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- **ACTION:** FY 2021 Public Comment Report
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- **INFORMATION:** Happy Day Transit Center Capital Improvements Plan and Schedule
- **INFORMATION:** Bus Stop Typology Study
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- **INFORMATION:** Operations Update
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Joint Executive Board and Regional Advisory Council
Meeting Agenda
Monday, November 01, 2021
11:00 AM
VRT Board Room – 700 NE 2nd Street – Meridian, Idaho
Executive Board and RAC members may participate in the in-person or via MSTeams at Click here to join the meeting
or by dialing in at 469-965-2358 Conference ID: 653 987 911#
(The boardroom is open for in-person attendance, but has very limited capacity, with preference being given to the Executive Board/RAC members. In-person attendees must follow physical distancing guidelines and wear a mask at all times in the building, if not fully vaccinated.)

I. CALLING OF THE ROLL

II. AGENDA ADDITIONS/CHANGES

III. PUBLIC COMMENTS (Comments will be limited to no more than three (3) minutes.)

IV. CONSENT AGENDA

Items on the Consent Agenda are Action Items and will be enacted by one motion. There will be no separate discussion on these items unless an Executive Board Member requests the item be removed from the Consent Agenda and placed under Action Items.

A. EXECUTIVE BOARD (EB) ACTION: Minutes from the October 4, 2021 Executive Board Meeting

The Executive Board is asked to consider approval of the October 4, 2021 executive board meeting.

B. EB ACTION: Minutes from the July and September Regional Advisory Meetings

The Executive Board is asked to consider acceptance of the minutes from the July 20, 2021 and September 21, 2021 Regional Advisory Council meetings.

V. FINANCE COMMITTEE - None

VI. EXECUTIVE BOARD (EB)/REGIONAL ADVISORY COUNCIL (RAC) ACTION ITEMS

A. EB ACTION: On-Call HVAC Contract with American Mechanical

The Executive Board is asked to consider approval of RESOLUTION VEB21-019 for American Mechanical to provide on-call maintenance and repair services for HVAC equipment at multiple VRT facilities.

B. EB/RAC ACTION: FY 2021 Public Comment Report

Members will have the opportunity to review and are asked to consider accepting the report, which primarily provides information about public input concerning Valley Regional Transit transportation operations.
VII. EXECUTIVE BOARD/REGIONAL ADVISORY COUNCIL INFORMATION ITEMS

A. EB/RAC INFORMATION: Coordinated Public Transit-Human Services Transportation Plan Update Page 18-19 Lila Klopfenstein

Lila Klopfenstein, from COMPASS, will provide an update to the Executive Board and Regional Advisory Council on Needs Identification Survey Results and 2050 Demographics.

B. EB/RAC INFORMATION: Happy Day Transit Center Capital Improvements Plan and Schedule Page 20-22 Joe Guenther

Staff will update the Executive Board on plan, cost, and schedule for required projects at Happy Day Transit Center.

C. EB/RAC INFORMATION: Bus Stop Typology Study Page 23 Alissa Taysom

Staff will provide an update on the Bus Stop Typology Study to the Executive Board and the Regional Advisory Council.

D. EB/RAC INFORMATION: Transportation Development Plan (TDP) - Strategic Objectives Page 24-26 Stephen Hunt

Staff will present information on the development of strategic objectives and investment priorities for the FY2023-2027 TDP.

E. EB/RAC INFORMATION: Regional Advisory Council (RAC) and Executive Board Discussions

Once a year, the Regional Advisory Council joins the Executive Board for collaboration and input. Jeremy Maxand and other members of the RAC will present information on neighborhood engagement/walkabout on State Street and Columbia Village, discuss bus stops on State Street and thoughts on ITD's ADA Transition Plan.


VRT staff will provide an update on service operations.

G. EB/RAC INFORMATION: Procurement Calendar Page 31 Jason Jedry

The most current procurement calendar is included in the packet for your information.

H. EB/RAC INFORMATION: Department/Staff Reports Page 32-47 Staff

The most current department/staff reports were included in the packet for information.

VIII. EXECUTIVE SESSION

The Executive Board may convene into Executive Session at this time Pursuant to Idaho Code 74-206, identifying one or more of the specific paragraphs a) Personnel Hiring, b) Personnel Issues, c) Land Acquisition, d) Records Exempt from Public Disclosure, e) Trade Negotiations, f) Pending/Probable Litigation, i) Insurance Claims, j) Labor Contract, I.C. 74-206(1)

An action by the Executive Board may follow the Executive Session.

IX. ADJOURNMENT

Θ = Attachment

Agenda order is subject to change.

NEXT VRT EXECUTIVE BOARD MEETING:

December 6, 2021
VRT Boardroom
700 NE 2nd Street
Meridian, ID 83642
**Mission Statement:** Valley Regional Transit’s mission is to leverage, develop, provide, and manage transportation resources and to coordinate the effective and efficient delivery of comprehensive transportation choices to the region’s citizens. (ValleyConnect 2.0 Plan approved 04/02/18)

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 258-2702 if an auxiliary aid is needed.
Executive Board Meeting Minutes
Monday, October 04, 2021
11:00 AM

<table>
<thead>
<tr>
<th>MEMBERS ATTENDING</th>
<th>MEMBERS ABSENT</th>
<th>OTHERS PRESENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Bechtel, City of Wilder</td>
<td>Debbie Kling, City of Nampa</td>
<td>Kelli Badesheim, VRT</td>
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<tr>
<td>Elaine Clegg, City of Boise</td>
<td>Lauren McLean, City of Boise</td>
<td>Bre Brush, City of Boise</td>
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<tr>
<td>Luke Cavener, Meridian</td>
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<td>Mark Carnopis, VRT</td>
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<td>John Evans, City of Garden City</td>
<td>Paula Cromie, VRT</td>
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<tr>
<td>Sandi Levi, City of Nampa</td>
<td>Tessa Greggor, ACHD</td>
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<td>Lantz McGinnis-Brown, Boise State</td>
<td>Joe Guenther, VRT</td>
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<td>Garret Nancolas, Caldwell</td>
<td>Jim Hansen, ACHD</td>
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<td>Joe Stear, City of Kuna</td>
<td>Stephen Hunt, VRT</td>
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<td>Jeanette Ezell, VRT</td>
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<td>Liisa Itkonen, COMPASS</td>
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<td>Jason Jedry, VRT</td>
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<td>Dave Meredith, VRT</td>
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<td>Mary Beth Nutting, RAC</td>
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<td>Leslie Pedrosa, VRT</td>
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<td>Ken Pidjeon, Citizen</td>
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<td>Randy Reese, VRT</td>
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<td>Jill Reyes, VRT</td>
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<td>Eric Selekov, VRT</td>
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<td>Walter Steed, RAC</td>
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<td></td>
<td>Alissa Taysom, VRT</td>
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<td>Cameron Wells, VRT</td>
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<td>Kevin Womack, VRT</td>
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CALLING OF THE ROLL - Chair Elaine Clegg called the meeting to order at 11:04 with a quorum present in person and virtually.

AGENDA ADDITIONS/CHANGES - None

PUBLIC COMMENTS - None

CONSENT AGENDA
Items on the Consent Agenda consisted of:
ACTION: Minutes of the August 2, 2021 Executive Board Meeting
ACTION: Specialized Transportation Service Provider Budgets
ACTION: Main Street Station Condominium Association Dues
John Bechtel moved to approve the consent agenda as presented, Luke Cavener seconded. The motion passed unanimously.

FINANCE COMMITTEE
ACTION: FY2021 3rd Quarter Budget Variance Reports
Garrett Nancolas moved to accept the FY2021 3rd Quarter variance report as presented, Luke Cavener seconded. The motion passed unanimously.

ACTION: FY2021 3rd Quarter Operating Cash Balance Report
Luke Cavener moved to accept the FY2021 3rd quarter operating cash balance report as presented, John Evans seconded. The motion passed unanimously.

ACTION ITEMS
ACTION: 2022 Executive Board and Board of Director's Meeting Calendar and Proposed 2023 Meeting Calendar
Joe Stear moved to approve the 2022 and proposed 2023 meeting calendars for the Board and Executive Board meetings, Luke Cavener seconded. The motion passed unanimously.

INFORMATION ITEMS
INFORMATION: Chair's Report - Agenda for Joint Meeting with the Regional Advisory Council (RAC)
Chair Elaine Clegg discussed and asked for input regarding the agenda for the annual joint meeting with the RAC in November.

EXECUTIVE SESSION - None

ADJOURNMENT – The meeting was adjourned at 11:30.

NEXT VRT EXECUTIVE BOARD MEETING:
November 1, 2021 (Joint meeting with the Regional Advisory Council)
VRT Boardroom
700 NE 2nd Street
Meridian, ID 83642
Regional Advisory Council Minutes  
Tuesday, July 20, 2021 - 9:00 AM  
VRT Board Room – 700 NE 2nd Street – Meridian, Idaho and on MSTeams

<table>
<thead>
<tr>
<th>MEMBERS PRESENT</th>
<th>MEMBERS ABSENT</th>
<th>OTHERS</th>
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<tbody>
<tr>
<td>Susan Bradley</td>
<td>Deborah Allen</td>
<td>Kelli Badesheim, VRT</td>
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<tr>
<td>Randy Johnson</td>
<td>Lisa Brady</td>
<td>Jarred Blankenship, VRT</td>
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<tr>
<td>Terri Lindenberg</td>
<td>Samantha Kenney</td>
<td>Mark Carnopis, VRT</td>
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<td>Susan Manika</td>
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<td>Paula Cromie, VRT</td>
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<td>Jeremy Maxand</td>
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<td>Stephen Hunt, VRT</td>
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<td>Mary Beth Nutting</td>
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<td>Liisa Itkonen, COMPASS</td>
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<td>Deeann Solis</td>
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<td>Leslie Pedrosa, VRT</td>
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<td>Walter Steed</td>
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<td>Randy Reese, VRT</td>
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<td>Toni Tisdale, COMPASS</td>
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<td>Kevin Womack, VRT</td>
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</table>

CALLING OF THE ROLL - The meeting was called to order at 9:05 by Chair Walter Steed, with a quorum present by phone and in person.

AGENDA ADDITIONS/CHANGES - None

PUBLIC COMMENTS - None

CONSENT AGENDA

ACTION: Minutes of the May 18, 2021 Meeting  
Jeremy Maxand moved to approve the minutes of the meeting with the exception of the start time being at 9:00 instead of 11:00; Terri Lindenberg seconded. The motion passed unanimously.

ACTION ITEMS - None

INFORMATION ITEMS

INFORMATION: Service Change Update
Stephen Hunt presented an update on upcoming service changes to the Regional Advisory Council.

INFORMATION: Engage Platform Overview
Kelli Badesheim presented an overview of the Engage Platform project and showed links on the VRT website where individuals can find more information and provide feedback on the Connect Canyon County project.
INFORMATION: Surveys and Website Accessibility Procedures
Mark Carnopis presented an overview of the changes being made on survey and website accessibility in the draft procedures for persons with disabilities included in the packet.

INFORMATION: FY2021 2nd Quarter Performance Report
Leslie Pedrosa presented the second quarter performance report for fiscal year 2021.

INFORMATION: On-Demand Transit Update
Leslie Pedrosa provided an update on the on-demand transit service for Canyon County.

INFORMATION: Joint Executive Board and Regional Advisory Meeting Topics
Members were asked to provide feedback to the chair, co-chair and VRT staff over the summer for topics they would like to discuss with the Executive Board.

INFORMATION: Annual Orientation Meeting - September 2021
Kelli Badesheim reminded members the annual orientation would take place in September and encouraged members to consider goals for the upcoming year. She would like to make the meetings meaningful and look for ways we can improve on how we do things.

INFORMATION: Topics for Discussion
Walter Steed reminded members to consider new topics for discussion.

INFORMATION: Department/Staff Reports
The most current department/staff reports were included in the packet for information.

ADJOURNMENT: Prior to closing the meeting, new members, Susan Manika and Deeann Solis, were introduced and welcomed to the Council.

Terri Lindenberg moved to adjourn the meeting; Jeremy Maxand seconded. The meeting was adjourned at 10:48.

NEXT REGIONAL ADVISORY COUNCIL MEETING:
September 21, 2021
VRT Boardroom (Virtual option available)
700 NE 2nd Street
Meridian, ID 83642
Regional Advisory Council Minutes
Tuesday, September 21, 2021 – 9:00 AM
VRT Board Room – 700 NE 2nd Street – Meridian, Idaho and Virtually

**MEMBERS PRESENT** | **MEMBERS ABSENT** | **OTHERS**
--- | --- | ---
Susan Bradley | Deborah Allen | Kelli Badesheim, VRT
Randy Johnson | Lisa Brady | Mark Carnopis, VRT
Terri Lindenberg | Samantha Kenney | Paula Cromie, VRT
Susan Manika | Jeremy Maxand | Jeannette Ezell, VRT
Mary Beth Nutting | | Joe Guenther, VRT
Deeann Solis | | Stephen Hunt, VRT
Walter Steed | | Lila Klopfenstein, COMPASS

**CALLING OF THE ROLL** – Chair Walter Steed called the meeting to order at 9:04 with a quorum present by phone and in person.

**AGENDA ADDITIONS/CHANGES** – Via email, Jeremy asked to remove the information item “Columbia Village Walkabout” from the agenda and have it moved to the October meeting, as he would be unable to present since he is out of town.

**PUBLIC COMMENTS** - None

**CONSENT AGENDA**
Items on the consent agenda consisted of the following:
**ACTION:** Minutes of the July 20, 2021 Regional Advisory Council
Terri Lindenberg moved to approve the consent agenda as presented; Randy Johnson seconded. The motion passed unanimously.

**ACTION ITEMS** - None

**INFORMATION ITEMS**
**INFORMATION:** Coordinated Plan Update: Needs Assessment Survey COMPASS
Lila Klopfenstein, from COMPASS, provided an update on the Coordinated Plan and a request for survey participation.

**INFORMATION: Annual Regional Advisory Council Orientation**
Kelli Badesheim present the yearly orientation to RAC members.

**INFORMATION: Agenda for Joint Meeting with the Executive Board November 1, 2021**
Walter Steed and Elaine Clegg met to discuss items the Executive Board would like to hear about during the joint meeting between the RAC and Executive Board. Items brought up for discussion were:

- ITD Transportation Project (ADA Transition Plan)
- Comments on things working well and thing that are not working so well from the RAC’s perspective
- Comments on the work being done on State Street in regards to bus stops
- Coordinated plan (from Lila)
- Columbia Village Walkabout (Jeremy could share with the intention for what this means from a street level view

**INFORMATION: Columbia Village Walkabout**
Jeremy Maxand presented an update on the Columbia Village walkabout. Moved to October meeting and will be presented at the joint meeting with the executive board.

**INFORMATION: October 2021 Service Change**
Stephen Hunt provided an update on the upcoming October 2021 service change.

**INFORMATION: Fairview Best in Class Corridor Study**
Joe Guenther provided an update on the Fairview Corridor Study.

**INFORMATION: Operations Update**
Leslie Pedrosa provided an update on activities and services provided within the Operations Department.

**INFORMATION: FY 2023 Budget Development and Transportation Development Plan Schedule**
Stephen Hunt provided an update about the expected FY 2023 budget development and the schedule for the Transportation Development Plan. There may be a need to revisit the meeting schedule for the RAC.

**INFORMATION: Marketing Initiative Performance Report**
Dave Fotsch provided a report covering recent marketing efforts of Valley Regional Transit in the packet for information. There was no formal presentation.

**INFORMATION: Bus Stop Typology Study**
Alissa Taysom provided an update on the Bus Stop Typology Study.

**INFORMATION: Topics for Discussion**
Walter Steed gave members the opportunity to bring up topics they would like to be considered as future agenda item; no ideas were presented.

**DEPARTMENT/STAFF REPORTS**
**INFORMATION: Department/Staff Reports**
The most current department/staff reports were included in the packet for information.

**ADJOURNMENT** – Mary Beth Nutting moved to adjourn the meeting; Randy Johnson seconded. The meeting adjourned at 10:55.

**NEXT REGIONAL ADVISORY COUNCIL MEETING: October 19, 2021**
AUTHORIZATION FOR EXPENDITURE
EXECUTIVE BOARD

PROCUREMENT DESCRIPTION: Valley Regional Transit (VRT) seeks to establish a “Construction Services Agreement (CSA)(s)” with American Mechanical to provide “On-call HVAC Services” to support an as-needed basis a variety of HVAC needs at VRT facilities.

TOTAL COST: up to $150,000

PURPOSE/ACTION: Discuss and consider approving RESOLUTION VEB 21-019. Valley Regional Transit (VRT) needs HVAC services to provide general maintenance, unexpected repairs, and scheduled repair or upgrade services for multiple VRT facilities over the next three to five years.

SCOPE OF WORK: The contract shall be for an “as-needed” basis for an initial term of three (3) years commencing on approximately November 20, 2021 and expiring on November 1, 2024 with an option to renew upon mutual agreement of both parties under the same terms and conditions for two (2) additional one-year terms.

DISCUSSION: Through a competitive Request for Bid process VRT will enter into a contract with American Mechanical to provide Heating and Cooling services (HVAC) for Happy Day Transit Center, Main Street Station, and Orchard Facility. Currently multiple HVAC contractors provide these services with contracts expiring in October 2021.

ALTERNATIVES: The two alternatives would be to either hire an HVAC technician to provide internal services or conduct a full procurement process with each need. There is not adequate demand for a full-time position and having an on-call contract will allow VRT to be more responsive to specific needs. Multiple qualified HVAC contractors have successfully been engaged by VRT staff to provide these services to date.

FISCAL IMPACT: The contract is for an amount not to exceed $150,000 over five years in agency services. The initial contract period is for three years, with an option for two 1-year extensions. Funds are allocated through general maintenance budgets for each facility.

RECOMMENDATION/JUSTIFICATION: VRT staff requests the Executive Board Resolution VEB21-019 authorize the Executive Director to enter into a contract with American Mechanical for on-call HVAC services not to exceed $150,000 over five years.

POST RFP/FINAL SELECTION OF PROJECT: RFB 2021-10-20 – HVAC On-Call Services

ORDER OF REVIEW
EXECUTIVE DIRECTOR (Approves procurements up to $49,999)

Signature: __________________________________________
Date Approved: ___________________________ Resolution Number: ___________________________

EXECUTIVE BOARD (Approves procurements $50,000 up to $199,999)

Signature: __________________________________________
Date Approved: 11/1/2021   Resolution Number: VEB21-019

VRT BOARD (Approves procurements $200,000 and over)

Signature: _____________________________________________________________
Date Approved: Resolution Number: 
EXECUTIVE BOARD RESOLUTION

ON-CALL HVAC SERVICES
RESOLUTION VEB21-019

BY THE EXECUTIVE BOARD OF VALLEY REGIONAL TRANSIT AUTHORIZING THE VRT EXECUTIVE DIRECTOR TO ENTER INTO CONTRACT WITH AMERICAN MECHANICAL FOR ON-CALL HVAC SERVICES NOT TO EXCEED $150,000.

WHEREAS, pursuant to Idaho Code, Chapter 21, Title 40, and as a result of the approval of the voters of Ada and Canyon Counties on November 3, 1998, a regional public transportation authority (now known as “Valley Regional Transit” (VRT) was created to serve Ada and Canyon counties; and

WHEREAS, Idaho Code § 40-2109(1) confers to Valley Regional Transit (VRT), as a regional public transportation entity, exclusive jurisdiction over all publicly funded or publicly subsidized transportation services and programs except those transportation services and programs under the jurisdiction of public school districts and law enforcement agencies within Ada and Canyon Counties; and

WHEREAS, Idaho Code § 40-2108(2) and (5) provide that Valley Regional Transit, as a regional public transportation entity, has power to raise and expend funds as provided in Idaho Code Chapter 21, Title 40 and to make contracts as may be necessary or convenient for the purposes of the Regional Public Transportation Authority Act; and

WHEREAS, Valley Regional Transit (VRT) requested bids from qualified and experienced respondents to establish a “Construction Services Agreement” under RFB 2021-10-20; and

WHEREAS, Valley Regional Transit seeks to establish service(s) to provide “On-Call HVAC Services” on an as-needed basis at various locations to support a variety of VRT’s HVAC needs; and

WHEREAS, American Mechanical was the only qualified bidder after the RFB process was complete. American Mechanical will provide On-call HVAC services on an as-needed basis for an initial term of three (3) years commencing on approximately October 20, 2021 and expiring on October 19, 2024 with an option to renew upon mutual agreement of both parties under the same terms and conditions for two (2) additional one year terms.; and

WHEREAS, Valley Regional Transit budget includes the expenditure of funds for HVAC maintenance and repairs in each fiscal year including 2022; and

WHEREAS, the Valley Regional Transit staff conducted a competitive procurement process as required in the VRT Procurement Policies adopted by the Valley Regional Transit Board of Directors by Resolution VBD17-003 on 01/09/17 and updated by Resolution VBD17-022 on 09/25/17, and in compliance with all local and FTA requirements; and

WHEREAS, Idaho Code § 40-2109(5) provides that the Board of Valley Regional Transit may adopt resolutions consistent with law, as necessary, for carrying out the purposes of

VEB21-019
Chapter 21, Title 40, Idaho Code and discharging all powers and duties conferred to Valley Regional Transit Pursuant to Chapter 21, Title 40; and

WHEREAS, the Board of Valley Regional Transit has created an Executive Board, conferring specific authority upon it to discharge its powers, pursuant to Resolution VBD11-011; and

NOW THEREFORE, BE IT RESOLVED BY THE EXECUTIVE BOARD OF VALLEY REGIONAL TRANSIT:

Section 1. That the Executive Board authorizes the VRT Executive Director to enter into on-call HVAC services contract with American Mechanical in an amount not to exceed $150,000.

Section 2. That the Executive Board delegates authority to the Executive Director to finalize and execute a final contract.

Section 3. That this resolution shall be in full force and effective immediately upon its adoption by the Executive Board of Valley Regional Transit and its approval by the Executive Board Chair.

ADOPTED by the Executive Board of Valley Regional Transit, this 1st day of November 2021.

APPROVED by the Executive Board Chair this 1st day of November 2021.

ATTEST: 

APPROVED:

________________________
EXECUTIVE ASSISTANT

____________________________
CHAIR OF EXECUTIVE BOARD

VEB21-019
Summary
The Valley Regional Transit (VRT) Executive Board and the Regional Advisory Council (RAC) began discussing the need for a comprehensive public comment report regarding Valley Regional Transit bus/ACCESS services in fall 2016. This report would provide a general overview of comments and suggestions made by the public that are entered into our FleetNet document management system by VRT staff and Help Desk representatives.

In addition to providing an overview on what the public has to say about our transportation services, the report is provided to VRT and operations staff to identify problem areas and address those concerns.

The first two reports analyzed data from the first half and second half of fiscal year 2017. A decision was made to produce one public comment report that covered a full fiscal year beginning in fiscal year 2018 (which began October 1, 2017).

The FY 2021 report is the third year the document has been presented in a one-page format (as developed by the Regional Advisory Council and Executive Board) rather than a multi-page report.

Findings (comparison of FY 2020 and FY 2021 statistics)
- The percentage of valid complaints from all categories dropped to 37.4 percent from 39 percent.
- Boise fixed-route service, which makes up 85.1 percent of total ridership, saw a slight increase in valid complaints per 10,000 rides to 1.04 from 1.0 the previous year.
- Valid complaints per 10,000 rides for all service increased slightly to 1.6 from 1.5.

Staff Recommendation/Request:
Members will have the opportunity to review and are asked to consider accepting the report, which primarily provides information about public input concerning Valley Regional Transit Transportation options.

Implication (policy and/or financial):
No projected financial implications other than staff time needed to secure the information and develop the report.

More Information: Mark Carnopis, VRT Community Relations Manager, 258-2702 or mcarnopis@valleyregionaltransit.org
### FY 2021 Public Comment Report

Total complaints: 388 *(436)*  
Total valid: 145 *(170)*  
Percentage valid: 37.4% *(39%)*

Valid complaints per 10,000 rides: 1.6 *(1.5)*  
(Note: Statistics in red are from FY 2020)

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Total complaints</th>
<th>Total Valid</th>
<th>Percentage Valid</th>
<th>Valid complaints per 10,000 rides</th>
<th>Top complaint categories (with valid percentages)</th>
<th>Total Ridership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boise Demand Response</td>
<td>30 (96)</td>
<td>14 (43)</td>
<td>46.6% (43%)</td>
<td>6.1</td>
<td>On-time performance: 80% (72.2%)</td>
<td>22,910 (32,180)</td>
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<td>Policies and Procedures: 33% (38.7%)</td>
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<td></td>
<td>Aggressive/Careless Driver: 43.7%</td>
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<tr>
<td>Boise Fixed-route</td>
<td>217 (239)</td>
<td>80 (93)</td>
<td>36.9% (38.9%)</td>
<td>1.04</td>
<td>Missed Passenger: 51% (45.5%)</td>
<td>767,670 (956,752)</td>
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<td></td>
<td>Discourteous Driver: 0% (34.9%)</td>
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<td></td>
<td></td>
<td>Policies and Procedures: 34.3%</td>
<td></td>
</tr>
<tr>
<td>Nampa/Caldwell Demand Response</td>
<td>3 (4)</td>
<td>0 (2)</td>
<td>0% (50%)</td>
<td>N/A</td>
<td>One complaint each for on-time performance, time schedule recommendation, misc.</td>
<td>2,304 (2,123)</td>
</tr>
<tr>
<td>Nampa/Caldwell Fixed-route/On Demand</td>
<td>43 (26)</td>
<td>11 (6)</td>
<td>25.6% (23.1%)</td>
<td>3.86</td>
<td>Discourteous Driver: 28.6% -</td>
<td>28,529 (39,322)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>On-time performance: 33% - (40%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Policies and Procedures: 8.6% (25%)</td>
<td></td>
</tr>
<tr>
<td>Inter county service</td>
<td>46 (35)</td>
<td>14 (10)</td>
<td>30.4% (28.6%)</td>
<td>3.4</td>
<td>Discourteous Driver: 25% -</td>
<td>40,159 (61,209)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>On-time performance: 30% - (50%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Policies &amp; Procedures: 28.6% - (11%)</td>
<td></td>
</tr>
<tr>
<td>Specialized Transportation</td>
<td>31 (14)</td>
<td>13 (5)</td>
<td>42% (35.7%)</td>
<td>3.1</td>
<td>Aggressive/Careless driving: 25% (25%)</td>
<td>40,096 (40,063)</td>
</tr>
<tr>
<td>Misc: (IT, Mobility, Help Desk, Main Street Station)</td>
<td>18 (22)</td>
<td>13 (11)</td>
<td>72% (50%)</td>
<td>N/A</td>
<td>Bus stop location/maintenance: 100%</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Inaccurate/conflicting information: 33%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Website: 50%</td>
<td></td>
</tr>
</tbody>
</table>

(NOTE: Statistics in red are from FY 2020)
Topic: Coordinated Plan: Needs Identification Survey Results and 2050 Demographics Update

Request/Recommendation:
This is an information/discussion item.

Background:
In January 2021 the Community Planning Association of Southwest Idaho (COMPASS) staff reviewed the process to update the Coordinated Public Transit-Human Services Transportation Plan (“Coordinated Plan”). The Coordinated Plan will identify the unmet transportation needs of underserved populations, specifically (1) individuals with disabilities, (2) older adults, (3) people with limited English proficiency, and (4) people with low income. The purpose of the plan is to identify strategies to meet the unmet transportation needs and prioritize transportation services and programs for funding and implementation. COMPASS staff is working closely with VRT staff on the plan. The role of the Regional Advisory Council (RAC) is to provide key feedback and expertise throughout the planning process. The VRT Board of Directors will approve the plan for adoption in late 2022.

At the February 2021 RAC meeting, COMPASS staff led a discussion to identify customers, desired outcomes, and success measures for the plan. That discussion helped build the foundation for this project. In April, COMPASS staff worked with the RAC to identify existing transportation services and gaps in services for the target populations, as well as to begin brainstorming strategies, activities, and projects to fill those gaps. In September, COMPASS presented the needs identification strategy to the RAC and solicited responses for both advocate and stakeholder surveys about transportation needs. The deadline for both surveys was October 15, 2021. The purpose of both surveys was to identify unmet transportation needs of underserved residents in the Treasure Valley.

In the November meeting, COMPASS staff will provide an overview of:
- The survey results
- 2050 demographic information to be included in the Coordinated Plan

Following the presentation, COMPASS staff will lead a facilitated discussion with Executive Board and RAC members on which unmet transportation needs should be highest priority and potential measures of success.

More Information:
1) RAC Schedule
2) For detailed information contact: Lila Klopfenstein, Assistant Planner, at (208) 475-2230 or lklopfenstein@compassidaho.org
# Coordinated Public Transit-Human Services Transportation Plan

## Regional Advisory Council Schedule

<table>
<thead>
<tr>
<th>Task</th>
<th>RAC Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>2a.</td>
<td>Identify customers, desired outcomes, and success measures for this plan.</td>
</tr>
</tbody>
</table>
| 2b.  | Review demographic research and spatial analysis for target populations.  
*Part 1: Analyze currently available data as a starting point.* | November 2021 |
| 2b.  | Review demographic research and spatial analysis for target populations.  
*Part 2: Update data for 2020/2050.* | November/December 2021 |
| 2c.  | Identify available transportation services, programs, and providers. | April 2021 |
| 2d.  | Identify transportation needs of target populations. | September/November 2021 |
| 2e.  | Develop strategies, activities, and/or projects to address the identified needs and gaps in service. | November/December 2021 |
| 2f.  | Prioritize transportation services and projects for funding and implementation based on available resources and feasibility. | December 2021 |
| 2g.  | Identify implementation steps, action items, and performance metrics to improve coordination and services provided. | January 2022 |
| 1a.  | Review public involvement plan. | January 2022 |
| 2i.  | Review draft plan. | February 2022 |
| 3a.  | Public Comment Period | April 2022 |
| 4b.  | Request RAC review and recommendation of final plan to VRT Board of Directors. | June 2022 |
| 5c.  | Conduct annual performance reporting and assessment. | Annually in September |

Note: Only RAC tasks/meetings included above.

Note: When two months are listed for a meeting, the task spans two RAC meetings.

Last updated 10/14/2021.
Summary
An overview of the repair/upgrades required at Happy Day Transit Center (HDTC) was included as an information item in the August executive board meeting. Since then, our consultant has completed the feasibility study and prepared a phased investment plan.

2021 Feasibility Study
Horrocks Engineers and Babcock Architects were consulted to perform an updated review of HDTC. The feasibility study looked at the investments required to maintain the facility in good working condition and to remedy immediate known deficiencies. In August, facility background information was outlined and three options were presented, the maintenance option, the major reconstruction option, and the replace with new facility option. As presented in August the “major reconstruction” option was acknowledged as the most feasible due to keeping existing operations functioning onsite and ability to phase the needed projects over several years.

The major reconstruction option includes: new roofs on both facilities, replace electrical infrastructure to facilitate a future electrification of the Canyon County fleet, ADA upgrades (entrances, restrooms, hallway dimensions), space planning (office and maintenance buildings), construction of tenant spaces for existing partners, upgrades of sewer and water connections, and security upgrades. This option, as planned, is over approximately 5-7 years, dependent on sourcing material, contractor availability and funding.

Phasing plan and implementation schedule follow.

More Information:
Joe Guenther, Capital Projects Manager, 208.258.2705, jguenther@valleymetrottransit.org
### Figure 1: Phasing Descriptions

#### Phase 1 Maintenance

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Schedule</th>
<th>Design</th>
<th>Construction</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Scope</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$78,768</td>
</tr>
<tr>
<td>Roof Replacement Office + Canopy</td>
<td>Resolve drainage issues and re-roof with TPO Single Ply. Includes insulation to help with overall energy performance</td>
<td>Q1 2022/FY 2022</td>
<td></td>
<td></td>
<td>$595,804</td>
</tr>
<tr>
<td>Mechanical Office Rooftop</td>
<td>Replace all mechanical units above Admin/Waiting. Includes new exposed ducting and reducing niches where pigeons can roost.</td>
<td>Q1 2022/FY 2022</td>
<td></td>
<td></td>
<td>$224,990</td>
</tr>
<tr>
<td>Outdoor waiting repairs</td>
<td>Replace exterior damage by water leaks. Includes new exterior soffit and lights. Column covers to be removed and steel columns painted</td>
<td>Q1 2022/FY 2022</td>
<td></td>
<td></td>
<td>$304,469</td>
</tr>
</tbody>
</table>

#### Phase 2 Shop Exterior Upgrades

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Schedule</th>
<th>Design</th>
<th>Construction</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Scope</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$61,423</td>
</tr>
<tr>
<td>ADA Study</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$12,000</td>
</tr>
<tr>
<td>Upgrade Exterior</td>
<td>Infill doors on South side with storefront window system. Resurface exterior with Exterior Insulation Finish System to update the look and provide continuous insulation to meet Energy codes.</td>
<td>Q1 2023/FY 2023</td>
<td></td>
<td></td>
<td>$637,478</td>
</tr>
<tr>
<td>Roof Replacement Maintenance</td>
<td>Refinish maintenance building with standing seam roof. Includes upgrades to the insulation</td>
<td>Q1 2023/FY 2023</td>
<td></td>
<td></td>
<td>$240,000</td>
</tr>
</tbody>
</table>

#### Phase 3 Existing Office/Accessibility Upgrades

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Schedule</th>
<th>Design</th>
<th>Construction</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Scope</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$56,000</td>
</tr>
<tr>
<td>Office Reconfiguration/Upgrade</td>
<td>Reconfigure office space to meet needs of VRT, which includes adding a Vault Room, utilize space more efficiently and provide better delineation between public/private areas. Additionally, the area include updated Bathrooms and other fixes to meet current Accessibility Codes</td>
<td>Q1 2024/FY 2024</td>
<td></td>
<td></td>
<td>$800,000</td>
</tr>
</tbody>
</table>
Phase 4 Shop/Tenant Improvement

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Schedule</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Scope</td>
<td></td>
<td></td>
<td>$120,260</td>
</tr>
<tr>
<td>Upgrade Bus Shop</td>
<td>Demise space to 40% of current space and upgrade all utilities. This includes abandoning remnants of older systems (sewer) and upgrading. Electrical system would be size to accommodate new bus technologies.</td>
<td>Q1 2025</td>
<td>FY 2025</td>
</tr>
<tr>
<td>Bus Charging</td>
<td>Provide charging system for up to 8 buses</td>
<td>Q1 2025</td>
<td>FY 2025</td>
</tr>
<tr>
<td>Tenant Improvement</td>
<td>Build out the rest of existing shop space for tenants internal to VRT. Includes new mechanical systems for this scope</td>
<td>Q1 2025</td>
<td>FY 2025</td>
</tr>
</tbody>
</table>

Phase 5 Bus Wash

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Schedule</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Scope</td>
<td></td>
<td></td>
<td>$43,200</td>
</tr>
<tr>
<td>Upgrade Shop Bay</td>
<td>Upgrade un-used bay with pre-fab bus wash unit to include durable finishes, mechanical, slab/drainage, separator and electrical</td>
<td>Q1 2026</td>
<td>FY 2026</td>
</tr>
<tr>
<td>Bus Wash</td>
<td>Gantry bus wash system with controls</td>
<td>Q1 2026</td>
<td>FY 2026</td>
</tr>
</tbody>
</table>

** Budget Note: The budget numbers reflect current pricing and do not account for future pricing increases. Both material and labor costs have seen recent increase. Future years could expect to see 20-30% increases in construction costs.

Figure 2: Phasing Schedule
Staff Recommendation/Request
No action, this is an information item only.

Highlights
Schedule
- July – Project kickoff
- October – Basis of design workshop
- December – Draft kit of parts concepts, draft amenity standards, draft design guidelines
- February – Draft kit of parts and branding
- April – Final kit of parts, branding and standards

Summary
Signage at bus stops provides important navigation and scheduling information for passengers of the transit system. The need for maintenance and refurbishment of existing bus stop signs has prompted VRT staff to launch the Bus Stop Typology Study, with the goal to update the current design to provide the public with bus information that is clear, correct and scalable across the system. Updates may include alterations to sign blade layout, contents, materials, and additional infrastructure.

IBI Group was selected as the consultant on this project and will review current VRT bus stop inventory and develop service tiers and parameters for an integrated kit of parts for bus stop information, technology and branding. The kit of parts development will include a review of current technology systems, development of shelter, amenity and bus stop sign standards, siting and design guidelines and branding concepts for standard and premium or best in class services.

Implication (policy and/or financial)
Kit of parts will integrate passenger amenities, customer information and branding at standard and premium locations. These improvements will be designed to increase transit use by making the service more visible and easier to use.

More Information
For detailed information contact: Alissa Taysom, Associate Planner, 208-258-2717, ataysom@valleymetroreregionaltransit.org.
**Staff Recommendation/Request**
This is an information item only. Staff will present the strategic objectives from the previous draft Transportation Development Plan (TDP) and how those objectives could be applied to the upcoming five year TDP.

**Highlights**
Valley Regional Transit (VRT) VRT staff did not bring a new draft of the Transportation Development Plan (TDP) to the Board in FY21. Staff worked to refine the project development, programming and collaborative processes needed to build a five year work plan.

- October 2020 – VRT Board reviews draft 2021-25 TDP
- January 2021 – VRT Board approves FY2021-23 strategic direction for FY22 budget development
- Winter/spring 2021 – Staff holds regional planning and prioritization workshops and established timelines for service, budget and TDP actions
- October 2021 – VRT Board adopts FY2023 TDP and budget development schedule
- November 2021 – VRT staff initiates outreach with local jurisdictions, commissions, and board
- January 2022 – Board acts on FY2023-27 strategic objectives

**Summary**

<table>
<thead>
<tr>
<th>FY2023 Development Activities by Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Q1</strong></td>
</tr>
<tr>
<td>5-Year TDP</td>
</tr>
<tr>
<td>Service Planning</td>
</tr>
<tr>
<td>Service Implement</td>
</tr>
<tr>
<td>Budget</td>
</tr>
<tr>
<td>Development</td>
</tr>
</tbody>
</table>

The TDP and budget development calendar was approved by the Board in October 2021. The calendar directs VRT staff to review project concepts for future years of the TDP and facilitate discussion of priorities with the regional transit team, Regional Advisory Council, local stakeholders, and the VRT Executive Board. Identifying investment priorities will provide guidance to draft a new TDP, which upon adoption would direct staff to initiate the necessary planning, budgeting, design, and construction activities. The following table illustrates the strategic priorities adopted in January 2021.
FY2021-23 Strategic Objectives (in priority order)

<table>
<thead>
<tr>
<th>Administration Shortfalls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deferred Asset Replacement/Maintenance Projects</td>
</tr>
<tr>
<td>Capital Enhancements</td>
</tr>
<tr>
<td>Cash Reserve</td>
</tr>
<tr>
<td>Service Enhancements</td>
</tr>
</tbody>
</table>

In keeping with these priorities staff has
- Continued to use emergency federal relief funding to keep revenue streams intact
- Worked with local funding partners to resolve potential funding shortfalls
- Initiated additional design and procurement projects to improve the state of good repair of the system
- Established with the Board a strategy for reaching VRT’s cash reserve goals
- Executed public surveys and implemented service changes that respond to ridership trends and local needs

Strategic Objectives
Below is a preliminary list of priorities that builds from the adopted strategic objectives and extends them through to the 5-year horizon. This will ensure regional system can navigate ongoing issues with the pandemic and build financial resiliency.

FY2023-27 Transportation Development Plan - Strategic Objectives (in priority order)

| S1. Ensure agency resiliency through revenue shortfalls |
| S2. Maintain assets in a state of good repair |
| S3. Improve access to existing transit |
| S3.1 Annual investments in passenger facility upgrades |
| S3.2 One-time investments in transit supportive capital projects |
| S4. Resume service enhancements |
| S4.1 Improve frequencies and span on high performing routes |
| S4.2 Improve intercity and regional connections |

S1. Ensure agency resiliency through revenue shortfalls
Addressing funding shortfalls will continue to be a priority through FY25. The award of additional federal relief funding has allowed VRT to reduce funding requests and plan for future shortfalls.

S2. Maintain assets in a state of good repair
State of good repair projects are reviewed annually and included in all five years of the work plan until the backlog is addressed in accordance with the transit asset management plan.

These SGR projects include
- Replacement of demand response and other service vehicles
• Rehabilitation of Happy Day Transit Center
• Maintenance of partner vehicles and facilities

S3. Improve access to existing transit
Improved passenger facilities at bus stops on premium corridors and throughout the network will make the system more accessible for all users, encourage more ridership, and increase visibility. The TDP will focus one-time investments on premium corridors, specifically the State Street corridor. These investments are consistent with regional planning efforts to convert State Street into a corridor with a heavy transit emphasis. Other investments could include
  • Upgrades to the Fairview and Vista premium corridors
  • Upgrades to bus stop signage and amenities throughout the network as outlined in the bus stop typology study

S4. Resume Service Enhancements
Expanded capital and transit service investments will be reviewed and proposed for years 3, 4, and 5 of the work plan in accordance with the service planning timeline.

These service investments currently include:
  • Service enhancements to reach all day frequent service on Best in Class corridors as defined in the Boise Transportation Action Plan
  • Expansion of Canyon County On Demand and additional pilot programs
  • Low and no cost route changes that improve ridership or expand service availability
  • Specific funding partner service priorities

These priorities are illustrative and show how VRT could extend the investment priorities adopted by the VRT board in January of 2021 through the 2023-2027 TDP. As described in the TDP calendar, VRT staff will review the priorities and potential projects with stakeholder staff and prepare the 2023-2027 investment priorities for VRT Board to consider in January 2022.

Implication (policy and/or financial)
Staff has provided the preliminary strategic objectives and project data framework. The Board will be asked to adopt the FY2023-27 strategic objectives in January 2022.

More Information
For detailed information contact: Stephen Hunt, Development Director, 208-258-2701, shunt@valleyregionaltransit.org.
**Staff Recommendation/Request**
This is an information item, to provide an update on service operations.

**Highlights**
- Driver shortages
- Canyon County updates
- Ada County updates
- October 2021 service changes
- Building Accessible Capacity workgroup update
- General updates

**Summary**
The majority of VRT transportation service providers and contractors continue to have challenges with hiring and retaining drivers. Fiscal year 2022 budgets did include higher wages to assist in getting employees hired, but the labor pool is not bringing applicants through the door.

One service provider for Rides2Wellness and the Meridian Veteran’s Shuttle went out of business at the end of September. Due to only having one service provider, who cannot provide accessible trips, service is extremely limited for the month of October. VRT expects to have additional contracts in place by the end of the month, following a procurement. The remaining service provider continues to face a driver shortage as well. VRT continues to talk with additional medical providers to be potential funding partners, in hopes of expanding the Rides2Wellness program as well.

Following the driver wage increase for contractor First Transit, Ada and Canyon counties have been successful in hiring for most open positions. Canyon County was fully staffed, but had two drivers go on leave unexpectedly. Due to the shortage of drivers again, they will again bring in two temporary drivers from a private company, for at least a month, to maintain current staffing levels, while they continue to hire and train drivers.

Due to the ongoing challenges hospitals face due to the COVID-19 pandemic, VRT continues to delay the relaunch of Saint Alphonsus Medical Center Nampa’s Grocery Shuttle. VRT staff will continue to provide updates as they occur on this service.

Discussions with Melba Senior Center stalled at the end of fiscal year 2021. VRT staff will be available when Melba Senior Center is ready to become a service provider for the Specialized Transportation program. VRT finance staff did determine that funding for the program would be available in fiscal year 2022.
Canyon County on-demand continues to show an increase in boardings per hour each quarter. With the driver shortage Canyon County faced in the fourth quarter, it is reflected in the large increase in failed bookings in August and September. VRT staff will continue to work with the funding partners to increase the local match, to reach the goal of 10 boardings per hour. Beginning in October, First Transit was able to have an additional vehicles available at peak time, which will reduce the number of failed bookings.

Ada County has received all four 40’ battery electric buses. These buses were placed in revenue service with the new service change that was implemented on October 4. On-site training was completed in September for drivers. Maintenance and first responders training for the new technology will occur in October. First Transit continues to provider driver training and vehicles testing.

VRT implemented a service change on October 4. This change included postponing the start of Route 30, a suspension of all Route 9 trips that extend into Eagle, additional peak service on Route 7B, elimination of Route 11, and a reduction in peak service on routes 17 and 43. There were also some minor route pattern changes due to safety concerns on routes 7A, 7B and 29. VRT staff will launch Route 30 and will resume Route 9 trips to Eagle, when certain conditions are met. Those conditions include:

- Ridership at 90% of pre-COVID levels
- COVID rates are stable/declining
- Businesses are open

The Building Accessible Capacity work group has not met while the demand response scheduling software procurement is on-going. The new scheduling software could be used for the current SCRIP program, as well as all the current users of the Routematch scheduling system. The goal is to have one system that will be used regionally that will allow advanced, recurring, same day and on-demand ride scheduling. The procurement was released in September, with a goal to start implementation by the end of the calendar year.

The Centers for Disease Control and Prevention (CDC) mask requirement, applicable to public transportation systems service providers to mitigate the risk of COVID-19, is still extended through January 18, 2022. With local businesses, jurisdictions and the CDC making changes to mask restrictions, VRT staff and contract operators continue to ensure that masks are worn at all times on buses and in transit centers.

VRT staff and ETA Transit continue to make adjustments to the new fixed-route computer-aided dispatch/Automatic Vehicle Location (CAD/AVL) Intelligent Transportation System. These ongoing adjustments will ensure system parameters are set properly for route patterns, bus stop locations, time tables, and automated announcements.

VRT staff worked with Cubic to install validators on all fixed route vehicles in September. These validators are part of the integrated fare payment system – City Go Pay Platform. Following the installation, on October 4 VRT did a soft launch of the City Go Pay Platform. The new City Go Wallet website can be found at https://www.citygoboise.com/wallet. The new Umo Mobility app will replace the current Valley Connect mobile ticketing app. Sales on the current Valley Connect app will end on October 31. VRT staff will work with current Valley Connect customers to get all unused passes transitioned into the City Go Wallet app.
Implication (policy and/or financial)
VRT will continue to work with partners to grow the footprint in the Treasure Valley. VRT will ensure any new service has been vetted through proper work groups, while ensuring that no duplication of service is created.

More Information
Attachments:
Attachment A: Canyon County On-Demand

For detailed information contact: Leslie Pedrosa, Operations Director, 208-258-2713, lpedrosa@valleyregionaltransit.org
## Attachment A Canyon County On-Demand

### Top Operational Metrics

<table>
<thead>
<tr>
<th></th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Rides Requested</td>
<td>6,930</td>
<td>8,060</td>
<td>8,851</td>
<td>9,520</td>
</tr>
<tr>
<td>Total Rides Accepted</td>
<td>5,377</td>
<td>6,212</td>
<td>6,670</td>
<td>6,462</td>
</tr>
<tr>
<td>Total Passengers</td>
<td>6,325</td>
<td>7,112</td>
<td>7,631</td>
<td>7,387</td>
</tr>
<tr>
<td>Revenue Hours Operated</td>
<td>2,132</td>
<td>2,241</td>
<td>2,412</td>
<td>2,117</td>
</tr>
<tr>
<td>Revenue Miles Operated</td>
<td>42,145</td>
<td>47,853</td>
<td>49,249</td>
<td>45,273</td>
</tr>
<tr>
<td>Boardings Per Hour</td>
<td>2.97</td>
<td>3.17</td>
<td>3.17</td>
<td>3.50</td>
</tr>
</tbody>
</table>

### Service Metrics

<table>
<thead>
<tr>
<th></th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Rides Requested</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acceptance Rate (Proposals accepted/proposals offered)</td>
<td>93%</td>
<td>91%</td>
<td>88%</td>
<td>84%</td>
</tr>
<tr>
<td>Average Pick-up Wait Time (in minutes)</td>
<td>19</td>
<td>22</td>
<td>24</td>
<td>27</td>
</tr>
<tr>
<td>Average Walking Distance to Pick-up Location (in feet)</td>
<td>498</td>
<td>486</td>
<td>530</td>
<td>566</td>
</tr>
<tr>
<td>Average Ride Duration (in minutes)</td>
<td>18</td>
<td>18</td>
<td>19</td>
<td>18</td>
</tr>
<tr>
<td>Average Ride Distance (in miles)</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Average Ride Rating 1 -5 Stars</td>
<td>4.5</td>
<td>4.8</td>
<td>4.7</td>
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</tbody>
</table>

### Ride Request Breakout

<table>
<thead>
<tr>
<th></th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Rides Requested</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Requests Made Outside of Service Hours</td>
<td>165</td>
<td>179</td>
<td>202</td>
<td>269</td>
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<tr>
<td>Error with Booking Request</td>
<td>189</td>
<td>131</td>
<td>182</td>
<td>277</td>
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<tr>
<td>Seat Unavailable (Bus Not in Vicinity)</td>
<td>162</td>
<td>415</td>
<td>666</td>
<td>1,239</td>
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<tr>
<td>Offered Ride Not Accepted</td>
<td>542</td>
<td>542</td>
<td>524</td>
<td>623</td>
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<tr>
<td>Ride Cancelled/No-Show</td>
<td>495</td>
<td>581</td>
<td>607</td>
<td>650</td>
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<tr>
<td>Rides Accepted</td>
<td>5,377</td>
<td>6,212</td>
<td>6,670</td>
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<td>Completion Rate (Requested Rides/Rides Not Booked)</td>
<td>78%</td>
<td>77%</td>
<td>75%</td>
<td>68%</td>
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# Valley Regional Transit
## FY2022 Procurement Calendar

<table>
<thead>
<tr>
<th>Type of Procurement</th>
<th>Project Manager</th>
<th>Estimated Cost</th>
<th>Estimated Issue Date</th>
<th>Required Approval</th>
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<tbody>
<tr>
<td>On-Call HVAC Services - All Locations</td>
<td>Leslie Pedrosa</td>
<td>85,000</td>
<td>Aug-21</td>
<td>Executive Board</td>
</tr>
<tr>
<td>Demand Response Scheduling Software (Regional)</td>
<td>Leslie Pedrosa</td>
<td>300,000</td>
<td>Sep-21</td>
<td>Board of Directors</td>
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<tr>
<td>Non-Emergency Medical Transportation Service Providers</td>
<td>Leslie Pedrosa</td>
<td>750,000</td>
<td>Sep-21</td>
<td>Board of Directors</td>
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<tr>
<td>On-Call General Construction Services (Less Than $25,000)</td>
<td>Joe Guenther</td>
<td>500,000</td>
<td>Sep-21</td>
<td>Board of Directors</td>
</tr>
<tr>
<td>Employee Safety Reporting System Software (Regional)</td>
<td>Dave Meredith</td>
<td>45,000</td>
<td>Nov-21</td>
<td>Executive Director</td>
</tr>
<tr>
<td>Fire Extinguishers &amp; Suppression</td>
<td>Leslie Pedrosa</td>
<td>20,000</td>
<td>Nov-21</td>
<td>Executive Director</td>
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<tr>
<td>Main and Fairview Transit Island</td>
<td>Joe Guenther</td>
<td>40,000</td>
<td>Dec-21</td>
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<tr>
<td>Procurement Management Software</td>
<td>Jason Jedry</td>
<td>75,000</td>
<td>Jan-22</td>
<td>Executive Board</td>
</tr>
<tr>
<td>Regional Tire Services</td>
<td>Ronnette Garcia</td>
<td>TBD</td>
<td>May-22</td>
<td>TBD</td>
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<td>Document Storage Software (Regional)</td>
<td>Nick Moran</td>
<td>100,000</td>
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<tr>
<td>Bus Stop Construction (Ada County)</td>
<td>Joe Guenther</td>
<td>180,000</td>
<td>TBD</td>
<td>Executive Board</td>
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</tbody>
</table>

**Executive Board Approval Levels: $50,000 - $199,999**

**VRT Board of Directors Approval Levels: $200,000 and over**

*Updated 10-11-2021*
FY2022 Budget
VRT staff are completing execution of the FY2022 Cooperative Agreements with funding partners. Once all local allocations are confirmed, we will initiate the process of programming federal funding across the different activities within the budget. We are documenting potential budget variances as we get more certainty on cost estimates for the year. This will help us track and report budget variances proactively through the fiscal year.

Staff completed a review of fiscal implications for increased health premium costs. The Boise Municipal Health Care Trust (BMHT), the governance body responsible for VRT’s health benefits, made changes to the health plan design, and is increasing the employer portion of the rates to 10.8 percent in this coming fiscal year. Both of these changes are designed to keep the health benefits in solid financial footing and ensure there is adequate funds to meet the anticipated increases in health benefit costs over the next several years. The budget implications will be clearer as employees go through the open enrollment process in November. We anticipate the variance between budgeted and actual health premiums range from $40K to $70K. The new health premium rates go into effect in January 2022.

VRT HR consultants are completing a compensation analysis to ensure VRT’s compensation comports with best practices to ensure compensation is equitable across positions and is competitive in the market. Recruiting and retaining high quality talent is important to VRT achieving mission objectives, helps us manage our resources effectively, and lowers our risk of major disruptions to services and programs. Natalie Hilde, VRT’s HR consultant, will be presenting her findings to the Executive Board in December. In addition, staff will provide approaches to address any fiscal implications to the recommended changes that may need to be made to the compensation.

Organizational Changes
Jason Jedry is promoted from finance controller to finance director effective October 24, 2021. Jason has led the finance department for over two years. We hired him as a controller at a time when VRT needed to build more accounting capacity. The entire finance team turned-over since Jason came to VRT. His department now has a strong foundation in accounting skills with his most recent hire. This shift allows for VRT to reinstitute the position of finance director. I am looking forward to watching Jason grow in this new position, and seeing the benefits to VRT for years to come.

We are also in the final stretch for filling a new position created this fiscal year to support VRT’s community engagement activities. We worked closely with our HR consultant to develop a job description, post and recruit for a community engagement manager. This position will be supporting the outreach needs of the development department, develop an annual communication plan, and ensure our brand identity is well established and adhered
to across all the work of VRT and our partners. We anticipate completing the selection process and bringing the new staff member on in November.

**Federal Funding Update**
VRT staff are tracking the authorization and appropriation bills at the federal level. We are prepared for the pattern of extensions and continuing resolutions while Congress and the Biden Administration negotiate and debate the different versions of the legislation under consideration. The versions of the bills we have seen continue to show an increase in funding for public transportation across all funding programs. We are preparing to ensure projects can move forward as soon as there is resolution on the final bill. We are not expecting any disruptions resulting from delays in getting bills through Congress.

**Building Reporting Capacity**
Staff is moving forward on replacing our outdated technology systems funded in the previous fiscal year. The next big systems include the demand response scheduling system and the Enterprise Resource Planning system where we collect and process our financial data. The staff is developing a statement of objective to be released in the next few weeks to acquire a new system. We are on track to meet the objective is to have all the critical systems updated by the end of FY2022. We will continue to use our existing data systems to complete required reporting.

**Projects and Community Activities**
- Providing project management support to the Connected Canyon County project and the digital community engagement roll-out
- Supporting Western Idaho Community Healthcare Collaborative (WHCHC) to establish strategic activities based on measures of social influencers of health, including transportation
- Supporting community impact work through United Way board participation
- Providing staff support to the strategic work group with City of Boise. The focus this year is on developing a portfolio of transit projects for the State Street Corridor, and seeking an investment strategy for securing funding to complete high priority projects.
- Providing staff support to the State Street Corridor Executive Team

**More Information**
For detailed information contact: Kelli Badesheim, Executive Director, 208.258.2712, kbadesheim@valleyregionaltransit.org.
Development Department Monthly Report

October 13, 2021

Stephen Hunt

Summary
Development Department activities October 2021 report

VRT Strategic Plan

Goal 1 - Demonstrate responsible stewardship of public resources

Performance Based Decision-making
- ValleyConnect 2.0 (VC2.0)
  Staff is applying the Transit Asset Management analysis toward the development of a multi-year capital improvement plan. This information will inform capital investments and balance asset management with the pressures for capital expansion.

Programming/Budget Development
- Budget Development
  Staff also presented the combined FY2023 budget and Transportation Development Plan (TDP) calendar to the board. Staff launched TDP efforts.

Goal 2 – Increase Ridership and Revenue

- FY2022 Service Changes
  Development staff continued to support the FY2022 service changes which took place October 4, 2021. These changes reallocated service hours from lower performing routes towards higher performing services and open up the Amazon fulfillment center as a new destination on the intercountry services. The FY2022 service changes will also suspend the State Street Extension service and postpone the Meridian service launch until ridership begins to rebound from the effects of COVID-19. Before suspending the State Street Extension service staff surveyed existing riders and will engage them in plans to restore service.

- Regional Revenue Analysis and Strategic Plan
  Development staff continues to participate in the development of existing conditions and guiding research in non-traditional sources of revenue to fund transit services and capital projects.

Goal 3 - Build institutional and regional capacity

Regional Capital Enhancements
- Boise Operations Facility
  - Electric Bus Infrastructure
    The ribbon cutting ceremony was well received and attended. A follow up presentation to the Treasure Valley Clean Cities Coalition occurred on October 7 with about 20 attendees at the Orchard Facility.
**Fuel Island Work**
Cathodic protection engineer reviewed the test anodes and collected data on October 4th. Several failing grounding rods were identified and a plan to replace and upgrade with the pavement reconditioning plan are underway.

**Orchard Facility Master Plan**
Staff is waiting on NEPA approval from FTA to begin preliminary design. After design is completed, the bid documents will be drafted and issued for construction Spring 2022.

- **Happy Day Transit Center Upgrades (HDTC)**
  Staff will present the results of the feasibility study, past studies, and immediate deficiencies to the VRT Executive Board. The HDTC 5-year capital improvements plan will be complete on October 15. Implementation will start as soon as bid documents are drafted for the office roof, HVAC, and awning.

- **Main Street Station (MSS)**
  Standard maintenance activities continue at MSS. Office space rebuild contract issued to Alpine Construction will start on October 14 with completion a week later. PA system for announcements and safety notifications was installed in September and has been well received. A repair is needed on the exit ramp gate where damage occurred when the curtain jumped the tracks and was destroyed. Concrete repairs are delayed pending arrival of elastomeric concrete, specialty products have been difficult to source and have caused delays.

- **Bus Stops**
  There are a number of bus stop infrastructure projects currently underway. Staff is working on two corridor studies and three construction projects.

  1. VRT staff are addressing amenity issues (benches, trash, etc.) at newly installed shelters as well as fixing American’s with Disabilities (ADA) issues and replacing obsolete infrastructure. VRT is also working with City of Boise staff to install Orchard Street projects as revenue backed projects from the City of Boise neighborhood grants as well as the transit component of the linear park being planned at Goddard and Milwaukee.

     Bus Stop construction has been delayed due to National Environmental Policy Act NEPA (NEPA) reviews and lack of staff for contracting. All on-call construction companies indicated they could not take on another project this fall, therefore, bidding will be released in December-January for early spring construction.

  2. FY2021 projects include transit island enhancements along Main and Fairview, a revenue backed project from Capital City Development Corporation (CCDC). VRT will install five (5) best in class shelters after CCDC construction is complete. CCDC construction is underway on both Fairview and Main.

  3. FY2022 projects are being scoped out and will be informed by the State Street Transit Operational Analysis (TOA), the Fairview Best in Class Study, and the Bus Stop Typology. These studies will identify changes in operations and infrastructure needed to improve best in class and standard corridors.
In FY2020, State and 18th was held back due to funding. As the State Street TOA will be complete and NEPA for this site is complete, staff is working with ACHD and the design engineer to redesign this site as a best in class intersection for construction in the FY2022 Bus Stop construction (item #1).

Regional Corridor Planning

- State Street Corridor Projects
  1- The State Street Transit Operational Analysis (SSTOA) consultant team met with the State Street Technical Team. Data has been collected and operational analysis is underway. The SSTOA is drafted bus stop concepts for Pierce Park which guided staff comments on the 75% design review. These comments were focused on integrating the bicycle and pedestrian infrastructure with the transit stops.
  2- Development staff has continued working with funding partners to increase funding for improved passenger amenities along the State Street corridor.
  3- Development staff is wrapping up the Fairview Best in Class Corridor plan. The second phase of the plan is to identify which stops are priority and to include in FY2022 design concept and NEPA for construction in FY2023-24.

Other Development Activities

- FY 2021 planning projects –
  - Regional Vanpool Study – Vanpool study is entering the solution development phase.
  - Passenger Facility Plan/Bus Stop Typology – Development staff has supported consultant team in initial data collection and project planning and held a basis of design workshop at the end of October.

- Grant Opportunities – VRT will be submitting for a 5339(b) competitive grant. The due date for this grant is mid November.

More Information:
Stephen Hunt, Sr. Principal Planner, 208.258.2701, shunt@valleyregionaltransit.org
Joe Guenther, Capital Projects Manager, 208.258.2705, jguenther@valleyregionaltransit.org
Alissa Taysom, Associate Planner, 208.258.2717, ataysom@valleyregionaltransit.org
Jill Reyes, Planning Programmer, 208.258.270, jreyes@valleyregionaltransit.org
Summary
Status update of activities related to contracted transportation services, Specialized Transportation services, information technology and intelligent transportation systems, compliance, customer service support and regional operations for the month of September.

Regional Operations
Valley Regional Transit (VRT) staff will resume meeting with the Building Accessible Capacity work group, once demand response scheduling system proposals are received and reviewed. The expectation is to have one system that will be used regionally that will allow advance, same day and on-demand booking. In August, VRT released the procurement to replace the current scheduling system. The new scheduling system is expected to be implemented by the end of the calendar year.

The Centers for Disease Control and Prevention (CDC) mask requirement applicable to public transportation systems service providers to mitigate the risk of COVID-19 is still extended until January 18, 2022. With local businesses, jurisdictions and the CDC making changes to mask restrictions, VRT staff and contract operators continue to ensure that masks are worn at all times on buses and in transit centers.

VRT placed the battery electric buses into revenue service with the new service change on October 4. On-site training was completed in September for drivers. Maintenance and first responders training for the new technology will occur in October. First Transit continues to provide driver training and vehicle testing.

VRT staff and ETA Transit continue to make adjustments to the new fixed-route computer-aided dispatch/Automatic Vehicle Location (CAD/AVL) Intelligent Transportation System. These ongoing adjustments will ensure system parameters are set properly for route patterns, bus stop locations, time tables, and automated announcements.

VRT staff worked with Cubic to install validators on all fixed-route vehicles in September. These validators are part of the integrated fare payment system – City Go Pay Platform. Following the installation, on October 4, VRT did a soft launch of the City Go Pay Platform. The new City Go Wallet website can be found at https://www.citygoboise.com/wallet. The new Umo Mobility app will replace the current Valley Connect mobile ticketing app. Sales on the current Valley Connect app will end on October 31. VRT staff will work with current Valley Connect customers to get all unused passes transitioned into the City Go Wallet app.

Following the driver wage increase for contractor First Transit, Ada County and Canyon County have been successful in hiring for most open positions. Canyon County will obtain
two temporary drivers in October from a private company, for at least a month, to maintain current staffing levels, while they continue to hire staff for open positions.

**Highlights:**

**Contracted Transportation**

**Canyon County**
- Zero preventable accidents in September
- Intercounty on-time performance 56% for September. This number is low due to transition to new CAD/AVL system continuing adjustments.
- ACCESS on-time performance 86% for September
- On-demand on-time performance 80% for September
- Service changes implemented on October 4

**Ada County**
- Zero preventable accidents in September
- Fixed-route on-time performance 84% for September
- ACCESS on-time performance 96% for September
- Service changes implemented on October 4

**Specialized Transportation**
- Almost all services are seeing ridership increase
  - Volunteer drivers saw a decrease in ridership.
- There are no changes to any services or COVID19 cleaning protocols for the following services:
  - Parma Senior Center
  - Meridian Senior Center
  - Metro Community Transportation
  - Harvest Transit
  - Eagle Senior Center
  - Kuna Senior Center
  - Volunteer Driver
  - Lyft Transit Connections
  - VRT Late Night
  - Supportive Housing and Innovative Partnerships (SHIP)
  - Star Senior Center
  - Interfaith Sanctuary
  - Rides2Wellness
- Calvary Church has not resumed services
- Rides 2 Wellness saw a decrease in ridership due to a service provider going out of business. The procurement process was started to find new service providers, and will be completed in October.
- Metro Community Transportation struggles to keep up with transportation requests due to lack of drivers. A Transportation Director was added to the team.

**Information Technology and Intelligent Transportation Systems**
- Staff resolved 130 support requests from 145 submitted in September
- Working with internal departments to create work flows and standardize reports
• Following CAD/AVL system installations in August, continue to work on adjustments within new system
• Completed validator equipment installation for the integrated fare payment project
• Competed programming for automated announcements over PA system at Main Street Station

Compliance
• Updating Davis Bacon Wage Act procedures
• Continue to distribute face coverings as needed
• Following the Reasonable Suspicion training class in September, service providers have started to implement new drug and alcohol testing procedures
• Researching employee safety reporting programs to assist with compiling data for Public Transportation Agency Safety Plan

Customer Service Support
• Customer service handled 2,728 of 2,857 phone calls for information, with 129 calls abandoned. The average call time was 2 minute, 28 seconds and the average hold time was 17 seconds.
• Reservationist handled 931 of 977 phone calls to change or schedule a ride on ACCESS, with 39 calls abandoned. The average call time was 3 minutes, 32 seconds and the average hold time was 13 seconds.
• On-demand handled 870 of 931 phone calls to schedule a ride, with 61 calls abandoned. The average call time was 1 minutes, 41 seconds and the average hold time was 21 seconds.
• September mobile ticket sales were $5,069.25.

More Information
For detailed information contact: Leslie Pedrosa, Operations Director, 208.258.2713, lpedrosa@valleyregionaltransit.org
TOPIC | Finance and Administration Activity Report
DATE | November 1, 2021
STAFF MEMBER | Jason Jedry, Finance Controller

**Summary**
This memo provides an update on the accomplishments of the Finance Department.

**Highlights**

**Budget/Finance**
- At the end of August, VRT operating expenses were 21% under budget and capital expenses were 79% under budget
- Finance staff are actively preparing for FY2021 year end and the independent annual audit
- Finance staff are preparing to submit the Authorities FY2021 National Transit Database information to the FTA
- The finance department is currently training a new Accounting Analyst
- Finance staff are working on FY2022 project funding and tracking documentation

**Grant Management**
- Grants and Compliance Administrator is working on the following:
  - FTA grant applications
  - Active grant revisions/amendments
  - Subrecipient agreements for FY2022
  - Subrecipient reviews
  - Project funding forms

**Procurement**
- Procurement and Contracts Specialist is working on:
  - Demand Response Scheduling Software
  - On-Call HVAC Services
  - Contract extensions

**For detailed information contact:** Jason Jedry, Finance Controller, 208-258-2709, jedry@valleymetropolitantransit.org
TOPIC | Programs and Marketing Update
DATE | October 12, 2021
STAFF MEMBER | Dave Fotsch

Summary
The Programs area covers Navigation, Safe Routes to School, and Marketing.

Staff Recommendation/Request
Information only

Implication (policy and/or financial)
Information only

Highlights

Safe Routes to School (SRTS)
- Since August of 2021, SRTS has been back in school, both in class and in bike Physical Education. So far this school year, the program has seen close to 1,000 students. This looks promising for a “normal” year of student numbers. The SRTS newsletter went out in early September to all schools, resulting in many spring bike/pedestrian safety requests.
- SRTS met on October 14, 2021, with all of the SRTS coordinators in the state for an annual meeting where each program shared best practices and updates.
- SRTS has been out in the early mornings, handing out lights near schools with good success.
- A reminder: Please look twice for people walking and biking, and please support road safety initiatives that keep all road users safe.

Navigation
- The Canyon County Rides2Wellness (R2W) program was updated to conform with the Ada County model. This effort should reduce confusion and the time needed from the healthcare service partners.
- Brochures and lists for both Ada County and Canyon County R2W (CCR2W) services have been updated.
- Conversations have begun with several of the CCR2W health care partners to become new funding partners with the Ada County service.
- Developed the Engage VRT website and began the Connected Canyon County (CCC) initiative
- The mobility navigator hosted workshops for Community Partners and outreach events to the public as a part of the CCC initiative.
- The mobility navigator hosted the electric bus unveiling and participated at the First Thursday event in October as a part of the new electric bus campaign.
**Marketing**

The marketing department has been working with Stoltz Marketing Group to develop and launch a series of initiatives designed to maintain and grow Valley Regional Transit (VRT) services, ridership and better serve customers.

Electric Bus promotion –
- VRT held a successful ribbon-cutting event for the electric buses on September 14, 2021 at the Orchard maintenance facility with representatives from Valley Regional Transit, the City of Boise, City of Meridian, Idaho Power, and Proterra present.

Stoltz Marketing Group created a campaign to announce and celebrate the introduction of battery-electric buses to the VRT fleet. The campaign launched on October 4, 2021.

Campaign Tactics:
- Wrapping the first four buses with unique character-driven identities identifying them as electric buses. All four buses have been wrapped.
- A comic book targeting kids
- Event materials like photo booth cutout displays
- Paid social media and display ads
- Organic social content
- An animated video
- Community events and partnerships

City Go Wallet App – VRT is coordinating with City Go and Stoltz Marketing Group to develop a marketing campaign to introduce the public to the app and all it does. The app was soft-launched on October 4, 2021, with a full rollout taking place on November 1, 2021.

Campaign tactics include:
- Design of the smart card
- Paid ads, both Display and Facebook/Instagram
- Social content, images, and post content for organic distribution
- Partner social content, images, and post copy for City Go partners to distribute through their channels
- Promo videos
- Press release
- Website integration on both the City Go and Valley Regional Transit websites
- Interior bus ads
- General promotional poster for display at transit facilities
- Mobile app messaging

Safe Travels, Treasure Valley – Overall ridership is still well below pre-pandemic levels, so the STTV campaign will continue to assure the public that riding shared transportation is safe and cost-effective. Through an every-other-week newsletter, our partner agencies and VRT provide updates on programs and industry trends. VRT will continue to produce
the newsletter on the same schedule through the fiscal year 2022. The format will get a fresh look; we will develop a calendar of topics and focus on building the audience.

- We invite you to subscribe to the newsletter and share the link with others. https://valleyregionaltransit.us17.list-manage.com/subscribe?u=a2575d0c9e327df42c647285a&id=30356a6b08

Special Events – VRT offered the free Treeline Circulator bus service as part of Treefort Music Fest September 22–25 in downtown Boise. Ridership was down from previous years partly because Treefort limited ticket sales and because the weather was very warm. Not having bands on the bus probably also hurt ridership. VRT will partner with Treefort again in March of 2022 for the tenth anniversary of the music festival.

Route 150 Pine – VRT will work with Stoltz Marketing Group to develop a marketing plan for Route 150 Pine, which was postponed until COVID conditions improve and Ada County ridership rebounds. The goal is to have the plan and its support materials ready to go when VRT decides to launch the new service. VRT will pair marketing of Route 150 with the reinstatement of the Route 9 Extension, as the campaign tactics for each will be similar, and both services will start at the same time.

More Information
For detailed information contact: Dave Fotsch, Programs Director, 208-331-9266, dfotsch@valleyregionaltransit.org
Summary
This memo provides updates on current and future community outreach efforts, including those related to the Valley Regional Transit (VRT) Strategic Plan goals.

Highlights
- It was a relatively quiet past month for public records requests and media coverage. There were no records requests. There was some limited media coverage of our ribbon cutting for the new electric buses (September 14), Boise Dev reported on our vanpool survey and public transportation in the Treasure Valley, and the Idaho Press Tribune and several television stations did short stories/notices stories about the Treeline bus circulator that we had in service during the Treefort Music Fest. KIVI-Channel 6 planned to interview me during the week of October 12-16 about our electric buses.
- A new brochure about our vehicle sharing service is the first brochure that uses our new design template designed by Stoltz Marketing. I am converting existing VRT brochures to this new design, and all new brochures will use it. This effort will help with brand identity.
- We are planning to have a third project on our engage.valleyregionaltransit.org online public participation portal. The Highway 44 project will join the Connected Canyon County initiative and a regional vanpool study on the website. Efforts to promote the website will include reaching out to customers who have reached out to us in the past via email and electric comment forms.
- Improving accessibility (for those with cognitive or physical limitations) of our on-line and printed materials will be an ongoing theme during FY2022. I attended two online workshops about accessibility. I will continue researching the provisions of the current Website Content Accessibility Guidelines (WCAG 2.0) and develop guidelines for staff.

More Information
For detailed information contact: Mark Carnopis, Community Relations Manager, 208-258-2702, mcarnopis@valleyregionaltransit.org
TOPIC: Corporate Sponsorship and Underwriting Department

DATE: November 1, 2021

STAFF MEMBER: Jason Russell

Summary:

Valley Regional Transit - Fleet Underwriting Division

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<tr>
<th></th>
<th>Fiscal Year 2021</th>
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<tr>
<td>Target Revenue:</td>
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<td>Actual Contracted Revenue:</td>
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<td>% of Target Revenue:</td>
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Summary: With the stated goal of achieving a minimum of $75,000. Sponsorship revenue for the Valley Regional Transit-City of Boise Department of Arts and History Public Art program, I have begun focused outreach to potential sponsors. I am currently working with both the Interfaith Sanctuary and Idaho Department of Health and Welfare on artist selection. This has proven to be a more labor-intensive than expected but indicators are still positive for the continued support.

Safe Routes to School is also a focus of our fiscal year 2022 revenue development efforts. I am working to build a sponsorship presentation that encompasses what the program can offer to a potential sponsor and garner internal support for these efforts. I have identified two strong potential sponsors and initial discussion reveal openness to thirty-six month agreement. Timing is critical here as both organizations are budgeting their calendar 2022 sponsorships.

New Business Opportunities

- Jackson’s Food Stores
- TDS Fiber
- Manzo General Contracting
- Idaho Transportation Department – Office of Highway Safety (Public Transit Safety)
- Northwest Nazarene University

Advertising Installations and Renewals

- Idaho Central Credit Union
- Northwest Nazarene University
- Unidos Covid Vaccine

For detailed information contact: Jason Russell, Underwriting Manager, 208-440-2515, jrussell@valleymregionaltransit.com
Summary
This report provides a status update of activities related to the downtown mobility collaborative, City Go.

- City Go added pass programs for Hummel Architects and Balsam Brands in October.
- During the month on October, City Go held on-boarding meetings with Hummel Architects and Balsam Brands.
- The Integrated Mobility Plan planning process kicked off end of September. Staff is currently working with Nelson Nygaard on the initial data analysis, assembling a 20-30 person stakeholder group for visioning workshops and stakeholder interviews. The first workshop will take place the third week of November. The plan is expected to be completed in May. The schedule is as follows:

  **PROJECT SCHEDULE**

  ![Project Schedule](image)

- City Go is working with the Idaho Policy Institute to conduct a COVID-19 Travel Behavior Study valley-wide. The MOA between VRT and Boise State has been fully executed and the estimated completion of this project is December 2021.
- City Go has participated in many events over the last month including First Thursday on the Plaza with the City of Boise, ACHD Commuteride Ridetober event, and Trivia at Mad Swede.
- City Go sent out quarterly ridership reports to all regional pass program contracts.
- The City Go Wallet has launched with City Go Smartcards and the Umo Mobility App. The soft launch started October 4 and will run through October 31. Between October 4 and October 13, 32 people had created accounts on the new mobile app, and 16 smartcards have been activated. Between those same dates, we sold over $500 in passes:
• The focus for October continues to be on staff training for the system and transitioning people from the Valley Connect app to the Umo app. All sales in the Valley Connect app will be discontinued as of October 31, 2021. On November 1, 2021 the official launch of the system will happen, a press release will be issued and it will be the kickoff of a 3-month marketing campaign. Additionally, City Go staff integrated the first regional pass program into the system, and will continue to transition new and renewing pass programs into the new system over the next year. Staff continues to work through integrations with partner agencies for shuttles, vanpools, and parking to come later on in the year.

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