



Utah Transit Authority

Board of Trustees

MEETING MINUTES - Draft

669 West 200 South
Salt Lake City, UT 84101

Wednesday, September 13, 2023

12:00 PM

FrontLines Headquarters

Budget Work Session

Present: Chair Carlton Christensen
Trustee Beth Holbrook
Trustee Jeff Acerson

Also in attendance were UTA staff members.

1. Call to Order and Opening Remarks

Chair Christensen welcomed attendees and called the meeting to order at 12:00 p.m. He announced this is an in-person meeting with audio recording and no live video stream. An audio recording will be made available within three days.

2. Safety First Minute

Cathie Griffiths - UTA Executive Assistant to the Board Chair, delivered a brief safety message.

3. Discussion Items

a. Chief Communications Officer Budget

Jay Fox, UTA Executive Director was joined by Mike Varanakis, UTA Digital Marketing Manager, and Katie Morrison, UTA Strategic Communications & Content Manager, to present the Chief Communications Officer 2024 Budget.

Mr. Varanakis and Ms. Morrison provided an overview of the agency's digital marketing and communication activities including 2023 commitments completed and those still in progress, in addition to strategic alignment activities and expected outcomes.

Mr. Fox delivered the communications program analysis including strengths, needs, opportunities, and challenges. He concluded the presentation with an overview of the 2024 base and operating budgets detailing changes by categories and FTE headcount.

Discussion ensued and several questions were posed by the board and answered by staff. Topics of inquiry included:

- The impact and utilization of the Workvivo app by staff.

- Employee awareness of new website content and digital applications.
- Communications Plan timeline for completion and implementation.
- Connectivity and alignment of the various UTA Apps and websites.
- Consistency in branding, guidelines, and one voice for the agency.
- Rider engagement and communications through multiple social media platforms.
- The new graphic design/audio support position (part-time versus full-time).

b. Chief Enterprise Strategy Officer Budget

Presenters: Alisha Garrett, UTA Chief Enterprise Strategy Officer; Auty Dahlquist, UTA Records Manager; Kyle Brimley, UTA IT Director; Tigran Melikyan, UTA Director of Business Analysis; Sarah Johnson, UTA Director of Organizational Excellence; Edison Pascascio, UTA Special Projects Manager; Christie Giles, UTA Enterprise Risk Management Administrator.

Ms. Garrett introduced members of the Enterprise Strategy Office who will be providing project information and associated budgets on their area of expertise including: Chief Enterprise Strategy Office, Operations Analysis, Organizational Excellence, Data Strategy, and Information Technology.

Visual presentations shared by the group included delivery on 2023 commitments completed and in progress; 2024 base budget services; program analysis; 2024 strategic alignment activities and expected outcomes; 2024 proposed operating budgets by department; 2024 capital investments; 2024 operating budget changes summary; FTEs and headcount changes.

Discussions ensued and several questions were posed by the board and answered by staff. Topics included:

- Number of direct staff reports under the Enterprise Strategy Officer.
- UTA dependent passes.
- Technical deficits and gap analysis.
- JDE upgrade and the implementation of additional modules.
- New People Office software.
- Improved data back-up systems and critical service infrastructure.
- Transit detour App.
- CRM integration.
- Life cycle of computers and associated warranties.
- Tracking and monitoring of SOPs.
- Project prioritization.
- Fares system contract.
- Improved efficiencies and automation for Records storage.
- Compatibility issues with the Automatic Passenger Counter (APC) upgrade.
- Implementation of the Radio System Replacement.

Recommendations and requests from the Trustees relating to the 2024 Enterprise Strategy Office budget review included:

- Continue to monitor the number of direct staff reports under the Enterprise Strategy Officer.
- Installation timeline of the new People Office software.
- Update on improved IT data back-up systems, critical service infrastructure, and risk management.
- Provide a timeline for the transit detour App.

4. Other Business

- a. Next Meeting: Budget Work Session - Wednesday, September 20, 2023, time TBD

5. Adjourn

A motion was made by Trustee Acerson, and seconded by Trustee Holbrook, to adjourn the meeting. The motion carried by a unanimous vote and the meeting adjourned at 1:45 p.m.

Transcribed by Hayley Mitchell
Executive Assistant to the Board
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 or audio located at <https://www.utah.gov/pmn/sitemap/notice/856849.html>.

for entire content.

Meeting materials are also accessible at <https://rideuta.legistar.com/Calendar.aspx>.

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

Approved Date:

Carlton J. Christensen
Chair, Board of Trustees