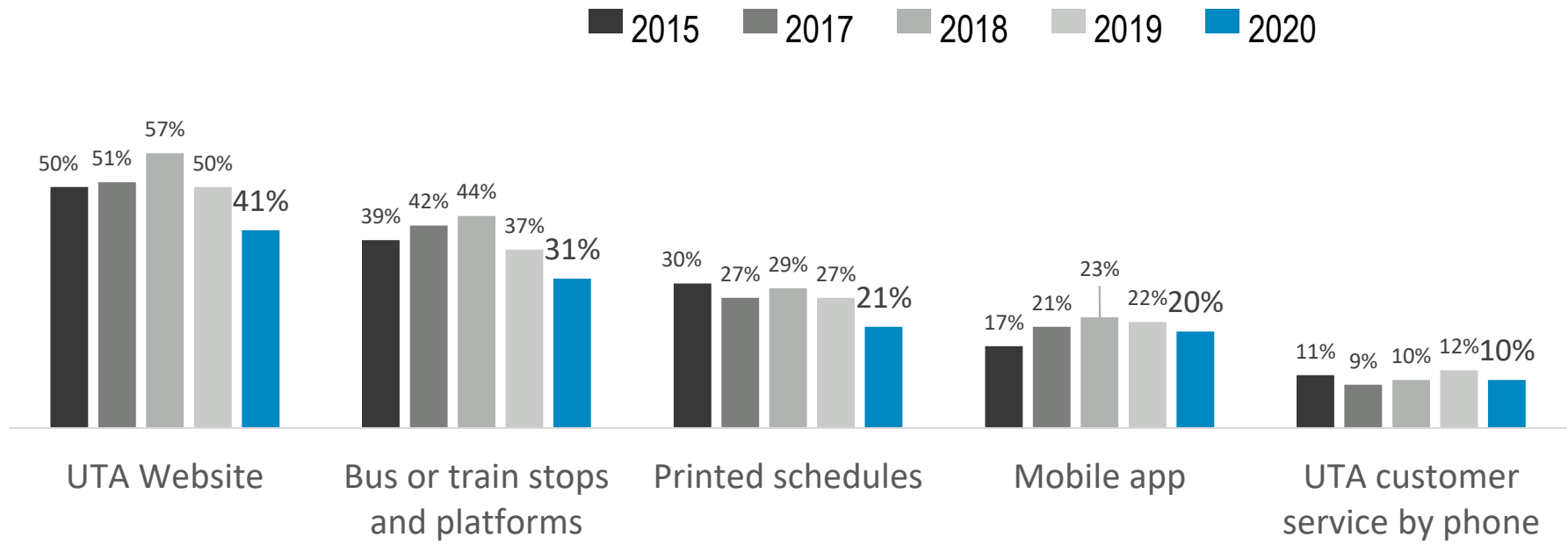
Awareness of UTA Advertisements



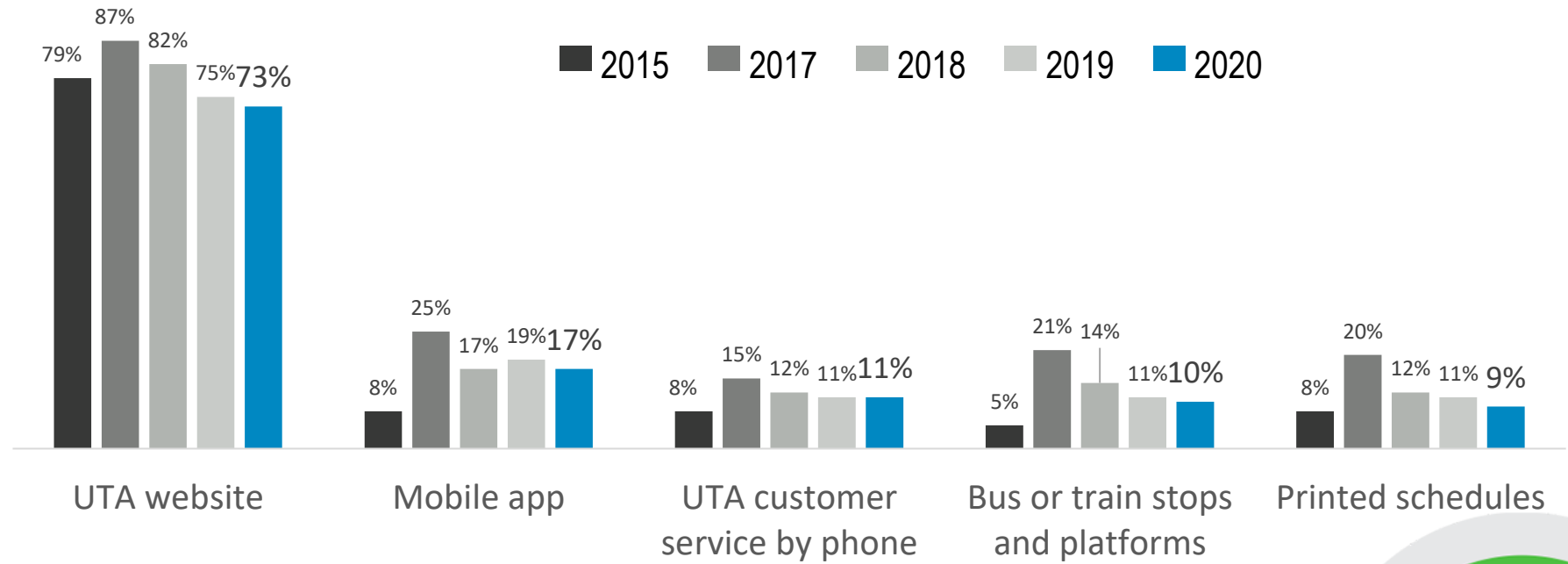
	2015	2017	2018	2019	2020
TV	54%	53%	53%	49%	49%
Radio	23%	21%	18%	17%	13%
Bus/Rail/Stops	14%	18%	13%	17%	17%
Internet/websites	5%	7%	13%	11%	9%
Print	8%	6%	7%	8%	7%
News - General	9%	5%	10%	8%	6%
Billboard	9%	9%	10%	6%	7%



People continue to state multiple sources for where they have sought information about riding



UTA's website is the clear preference to seek information about UTA services.



Thank You



Other Business

- a. Next meeting: Regular Board Meeting on April 29, 2020 at 9:00 a.m.



Adjourn

