

Regular Meeting of the
Board of Trustees of the Utah Transit Authority

Wednesday, February 13, 2019, 9:00 a.m.
Utah Transit Authority Headquarters
669 West 200 South, Salt Lake City, Utah
Golden Spike Conference Rooms



- | | |
|--|--|
| 1. Call to Order & Opening Remarks | Chair Carlton Christensen |
| 2. Pledge of Allegiance | Chair Carlton Christensen |
| 3. Safety First Minute | Sheldon Shaw |
| 4. Recognition of UTA Operator Shelly Monson | Chair Carlton Christensen |
| 5. Public Comment Period | Bob Biles |
| 6. Approval of February 6, 2019 Board Meeting Minutes | Chair Carlton Christensen |
| 7. Agency Report | Steve Meyer |
| 8. R2019-02-01 Authorizing Execution of an Interlocal Agreement - Multi-Jurisdictional Mutual Aid Agreement for Sheriff and Police Services | Chief Fred Ross |
| 9. Pre-procurement | Steve Meyer |
| 10. Discussion Items | |
| a. Government Relations Update | Matt Sibul |
| b. UTA Advertising Campaign Preview | Beth Holbrook, Nichol Bourdeaux, Andrea Packer and R&R Advertising |
| c. Service Planning Implementation Process | Laura Hanson |
| d. TOD System Analysis Tool and Criteria | Paul Drake |
| e. Ogden BRT Environmental Study | Mary DeLoretto and Hal Johnson |

11. Other Business

- a. Next meeting: February 20, 2019 at 9:00 a.m.

Chair Carlton Christensen

12. Closed Session

- a. Strategy session to discuss pending or reasonably imminent litigation.

Chair Carlton Christensen

13. Adjourn

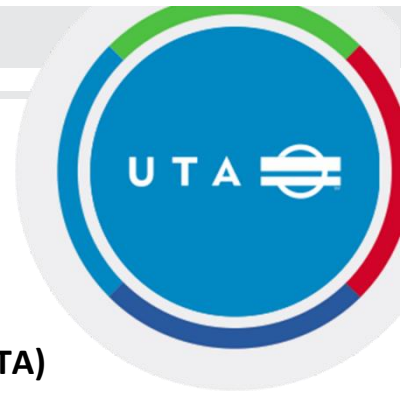
Chair Carlton Christensen

Public Comment: Members of the public are invited to provide comment during the public comment period. Comment may be provided in person or online through www.rideuta.com. In order to be considerate of time and the agenda, comments are limited to 2 minutes per individual or 5 minutes for a designated spokesperson representing a group. Comments may also be sent via e-mail to boardoftrustees@rideuta.com.

Special Accommodation: Information related to this meeting is available in alternate format upon request by contacting callredge@rideuta.com or (801) 287-3536. Request for accommodations should be made at least two business days in advance of the scheduled meeting.

**Turn off you vehicle's cruise control
so YOU are in control of your vehicle.**





**Minutes of the Meeting
of the
Board of Trustees of the Utah Transit Authority (UTA)
held at UTA FrontLines Headquarters located at
669 West 200 South, Salt Lake City, Utah
February 6, 2019**

Board Members Present:

Carlton Christensen, Chair
Beth Holbrook
Kent Millington

Board Members Excused/Not in Attendance:

Also attending were members of UTA staff, as well as interested citizens and members of the media.

Welcome and Call to Order. Chair Christensen welcomed attendees and called the meeting to order at 9:07 a.m. with two board members present. Following Chair Christensen's opening remarks, the board and meeting attendees recited the Pledge of Allegiance.

Safety Minute. Chair Christensen yielded the floor to Dave Goeres, UTA Chief Safety, Security & Technology Officer, for a brief safety message.

Recognition of UTA Operator Shelly Monson. This item was deferred to a future meeting.

Public Comment Period. No public comment was given.

Approval of January 30, 2019 Board Meeting Minutes. A motion to approve the January 30, 2019 Board Meeting Minutes was made by Trustee Millington and seconded by Chair Christensen. The motion carried unanimously.

Agency Report. Steve Meyer, UTA Interim Executive Director, provided an update on UTA's 2018 discretionary grants, pending grants, and potential grants.

Discussion ensued. Questions on the TIGER first-last mile grant and funding for the Depot District maintenance facility were posed by the board and answered by Mr. Meyer.

Trustee Holbrook joined the meeting at 9:18 a.m.

Pre-Procurement Update. Mr. Meyer indicated there was a pre-procurement for the replacement of five police vehicles. Discussion ensued. Questions on how vehicle needs are determined and how vehicles are procured were posed by the board and answered by Mr. Meyer.

Discussion Items.

Reserves and Debt Stabilization Fund. Bob Biles, UTA Chief Financial Officer, delivered a presentation on Government Finance Officers Association reserve fund best practices, reserve policies of peer transit agencies, UTA's board reserve funds (service stabilization, working capital, risk contingency, fuel, and parts), bond reserve fund (debt service – senior and subordinate), and special board reserve fund (debt service reserve and rate stabilization). Discussion ensued. Questions on “volatile” expenses, peer transit agency reserves, draw downs, frequency of accessing the parts reserve, purpose of the parts reserve, expense of replacing the Comet cars, total board reserves, how percentages for reserves were determined, bond debt rates, how the debt service reserve and rate stabilization fund can be used, debt service levels over time, and special district reserve requirements were posed by the board and answered by staff. Chair Christensen encouraged an ongoing dialogue between the board and staff on reserve funds.

UTA Advertising Campaign Review. This item was deferred to a future meeting.

Capital Projects Implementation Process. Mary DeLoretto, UTA Director of Capital Projects, outlined a proposed UTA capital development project implementation process. Discussion ensued. Questions on ongoing maintenance decisions and prioritization, community engagement in the prioritization of capital projects process (including items identified in later phases of the long range plans), project implementation, public outreach during construction, opportunities for general public input, opportunities for reporting back to the advisory board, and community engagement on projects specific to Weber County were posed by the board and answered by staff.

Capital Budget Update. Ms. DeLoretto displayed a proposed capital budget “dashboard” and requested feedback from the board. Discussion ensued. Suggestions from the board included:

- Using actual numbers (rather than color indicators) on the budget vs. spent and obligated chart
- Including anticipated completion dates
- Including numbers for the current year budget and the total budget
- Simplifying the number scale on charts (e.g., fewer zeros on numbers in millions)

Ms. DeLoretto also outlined a proposed process for making capital budget amendments throughout the year. A question on managing project extensions was posed by the board and answered by staff.

Service Planning Implementation Process. This item was deferred to a future meeting.

Other Business.

Next Meeting. The next meeting of the board will be on Wednesday, February 13, 2019 at 9:00 a.m.

Adjournment. The meeting was adjourned at 10:35 a.m. by motion.

Transcribed by Cathie Griffiths
Executive Assistant to the Board Chair
Utah Transit Authority
cgriffiths@rideuta.com
801.237.1945

This document is not intended to serve as a full transcript as additional discussion may have taken place; please refer to the meeting materials, audio, or video located at <https://www.utah.gov/pmn/sitemap/notice/513259.html> for entire content.

This document along with the digital recording constitute the official minutes of this meeting.

**RESOLUTION OF THE BOARD OF TRUSTEES OF THE UTAH TRANSIT
AUTHORITY AUTHORIZING EXECUTION OF AN INTERLOCAL AGREEMENT -
MULTI-JURISDICTIONAL MUTUAL AID AGREEMENT FOR
SHERIFF AND POLICE SERVICES**

No. R2019-02-01

February 13, 2019

WHEREAS, the Utah Transit Authority (the "Authority") is a public transit district organized under the laws of the State of Utah and was created to transact and exercise all of the powers provided for in the Utah Limited Purpose Local Government Entities-Local Districts Act and the Utah Public Transit District Act;

WHEREAS, the Authority, together with the Attorney General's Office, Cottonwood Heights, Draper City, Granite School District, Herriman City, Murray City, Riverton City, Salt Lake County, Salt Lake City, Sandy City, Saratoga Springs (with respect to police services provided on behalf of Bluffdale), South Jordan City, South Salt Lake City, Tooele City, Town of Alta, Utah State Department of Corrections, Utah State Department of Natural Resources, Unified Police Department, University of Utah Police, Utah State Department of Public Safety, Utah Motor Vehicle Enforcement Division, West Jordan City, and West Valley City (collectively, "Parties") wish to provide for their mutual assistance in situations involving crimes, disturbances of the peace, riots, and other emergency situations in furthering the protection of the citizens of their respective entities;

WHEREAS, the Authority and certain of the others parties have previously entered into interlocal agreements to provide for mutual aid and cooperation between law enforcement agencies and departments;

WHEREAS, the Authority and the other Parties desire to continue and/or extend their mutual aid agreements and systems in place to assist with the provision of police services and mutual aid to the citizens and to continue their cooperation in other beneficial areas as the Authority and various of the other parties shall determine; and

WHEREAS, the Parties are public agencies as defined by the Interlocal Cooperation Act, Utah Code Ann. § 11-13-101, *et seq.* (the "Interlocal Act"), and are authorized to enter into and amend an agreement to act jointly and cooperatively to achieve the purposes outlined herein.

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees ("Board") of the Utah Transit Authority:

1. That the Board hereby adopts the Multi-Jurisdictional Mutual Aid Agreement for Sheriff and Police Services ("Agreement") attached as Exhibit A and authorizes the Interim Executive Director to enter into the Agreement on behalf of the Authority.

2. That the Board formally ratifies prior actions taken by the Authority management and staff that were necessary or appropriate to negotiate the Agreement.
3. That a fully executed original counterpart of the final Agreement shall be permanently kept in the official records of the Authority.
4. That the corporate seal be attached hereto.

APPROVED AND ADOPTED this 13th day of February 2019.

Carlton Christensen
Board of Trustees

ATTEST:

Robert K. Biles, Secretary/Treasurer

(Corporate Seal)

Approved As To Form:

Legal Counsel

Exhibit A

**MULTI-JURISDICTIONAL MUTUAL AID AGREEMENT
FOR SHERIFF AND POLICE SERVICES**

(An Interlocal Cooperation Agreement)

AN INTERLOCAL COOPERATION AGREEMENT entered into this _____ day of _____, 2019 by and among: Attorney General’s Office, Cottonwood Heights, Draper City, Granite School District, Herriman City, Murray City, Riverton City , Salt Lake County, Salt Lake City, Sandy City, Saratoga Springs (with respect to police services provided on behalf of Bluffdale), South Jordan City, South Salt Lake City, Tooele City, Town of Alta, Utah State Department of Corrections, Utah State Department of Natural Resources, Unified Police Department, University of Utah Police, Utah Transit Authority (UTA), Utah State Department of Public Safety, Utah Motor Vehicle Enforcement Division, West Jordan City, West Valley City; one of which shall be called an “Agency” or any two or more of which may be called “Agencies” herein. The term “all Agencies” shall refer to parties which are signatories to this Agreement and which have not terminated their participation herein.

PURPOSE: Each of the Agencies has or is a law enforcement agency or department with equipment and personnel trained and equipped to prevent and detect crimes, and authorized to enforce criminal statutes or ordinances in the State of Utah. The Agencies wish to provide for their mutual assistance in situations involving crimes, disturbances of the peace, riots, and other emergency situations which require police resources over and above those that can be provided by the Agency in whose jurisdiction the incident or emergency occurs, subject to the control of each individual Agency. All equipment and personnel of any Agency’s law enforcement department shall herein be referred to as “Resources”. The Agencies do not wish to provide for the reimbursement for the assistance they render. However, nothing herein is intended to replace or terminate any pre-existing interlocal agreement between or among any of the Agencies which provide for first response or assistance by one Agency’s law enforcement department within the political boundaries of another on a regular or routine basis. This Agreement is intended to replace the Multi-jurisdictional Mutual Aid Agreement for Police and Sheriff Services dated August, 1991, and amended and extended in or about 1996 and 2015. The Agencies intend by this Agreement to commit to assist each other whenever possible, while allowing each Agency the sole discretion to determine when its Resources cannot be spared for assisting other Agencies.

AUTHORITY: The Interlocal Act permits local governmental units to make the most efficient use of their powers and to provide the benefit of economies of scale; authorizes municipalities to enter into cooperative agreements with one another for the purpose of exercising, on a joint and cooperative basis, any powers, privileges and authority exercise by such public agencies individually; and authorizes such public agencies, pursuant to such agreements, to create a separate legal entity to accomplish the purposes of their joint cooperative action.

INTERLOCAL COOPERATION ACT REQUIREMENTS

In satisfaction of the requirements of the Interlocal Cooperation Act (the "Act"), Title 11, Chapter 13, Utah Code Annotated 1953, as amended, and in connection with the Agreement, the parties agree as follows:

1. The Agreement shall be approved by each party in accordance with §11-13-202.5 of the Act.
2. This Agreement shall be approved as to form and legality by a duly authorized attorney on behalf of each party pursuant to §11-13-202.5 of the Act.
3. A duly executed original counterpart of this Agreement shall be filed with the keeper of records of each party pursuant to §11-13-209 of the Act.
4. Prior to the expiration of the term of this Agreement as set forth herein, this Agreement may only be terminated by and upon the express written consent of the parties.
5. Except as otherwise specifically provided in this Agreement or in any of the documents incorporated herein, any real or personal property acquired by a party, or by the parties jointly, pursuant to this Agreement or in conjunction with any joint cooperative action anticipated by this Agreement, shall be acquired and held, and disposed of by such party upon termination of this Agreement as agreed among the parties or as otherwise required by applicable local, state and federal law.

CONSIDERATION: The consideration for this Agreement consists of the mutual benefits and exchange of promises provided herein.

EFFECTIVE DATE, TERM: This Agreement shall become effective when two or more Agencies each execute an original or copy of this Agreement as required by law and send or deliver an original copy of the executed Agreement to the head of the Law Enforcement Administrators and Directors (the "LEADS Chief"), which for calendar year 2019 is the Murray City Police Chief, 5025 S. State, Murray, Utah 84107. The LEADS Chief shall send notice of properly executed agreements he receives to all other Agencies who are parties hereto. This Agreement shall continue in force from the effective date hereof until midnight June 30, 2068, subject to termination by any Agency or all the Agencies as provided in Section 8. Subsequent amendments to this Agreement shall be delivered to the LEADS Chief for the year in which the amendment is entered into.

NOW THEREFORE, based upon the mutual promises and conditions contained herein, the parties agree as follows:

SPECIFIC PROVISIONS

1. Assistance. The Agencies shall each provide their available Resources to assist any other Agency upon request by any other Agency, provided that the responding Agency shall have Resources reasonably available, in the sole discretion of the responding Agency. Except

when otherwise requested, or except when the circumstances otherwise clearly indicate, a responding Agency shall send only certified peace officers to an Agency requesting assistance hereunder unless the requesting Agency requests otherwise. Any responding Agency's law enforcement officers shall be fully certified, authorized, and empowered as law enforcement officers when in a requesting Agency's jurisdictional boundaries and when following orders of the requesting Agency's Commander or the incident commander. When responding, each responding Agency shall automatically be deemed to be authorized by the requesting Agency pursuant to Utah Code Ann. § 77-9-3. The scope of Saratoga Springs' responsibility to assist shall be limited to those resources committed to Bluffdale City as part of the agreement between Saratoga Springs and Bluffdale City.

2. Agency First Response, Dispatch. Each Agency shall instruct its dispatchers or the organization which provides dispatching services for its law enforcement department to first send Resources from its own department to any police emergency which the department is equipped to handle within its own political boundaries before requesting assistance from other Agencies. The chief officer from the department in whose boundaries the emergency occurs, who is responsible for coordinating law enforcement response to the emergency or such other officer whom he shall designate shall be the commanding officer at the scene or location for which police assistance is sought from other Agencies (herein called the "Incident Commander"). He or she may request that his or her dispatcher request assistance from any other Agency or Agencies.
3. Command at Scene, Release of Resources. The responding personnel or the chief officer from each Agency sending personnel and Resources to assist another Agency shall report to the Incident Commander upon arrival at the scene of an emergency or the location where assistance is requested, and shall follow the lawful directions of the Incident Commander with respect to the emergency. The Incident Commander shall, where reasonably able to do so, release Resources from other Agencies before releasing the Resources of his own Agency when no longer needed at the incident scene.
4. No Compensation. No Agency shall request or receive reimbursement for providing Resources to another Agency under this Agreement, except as otherwise provided herein, or except as the Agencies otherwise agree.
5. No Waiver of Immunity. Nothing herein shall be construed to waive any of the privileges and immunities associated with law enforcement or other related services, including emergency medical services, or of any other nature of any of the Agencies.
6. Workers Compensation, Insurance, Benefits. Each Agency shall be solely responsible for providing workers compensation and benefits for its own personnel who provide assistance under this Agreement unless the parties otherwise agree. Each Agency shall provide insurance or shall self-insure to cover the negligent acts and omissions of its own personnel rendering services under this Agreement.
7. Governmental Immunity. All Parties are governmental entities under the Governmental Immunity Act of Utah, Utah Code Ann. Sections 63G-7-101 to -904 (2011), as amended (the

“Act”). Subject to and consistent with the terms of the Act, each Party shall be liable for its own negligent acts or omissions, or those of its authorized employees, officers, and agents while engaged in the performance of the obligations under this Agreement, and no Party shall have any liability whatsoever for any negligent act or omission of any other party, its employees, officers, or agents. No Party waives any defenses or limits of liability available under the Act and other applicable law. All Parties maintain all privileges, immunities, and other rights granted by the act and all other applicable law.

8. Termination. Any Agency may terminate its participation under this Agreement by giving each other Agency to the Agreement 30-days prior written notice of its intent to terminate participation in it. Any obligations incurred by any Agency to any other hereunder prior to termination, including obligations under paragraph 7, shall survive the termination of this Agreement.
9. Satisfaction of Responsibility. This Agreement shall not relieve any Agency of any obligation imposed upon it by law, provided that the performance of a responding Agency may be offered in satisfaction of any such obligation of the Agency requesting assistance to the extent of actual and timely performance by the responding Agency.
10. Additional Agencies. Any subdivision of the State of Utah not specifically named herein (“Prospective Agency”) which shall hereafter sign this Agreement or a copy hereof shall become an Agency hereto provided that it employ law enforcement officers, and provided that it first give 30-days written notice to each Agency hereto of its intent to become an Agency, and provided that a majority of the Agencies shall not within 30 days thereafter notify the LEADS Chief in writing that they object to the Prospective Agency becoming a party hereto, then the LEADS Chief or his designee shall promptly notify the Prospective Agency that its application was rejected. A Prospective Agency thus rejected may reapply for membership hereunder after one year has passed. Any Agency which becomes a newly accepted Agency to the Agreement is entitled to all the rights and privileges and subject to the obligations of any Agency as set out herein.
11. No Separate Legal Entity. No separate legal entity is created by this Agreement, however, to the extent that any administration of this Agreement becomes necessary, then the Agencies’ police chiefs, or their designees, shall constitute a joint board for such purpose.
12. No Effect on Other First Response Agreements. This Agreement shall supersede any previous Multi-jurisdictional Mutual Aid Agreement for Sheriff and Police Services among some of the Agencies, but this Agreement shall not supersede those existing agreements of Agencies which provide for first response or assistance by one Agency’s law enforcement department within the political boundaries of another on a regular or routine basis.
13. Whole Agreement, Modification. This Agreement constitutes the whole agreement of the parties, and replaces all prior agreements and understanding, written or oral, between the parties. This Agreement may be modified only by a writing signed by all parties hereto.

14. Severability. If any provision of this Agreement shall be held or deemed to be or shall, in fact, be illegal, inoperative or unenforceable, the same shall not affect any other provision or provisions herein contained or render the same invalid, inoperative or unenforceable to any extent whatever.
15. No Third Party Beneficiaries. This Agreement is not intended to benefit any party or persona not named as an Agency specifically herein, or which does not later become a signatory hereto as provided herein.
16. Agency Personnel Not Agents of the Other. The employees of the Agencies providing services pursuant to or consistent with the terms of this Agreement are solely the officers, agents, or employees of the entity which hired them. Each Agency shall assume any and all liability for the payment of salaries, wages, or other compensation due or claimed due, including workers' compensation claims, and each public entity shall hold the other harmless there from. The Agencies shall not be liable for compensation or indemnity to any other Agency's employee for any injury or sickness arising out of his or her employment, and the Agencies shall not be liable for compensation or indemnity to any Agency employee for injury or sickness arising out of his or her employment, and each party hereby agrees to hold the other party harmless against any such claim.
17. Real or Personal Property. The Agencies do not anticipate that they will acquire or hold any real or personal property in this cooperative undertaking, but in the event that any such property is acquired by the Agencies jointly for the undertaking, and paid for by two or more of them, then it shall be divided as the contributing Agencies' representatives shall agree, or, if no agreement is reached, then it shall be divided according to their respective payments for the property, or, if it cannot be practically divided, then the property shall be sold and the proceeds divided according to the Agencies' proportionate share of the purchase of the item of property.
18. Counterparts. This Agreement may be executed in original counterparts, each of which will be deemed an original.
19. Titles and Captions. The titles and captions of this Agreement are for convenience only and shall not be deemed part of this Agreement and in no way define, limit, augment, extend or describe the scope, content or intent of any part or parts of this Agreement.

IN WITNESS WHEREOF, the parties have entered into this Agreement on the day and year set out below.

AGENCY: UTAH TRANSIT AUTHORITY

Steve Meyer,
Interim Executive Director

DATE: _____



Dave Goeres,
Chief Safety, Security, & Technology Officer

DATE: 6 Feb 2019

Approved as to form:



UTA Legal Counsel

Detailed Contract Description & Purpose

Board Review Date: 2/13/2019

Document Type: Pre-Procurement

Action Requested: Pre-procurement (information only)

Criteria: Contract is > \$1,000,000

Contract Title: RFP for development of 3900 S Meadowbrook Station

Contract # TBD

Project Manager: Paul Drake

Contract Administrator: Teresa Pickett

Impacted Areas: TOD

Included in budget? Yes

Procurement method: Best value (RFP)

Contractor: TBD

Sole-Source Reason: N/A

Qty & Unit price

Change Order Value

Total Contract Value \$0

Base Contract term (Months) 18

Base Contract Start Date 4/15/2019

Base Contract End Date: 10/15/2020

Contract options (Months)

Extension Start Date:

Extension End Date

Number of responding firms: TBD

\$ Value of Next Lowest Bidder TBD

General Description & Purpose:

UTA has selected the 3900 S Meadowbrook Station property as a TOD site. The first phase of development, consisting of 2.93 acres of property, is underway per the terms of a ground lease agreement between UTA and the Columbus Foundation. UTA is now prepared to solicit a partner to assist with the development of the remaining 4.57 acres of property.

UTA will request proposals from development teams and evaluate the proposals and select a partner based on agency objectives and criteria derived from the associated Station Area Plan. Objectives will include increased ridership, revenue to agency, preservation of transit-critical infrastructure, and regional and community benefit.

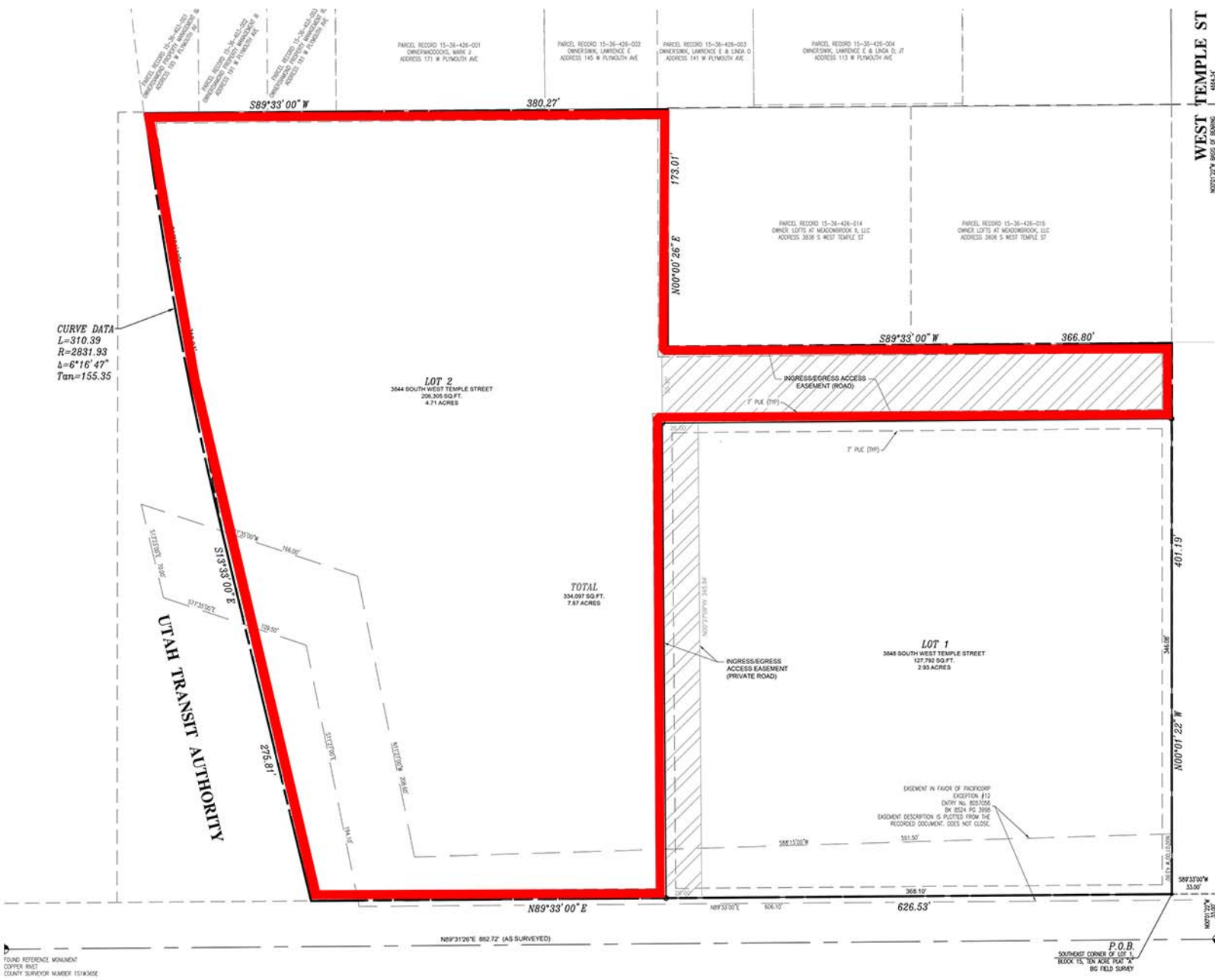
Initial contract will have no value, as it strictly governs the relationship during due diligence.

[\(Items to include: Current condition, Benefits, Return on investment, Savings, Other alternatives considered\)](#)

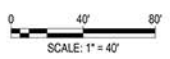
Other attachments

Exhibit A - Depiction of Development Property

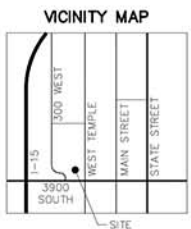
Exhibit A Depiction of Development Property



WEST TEMPLE ST
404.41'



- LEGEND**
- STREET MONUMENT FOUND
 - SET REBAR AND CAP
 - BOUNDARY LINE
 - DEED AND ADJACENT SUBDIVISIONS



PARCEL RECORD 15364270190000
 OWNER: 3815 SOUTH CORP
 ADDRESS: 3838 S WEST TEMPLE ST

PARCEL RECORD 15364270220000
 OWNER: 3815 SOUTH CORP
 ADDRESS: 3838 S WEST TEMPLE ST

PARCEL RECORD 15364270180000
 OWNER: 82 WEST CORP
 ADDRESS: 92 W 3900 S

FOUND 2.5" FLAT BRASS MONUMENT
 3900 SOUTH S WEST TEMPLE
 BENCH MARK 4266.217
 COUNTY SURVEYOR NUMBER 15364002

PARCEL RECORD 15364702400000
 OWNER: CHRISTOPHER LINDSEY G. ET AL.

3900 SOUTH STREET

Detailed Contract Description & Purpose

Board Review Date: 2/13/2019

Document Type: Pre-Procurement

Action Requested: Pre-Procurement (information only)

Criteria: Contract is \$200,000 - \$999,999

Contract Title: Corporate Sponsorship and Naming

Contract # 19-02976

Project Manager: Nichol Bourdeaux

Contract Administrator: Brian Motes

Impacted Areas: All UTA Assets

Included in budget? Yes

Procurement method: Best value (RFP)

Contractor: TBD

Sole-Source Reason: N/A

Qty & Unit price 5 Years @ \$40,000

Change Order Value \$0

Total Contract Value \$200,000

Contract term (Months) 60

Contract Start Date 4/1/2019

Contract options (Months) 0

Contract End Date: 4/1/2024

Number of responding firms: TBD

\$ Value of Next Lowest Bidder TBD

General Description & Purpose:

The Utah Transit Authority seeks a consultant to assist in the evaluation and potential development of a revenue generating, corporate sponsorship and naming rights program. UTA's purpose is to look for opportunities to increase revenue while upholding the Utah Transit Authority's mission.

In phase I, the consultant will review the Authority's physical and intangible assets to identify potential sponsorship and/or naming rights opportunities and estimate their value. If the agency so determines, in phase II, the preferred consultant/vendor will develop and implement a strategic marketing plan to identify and solicit potential sponsors as well as negotiate corporate sponsorship agreements.

(Items to include: Current condition, Benefits, Return on investment, Savings, Other alternatives considered)

Attachments: Contract routing sheet attached?

N/A (Pre-Procurement)

Other attachments? (list)

REQUISITION FOR PURCHASE-RSS

19-02976

Requisition Number 6339 OU **Department** 7700 VICE PRESIDENT EXTERNAL
AFFAIR

Requested By 1474088 Bingham, Troy
Request Date

Date 1/24/2

Title Corporate Sponsorship & Naming

Justification

What the item or service is, in plain language with enough detail that someone not familiar with the item can understand what you're asking for.

The Utah Transit Authority seeks a consultant to assist in the development of a revenue generating, corporate sponsorship and naming rights program.

The consultant will review the Authority's physical and intangible assets to identify potential sponsorship and/or naming rights opportunities and estimate their value. Additionally the preferred consultant/vendor will develop and implement a strategic marketing plan to identify and solicit potential sponsors as well as negotiate corporate sponsorship agreements.

The reason why this item or service is needed, what problem it will solve, what will happen if it's not procured, etc.

UTA's purpose is to significantly increase revenue while upholding the Utah Transit Authority's mission to strengthen and connect communities; enabling individuals to pursue a fuller life with greater ease and convenience by leading through partnering, planning, and wise investment of physical, economic, and human resources and its vision to provide an integrated system of innovative, accessible and efficient public transportation services that increase access to opportunities and contribute to a healthy environment for the people of the Wasatch region.

What procurement method will be used and how UTA can ensure best value?

RFP

The unit(s) and total cost.

See attached ICE that speculates a maximum cost of \$200K that can be recouped in subsequent phases of the project

Whether the item or service is in the approved budget and whether there are remaining resources in the budget to cover the expense.

7700 Operating and Future Years

REQUISITION FOR PURCHASE-RSS

What ongoing operational costs or obligations will be generated by the item
and whether those costs are within the approved budget?

Unknown Currently

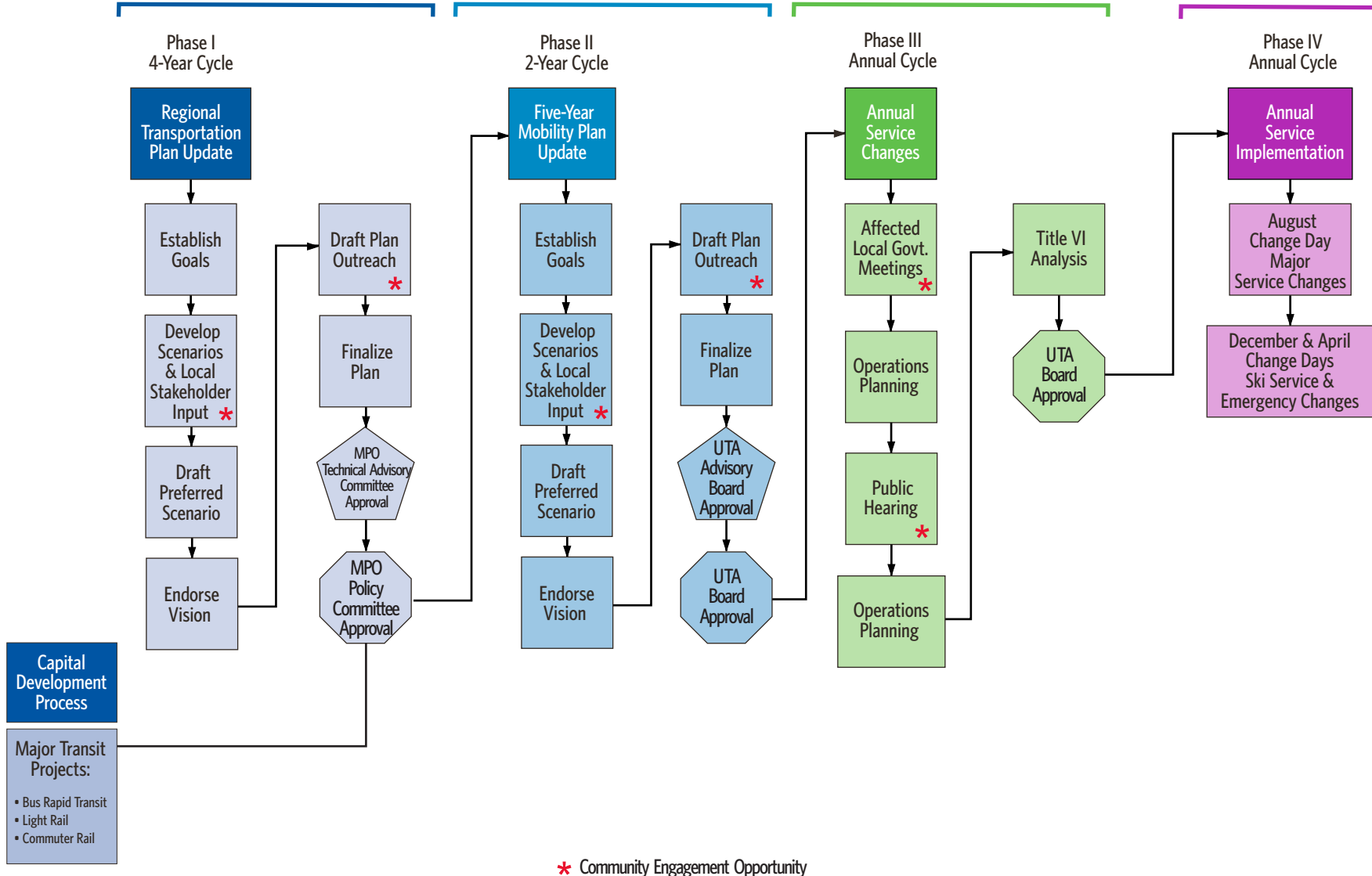
Line	Description	Qty	UoM	Unit Price	Extended	Line Status	Account Number	Subledger-Type	Percent
1.000	Corp Sponsorship & Naming Righ			.0000	50,000.00	Approved	7700.50353.92		100.0000
2.000	Corp Sponsorship & Naming Righ			.0000	.00	Canceled			
3.000	Corp Sponsorship & Naming Righ			.0000	150,000.00	Approved	1.10406		100.0000

Approval History

Process ID	Line No.	Approver Number and Name	Approver Action Taken	Date and Time Updated
197	Order Level	1327089 Bourdeaux, Nichol	Approved	1/24/2019 235152
197	Order Level	4835 Meyer, William Steven	Approved	1/28/2019 174722

UTA Service Planning and Implementation Process

Strategic Planning Service Planning Operations Planning Implementation



TOD System Analysis Discussion

The Transit-Oriented Development (“TOD”) System Analysis tool is a regionally collaborative tool that, among other objectives, seeks to assist the Utah Transit Authority (“UTA”) Board of Trustees to prioritize the agency’s TOD efforts. The steering committee is made up of representatives from the Wasatch Front Regional Council, Mountainland Association of Governments, Utah Department of Transportation, and UTA, with consultation by representatives from the University of Utah and EcoNorthwest.

The tool tracks metrics and associated weights, identified by the steering committee, for each station area and ranks all potential TOD sites three different ways:

- Overall TOD Readiness
- Opportunity for Growth
- Affordable Housing Suitability

The resultant rankings can be used by the UTA Board of Trustees to select sites for development.

Attached are diagrams showing the key metrics, their relationship to each other, how they are interpreted for each ranking category, and proposed weighting for the top metrics.

Diagram 1 – This shows all of the key metrics being used in the System Analysis tool.

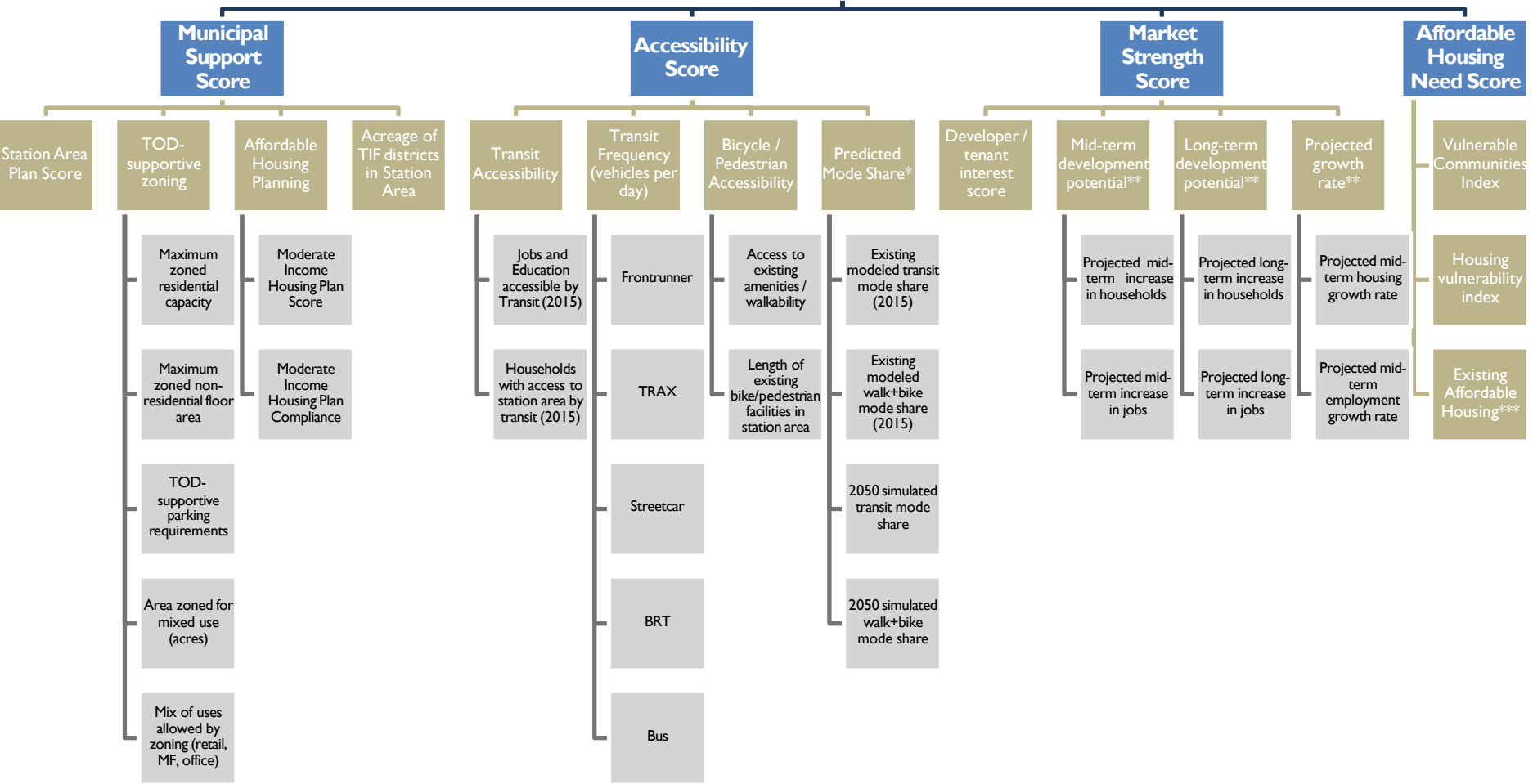
Diagram 2 – This provides the weighting being assigned to arrive at the overall TOD Readiness score. The first tier of metrics (municipal support, accessibility, and market strength) are being weighted equally. Since affordable housing need has its own ranking system, it is excluded from this scoring. Each of the first tier metrics has four other metrics which contribute to the scoring. For example, the municipal score has four metrics under it: station area plan, TOD-supportive zoning, affordable housing planning, and acreage of TIF districts in Station Area. The relative weighting for each of those are shown. Some of those metrics are broken down even further. For this presentation, we left those weighting percentages off the diagram. The same methodology is used for the accessibility and market strength scoring.

Diagram 3 – This diagram shows the metrics used to develop the Growth Opportunity Site score. Note that some of the metrics used for the TOD Readiness are not being used in this scoring. Accordingly, the weightings for those metrics being used have been changed.

Diagram 4 – This diagram shows the metrics used to develop the Affordable Housing Site score. Metrics being used, and their respective weightings, are highlighted.

In preparation for discussion of this tool on February 13, staff requests that the Trustees review the diagrams and proposed weighting. The steering committee would appreciate the Board’s input.

All Metrics



* Predicted Mode Share is based on a model developed by the University of Utah

** Development potential and projected growth rate is based on the REMM model developed by Wasatch Front Regional Council. Mid-term reflects 10-year growth based on existing zoning; long-term reflects growth to 2050 based on aspirational zoning.

*** In order to prioritize locations that do not already have a large supply of affordable housing, the indexed version of this variable is inverted so that locations with fewer units score higher.

This score captures station areas that “check all the boxes” and represent strong candidates for market-rate TOD investments.

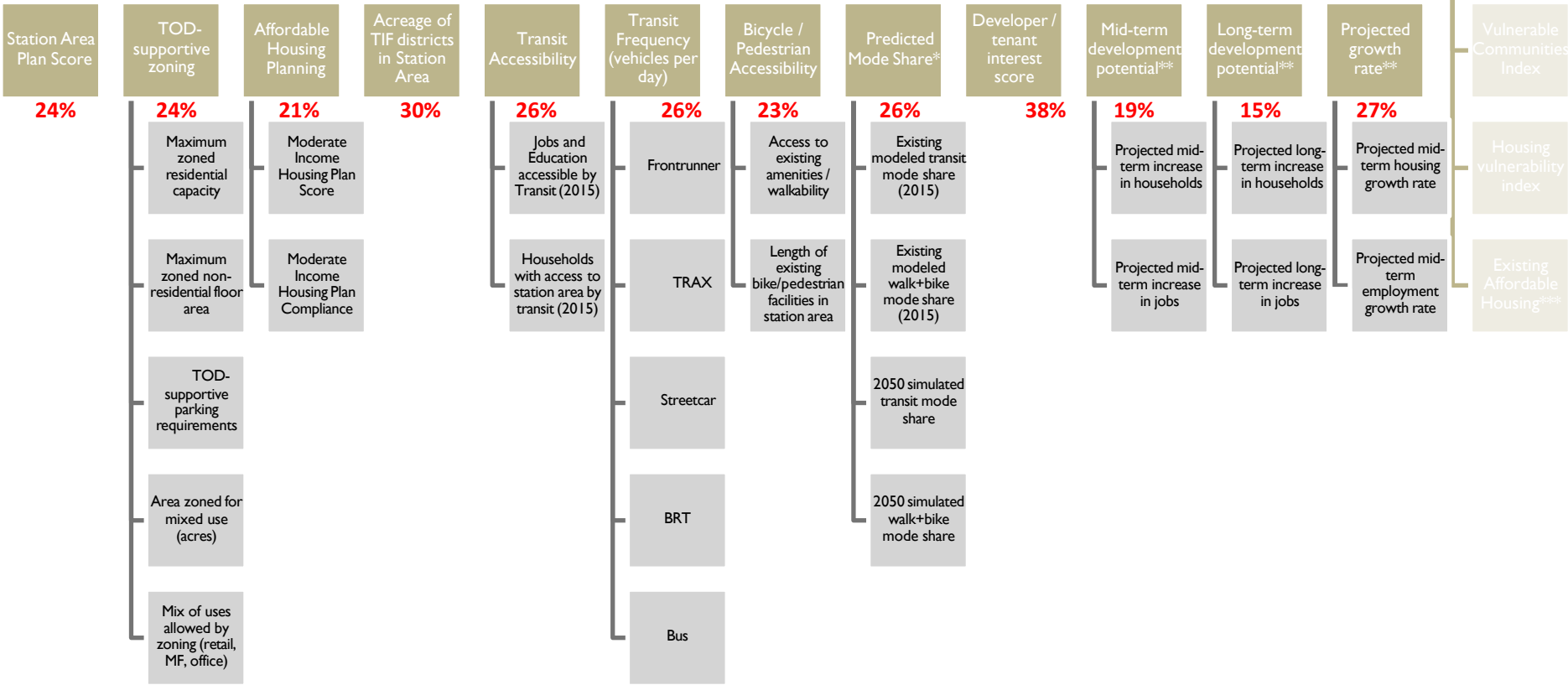
Overall TOD Score

Municipal Support Score 33%

Accessibility Score 33%

Market Strength Score 33%

Affordable Housing Need Score



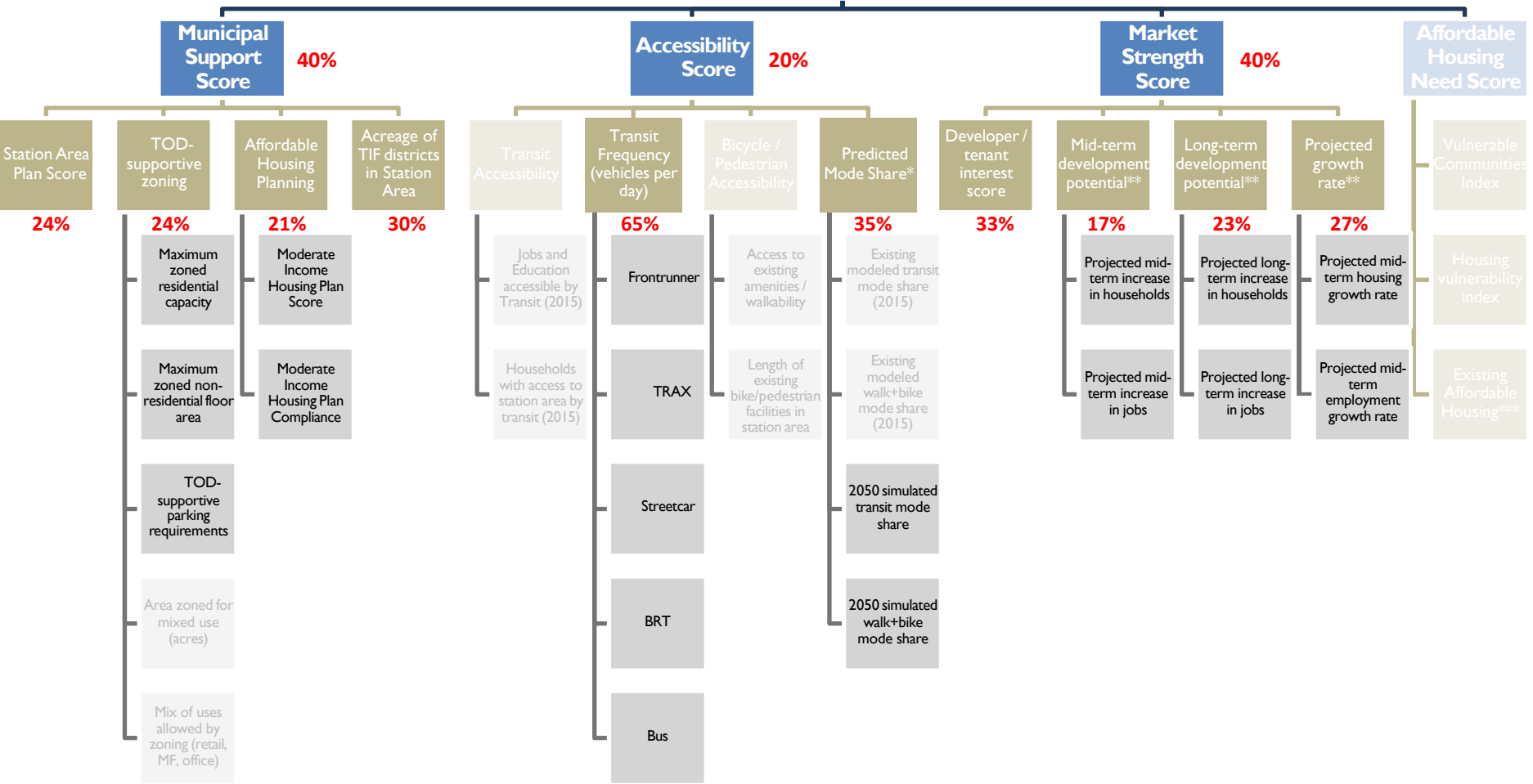
* Predicted Mode Share is based on a model developed by the University of Utah.

** Development potential and projected growth rate is based on the REMM model developed by Wasatch Front Regional Council. Mid-term reflects 10-year growth based on existing zoning; long-term reflects growth to 2050 based on aspirational zoning.

*** In order to prioritize locations that do not already have a large supply of affordable housing, the indexed version of this variable is inverted so that locations with fewer units score higher.

This score captures station areas where there is significant growth potential but transit-oriented development patterns do not currently exist.

Growth Opportunity Site Score



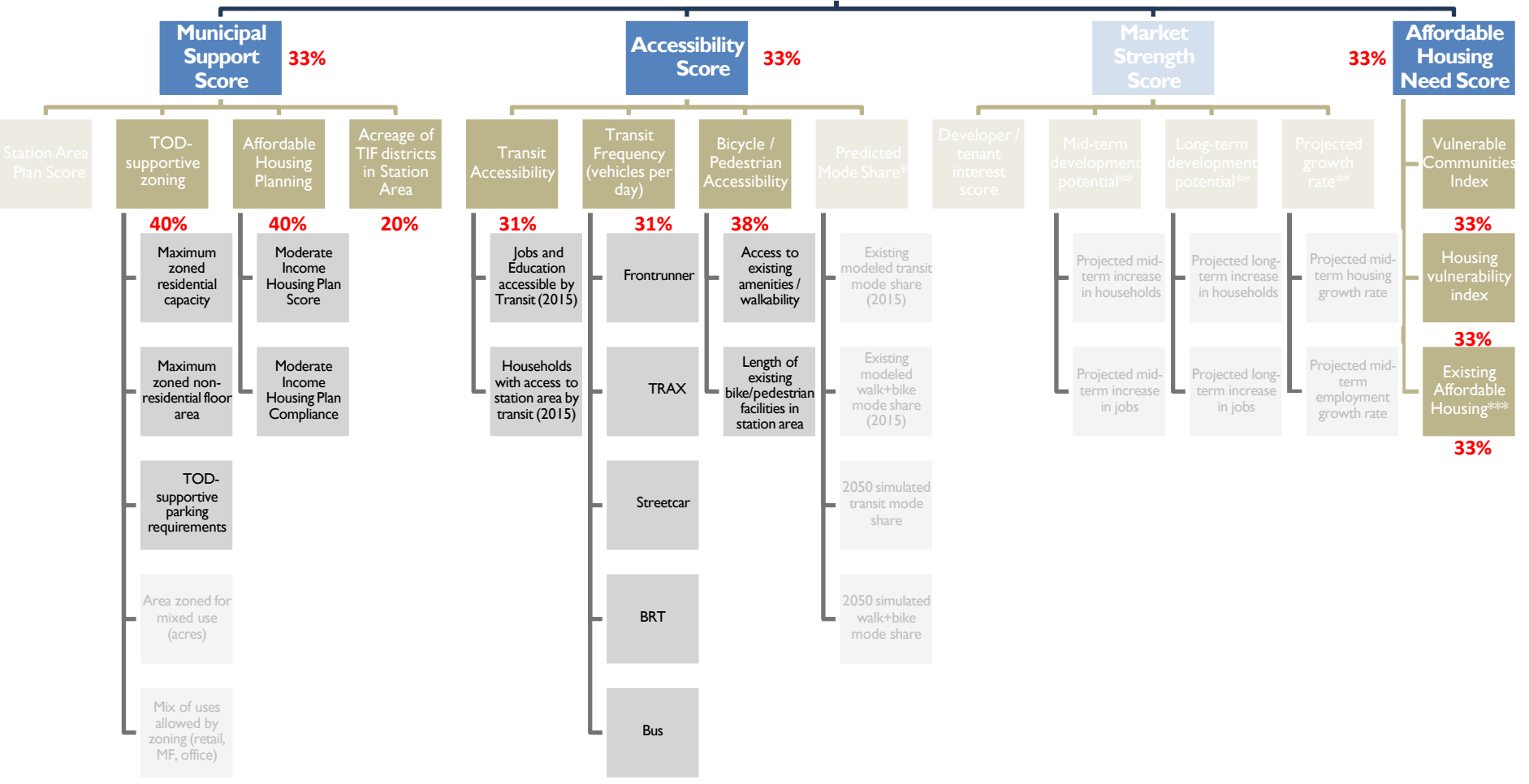
* Predicted Mode Share is based on a model developed by the University of Utah

** Development potential and projected growth rate is based on the REMM model developed by Wasatch Front Regional Council. Mid-term reflects 10-year growth based on existing zoning; long-term reflects growth to 2050 based on aspirational zoning.

*** In order to prioritize locations that do not already have a large supply of affordable housing, the indexed version of this variable is inverted so that locations with fewer units score higher.

This score captures station areas where an affordable housing TOD project would be most appropriate.

Affordable Housing Site Score



* Predicted Mode Share is based on a model developed by the University of Utah.

** Development potential and projected growth rate is based on the REMM model developed by Wasatch Front Regional Council. Mid-term reflects 10-year growth based on existing zoning; long-term reflects growth to 2050 based on aspirational zoning.

*** In order to prioritize locations that do not already have a large supply of affordable housing, the indexed version of this variable is inverted so that locations with fewer units score higher.