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Executive Board Meeting Agenda

Monday, December 07, 2020

11:00 AM

The meeting will be held via Microsoft Teams Meetings at:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_OTJmODM2YjUtZDZjMC00YjYzLWJlNTgtNjk3ODEwMWUzMTAx%40thread.v2/0?context=%7b%22Tid%22%3a%22f835d6fa-3299-47ef-90bf-7da39a100cca%22%2c%22Oid%22%3a%2290ecdc1e-59cf-41a7-baaa-65b43a9fe87e%22%7d

or by phone at 469-965-2358 (audio only) Phone Conference ID: 810 671 246#

I. CALLING OF THE ROLL

Chair Tom Dale

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 November 2, 2020 Joint Meeting of the Executive Board and Regional Advisory Council ☐

Pages 5-6

The Executive Board is asked to consider approval of the minutes of November 2, 2020 Joint Meeting of the Executive Board and Regional Advisory Council.

B. ACTION: Main Street Station Condo Association Dues ☐

Pages 7-9

The Executive Board is asked to consider approval of RESOLUTION VEB20-022 authorizing staff to administer monthly payments for condominium dues for the fiscal year 2021.

V. FINANCE COMMITTEE - None

VI. EXECUTIVE BOARD - ACTION ITEMS

A. ACTION: Genfare Fare Box Purchase ☐

Pages 10-12

Nick Moran

The Executive Board will consider for approval RESOLUTION VEB20-024 for the purchase of 12 fare boxes from Genfare.

B. ACTION: Proposed Agenda for January Board Meeting ☐

Page 13

Kelli Badesheim

The Executive Board will have the opportunity to review, and consider for approval, the proposed agenda for the January Board Meeting. Staff requests the opportunity to update or change items listed.

C. ACTION: 2021 Title VI Update ☐

Page 14-15

Alissa Taysom

Staff will review the 2021 Title VI update with the Executive Board for recommendation for approval to the VRT Board of Directors. Due to the size, you can view the document here:

http://www.valleyregionaltransit.org/media/2377/titleviprogram2021_wattachments.pdf

D. ACTION: Set Public Hearing Date for January 4, 2021 to Discuss the FY2021 Budget Amendment and FY2020 Carry-Forwards Kelli Badesheim

The Executive Board is asked to consider setting January 4, 2021 as the Public Hearing date to consider adoption of the FY2021 budget amendment and FY2020 carry-forwards.

VII. EXECUTIVE BOARD – INFORMATION ITEMS

A. INFORMATION: Resiliency Action Plan **Ø** Pages 16-18 Kelli Badesheim

Staff is working with local jurisdictions on the implications of reprogramming the FY2021 budget with CARES funding. Kelli Badesheim and Jill Reyes are meeting with the local jurisdictions to identify strategic direction on the use of federal and local funds to support sustainability and resiliency of VRT finances and services as we move through the recovery phases of the pandemic.

B. INFORMATION: Building Reporting Capacity Work Plan **Ø** Pages 19-22 Kelli Badesheim

Staff developed and is working through a work plan to update performance reporting to meet the needs of multiple of VRT's funding and regulatory partners. Attached is an outline of the work plan.

C. INFORMATION: October 2020 Service Change Update **Ø** Pages 23-24 Leslie Pedrosa

Staff will provide an update to the Executive Board following the service change that was implemented on October 5.

D. INFORMATION: Bike Share Update **Ø** Pages 25-26 Dave Fotsch

The memo provides an update on activities of the bike share program as it tries to find new title-level sponsors.

E. INFORMATION: Procurement Calendar **Ø** Page 27

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

F. INFORMATION: Department/Staff Reports **Ø** Pages 28-43

The most current Department/Staff reports are included in the packet for your information.

VIII. EXECUTIVE SESSION

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

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

IX. ADJOURNMENT

Ø = Attachment

Agenda order is subject to change.

NEXT VRT EXECUTIVE BOARD MEETING:

January 4, 2021

VRT Boardroom (Will be held virtually.)

700 NE 2nd Street

Meridian, ID 83642

Mission Statement: *Valley Regional Transit's mission is to leverage, develop, provide, and manage transportation resources and to coordinate the effective and efficient delivery of comprehensive transportation choices to the region's citizens. (ValleyConnect 2.0 Plan approved 04/02/18)*

Arrangements for auxiliary aids and services necessary for effective communication for qualified persons with disabilities or language assistance requests need to be made as soon as possible, but no later than three working days before the scheduled meeting. Please contact Mark Carnopis, Community Relations Manager at 258-2702 if an auxiliary aid is needed.

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This meeting is open to the public. If you prefer to attend this meeting in person, you will be required to wear a mask and practice social distancing. Attendance will be VERY limited, first come, first serve. The meeting will be held in the first-floor boardroom at the VRT administrative offices, 700 NE 2nd Street in Meridian.

## Joint Executive Board Meeting and Regional Advisory Council Minutes

Monday, November 2, 2020

11:00 AM

<https://global.gotomeeting.com/join/402707733>

1 (646) 749-3122 Access Code: 402-707-733

| MEMBERS ATTENDING                | MEMBERS ABSENT                    | OTHERS PRESENT                  |
|----------------------------------|-----------------------------------|---------------------------------|
| Lantz Brown – Boise State        | Sandi Levi – City of Nampa        | Kelli Badesheim–VRT             |
| Luke Cavener – City of Meridian  | Garret Nancolas, City of Caldwell | Bre Brush-City of Boise         |
| Elaine Clegg – City of Boise     |                                   | Mark Carnopis–VRT               |
| Tom Dale – Canyon Cty. Comm.     |                                   | Paula Cromie–VRT                |
| John Evans – City of Garden City |                                   | Gregg Eisenberg–First Transit   |
| Jim Hansen – ACHD                |                                   | Dave Fotsch-VRT                 |
| Debbie Kling – City of Nampa     |                                   | Karen Gallagher-City of Boise   |
| David Lincoln – ACCHD            |                                   | Tessa Greigor                   |
| Lauren McLean – City of Boise    |                                   | Rachel Haukkala–COMPASS         |
|                                  |                                   | Ryan Head - ACHD                |
|                                  |                                   | Stephen Hunt – VRT              |
| <b>RAC MEMBERS ATTENDING</b>     |                                   | Jason Jedry–VRT                 |
| Deborah Allen                    |                                   | Kaite Justice – VRT             |
| Susan Bradley                    |                                   | Dave Meredith-VRT               |
| Lisa Brady                       |                                   | Leslie Pedrosa-VRT              |
| Samantha Kenney                  |                                   | Ken Pidjeon–Citizen             |
| Terri Lindenberg                 |                                   | Jill Reyes-VRT                  |
| Jeremy Maxand                    |                                   | Jason Russell-VRT               |
| Mary Beth Nutting                |                                   | Eric Selekof-VRT                |
| Walter Steed                     |                                   | Alissa Taysom - VRT             |
|                                  |                                   | Corrie Washington-First Transit |
|                                  |                                   | Kevin Womack-VRT                |

**CALLING OF THE ROLL** – Elaine Clegg called the meeting to order at 11:02 a.m. with a quorum present by phone and in person. Chair Tom Dale arrived late, then took over as chair.

**AGENDA ADDITIONS/CHANGES** – Dave Fotsch presented an update to the Bike Share program during the Department/Staff reports.

**PUBLIC COMMENTS** - None

### CONSENT AGENDA

Items on the Consent Agenda consisted of the following:

- RAC ACTION: Minutes of the October 20, 2020 Meeting
- EXECUTIVE BOARD ACTION - Minutes of the October 5, 2020 Executive Board Meeting
- EXECUTIVE BOARD ACTION: Minutes of the September and October Regional Advisory Council Meeting

- **EXECUTIVE BOARD ACTION:** Specialized Transportation Service Provider Project Budgets
- **EXECUTIVE BOARD ACTION:** Ridership Reporting and Automatic Passenger Counters (APC) Update

Lauren McLean moved to approve the items in the Consent Agenda as presented, Jim Hanson seconded. The motion passed unanimously.

#### **FINANCE COMMITTEE - None**

#### **EXECUTIVE BOARD ACTION: Public Transportation Agency Safety Plan**

Dave Meredith presented information regarding the Public Transportation Agency Safety Plan. Following discussion, Elaine Clegg moved to approve Resolution VEB20-011 - Public Transportation Agency Safety Plan; Debbie Kling seconded. The motion passed unanimously.

#### **INFORMATION ITEMS**

##### **JOINT INFORMATION: 2021 Title VI Update**

Alissa Taysom reviewed the 2021 Title VI update with the Executive Board and Regional Advisory Council.

##### **JOINT INFORMATION: Service Change FY2021**

Alissa Taysom presented an update and reviewed the service change concepts for FY 2021.

##### **JOINT INFORMATION: FY 2020 Public Comment Report**

Mark Carnopis provided information regarding the FY2020 Public Comment Report, which primarily provides information about public input concerning Valley Regional Transit transportation operations.

##### **JOINT INFORMATION - Transportation Development Plan**

Jill Reyes provided an update on the draft of the 2021-2025 Transportation Development Plan.

##### **JOINT INFORMATION: On-Demand Transit Update**

Leslie Pedrosa presented an update for On-Demand Transit in Canyon County.

##### **EXECUTIVE BOARD INFORMATION: Procurement Calendar**

The most current Procurement Calendar was included in the packet for information.

##### **JOINT INFORMATION: Department/Staff Reports**

The most current department/staff reports were included in the packet for information. Dave Fotsch presented an update to the Bike Share program.

#### **EXECUTIVE SESSION - None**

**ADJOURNMENT** – Debbie Kling moved to adjourn the meeting at 11:54 a.m.; Elaine Clegg seconded. The meeting was adjourned.

#### **NEXT VRT EXECUTIVE BOARD MEETING:**

**December 7, 2020**

VRT Boardroom

700 NE 2<sup>nd</sup> Street

Meridian, ID 83642



**AUTHORIZATION FOR EXPENDITURE  
EXECUTIVE BOARD APPROVAL**

|                                                                                                                                                                                                                                                                                                         |                                                                                              |                      |                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|----------------------|---------------------|
| <b>PROCUREMENT DESCRIPTION:</b><br>Main Street Station Condo Association Dues                                                                                                                                                                                                                           | <b>TOTAL COST:</b><br>\$113,220                                                              |                      |                     |
| <b><u>PURPOSE/ACTION:</u></b><br>VRT's Main Street Station operates at 700 West Main Street as the primary downtown transit hub. Main Street Station is a part of the US Bank Plaza Condominium Association, Inc, administered by Gardner Company.                                                      |                                                                                              |                      |                     |
| <b><u>SCOPE OF WORK:</u></b><br>FY 2021 Budget includes paying Condominium Dues for an estimated \$113,220. Dues include providing security and routine inspection fees.                                                                                                                                |                                                                                              |                      |                     |
| <b><u>DISCUSSION:</u></b><br>VRT compensates service providers on a monthly basis for services received from the condominium dues.                                                                                                                                                                      |                                                                                              |                      |                     |
| <b><u>ALTERNATIVES:</u></b><br>There are no other alternatives to these services due to physical location and limitations.                                                                                                                                                                              |                                                                                              |                      |                     |
| <b><u>FISCAL IMPACT:</u></b><br>The total expenses approved for this project is \$113,220. The project budget was included in the fiscal year 2021 budget, Resolution VBD20-014 on August 3, 2020.                                                                                                      |                                                                                              |                      |                     |
| <b><u>RECOMMENDATION/JUSTIFICATION:</u></b><br><b><u>POST RFP/FINAL SELECTION OF PROJECT:</u></b><br><b><u>Recommend:</u></b> VRT staff requests the VRT Executive Board authorize the Executive Director to approve VEB20-022 to continue paying condominium dues for FY2021, not to exceed \$113,220. |                                                                                              |                      |                     |
| <b>ROUTING #</b>                                                                                                                                                                                                                                                                                        | <b>ORDER OF REVIEW</b>                                                                       | <b>DATE APPROVED</b> | <b>RESOLUTION #</b> |
| 1                                                                                                                                                                                                                                                                                                       | <b>EXECUTIVE DIRECTOR</b><br>Up to \$49,999<br><br>Signature:                                |                      |                     |
| 2                                                                                                                                                                                                                                                                                                       | <b>EXECUTIVE BOARD</b><br>Approves procurements over \$50,000 to \$200,000<br><br>Signature: |                      | VEB20-022           |
| 3                                                                                                                                                                                                                                                                                                       | <b>VRT BOARD</b><br>Approves procurements \$200,000 and over<br><br>Signature:               |                      |                     |

## EXECUTIVE BOARD RESOLUTION

### MAIN STREET STATION CONDOMINIUM ASSOCIATION DUES

#### RESOLUTION VEB20-022

#### BY THE EXECUTIVE BOARD OF VALLEY REGIONAL TRANSIT APPROVING PAYMENT OF DUES

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

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

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

WHEREAS, The annual Main Street Station condominium association dues of \$113,220, which includes shared maintenance expenses, security and routine inspections, was included in the fiscal year 2021 budget in Resolution VBD20-014 on August 3, 2020; and

WHEREAS, Idaho Code § 40-2109(5) provides that the Board of Valley Regional Transit may adopt resolutions consistent with law, as necessary, for carrying out the purposes of Chapter 21, Title 40, Idaho Code and discharging all powers and duties conferred to Valley Regional Transit Pursuant to Chapter 21, Title 40; and

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

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

Section 1. That the Executive Board authorizes staff to administer monthly payments for condominium dues for the fiscal year 2021.

VEB20-022

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

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

ADOPTED by the Executive Board of Valley Regional Transit, this \_\_\_\_day of \_\_\_\_\_, 2020.

APPROVED by the Executive Board Chair this \_\_\_\_day of \_\_\_\_\_, 2020.

**ATTEST:**

**APPROVED:**

\_\_\_\_\_  
EXECUTIVE ASSISTANT

\_\_\_\_\_  
CHAIR OF EXECUTIVE BOARD



**AUTHORIZATION FOR EXPENDITURE  
EXECUTIVE BOARD APPROVAL**

|                                                                      |                                 |
|----------------------------------------------------------------------|---------------------------------|
| <b>PROCUREMENT DESCRIPTION:</b><br>Genfare Odyssey Fare Box Purchase | <b>TOTAL COST:</b><br>\$195,000 |
|----------------------------------------------------------------------|---------------------------------|

**PURPOSE/ACTION:**  
 Purchase 12 new Genfare Odyssey fare boxes for the new electric buses.

**SCOPE OF WORK:**  
 Purchase and install 12 fare boxes for the new electric buses in Ada County, instead of having the equipment purchased and installed during the bus build by Proterra. Fare boxes are used to track passes, passengers, and collect fares for riders. All data collected is used for reporting to the National Transit Database.

**DISCUSSION:**  
 VRT is purchasing 12 new electric buses that will require fare boxes to be purchased and installed. VRT completed a sole source justification to purchase fare boxes directly from Genfare. Failure to purchase from Genfare will require a system-wide change to the existing software and equipment. Genfare is integrated within VRT's existing IT system, as well as a fleet of 55 fixed-route vehicles. Because of the uniqueness of the fare boxes and VRT's software infrastructure used for the entire fleet, Genfare is the only reasonable supplier who can satisfy VRT's requirements.

**ALTERNATIVES:**  
 The alternative is to not procure the 12 fare boxes, based off the sole source decision and incur the costs associated with a full system replacement.

**FISCAL IMPACT:**  
 A portion of the funding available for this purchase was originally included in Resolution VBD20-003 approved on January 6, 2020. The remaining funding available for this purchase was included in Resolution VBD19-011 approved on August 5, 2019.

**RECOMMENDATION/JUSTIFICATION:**  
 All fare boxes were originally included as part of the Electric Rolling Stock and Infrastructure Resolution VBD 20-001, with Proterra. By removing this task from the scope of work for Proterra bus build, it will save VRT approximately \$50,000.00.

**FINAL SELECTION OF PROJECT:**  
 VRT staff requests that the VRT Executive Board approve Resolution VEB20-024, and approved the purchase of 12 fare boxes from Genfare, 800 Arthur Ave, Elk Grove Village, IL 60007, based upon the sole source decision, whose total purchase will not exceed \$195,000.

| ROUTING # | ORDER OF REVIEW                                                                              | DATE APPROVED | RESOLUTION #         |
|-----------|----------------------------------------------------------------------------------------------|---------------|----------------------|
| 1         | <b>EXECUTIVE DIRECTOR</b><br>Up to \$49,999<br><br>Signature:                                |               |                      |
| 2         | <b>EXECUTIVE BOARD</b><br>Approves procurements over \$50,000 to \$200,000<br><br>Signature: |               | Resolution VEB20-024 |
| 3         | <b>VRT BOARD</b><br>Approves procurements \$200,000 and over<br><br>Signature:               |               |                      |

## **VALLEY REGIONAL TRANSIT EXECUTIVE BOARD RESOLUTION**

### **Genfare Odyssey Fare Box Purchase RESOLUTION VEB20-024**

**BY THE EXECUTIVE BOARD OF VALLEY REGIONAL TRANSIT APPROVING THE PURCHASE OF 12 FARE BOXES FROM GENFARE FOR THE NEW ELECTRIC BUSES:**

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

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

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

WHEREAS, Valley Regional Transit is purchasing 12 new electric buses which will require the purchase of 12 additional fare boxes; and

WHEREAS, Valley Regional Transit completed a sole source justification, that will not require a system-wide change to the existing software and equipment; and

WHEREAS, Valley Regional Transit has determined that Genfare is the only reasonable supplier who can satisfy VRT’s requirements and whose system is already integrated within VRT’s existing IT system, as well as a fleet of 55 fixed-route vehicles; and

WHEREAS, Valley Regional Transit will save approximately \$50,000 by purchasing and installing the fare boxes onsite and not during the bus build; and

WHEREAS, Valley Regional Transit funding for this budget was included in Resolution VBD20-003 approved on January 6, 2020 and Resolution VBD19-011 approved on August 5, 2019; and

WHEREAS, Idaho Code § 40-2109(5) provides that the Board of Valley Regional Transit may adopt resolutions consistent with law, as necessary, for carrying out the purposes of Chapter 21, Title 40, Idaho Code and discharging all powers and duties conferred to Valley Regional Transit Pursuant to Chapter 21, Title 40; and

VEB20-024

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

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

Section 1. That the Executive Board authorizes the purchase of fare boxes from Genfare based off of a sole source justification.

Section 2. That the Executive Board authorizes the purchase of fare boxes from Genfare not to exceed \$195,000.

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

ADOPTED by the Executive Board of Valley Regional Transit, this 7<sup>th</sup> day of December, 2020.

APPROVED by the Executive Board Chair this \_\_\_\_day of \_\_\_\_\_, 20\_\_\_\_.

**ATTEST:**

**APPROVED:**

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**EXECUTIVE ASSISTANT**

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**CHAIR OF EXECUTIVE BOARD**

## **PROPOSED AGENDA FOR JANUARY 4, 2020 BOARD MEETING**

### **CONSENT AGENDA**

- Approve minutes from the September Board meeting and
- Accept Executive Board Minutes from the November 4, 2020 Executive Board/Regional Advisory Council joint meeting
- Accept Minutes from the December Executive Board Meeting
- Approve Employee Handbook Update
- Approve Executive Board recommendation on Title VI Plan
- Ratify Ridership Reporting and Automatic Passenger Counter Reporting
- Ratify Public Transportation Agency Safety Plan

### **BOARD OF DIRECTORS ACTION ITEMS**

- VRT Board/Executive Board Officer Succession and Open Position Nominations and Election (New Chair then conducts remainder of meeting)
- PUBLIC HEARING FY2021 Budget Amendment and Carry-forwards from 2020
- Approve FY2021 Budget Amendment and FY2020 Carry-forwards
- State Street Transit Operation Analysis Procurement
- Resiliency Action Plan - Strategic Direction Concepts

### **BOARD OF DIRECTORS INFORMATION ITEMS**

- Transportation Asset Management Plan Update
- On Demand Transit Update
- Boise Bike Share Update
- 4<sup>th</sup> Quarter Financials
- FY2020 Performance Report
- Service Change 2021 Update

### **PROCUREMENTS**

- Procurement Calendar

### **DEPARTMENT/STAFF REPORTS**

|                      |                        |
|----------------------|------------------------|
| <b>TOPIC</b>         | <b>Title VI Update</b> |
| <b>DATE</b>          | December 7, 2020       |
| <b>STAFF MEMEBER</b> | Alissa Taysom          |

**Summary**

Title VI of the Civil Rights Act of 1964 prohibits discrimination in programs and activities receiving federal financial assistance on the basis of race, color, and national origin. As a program that receives federal funds, Valley Regional Transit, as the regional transportation authority of Ada and Canyon counties, reports on its efforts to provide a level of transit service that is fairly distributed to all of the authority populations to the extent possible every 3 years. The last report was completed in 2017.

The current Title VI draft can be found at the following web link: [VRT Title VI Update 2021](#)

**Title VI:**

The Title VI report consists of 9 sections and 11 attachments.

- Sections:
  - Annual Civil Rights (Title VI) Assurances
  - Title VI Complaint Procedures
  - Title VI Investigations, Complaints and Lawsuits
  - Public Participation
  - Language Assistance Program
  - Subrecipients
  - Service Standards
  - Distribution of Transit Amenities
  - Determination of Site Location of Facilities
- Attachments:
  - Signed Annual Title VI Assurances
  - Notice to the Public
  - Title VI Policy Statement
  - Discrimination Complaint Procedure
  - Title VI Complaint Form
  - Public Participation Plan
  - Limited English-speaking Persons
  - Downtown Boise Multimodal Center Environmental Assessment Section 4.12 – Environmental Justice
  - Subrecipient Assessment Tool
  - Subrecipient Assessment Monitoring and Oversight
  - Fixed-Route System Map
  - Capital Infrastructure Tracking Checklist

**Staff Recommendation/Request**

Action item: Recommendation to full Board for approval

**Implication (policy and/or financial)**

A current Title VI plan is a federal requirement.

**Highlights**

The primary updates to Title VI include:

- Demographics
- Refugee Resettlement Data
- Service Changes
- Fare Change Summer 2020 - Identify areas that need to be updated and begin updates

**Schedule:**

|                |                                                    |
|----------------|----------------------------------------------------|
| September 2020 | Status report to RAC                               |
| October 2020   | Information item to Full Board                     |
| November 2020  | Information item to RAC and Executive Board        |
| December 2020  | Action item to RAC for recommendation for approval |
| January 2021   | Final Title VI plan to full Board for approval     |

**More Information**

**Attachments:** See above

**For detailed information contact:** Alissa Taysom, Associate Planner, 208.258.2717, [ataysom@valleyregionaltransit.org](mailto:ataysom@valleyregionaltransit.org)



|               |                                |
|---------------|--------------------------------|
| TOPIC         | Resiliency Action Plan         |
| DATE          | November 27, 2020              |
| STAFF MEMEBER | Kelli Badesheim and Jill Reyes |

### **Summary**

The Valley Regional Transit Board of Directors adopted three principles to guide our investment strategies while we navigate through the economic uncertainty brought on by the COVID-19 pandemic. Two of the underlying tenants of those principles are to maintain the progress VRT was making in building the regional system, and ensuring we are building resiliency and sustainability toward financial and communication weaknesses we were addressing prior to the disruption.

VRT quickly secured \$20 million in Coronavirus Aid, Relief and Economic Security Act (CARES) funding to provide resources to address enhanced safety measures and address economic disruptions brought on by the pandemic. The CARES funding presents an opportunity to address the resiliency and sustainability needs of our region. Staff has been committed to working through the programming of these funds in a way that ensures we are being transparent, inclusive, and optimizing the local funding we receive from our funding partners.

We started with building our FY2021 budget using pre-pandemic revenue and expense assumptions. This provides us with a baseline for investing the dollars in ways that meet the board adopted principles in the priority order approved over the summer. Next, we have programmed the CARES funding in the Program of Projects to prioritize the funding to support current operations and resiliency projects recently approved by the board to ensure we are using the funding efficiently and effectively, and leveraging the local funding to the highest best use with input from our local jurisdiction funding partners.

Over the course of the last several weeks, Jason Jedry and I met with the funding jurisdictions to review the revised cooperative agreements, explain how we are addressing the CARES funding, and establish the next steps to inform the VRT Board's decision on the strategic direction investments over the next several months. The most important factor in our success to achieve resiliency and sustainability is to make sure those decisions are informed by the local governments priorities for their community.

Since the initial round of meetings, Jill Reyes re-ran the local allocation methodology including the CARES funding for operations and resiliency projects. This data provided us with a foundation to begin the next round of discussions with local jurisdictions on the strategic priorities. The next round of meetings will be completed in mid-December. The output from those meetings will be concepts for strategic direction investments and percentages of investments within those categories to provide a sense of priority for each jurisdictions investments.

### **Staff Recommendation/Request**

Attached is a summary of the local funds available for reprogramming by jurisdiction. The approach acknowledges there isn't a one-size fits all approach since each jurisdiction is experiencing their own unique economic issues. VRT will consider ways to address the administration, maintenance and capital funding imbalances over the next few years, within the context of the unique issues of our funding partners.

### **Implication (policy and/or financial)**

The approach VRT staff are taking on the development of a funding program for the next few years ensures transparency, inclusion, and a pathway to establish a firm foundation for VRT to recover and continue to grow effective transit services in our region. The concepts developed for the board's consideration can address many of the financial and organizational weaknesses VRT was already working to address. These include:

- Ensuring all funding partners are paying their fair share of administrative, maintenance and capital/equipment costs;
- Decisions about investments are made with the interest of building institutional capacity (financial, technical, and operational) to support an effective regional transit network; and
- The longer-term strategic investments are informed by the value each jurisdiction is seeking for their community.

### **Highlights**

- CARES funding grants executed – April 2020
- Resiliency Action Plan Guiding Principles accepted by Executive Board – June 2020
- VRT Board adopted FY2021 Budget – August 2020
- First round outreach to jurisdictions funding services – October and November 2020
- Completed updated local cost allocation methodology with CARES funding – November 2020
- Second round outreach to local jurisdictions – November and December 2020
- Staff to present Strategic Direction concepts for VRT Board's consideration – January 2021

### **More Information**

#### **Attachments:**

FY21 Local Funding Summary

**For detailed information contact:** Kelli Badesheim, Executive Director, 208.258.2712, [kbadesheim@valleyregionaltransit.org](mailto:kbadesheim@valleyregionaltransit.org). Jill Reyes, Programming Planner, 208.258.2707, [jreyes@valleyregionaltransit.org](mailto:jreyes@valleyregionaltransit.org).

# Valley Regional Transit Local Jurisdiction Funding Summary FY2021

ITEM VII-A

| <b>FY2021 Local Contributions</b> | <b>Baseline Requested</b> | <b>Provided</b>     | <b>Variance</b>     | <b>CARES Applied</b> | <b>Revised Request</b> | <b>Available for Reprogramming</b> |
|-----------------------------------|---------------------------|---------------------|---------------------|----------------------|------------------------|------------------------------------|
| <b>Local Revenue Sources</b>      | <b>Totals</b>             | <b>Total</b>        |                     | <b>Total</b>         | <b>Total</b>           | <b>Total</b>                       |
| Ada County                        | \$ 168,607                | \$ 58,697           | \$ (109,910)        | \$ 123,593           | \$ 45,013              | \$ 13,684                          |
| ACHD                              | \$ 5,222                  | \$ 5,222            | \$ 0                | \$ 2,521             | \$ 2,700               | \$ 2,522                           |
| Boise State University            | \$ 117,448                | \$ 100,136          | \$ (17,312)         | \$ 114,747           | \$ 2,700               | \$ 97,436                          |
| College of Western Idaho          | \$ 151,532                | \$ 140,000          | \$ (11,532)         | \$ 148,832           | \$ 2,700               | \$ 137,300                         |
| CCDC                              | \$ 129,137                | \$ 129,220          | \$ 83               | \$ 2,521             | \$ 126,615             | \$ 2,605                           |
| City of Boise                     | \$ 8,168,843              | \$ 8,068,844        | \$ (100,000)        | \$ 6,231,923         | \$ 1,936,921           | \$ 6,131,923                       |
| City of Eagle                     | \$ 125,443                | \$ 72,708           | \$ (52,735)         | \$ 94,534            | \$ 30,909              | \$ 41,799                          |
| City of Kuna                      | \$ 20,333                 | \$ 9,819            | \$ (10,514)         | \$ 13,955            | \$ 6,378               | \$ 3,441                           |
| City of Meridian                  | \$ 493,972                | \$ 442,706          | \$ (51,266)         | \$ 277,145           | \$ 216,827             | \$ 225,879                         |
| City of Star                      | \$ 5,937                  | \$ 5,937            | \$ -                | \$ 2,867             | \$ 3,070               | \$ 2,867                           |
| City of Garden City               | \$ 176,838                | \$ 5,494            | \$ (171,344)        | \$ 140,011           | \$ 36,828              | \$ (31,334)                        |
| Meridian Development Corp         | \$ 5,222                  | \$ 5,222            | \$ 0                | \$ 2,521             | \$ 2,700               | \$ 2,522                           |
| <b>TOTAL ADA COUNTY</b>           | <b>\$ 9,568,534</b>       | <b>\$ 9,044,005</b> | <b>\$ (524,529)</b> | <b>\$ 7,155,170</b>  | <b>\$ 2,413,364</b>    | <b>\$ 6,630,641</b>                |
|                                   |                           |                     |                     | \$ -                 | \$ -                   | \$ -                               |
| Canyon County                     | \$ 74,369                 | \$ 39,299           | \$ (35,070)         | \$ 50,722            | \$ 23,647              | \$ 15,652                          |
| Canyon County Highway District    | \$ 1,500                  | \$ 994              | \$ (506)            | \$ 724               | \$ 776                 | \$ 218                             |
| City of Caldwell                  | \$ 214,827                | \$ 192,133          | \$ (22,694)         | \$ 159,608           | \$ 55,219              | \$ 136,914                         |
| City of Greenleaf                 | \$ 470                    | \$ 384              | \$ (86)             | \$ 227               | \$ 243                 | \$ 141                             |
| City of Melba                     | \$ 319                    | \$ 260              | \$ (59)             | \$ 154               | \$ 165                 | \$ 95                              |
| City of Middleton                 | \$ 5,246                  | \$ 4,312            | \$ (934)            | \$ 2,533             | \$ 2,713               | \$ 1,599                           |
| City of Nampa                     | \$ 438,989                | \$ 378,139          | \$ (60,850)         | \$ 329,236           | \$ 109,753             | \$ 268,386                         |
| City of Notus                     | \$ 308                    | \$ 251              | \$ (57)             | \$ 149               | \$ 159                 | \$ 92                              |
| City of Parma                     | \$ 1,161                  | \$ 952              | \$ (209)            | \$ 561               | \$ 601                 | \$ 352                             |
| City of Wilder                    | \$ 951                    | \$ 798              | \$ (153)            | \$ 459               | \$ 492                 | \$ 306                             |
| Golden Gate Highway District #3   | \$ 1,061                  | \$ 693              | \$ (368)            | \$ 512               | \$ 549                 | \$ 144                             |
| Nampa Highway District #1         | \$ 1,731                  | \$ 1,131            | \$ (600)            | \$ 836               | \$ 895                 | \$ 235                             |
| Notus/Parma Highway District      | \$ 930                    | \$ 608              | \$ (322)            | \$ 449               | \$ 481                 | \$ 127                             |
| <b>TOTAL CANYON COUNTY</b>        | <b>\$ 741,861</b>         | <b>\$ 619,954</b>   | <b>\$ (121,907)</b> | <b>\$ 546,169</b>    | <b>\$ 195,692</b>      | <b>\$ 424,261</b>                  |
| <b>TOTAL JURISDICTION REVENUE</b> | <b>\$ 10,310,395</b>      | <b>\$ 9,663,958</b> | <b>\$ (646,437)</b> | <b>\$ 7,701,339</b>  | <b>\$ 2,609,056</b>    | <b>\$ 7,054,902</b>                |



|               |                                           |
|---------------|-------------------------------------------|
| TOPIC         | VRT Building Reporting Capacity Work Plan |
| DATE          | November 27, 2020                         |
| STAFF MEMEBER | Kelli Badesheim                           |

### **Summary**

Valley Regional Transit has a strong commitment to our local partners and wants to ensure transparency and quality in the reporting we do on our finances and services. The unique way we are funded, unlike most other transit systems, requires us to build trust and solid relationships with those who provide funding. The beginning of that is to ensure our services are informed by the priorities of all of our communities, decisions are data-driven and transparent, and that performance is measured through the lens of the effect our work has on the customers including riders, funders, or taxpayers.

VRT has been working toward a more robust and agile reporting system with the assistance of our Intelligent Transportation System consultant. The first step in the process was to document all of VRT's processes and data flows. This may sound very simple, but the process took over two years to complete. The deliverable from the work is a 121-slide deck of workflows and data we capture through the variety of systems VRT has to support our work.

The work to capture and document our processes have led to better role definition and internal communication between staff and work teams, serves as a training tool for new staff to ensure business and process continuity when VRT experiences turn-over, and has led to investments in systems to improve the quality of the data we collect, such as updated fare boxes in Canyon County and Automated Passenger Counters (APC) in the region.

Recently, City of Boise requested to change the financial and performance reporting we provide them. The request is very legitimate and timing is good in that we were already working on improving our processes to collect and report on the data they are asking for. The challenge will be to achieve the changes in as timely a manner as we can without compromising the mission critical work the staff and I are engaged in at this time.

I have been working with the Boise staff team to work through the request, and have developed a work plan to allow for a reasonable and achievable resolution to meet the needs and interests of both VRT and all our important partners. My objective is to consider the reporting we need to do for all our partners (FTA, COMPASS, ITD, local jurisdictions), and to document and get concurrence on the processes and timing of reports. This will ensure we can maximize transparency and quality, and minimize the administrative overhead to produce multiple formats of reports.

### **Staff Recommendation/Request**

Attached is the work plan I developed to address the reporting requirements requested and required by VRT's partners, regulators and jurisdictions. This includes activities, deliverables, and schedule for achieving the final reporting processes.

**Implication (policy and/or financial)**

The suggested approach to building and documenting a VRT reporting system will ensure transparency and inclusion from all of our partners and stakeholders, while allowing VRT to manage the staff resources required to complete mission critical work and ensure we can meet the needs of all interested parties with one set of reporting tools rather than customized for multiple parties.

**Highlights**

- Schedule
- Winter/Spring 2020 – Begin initial public and stakeholder outreach
- Spring 2020 – Identify key elements of pilot
- Summer 2020 – Inform current riders and public about upcoming change
- Fall 2020 – Implement On Demand Transit Pilot and Market changes to public
- Costs
- Start up and Software Costs \$80-100K
- Matched at 80% local contribution = \$18-20K
- Potential new partnerships
- Expected cost savings and efficiencies

**More Information**

Attachments: Building Capacity Work Plan

For detailed information contact: Kelli Badesheim, Executive Director,

[kbadesheim@valleyregionaltransit.org](mailto:kbadesheim@valleyregionaltransit.org)

## Building Reporting Capacity 2021 Work Plan

### Target Audiences:

COMPASS (staff and Regional Transportation Advisory Committee), Federal Transit Administration, Idaho Transportation Department, Region 3 Area Agency on Aging, National Transit Database, Local jurisdictions (staff and policy-makers) and general public

| Reporting Area                                                                | Target Audience                                                                 | Reports and Frequency                                                                                                                                            | Required Data                                                                                 | VRT Data Systems                                                                      | Gaps in tools and staffing                                                                                                                                                                                               |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Grants and other Funding Administration                                       | FTA<br>COMPASS<br>ITD<br>D3AAA                                                  | Project tracking and reporting<br>Monthly draw downs and invoices<br>Grant reporting                                                                             | Financial (Invoices, project tracking, grants)<br>Service reports                             | Fleetnet<br>Excel Spreadsheets                                                        | Complete training of new grants and procurement staff<br>Build-out project and grant tracking in Fleetnet<br>Develop common reporting formats and establish frequency with each partner<br><br>Deadline – April 2021     |
| Capital Replacement Plan and Transit Asset Management targets and investments | FTA<br>COMPASS<br>Local jurisdictions<br>Other funders                          | Capital Replacement Plan – update annually as part of TDP<br>TAM Soring and Target – update annually<br>TAM Analysis and investment priorities – update annually | Capital assets<br>TAM Targets<br>Asset scores<br>Replacement costs                            | Fleetnet<br>Excel TAM and capital planning spreadsheets<br>Project tracking           | Complete training of new fleet services manager<br>Update TAM policy and plan<br>Revise TAM scoring process<br>Update TAM Analysis<br>Forecast of future capital costs<br><br>Deadline – August 2021                     |
| VRT Operations and Service Performance                                        | FTA<br>COMPASS<br>ITD<br>Local jurisdictions<br>Other funders<br>General public | Scheduled service by jurisdiction – Annually<br>Services consumed – Quarterly<br>Key performance measures – Quarterly and annually                               | Financial<br>Ridership<br>On-time-performance<br>Road calls<br>Services<br>scheduled/consumed | Fleetnet<br>Excel tracking sheet<br>APC<br>Remix<br>Local cost allocation methodology | Design reporting format<br>Address challenge to incorporate revenue information on a more than annual basis<br>Develop hourly costs considering overhead expenses for planning services<br><br>Deadline – September 2021 |

|                           |                                                               |                                                                                                                                     |                                                               |                                          |                                                                                                                                                                                                                                     |
|---------------------------|---------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| National Transit Database | FTA<br>COMPASS                                                | Annual Financial and Service Report – annually<br>Safety data – Quarterly<br>Ridership data – Quarterly<br>TAM Targets - Annually   | Financial<br>Operations<br>Fleet<br>Safety<br>Passenger Trips | Fleetnet<br>Excel tracking sheets<br>APC | Deadline – February 2021                                                                                                                                                                                                            |
| Financial Reports         | FTA<br>Local jurisdictions<br>Other funders<br>General public | Budget variance reports<br>Cooperative agreements reports<br>Deferred revenue account tracking<br>Accounts Receivables Aging Report | Financial                                                     | Fleetnet                                 | Complete annual audit to get FY2021 starting position<br>Most systems are in place, need to refine to address tracking cooperative agreements and reallocation of local funding to strategic projects.<br><br>Deadline – March 2021 |



|                      |                              |
|----------------------|------------------------------|
| <b>TOPIC</b>         | October 2020 Service Changes |
| <b>DATE</b>          | November 23, 2020            |
| <b>STAFF MEMEBER</b> | Leslie Pedrosa               |

### **Summary**

When the COVID-19 pandemic hit the Treasure Valley in March, VRT staff made the decision to postpone the service changes planned for implementation on March 30. It moving forward from that time, VRT staff worked together to proactively make changes to respond to the pandemic. Suspending fares, temporarily reducing service, closing Main Street Station, requiring face coverings, cleaning and sanitizing buses throughout the day, installing driver guards in fixed-route buses and launching the Safe Travels Treasure Valley campaign were all ways VRT tried to help stop the spread of COVID-19.

Once VRT felt comfortable with the actions taken to help stop the spread of COVID-19, VRT staff resumed working with Ada and Canyon County contractors to prepare for the implementation of the service changes that were postponed. These changes are expected to enhance the experience of existing riders, as well as to provide services we have promised to our partners. While we don't expect to exceed ridership in the first month of changes, we do expect that over time, ridership will improve.

Service changes include:

- Updated time-points to improve on-time performance
- Updated paper schedules to make it easier or the public to understand how to use the service and where the service goes
- Extended service to the City of Eagle
- Revised routing to improve service and on-time performance
- Extended span of service in the evening on weekdays and Saturday
- Launch On-demand service in Canyon County

### **Highlights**

VRT staff compared October 2019 to October 2020, to see if there is a change to the amount of people using the stops or the expanded service in Ada County. The Canyon County on-demand service change is provided in a separate memo.

- Route 2 moved service off of Idaho and onto Front to provide service to the Ada County Courthouse. The stops removed on Idaho provided service to 17 passengers in a month. The new stops on Front provided service to approximately 20 passengers in the first month. Route 2 also expanded service in the evening on weekdays. The last trip now leaves downtown at 9:15 pm. This expansion has provided service later in the evening to approximately 20 passengers.
- Route 4 moved service off of 13<sup>th</sup> Street and onto River Street. The new stops on River provided service to approximately 30 passengers in the first month, which is about 20% less than the stops previously served on Idaho.

- Routes 3 increased service to provide 30-minute service all day on Saturday, as well as extended evening service. The last trip now leaves downtown at 9:15 pm. The extended evening service provided service to approximately 70 additional passengers in the first month.
- Routes 7A, 7B and 9 extended service in the evening on Saturdays. The last trip now leaves downtown at 8:45 pm for routes 7A and 9. The last trip for route 7B now leave Towne Square Mall at 8:45 pm. This expansion has provided service later in the evening approximately 60 additional passengers.
- City of Eagle expansion has not yet performed in the manner expected. Part of that is due to the amount of employees still teleworking, as well as very little promotion has been done. VRT staff is working to promote the service in a better way, later this fiscal year.

### **Staff Recommendation/Request**

This is an information item only.

### **Implication (policy and/or financial)**

These service changes were designed to better serve the residents of the Treasure Valley and move Ada and Canyon County toward the vision in ValleyConnect 2.0.

### **Highlights**

- January – February 2019, initial concepts developed
- February – April 2019, collected feedback on concepts and priorities and drafted budget implications
- May – June 2019, drafted service changes
- July – August 2019, final service changes proposed
- September 2019, service changes approved by VRT Board of Directors
- March 2020, service changes postponed due to COVID-19 pandemic
- October 2020, postponed service changes implemented

### **More Information**

For detailed information contact: Leslie Pedrosa, Operations Director, 208.258.2713, [lpedrosa@valleyregionaltransit.org](mailto:lpedrosa@valleyregionaltransit.org)



|              |                   |
|--------------|-------------------|
| TOPIC        | Bike Share Update |
| DATE         | November 16, 2020 |
| STAFF MEMBER | Dave Fotsch       |

### **Summary**

The bike share program of Valley Regional Transit is currently suspended. Staff continues to try and recruit new title-sponsor level sponsors.

### **Highlights**

- Boise GreenBike suspended all operations effective September 30, 2020.
- All the bikes were taken to the Happy Day Transit Center in Caldwell.
  - Controllers and locking units were removed.
  - All sponsor branding was removed.
  - All proprietary nuts and bolts were replaced with standard nuts and bolts.
- Stoltz Marketing Group developed new pitch materials to assist in recruiting new title-level and other sponsors.
- We continue to try and schedule meetings with potential sponsors but have not yet found a receptive audience.
- VRT has set a deadline of December 1, 2020 to find a title-level sponsor for the new bike share program. Failing to do so will mean there will be no bike share program in Boise in 2021.
- To date, the program has donated 33 of the retired Boise GreenBikes to nonprofit organizations.
- Additional bikes may be donated to the Boise State Cycle Learning Center, the VRT Safe Routes to Schools program, and a Boise Junior High School.
- We have prepared for shipment 16 boxes of spare parts that will be donated to Reddy Bike in Buffalo, NY.

### **Sponsorship Plan**

- Title Sponsorship
  - None
  - Trying to recruit new title-level sponsors
- Station sponsors:
  - Boise Co-op (was set to renew in 2020)
  - Banner Bank
  - CCDC
  - Treasure Valley Clean Cities Coalition
  - ACHD
  - Harris Ranch
  - HDR

- The Watercooler (Roundhouse)
  - Midas Gold
  - Idaho Central Credit Union (two station hubs at Boise State)
  - Parkway Station
- We continue to schedule meetings with potential sponsors.

**Implication (policy and/or financial)**

Failure to recruit new sponsors will mean there will be no bike share program in Fiscal Year 2021.

**Staff Recommendation/Request**

None, information only.

**More Information**

For detailed information contact: Dave Fotsch, Boise GreenBike Director, 208-331-9266 (cell), [dfotsch@valleyregionaltransit.org](mailto:dfotsch@valleyregionaltransit.org)

**VALLEY REGIONAL TRANSIT  
FY2021 PROCUREMENT CALENDAR  
EXECUTIVE BOARD / VRT BOARD OF DIRECTORS**

ITEM VII-E

| <b>Goods/Service</b>                      | <b>Total Procurement Amount</b> | <b>Potential Executive Board Action</b> | <b>Potential VRT Board of Directors Action</b> | <b>Comments</b>                                                                         |
|-------------------------------------------|---------------------------------|-----------------------------------------|------------------------------------------------|-----------------------------------------------------------------------------------------|
| Service Truck w/ Utility Bed              | \$72,000                        | January 4, 2021                         |                                                | VRT is requesting quotes from vendors for one (1) service truck with a utility bed.     |
| Planning Services                         | \$250,000                       |                                         | January 4, 2021                                | State Street Corridor Transit Operational Analysis                                      |
| Integrated Mobility Planning and Research | \$50,000                        | January 4, 2021                         |                                                | Hire consultant to assist in drafting an Integrated Mobility plan for VRT               |
| Main Street Station COVID-19 Sanitation   | \$123,000                       | January 4, 2021                         |                                                | VRT is seeking a vendor to provide sanitation services for the transit center and buses |
| Insurance Products and Services           | \$60,000                        | May 3, 2021                             |                                                | VRT is seeking an insurance broker to provide insurance products and services           |
| Fire Suppression and Extinguishers        | \$53,000                        | August 2, 2021                          |                                                | Fire Suppression and Extinguisher Services                                              |

**Upcoming/Active Procurements:**

Support Vehicle – Ada County  
COVID-19 Mode Choice Research  
On-Call Human Resource Services  
Happy Day Transit Center – COVID-19 Sanitation

*Executive Board Approval Levels: \$50,000 - \$199,999  
VRT Board of Directors Approval Levels: \$200,000 and over*

*Updated 11-18-2020*



|               |                           |
|---------------|---------------------------|
| TOPIC         | Executive Director Report |
| DATE          | November 23, 2020         |
| STAFF MEMEBER | Kelli Badesheim           |

### **Fiscal Year Activities**

Finance staff continues to prepare for the audit scheduled in December. They will be providing a pre-audit closing report for the board in January. The team is also preparing for the upcoming Triennial review. Jason Jedry and I met with the local governments on the cooperative agreements for FY2021. The invoices are getting out a little later this year than is typical. We thought it was important to go through the change to the agreements and how the CARES funding impacts how we are using local and federal funding in FY2021.

Staff is also preparing the FY2021 budget amendment for the board's consideration in January. The amendment will include the resiliency projects the VRT Board approved in October, other projects we have secured funding for since the budget was adopted, and the FY2020 carry forward projects.

### **COVID-19 and Next Phase Resiliency Activities**

Jill Reyes and I are meeting with local governments providing funding for services to review the updated local cost methodology with CARES funding allocated to service operations and other resiliency projects. There is a more detailed memo in the packet. The goal is to have strategic direction approaches defined for the January 2021 board meeting. The more detailed projects will be defined through the FY2022 budget process. The primary assumption VRT staff is using is there is no one-size-fits-all approach when it comes to addressing the economic impacts of the pandemic. We are using the horizon of FY2023 as the target for achieving the strategic goals VRT is putting forward.

In addition to the outreach, Stephen Hunt will be leading the Executive Board through a workshop on regional service development in advance of FY2022 budget development. There are a few inter-jurisdictional issues needing to be addressed as we establish the service levels and budget for FY2022.

### **Reporting Work Plan**

I will be leading an internal project to update VRT's reporting for all of our regulatory and funding partners. A more detailed memo and work plan can be found in the December Executive Board packet. The primary objectives include improving transparency and consistency in reporting data, as well as ensuring we can utilize existing systems and provide reports that will work for multiple partners.

### **Projects and Community Activities**

- Leading a community project team to expand Rides 2 Wellness in Canyon County, we are pushing out the assumption testing phase into October. The service is tentatively scheduled to begin in Q2 2021.
- Facilitating Western Idaho Community Healthcare Collaborative (WHCHC) to establish strategic activities based on measures of social influencers of health.

- Facilitating a discussion on Statewide Technology needs for updating fixed-route and demand response scheduling systems. RFP was issued through CTAI in October. Proposals will be submitted in December. VRT will use a pre-qualified list of vendors to implement the fixed-route and demand response scheduling and dispatching project.
- Revised and reviewed an update to the State Street Corridor Memorandum of Understanding with the State Street Corridor Executive Team.
- Worked with a group of community leaders on the United Way Community Impact Leadership team to update their application process. Transportation has been documented as one of the major barriers for individuals with lower incomes to access education, jobs, training and housing.

**More Information**

**For detailed information contact:** Kelli Badesheim, Executive Director, 208.258.2712, [kbadesheim@valleyregionaltransit.org](mailto:kbadesheim@valleyregionaltransit.org).

|               |                                       |
|---------------|---------------------------------------|
| TOPIC         | Development Department Monthly Report |
| DATE          | November 17, 2020                     |
| STAFF MEMEBER | Stephen Hunt                          |

### **Summary**

Update of Development Department activities for the month of October 2020.

### **VRT Strategic Plan**

#### **Goal 1 - Demonstrate responsible stewardship of public resources**

##### **Performance Based Decision-making**

- **ValleyConnect 2.0 (VC2.0)**  
VRT Staff has continued working with stakeholders to align projects in the draft FY2021-25 Transit Development Plan (TDP) with local jurisdiction goals and ValleyConnect 2.0 goals. Future work in the TDP will guide additional performance based project development, programming, and monitoring.

##### **Programming/Budget Development**

- **Local and Federal Allocations** – VRT staff coordinated FY 2021 funding requests and will review the implications of COVID-19 and the CARES Act grant award with funding partners. Staff will begin integrating resiliency, direct response and strategic direction projects in the FY2021 budget amendment.

#### **Goal 2 – Increase Ridership and Revenue**

- **Meridian Service Expansion and FY 2021 Service Change** – Shelter locations and concrete pads have been constructed for Meridian stops.

#### **Goal 3 - Build institutional and regional capacity**

##### **Regional Capital Enhancements**

- **Boise Operations Facility**
  - **Electric Bus Infrastructure**  
Construction on electric bus infrastructure at the Orchard Facility is well underway. Transformers, Switch Gears and Proterra chargers have all been delivered. Staff completed application for the Idaho Power incentive grant for electrification. The contractor is on schedule for VRT to begin operation of electric vehicles by spring of 2021.
  - **Fuel Island Work**  
Based upon TAM scoring, staff is coordinating repairs to the CNG facility including: replacing parts of the gas dryer, electrical monitoring equipment, replacing the fluid dispensing building, and relocating the cooling system for the compressor building in 2020. STV Consulting is assisting with design and consultant management. ECI engineers is assessing the electrical monitoring equipment and the compressor cooling systems. AECOM is reviewing the replacement of the fluid storage building
  - **Orchard Facility Master Plan**

The lowest ranking TAM item after the fuel island is the existing pavement at the site. A Facility Master Plan is being prepared to coordinate pavement repairs/replacement and incorporate the CNG projects as well as the E-Bus infrastructure into the Orchard Facility. Staff is negotiating a contract with the successful proposer on the Orchard Facility Master Plan, Jacobs Engineering. The facilities master plan will be prepared and civil engineering will lead to construction in summer of 2020. Deficiencies include parking lot capacity and circulation, inadequate drainage, outside storage, and incorporation of electric bus infrastructure. VRT received competitive funding from the 5339 bus and bus facility grant for expansion of the Orchard Facility to make room for fleet expansion and electrification. Construction at the Orchard Facility will start in 2020 and will continue for up to three years.

- **Happy Day Transit Center Upgrades**

Staff is reviewing and updating planned repairs and upgrades. VRT is developing a final funding plan to begin the construction side of this effort. Construction includes replacing broken doors and repair/replacement of the maintenance facility roof. Upgrades to the roof drainage and front façade will occur with the repair/replacement of the facility roof to extend the useful life of the building.

- **Main Street Station**

Staff prepared Main Street Station to open again to the public after submitting an operations plan to Central District Health. ITD conducted a bridge inspection. Repairs and ongoing maintenance include work to security doors and gates.

- **Bus Stops**

The 2020 bus stop improvements project will complete by November 20<sup>th</sup>.

- **State Street Corridor Projects**

The State Street Alternative Analysis has begun public outreach on the three different alignments between State Street and Whitewater and downtown Boise.

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). Staff released the State Street Transit Operational Analysis project in November 2020 and expects to bring a proposal to the Full Board in January.

### Other Development Activities

- **Title VI** – Draft report was refined for presentation to Executive Board.
- **Grant Opportunities** – VRT continues to look for federal grant opportunities including competitive grants focused on innovative service delivery and electrification of our fleet.

### More Information:

Stephen Hunt, Sr. Principal Planner, 208.258.2701, [shunt@valleyregionaltransit.org](mailto:shunt@valleyregionaltransit.org)  
 Joe Guenther, Capital Projects Manager, 208.258.2705, [jguenther@valleyregionaltransit.org](mailto:jguenther@valleyregionaltransit.org)  
 Alissa Taysom, Associate Planner, 208.258.2717, [ataysom@valleyregionaltransit.org](mailto:ataysom@valleyregionaltransit.org)

Jill Reyes, Planning Programmer, 208.258.270, [jreyes@valleyregionaltransit.org](mailto:jreyes@valleyregionaltransit.org)  
Derrick Personette, Facility Master Technician, [dpersonette@valleyregionaltransit.org](mailto:dpersonette@valleyregionaltransit.org)

|                      |                                    |
|----------------------|------------------------------------|
| <b>TOPIC</b>         | Operations Department Staff Report |
| <b>DATE</b>          | November 23, 2020                  |
| <b>STAFF MEMEBER</b> | 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 for the months of July and August

### **Regional Operations**

VRT staff continues to work with the Canyon County contractor following the launch of the on-demand service that replaced the local fixed-route bus service. This new service was needed to end the continued cycle of poor performance of the local fixed-route service. As the service continues to grow, VRT will continue to get reports that are more useful for planning and more detailed for performance reporting. This new service provides more direct service between Nampa and Caldwell in a shorter amount of time, with an increased service area. With the new and innovative service structure, we continue to get positive feedback from funding partners. VRT hopes this new service model can be used throughout the Treasure Valley for other areas where we provide service.

VRT reopened Main Street Station on November 9, with approval of the business plan by Central District Health. At the time of this report, the state of Idaho has been moved back to Stage 2 of the Idaho Rebounds Plan. VRT staff has kept in contract with Central District Health to ensure Main Street Station can remain open, with our approved business plan. With the opening of Main Street Station, VRT resumed fare collection on all services as well.

Staff continued work with CTAI to release an RFP for a fixed-route and demand response scheduling software solution.

Staff is working with the Public Transportation Provider Group to update the Transit Asset Management Plan in fiscal year 2021. The group found items that need to be amended, added or revised to reflect what is actually being done.

Site construction for electric bus charging infrastructure began at the Orchard facility in Boise. The first four 40' buses are scheduled to start production with Proterra in December, with an expected delivery date of March 2021.

### **Highlights:**

#### **Contracted Transportation**

Canyon County had no preventable accidents in October

- Intercounty on-time performance 88%

- ACCESS on-time performance 86%
- Testing station has been installed for drivers ensure proper mirror placement before leaving on route
- Celebrated 90 days accident free with a catered lunch

Ada County had one preventable accident in October

- Fixed-route on-time performance 88.2%
- ACCESS on-time performance 97.5%
- Looking at a better, long-term replacement for driver barriers on the transit buses for fixed-route

### Specialized Transportation

There are no changes to any services or COVID-19 cleaning protocols for the following services:

- Village Van
- Kuna Senior Center
- Star Senior Center
- Meridian Senior Center
- Parma Senior Center
- Supportive Housing and Innovative Partnerships
- Rides to Wellness
- Volunteer Driver
- Interfaith Sanctuary
- Lyft Transit Connections
- VRT Late Night

Eagle Senior Center is closed

- Opening delayed, no new date set
- Continuing curbside Meals on Wheels Monday through Friday
- Scheduling trips for essentials services only
- Scheduling trips for dinner on Monday and Wednesday
- Passenger requirements:
  - Temperature taken before boarding
  - Masks are required
  - Limited to six passengers on bus at any given time
- Buses are sanitized several times during the day
- Ridership slowly increasing

Harvest Transit

- New passengers starting service to get transportation for voting

Metro Community Transportation

- Received a generous donation from Together Treasure Valley for the purchase of a new vehicle, due to arrive in November

Calvary Church has not resumed services

### Information Technology and Intelligent Transportation Systems

- Staff resolved 116 support requests from 126 submitted
- Completed on-boarding of Safe Routes to School employees
- Continued to report ridership to track trends following COVID-19 pandemic

- Staff assisted with translating the on-demand transit brochure to Spanish

### Compliance

Continued to work on the COVID crises, communicating key points to VRT executive staff:

- Weekly meetings with Central District Health and the joint Ada and Canyon County Emergency Operations Center
- Biweekly meetings with Southwest District Health on the Joint Information System taskforce
- Continued to monitor the CDC website daily
- Tracking and listening to the Governors press conferences
- Monitored the cleaning and sanitizing of equipment
- Distributed face coverings to allow VRT to require face coverings for passengers

### Other

- Will be updating all National Transit Database monthly reporting requirements to data from the automatic passenger counting system, following Board approval in November
- Completed TAM inspection scoring for FY20 for VRT and ACHD Commuteride; will be working with Public Transportation Provider Group to update plan with board approval
- Will begin implementing the Public Transportation Agency Safety Plan (PTASP) with all VRT staff and contractors following Board approval in November. The PTASP will be in place by December 20, 2020
- Still working on finalizing work in fixed-route scheduling software following the October service change
- Transferred Kelly Frazier from Boise Green Bike to a customer service agent, once the bike system was shut down.

### Customer Service Support

- Customer service handled 3,253 of 3,428 phone calls for information, with 173 calls abandoned. The average call time was 2 minute, 25 seconds and the average hold time was 17 seconds
- Reservationist handled 955 of 1,000 phone calls to change or schedule a ride, with 38 calls abandoned. The average call time was 3 minutes, 27 seconds and the average hold time was 11 seconds
- On-demand handled 575 of 627 phone calls to change or schedule a ride, with 50 calls abandoned. The average call time was 2 minutes, 52 seconds and the average hold time was 24 seconds

October mobile ticket sales totaled \$209.75

- Fare collection resumed November 9

### More Information

For detailed information contact: Leslie Pedrosa, Operations Director, 208.258.2713, [lpedrosa@valleyregionaltransit.org](mailto:lpedrosa@valleyregionaltransit.org)

|                      |                                            |
|----------------------|--------------------------------------------|
| <b>TOPIC</b>         | Finance and Administration Activity Report |
| <b>DATE</b>          | December 7, 2020                           |
| <b>STAFF MEMEBER</b> | Jason Jedry, Finance Controller            |

### Summary

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

### Highlights

#### **Budget/Finance**

- Finance staff are finalizing the soft close of the 4<sup>th</sup> quarter of FY2020
- Finance staff are actively preparing for the FY2020 independent annual audit
- Finance staff are preparing for the FTA triennial review/audit
- Finance staff is preparing to submit the Authorities FY2020 National Transit Database information to the FTA
- The finance department is currently training a new Grants and Compliance Administrator and a Procurement and Contracts Specialist
- Finance staff are working on FY2021 project funding and tracking documentation

#### **Grant Management**

- Grants and Compliance Administrator is working on the following:
  - COMPASS grant applications
  - FTA grant applications
  - Triennial review documents
  - Grant balancing to projects
  - Subrecipient reviews
  - Subrecipient agreements for FY21
  - Annual external audit assistance

#### **Procurement**

- Procurement and Contracts Specialist is working on:
  - Integrated Fare Payment System
  - Support Vehicles
  - State Street Corridor Transit Operational Analysis
  - Auditing procurement files
  - Triennial Review documents

**For detailed information contact:** Jason Jedry, Finance Controller, 208-258-2709, [jjedry@valleyregionaltransit.org](mailto:jjedry@valleyregionaltransit.org)

|                      |                                            |
|----------------------|--------------------------------------------|
| <b>TOPIC</b>         | Community Projects/Outreach Efforts Update |
| <b>DATE</b>          | November 18, 2020                          |
| <b>STAFF MEMEBER</b> | Mark Carnopis                              |

**Summary**

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

**Staff Recommendation/Request**

No action requested. This is an update on activities by the Community Relations Manager

**Implication (policy and/or financial)**

N/A.

**Highlights**

- The date of the 22<sup>nd</sup> annual Stuff the Bus is December 12. We park our buses outside the seven Fred Meyer stores in the Treasure Valley and volunteers from the Salvation Army collect toys for families in need. We collected more than 11,000 toys at last year's event. I am working with the Salvation Army to ensure that there is a safety (COVID-19) plan in place to ensure volunteer safety.
- Our Riders First internal campaign has started. One goal of the campaign is consistency in the outward facing printed materials that we distribute. Stoltz Marketing has developed a series of templates for such documents as bus posters, brochures, PowerPoints, etc. I have developed a plan for converting existing documents using the new, consistent-looking templates.
- Work continues on developing outreach resources for the planned expansion of Rides 2 Wellness into Canyon County. We are working with health service providers to assist in gathering input to proposed operational models for the transportation service. Implementation of this service is expected in early 2021.
- The redesign and launch of our valleyregionaltransit.org website is expected to occur soon. I will continue to serve as content editor for the website.
- The FTA triennial review of VRT is scheduled to occur next year. All staff, including myself, is responsible for updating and producing materials that will be part of the audit.
- I have developed a calendar/plan for additional outreach to promote the new on-demand bus service in Nampa/Caldwell. This includes working with the communications staff persons for both cities, the Chambers of Commerce, and other officials (e.g. key staff at CWI, NNU and College of Idaho).

**More Information**

Attachments: None

**For detailed information contact:** Mark Carnopis, Community Relations Manager, 208-258-2702, mcarnopis@valleyregionaltransit.org

|                      |                           |
|----------------------|---------------------------|
| <b>TOPIC</b>         | City Go Department Report |
| <b>DATE</b>          | December 7, 2020          |
| <b>STAFF MEMEBER</b> | Kaite Justice             |

### **Summary**

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

### **Highlights**

- City Go hired a new Communication Specialist that will be working on social media, newsletter, blogs, marketing, and events for City Go.
- City Go staff has completed the Integrated Fare Payment Application procurement. The procurement was approved by the VRT Board of Directors on October 5, 2020. Staff is currently working through contract negotiations with Cubic Transportation Systems and will continue to work towards the implementation and launch of the new payment application. The estimated launch for the first phase of the system is June 2021.
- City Go continues to compile and distribute real-time information on all protocols, changes and closures to all public transportation modes due to COVID-19 and find innovative ways to conduct community outreach.
- City Go staff met with 10 new businesses in the last month about transportation benefits and City Go membership.
- City Go staff has completed the VRT Regional Pass Program redesign from residential, employer, and human service agencies. The redesign shifted the program from a ridership-based contract to a person-based contract. City Go staff is working on accommodations for current pass program holders because of COVID-19, shifting current customers to the new system, and working to gain new contracts and grow the program. City Go is currently working on contract renewals with six businesses.
- City Go staff is working on a new marketing campaign focused on downtown Boise that will launch mid-November and run through December. The campaign with focus on parking once and walking/biking/scooting around downtown. City Go will be putting out a series of walking guides for holiday shopping and activities to do downtown. The campaign launched Thanksgiving weekend.
- City Go staff is working on several of the TDP resiliency projects that will move forward over the next couple months including the Integrated Mobility Plan and the COVID-19 Mode Choice Research. The statement of objectives will go out for quotes from contractors in December.

### **More Information**

**For detailed information contact:** Kaite Justice, City Go Director, 208-258-2750, [kjustice@valleyregionaltransit.org](mailto:kjustice@valleyregionaltransit.org)

|                      |                             |
|----------------------|-----------------------------|
| <b>TOPIC</b>         | Fleet Underwriting Division |
| <b>DATE</b>          | November 18, 2020           |
| <b>STAFF MEMEBER</b> | Jason Russell               |

### Summary

| <i>Valley Regional Transit - Underwriting Division</i> |              |              |              |
|--------------------------------------------------------|--------------|--------------|--------------|
| Fiscal Year                                            | FY 20        | FY 21        | FY 22        |
| Target Revenue:                                        | \$435,835.00 | \$528,246.00 | \$600,000.00 |
| Actual Contracted Revenue:                             | \$461,133.00 | \$208,910.00 | \$0.00       |
| % of Target Revenue:                                   | 105.8%       | 39.5%        | 0            |

- Participating in content and message committee for Idaho Department of Health and Welfare, Division of Public Health to generate consistent messaging and graphics package to use throughout the fleet. This will require bi-weekly meetings for the next 3 months or so.
- Currently working on strategic list of advertising that would be a good “Fit” for our system.
- Finalized onboarding of Medical Marketing Northwest, as third party sales and sponsorship agents. Effective 11/23 Medical Marketing Northwest will be seeking new advertisers on our behalf.
- Have secured first sponsors for the Public Art Programs sponsored by City of Boise Department of Arts and History. Still pending draft of Memo of Understanding between City of Boise and Valley Regional Transit in order to utilize transit shelters.
- Working with bus bench vendor Creative Outdoor Advertising to finalize all contracted bus bench installation by end of the year. Navigating freight issues and securing local contract labor.
- In process of working with Calyx Weaver, VRT’s Human Resource contactor, to recruit and hire administrative support for the underwriting department. Anticipate hiring by the end of the year.
- Aggressively following up with all potential Bike Share underwriters. Continuing discussion with Blue Cross of Idaho Foundation for Health, Salter Medical and several others in preparation for the December deadline.
- Developing marketing and outreach plan targeted toward local advertising agencies and key opinion leaders to get hardcopies of the Valley Regional Transit media kit in the right hands.
- Working with wrap and panel vendor to get both Ada and Canyon County rolling stock prepped and ready to carry all types of signage.

**For detailed information contact:** Jason Russell, Underwriting Manager, 208-440-2515, [jrussell@valleyregionaltransit.com](mailto:jrussell@valleyregionaltransit.com)



|              |                               |
|--------------|-------------------------------|
| TOPIC        | Programs and Marketing Update |
| DATE         | November 16, 2020             |
| STAFF MEMBER | Dave Fotsch                   |

### **Summary**

The Programs area cover Navigation, Safe Routes to School and Marketing. The following is an update on all Programs.

### **Highlights**

#### **Safe Routes to School**

The Safe Routes to School (SR2S) program officially became a service of Valley Regional Transit with the start of Fiscal Year 2021, October 1. SR2S had been housed under the YMCA, even though the funding passed through VRT. The program adds four new employees to the roster at Valley Regional Transit.

#### **Marketing**

Valley Regional Transit hired Stoltz Marketing Group in late 2018 to provide professional support to update and design a marketing foundation for VRT to build on for years to come. The first couple of task orders included building a brand handbook for VRT and developing a campaign called Riders Education. The Riders Education campaign launched with the January 2019 service changes.

In the Fiscal Year 2020 our marketing efforts have focused on internal and external initiatives:

- Website redesign
- Customer Service Tools
- COVID Response
- Safe Travels, Treasure Valley
- On-Demand Service
- Rider's First Initiative

#### **New website**

- The new website will make it easier for customers to use. Its design is "mobile-first," meaning we assume most users will be trying to access information about transit while standing on the street corner. With this design focus in mind, there will be information about schedules, fares, and bus locations. Bringing active and dynamic content to the website is a complex programming challenge, which is where we are in the development of the site right now.
- Stoltz continues to add content and is working on programming. There have been challenges with the real-time bus tracking tool. Another unanticipated wrinkle is the changes to service in Canyon County, where fixed-line service has been replaced by on-demand service. Stoltz is now updating multiple pages of the website.
- Assuming there aren't any other significant programming challenges, the website will launch in November.

### Customer Service Updates

The concept behind the customer service updates is to provide a consistent look and feel to all of the public-facing materials. There are five main aspects to this initiative:

- Fare Posters – These large-scale displays will be installed at each of the facilities where there is a customer service window, Main Street Station, the administrative office, and Happy Day Transit Center. The posters will display current fare pricing clearly and consistently. There have been delays in finding a vendor capable of producing the posters at a reasonable price.
- ValleyConnect App Flyers – Stoltz redesigned the flyers promoting the mobile ticketing app to better fit with the overall Valley Regional Transit brand.
- Interior Bus Poster Templates – There is certain required information inside the buses. These templates add consistency to the look and feel of these posters.
- Brochure Templates – Valley Regional Transit has a variety of brochures explaining various aspects of our services. Many were designed years ago with inconsistent branding. This project addresses this with brand-specific templates in a program multiple people within the organization can use.
- Navigator Handbook – Navigators do a lot of things to provide the public with information about VRT services. The handbook attempts to codify the role of a navigator, so Customer Service can explain and connect customers to our services.

### COVID-19 Response

Much of our response to the COVID-19 pandemic has been focused on sharing information with the public about our efforts to keep riders safe, and the things riders can do to keep themselves and others safe. The biggest push has been through social media messages reinforcing the basics of wearing a mask, washing hands frequently, social distancing, and not riding buses when sick. These same messages are backed up with content on our website, posters on our vehicles and decals in our public spaces.

### Safe Travels, Treasure Valley

Ridership continues to be well below normal levels before the COVID-19 pandemic. Part of the reason for the decline is that many downtown offices are still not back to full capacity. Bars and restaurants are operating at lower capacities. There aren't as many people that need to get from one place to another. But many folks still don't feel safe sharing a ride with a lot of other people.

The concept behind this public-facing campaign is to retain current riders, reach out to those who used to ride transit, and message employers, assuring everyone that riding public transportation is safe, clean, and affordable.

Key aspects of the campaign include:

- A weekly newsletter updates subscribers on the efforts each form of public transportation is taking to protect the public using their services. We have chosen to continue the newsletter through the end of FY 2021, but shift to an every other week schedule.
- A social media campaign focused on reassuring messages about the safety of public transportation. This part of the campaign will run through November. We may extend this campaign as well.

- Influencer engagement – tapping into influential people, politicians, bloggers, etc., who might share their good experiences using public transportation.

#### Canyon County On-Demand Service

On October 5, 2020, traditional fixed-route service in Canyon County was replaced by a new concept in public transportation – On-Demand service. Riders use an app to request a ride, plugging in the start and finish points.

Stoltz completed the following items for the rollout campaign.

- Designed and implemented a new name and logo for “VRT OnDemand.”
- Designed new signs for existing bus stops
- Bus advertising panels
- Messaging for education and promotion of the new service

#### Riders First

Riders First is an internal marketing campaign designed to help all VRT staff ‘live the brand.’ The goal is to inspire employees to go the extra mile to ensure every customer has the best possible experience when working with the region’s premier public transportation authority. The campaign was rolled out in small groups starting on October 28, 2020.

The key aspects of the campaign include:

- A video produced by Stoltz to remind and inspire staff that everything they do is about helping people get from where they are to where they need to be
- An employee and partner survey that attempts to gather the attitudes of those working for VRT
- Internal posters and screensavers that inspire employees to strive for the best possible customer experience
- Collateral templates – memos, PowerPoint templates, letterhead, etc.

#### **Marketing in FY 2021**

October 21, the VRT Marketing Committee met with representatives of Stoltz Marketing to go over upcoming events and overall strategy for marketing the agency and its services in the new fiscal year. Final details are still being worked out, but key among the initiatives will be the following projects:

- Electric bus launch, branding and promotion
- Overall branding refresh for all buses
- Integrated fare app branding and promotion
- Bus stop redesign and branding
- Radio and traffic report sponsorships
- High School outreach and promotion
- Special events, like Treefort Music Fest

#### **Staff Recommendation/Request**

None, information only.

#### **Implication (policy and/or financial)**

None.

### **More Information**

For detailed information contact: Dave Fotsch, Programs Director, 208.331.9266,  
[dfotsch@valleyregionaltransit.org](mailto:dfotsch@valleyregionaltransit.org)

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