MANAGING THE COVID CRISIS

CACHE VALLEY TRANSIT’S PERSPECTIVE

TODD BEUTLER, CEO \ GENERAL MANAGER
CACHE VALLEY TRANSIT DISTRICT

- Provide service 11 cities in Utah and 2 cities in Idaho
- Commuter, Fixed Routes, Paratransit and a mileage reimbursement program
- Population area is approximately 125,000
- Home of Utah State University with about 20,000 students
- Dedicated sales tax for transit, advertising, contract for service
- Operated zero fare since start of service in 1992
KEY TAKEAWAYS

• Importance of an appropriate response to a crisis
• Preparing for and responding to the COVID crisis
• How CVTD is using the COVID crisis to take advantages of the opportunities ahead
DEFINITION OF A CRISIS

• A time of intense difficulty, trouble or danger

• A time when a difficult or important decision must be made
PREPARING FOR A CRISIS

• What service do you provide and at what cost?
• Develop budget goals that are adopted by governing body
• Be strategic with your funding
• Develop tools to address financial challenges
• Work with elected officials to develop funding streams
RESPONDING TO THE COVID CRISIS

- Refer back to what services you provide and at what cost
- Use the budget goals to communicate response
- Utilize the tools available in decision making
- Watch for missing tools and opportunities
LEVERAGING THE CRISIS FOR FUTURE OPPORTUNITIES

• Engage CTAA and other agencies to gain knowledge

• Identify services that aren’t accomplishing the goal

• Continue to engage the Board, elected official and the public to develop and deliver on new opportunities

• Looking for willing partners on projects
USING THE COVID CRISIS TO THRIVE

- The turning point of a crisis is when an important change takes place, indicating either recovery or death.
Contact info

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