



Minutes of the Service & Customer Relations Committee Meeting  
of the Board of Trustees of the Utah Transit Authority (UTA)  
Wednesday, September 13, 2017  
FrontLines Headquarters, 669 West 200 South, Salt Lake City, UT

**Committee Members:**

*Sherrie Hall Everett, Chair*  
Babs De Lay  
Charles Henderson

**Other Board Members in Attendance:**

Jeff Acerson  
Robert McKinley  
Necia Christensen  
Alex Cragun

Excused / Not in Attendance: Karen Cronin

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**Welcome**

Sherrie Hall Everett welcomed everyone and called the meeting to order at 2:35pm. Charles Henderson joined the meeting at 2:41 p.m. A quorum was present.

**1. Safety First Minute (Dave Goeres)**

Chair Everett yielded the floor to Dave Goeres, Chief Safety, Security and Technology Officer, for a brief safety message.

**2. Approval of July 12, 2017 SCRC/SCRC Meeting Report:**

This meeting report was presented and approved in the Stakeholder/Government Relations committee meeting which was held earlier today. Item was brought forward as a courtesy.

**3. Service Standards & Pledge Briefing:**

Jerry Benson introduced this item (by referring to the 'UTA Reforms and Path Forward' <http://www.rideuta.com/Board-of-Trustees/Messages-from-the-Board> page on the UTA website) as a follow-up to the report he gave in May. Laura Hanson, Director of Planning, talked through an early draft of UTA's Service Pledge and format for defining and measuring service standards and asked for committee feedback. Comments were provided by individual committee members which included suggested edits to the document presented. These included cosmetic things like formatting and graphics, as well as broader dialogue around relevant metrics to focus the agency on incremental growth year-over-year in the board's strategic focus areas. Understanding that the document presented is the draft version and that more work will go into the final document, these edits were taken under consideration.

Jerry Benson suggested an opportunity for a beta program on the website to get public feedback and the Committee endorsed this idea.

Presentation: [UTA Service Standards – DRAFT](#) (Included in the E-Packet)

#### **4. Informational Items:**

- a. Agency Fare Structure Briefing.  
by Nichol Bourdeaux, Vice President of External Affairs, oriented the Committee to the Fare Structure Briefing included in their packet. This document is an interim update from the report they received last May on this project. Trustees can anticipate more information on fare scenarios and ultimately a fare policy to come to the board over the next six months.

**Presentation:** [Service Standards v2.ppt](#) (Included in the E-Packet)

#### **5. Other Business**

- a. Liaison, Conference & External Committee Reports – no reports given.
- b. Next Committee Meeting is October 11, 2017, at 3:30pm.

#### **6. Adjourn**

The meeting was adjourned at 3:30 p.m. by motion of Babs DeLay and a second by Charles Henderson.

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