

Table of Contents

Agenda	2
ACTION: Minutes of the July 20, 2021 Regional Advisory Council	
MINUTES - Regional Advisory Council 7-20-2021	5
INFORMATION: Coordinated Plan Update: Needs Assessment Survey - COMPASS	
MEMO - COMPASS Coordinated Plan Update	7
INFORMATION: Annual Regional Advisory Council Orientation	
VRT FY2020 Fact Sheet	9
RAC Meeting Calendar FY2022	11
INFORMATION: Operations Update	
MEMO - Operations Update	12
Attachment A - Canyon County On-Demand	15
Attachment B - SPOT Brochure.	16
INFORMATION: Marketing Initiative Performance Report	
MEMO - Marketing Initiative Performance Report	17
INFORMATION: Bus Stop Typology Study	
MEMO - Bus Stop Typology Study RAC 9-21-2021.	20
VRT Bus Stop Standards Scope	21
INFORMATION: Department/Staff Reports	
REPORT - Executive Director.	28
REPORT - Operations Department.	30
REPORT - Operations Department.	33
REPORT - Finance Department	36
REPORT - Programs and Marketing	37
REPORT - Community Relations.	39
REPORT - Fleet Underwriting.	40
REPORT - City Go	41

Regional Advisory Council Agenda

Tuesday, September 21, 2021

9:00 AM

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

*Regional Advisory Council members can participate in the meeting in-person
or via MS Teams at [Click here to join the meeting](#)
or by dialing in at 469-965-2358 Conference ID: 251 449 299#

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

A. ACTION: Minutes of the July 20, 2021 Regional Advisory Council ☐ Pages 5-6

The Regional Advisory Council is asked to consider approval of the minutes from the July 20, 2021 meeting.

V. ACTION ITEMS - None

VI. INFORMATION ITEMS

A. INFORMATION: Coordinated Plan Update: Needs Assessment Survey COMPASS ☐

Pages 7-8

Lila Klopfenstein

Lila Klopfenstein, from COMPASS, will provide an update on the Coordinated Plan and a request for survey participation.

Links to access the surveys are below:

Survey #1: Advocate Survey (representatives of organizations)

- <https://www.surveymonkey.com/r/TWF8Y6J>

Survey #2: Stakeholder Survey (individuals who use public-transit):

- <https://www.surveymonkey.com/r/T55Y6KX>

Further explanation and discussion of the surveys and the purpose of the Coordinated Plan will be provided during the September 30 meeting.

- B. INFORMATION: Annual Regional Advisory Council Orientation ☐** **Pages 9-11** **Kelli Badesheim**
Kelli Badesheim will present the yearly orientation to RAC members. The RAC will discuss ideas, questions and concerns they would like to explore in the coming year.
- C. INFORMATION: Agenda for Joint Meeting with the Executive Board November 1, 2021** **Walter Steed**
Do you want your engagement with the Executive Board to be more meaningful? Do members have questions they'd like to discuss with them? Where are we on the initiative to ask a board member to ride the bus with them? These questions and more will be discussed in the creation of the agenda for the joint meeting between the RAC and the VRT Executive Board.
- D. INFORMATION: Columbia Village Walkabout** **Jeremy Maxand**
Jeremy will present an update on the Columbia Village walkabout.
- E. INFORMATION: October 2021 Service Change** **Alissa Taysom**
Staff will provide an update about the upcoming October 2021 service change.
- F. INFORMATION: Fairview Best in Class Corridor Study** **Joe Guenther**
Staff will provide an update on the Fairview Corridor Study to the Regional Advisory Council.
- G. INFORMATION: Operations Update ☐** **Pages 12-16** **Leslie Pedrosa**
VRT staff will provide an update on activities and services provided within the Operations Department.
- H. INFORMATION: FY 2023 Budget Development and Transportation Development Plan Schedule** **Stephen Hunt**
Staff will provide an update to the RAC about the expected FY 2023 budget development and the schedule for the Transportation Development Plan.
- I. INFORMATION: Marketing Initiative Performance Report ☐** **Pages 17-19** **Dave Fotsch**
This report covers recent marketing efforts of Valley Regional Transit.
- J. INFORMATION: Bus Stop Typology Study ☐** **Pages 20-27** **Alissa Taysom**
Staff will provide an update on the Bus Stop Typology Study to the Regional Advisory Council.
- K. 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 future agenda item.

VII. DEPARTMENT/STAFF REPORTS

- A. INFORMATION: Department/Staff Reports ☐** **Pages 28-41** **Staff**
The most current department/staff reports were included in the packet for information.

VIII. ADJOURNMENT

☐ = Attachment

Agenda order is subject to change.

NEXT REGIONAL ADVISORY COUNCIL MEETING:

October 19, 2021

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, July 20, 2021 - 9:00 AM

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

MEMBERS PRESENT	MEMBERS ABSENT	OTHERS
Susan Bradley	Deborah Allen	Kelli Badesheim, VRT
Randy Johnson	Lisa Brady	Jarred Blankenship, VRT
Terri Lindenberg	Samantha Kenney	Mark Carnopis, VRT
Jeremy Maxand		Paula Cromie, VRT
Mary Beth Nutting		Stephen Hunt, VRT
Deeann Solis		Liisa Itkonen, COMPASS
Walter Steed		Leslie Pedrosa, VRT
		Randy Reese, VRT
		Jill Reyes, VRT
		Toni Tisdale, COMPASS
		Kevin Womack, VRT

CALLING OF THE ROLL- The meeting was called to order at 9:05 by Chair Walter Steed, with a quorum present by phone and in person.

AGENDA ADDITIONS/CHANGES - None

PUBLIC COMMENTS - None

CONSENT AGENDA

ACTION: Minutes of the May 18, 2021 Meeting

Jeremy Maxand moved to approve the minutes of the meeting with the exception of the start time being at 9:00 instead of 11:00; Terri Lindenberg seconded. The motion passed unanimously.

ACTION ITEMS - None

INFORMATION ITEMS

INFORMATION: Service Change Update

Stephen Hunt presented an update on upcoming service changes to the Regional Advisory Council.

INFORMATION: Engage Platform Overview

Kelli Badesheim presented an overview of the Engage Platform project and showed links on the VRT website where individuals can find more information and provide feedback on the Connect Canyon County project.

INFORMATION: Surveys and Website Accessibility Procedures

Mark Carnopis presented an overview of the changes being made on survey and website accessibility in the draft procedures for persons with disabilities included in the packet.

INFORMATION: FY2021 2nd Quarter Performance Report

Leslie Pedrosa presented the second quarter performance report for fiscal year 2021.

INFORMATION: On-Demand Transit Update

Leslie Pedrosa provided an update on the on-demand transit service for Canyon County.

INFORMATION: Joint Executive Board and Regional Advisory Meeting Topics

Members were asked to provide feedback to the chair, co-chair and VRT staff over the summer for topics they would like to discuss with the Executive Board.

INFORMATION: Annual Orientation Meeting - September 2021

Kelli Badesheim reminded members the annual orientation would take place in September and encouraged members to consider goals for the upcoming year. She would like to make the meetings meaningful and look for ways we can improve on how we do things.

INFORMATION: Topics for Discussion

Walter Steed reminded members to consider new topics for discussion.

INFORMATION: Department/Staff Reports

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

ADJOURNMENT: Prior to closing the meeting, new members, Susan Manika and Deeann Solis, were introduced and welcomed to the Council.

Terri Lindenberg moved to adjourn the meeting; Jeremy Maxand seconded. The meeting was adjourned at 10:48.

NEXT REGIONAL ADVISORY COUNCIL MEETING:

September 21, 2021

VRT Boardroom (Virtual option available)

700 NE 2nd Street

Meridian, ID 83642

Working together to plan for the future

REGIONAL ADVISORY COUNCIL AGENDA

Date: September 30, 2021

Topic: Coordinated Plan Update: Needs Assessment Survey

Request/Recommendation:

Request for Survey Participation

Background:

At the January Regional Advisory Council meeting, Community Planning Association of Southwest Idaho (COMPASS) staff presented an introduction to the Coordinated Public Transit-Human Services Transportation Plan (or "Coordinated Plan") and proposed RAC involvement. The plan will identify transportation needs of individuals with disabilities, older adults, and people with low incomes, then provide strategies for meeting those needs and prioritize transportation services and programs for funding and implementation.

At the February RAC meeting, COMPASS staff led a discussion to identify customers, desired outcomes, and success measures for the plan. That discussion helped to build the foundation for this project. In April, COMPASS staff worked with the RAC to identify existing transportation services and gaps in services for the target populations. As well as began brainstorming strategies, activities, and projects to fill those gaps.

Due to staff changes at COMPASS, Lila Klopfenstein, assistant planner, will now be the primary contact or the Coordinated Plan.

To continue our work on the Coordinated Plan, COMPASS is now conducting a needs assessment using secondary source data from local plans and datasets as well as conducting two surveys during the months of September and October. The first survey is for advocates (representatives of organizations) and the second survey is for individuals who use public transportation. The submission deadline for both surveys will be **October 15th**. These surveys will help us determine what the unmet transportation needs are for those who rely on public transportation in the Treasure Valley.

Following the meeting, please set aside time to take the Advocate survey. In addition, please forward the stakeholder survey (survey #2) on to your membership or individuals whom you know rely on public transportation. We will provide surveys in an email after the meeting.

More Information:

- 1) Attachment: Survey Links
- 2) For detailed information contact: Lila Klopfenstein, Assistant Planner, at (208) 585-4359 or lklopfenstein@compassidaho.org

LK: "T:\FY21\600 Projects\661 CIM\6. Public Transportation\Coordinated_Plan\CP_PublicParticipation\OutreachPresentations_NeedsIdentification\RAC_Memo_Needs09302021.docx"

Working together to plan for the future

Coordinated Public Transit-Human Services Transportation Plan

Survey Links

In September and October, COMPASS will conduct two surveys: one for advocates (representatives of organizations) and one for individuals who use public transportation to assess the unmet transportation needs in the Treasure Valley.

The submission deadline for both surveys will be **October 15th**. These surveys will help us determine what the unmet transportation needs are for those who rely on public transportation in the Treasure Valley.

Links to access the surveys are below:

Survey #1: Advocate Survey (representatives of organizations)

- <https://www.surveymonkey.com/r/TWF8Y6J>

Survey #2: Stakeholder Survey (individuals who use public-transit):

- <https://www.surveymonkey.com/r/T55Y6KX>

Valley Regional Transit FY 2020 Fact Sheet

valleyregionaltransit.org

208-345-7433



Financial 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.

VRT — Planning for the future

valleyregionaltransit.org

208-345-7433

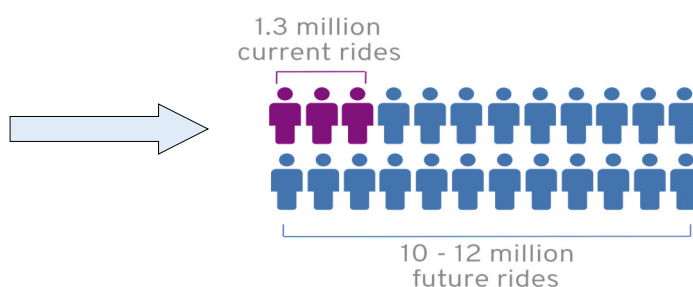


ValleyConnect 2.0 — A plan for future transit growth in the region

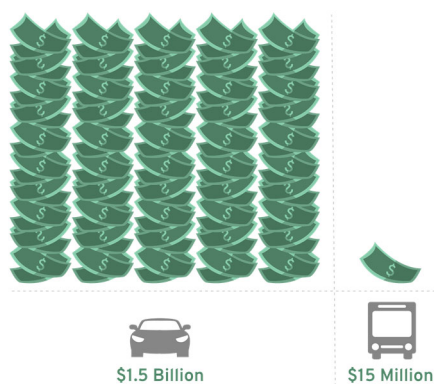
ValleyConnect 2.0, (VC 2.0), approved in April 2018, reflects the region's goals and objectives for public transit. VC 2.0 offers an expansion of services that would allow residents of Ada and Canyon counties to maintain the freedom to move and get more people to more places more often, even while the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

Congestion is bad now and will only get worse

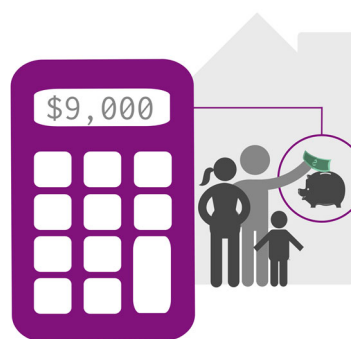
The population of Ada and Canyon counties has increased from 581,288 in 2010 to an estimated 737,790 in spring 2020, an increase of 156,502, or 27 percent. By 2040, the area's population is expected to grow to more than one million.



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

Regional Advisory Council
FY2022 Meeting Calendar
 (Fiscal year runs from October 1 through September 30)
 VRT Administrative Offices - Board Room
 700 NE 2nd Street – Meridian, Idaho

Tuesday, October 19, 2021	9:00 a.m. to 11:00 a.m.
Monday, November 1, 2021	11:00 a.m. 1:00 p.m. (Joint meeting with the Executive Board)
Tuesday, December 21, 2021	9:00 a.m. to 11:00 a.m.
Tuesday, January 18, 2022	9:00 a.m. to 11:00 a.m.
Tuesday, February 15, 2022	9:00 a.m. to 11:00 a.m.
Tuesday, March 15, 2022	9:00 a.m. to 11:00 a.m.
Tuesday, April 19, 2022	9:00 a.m. to 11:00 a.m.
Tuesday, May 17, 2022	9:00 a.m. to 11:00 a.m.
Tuesday, June 21, 2022	9:00 a.m. to 11:00 a.m.
NO MEETING IN JULY	
NO MEETING IN AUGUST	
Tuesday, September 20, 2022	9:00 a.m. to 11:00 a.m. (Orientation meeting for FY 2023)
<u>New Fiscal Year Begins for 2023 October 1</u>	
Tuesday, October 18, 2022	9:00 a.m. to 11:00 a.m.
Monday, November 7, 2022	11:00 a.m. 1:00 p.m. (Joint meeting with the Executive Board)
Tuesday, December 20, 2022	9:00 a.m. to 11:00 a.m.



TOPIC	Operations Update
DATE	September 1, 2021
STAFF MEMBER	Leslie Pedrosa

Staff Recommendation/Request

This is an information item, to provide an update on several items that Valley Regional Transit (VRT) staff have been working on during fiscal year 2021.

Highlights

- Driver shortages
- Canyon County updates
- Ada County updates
- October 2021 service changes
- Building Accessible Capacity workgroup update
- General updates

Summary

VRT transportation providers and contractors have been challenged with hiring and retaining drivers. VRT has been working with providers and contractors to increase wages, mileage reimbursement rates and boarding fees.

Both providers for Rides2Wellness in Ada and Canyon County and the Meridian Veteran's Shuttle are currently experiencing a driver shortage and rides have been denied due to the shortage. One provider will be going out of business at the end of September due to the shortage. VRT is working on getting additional providers for the service.

The majority of the Specialized Transportation providers and contracted operations have also experienced a driver shortage. VRT worked with the providers to ensure budgets for fiscal year 2022 allows for wage increases.

July 5, the Canyon County driver shortage caused some routes to be suspended. Suspended routes were restored on July 19, when temporary drivers were brought in from a private company. Our contractor, First Transit, worked with the driver's union to get a larger sign-on bonus and higher starting rate in place. With this increase Ada County has been successful in hiring for most open positions, while Canyon County is still having a challenge getting all open positions filled.

Canyon County Rides2Wellness had a slow start in May, as expected. Changes were made in July to have the service operate similar to Ada County due to the burden the original process was on community partners. With the service provider's challenge to retain drivers, it has been more of a challenge for this program to grow. VRT will continue to work with the community partners and service providers to continue the growth of this new program.

Due to the rise of Delta variant COVID-19 cases, Saint Alphonsus Medical Center Nampa has decided to postpone the startup of the Nampa Grocery Shuttle. VRT staff will continue to provide updates as they occur on this service.

VRT began discussions with Melba Senior Center to become a service provider for the Specialized Transportation program and a possible shared vehicle partner. The discussions have led to VRT staff working with the staff at the senior center to build a budget and secure funding for the program to begin in fiscal year 2022.

Canyon County on-demand continues to trend in the direction that VRT staff predicted when the service changed from a traditional fixed-route service in October 2020. VRT staff continues to work with First Transit to ensure adjustments are continuously made. The long term goal is to have at least 10 boarding per hour. To meet this goal several things need to happen, which include, increase in local match, more buses in revenue service, and a longer service span to include weekends. Attachment A shows the upward trend for the first three quarter of the service.

Contract operations in Ada County has received three of the four battery electric buses. Proterra, the battery electric bus builder, was onsite in July to commission the chargers. Proterra will be onsite in September to provide training for drivers, maintenance and first responders for the new technology. Following training, the testing of battery electric buses will begin. The battery electric buses will go into revenue service in October. VRT will hold a ribbon cutting ceremony on September 14.

The Meridian Veterans Shuttle continues to slowly build service since inception in May 2021. With the lack of services currently being offered by our service providers, VRT continues to work with the service providers to ensure needed rides are covered.

VRT continues to talk with Saltzer Health and Terry Riley about being funding partners in Ada County, in hopes of expanding the Rides2Wellness program to include their clinics. This has yet to move forward, based off the driver shortage. VRT staff and the medical providers are hoping for the expanded clinics to join in fiscal year 2022.

VRT staff monitors fixed-route ridership, as it continues to be about 30% below pre-COVID totals. Due to ridership not coming back as expected, the increase in confirmed cases of the Delta variant COVID-19 increasing and the uncertainty of the duration of the pandemic, VRT Board of Directors approved to postpone the launch of Meridian Route 30 and to temporarily suspend all Route 9 trips that extend into Eagle. VRT staff will launch Route 30 and will resume Route 9 trips to Eagle, when certain conditions are met. Those conditions include:

- Ridership at 90% of pre-COVID levels
- COVID rates are stable/declining
- Businesses are open

The Building Accessible Capacity work group met on several occasion to gather data to ensure the needs of all users are considered when looking at a scheduling system that could be used for the current SCRIP program, as well as all the current users of the Routematch scheduling system. The goal is to have one system that will be used regionally that will allow advanced, recurring, same day and on-demand ride scheduling. VRT staff will be releasing

this procurement in September, with a goal to start implementation by the end of the calendar year.

On August 20, the Centers for Disease Control and Prevention (CDC) extended the order imposing a mask requirement applicable to public transportation systems service providers to mitigate the risk of COVID-19 through January 18, 2022. With local businesses, jurisdictions and the CDC making changes to mask restrictions, VRT staff and contract operators continue to ensure that masks are worn at all times on buses and in transit centers.

On August 27, VRT staff and ETA Transit completed the installation of equipment that will provide a new fixed-route computer-aided dispatch/Automatic Vehicle Location (CAD/AVL) Intelligent Transportation System solution. With the new system, there is a new passenger web portal as well as a phone app that will be available to users to see the bus, in real time. Users will also be able to opt in to receiving notifications to route changes, delays, and detours. Attachment B provides more information on the new web portal and phone app.

VRT staff has been working with Cubic, who will be installing validators on all fixed-route buses as part of the integrated fare payment system – City Go Pay Platform. Cubic was onsite August 2 and installed validators on seven buses to start testing the system. Following successful testing, Cubic staff will be onsite September 7 to finish installation on remaining buses. Following the installation, a soft launch of the City Go Pay Platform is planned for October.

Implication (policy and/or financial)

VRT will continue to work with partners to grow the footprint in the Treasure Valley. VRT will ensure any new service has been vetted through proper work groups, while ensuring that no duplication of service is created.

More Information

Attachments:

Attachment A: Canyon County On-Demand

Attachment B: SPOT Brochure

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

Attachment A - Canyon County On-Demand

Top Operational Metrics	Q1	Q2	Q3
Total Rides Requested	6,930	8,060	8,851
Total Rides Accepted	5,377	6,212	6,670
Total Passengers	6,325	7,112	7,631
Revenue Hours Operated	2,132	2,241	2,412
Revenue Miles Operated	42,145	47,853	49,249
Boardings Per Hour	2.97	3.17	3.17
Service Metrics	Q1	Q2	Q3
Total Rides Requested	6,930	8,060	8,851
Acceptance Rate (Proposals accepted/proposals offered)	93%	91%	88%
Average Pick-up Wait Time (in minutes)	19	22	24
Average Walking Distance to Pick-up Location (in feet)	498	486	530
Average Ride Duration (in minutes)	18	18	19
Average Ride Distance (in miles)	6	6	6
Average Ride Rating 1 -5 Stars	4.5	4.8	4.7
Ride Request Breakout	Q1	Q2	Q3
Total Rides Requested	6,930	8,060	8,851
Requests Made Outside of Service Hours	165	179	202
Error with Booking Request	189	131	182
Seat Unavailable (Bus Not in Vicinity)	162	415	666
Offered Ride Not Accepted	542	542	524
Ride Cancelled/NoShow	495	581	607
Rides Accepted	5,377	6,212	6,670
Completion Rate (Requested Rides/Rides Not Booked)	78%	77%	75%

ReadySet **GO!**

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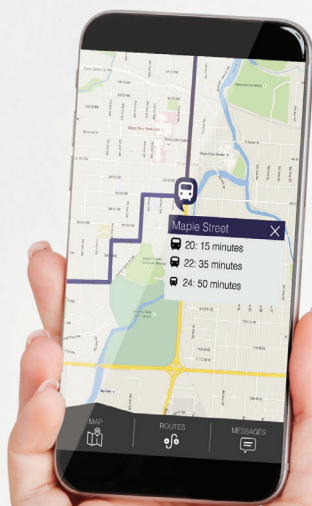
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Why get the app?

- ▶ Easy to use interface allows you to select any route(s)
- ▶ Get up-to-the-minute arrival times
- ▶ Set custom rider alerts
- ▶ Navigate multiple stops and routes for effective trip planning
- ▶ Service messages pushed directly to your phone or tablet
- ▶ Leave feedback about your travel experience



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Don't want the app?

Make your travel plans on-line at:

valleyregionaltransit.etaspot.net



TOPIC	Marketing Update
DATE	September 1, 2021
STAFF MEMBER	Dave Fotsch

Summary

This report covers recent marketing efforts of Valley Regional Transit

Staff Recommendation/Request

Information only

Highlights

- Canyon County On-Demand service promotion
- Electric bus promotion
- Route 30 Pine promotion
- Safe Travels, Treasure Valley newsletter

Summary

Valley Regional Transit continues to be very active in promoting its services to the community. In the past four months, our efforts have focused primarily on two areas, the Canyon County On-Demand bus service and the upcoming launch of battery-electric buses. We will promote the Route 30 Pine when a decision is made to launch the service. The ongoing Safe Travels, Treasure Valley newsletter has become a reliable source of news about transportation in the Treasure Valley.

Canyon County On-Demand Service

Valley Regional Transit worked with Stoltz Marketing Group to develop and implement a campaign promoting the new VRT OnDemand service in Canyon County. We designed the campaign to deliver the message: “VRT OnDemand is an easy way to get where you need to go in Canyon County.” The campaign ran from May 12 through August 18, 2021.

The campaign strategies included:

- Social media – both organic and paid placement in English and Spanish
- Display ads – four versions in six ad sizes, in English and Spanish
- A partner toolkit – with messaging, graphics, a flyer, and social media
- Wrapping the three buses used to deliver the OnDemand service
- Radio advertisements in English and Spanish

Advertising campaign highlights:

- Total impressions – 1,565,504
- Total clicks – 10,162
- Landing page view – 5,267
- The “This bus runs on your time” ads had the highest engagement rates in both English and Spanish

- The Spanish audience was about twice as engaged as the English audience and was more likely to click the link to the website
- Women ages 65+ were the most engaged, follow by women 55-64
- The Free Rides ads run during May saw significant engagement across all audiences

Implications for future campaigns

- Devote a larger percentage of paid ads toward Spanish audience
- Create partner toolkits

Electric Bus Promotion

Valley Regional Transit has been working with Stoltz Marketing Group to create a campaign to announce and celebrate the introduction of battery-electric buses to the VRT fleet. The official campaign launch will be in October of 2021. VRT debuted many aspects of the campaign at the Electric Bus Ribbon-cutting on September 14, 2021.

The campaign strives to communicate that VRT continues to make our community a better place to live by offering innovative electric buses that are better for the environment and offer a better rider experience.

Campaign Tactics

- Wrapping the first four buses with unique character-driven identities identifying them as electric buses
- A comic book targeting kids
- Event materials like photo booth cutout displays
- Paid social media and display ads
- Organic social content
- An animated video
- Community events and partnerships

Request ride between any two stops

- Mobile device
- Phone
- Driver facilitated

Optimize requests minimize delay and maximize productivity

- Wait time of 30 minute or less
- Direct service between all stops in Nampa and Caldwell

Route 30 Pine Promotion

Valley Regional Transit is again working with Stoltz Marketing Group to develop a campaign to promote the Route 30 Pine in Meridian. In August, the full VRT Board voted to postpone the launch of the Route 30 Pine until the situation with the pandemic has settled and overall ridership in Ada County rebounds to 90% of pre-pandemic levels. We will continue to develop materials for promoting this new bus route but won't launch it until we have a date for launching the new service.

Safe Travels, Treasure Valley newsletter

In July of 2020, Valley Regional Transit launched the “Safe Travels, Treasure Valley” e-newsletter campaign to promote the use of shared transportation and alleviate fears and concerns about using buses, vanpools, and others forms of shared mobility. Initially, VRT and Stoltz developed twelve weekly newsletters to share timely updates from each transportation partner, VRT, ACHD Commuteride, City Go, and Boise State. The schedule was adjusted to every other week after the first twelve editions. The campaign continues.

Campaign highlights:

- The open rate has declined from an initial rate of 35% to an average of 14%
- However, the click-through rate has improved, averaging about 3%. That indicates that those who do open the newsletter are more engaged with the content
- The audience has declined gradually, now standing at about 1,700 subscribers
- Best performing content categories:
 - Articles related to growth and transportation improvements
 - Guides for employers
 - Events
 - VRT service changes
 - Surveys
- The goal now is to increase the size of the audience. We encourage you to subscribe and share the link with others. <https://valleyregionaltransit.us17.list-manage.com/subscribe?u=a2575d0c9e327df42c647285a&id=30356a6b08>

More Information

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



TOPIC	Bus Stop Typology Study
DATE	September 21, 2021
STAFF MEMBER	Alissa Taysom

Staff Recommendation/Request

No action, this is an information item only.

Highlights

Schedule

- Project will be complete December 2021

Summary

Signage at bus stops provides important navigation and scheduling information for passengers of the transit system. The need for maintenance and refurbishment of existing bus stop signs has prompted VRT staff to launch the Bus Stop Typology Study, with the goal to update the current design to provide the public with bus information that is clear, correct and scalable across the system. Updates may include alterations to sign blade layout, contents, materials, and additional infrastructure.

IBI Group was selected as the consultant on this project and will review current VRT bus stop inventory and develop service tiers and parameters for an integrated kit of parts for bus stop information, technology and branding. The kit of parts development will include a review of current technology systems, development of shelter, amenity and bus stop sign standards, siting and design guidelines and branding concepts for standard and premium or best in class services.

Implication (policy and/or financial)

Kit of parts developed will help to increase transit visibility throughout the VRT service area.

More Information

Attachments:

Bus Stop Typology Scope of Work

For detailed information contact: Alissa Taysom, Associate Planner, 208-258-2717, ataysom@valleyregionaltransit.org.



Valley Regional Transit System-Wide Bus Stop Kit of Parts and Branding

Scope of Work *[REVISED 16 April 2021]*

Objective:

Valley Regional Transit (VRT) is seeking to develop new, system-wide standards for bus stops and stop-level branding identity across its service area. Currently, there are approximately 760 fixed stops within the VRT system in Ada and Canyon Counties.

VRT envisions a “kit of parts” of station shelter, amenity, technology, and branding improvements that can be deployed in an incremental fashion. Implementation of the kit of parts will be based on ridership, operational characteristics, site considerations/constraints, peer agency best practices and available funding. The new bus stop standards will provide refreshed more visible branding and a more consistent customer experience across the network.

Additionally, VRT is planning to implement a new premium service tier, with an initial emphasis on three “Best in Class” corridors within the City of Boise. VRT intends to use distinctive branding and enhanced bus stop amenities as a way to help differentiate these premium transit services. Premium branding may also apply to future High Capacity Transit (HCT) as proposed through *Valley Connect 2.0*.

Development of the station kit-of-parts concept must consider cost-effectiveness through the use of carefully-selected off-the-shelf components where possible. VRT seeks to minimize or eliminate complex and costly site improvements such as foundations and utility connections.

Activities described in this Scope of Work will be performed by IBI Group (Consultant) on behalf of VRT.

Timeframe:

This work will be completed within 8 months of Consultant Notice to Proceed (NTP) from VRT.

General Assumptions:

- The scope of work is limited to permanent, physical stops within the VRT system. Virtual on-demand and paratransit stops are excluded from branding and bus stop kit of parts development.
- This scope of work does not include bus stop location/relocation analysis (e.g. stop consolidation and spacing).
- This scope of work does not include site-specific design or engineering services for individual bus stop locations or corridors. Site-level compliance with local design standards or ADA requirements cannot be verified absent site-specific design, survey, etc. that is not included in this scope of work.
- Bus stop standards from the kit of parts may be applied to VRT’s Main Street Station, transit centers, and park & ride locations. However, specific bus stop typologies and branding will not be developed for these locations.
- Deliverables will be submitted in electronic format.
- Draft documents will be submitted for VRT review and comment. Comments will be addressed and issued in a final electronic format of the deliverable.
- One round of review and commenting is assumed for draft deliverables, unless specified.
- Interim deliverables produced from each technical task will be revised and considered final work products, following receipt of VRT comments.

- Meetings are assumed to be virtual through teleconference/webinar unless otherwise specified.
- Due to the ongoing pandemic, in-person meetings and activities are subject to applicable public health protocols of VRT and the Consultant, and of government authorities in their respective jurisdictions. VRT and the Consultant acknowledge that this scope of work can be successfully completed through remote means if necessary. Meetings, site visits, etc. will comply with social distancing practices.

Expectations from VRT:

This Scope of Work has been developed based on the following assumptions about assistance provided by VRT:

- Appoint a VRT Project Manager for day-to-day coordination with the Consultant Project Manager
- Assist with internal coordination to identify VRT and third-party agency stakeholders (e.g. ACHD, ITD, municipalities) involved in this project as consulted parties and/or deliverable reviewers.
- Provide Consultant with access to existing VRT plans, documents, studies, datasets, mapping data, etc. to support execution of the scope of work.
- Assist with technical tasks (e.g., data compilation) as agreed and specified within this scope of work.
- Facilitate coordination with related studies and work efforts (e.g. High Capacity Transit Study, premium service corridor planning/design studies, fare system replacement).
- Provide information on station amenities and technology components under consideration and/or previously selected by VRT for inclusion in the kit of parts.
- Provide consolidated comments on draft deliverables to the Consultant. In the event of inconsistent or conflicting comments, the Consultant will take final direction from the VRT Project Manager.

Tasks:

Task 1: Project Management and Coordination

Objective:

Provide for ongoing project management, internal team and VRT coordination, quality assurance (QA), and project administration throughout the project.

Activities:

The Consultant will undertake the following activities under this task:

- Conduct Project Kick-off Meeting to confirm scope, roles, outcomes, and schedule.
- Develop final task order schedule and work plan.
- Conduct a bi-weekly project progress meeting with the VRT Project Manager and select team members.
- Conduct ongoing internal team coordination and QA activities.
- Prepare monthly invoice and progress report.

Assumptions:

- The project kick-off meeting and bi-weekly VRT coordination meetings are assumed to occur remotely via teleconference, unless coordinated with other on-site activities under other tasks.
- Project management and coordination activities assume a project duration as specified under "Timeframe" above.

Deliverables:

- Project kickoff meeting

- Final project schedule and work plan
- Bi-weekly coordination meetings with VRT
- Ongoing internal team coordination and QA
- Monthly project invoices and progress reports

Task 2: Document Review and Data Collection

Objective:

Gather background information and documents that will impact the development of the bus stop kit of parts and branding concepts. Familiarize the project team with existing and future service proposals of VRT that must be considered under subsequent tasks.

Activities:

The Consultant will undertake the following activities under this task:

- Develop and submit data/information request to VRT.
- Identify and document current and future service structures in the VRT system.
- Identify and review existing design standards impacting bus stop design.
- Review current design/service concepts for premium and HCT services.
- Summarize key points from each original source documents that impact the basis of design for the bus stop kit of parts and/or branding.
- Review typical existing VRT bus stop standards and existing conditions, and identify issues/opportunities.

Assumptions:

- Relevant documents, plans, data, etc. will be made available through VRT and/or publically accessible documents from project partners (ITD, ACHD, COMPASS, municipalities).
- VRT will assist the Consultant by providing example locations/photographs of representative bus existing bus stop and corridor conditions. A site visit will not be conducted under this task by the Consultant.

Deliverables:

- Data/information request to VRT
- Summary of relevant planning /design documents and standards influencing the basis of design, and issues/opportunities related to existing bus stop practices

Task 3: Kit of Parts Basis of Design

Objective:

Develop a framework for bus stop and branding typologies based on an integrated analysis of VRT service tiers, bus stop site conditions, stop-level ridership, operating objectives, and other factors.

Activities:

The Consultant will undertake the following activities under this task:

- Identify specific service types and tiers requiring unique treatments with in the bus stop kit of parts and/or branding strategy.
- Develop branding/service identification elements considering service tier, route, and stop-level factors.

- Identify thresholds for developing High, Medium, and Low tiers for both standard and premium transit kit of parts typologies, based on ridership, and directionality.
- Identify operational factors and objectives to be considered in stop design such as dwell time reduction, accessibility, fare policy, safety/security, etc.
- Identify site characteristics and constraints to be addressed in bus stop typologies based on the previous document review and site visit.
- Document basis of design assumptions for use in further kit of parts and branding development.
- Review the foregoing elements and obtain VRT concurrence on basis of design assumptions and parameters that will be carried forward.

Assumptions:

- Basis of Design will consider the need to address stops that serve both standard as well as premium services at a single stop location.
- Basis of Design development will be coordinated with outreach and review of external agency design standards and input on issues and opportunities under Task 7.
- VRT will provide approval of the Basis of Design prior to initiation of subsequent design development tasks.

Deliverables:

- Basis of Design Workshop with VRT
- Summary of basis of design assumptions for VRT review/approval to support further concept development under the following tasks

Task 4: Branding Concept Development

Objective:

Develop branding concepts that accomplish the VRT objective of a bus stop identity “refresh” that creates a recognizable and positive street presence across the service area. Distinguish regular and premium services through signage, graphics, colors, and markers that will be incorporated into the overall kit of parts.

Activities:

The Consultant will undertake the following activities under this task:

- Develop a branding concept framework mapping signage/branding elements to each stop typology in the kit of parts, for both regular and premium services.
- Conduct a market scan of transit signage fabricators to identify suitable off-the-shelf products that could be adapted to the kit of parts to meet bus stop signage and identification marker needs.
- Identify best practice examples for communication of service information within the bus stop signage/blade/placard concept (e.g., routes, direction, stop ID, etc.).
- Work with VRT to select and finalize customer information elements to be included within the bus stop sign concept.
- Develop up to three branding concepts for a conceptual bus stop sign/marker concept.
- Review and select preferred graphics concept for bus stop signage with VRT.
- Prepare production-ready graphics files based on preferred VRT concept.

Assumptions:

- VRT will approve the overall branding concept framework prior to the development of graphical branding concepts.

- Branding alternatives development is limited to bus stop signage/blades, placards, and marker concepts. Vehicle livery, logos, uniforms, online presence, and other corporate branding applications are excluded.
- Market testing of branding alternatives (e.g., rider/non-rider focus groups) is excluded from this task.
- This scope of work includes preparation of production-ready graphics, but excludes procurement of a sign fabricator/components, and coordination of sign manufacturing or installation activities.
- VRT will provide final direction on the selection of a preferred branding concept.
- One round of comments/revisions on draft branding concepts is assumed.

Deliverables:

- Branding concept framework
- Signage/marker fabrication vendor market scan
- Up to three (3) branding graphics alternatives for signage and markers, for both standard and premium VRT service tiers
- Summary of market scan of off-the-shelf sign and marker elements applicable to various tiers of bus stop branding, from minimum stop improvements to full-scale it of parts implementation
- Production graphics for final branding concept (electronic file format)

Task 5: Bus Stop Technology Concept

Objective:

Review VRT's current bus stop and enterprise technology environment to develop standard technology deployment approaches for standard and premium stops that meet VRT's operational and customer service objectives.

Activities:

The Consultant will undertake the following activities under this task:

- Consult with VRT staff about the existing VRT technology operational environment, existing technologies, opportunities, and current shortcomings. The following technology elements are included in this task:
 - Passenger Information: Develop Passenger Information concepts for both real time and asynchronous customer information data for VRT consideration. Identify necessary system interfaces, data flows, field device hardware alternatives, communications needs, and power considerations.
 - Fare Collection: Develop overall Fare Collection concepts based on discussion of VRT fare collection policies, operating objectives (e.g. dwell time reduction), enforcement approaches, technical capabilities of the new fare collection system, and strategies to maximize customer ease of use and comprehension. Identify necessary system interfaces, data flows, field device hardware alternatives, communications needs, and power considerations. Discuss alternatives for on-board and off-board fare collection alternatives based on VRT's stated objectives.
 - Stop Lighting: Identify target bus stop illumination levels, and develop options for introduction of stop-level lighting to supplement ambient street lighting. Where possible, lighting concepts will favor approaches that utilize low power solar and off-the shelf technologies where possible.

- Power and Communications: Based on VRT preferences on the above technologies, identify requirements and alternatives for provision of data communications and power to stops with these devices. Consider wireless/cellular communications, solar power and other strategies that avoid “wired” utility connections and metering at stop locations.
- Based on consultation with VRT, develop and document preferred integrated technology concepts for inclusion in the kit of parts development in the subsequent task. This activity will consider the development of a technology ‘pylon’ as well as supporting infrastructure such as communications cabinets.

Assumptions:

- Except as noted or for new technology systems, the bus stop kit of parts assume use of current vendor systems and components in use by VRT.
- The bus stop fare collection system concept assumes integration of the new VRT fare system to be provided by Cubic/Moovit.
- VRT will provide fare system policy and utilization information (e.g. % penetration of fare media by type) to the Consultant to support technology analysis.
- Where possible, VRT prefers approaches that minimize wired utility and communications concepts.
- This scope of work excludes technical coordination with vendors to support integration and deployment, e.g., development of fare system business rules or interface of central systems with station passenger information signs.
- Central system or corridor based technologies, such as CAD/AVL and transit signal priority, are excluded from the analysis under this task, except to the extent that they interface with devices at the bus stop.

Deliverables:

- Technology Concepts Workshop with VRT
- Draft Technology Concept component of the Bus Stop Standards Document

Task 6: Integrated Kit of Parts Concept Development

Objective:

Compile and integrate station shelter, amenity, technology, and branding concepts developed in preceding tasks into a cohesive concept for each proposed station typology.

Activities:

The Consultant will undertake the following activities under this task:

- For each proposed typology, compile and integrate station shelter, amenity, technology, and branding concepts developed in preceding tasks into a cohesive design concept.
- Map off-the-shelf and customized components (shelters, fare collection, signage, etc.) to each station typology, considering both ‘standard’ and ‘optional’ elements.
- Develop approaches and standards for horizontal elements of station platforms, e.g., near-level boarding, ramps/transitions, tactile edges, ADA accommodations, platform depth, bus pads, etc.
- Identify preferred approaches to siting of bus stop locations with intersections and the overall streetscape.
- Develop draft three-dimensional visualizations of kit-of-parts concepts to facilitate review and for inclusion in the Bus Stop Standards Manual.
- Conduct two (2) Kit of Parts Development Workshops with VRT staff to present and refine the integrated station concepts.

Assumptions:

- For cost effectiveness and maximum impact, stops will utilize off-the-shelf shelter and amenity components to the greatest extent possible.
- Shelters, markers, and amenities are assumed to be surface mounted to the greatest extent possible, to avoid cost and engineering impacts associated with foundations.
- Partner agency coordination to review the Kit of Parts will be led by VRT, with support from the Consultant.

Deliverables:

- Kit of Parts Development Design Workshops (assume 2)
- Draft Technology Concept component of the Bus Stop Standards Document
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TOPIC	Executive Director Report
DATE	July 22, 2021
STAFF MEMEBER	Kelli Badesheim

COVID-19 and Next Phase Resiliency Activities

VRT staff prepared to hold the July Executive Board meeting in person, but we were unable to establish a quorum. Staff is scheduling changes in the coming weeks on the camera set-up in the boardroom. The quality of the hybrid meeting with both in-person and virtual has been more challenging by the placement of the cameras. Board members are welcome to join in August in the VRT Boardroom. Please let us know if you are planning to attend in person.

We are all starting to feel the effects of supply and labor shortages in our transit operations due to low unemployment and competition with other employers. Changes have been made to wages and recruitment tactics to address these issues in our Ada and Canyon counties operations. The First Transit General Managers are currently at staffing levels to avoid service disruptions.

Federal Funding Update

As reported previously, the member designated \$2 million in funding submitted by Congressman Simpson for State Street Corridor was included in the draft reauthorization bill. That bill is moving through the House. The Senate's version of transit funding is being drafted through the Senate Banking Committee. The current bill expires on September 30, so both houses of Congress are working to meet the deadline. The current versions of this bill all show significant increases in funding for transit operations and infrastructure.

We have been tracking the Infrastructure bill currently moving through the negotiation process between Congress and the Biden Administration. The most current version has additional funding for transit. I have not seen any tables to determine how much VRT is likely to secure in additional formula funding, but will be tracking this closely as the bill reaches conclusion in the coming days.

Building Reporting Capacity

Several new technology systems are being implemented this year to assist in enhancing our reporting capacity. The Executive Board will also consider changes to the Transit Asset Management Policy and Plan. This is one of the steps to shift to a Capital Improvement Plan approach to project prioritization. These activities are integral in setting up the reporting structure and processes we need to complete. Our goal is to have everything set up by the end of the fiscal year, or into the first quarter at the latest.

Digital Community Engagement Platform

VRT staff and the Connected Canyon County Initiative Team will launch the first two projects on the Engage Valley Regional Transit platform. We have been holding meetings with representative community partners as part of the first project focused on building collaboration among key stakeholders in Canyon County. The project focused on broad

community engagement will launch on August 3. The primary focus of this project will be to learn all we can about the experiences and access needs people in Canyon County have related to jobs, education, health, recreation, and housing. The future steps in the initiative will build upon what we learn from the community in previous steps.

VRT staff is also reaching out to staff and elected officials to work through the blueprint for projects in other target areas: Middleton, Star, Eagle, Kuna and Meridian. We will have this platform into spring 2022. The platform will help us learn more about travel patterns, needs and gaps, and perceptions about transportation services that would support the needs in their communities. In addition, staff will provide on-going updates to the VRT Board and local officials as the project moves forward.

Projects and Community Activities

- Providing project management support to the Connected Canyon County project and the digital community engagement roll-out
- 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

More Information

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



TOPIC	Operations Department Staff Report
DATE	July 14, 2021
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 for the months of January and February.

Regional Operations

Valley Regional Transit (VRT) staff met with the Building Accessible Capacity work group to gather data to ensure the needs of all users are considered when looking at a scheduling system that could be used for the current SCRIP program. Using data from the work group, VRT staff will move forward with finding a replacement scheduling software system to replace the current Routematch system for demand response. The goal is to have one system that will be used regionally that will allow advance, same day and on-demand booking. VRT staff expects this procurement to be released in August and implemented by the end of the calendar year.

On May 5, the Centers for Disease Control and Prevention (CDC) extended the Order imposing a mask requirement applicable to public transportation systems service providers to mitigate the risk of COVID-19 through September 13, 2021. With local businesses, jurisdictions and the CDC making changes to mask restrictions, VRT staff and contract operators continue to ensure that masks are worn at all times on buses and in transit centers.

VRT received the first battery electric bus on June 29. Proterra was onsite July 8-9 to commission the chargers. A second bus is scheduled to ship the week of July 19. Once the bus has been accepted, VRT staff and contract operators will begin training for operators and maintenance staff and testing range of the vehicle.

ETA Transit, the new fixed-route CAD/AVL Intelligent Transportation System provider will be onsite the week of July 19 to provide training for the new system. Equipment installation will start the week of July 26. With ETA Transit there is a new passenger web portal as well as a phone app that will be available to users to see where the bus is, in real time. VRT will begin passenger outreach for all changes starting in July.

VRT staff has been working with Cubic, who will be installing validators on all fixed-route buses as part of the integrated fare payment system – City Go Pay Platform. Cubic will be onsite August 2 to install validators on seven buses to start testing the system. Staff is planning the soft launch of the City Go Pay Platform for October.

VRT staff continues to work closely with First Transit operations in Canyon County regarding driver shortages. Several trips were suspended on July 5. First Transit has secured two drivers from a staffing agency which will allow for regular service to resume July 19. In light of the driver shortage, First Transit worked with their union representatives to increase drivers starting pay. Beginning July 5, the starting rate increased from \$14.86 to \$17.25. With this increase, First Transit has received several applications and will start training classes later in the month.

Highlights:

Contracted Transportation

Canyon County

- Zero preventable accidents since last report
- Intercounty on-time performance 85%
- ACCESS on-time performance 93%
- On-demand on-time performance (OTP) 80%
- Working with VRT for planned service changes in October
- Challenge hiring drivers due to business competition they are facing and low hourly rate

Ada County

- Two preventable accidents since last report
- Fixed-route on-time performance 82%
- ACCESS on-time performance 98%
- Working with VRT for planned service changes in October
- Increasing recruiting promotions to get drivers hired

Specialized Transportation

- Almost all services are seeing ridership increase. There are no changes to any services or COVID19 cleaning protocols for the following services:
 - Parma Senior Center
 - Meridian Senior Center
 - Metro Community Transportation
 - Interfaith Sanctuary
 - Volunteer Driver
 - Lyft Transit Connections
 - VRT Late Night
 - Supportive Housing and Innovative Partnerships (SHIP)
 - Kuna Senior Center
 - Eagle Senior Center
 - Rides2Wellness
- Calvary Church has not resumed services
- Some service providers are having a difficult time getting drivers hired

Information Technology and Intelligent Transportation Systems

- Staff resolved 170 support requests from 182 submitted
- Working with internal departments to create work flows and standardize reports
- Working on project to replace inoperable cameras in revenue vehicles

- Preparing for CAD/AVL system replacement
- Preparing for integrated fare payment project installation
- Participated in demonstrations for future software options

Compliance

- FTA mask mandate is in effect through September 2021. New variant might be new concern
- Continue to distribute face coverings as needed
- Will be performing drug and alcohol audits in August for sub-recipients
- Working with VRT staff to update internal procedures

Customer Service Support

- Customer service handled 2,765 of 2,867 phone calls for information, with 102 calls abandoned. The average call time was 2 minute, 35 seconds and the average hold time was 19 seconds
- Reservationist handled 1,079 of 1,130 phone calls to change or schedule a ride on ACCESS, with 47 calls abandoned. The average call time was 3 minutes, 42 seconds and the average hold time was 12 seconds
- On-demand handled 756 of 799 phone calls to schedule a ride, with 43 calls abandoned. The average call time was 1 minute, 54 seconds and the average hold time was 22 seconds
- June mobile ticket sales totaled \$5,684.75
- Working with First Transit to get drivers hired due to shortage

More Information

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

TOPIC	Development Department Monthly Report
DATE	July 13, 2021
STAFF MEMEBER	Stephen Hunt

Summary

Development Department activities July 2021 report

VRT Strategic Plan

Goal 1 - Demonstrate responsible stewardship of public resources

Performance Based Decision-making

- **ValleyConnect 2.0 (VC2.0)**
Staff is continuing to refine the Transit Asset Management process to better align funding decisions with the equipment needs. These refinements have been incorporated into the TAM Plan and Policy updates for Executive Board consideration.

Programming/Budget Development

- **Budget Development** – The FY22 budget development cycle is underway. Staff has continued scheduling meetings with local jurisdictions and agencies to discuss annual funding requests, proposed projects and budget assumptions. Staff has applied the Regional Planning and Prioritization workshop discussions to the FY2022 budget development calendar. Initial FY22 funding request letters continue to go out to local jurisdictions.

Goal 2 – Increase Ridership and Revenue

- **FY2022 and FY2023 Service Changes** – Development staff collected public feedback on emergency and planned changes for FY2022 and initial discussions about service concepts for FY2023. More than 100 survey responses were collected and staff is using that input to finalize the FY2022 changes and further refine FY2023 concepts. A follow up survey on the final FY2022 changes was issued in July. The results of that survey will be presented to the VRT Board in the August Board meeting.
- **Regional Revenue Analysis and Strategic Plan** – Development staff participated in the selection and pre-kick-off work to initiate an analysis of VRT revenues and identify non-traditional sources of revenue to fund transit services and capital projects.

Goal 3 - Build institutional and regional capacity

Regional Capital Enhancements

- **Boise Operations Facility**
 - **Electric Bus Infrastructure**
Construction on electric bus infrastructure at the Orchard Facility is substantially complete. The chargers have been commissioned and VRT is working with Proterra to address issues identified on one charger.
 - **Fuel Island Work**
Upgrades to the CNG facility are underway, STV Consulting assisted with design and consultant management. Dryer parts have been installed and cathodic protection upgrades will be addressed during the pavement reconstruction. Cooling units

(compressor cooling units) are being modified for continued use while ECI looks at options for relocating roof coolers to ground cooling.

- **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. Jacobs Engineering is complete with preliminary engineering for FY2021 pavement construction. Environmental review (NEPA) is with Federal Transit Administration (FTA). With NEPA clearance, final design and contractor bidding can begin. Construction at the Orchard Facility will start in late summer/fall 2021 and will continue for up to three years.

- **Happy Day Transit Center Upgrades (HDTC)**

Staff is reviewing and updating planned repairs and upgrades to the Happy Day Transit Center. Staff will present the results of the feasibility study, past studies, and immediate deficiencies to the VRT Executive and full Board.

- **Main Street Station (MSS)**

Standard maintenance activities continue at MSS. Office space rebuild contract has been issued to Alpine Construction. IT is working with capital to upgrade the PA system for announcements and safety notifications. A repair is needed on the exit ramp where the buses transition from the ramp to the street, design is underway to determine concrete strength and installation. Repairs are anticipated in early fall 2021.

- **Bus Stops**

There are a number of bus stop infrastructure projects currently underway. Staff is working on two corridor studies and three construction projects.

- 1- VRT staff are addressing amenity issues (benches, trash, etc.) at newly installed shelters as well as fixing American's with Disabilities (ADA) issues and replacing obsolete infrastructure. VRT is also working with City of Boise 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. Bus Stop construction is anticipated to start in early fall 2021.
- 2- FY2021 projects include transit island enhancements along Main and Fairview, a revenue backed project from Capital City Development Corporation (CCDC). VRT will install five (5) best in class shelters after CCDC construction is complete.
- 3- FY2022 projects are being scoped out and will be informed by the State Street Transit Operational Analysis, the Fairview Best in Class Study, and the Bus Stop Typology. These studies will identify changes in operations and infrastructure needed to improve best in class and standard corridors.

Regional Corridor Planning

- **State Street Corridor Projects**

VRT staff, the project team and the project consultant have completed The State Street Alternative Analysis. VRT staff will present the preferred alternative recommendations to the VRT Board.

The State Street Transit Operational Analysis (SSTOA) consultant team met with the State Street Technical Team. Data has been collected and operational analysis is underway. The SSTOA is anticipated to have a draft ready for staff review in late September 2021 with the final product ready for board review in January 2022.

Development staff has continued working with funding partners to increase funding for improved passenger amenities along the State Street corridor.

Other Development Activities

- **FY 2021 planning projects** –
 - Regional Vanpool Study – held kick off meeting and engaged project team.
 - Passenger Facility Plan/Bus Stop Typology – planning kick off meeting and initiating project
 - Coordinated Human Services Transportation Plan – This work is on hold until 2020 Census data is available.
- **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

TOPIC	Finance and Administration Activity Report
DATE	August 2, 2021
STAFF MEMBER	Jason Jedry, Finance Controller

Summary

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

Highlights

Budget/Finance

- The cash balance of \$3,031,333 at the end of May exceeded the average cash balance of the previous three years at the end of May by \$566,153
- At the end of May, VRT operating expenses were 22% under budget and capital expenses were 84% under budget
- Finance staff are finalizing the June close and third quarter budget reports
- The FTA triennial review/audit was completed with no findings
- Finance filled the vacant Accounting Specialist I position and the new hire is currently being trained
- Finance is assisting with finalizing the FY2022 budget

Grant Management

- Grants and Compliance Administrator is working on the following:
 - FTA grant applications
 - Active Grant revisions/amendments
 - Subrecipient Agreements for FY2021
 - Subrecipient Reviews
 - Triennial review completed with no findings

Procurement

- Procurement and Contracts Specialist is working on:
 - On-Call General Construction Services
 - Main Street Station Office Rebuild
 - Integrated Mobility Plan
 - Updating the VRT procurement manual
 - Contract extensions

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



TOPIC	Programs and Marketing Update
DATE	July 13, 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 to School

- Bike rodeo season is in full swing, with the SR2S team visiting schools throughout the Treasure Valley. This activity will continue through June.
- Bike camps are scheduled with the West YMCA in July.
- The staff has also been teaching in Driver's Education classes as time allows.
- Staff is exploring grant opportunities.

Navigation

- Mobility Navigator Kyle Lenhart-Wees and VRT Operations successfully launched Canyon County Rides2Wellness. VRT is now making adjustments to the model to make it easier for riders to qualify for the program.
- The Mobility Navigator and Operations successfully launched the Meridian Veterans Shuttle. The shuttle, which uses private providers, allows veterans in Meridian to book no-cost rides to and from the Boise Veterans Administration Medical Center.
- The Mobility Navigator has also been doing outreach to Community School activists and organizers, the libraries in Nampa and Caldwell.
- The Mobility Navigator has also started doing travel training again.

Marketing

The marketing department has been working 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..

- Canyon County On-Demand Service – VRT has launched a broad-based marketing initiative designed to reach multiple audiences in Canyon County. The campaign includes:
 - Radio advertising, including Spanish language ads on Radio Rancho
 - The three buses that regularly provide on-demand services have all been custom wrapped with messages about the new service, including one in Spanish.

- Display ads and social media boosts
- Organic social media materials have been shared with partners
- A partner toolkit is now available on the VRT website
- Some high-level initial results from the campaign launch, May 17 to June 29.
 - 212,429 impressions
 - 5,184 clicks
 - Partner toolkit landing page – 2,224 views
 - Social media engagement
 - 1,908 clicks
 - Audience tends to be older (55+) and female
 - Spanish language social media has more than twice the engagement as English language social media
- The campaign report from Stoltz is in the packet.
- Electric Bus promotion – VRT took delivery of the first electric bus on July 1, 2021! The first four buses will each have a custom wrap that will clearly define the buses as “Electric POWered.” The theme is reminiscent of comic books, with each bus having its own identity and ‘super power.’ The comic book themes will be carried through in display advertising and social media, as well as a printed comic book. Outreach will involve multiple community events, perhaps even schools. (See attached E-bus Promotion Strategy)
- City Go Pay App – VRT is coordinating with City Go and Stoltz to develop a marketing campaign to introduce the public to the app and all it does. The materials will be developed over the next few months with the campaign expected to launch in late summer.
- Route 150 Pine – We are developing a marketing plan for the start of the new Route 150 Pine in Meridian. We will leverage some of the effort from the Electric Bus and City Go Pay campaigns, as well as develop highly targeted marketing to employers and large apartment complexes near the new route.
- Safe Travels, Treasure Valley – The campaign strives to assure the public that riding shared transportation is safe. Through an every-other-week newsletter, our partner agencies and VRT 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>.
- Special Events – VRT has signed a Letter of Agreement with Treefort Music Fest to run the 'Treeline' shuttle service in downtown Boise as part of the festival in September 2021.

More Information

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

TOPIC	Community Projects/Outreach Efforts Update
DATE	July 14, 2021
STAFF MEMBER	Mark Carnopis

Summary

This memo provides updates on current and future community outreach efforts, including those related to the Valley Regional Transit (VRT) Strategic Plan goals.

Highlights

- The engage.valleyregionaltransit.org portal website goes live August 3. It provides citizens the ability to provide input on transportation issues and challenges where they live. I am supporting this effort by developing and managing a communications plan that will help get the word out about the portal and a process to keep people engaged and updated after they visit the webpage and enter their comments.
- We are training staff on how to manage the intranet pages that they are responsible to maintain and keep updated. The site will be a one-stop shop that provides quick and access to important and often-used forms and other materials such as the employee's handbook. Employees often have to navigate through numerous folders to get to the files/information that they need. Each department has its own page and there are buttons that provide immediate access to our websites and often-used documents (e.g. the IT support ticket).
- Work continues on updating and maintaining printed outreach collateral (e.g. brochures, informational flyers) in one location. Currently, our outreach materials have different designs and writing styles. I am going through these documents to ensure a consistent look and writing style (branding) and that the materials are kept updated.
- I have been visiting with several small communities in Canyon County (Parma, Notus) and the county highway districts to report on what VRT has done in the last fiscal year and what is planned in the future. Currently, our outreach to these stakeholders is often limited to one update presentation a year. I will develop an on-going communication outreach plan with these stakeholders with the goal of keeping them engaged.
- Development of the communications/outreach plan for FY2022 continues. My plan will define specific projects and events that are my responsibility. It also will include my roles and responsibilities for projects managed by other VRT staff (e.g. service changes).

More Information

Attachments: None

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

TOPIC	Corporate Sponsorship and Underwriting Department
DATE	August 2, 2021
STAFF MEMBER	Jason Russell

Summary

Valley Regional Transit - Fleet Underwriting Division			
	FY 20	FY 21	FY 22
Target Revenue:	\$435,835	\$528,246	\$600,000
Actual Contracted Revenue:	\$461,133	\$526,686	\$229,576
% of Target Revenue:	106%	99%*	38%*

*As of July 13, 2021

New Business Opportunities

- Northwest Nazarene University
- City of Boise – Partners for Clean Water
- Discovery Center of Idaho
- Idaho Central Credit Union

Advertising Installations and Renewals

- Boise Pride
- Idaho Commission on Aging
- College of Western Idaho
- Crush the Curve Idaho – Vaccinate 208 program
- Idaho Youth Ranch
- College of Western Idaho
- Intermountain Gas Company

Idaho Safe Places

Valley Regional Transit is working with the Idaho Youth Ranch to designate VRT vehicles and transit centers as Safe Places for young people needing immediate help and safety.

August 11 and 12 Valley Regional Transit drivers will have the opportunity to attend training sessions to begin integrating the “Safe Place” program into the VRT system.

Public Art

On behalf of Valley Regional Transit, City of Boise issued a request for qualified artists to be included in a roster that may be selected and commissioned to complete a public art project using VRT bus shelters. The request has closed, but can be viewed [here](#). Boise City Department of Arts and History is now convening a selection panel for the Art in Transit artist roster. The panel will meet the week of August 9 to review and select qualified artists to provide art for Valley Regional Transit buses and transit shelters.

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

TOPIC	City Go Report
DATE	August 2, 2021
STAFF MEMBER	Kaite Justice

Summary

This report provides a status update of activities related to the downtown mobility collaborative, City Go.

- City Go held its quarterly Steering Committee meeting and discussed equity and how to make transportation demand management programs more equitable across employer types and populations. Over the next quarter City Go staff will be building out an equity framework for City Go.
- City Go welcomes new member Cushing Terrell in July.
- City Go launched a new series called Sustainability Spotlight. City Go highlighted St. Luke's Health System in June and Stoltz Marketing Group for the Sustainability Spotlight in July. You can find the articles here <https://www.citygoboise.com/news-and-events-posts/sustainability-spotlight-st-lukes> and here <https://www.citygoboise.com/news-and-events-posts/sustainability-spotlight-stoltz-marketing-agency>
- The evaluation team met to discuss the two proposals received for the Integrated Mobility Plan. Staff is recommending Nelson Nygaard for the contract. Recommendations for the procurement will be brought to the executive board in August 2021.
- City Go is working with the Idaho Policy Institute to conduct a COVID-19 Travel Behavior Study valley-wide. The survey will go later in August once the MOA is finalized with the Idaho Policy Institute. The final report for the study will be completed in late fall 2021.
- City Go has seen significant growth in its website and social media over the last year. The City Go website has received 8.5k website visits this year, which is a 198% increase year over year and 20k page views, which is a 121% increase year over year. Social media has seen a growth of 160% year over year.
- City Go is bring back "Where's My Bike Boise" scavenger hunt this August. The event will take place from August 23-27. City Go will hide the bike in a new location at the beginning of every day and send out clues to its location over social media. The bike, donated by Boise Bicycle Project, will be raffled off at the end of the week at Boise Goathead Festival.
- City Go staff launched City Go Engage, which is an education, outreach, and advocacy workgroup. The kick-off meeting was held in June with representatives from: Ada County, Capital City Development Corporation, Downtown Boise Association, Idaho Walk Bike Alliance, and Stoltz. Other members of the workgroup include: Boise State, Clearwater Analytics, and St. Luke's.
- City Go launched their member toolkit in June, which can be found here: <https://www.citygoboise.com/member-toolkit>. The toolkit includes flyers, social media posts, and videos to help employers promote sustainable transportation to their employees.
- City Go staff continues to work through the implementation of the Integrated Fare Payment System with Cubic. Throughout the month of August, electronic validators will be installed on all the VRT buses. The system is set to have its soft launch on October 4, and a full launch in December.

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