CVTD BOARD MEETING AGENDA
October 23, 2024

Notice is hereby given that the Cache Valley Transit District will hold its regular meeting beginning at: 5:30 pm on Wednesday, October 23, 2024. The meeting will be at the Logan Library, 285 N. Main St., Logan, Utah, Community Room A. The public may also participate via the link below.

Estimated time of consideration

5:30 PM **BOARD MEETING AGENDA**

1. Call to Order
2. Pledge of Allegiance lead by Shaun Bushman
3. Consent agenda
   - a - approval of agenda
   - b - approval of minutes - September 25, 2024 & October 9, 2024
   - **c - next meeting November 20, 2024 at BTEC Room 840**
5. Public comments

5:35 PM 6. **Board Business**

A. Presentation on rebrand and brand outreach - Andres Ramos, RUMOR Advertising

B. Presentation of potential expanded service - Todd Beutler, CEO\General Manager

6:10 PM C. Discussion of FY 2025 budget - Curtis Roberts, Administration Director

D. Consideration of FY2025 employee benefit package - Curtis Roberts, Administration Director

E. Consideration of revised agency safety plan - Curtis Roberts, Administration Director

F. Recognition of employee anniversaries - Lieren Hansen, Board Vice Chair

6:30 PM 7 Adjourn

The public may join the meeting by calling: 1-669-900-9128 and using the following meeting ID and passcode. Meeting ID: 878 2690 2078 Passcode: 919386

The public may join the meeting by pasting the meeting Link below into their browser: https://us02web.zoom.us/j/87826902078?pwd=QmxiV1JONCtKVFdHSXFGWks5MzFWdz09

Regular Board Meeting Minutes
Cache Valley Transit District
Wednesday, September 25, 2024
5:30 pm
Logan Library
285 North Main Street, Logan, Utah
Community Room A

Present: Patrick Jenkins, Shaun Bushman, Flor Estrada, Lieren Hansen, Glen Schmidt, Ron Bushman, and David Geary

Excused: Jeff Turley and Mike Arnold

Others: Curtis Roberts and Kari Thomas

Regular Meeting Agenda

1. *Call to order*: Board Chair Patrick Jenkins

2. Pledge of Allegiance lead by Shaun Bushman

3. Consent Agenda: Patrick Jenkins asked for a motion to approve the consent agenda. Shaun Bushman moved; Ron Bushman seconded. Vote unanimous.
   A. Approval of Agenda – Item 7 moved to Item 4
   B. Acceptance of Minutes – August 28, 2024 & September 11, 2024
   C. Next Board Meeting – October 9, 2024 (budget workshop) – at Bridgerland room 480

4. Public comments: No questions or comments.

Board Business

5. **Board Business:**
   A. Overview of revenue sources - Curtis Roberts, Administration Director: Discussed the sales tax revenue that we receive. Discussed 5307 funds. Went over the annual allocation from congress and STIC benchmarks and how they work, as well as which benchmarks we are currently hitting. We are hitting revenue hours and population marks. Most revenue is from sales tax and grants, but there's also advertising revenue and services offered revenue included in our revenue stream. Shaun asked about 5339 funds and whether we apply. Curtis discussed this and how often the District does not qualify for these funds. Patrick had several questions about advertising revenue and the sales tax drop off that has been

predicted in the budget which Curtis went over. There was also discussion on the District seeing the full benefits of the new census, which the District benefits from. There were several questions and a discussion on Professional fees and why there would be a drop in 2025.

B. Review of FY 2025 budget priorities - Curtis Roberts, Administration Director: The amounts that management suggests be spent in the priority areas discussed last meeting have been entered. A discussion concerning property insurance and its increase for next year was discussed as well as the increase in preventative maintenance, both due to the new facility.

C. Survey of route re-alignment - Curtis Roberts, Administration Director: Questions have been developed. Survey will be released in October.

D. Facility tour dates - Dave Geary, Facility Committee Chair: Discussed dates that would work in October for board facility tour. Date has been set for October 11th.

6. **Management Report:**

A. Received concurrence from FTA to sell the building and retain the profits. Estimated about 3.2 million dollars (tied to an appraisal).

7. **Board Chair Report:**

A. Recognition of employee anniversaries - Patrick Jenkins, Board Chair: Employee anniversaries include 30 years for Jody Kimball, 9 years for Colton Fullmer, 18 years for Matt McEwan, 10 years for Aumer Irhaim, 28 years for Todd Beutler. Patrick and Shaun spoke about Jody's commitment to the District and his 30 years of service. Jody spoke about being part of every version of the District.

8. Public comments: No questions or comments.

9. **<u>Adjourn:</u>** Board Chair Patrick Jenkins adjourned the meeting.

Regular Board Meeting Minutes
Cache Valley Transit District
Wednesday, October 9, 2024
5:30 pm
Bridgerland Technical College
1301 North 600 West, Logan, Utah
Room 840

Present: Patrick Jenkins, Shaun Bushman, Flor Estrada, Lieren Hansen, Mike Arnold, Glen Schmidt, and Jeff Turley

Excused: David Geary and Ron Bushman

Others: Todd Beutler, Curtis Roberts, and Charise VanDyke

<u>Regular Meeting Agenda</u>

1. *Call to order*: Board Chair Patrick Jenkins

2. Pledge of Allegiance lead by Jeff Turley

3. Public comments: No comments or questions.

<u>Board Business</u>

4. **Board Business:**
   A. Presentation of potential new service – Todd Beutler, CEO/General Manager: One of the things the District does in long range planning is identifying needs and gaps. During the intermediate planning stage, we look at potential parameters and various costs to narrow down or prioritize. Over a year ago, management brought projects to the Board to prioritize. Management identified an additional need while looking through the list (that hasn't been discussed yet), which is a need for additional transfer points. Currently the transit center is the anchor to the system, which was designed as a hub and spoke transit system. It was designed this way to make transfers efficient and schedules understandable; other cities have multiple transfer points. Looking ahead at growth in Cache Valley, the transit center is too far to get to from the north and south ends because of increased traffic and passenger loads. The recommendation is to keep the current hub and spoke system, but to expand it with Northern and Southern transfer stations. This allows for transfer efficiency, increased frequency on Routes 12 & 15, and accommodation for future growth of the communities. The transfer points would need to be built with federal funding in mind; federal funds cannot be used on

something that is not in compliance with federal standards, so it needs to meet these standards to qualify for any future funds. Three things. Management is recommending to budget money to work with Kimley-Horn to examine overall system design around multiple transfer locations. Management is also recommending increasing the frequency on Routes 12 and 15 starting in next year's budget. Thirdly, management wants guidance on whether they should examine the connection to Frontrunner in Ogden. Discussion about other things to include in the study. Examine if the northeastern side of the transit system should be grown and if we should provide service to Beaver Mountain or subsidize a private provider. Other inclusions could be Wellsville service, service to Bear Lake, and Paradise service. It makes sense to incorporate some of the frequent service questions the District gets into the study. Some of the deliverables from the study would be projected costs and funding. Discussion about service types. Kimley-Horn wouldn't look at transfer stations as the only possible solution. Another model that's been proposed is to have Richmond and Hyrum routes only on the highways and have Pool and other feeder routes connect to it; the problem with this method is that with more transfer locations, it increases the likelihood of missing transfers. Discussion about the study. They could still come back from the study with a recommendation not to do a service; they could come back with any number of recommendations. The Board at the end of the day decides which transit services to put budget dollars towards. The goal of the study would be to know how we can provide the best service and what options are out there.

B. Discussion of FY 2025 budget - Curtis Roberts, Administration Director: The budget keeps getting refined. Some recent adjustments take the "Operating revenues less expenses" line from $513,000 to $475,000 (change after the board packets sent). Opened to the Board for questions. Discussion about salary and benefits increase. Most of the increase is due to the need for additional people (additional service and new facility needs). The executive compensation study is in this year's budget. Discussion about budgeting philosophies. There are two approaches to budgeting for large projects: saving for projects or going into debt with loans to fund projects. Debt then becomes an operating cost. We tend to lean towards setting aside money and not going into debt, which is why we try to save year after year. Discussion about bus purchases. There's one bus replacement in the 2025 budget to replace the one that was totaled this year. The District is looking at replacing it with a medium build bus (versus a large bus). The next large batch of purchases for buses won't be until 2029. Discussion about fuel. This cost is closely monitored. Looking at the 2024 low and high for the year, we budgeted less for 2025. America has been producing more oil, so even with weather and geopolitics in play, things have been stable. Discussion about the drop in professional fees. More was budgeted in 2024 for the rebrand, which will be completed in 2024. Other professional fees include the voucher program with

BRAG, working with cities on different projects, and some smaller services (Indeed fees, safety board messaging, Employee Assistance Program). Discussion about marketing. We work with Rumor to advertise (online ads, TV ads, radio ads, social media). They've done a great job with the rebrand; an individual that was in one of the commercials (City Manager for Smithfield) said that he's become a mini celebrity from the exposure. The bid for marketing is coming up again in 2025; we went with a 5-year contract that was renewable annually. When it's bid out, different companies say what they can do for a set amount. It's been valuable to work with a marketing team because it's more cost effective than doing it internally (you get access to a whole team of marketing people who have the specialties as well as access to tools that we wouldn't). They make those marketing dollars go further. Discussion about the facility. The move into the new facility will likely be around the end of March; we're in initial discussions to hire a broker to help with this. Discussion about benefit package renewal. The increase is just under 5 percent (others have gone up over 20 percent). Management will be proposing to continue the benefit package as it is currently (and be passed in the next meeting).

5. **Adjourn:** Board Chair Patrick Jenkins adjourned the meeting.

Key Budget Priorities

Transit Operations

- Continue to maintain transit service (Fixed route & LOOP, Call-A-Ride, POOL)
- Implement Facility Transition Plan:
    - Training ($20,000)
        - Drivers, Maintenance, Service Workers, Facilities, Dispatch
    - Address staffing adjustments ($325,000)
    - Revise preventative maintenance inspection processes
    - Relocate to new facility ($25,000)
    - Decommission current facility (included with relocating)

Financial Planning

- Operating expenses do not exceed revenues (operating revenues exceed operating expenses)
    - One-time costs vs. ongoing ($814,000 of one-time operating costs)
    - Federal share of operating expenses ($2,250,000)

Capital Improvements

- Finish construction on the new maintenance/administration facility, completion scheduled for January 2025 ($250,000)
- Design a Training Course ($500,000)
- Evaluate and acquire property for transfer stations – Item to be discussed with the Board
- Replace bus that was totaled ($200,000)
- Replace support vehicle ($90,000)
- Equipment needs for new facility:
    - Forklift ($75,000)
    - Copy machine ($11,000)
    - Floor scrubber ($80,000)

Focus on public education and outreach

- Continue the public education campaign (Professional Services) ($250,000)

Planning Activities

- Perform a study for service during low-demand times (Professional Service) ($20,000)
- Perform research and prepare a report on the economic impact of Connect on the local economy (Professional Services) ($30,000)
- Evaluate system with multiple transfer centers ($120,000) and expand service ($50,000)

Cache Valley Transit District
Comparative Presentation with TENTATIVE **PROPOSED BUDGET**

	2024 Budget	2025 Projected to Year-end	2025 Proposed Budget	Dollar Increase over 2024 Budget	Percentage Increase over 2024 Budget
Revenues:					
Sales tax	8,679,000	8,410,000	**8,410,000**	(269,000)	-3.10%
Federal and state grants	2,137,000	3,073,000	**4,205,000**	2,068,000	96.77%
Charges for services	100,000	96,000	**108,000**	8,000	8.00%
Interest income	300,000	645,000	**210,000**	(90,000)	-30.00%
Other	10,000	280,000	**12,000**	2,000	20.00%
Total operating revenues	11,226,000	12,504,000	**12,945,000**	1,719,000	15.31%
Expenditures:					
Operations:					
Salaries and benefits	6,847,000	6,042,000	**7,460,000**	613,000	8.95%
Professional fees	703,000	654,000	**765,000**	62,000	8.82%
Insurance	196,000	179,000	**250,000**	54,000	27.55%
Public outreach/Community engagement	40,000	28,000	**35,000**	(5,000)	-12.50%
Subscriptions and memberships	33,000	18,000	**36,000**	3,000	9.09%
Software	161,000	148,000	**214,000**	53,000	32.92%
Supplies	129,000	107,000	**68,000**	(61,000)	-47.29%
Fuel	1,072,000	765,000	**960,000**	(112,000)	-10.45%
Tires	139,000	135,000	**141,000**	2,000	1.44%
Training and travel	68,000	56,000	**80,000**	12,000	17.65%
Utilities	215,000	197,000	**352,000**	137,000	63.72%
Equipment purchases <$5,000	53,000	38,000	**715,000**	662,000	1249.06%
Total operations	9,656,000	8,367,000	**11,076,000**	1,420,000	14.71%
Preventative maintenance					
Salaries and benefits	657,000	606,000	**744,000**	87,000	13.24%
Professional fees	11,000	9,000	**11,000**	-	0.00%
Parts and operating costs	466,000	476,000	**446,000**	(20,000)	-4.29%
Other maintenance costs	23,000	17,000	**38,000**	15,000	65.22%
Total preventative maintenance	1,157,000	1,108,000	**1,239,000**	82,000	7.09%
Facilitiy maintenance					
Salaries and benefits	102,000	108,000	**170,000**	68,000	66.67%
Contracted services	120,000	116,000	**163,000**	43,000	35.83%
Other maintenance costs	87,000	78,000	**113,000**	26,000	29.89%
Total facility maintenance	309,000	302,000	**446,000**	137,000	44.34%
Total operating expenses	11,122,000	9,777,000	**12,761,000**	1,639,000	14.74%
Operating revenues less expenses	104,000	2,727,000	**184,000**		
Capital Activities					
Capital grants revenue	17,850,000	24,596,000	**272,000**		
Capital outlay					
Bus purchases	-	-	**200,000**		
Equipment and improvements	1,431,000	92,000	**589,000**		
Land and land improvements	26,750,000	24,380,000	**750,000**		
Net capital outlay	(10,331,000)	124,000	**(1,267,000)**		
Net income (loss)	(10,227,000)	2,851,000	**(1,083,000)**		
Planned use of fund balance for capital outlay	10,227,000		**1,083,000**		
Net change to equity after planned uses	-		**-**		

Cache Valley Transit District
Board Detail Budget by Line
For the year ending December 31, 2025

Account	Account Number	Fiscal Year 2025 Budget	FY25 Category Budget	Fiscal Year 2024 Budget
Operations				
Professional Services				
Map design	502100	-		-
Audit fees	502200	16,000		20,000
Legal fees	502300	40,000		30,000
Planning fees	502350	228,000		73,000
IT Professional fees	502400	14,000		9,000
Marketing/PR fees	502450	250,000		320,000
Background and drug tests	502500	20,000		22,000
Retirement plan fees	502600	10,000		16,000
Uniform cleaning	502700	1,000		1,000
Government relation services	502800	45,000		45,000
Other professional fees	502900	83,000		112,000
Security professionals	602100	58,000		55,000
			765,000	**703,000**
Insurance				
Fidelity insurance	503100	-		-
Errors and ommission	503200	-		-
Property insurance	503300	57,000		6,000
Auto Insurance	503400	51,000		50,000
General liability insurance	503500	76,000		70,000
Worker's Comp insurance	503600	45,000		52,000
Long Term Disability	503800	20,000		17,000
Other insurance	503900	-		-
Claims and Deductibles	603300	1,000		1,000
			250,000	**196,000**
Public Outreach/Community Engagement				
Marketing and Publicity	504100	-		-
Public notices	504110	1,000		1,000
Print advertising	504120	-		-
Radio and TV advertising	504125	-		-
TV advertising	504126	-		-
Internet advertising	504130	1,000		1,000
Graphic advertising	504135	28,000		28,000
Other advertising	504140	3,000		3,000
Promotional supplies	504150	2,000		7,000
Ridership awards	504155	-		-
			35,000	**40,000**
Subscriptions and memberships				
Rent and occupancy costs	504300	2,000		2,000
Subscriptions and memberships	504400	34,000		31,000
			36,000	**33,000**
Software				
Employee Management Software	504610	35,000		35,000
Transit Software	504620	123,000		96,000
Bus Software	504630	12,000		9,000
IT Software	504640	35,000		15,000
Software Tools	504650	9,000		6,000
			214,000	**161,000**

Account	Account Number	Fiscal Year 2025 Budget	Category Budget	Fiscal Year 2024 Budget
Supplies				
Postage and mail	504210	4,000		4,000
Printing and copying	504220	5,000		6,000
Board meals	504510	3,000		3,000
Other meals	504520	10,000		11,000
Safety Meeting food	504580	1,000		-
Office supplies	505100	6,000		7,000
Clothing purchases	505300	20,000		71,000
Other supplies	505900	15,000		24,000
Other operational supplies	605900	4,000		3,000
			68,000	**129,000**
Fuel				
Diesel fuel	605510	825,000		900,000
Gasoline for buses	605520	130,000		159,000
Fuel for other vehicles	605530	5,000		13,000
			960,000	**1,072,000**
Tires				
Tires - large buses	605610	122,000		120,000
Tires - paratransit buses	605620	13,000		13,000
Tires - other vehicles	605630	6,000		6,000
			141,000	**139,000**
Travel and trainings				
Travel costs - non-training	506100	16,000		5,000
Travel costs	506210	38,000		44,000
Registration costs	506220	26,000		19,000
Other training costs	506230	-		-
			80,000	**68,000**
Utilities				
Gas/heat	507100	87,000		55,000
Telephone/internet	507200	85,000		80,000
Water, sewer and power	507300	180,000		80,000
			352,000	**215,000**
Small equipment				
Computer equipment	508100	221,000		36,000
Office equipment	508200	351,000		1,000
Software purchases	508300	-		-
Security Equipment	508800	134,000		11,000
Other equipment or furniture	508900	9,000		5,000
			715,000	**53,000**
Total Operations expenses		**3,616,000**	**3,616,000**	**2,809,000**

Account	Account Number	Fiscal Year 2025 Budget	Category Budget	Fiscal Year 2024 Budget
Preventative maintenance				
Professional fees				
Uniform cleaning	702100	5,000		5,000
Cleaning Services	702110	6,000		6,000
			11,000	**11,000**
Parts and operating costs				
Parts - large buses	704110	312,000		341,000
Parts - paratransit buses	704120	33,000		30,000
Parts - other vehicles	704130	14,000		14,000
Supplies for vehicles	704210	8,000		8,000
Oil, fluids, etc.	704220	70,000		65,000
Towing	704300	3,000		3,000
Security equipment for buses	704500	5,000		4,000
Other operating costs	704900	1,000		1,000
			446,000	**466,000**
Other maintenance costs				
Cleaning supplies for shop	705100	12,000		11,000
Reimbursable items for employee	705200	9,000		7,000
Small tools	708100	4,000		5,000
Shop equipment	708200	11,000		-
Other equipment	708900	2,000		-
			38,000	**23,000**
Total Preventative Maintenance expenses		**495,000**	**495,000**	**500,000**
Facility maintenance				
Contracted services				
Cleaning services	802110	66,000		47,000
Grounds and perimeter	802115	25,000		18,000
Other professional services	802900	72,000		55,000
			163,000	**120,000**
Other maintenance costs				
Cleaning supplies	805100	25,000		18,000
Replacement parts	805200	13,000		20,000
Signs	805300	6,000		19,000
Other supplies	805900	18,000		19,000
Small tools	808100	1,000		1,000
Other small equipment	808900	50,000		10,000
			113,000	**87,000**
Total Facility Maintenance expenses		**276,000**	**276,000**	**207,000**

Cache Valley Transit District
Planned Capital Projects
Fiscal Year 2025

Project Name	Project Budget	Quarter for Project Start	Quarter for Project End
Remaining on new facility - construction and warranty monitor	$250,000	Already started	2nd
Design for training course and building	$500,000	2nd	Ongoing
Purchase replacement bus (totaled in accident)	$200,000	1st	3rd
Purchase 1 bus shelter	$15,000	2nd	2nd
Purchase replacement shop truck and plow	$90,000	2nd	3rd
Server and related equipment at new facility	**$55,000**	1st	1st
Purchase electric forklift	**$75,000**	1st	2nd
Purchase robotic floor sweeper/scrubber	**$86,000**	1st	1st
Purchase verticle parts storage machine	**$200,000**	1st	1st
Purchase new copy machine	**$11,000**	1st	1st
Pressure washer	$15,000	Contingent	
Replace computer servers	$42,000	Contingent	
Total capital outlay	$1,539,000		

Items in bold were included in the new facility project budget previously approved by the board.

Capital project definition:

Cost of $5,000
Has a useful life of more than 1 year or extends the life of an asset by more than 1 year
Will result in a capital asset meeting the above 2 criteria

CACHE VALLEY TRANSIT DISTRICT

Public Transportation Agency Safety Plan

Adopted by Board of Trustees on 10/2~~5~~3/202~~3~~4

Contents

Transit Agency Information

Transit Agency Name	Cache Valley Transit District		
Transit Agency Address	754 West 600 North Logan UT 84321		
Name and Title of Accountable Executive	Todd Beutler, General Manger		
Name of Chief Safety Officer or SMS Executive	Curtis Roberts, Administration Director/EEO/DBE/Title IV/Safety Officer		
Mode(s) of Service Covered by This Plan	Fixed Route Bus; Paratransit; Microtransit	**List all FTA Funding Types**	5307, 5311, 5339
Mode(s) of Service Provided by the Transit Agency (Directly operated or contracted service)	Fixed Route Bus; Paratransit; Microtransit All services are directly operated		
Does the agency provide transit services on behalf of another transit agency or entity?	No	**Description of Arrangements**	N/A
Name and Address of Transit Agency(ies) or Entity(ies) for Which Service Is Provided	Not Applicable		

Plan Development, Approval, and Updates

Name of Entity That Drafted This Plan	Cache Valley Transit District	
Signature by the Accountable Executive	**Signature of Accountable Executive**	**Date of Signature**
		10/25/2023
Approval by the Board of Directors	**Board of Directors**	**Date of Approval**
		10/25/2023
	Relevant Documentation (title and location)	
	Performance Targets transmitted to the State and Metropolitan Planning Organization: Y:\Policies\Risk Management\Public Transportation Agency Safety Plan	

Version Number and Updates *Record the complete history of successive versions of this plan.*			
Version Number	**Section/Pages Affected**	**Reason for Change**	**Date Issued**
2022-1	1,3, 5, 7, 10, 12, 18,19	Comments from PTASP Technical Assistance Center, update for frontline employee involvement in developing plan.	
2023-1	1	Added Microtransit service, updated reference documents	10/25/2023
2024-1	7, 9, 10, 19, 20, 21 4 8 13, 14 17 9	Definitions updated to current FTA definitions Safety Performance Targets table updated to include new targets and current performance Added Human Resources Manager Added the word safety for clarification Added clarification of what is included in Safety Training Added infectious disease exposure language	

Annual Review and Update of the Public Transportation Agency Safety Plan Describe the process and timeline for conducting an annual review and update of the Public Transportation Agency and Safety Plan
This plan will be jointly reviewed and updated by the Chief Safety Officer by December 1 of each year. The Accountable Executive will review and approve any changes, signing the new ASP, then forward to the Board of Directors for review and approval.

This ASP addresses all applicable requirements and standards as set forth in FTA's Public Transportation Safety Program and the National Public Transportation Safety Plan.

Safety Performance Targets

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Safety Performance Targets							
Targets below are based on review of the previous 5 years of CVTD's safety performance data.							
Mode of Transit Service	~~Fatalities (total)~~ Major Events	~~Fatalities (per 100 thousand VRM)~~ Major Event Rate	~~Injuries (total)~~ Collision Rate	~~Injuries (per 100 thousand VRM)~~ Pedestrian Collision Rate	~~Safety Events (total)~~ Vehicular Collision Rate	~~Safety Events (per 100 thousand VRM~~ Fatalities~~)~~	~~System Reliability (VRM / failures)~~ Fatality Rate
Fixed Route Bus	2~~0~~	1 per 500k miles~~0~~	2~~0~~	0	~~15~~1 per 500k miles~~0~~	~~1.5 per 100k miles~~0	~~13,583 Miles per failure~~0
On Demand	2~~0~~	1 per 500k miles~~0~~	1~~0~~	0	~~2~~1 per 500k miles~~0~~	~~1.5 per 100k miles~~0	~~43,667 Miles per failure~~0

Safety Performance Targets							
Targets below are based on review of the previous 5 years of CVTD's safety performance data.							
Mode of Transit Service	**Transit Worker Fatality Rate**	**Injuries**	**Injury Rate**	**Transit Worker Injury Rate**	**Assaults On Transit Workers**	**Rate of Assaults on Transit Workers**	**System Reliability**
Fixed Route Bus	0	2~~0~~	1 per 500k miles~~0~~	1 per 1 million miles~~0~~	0	0	~~0~~14,000 miles per failure
On Demand	0	1~~0~~	1 per 500k miles~~0~~	~~0~~	0	0	44,000 miles per failure~~0~~

Safety Performance Target Coordination		
CVTD's Accountable Executive shares our ASP, including safety performance targets, with the Metropolitan Planning Organization (MPO) in our service area each year after its formal adoption by the Board of Directors. CVTD's Accountable Executive also provides a copy of our formally adopted plan to the Utah Department of Transportation. CVTD personnel are available to coordinate with Utah and the MPO in the selection of Utah and MPO safety performance targets upon request.		
Targets Transmitted to the State	**State Entity Name**	**Date Targets Transmitted**
	UDOT, Public Transit	11/08/2024~~3~~
Targets Transmitted to the Metropolitan Planning Organization(s)2	**Metropolitan Planning Organization Name**	**Date Targets Transmitted**
	Cache Metropolitan Planning Organization	11/08/2024~~3~~

Safety Management Policy

Safety Management Policy Statement

Cache Valley Transit District (the District) has been established to provide connections to the people and places that matter most. The District does this by providing reliable and safe public transit services. The District develops, implements, maintains and continuously improves processes to ensure the safety of our employees, the users of the system and the general public. The District is committed to the following safety objectives:

- Communicating the purpose and benefits of the Safety Management System (SMS) to all staff, managers, supervisors, and employees. This communication will specifically define the duties and responsibilities of each employee throughout the organization and all employees will receive appropriate information and SMS training.
- Providing a culture of open reporting of all safety concerns, ensuring that no action will be taken against any employee who discloses a safety concern, unless such disclosure indicates, an illegal act, gross negligence or a deliberate or willful disregard of regulations or procedures.
- Providing appropriate management involvement and the necessary resources to establish an effective reporting system that will encourage employees to communicate and report any unsafe work conditions, hazards, or at-risk behavior to the management team.
- Identifying hazardous and unsafe work conditions and analyzing data from the employee reporting system. After thoroughly analyzing provided data, the Chief Safety Officer with the Safety Manager will work with departments to develop processes and procedures to mitigate safety risk to an acceptable level.
- Establishing safety performance targets that are realistic, measurable, and data driven.
- Continually striving for excellent safety performance through management processes that ensure appropriate safety management action is effectively taken.

The District recognizes the importance of communicating safety practices on a continuous basis. This specific policy will be communicated to all District employees at least annually through one of the monthly safety meetings.

District Personnel Assignments and Responsibilities

Accountable Executive – General Manager

Responsibilities

- Controls and directs human and capital resources needed to develop and maintain the ASP and the SMS;
- Designates an adequately trained Chief Safety Officer who is a direct report;
- Ensures that the District's SMS is effectively implemented;
- Ensures action is taken to address substandard performance in the District's SMS;
- Assumes ultimate responsibility for carrying out the District's ASP and SMS; and
- Maintains responsibility for carrying out the District's transit asset management plan.

Chief Safety Officer – Administration Director

Responsibilities

- Develops the District's ASP and SMS policies and procedures;
- Ensures implementation of the District's SMS;
- Establishes and maintains the District's Safety Risk Register and Safety Event Log to monitor and analyze trends in hazards, occurrences, incidents, and accidents;
- Ensures safety topics are addressed in departmental meetings;
- Advises the Accountable Executive on SMS progress and status;
- Identifies substandard performance in the District's SMS and develops action plans for approval by the Accountable Executive;
- Ensures District policies are consistent with the District's safety objectives; and
- Provides risk management expertise and support for other District personnel in conducting and overseeing safety assurance activities.

Safety Manager – Operations Manager

Responsibilities

- Oversees day-to-day implementation and operation of the District's SMS;

- Manages the District's employee safety reporting systems such as ~~incident~~ safety event and observation reports;
- Identifies substandard performance in the District's SMS and develops action plans for approval by the Accountable Executive;
- Work directly with supervisors to create a culture that strives for excellence in safety performance, including an environment for reporting hazards without fear of retribution.

Agency Leadership & Executive Management
District Executives – Human Resource Manager and Procurement Officer
District Leadership – Human Resource, Maintenance Supervisor, Operation Supervisors, Training Supervisor, Dispatchers

Responsibilities

- Participate in monthly safety meetings and other operational meetings;
- Complete training on SMS and the District's ASP elements;
- Oversee day-to-day operations of the SMS in their departments;
- Modify policies in their departments consistent with the implementation of the SMS, as necessary; and
- Provide subject matter expertise to support implementation of the SMS as requested by the Accountable Executive, the Chief Safety Officer or the Safety Manager. This may include risk management activities, investigations of safety events, development of safety risk mitigations, and monitoring of mitigation effectiveness.

Key Staff

The District uses a Safety and Employee Relations Committee (SERC) to receive and review employee submitted safety ideas. Their focus is to vet the ideas without fear of retribution. The SERC membership consists of drivers, mechanics, dispatchers, and may include a supervisor. The Safety Manager, or designee, oversees the SERC meetings and brings ideas supported by the SERC to the Executive team for consideration. These meetings are held monthly. The SERC is also provided with a draft of the ASP before it is adopted and is encouraged to provide input before the ASP is adopted by the Board.

Monthly Operational Meetings: Each month, the Safety Manager meets with key members of the District Leadership to evaluate operational concerns of the SMS. If these meetings reveal a potentially unacceptable hazard, the Safety Manager notifies the Accountable Executive.

Executive Meetings: The Executive team consists of the Accountable Executive, the Chief Safety Officer, the Safety Manager, the Human Resource Manager and the Procurement Officer. A portion of these meetings are used to discuss any unacceptable hazard that has been discovered, review ideas supported by SERC and review the implementation of the District's ASP.

Employee Safety Reporting Program

The District ESRP encourages employees who identify safety concerns in their day-to-day duties to report them in good faith without fear of retribution. There are many ways employees can report safety conditions:

- Report the condition directly to Dispatch
- Send an email directly to an operation supervisor, the Operations manager (Safety Manager), or the General Manager (Accountable Executive)
- Report the issue to the employee's direct supervisor who will inform the Safety Manager. Complete a "Suggestion Form" (this can be filled out anonymously and deposited into a designated drop box)
- Complete a "Facility/Route Maintenance Request" form (this can be filled out anonymously and deposited into a designated drop box)
- Complete a "Communication form" form (deposited into designated drop box)

Daily or as often as needed, the Safety Manager, or a designated supervisor, reviews any report of safety conditions.

Infectious Disease Exposure

Minimizing the spread of an infectious disease is a priority of the District. The District uses the safety risk management process described in the following section to identify risks related to infectious diseases and develops appropriate responses to each potential hazard. In addition, the District monitors guidance provided by the CDC and other Federal, State and local agencies on mitigating the spread of infectious diseases. In the event of an outbreak or pandemic, the District will analyze the guidance in accordance with the safety risk management process, formulate a response and follow this plan to promote the response.

Safety Risk Management

Safety Risk Management Process

The District uses the Safety Risk Management (SRM) process as a primary method to ensure the safety of our operations, passengers, employees, vehicles, and facilities. It is a process whereby hazards and their consequences are identified, assessed for potential safety risk, and resolved in a manner acceptable to the District's leadership. Through the SRM process, we carefully examine what could cause harm and determine whether we have taken sufficient precautions to minimize the harm, or if further mitigations are necessary. The District provides training to all personnel in the identification of hazards and ~~security~~ safety risks while also providing tools to enable personnel to report these risks. Once a safety risk has been identified, the District assesses the safety risk to determine the necessary response and response time. The response may include further investigation or monitoring, action(s) to mitigate the hazard or security threat and a follow-up assessment to ensure the action taken is appropriate and effective.

The District's Executive Team is comprised of the CEO (Accountable Executive), Administration Director (Chief Safety Officer), Operations Manager (Safety Manager), Human Resource Manager and the Procurement Officer. This team works to coordinate and promote safety within each department of the District. Additionally, they monitor and evaluate safety risk within the departments, facilities and vehicles.

In carrying out the SRM process, the District uses the following terms:

- Safety Event – ~~Any accident, incident, or occurrence~~An unexpected outcome resulting in injury or death; damage to or loss of the facilities, equipment rolling stock, or infrastructure; or damage to the environment.
- Hazard – A real or potential condition that can cause injury, illness, or death; damage to or loss of the facilities, equipment, rolling stock, or infrastructure belonging to the district or damage to the environment.
- Safety Risk – Composite of predicted severity and likelihood of the potential ~~effect~~ consequence of a hazard.
- Safety Risk Mitigation – Method(s) to eliminate or reduce the ~~effects of hazards~~severity and/or likelihood of a potential consequence of a hazard.
- Potential Consequence – An effect of a hazard ~~involving injury, illness, death, or damage to District property or the environment~~.

The SRM process offers the District the ability to identify hazards and potential consequences in the operation and maintenance of our system. Hazards can be identified through a variety of sources, including:

- Employee safety reporting through communication forms, accident reports, emails to management, etc.,
- Review of vehicle and facility camera footage,

- Maintenance reports and daily vehicle inspections(electronic),
- Comments from customers and third parties,
- Monthly Safety Meetings for all employees
- Hazards reviewed by the Safety and Employee Relations Committee
- Results of audits and inspections of vehicles and facilities,
- Results of training reviews, employee evaluations, and video reviews,
- Investigations into safety events,
- FTA and other oversight authorities
- Job Safety Analysis using Worker's Compensation, Utah Occupational Safety and Health, and OSHA guidelines to identify hazards from reported injury and illnesses.

The District anticipates that many safety issues identified through the above sources will be addressed and resolved using the District's standard processes. For example, if a daily vehicle inspection reveals a safety concern, the form is provided to the Vehicle Maintenance personnel to address the issue to ensure the vehicle can safely return to duty. Any repairs would be documented as part of the preventative maintenance process. If the standard process will address the issue, the issue is considered eliminated and no additional risk assessment is required.

It is the duty of the operation supervisors to determine whether the safety issue poses a risk not addressed by current standard processes and, therefore, poses a hazard. If the safety issue is identified as a hazard, the operation supervisor assesses the risk following the safety risk assessment process (see following section) and starts a Hazard Assessment and Response form.

The District will retain all required SMS documentation for at least three years and will make this documentation available upon request to the FTA or other oversight agencies.

Safety Risk Assessment

The following matrix, adopted from the TSI Participation Guide – SMS Principles for Transit, facilitates the ranking of hazards based on their probability of occurrence and severity of their outcome.

Probability Levels			
Description	**Level**	**Specific Individual Item**	**Fleet Inventory**
Frequent	A	Likely to occur often in the life of an item	Continuously experienced
Probable	B	Will occur several times in the life of an item	Will occur frequently

Occasional	C	Unlikely, but possible to occur in the life of an item	Will occur several times
Remote	D	Unlikely, but possible to occur in the life of an item	Unlikely, but can reasonably be expected to occur
Improbable	E	So unlikely, it can be assumed occurrence may not be experienced in the life of the item	Unlikely to occur, but possible
Eliminated	F	Incapable of occurrence. This level is used when potential hazards are identified and later eliminated	Incapable of occurrence. This level is used when potential hazards are identified and later eliminated

The measuring goes from A to F with A being frequent or likely to occur frequently and E being improbable or expected that this event will most likely never occur. The designation F is used when potential hazards are identified and later eliminated.

Security Levels		
Description	**Level**	**Mishap Result Criteria**
Catastrophic	1	Could Result in one or more of the following: death, permanent total disability, irreversible significant environmental impact, or monetary loss equal to or exceeding $10M
Critical	2	Could result in one or more of the following: permanent partial disability, injuries or occupational illness that may result in hospitalization of at least three personnel, reversible significant environmental impact, or monetary loss equal to or exceeding $1M but less than $10M
Marginal	3	Could result in one or more of the following: injuries or occupational illness resulting in one or more lost work day(s), reversible moderate environmental impact, or monetary loss equal to or exceeding $100k but less than $1M
Negligible	4	Could result in one or more of the following: injuries or occupational illness not resulting in lost workday, minimum environmental impactor monetary loss less than $100k.

The Severity Levels Table presents a typical safety risk. It includes four categories to denote the level of severity of the occurrence of a consequence, the meaning of each category, and the assignment of a value to each category using numbers. In this table, one is considered catastrophic meaning possible deaths and equipment destroyed and four is considered negligible or of little consequence with two levels in between.

Safety Risk Probability and Safety Risk Severity are combined into the Safety Risk Assessment Matrix to help prioritize safety risks according to the table below.

Safety Risk Assessment Matrix				
Severity Probability	Catastrophic 1	Critical 2	Marginal 3	Negligible 4
A – Frequent	1A	2A	3A	4A
B – Probable	1B	2B	3B	4B
C – Occasional	1C	2C	3C	4C
D – Remote	1D	2D	3D	4D
E – Improbable	1E	2E	3E	4E
F - Eliminated	Eliminated			

The Safety Manager reviews the Hazard Assessment and Response form and evaluates the recommended assessment. The Safety Manager documents concurrence with or changes to the hazard assessment and evaluates and documents mitigation options, including existing mitigations. The Safety Manager reports this information to the Executive Team.

Safety Risk Mitigation

In response to all identified and assessed hazards, the District takes steps to mitigate hazards and reduce or eliminate safety risks to employees, riders and the public. Mitigation strategies are dependent on the results of investigations into the elements contributing to the safety risks.

Any identified hazard that poses a real and immediate threat to life, property, or the environment must immediately be brought to the attention of the Accountable Executive for safety risk assessment and mitigation. This means that the Safety Manager or the Chief Safety Officer believes immediate intervention is necessary to preserve life, prevent major property destruction, or avoid harm to the environment.

If the hazard requires immediate mitigation, the Safety Manager or an assigned employee may take steps to reduce the safety risk. The likelihood and severity of the potential consequences of the hazard will be analyzed and additional actions may be taken once the immediate safety risk mitigation has been completed. Some hazards may not pose an immediate safety risk but are still reported and documented on the Hazard Assessment and Response form. The Chief Safety Officer or Safety Manager will report to the Executive Team for safety risk assessment, investigation and mitigation strategy.

The District communicates appropriate actions for the staff to take to mitigate safety risks associated with hazards. This is done through various methods such as VOIP communication, safety meetings, and memos or in person conversations, etc. The District mitigates the safety risk by reducing the likelihood and/or severity of potential consequences of hazards.

Safety Assurance

Through the SRM process, the District:

- Evaluates compliance with operations and maintenance procedures to determine whether existing policy and procedures are sufficient to control safety risk,
- Assesses the effectiveness of safety risk mitigations to make sure the mitigations are appropriate and are implemented as intended,
- Investigates safety events to identify causal factors, and
- Analyzes information from safety reporting, including data about safety failures, defects, or conditions.

Safety Performance Monitoring and Measurement

Activities to monitor the system for compliance with procedures for operations and maintenance.

The District has many processes in place to monitor its entire transit system for compliance with operations and maintenance procedures, including:

- Safety audits,
- Informal inspections and observations,

- Daily Vehicle Inspections Communication Forms, accident reports, facility maintenance requests and safety employee relations committee suggestion form.
- Regular review of on-board camera footage to assess drivers and specific incidents,
- Video review evaluations, and training refreshers,
- Investigation of safety occurrences,
- Safety review prior to the launch or modification of any facet of service,
- Daily data gathering and monitoring of data relating to the delivery of service, and
- Regular vehicle inspections and preventative maintenance.

The Chief Safety Officer, in conjunction with the Safety Manager, compares results from the above processes against recent performance trends on a regular basis. They identify where corrective action needs to occur and present their findings to the Executive Team.

Activities to monitor operations to identify any safety risk mitigations that may be ineffective, inappropriate, or were not implemented as intended.
The District monitors safety risk mitigations to determine if they are effective, appropriate and working as intended. The mechanism for monitoring safety risk mitigations varies depending on the mitigation. The Chief Safety Officer, with the Safety Manager, establishes one or more mechanisms for monitoring safety risk mitigations as part of the mitigation implementation process and assigns monitoring activities to the Safety Manager or the appropriate key person, as applicable. These monitoring mechanisms may include tracking a specific metric on daily, weekly, or monthly logs or reports, conducting job performance observations, or other activities. The Chief Safety Officer will endeavor to make use of existing District processes and activities before assigning new information collection activities.

The Chief Safety Officer brings the monitoring results to the Executive Team, who then review the performance of individual safety risk mitigations during their regular meetings. If the mitigation is not implemented or performed as intended, a modified course of action is identified and implemented under the direction of the Chief Safety Officer.

Activities to conduct investigations of safety events to identify causal factors.
Accident Reporting Training maintains documented procedures for supervisors to conduct safety investigations of incidents or accidents. The Safety Manager reviews the driver and/or supervisor reports, photographs and video, and accident/incident sites to

determine causal and contributing factors. The collected information is reviewed along with the existing mitigations in place at the time of the event.

The Safety Manager and/or the Chief Safety Officer may follow up with individual parties for further information. Causal factors will be documented and shared with the Executive Team during regular meetings.

The Safety Manager, with the Chief Safety Officer as needed, determine whether:

- The accident was preventable; the driver was at fault, due to negligence. (Ex. The driver was not paying attention, under the influence of illegal drugs or alcohol, not obeying traffic signals)
- The accident was non-preventable; the driver was not at fault. (Ex. The other party involved was considered negligent. The other party was not paying attention, using cell phone or other handheld device, under the influence of illegal drugs or alcohol, not obeying traffic signals)
- Personnel require corrective action, retraining or termination The causal factor(s) indicate that a safety hazard contributed to or was present during the event; and
- The accident appears to involve underlying organizational causal factors beyond just individual employee behavior.

Activities to monitor information reported through internal safety reporting programs
The Chief Safety Officer and Safety Manager routinely review safety data captured in employee safety reports, customer complaints, and other safety communication channels. The Chief Safety Officer and Safety Manager also assess internal and external reviews, including audits and assessments, with findings concerning the District's safety performance, compliance with operations and maintenance procedures, or the effectiveness of safety risk mitigations.

Management of change
The District utilizes a checklist for any change to existing service or implementation of new service. This form is called the Service Change Implementation Checklist. This form requires approval of the Safety Manager, Chief Safety Officer and Accountable Executive prior to any change being implemented. One key area for approval is that the safety of the proposed change has been reviewed and is acceptable.

Continuous Improvement
The District conducts an annual safety performance assessment. The purpose of the assessment is to identify deficiencies and develop corrective measures to align the organization with annual safety targets. The Safety Manager, Chief Safety Officer and Accountable Executive along with key staff develop corrective measures and implement them as part of the continuous improvement process.

Safety Promotion

Competencies and Training

The District's comprehensive safety training program applies to all District employees directly responsible for safety, including:

- Bus Drivers,
- Dispatchers
- Supervisors,
- Maintenance Technicians,
- Managers and Supervisors,
- Safety Manager
- Training Supervisor and Trainers
- Agency Leadership and Executive Management,
- Chief Safety Officer, and
- Accountable Executive

The District dedicates resources to conduct a comprehensive safety-training program, as well as training on SMS roles and responsibilities. The scope of the safety training includes an annual refresher course appropriate to each employee's individual safety-related job responsibilities and their role in the SMS. The training programs specifically include de-escalation training, safety concern identification and reporting.

Basic training requirements for District employees include the District's employee handbook, monthly safety meetings, refresher training, post-accident training and return to work trainings.

Operations safety-related skill training includes the following:

- New-hire bus vehicle operator classroom and hands-on skill training,
- Bus vehicle operator refresher training and accident refresher training,
- Bus vehicle operator retraining (recertification or return to work),
- Classroom and on-the-job training for dispatchers and operations supervisors,

- On-the-job training for trainers and managers,
- Accident investigation and reasonable suspicion training for operations supervisors.
- Reasonable suspicion training for operations and maintenance supervisors,
- Vehicle maintenance safety-related skill training includes the following:
    - Ongoing vehicle maintenance technician skill training,
    - Ongoing skill training for vehicle maintenance supervisors,
    - Ongoing hazardous material training for vehicle maintenance technicians and supervisors, and
    - Training provided by vendors.

Each year, the Safety Manager and the Chief Safety Officer, as part of the budget process, will propose a budget for training opportunities to key employees regarding SMS, including FTA Sponsored training courses.

Safety Communication

The Chief Safety Officer and Safety Manager coordinate the District's safety communication activities in the SMS. The District's activities focus on:

- Communicating safety messages and safety performance information throughout the agency:
  This communication occurs in monthly safety meetings and weekly leadership meetings. Information typically conveyed during these meetings includes lessons learned from recent occurrences, upcoming events that may affect the District's service or safety performance, and updates regarding SMS implementation. The District also requests and reviews information from drivers during these meetings.
- Communicating information on hazards and safety risks relevant to employees' roles and responsibilities throughout the agency: As part of new-hire training, the District distributes safety policies and procedures and trains the new employees on the safety fundaments adopted by the District. The District provides training on these policies and procedures and discusses them during meetings with supervisors, drivers, trainers, and vehicle technicians. For newly emerging issues or safety events at the agency, the District's Safety Manager communicates safety messages that are reinforced by supervisors in one-on-one or group discussions with employees and through posting of memos.
- Informing employees of safety actions taken in response to reports submitted through the Employee Safety Suggestion process. The District provides targeted communications to inform employees of safety actions taken in

response to reports submitted through the Employee Safety Suggestion form, including safety talks, updates to bulletin boards, emails to specific roles, and one-on-one discussions between employees and supervisors.

- Maintenance safety meetings
- As needed, distributing information via the District's internal communication systems

Reference Documents

- District Handbook – Section 9 Accidents and Safety
- Recommended Retraining Form
- Safety Program Evaluation Form
- Ride Check Evaluation Form
- Vehicle and Facility Maintenance plans
- Hazard Assessment and Response Form
- Employee Safety Suggestion Form

Definition of Terms Used In Safety Plan

The District incorporates all of FTA's definitions that are in 49 CFR § 673.5 of the Public Transportation Agency Safety Plan regulation.

- ~~**Accident** means an Event that involves any of the following: A loss of life; a report of a serious injury to a person; a collision of public transportation vehicles; a runaway train; an evacuation for life safety reasons; or any derailment of a rail transit vehicle, at any location, at any time, whatever the cause.~~
- **Accountable Executive** means a single, identifiable person who has ultimate responsibility for carrying out the Public Transportation Agency Safety Plan of a ~~public transportation~~transit agency; responsibility for carrying out the transit agency's Transit Asset Management Plan; and control or direction over the human and capital resources needed to develop and maintain both the transit agency's Public Transportation Agency Safety Plan, in accordance with 49 U.S.C. 5329(d), and the transit agency's Transit Asset Management Plan, in accordance with 49 U.S.C. 5326.
- **Assault on a Transit Worker** means, as defined under 49 U.S. C. 5302, a circumstance in which an individual knowingly, without lawful authority or permission, and with intent to endanger the safety of any individual, or with a

reckless disregard for the safety of human life, interferes with, disables, or incapacitates a transit worker while the transit worker is performing the duties of the transit worker.

- **CDC** means the Centers for Disease Control and Prevention of the United States Department of Health and Human Services.
- **Direct Recipient** means an entity that receives Federal financial assistance directly from the Federal Transit Administration.
- **Emergency** means, as defined under 49 U.S.C. 5324, a natural disaster affecting a wide area (such as a flood, hurricane, tidal wave, earthquake, severe storm, or landslide) or a catastrophic failure from any external cause, as a result of which the Governor of a State has declared an emergency and the Secretary has concurred; or the President has declared a major disaster under section 401 of the Robert. T. Stafford disaster Relief and Emergency Assistance Act (42 U.S.C. 5170).
- **Equivalent ~~Authority~~ Entity** means an entity that carries out duties similar to that of a Board of Directors for a recipient or subrecipient of FTA funds under 49 U.S.C. c~~C~~hapter 53, including sufficient authority to review and approve a recipient or subrecipient's Public Transportation Agency Safety Plan.
- ~~**Event** means any Accident, Incident, or Occurrence.~~
- **Hazard** means any real or potential condition that can cause injury, illness, or death; damage to or loss of the facilities, equipment, rolling stock, or infrastructure of a public transportation system; or damage to the environment.
- ~~**Incident** means an event that involves any of the following: a personal injury that is not a serious injury; one or more injuries requiring medical transport; or damage to facilities, equipment, rolling stock, or infrastructure that disrupts the operations of a transit agency.~~
- **Injury** means any harm to persons as a result of an event that requires immediate medical attention away from the scene.
- **Investigation** means the process of determining the causal and contributing factors of ~~an accident, incident,~~safety event or hazard, for the purpose of preventing recurrence and mitigating safety risk.
- **National Public Transportation Safety Plan** means the plan to improve the safety of all public transportation systems that receive Federal financial assistance under 49 U.S.C. c~~C~~hapter 53.
- **Near-miss** means a narrowly avoided safety event.
- ~~**Occurrence** means an Event without any personal injury in which any damage to facilities, equipment, rolling stock, or infrastructure does not disrupt the operations of a transit agency.~~

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- **Operator** of a public transportation system means a provider of public transportation ~~as defined under 49 U.S.C. 5302~~.
- **Performance measure** means an expression based on a quantifiable indicator of performance or condition that is used to establish targets and to assess progress toward meeting the established targets.
- ~~**Performance target** means a quantifiable level of performance or condition, expressed as a value for the measure, to be achieved within a time period required by the FTA.~~ **Potential Consequence** means the effect of a hazard.
- **Public Transportation** means, as defined under 49 U.S.C. 5302, regular, continuing shared-ride surface transportation services that are open to the general public or open to a segment of the general public defined by age, disability, or low income; and does not include:
    - Intercity passenger rail transportation provided by the entity described in 49 U.S.C. chapter 243 (or a successor to such entity);
    - Intercity bus service;
    - Charter bus service;
    - School bus service;
    - Sightseeing service;
    - Courtesy shuttle service for patrons of one or more specific establishments; or
    - Intra-terminal or intra-facility shuttle services.
- **Public Transportation Agency Safety Plan (or Agency Safety Plan)** means the documented comprehensive Agency Safety Plan for a transit agency that is required by 49 U.S.C. 5329 and Part 673.
- **Safety Event** means an unexpected outcome resulting in injury or death; damage to or loss of the facilities, equipment, rolling stock, or infrastructure of a public transportation system; or damage to the environment.

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Commonly Used Acronyms

Acronym	Word or Phrase
ADA	American's with Disabilities Act of 1990
ASP	Agency Safety Plan (also referred to as a PTASP in Part 673)
CFR	Code of Federal Regulations
CVTD	Cache Valley Transit District
ESRP	Employee Safety Reporting Program
FTA	Federal Transit Administration
MPO	Metropolitan Planning Organization

Part 673	49 CR Part 673 (Public Transportation Agency Safety Plan)
SMS	Safety Management System
SRM	Safety Risk Management
U.S.C.	United States Code
VRM	Vehicle Revenue Miles
SERC	Safety and Employee Relations Committee

connect

initial rebrand analysis

RUMOR

01 Branding & Creative
02 Website Rebuild
03 Digital Advertising
04 Owned Media

Branding & Creative

Branding & Creative

Renaming and Repositioning within the Community

We want to frame Connect as the premier method to connect to the community.

Brand Recognition

There was still some confusion about “CVTD”. The new branding clears any misconceptions in the public's mind.

Modernization & Future-proofing

The CVTD brand was over 15 years old. As new audiences use transit services the brand relates more to them now.

Simplifying Messaging

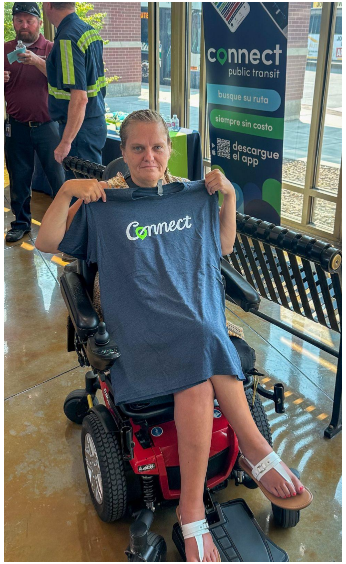
Instead of explaining the history to explain CVTD, Connect is easily understood in an instant.

Future Proofing the Brand

The brand should also stand the test of time. Connect is clear and simple.

connect

BRAND REVEAL



RUMOR + CONNECT REBRAND

connect

Share Your Story With Us

We invite you to share your experience

connect

Website Rebuild

Website Rebuild

Design a User Friendly Site & Create Better User Flows

Most users had to take multiple clicks to find relevant information.

Speed Optimization

Prioritizing speed on the site creates a better customer experience and facilitates use.

Mobile Optimization & Uptime

Most website traffic is mobile, creating a mobile-first site is better customer service.

Better CTA Integration

Creating points of action and inviting those actions allows for easier navigation.

ADA Compliance

As a public service the website should be completed ADA compliant. During the rebuild, new tools and functions were needed to create a fully compliant site.

Website Rebuild Metrics

31.74%

reduction of time on site

Less time on site (quicker to find the information)

Avg time on site:
1m 31s → 1m 2s

12.34%

decrease in number of pages per user

Less pages visited (less clicks to extra pages = more direct paths to crucial information).

8-10%

drop in mobile traffic

We've sent people to the app for updates and had them download it.

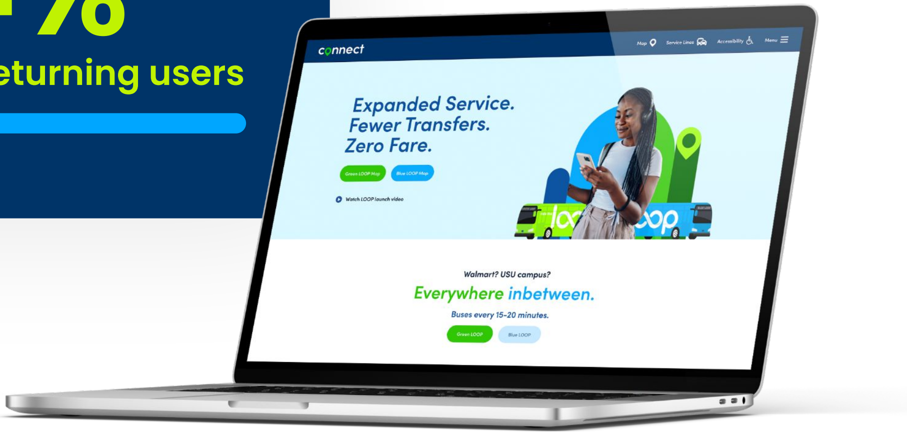
4% drop in mobile traffic, 7.7% increase in desktop traffic.

Website Rebuild Metrics

2.97%
increase in new users

15.4%
decrease in returning users

Total Contacts
Dates Aug-Oct
70



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WEBSITE REDESIGN

RUMOR + CONNECT REBRAND

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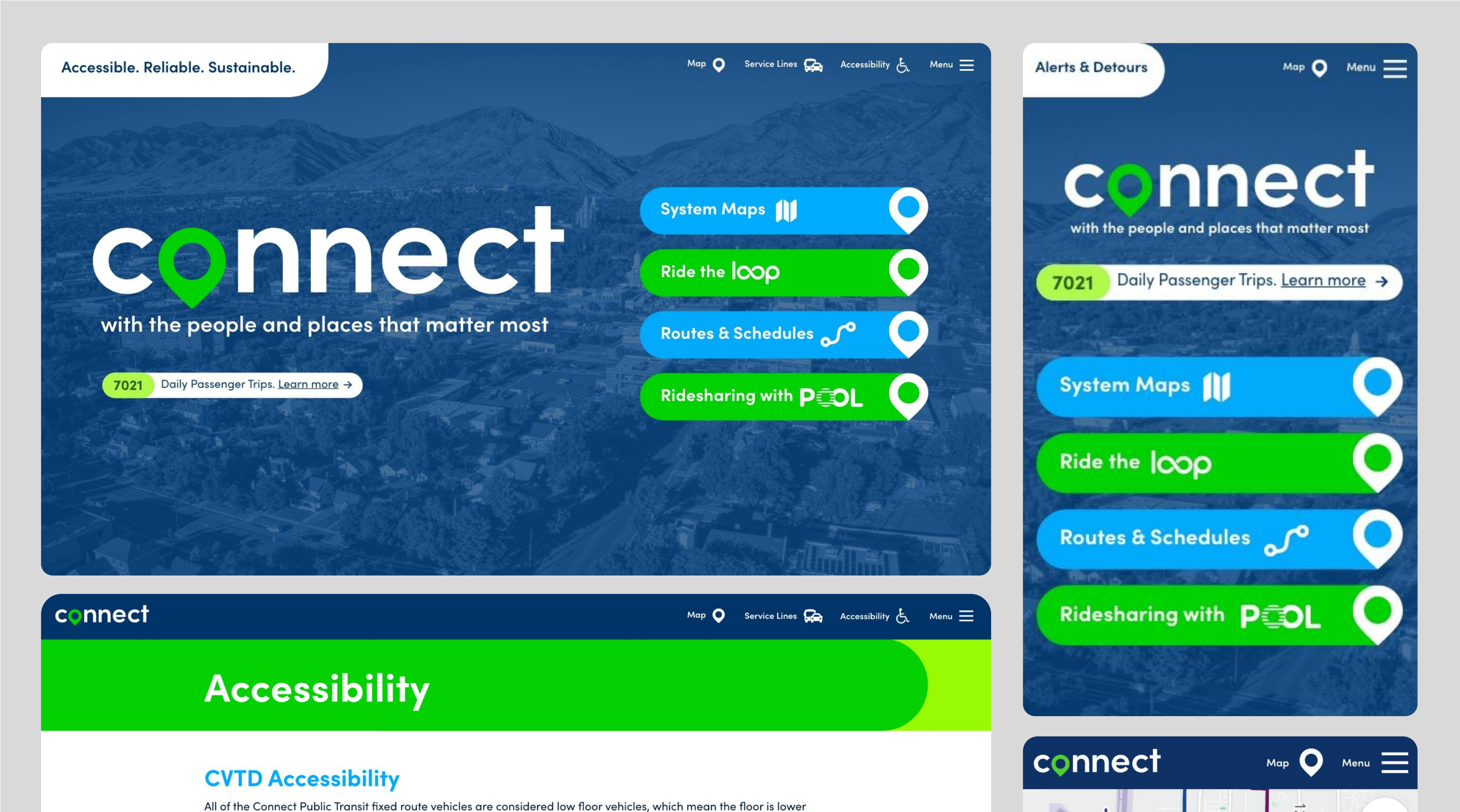
Accessible. Reliable. Sustainable.
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Service Lines
Accessibility
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with the people and places that matter most
7021
Daily Passenger Trips. Learn more
System Maps
Ride the loop
Routes & Schedules
Ridesharing with POOL
connect
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Service Lines
Accessibility
Menu
Accessibility
CVTD Accessibility
All of the Connect Public Transit fixed route vehicles are considered low floor vehicles, which mean the floor is lower
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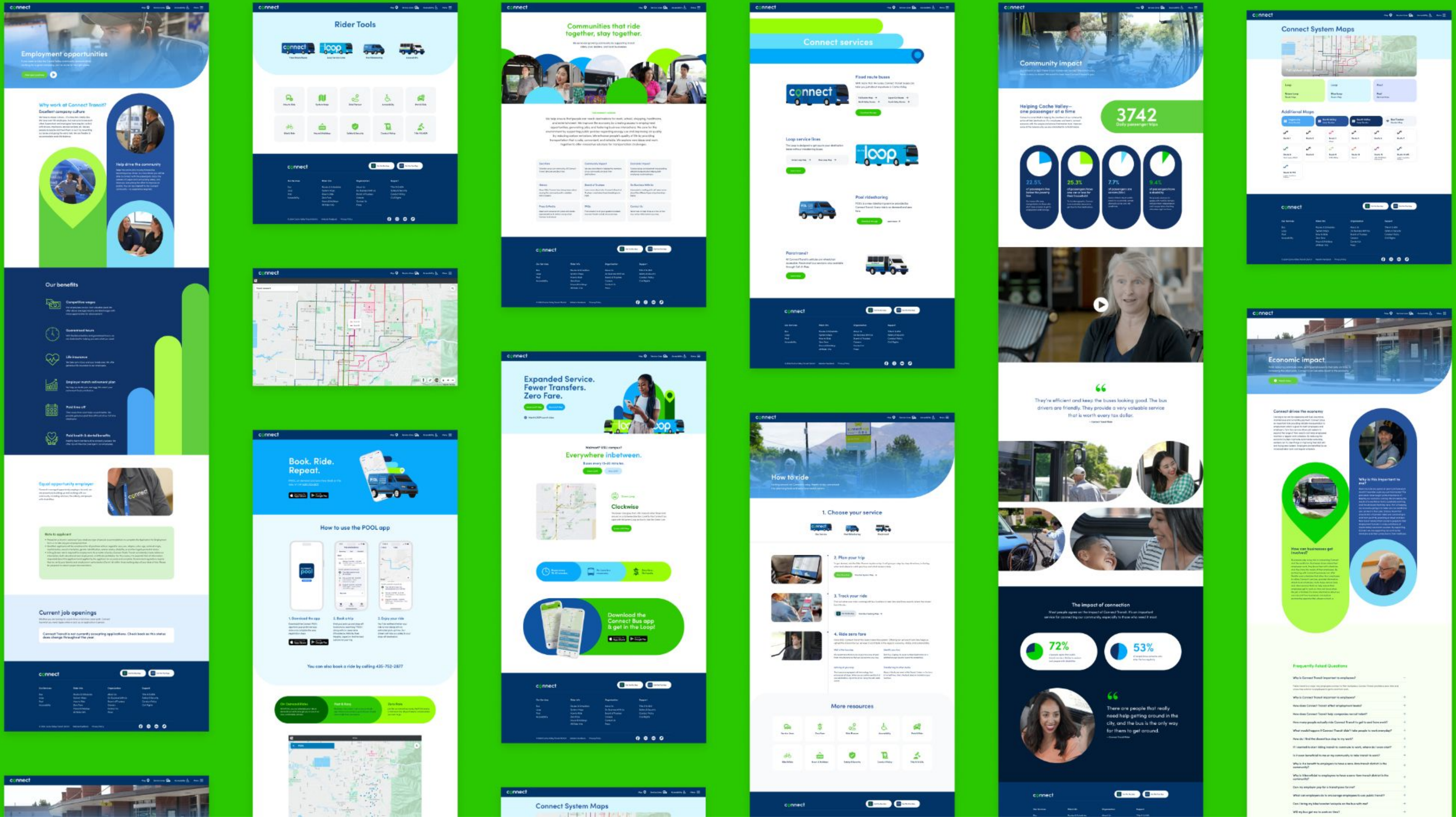
7021
Daily Passenger Trips. Learn more
System Maps
Ride the loop
Routes & Schedules
Ridesharing with POOL
connect
Map
Menu


connect
Employment opportunities
Why work at Connect Transit?
Excellent company culture
Help drive the community
Our benefits
Equal opportunity employer
Current job openings
Rider Tools
Book. Ride. Repeat.
How to use the POOL app
You can also book a ride by calling 435-752-2877
Communities that ride together, stay together.
Expanded Service. Fewer Transfers. Zero Fare.
Everywhere inbetween.
Clockwise
Download the Connect Bus app & get in the Loop!
Connect System Maps
Connect services
Fixed route buses
Loop service lines
Pool ridesharing
Paratransit
How to ride
1. Choose your service
2. Plan your trip
3. Track your ride
4. Ride zero fare
More resources
Community impact
Helping Cache Valley— one passenger at a time
3742
Daily passenger trips
22.5%
25.3%
7.7%
9.4%
They're efficient and keep the buses looking good. The bus drivers are friendly. They provide a very valuable service that is worth every tax dollar.
The impact of connection
72%
53%
There are people that really need help getting around in the city, and the bus is the only way for them to get around.
Additional Maps
Economic impact
Connect drives the economy
Frequently Asked Questions

Share Your Story With Us

We invite you to share your experience

connect

Digital Advertising

Digital Advertising

Public Education
Clearly articulate the reasons behind the re-brand.

Branding Awareness
Ensure consistency in messaging across all communication channels.

Supporting Organic Social Media Campaigns
Even though the re-brand is about the new brand still focus on the customers.

Digital Advertising Metrics

Impressions

Meta
1,377,520

Google
3,159,693

Reach

Meta
361,053

Google
334,367

Frequency

Meta
3.82

Google
9.44

Digital Advertising Metrics

Targeting

Everyone and certain websites:

KSL, cachevalleydaily, fox13, buzzfeed, USA today, abc4, cnn, kutv, yahoo, foxnews, deseret, sltrib, washington post, etc.

ROI & Effectiveness

366

new paid Facebook page followers

CPM

Meta

$5.15

Google

$1.91

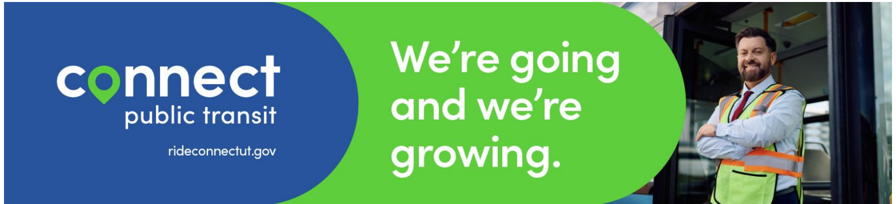

Nada. Zip. Zilch. Zero.
Always Zero Fare.
connect
public transit
find your route at
rideconnectut.gov


We'll Get You There. Zero Fare.
connect
public transit
rideconnectut.gov
App Store
Google Play


NADA
ZIP
ZILCH
ZERO
ALWAYS ZERO FARE
connect
public transit
rideconnectut.gov
App Store
Google Play


Let's goooooooooooooooooooooooooooooooooo
rideconnectut.gov
connect
public transit


connect
public transit
Download on the App Store
GET IT ON Google Play
ISLAND
USU
max ease, zero fare.
rideconnectut.gov


connect
public transit
rideconnectut.gov
We're going and we're growing.

Share Your Story With Us

We invite you to share your experience

connect

Social Media

Social Media

Public Education & Outreach

Clearly articulate the reasons behind the re-brand.

Branding (Recognition & Education)

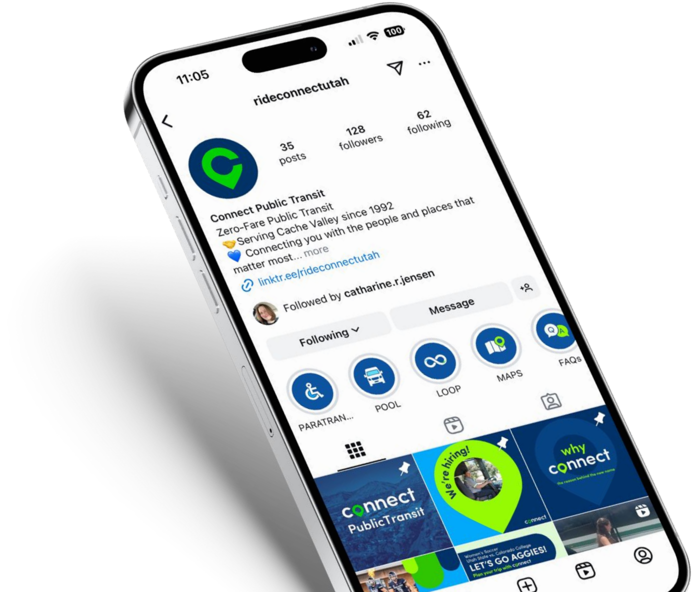
Ensure consistency in messaging across all communication channels.

‘Connection’ for Community Engagement

Even though the re-brand is about the new brand still focus on the customers.

Establishing Owned Media

The newness of a rebrand can be off putting. Keep all messaging positive, exciting, and fun!



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Social Media Metrics

Instagram No previous data since we started the Instagram, Dates Aug-Oct

Followers
128

Reach
2.57K

Engagement
416

Likes 38.52 on avg
1,117

Comments
2.28 on avg
66

Impressions 166.52 on avg
4,829

Views 391.2 on avg
2,347

Link Clicks
organic
9

Social Media Metrics

Facebook Compared to the six months prior, Dates Aug-Oct

Followers	Reach	Engagement	Link Clicks
2,845	5.3K	777	574
44.1%	144.8%	50%	+49.5%

Social Media Metrics

Facebook Dates Aug-Oct

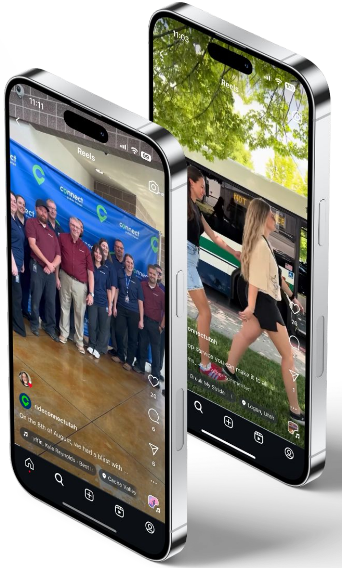
Shares
0.52 on avg
15

Likes/Reactions
7.86 on avg
228

Comments
2.83 on avg
82

Reach 465.93 on avg
13,512

Impressions 485.24 on avg
14,072



connect

Share Your Story With Us

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connect



connect × RUMOR

THANK YOU