

Monthly Board Meeting – July, 2022

Thursday, July 21, 2022 – 5:30 PM

Location: Virtual – A recording of the meeting can be [found here](#)

Minutes

In Attendance

Voting Members:

Randy Atkin, Mike Christensen, John Pearson, Chris Stout, Austin Whitehead

Non-Voting Members:

Curtis Haring

Meeting Called to Order at 5:35 PM

Agenda Items Discussed

Approval of June 2022 Minutes - All

(no discussion).

Randy motions to approve the June 2022 minutes as drafted and distributed on June 19

John seconds motion

Motion passes: 5-0

Executive Director activities report/Number's Update – Curtis Haring

Curtis provided an update on his activities since the last board meeting in June and reported that he had worked 19 hours in that time. Highlights included:

- Media and outreach:
 - Appeared on the Red Line Podcast
 - Appeared on KRCL RadioActive
 - Prepared and distributed the Newsletter
- Fundraising:
 - StartedUCAIR Grant Application
 - With John, met with Emily Pasket ofUCAIR regarding a separate grant
- Networking:
 - Started outreach spreadsheet

- Submitted application to be on the Wasatch Front Regional Council: Wasatch Choice Community Advisory Committee (expecting a response in early to mid-August)
- Met with Beth Holbrook, Member of the UTA Board of Trustees
- Attended Sweet Streets Networking event and made follow-up contacts with HEAL Utah.
- Upcoming Activities:
 - Meeting with Jay Fox, Executive Director of UTA on August 2
 - Meeting with leadership team of Bike Walk Provo on August 16
- Membership update:
 - 71 new Twitter followers over the past month, an increase of 34%. Currently have 276 followers (Our ratio officially flipped – we now have more followers than people we follow).
 - Curtis has started directing new followers to become members by direct messaging them information on how to sign up, he expects this to increase membership numbers.
 - 19 new subscribers/members over the past month, an increase of 67%. Currently have 46 people signed up

Annual UTRU Service Proposal – Chris Stout

Chris has been working on a proposed route map and “UTRU” schedules that look similar to UTA’s actual documents. This map also takes a look at current service along the Wasatch Front that is a ¼ to ½ mile radius of all stops. This means that the map takes a look at what current service is versus what it could be and Chris would like to use it as both a recruiting tool and way to push policy makers to act. Chris also envisions that we create a 10-year plan of what the future could be with things like heavy rail from Tooele to Park City.

Chris will send link information to the board and Executive Directorⁱ.

Curtis would like to use the map and schedule as a recruiting tool with a specific focus on areas that have little or no service in order to generate discussion around the possibilities of a more comprehensive service network.

John asks if Chris has investigated Houston’s update to their system. After discussion Chris noted that Houston, during its planning process, built in the idea that people must choose between frequency and coverage whereas this if we start with the premise that we *can* have it all, putting greater pressure on policy makers to act.

Chris also suggested that everyone go to separate ends of the southern end of the valley and order a Via at the exact same time and go to a central point to “stress test” the system to see if it actually works.

Vineyard Stop Activity? – Curtis Haring

Curtis asks if we want to put on an activity surrounding the opening of the Vineyard FrontRunner stop. John wonders if we can use the map project with a specific focus on the Vineyard community and is willing to work on the map aspect of the projectⁱⁱ.

Randy suggests that we start reaching out to local media to start pushing the idea, he also wonders if we do our own press release on social media and our own sort of press conferenceⁱⁱⁱ.

Austin notes that the official opening event is August 12th at 7:30 PM.

Discussion: Fundraising Contacts – All

Curtis wanted to see if anyone has made any contacts about fundraising. So far there has been no action. Randy asked that Curtis re-sends the email with contacts^{iv}.

Curtis also noted that he created a Google Doc for this because it should be a living document where people can add names and contacts as information comes forward.

Donation request to UTA – Chris Stout

Chris noted that Laura Hanson, the former Planning Director of UTA, mentioned pre-COVID that UTA might be able to make a donation to UTRU. At the time the board wasn’t thrilled about the idea based on the concern that it would make it harder for us to “tell them off” and to make it appear that we are in the pocket of UTA. However, with the change in focus and message, it might be worthwhile to make the ask with the understanding that we will probably upset UTA through our advocacy and that they may pull funding because of it.

Mike also would hope that one of our goals is to collaborate with UTA and Curtis noted that he has said publicly that UTRU is “adversarial allies” to the organization.

Chris motions for Curtis to start exploring the possibility of getting funding/donations from UTA with UTA.

During discussion, John asked what the relationship has been with other unions and their transit agencies and also wondered how much we would be asking for. Chris noted that, on the

relationship question, it spans the range from suing transit agencies to working alongside them, depending on the situation. Chris felt that we should ask for \$5,000 - \$8,000.

John would like to see what the money would actually be going towards before making a formal ask. Chris thinks the ask will probably be for paying for Curtis' pay.

Curtis feels that we may be getting ahead of ourself and asks the board to allow him to look into the possibility of funding in an exploratory way.

Randy thinks that funding could possibly go towards things like advertising, advocacy training, and other costs that aren't pay.

*Randy and Austin Second the motion
Motion passes: 5-0*

UCAIR Grant – Curtis Haring/John Pearson

Curtis wants to submit a UCAIR grant application for transit advocacy training courses in 15 locations along the Wasatch Front based on a lack of access and/or because they are economically disadvantaged.

The courses would focus on the history of transit, the roles various governments play in transit decisions, how to communicate with policymakers, and how to support people with transit oriented policies when the run for office, or how they can run for office themselves.

John asks how the response has been, and Curtis informed the board that he hasn't requested or received a response. In response to UCAIR specifically, he will attack it from a more transit equals less emissions standpoint, but notes that the if the grant doesn't get approved from UCAIR, it could still be submitted to other grants.

John also talked about his own UCAIR grant, which is focused on providing greater vanpool service to 2nd and 3rd shift workers at the University hospitals to encourage them to take transit. He would also use the data to see how much emissions can be reduced and increase health benefits. UTRU's role would be to take on a training and advocacy role for those involved in the trial program so that they can fight for better transit. He is looking for \$10,000 to \$20,000.

Randy wonders if this could also be applied to smaller events that take place after the regular system starts to close down. John notes that it could be a possibility in the future, but that the current proposal allows him to have greater population control and make data collection easier.

John motions that UTRU draft a letter of support for John's Grant Application

Chris Seconds

Motion passes^v: 3-0-2 (Absent: Austin, Abstain: John)

Discussion: Organizations to Contact (Update) – All

Curtis provided a brief overview of the Google Doc of organizations he is populating that so that board members can see who he has reached out to and add additional information to themselves. Curtis just asked that the board fill this information in as it comes to them

Advisory Committee Recruitment – Curtis Haring

Curtis presented the idea that we start creating regional groups of members that can better participate on the local level and give members more to do than just read a newsletter. Chris added that the original idea was to have chapters that could be based on things like transit types as well.

Randy also suggested groups such as ski bus riders, healthcare, educators, and those outside of Salt Lake City/County.

John would also like to focus on getting members to get on the local level to check on things like if bus riders are happy or if stops are being maintained. He suggested a strong focus on geography so policy makers can be more directly targeted.

John motions to start the creation of geography based chapters

Chris Seconds

Motion passes 4-0-1 (Absent: Austin)

Open forum - All

Chris notes that there was an idea to create an advisory committee at the start of UTRU that was focused more on the idea of receiving guidance on how to manage a non-profit as well as providing a way for policymakers, experts, and so on, could also provide additional advice.

Chris also asked about the 400 West light rail extension and asked Mike if he has heard anything; Mike noted that he has seen a few proposals, but nothing beyond proposals. Chris would like us to become a bigger part of the conversation around the possible expansion. Mike offers to take a deeper look at the project^{vi}.

Mike will be sending out email about upcoming Utah Rail Passengers Association events.

John offers some reading for the group: *Better Busses, Better Cities* which discusses, among other things, some of the activities that took place in Boston around BRT expansion.

Chris asked how the group felt about bikes on busses in general. He has noticed that lately people seem to have been bringing bikes on to busses because the provided racks have already been occupied. He wonders if this is a symptom of a lack of more localized service but that it might pose a problem long-term. Mike feels that this is the best problem we could have, it is a sign that people are using the system; John feels that, once we hit the point that we have an infrastructure system similar to, say, the Netherlands, we can have a different conversation around bikes on buses – he feels that we should start documenting this, talking about it, and finding out why people are taking their bikes in the first place.

John motions that we engage the bike riding community to see how they are using the system

Chris Seconds

Motion passes 4-0-1 (Absent: Austin)

John asks about Teams Drive – Curtis will put that together^{vii}

Chris and John both ask for physical business cards, Mike would like a digital one. Curtis will order/ Create^{viii}

Next board meeting is scheduled for Thursday, August 18 at 5:30 PM.

Randy motions to adjourn

John Seconds

Motion passes 4-0-1 (Absent: Austin)

ACTION ITEMS

ⁱ Chris will send the link to the route creation software to the board and Executive Director so that it can be played with.

ⁱⁱ John to work on the GIS project of mapping around Vineyard

ⁱⁱⁱ Curtis will start emails about our own press release/ribbon cutting ceremony

^{iv} Curtis will resend email with potential contacts for fundraising

^v Curtis will draft letter of support for John.

^{vi} Mike will investigate 400 West Light Rail expansion

^{vii} Curtis will create Teams drive for board

^{viii} Curtis will order business cards for Chris and John and create a digital image of one for Randy