

Regional Advisory Council Meeting Agenda

July 21, 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_JUL26

or by dialing in at **323-484-8960** Conference ID: **443 423 357#**

I. Calling of the Roll

II. Agenda Additions/Changes

III. 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.

**A. ACTION: Minutes of the May 19, 2026, Regional Advisory Council Meeting
Pages 3-4 | Deborah Johnson**

The Regional Advisory Council is asked to consider approval of the minutes from the May 19, 2026, meeting.

IV. Action Items

V. Information Items

**A. INFORMATION: Coordinated Human Services Transportation Plan Update
Pages 5-9 | COMPASS**

Brent Moore of COMPASS will present an update on the Coordinated Human Services Transportation Plan development.

**B. INFORMATION: Rides2Wellness Budget and Expansion update
Pages 10-12 | Elaine Clegg**

Staff will provide an update on Rides2Wellness budget, ridership growth and expansion plans.

VI. Department/Staff Reports

**A. INFORMATION: Department/Staff Reports
Pages 13-25 | Staff**

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

VII. Adjournment

Next Regional Advisory Council Meeting:
September 15, 2026
VRT Boardroom
700 NE 2nd Street
Meridian, ID 83642

Regional Advisory Council Meeting MINUTES

May 19, 2026

9:00 AM

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

MEMBERS PRESENT	MEMBERS ABSENT	OTHERS
Susan Bradley	Laylo Hamud	Brad Alvaro, VRT
Andrew Mills		Carrie Applegate, VRT
Mary Beth Nutting		Kate Dahl, VRT
Deeann Solis		Jeannette Ezell, VRT
Walter Steed		Stephen Hunt, VRT
Theresa Vawter		Jason Jedry, VRT
David White		Deborah Johnson, VRT
		Hailee Lenhart-Wees, VRT
		Olivia McKinnon, VRT
		Nick Moore, VRT
		Leslie Pedrosa, VRT
		Jason Rose, VRT
		Kyle Street, VRT
		Alissa Taysom, VRT
		Brent Moore, COMPASS

- I. **Calling of the Roll** - Chair Walter Steed called the meeting to order at 9:01, with a quorum present by phone and in person.
- II. **Consent Agenda** - None
- III. **Action Items** - None
- IV. **Information Items**
 - A. **INFORMATION: Coordinated Plan Update**

Brent Moore with COMPASS staff provided an overview of the Coordinated Public Transit Human Services Transportation Plan update and schedule.

RAC members suggested coordinating with additional agencies to strengthen collaboration and align efforts across the region.
 - B. **INFORMATION: Title VI 2027-2030 Update**

Kate Dahl provided a summary of data, policy, practices, 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**

Jason Rose gave an overview of VRT's history and organizational structure, highlighted t and current initiatives of each department, and discussed opportunities for Regional Advisory Council (RAC) members to be involved.

Stephen Hunt presented an overview of VRT's operating budget, described the population and communities served by the agency, and shared funding comparisons with peer transit systems in similar markets.

Jason Rose will send out the annual report which includes more detailed information.

D. INFORMATION: Regional Advisory Council Membership Recruitment

Walter Steed provided a handout summarizing the populations, associations, and interests currently represented by current RAC members. He noted that additional recruitment is needed to broaden membership.

V. Department/Staff Reports

A. INFORMATION: Department/Staff Reports

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 – The meeting was adjourned at 10:59

Next Regional Advisory Council Meeting:

July 2026 (TBD)

Memorandum

To: Valley Regional Transit Regional Advisory Council
From: Brent Moore, Principal Planner, COMPASS
Date: July 21, 2026
RE: Coordinated Public Transit Human Services Transportation Plan

The Community Planning Association of Southwest Idaho (COMPASS) is currently developing a Coordinated Public Transit Human Services Transportation Plan (Coordinated Plan) for Ada, Boise, Canyon and Elmore Counties. This plan will identify transportation needs of individuals with disabilities, low incomes and residents aged sixty-five or older. The plan will provide strategies for meeting identified needs, and prioritize services for funding and implementation. Coordinated Plans are required to receive federal funding through the Enhanced Mobility for Seniors and Individuals with Disabilities Program.

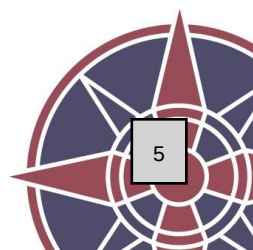
A demographic overview will be included as part of the Coordinated Plan covering population, individuals with disabilities, individuals living in poverty and residents aged sixty-five or over. Below are tables and maps summarizing these demographic characteristics for the plan area. Numbers will be updated as new data becomes available prior to the plan's adoption in 2027.

Population

The population of the plan area (Ada, Boise, Canyon and Elmore County) has increased dramatically since 2020. COMPASS estimates the total population of the area reached 915,943 in 2026, an increase of 153,587 from the 2020 U.S. Census estimate of 762,356.

Total Population	
Ada, Boise, Canyon, and Elmore County	
2020	762,356
2026	915,943
# Change (2020-2026)	153,587
% Change (2020-2026)	20.1%

2020 Census & 2026 COMPASS Estimates



Individuals Living with a Disability

Since 2020, the number of individuals living with a disability grew at a faster rate than the total population, going from 11.7% of the population in 2020 to 12.9% in 2024.

Individuals Living with a Disability	
Ada, Boise, Canyon, and Elmore County	
2020	84,282
2020 (Percent of Population)	11.7%
2024	102,480
2024 (Percent of Population)	12.9%
Change from 2020 to 2024	18,198

U.S. Census Bureau American Community Survey 5-Year Estimates

Individuals Living Below the Poverty Level

The number of residents living below the poverty level is estimated to have decreased by 3,427 in the plan area between 2020 and 2024. The percentage of people living below the poverty level is estimated to have fallen from 10.5% in 2020 to 9.1% in 2024.

Individuals Living Below the Poverty Level	
Ada, Boise, Canyon, and Elmore County	
2020	75,082
2020 (Percent of Population)	10.5%
2024	71,655
2024 (Percent of Population)	9.1%
Change from 2020 to 2024	-3,427

U.S. Census Bureau American Community Survey 5-Year Estimates

Population 65 Years of Age or Older

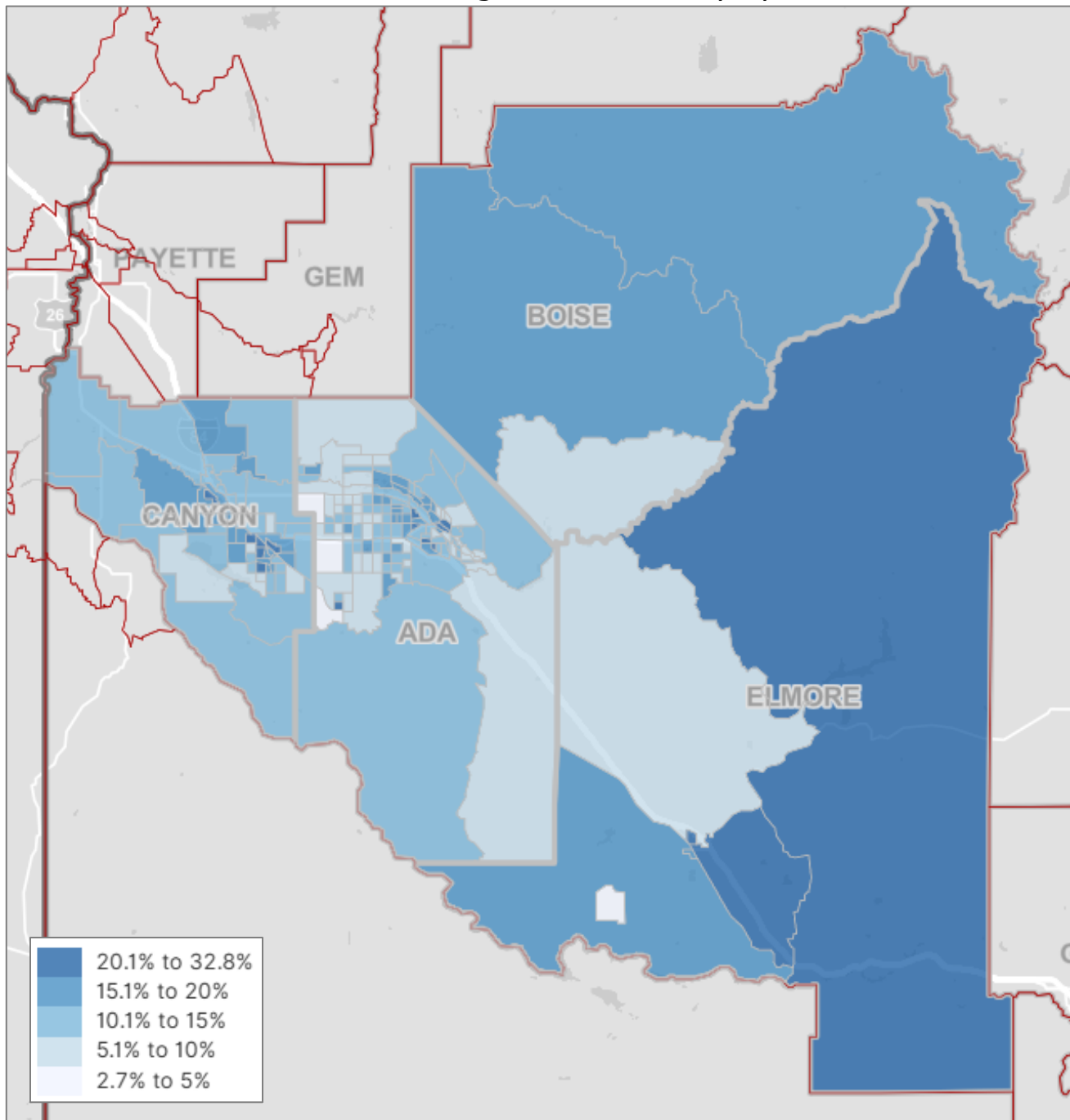
Since 2020, the number of residents 65 years of age or older grew at a faster rate than the total population going from 14.3% of the population in 2020 to 15.8% in 2024.

Population 65 Years of Age or Older	
Ada, Boise, Canyon, and Elmore County	
2020	104,221
2020 (Percent of Population)	14.3%
2024	127,414
2024 (Percent of Population)	15.8%
Change from 2020 to 2024	23,193

U.S. Census Bureau American Community Survey 5-Year Estimates

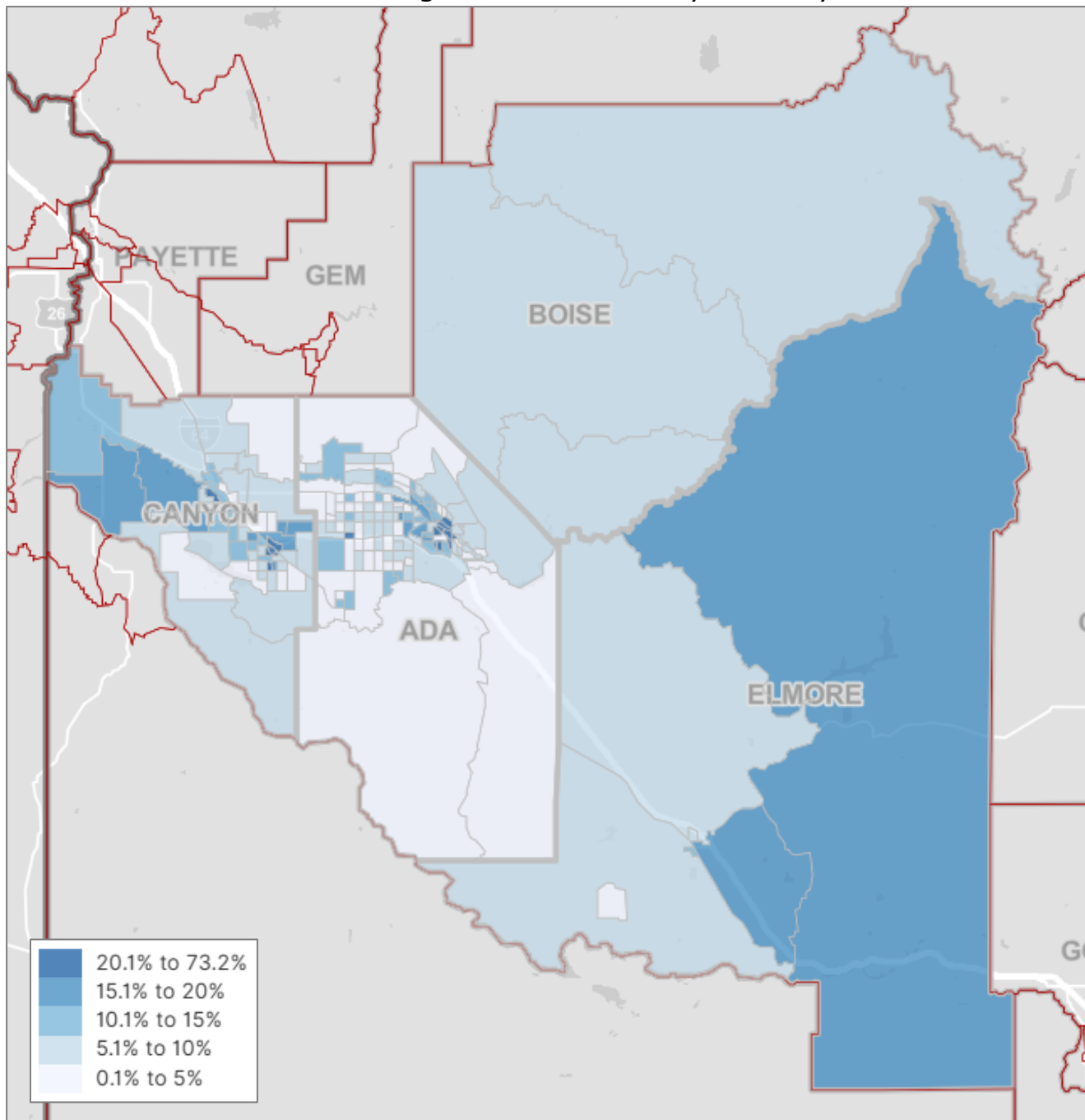
The following maps show the estimated percentage of residents in the plan area living with a disability, living below the poverty line, and aged 65 years or older in 2024 by census tract, according to the U.S. Census Bureau American Community Survey 5-Year Estimates.

Percent of Residents Living with a Disability by Census Tract



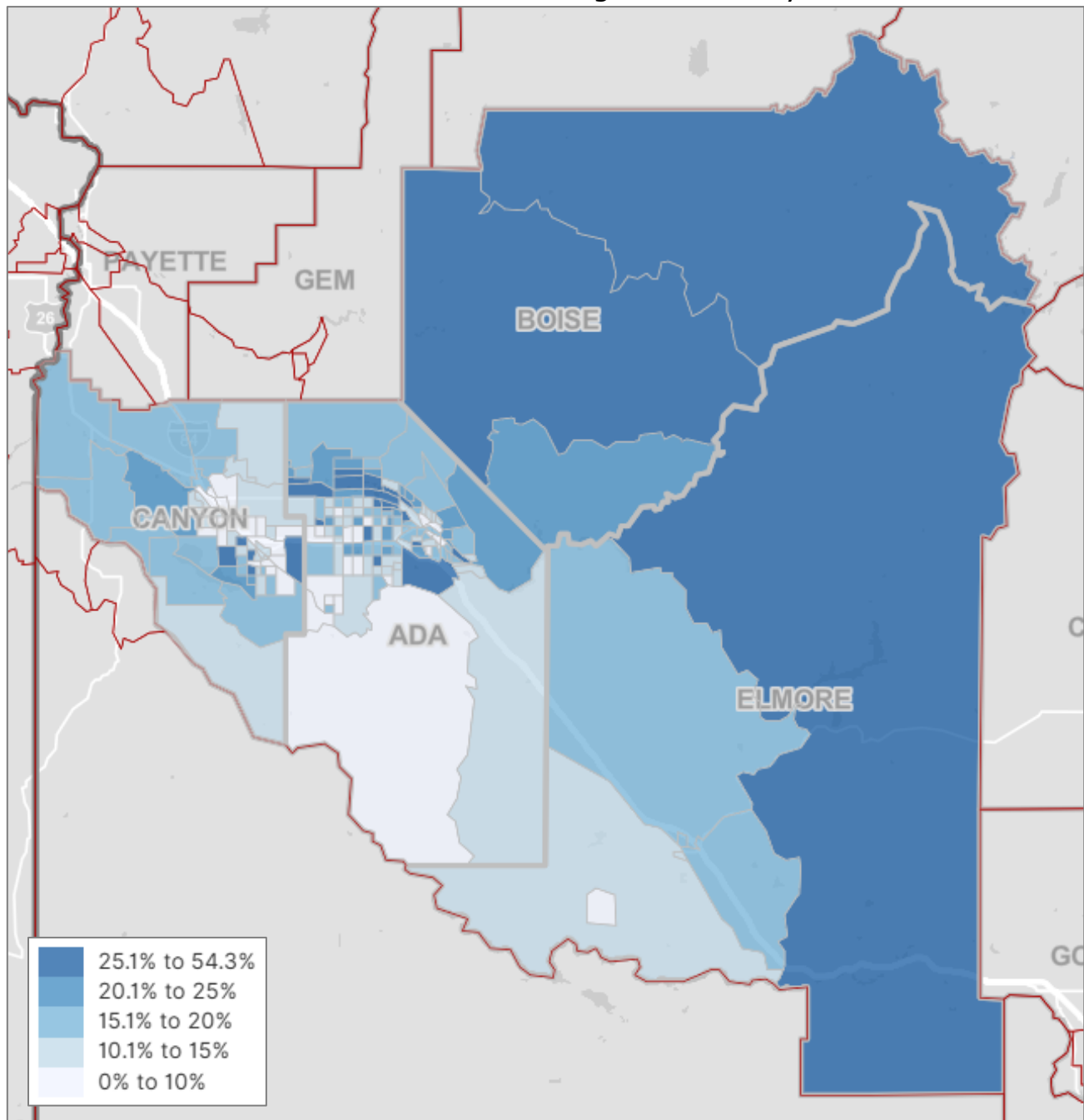
U.S. Census Bureau American Community Survey 5-Year Estimates

Percent of Residents Living Below the Poverty Level by Census Tract



U.S. Census Bureau American Community Survey 5-Year Estimates

Percent of Residents 65 Years of Age or Older by Census Tract



U.S. Census Bureau American Community Survey 5-Year Estimates

TOPIC	Rides2Wellness
DATE	July 21, 2026
STAFF MEMBER	Leslie Pedrosa, COO

Introduction

Valley Regional Transit (VRT) began providing rides under the Rides2Wellness (R2W) program in July 2016 to provide essential transportation that helps people access healthcare. A public/private collaborative with Boise area hospitals and clinics, R2W improves community health by enabling Treasure Valley residents who may otherwise not have transportation to get to medical appointments and receive treatment.

Since 2016, VRT has built a long-standing partnership with St. Luke's and Saint Alphonsus Healthcare System (SAHS) to grow into the services provided today in Ada and Canyon counties. What started as a service providing 5,000 rides in Ada County to a limited number of clinics, has evolved and expanded. In addition to expanding into Canyon County, in November 2024 St. Luke's and SAHS allowed all clinics in the healthcare system to be part of the program. In fiscal year 2025 R2W provided over 13,000 rides in Ada County and over 3,000 rides in Canyon County.

Building on the relationship established with St. Luke's and SAHS, VRT has expanded its partnerships to include Central District Health and Terry Reilly. These collaborations provide transportation access to designated clinics within each organization's network, helping improve access to healthcare services for the communities they serve. Rides2Wellness now provides no-cost, pre-scheduled transportation to and from approved Saint Alphonsus, St. Luke's, Terry Reilly, and Central District Health facilities in Ada and Canyon counties, with planned expansion into Elmore County later in 2026.

Recent Cost Increases

Factors Increasing Costs

Changes to Medicare and Insurance

In 2026, most insurers cut supplemental benefits, one of which was transportation. In situations where transportation was not cut completely, stricter limitations were put in place. The reductions included limiting the number of trips permitted, restricting the types of trips eligible for service, and reducing the maximum distance allowed for each trip.

Fuel

Locally, fuel prices increased by approximately \$1.70 per gallon between September 2025 and the present, rising from an average of \$2.75 per gallon to a current average of \$4.47 per gallon. This increase is impacting R2W service providers. This increase could also lead to patients to look for lower-cost options to get to an appointment, rather than fueling their own car. Patients who lost transportation benefits are also being referred to VRT's R2W program by insurance companies. VRT continues to ensure that riders who use the R2W program are not eligible for Medicaid transportation benefits.

Call Volume

VRT receives over 90,000 calls annually for all services provided through VRT, which averages about 300 calls per day. Approximately 75 calls per day are answered for R2W scheduling, which is about 25% of the call volume.

Fiscal Year 2026 Services and Budget

Table 1 shows the operating budget for R2W for FY26.

Table 1. FY26 Budget

County	Rides Budgeted	Budget
Ada	18,020	\$ 637,000
Canyon	4,604	\$ 164,000

The R2W program has provided over 13,000 rides from October 2025 through April 2026, as shown in Table 2. In FY25 the average trip distance was 5.7 miles and FY26 is averaging 8.8 miles.

Table 2. Services Provided

County	Rides Completed
Ada	9,983
Canyon	2,598

VRT provides the federal match for the R2W program. In FY26 St. Luke's, SAHS, and the City of Meridian provided the local match for the program. Table 3 shows the breakdown for local funds provided for FY26.

Table 3. FY26 Funding Breakout

Funding Partners	Local Match	Federal Match
	\$ 400,500	\$ 400,500
City of Meridian	\$ 64,000	
St. Luke's	\$ 168,250	
Saint Alphonsus	\$ 168,250	
VRT		\$ 400,500

Table 4. shows the estimated number of monthly rides budgeted versus the actual number of monthly rides currently being provided. The number of trips currently being provided monthly is approximately 14% higher than budgeted.

Table 4. Ride Comparison: Budgeted vs Actual

County	Budgeted Monthly Average	Actual Monthly Average
Ada	1,299	1,426
Canyon	247	371

Fiscal Year 2027 Discussion

This program has proven its value to the region and the local match partners in the last decade. VRT is finalizing budgets for fiscal year 2027. Currently, VRT is taking the estimated number of rides to be performed in FY26 and adding an expected growth of 5%, as shown in Table 5. The budget will reflect this increase.

Table 5. Fiscal Year 2027 Assumptions

County	Rides Budgeted
Ada	18,900
Canyon	4,800

VRT will have a final budget in August, following approval by the VRT Board of Directors. At this time, Table 6 details current plan for funding and the requests we will make for the R2W program in FY27.

Table 6. FY27 Funding Breakout

Funding Partners	Local Match	Federal Match
	\$ 500,000.00	\$ 500,000.00
City of Meridian	\$ 46,500	
St. Luke's	\$ 226,750	
Saint Alphonsus	\$ 226,750	
VRT		\$ 500,000.00

More Information

For detailed information, contact:

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



CEO Activity Report	CEO Activity Report
DATE	June 1, 2026
STAFF MEMBER	Elaine Clegg

Summary

Information only, no action needed.

Highlights

Today you will review the proposed **FY2027 Budget** with a request to schedule the public hearing for August. Valley Regional Transit (VRT) staff have worked hard to keep the increase to a minimum despite heavy headwinds on insurance premiums, fuel and healthcare costs. I look forward to a discussion about the budget.

We have launched a Youth Ride Free program in partnership with the City of Boise. The program was initiated when the city identified transportation access as a real barrier to youth thriving in our community. The Blue Cross of Idaho Foundation stepped in to help fund it. The city also partnered with VRT on a new program offering bus passes to residents of city housing facilities. It is the next logical expansion of our pass programs, and we are very excited about it. The health systems in our region, St Luke's and St Alphonsus, both stepped in with more support when demand outpaced supply in our Rides to Wellness program after cuts to Medicare services. These partnerships show how much we can accomplish when we work together to find real solutions, thank you!

I hope you all participated in May in Motion. Staff rode the bus together for our May staff meeting and besides having a great time, we talked about the positive impact of transit on household affordability. As fuel costs increase, we will continue to stress that point.

Meetings/Presentations/Travel

Meetings

- Attended the COMPASS TMA certification review meetings with FHWA and FTA
- Attended local meetings with **various local elected leaders** with budget requests and presentations.
- Many of our administrative staff attend a training to update **certification on AED/CPR** as part of our safety-first priority.
- Met with **the City of Boise Archivist** to review our records retention and historic archiving policies and practices.

Presentations

Completed one local and one national presentation this month.

- Presented to the **Southwest Boise Rotary** with an update on ridership, service enhancements and rail strategies.

Travel

Traveled once nationally

- The **APTA Mobility Conference in Salt Lake City** was one of the best I have attended recently, which included sharing information about recent transit innovations and best practices. I was also able to attend a seminar on CEO management strategies.
- I attended the **Amtrak May Board Meeting** virtually so that I could be here in person for important budget presentations. I will give a full update to the board on that service next month.

Media

There has been a fair amount of media activity around our budget presentations. Please see the communications update for a full list.

Internal Activities

Look for a detailed update on the many activities staff will be working on next month. Budget of course has been front and center, with many other things underway.

For detailed information, contact:

Elaine Clegg, CEO
eclegg@ridevrt.org,
(208) 258-2712





TOPIC	Development Department Monthly Report
DATE	June 1, 2026
STAFF MEMBER	Stephen Hunt

Summary

Development Department activities for the June 2026 report.

Highlights

VRT Strategic Plan: Goal 1 – Demonstrate responsible stewardship of public resources

Performance Based Decision-making

- **FY2027 Budget Development** – Staff is working with local jurisdictions on funding requests for FY2027.
- **Geographic Information Systems (GIS) Database** – Staff has selected Transpo off the Planning On-Call contract to develop a GIS database to manage bus stop amenities, conditions, repairs etc.
- **June 2026 Service Change** – Staff is continuing work with operations and our contractors MV, to prepare for the June 8 service change. This change will update timepoints to improve the on-time performance and mark the beginning of regular on-route charging at Main Street Station.
- **Title VI 2027-2030 Update** – Staff has begun updating the Title VI report. The plan ensures Valley Regional Transit (VRT) provides service equitably. The plan is scheduled to be presented to the board for consideration in August.

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 is continuing to work with COMPASS on the next Coordinated Human Services Transportation Plan. COMPASS presented an update to the Regional Advisory Council in May.

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 to test and commissioning vehicles and the charging equipment.
- **Nampa Pedestrian Improvements** – Staff continues its coordination with Nampa on a subrecipient contract regarding pedestrian infrastructure improvements to transit stops on 16th Avenue.
- **Bus Stop Improvements** – Staff continue to coordinate with the Boise Airport on bench and shelter placement. Staff is collecting information on braille signage at bus stops as part of ongoing efforts to improve stop accessibility.
- **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 provide 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 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

Joe Guenther, Capital Projects Manager, 208.258.2705, jguenther@rideVRT.org

Kate Dahl, Principal Planner, 208.258.2715, kdahl@ridevrt.org

Alissa Taysom, Associate Planner, 208.258.2717, ataysom@rideVRT.org

Kyle Street, Programming Planner, 208.258.270, kstreet@rideVRT.org





TOPIC	Operations Department Staff Report
DATE	June 1, 2026
STAFF MEMBER	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 securing parts from Power Parts, the new vendor.

In early March, staff met with Zenobe, the company which holds 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.

Miscellaneous

- VRT is finalizing a quote from Complete Coach Works to determine whether buses scheduled for replacement should be replaced with new vehicles or refurbished as a lower-cost alternative.
- 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 working on ways to increase seat availability for system users.
- Staff has been working with St. Luke's to pilot the Rides2Wellness program for residents 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. Following the release of the procurement, bids are due at the end of May. Following a review of the proposals, VRT will begin contract negotiations to begin the pilot, expected to start in July.
- VRT extended service hours on routes 8 and 21 to provide service during AC Boise game days. VRT has provided over 1,000 rides during the first three games. VRT will continue to provide service for all games through May. Beginning in June, VRT will only provide extended service hours for Saturday games through the end of July.

Due to limited staff availability during the week, extended service hours will not be offered for future Wednesday games. Staff will meet during season to determine if extended service hours can be offered after July, due to several overlapping events that may affect staff and resource availability.

- Staff continue to work with the capital projects manager to prepare for upcoming construction at the Orchard facility.

April Service Highlights

Canyon County

- Zero preventable safety events
- Intercounty on-time performance 65%
- On-demand on-time performance 86%
- ACCESS on-time performance 99%

Ada County Highlights

- One preventable safety event
- Fixed-route on-time performance 83%
- ACCESS on-time performance 99%

Beyond Access Service

- Two preventable safety events
- On-time performance 95%

Compliance

- VRT hired a new Compliance Analyst, Andrew Gallardo, who is learning his way around VRT and his new job duties.

Customer Service

- Customer service answered 84% of 8,846 incoming calls. There were 1,392 abandoned calls. The average call time was 2 minutes and 54 seconds. The average hold-time was 20 seconds.
- City Go Pay mobile ticket sales totaled \$15,074.86.

More Information

For detailed information, contact:

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





TOPIC	Finance and Administration Activity Report
DATE	June 1, 2026
STAFF MEMBER	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
- The finance and operations departments are working together on the final stages of the Oracle EAM system configuration
- The soft close of FY2024 has been completed
- 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
- 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



TOPIC	Communications & Engagement Update
DATE	May 4, 2026
STAFF MEMBER	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: Staff is in the final stages of hiring for our Marketing & Creative Manager position, and role that will play a critical role on the 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: Public-facing updates related to Main Street Station and other infrastructure projects continue, including coordinated brand refreshes to floors and walls as construction allows, along with continued work on public art agreements and partnerships with the City of Boise. A new vinyl wrap has been installed on the downstairs wall, speedlines have been added along the concourse, and plans are underway to reinstall the previous history plaques.

Digital accessibility: Audits of digital platforms continue to ensure alignment with updated Department of Justice ADA standards for digital accessibility.

Event and milestone planning: A busy spring has been marked by the successful launch of 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. Planning is also underway for a Family Ride Day in support of the Youth Ride Free program 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 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 barriers we’ve heard about – usefulness and safety chief among them.

EARNED MEDIA

VRT 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	12,018	8,395	7.58%	9



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

Staff remained active throughout April and into May, participating in May in Motion and coordinating events supporting the Youth Ride Free program. In April alone, VRT hosted or participated in more than 30 community events, including tabling at May in Motion, providing bus-riding education for City Go memberships and pass programs, conducting outreach for the new residential pass program, assisting with Go Team dog training on buses, and featuring a bus operator at the Community Helpers Storytime with the Boise Library.

These events provided opportunities to engage with more than 2,000 community members, share information about VRT services, and strengthen community connections. Youth Ride Free registrations were completed at several events, including 28 registrations at the Girls on the Run Expo, 24 at Earth Day at the Watershed, and 11 at Bikepalooza.

A Bike to Work Day event will be hosted at Cherie Buckner-Webb Park to encourage transit use and reduce single-occupancy vehicle trips. VRT also held its second Pacific Companies housing bus pass kickoff event, engaging 48 residents and enrolling 20 participants.

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.

New contract types that include supplemental service (event) advertising packages and annual premier advertising partnerships were implemented including a full year of advertising, multiple supplemental service advertising opportunities, and value-add options.



COMMUNITY ENGAGEMENT

VRT's outreach team has been busy! We participated in 14 events in February, ranging from larger events to smaller classroom settings.

Highlights

Staff talked to over 650 people in February, reaching nearly 1,000 with VRT brand presence, and distributed 153 bus passes through pass programs and City Go memberships.

Group Travel Training

VRT now provides bimonthly ride-along opportunities for folks to learn about riding the bus with VRT staff. Events can be found on VRT's website in the event section. Organizations may request customized group trainings by contacting navigation@ridevrt.org.

Presentations & Major Events

VRT staff hosted and participated in the second annual Community Transportation Association of Idaho (CTAI) Transit Day at the Capitol. Around 70 people were in attendance, including elected officials, transit agencies from across the state, and transit advocates.

VRT had a table at the 2026 Buy Idaho Capitol Show, which is a relatively new partnership and has provided great exposure and many great connections.

Maintaining visibility in these important spaces strengthens VRT's presence among regional leaders and decision-makers while reinforcing transit as a key component of workforce access, housing stability, and economic development.

Youth Engagement Initiative

VRT has been collaborating with Communities for Youth on many fronts, including the upcoming Youth Ride Free pass. We also collaborated to provide the Lucky #7 St. Patty's Day bus scavenger hunt for teens.

Neighbors United Transportation Committee

In coordination with Neighbors United and the Transportation Committee, staff conducted the first Train-the-Trainer class, which we actively participated in. Six participants attended the session, and all walked away feeling confident in riding the bus. Most felt like they could teach others.



For detailed information, contact:

Jason Rose
Chief Communications Officer/PIO
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
- Melody Roper: Marketing & Creative Projects Manager
- Hailee Lenhart-Wees: Community Outreach Manager
- Nick Moore: Communications Specialist II





TOPIC	Information Technology Monthly Report
DATE	June 1, 2026
STAFF MEMBER	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; continued weekly meetings with Genfare
- Oracle Enterprise Resource Planning (ERP) system: Continued work with FourthSquare for minor production support issues and troubleshooting; attended weekly meetings regarding bug fixes and service request
- Continued supporting Oracle Enterprise Asset Management (EAM) system
- Conducted several meetings with Oracle Technical Partners for ongoing technical support

Support Services

- Worked with Valley Regional Transit (VRT) departments to determine additional funding for a Genfare mobile vault
- Assisted in resolving APC (Automatic Passenger Counter) reporting issues
- Followed up on annual cyber security training and security threats
- Replaced tablets for driver payroll tables
- Performed a project scope for Boise State/VRT SPOT software
- Staff meets monthly with the development team regarding service changes
- Installed cubic reader database updates for vehicles
- Configured real-time display vendor route ladder options

More Information

For detailed information, contact:

Brad Alvaro
Information Technology Director
balvaro@ridevrt.org
(208) 258-2726