



Working Meeting of the
Stakeholder Relations Committee
Of the Board of Trustees of the Utah Transit Authority

Wednesday, September 11, 2013 – 10:00 a.m. to Noon
UTA Frontlines Headquarters, Golden Spike Room - 669 West 200 South, Salt Lake City

Members Robert A. Hunter, Committee Chair Michael Romero
 Justin Allen Troy Walker
 Dannie R. McConkie

Agenda

1. **Safety First Minute** Dave Goeres

2. **Action Items**
 - a. Board Executive Limitations Policy 2.1.4 Andrea Packer
 - b. Nomination of Ralph Jackson to the UTA Honor Roll Andrea Packer
 - c. Approve August 14, 2013 Meeting Report Robert Hunter

3. **Information Items**
 - a. Social Media Update Lynze Lenio
 - b. Real Estate Policy Review Bruce Jones
 - c. Transit Police Update Chris Bleak
 - d. Liaison, Conference & External Committee Reports Robert Hunter/Mike Allegra
 - e. Other Business Robert Hunter

4. **Closed Session**
 - a. Strategy Session to Discuss the Purchase, Exchange or Lease of Real Property when Public Discussion would Prevent the Public Body from Completing the Transaction on the Best Possible Terms.
 - b. Strategy Session to Discuss the Character, Professional Competence, or Physical or Mental health of an Individual.
 - c. Strategy Sessions to Discuss Collective Bargaining.
 - d. Strategy Session to Discuss On-going and/or Potential Litigation and any other attorney/client privileged communication.

5. **Action Taken Regarding Matters Discussed in Closed Session** Robert Hunter

6. **Input for October Committee Meeting Agenda** Robert Hunter

7. **Other Business** Robert Hunter

8. **Adjourn**

**UTAH TRANSIT AUTHORITY BOARD OF TRUSTEES
Action Agenda Item Coversheet**

DATE:	September 11, 2013
AGENDA ITEM:	Research of Board Executive Limitations Policy 2.1.4
CONTACT PERSON:	Andrea Packer
SUBJECT:	EL Policy 2.1.4 review
BACKGROUND:	Following the report to the Committee on the 2013 Title VI Plan, it was requested that EL Policy 2.1.4 be reviewed to ensure that it accurately reflected the Plan.
ALTERNATIVES:	Information for discussion
PREFERRED ALTERNATIVE:	<ul style="list-style-type: none"> • Approve as presented • Revise/amend and approve • Return to Committee
STRATEGIC GOAL ALIGNMENT:	Community Oriented Performance and Safety
FINANCIAL IMPACT:	unknown
LEGAL REVIEW:	This resolution has been reviewed by legal staff and found to have no obvious legal ramifications.
EXHIBITS:	a. Board Executive Limitations Policy 2.1.4

Executive Limitations Policy No. 2.1.4

Changes to Levels of Service and Routing

Changes to levels of service and routing shall not deviate materially from the Board of Trustee's Ends policies. In addition, the General Manager shall not;

1. Fail to appoint a public hearing officer(s) to conduct public hearings regarding service and/or routing changes;
2. Fail to provide notice to the Mayor, City Manager, Council Chair, Planning Commission Chair, and Economic Development Department representative of the municipality or county in which proposed changes to levels of service and/or routing are in excess of thirty-three percent (33%);
3. Fail to conduct public hearings for:
 - a. A proposed service level reduction in miles, hours, or trips of thirty-three percent (33%) or more of any route, or the elimination of all service during a time period (peak, midday, evening, Saturday, or Sunday);
 - b. A proposed twenty-five percent (25%) or greater change in route alignment;
4. Fail to provide public input opportunities on the addition of new service from a new route or rail segment as required by UTA's Title VI Policy;
5. Fail to notify each Board member of the public hearings;
6. Fail to report to the Board of Trustees through the Finance and Operations Committee:
 - a. Findings, conclusions and public comments from the hearing;
 - b. The General Manager's determination regarding the proposed changes.

Deleted: .

Deleted: , except for service additions,

Deleted: .

Deleted: F

Deleted: Circular

Deleted: 5

Effective Date: January 28, 2004

Adopted by R2004-01-07

**UTAH TRANSIT AUTHORITY BOARD OF TRUSTEES
Action Agenda Item Coversheet**

DATE:	September 11, 2013
AGENDA ITEM:	2b
CONTACT PERSON:	Robert Hunter
SUBJECT:	Resolution of the Board of Trustees of the Utah Transit Authority Honoring the Service of Ralph Jackson
BACKGROUND:	Ralph Jackson has been nominated to the UTA Honor Roll for his outstanding service to transit. He will be honored with a plaque and his name being added to the larger Honor Roll plaque in the UTA Golden Spike Rooms at the Frontlines Headquarters Building. The Stakeholder Relations Committee has reviewed the nomination and now forwards it for full board review.
ALTERNATIVES:	<ul style="list-style-type: none"> • Adopt as presented • No action • Return to Committee
PREFERRED ALTERNATIVE:	Adopt as presented.
RATIONALE FOR PREFERRED ALTERNATIVE:	Ralph Jackson embodies the characteristics most valued in engineering: problem solving, intelligence and innovation. Jackson has successfully mastered skills in conflict resolution, leadership and real friendship that have helped him deliver major civil infrastructure projects ahead of schedule and under budget. These projects have improved the community in which they were built, and the lives of countless people across the county have been improved thanks to Jackson's hard work.
FINANCIAL IMPACT:	None
LEGAL REVIEW:	This resolution has been reviewed by legal staff and found to have no obvious legal ramifications.

EXHIBITS:

**Resolution of the Board of Trustees of the Utah
Transit Authority Honoring the Service of Ralph
Jackson**

**RESOLUTION OF THE BOARD OF TRUSTEES OF THE UTAH TRANSIT
AUTHORITY HONORING THE SERVICE OF RALPH JACKSON**

No. R2013-09-01

September 25, 2013

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; and

WHEREAS, the Board of Trustees desires to honor community and organizational leaders who champion the progress of transit; and

WHEREAS, the Board of Trustees desires to acknowledge the great service of Ralph Jackson and recognize his outstanding legacy of furthering the development of public transportation nationally as well as supporting individual transit agencies; and

WHEREAS, the Board of Trustees wishes to commend Mr. Jackson for his exemplar leadership and the role he has played at UTA in the FrontLines 2015 project.

WHEREAS, the Board of Trustees desires that name of Ralph Jackson be memorialized on the Honor Roll of the Authority.

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

1. That the Board hereby extends appreciation and commendation to Ralph Jackson for his years of service to both Utah Transit Authority and the people of the State of Utah, as detailed in Exhibit A attached hereto.
2. That this Resolution stay in full force and effect until amended or rescinded by further action of the Board.
3. That a copy of this Resolution be sent to Ralph Jackson.
4. That the corporate seal be attached hereto.

APPROVED AND ADOPTED this 25th day of September, 2013.

Gregory H. Hughes, Chair

ATTEST:

Robert K. Biles, Secretary/Treasurer

[SEAL]

CERTIFICATE

The undersigned duly qualified Chair of the Board of Trustees of the Utah Transit Authority certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Board of Trustees held on the 25th day of September, 2013.

Gregory H. Hughes, Chair

Robert K. Biles, Secretary/Treasurer

APPROVED AS TO FORM

Legal Counsel

Exhibit A



Ralph Jackson has had a long and storied career as an engineer and construction project manager, specifically in the area of public transit. Jackson has worked for RTD in Denver, on transit projects in Kentucky and at UTA. Before retiring from UTA, Jackson served as Deputy Chief of Major Program Development and Acting Chief Capital Development Officer. As such, he oversaw the early stages of UTA's recently completed FrontLines 2015 project, building four light rail lines and one commuter rail line in less than five years.

Since earning his Systems Engineering degree in 1968, Jackson has contributed much to the development of transit projects throughout the nation. Jackson managed the design and construction of the internationally acclaimed 16th Street Mall in downtown Denver, Colorado. Jackson and his team successfully delivered the completion of the FrontRunner North Commuter Rail project in Utah ahead of schedule and under budget.

As the Acting Chief Capital Development Officer at the Utah Transit Authority, Jackson managed one of the most challenging and aggressive capital projects seen in the transit industry, the \$2.8 billion FrontLines 2015 project. The FrontLines 2015 project features four light rail lines (25 miles) and one commuter rail line (45 miles). The project began in 2008 and was just completed two years ahead of schedule when the Draper TRAX line opened Aug. 18, 2013.

In addition, previously working as a consultant with Parsons, Jackson managed the preliminary engineering and environmental work for light rail and major road projects in Salt Lake City, Utah and Louisville, Kentucky.

Jackson embodies the characteristics most valued in engineering: problem solving, intelligence and innovation. Jackson has successfully mastered skills in conflict resolution, leadership and real friendship that have helped him deliver major civil infrastructure projects ahead of schedule and under budget. These projects have improved the community in which they were built, and the lives of countless people across the county have been improved thanks to Jackson's hard work.

**UTAH TRANSIT AUTHORITY BOARD OF TRUSTEES
Stakeholder Relations Committee
Action Agenda Item Coversheet**

DATE:	September 11, 2013
AGENDA ITEM:	2c
CONTACT PERSON:	Robert A. Hunter, Chair
SUBJECT:	Stakeholder Relations Committee Report
BACKGROUND:	The Stakeholder Relations Committee met on August 14, 2013. The report of the meeting is attached.
EXHIBITS:	Report of the Stakeholder Relations Committee



*Working Meeting of the
Stakeholder Relations Committee*

Wednesday, August 14th, 2013

10:10 a.m. – 10:50 a.m.

Report

Present: Trustee Robert A. Hunter, Chair Michael Allegra Chuck Gates
David Burton, Board Vice Chair Andrea Packer David Goeres
Trustee Larry Ellertson Jerry Benson Lynze Lenio
Trustee Dannie McConkie Clair Fiet Alan Maughan
Trustee Justin Allen Bruce Jones Erika Shubin
Trustee Michael Romero Steve Meyer Megan Selin
Trustee Troy Walker Rebecca Cruz Eileen Billings

Media: Lee Davidson, Salt Lake Tribune

I. Please Note: The Stakeholder Relations Committee commenced at 10:10 a.m. A quorum was present. Trustee Troy Walker was in attendance at 10:28 a.m.

II. August Safety Message and Slogan: “Summer Safety and Fun: Take Precautions in the Sun – Be Sun Smart” (Dave Goeres) -

- As we enter the last full month of summer, a reminder to take precautions to protect yourself from the sun – be it on the job or on vacation.
- An updated version of the award winning campaign started in Australia in the 1980’s reminded everyone to :
 - a. **Slip** on sun protective clothing
 - b. **Slop** on sunscreen
 - c. **Slap** on a hat
 - d. **Seek** shade
 - e. **Slide** on sunglasses
 - f. **Slurp** lots of water

III. UTA Honor Roll Nomination (Andrea Packer and Michael Allegra) -

- Andrea Packer suggested that Ralph Jackson be considered as UTA’s next Honor Roll nominee.
- Ralph Jackson was Utah Transit Authority’s Deputy Chief of Major Program Development. The majority of Ralph’s career has been as transportation professional and it totally committed to transit. From the beginning, he was instrumental in the development of UTA’s 2015 projects. Mr. Jackson has always had insight of what transit should be and has spend a great deal of his life working to make that vision a reality.
- The Stakeholder Relations Committee agreed that Ralph Jackson would be an excellent nominee for UTA’s Honor Roll.
- Andrea Packer will give a written formal presentation regarding Mr. Ralph Jackson during the September 11th, 2013 Stakeholder Relations Committee meeting. Ralph Jackson’s nomination will then be forwarded to the full Board of review and approval.

IV. Recommended Stop Names for the Sugar House Streetcar (Andrea Packer) -

- Andrea Packer distributed a copy of UTA’s Executive Limitations Policy 2.1.6 – Naming of Authority Stations, Facilities and Branding of Service. Andrea stated that UTA always followings

this policy when determining the names for stations along a new rail line. The station names are required to be beneficial and convenient to patrons when navigating the system. Therefore, the first part of a station name gives the geographical coordinates. Secondary station names may relate to geographical landmarks, public activities, or names that have historical or cultural significance to the immediate area in which the station is located. A station cannot be named after any individual, either living or deceased.

- The following proposed stop names have been developed in partnership with Salt Lake City and South Salt Lake. All names are in compliance with Board Policy 2.1.6:



210 West 2180 South – Central Pointe



30 East 2240 South – (To Be Determined)



310 East 2240 South – 300 East



490 East 2240 South – 500 East



690 East 2220 South – 700 East



910 East 2220 South – Sugarmont



1040 East 2220 South – Fairmont.

- UTA staff is still working with Salt Lake City and South Salt Lake on the secondary name options for the stop located at 30 East 2240 South.
- Recommendations regarding the secondary name for the 30 East 2240 South stop will be brought back to the full Board later this month.
- With the exception of the station located at 30 East 2240 South, Trustee Michael Romero moved to forward the proposed station stop names to the Executive Committee for recommendation to forward to the full board for approval.
- Trustee Justin Allen seconded the motion, motion passed unanimously.

V. Approval of the July 10th, 2013 Stakeholder Relations Meeting Report (Robert Hunter) -

- Trustee Justin Allen moved to accept the July 10th Stakeholder Relations Committee meeting report as written.
- Trustee Michael Romero seconded the motion, motion passed unanimously.

VI. Social Media Update (Lynze Lenio and Andrea Packer) -

- Website and Social Media: UTA continues to be very progressive and pro-active with their social media program, providing a high level of responsiveness and two-way communication. While the total “follower” numbers are growing, the Authority continues to focus on engagement, promoting a productive dialogue with both riders and the public.
- During July 2013, UTA’s Social Media primarily focused on the following three items:
 1. Promoting the Ride Clear program and reasons why transit improves air quality.
 2. Educating riders regarding holiday closures.
 3. Building excitement and awareness for the Draper TRAX line opening.
- Twitter Update for July:
 1. UTA’s Twitter growth remained steady during July, with 141 new followers added.
 2. UTA’s Twitter Team: During the last week of July, four customer service representatives started work on UTA’s Twitter team. This provides UTA with full Twitter coverage from 5:00 a.m. until 8:00 p.m., Monday through Friday, and allows the organization to expand in other areas of social media. UTA uses a tool that allows staff to easily see what tweets have received a response and which team member responded.

3. The biggest day for Twitter growth was Monday, July 22nd, when 52 new followers were added. This was the first weekday after UTA's blog response on the Salt Lake Tribunes tax increase story. This was also the day that the July 24th Utah Pioneer Day service schedule was announced.
 4. On Sunday, July 7th, forty-seven (47) new followers were added. The cause of this increase is less clear, however, could be due to tweet from SLCGreen regarding a student who commutes to Ogden on FrontRunner.
 5. The five most popular Twitter Links for July:
 - a. July 29th - UTA Increases and Improves Service (152 clicks).
 - b. July 23rd - Draper TRAX Line, Opening on August 18th (59 clicks).
 - c. July 1st - Why Do You Ride Clear (38 clicks)?
 - d. July 16th - UTA Deploys Clean, Cost-Effective CNG Buses (34 clicks).
 - e. July 9th - Local Parks in Transit, Part 1 (34 clicks).
- Facebook:
 1. Growth: UTA acquired 136 new Facebook followers in July, for a total of 4,166. While this is a lower than the record number of followers gained in June, when we paid to promote posts and gave away Ride Clear passes, it is double the 64 followers that were added in May, before the Ride Clear program began. UTA had a weekly total reach (the number of people who viewed our page per week) of 6,391.
 2. The Five Top Facebook Posts for July:
 - a. July 29th - change Day information (133 likes or comments).
 - b. July 16th - CNG Buses (110 likes or comments).
 - c. July 10th - Ride Clear reminder (78 likes or comments).
 - d. July 23rd - Draper TRAX information (70 likes or comments).
 - e. July 5th - Link to Streetfilms video regarding public transportation in Utah (53 likes or comments).
 - Letsrideuta.com Analytics: On July 17th, UTA began measuring blog visits using Google Analytics. Between July 17th and July 31st, the Authority posted seven times and received 5,625 unique visits, 7,025 total visits and 10,221 total page views. The average visit during was just over one minute.

VII. Ride Clear Air Quality Program Update (Andrea Packer) -

- UTA is thanking everyone who helped keep the air clean by participating in the Ride Clear program. UTA recorded more than 20,008 boardings using Ride Clear cards, including 5,980 boarding on FrontRunner, 7,304 boarding on TRAX, 6,693 boardings on busses and 31 boardings on express buses.
- General Manager Michael Allegra emphasized that "Every person who opts for public transportation helps preserve air quality and decreases summertime smog".
- The Ride Clear program was the result of a partnership between UTA and Zions Bank. Riders could use their Ride Clear pass to ride buses, TRAX and FrontRunner for seven consecutive days during July. The program was designed to encourage residents to reduce air pollution by leaving their cars at home and opting to ride public transportation. Temperatures that reach above 90 degrees contribute to ozone pollution, making it important to reduce vehicle emissions during the hot summer days. This July has been the hottest on record and has made air pollutions even more challenging. Anything that the public can do to reduce emission by using public transportation will go a long way in helping the air quality situation along the Wasatch Front.
- Based on the success of the Ride Clear program, UTA hopes to engage more partners and conduct similar efforts in the future.

VIII. Draper TRAX Line Grand Opening (Andrea Packer) -

- On Monday, August 12th, UTA celebrated the completion of the 2015 projects with a luncheon at Rice Eccles Stadium. Many stakeholders, members of the community, construction workers and staff were able to participate. This was a memorable and successful event.
- The Draper TRAX Line Grand Opening will include the following activities:
 1. The Grand Opening Ceremony will be held on Friday, August 16th at the Draper Town Center Station, starting at 10:45 a.m.. Speakers will include General Manager Michael Allegra, UTA Board Chair Greg Hughes, United States Secretary of Transportation Anthony Foxx, United States Senator Orrin Hatch, Governor Gary Herbert, Sandy City Mayor Tom Dolan, and Draper City Mayor Darrell H. Smith (the Draper Line train will not be running on Aug. 17th for the Grand Opening Ceremony).
 2. Also on Friday, August 16th, there will be a Grand Opening Reception luncheon served at Cactus and Tropicals. This event will be held from noon until 3:00 p.m.
 3. On Saturday, August 17th will be the Community Celebration Day where the public may ride free, round trip, when they bring a non-perishable food item for the Utah Food Bank to any of the three Draper Line stations. Volunteers will be out on the system from 10:00 a.m. until 6:00 p.m. assisting riders. Rail Operations will be running the Saturday pre-revenue service. There will be music, food, gifts and activities held at each station from 10:00 a.m. until 1:00 p.m., while supplies last.
 4. Regular Draper TRAX Line service will begin on Sunday, August 18th, 2013.
 5. Andrea Packer will inform the Board of any additional details, if they arise.

IX. Liaison, Conference and External Committee Reports (Robert Hunter) -

- Salt Lake Council of Governments: General Manager Michael Allegra stated that Steve Meyer gave a presentation at the Salt Lake Council of Governments August 1st meeting regarding the Draper TRAX Opening and an update on the completion of the 2015 projects. Steve's presentation was well received and UTA commended for successfully completing projects early and under budget. The Council gave UTA a standing ovation for all their work and for bringing the best public transportation rail in the country to the residents along Utah's Wasatch Front.
- Mountainland Association of Governments: Michael Allegra stated that UTA staff meets monthly with the Mountainland Association of Governments and several other key officials to discuss transportation issues. Currently the design work on Bus Rapid Transit (BRT) in the Provo and Orem area is being escalated and moved to the next level.
- August 28th, 2013 Board Meeting: Rebecca Cruz reminded the Committee that the August 28th Board of Trustees meeting will be held at the C.R. Hamilton Indoor Pavilion, located at 3700 West 13800 South in Riverton, Utah. Lunch is scheduled at 11:30 a.m. and the Board Meeting will commence at 1:00 p.m.
- Wasatch Summit Organization: Trustee Robert and Michael Allegra stated that UTA is requesting proposals from responsive, responsible persons or firms to perform Early Scoping professional services for Phase 1 of the Wasatch Summit Program, with an option to perform Environmental professional services for Phase 2 of the Program. UTA may, at its sole discretion, elect to exercise the option and issue a Notice to Proceed for Phase 2, or not elect to exercise the option and allow the Contract to expire following the completion of Phase 1. The Utah Department of Transportation (UDOT), UTA, local jurisdictions (Salt Lake City, Park City, Alta, Cottonwood Heights, and Sandy City), the Wasatch Front Regional Council (WFRC), and Salt Lake, Summit, and Wasatch Counties (the Partners) have formed a partnership to scope and analyze issues and alternatives related to transportation, land use, recreation, wilderness, watershed and economics in the Central Wasatch Mountains, under a program known as Wasatch Summit. The Wasatch Summit

Program Study Area includes a highly diverse set of environmental, watershed, and recreation conditions and transportation needs. The partnership is seeking the assistance of an interdisciplinary consultant team to build upon prior studies, support decision-making on the transportation improvements to be made, identify environmental issues and effects, and help the partners meet the requirements of Early Scoping and potentially the National Environmental Policy Act (NEPA), and the goal of conducting a comprehensive and holistic review.

X. Input for September 11th, 2013 Stakeholder Relations Committee Meeting Agenda (Robert Hunter)-

- Safety First Messages (David Goeres).
- Closed Session: If required, an update regarding the Collective Bargaining Agreement Fact Finding Process. (Kim Ulibarri and Andrea Packer).
- Honor Roll Nominee Presentation (Andrea Packer) -
- Review of Remaining Sugar House Streetcar Station Name (Andrea Packer) -
- Policy Review and Discussion:
 1. Board Executive Limitations Policy 2.1.4 (Andrea Packer) -
 2. Real Estate Policy Review (Bruce Jones) -
 3. Review of additional policies as determined.
- Social Media Update (Andrea Packer and Lynze Lenio).
- Liaison, Conference and External Committee Reports (Robert Hunter).
- Other Business (Robert Hunter).
- Approval of the August 14th, 2013 Stakeholder Relations Committee Report (Robert Hunter).

XI. Meeting Adjourned -

- At 10:50 a.m., Trustee Justin Allen moved to adjourn.
- Trustee Michael Romero seconded the motion, meeting adjourned.

XII. Next Meeting Date -

- The next meeting of the Stakeholders Relations Committee will be held on Wednesday, September 11th, 2013, at FrontLines Headquarters located at 669 West 200 South, starting at 10:00 a.m.

Report Transcribed by:
EiLeen Billings, Executive Assistant
Corporate Communications and Customer Focus Department
E-mail: ebillings@rideuta.com
Telephone: (801) 287-3209
Fax #: 801-287-4592

**UTAH TRANSIT AUTHORITY BOARD OF TRUSTEES
Action Agenda Item Coversheet**

DATE:	September 11, 2013
AGENDA ITEM:	Social Media Update
CONTACT PERSON:	Lynze Lenio
SUBJECT:	Monthly update on media relations
BACKGROUND:	This report is provided to the Stakeholder Relations Committee to provide ongoing information regarding our most recent media efforts.
ALTERNATIVES:	Information for discussion
PREFERRED ALTERNATIVE:	<ul style="list-style-type: none"> • Approve as presented • Revise/amend and approve • Return to Committee
STRATEGIC GOAL ALIGNMENT:	
FINANCIAL IMPACT:	unknown
LEGAL REVIEW:	This resolution has been reviewed by legal staff and found to have no obvious legal ramifications.
EXHIBITS:	a. Power point presentation

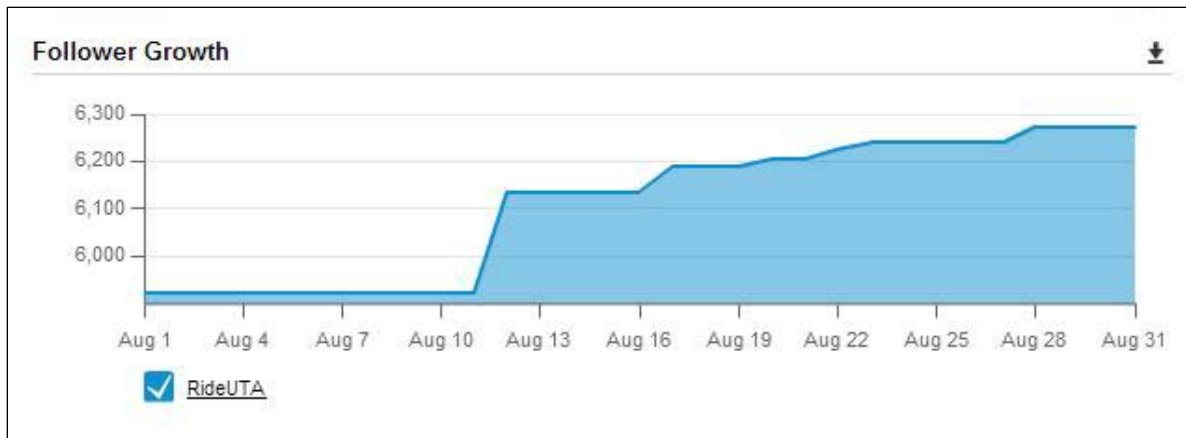
August Social Media Summary

In August, we focused on:

- Promoting the Draper TRAX opening
- Celebrating the success of FrontLines 2015
- Informing riders about service additions and the University of Utah game day ticket promotion
- Announcing FAREPAY



August Twitter Follower Growth



Twitter Follower Growth

Our Twitter growth increased in August, with 350 new followers added, compared to 141 followers added in July.

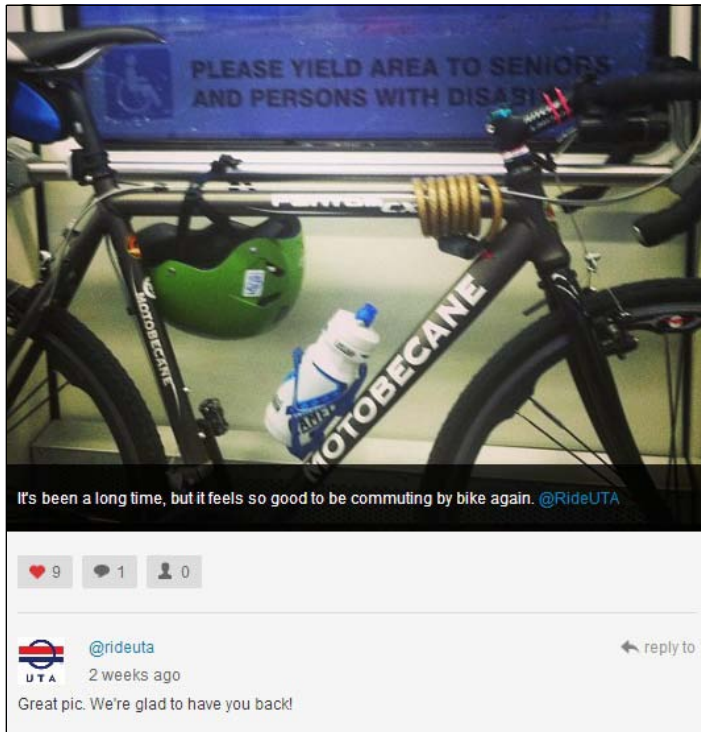
Our biggest day for Twitter growth was Monday, August 12, when we added 213 new followers. On this day, Steve Meyer appeared on the Doug Wright show to discuss how we completed FrontLines 2015 projects under budget.

Most Popular Twitter Links for August

1. August 28 – [UTA announces FAREPAY](#) (128 clicks)
2. August 22 – [U tickets are your fare on game day](#) (72 clicks)
3. August 16 – Change Day notification (61 clicks)
4. August 30 – [University of Utah game day turnout](#) (61 clicks)
5. August 23 – [Ride UTA to campus this fall](#) (61 clicks)

RideUTA's Instagram Account

Instagram allows UTA to connect with the public in a colorful, positive and interactive way. We post our own photos and videos of events and comment on people who tag @rideuta in their own photos. Our first post was on Aug. 14, and we now have 88 followers.

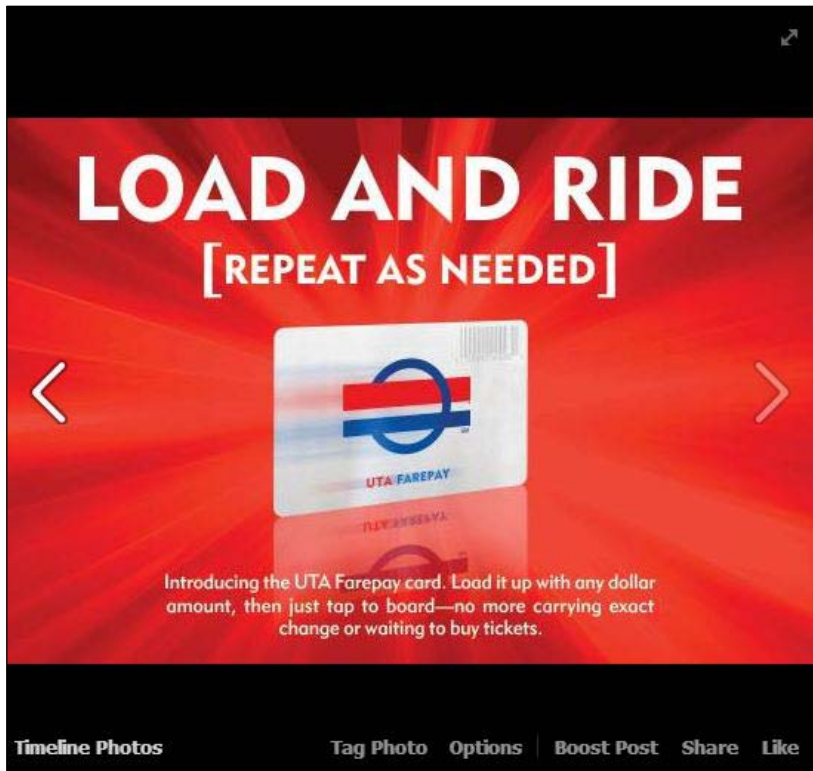


Facebook Growth

UTA acquired 150 new Facebook followers in August, for a total of 4,331. This is an increase over the 136 followers that we added in July. We had a weekly total reach (the number of people who viewed our page per week) of 15,668.

Top Five Facebook Posts

1. August 28 – FAREPAY announcement (187 likes, comments or shares).
2. August 16 – Draper TRAX Line Grand Opening (143 likes, comments or shares).
3. August 2 – Historic exhibit at Draper Central Station (132 likes or comments).
4. August 1 - FrontLines completion announcement (77 likes or comments).
5. August 15 – Draper TRAX kick-off reminder. (73 likes or comments).



Most-Viewed Pages

Letsrideuta.com Analytics

August was the first full month of data we collected on the blog using Google Analytics. Between Aug. 1 and Aug. 31, we received 9,223 unique visits, 12,019 total visits and 16,893 total page views. The average visit duration was 00:55 and the most popular blogs were our FAREPAY and FrontLines announcements.

UTA Uses Teamwork, Cooperation to Finish FrontLines Ahead of Schedule and Under Budget

Filed in Featured, Urban Ticket Tagged with Airport, Airport TRAX, bus, Draper Service, Trains of Thought, TRAX, UTA, Utah Transit Authority August 1st,



Page
1. /
2. /2013/08/28/uta-announces-farepay-reloadable-fare-payment-card/
3. /2013/08/01/uta-uses-teamwork-to-finish-frontlines/
4. /2013/08/22/u-tickets-are-your-fare-on-game-days/
5. /2013/08/13/rider-appreciation-week/
6. /2013/08/08/draper-trax-community-celebration/
7. /2012/10/30/isis-mobile-payment-perk/
8. /tag/trax/
9. /tag/frontrunner/
10. /tag/lagoon/