

# Regional Advisory Council Meeting Agenda

May 19, 2026

9:00 AM

VRT Board Room – 700 NE 2nd Street – Meridian, Idaho

This is an in-person meeting.

If you are unable to attend in person, you may participate in the meeting via MTeams at

[http://ridevrt.org/VRTRAC\\_MAY26](http://ridevrt.org/VRTRAC_MAY26)

or by dialing in at **323-484-8960 Conference ID: 106 837 119#**

## I. Calling of the Roll

## II. 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 a Regional Advisory Council Member requests the item be removed from the Consent Agenda and placed under Action Items.*

## III. Action Items

## IV. Information Items

### A. INFORMATION: Coordinated Plan Update

Page 3 | COMPASS Staff

*COMPASS staff will provide an overview of the Coordinated Plan update and schedule.*

### B. INFORMATION: Title VI 2027-2030 Update

Pages 4-6 | Kate Dahl

*Staff will provide a summary of data, policy, practice, and other updates to the Title VI document that are required to maintain eligibility for federal funding.*

### C. INFORMATION: 2026 Regional Advisory Council Orientation and Outreach Update

Page 7 | Jason Rose

### D. INFORMATION: Regional Advisory Council Membership Recruitment

Page 8 | Jason Rose

*Staff and Regional Advisory Council members will discuss membership recruitment, including current membership, recruitment ideas, representation goals, council goals and activities, opportunities for membership representation, and membership goals.*

## V. Department/Staff Reports

### A. INFORMATION: Department/Staff Reports

Pages 9-21 | Staff

*The most current department/staff reports were included in the packet for information. Regional Advisory Council members are encouraged to read them as they contain valuable information not presented elsewhere.*

## VI. Adjournment

*Agenda order is subject to change.*

**Next Regional Advisory Council Meeting:**

**Summer Meeting - TBD**

**September 16, 2026**

VRT Boardroom  
700 NE 2nd Street  
Meridian, ID 83642

Any accommodations needed for effective communication, such as language interpretation or auxiliary aids, should be made no later than three working days before the scheduled meeting. Please contact Jason Rose, Communications Director at [jrose@rideVRT.org](mailto:jrose@rideVRT.org) or by calling 208-258-2739.

TOPIC	2026 Coordinated Public Transit Human Services Transportation Plan Update
DATE	May 19, 2026
STAFF MEMBER	Stephen Hunt

## Summary

Specific funding is provided by the Federal Transit Administration to assist in meeting the transportation needs of older adults, people with disabilities, and people with low incomes. Projects funded with these funds must be included in a locally developed **Coordinated Public Transit-Human Services Transportation Plan** (or “Coordinated Plan”). These coordinated plans identify the transportation needs of individuals with disabilities, older adults, and people with low incomes, provide strategies for meeting these needs, and prioritize transportation services for funding and implementation.

**COMPASS** is the agency in our region that develops the plan. Federal transit law requires that the plan be "developed and approved through a process that included participation by seniors, individuals with disabilities, representatives of public, private, and nonprofit transportation and human services providers and other members of the public" utilizing transportation services.

COMPASS staff will provide an overview of the Coordinated Plan update and schedule and seek Regional Advisory Council comment.

## More Information

**For detailed information, contact:**

Stephen Hunt  
Chief Development Officer  
[shunt@ridevrt.org](mailto:shunt@ridevrt.org)  
208-258-2701

<b>TOPIC</b>	Title VI Update for 2027-2030
<b>DATE</b>	May 19, 2026
<b>STAFF MEMBER</b>	Kate Dahl, Principal Planner

### Staff Recommendation/Request

This is an informational item providing the Regional Advisory Council with an update on Title VI.

### Highlights

Valley Regional Transit (VRT) is undertaking the required three-year update of the Title VI document to ensure compliance with federal nondiscrimination requirements in public transportation planning and operations, and to maintain eligibility for funding through the Federal Transit Administration (FTA).

#### Schedule

- May 19, 2026, Regional Advisory Council review and comment
- August 8, 2026, Executive Board recommend approval
- August 8, 2026, Board of Directors adoption
- October 1, 2026, Title VI document updated and adopted by VRT for compliance with FTA

### Summary

Title VI of the Civil Rights Act of 1964 protects people from discrimination based on race, color, and national origin in programs and activities receiving federal financial assistance. The FTA works to ensure nondiscriminatory transportation in support of our mission to enhance the social and economic quality of life for all Americans. The FTA Office of Civil Rights is responsible for monitoring FTA recipients’ Title VI programs and ensuring their compliance with Title VI requirements.

The FTA requires Title VI programs to be updated, typically every three years, to ensure recipients of federal funds do not discriminate based on race, color, or national origin. These updates ensure transit agencies provide equitable services, evaluate the impacts of fare and major service changes on minority and low-income populations, and maintain compliance with the Civil Rights Act of 1964.

#### Key Reasons for FTA Title VI Updates:

- **Prevent Discrimination:** Agencies must prove that service reductions, route changes, or fare increases do not disproportionately affect minority or low-income riders.
- **Regulatory Compliance:** Recipients of federal funds are required to submit updated plans every three years to maintain compliance with FTA guidelines, particularly [FTA Circular](#)

### 4702.1B.

- **Ensuring Equity in Decision-Making:** Updates compel transit providers to analyze if new projects, fare media, or service changes unfairly burden protected populations.
- **Updated Demographic Analysis:** Agencies must update their data to reflect current community demographics and changing transit needs.
- **Public Participation & Accountability:** The process forces agencies to have actionable policies, such as a Title VI complaint procedure, for public input.

#### **Key Policies within the Update:**

- **Disparate Impact Policy:** Establishes thresholds for determining if minority populations are disproportionately affected by a change. In December 2025, the Trump administration officially eliminated "disparate impact" liability from Department of Justice (DOJ) Title VI regulations, a major shift that narrowed enforcement to only intentional discrimination, as result this section will be eliminated.
- **Disproportionate Burden Policy:** Evaluates impacts on low-income populations.
- **Service Standards:** Ensures equitable distribution of service (e.g., vehicle loads, headways).
- Regular updates also serve to ensure compliance with language assistance for Limited English Proficient (LEP) persons.

## **Discussion**

To assist in compliance with the Federal Transit Administration, VRT has a policy document called Title VI to outline recent demographic data on special populations within the service area and outline internal policies to ensure compliance. RAC discussion will center on public engagement practices and policies and the following changes:

Proposed changes to the document include the following:

- Update data sets for the 2027-2030 time period
- Review policies to reflect VRT practices
- Update language line calls and top languages
- Update vehicle inventory
- Update service change summaries
- Update public engagement activities
- Update contact person for Title VI inquiries.
- Update graphics with current time period
- Eliminate disparate impact section

## **Implication**

An up-to-date Title VI document ensures VRT is eligible for federal funding.



## More Information

**Link:** [Title VI 2024-2026 Document](#)

**For detailed information, contact:**

Kate Dahl  
Principal Planner  
kdahl@rideVRT.org  
208-258-2715



TOPIC	2026 RAC Orientation and Outreach Update
DATE	May 4, 2026
STAFF MEMBER	Jason Rose

## Summary

This is an information item.

Staff will conduct an orientation session to discuss the Regional Advisory Council's mission, goals, and function within Valley Regional Transit (VRT). The session will also feature information about VRT, our work in the region, and upcoming strategies for growth. This information will help frame for new members and reinforce for existing members the direction for RAC and VRT.

Staff will also discuss upcoming communications and outreach efforts and highlight how the RAC can participate.

## More Information

**For detailed information, contact:**

Jason Rose  
Chief Communications Officer  
[jrose@ridevrt.org](mailto:jrose@ridevrt.org)  
208-803-5183

TOPIC	Regional Advisory Council (RAC) Membership Recruitment
DATE	May 4, 2026
STAFF MEMBER	Jason Rose

## Summary

Staff and RAC members will discuss membership recruitment by exploring:

- Council activities
- Current membership
- Member representation
- Membership prospects
- Goals
  - Council
  - Representation
  - Membership

We will workshop ideas for strengthening the council's visibility and get input from members on challenges, opportunities, and recommendations for expanded recruitment based on the prior discussion. We will also review whether current meetings times allow the opportunities discovered by the prior discussion

## More Information

**For detailed information, contact:**

Jason Rose  
Chief Communications Officer  
[jrose@ridevrt.org](mailto:jrose@ridevrt.org)  
208-803-5183

CEO Activity Report	CEO Activity Report
DATE	March 2, 2026
STAFF MEMBER	Elaine Clegg

## Summary

Information only, no action needed.

## Highlights

Like most of you VRT has been working on our **FY2027 Budget**. You will see the draft proposal in June with a request to schedule the public hearing for August. We are also working to schedule meetings with each of your agencies.

It has been a busy month for **events**. Thank you all who participated I the Main Street Station Ribbon Cutting. If you weren't able to come and haven't been down in the station in person since I encourage you to go visit.

VRT was well-represented at the WTS Gala mid-month. The **Rosa Parks Diversity Leadership Award** went to **Hailee Lenhart-Wees**, the Community Outreach Manager at VRT. **Woman of the Year** went to **Debbie Kling**, former Mayor of Nampa and former VRT Board Chair.

VRT hosted and conducted the **Bikeapalooza** at Washington Elementary School in Boise featuring a large bike rodeo course and various booths with safety material and handouts. The school grounds were packed with kids, parents and bikes from 9:00 AM to closing at 3:00 PM. Thanks to our partners at the Boise School District, ACHD the City of Boise and many more who helped make this a great success.

There are two important policy issues at the national level and new opportunities to work on local funding policy. The Bus Coalition Board and an APTA committee have identified **sufficient funding for Bus and Bus Facilities** in the reauthorization process as perhaps the most important issue facing transit nationwide and I am working with our delegation and with folks from Alaska on **local match parity** for transit.

## Meetings/Presentations/Travel

### Meetings

- Attended the City of Boise Youth Roadmap meeting follow-up regarding our partnership on the Youth Ride Free Program
- Continue to hold meetings with **various local elected leaders** in preparation for budget requests and presentations.
- Invited and participated in the **Boise School District Futures Conference** to update their facilities plan.
- Met with **Maureen Gresham**, former FHWA Idaho staff, who has helped research information on local match rates.

- While in Washington DC for the APTA legislative Conference, met with transportation staff from all of our **congressional offices**.
- Attended the **Boise Metro Chamber of Commerce Keep Idaho Moving** meeting
- Participated in the in-person Board meeting of **The Bus Coalition** during the APTA Legislative Conference.
- Had two **rail focused meetings**, one with **Senator Risch** to explore assistance about the local rail corridor and a second with the group that continues to pursue a **Corridor Identification Program** grant to re-establish service between Boise and Salt Lake City.
- Participated in the search process for the new Director for The Capital City Development Corporation

### Presentations

Completed one local and one national presentation this month.

- Presented to the **Boise Metro Chamber of Commerce Transportation Committee** on the completion of the electrification and refresh project at Main Street Station
- Presented to the **Rail Passengers Association** at their annual legislative conference and talked about the importance of partnerships in reestablishing long-distance passenger rail service.

### Travel

Traveled once locally and once nationally

- The **APTA Legislative Conference in Washington DC** was filled with informative presentations. I visited with all of our congressional delegation's staffs and continue to work on local match parity legislation for transit.
- The **Boise Metro Chamber of Commerce Leadership Conference** remains one of the most useful networking opportunities in our region. I talked to many of you there and also was able to touch base with various state and business leaders who are interested in helping find a way to better support transportation of all kinds in Idaho.

### Media

We have partnered with the City of Boise on two important programs

- [City of Boise, Valley Regional Transit to offer free bus passes to affordable housing tenants | ktvb.com](#)
- ['Youth Ride Free' on Boise buses this summer | ktvb.com](#)

### Internal Activities

Our preliminary budget is below the 3.5% increase that we targeted overall. When you see the final draft in June staff will highlight the areas the operations team worked on to find savings and efficiencies. You will also see the hard work done by finance and development to keep requests at the level adopted in the Transit Development and Operations Plan (TDOP). There are still troublesome trends in inflation of liability insurance, fuel and bus parts, and like many of you we have contract employees with set increases.



Some of you have seen your VRT Assessment requests, we are in the process of releasing the remainder. We wanted to be sure we had the lowest request we could and still make budget without deferring needed items. I look forward to working with you on the requests and with presentations to your governing boards.

We are ready to begin installing the new fareboxes on nearly all the large buses in Ada County and the intercounty buses in Canyon County. We are also replacing the vault system. Once these are in place and tested we will replace the fareboxes on the remainder of the large buses and place new electric validators on the rest of the fleet. We can then go live with the new payment system that includes virtually any kind of media, from credit cards to phone pay and app pay, to our own smart cards and of course cash. We are excited about the step forward in payment options and the new open architecture app that promises to be easier to use and more seamless for customers to integrate into their usual payment and trip planning options.

We have submitted an amendment to the RAISE/BUILD grant that was awarded in 2022 for State Street infrastructure that increases the scope of work for bus stop, signal and infrastructure improvement design and construction and decreases the scope for bus infrastructure. With the completion of the project at Main Street Station we are confident that we can run the buses we have efficiently and completing more of the infrastructure on State Street will allow us to move this long awaited improvement forward sooner.

**For detailed information, contact:**

Elaine Clegg, CEO

[eclegg@ridevrt.org](mailto:eclegg@ridevrt.org),

(208) 258-2712



<b>TOPIC</b>	Development Department Monthly Report
<b>DATE</b>	May 4, 2026
<b>STAFF MEMBER</b>	Stephen Hunt

## Summary

Development Department activities for the May 2026 report.

## Highlights

### Valley Regional Transit (VRT) Strategic Plan: Goal 1 – Demonstrate responsible stewardship of public resources

#### Performance Based Decision-making

- **FY2027 Budget Development** – Staff is working to finalize the draft FY2027 budget based on the adopted 2026-2030 Transit Development and Operations Plan (TDOP). Staff has begun working with local jurisdictions on funding requests for FY2027.
- **Geographic Information Systems (GIS) Database** – Staff has continued work with COMPASS to develop a request for proposal for consultant support to develop a GIS database to manage bus stop amenities, conditions, repairs etc.
- **Hopthru Ridership Platform** – Staff began its use of the Hopthru Ridership Platform which will allow for faster analysis of ridership trends at the route and stop level. It will also help VRT identify any issues with ridership data collection.
- **June 2026 Service Change** – Working with operations and our contractors MV, VRT has developed a set of time point changes to improve the on-time performance of routes across the system. Staff has been working on finalizing operational and public information for these changes.

### VRT Strategic Plan: Goal 2 – Increase Ridership and Revenue

#### Planning

- **Bus Stop Improvements** – Staff is continuing its work with a consultant to develop preliminary designs bus stop investments over the next five years.
- **Valley Connect 3.0 (VC 3.0)** – VRT leadership is reviewing the draft of VC3.0, focusing on key messages and how to position this plan for greatest impact over the next several years. We expect to present a final VC3.0 plan for adoption in the summer of 2026.
- **Coordinated Human Services Transportation Plan** – Staff continues to work with COMPASS on the next Coordinated Human Services Transportation Plan. This plan will update the current plan and identify service gaps and priorities for how to most efficiently coordinate transportation services to seniors and persons with disabilities.

## Mobility Integration

- **Canyon County Vanpool Pilot** – Staff is continuing to finalize its service contract with Commute with Enterprise to pilot vanpool services in Canyon County.

## VRT Strategic Plan: Goal 3 - Build Institutional and Regional Capacity

### Regional Capital Enhancements

- **Main Street Station (MSS)** – Construction at MSS is complete. Operations and contractors continue testing and commissioning vehicles and the charging equipment. Staff is coordinating the cleaning and painting in preparation for re-opening.
- **Nampa Pedestrian Improvements** – Staff continues its coordination with Nampa on a subrecipient contract regarding pedestrian infrastructure improvements to transit stops on 16<sup>th</sup> Avenue.
- **Bus Stop Improvements** – Staff continue to work with the Boise Airport on bench and shelter placement. Staff is also soliciting information about braille signage at bus stops to improve the accessibility of our bus stops.
- **Orchard Facility** – Staff is working with Anderson Construction Company LLC to begin construction on expansion of the Orchard facility. This expansion will improve the flow of buses in the Orchard yard and make room for additional space to manage advertising benches and other bus stop amenities.

### Regional Corridor Planning/Corridor Capital Investments

- State Street Corridor Projects
- Staff has continued working with the Idaho congressional delegation to push for approval of the 2022 Rebuilding America's Infrastructure with Sustainability and Equity (RAISE) grant Paper Grant Agreement. Staff also submitted a revised Paper Grant Agreement in response to concern regarding project scope to FTA for their consideration.
- VRT staff has resumed coordination activity to cover the Boise Valley Canal from Saxton to Bogart on State Street until the future of RAISE grant funding is clarified. Staff have been working with Federal partners to ensure progress is as timely as possible.

## More Information

### For detailed information, contact:

Stephen Hunt, Chief Development Officer, 208.258.2701, [shunt@rideVRT.org](mailto:shunt@rideVRT.org)

Joe Guenther, Capital Projects Manager, 208.258.2705, [jguenther@rideVRT.org](mailto:jguenther@rideVRT.org)

Kate Dahl, Principal Planner, 208.258.2715, [kdahl@ridevrt.org](mailto:kdahl@ridevrt.org)

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Kyle Street, Programming Planner, 208.258.270, [kstreet@rideVRT.org](mailto:kstreet@rideVRT.org)



<b>TOPIC</b>	Operations Department Staff Report
<b>DATE</b>	May 4, 2026
<b>STAFF MEMBER</b>	Leslie Pedrosa

## Summary

This report provides a status update of activities related to contracted transportation services, Specialized Transportation services, compliance, customer service support and regional operations.

## Regional Highlights

### Ada County Charging and Battery Electric Bus Update

Valley Regional Transit (VRT) continues to work with Phoenix Motors, Inc., trying to get four buses back on the road. Three buses are down due to battery issues, and one is down due to delayed replacement parts. VRT continues to secure parts from the new vendor, Powers Parts.

In early March, staff met with Zenobe, the company that owns the battery leases for the Proterra buses. Zenobe described a plan to replace the batteries in all Proterra buses and expects to resolve current and future battery issues. Zenobe is working on a replacement schedule and will update VRT once a plan has been finalized.

### Overhead Charging Project

Jacobs completed commissioning of overhead chargers at Main Street Station (MSS) in April. A ribbon cutting ceremony was held on April 1 and staff demonstrated the new charging system. VRT will continue to have buses test the chargers throughout the day until the service change in June. VRT is finalizing plans for all day on-route charging, during revenue service, for the June service change.

### Miscellaneous

- VRT has been working with Complete Coach Works to determine if buses due for replacement will be replaced with new or if they will be refurbished at a lower cost.
- VRT continues to comingle rides with Beyond Access and On-demand services. Since comingling services, the ability to book a ride has increased by 20%. VRT will continue to work on ways to increase seat availability for system users.
- Staff has been working with St. Luke's to pilot the Rides2Wellness program for residence of Mountain Home. St. Luke's is trying to find a way to get patients to clinics in Boise from Mountain Home, mostly for specialty services. VRT will be releasing a procurement for service providers and will pilot the system for six months and determine next steps in quarter one of fiscal year 2027.
- Staff continues working with the IT Department on the farebox replacement project. VRT will be implementing new fareboxes in two phases for this project. The first phase will replace 48 fareboxes in transit buses.

- The Treeline service provided during Treefort was successful again this year. The service ran for four days in the evening and provided over 3,200 rides.
- VRT extended service on routes 8 and 21 for the first AC Boise game on April 4. The event provided over 300 rides for the first event. VRT will continue to work with AC Boise to pilot the service in April and May to determine if it will provide extended service for the entire season.
- Staff continues to work with the capital projects manager to prepare for upcoming construction at the Orchard facility.

## Service Highlights

### Canyon County

- Two preventable safety events in March
- Intercounty on-time performance 75% for March
- On-demand on-time performance 85% for March
- ACCESS on-time performance 97% for March

### Ada County Highlights

- Two preventable safety events in March
- Fixed-route on-time performance 82% for March
- ACCESS on-time performance 98% for March

### Beyond Access Service

- One preventable safety event in March
- On-time performance 97% for March

### Compliance

- The three transit providers sent cure notices were able to get their drug and alcohol programs in compliance as required. Currently all transit providers are compliant for drug and alcohol requirements.
- Staff completed scoring assets for Transit Asset Management scoring for the fiscal year.

### Customer Service

- In March, customer service answered 89% of 8,204 incoming calls. There were 857 abandoned calls. The average call time was 2 minutes and 53 seconds. The average hold-time was 18 seconds.
- March City Go Pay mobile ticket sales totaled \$14,889.65.

## More Information

### For detailed information, contact:

Leslie Pedrosa  
 Chief Operating Officer  
[lpedrosa@ridevrt.org](mailto:lpedrosa@ridevrt.org)  
 (208) 258-2713



<b>TOPIC</b>	Finance and Administration Activity Report
<b>DATE</b>	May 4, 2026
<b>STAFF MEMBER</b>	Jason Jedry

## Staff Recommendation/Request

This information item provides an update on the finance department.

## Highlights

### Budget/Finance

- Finance staff continue to work on the final stages of the Oracle ERP system implementation and configuration issues
- Finance and operations are working together on the final stages of the Oracle EAM system configuration
- The soft close of FY2024 has been completed
- The FY2024 audit began in January. Eide Bailly is spending a significant amount of time reconciling ending balances of the prior ERP system to the beginning balances of the new ERP system
- The Chief Financial Officer (CFO) is working with budget managers on FY2027 budget planning
- CFO is working with operations to complete FY2025 NTD reporting

### Grant Management

- Grants and Compliance Administrator is working on the following:
  - FTA grant applications
  - Active grant revisions/amendments
  - FY2026 projects
  - Federal grant reconciling and reporting

### Procurement

- Procurement and Contracts Specialist is working on:
  - On-Call Marketing services
  - Acquisition of Services Beyond Access
  - Non-emergency medical transportation services

### For detailed information, contact:

Jason Jedry  
 Chief Financial Officer  
 jjedry@ridevrt.org  
 208-258-2709

<b>TOPIC</b>	Communications and Engagement Update
<b>DATE</b>	May 4, 2026
<b>STAFF MEMBER</b>	Jason Rose

## Summary

This memo provides updates on current and future communications, engagement, and marketing efforts.

## Highlights

**2026 focus and resourcing:** Staff is refining our communications strategy to better allocate capacity and prioritize major projects, especially with the introduction of the Youth Ride Free program and public education around funding constraints and budget limitations.

**New staff:** The search for our Marketing & Creative Manager position is in its final stages, with the role set to play a critical part on our team. Specific tasks include leading Valley Regional Transit's (VRT's) brand identity, creative strategy, brand governance, and content development across all public-facing platforms to ensure consistent, accessible, and compelling communication of VRT services, programs, and initiatives as the agency grows.

**Key destination promotion:** Advertising agreements continue with Boise State Athletics and the Boise Airport to promote service to these destinations, with additional route-level promotions planned in the coming year.

**Main Street Station and infrastructure communications:** Staff continues public-facing updates related to Main Street Station and other infrastructure projects, including coordinated brand refreshes (floors/walls) as construction allows and continued work on public art agreements and City of Boise partnerships. A new vinyl wrap has been installed on the downstairs wall, speedlines along the concourse, and updates to reinstall the previous history plaques are being planned as well.

**Digital accessibility:** Ongoing audits of our digital platforms ensure alignment with updated Department of Justice ADA standards for digital accessibility.

**Event and milestone planning:** It has been a busy spring and we are celebrating having successfully launched the Treeline, Underground Disco Derby, the Main Street Station public art installation and ribbon cutting, and AC Boise Matchday Bus service, all within just eleven days. We are also planning a family ride day for Youth Ride Free in May.

**Campaigns:** Three major campaign and design updates are in the works, including Youth Ride Free promotional materials, a gamified and eye-catching route- and destination-focused (route-reach) initiative, and an updated City Go membership program.

**Youth Ride Free:** VRT has had the distinct fortune to work with the City of Boise on Youth Ride Free, a pass program designed to provide free bus and paratransit access to youth 18 and under across the region. The program was made possible by funding from the City of Boise, secured by a grant from the Blue Cross Foundation. The team has been hard at work designing and distributing outreach materials, promoting sign-ups, building the intake system, distributing passes, and getting people on board! The benefits extend to both youth and their parents or caregivers – in addition to providing transportation, we’re able to provide independence for youth in the region and relieve parents and caregivers of the task of chauffeuring! Ultimately, this program has the potential to make a significant shift in the perception of transit in the region and hopefully shape culture to be more transit-friendly. We’ve been able to address some of the perceived of the barriers we’ve heard about – usefulness and safety chief among them.

**EARNED MEDIA**

VRT has had a strong media showing since March, with most of the focus on pass programs such as the residential housing and Youth Ride Free programs with the City of Boise, Main Street Station activity, and community participation through Treefort.

- Boise State Public Radio – “Young people can ride Boise buses for free this summer and the next” (Mar 23, 2026)
- NewsBreak – “Free VRT Bus Rides During Treefort 2026” (posted Apr 3; event dates Mar 25–28)
- KTVB (NBC) – “City of Boise, Valley Regional Transit to offer free bus passes to affordable housing tenants” (Apr 30, 2026)
- KIVI / Idaho News 6 (ABC) – “Boise offers free bus passes to residents in city-run affordable housing” (Apr 30, 2026)
- City of Boise (news release) – “City of Boise Offers Free Bus Passes to Its Affordable Housing Tenants” (Apr 30, 2026)
- KBOI (CBS2) – “Youth Ride Free Returns: Boise-Area Kids Ride VRT Free All Summer” (Mar 24, 2026; updated Apr 21)

**SOCIAL MEDIA (MARCH)**

[[this month](#), [last month](#), [last year](#)]

Platform	Total Followers	Total Views	Reach	Engagement Rate	Posts Published
Instagram	1,758	49,081	32,529	4.80%	16
	1,669	5,882	3,148	10.67%	6
	1,346		8,395	7.58%	9



		12,018			
Facebook	2,503	10,366	6,723	3.36%	18
	2,489	6,033	3,194	3.60%	10
	2,386	6,016	3,563	3.32%	8
LinkedIn	738	2,836	1,869	7.41%	6
	716	1,561	847	6.73%	5

March was a high-activity month driven by several major initiatives, including Treeline, the Youth Ride Free announcement, Transit Employee Appreciation Day, the Lucky #7 St. Patrick’s Day Scavenger Hunt, and the Underground Disco Derby. Treeline and the Underground Disco Derby in particular generated strong visibility and helped expand overall reach.

Instagram saw its highest organic reach to date, with over 32,500 in reach and nearly 50,000 total views, signaling a major step forward in content visibility and audience growth. Facebook performance remained lower by comparison but still contributed steady reach and viewership.

Early interest in the Youth Ride Free program shows strong potential, with engagement from both community members and Boise-based accounts. This presents clear opportunities for future collaborations and expanded promotion. Overall, March demonstrated the impact of combining large-scale events, creative content, and strategic announcements to drive significant awareness and engagement.

**COMMUNITY ENGAGEMENT**

We’ve kept things busy leading into May as we participate in May in Motion and coordinate events around Youth Ride Free. In April alone, we hosted or participated in more than thirty community events, ranging from tabling at May in Motion, providing bus riding education for City Go memberships and pass programs, conducting outreach with our new residential pass program, assisting at the Go Team dog training on buses, and featured a bus operator at the Community Helpers Storytime with the Boise Library. We spoke with more than 2,000 people at these events, giving us an opportunity to share VRT services and provide a touchpoint for community members. We’ve been able to sign up youth for Youth Ride Free at various events, including the Girls on the Run Expo, where we signed up 28, Earth Day at the Watershed, where we signed up 24, and Bikepalooza, where we signed up 11. We will be hosting a Bike to Work Day at Cherie Buckner-Webb Park to encourage transit ridership and fewer single-occupancy vehicles on the road. We also held our second Pacific company housing bus pass



kick off, where we spoke with 48 people and signed up 20.

## **BUSINESS ENGAGEMENT**

So far this fiscal year, we're billing \$225,690 with 35 total members or programs, 8 of which also have a City Go commitment. Our newest partnership is an exciting one: a Residential Pass Program with the City of Boise's Housing team will provide their 184 units with bus passes for everyone that dwell in a City-owned housing property.

We're in the process of updating the relationship between the regional pass program and City Go, and we are looking forward to introducing a realigned brand in the months to come.

## **SALES**

Sales for fiscal year 2026 are billing \$617,867.00 through May 4th for buses, benches, and shelters. The overall goal for FY2026 is \$850,000,00. Total contracts signed are at \$828,616.00.

We also implemented new contract types that include supplemental service (event) advertising packages and annual Premier Advertising Partnerships, which include a full year of advertising, multiple supplemental service advertising opportunities, and value-add options.

## **For detailed information, contact:**

**Jason Rose, Chief Communications Officer/PIO, [jrose@ridevrt.org](mailto:jrose@ridevrt.org), (208)803-5183**

Jason has the pleasure of leading the Communications & Engagement Team, which is comprised of:

- Rich Marks: Account & Sales Manager
- Kathleen Godfrey: Business Development Manager
- Hailee Lenhart-Wees: Community Outreach Manager
- Nick Moore: Communications Specialist II



<b>TOPIC</b>	Information Technology Monthly Report
<b>DATE</b>	May 4, 2026
<b>STAFF MEMBER</b>	Brad Alvaro

## Summary

This memo provides an update on the accomplishments of the Information Technology Department and the status of the IT related projects and services.

## Projects

- Awarded Electronic Farebox Mobile Ticketing system RFP to Genfare. Weekly meetings with Genfare.
- Oracle Enterprise Resource Planning (ERP) system: Continue working with FourthSquare for minor production support issues and troubleshooting. Attend weekly meetings regarding bug fixes and service requests.
- Continue supporting Oracle Enterprise Asset Management (EAM) system.

## Support Services

- Boise State shuttle replacements
- Performed annual cyber security training
- New tablet replacements for driver payroll tables
- Project scope for Boise State/VRT spot integrations
- Monthly service change meetings
- Cubic reader database updates for vehicles
- Configured real-time display vendor route ladder options
- Tightened impersonation protection settings for external emails, and email origin verification
- Assisted in resolving APC (Automatic Passenger Counter) reporting issues
- Build scope of work for Beyond Access and access table replacements

## More Information

**For detailed information, contact:**

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