UTA

Working Meeting of the
Stakeholder Relations Committee
Wednesday, January 14th, 2015
10:04 a.m. – 11:59 a.m.
Report

Present:	Trustee Robert A. Hunter, Chair	Bob Biles	Ruth Hendricks
	Trustee H. David Burton, Board Chair	Chris Chesnut	David Kallas
	Trustee Dannie McConkie	David Goeres	Jennifer Kohler
	Trustee Justin Allen	Bruce Jones	Lynze Lenio
	Trustee Troy Walker	Steve Meyer	Alan Maughan
	Trustee Michael Romero	Andrea Packer	Erika Shubin
	Trustee Larry Ellertson	Matt Sibul	Cathie Griffith
	Trustee Chris Bleak	Remi Baron	Rebecca Cruz
	Michael Allegra	Brandon Bott	EiLeen Billings
	Jerry Benson		
Guests:	Commissioner Matt Bell	Justin Smart, UCAIR	
	Michael Amodeo and Grady White, Uber	Lee Davidson, Salt Lake Tribune	

I. Please Note: Chair Robert Hunter designated Board Chair David Burton and Trustee Chris Bleak as voting members of today's Stakeholder Relations Committee meeting. At 10:05 a.m. a quorum was present. At 10:38 a.m., Trustee Troy Walker joined the Committee meeting. Trustee Larry Ellertson joined the Committee meeting at 10:55 a.m.

II. January 2015 Safety Poster "Be a Safety Machine in 2015" (David Goeres) –

- As we all come back better, stronger and recommitted to our jobs at UTA – be that Safety Machine in 2015 – rededicated to customers, operations and safety.
- We concluded 2014 better in nearly every safety category – thanks to you and all your efforts!
- So let's continue on that trajectory to Safety Excellence in 2015.

III. UCAIR Presentation (Justin Smart)-

- UCAIR is a non-profit statewide clean air partnership created to make it easier for individuals, businesses and communities to make changes to improve Utah's air. Every small change adds to a collective bigger step toward better health, a better economy and better overall quality of life for all of us.
- The air we breathe in Utah is important to all of us. UCAIR's new air quality campaign is currently underway. When it comes to Utah's air quality, what we do down here, affects what's up in the air.
- We can improve it if we slow down enough to make a few small changes in our busy lives:
  1. Turn the thermostat down just 2 degrees (2% fewer emissions per month).
  2. Travel wise by carpool (49 pounds fewer emissions per day).
  3. Use public transit at least once a week (2 pounds fewer emissions per week).
  4. You could reduce your fuel emissions by 2 tons.

5. Join with Utahns by not burning wood. There is scientific documentation that breathing wood-smoke is unhealthy. One wood burning fireplace is equal to emissions of ninety sports utility vehicles (SUVs).

- "Show UCAIR about Utah's air by making small changes today.
- UCAIR Grants: The UCAIR Grants program encourages businesses, government and non-profit organizations to invest in emissions-reducing and energy-efficient technology. The program is meant to foster creative thinking and will be based on solid metrics that can show actual pollution reduction.
- During 2014, UTA was a recipient of the UCAIR grant with their RideClear program. UTA gave away more than 2,500 transit passes to people who participated in the RideClear program. UTA recorded more than 20,000 boarding by riders using Ride Clear cards.
- The Utah State Legislature has revised the State's Clean Fuel Tax credit. Taxpayers may claim a non refundable tax credit against their individual State Income tax for the following vehicles:
  1. Converted vehicles
  2. Motor vehicles that meet air quality and fuel economy standards
  3. Original equipment manufacturer (OEM) compressed natural gas vehicles
  4. Special mobile equipment converted to clean fuel.

IV. Uber Technologies, Inc. Presentation (Michael Amodeo and Grady White) –

- Uber provides affordable alternative transportation for residents and visitors to Salt Lake City.
- Companies like Uber provide safe, convenient and affordable alternative to current transportation in Salt Lake City and throughout the Wasatch Front.
- Uber is an app-based transportation network and taxi company headquartered in San Francisco, California. Uber was founded as "UberCab" in 2009. The service was launched in San Francisco in June 2010. Uber's mobile app for iPhones and Android phones was launched in San Francisco in 2010.
- The company uses a Smartphone application to receive ride requests, and then sends these trip requests to their drivers.
- How it Works:
  1. Customers use the Uber App for free to request a ride.
  2. Customers use the app to request rides and track their reserved vehicle's location.
  3. It takes approximately 3 minutes to order a ride and most rides arrive within 10 minutes of request. In most cases, reliable and safe service is available whenever and wherever requested (24-7 and 365 days a year).
  4. No cash, no hassle
  5. The customer is given the opportunity to anonymously evaluate their driver. In addition, the driver is given the opportunity to evaluate his/her passenger.
- The safest rides on the road – What it takes to become an Uber driver-partner:
  1. Both County and Federal courthouse records, going back 7 years.
  2. Multi-State criminal database, going back 7 years.
  3. National Sex Offender Registry screen.
  4. Social Security Trace (Lifetime).
  5. Motor Vehicle Records (Historical and Ongoing).
  6. Pass all criteria regarding criminal background checks, going back 7 years.
- As of December 2014, Umber's service was available in 53 countries and more than 200 cities worldwide. The company is currently valued at more than $40 billion.

- Upon its inception, Uber offered full-sized luxury cars for hire and the "UberBlack" title was adopted for the company's main services. During 2012, the company launched its "UberX" program, which expanded the service to any qualified driver with an acceptable vehicle. This made it possible for Uber to offer lower fees and become competitive with tradition taxi services.
- Since February 2013, Uber has offered ridesharing as the lowest-cost, most reliable on-demand transportation alternative.
- Bringing UberX with ridesharing to the market in the United States has also required robust insurance coverage:
    1. $ 1 million of liability coverage per incident. Driver's liability to third parties is covered from the moment a driver accepts a trip to its conclusion. In Utah, these insurance amounts are increased to $1.5 million.
    2. $1 million of uninsured/underinsured motorist bodily injury coverage per incident. In the event that another motorist causes an accident with an UberX vehicle and does not carry adequate insurance, this policy covered bodily injury to all occupants of the rideshare vehicle.
    3. As always, all UberBlack, UberSUV, or UberTAXI rides are provided by commercially licensed and insured partners and drivers. Those transportation providers are covered by commercial insurance policies, in accordance with local and state requirements. We are proud of these policies. Uber continues to look for ways to do more to ensure safety on the road for our transportation providers and their passengers.
- UberMILITARY: Transitioning from military to civilian life can be challenging. Uber understands that veterans are some of our nation's most talented and skilled leaders. That's why they are excited to launch UberMILITARY. This is a new program to introduce service members, veterans and military spouses to Uber and empower them as entrepreneurs and small business owners. Over the next 18 months, Uber will on-board 50,000 members of the military community to the Uber platform.
- Uber is helping to make our roads safety by reducing the DUI rate by 10%. Uber has partnered with Mothers against Drunk Driving (MADD).
- Safe Rides – Whenever/Wherever:
    1. Forty percent of Uber's trips are to underserved areas where transit is not as available as needed. Uber's service also offers a ride alternative to low-income individuals who are unable to have access to an automobile.
    2. A free-enterprise solution to bridge the last mile.

V. December 2014 Social Media Update (Lynze Lenio and Andrea Packer) -
- During December, Social Media focused on the following issues:
    1. Celebrating TRAX's 15th Anniversary (FY 1999 – 2014)
    2. As part of the TRAX anniversary celebration promoted a 15 cent fare when using a FarePay card from December 15th – Dec. 31st, 2014.
    3. Celebrated the S-Line's first anniversary.
    4. Promoted "How to Ride" videos for first-time or infrequent riders.
    5. Unveiled UTA's "Pinterest" social media page.
        a. TRAX Turns 15
        b. Holiday Fun on UTA
        c. "How to Ride" – First Time Rider? No Problem
        d. Go Green – Keep Salt Lake Beautiful

6. Alerted riders to UTA's extended New Year's Eve hours of service and encouraging them to use the group pass.
- December Twitter Follower Growth:
  1. During December, UTA saw an increase of 601 followers for a total of 13,073.
  2. UTA's TRAX Anniversary 15-cent fare announcement received the most clicks.
- Most Popular Twitter Links for December:
  1. December 4th - $.15 fare when using FarePay card announcement (116 clicks).
  2. December 15th – Water bottle giveaway (61 clicks).
  3. December 2nd – Change day reminder (76 clicks).
  4. December 16th – TRAX behind the scenes (61 clicks).
  5. December 5th – Change Day reminder (59 clicks)..
- Facebook Growth: UTA gained 113 new Facebook followers, for a total of 9,091.
- Top Five (5) Facebook Posts:
  1. December 4th – $.15 fare announcement (6.6K reached, 444 likes, comments or shares).
  2. December 15th – FarePay card giveaway (3.2K reached, 140 likes, comments or shares).
  3. December 15th – Photos of FarePay card recipients (2.1K reached, 65 likes, comments or shares).
  4. December 17th – CNN Travel article (1.5K reached, 45 likes, comments or shares).
  5. December 11th – TRAX operators reach three million miles (1.5K reached, 74 likes, comments or shares).
- Unveiled UTA's Pinterest – Why Pinterest?
  1. Pins drive traffic to your site.
  2. Pinterest helps you cultivate a brand image and promote products and events – for free.
  3. Pinterest has 70 million users worldwide, and that number grew 125% during 2013.
  4. Pinterest: www.pinterest.com/rideuta
     a. 12 boards; 95 pins; and 82 followers
- Twitter – FY 2013 through 2014 Years in Review (Follower Growth):
  1. April 2013 = 5,465 followers
  2. December 2013 = 7,500 followers
  3. April 2014 = 9,404 followers
  4. December 2014 = 13,073 followers
- Facebook – FY 2013 through 2014 Years in Review (Follower Growth):
  1. April 2013 = 2,975 followers
  2. December 2013 = 4,864 followers
  3. April 2014 = 8,005 followers
  4. December 2014 = 9,091 followers

VI. Closed Session Discussion Items (Robert Hunter) –
- Trustee Troy Walker moved for the Stakeholder Relations Committee member to go into Closed Strategy Session.
- Trustee Dannie McConkie seconded the motion, motion passed.
- At 11:10 a.m. the Stakeholder Relations Committee moved into Closed Session.

VII. Return to Open Session (Robert Hunter) -
- Trustee Michael Romero moved to return to Open Session.
- Trustee Troy Walker seconded the motion.
- At 11:40 a.m. Trustee Robert Hunter declared Closed Session was over.

VIII. **Policy Review** (Robert Hunter) -

- Ends Policy 1.3.4 – Quality Transportation Services
  1. Utah Transit Authority provides high quality transportation services and facilities; including fixed route bus, light rail, regional commuter rail, van pools, paratransit, ridesharing, bicycle and pedestrian transportation accessibility. By following best management practices, UTA delivers transportation services that:
     a. ~~Enable increased social interactions among citizens~~
     b. Provide environmental benefits to the region and its communities
     c. Are safe and efficient
     d. Address the needs of the region's persons with disabilities
  2. **Action Item: Andrea Packer suggested adding streetcar and Bus Rapid Transit to the list of transportation services/modes. Also, the Committee should also look at basic mobility, transportation solutions and access for citizens along the Wasatch Front.**
  3. **Action Item: The Stakeholder Relations Committee agreed to add the streetcar and bus rapid transit to the list of services and to bring this policy back to the February 11th meeting for further review and recommendation. Andrea will also bring UTA's Best Practices policy and UTA's Mission Statement, with redlined recommendations, for the Committee to review.**
- Ends Policy 1.3.5 – Essential Partners
  1. Utah Transit Authority works with essential partners on planning, funding, community development, construction, and special services to increase transit riders. Essential partners include: federal funding and regulatory agencies, metropolitan planning organizations, Utah Department of Transportation, counties, municipalities, or other political subdivisions, state legislature, businesses, educational institutions, and developers. Through these partnerships, UTA:
     a. Facilitates economic development
     b. Encourages development of community facilities and public spaces
     c. Increases the integration of transit-dependent populations
     d. Builds relationships with existing partners and identifies potential new partners on a continuous basis
     e. Provides clear goals and offers guidance to regional and community partners
     f. Anticipates the growth and development of the region
     g. Provides quality service to transit-dependent populations
  2. Trustee Dannie McConkie moved to accept Ends Policy 1.3.5 as currently written.
  3. Trustee Justin Allen seconded the motion, motion passed unanimously.
- Ends Policy 1.3.6 – Leadership and Support
  1. <u>Utah Transit Authority</u> ~~UTA~~ contributes leadership by communicating transportation needs and public opinion to elected leaders; facilitating and communicating a long-range vision for transportation and community development; cultivating harmonious relationships among a diverse set of partners; and working with those partners to locate, promote and implement transit-supportive development in a broad planning context. UTA supports issues related to transportation, environmental quality, economic development, land use, planning and community and regional development.
  2. Trustee Justin Allen moved to approve Ends Policy 1.3.6 as written above.
  3. Trustee Dannie McConkie seconded the motion, motion passed unanimously.
- Ends Policy 1.3.7 – Promoting a Feeling of Community Ownership

1. <u>Utah Transit Authority</u> ~~UTA~~ promotes a feeling of community (public) ownership of the transit system by contributing to municipal planning activities; coordinating transit services with community development; helping communities meet air quality standards; enhancing the overall effectiveness of the regional transportation network; and helping communities meet their transportation needs and desires.
2. Trustee Larry Ellertson Romero moved to approve Ends Policy 1.3.7 as written above.
3. Trustee Dannie McConkie seconded the motion, motion passed unanimously.

- <u>Ends Policy 1.4.2</u> – Planning, Design, Funding, and Construction of Transportation Infrastructure and Services.
  1. Utah Transit Authority plans, funds, designs and builds transportation infrastructure and services according to the long-range regional transportation plans of the Wasatch Front Regional Council and the Mountainlands Association of Governments. UTA takes initiative to execute and implement transit plans. UTA plans and designs transportation facilities and services to:
     a. Link communities with transit services
     b. Increase connections and efficiency of movement at regional, community, and neighborhood levels, including pedestrian accessibility.
     c. Increase citizens' accessibility to daily destinations and expand their freedoms and choices.
     d. Provide direct and convenient access for riders
     e. Maintain an appropriate balance between system expansion and maintenance
     f. Reflect continual evaluation and distribution of resources for greatest value.
     g. Address the needs of the region's persons with disabilities.
  2. Trustee Dannie McConkie moved to approve Ends Policy 1.4.2 as currently written.
  3. Trustee Michael Romero seconded the motion, motion passed unanimously.

IX. Executive Limitations Policy 2.1.3 – Advertising (Robert Hunter and Andrea Packer) -

- The General Manager shall now allow advertising on Authority vehicles, electronic media, or transit facilities or any other form of advertising which:
  1. Is false, misleading or deceptive;
  2. Relates to an illegal activity;
  3. Is explicit sexual material, obscene material, or material harmful to minors as these terms are referenced in Utah Code Annotated, Section 76-5a-3;
  4. Promotes alcohol in a manner inconsistent with federal and/or State law or regulation;
  5. Promotes tobacco products;
  6. Depicts violence or anti-social behavior, "sexual conduct," "nudity" or "sexual excitement" as those terms are defined in Utah Code Annotated, Section 76-10-1201, et seq.;
  7. Includes language which is obscene, vulgar, indecent or profane;
  8. Promotes or depicts materials, instruments, devices, items, products or paraphernalia which are designed for use in connection with sexual conduct as defined in Utah Code Annotated, Section 76-10-1201 et seq;
  9. Contains images or information that demeans an individual or group of individuals on account of race, color, religion, national origin, ancestry, gender, age, disability or sexual orientation;
  10. Contains information which promotes unlawful or illegal goods, services or activities;
  11. Constitutes "Libel" as defined in Utah Code Annotated, Section 45-2-2;
  12. Is inconsistent with any contractual agreement between the Authority and any governmental entity;

13. Promotes subject matter other than that ~~pertaining~~ **relating** to a commercial transaction, or that pertaining to a product or service sponsored by a governmental entity located in the state of Utah that does not otherwise conflict with the Authority's mission and goals;
14. Is placed on the floor area of the interior of a TRAX vehicle;
15. Is contrary to any applicable local ordinance;

- For better clarification, Andrea Packer stated that UTA's Legal Department recommended adding the following language to Item #13
    a. **For purposes of this policy, a "commercial transaction" is a product or service for profit or for a business purpose, promoted by a legal entity. A "commercial transaction" does not include: (i) a solicitation for donations; (ii) the promotion of any candidacy for public office, or goals of any particular political party; or (iii) the promotion of any religious or social awareness messages. For purposes of this policy, a "business purpose" is a business making, buying or selling goods or providing services that are regularly carried on by a legal entity.**
- Andrea Packer also stated that the Legal Department recommending adding the following language as items number 16 and 17.
    16. **Portrays UTA or public transportation unfavorably; or**
    17. **Resembles a traffic control device.**
- Andrea Packer stated that the intent of these revisions to better clarify language with respect to "commercial transactions" which largely governs the content of this policy. Also, further clarification is needed regarding what resembles a traffic control device.
- Trustee Justin Allen moved to adopt the recommended changes to Executive Limitations Advertising Policy 2.1.3 and forward it to the Executive Committee for review and recommendation to forward to the full Board for approval.
- Trustee Troy Walker seconded the motion, motion passed..

X. Liaison, Conference and External Committee Reports (Robert Hunter and Michael Allegra) -

- Trustee Dannie McConkie reminded the Committee that the Utah Transportation Commission and UTA have a joint meeting scheduled on Thursday, January 22nd. 2015. This is in response to the gathering with the UDOT Commission last January where it was decided to continue these joint meetings on an on-going basis. UTA will be hosting this meeting from 12:00 noon to 1:30 p.m. in the Golden Spike Board Rooms. Lunch will be served prior to the meeting and a tour of the Central Bus Operations Facility has been scheduled after the meeting.
- Michael Allegra announced that Steve Meyer has accepted a new role in the UTA organization as Chief Development Officer. In this capacity, Steve will assume responsibility for UTA's transit oriented development efforts in addition to continuing to oversee the capital development, real estate, and facilities management programs. Steve has been with UTA for more than ten years and has been serving the last four years as Chief Capital Development Officer. Please join me in congratulating and supporting Steve as he begins work in this new position.

XI. Approval of the December 3rd, 2014 Stakeholder Relations Committee Meeting Report (Robert Hunter) -

- Trustee Troy Walker moved to approve the December 3rd, 2014, Stakeholder Relations Committee report, as written.
- Trustee Dannie McConkie seconded the motion, motion passed unanimously.

XII. Input for February 11th, 2015 Stakeholder Relations Committee Meeting Agenda (Robert Hunter)-

- Safety First Messages (David Goeres).
- Approval of the January 14th, 2015 Stakeholder Relations Committee Report (Robert Hunter).
- Policy Review and Discussion (Robert Hunter) –
  1. Ends Policy 1.3.4 – Quality Transportation
  2. Additional Policies as determined by Corporate Communications and Legal Departments
- 2015 Legislative Session Update
- Fare Policy Analysis Project
- Social Media Update (Lynze Lenio and Andrea Packer).
- Liaison, Conference and External Committee Reports (Robert Hunter and Michael Allegra).
- Input for March 11th, 2015 Committee Meeting Agenda Items (Robert Hunter).-
- Closed Session, if required (Robert Hunter) -
- Other Business (Robert Hunter).

XIII. Meeting Adjourned -
- At 11:59 a.m. Trustee Dannie McConkie moved to adjourn the January 14th, 2015, Stakeholder Relations Committee meeting.
- Trustee Michael Romero seconded the motion, meeting adjourned.

XIV. Next Meeting Date -
- The next meeting of the Stakeholders Relations Committee will be held on Wednesday, February 11th, 2015, at FrontLines Headquarters located at 669 West 200 South, starting at 10:00 a.m.

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