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Regional Advisory Council Agenda

Tuesday, May 19, 2020

9:00 AM

Via teleconference

Please join the meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/357028109>

You can also dial in using your phone.

1 (872) 240-3412 Access Code: 357-028-109

I. CALLING OF THE ROLL

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

The website for the ACHD ADA Advisory Committee is:

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

II. AGENDA ADDITIONS/CHANGES

III. PUBLIC COMMENTS (Comments will be limited to no more than three (3) minutes.)

IV. CONSENT AGENDA

Items on the Consent Agenda are Action Items and will be enacted by one motion. There will be no separate discussion on these items unless an Executive Board Member requests the item be removed from the Consent Agenda and placed under Action Items.

A. MINUTES: Regional Advisory Council April 21, 2020

The RAC is asked to consider approval of the minutes from the April 21, 2020 meeting.

V. ACTION ITEMS

B. ACTION: VRT Public Involvement and Notification Policy

Members are asked to complete a final review of the draft policy and consider its approval. If approved by the RAC, it will then go before the Executive Board, with planned final approval by the full Board in August 2020.

VI. INFORMATION ITEMS

C. INFORMATION: Canyon County On-Demand Transit

Staff will provide an update of a new pilot being proposed for the Canyon County local fixed route services.

D. INFORMATION: VRT Social Media Policy Update

Members are asked to review the draft update to the VRT Social Media Policy and offer comment and suggestions.

E. INFORMATION: FY2021 Service Expansions

The RAC will review and discuss service expansions being considered for FY2021.

F. INFORMATION: COVID-19 Resiliency Action Plan

The RAC will hear a presentation regarding the COVID-19 Resiliency Action Plan guiding principles for investment. Staff is developing the plan for the board to consider as the final action plan with investments required to rebound from the effects of the pandemic.

G. INFORMATION - Marketing Update

Staff and a representative from Stoltz Marketing will present an overview of VRT marketing initiatives.

VII. DEPARTMENT/STAFF REPORTS

A. INFORMATION: Department/Staff Reports

The latest department/staff reports have been included in the packet for your information.

VIII. ADJOURNMENT

Θ = Attachment

Agenda order is subject to change.

NEXT REGIONAL ADVISORY COUNCIL MEETING:

June 16, 2020

VRT Boardroom

700 NE 2nd Street

Meridian, ID 83642

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

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

Regional Advisory Council Minutes

Tuesday, April 21, 2020 - 9:00 AM

Teleconference

MEMBERS PRESENT	MEMBERS ABSENT	OTHERS
Deborah Allen	Annette Harper	Kelli Badesheim, VRT
Kelly Berg	Jason Madsen	Mark Carnopis, VRT
Susan Bradley	Courtney Rosenkoetter	Paula Cromie, VRT
Lisa Brady	Terri Lindenberg	Pat Durham, VRT
Randy Johnson	Jeremy Maxand	Rachel Haukkala, COMPASS
Salome Mwangi		Stephen Hunt
Mary Beth Nutting		Leslie Pedrosa, VRT
Eric Selekof		Jill Reyes, VRT
Walter Steed		

CALLING OF THE ROLL – The meeting was called to order by Chair Eric Selekof with a quorum present by phone at 9:07 a.m.

AGENDA ADDITIONS/CHANGES – Kelli Badesheim gave an update on Valley Regional Transit's Coronavirus Pandemic Strategic Action Plan as an information item.

PUBLIC COMMENTS - None

CONSENT AGENDA

ACTION: MINUTES - Regional Advisory Council Meeting March 17, 2020

Walter Steed made a motion to approve the items in the consent agenda, as presented; Lisa Brady seconded. The motion passed unanimously.

ACTION ITEMS – None

INFORMATION ITEMS

INFORMATION: ADA Complementary Paratransit Work Shop and ACCESS Scheduling Changes

Leslie Pedrosa presented information regarding the ADA Complementary Paratransit Work Shop and ACCESS scheduling changes.

INFORMATION: Canyon County On-Demand Transit Update

Leslie Pedrosa provided an update of a new pilot being proposed for Canyon County local fixed-route services. The RAC would like to have an update on this monthly.

INFORMATION: First Quarter Performance Report FY 2020

Leslie Pedrosa provided an overview of the first quarter performance data for fiscal year 2020.

INFORMATION: Public Notification to Customers of Unforeseen Service Changes

Mark Carnopis reviewed VRT's current practices to notify the public in regards to unexpected/unplanned service changes and modifications. Discussion followed regarding whether VRT should consider making changes in these processes.

Department/Staff Reports

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

ADJOURNMENT

Lisa Brady moved to adjourn the meeting at 10:21 a.m.; Susan Bradley seconded.

NEXT REGIONAL ADVISORY COUNCIL MEETING:

May 19, 2020

VRT Boardroom

700 NE 2nd Street

Meridian, ID 83642



TOPIC: Public Notification and Involvement Policy
DATE: May 5, 2020
Staff Member: Mark Carnopis, Community Relations Manager

Summary:

Background

When Valley Regional Transit (VRT) planners are considering changes or additions to fixed-route services, those changes may include the addition or elimination of bus routes and bus stops along new and existing route pathways. These proposed route changes may also include a change in the pathway taken by a bus, which would result in the introduction of bus services and stops in previously unserved areas.

Current public engagement processes focus on existing passengers. A broader policy focusing on residents and businesses along new routes, when supported by VRT procedures, will insure the public is educated about the value of bus service in their neighborhood, has timely notification of proposed services, and has adequate opportunity to provide comment.

The VRT Community Relations Manager has updated the existing public involvement policy to include guidelines for public engagement with non-riding residents and businesses. The revised policy, along with supporting VRT procedures, will outline the minimum required public notification and engagement activities taken for the following:

- The closure and relocation of existing bus services and stops;
- New bus stop locations as a result of a new route or a change in the pathway taken by an existing route

In March 2020, the Regional Advisory Council reviewed the draft policy and provided input. The final draft of the policy was scheduled for final review by the RAC in April, but was postponed until the May 2020 meeting.

Staff Recommendation/Request:

Action item: The Regional Advisory Council complete a final review of the draft policy and consider approval of the document.

Implication (policy and/or financial):

The only impact we see at this time is the cost of mailings and staff time.

Timeline:

July 2019

- VRT Executive Board discusses the need to have a policy that addresses bus stop notification

September-October 2019

- VRT Community Relations Manager researches best practices, policies and procedures regarding bus service notification processes. Develops a draft policy.

December 4, 2019

- Draft of policy brought to Executive Board for review and comment

March 2020

- RAC review of draft policy

May 2020

- Regional Advisory Council final review and consideration for approval

June 2020

- Executive Board final review and consideration for approval

August 2020

- Board review and approval

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



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

Section	Policy No.
Policy Title: Public Notification and Involvement Policy	Page 1 of
Policy Date: XXXX, XX, 2020	Policy Adopted:
Approved by VRT Chairperson:	Policy/Page Replaced: N/A Policy Amended: x/xx/xxxx
Executive Director:	

Valley Regional Transit Public Involvement and Notification Policy

Statement of Policy

Valley Regional Transit (VRT) provides transportation services in Ada County and Canyon County. VRT will, at times, update its annual budget or propose changes to its transit system in order to improve service or maximize ridership.

Public participation is an important part of transit planning. This participation is especially crucial when significant changes to current services are proposed. Significant changes include fare increases, major service reductions or route modifications, and/or the addition of new service.

Just as important as collecting public comment prior to Board action, is informing riders and others when new transit service is either coming to or leaving a specific area. If the service is new to an area, this notification process will include information about the benefits of public transportation.

This policy provides guidance as to the types of public activities required for budget approval, fare changes, new transit service, and service that will be modified or eliminated. It also provides details about public outreach following Board approval of any changes.

Definitions

Budget – the summary of Valley Regional Transit’s revenues and planned expenditures, approved by the VRT Board, updated annually and amended bi-annually or as needed.

Fare change – any change to an existing, established fare rate or fare type applicable to regular fixed-route or paratransit service which results in a different fare-rate that is currently in effect.

Major service change - any change that would:

- add or eliminate more than twenty-five percent (25%) or more of the number of route revenue miles of a single route; or
- affect twenty-five percent (25%) or more of the number of route vehicle miles on any individual route commuted on a daily basis for the day(s) impacted by the change; or
- result in a route elimination or new route creation

Minor service change - any change in route length, frequency, route path, stop location or amenity work done to a lesser extent, or in smaller amounts, than described above as a major service change.

Modified service - recommend or required new or adjusted transit service, or modifications to the existing service, generally called major or minor service changes, but possibly limited to schedule changes or timing adjustments only.

Notice of approval – notice given after final approval by the Board regarding any budget approval, major service change, or fare changes.

Public comment – responses gathered and compiled from open houses, surveys, emailed comments, service desk reports and other outlets during interactions with the public.

Public hearing - a special type of public meeting that requires the publication and posting of a legal notice within a specified time. The main purpose of a public hearing is to provide an opportunity for the public to make comments for or against a proposal to an authorized agency representative or board member. A public hearing may be scheduled when a specific statute requires one, or when public input is desired on a sensitive or controversial issue. A public hearing is mandatory when a fare change or any major service change is proposed, or prior to the board adoption of, or changes to, the annual budget.

Public notice – Any type of notification or interaction with the public designed to increase the general knowledge of VRT processes, planned actions, or approved actions. Public notice can include any of the following:

- **Open house** - public forum to provide an opportunity for the public to learn and comment about a project or proposed operational changes and to solicit public comment prior to any public hearing.
- **Public meeting** – a meeting designed to facilitate participation in the decision-making process; assist the public in gaining an informed view of a proposed project at any level of the public transportation project development process; and gather public comment.
- **Property notices** – door hangers or other type of specific individual notice given to specific affected properties or individuals.

- **Fliers/posters** – postings generally placed on buses, at transfer locations or other public places designed to educate the public on planned VRT action.
- **Mailers** – targeted mailing services designed to notify all persons possibly affected by a transit route or pathway.
- **Media** – notices or postings placed on the various local newspaper, television, social media, websites, email or other electronic or other media VRT has access to including contracted or targeted surveys or solicited requests for input or responses.

Revenue vehicle miles – the distance traveled from the point of the first passenger pick-up to the last passenger drop-off, as long as the vehicle does not return to the dispatch point.

Route miles – the total number of miles included in a single fixed-line route or a fixed-route transit system network

Public outreach prior to Board review and approval

Budget adoption

A public hearing is required for budget adoption. The required public hearing on the proposed VRT budget or budget amendment shall be held during a regular or special meeting of the Board of Directors. Notice of any public hearing for budget adoption shall be posted at least 10 calendar days prior to the date of the board meeting.

Fare changes

A public hearing is required when a change to the fare policy is proposed. Also required are two open house/public meetings – one each in Ada County and Canyon County. Additional various media notifications, surveys and fliers/postings as determined appropriate by staff may also be included.

Major service changes

The public input process for major service changes will include public hearings in Ada County and Canyon County, a minimum of one public meeting or open house in each county, and printed and/or electronic (online) comment forms and surveys as determined appropriate by staff. Staff will provide an update to the Executive Board regarding the types of outreach planned.

Any physical infrastructure changes, including the installation of new bus stops or the removal of existing stops, will include mailers and notices to the affected property owners/businesses as well as fliers and other media as determined appropriate by staff. These notices will include information about any scheduled public hearings or meetings.

Minor service changes

Outreach efforts for minor service changes may include an open house and/or a public meeting. VRT staff will determine the level public notice during the development of any proposed changes.

Public notification following Board approval

When a new bus stop, identified through VRT technical analysis, is approved, or existing bus stops will be removed, staff will provide notices to nearby property owners and businesses. These notices will be issued no later than two weeks before the change. VRT staff will conduct follow-up visits upon request with adjacent property owners as needed. This will ensure the public is provided with the technical rationale and methodology used. The notices will also provide both a timeline for installation of the bus stop any amenities or enhancements (e.g. benches or shelters), and information about how to contact VRT if there are any issues with the bus stop.

Responses to public comment

Staff will respond to all comments and feedback with the documented technical reasons and rationale for the changes in question. Technical reasons for changes may include regulations or procurement rules affecting the course of the budget, established policy regarding bus stop placement or amenities or rationale regarding the course and timing of an adjusted route. Comments will always require a response stating the reason and method chosen for the change. Technical rationale or established policy will be followed unless staff are directed otherwise by the VRT Board.



TOPIC: Canyon County On-Demand Transit

DATE: May 6, 2020

STAFF MEMBER: Leslie Pedrosa

Summary:

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

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

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

An on-demand transit pilot would include the following elements:

- Use existing buses and bus stops and build virtual bus stops
- Expanded service area and operate at the current level of service
- Buses sent on demand with a wait time of 30 minutes or less
- Optimized ride requests that are made by mobile app, computer, telephone or driver facilitated
- Capable of 10+ boardings/hour by continually optimizing requests to avoid congestion or travel delays
- Service reporting that is more detailed and service oriented

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

Staff Recommendation/Request:

This is an information item only.

Implication (policy and/or financial):

The financial resources in Canyon County have not kept up with the demand for services and the costs to deliver those services. The on-demand transit pilot could offer an innovative way to improve services within existing financial conditions. Doing nothing would continue a downward cycle of poor performance and lack of financial support.

Costs:

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

Highlights:

- February 2020 – Presentation to CWI
- April 2020 - Presentation to some members of Nampa city council
- April 2020 – Received nine (9) proposals; evaluation team in process of scoring

Next Steps:

- May 2020 – Presentation to Nampa City Council
- June 2020 – Presentation to Caldwell City Council

Project Schedule:

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

For detailed information contact:

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



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

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

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

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

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

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

1. APPLICABILITY

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

2. DEFINITIONS

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

3. ROLES AND RESPONSIBILITIES

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

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

4. PLANNING

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

5. USE OF SOCIAL MEDIA

Professional Use

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

6. ENGAGING WITH THE PUBLIC

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

In general, terms, allowable posting subjects include:

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

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

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

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

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

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

Comments

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

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

Customer Service and responding to postings

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

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

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

7. PUBLIC RECORDS

Privacy Policy

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

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

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

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

Records Retention

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

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

Records retention will be accomplished using one of two methods:

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

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

8. SECURITY

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



TOPIC: Social Media Policy

DATE: May 5, 2020

Staff Member: Mark Carnopis, Community Relations Manager

Summary:

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

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

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

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

Staff Recommendation/Request:

Action item: The Regional Advisory Council complete a review of the draft Social Media Policy and offer suggestions.

Implication (policy and/or financial):

No financial impact is expected.

Timeline:

Winter 2019-2020

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

Spring 2020

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

May 2020

- RAC review of draft policy.

June 2020

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

July 2020

- Executive Board asked to approve the final draft

August 2020

- Board approval of draft policy

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



TOPIC: 2021 Service Expansion

DATE: May 6, 2020

STAFF MEMBER: Stephen Hunt

Summary:

Valley Regional Transit (VRT) staff is discussing preparations for the 2021 service change with our funding partners, the cities of Boise and Meridian. VRT and City of Meridian staff have been working to develop the new Meridian route from Ten Mile and Franklin to Kleiner Park and have developed a proposed route through the city.

Beginning in fall 2019, VRT and City of Boise staff initiated discussions on service expansions for 2021 in the city of Boise. Those discussions are evolving due to the COVID-19 pandemic.

Current discussion with the City of Boise consist of a few, lower cost options, due to the anticipated decline in revenue. These options include; evening service expansion, and the Fairview and Chinden corridors.

Evening service expansion may include a variety of higher ridership routes, extending service until the hours of 8:00 or 9:30 p.m., which is one of the desires that the City of Boise saw from residents in their spring 2020 survey.

The improvements VRT is proposing for the Chinden corridor involves the combining of the 8x Five Mile/Chinden route with the 11 Garden City route. This combination would be a shorter route than the 8x currently is, and would be less expensive to operate than the two existing routes. Ada County has expressed interest in improved service on the route 11, and this step would help to facilitate this step.

VRT sees an opportunity to improve service in the Fairview corridor with an expansion of services into Meridian in 2021. These improvements could include a connection between Boise and Meridian, and provide 15-minute peak frequency on Fairview to downtown Boise. In addition, this proposed change would bring the 7A and 7B Fairview route to a true 30-minute frequency by straightening out the route 7A.

Staff Recommendation/Request:

This is an information item only.

Implication (policy and/or financial):

As we gain more clarity about the economic effects from COVID-19, staff is working through the revenue assumptions with our local partners; VRT included Meridian service expansion in the FY2021 expense budget. City of Boise service expansions considered for FY2021

have not been included in the initial budget. These will be incorporated in the January 2021 budget amendment.

Highlights:

- City of Meridian service expansion planned for FY2021
- City of Boise service expansions are in development
- COVID-19 pandemic is being considered in planning for service changes in FY2021
- Discussions about revenues are continuing with partners through summer 2020
- VRT Board will adopt FY2021 budget in August
- VRT Board will consider budget for additional service enhancements in January 2021

For detailed information contact:

Stephen Hunt, Principal Planner, shunt@valleyregionaltransit.org



TOPIC: COVID-19 Resiliency Action Plan Guiding Principles

DATE: May 7, 2020

STAFF: Stephen Hunt, Development Director

Summary: On April 2, 2020 the Federal Transit Administration (FTA) released the apportionment tables for the distribution of Coronavirus Aid, Relief and Economic Security Act (CARES Act) federal funding. This funding was made available to transit agencies across the country to address the impacts of COVID-19. The FTA provided the following description, "Funding will be provided at a 100-percent federal share, with no local match required, and will be available to support capital, operating, and other expenses generally eligible under those programs to prevent, prepare for, and respond to COVID-19."

The FTA allocation tables directed approximately \$12.8 million for Ada County and \$7.4 million for Canyon County. Since FTA released these apportionment tables and guidance, VRT has applied for and been granted these funds, meaning they are currently available to begin drawing down. VRT has also been working on establishing overarching guidelines about how to manage financial resources, including the CARES Act funding, to ensure public transportation rebounds from this crisis at the strongest possible level.

The draft guidelines include three general investment priorities:

1. Direct Response - Covering expenses or lost revenue directly related to COVID-19
2. Resiliency - Investing in those projects that will help Public Transportation be more resilient to future pandemics or other unforeseen disruptions
3. Strategic Direction - Carrying out the strategic investments/direction established prior to COVID-19

Using these categories VRT has begun working with its funding and service partners to develop a multi-year plan to minimize the impact of COVID-19 and support the communities we serve both in this time of crisis and to be able to respond in future crises.

Staff Recommendation/Request:

This is for information only.

Implication (policy and/or financial):

VRT must consider a variety of effects including revenue losses, increases in expenses, and a need to manage services through uncertain times. The CARES Act provides a unique one-time opportunity to minimize the significant negative impacts felt across the VRT service area and will likely impact the current and future year budgets.

Highlights: (use bullet points)

- March 2020 – Congress passed the Coronavirus Aid, Relief, and Economic Security (CARES) Act
- April 2020 – FTA releases apportionment tables Identify key elements of pilot
- April 2020 – VRT applies for and is approved for CARES Act funding
- April 2020 – VRT staff drafts CARES Act guidelines

More Information:

For detailed information contact: Stephen Hunt, Development Director,
shunt@valleyregionaltransit.org.

COVID-19 Resiliency Action Plan

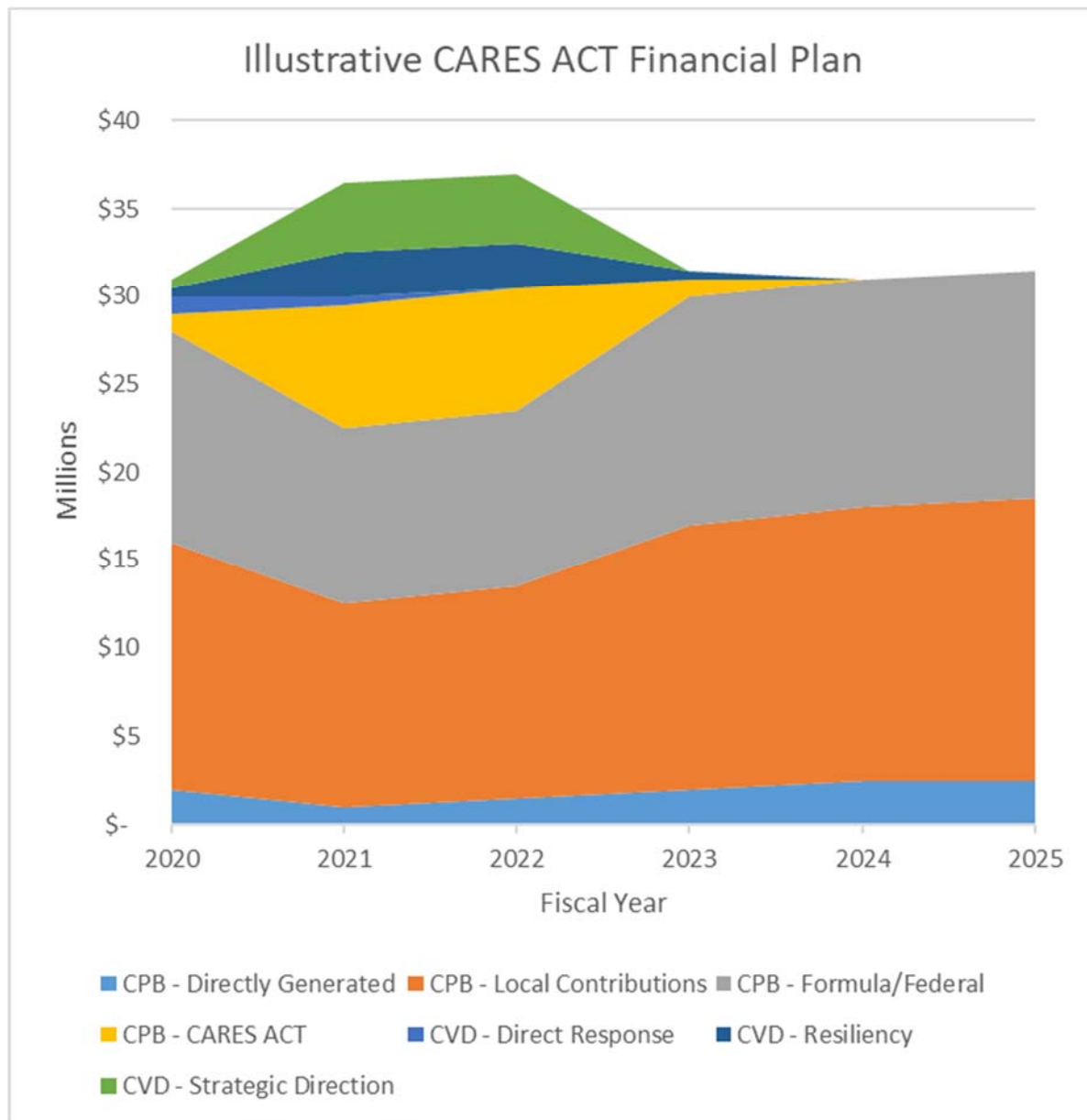
The Coronavirus Aid, Relief and Economic Security Act (CARES ACT) provides critical funds to Valley Regional Transit and its transportation partners to mitigate the impacts to public transportation of the COVID-19 pandemic in our region. Prior to the pandemic VRT was working with all of its funding and transportation partners on key initiatives that were designed to respond to growth in the Treasure Valley and put VRT on a solid fiscal foundation. Without the CARES ACT, COVID-19 and its impact would not only threaten those initiatives but also cause reductions in existing service.

As we begin planning for the best way to invest the CARES ACT resources and identifying our Resiliency Plan, we are following the guiding principles below;

1. **Direct Response:** Covering expenses or lost revenue directly related to COVID-19
 - o Family leave/personnel
 - o Additional cleaning and supplies
 - o Addressing anticipated revenue shortfalls either from local contributions or lost fare revenue (to maintain existing or planned service/infrastructure)
 - o Costs to recover riders post COVID-19
2. **Resiliency:** Investing in those projects that will help Public Transportation be more resilient to future pandemics or other unforeseen disruptions
 - o Funding a financial reserve
 - o Ability to repurpose transit, specialized transportation, vanpool or other partner assets in “real time” to meet community needs
 - o Advancing technology investments
 - Touchless fare systems/integrated payment
 - Scheduling and business enterprise software and hardware to allow for quick redeployment/changes
 - Enhancing our reporting capabilities (report and adjust in “real time”)
 - o Advancing On-Demand capabilities for fixed route, demand response, vanpool, specialized or other partner services that can be deployed in cases with extremely dynamic travel demand
3. **Strategic Direction:** Carrying out the strategic investments/direction established prior to COVID-19
 - o Bringing all assets up to TAM goals
 - o Investing in transit speed and reliability infrastructure
 - o Updating and implementing VC 2.0
 - o Electrification of fleets
 - o Support regional Park and Ride and vanpool studies

An illustrative Example of what the CARES ACT Financial Plan could look like is shown in Table 1. Ultimately, at the end of the end of the CARES ACT investments we are positioning Public Transportation to be in as strong a position as possible, potentially even stronger than before the COVID-19 crisis.

Table 1: Illustrative CARES ACT Financial Plan



Notes: CPB = Current/Planned Budget, CVD = Resiliency Plan Guiding Principles



TOPIC: Marketing Update

DATE: May 7, 2020

STAFF: Dave Fotsch, Programs Director

Summary:

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 designing a campaign called Riders Education. The Riders Education campaign launched with the January 2019 service changes.

This fiscal year has been more internally focused on building marketing fundamentals through several initiatives: Website redesign; Customer Service Tools; Rider's First Initiative; and COVID Response. The following is an overview of those activities to date.

New website

- The site should be ready to launch by mid-June. The design and content are now complete and Stoltz is finalizing the programming resource.
- There have been some issues with programming that Stoltz hopes to work through in the next couple of weeks.
- It is likely that not all functionality outlined in the wireframes will fit within the programming budget of \$25,000. Stoltz will provide pricing on any additional functionality a la carte, so we can decide what to include in the first phase and what to save for future phases of development.

Riders First

We were to have rolled out the Riders First campaign to staff at the All Staff meeting slated for April 18. Because of the COVID-19 pandemic the meeting was canceled. We are trying to develop a roll-out that could happen without everyone being in the same room at once. Meanwhile, progress is being made on other aspects of the campaign.

- Video
 - o Work continues on development of the video. Stoltz had a great series of interviews with operators. They are working on scheduling interviews with VRT staff. Work on the script continues with options available the week of May 11.

- Employee Survey
 - o The survey is built and ready for you to review.
- Partner Survey
 - o Stoltz is contemplating the possibility of rolling out a second survey for partners (dispatchers, mechanics, operators, etc.).

COVID Response - Bus Advertising

We have successfully initiated three campaigns using unsold advertising space on the buses.

- Inspiration - Thanks health care professionals and first responders.
- Reduce the Spread - Reminds people of good hygiene practices to help reduce the spread of COVID-19.
- Heroes work here - Pays tribute to the bus operators who continue to serve in a challenging situation.
 - o The campaign also produced a pair of large banners that have been hung at the Orchard and Happy Day transit facilities.

In concert with the previously listed campaigns we are developing and deploying social media posts that support all of the above.

Staff Recommendation/Request:

This is for information only.

Implication (policy and/or financial):

Establishing a solid foundation for future marketing will ensure VRT is able to maximize future expenditures in marketing. The focus over the next year or two will need to shift to rebuilding the ridership that was lost through the recent pandemic.

Highlights: (use bullet points)

- VRT hired Stoltz Marketing Group to provide professional services and support to marketing activities in 2018
- Stoltz completed Marketing Handbook and launched the first Riders Education campaign in January 2019
- Dave Fotsch took on role of overseeing Marketing activities in April 2020

More Information:

For detailed information contact: Dave Fotsch, Programs Director, 208.331.9266, dfotsch@valleyregionaltransit.org



TOPIC: Executive Director Report
DATE: April 24, 2020
STAFF MEMBER: Kelli Badesheim

Finance and Budget

The second quarter has been closed and staff is working to prepare the reports for the Executive Board to review in June. The last month of the second quarter will reflect some of the added expenses and revenue losses due to the pandemic. The Coronavirus Aid, Relief, and Economic Security (CARES Act) funding will be adequate to finish the fiscal year with existing resources. A more detailed discussion on finances, budget development, and Valley Regional Transit's (VRT) response to COVID-19 is in the Executive Board packet.

Staff submitted the application and the grant for the CARES funding was awarded in early April. The funding includes \$12.8 million for the Boise urbanized area and \$7.4 million for the Nampa urbanized area. VRT staff will be presenting the investment framework and our approach to scenarios we will be bringing to the Executive Board to guide the programming of these funds. These funds are designed to help transit systems weather the current and near future fiscal impacts of the pandemic.

VRT Response to Coronavirus Pandemic

Staff have settled into our new reality of working remotely, and planning for an uncertain future. We have completed a couple of emergency policies and processes to ensure safe practices and comply with federal emergency leave regulations. We are beginning to develop our plan for remote working, service and fare restoration, and the next phase of social distancing as the economy starts to open back up. VRT staff continues to perform in the most efficient and effective way possible.

Executive Director Projects

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

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

TOPIC: Operations Department Staff Report

DATE: April 22, 2020

STAFF MEMBER: Leslie Pedrosa

Summary:

Status update of activities related to contracted transportation services, Specialized Transportation services, information technology and intelligent transportation systems, compliance, customer service support and regional operations.

Highlights:

Contracted Transportation

- Canyon County celebrated 205 accident free days in March
- Ada County celebrated 116 accident free days in March
- Planned services changes for March 30, 2020 were postponed due to the COVID-19 pandemic
- Ada and Canyon County operations worked with VRT staff to respond to COVID-19 pandemic with reduced service and increased bus cleaning plan
- Canyon County operations working with VRT staff and project team to find new solutions to improve service in Canyon County
- Fixed route system on-time performance of 75.7%

Specialized Transportation

- Staff completed removing snow tires from Shared Vehicles
- Staff worked with Ada County operations to provide provided extra busses and drivers to allow room for social distancing in the Village Van vehicles during the COVID-19 pandemic
- Staff provided Village Van drivers with cleaning agents for increased bus cleaning to help during the COVID-19 pandemic
- Staff ensured monthly safety meetings were held
- During the COVID-19 pandemic, providers have stopped providing service, reduced service to essential trips only or have shifted to meal delivery
 - o Calvary Church, Interfaith Sanctuary, and Star, Meridian, Kuna, and Parma Senior Centers are not providing services
 - o Metro, SHIP, Harvest Transit and Eagle Senior Center are providing essential trips only
 - o Volunteer Driver and Rides2Wellness are providing essential trips only

Information Technology and Intelligent Transportation Systems

- Staff resolved 106 support requests from 113 submitted
- Set up remote workstations for all VRT employees that are working from home
- Began updating tablets in all demand response and specialized transit vehicles

- Created ridership reports to track trends following COVID-19 pandemic
- Managing day-to-day operational issues remotely since COVID-19 pandemic began

Compliance

- Continued work on Public Transportation Agency Safety Policy and Plan (PTASP) that will go into effect in July 2020
- Met with Star Senior Center, Interfaith Sanctuary, and Calvary Church to discuss ridership reporting
- Participated as a member on the Ada County Emergency Management panel with the board of supervisors and mayors of the county to discuss the COVID-19 pandemic
- Worked extensively with Central District Health and Southwest District Health establishing contacts and information regarding the COVID-19 pandemic
- Worked with Ada County Emergency Management to establish lines of communication during the COVID-19 pandemic

Customer Service Support

- Staff preparing training guides for upcoming service changes that was postponed
- Customer service handled 2,796 of 2,943 phone calls for information, with 147 calls abandoned. The average call time was 2 minutes, 6 seconds and the average hold time was 18 seconds
- Reservationist handled 1,121 of 1,180 phone calls to change or schedule a ride, with 51 calls abandoned. The average call time was 3 minutes, 39 seconds and the average hold time was 13 seconds
- March mobile ticket sales totaled \$4,242.25. VRT stopped collecting fares due to the COVID-19 pandemic which decreased sales
- Staff is working on solutions to address challenges found with the change in ACCESS scheduling

Regional Operations

- Staff has been working on the following projects:
 - o Canyon County Service Redesign
 - o Electric vehicle procurement
 - o Demand Response vehicle procurement
 - o Building capacity to serve accessible rides
 - o 2020 Low or No Emission Federal Grant application
 - o Service reductions due to the COVID-19 pandemic
- Treefort was postponed
- Staff is gathering needed data to prepare a request for information (RFI) for the fixed route management system
- Staff was working with Ada County, Canyon County, and VRT staff to finalize service changes planned for Spring of 2020 that were postponed

More Information:

For detailed information contact:

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



TOPIC: Development Department Monthly Report
DATE: May 4, 2020
STAFF MEMBER: Stephen Hunt

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

VRT Strategic Plan

Goal 1 - Demonstrate Responsible Stewardship of Public Resources

Performance Based Decision-making

- **ValleyConnect 2.0 (VC2.0)**
VRT Staff is developing the FY2021-25 Transit Development Plan (TDP). Although the TDP has a five-year horizon, the current COVID-19 impacts will effect budgets over the next few years. Staff is planning how to incorporate those impacts into the TDP. We still expect this plan will build on ValleyConnect 2.0 and the efforts of local jurisdictions to enhance transit services in their community.

Programming/Budget Development

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

Goal 2 – Increase Ridership and Revenue

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

Goal 3 - Build Institutional and Regional Capacity

Regional Capital Enhancements

- **Boise Operations Facility**

- o **Electric Bus Infrastructure**

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

- o **Fuel Island Work**

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

- o **Site Work**

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

- **Happy Day Transit Center Upgrades**

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

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

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

- **Main Street Station (MSS)**

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

- **Bus Stops**

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

- **State Street Corridor Projects**

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

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

Other Development Activities

- **Staffing Changes** – Jacob Hassard has taken a new job with a local construction firm. VRT has posted a job opening for a Capital Project Manager.
- **Title VI** –Next submittal will be October 2020.
- **Grant Opportunities** – VRT is applying for a number of federal grants, including a competitive 5339 Bus and Bus Facility grant, another Low/No Emission grant for additional electric vehicles, and a BUILD planning grant to further design on transit infrastructure along State Street.

More Information:

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

TOPIC: Finance and Administration Activity Report

DATE: May 4, 2020

STAFF MEMBER: Jason Jedry, Finance Controller

Summary

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

VRT Strategic Plan

Goal 1 – Demonstrate responsible stewardship of public resources

Highlights:

Budget/Finance

- Finance staff is working on closing the second quarter of FY2020
- Finance staff is assisting in assessing the financial implications of COVID-19 and has submitted the CARES Act grant application to the FTA
- The FTA triennial review has been postponed
- Finance is assisting with FY2021 budget planning

Grant Management

- Grants and Compliance Administrator is working on the following:
 - o CARES Act grant submittal for large urban and small urban areas
 - o Subrecipient monitoring of COVID-19 impacts and CARES Act funding
 - o 5339 Bus and Bus Facilities grant opportunity
 - o On-Site reviews for subrecipients postponed until further notice
 - o BUILD Grant for State Street Corridor Analysis

Procurement

- Staff has been working on the following procurements:
 - o Electrical equipment (electric bus infrastructure)
 - o Electric buses
 - o On Demand Technology
 - o Validator Technology

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



TOPIC: Community Projects/Outreach Efforts Update

DATE: April 22, 2020

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

VRT Strategic Plan

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

- Regional Outreach Toolkit and Speakers Bureau

Goal 3 – Build institutional and regional capacity

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

Highlights

- The COVID-19 pandemic has kept me busy with updating our information web pages, developing and printing posters, chronicling the crisis, etc. I am also finishing up the production of printed collateral related to the upcoming service changes (implementation date uncertain).
- I am revising our current social media policy. The current policy is several years old, and the new policy will reflect changes in the social media arena. A draft of the policy will be reviewed by staff before going out to the Regional Advisory Council and the Executive Board for review and comment, and before the VRT Board for final approval in August.
- I am heading up the community involvement sub-group for the planned local fixed-route redesign in Canyon County. As you read this, the online public survey should be active. We will be aggressive in getting the public to complete the survey.
- I am working with Stoltz Marketing to ensure a smooth transition from our existing website to the new one.

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



TOPIC: Fleet Media Division - Update
DATE: April 20, 2020
Staff Member: Jason Russell

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

Highlights:

- Onboarding adsalesgenuius.com including substantial data entry
 - At completion of this process will have an accurate inventory count and we be able to reflect accurate projections against budget.
- Video call with YESCO to discuss reciprocal sales agreement.
 - There is high interest in building a new static billboard at Happy Day Transit Center. Currently waiting for a pro forma analysis on income potential for this site. I project between 10-12K/year.
- We have received approval from the Idaho Department of Health and Welfare to move budget from the cancelled May in Motion Block Party event to wrap bus shelters. We need to seek City of Boise approval from Planning and Zoning and are awaiting a joint effort with marketing department (Dave Fotsch) as these shelters will also serve to carry the VRT message.
- Installed various "VRT Inspire" messages developed by marketing department to utilize unsold inventory. Currently, 15 panels, in both Ada and Canyon County, with intention to add several more over the next weeks.
- As of 4/21/2020, the Fleet Media Division will invoice a total of \$392,658.94 in FY2020. Pre-Covid19 staff had projected \$ 500,000.00 by end of FY2020.
- Staff has created an official production work order for our Bus Wrap vendor and has successfully implemented it twice. It appears this new work order and subsequent process has done a good job of smoothing out what has historically been a bumpy di-jointed process. With the onboarding and implementation of software, it will help to solidify this aspect of Fleet Media.
- Staff attended meeting with VRT agency Stoltz Marketing group to begin the build out of Fleet Media Division "Media Kit" which will feature the value and benefits of underwriting on VRT assets.

**Updates:**

- Creative Outdoor Advertising is currently considering a revision to our unexecuted agreement to reflect an increase in “Commission” to VRT for selling space on their bus benches. Their current offer of 10% (approximately \$7.50 bench) would not even cover our cost to invoice the customer.
- Staff provided a bus stop list to Creative Outdoor Advertising and have had discussion of placement for new aluminum bus benches. Staff will begin the installation process by June 1, 2020. We project installation of 275 +/- benches.

More Information:

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



TOPIC: Bike Share Program

DATE: April 22, 2020

VRT Strategic Plan

Goal 3 - Build institutional and regional capacity

- Regional Capital Enhancements

Highlights:

Program Administration

- The Boise GreenBike system suspended all operations on March 26, 2020, following Governor Brad Little's stay-at-home order the previous day.
- As of April 22, 2020, Boise GreenBike has 22,269 active members, who have made 122,630 overall trips since the beginning of the program, covering 300,311 miles and burning 12 million calories.
- Below is a table comparing system statistics for March in each of the past five years.

March	New Sign-ups	Overall Trips	Miles Travelled	Calories Burned
2020*	244	935	2,517	100,681
2019	385	1,910	3,975	159,034
2018	344	1,872	4,012	160,486
2017	326	1,788	3,117	124,709
2016	241	1,512	2,578	103,125

**Service suspended March 26, 2020*

- Effective March 1, 2020, we ended our agreement with Social Bicycles (dba Jump/Uber). We signed a new agreement with MobilityCloud, the successor business entity that has taken on the legacy bike share business of Social Bicycles. The agreement has an initial term of six months with one-month extensions after that. There will be no discernable difference in service to our customers.
- On April 13, 2020, we signed an agreement with Drop Mobility to be the sole provider of bike share and micro-mobility services in Boise effective on or before November 1, 2020. The agreement essentially allows VRT to negotiate the final terms of a new bike share platform we intend to launch in the spring of 2021.
- The Title Sponsorship agreement with St. Luke's and SelectHealth ended effective April 15, 2020.
- The City of Boise has agreed to provide financial support to the program through the end of the Fiscal Year, September 30, 2020.

- We are continuing our conversations with potential new sponsors. However, because of the COVID-19 pandemic, it has been challenging to schedule meetings.
- It is our goal to re-launch the bike share system as soon as possible. We will be coordinating with the City of Boise on the timing of the re-launch.

Sponsorship Plan

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

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