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Regional Advisory Council Agenda

Tuesday, March 16, 2021

9:00 AM

Please join the meeting by following this link: https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZDI5YzY0MmYtOGY1Yy00Mzg1LTgzOWMtMTIzN2ZiYjczMDZi%40thread.v2/0?context=%7b%22Tid%22%3a%22f835d6fa-3299-47ef-90bf-7da39a100cca%22%2c%220id%22%3a%2290ecdc1e-59cf-41a7-baaa-65b43a9fe87e%22%7d

or dial in at 469-965-2358 Conference ID: 251 449 299#

If you would prefer to attend in person, seating will be limited to accommodate social distancing. Face coverings are required. VRT Board Room – 700 NE 2nd Street – Meridian, Idaho

I. CALLING OF THE ROLL

Chair Walter Steed

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

A. ACTION: Minutes from February 16, 2021 Regional Advisory Council Meeting

Pages 4-5

The Regional Advisory asked to consider approval of the February 16, 2021 Regional Advisory Council meeting.

V. ACTION ITEMS - None

VI. INFORMATION ITEMS

B. INFORMATION: Neighborhood Based Coordination Committee Update 0 Pages 6-10 Mary Beth Nutting

Mary Beth Nutting will provide an update of the activities of the Neighborhood Based Coordination Committee and lead a discussion of the Walk and Talk Event plan. This item appeared in last month's packet, but due to time constraints was not discussed and moved to this month's meeting for discussion.

- C. **INFORMATION: Regional Planning and Prioritization Next Steps** **Ø** **Pages 11-16** **Stephen Hunt**
Staff will present how VRT will apply the regional planning and prioritization workshops to the FY2022 budget development.
- D. **INFORMATION: Building Accessible Capacity** **Ø** **Pages 17-18** **Leslie Pedrosa**
Staff will provide an update on the Building Accessible Capacity work group.
- E. **INFORMATION: Canyon County Rides 2 Wellness Update** **Ø** **Pages 19-20** **Leslie Pedrosa**
Staff will present an update on the Canyon County Rides 2 Wellness expansion.
- F. **INFORMATION: Canyon County On-Demand Transit Update** **Ø** **Pages 21-26** **Leslie Pedrosa**
Staff will present an update on the on-demand transit in Canyon County.
- G. **INFORMATION: Valley Regional Transit FY2020 Fact Sheet** **Ø** **Pages 27-29** **Mark Carnopis**
Members will have the opportunity to review the FY2020 Valley Regional Transit Fact sheet and provide comment.
- H. **INFORMATION: Topics for Discussion** **Walter Steed**
Members of the Regional Advisory Council will have the opportunity to bring up topics they would like to be considered as a future agenda item.

VII. DEPARTMENT/STAFF REPORTS

- I. **INFORMATION: Department/Staff Reports** **Ø** **Pages 30-43** **Staff**
The most current department/staff reports were included in the packet for information.

VIII. ADJOURNMENT

Ø = Attachment

Agenda order is subject to change.

NEXT REGIONAL ADVISORY COUNCIL MEETING:

April 20, 2021

VRT Boardroom (Meeting will be done virtually)

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, February 16, 2021

9:00 AM

MEMBERS PRESENT	MEMBERS ABSENT	OTHERS
Deborah Allen	Kelly Berg	Kelli Badesheim, VRT
Lisa Brady	Randy Johnson	Jarred Blankenship, VRT
Susan Bradley	Samantha Kenney	Mark Carnopis, VRT
Terri Lindenberg	Salome Mwangi	Paula Cromie, VRT
Jeremy Maxand		Jeannette Ezell, VRT
Mary Beth Nutting		Joe Guenther, VRT
Walter Steed		Rachel Haukkala, COMPASS
		Stephen Hunt, VRT
		Nick Moran, VRT
		James Mundell, VRT
		Leslie Pedrosa, VRT
		Randy Reese
		Jill Reyes, VRT
		Eric Selekof, VRT

CALLING OF THE ROLL - Chair Walter Steed called the meeting to order at 9:00 a.m. with a quorum present by phone and in person.

AGENDA ADDITIONS/CHANGES - None

PUBLIC COMMENTS - None

CONSENT AGENDA - Items on the consent agenda consisted of the following:

ACTION: Regional Advisory Council Minutes from January 19, 2021 Meeting

Jeremy Maxand moved to approve the minutes of the January 19, 2021 meeting as presented; Terri Lindenberg seconded. The motion passed unanimously.

ACTION ITEMS

ACTION: Canyon County Rides 2 Wellness Update

Kelli Badesheim asked the RAC to provide an advisory recommendation to the VRT Executive Board to allocate funding for the first year of the Rides 2 Wellness expansion in Canyon County. Leslie Pedrosa presented an update on the implementation for Rides 2 Wellness Canyon County expansion.

Following discussion, Jeremy Maxand moved to provide an advisory recommendation to the VRT Executive Board to allocate CARES funding for the first year of Rides 2 Wellness expansion in Canyon County, not to exceed \$200K; Mary Beth Nutting seconded. The motion passed unanimously.

INFORMATION ITEMS

INFORMATION: COMPASS High-Capacity Transit Survey

Rachel Haukkala, from COMPASS, previewed the COMPASS High-Capacity Transit Survey and shared how “high-capacity” transit could fit within the larger transportation system and ValleyConnect 2.0, what type of options are being considered, and how survey responses will be used.

INFORMATION: COMPASS Coordinated Public Transit-Human Services Transportation Plan (Coordinated Plan)

Rachel Haukkala continued discussions on the Coordinated Plan. She led the discussion with the RAC to build the foundation for this project. The goal is to identify customers, desired outcomes, and success measures for this plan.

INFORMATION: Transportation Development Plan Update

Stephen Hunt provided an update on the Executive Board workshops and discussed the role of the Regional Advisory Council in the development of the Transportation Development Plan (TDP) and other planning processes.

INFORMATION: ACHD Integrated 5-Year Work Program Prioritization

Stephen Hunt discussed the invitation from ACHD to participate in their prioritization process and present a draft list for discussion.

INFORMATION: FY2021 Bus Stop Improvements

Joe Guenther provided an update on proposed FY2021 improvements, including ADA improvements, amenities, Boise Neighborhood Investment Grant projects, and CCDC Fairview and Main transit islands.

INFORMATION: Neighborhood Based Coordination Committee Update

Due to time constraints, Mary Beth Nutting requested this item be moved to next month’s agenda for a more in-depth discussion.

INFORMATION: Canyon County On-Demand Transit Update

Due to time constraints, Leslie Pedrosa will present an update on the on-demand transit in Canyon County at next month’s meeting that will cover both months.

INFORMATION: Topics for Discussion

Walter Steed reminded RAC members to keep topics in mind for future meetings.

INFORMATION: Department/Staff Reports

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

ADJOURNMENT – Jeremy Maxand moved to adjourn the meeting; Susan Bradley seconded. The meeting was adjourned at 11:06 a.m.

NEXT REGIONAL ADVISORY COUNCIL MEETING:

March 16, 2021

VRT Boardroom

700 NE 2nd Street

Meridian, ID 83642



TOPIC	Walk and Talk State Street Corridor Event
DATE	January 28, 2021
STAFF MEMBER	Kelli Badesheim for Mary Beth Nutting

Summary

The Regional Advisory Council formed a committee in 2020 to consider improving mobility in corridors through collaboration and engagement of key stakeholders living, working and traveling through neighborhoods. The group determined the State Street Corridor was a priority area to consider.

The work of the group is leading to an event called Walk and Talk. The event will engage leaders from the public sector, neighborhoods, and other stakeholders. Attached is a draft outline of the event. The draft outline also includes the objectives identified by the committee.

Staff Recommendation/Request

This is for information and discussion. Please come prepared to provide feedback on the following:

- Specific groups and contact information council members think should be included
- Determine willingness to participate in the event and perhaps personally invite and attend with one of the key contacts members would like included
- Other volunteer and participation opportunities for members

Implication (policy and/or financial)

The RAC is tasked with bringing the customer voice to the decision-making and advisory process for transportation and mobility. This event can serve as a blueprint for engaging a variety of key stakeholders in the decision-making process. This will also help decision-makers look at the work they do through the lens of different customer groups.

Highlights

Schedule

- Winter/Spring 2020 – Event planning
- Spring/Summer 2021 – Corridor tours and information gathering
- Summer/Fall 2021 – Final report and group event

More Information

Attachments:

Attachment 1: Walk and Talk Event Plan Outline (Draft)

Attachment 2: Walk and Talk Event Participation Tools

For detailed information contact: Mary Beth Nutting, yayasis@live.com

Walk and Talk Event Plan Outline

Event Objectives

- Instill sense of importance and urgency with decision-makers, neighborhood leaders, and planners to understand conditions on the ground from the aspect of safety, accessibility, and quality of experience/comfort through the lens of human experience in public spaces
- Gain understanding about how interconnected agencies are when it comes to projects in corridors with multiple jurisdictions and overlap
- Consider mobility and travel through different viewpoints (youth, people with disabilities, older adults, etc.)
- Empower neighborhoods to communicate with each other and with decision-makers
- Share insights about the variety of mobility needs within the neighborhoods
- Build a shared ownership of neighborhood between leaders and neighbors
- Empower citizens and stakeholders to provide higher quality input into the planning process so input is proactively incorporated into projects

Timeframe

Late spring to early summer

Approach

Multiple smaller group tours aimed at creating a “view from the street” about mobility challenges in the State Street corridor. The team will document the individual tours through video and documented responses from participants. The input from the tours will be compiled into a final report and presented in an in-person or virtual format, including small group discussions.

Location(s)/Venue

Tour groups will meet at Main Street Station where each participant assigned to group one or two. Each group is assigned tour guide from RAC to lead them through the different segments. Each group assigned a videographer to capture the experience for the final report.

Tour one – Segment termini Veterans Parkway/36th State to Collister and State Street

Tour two – Segment termini is Saxton and State to Collister and State Street

Target Audience – See attached table

Tour group size: up to 8 per group

Group Size cap at 30 Key leaders from agencies that have future development along the

Run of Show Outline

- Participants meet at Main Street Station - Group one gets off on east end of termini; Group two gets off on west end;
- Tour guide lead them to end of that segment
- Groups reverse and each group does the other leg of the tour
- Everyone gets on bus and goes back to MSS
- Insights and discussion at MSS with snack “lobby talk” led by the tour guides
- Participants complete a survey on input about their experience

Event Day

TBD - Discuss at next RAC Mobility Collaboration meeting

Handouts/Materials/Rider Videos

- Pre-survey gather input prior to the tour experience
- Post-survey to get feedback about insights and ah-ha moments from the tour
- Videos will capture the experience to be edited and viewed at the final report-out event
- Final report

DRAFT

Walk and Talk Event Participation Planning Tools

Target Audience	
Ada County Highway District (ACHD)	Director Commissioners Technical Staff
City of Boise	Mayor and Council Neighborhood and planning staff
City of Garden City	Mayor and Council Planning staff
Idaho Transportation Department	District staff Region Board Member Headquarters staff Safe Routes Highway safety staff Civil Rights Office (ADA) Public Transportation Staff
Boise School District	Community Schools Program Manager Community Schools Coordinators
Valley Regional Transit (VRT)	Ex. Dir. City Go staff Navigators Planning staff
Canals Connect Community Coalition	Eric Willadsen
Idaho Access Project	Dianna Willis
Idaho Smart Growth	Elaine Clegg Deanna Smith
Idaho Walk Bike Alliance	Cynthia Gibson
Living Independence Network Corporation (LINC)	Jeremy Maxand
Safe Routes to School (TV)	Lisa Brady
Treasure Valley Cycling Association	
St. Vincent d'Paul	
North West	Richard Llewellyn
Collister	Suzanne Stone
Veterans Park	Matt Ciranni
Pierce Park	Crissy Kojima

Attachment 2

Walmart	

TOPIC	Regional Planning and Prioritization Next Steps
DATE	March 1, 2021
STAFF MEMBER	Stephen Hunt

Summary

January 2021, the Executive Board initiated a series of workshops to improve regional planning and prioritization. These workshops aligned the tasks and decisions for the five-year transportation development plan, the annual VRT budget development, and annual service changes. These workshops occurred simultaneously with the current year budget development and service change processes.

In the February workshop, the Executive Board went through a detailed calendar and responsibilities handout that showed the anticipated alignment of planning activities between the annual budget development, service changes and transportation development plan. The board acknowledged the current challenges Valley Regional Transit faces in budgeting, planning and timely project delivery.

In March, the Executive Board reviewed the attached calendar, which shows how the draft calendar presented in February will be applied this year's budget development activities. This will include a schedule for the following:

- Developing proposals for both FY 2022 and FY 2023
- Any emergency changes
- Preparation of capital and program projects for FY 2022 and 2023

Staff Recommendation/Request

Information/Discussion item: There is no action on this item. It is a discussion item only.

Implication (policy and/or financial)

The approach VRT staff are taking on the development of a TDP, budget, and service plans 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 processes developed will 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

- FY 2018 VRT Board adopts ValleyConnect 2.0, which identifies the current gap between current services and planned levels of service in Communities in Motion 2.0.
- FY 2020 VRT Board approves update Local Cost Allocation Methodology which developed an objective approach to determining the local share of VRT's funding partners.
- FY 2020 VRT embarked on the first attempt at a five-year service and capital Transportation Development Plan (TDP) to guide service and capital investments over the next 5 years.

Schedule:

Spring 2020	CARES funding grants executed
June 2020	Resiliency Action Plan Guiding Principles accepted by Executive Board
August 2020	VRT Board adopted FY2021 Budget
Oct./Nov. 2020	First round outreach to jurisdictions funding
Nov 2020	Updated local cost allocation methodology w/CARES funding
Nov./Dec. 2020	Second round outreach to local
January 2021	VRT Board approved Strategic Direction Guidance Executive Board – Workshop #1 Overview
Jan./Feb. 2021	Third round outreach to local jurisdictions Conduct Workshops #1 and #2 – Establish Forums and Processes
April - June 2021	Continued outreach to local jurisdictions on FY2022 budget
August 2021	Final VRT FY2022 Budget
Fall/Winter 2022	Apply new forums/procedures to FY 2023 budget development

Attachments

FY2022 Budget Development Calendar

More Information

For detailed information contact: Stephen Hunt, Development Director, 208.258.2701, shunt@valleyregionaltransit.org

The following tables have been updated from last month's schedule to show how we will apply the proposed process to the FY2022 Budget Development. The 5YR TDP planning tasks have been removed from this calendar as we are not proposing to bring a formal TDP before the VRT board for consideration this year. VRT staff will continue to work with our funding partners to refine a "working TDP" which we will provide the foundation for the TDP process in FY2022.

Consolidated Schedule by Quarter (overview)

	Q1	Q2	Q3	Q4
SC* Planning	Draft Concepts	Draft Proposal	Revise	Finalize
SC* Implementation	Contracts	Bid	Construct	Schedule and Train
Budget Development	Assumptions	Cost Allocation	Discussions	Finalize

*SC = Service Change

Consolidated Schedule by Quarter (detail)

		Q1		
		October	November	December
Board (Full or Executive)	SC P*			
	SC I*			
	BD*			
Regional Advisory Council (RAC)	SC P*			
	SC I*			
	BD*			
Regional Transit Team	SC P*			
	SC I*			
	BD*			
Staff/Sub Committee	SC P*	Review funding implications of CARES	Strategic direction priorities	Draft service change proposals
	SC I*			
	BD*	Round 1 Outreach (Cooperative Agreement updates with CARES)	Round 2 Outreach (Establish strategic direction priorities for existing and future dollars)	

*SC P = Service Change Planning, SC I = Service Change Implementation, B = Budget Development

Consolidated Schedule by Quarter (overview)

	Q1	Q2	Q3	Q4
SC* Planning	Draft Concepts	Draft Proposal	Revise	Finalize
SC* Implementation	Contracts	Bid	Construct	Schedule and Train
Budget Development	Assumptions	Cost Allocation	Discussions	Finalize

*SC = Service Change

Consolidated Schedule by Quarter (detail)

		Q2		
		January	February	March
Board (Full or Executive)	SC P*			
	SC I*			
	BD*	Full: Adopted strategic direction for FY21-23 Executive: Initiated Workshops		
Regional Advisory Council (RAC)	SC P*			
	SC I*			
	BD*			
Regional Transit Team	SC P*			
	SC I*			Identify any emergency changes
	BD*		Kick off Meeting	Review preliminary expenses and local contribution requests
Staff/Sub Committee	SC P*			Draft service change proposals
	SC I*	Draft service change proposal	Draft service change proposal	Refine service change proposals
	BD*	Initiating FY2022 budget process	Develop expense budgets	Allocate revenue to budgets

*SC P = Service Change Planning, SC I = Service Change Implementation, B = Budget Development

Consolidated Schedule by Quarter (overview)

	Q1	Q2	Q3	Q4
SC* Planning	Draft Concepts	Draft Proposal	Revise	Finalize
SC* Implementation	Contracts	Bid	Construct	Schedule and Train
Budget Development	Assumptions	Cost Allocation	Discussions	Finalize

*SC = Service Change

Consolidated Schedule by Quarter (detail)

		Q3		
		April	May	June
Board (Full or Executive)	SC P*	Full: Service change update	Executive: Review and release draft proposal to public	
	SC I*	Full: Information on emergency changes	Executive: Review and release draft emergency changes to public	
	BD*	Full: Review preliminary local allocations	Executive: Review preliminary budget	Executive: Review preliminary budget
Regional Advisory Council (RAC)	SC P*			
	SC I*	Discuss emergency changes	Review draft emergency changes	
	BD*			
Regional Transit Team	SC P*			
	SC I*			
	BD*			
Staff/Sub Committee	SC P*	Finalize service change proposal	Conduct public outreach	Draft final proposal
	SC I*	Draft emergency changes	Conduct public outreach	Draft final emergency changes
	BD*		Budget revisions	Budget revisions

*SC P = Service Change Planning, SC I = Service Change Implementation, B = Budget Development

Consolidated Schedule by Quarter (overview)

	Q1	Q2	Q3	Q4
SC* Planning	Draft Concepts	Draft Proposal	Revise	Finalize
SC* Implementation	Contracts	Bid	Construct	Schedule and Train
Budget Development	Assumptions	Cost Allocation	Discussions	Finalize

*SC = Service Change

Consolidated Schedule by Quarter (detail)

		Q4		
		July	August	September
Board (Full or Executive)	SC P*		Full: Approve service change proposal	
	SC I*		Full: Approve any emergency changes	
	BD*	Executive: Review final budget and set public hearing date	Full: Budget public hearing and approve budget	
Regional Advisory Council (RAC)	SC P*	Review and comment on final service change proposal		
	SC I*	Review and comment on emergency changes		
	BD*			
Regional Transit Team	SC P*	Review and comment on final service change proposal		
	SC I*	Review and comment on emergency changes		
	BD*			
Staff/Sub Committee	SC P*	Prepare final service change proposal for full Board	Prepare design permitting etc., Request for Proposal (RFP)	
	SC I*	Construction management, service scheduling, operator training. Implement service change (including emergency changes) October 1		
	BD*		Prepare Cooperative agreements	Send agreements for signature 10/1

*SC P = Service Change Planning, SC I = Service Change Implementation, B = Budget Development

TOPIC	Building Accessible Capacity to Serve Accessible Rides
DATE	March 1, 2021
STAFF MEMBER	Leslie Pedrosa

Summary

Valley Regional Transit Valley worked with a variety of partners and stakeholders to identify and address availability of accessible vehicles to meet the transportation needs of persons with disabilities. This resulted in the Specialized Transportation Analysis, which was accepted by the Board of Directors in April 2020, based off of the RAC recommendation. The analysis included findings and recommendations VRT staff should consider for programs operated under Specialized Transportation.

Some of the findings and recommendations in the analysis are being addressed this fiscal year. Those findings include inconsistencies on costs per trip reimbursements, inadequate reimbursement tracking, inconsistency between providers, and delays in processing reimbursements for providers. Those recommendations include developing consistent processes and tools to assist providers in processing invoices and providing performance data, working with funding partners to make processing payments more consistent and creating a process for providers to invoices VRT accurately.

During the time the analysis was being conducted, VRT staff also began to find a solution to replace the local fixed-route service in Canyon County, to make it a sustainable service for the future. VRT staff and RAC members began discussing the possibility of using the same service solution to build accessible capacity with same day/on-demand rides, using existing transportation services in Ada and Canyon counties.

With the new service solution in place in Canyon County, VRT staff created a work group to determine if this service solution could help to build accessible capacity, decrease the cost per ride and build community engagement to continue to grow services currently operated under Specialized Transportation. The work group will include service providers, users of current SCRIP program and RAC members. RAC member's participation will be key when considering the needs of riders as the final solution is designed and moved forward in the process.

The first work group meeting was held in February and included several VRT staff members, a representative from the city of Boise, as well as Jeremy Maxand from the RAC. The first meeting was to provide background on how the Building Accessible Capacity project started and what the expected outcome should look like. The work group will meet monthly and updates will be provided to the RAC.

At the first meeting, the work group requested that RAC members help find members that will participate in the group to find solution options. The city of Boise representative ensured that she will share those options with current SCRIP users and provide their feedback. The solution is expected to be in place by October 1, 2021.

Another challenge brought to the group was regarding vehicle fleets that are licensed with the jurisdictions. The work group requests the RAC Mobility Collaboration work group take on the task to ensure all modes of transportation that are licensed throughout the jurisdictions include accessible vehicles within their fleet.

Staff Recommendation/Request

This is an information item only.

Implication (policy and/or financial)

The on-demand service solution could potentially affect current services provided in the region. The services include the City of Boise taxi SCRIP program, VRT Late Night, Lyft Transit Connections, Rides to Wellness, and services currently provided by senior centers in Parma, Kuna, Meridian, Star and Eagle, Church of the Harvest in Meridian, Metro Community Services in Caldwell, and Supportive Housing and Innovative Partnerships in Boise.

Highlights

- Shared Vehicle Program review – completed in 2019
- Analysis of existing specialized transportation services – completed February 2020
- Research technology designed to coordinate rides – completed summer 2020
- Establish project team – January 2021
- Determine next steps to increase capacity, which will include operational feasibility and costs – spring/summer 2021
- Implement on-demand service solution – October 2021

More Information

For detailed information contact: Leslie Pedrosa, Operations Director, 208.258.2713, lpedrosa@valleyregionaltransit.org



TOPIC	Rides 2 Wellness Canyon County Update
DATE	March 1, 2021
STAFF MEMBER	Leslie Pedrosa

Summary

VRT staff initiated a project with healthcare systems and providers to design an expansion of Rides 2 Wellness in Canyon County. We completed project design through the Design Thinking for Mobility framework. This framework helps project teams design solutions to mobility needs that find the “sweet spot” between customer desirability, operational feasibility, and financial viability.

One key feature that the new Rides 2 Wellness service must do, is ensure the solution is complementary with the current on-demand transit solution in Canyon County. The Rides 2 Wellness service will provide a much needed service to those in need, but cannot take away from the current services already provided. This is where the Canyon County Navigator will be key to ensure that enhanced navigation and program supports offer the right service.

Via Mobility, the current software provider for the on-demand transit solution, and Wellryde, the current software provider for the Rides to Wellness program in Ada County provided demonstrations to the project team. Following the demonstrations, staff is finalizing the details to ensure VRT chooses the right solution for this new service.

The Canyon County solution is focusing on additional needs in the program design identified in Canyon County. There are still some details that need to be determined before the program goes live. This service is intended to allow passengers to live a healthy lifestyle by allowing rides to the gym or pharmacy, not just for a medical appointment.

Due to COVID-19, completing the customer desirability assumption testing with customers and health clinics was a challenge. Also, due to the pandemic, the need for services are increasing. VRT will launch the first year as a pilot using VRT Canyon County CARES funding. This is the type of project FTA has encouraged transit systems to consider because it helps address gaps in service to health care and other health-related services. This allows us to consider the first year in a very experimental way and adapt the services as we learn more about what is working and what isn't. The healthcare partners would secure the local funding required to sustain the system into future fiscal years.

Staff Recommendation/Request

This is for information only. Outreach and education to key populations is key to a successful implementation. The RAC will be asked to continue to help VRT get the word out to important populations in Canyon County.

Implication (policy and/or financial)

Transportation supporting access to healthcare and other wellness-related activities is a key social influencer of health outcomes in a community. Canyon County has very limited options for residents with low income or other risks and barriers to access this important need.

Highlights

- Project team formed in October 2020
- Project schedule has been adjusted to launch in the spring of 2021
- Project team will be finalizing the outreach and securing community support for the long-term funding through the remainder of 2021

More Information

For detailed information contact: Leslie Pedrosa, Operations Director, 208-258-2713, lpedrosa@valleyregionaltransit.org.



TOPIC	Canyon County On-Demand Transit Update
DATE	March 1, 2021
STAFF MEMBER	Leslie Pedrosa

Summary

Revenue and ridership in Canyon County have not kept up with performance expectations. Attempts to adjust service levels and routes within the resources continue to lead to low quality services and poor system performance. Following an evaluation by the project team created with VRT staff and key Canyon County participants, the project team evaluated the on-demand service model.

The project team determined an on-demand transit service model had the highest probability of achieving the desired results for the services within the existing financial constraints. The on-demand service model is expected to show increased efficiencies, as well as ridership growth. With the new service model, VRT staff also expects to build new partnerships with ridership contracts and/or funding, due to the expanded service area.

If the on-demand service model is successful, it could become the model for on-demand transit within other VRT service area. To ensure success, metrics VRT staff is looking at include:

- Increase in boardings per hour
- Increased on-time performance
- Key destinations served
- Ridership growth outside service area previously covered by local fixed route
- Positive feedback from users

Boardings per hour with the local fixed-routes in January 2020 was 5.29. With the on-demand service, boardings per hour for January 2021 was 2.93. Average boardings per hour since the on-demand service began in October is 2.97. For the same time frame of fiscal year 2020 the average boardings per hour was 3.93. The goal with the on-demand service is to reach 10 boardings per hour. It will take time and work to achieve this goal.

Included with this memo is the first quarter report for that was provided to the Canyon County project team. This report will continue to be provided to the project team quarterly.

Feedback has decreased. Staff is working on promoting the on-demand service in the months to come with free ride vouchers being included with city utility mailings for Nampa and Caldwell. There was one complaint in February regarding the stop location provider to the passenger as compared to where the bus actually stopped for the passenger.

Users continue to have issues booking trips when buses are not in the area that they are requesting a trip from, if the wait time exceeds the threshold for waiting. Contractor staff

continues to monitor where buses are, when this problem arises to continue to allow passengers to book trips.

VRT staff continues to work with Via Mobility to get better tools for Help Desk staff to schedule trips. Currently staff cannot see landmarks on a map, to assist with directing passengers to the exact location where the bus will pick them up. Telling someone “the northwest corner”, is not helpful, but telling them a specific business is. In the meantime, VRT staff is utilizing Google maps to assist with the detailed information.

January service statistics are shown below and are also included in the reports included with this memo. For the first quarter, staff was not reporting data correctly. The reports being provided had incorrect headings, therefore staff was reporting incorrect data. All reporting errors have been corrected and updated numbers are reflected in the attached quarterly report.

- 1,761 completed trips
- 97% demand met
- Average wait time - 19 minutes
- Average ride time – 17 minutes
- Average ride distance – 6 miles
- Average ride rating – 4.8 stars
- Average walking distance to stop – 505 feet, which is less than 1/10th of a mile

VRT staff will continue to work with local funding partners to educate the public on the new service. The cities of Nampa and Caldwell are both looking at taking a ride, possibly in the spring of 2021. Staff will continue to work on building new partnerships with the expanded service area.

Staff Recommendation/Request

This is an information item only.

Implication (policy and/or financial)

Although there is a demonstrated need for public transportation in Canyon County there is declining support for funding the current model of fixed route transit for local service. The on-demand transit pilot will offer an innovative way to improve services within existing financial conditions. Doing nothing will continue the downward cycle of poor performance and lack of financial support, eliminating local fixed route service over time.

More Information

Attachments:

1st Quarter On-demand Transit Performance Report

For detailed information contact: Leslie Pedrosa, Operations Director, 208.258.2713, lpedrosa@valleyregionaltransit.org

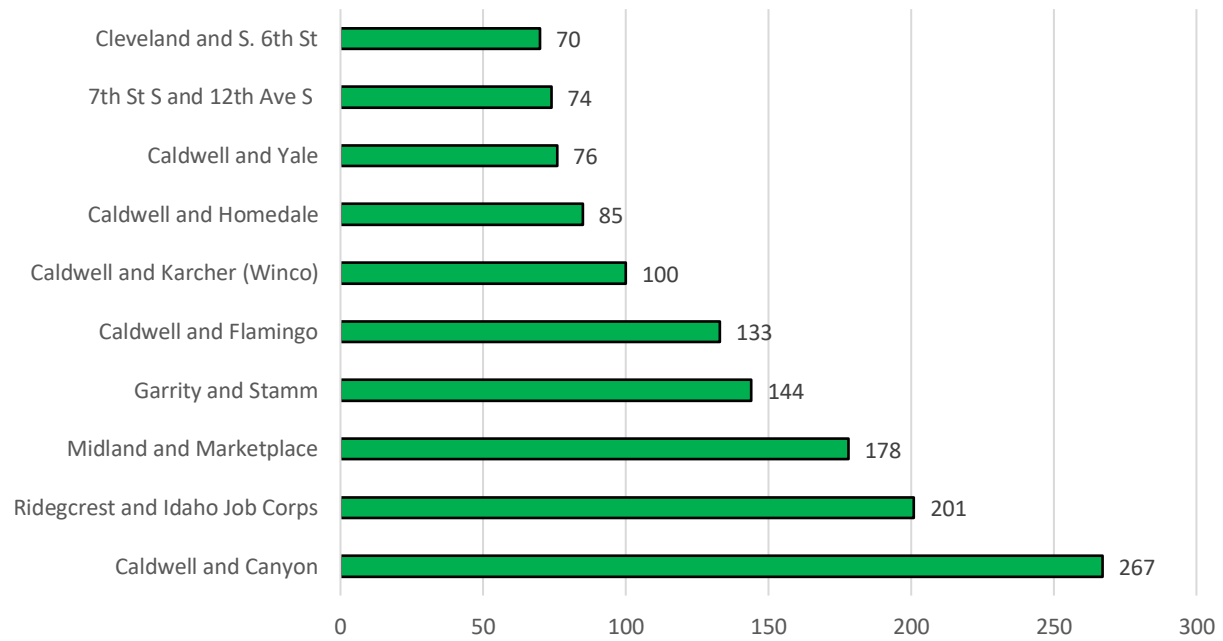
FY2021 1st Quarter On Demand - Operating Report

	Oct-20	Nov-20	Dec-20	Q1
Top Operational Metrics				
Total Rides Requested	2731	2046	2153	6930
Total Rides Accepted	1995	1614	1768	5377
Total Passengers	2430	1838	2057	6325
Revenue Hours Operated	721.13	661.13	749.37	2131.63
Revenue Miles Operated	14172	13141	14833	42145
Boardings Per Hour	3.37	2.78	2.74	2.97
Service Metrics				
Total Rides Requested	2731	2046	2153	6930
Acceptance Rate (Proposals accepted/proposals offered)	91%	92%	95%	93%
Average Pick-up Wait Time (in minutes)	19	19	18	19
Average Walking Distance to Pick-up Location (in feet)	510	493	492	498
Average Ride Duration (in minutes)	20	17	16	18
Average Ride Distance (in miles)	6	6	6	6
Average Ride Rating 1 -5 Stars	4.5	4.2	4.8	4.5
Ride Request Breakout				
	2731	2046	2153	6930
Requests Made Outside of Service Hours	86	35	44	165
Error with Booking Request	92	55	42	189
Seat Unavailable (Bus Not in Vicinity)	71	69	22	162
Offered Ride Not Accepted	287	136	119	542
Ride Cancelled/NoShow	200	137	158	495
Rides Accepted	1995	1614	1768	5377
Completion Rate (Requested Rides/Rides Not Booked)	73%	79%	82%	78%

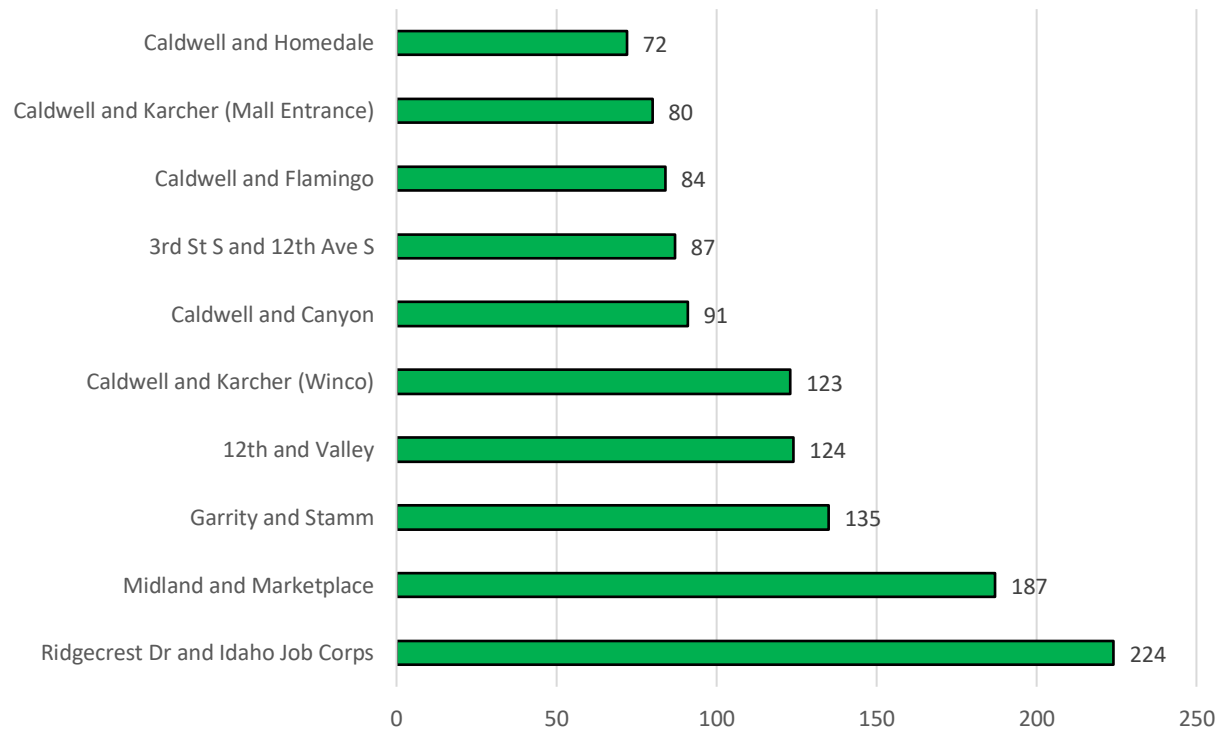
1st Quarter Comparison FY2021 to FY2020

Top Operational Metrics	Oct-20	Oct-19	Nov-20	Nov-19	Dec-20	Dec-19	Q1 FY21	Q1 FY20	Variance
Total Passengers	2430	3887	1838	3302	2057	2853	6325	10042	-3717
Revenue Hours Operated	721	924	661	844	749	790	2131	2558	-427
Revenue Miles Operated	14172	14763	13141	13479	14833	12497	42145	40739	1406
Boardings Per Hour	3.37	4.21	2.78	3.91	2.74	3.61	2.97	3.93	-0.96

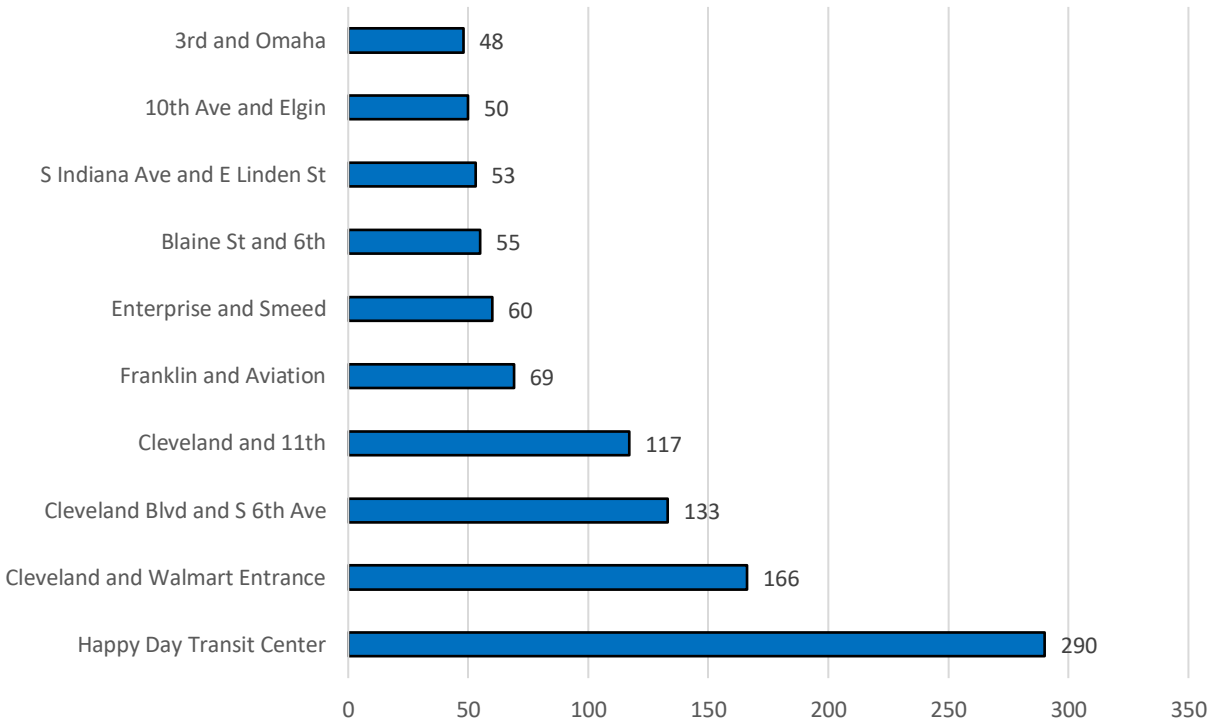
City of Nampa- Top 10 Trip Origins



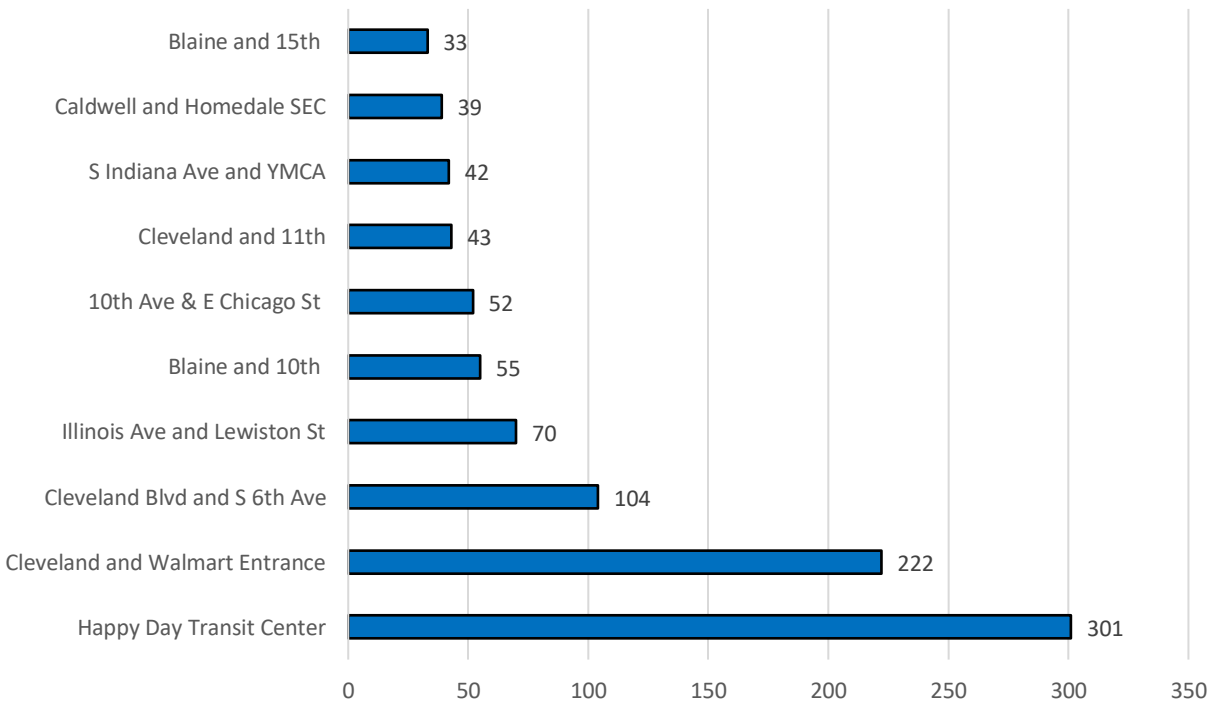
City of Nampa- Top 10 Trip Destinations

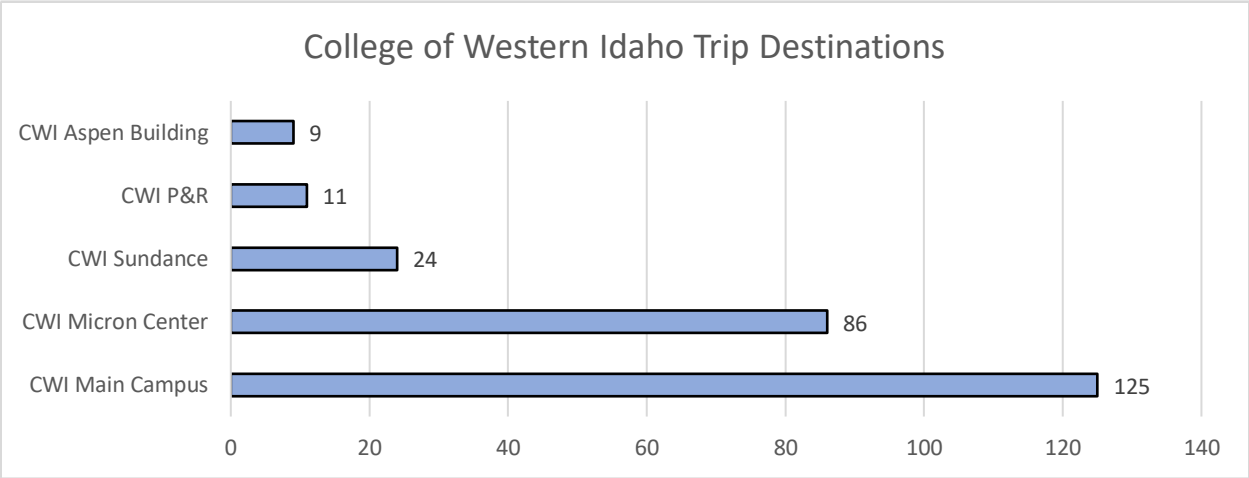
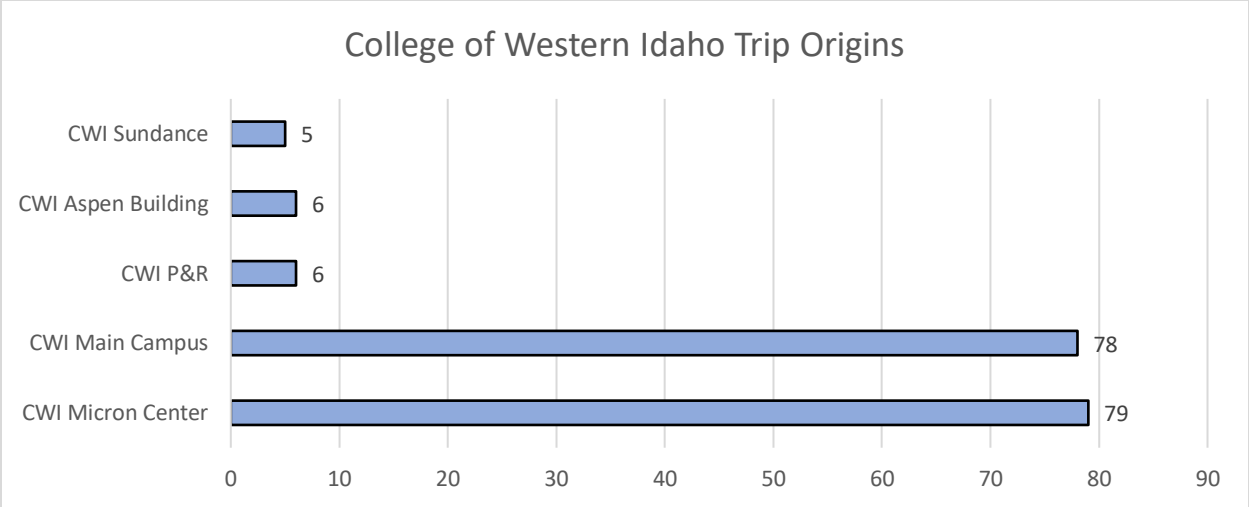


City of Caldwell- Top 10 Trip Origins



City of Caldwell- Top 10 Trip Destinations







TOPIC	Valley Regional FY 2020 Fact Sheet
DATE	February 22, 2021
STAFF MEMBER	Mark Carnopis

Summary

This is the second year we are publishing a Valley Regional Transit (VRT) Fact Sheet. The first year of the report was published and available online in the summer of 2020.

The initial fact sheet was developed using input by staff and members of the Regional Advisory Council (RAC). The catalyst for the development of the fact sheet was a perceived need for basic information about VRT. This sheet is made available to members of our governing panels (Board of Directors, Executive Board, and Regional Advisory Council) for use when they are discussing public transportation with their constituents and others. It is also available to the public (via our website).

The attached VRT Fact Sheet is two-sided. One side contains information about our budget and our ridership, including ValleyRide bus service, ACCESS paratransit service, shared mobility, and Boise GreenBike. The other side of the fact sheet provides an overview of ValleyConnect 2.0.

Staff Recommendation/Request

This an information item only. Once approved, the fact sheet will be uploaded to our website: www.valleyregionaltransit.org

Implication (policy and/or financial)

None. The document will be updated annually (or when corrections are needed).

Attachments

Attachment 1 FY 2020 Fact Sheet

More Information

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

Valley Regional Transit FY 2020 Fact Sheet

valleyregionaltransit.org

208-345-7433



Budget Information: Fiscal Year 2020

Revenues

Regional Overhead and Operation	\$ 5,931,170
Boise Transportation Services	\$ 9,736,567
Canyon County Transportation Services	\$ 2,075,037
Capital grants	\$ 3,482,153
TOTAL	\$21,224,927

Expenses

Regional Overhead and Operations	\$ 6,927,959
Boise Transportation Services	\$10,334,926
Canyon County Transportation Services	\$ 2,717,098
Non-Capital Expenditures	\$ 1,899,818
TOTAL	\$21,879,801

Boise GreenBike Ridership



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

Month	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
Oct.		1496	2503	2020	3400	1586
Nov.		510	1679	1388	1448	1153
Dec.		200	358	662	611	527
Jan.		275	171	857	955	694
Feb.		752	574	891	622	875
March		1512	1788	1872	1910	935
April	251	2576	1651	2625	2093	0
May	1380	2749	2214	6812	3378	1364
June	1509	2779	3028	4964	3268	1859
July	1884	3331	2907	4341	3360	2085
Aug.	1746	3597	3383	4470	2823	1994
Sept.	1865	3378	3033	4658	2353	1733
Total	8,635	23,155	23,289	35,560	26,221	14,805

Ridership Statistics

VRT operates 18 routes in Boise & Garden City, four inter-county routes, and on-demand service in Nampa and Caldwell.

FY 2020 ridership

Boise/Garden City	956,752
Nampa/Caldwell	39,322
Inter-county	61,209

ACCESS paratransit

Boise/Garden City	33,321
Nampa/Caldwell	2,123

Top Boise bus routes (ridership)

Route 9 State Street	200,544
Route 3 Vista	100,473
Route 5 Emerald	78,940

Shared Mobility

A total of **59,324** rides were provided by VRT specialized transportation programs in the Treasure Valley during FY 2020. Here are the top programs:

» Senior Centers*	18,286
» Metro Services	14,262
» Harvest Transit	9,262
» Rides2Wellness	7,338
» SHIP Transportation	8,299
» Volunteer Driver	1,877

* Includes Meridian, Star, Eagle, Parma and Kuna

Help Desk

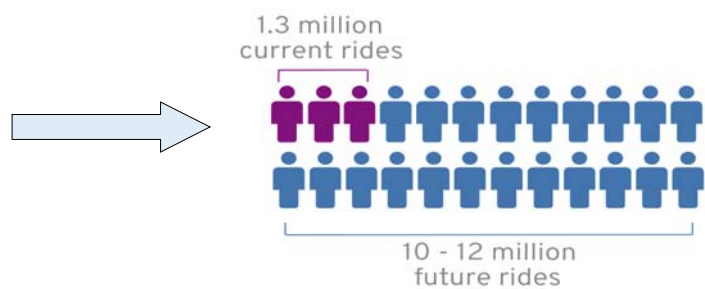
In fiscal year 2020, the Valley Regional Transit Help Desk received 36,103 service calls and 16,722 reservation calls.

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

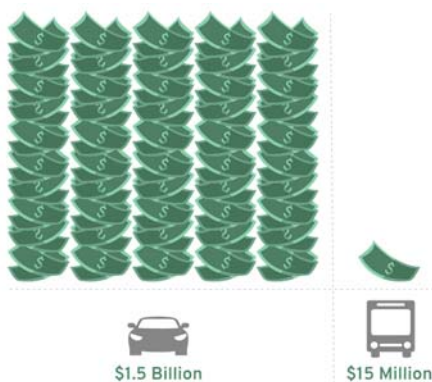
ValleyConnect 2.0, (VC 2.0), approved in April 2018, reflects the region's goals and objectives for public transit. VC 2.0 offers an expansion of services that would allow residents of Ada and Canyon counties to maintain the freedom to move and get more people to more places more often, even while the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

Congestion is bad now and will only get worse

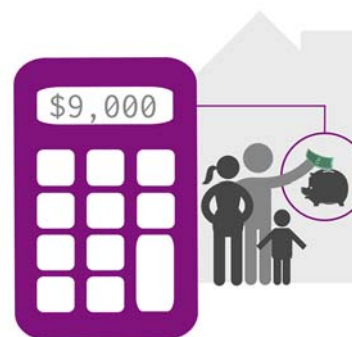
The population of Ada and Canyon counties has increased from 581,288 in 2010 to an estimated 737,790 in spring 2020, an increase of 156,502, or 27 percent. By 2040, the area's population is expected to grow to more than one million.



Current investment levels for local transit is minimal



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



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

The cost to implement ValleyConnect 2.0

Scenario	Estimated fixed-route operating dollars	Estimated fixed-route service hours	Estimated total capital costs
Current	\$10,000,000	100,000	\$15,000,000
Intermediate	\$20,000,000	200,000	\$98,000,000*
Growth	\$43,000,000	435,000	\$216,000,000*



*Includes \$23 million in deferred maintenance

The chart shows current annual costs and hours of service and growth scenarios. The intermediate service scenario would double current hours of service. The growth scenario would more than quadruple current hours of service.

Questions/comments? Call 208-258-2702 or email info@valleyregionaltransit.org



TOPIC	Executive Director Report
DATE	February 22, 2021
STAFF MEMEBER	Kelli Badesheim

COVID-19 and Next Phase Resiliency Activities

We are working to schedule meetings for the third round of outreach to local jurisdictions pertaining to our Resiliency Action Plan. The objective of the resiliency work is to prioritize spending CARES funding in a strategic way, recognizing the unique financial and system conditions within each community. The Board adopted priorities in the January meeting. The priorities came from the outreach we completed with local governments, and staff will use them to guide these discussions. The priorities, in order, include administration shortfalls, deferred asset replacement/maintenance, capital enhancements, cash reserves, and service enhancements.

Achieving the FY2023 objectives established in the resiliency plan requires VRT to find a way to progress on all these priorities, particularly the administration, deferred asset replacement and cash reserves while we are working on the priority capital enhancements desired by City of Boise. In terms of resiliency and sustainability, I encourage the board to see this as a four-legged stool. If we focus solely on one area, ignoring the other, it will make the stool very unstable. Over the next several months, VRT staff will be bringing topics to the Executive Board pertaining to all these priorities. The purpose is to ensure you have a complete understanding of the underlying issues, how they inform the financial and institutional health of the organization, and strategies for addressing them all in a linear and achievable path forward.

Projects and Community Activities

- Supporting grant administration work in the area of balancing grant and local funding for VRT's federally funded projects
- Supporting Western Idaho Community Healthcare Collaborative (WHCHC) to establish strategic activities based on measures of social influencers of health, including transportation
- Providing staff support to the strategic work group with City of Boise. The focus this year is on developing a portfolio of transit projects for the State Street Corridor, and seeking an investment strategy for securing funding to complete high priority projects.
- Providing staff support to the State Street Corridor Executive Team
- Facilitating the strategic planning work of the Idaho Association for Community Transportation (IACT). IACT is a nonprofit association with a focus on populations that benefit from public transportation.
- Developed outreach plan for Rides2Wellness launch and continue to lead the project team consisting of health professionals in Canyon County.

More Information

For detailed information contact: Kelli Badesheim, Executive Director, 208.258.2712, kbadesheim@valleyregionaltransit.org.



TOPIC	Operations Department Staff Report
DATE	February 10, 2021
STAFF MEMEBER	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 January and February.

Regional Operations

Valley Regional Transit (VRT) staff continues to work with partners in Canyon County to begin providing a Rides to Wellness service. Planned start date is spring of 2021. This service will have a larger community partnership than Ada County and will leverage two different aspects of service. One will be on-demand, similar to what is already used in Canyon County and the other will be pre-booked trips, similar to what is already used in Ada County. Staff is in the process of finalizing what the final service will look like and will report to the Board when finalized.

VRT finalized the work with our current Village Van partner, Packers Sanitation Services, Inc., to provide transportation for their employees to CTI Foods in Wilder. This new service is scheduled to start this month. The service will start with one van, with the goal of adding another at a later time. The service will be open to their employees in Boise, Nampa and Caldwell. This new service is expected to grow to provide transportation services to 22 employees.

VRT staff is finalizing what service will look like to provide transportation from the Meridian service area to the VA Hospital in Boise. This new service is intended to serve the same service area that is currently served by Harvest Transit and be available weekdays. VRT's Rides2Wellness service providers will be providing these rides.

VRT staff will resume work with the Access to Independence project team created in 2018. This project team was created to determine objectives, concepts, and goals for what success would look like. The goal is to continue building accessible capacity for eligible users, while still being cost effective, easy to use, and available to as many people as possible. The first task is a new service design for the current SCRIP program in Boise. The solution is expected to be in place by October 2021. As the project progresses, it will be brought back to the Board.

On February 1, the Centers for Disease Control and Prevention (CDC) issued an Order imposing a mask requirement applicable to public transportation systems service providers to mitigate the risk of COVID-19. VRT staff quickly worked to implement the requirements of

this new order. On February 2, the state of Idaho moved to Stage 3 of the Idaho Rebounds Plan.

As of February 9, VRT has three electric buses on the production line at Proterra's production plant, located in City of Industry California. Bus number four will be in the production by the time of the Board meeting on March 1. The first four electric buses are schedule to arrive in Boise in April 2021. The charging infrastructure for these electric buses continues at the Orchard facility in Boise. The chargers are on-site, scheduled for installation in March. Electricity to the facility has been transitioned to the newly installed transformer.



VRT staff submitted the fiscal year 2020 report to the National Transit Database on time.

On December 11, 2020 the Federal Transit Administration announced the PTASP implementation has been delayed until July 21, 2021, due to the COVID19 pandemic. VRT staff is still moving forward with the PTASP plan that was approved by the VRT Executive Board in November 2020. In January, the first safety committee meeting was held with all participants of the PTASP plan under VRT. These meetings will continue monthly and updates will be provided to the Board as needed.

Highlights:

Contracted Transportation

Canyon County had one preventable accident since last report

- Intercounty on-time performance 85%
 - October service change continues to show improvement
- ACCESS on-time performance 93%
- January On-demand service performance
 - 81% on-time performance; staff is still not confident with the reporting and they continue to work with Via Mobility
 - 97% of ride requests were offered a pick-up time
 - 93% of riders accepted proposed pick-up time
 - 17 minutes was average travel time
 - 6 miles was average ride distance

Ada County had one preventable accident since last report

- Fixed-route on-time performance 83%
- ACCESS on-time performance 98%
- Four replacement ACCESS buses were placed in service and old vehicles are being decommissioned and prepped for auction
- Safety manager that was expected to start in February accepted another job, will be working to train existing staff for the position
- Worked with bus builder to build and install better driver barriers

Specialized Transportation

There are no changes to any services or COVID19 cleaning protocols for the following services:

- Meridian Senior Center
- Parma Senior Center
- Metro Community Transportation
- Interfaith Sanctuary
- Rides 2 Wellness
- Volunteer Driver
- Lyft Transit Connections
- VRT Late Night
- Eagle Senior Center
- Harvest Transit
- Calvary Church has not resumed services

Kuna Senior Center has seen an increase in ridership. With the increase, transportation service is available five days a week.

Supportive Housing and Innovative Partnerships (SHIP) has seen an increase in ridership and four vehicles are being used multiple times a week. SHIP has also resumed providing group trips for the residence at Shoreline Plaza.

Metro Community Transportation is preparing their new vehicle for use.

Rides to Wellness and our Volunteer Driver program continue to see a decrease in ridership.

Information Technology and Intelligent Transportation Systems

- Staff resolved 160 support requests from 168 submitted
- Completed Routematch hardware installation on four new ACCESS buses in Ada County
- Staff finalized and launched new VRT website
- Staff continues to work on equipment, software and programs to support VRT employees ability to work from home with little to no issues
- Completed the Disaster Recovery Plan for 2021
- Working with internal departments to standardize reports

Compliance

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

- Weekly updates from the CDC, State of Idaho, Central District Health, Southwest District Health, Joint Information System taskforce, and the joint Ada and Canyon County Emergency Operations Center
- Vaccine now available and transit employees are part of group 2.3, who can potentially receive vaccine in late February to early March
- Monitored the cleaning and sanitizing of equipment and stations
- Distributed face coverings to allow VRT to require face coverings for passengers
- Public Transportation Agency Safety Plan being implemented following Executive Board approval
 - Worked with IT department to implement an employee reporting page

Customer Service Support

- Customer service handled 2,246 of 2,288 phone calls for information, with 42 calls abandoned. The average call time was 2 minute, 19 seconds and the average hold time was 17 seconds
- Reservationist handled 804 of 818 phone calls to change or schedule a ride, with 13 calls abandoned. The average call time was 3 minutes, 35 seconds and the average hold time was 12 seconds
- On-demand handled 649 of 664 phone calls to schedule a ride, with 15 calls abandoned. The average call time was 2 minutes, 10 seconds and the average hold time was 27 seconds
- January mobile ticket sales totaled \$3,225.75

More Information

For detailed information contact: Leslie Pedrosa, Operations Director, 208.258.2713, lpedrosa@valleyregionaltransit.org

TOPIC	Development Department Monthly Report
DATE	February 22, 2021
STAFF MEMEBER	Stephen Hunt

Summary

Development Department activities March 2021 report

VRT Strategic Plan

Goal 1 - Demonstrate responsible stewardship of public resources

Performance Based Decision-making

- **ValleyConnect 2.0 (VC2.0)**
Staff began scoping out tasks necessary to expand our performance reporting capacity and integrate performance reporting into project development, prioritization and reporting.

Programming/Budget Development

- **Regional Planning and Prioritization** – In order to better align the updated local cost allocation methodology, Transportation Development Plan (TDP) efforts and regular service changes, VRT staff prepared a series of workshops with the Executive Board to discuss planning and prioritization of regional projects. The purpose of these workshops is to identify the forums and processes to identify and prioritize projects, particularly those that cross jurisdictional boundaries.
- **Budget Development** – The FY22 budget development cycle is underway. Staff has scheduled meetings with local jurisdictions and agencies to discuss annual funding requests, proposed projects and budget assumptions.

Goal 2 – Increase Ridership and Revenue

- **Meridian Service Expansion and FY 2021 Service Change** – Meridian service expansion has been delayed until the start of FY2022 (October, 2021). This will allow for us to get past of COVID-19.

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 continues. Transformers, switches, and Proterra chargers are being installed. Concrete infrastructure is complete. The pre-fabricated building is on site and will be ready to install interior electrical equipment in mid-February for energization testing in mid-March. The contractor is on schedule for VRT to begin operation of electric vehicles by late spring of 2021.

- **Fuel Island Work**

Upgrades to the CNG facility are underway, STV Consulting assisted with design and consultant management. Dryer parts have been ordered and cathodic protection anodes are being designed. Cathodic protection upgrades will be installed during the Facility Master Plan upgrades, during the pavement reconstruction. Fuels shed has been specified and is ready to include in bid during pavement/site civil construction in late FY2021.

- **Orchard Facility Master Plan**

A Facility Master Plan is being prepared to coordinate pavement repairs/replacement, incorporate the CNG projects as well as the E-Bus infrastructure, and plan for fleet needs for the planning horizon at the Orchard Facility. Jacobs Engineering is underway with geotechnical investigations and civil engineering design. Construction at the Orchard Facility will start in summer/fall 2021 and will continue for up to three years.

- **Happy Day Transit Center Upgrades**

Staff is reviewing and updating planned repairs and upgrades. VRT has contacted an engineering/architectural firm from the on-call list to assist with construction scheduling, estimating, and bidding for repairs. The first step is a feasibility assessment, due to the HDTC age, construction, and potential for repairs. Repairs of the maintenance building include replacing broken doors and repair/replacement of the maintenance facility roof, security upgrades, roof drainage, pest management, and heating and cooling for both the office and shop. Upgrades to the office roof included replacement of HVAC equipment, improved roof drainage, and front façade design and repairs. The project is intended to extend the useful life of the building. Construction/repairs are ongoing but roof repairs would start in fall 2021 and continue subject to practical schedule and available budget. An update from the feasibility study will be presented to the Executive Board at the April 2021 meeting.

- **Main Street Station**

With more evening service at Main Street Station VRT extended security hours at to ensure a security presence later in the evening. VRT staff are working to update the Public Announcement system to provide both information on ticketing and service, as well as reminders of facility rules (no smoking/vaping, masks are required, and good behavior is expected). VRT staff completed the MOU with the city of Boise/Boise Police to renegotiate their sub-station space in Main Street Station. VRT has reclaimed some of the unused space allocated to BPD in 2015, the north ½ of the office space. VRT will place 2-3 workspaces in this office space. Primary use will be for MSS facility maintenance staff with secondary use to have walkup office space for VRT staff working downtown.

- **Bus Stops**

The 2020 bus stop improvements project are complete and the project has been carried forward to FY2021. VRT staff are addressing amenity issues (benches, trash, etc.) at newly installed shelters. VRT staff has prepared a bus stop project list for FY2021 and shared that list with the RAC and stakeholders on February 16. The FY2022 projects are being developed as a result of the Fairview Best in Class Study and the State Street Corridor Operational analysis study currently underway. FY2021 projects include transit island enhancements along Main and Fairview, a revenue

backed project from CCDC. VRT is also working with city staff to install Orchard Street projects as revenue backed projects from the City of Boise neighborhood grants as well as the transit component of the linear park being planned at Goddard and Milwaukee.

Regional Corridor Planning

- **State Street Corridor Projects**

The State Street Alternative Analysis is conducting supplemental public outreach to the refugee community along State Street and will be going to the West End Neighborhood Association to collect additional feedback on the State Street alternatives between State Street and Whitewater and downtown Boise.

VRT Board authorized Kelli to finalize negotiations with HDR to complete the State Street Transit Operational Analysis.

Other Development Activities

- **Title VI** –The Full Board adopted the Title VI Report in January.
- **FY 2021 planning projects** – Development staff has begun initiating the following planning projects,
 - Regional Vanpool Study
 - Rider/Non Rider Survey
 - Passenger Facility Plan/Bus Stop Typology
 - Kuna Transit Operations Study
 - Coordinated Human Services Transportation Plan – in coordination with COMPASS
- **Grant Opportunities** – VRT continues to look for federal grant opportunities including competitive grants focused on building out State Street corridor, innovative service delivery and electrification of the VRT fleet.

More Information:

Stephen Hunt, Sr. Principal Planner, 208.258.2701, shunt@valleyregionaltransit.org
Joe Guenther, Capital Projects Manager, 208.258.2705, jguenther@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	March 1, 2021
STAFF MEMEBER	Jason Jedry, Finance Controller

Summary

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

Highlights

Budget/Finance

- The FY2020 independent annual audit has been completed. The audit identified one material weakness in the reconciliation and year-end closing procedures. Finance staff will develop and implement additional year-end procedures to reconcile unpaid accounts receivable invoices prior to the end of the fiscal year to address this issue.
- The first quarter of FY2021 has been closed. Staff are preparing the first quarter reports to be presented to the Executive Board
- Finance staff continue to prepare for the FTA triennial review/audit
- The Authorities FY2020 National Transit Database report has been submitted to the FTA
- The finance department continues to train the Grants and Compliance Administrator and Procurement and Contracts Specialist
- Finance staff are working on FY2021 project funding and tracking documentation
- Finance staff will be coordinating the introduction of the new human resource consultants to VRT staff over the coming weeks

Grant Management

- Grants and Compliance Administrator is working on the following:
 - FTA grant applications
 - Active Grant revisions/amendments
 - Subrecipient Agreements for FY21
 - Subrecipient Reviews
 - Triennial Review

Procurement

- Procurement and Contracts Specialist is working on:
 - Integrated Fare Payment System contract
 - State Street Corridor Transit Operational Analysis contract
 - ADA Eligibility Evaluation Services RFP
 - FY2021 Best in Corridor Planning contract
 - Contract extensions

For detailed information contact: Jason Jedry, Finance Controller, 208-258-2709, jjedry@valleyregionaltransit.org



TOPIC	Programs and Marketing Update
DATE	February 22, 2021
STAFF MEMBER	Dave Fotsch

Summary

The Programs area covers Navigation, Safe Routes to School, and Marketing.

Staff Recommendation/Request

Information only

Implication (policy and/or financial)

Information only

Highlights

Safe Routes 2 School

- Safe Routes 2 School (SR2S) became a Valley Regional Transit service at the start of the fiscal year, October 1, 2020.
- COVID-19 restrictions have prevented the program from keeping its usual schedule of programming in schools. Program employees have instead been developing online educational materials, including videos on biking and walking safety.
- As schools begin to reopen, there is renewed interest in scheduling bike rodeos.
- Program staff has been working with Republic Services to rehabilitate discarded bikes and deliver them to children in need. At last count, the program had rehabilitated 47 bikes.

Navigation

- Valley Regional Transit hired Kyle Lenhart-Wees as its new Mobility Navigator. Kyle started work on February 1, 2021.

Marketing

The marketing department has been working closely with Stoltz Marketing Group to develop and launch a series of initiatives designed to maintain and grow Valley Regional Transit services' ridership and better serve customers.

- New website – The new valleyregionaltransit.org website launched quietly on Monday, January 18, 2021. There have been few problems reported. Staff is making adjustments to the website material and working with third-party websites to ensure operability of critical functions like the trip planner.
- Safe Travels, Treasure Valley – The campaign, initially launched in the summer of 2020, strives to assure the public that riding shared transportation is safe. Through a newsletter that comes out every other week, our partner agencies, ACHD Commuteride, City Go, Capital City Development Corporation, and Boise State, provide updates on programs and industry trends. We invite you to share

the subscription page widely: <https://valleyregionaltransit.us17.list-manage.com/subscribe?u=a2575d0c9e327df42c647285a&id=30356a6b08>.

- Canyon County On-Demand Service – VRT is working with Stoltz Marketing Group to develop a broad-based marketing plan to reach multiple audiences in Canyon County. The outreach will include everything from traditional media, newspapers, radio, social media, and a partner toolkit available for downloading from the new VRT website. The campaign will get fully underway in March 2021.
- Electric bus launch – We are developing a campaign to celebrate electric buses' addition to the Valley Regional Transit fleet. The first electric buses should arrive in April. The buses will be tested throughout the summer and put into service in the fall. The campaign will emphasize the environmental benefits of going electric.
- Integrated Fare App – With the contract for the integrated fare app being finalized, we plan a big marketing campaign to introduce the public to the app and all it does. The use of the app will most likely launch in June or July.
- Rebranding – Staff is discussing the merits and implications of rebranding buses and other assets from ValleyRide to Valley Regional Transit.
- Special Events – VRT has verbally agreed to work with Treefort Music Fest to run the 'Treeline' shuttle service in downtown Boise as part of the festival in September 2021.

BikeShare

- Program staff has been unsuccessful in landing any top tier sponsors for the next iteration of bike share.
- VRT proposed that the City of Boise help the program buy bikes for the next iteration of BikeShare. The city declined.
- It takes a minimum of 150 days from the day the order is placed to being able to launch a system. If the program cannot secure significant sponsorships by the end of February, VRT will abandon efforts to launch BikeShare in 2021 and instead focus its efforts on a spring 2021 launch.

More Information

For detailed information contact: Dave Fotsch, Programs Director, 208-331-9266, dfotsch@valleyregionaltransit.org



TOPIC	Community Projects/Outreach Efforts Update
DATE	February 22, 2021
STAFF MEMBER	Mark Carnopis

Summary

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

Highlights

- I continue to work on developing internal procedure(s) to ensure public accessibility to outreach materials (e.g. surveys, website, and brochures) by those with physical and visual limitations. This item will go to the Regional Advisory Council for review.
- I am developing resources/collateral that will be used in our internal Riders First campaign. The campaign is designed to modify and improve internal and external focus and culture to better lead public transportation initiatives in the Treasure Valley. We will roll out the campaign on May 1.
- I am developing outreach resources for the planned expansion of Rides 2 Wellness into Canyon County. These resources include a flow chart that medical staff can use to explain the new service to clients. Implementation of this service is expected to occur in late March 2021.
- Our new valleyregionaltransit.org website is now online. I am completing a review of all pages for accuracy and to ensure they contain updated information. I serve as a content editor for the site. The new website is designed to be more user friendly and focus on providing easily accessible information about our transit services.
- Dave Fotsch (VRT Program Director) and I are working on a new round of outreach to promote the on-demand bus service in Nampa/Caldwell. Stoltz Marketing is developing collateral and outreach strategies.

Implication (policy and/or financial)

N/A.

Staff Recommendation/Request

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

More Information

Attachments: None

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



TOPIC	City Go Report
DATE	March 1, 2021
STAFF MEMBER	Kaite Justice

Summary

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

Highlights

- In February, St. Luke's renewed their pass program and signed on as a City Go member.
- City Go staff did outreach to 53 businesses in the last month. City Go staff had intro meetings with Proof Eyewear, Rediscovered Books, Fare Idaho, and Bittercreek Ale House.
- City Go has been working to launch a larger more inclusive steering committee with key voices from the public and private sector. The first meeting of the new steering committee will happen in March.
- City Go ran paid social media advertising for the new Route 9 extension to Eagle. The advertisement reached 2,501 people. City Go staff also created and promoted a commuter profile on a Route 9 Extension rider, which can be found here: <https://www.citygoboise.com/news-and-events-posts/commuter-profile-valleyride-route-9-eagle-extension>
- City Go promoted safe carpooling in February and featured a carpool commuting story. The commuter story can be found here: <https://www.citygoboise.com/news-and-events-posts/commuter-profile-carpooling>
- City Go featured prominent black people that have influenced the transportation sector on social media for Black History Month, including Rosa Parks, Claudette Colvin, Andrew Beard, Fredrick McKinley Jones, and Elbert Robinson.
- City Go has continued to market winter commuting throughout February. List of winter commuting tips can be found here: <https://www.citygoboise.com/news-and-events-posts/winter-weather-commuter-tips>
- City Go staff continues to work through the contract and implementation plan for the integrated fare payment system.
- City Go staff is working on a number of initiatives for the spring including an employer return-to-work toolkit, stakeholder workshop for downtown businesses, stakeholder workshop for downtown service industry, a Sustainable Streets campaign, and bike commuting resource kit. Further updates for these initiatives will be provided to the Executive Board in April.
- City Go continues to work with the Idaho Policy Institute to conduct their annual downtown mode choice research. The survey will go live in March. City Go staff will share the survey results once completed.

For detailed information contact: Kaite Justice, City Go Director, 208-258-2750, kjustice@valleyregionaltransit.org

TOPIC	Corporate Underwriting and Sponsorship Division
DATE	March 1, 2020
STAFF MEMEBER	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	\$469,957.00	\$141,428.00
% of Target Revenue:	105.8%	88.97%	23.57%

- Have been working through and writing the artist Request for Qualifications and application for the public art in transit, poetry in motion campaign. This project has tremendous support within the City of Boise Department of Arts and History and while we are past deadline to capture initial funding from State of Idaho I remain confident, we will see plenty of interest from the community in financially supporting this program.
- Have begun discussions with TDS Fiber, headquartered in Wisconsin, to underwrite the new Meridian fixed-line route. The areas that TDS are wiring for new fiber optic cable have the same footprint as the new bus line. Our intention is to create a mutual partnership where we are promoting each other's services, as well as create a multi-year partner to subsidize the cost of that specific route.
- Exploring marketing initiatives for the advertising department inclusive of annual pass giveaways and other benefits of being an underwriter of public transit in the Treasure Valley.
- Jarred Blankenship, as a new hire for the department, is fully functional and working to build out process and reporting functions for the department. Jared's work in keeping the paper trail tight and all the moving pieces and parts of this division organized will go a long way toward scaling up in future years.
- Secured additional funding from Idaho Department of Health and Welfare for \$110,000 to support Department of Drug Overdose and Dependence
- Intermountain Gas Company has placed a small advertising buy with us outside their ad agency just to sample the results. The Public Utilities Commission has asked them to market their energy efficiency programs more robustly. We are hopeful that initiative will lead to additional budget. They are new to the system and present a great opportunity to cultivate financial support.
- Ongoing outreach efforts via email and phone with local and regional business owners developing relationships.

For detailed information contact: Jason Russell, Manager, 208-440-2515,
jrussell@valleyregionaltransit.com