



# Utah Transit Authority

## Board of Trustees

### MEETING MINUTES - Draft

669 West 200 South  
Salt Lake City, UT 84101

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**Wednesday, July 28, 2021**

**9:00 AM**

**FrontLines Headquarters**

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**Present:** Chair Carlton Christensen  
Trustee Beth Holbrook

**Excused:** Trustee Jeff Acerson

Also participating were UTA staff members.

**1. Call to Order and Opening Remarks**

Chair Carlton Christensen welcomed attendees and called the meeting to order at 9:03 a.m.

**2. Pledge of Allegiance**

Attendees recited the Pledge of Allegiance.

**3. Safety First Minute**

Sheldon Shaw, UTA Safety & Security Director, provided a brief safety message.

**4. Public Comment**

Chair Christensen invited members of the public to comment during the live portion of the meeting; however, no live public comment was given. It was noted that online public comment received was distributed to the board for review in advance of the meeting and is included in Appendix A to these minutes.

**5. Consent**

**a. Approval of July 14, 2021 Board Meeting Minutes**

**b. 2020 UTA Financial Audit Report (ACFR) and National Transit Database (NTD) Agreed Upon Procedure Report**

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

**6. Reports****a. Agency Report**

- **Delegated Authority for On-Call Infrastructure Maintenance Task Orders - Status Update**
- **August Change Day Communications**

**Delegated Authority for On-Call Infrastructure Maintenance Task Orders - Status Update**

Mary DeLoretto, UTA Interim Executive Director, was joined by David Hancock, UTA Acting Chief Service Development Officer. As required by Resolution R2021-05-02, Mr. Hancock delivered an update on task orders related to the on-call task ordering infrastructure maintenance and repair contract with Stacy & Witbeck (UTA 20-03349VW). Signed and anticipated task orders include:

- 3200 West Grade Crossing Replacement: signed, actual \$242,974
- Operator Relief Rooms: signed, actual \$434,300 (slightly over the previously-discussed NTE of \$434,000, which was explained to be a typographical error omitting the additional \$300)
- South Stadium Embedded Curve Replacement: NTE \$900,000
- North Stadium Embedded Curve Replacement: NTE \$900,000
- Mario Capecchi Embedded Curve Replacement: NTE \$900,000
- Gap Filler on FrontRunner Stations: NTE \$1,000,000
- Winchester Avenue Grade Crossing Replacement: NTE \$350,000
- 8120 South Grade Crossing Replacement: NTE \$250,000

Discussion ensued. Questions on the embedded curve replacement schedule were posed by the board and answered by staff.

**August Change Day Communications**

Ms. DeLoretto was joined by Andrea Packer, UTA Communications Director. Ms. Packer outlined communications plans associated with the agency's August change day. Broad communications about all changes, including UTA On Demand service, will be available on UTA's website; posters on buses and rail platforms; fliers on buses and rail vehicles; and social media. UTA will also issue a press release, service alerts, newsletter, and social media posts to provide information to riders. In addition, efforts will be made to educate current users about the new UTA On Demand app to facilitate the transition from flex route to On Demand service.

Discussion ensued. Questions on informing riders about the new UTA On Demand app, potential future app changes, and feedback on eliminating flex routes were posed by the board and answered by staff. Chair Christensen encouraged staff to share change

day information with local governments and community partners.

**COVID Leave.** Ms. DeLoretto said the agency's COVID-19 leave program is set to expire at the end of this week. The executive team decided to extend the leave program through September 30, 2021 to encourage those experiencing symptoms or who are COVID positive to stay home. The leave can also be used to cover time to get the vaccination or time off needed to recover from vaccination side effects.

**b. Investment Report - Second Quarter 2021**

Bill Greene, UTA Chief Financial Officer, was joined by Emily Diaz, UTA Financial Services Administrator. Ms. Diaz reported on UTA's investments as of June 30, 2021:

- Zions Capital Advisors: 0.721% yield
- Zions Bank: 0.030% yield
- PTIF: 0.367% yield
- Overall total: 0.363% yield

The combined yield is below the June benchmark return of 0.080%. (The benchmark return is the higher of the three-month Treasury Bill or the Federal Funds rate.)

Ms. Diaz added the agency has issued a request for proposals (RFP) for investment management services.

Discussion ensued. A question on the term for services included in the RFP was posed by the board and answered by staff.

**7. Resolutions**

**a. R2021-07-03 Resolution Appointing Mike Hurst as Internal Auditor and Officer of the Board**

Chair Christensen summarized the resolution, which appoints Mike Hurst as Internal Auditor and Officer of the Board on an interim basis while the board recruits a new Director of Internal Audit. Mr. Hurst is a Certified Internal Auditor (CIA) and Certified Fraud Examiner (CFE) and has nine years of experience in the auditing profession, which meets the statutory requirement governing UTA's audit function.

A motion was made by Trustee Holbrook, and seconded by Chair Christensen, that this resolution be approved. The motion carried by the following vote:

Aye: Chair Christensen, and Trustee Holbrook

Absent: Trustee Acerson

**b. R2021-07-04 - Resolution Approving Certain Sponsored Fare Agreements for Special Events as Part of the Authority’s COVID Recovery Efforts**

Monica Morton, UTA Fares Director, was joined by Kensey Kunkel, UTA Manager of Business Development - Sales. Ms. Kunkel explained the resolution, which approves certain sponsored fare agreements for special events as part of the agency’s COVID-19 ridership recovery efforts. The effort involves partnering with different entities and executing ticket-as-fare contracts for utilizing UTA base service to and from events. The board will receive monthly updates for new partnerships with event hosts through the resolution’s expiry date of July 31, 2022.

Discussion ensued. Questions on eligible events, eligible modes, funding for supplemental services, and promotional efforts were posed by the board and answered by staff.

A motion was made by Trustee Holbrook, and seconded by Chair Christensen, that this resolution be approved. The motion carried by the following vote:

Aye: Chair Christensen, and Trustee Holbrook

Absent: Trustee Acerson

**c. R2021-07-05 - Resolution Approving the August 2021 Change Day Title VI Service Equity Analysis**

Andrew Gray, UTA Civil Rights Compliance Officer - Title VI & DBE, summarized the resolution, which approves the August 2021 change day Title VI service equity analysis. He briefed the board on proposed changes related to On Demand service in south Salt Lake County, as well as changes to routes 11, F11, 232, F232, 525, F202, and F525. The analysis yielded no findings of disparate impact or disproportionate burden to low-income or minority populations. In fact, the data indicates a net benefit to persons in these demographics.

Discussion ensued. A question on communicating the changes to the affected populations was posed by the board and answered by staff.

A motion was made by Trustee Holbrook, and seconded by Chair Christensen, that this resolution be approved. The motion carried by the following vote:

Aye: Chair Christensen, and Trustee Holbrook

Absent: Trustee Acerson

**8. Oath of Office****a. Oath of Office: Interim Executive Director and Officer of the Board - Mary DeLoretto**

Stephanie Withers, UTA Executive Assistant to the Board, administered the oath of office to Mary DeLoretto.

**b. Oath of Office: Internal Auditor and Officer of the Board - Mike Hurst**

Ms. Withers administered the oath of office to Mike Hurst.

**9. Contracts, Disbursements and Grants****a. Change Order: Advertising Services Extension (Lamar Transit Advertising)**

Ms. Packer requested the board approve a change order in the amount of \$2,160,000 to exercise the second of three one-year options to the seven-year contract with Lamar Transit Advertising. The total contract value, including the change order, is \$19,690,000.

Discussion ensued. A question on advertising revenue trends was posed by the board and answered by staff.

A motion was made by Trustee Holbrook, and seconded by Chair Christensen, that this change order be approved. The motion carried by a unanimous vote.

**10. Service and Fare Approvals****a. Fare Contract: Pass Purchase and Administration Agreement (Davis Technical College)**

Ms. Kunkel asked the board to approve a one-year fare contract with Davis Technical College. The estimated contract value is \$34,000.

Discussion ensued. Questions on terms in the previous contract were posed by the board and answered by staff.

A motion was made by Trustee Holbrook, and seconded by Chair Christensen, that this fare contract be approved. The motion carried by a unanimous vote.

**b. Promotional Fare Request: UTA On Demand by Via**

Jaron Robertson, UTA Director of Innovative Mobility Solutions, was joined by Ms. Morton and Ms. Packer. Mr. Robertson requested the board approve a promotional fare from August 8, 2021 (change day) through December 31, 2022, for the UTA On Demand by Via service. The purpose of the promotional fare is to attract and retain customers on the microtransit service. Ms. Packer reviewed potential fare promotions

and discounts, including:

- Reduced fare one-way trip (\$0.50)
- Weekly pass (\$9.50)
- New rider (first 2 rides free)
- Referrals (\$5.00 ride credit)
- Referrals contest (10 rides free)
- Churn (50% next 3 rides)
- Engagement (1 ride free)

Mr. Robertson added the estimated revenue impact is a 3-4% reduction in revenues generated by this service.

Discussion ensued. Questions clarifying the revenue reduction percentage and connections to other modes were posed by the board and answered by staff.

A motion was made by Trustee Holbrook, and seconded by Chair Christensen, that this promotional fare request be approved. The motion carried by a unanimous vote.

**c. Promotional Fare Request: Ridership Task Force Initiatives**

Ms. Packer was joined by Ms. Kunkel. Staff asked the board to approve a promotional fare request for three targeted campaigns designed to encourage ridership following the COVID-19 pandemic: route-targeted direct mail, free fare with airline boarding pass, and complimentary pass for friends and family of UTA employees. The purpose of the promotional fares is to promote ridership as the agency recovers from the COVID-19 pandemic. The total estimated fiscal impact for these initiatives is between \$78,500 and \$112,000.

Discussion ensued. Questions on the method for determining targeted routes, types of direct mail passes, and promotional efforts for the airline boarding pass initiative were posed by the board and answered by staff. The board requested ongoing updates on these initiatives.

A motion was made by Trustee Holbrook, and seconded by Chair Christensen, that this promotional fare request be approved. The motion carried by a unanimous vote.

**11. Discussion Items**

**a. Little Cottonwood Canyon Environmental Impact Statement (EIS) Update**

Autumn Hu, UTA NEPA Project Administrator, was joined by Josh Van Jura with the

Utah Department of Transportation. Mr. Van Jura described the project, summarized alternative impacts, and discussed the preferred alternatives (enhanced bus or gondola). He then spoke about public engagement opportunities and reviewed the process schedule.

Discussion ensued. Questions on mobility needs between Big and Little Cottonwood canyons, mode capacity, impact of mode choice on the number of people going to the canyons, tolling fees compared to gondola fees, tolling locations, linkage to the transit system, and watershed considerations in the EIS were posed by the board and Ms. DeLoretto and answered by Ms. Hu and Mr. Van Jura.

**12. Other Business**

- a. Next Meeting: Wednesday, August 11, 2021 at 9:00 a.m.

**13. Closed Session**

**a. Strategy Session to Discuss Pending or Reasonably Imminent Litigation**

Chair Carlton Christensen indicated there were matters to discuss in closed session relative to pending or reasonably imminent litigation.

A motion was made by Trustee Holbrook, and seconded by Chair Christensen, for a closed session. The motion carried by a unanimous vote.

Chair Christensen called for a break at 10:44 a.m.

The meeting resumed at 10:53 a.m. in closed session.

**14. Open Session**

A motion was made by Trustee Holbrook, and seconded by Chair Christensen, to return to open session. The motion carried by a unanimous vote and the board returned to open session at 12:07 p.m.

**15. Adjourn**

A motion was made by Trustee Holbrook, and seconded by Chair Christensen, to adjourn the meeting. The motion carried by a unanimous vote and the meeting adjourned at 12:07 p.m.

Transcribed by Cathie Griffiths  
Executive Assistant to the Board Chair  
Utah Transit Authority

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/692279.html> for entire content.

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

Approved Date:

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Carlton J. Christensen  
Chair, Board of Trustees

**Appendix A**

**Received on July 27, 2021 from George Chapman:**

Comments for Jul 28 Board meeting

I still believe that UTA is not equitable with fares and areas. Free fare for mainly college students who already have passes, is unfair to UTA riders in other areas, such as west of I15 (Utah, SLC, Davis and Weber County). Providing new buses for free for that population while everyone else has to pay \$2.50 is disrespectful at best and inequitable at worse.

Again, I urge UTA to reduce fares on buses (since rail parking and ticket throughput is limited) to be fair. UTA has the money.