

Table of Contents

Agenda	2
ACTION: Minutes of the May 19, 2020 Meeting	
MINUTES - Regional Advisory Council May 19, 2020	4
ACTION: Social Media Policy Update	
MEMO - Social Media Policy RAC June 2020	6
VRT Social Media Policy Update 6-2-2020	8
INFORMATION: COMPASS "Where do we grow from here?" Survey	
MEMO - COMPASS Survey	12
INFORMATION: Second Quarter Performance Report FY 2020	
MEMO - FY20 Q2 Performance Report.	13
FY20 Q2 Performance Report	15
FY20 Q2 Quarterly Ridership Report	16
FY20 Q2 YTD Ridership Report	17
INFORMATION: Canyon County On-Demand Transit Update	
MEMO - Canyon County On-Demand Transit Update	18
INFORMATION: Valley Regional Transit Fact Sheet	
MEMO - VRT Fact Sheet	20
VRT Fact Sheet Final Version	21
INFORMATION: Department/Staff Reports	
REPORT - Executive Director.	23
REPORT - Development Department.	24
REPORT - Operations Department	27
REPORT - Finance Department	30
REPORT - Community Relations	31
REPORT - Bike Share	32
REPORT - Fleet Media	34
REPORT - City Go	35

Regional Advisory Council Agenda

Tuesday, June 16, 2020

9:00 AM

Via teleconference at: <https://global.gotomeeting.com/join/714706469>
(872) 240-3212 Access Code 714-706-469

I. CALLING OF THE ROLL

Chair Eric Selekof

- Welcome and Customer/Constituent Experiences
- Member and Committee Reports and Updates – Reports/Liaisons with Other Groups

The website for the ACHD ADA Advisory Committee is:

<http://www.achdidaho.org/Departments/Committees/ADA.aspx>

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. ACTION: Minutes of the May 19, 2020 Meeting ☐

Pages 4-5

The Regional Advisory Council is asked to consider approval of the minutes of the May 19, 2020 meeting.

V. ACTION ITEMS

A. ACTION: Social Media Policy Update ☐

Pages 6-11

Mark Carnopis

Members are asked to complete a final review of the draft policy and consider recommending approval by the Executive Board/Board of Directors.

VI. INFORMATION ITEMS

A. INFORMATION: COMPASS "Where do we grow from here?" Survey ☐ Page 12 Amy Luft

COMPASS staff will provide an overview of the survey, the four scenarios, and how the survey results will be used to develop a final Communities in Motion 2050 Vision that will be basis for the land use and transportation assumptions for Communities in Motion 2050.

B. INFORMATION: Second Quarter Performance Report FY 2020 ☐

Page 13-17 Leslie Pedrosa

Staff will provide an overview of the second quarter performance data for fiscal year 2020.

- C. **INFORMATION: Canyon County On-Demand Transit Update** **⓪** **Pages 18-19** **Leslie Pedrosa**
Staff will provide an update of the new pilot being proposed for Canyon County local fixed-route services.
- D. **INFORMATION: Valley Regional Transit Fact Sheet** **⓪** **Pages 20-22** **Mark Carnopis**
Members are asked to complete a final review of the draft VRT Fact sheet before it is posted online and made available for distribution.
- E. **INFORMATION: Rides2Wellness Expansion Update** **Kelli Badesheim**
Kelli Badesheim will present an update to the expansion of Valley Regional Transit's Rides2Wellness program in Canyon County.
- F. **INFORMATION: Mobility Collaboration Update** **Kelli Badesheim**
Kelli Badesheim will update to the Regional Advisory Council on the Mobility Collaboration.

VII. DEPARTMENT/STAFF REPORTS

- A. **INFORMATION: Department/Staff Reports** **⓪** **Pages 23-35**
The most current department/staff reports are included in the packet for information.

VIII. ADJOURNMENT

⓪ = Attachment

Agenda order is subject to change.

NEXT REGIONAL ADVISORY COUNCIL MEETING:

September 15, 2020

VRT Boardroom

700 NE 2nd Street

Meridian, ID 83642

For questions or comments regarding this agenda, please contact Kelli Badesheim at (208) 258-2712 or email kbadesheim@valleyregionaltransit.org

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.

Regional Advisory Council Agenda

Tuesday, May 19, 2020

9:00 AM

Via teleconference

MEMBERS PRESENT	MEMBERS ABSENT	OTHERS
Deborah Allen	Kelly Berg	Kelli Badesheim, VRT
Susan Bradley	Jason Madsen	Adie Bartron, Stoltz
Lisa Brady	Jeremy Maxand	Mark Carnopis, VRT
Randy Johnson	Salome Mwangi	Paula Cromie, VRT
Terri Lindenberg	Courtney Rosenkoetter	Pat Durham, VRT
Mary Beth Nutting		Dave Fotsch, VRT
Eric Selekof		Rachel Haukkala, COMPASS
Walter Steed		Stephen Hunt, VRT
		Kelly Jakovac, VRT
		Kaytlyn Marcotte, VRT
		Nick Moran, VRT
		Jill Reyes, VRT
		Jason Russell, VRT
		Alissa Taysom, VRT

CALLING OF THE ROLL – Chair Eric Selekof called the meeting to order at 9:03 a.m. with a quorum present.

AGENDA ADDITIONS/CHANGES - None

PUBLIC COMMENTS – None

CONSENT AGENDA

MINUTES: Regional Advisory Council April 21, 2020

Lisa Brady moved to approve the Consent Agenda as presented; Randy Johnson seconded. The motion passed unanimously.

ACTION ITEMS

ACTION: VRT Public Involvement and Notification Policy

Mark Carnopis presented the final review of the draft Public Involvement and Notification Policy. Following discussion, Terri Lindenberg moved to approve and recommend approval by the Executive Board the Public Involvement and Notification Policy; Walter Steed seconded. The motion passed unanimously.

INFORMATION ITEMS

INFORMATION: Canyon County On-Demand Transit

Stephen Hunt provided an update on the new pilot being proposed for the Canyon County local fixed-route services.

INFORMATION: VRT Social Media Policy Update

Mark Carnopis discussed the updated Social Media Policy and asked members to review the draft update and offer comment and suggestions. Discussion followed.

INFORMATION: FY2021 Service Expansions

Stephen Hunt reviewed and discussed service expansions being considered for FY2021. Discussion followed.

INFORMATION: COVID-19 Resiliency Action Plan

Stephen Hunt presented information regarding Valley Regional Transit's draft COVID-19 Resiliency Action Plan guiding principles. Staff is developing the plan for the Board to consider as the final action plan with investments required to rebound from the effects of the pandemic. Discussion followed.

INFORMATION - Marketing Update

Dave Fotsch and Adie Barton, of Stoltz Marketing, presented an overview of VRT marketing initiatives. Discussion followed.

DEPARTMENT/STAFF REPORTS**INFORMATION: Department/Staff Reports**

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

ADJOURNMENT – Randy Johnson moved to adjourn the meeting; Susan Bradley seconded. The meeting was adjourned at 10:47 a.m.

NEXT REGIONAL ADVISORY COUNCIL MEETING:

June 16, 2020
VRT Boardroom
700 NE 2nd Street
Meridian, ID 83642



TOPIC: Social Media Policy Update
DATE: June 3, 2020
Staff Member: Mark Carnopis, Community Relations Manager

Summary:

The first Valley Regional Transit (VRT) Social Media Policy was adopted by the Board in November 2017. At the time, there was a need for such a policy because of the growing popularity of social media outlets. It was important for VRT to have a defined oversight policy for VRT's social media presence.

Both the VRT Marketing Work Group and the Community Work Group began discussing the need to update our existing Social Media Policy in late 2019 and early 2020. An updated policy would accommodate changes in the social media industry and better align our outreach with the Stoltz Marketing plan the agency developed for VRT.

The VRT Community Relations Manager took these suggestions and updated the Social Media Policy. The updated policy accomplishes the following:

- Tightens up the wording and provides better direction on processes (e.g. how to get a proposed posting approved)
- More clearly defines staff roles and responsibilities
- Provides better information on posting guidelines
- Better defines the process for addressing inappropriate postings by non-staff.
- Removes outdated references (e.g. Rideline)

The Regional Advisory Council reviewed the draft policy at its May 19 meeting and recommended the following additions (which have been incorporated into the latest policy draft):

- Any decision to ban someone from a site should be made by the Social Media Team whenever possible
- Word blocking should be used to keep inappropriate content from being published
- Any active social media site should have the rules of posting clearly spelled out

Staff Recommendation/Request:

Action item: The Regional Advisory Council is asked to complete a final review of the draft Social Media Policy and consider approving the document.

Implication (policy and/or financial):

No financial impact is expected.

Timeline:Winter 2019-2020

- The VRT Communications Work Group and Marketing Group discuss the need for an updated social media policy that will accommodate changes in the social media environment and better align with the plan from Stoltz Marketing

Spring 2020

- VRT Community Relations Manager researches best practices, policies and procedures and our marketing plan to write a new draft of the policy

May 2020

- RAC review of draft policy

June 2020

- Executive Board review of the draft policy
- RAC asked to approved final draft

July 2020

- Executive Board asked to approve the final draft

August 2020

- Board approval of draft policy (consent agenda)

More Information: Mark Carnopis, Community Relations Manager, 208-860-9811, mcarnopis@valleyregionaltransit.org



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

Section	Policy No. 1.23.01
Policy Title: VRT Social Media Policy	Page 1 of X
Policy Date: 11/06/17	Policy Adopted: 11/06/17
Approved by VRT Chair:	Policy Amended: 00/00/00
VRT Executive Director:	

Valley Regional Transit Social Media Policy - **DRAFT**

Valley Regional Transit (VRT) advocates the responsible use of social media to communicate and build relationships with our riders, the public and stakeholders.

This policy is designed to provide guidance in regards to the use of social media, and to ensure transparency and consistency when incorporating social media into VRT communications and marketing efforts.

This policy applies to all content on our established social media outlets, or as a representative of VRT on a non-institutional site.

1. APPLICABILITY

This policy is applicable to employees of Valley Regional Transit that contribute to the agency's social media outreach.

2. DEFINITIONS

- 2.1 Social Media:** Online technologies used to communicate, share information and listen to public feedback. This includes third-party pages such as Facebook, Twitter and Instagram.
- 2.2 Social Media Coordinators:** Designated employees from VRT responsible for social media governance, implementation and strategy; they work directly with VRT and ValleyRide staff to drive social media initiatives in the Treasure Valley.
- 2.3 VRT Social Media Team:** A four-member team made up of the Community Relations Manager, Programs Director, and two VRT employees authorized to post social media content.

3. ROLES AND RESPONSIBILITIES

The VRT Community Relations Manager and Programs Director will serve as co-coordinators of the Social Media Team. The responsibilities of the coordinators include:

- Manage VRT social media sites
- Designate two staff members to serve as on the Social Media Team. These designees need to be approved by the VRT Executive Director.
- Evaluate and approve all social media postings, or delegate that responsibility to another team member when necessary. Only one coordinator is required to approve content before it is posted.
- Final authority to edit or remove content from any social media site managed by VRT, or to ban a person from posting on those sites
- Provide best practices and guidelines for managing social media as a public record
- Work directly with the Social Media Team to coordinate social media strategies and tactics, including digital communications for specific events and programs.
- Train employees on best practices
- Manage records retention of social media

4. PLANNING

- The VRT Social Media Team will complete a schedule and calendar of media posting opportunities. This document will be a fluid document that will be developed early in the fiscal year and be kept updated as conditions warrant.
- The Team will review and make a decision on any request to add a social media site to those currently under its management.

5. USE OF SOCIAL MEDIA

Professional Use

- Only VRT Social Media Team members may post content to social media pages on behalf of VRT and its transportation services.
- Authorized staff should not disclose confidential or proprietary information acquired by way of their official positions with VRT. This restriction applies whether the information is disclosed on professional or personal social media accounts, or by any other method.

6. ENGAGING WITH THE PUBLIC

Social media posts made on behalf of Valley Regional Transit should include no form of profanity, obscenity or threatening language. Inappropriate use of social media can be grounds for corrective or disciplinary action.

In general, terms, allowable posting subjects include:

- Information about our transportation services
- Information about upcoming VRT outreach events
- Details regarding service interruptions, temporary or permanent changes
- Retweeting and sharing Facebook postings from other transportation agencies in the region
- Local and national stories that address public transportation issues and topics

Posting any subject matter outside of these guidelines requires approval of a Social Media Coordinator or his/her designee. Failure to do so may result in a suspension of posting privileges. Repeated violations of this provision may result in the permanent suspension of posting privileges.

It is not appropriate to engage in arguments with members of the public who may be critical of staff or our transportation services. If there is any question or hesitation regarding the content of a comment or post, a Social Media Coordinator or his/her designee should be notified.

Blocking is used to deny access to users that have broken our rules and will likely do so again, in order to ensure a peaceful and orderly discussion place. Any decision to block/ban someone from posting or commenting on a VRT social media site should be made by the Social Media Team when possible. If immediate action is required, the decision to block/ban someone from a VRT social media site can be made by Social Media Coordinators or his/her designees.

Social media pages managed by Valley Regional Transit will include a terms of use statement. Here is an example:

- *Valley Regional Transit reserves the right to remove posts that include threatening language and those that violate a copyright, or trademark. This right includes the option of blocking someone from posting on our Facebook page(s).*

Any active VRT social media site should include posting rules and guidelines that are readily accessible by the public.

Comments

Valley Regional Transit welcomes dialogue with the public. Comments are subject to public disclosure laws and will be screened for the following:

- Potentially libelous comments
- Obscene or explicit comments
- Hateful or mean-spirited comments
- Personal attacks, insults, or threatening language
- Plagiarized material, or material that violates intellectual property rights
- Private, personal information published without consent
- Commercial promotions or spam
- Comments that are off-topic or that link to material that is off-topic
- Comments that embed images from external sources

Customer Service and responding to postings

A Social Media Coordinator, or designee, is responsible for managing customer service inquiries made through our social media sites. Whenever possible, a response to comments or questions should be made within 24 hours on the page in which it was originally published. For example, a question on Twitter should receive a reply on Twitter. It is a respondent's responsibility to decide how to address comments on a case-by-case basis.

Social media pages are an increasingly important avenue for the public to provide feedback and engage with VRT and its services. Guidelines to follow when addressing postings by the public are included in the standard operating procedures maintained by VRT.

Regardless of whether traditional communications are needed, (a phone call, for example), the Social Media Coordinator or his/her designee will provide a response to share with the person on social media within 24 hours, if possible.

7. PUBLIC RECORDS

Privacy Policy

Valley Regional Transit, as a political subdivision of the state, conducts public business and its records are generally available for public review. Nevertheless, VRT is committed, to the extent allowable by law, to protect and secure personal information.

Content published on social media pages that relates to the conduct of government actions will be retained and managed by VRT in compliance with its recordkeeping requirements. VRT will set all privacy settings on social media pages to public.

The public may not be aware of the state's public records law, so VRT will include a statement similar to the following on their social media pages, where applicable:

- *This is a Valley Regional Transit page and all content is a public record and may be subject to public disclosure.*

Records Retention

VRT treats each comment, post, photo, and list of individuals connected to a social media site as an open record. VRT does not assume third-party platforms such as Facebook, Twitter and WordPress will keep accurate records of content—they are under no obligation to do so.

Social media accounts used for VRT business, including personal accounts, may be subject to the Idaho Public Records Law (Idaho Code §§ 74-101 through 74-126), even if the work was done on personal time and equipment.

Records retention will be accomplished using one of two methods:

- Utilizing a third-party service to archive web pages, blogs, and Facebook and Twitter accounts
- Taking a screen capture of posts/tweets (including those that are deleted) and storing the images in a designated folder on a department's shared drive

These records will be retained under the provisions outlined in Idaho Code §§ 31-871 and 50-907.

8. SECURITY

When a staff member's privileges to post are revoked or that individual leaves employment, a Social Media Coordinator will change site(s) passwords immediately.

Working together to plan for the future

Date: June 16, 2020

Topic: COMPASS “Where do we grow from here?” survey

Request/Recommendation:

This is a discussion item only.

Summary:

The Community Planning Association of Southwest Idaho (COMPASS) is a regional planning agency that, among other things, develops the regional long-range transportation plan for Ada and Canyon Counties. The current plan, [Communities in Motion 2040 2.0](#), looks to the year 2040. COMPASS is updating that plan for the year 2050.

As a first step in that process, COMPASS conducted a survey of Ada and Canyon County residents in fall 2019 to better understand preferences regarding housing, neighborhoods, technology, shopping, and more. Over 3,700 people participated in that survey. The results can be found on the COMPASS website at www.compassidaho.org/comm/comments.htm.

Using those results and a forecasted two-county 2050 population of 1,075,000, COMPASS developed four potential “scenarios” of how the two counties could grow to 2050. Using an online survey, COMPASS is asking for public input on community values, feedback on the different scenarios, and input into policies and strategies needed to implement the scenarios.

In the meeting, COMPASS staff will provide an overview of the survey, the four scenarios, and how the survey results will be used to develop a final *Communities in Motion 2050* Vision that will be basis for the land use and transportation assumptions for *Communities in Motion 2050*.

The online survey is available in English and Spanish and will remain open through July 11, 2020. Survey results will be posted online after the survey is closed.

Please take the survey and share it with colleagues, constituents, clients, friends, neighbors, and family to ensure that everyone has the opportunity to have his or her voice heard. For those who prefer to stay offline, a paper copy of the survey can be requested by calling 208/475-2229 or emailing aluft@compassidaho.org.

More Information:

- 1) Link to survey: www.compassidaho.org
- 2) Link to background on *Communities in Motion 2050*:
www.compassidaho.org/prodserv/cim2050.htm
- 3) For detailed information contact Amy Luft at 208/475-2229 or aluft@compassidaho.org.

AL: t:\fy20\600 projects\661 cim\presentations\compass_cim_mmo_rac.docx



TOPIC: FY20 Performance Report – Q2

DATE: June 2, 2020

STAFF MEMBER: Leslie Pedrosa

Summary:

Valley Regional Transit has been working to improve transparency and decision making by publishing data through quarterly performance dashboards. The design of these reports will provide high-level analytics for all providers of public transportation in Ada and Canyon counties.

Staff Recommendation/Request:

This is an information item only.

Implication (policy and/or financial):

Improved reporting could lead to additional federal funding resources for the region.

Highlights:

In Q2 of FY20, fixed-route ridership decreased by 7.8%. In October 2019, VRT implemented a fare increase, which assumed a 12% loss in ridership in the first year after implementation. In March 2020, the COVID-19 pandemic caused VRT to stop or reduce services. This pandemic is something that will have lingering effects on public transit nationwide, not just in the Treasure Valley. The third quarter of this fiscal year will see a large drop in ridership that VRT will work on rebuilding for the unforeseen future.

VRT services overall had a 7.1% decrease in the second quarter, which was less than expected with the fare increase. Due to the pandemic, all services saw a decline in ridership starting mid-March. Boise State had a 58% drop in ridership, where VRT had a 40% drop in ridership. The pandemic resulted in Boise State phasing out all services between March 18 and March 26. VRT reduced services on March 27, following the Governor's stay at home order.

Specialized Transportation Services overall ridership decreased by 8.3%. Due to the pandemic, all senior centers closed in March following the Governor's stay at home order. Other remaining services only provided essential trips. Senior centers ridership dropped 66%. Services providing essential trips showed a 73% drop in ridership. Services providing essential trips include SHIP, Harvest Transit, Metro, Village Van, Rides2Wellness and volunteer drivers.

VRT plans to resume full service for fixed-route in May. Senior centers are making plans to open in June. VRT expects to see other services slowly start to rebound following the stages discussed when the Governor's stay at home order was lifted.

More Information:

Attachments

FY20 Performance Report, Second Quarter

FY20 Second Quarter Ridership Report

FY20 Year to Date Ridership Report

For detailed information contact:

Leslie Pedrosa, Operations Director, 208.258.2713, lpedrosa@valleyregionaltransit.org

VRT PERFORMANCE - 2ND QUARTER, FY20
SUMMARY DASHBOARD

QUARTERLY					YEAR TO DATE				
FISCAL YEAR					FISCAL YEAR				
RIDES		2020	2019	% Change	RIDES		2020	2019	% Change
	FR	356,579	386,866	▼ -7.8		FR	721,693	760,813	▼ -5.1
	DR	11,089	13,817	▼ -19.7		DR	24,885	27,647	▼ -10.0
	ST	24,830	27,561	▼ -9.9		ST	51,818	53,075	▼ -2.4
	VP	45,136	48,625	▼ -7.2		VP	82,713	89,242	▼ -7.3
	BS	3,479	3,486	▬ -0.2		BS	6,745	8,945	▼ -24.6
	FMLM	1,076	593	▲ 81.5		FMLM	2,238	593	▲ 277.4
	Total	442,189	480,948	▼ -8.1		Total	890,092	901,556	▼ -1.3
HOURS	FR	30,373	30,874	▼ -1.6	HOURS	FR	61,300	61,650	▬ -0.6
	DR	5,774	6,213	▼ -7.1		DR	12,569	12,806	▼ -1.9
	ST	5,890	8,169	▼ -27.9		ST	12,972	16,101	▼ -19.4
	VP	-	9,483	▼ -100.0		VP	8,072	18,109	▼ -55.4
	BS	427	1,248	▼ -65.8		BS	1,744	3,595	▼ -51.5
	FMLM	126	80	▲ 57.8		FMLM	274	80	▲ 243.1
	Total	42,589	56,067	▼ -24.0		Total	96,931	112,341	▼ -13.7
RIDES PER HOUR	FR	11.74	12.53	▼ -6.3	RIDES PER HOUR	FR	11.77	12.34	▼ -4.6
	DR	1.92	2.22	▼ -13.6		DR	1.98	2.16	▼ -8.3
	ST	4.22	3.37	▲ 25.0		ST	3.99	3.30	▲ 21.2
	VP	#DIV/0!	5.13	▬ 0.0		VP	10.25	4.93	▲ 107.9
	BS	8.15	2.79	▲ 191.9		BS	3.87	2.49	▲ 55.5
	FMLM	8.54	7.43	▲ 15.0		FMLM	8.17	7.43	▲ 10.0
	Total	10.38	8.58	▲ 21.0		Total	9.18	8.0	▲ 14.4
ACCIDENTS PER 100,000 MILE	FR	UNDER CONSTRUCTION			ACCIDENTS PER 100,000 MILE	FR	UNDER CONSTRUCTION		
	DR					DR			
	ST					ST			
	VP					VP			
	BS					BS			
	FMLM					FMLM			
	Total	-	-			Total	-	-	
COMPLAINTS PER 100,000 MILE	FR	UNDER CONSTRUCTION			COMPLAINTS PER 100,000 MILE	FR	UNDER CONSTRUCTION		
	DR					DR			
	ST					ST			
	VP					VP			
	BS					BS			
	FMLM					FMLM			
	Total	-	-			Total	-	-	
ON-TIME PERFORMANCE	FR	85.3%	81.5%	▲ 3.8	ON-TIME PERFORMANCE	FR	83.7%	77.9%	▲ 5.8
	DR	89.8%	88.9%	▲ 0.9		DR	88.9%	82.4%	▲ 6.5
	ST	N/A	N/A			ST	N/A	N/A	
	VP	N/A	N/A			VP	N/A	N/A	
	BS	N/A	N/A			BS	N/A	N/A	
	FMLM	N/A	N/A			FMLM	N/A	N/A	
	Total	87.6%	85.2%	▲ 2.4		Total	86.3%	80.2%	▲ 6.2

FR- FIXED ROUTE	DR - DEMAND RESPONSE	ST - SPECIALIZED TRANSPORTATION	VP - VANPOOL	BS - BIKESHARE	FMLM - FIRST MILE/LAST MILE
Ada County Boise State - Bronco Shuttle Canyon County Intercounty	Ada County Canyon County	Metro Shared Vehicle SHIP Kuna Senior Center Village Van Volunteer Driver Meridian Senior Center Eagle Senior Center Star Senior Center Harvest Parma Senior Center Rides 2 Wellness	ACHD CommuteRide	Boise GreenBike	Lyft Transit Connections VRT Late Night

VRT PERFORMANCE - 2ND QUARTER, FY20

SUMMARY DASHBOARD

QUARTERLY RIDERSHIP DETAIL

FR- FIXED ROUTE			
	FY20	FY19	% Change
Ada County*	257,082	273,920	▼ -6.1
Boise State - Bronze Shuttle	71,545	80,110	▼ -10.7
Canyon County*	9,454	11,453	▼ -17.5
Intercounty*	18,498	21,383	▼ -13.5
FR SUB TOTAL	356,579	386,866	▼ -7.8
ST - SPECIALIZED TRANSPORTATION			
	FY20	FY19	% Change
Metro**	4,782	5,748	▼ -16.8
Shared Vehicle	2,346	3,650	▼ -35.7
SHIP**	2,564	2,266	▲ 13.15
Kuna Senior Center	740	568	▲ 30.28
Village Van	3,621	3,791	▼ -4.5
Volunteer Driver	526	862	▼ -39.0
Meridian Senior Center	670	899	▼ -25.5
Eagle Senior Center**	3,503	3,008	▲ 16.46
Star Senior Center	759	786	▼ -3.4
Harvest**	2,086	2,078	▲ 0.38
Parma Senior Center	950	1,018	▼ -6.7
Rides 2 Wellness	2,334	2,887	▼ -19.2
ST SUB TOTAL	24,881	27,561	▼ -9.7
QUARTERLY RIDERSHIP			
	FY20	FY19	% Change
GRAND TOTAL	444,947	480,961	▼ -7.5

DR - DEMAND RESPONSE			
	FY20	FY19	% Change
Ada County**	13,202	13,194	▲ 0.1
Canyon County**	594	636	▼ -6.6
DR SUB TOTAL	13,796	13,830	▼ -0.2

VP - VANPOOL			
	FY20	FY19	% Change
ACHD CommuteRide	45,136	48,625	▼ -7.2
BS - BIKESHARE			
	FY20	FY19	% Change
Boise GreenBike	3,479	3,486	▼ -0.2
FMLM - FIRST MILE/LAST MILE			
	FY20	FY19	% Change
Lyft Transit Connections	1,005	567	▲ 77.25
VRT Late Night	71	26	▲ 173.08
FMLM SUB TOTAL	1,076	593	▲ 81.45

*Ridership is included in the National Transit Database reporting for Fixed Route by Valley Regional Transit

**Ridership is included in the National Transit Database reporting for Demand Response by Valley Regional Transit

VRT PERFORMANCE - 2ND QUARTER, FY20

SUMMARY DASHBOARD

YEAR TO DATE RIDERSHIP DETAIL

FR- FIXED ROUTE			
	FY20	FY19	% Change
Ada County*	523,608	553,992	▼ -5.5
Boise State - Bronce Shuttle	139,736	139,143	▬ 0.4
Canyon County*	19,524	23,797	▼ -18.0
Intercounty*	38,825	43,881	▼ -11.5
FR SUB TOTALS	721,693	760,813	▼ -5.1
ST - SPECIALIZED TRANSPORTATION			
	FY20	FY19	% Change
Metro**	9,739	11,213	▼ -13.1
Shared Vehicle	4,764	6,484	▼ -26.5
SHIP**	5,394	4,525	▲ 19.2
Kuna Senior Center	1,546	1,240	▲ 24.7
Village Van	7,639	7,073	▲ 8.0
Volunteer Driver	1,051	1,693	▼ -37.9
Meridian Senior Center	1,501	1,837	▼ -18.3
Eagle Senior Center**	7,554	5,949	▲ 27.0
Star Senior Center	1,369	1,532	▼ -10.6
Harvest**	4,610	4,265	▲ 8.1
Parma Senior Center	2,034	1,994	▲ 2.0
Rides 2 Wellness	4,617	5,270	▼ -12.4
ST SUB TOTALS	51,818	53,075	▼ -2.4
YEAR TO DATE RIDERSHIP	FY20	FY19	% Change
GRAND TOTAL	889,016	940,315	▼ -5.5

DR - DEMAND RESPONSE			
	FY20	FY19	% Change
Ada County**	23,712	26,506	▼ -10.5
Canyon County**	1,173	1,141	▲ 2.8
DR SUB TOTALS	24,885	27,647	▼ -10.0

VP - VANPOOL			
	FY20	FY19	% Change
ACHD CommuteRide	82,713	89,242	▼ -7.3
BS - BIKESHARE			
	FY20	FY19	% Change
Boise GreenBike	6,745	8,945	▼ -24.6
FMLM - FIRST MILE/LAST MILE			
	FY20	FY19	% Change
Lyft Transit Connections	949	567	▲ 67.37
VRT Late Night	213	26	▲ 719.23
FMLM SUB TOTAL	1,162	593	▲ 96.0

*Ridership is included in the National Transit Database reporting for Fixed Route by Valley Regional Transit

**Ridership is included in the National Transit Database reporting for Demand Response by Valley Regional Transit



TOPIC: Canyon County On-Demand Transit

DATE: June 2, 2020

STAFF MEMBER: Leslie Pedrosa

Summary:

VRT staff began an internal process to evaluate the Canyon County local services operated in Nampa and Caldwell to determine if there was a path forward to redesign the services in a sustainable manner given the limited resources provided by local jurisdictions. Revenues in Canyon County are not keeping up with costs. Attempts to adjust service levels and routes within those resources continue to lead to low quality services and continuing poor system performance.

The process began with an exercise to establish results we would like to see from the system based on operational staff, community and leader input from Canyon County. The premise behind this approach is to think about the design from the perspective of the results VRT would like to achieve. This approach not only evaluates the effort we achieve in delivering service, but also focuses on the effect, or considering, "How do we measure the customer is better off?"

VRT completed research and evaluation of innovative approaches to transit and determined an on-demand transit system has a high probability of achieving the desired results for the services within the existing financial constraints.

VRT staff would expect to build new partnerships with the expanded service area. With the right solution, staff would expect to see savings and efficiencies over the pilot term. If this pilot is successful, it could become a model for serving other low productivity areas within VRT's service area.

VRT received nine proposals for the on-demand solution. The evaluation team has compiled the data from the proposals and is scheduling presentations with selected vendors. VRT staff expects to have presentations completed by the end of June. Once a vendor is chosen, VRT staff will be able to provide detailed information on how to schedule a trip at a future RAC meeting.

Staff Recommendation/Request:

This is an information item only.

Implication (policy and/or financial):

The financial resources in Canyon County have not kept up with the demand for services and the costs to deliver those services. The on-demand transit pilot could offer an innovative way

to improve services within existing financial conditions. Doing nothing would continue a downward cycle of poor performance and lack of financial support.

Costs:

- Start-up and Software Costs \$80-100K
 - o Includes installation of new bus stop signs and updating existing bus stop signs
 - o Includes one time fees for training and/or additional hardware
- Total for term of pilot \$184,000 - \$220,000
 - o Up to a three year pilot period
 - o Projecting \$61,000 - \$73,000 annually
- Expect savings and efficiencies over the pilot term

Highlights:

- February 2020 – Presentation to CWI
- April 2020 - Presentation to some members of Nampa City Council
- May 2020 – Evaluation team reviewing proposals
- May 2020 – Presentation to Nampa City Council

Next Steps:

- June 2020 – Presentation to Caldwell City Council
- June 2020 - Evaluation team to begin negotiations with vendors

Project Schedule:

- Spring 2020 – Review and rank proposals; Engage community and funding partners
- Summer 2020 – Negotiate final solution; Continue community engagement and begin public education on service change
- Fall 2020 – Implement service change

For detailed information contact:

Leslie Pedrosa, Operations Director, 208-258-2713, lpedrosa@valleyregionaltransit.org



TOPIC: Valley Regional Transit Fact Sheet

DATE: June 3, 2020

Staff Member: Mark Carnopis, Community Relations Manager

Summary:

A common thread of discussion by VRT staff and Regional Advisory Council members has been the need for a Valley Regional Transit “Fact Sheet” that provides basic information about our organization. This sheet would be available to be downloaded from our website and could be distributed at outreach events. It would also be available to our board and RAC members when they are discussing public transportation with their constituents and partners.

The RAC discussed the fact sheet earlier this year. I worked with two RAC members – Walter Steed and Eric Selekof - to first develop and then fine-tune the document.

Staff Recommendation/Request:

Information item. The RAC is requested to perform a final review of the document before staff posts it on our website and makes it available for public distribution.

Implication (policy and/or financial):

None. The document will be updated annually.

More Information: Mark Carnopis, Community Relations Manager, 208-860-9811, mcarnopis@valleyregionaltransit.org

Valley Regional Transit Snapshot

valleyregionaltransit.org

208-345-7433



Budget Information: Fiscal Year 2019

Revenues

Regional Overhead and Operation:	\$ 7,478,035
Boise Transportation Services:	\$ 9,108,311
Canyon County Transportation Services:	\$ 2,098,971
Capital:	\$14,459,700
Contingency Enhancement Capital:	\$ 1,000,000
TOTAL	\$34,735,017

Expenses

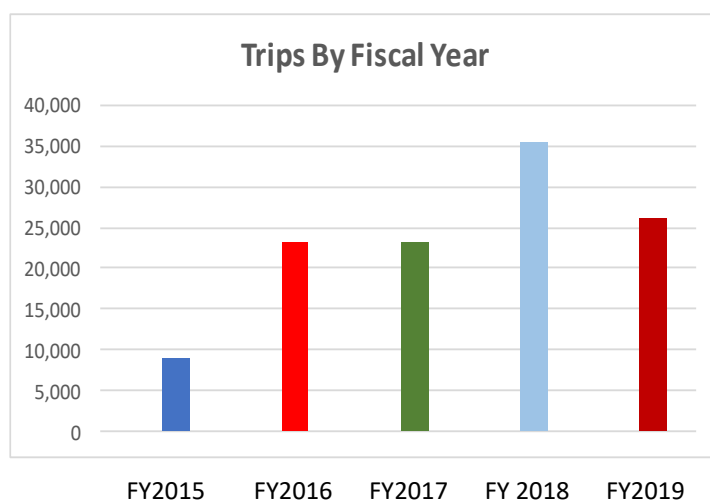
Regional Overhead and Operations:	\$ 7,478,035
Boise Transportation Services:	\$ 9,608,311
Canyon County Transportation Services:	\$ 2,098,971

Capital Projects

• VRT	\$12,438,500
• Subrecipient—Pass Through	\$ 2,222,150
Emergency Enhancement Capital:	\$ 1,000,000
TOTAL	\$34,735,017

Boise GreenBike Ridership

Boise Green-Bike, a bike-sharing program based in downtown Boise, is a division of Valley Regional Transit.



Ridership Statistics

We operate 18 routes in Boise/Garden City, three in Nampa/Caldwell, and four inter-county routes.

FY2019 ridership

Boise/Garden City	1,080,941
Nampa/Caldwell	46,437
Intercounty	86,300

ACCESS paratransit

Boise/Garden City	51,408
Nampa/Caldwell	2,377

Top Boise routes (ridership)

Route 9 State Street	204,398
Route 3 Vista	100,421
Route 5 Emerald	90,420

Shared Mobility

A total of 87,502 rides were provided by VRT specialized transportation programs in the Treasure Valley during FY2019. Here are the top programs:

» Senior Centers*	26,840
» Metro Services	22,469
» Harvest Transit	15,381
» Rides2Wellness:	10,421
» SHIP Transportation:	9,332
» Volunteer Driver:	2,859

* Includes Parma, Eagle, Meridian, Star and Kuna

Help Desk

In fiscal year 2019, the Valley Regional Transit Help Desk received 39,709 calls.

VRT — Planning for the future

valleyregionaltransit.org

208-345-7433

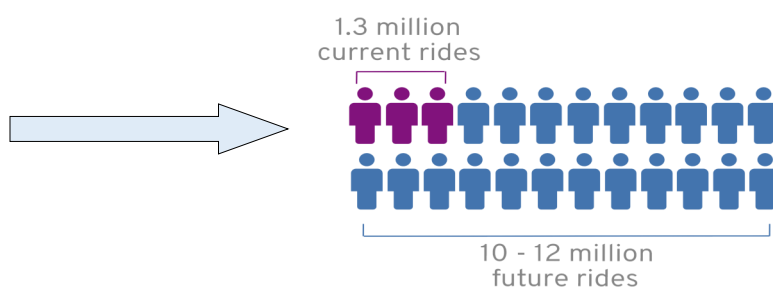


ValleyConnect 2.0 — A plan for future transit growth in the region

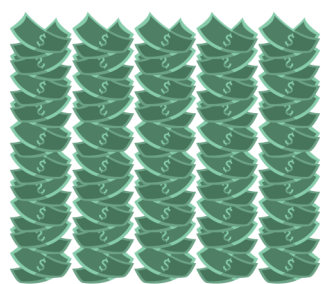
ValleyConnect 2.0, VC 2.0), approved in April 2018, reflects the region's goals and objectives for public transit. VC 2.0 offers an expansion of services that would allow residents of Ada and Canyon counties to maintain the freedom to move and get more people to more places more often, even while the region continues to add more jobs, people, and opportunities. This expansion of services includes more frequent routes increases in service hours, and expanding the reach of fixed-route transit by integrating all travel options, including bus, bike and care share, ride hailing, etc. into a single, easy to use approach.

Congestion is bad now and will only get worse

The population of Ada and Canyon counties has increased from 581,288 in 2010 to an estimated 737,790 in spring 2020, an increase of 156,502, or 27 percent. By 2040, the area's population is expected to grow to more than one million.



Current investment levels for local transit is minimal

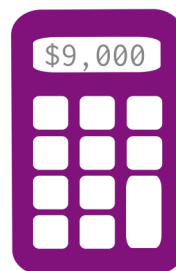


\$1.5 Billion



\$15 Million

VRT currently spends \$15 million a year on public transportation. The public spends \$1.5 billion to own, drive and maintain their vehicles.



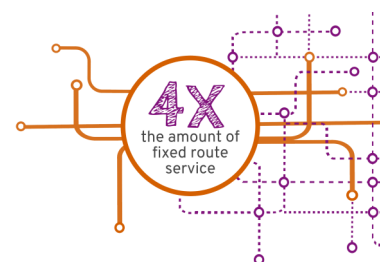
By eliminating one vehicle, a family can save more than \$9,000 a year.

The cost to implement ValleyConnect 2.0

TABLE 1: Fixed-route scenarios in ValleyConnect 2.0

SCENARIO	ESTIMATED FIXED-ROUTE OPERATING DOLLARS	ESTIMATED ANNUAL FIXED-ROUTE SERVICE HOURS	ESTIMATED TOTAL CAPITAL COSTS
Current	\$10,000,000	100,000	\$15,000,000
Intermediate Scenario	\$20,000,000	200,000	\$98,000,000*
Growth Scenario	\$43,500,000	435,000	\$216,000,000*

*Includes \$23 million in deferred maintenance on existing network



The intermediate service scenario would double the current service hours. The growth scenario would quadruple the current hours of service.

Questions/comments? Call 208-258-2702 or email info@valleyregionaltransit.org, subject: VC 2.0



TOPIC: Executive Director Report
DATE: May 22, 2020
STAFF MEMBER: Kelli Badesheim

Finance and Budget

The second quarter has been closed and the variance reports on in the June packet. We are back on track for the variance reports for the current fiscal year. June would be the month the Executive Board will see the second quarter reports because the meeting falls on the first Monday of the month. We cannot complete the close and analysis done in time for the packet. We did not see any big variances in the budget due to COVID-19. There were a couple of weeks we were not collecting fares and under service modifications. These effects will become more obvious in future quarters.

There is a lot of information in the budget regarding the COVID-19 Resiliency Action Plan and the FY2021 budget. I want to point out in this memo how challenging it has been to work on projecting fiscal effects of the pandemic on FY2021 given there is so much uncertainty about how the economics and operational needs will unfold over the next several months. I feel VRT is fortunate with the additional available federal funding to address these issues as they occur. I request you all share your concerns about the situation and be patient with us as we work through the issues.

VRT Response to Coronavirus Pandemic

VRT staff continue to work remotely as much as we can. We are working through our plan to return to more normal operations, aligning our phases to the Governor's Rebound Idaho plan. VRT staff continues to perform in the most efficient and effective way possible.

Executive Director Projects

- Continuing meetings with private sector leaders and Matt Stoll to determine interest in establishing a private sector leadership task force to analyze and recommend funding strategies for public transportation
- Leading a community project team to analyze, design and implement an expansion of Rides 2 Wellness in Canyon County
- Facilitating a variety of community discussions with the Western Idaho Community Healthcare Collaborative (WHCHC) to establish strategic activities based on measures of social determinants of health (including transportation access)
- Facilitating a discussion on Statewide Technology needs for updating fixed-route and demand response scheduling systems
- Leading a project with inter-city transportation providers to better integrate with local fixed route and demand response services
- Conducted meetings with Specialized Transportation partners on funding allocations for next year

More information: Kelli Badesheim, Executive Director, 208-258-2712,
kbadesheim@valleyregionaltransit.org

TOPIC: Development Department Monthly Report
DATE: June 1, 2020
STAFF MEMBER: Stephen Hunt

Summary: Update of Development Department activities for the month of May 2020

VRT Strategic Plan

Goal 1 - Demonstrate responsible stewardship of public resources

Performance Based Decision-making

- **ValleyConnect 2.0 (VC2.0)**

VRT Staff is developing the FY2021-25 Transit Development Plan (TDP). Although the TDP has a five year horizon, the current COVID-19 impacts will effect budgets over the next few years. Staff is planning how to incorporate those impacts into the TDP. We still expect this plan will build on ValleyConnect 2.0 and the efforts of local jurisdictions to enhance transit services in their community.

Programming/Budget Development

- **Local and Federal Allocations** – VRT presented the local allocations methodology to the executive board at the February meeting and it was approved for use in building FY 2021 funding requests. VRT staff has begun meeting with member agency staff to discuss the implications of COVID-19, the CARES Act funding and begun sending out funding requests.
- **Funding Development** – The development department is working with a Boise State Work U student to prepare a Transit Funding Resource white paper to inform the TDP and used as guidance for future programming activities.

Goal 2 – Increase Ridership and Revenue

- **CARES Act Funding**

The impacts of COVID-19 and the subsequent stay and home order have had a dramatic impact on public transportation ridership. VRT staff is looking at how the CARES Act funding, which was provided to mitigate the impacts of COVID-19 , could best be used to make public transportation more safe and encourage public transportation use after the COVID-19 crisis passes.

Goal 3 - Build institutional and regional capacity

Regional Capital Enhancements

- **Boise Operations Facility**
 - o Electric Bus Infrastructure

Staff has begun to bid out the electric charging infrastructure necessary for the implementation of electric buses. We are still working to begin operation of electric vehicles by spring of 2021.

- o **Fuel Island Work**

Based upon TAM scoring, staff is coordinating the replacement of the cathodic protection system, parts of the gas dryer, electrical monitoring equipment, the fluid dispensing building and the cooling system for the compressor building in 2020. Costs are being finalized and design completed for that work now.

- o **Site Work**

The lowest ranking TAM item, after the fuel island, is the existing pavement at the site. Pavement evaluation and repair will occur throughout 2020 pending remaining dollars after the fuel island work is complete. VRT is also applying for a competitive 5339 bus and bus facility grant to complete resurfacing the parking lot and expanding the lot to make room for fleet expansion and electrification.

- **Happy Day Transit Center Upgrades**

The Executive Board approved initial design funding at the November 2018 Executive Board meeting. Cost estimates, material testing and mitigation studies have been completed as part of that effort. VRT is developing a final funding plan to begin the construction side of this effort.

- **Regional Facilities and Infrastructure Plan / Facility Maintenance Plan**

Currently, staff is drafting the Facilities and Infrastructure Plan and has engaged a technical writer to assist in the plan in 2020. The plan is currently posted on VRT's website for review/comment. Once the Facilities and Infrastructure Plan has been reviewed by staff, the technical writer will assist in updating the current Facility Maintenance Plan to match the new Facilities and Infrastructure Plan for the region.

- **Main Street Station**

Staff has finalized an additional facility maintenance engineer/facility master technician to assist in the maintenance of MSS and the technical equipment at the Boise Maintenance Facility such as the fuel island. The MSS janitorial service provider contract has been updated and is being monitored now, along with the new security services provider updated by contract through the Gardner condominium charges. Ongoing warranty and surrounding property construction items are being monitored now.

- **Bus Stops**

The 2020 bus stop improvements project has several phases and elements. Design for construction of eight larger shelter-sized bus stop pads (carried over from FY19) is 90% complete. Planning in preparation of the NEPA effort for any 2020 bus stop improvements has been submitted and staff is addressing the first round of comments from the FTA now. Bus stop improvements for Eagle are planned in early 2020 and the proposed bus stops for the Meridian alignment are under review now.

- **State Street Corridor Projects**

Fehr and Peers, the consultant team working on the State Street Alternatives Analysis, kicked off the study with the City of Boise, Compass, ACHD, and VRT staff. Consultant and staff completed a site visit at the end of February.

State Street Executive and Technical Teams have been working together to identify actions that would help member agencies continue making progress on the Transit and Traffic Operations Plan (TTOP). The State Street Executive Team approved the scope of work for a Transit Operational Analysis and VRT submitted a BUILD Planning grant to fund that effort.

Other Development Activities

- **Staffing Changes** – Jacob Hassard has taken a new job with a local construction firm. VRT has conducted interview for a Capital Project Manager and has begun the process of making employment offers.
- **Title VI** –Next submittal will be October 2020.
- **Grant Opportunities** – VRT is applying for a number of federal grants including a competitive 5339 Bus and Bus Facility grant, another Low/No Emission grant for additional electric vehicles.

More Information:

Stephen Hunt, Sr. Principal Planner, 208.258.2701, shunt@valleyregionaltransit.org,
 Alissa Taysom, Associate Planner, 208.258.2717, ataysom@valleyregionaltransit.org
 Jill Reyes, Planning Programmer, 208.258.270, jreyes@valleyregionaltransit.org
 Derrick Personette, Facility Master Technician, dpersonette@valleyregionaltransit.org

TOPIC: Operations Department Staff Report

DATE: May 20, 2020

STAFF MEMBER: Leslie Pedrosa

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.

Highlights:

Contracted Transportation

- Canyon County had a preventable accident in April.
- Ada County had no preventable accidents in April.
- Ada and Canyon County operations continued to respond to COVID-19 pandemic:
 - o Increased bus cleaning plan
 - o Added 15-minute service on Route 9 to help with social distancing
 - o Ada County worked with VRT staff to supplement Village Van service to help with social distancing
- Fixed-route system on-time performance of 86.9%

Specialized Transportation

- Staff continued to work with Ada County operations to provide extra busses and drivers to allow room for social distancing in the Village Van vehicles during the COVID-19 pandemic.
- Staff provided Village Van drivers with cleaning agents for increased bus cleaning to help during the COVID-19 pandemic.
- Staff provided Village Van passenger with face coverings that they will be required to wear when riding in the van beginning May 6.
- Staff ensured monthly safety meetings were held
- Staff collected and replaced expiring fire extinguishers in vehicles with up-to-date extinguishers.
- During the COVID-19 pandemic, providers have stopped providing service, reduced service to essential trips only or have shifted to meal delivery
 - o Calvary Church, Interfaith Sanctuary, and Star, Meridian, Kuna, and Parma Senior Centers are not providing services
 - Kuna Senior Center plans to reopen June 1.
 - Star Senior Center plans to reopen on June 3.
 - o Metro, SHIP, Harvest Transit and Eagle Senior Center are providing essential trips only.
 - o Volunteer Driver and Rides2Wellness are providing essential trips only.

Information Technology and Intelligent Transportation Systems

- Staff resolved 136 support requests from 150 submitted.
- Updated phone system to allow enhanced communication capabilities during COVID-19 pandemic
- Continued to report ridership to track trends following COVID-19 pandemic
- Worked on special reports for internal department reporting
- Preparing data for fixed-route and paratransit management system request for information

Compliance

- Worked extensively on the COVID crises and communicated key points to VRT executive staff:
 - o Meetings with Central District Health, Southwest District Health, the Joint Information System taskforce, Ada and Canyon County Emergency Operation Center
 - o Monitoring the CDC website daily
 - o Tracking the Governors press conferences
 - o Public action plans for the transit system
 - o Assisted in organizing the cleaning and sanitizing of equipment
 - o Policies for employees and the COVID-19 virus
- Continued work with ITD on completing the Public Transportation Agency Safety Policy and Plan (PTASP)
 - o Due to COVID-19 pandemic deadline for implementation has been extended to December 31, 2020
- Presented the 2021 TAM plan targets to the RTAC committee

Customer Service Support

- Staff preparing training guides for upcoming service changes that was postponed
- Customer service handled 1,305 of 1,328 phone calls for information, with 23 calls abandoned. The average call time was 2 minutes and the average hold time was 17 seconds
- Reservationist handled 362 of 370 phone calls to change or schedule a ride, with six calls abandoned. The average call time was 3 minutes, 47 seconds and the average hold time was 12 seconds
- April mobile ticket sales totaled \$57.00. VRT suspended fare collection in March, due to the COVID-19 pandemic which has decreased sales significantly.

Regional Operations

- Staff has been working on the following projects:
 - o On-Demand Transit for Canyon County local fixed route
 - o Electric vehicle procurement
 - o Demand Response vehicle procurement
 - o Building capacity to serve accessible rides
 - o 2020 Low or No Emission Federal Grant application

- o Phasing services back in following the Idaho Rebounds staging plan due to the COVID-19 pandemic
- Staff is gathering needed data to prepare a request for information (RFI) for the fixed-route and demand response management system
- Staff will again be working with Ada County, Canyon County, and VRT staff to finalize service changes. The planned spring 2020 changes will be implemented in the summer of 2020.

More Information:

For detailed information contact:

Leslie Pedrosa, Operations Director, 208-258-2713, lpedrosa@valleyregionaltransit.org

TOPIC: Finance and Administration Activity Report

DATE: June 1, 2020

STAFF MEMBER: Jason Jedry, Finance Controller

Summary

This memo provides an update on the accomplishments of the Finance Department

VRT Strategic Plan

Goal 1 – Demonstrate responsible stewardship of public resources

Highlights:

Budget/Finance

- Finance staff has closed the second quarter of FY2020
- Finance staff is assisting with assessing the financial implications of COVID-19
- VRT has been awarded the CARES Act grant funding
- Finance is assisting with FY2021 budget planning
- Finance led the development of emergency human resources related policies for COVID-19

Grant Management

- Grants and Compliance Administrator is working on the following:
 - o CARES Act amendment to add subrecipient Treasure Valley Transit
 - o Subrecipient agreements for CARES Act
 - o 2020 BUILD Grant
 - o 2020 5307 LU/SU Capital Grant Application
 - o 2020-5339 LU Capital Grant Application
 - o 2020 5339 Low No Grant Application
 - o Project tracking and balancing for federal projects
 - o Milestone Reports

Procurement

- Staff has been working on contract extensions and the following procurements:
 - o Validator Technology
 - o Electrical equipment (electric bus infrastructure)
 - o Electric buses
 - o Demand Response Vehicles
 - o On Demand Technology
 - o Janitorial Services HDTC
 - o Bus Stop Improvements
 - o Courier Delivery Services

For More Information: Contact Jason Jedry, Finance Controller, (208) 258-2709, or e-mail: jjedry@valleyregionaltransit.org



TOPIC: Community Projects/Outreach Efforts Update
DATE: May 20, 2020
STAFF MEMBER: Mark Carnopis

Summary: This memo provides updates on current and future community outreach efforts, including those related to VRT Strategic Plan goals.

VRT Strategic Plan

Goal 2 - Build community partnerships/build advocates for public transportation

- Regional Outreach Toolkit and Speakers Bureau

Goal 3 – Build institutional and regional capacity

- Secure stable funding sources
 - o Public transportation ambassadors and outreach campaign
 - o Coalitions and partnerships

Highlights

- I have begun work on the Community Relations Outreach plan for fiscal year 2021. This comprehensive plan will include input from VRT department heads and offer a comprehensive outreach schedule.
- I continue to work on an updated social media policy. The current policy is several years old, and the new policy will reflect changes in the social media arena. The draft will be reviewed by the Regional Advisory Council, staff, and the Executive Board before going before the full Board in August for final approval. I am also part of a social media team that is developing a regular schedule for posting/tweeting information to the public.
- An online survey designed to gather input from the public concerning the planned changes to the fixed-route system in Canyon County is live. The deadline for providing comment is June 15. We will be aggressive in getting the word out about the survey and efforts to get people to complete the survey.
- We continue to provide updates to the public on our COVID-19 activities, including the safety precautions that we are taking, and updates on our services/restrictions and the services provided by other transportation providers in the two-county area.

More Information: Mark Carnopis, Community Relations Manager, 208 258-2702, or mcarnopis@valleyregionaltransit.org



TOPIC: Bike Share Program

DATE: May 19, 2020

STAFF MEMBER: Dave Fotsch

VRT Strategic Plan

Goal 3 - Build institutional and regional capacity

- Regional Capital Enhancements

Highlights:

Program Administration

- The Boise GreenBike system suspended all operations on March 26, 2020, following Governor Brad Little's stay-at-home order the previous day.
- On May 4, 2020 Boise GreenBike relaunched service with a strict cleaning and disinfecting protocol, and a promotion offering unlimited free one-hour rides through May 18, 2020.
- As of May 19, 2020, Boise GreenBike has 22,477 active members, who have made 123,247 overall trips since the beginning of the program, covering 303,416 miles and burning 12.1 million calories.
- Below is a table comparing system statistics for April in each of the past six years.

April	New Sign-ups	Overall Trips	Miles Travelled	Calories Burned
2020*	13	0	0	0
2019	440	2,093	5,309	212,394
2018	583	2,625	6,848	273,924
2017	265	1,651	2,851	114,074
2016	572	2,576	6,464	258,570
2015±	154	251	177	7,082

*Service suspended March 26, 2020, resumed May 4, 2020.

±Service launched April 15, 2015; data reflects only two weeks of activity.

- There was no physical activity of the bike share system in April because of the COVID-19 pandemic. Still, 13 people joined the network, most through programs with their employers.
- During the suspension of services, every bike got a thorough mechanical and electrical assessment, making them ready for deployment.

- The GreenBike crew also assessed station assets, determining which assets needed sprucing up. Racks and map/sign panels got fresh paint to cover rust and wear and tear.
- The Title Sponsorship agreement with St. Luke's and SelectHealth ended effective April 15, 2020, even though the bikes, station hubs, and support vehicles still display the logos of the former sponsors.
- The City of Boise is providing financial support to the program through the end of the Fiscal Year, September 30, 2020.
- The COVID-19 pandemic has made it difficult to schedule meetings with potential sponsors, let alone get companies to commit to long-term support because of the uncertainty of the marketplace.
- We are continuing our conversations with Drop Mobility about launching a new system in the spring of 2021.
- We are also in conversation with Micron Technology to support a small Drop Mobility bike share system that will operate only on the Micron campus. The support contract would bring a small amount of revenue into the larger bike share system.

Sponsorship Plan

- Title Sponsorship
 - o None
 - o Working to establish a new sponsorship model with multiple partners
- Station sponsors:
 - o Independence University (previously Stevens-Henager College)
 - o Boise Co-op (renews this year)
 - o Banner Bank
 - o CCDC (two stations, one renews this year)
 - o Treasure Valley Clean Cities Coalition
 - o ACHD
 - o Harris Ranch
 - o HDR (renews this year)
 - o The Watercooler (Local Construct – renews this year)
 - o Midas Gold (renews this year)
 - o Idaho Central Credit Union (two station hubs at Boise State)
 - o Parkway Station
- Membership Card Sponsorship
 - o Key Bank
- We continue to schedule meetings with potential sponsors.

More Information: Dave Fotsch, Boise GreenBike Director, 208-331-9266 (cell), dfotsch@valleyregionaltransit.org



TOPIC: Fleet Media Division - Update
DATE: May 19, 2020
STAFF MEMBER: Jason Russell

Summary: Contracted revenues associated with the Fleet Media Division and updates on strategy to increase inventory and potential revenue.

Highlights:

- Have successfully completed migration of all fixed-route fleet media into adsalesgenius.com software package. Currently working on integration of finance department and production and installation vendors.
- Follow up discussions with YESCO regarding billboard placement at the Happy Day Transit Center have fallen short of financial projections. Ultimately, YESCO is offering \$3-\$4K/year. This is not enough and they are unwilling to discuss revenue share for that location, as they will have \$100K+ in build out fees.
- Installed another round of “Heroes” bus panels in both Ada and Canyon counties featuring employees of Valley Ride. Including the “Inspire” campaign, we have over 30 bus panels assigned to VRT marketing.
- As of May 19, 2020, the Fleet Media Division will invoice a total of \$398,678.94 in FY2020.
- Before June 1, Fleet Media will have managed the production and installation of Primary Health, Delta Dental and COMPASS campaigns; all represent 20% growth in budget from previous investments.
- Have continued discussion with Stoltz Marketing Group about the development of VRT’s media kit. We are still looking at mid-summer to have a finalized product and expect to approve a creative brief by end of week.
- I have meeting requests to Blue Cross of Idaho, Banner Bank, Wells Fargo and ICCU on behalf of Bike Share.
- On target with Creative Outdoor Advertising to launch and install new bus benches this summer. Talked to president and founder of COA about how to best support reciprocal sales arrangements.

More Information:

Jason Russell, Media Manager, 208-440-2515, jrussell@valleyregionaltransit.org



TOPIC: City Go Report
DATE: June 1, 2020
STAFF MEMBER: Kaite Justice

Summary: Status update of activities related to the downtown mobility collaborative, City Go.

Highlights:

City Go

- City Go added a new member in April, Ada County.
- City Go is working with partner agencies to develop a new memorandum of understanding for FY2021 and beyond.
- City Go staff has been working to compile and distribute real time information on all protocols, changes, closures and reopening of all public transportation modes due to COVID-19.
- City Go is working to build and launch a sustainable telework program for employers that want to incorporate telework into their long-term organizational plans.
- City Go is working with partner agencies on a budget and revenue sources for 2021.
- City Go has been working with partner agencies and a web developer to add additional modes to the City Go wallet multi-modal pass packages. The new services include carpool, vanpool and bike storage. The new services will launch tentatively in late June 2020.
- City Go has five corporate members and seven individual members.
- City Go has sold \$3,978 in passes since the November launch.

Updates:

Technology and Service Integration

- Staff worked to release an RFP for the first phase of the integrated fare payment app and electronic validators for mobile ticketing and smart cards. Staff will present its recommendations on the procurement at the August Valley Regional Transit board meeting.

More Information:

Kaite Justice, City Go Director, 208-258-2750, kjustice@valleyregionaltransit.org