



Valley Regional Transit

Board/Committee Work Sessions Meeting Agenda

Wednesday, December 16, 2009

2:30 p.m.

Meridian City Hall - 33 E. Broadway Avenue - Meridian, Idaho

- I. **CALLING THE ROLL** Chair David Ferdinand
- II. **AGENDA ADDITIONS/CHANGES** Chair David Ferdinand
- III. **INFORMATION/COMMITTEE REPORTS**
 - A. **FY2011-2015 Regional Transportation Improvement Program Prioritization** Pages 2-5
Toni Tisdale, COMPASS, will review the transit applications and ranking of projects for funding of the FY2011-2015 Regional Transportation Improvement Program as prioritized by the Regional Coordination Council. The VRT Board will act on this item on January 20th.
 - B. **Year-end Internet Statistics** Page 6 Mark Carnopis
A report on year-end Internet statistics for the VRT/VR websites is attached.
 - C. **Stuff the Bus Report** Mark Carnopis
Mark Carnopis will give an update on this year's Stuff the Bus campaign.
 - D. **COMPASS/TVP/VRT Board Holiday Lunch** Linda Ihli
*The VRT Board members are invited to attend the annual holiday lunch in conjunction with the COMPASS Board and Treasure Valley Partnership members on **Monday, December 21st at noon at the Nampa Civic Center.** If the VRT Board members haven't already RSVP'd to Nancy Brecks at COMPASS or Linda Ihli at VRT, please do so for an accurate lunch count.*
- IV. **BREAK INTO COMMITTEE WORK SESSIONS**
 - A. **Community Relations Committee will meet in Conference Room B.**
 - B. **System Performance/Planning Committee – City Council Conference Room.**
 - C. **Ways and Means Committee will remain in Conference Room A.**

⊖ = Attachment

Agenda order is subject to change.

NEXT REGULAR BOARD MEETING:

Wednesday, January 20, 2010 at 2:30 p.m.

Meridian City Hall-33 E. Broadway Avenue-Meridian, Idaho

Arrangements for auxiliary aids and services necessary for effective communication for qualified persons with disabilities or language assistance requests need to be made as soon as possible, but no later than three working days before the scheduled meeting. Please contact Mark Carnopis, Community Relations Manager at 846-8547 extension 4215 if an auxiliary aid is needed.

MEMORANDUM

TO: Valley Regional Transit Board of Directors
FROM: Toni Tisdale, Principal Planner, COMPASS
DATE: December 8, 2009
RE: Approval of Transit Applications for the FY2011-2015
Regional Transportation Improvement Program

ACTION REQUESTED:

Approve the transit applications and rankings to be included in the FY2011-2015 Regional Transportation Improvement Program.

BACKGROUND:

With the approval of the *Local Mobility Management Network 3C Mobility Plan*, approved on September 20, 2009, a new process was set in motion for approval of certain types of transit projects. Projects in the following programs must fit within the strategies of the *Local Mobility Management Network 3C Mobility Plan* and go through a prioritization process:

- FTA 5310 – Elderly Persons and Persons with Disabilities – provides funding through a formula program to increase mobility for the elderly and persons with disabilities.
- FTA 5311 – Formula Grants for Other than Urbanized Areas – provides capital and operating assistance for rural and small urban public transportation systems.
- FTA 5316 – Job Access and Reverse Commute (JARC) – provides funding for local programs that offer job access and reverse commute services to provide transportation for low income individuals who may live in the city core and work in suburban locations.
- FTA 5317 – New Freedom – encourages services and facility improvements to address the transportation needs of persons with disabilities that go beyond those required by the Americans with Disabilities Act, and provides a new formula grant program for associated capital and operating costs.

COMPASS staff acts as the liaison in the prioritization process.

STATUS:

The Regional Coordination Council (RCC), a subcommittee of Valley Regional Transit, serves as the scoring committee for the transit applications. The RCC scored the projects during the week of December 1, 2009 via email. The Idaho Transportation Department (ITD) will consider all applications for funding except those under the funding categories of FTA 5316/5317 Large Urban. Those funds go directly to VRT.

The project ranked applications are summarized and provided as Attachment 1. ITD plans to program as much available funding as possible. ITD staff expects to delay the FTA 5316 and 5317 programs until June 2010. Projects that fit those funding types will be forwarded when the program opens.

Attachment (1) – Summary Applications

pc: 685.03

TT: T:\FY10\600 Projects\685 TIP\3CLMMN\091208mmoVRTFY11apps.doc



800 S. Industry Way, Ste 100

Meridian, ID 83642

P. 208.855.2558

F. 208.855.2559

www.compassidaho.org

Summary of Applications and Recommended Ranking
FTA 5310, 5311, 5316, and 5317

Rank	Program	Amount Requested	Sponsor	Project Name - Description
1	5310, 5316, 5317	\$100,000	VRT	Implementation of Travel Training Project (VRT) – VRT has developed a Travel Training program tailored to Ada and Canyon Counties and considering the remaining four counties in District 3C (Boise, Elmore, Gem, and Owyhee) as defined by the Idaho Transportation Department. The implementation of this project will provide multi-modal Travel Training assistance to the Elderly, the Disabled (visually, cognitively and mobility) and the Low Income.
2	5310, 5317 LU/SU/R	\$125,000	VRT	Ongoing Support/Implementation of Accessible Cab with Voucher Program (VRT) – when people have transportation choices regarding how to get to work, school, the grocery store or to the doctor, the entire community benefits. An integral component of a transportation network in many rural communities is taxi service. For people who use wheelchairs, this may not be a mobility option unless accessible taxi service is available. This project will allow for the ongoing implementation of a program which provides accessible taxi service along with a ride reimbursement/voucher program that targets populations in both the urban and rural areas of Ada and Canyon Counties outlined in the New Freedom program while considering coordination opportunities in the remaining four counties of the 3C Local Mobility Management Network.
3	5310, 5316, 5317	\$80,000	VRT	Ongoing support of Mobility Management Strategies (VRT) – This project will provide the administrative support for the implementation of Mobility Management Strategies already in place. These strategies include but are not limited to: facilitation and coordination of the Regional Coordination Council, implementation and oversight of the Accessible Cab Project, implementation of the Vehicle Sharing Project, implementation of the Travel Training Project, continued development of the Employer Pass Program, and the development of a Van Pool system in Canyon County.
4	5311f	\$386,604	Northwestern Stage Lines	Boise - Coeur d'Alene Intercity Bus Service (Northernwestern Stage Lines) – Northwestern Trailways currently provides intercity bus service between Boise, ID and Moscow, ID with the assistance of 5311(f) funding. Commencing April 1, 2010, this intercity bus service will be extended from Moscow to Coeur d'Alene, ID also with the benefit of 5311(f) funding. The intermediate cities served are Horsehoe Bend, Cascade, Donnelly, McCall, New Meadows, Riggins, Whitebird, Grangeville, Cottonwood, Craigmont, Lewiston, Potlatch,

Rank	Program	Amount Requested	Sponsor	Project Name - Description
				Tensed, Plummer, and Worley. This is a "thru-service" which interlines with all member carriers of the National bus Traffic Association and connections with Greyhound Lines in Boise, Coeur d'Alene and Spokane.
5	5310, 5316, 5317	\$100,000	VRT	Implementation of Job Access Transportation Program (VRT) – Increased interest in employers providing opportunity for target population employees to have access to travel options including public transit, van pool, or car pool programs, particularly in rural areas led to the need for the development of a demonstration project that defines what additional methods of mobility could be access to provide service while VRT awaits a stable funding source. Programs are available to employers through VRT. VRT is currently seeking funds to identify which of the additional methods would be most beneficial to implement and "start" funds to implement the selection method.
6	5316 (LU)	\$100,000	ACHD Commuteride	Mini Van Demonstration Project (ACHD Commuteride) – Currently ACHD Commuteride has 84 vanpool routes on the road in Southwest Idaho, all vans in the fleet are currently 15 passenger Ford vans. These vans must have 11 paying passengers to break even and stay on the road. Commuteride has an interest in looking at adding to the fleet smaller vans to service more rural markets and other markets that are unable to sustain a ridership of 11 passengers. Commuteride has never used any other equipment other than 15 passenger vans in its over 30-year history, and would like to see how effective a smaller vehicle could be and how popular it would be with their customers. ACHD proposes a study of other program best practices in deploying 15-passenger vans and smaller vans within a vanpool fleet along with the purchase of two minivans to implement the demonstration project.
7	5310, 5316, 5317	\$150,000	VRT	Implementation of Vehicle Sharing Program (VRT) - The intent of developing a vehicle sharing program is to improve and increase mobility to areas that are currently underserved by existing public transportation services in the Southwest Idaho region. One organization may have a vehicle but not funds for insurance, drivers, or a need to run the vehicle more than two hours per day. Another organization may have patrons with travel needs and the ability to pay for their rides but no vehicle. Implementing this project will allow for connections for these two as well as the formal structure under which the agreement would operate.
8	5310, 5311, 5316	\$55,000	COMPASS	Coordinated Mobility Project (COMPASS) – Project will focus on providing research about and developing implementation strategies to enhance mobility options by incorporating transit in transportation demand

Rank	Program	Amount Requested	Sponsor	Project Name - Description
	SU/R, or 5317 SU/R			management and technology applications in rural and small urban settings. Outreach will be done to develop mobility partnerships with mobility managers in the region. Project will also provide staff support for the update of the 3C LMMN Local Mobility Plan.
9	5310, 5311, 5316, or 5317	\$95,000	COMPASS	Emergency/Evacuation Transportation Services Coordination (COMPASS) – Develop an Emergency and Evacuation Transportation Coordination plan to provide direction on how to coordinate and move populations during potential emergency situations. The project has both an urban and rural focus, which can be phased as needed. The urban phase will focus primarily on how to assist with the transportation of disadvantaged populations (i.e. elderly, disabled, low-income, etc.) The rural phase will focus on all populations.

LU=Large Urban, SU=Small Urban, R=Rural



Memorandum

TO: VRT Board of Directors
FROM: Mark Carnopis, Community Relations Manager
RE: 2009 Websites Traffic Statistics
DATE: December 9, 2009

Background

Valley Regional Transit went on line with its first website (www.valleyregionaltransit.org) in 2002. The website included information about both the transit authority and bus services.

A decision was made in late 2006 to separate the bus services information from the VRT administrative website. In January 2007, two additional websites went on line – www.valleyride.org, which provided information about ValleyRide bus services, and www.rideline.org, a single-page website with: a link to valleyride.org; information about the vanpool and carpool programs managed by ACHD Commuteride; and an interactive trip planner to help people plan their bus rides.

Website Traffic Definitions

- A **unique visitor** is a statistic describing a unit of traffic to a website, counting each visitor only once in the time frame of the report.
- The **number of visits** describes the total amount of visits to a website in a given time period. Someone visiting the website three times in a month would count as three visits.
- **Pages** (or **Page Views**) indicate the number of pages that visitors to the website look at.
- **Hits** are a measurement of how many times a resource has been accessed over the Internet such as visits to a website or the number of times people access a page or its graphics during a certain span of time. It actually differs from page views since hits can encompass any element of a page. Hits cannot be relied on to measure unique visitors to a site as basically they are just a reflection of website activity.

Website Visitors

VALLEYREGIONALTRANSIT.ORG

Year	Unique Visitors	# of Visits	Pages	Hits
2009*	17,071	28,699	111,408	366,580
2008	15,099	39,337	103,887	350,544
2007	14,698	32,890	81,020	300,959

VALLEYRIDE.ORG

Year	Unique Visitors	# of Visits	Pages	Hits
2009*	54,853	89,071	597,020	1,864,113
2008	55,279	94,508	476,502	1,788,972
2007	36,449	61,974	244,576	1,120,240

RIDELINE.ORG

Year	Unique Visitors	# of Visits	Pages	Hits
2009*	4,525	5,474	7,803	32,857
2008	4,636	6,045	9,376	40,033
2007	4,035	5,068	6,832	32,210

* Through December 8