



valleyregionaltransit

This policy supersedes all prior policy statements written, verbal, or otherwise.

Policy Number: 6.00.04

Resolution Number: VBD24-039

Policy Title: Supplemental Services

Signature of Board Chairperson

Date

Signature of Chief Executive Officer

Date

STATEMENT OF POLICY

This policy establishes the criteria under which Valley Regional Transit, henceforth Authority, can provide supplemental services.

DEFINITIONS

The following words and phrases, whenever used by the Authority, shall be construed as defined in this section unless, from the context, a different meaning is intended or unless a different meaning is specifically defined and more particularly directed to the use of such words or phrases:

Authority – Valley Regional Transit is a regional public transportation authority formed by citizen referendum and established in Idaho State Code, Chapter 21, Title 40. As the Authority, they are:

- Accountable to local governments
- Exclusive jurisdiction over publicly funded transportation
- Provide public transportation services
- Encourage private transportation programs
- Coordinate both public and private transportation programs

Board of Directors – The Board of Directors consists of *general members* from Ada County, Canyon County, each incorporated city within Ada County and Canyon County or Canyon County; *special members*, including Boise State University, Capital City Development Corporation and the College of Western Idaho; and *ex-officio members* from the Idaho Transportation Department.

Supplemental Service – an extension of hours or frequency of regular fixed-routes, or specialty routes specifically designed for an identified event that are centered near high-use

locations, such as downtowns, colleges, universities, and event centers in the region, for special events with high community interest to serve transportation needs for these community events. Events must take place within an area centered in locations where the Authority currently provides services, or where the Authority has the assets to support the service, even if those events occur outside a regular service schedule. Supplemental service also includes using transit buses to participate in individual community events such as parades, Stuff the Bus, First Thursday, and more.

Federal Transit Administration - The Federal Transit Administration (FTA) provides financial and technical assistance to local public transit systems, including buses, subways, light rail, commuter rail, trolleys and ferries. FTA also oversees safety measures and helps develop next-generation technology research.

GOALS

The Authority may use supplemental services to achieve the following goals:

- Reduce traffic volumes and parking needs around large community events
- Provide the public with unique benefits Authority vehicles and services offer during community events such as, real-time bus tracking, low-floor accessible vehicles and on-board electronic information.
- Introduce the public to the unique services the Authority provides, and attract new riders
- Increase directly generated revenues through increased ridership on regular revenue service and increased value of advertising revenue

BENEFITS

Supplemental services will be designed to benefit the public in the following ways:

- Increase visibility and awareness of Authority services
- Help people learn how to use Authority services, including fixed-route services
- Move more people more quickly at community events using fast loading accessible low-floor two-door transit vehicles
- Improve customer awareness of service through use of transit vehicle onboard technology and apps allowing customers to track buses in real time, see service alerts and see information onboard through electronic info screens
- Easy bus identification through use of outboard reader board labeling of event buses

POLICY

The Authority may offer supplemental services when those services meet the goals, benefits, criteria, measures of success, limitations and FTA Regulations described herein. Specific services will be piloted on a limited basis under the limited supplemental services budget for one or more years to determine sustainability. If a determination is made that services are sustainable based on measurements of success and should be sustained, they will be added to the list of regular services and moved into the operations budget. The Authority's Board of Directors will be provided with a report of supplemental services offered each fiscal year.

AUTHORITY CRITERIA FOR SUPPLEMENTAL SERVICE

All supplemental services must:

- Identify community events with high volume transportation needs in areas within the Authority's service area where the Authority has assets to support services
- Identify event organizer interest and community support
- Identify if the service has advertising potential
- Verify that service does not violate Federal Transit Administration (FTA) charter regulations and other limitations
- Consult with any recent previous provider of services for said event
- Confirm available resources, including buses, drivers, staff, budget, and available advertising space

AUTHORITY'S MEASURES OF SUCCESS

Success of supplemental services will be measures by:

- Event ridership
- Rider, event organizer, and advertiser satisfaction through surveys and/or interviews
- Increased reach, including social media impressions, newsletters sign-up, etc.
- Increased technology use, including app downloads, mobile ticket purchases, etc.
- Advertising sales growth
- Ridership growth on regular services, identified by route ridership comparisons
- Positive public opinion on Authority services, identified by surveys and/or interviews

SUPPLEMENTAL SERVICE LIMITATIONS AND FTA REGULATIONS

The following limitations and regulations will govern when supplemental services are piloted and scheduled.

Supplemental services cannot typically receive direct payment for service, as federally funded assets cannot be used to provide charter services (exception must meet charter regulations – FTA Regulations below)

Per FTA regulations, supplemental services must be paid for with local revenue, not directly generated revenue, and

- VRT must have sufficient available resources – buses/drivers/support staff/budget
- Supplemental services cannot interfere with regularly scheduled services (i.e. weekend/off peak times)

Supplemental services will follow all FTA regulations including the following:

- No third party is requesting service for its exclusive use, or
- There is no or an inadequate responsive bid to an exclusive request for service
- No third party pays Authority for the service
- No fares are collected
- No third party determines the origin or destination of the trips, the route or schedule
- The service is paid for exclusively with local funds

END OF POLICY

Adoption Date: 8/12/2024

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Supporting Documents: