

Regional Advisory Council Meeting Agenda

May 20, 2025

9:00 AM

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

This is an in-person meeting.

If you are unable to attend in person, you may join us via MTeams at https://ridevrt.org/VRTRAC_MAY25
or by dialing in at **323-484-8960 Conference ID: 740 679 741#**

I. Calling of the Roll

II. Agenda Additions/Changes

III. 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.

IV. Action Items

V. Information Items

A. INFORMATION: FY26 Marketing and Outreach

Pages 3-4 | Jason Rose

Staff will provide a review of past marketing efforts and a preview of tentative plans over the next fiscal year and beyond, as well as seek feedback from the council.

B. INFORMATION: Residential Pass Program Updates

Pages 7-9 | Duane Wakan

Staff is seeking discussion and feedback on rate adjustments to the Residential Pass Program.

C. INFORMATION: Summer Meeting and Topics for Discussion

Walter Steed

Members of the Regional Advisory Council will have the opportunity to bring up topics on items they've heard about during an open discussion session, or topics they would like to be considered on an upcoming agenda. Staff will discuss the possible date for the next RAC meeting.

VI. Department/Staff Reports

A. INFORMATION: Department/Staff Reports

Pages 8-23 | Staff

The most current department/staff reports were included in the packet for information. RAC members are encouraged to read them as they contain important information.

VII. Adjournment

Agenda order is subject to change.

Next Regional Advisory Council Meeting:

TBD

VRT Boardroom

700 NE 2nd Street

Meridian, ID 83642

Any accommodations needed for effective communication, such as language interpretation or auxiliary aids, should be made no later than three working days before the scheduled meeting. Please contact Jason Rose, Communications Director at jrose@rideVRT.org or by calling 208-258-2739.



TOPIC	FY26 Marketing and Outreach
DATE	May 20, 2025
STAFF MEMBER	Jason Rose

Staff Recommendation/Request

Staff will provide a review of past marketing efforts and a preview of tentative plans over the next fiscal year and beyond, as well as seek feedback from the council.

Background

For most of its existence, Valley Regional Transit (VRT) has had limited staff positions for marketing and communications, with additional comms efforts in various programs. While this structure was useful at the time and reflected the organization, we have since consolidated and centralized our marketing and communications efforts within a single, larger, in-house team.

2022 was the start of the transition mark, bringing on dedicated staff to oversee agency-wide marketing and communications. In 2023, we added a brand lead and designer, which helped with our 2024 reorganization as we brought the City Go outreach staff into the Communications team and adjusted job descriptions to better reflect the broad work they do. In 2025, we added yet another team member with a Communications Specialist, focusing on social and digital media. These positions were all repurposed FTEs, which has been a great way to add capacity and be more strategic while keeping costs down.

Our first major marketing effort, Let's Ride, BOI, was developed last summer and will run until late May. This campaign addressed the need to raise broad awareness of the VRT brand, update the brand profile, and get in front of target audiences across digital video, social, out-of-home, radio, and more. This, in theory, laid a good foundation of awareness in the community. We needed to let people know who we were and make the bus cool.

As we transition into the summer and sunset the Let's Ride campaign – with a newly organized staff and a lot of great brand elements and tools at the ready – we're taking a look at our direction, goals, and strategies to drive toward our primary goal of attracting new riders. This work is being done in the context of goal setting at the executive management team level, which is creating the map for departmental direction and laying a good foundation for a future internal engagement initiative centered around a new business plan.

We're workshopping a multi-year strategy to grow ridership and influence public perception, shifting from a broad awareness campaign to more targeted activations, focusing on specific routes, partners, and destinations. Staff will present early phases of this direction to the RAC and get their feedback before finalizing the strategy internally.

For detailed information, contact: Jason Rose, Chief Communications Officer,
jrose@ridevrt.org, (208)803-5183

Jason has the pleasure of leading the Communications Team, which is comprised of:

- Rich Marks: Account and Sales Manager
- Kathleen Godfrey: Business Development Manager
- Melody Roper: Marketing and Creative Projects Manager
- Hailee Lenhart-Wees: Community Outreach Manager
- Nick Moore: Communications Specialist I





TOPIC	Residential Pass Program Rate Adjustments
DATE	April 24, 2025
STAFF MEMBER	Duane Wakan

Information

Staff is seeking discussion and feedback on establishing a standard rate for and growing the Residential Pass Program.

Highlights

In 2019, City Go was launched as a Transportation Demand Management (TDM) initiative along with other transportation partners. Efforts included developing a bundle of TDM solutions to incentivize employers, multi-family occupants and civic institutions to purchase TDM bundles at sub-market rates. These solutions include discounted parking rates at certain garages, discounted bus passes, free bike parking, Vanpool discounts, and other offerings. To date, most of the TDM success at Valley Regional Transit (VRT) has been with employer contracts. VRT would like to replicate its employer success with residential developments through a residential pass program.

Pilot: NeighborWorks Boise

In 2024, VRT piloted the first residential pass program with NeighborWorks Boise (a non-profit affordable housing provider). This three-year pilot began with providing fare media (either a physical smart card or smart phone code) for unlimited rides of VRT fixed-route and On-Demand services for 50 new units. The pilot also committed VRT to providing TDM outreach and marketing to NeighborWorks Boise along with ridership reports.

Update Residential Pass Program

Based on the success of the employer pass programs and the NeighborWorks Boise residential pilot, VRT is updating its residential pass program to increase fare revenues and transit usage through a standard residential pass program. Based on the 2019-2023 American Community Survey and preliminary plats, there are between 9,000 and 14,700 existing or platted multi-family units within a ¼ mile of VRT bus routes. To tap into this potential ridership and revenue source staff is proposing the residential pass program:

1. Establish standard pass rates for multi-family developments of various sizes
2. Revises existing fee schedule to generate more activity
3. Provides a framework for staff to engage with developers based on project size and proximity to the VRT fixed-route network

Summary

Existing Residential Program Rates

The existing residential pass program rates are focused on smaller development sizes and have relatively high per unit rates for the smallest units (see Table 1 below). To date there have been no residential pass programs executed under this schedule.

Table 1: Existing Residential Program Rates

Residential Unit Buckets	Price per Unit
1-29	\$80
30-99	\$40
100 +	\$22

Proposed Rate Adjustments

VRT is proposing to update the rate chart in the following ways

1. Establish a minimum residential development size (20 units)
2. Establish a sliding scale rate to account for the wide variety of development sizes
3. Provide residential rates similar to employer-based rates (\$5.00-\$10.00/employee)
4. Provide higher break points to facilitate residential programs with even the largest developments

Table 2 below is a proposed update to existing residential pass program rates. Considerations were made to account for the average household size.

Table 2: Proposed Residential Program Rates

Unit Range	20-60	61-150	151-500	500+
Rate/Household Range	\$24 - \$27	\$22 - \$24	\$18 - \$22	\$11.50 - \$18.00

Revenue Potential

Staff assessed the potential revenue from multi-family projects located within a quarter mile of VRT bus routes based on regional preliminary plat data (COMPASS). Revenue projections were calculated by multiplying the unit rates by the number of units and assuming we were able to get 20% of the total units under contract (see Table 3). The table also highlights that by targeting developments with between 150 and 500 units VRT would be able to maximize ridership and revenue while minimizing the number of individual contracts needed.



Table 3: Residential Program Pass Revenue Potential

1/4 Mile of Bus Routes	20-60 (37 Avg.)	61-150 (101 Avg.)	151-500 (273 Avg.)	500+	Total
Multi-Family Projects	20	23	41	1	85
Multi-Family Units	737	2,320	11,184	549	14,790
Rate/Unit	\$26	\$23	\$21	\$18	NA
20% Goal	\$3,832	\$10,672	\$46,973	\$0	\$61,477

Implications

By updating the Residential Pass Program VRT will be able to increase the number of individuals with access to valid fare media and increase transit ridership along key transit corridors.

Staff will work with the Communications team to develop talking points and engage the public in a Residential Pass campaign to market the new services in 2026.

Staff will conduct outreach to homeowner and condo associations to gain access to meeting agendas and presentation opportunities.

More Information

For detailed information, contact:

Duane Wakan Mobility Integration Planner
dwakan@ridevrt.org
(208) 258-2750





CEO Activity Report	CEO Activity Report
DATE	May 5, 2025
STAFF MEMBER	Elaine Clegg

Summary

Information only, no action needed.

Highlights

This month has been full swing on **budget preparation** and the beginnings of budget presentations. VRT is working to be very sensitive to the revenue limitations that most of you are facing this year, the budget you will see in June has a target of no more than a 2% increase in operations and maintenance, including the 2.5% increase for staff as discussed last month. The capital budget swings from year to year based on active capital projects and grants available.

The advice we had from **FTA** regarding our active competitive grants awarded under previous executive direction being honored has been amended. There is a separate memo on these activities.

I participated in many of the activities for the **100th Anniversary of the Boise Depot**. I would like to extend a big thank you to Mayor McLean and the City of Boise for a well-planned and executed celebration. I look forward to the day when our depots are again active with train traffic and appreciate Boise's efforts to highlight that potential in addition to celebrating the rich history of the building.

I was honored to be awarded the **2024 Woman of the Year** at the annual gala for WTS of Southwest Idaho, Advancing Women in Transportation. Thank you for your support. I attended the **City of Nampa Arbor Day tree planting at the College of Western Idaho Campus** to support and help with the planting of 40 trees at their new development on campus.

Local Meetings

I attended or presented at the following meetings this month:

- This month's focus for meetings to prepare for budget requests has been and workshop and public hearing with the **City of Boise**.
- We met with **Eagle** and are preparing for the **Canyon County Transit Day** (see below)
- VRT continues to refine service opportunities for **St Luke's** as they build a transportation management program for their downtown Boise campus.
- We continue to work with **Zenobe** who purchased our battery lease from the

Proterra bankruptcy to ensure we can use our Proterra buses efficiently.

- We met with **ACHD** staff to determine our path forward on projects on **State Street**.
- I continue to participate in a handful of board and other meetings including **The Bus Coalition**, the **APTA High Speed and Intercity Rail Committee**, the **Treasure Valley Clean Cities Coalition**, the **Boise Municipal Health Care Trust** and the **Greater Northwest Passenger Rail Working Group**.
- We are continuing to work on the plan for a return of the **Bus to the Blue** game day service with the **Boise Downtown Business Association** and **Boise State University**.

Travel Meetings

- **Boise Metro Chamber Leadership Conference** – I joined the first day of the leadership conference and met with many local leaders.
- **Amtrak** – I then joined a board and leadership tour of the Southwest Chief services, meeting them in Kansas City and riding to Los Angeles to learn more about Amtrak's long distance service operations and challenges.

Media

- Treefort guide + Treefort transportation + More blue tur (Boise Dev): <https://boisedev.com/newsletter/3-19-25-2-2/>
- 3/26 – Treeline shuttle returns to ease travel to Treefort venues (Idaho News): <https://idahonews.com/news/local/treeline-shuttle-returns-to-ease-travel-to-treefort-venues#>
- 3/26 – Treefort Music Fest 2025 begins in Boise (Idaho News): <https://idahonews.com/news/local/treefort-music-fest-2025-begins-in-boise#>
- 3/26 – Treefort Music Fest kicks off in Boise with music, art, and culture (Idaho News): <https://idahonews.com/news/local/treefort-music-fest-kicks-off-in-boise-with-music-art-and-culture#>
- 4/7 – Boise Depot Centennial <https://boise.citycast.fm/local-civics/depot-centennial-anniversary-live-podcast-taping-mayor-mclean-elain-clegg-amtrak>
- 4/10 - [Get to Know the 'Bring Back Rail' Effort - City Cast Boise](#)
- 4/15 – Growing Idaho: VRT looks for funding to keep up with growth (KTVB): <https://www.ktvb.com/article/news/local/growing-idaho/growing-idaho-vrt-looks-for-funding-to-keep-up-with-growth-valley-regional-transit-buses-in-idaho/277-1a27e757-47a2-42ad-9948-15f943e777c3>
- 4/21 - [Could Passenger Rail Return to Boise? - City Cast Boise](#)

Internal Activities

You are all invited to attend **Canyon County Transit Day on May 6**. As budget season continues, staff are working hard to prepare for Canyon County Transit Day where VRT will sit down with partner organizations for a roundtable discussion and later hold open houses in both Nampa and Caldwell to get public feedback on transit services in Canyon County. We developed four scenarios showing a range from



eliminating services to cutting back to continuing on the present course and then expanding service in order to spur conversation about the best way forward in Canyon County. We will have results next month. Find out details at ridevrt.org/cctd.

The new transit management and operations RFP closed on April 14 and the selection committee has begun reviews and interviews of the applicants. We have two highly qualified vendors, including our current operator, and will bring a recommendation to the Executive Board in June.

VRT and the Pacific Northwest Economic Region (PNWER) finalized our sub-recipient grant agreement to study the feasibility of using TIFIA and RIFF financing to move transit-serving projects forward in our region. Stephen Hunt will be the project manager and we will complete these studies and activities this year.

VRT is working with COMPASS on several fronts. Watch for some minor TIP amendments to facilitate the bus purchases introduced as per the memo on in this month's consent agenda. Additionally, the COMPASS/VRT building is getting upgrades in the HVAC system, the audio system in the board room and bottle fillers on the drinking fountains. All are being paid out of our regular condo budget or the reserves we have built up for such major maintenance.

For detailed information, contact:

Elaine Clegg, CEO

eclegg@ridevrt.org,

(208) 258-2712





TOPIC	Development Department Monthly Report
DATE	April 7, 2025
STAFF MEMBER	Stephen Hunt

Summary

Development Department activities for the May 2025 report.

Highlights

VRT Strategic Plan: Goal 1 – Demonstrate responsible stewardship of public resources

Performance Based Decision-making

- **FY2026 Budget Development** – Staff coordinated with local jurisdictions and funding partners about FY2026 budget requests including holding public hearings in Boise and preparing multiple service scenarios for Canyon County.

VRT Strategic Plan: Goal 2 – Increase Ridership and Revenue

Planning

- **Bus Stop Improvements** – Staff is continuing quality control on the data in the bus stop inventory and master bus stop list. This analysis will identify deficiencies and guide efforts to prioritize future investments in bus stops and amenities.
- **Nampa – Caldwell Corridor Transit Oriented Development (TOD) Study** – Staff continues to work with HDR, Inc., the consultant VRT is working with on this project, holding regular project meetings, collecting data and responding to input from stakeholders.
- **Valley Connect 3.0 (VC 3.0)** – Jacobs Engineering, and staff worked with consultants to develop complete draft chapters for VC3.0.
- **Towne Square Mall (TSM) Transit Center Improvements** – Staff is coordinating with City of Boise about required easements for transit so those can be better documented with property owner.

Mobility Integration

- **City Go/Transportation Demand Management (TDM)** – Staff has refined residential and employer pass programs. These updated programs will be integrated into the City Go brand.
- **Reduced Fare Verification** – Following board direction, staff initiated a cost benefit analysis of the reduced fare verification process.

VRT Strategic Plan: Goal 3 - Build Institutional and Regional Capacity

Regional Capital Enhancements

- **Orchard Facility Master Plan Update** – Staff worked with consultants and finalized scope and fee for Orchard facility master plan update, including a review of forecasted fuel types. This review will revisit and refine electrical and other fuel source infrastructure needs.
- **Happy Day Transit Center Upgrades (HDTC)** – Staff continued work on temporary roof repairs at Happy Day Transit Center. Staff also met with and provided information to a private partner about potential energy investments at HDTC that could be leveraged to address critical heating, ventilation, and air conditioning (HVAC) replacement needs.
- **Main Street Station (MSS)** – Staff has continued working with Jacobs to prepare for closure of Main Street Station for construction activities. Staff is also tracking the availability of federal funding to ensure construction schedule can continue in June as planned.
- **Nampa Pedestrian Improvements** – Staff drafted subrecipient contract with Nampa and continued coordination activities with Nampa staff on pedestrian infrastructure improvements to transit stops on 16th Ave.
- **Bus Stop Improvements** – Staff has continued coordinating with contractors to pilot real time information signs at several stops along the Fairview and State Street corridor. This pilot will inform the type of real-time information signs used throughout the system. The State and 18th St ribbon cutting on May 13th will unveil the first of these real-time information signs.

Regional Corridor Planning/Corridor Capital Investments

- **State Street Corridor Projects**
 - No updates on the final Paper Grant Agreement or the Letter of No Prejudice for the 2022 Rebuilding America's Infrastructure with Sustainability and Equity (RAISE) grant.
 - Staff was informed that State Transportation Block Grant (STBG) funds were successfully transferred to FTA. These funds will be used to continue design of intersections at State and 23rd and 27th.
 - VRT staff has paused coordination activity to cover the Boise Valley Canal from Saxton to Bogart on State Street until the future of RAISE grant funding is clarified. Staff have been working with Federal partners to ensure progress is as timely as possible.



More Information

For detailed information, contact:

Stephen Hunt, Chief Development Officer, 208.258.2701, shunt@rideVRT.org

Joe Guenther, Capital Projects Manager, 208.258.2705, jguenther@rideVRT.org

Lisa Brady, Safe Routes to School Program Manager, 208-761-8507, lbrady@rideVRT.org

Kate Dahl, Principal Planner, 208.258.2715, kdahl@ridevrt.org

Duane Wakan, Mobility Integration Planner, 208.258.2750, dwakan@rideVRT.org

Alissa Taysom, Associate Planner, 208.258.2717, ataysom@rideVRT.org

Kyle Street, Programming Planner, 208.258.270, kstreet@rideVRT.org





TOPIC	Operations Department Staff Report
DATE	May 5, 2025
STAFF MEMBER	Leslie Pedrosa

Summary

This report provides a status update of activities related to contracted transportation services, Specialized Transportation services, compliance, customer service support and regional operations.

Regional Highlights

Ada County Charging and Battery Electric Bus Update

Valley Regional Transit (VRT) continues to work with Phoenix Motors, Inc. to try and get three buses back on the road. Two buses are down due to battery issues and one is down due to delayed replacement parts. Zenobe, the vendor that maintains the battery lease for VRT, is coordinating the repairs for battery issues with Phoenix. VRT will continue to work with the third-party vendors to get replacement parts to repair buses.

Miscellaneous

- Staff is working with transit contractors to adjust timing to some routes with on-time performance issues, following the service change in June 2024. The new schedules will go into effect in June.
- Staff is working with the Public Transportation Agency Safety Plan (PTASP) Safety Committee to make updates to the plan that have been mandated by FTA. The updated plan will go to the Board of Directors in August for approval.
- VRT operated the Treeline Shuttle again during the Treefort Music Festival in Boise March 26 -29. It was a very busy shuttle, with lots of positive feedback. At this time, ridership is not available due to passenger counting equipment issues. If staff is able to retrieve data, ridership will be reported.
- The procurement for Transit Management Services was released in March. Proposals are due in April for review. This procurement will select a vendor to manage the transit contracts operated from the Orchard Facility and Happy Day Transit Center.

Service Highlights

Canyon County

- One preventable safety event in March
- Intercounty on-time performance 70% for March
- On-demand on-time performance 75% for March
- ACCESS on-time performance 94% for March

Ada County Highlights

- Two preventable safety events in March
- Fixed-route on-time performance 80% for March
- ACCESS on-time performance 97% for March

Beyond Access Service

- Zero preventable safety events in March
- On-time performance 92% for March

Compliance

- Staff is finalizing data to submit the National Transit Database (NTD) report for fiscal year 2024. Due to the financial audit being delayed, VRT was not able to finalize report by the March 28, 2025. The CEO is working with the finance team to ensure the report is submitted by April 14 as required.
- Working with VRT Safety Committee to complete update to the Public Transportation Agency Safety Plan (PTASP) and the Transit Asset Management (TAM) Group Plan.
- Staff is completing bus ride checks to recertify the automatic passenger counters (APC's) with NTD. APC's are required to be recertified every three years, once they are accepted. This will be VRT's second time recertifying the APC's.

Customer Service

- In March customer service answered 7,304 of 7,679 of all incoming calls. That is 95% of all phone calls that are to schedule or change a demand response ride, fixed-route information or general VRT calls. There were 334 abandoned calls. The average call time was 3 minutes, 18 seconds. The average hold time was 18 seconds.
- March City Go Pay mobile ticket sales totaled \$12,527.50.

More Information

For detailed information, contact:

Leslie Pedrosa
Chief Operating Officer
lpedrosa@ridevrt.org
(208) 258-2713



TOPIC	Finance and Administration Activity Report
DATE	May 5, 2025
STAFF MEMBER	Jason Jedry, Chief Financial Officer

Summary

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

Highlights

Budget/Finance

- Finance staff continue to work on the final stages of the Oracle ERP system implementation
- Finance and Operations are working together to implement the Oracle EAM system
- Staff are working to close FY2024 and prepare for the annual audit
- The Acting CFO is working with budget managers on FY2026 budget planning

Grant Management

- Grants and Compliance Administrator is working on the following:
 - FTA grant applications
 - Active grant revisions/amendments
 - FY2025 Projects
 - Federal grant reconciling and reporting

Procurement

- Procurement and Contracts Specialist is working on:
 - Temporary staffing services
 - Renewable natural gas credits
 - Transit management services contract
 - Acquisition of Service – Beyond Access
 - Janitorial services for MSS and HDTC

For detailed information contact: Jason Jedry, Chief Financial Officer, 208-258-2709, jjedry@ridevrt.org



TOPIC	Communications and Engagement Update
DATE	May 5, 2025
STAFF MEMBER	Jason Rose

Summary

This memo provides updates on current and future communications, engagement, and marketing efforts.

Highlights

The Communications and Engagement Team is powering through 2025 with a newly organized staff and a lot of great brand elements and tools at the ready. We continue to assess our direction, goals, and strategies to drive toward our primary goal of attracting new riders with an upcoming staff strategy session in May. This work is being done in the context of goal setting at the executive management team level, which is creating the map for departmental direction and laying a good foundation for a future internal engagement initiative centered around a new business plan.

EARNED MEDIA

VRT has had a healthy earned media outlook this year, with much of our earned attention situated around the Treeline. We are also featured in an upcoming edition of Business View Magazine, as well as a podcast appearance by Elaine on City Cast Boise, set to be released the week of April 21.

- Treefort guide + Treefort transportation + More blue tur (Boise Dev):
<https://boisedev.com/newsletter/3-19-25-2-2/>
- 3/26 — Treeline shuttle returns to ease travel to Treefort venues (Idaho News):
<https://idahonews.com/news/local/treeline-shuttle-returns-to-ease-travel-to-treefort-venues#>
- 3/26 — Treefort Music Fest 2025 begins in Boise (Idaho News):
<https://idahonews.com/news/local/treefort-music-fest-2025-begins-in-boise#>
- 3/26 — Treefort Music Fest kicks off in Boise with music, art, and culture (Idaho News): <https://idahonews.com/news/local/treefort-music-fest-kicks-off-in-boise-with-music-art-and-culture#>
- 4/15 — Growing Idaho: VRT looks for funding to keep up with growth (KTVB):
<https://www.ktvb.com/article/news/local/growing-idaho/growing-idaho-vrt-looks-for-funding-to-keep-up-with-growth-valley-regional-transit-buses-in-idaho/277-1a27e757-47a2-42ad-9948-15f943e777c3>

COMMUNITY OUTREACH

The Communications and Engagement team is busy with the 2025 outreach spring season, which includes engagement with school partners, events, parades, travel training, and more. We had a very successful Treeline (with ridership numbers still being determined) and Underground Disco Derby (with more than 300 attendees at our second annual event at Main Street Station) in March and are in the midst of May in Motion outreach events. Since the start of FY2025, we've attended 101 events or services and spoken to nearly a thousand people. Other notable events include training therapy dogs, Community Reading Events with the City of Boise Library, travel training, and more! We're also working on a language pocket guide, which will help riders of all languages, and especially those who interact with our refugee and resettlement partners, navigate the VRT system.

ADVERTISING

Our sales team continues to see growth in advertising revenues. Since the start of FY2025, we have secured \$318,109 in bus wrap ads with about \$190,000 pending contracts and \$5,238 in bus shelter revenues.

We also added bus bench advertising to our media kit on April 1 and have secured \$31,521 in revenue with around \$110,000 pending contracts this fiscal year, many of which have signed annual contracts, which will bring additional revenue to FY2026. Much of this is from existing advertisers, which has been the first step in our bench advertising strategy. In addition to consistent revenue, we are building good relationships with advertising clients, who have expressed appreciation in moving from a national, remote company to a local organization and point of contact. We developed and produced new "advertise here" signage to illuminate the VRT brand, which will bring additional revenue and attention to previously bland bus benches. We continue to seek re-signing with existing advertising partners and explore new opportunities, especially with companies that we partner with in other ways (such as creating a discounted bundle opportunity for those with a City Go membership).

With our current total of \$354,868, pending contracts, and projected contracts on bus wraps and benches, we anticipate at least \$700,000 in revenue to end the fiscal year.

BUSINESS OUTREACH

Our City Go and pass program outreach continues strong, with 32 total partnerships serving 76,664 employees and participants and generating \$222,097 so far in FY2025. We are also in the process of "re-launching" the City Go and pass programs into a single product offering to reduce confusion and uphold VRT brand integrity. This includes a brand facelift, new promotional materials, updated support and education collateral, and more. We anticipate this to generate and bring attention to the City Go package, and plan to roll out the updated elements to stakeholders this summer and to the public later this year. We also collaborated with United Way on an effort to gather donated books and have engaged with Buy Idaho to bolster outreach efforts. We continue to network within the Boise Chamber and are planning a ribbon cutting to celebrate the bus shelter on State & 18th on May 13th.



SOCIAL MEDIA

We were excited to add a new staff member, Nick Moore, to the Communications Team this spring. Nick is our new Communications Specialist and is taking the lead on social media and other digital efforts, and we are already seeing the benefit of having dedicated support and leadership in that space. We're building out our tracking and metrics, which are listed below for the start of the calendar year and are finalizing an agency social media strategy. In addition to our traditional social media platform presence, we have also added Threads and Bluesky and are monitoring efficacy. Note: engagement rate on stories listed below are calculated by dividing replies and tapbacks (which is how people engage with these posts) by reach.

January

- Facebook
 - Posts: 4
 - Likes: 2072
 - Paid Reach: 173 ,454
 - Impressions: 189,223
 - Video views: 1,384
- Instagram
 - Posts: 5
 - New followers: 9
 - Reach: 4,2913
- Tiktok
 - Posts: 1
 - Video views: 2,340
 - Likes: 251
 - Comments 7
 - Shares 10
 - Saves 14
 - Reach: 2,000
 - Engagement Rate: 14.1%
 - Avg watch duration: 20.19%

February

- Facebook
 - Posts: 7
 - Likes: 2,078
 - Organic Reach: 2,950
 - Paid Reach: 1,128,616
 - Impressions: 1,278,668
 - Video views: 3,915
- Instagram
 - Posts: 8
 - New followers: 45
- LinkedIn
 - Reach: 194,286
 - Posts: 2
 - Likes: 19
 - Views: 36
 - Followers: 574
 - Comments: 1
 - Impressions: 460
 - Clicks: 67
 - Engagement rate: 12.53%

March

- Facebook
 - Posts: 8
 - Likes: 2,088
 - Organic Reach: 4,193
 - Paid Reach: 1,017,827
 - Impressions: 1,275,429
 - Video views: 18,907
- Instagram
 - Posts: 9
 - New followers: 85
- LinkedIn
 - Total followers: 1,348
 - Reach: 96,797
 - Posts: 4
 - Shares: 1
 - Clicks: 19
 - Engagement rate: 8.18%
 - Reactions: 35
 - Impressions: 581
- Tiktok



- Posts: 5
- Video views: 730
- Likes: 64
- Comments: 5
- Shares: 1
- Saves: 3
- Reach: 553
- Engagement rate: avg 12.15%
- Avg watch duration: 12.07%

Treefort

We had a successful collaboration with Treefort, which was a great opportunity to draw attention to the VRT brand:

- Facebook
 - Posts: 6
 - Total likes: 2,088
 - Total reach: 464,123
 - Organic reach 2,957
 - Paid reach 461,880
 - Impressions 579,374
 - Video views 7,234
 - Impressions: 7,201
 - Reach: 6,983
 - Taps forward: 1,910
 - Taps back: 250
- Instagram
 - Posts: 5 (4 Reels, 1 Carousel)
 - Likes: 339
 - Comments: 21
 - Impressions: 8,734
 - Reach: 6,112
 - Shares: 84
 - Engagement rate: 6.53% avg
 - Saves: 18
 - Reels Plays: 8,940
 - Stories:
 - Exits: 362
- LinkedIn
 - Posts: 4
 - Shares: 1
 - Clicks: 19
 - Engagement rate: 8.18%
 - Reactions: 35
 - Impressions: 581
- Tiktok
 - Posts: 5
 - Video views: 730
 - Likes: 64
 - Comments: 5
 - Shares: 1
 - Saves: 3
 - Reach: 553
 - Engagement rate: avg 12.15%
 - Avg watch duration: 12.07%

There are a few points of fluctuation in our metrics list due to strategic paid efforts and post boosting. We also introduced a series of new collaborations with the City of Boise, Treefort, and, most recently, a highly coordinated set of videos with the Capital City Public Market and Boise Farmers Market, supported by a dedicated landing page on the VRT website.

MARKETING

Our marketing awareness campaign, Let's Ride, continues and features elements such as digital video, social media advertising, free ride promotions, physical advertising, a bus wrap, shelter wraps, new displays at Main Street Station, and an updated Boise Airport display. We are also adding new animations to infotainment videos, including those focused on the airport.

The campaign has been the successful recipient of a couple marketing commendations,



including a “Marketing All-Star Award” from NextNW (alongside other award-winners like Adidas, Stanley, and Microsoft), and an APTA AdWheel first place award for an Integrated Brand Awareness and Ridership campaign. With the latter, there is an opportunity for a national Grand Award, which would be honored at the 2025 APTA TRANSform conference.

We also added a layer to the campaign with a unique ad, QR code, landing page, and Umo promotional code in the Welcome Home mailers with Idaho Press. These are distributed to newly arrived folks in the Treasure Valley, and the unique promotion will allow us to track reach and conversion within this particular campaign.

February

- Total impressions: 1,795,908
- Meta: 1.48 million impressions to 641,891 individuals
- TikTok: served nearly 122,000 impressions in February (following an intentional shift in budgets to brace for seasonality)
- ConnectedTV: 44,312 impressions, a 32% increase over January
- Digital OOH: 150,681 impressions; inventory availability increased in February, resulting in 115% more impressions in February than January
- Website: 2% decrease in total users and a 9% increase in bounce rate compared to January; slight reduction in organic traffic

March

- Total impressions: 2,093,435 (a 16.5% increase)
- Meta: This month, we evolved our Meta campaign strategy by introducing a Traffic objective alongside our original Awareness goal. This pivot wasn’t a shift away from awareness — it was a strategic optimization of it. By layering in the Traffic objective, we’ve allowed Meta’s machine learning to refine delivery toward users who are not only part of our ideal audience but are also more likely to engage meaningfully with the brand by visiting the website. The impact has been significant: landing page views surged by more than 1,800%, demonstrating that our target audience isn’t just seeing the ads—they’re acting on them. Additionally, we saw improvements across key performance indicators like click-through rate (CTR), cost per click (CPC), and frequency, signaling that this dual-objective approach is working in harmony to boost overall campaign effectiveness.
 - Impressions: 1,340,634 impressions (83.72% increase)
 - Reach: 509,512 reach (24.58% increase)
 - Clicks (all): 7,777 (a 980.14% increase)
 - Landing page views: 4,207 (a 1,838.71% increase)
- TikTok:
 - Impressions: 309,418 (a 155.30% increase)
 - Reach: 65,519 (a 44.64% increase)
 - Clicks: 552 (a 170.59% increase)
- ConnectedTV:
 - Impressions: 44,213 (a 2.03% increase)
 - Viewer completion rate: 98.8%
- Digital OOH: 398,170 impressions (a 164.25% increase)
- Website:



- In March, the website saw a 49% increase in total users and a 67% increase in NEW users who have never previously visited the website.
- TreeFort Music Fest's website brought 387 total users to the site.
- Total users: 15,510 (a 47.94% increase)
- New users: 13,569 (a 67.25% increase)
- Bounce rate: 50.05%
- Average engagement time: 1 min., 20 sec.
- Average session duration: 4 min., 15 sec.

For detailed information, contact: Jason Rose, Chief Communications Officer/PIO, jrose@ridevrt.org, (208)803-5183

Jason has the pleasure of leading the Communications Team, which is comprised of:

- Rich Marks: Account & Sales Manager
- Kathleen Godfrey: Business Development Manager
- Melody Roper: Marketing & Creative Projects Manager
- Hailee Lenhart-Wees: Community Outreach Manager
- Nick Moore: Communications Specialist I





TOPIC	Information Technology Monthly Report
DATE	May 5, 2025
STAFF MEMBER	Brad Alvaro

Summary

This memo provides an update on the accomplishments of the Information Technology Department and the status of the IT related projects and services.

Projects

- Continue work on new Fare Collection/Mobile Ticking RFP
- Oracle Enterprise Resource Planning (ERP) system: Continue working with FourthSquare for minor production support issues and troubleshooting.
- Continue supporting Oracle Enterprise Asset Management (EAM) system: Continue to work with RF-Smart for new barcoding system that integrates with Oracle Cloud. Moving from development stage to ongoing customer support.
- FY2024 Service Changes. Continue to modify bus stops and routes in General Transit Feed Specification (GTFS) and bus head signs. Working on new service change for June.

Support Services

- Continue to support Oracle user access and privileges
- ETA Transit software (SPOT) detours
- Continue support and integration with FY2024 Service Change Programming
- Provide support for Realtime Information Displays
- Continue testing of replacement helpdesk ticketing solutions
- Monthly Ridership Reports
- Working on Automatic Passenger Counter (APC) issues and diagnostics

More Information

For detailed information, contact:

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