



Working Meeting of the
**Stakeholder/Government Relations &
Service and Customer Relations Committee**
Wednesday, July 12th, 2017
10:20 a.m. – 11:50 a.m.
Report

Present:	Bret Millburn, Stakeholder/Government Relations Committee Chair		
	Sherrie Hall Everett, Service and Customer Relations Committee Chair		
	Trustee Jeff Acerson	Nichol Bourdeaux	Andrea Packer
	Trustee Necia Christensen	Bob Biles	Matt Sibul
	Trustee Karen Cronin	Todd Provost	Annette Royle
	Trustee Dannie McConkie	Riana de Villiers	Cindy Medford
	Trustee Cort Ashton	David Goeres	Rebecca Cruz
	Jerry Benson	Laura Hanson	EiLeen Billings
Excused:	Trustee Troy Walker	Trustee Babs De Lay	Trustee Greg Bell
	Trustee Charles Henderson	Trustee Troy Walker	

I. Trustee Sherrie Hall Everett welcomed everyone and called the meeting to order at 10:20 a.m. A quorum was present.

II. **Safety First Message:** “Safety is a State-of-Mind – Accidents are an Absence of Mind” (presented by David Goeres).

III. Approval of the June 14th, 2017 Stakeholder/Government Relations Committee Report:

- Trustees Jeff Acerson moved to approve the SGRC meeting report.
- Trustee Dannie McConkie seconded the motion; the report was approved, as written.

IV. Formation of Citizens’ Advisory Board Update (Matt Sibul and Laura Hanson) -

- SB174, which was approved during the 2017 Utah State Legislative session, states that a public transit district serving a population over 200,000 people shall create and oversee a Citizens’ Advisory Board (CAB).
- The CAB is a standing committee of UTA which consists of up to 12 members appointed by UTA’s Board of Trustees. Members are individuals who represent the diversity of UTA’s transit district area and are regular users of UTA’s services. The advisory board provides consumer advice to inform UTA’s long-term strategic priorities and short-term customer experience decisions. The Advisory Board will serve the key role in solicitation of public input and community engagement of public transit initiatives throughout the service area.
- The Chair and Vice-Chair of the CAB are nominated and confirmed by UTA’s Board of Trustees from within the Advisory Board membership.
- UTA Board Liaison: The Board of Trustees will assign a Trustee as a board liaison to the CAB to provide insight and alignment between the governing and advisory boards.
- UTA management will meet with the leadership of the CAB at least quarterly to consult with and receive input from the advisory board in managing and operating the public transit district.

- UTA will assign a primary staff liaison to the CAB to manage and direct the Advisory Board meetings and discussions; record meeting discussions and recommendations and report back to the CAB on UTA implementation actions. Additional UTA staff support will be provided from the Customer Experience, Customer Service and Operations Departments.
- The CAB will meet as needed or quarterly in a meeting open to the public for comment, to discuss service, operation and any concerns with the transit district operations and functionality.
- The Advisory Board is not intended to be a decision-making body. It is a non-governing advisory board organized to provide consumer insight and broad strategic advice to UTA's management.
- Laura stated that UTA is recommending a board membership nomination process rather than an application process. UTA Board members will have an opportunity to recommend people. Also recommendations will be considered, throughout the system, from Chambers of Commerce, city officials, advocacy groups, and UTA's Operations staff.
- The nomination process will be finalized during the remainder of July and August.
- Trustee Jeff Acerson moved to forward the finalized list of CAB membership nominations to the full board for review and approval. Trustee Karen Cronin seconded the motion, motion passed unanimously.

V. Approval of the May 11th, 2017 Service and Customer Relations Committee Report:

- Trustees Dannie McConkie moved to approve the SCRC meeting report.
- Trustee Necia Christensen seconded the motion; the report was approved, as written.

VI. Communications/Public Relations Update and Discussion (Andrea Packer) -

- Public Relations/Marketing/Communications Department History:
 1. Andrea provided a history of how far UTA has progressed regarding social media in the last few years.
 2. In the past, UTA's main focus was the progress made, completion and service implementation of the several 2015 projects.
 3. Currently, social media is looking at long term goals, i.e., development of a comprehensive Community Relations Plan and supporting UTA's planning/construction projects.
 4. Andrea's PR/Marketing/Communications team covers many areas including typical advertising, public relations, social media, public participation & outreach, marketing, service scenario development, and brand management.
 5. During the last few years, Andrea's group has been working hard to re-vamp UTA's communications approach and to re-build public trust and board reforms.
 6. Currently emphasizing two-way communications, looking for opportunities to obtain better public feedback, build relationships with customers, stakeholders, and community leaders.
- Social Media:
 1. Heavy focus to be interactive and responsive to the public.
 2. Implement content that is relevant and attractive to a wide variety of audiences.
 3. The Authority's goal regarding social media is to become the place to obtain good information regarding UTA.
 4. Per Trustee Necia Christensen's suggestion, the PR/Marketing group will research the benefits of incorporating Social5's strategy in UTA's digital marketplace.
 5. Reviewing benefits of incorporating Snap Chat into UTA's future social media.
 6. UTA is covering social media 24 hours per day, 7 days per week. Andrea stated that UTA's social media team works very well together, is integrated and supports each other.

- UTA Web-site Redesign:
 1. Phase I of UTA's newly redesigned website was launched during February 2016. User experience and interface were significantly improved.
 2. Mobile capabilities were implemented. Seventy-one percent riders access UTA website information through their various mobile/portable devices. These improvements include mobile usability and ability to track bus or train.
 3. Public Input Opportunities are available on UTA's rideuta.com website: As a rider, community member or stakeholder, you have the opportunity to share your transit experiences and valuable perspectives on this public input website.
 4. Phase II was to review and redesign all of the content. That process is close to completion. Basically the entire website has been re-written.
 5. It is a continual challenge to keep the information fresh and updated. Therefore, various Communications Department staff have been assigned to the business units or departments to assist with keeping their information updated on the website.
 6. Primary focus is to provide the website information that riders need in order to have a positive transit experience.
 7. The website is where people primarily go when looking for employment or wanting to do business with UTA. The website is also the place where UTA receives input relative to Board decisions, service changes, etc.
- Customer Tools:
 1. UTA has a dedicated UTA's Customer Service Department that is committed to provide quality information and support to customers as they use public transit.
 2. Throughout the system "Way-Finding" signage is in place and is continually being updated and improved. UTA continues to provide updated printed schedules and maps. Destination signage has been implemented.
 3. Several on-line tools are also available, such as: Automated "next bus" phone system, Ride-Time Text, Trip Planner, Trip Tracker, Social Media, etc.
 4. Twitter has become a great tool for service information.
 5. Information regarding places, events and points of interest have been added to the website.
 6. UTA recently began a brand-refresh effort to update maps, schedules and platform signage. A process is being developed to notify staff when and where a new sign is needed. Andrea's department is then responsible for the graphic designs. Operations staff will then install the signage.
- Advertising Strategy:
 1. UTA has policies in place regarding the types of advertisements allowed.
 2. UTA also has television and radio and on-line advertising campaigns.
 3. UTA has had success with sites such as Twitter and Pandora.
- Partnerships:
 1. UTA often partners with other agencies, such as UCAIR, Chambers, bicycle and air quality organizations, schools, event, etc. for advertising campaigns.

VII. Update on Customer and Public Feedback Report (Nichol Bourdeaux and Cindy Medford) -

- The 2016 UTA reorganization moved Customer Service Department under Nichol Bourdeaux to improve awareness and value of Customer Service.

- Customer Service Mission Statement: Customer Service Department is committed to creating positive interactions with our customers in order to provide them with accurate information, helpful hints, and empathy to their situation and concerns.
- For person-to-person contacts, added Fines Adjudication and Hearings for UTA Civil Citations during 2017.
- Customer Service Function:
 1. Customer focus provides information such as time, routes and schedules for our different modes.
 2. Customer Relations: Fare information and safety tips and how to use any of our equipment such as the ticket vending machines.
 3. Lost & Found and Fare Media: Dispense certain fare media (bus passes).
 4. Electronic Customer Team: Responds to Twitter and updates rail station signage. Also, sends notifications to internal teams regarding service delays.
- Customer Call Center: Receives calls regarding how to use UTA services, plan trips, etc. The number of calls is decreasing as customers are using new tools offered by UTA to help themselves. Over the years, UTA has empowered their agents to address issues as much as possible.
- Customer Feedback Calls: FY 2016 volumes reflect a 9% reduction over the previous year.
- During 2016, 35,249 comments were filed. The top 5 categories were (1) repairs, especially regarding the ticket vending machines, (2) negative customer interactions, (3) FarePay card balances, (4) unused fare media and (5) Pass by.
- Ticket Vending Machine (TVM) repairs have been reduced of the past year. As of June 30th, 2017 the TVM calls are down approximately 17%.
- Responding to Customers: Customer Service tries to resolve the customer's concerns or answer questions. If additional investigation is needed, the comment is sent to the responsible business unit or department to review, pull video, and respond back to the customer.
- Continuous Improvement:
 1. Looking to increase customer feedback loop.
 2. Business units have a new Standard Operating Procedure (SOP) on how to process comments.
 - a. Incorporate Best Practice and the "UTA Way" when interacting with an employee about a complaint.
 - b. Make sure that each business unit keeps UTA "True Norths" in mind when comments are assigned to their division of unit.
 - c. Reviewing comments that appear to be an educational situation or when the conclusion is undeterminable.
 - d. FY 2018, customer service agents will be ensuring customer satisfaction with the feedback process to ensure that we have responded to the customer in a timely manner.
 - e. Looking to use our Customer Service and Relations agents in the community doing grassroots engagement and education. In addition to our operators, these are the people with the most knowledge about the system.
 - f. Draft an evaluation for preventable versus non-presentable incidents.

VIII. Input for the Next Committee Meeting (Bret Millburn) –

- Safety First Message (David Goeres)
- Review of July 12th, 2017 Meeting Report (Bret Millburn)
- Liaison, Conference and External Committee Reports (Bret Millburn and Jerry Benson) –

- Closed Session, if required, and action taken regarding matters discussed in Closed Session (Bret Millburn) -
- Input and date for the next committee meeting (Bret Millburn)
- Other Business (Bret Millburn)

IX. Meeting Adjourned -

- The Working Meeting of the Stakeholder/Government Relations and Service & Customer Relations Committees adjourned at 11:50 a.m.

X. Next Meeting Date -

- The next meeting of the Stakeholders/Government Relations Committee is currently scheduled to be held in the Golden Spike Board Rooms on Wednesday, August 9th, 2017, at FrontLines Headquarters, located at 669 West 200 South.

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