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Executive Board Meeting Agenda

Monday, February 01, 2021

11:00 AM

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

I. CALLING OF THE ROLL

Chair Elaine Clegg

II. AGENDA ADDITIONS/CHANGES

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

IV. CONSENT AGENDA

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

A. ACTION: Minutes of the January 4, 2021 Executive Board Meeting @ Pages 4-5

The Executive Board is asked to consider approval of the minutes from the January 4, 2021 meeting.

B. ACTION: Regional Advisory Council Minutes for December 15, 2020 @ Pages 6-7

The Executive Board is asked to consider acceptance of the December 15, 2020 meeting minutes.

V. FINANCE COMMITTEE - None

VI. EXECUTIVE BOARD - ACTION ITEMS

A. ACTION: On-Call Human Resource Services @

Pages 8-10

Jason Jedry

The Executive Board is asked to consider approving RESOLUTION VEB21-001 and Authorization for Expenditure for On-Call Human Resource Services.

VII. EXECUTIVE BOARD – INFORMATION ITEMS

A. INFORMATION: ACHD Integrated 5-Year Work Program Prioritization @ Page 11

Stephen Hunt

VRT Staff will present for discussion ACHD's invitation to provide comment on prioritizing projects in their Integrated 5-Year Work Program.

B. INFORMATION: Regional Planning and Programming Workshop @

Pages 12-20

Stephen Hunt

VRT staff will discuss the timeline and forums necessary to develop regional plans and budgets.

C. INFORMATION: Department/Staff Reports @

Pages 21-35

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

VIII. EXECUTIVE SESSION

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

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

IX. ADJOURNMENT

o = Attachment

Agenda order is subject to change.

NEXT VRT EXECUTIVE BOARD MEETING:

March 1, 2021 (Meeting will take place virtually)
VRT Boardroom
700 NE 2nd Street
Meridian, ID 83642

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

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



Executive Board Meeting Minutes

Monday, January 04, 2021 - 11:00 AM

MEMBERS ATTENDING	MEMBERS ABSENT	OTHERS PRESENT
Luke Cavener, City of Meridian	Lauren McLean, City of Boise	Kelli Badesheim, VRT
Elaine Clegg, City of Boise		John Bechtel, City of Wilder
Tom Dale, Canyon Cty. Comm.		Bre Brush, City of Boise
John Evans, City of Garden City		Mark Carnopis, VRT
Jim Hansen, ACHD		Paula Cromie, VRT
Debbie Kling, City of Nampa		Gregg Eisenberg, First Transit
Sandi Levi, City of Nampa		Jeannette Ezell, VRT
David Lincoln, ACCHD		Dave Fotsch, VRT
Lantz McGinnis-Brown, Boise State		Karen Gallagher, City of Boise
Garret Nancolas, City of Caldwell		Joe Guenther, VRT
		Rachel Haukkala, COMPASS
		Stephen Hunt, VRT
		Jason Jedry, VRT
		Dave Meredith, VRT
		Leslie Pedrosa, VRT
		Ken Pidjeon, Citizen
		Randy Reese, VRT
		Jill Reyes, VRT
		Jason Russell, VRT
		Eric Selekof, VRT
		Walter Steed, RAC
		Alissa Taysom, VRT
		Kevin Womack, VRT

CALLING OF THE ROLL

Chair Tom Dale called the meeting to order at 11:00, with a quorum present by phone and in person.

AGENDA ADDITIONS/CHANGES

None

PUBLIC COMMENTS

None

CONSENT AGENDA

ACTION: Executive Board Minutes of the December 7, 2020 Meeting

Elaine Clegg moved to approve the Consent Agenda as presented; John Evans seconded. The motion passed unanimously.

FINANCE COMMITTEE

None

EXECUTIVE BOARD - ACTION ITEMS

None

EXECUTIVE BOARD – INFORMATION ITEMS

INFORMATION: Bike Share Program Update

A Bike Share memo was included in the packet for information. Jim Hanson suggested we reach out to his contacts to see if we can get some traction on a sponsor. Elaine Clegg noted the City of Boise is working with VRT in discussions to keep the program alive.

INFORMATION: Regional Planning and Prioritization Workshop

Stephen Hunt and Kelli Badesheim facilitated the first of a series of discussions to identify actions that will strengthen the VRT Board's ability to address regional issues and prioritize regional projects.

EXECUTIVE SESSION

None

ADJOURNMENT

The meeting was adjourned at 11:56.

NEXT VRT EXECUTIVE BOARD MEETING

February 1, 2021

VRT Boardroom (Will be held virtually.)

700 NE 2nd Street

Meridian, ID 83642



Regional Advisory Council Meeting Minutes

Tuesday, December 15, 2020

9:00 AM

MEMBERS PRESENT	MEMBERS ABSENT	OTHERS
Deborah Allen	Kelly Berg	Kelli Badesheim, VRT
Lisa Brady	Terri Lindenberg	Bre Brush, City of Boise
Susan Bradley		Mark Carnopis, VRT
Randy Johnson		Paula Cromie, VRT
Samantha Kenney		Jeannette Ezell, VRT
Jeremy Maxand		Dana Gover, Citizen
Salome Mwangi		Joe Guenther, VRT
Mary Beth Nutting		Rachel Haukkala, COMPASS
Walter Steed		Sharon Henderson, Citizen
		Stephen Hunt, VRT
		Nick Moran, VRT
		Leslie Pedrosa, VRT
		Derrick Personette, VRT
		Randy Reese
		Jill Reyes, VRT
		Eric Selekof, VRT
		Alissa Taysom, VRT
		Ramona Walhoff, Citizen

CALLING OF THE ROLL - Chair Walter Steed called the meeting to order at 9:00 with a quorum present.

AGENDA ADDITIONS/CHANGES - None

PUBLIC COMMENTS - Ramona Walhoff – The blind are not receiving information on Scrip and would like to be told how to have that input.

CONSENT AGENDA

Items on the Consent Agenda consisted of the following

ACTION: Minutes of November 2, 2020 Joint Meeting of the Regional Advisory Council and VRT Executive Board The Jeremy Maxand moved to approve the consent agenda as presented; Lisa Brady seconded. The motion passed unanimously.

ACTION ITEMS

ACTION: 2021 Title VI Update

Alissa Taysom reviewed the 2021 Title VI update with the Regional Advisory Council. Jeremy Maxand moved to recommend approval of the Title VI update to the VRT Board of Directors; Susan Bradley seconded. The motion passed unanimously.

INFORMATION ITEMS

INFORMATION: Building Accessible Capacity

Leslie Pedrosa discussed the next steps to build accessible capacity following the completion of the Specialized Transportation Analysis with RAC members. Susan Bradley would like to be on the Building Accessible Capacity committee to update the Scrip program. Ramona Walhoff would also like to be on the committee, as would Sharon Henderson and Dana Gover. She has others who would be willing to be on that committee.

INFORMATION: Mobility Collaboration Group Report

Mary Beth gave background, activities and next steps from the RAC's Mobility Collaboration Group. Discussion followed.

INFORMATION: Bus Stop Updates

Joe Guenther provided an update on bus stop improvements made in FY2020. Discussion followed.

INFORMATION: Local Revenue Update

Jill Reyes presented a review of the local allocation summary for requested funding from local jurisdictions and agencies for fiscal year 2021.

INFORMATION: Canyon County On-Demand Transit

Leslie Pedrosa provided an update on the On-demand transit in Canyon County. Discussion followed.

INFORMATION: October 2020 Service Change Update

Leslie Pedrosa provided an update to the RAC following the service change that was implemented on October 5 for Ada County. Discussion followed.

INFORMATION: Amazon Service Update

Stephen Hunt presented an update on service to the new Amazon fulfillment center in Nampa.

INFORMATION: Department/Staff Reports

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

ADJOURNMENT – Jeremy Maxand moved to adjourn the meeting; Susan Bradley seconded. The meeting was adjourned at 10:50.

NEXT REGIONAL ADVISORY COUNCIL MEETING:

January 19, 2021 (Meeting will be done virtually)

VRT Boardroom

700 NE 2nd Street

Meridian, ID 83642

EXECUTIVE BOARD RESOLUTION

On-Call Human Resource Services RESOLUTION VEB21-001

BY THE EXECUTIVE BOARD OF VALLEY REGIONAL TRANSIT APPROVING A CONTRACT OF UP TO \$75,000 WITH THOMPSON CONSULTING GROUP TO PROVIDE HUMAN RESOURCE CONSULTING SERVICES

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

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

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

WHEREAS, Valley Regional Transit needs to establish a professional services agreement with a qualified consulting firm for on-call human resource services; and

WHEREAS, Valley Regional Transit evaluated two (2) submitted proposals and has negotiated an agreement with the most responsive and responsible offeror meeting all of the required qualifications; and

WHEREAS, Valley Regional Transit included the budget for this expenditure in the fiscal year 2021 budget Resolution VBD20-014 approved on August 3, 2020; and

WHEREAS, the Valley Regional Transit staff conducted a competitive procurement process as required in the VRT Procurement Policies adopted by the Valley Regional Transit Board of Directors by Resolution VBD17-003 on 01/09/17 and updated by Resolution VBD17-022 on 09/25/17, and in compliance with all local and FTA requirements; and

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

VEB21-001

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

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

Section 1. That the Executive Board authorizes the award of RFP 2020-12-09 to Thompson Consulting Group. The length of the agreement will not exceed five years.

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

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

ADOPTED by the Executive Board of Valley Regional Transit, this 1st day of February, 2021.

APPROVED by the Executive Board Chair this 1st day of February, 2021.

ATTEST:

APPROVED:

EXECUTIVE ASSISTANT

CHAIR OF EXECUTIVE BOARD

**AUTHORIZATION FOR EXPENDITURE
EXECUTIVE BOARD**

PROCUREMENT DESCRIPTION: On-Call Human Resource Services	TOTAL COST: Not to Exceed \$75,000		
<u>PURPOSE/ACTION:</u> To provide Human Resource consulting services to Valley Regional Transit staff.			
<u>SCOPE OF WORK:</u> The scope of services will involve any combination of recruitment, personnel relations, policy development, job description development, discipline and regulatory compliance and other related miscellaneous services. VRT expects to negotiate specific work tasks as needed.			
<u>DISCUSSION:</u> VRT conducted a competitive request for proposals for human resource consulting services. VRT convened a selection team with representatives from VRT. The evaluation team reviewed two (2) proposals and made a unanimous recommendation that the Thompson Consulting Group proposal will provide the best value to VRT. The length of the agreement will not exceed five years.			
<u>ALTERNATIVES:</u> VRT does not employ human resources staff that can provide human resources support to VRT. The only alternative would be to select another successful proposers or conduct business without human resource consulting services.			
<u>FISCAL IMPACT:</u> The funding for this service was included in the FY2021 budget. These services are an important part of VRT's responsibility in providing the necessary support to VRT staff.			
<u>POST RFP/FINAL SELECTION OF PROJECT:</u> Recommend: VRT staff requests the Executive Board delegate authority to the Executive Director to authorize final negotiations and execution of the agreement with Thompson Consulting Group.			
ROUTING #	ORDER OF REVIEW	DATE APPROVED	RESOLUTION #
1	EXECUTIVE DIRECTOR Up to \$49,999 Signature:		
2	EXECUTIVE BOARD Approves procurements over \$50,000 to \$200,000 Signature:	2/1/2021	VEB21-001
3	VRT BOARD Approves procurements \$200,000 and over Signature:		

VEB21-001



TOPIC	ACHD Integrated 5-Year Work Program Prioritization
DATE	January 22, 2021
STAFF MEMEBER	Stephen Hunt

Summary

Each year the Ada County Highway District (ACHD) invites agencies, jurisdictions and stakeholders across the county to identify their priority projects within the ACHD work program. These local priorities are used to help determine how the projects in the ACHD Integrated 5-Year Work Program are prioritized. This year ACHD has invited VRT to participate in this prioritization process.

ACHD requires agencies and jurisdictions to submit their prioritization lists through their governing bodies. VRT staff will coordinate input from local jurisdictions and the Regional Advisory Council and present a list of prioritized transit related projects for the Executive Board to consider at their March board meeting.

Staff Recommendation/Request

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

Implication (policy and/or financial)

The opportunity to share VRT's priorities with ACHD could lead to greater efficiencies in project delivery and better coordinated improvements to the traveling public.

Highlights

- January 2021 ACHD invited VRT to provide input on the prioritization of projects in their Integrated 5-Year Work Program

Schedule:

January 2021	ACHD issued their invitation
February 2021	VRT staff solicit input from stakeholders and prepare prioritized list of projects for Regional Advisory Committee and Executive Board consideration
March 2021	VRT Executive Board considers approval of prioritized list

More Information

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



TOPIC	Regional Planning and Prioritization Workshop #2
DATE	January 22, 2021
STAFF MEMBER	Stephen Hunt

Summary

In January, 2021, the Executive Board initiated a series of workshops to establish the forums and processes to improve regional planning and prioritization. These workshops will align the tasks and decisions for the five-year Transportation Development Plan, the annual VRT budget development, and annual service changes. These workshops are occurring simultaneously with the current year budget development and service change processes.

In January, the VRT Board of Directors also approved the guidelines for VRT's priorities on Strategic Direction investments. These priorities will inform the FY2022 VRT budget development and guide our discussions with local jurisdictions on funding requests to VRT over the next few years.

Strategic Direction

VRT staff completed two rounds of engagement with local jurisdictions between October and December 2020. This engagement resulted in updates to the FY2021 annual cooperative agreements, and identified priorities for federal CARES funding and re-programmable local funds. **Attachment 1** is an overview of the first two rounds of local jurisdiction engagement.

Executive Board Workshop

As an introduction to the regional planning and prioritization process, the January Executive Board workshop reviewed how ValleyConnect 2.0, the local cost allocation methodology and drafting the Transportation Development Plan all impact how projects are scoped, scheduled and delivered. The workshop also provided an overview of the types of revenues VRT uses and its annual development process and confirmed the need for a prioritization process.

The February workshop will flush out the schedule outlined in the first workshop and identify the role of the Executive and Full Board, the Regional Advisory Committee, and staff. It will also discuss the need and role for a regional transit committee. The workshop will seek to align the annual tasks associated with the Transportation Development Plan, service changes and budget development.

Attachment 2 is a draft schedule of tasks and responsibilities that the workshop will discuss. The table is intended to illustrate the interdependencies of the TDP, budget development, service changes and the local cost allocation methodology.

Staff Recommendation/Request

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

Implication (policy and/or financial)

The approach VRT staff are taking on the development of a TDP, budget, and service plans for the next few years ensures transparency, inclusion, and a pathway to establish a firm

foundation for VRT to recover and continue to grow effective transit services in our region. The processes developed will address many of the financial and organizational weaknesses VRT was already working to address. These include:

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

Highlights

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

Schedule:

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

Attachments

Attachment 1 Resiliency Action Plan Strategic Direction Overview
Attachment 2 Draft Schedule of Tasks and Responsibilities

More Information

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

Attachment 1: Resiliency Action Plan Strategic Direction Overview

FY 2021 Budget/Cooperative Agreement Assumptions

- Base FY2021 budget pre-pandemic service and revenue assumptions
- Local jurisdictions are committed to growing transit in the region
- Funding partners want to be informed about and pay their fair share of the costs for services within their jurisdictions
- VRT is seen as a valued and trusted partner navigating through an uncertain future
- Local governments will engage with VRT to establish strategic priorities for funding in future fiscal years

FY2023 Strategic Objectives to Achieve by 2023

- Local contributions will cover their fair share of annual overhead, operations, and capital costs
- VRT achieves annual goals toward fiscally prudent cash and maintenance reserves
- VRT achieves annual asset replacement goals for assets scoring below 2.5
- VRT resumes service expansions to the transit network as defined in region's Transportation Development Plan (TDP)

Programming and Budgeting Approach

The FY2021 budget was first developed using pre-pandemic revenue and expense assumptions. This provided us with a baseline for updating revenue assumptions and reallocating funding under the priorities of the guiding principles adopted by the board over the summer. Under the principles of *Direct Response & Resiliency*, we programmed the CARES funding in the Program of Projects to prioritize supporting current operations and funding resiliency projects recently approved by the board.

The local allocation methodology was then run again with the inclusion of CARES funding for operations and resiliency projects. The resulting data provided us with a foundation to begin the next round of discussions with local jurisdictions on *Strategic Direction* priorities. This approach ensures we are using the funding efficiently and effectively, leveraging local funding to the highest best use with input from our local jurisdiction funding partners.

Findings and Outcomes

VRT staff met with those jurisdictions funding the majority of VRT fixed-route operations to review how CARES funding affected the federal and local funding allocations, incorporate local assumptions on FY2022 and FY2023 revenue projections, and develop concept priorities for strategic direction investments.

Table 1. *FY21-23 Strategic Investment Needs* outlines those investments discussed with funding partners. The scale of investments presented are based upon estimates of local funds available for reprogramming, investment needs per adopted plans and policies, and potential shortfalls identified through FY23:

- Administration – expenses associated to regional overhead or service related administration.
- Deferred Asset Replacement – projects to replace rolling stock, infrastructure or technology assets.
- Capital Enhancements – one-time capital improvement projects

- Cash Reserve – operating and capital maintenance financial reserves
- Service Enhancements – any service or program requiring additional and ongoing funding for operations.

[illegible]

Table 2. *FY21-23 Strategic Direction Priorities* takes into consideration the outcomes of initial funding partner outreach:

- Jurisdictions funding operations are likely to maintain flat to modest contributions to VRT over the next two years
- There is a willingness to use the local funding available from reprogramming CARES funding to address administrative and maintenance shortfalls
- Establishing a cash reserve appears to be a higher priority for VRT than it is for local jurisdictions

In addition, staff considered the following financial assumptions in development of the priority list:

- Administration - projected funding levels for some jurisdictions are sufficient to cover existing services and overhead, while others are not, but all are working through economic uncertainties.
- Deferred Asset Maintenance – though reaching transit asset replacement and maintenance goals is a high priority, capacity and funding availability to execute capital projects will need measured and phased investments over multiple years.
- Capital Enhancements – after leveraging CARES Act funding, local and federal funds may be available to match local funding and execute one-time transit supportive investments.
- Cash Reserve - reserve funds are key to building a resilient agency but will require additional policy and horizon considerations.
- Service Enhancements – resuming service pilots and expansions can be considered if additional funding is made available and aforementioned priorities have been addressed.

Table 2. Strategic Direction Priorities	
Administration Shortfalls	▶▶▶▶▶
Deferred Asset Replacement/Maintenance Projects	▶▶▶▶▶▶▶▶▶
Capital Enhancements	▶

[illegible]

In light of these considerations, staff's recommendation is to leverage all currently available funding to address needs in the order presented in Table 2. This will provide time to address funding gaps by 2023 without burdening future appropriations with additional operational or maintenance costs. As additional local and federal funding becomes available staff will review the adopted direction to bring forth projects and investment strategies in the FY22 and FY23 budget cycles.

The following tables illustrate how the roles and responsibilities of Executive and Full Board, the Regional Advisory Committee, a new Regional Transit Committee and agency/jurisdiction staff or subcommittees of the Regional Transit Committee work together to complete the Transportation Development Plan (TDP), annual service changes and budget development.

Consolidated Schedule by Quarter (overview)

	Q1	Q2	Q3	Q4
5YR TDP*	Initiate/Priorities	Draft Update	Revise	Finalize
SC* Planning	Draft Concepts	Draft Proposal	Revise	Finalize
SC* Implementation	Contracts	Bid	Construct	Schedule & Train
Budget Development	Assumptions	Cost Allocation	Discussions	Finalize

*TDP= Transportation Development Plan, SC = Service Change

Consolidated Schedule by Quarter (detail)

		Q1		
		Oct	Nov	Dec
Board (Full or Executive)	TPD*	Full: Approve 5YR TDP		
	SC P*			
	SC I*		Exc: Approve 3 rd party contracts for design, permitting etc.	
	BD*			
Regional Advisory Committee (RAC)	TPD*			
	SC P*		Review service concepts	
	SC I*			
	BD*			
Regional Transit Committee	TPD*			Initial review of priorities for Yrs. 3-5
	SC P*		Review service concepts	
	SC I*			
	BD*			
Staff/Sub Committee	TPD*		Confirm assumptions	
	SC P*	Review service concepts in TDP	Draft service change proposals	Draft service change proposals
	SC I*	Bid Design, permitting etc. contract		
	BD*			Review proposed projects/programs from TDP & Service Change Plan

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

Attachment 2 Draft Schedule of Tasks and Responsibilities

Consolidated Schedule by Quarter (overview)

	Q1	Q2	Q3	Q4
5YR TDP*	Initiate/Priorities	Draft Update	Revise	Finalize
SC* Planning	Draft Concepts	Draft Proposal	Revise	Finalize
SC* Implementation	Contracts	Bid	Construct	Schedule & Train
Budget Development	Assumptions	Cost Allocation	Discussions	Finalize

*TDP= Transportation Development Plan, SC = Service Change

Consolidated Schedule by Quarter (detail)

		Q2		
		Jan	Feb	Mar
Board (Full or Executive)	TPD*		Exc: Review TDP priorities	
	SC P*	Full: Approve service change concepts		
	SC I*			
	BD*			
Regional Advisory Committee (RAC)	TPD*	Review & Comment on TDP priorities		
	SC P*		Review of draft proposals	
	SC I*			
	BD*			
Regional Transit Committee	TPD*			
	SC P*		Review draft proposals	
	SC I*			Identify any emergency changes
	BD*			Review prelim. expenses and local contribution requests
Staff/Sub Committee	TPD*	Begin developing 1 st draft	Develop 1 st draft	Develop 1 st draft
	SC P*	Draft service change proposal		Revise service change proposals
	SC I*			Bid construction contract
	BD*	Update revenue projections	Develop expense budgets	Allocate revenue to budgets

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

Attachment 2 Draft Schedule of Tasks and Responsibilities

Consolidated Schedule by Quarter (overview)

	Q1	Q2	Q3	Q4
5YR TDP*	Initiate/Priorities	Draft Update	Revise	Finalize
SC* Planning	Draft Concepts	Draft Proposal	Revise	Finalize
SC* Implementation	Contracts	Bid	Construct	Schedule & Train
Budget Development	Assumptions	Cost Allocation	Discussions	Finalize

*TDP= Transportation Development Plan, SC = Service Change

Consolidated Schedule by Quarter (detail)

		Q3		
		Apr	May	Jun
Board (Full or Executive)	TPD*	Full: Approves TDP priorities	Exc: Review & release 1 st draft to public	
	SC P*	Full: Service change update	Exc: Review & release draft proposal to public	
	SC I*	Full: Approve Construction procurement Full: Information on emergency changes	Exc: Review & release draft emergency changes to public	
	BD*		Exc: Review prelim. budget	Exc: Review prelim. budget
Regional Advisory Committee (RAC)	TPD*	Provide comment to Exc. Board on draft TDP		
	SC P*			
	SC I*	Discuss emergency changes	Review draft emergency changes	
	BD*			
Regional Transit Committee	TPD*	Review draft TDP		
	SC P*			
	SC I*			
	BD*			
Staff/Sub Committee	TPD*		Conduct public outreach	Develop final draft
	SC P*	Finalize service change proposal	Conduct public outreach	Draft final proposal
	SC I*	Draft emergency changes	Conduct public outreach	Draft final emergency changes
	BD*			

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

Attachment 2 Draft Schedule of Tasks and Responsibilities

Consolidated Schedule by Quarter (overview)

	Q1	Q2	Q3	Q4
5YR TDP*	Initiate/Priorities	Draft Update	Revise	Finalize
SC* Planning	Draft Concepts	Draft Proposal	Revise	Finalize
SC* Implementation	Contracts	Bid	Construct	Schedule & Train
Budget Development	Assumptions	Cost Allocation	Discussions	Finalize

*TDP= Transportation Development Plan, SC = Service Change

Consolidated Schedule by Quarter (detail)

		Q4		
		Jul	Aug	Sep
Board (Full or Executive)	TPD*		Full: Review final draft TDP	
	SC P*		Full: Approve service change proposal	
	SC I*		Full: Approve any emergency changes	
	BD*	Exc: Review final budget & set public hearing date	Full: Budget public hearing and approve budget	
Regional Advisory Committee (RAC)	TPD*	Review public comment and final draft TDP and provide comment to Full board		
	SC P*	Review and comment on final service change proposal		
	SC I*	Review and comment on emergency changes		
	BD*			
Regional Transit Committee	TPD*	Review public comment and final draft TDP		
	SC P*	Review and comment on final service change proposal		
	SC I*	Review and comment on emergency changes		
	BD*			
Staff/Sub Committee	TPD*	Prepare final draft TDP for Full Board		
	SC P*	Prepare final service change proposal for Full Board	Prepare design permitting etc. RFP	
	SC I*	Construction management, service scheduling, operator training. Implement service change (including emergency changes) Oct 1st		
	BD*		Prepare Cooperative agreements	Send agreements for signature 10/1

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



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

Fiscal Year Activities

Eide Bailey has completed the audit for FY2020. They will be presenting the final audit to the Executive Board/Finance Committee at their March meeting. It seems our audits are getting completed later in the year the last couple of years. This delays the reporting on the new fiscal year as we need to close one year before we can finalize the closing of each period in the new year. The finance staff is doing preliminary closing of financials so we can at least see if there are any big issues in the financials early in the year. Finance staff will be working with the audit team to see if we can shorten the timeline going forward.

We are still working through Cooperative Agreements with our local jurisdiction funding partners. This is later than usual due to changes in the agreements we thought required a little more time to implement.

I am meeting with newly elected officials from the jurisdictions in VRT's region to orient them to the work of VRT. I will be meeting with John Bechtel and David Lincoln, in the next week to discuss ways we can better engage our rural communities in the work of the board. I have also been engaging Tina Wilson from the Western Alliance in this effort. VRT values and wants to effectively support all our communities, large and small.

COVID-19 and Next Phase Resiliency Activities

Jill Reyes and I are preparing for the third phase of our outreach to local governments with services to finalize the assumptions for funding in FY2022 and gain concurrence on strategic direction priorities for local funds made available by using CARES funding for operations. We will be using the Board action in January establishing guidance for how VRT would like to prioritize the local funding to help us achieve a more resilient and sustainable financial foundation for the authority by FY2023.

Stephen Hunt will be leading the second workshop with the Executive Board in advance of FY2022 budget development. The intent of these workshops are to establish processes and practices to address inter-jurisdictional coordination as we establish the service levels and budget for FY2022 and beyond. The CARES funding provides an opportunity to consider ways to achieve a more sustainable and resilient foundation for the organization without requiring significant increases in annual local investments over the next several years.

Building Reporting Capacity Work Plan

Staff is continuing to work through the work plan. We are working through this process in the course of our routine work on asset management, programming projects, and financial and performance reporting. One important element to this work is establishing key performance measures addressing long-term system outcomes we want to track at the regional level, as well as shorter-term monitoring of system performance by managers. This element of the project will include engagement with a variety of partners and stakeholders to ensure we are tracking metrics that are key to our overall performance and desired results.

Rides 2 Wellness Canyon County Expansion

I will be shifting my role in this project from project lead to supporting the effort as operations moves to implement the program in March. We have done less outreach with key customer groups than would be typical in a project like this. This is primarily due to the pandemic and limitations we have in engaging the key customer group of patients and health clinic staff. We will be creating a robust feedback loop with these customers as the program launches to make sure we are adapting the system in real time to ensure it is desirable, feasible and viable. I will also be working with financial partners to secure the local funding required to make the final solution sustain beyond the first pilot year where we are funding with CARES dollars.

City of Boise Strategic Work Group

I will be working with a team of staff from VRT and the City of Boise to guide a process leading to a portfolio of investments in the State Street Corridor. The City of Boise is prioritizing their savings of local funds due to CARES funding as local match to jump start the build-out of the State Street Corridor. This project will lead to grant applications for the corridor. The project will require establishing the portfolio and engaging all the agencies with jurisdiction to ensure success of grants. VRT has been facilitating the State Street Executive Team and a supporting technical team for the past two years. These teams will play a key role in finalizing the project portfolio.

Projects and Community Activities

- Supporting grant administration work in the area of balancing grant and local funding for VRT's federally funded projects.
- Supporting Western Idaho Community Healthcare Collaborative (WHCHC) to establish strategic activities based on measures of social influencers of health.
- Completed the Pre-qualified list of vendors in support of Statewide Technology needs. I will continue to work with statewide transportation providers in my role as CTAI chair to identify needs and opportunities to learn from and support transit providers in the state.
- Invited to sit on a work group with ITD to determine strategies for messaging the benefits of public transportation as we come out of the disruptions caused by the pandemic.
- Invited to sit on a work group under the Area Agency on Aging looking at their granting processes and supporting a strategic plan as they prepare for the next cycle of federal funding.

More Information

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

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

Summary

Development Department activities January 2021 report.

VRT Strategic Plan

Goal 1 - Demonstrate responsible stewardship of public resources

Performance Based Decision-making

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

Programming/Budget Development

- **Regional Planning and Prioritization** – In order to better align the updated local cost allocation methodology, Transportation Development Plan (TDP) efforts and regular service changes, VRT Staff prepared for the first of a series of workshops with the Executive Board to discuss planning and prioritization of regional projects. The purpose of these workshops is to identify the forums and processes to identify and prioritize projects, particularly those that cross jurisdictional boundaries.

Goal 2 – Increase Ridership and Revenue

- **Meridian Service Expansion and FY 2021 Service Change** – Recommending delaying Meridian service expansion until FY2022. This will allow for us to get past of COVID-19 and provide time to explore more regional coordination.

Goal 3 - Build institutional and regional capacity

Regional Capital Enhancements

- **Boise Operations Facility**
 - **Electric Bus Infrastructure**
Construction on electric bus infrastructure at the Orchard Facility is well underway. Transformers, switches, and Proterra chargers have all been delivered. Sub-surface work, conduits, and lighting infrastructure are complete. Building permits have been acquired and the pre-fabricated building is on site and being prepared for installation. The contractor is on schedule for VRT to begin operation of electric vehicles by late spring of 2021.
 - **Fuel Island Work**
Staff is programming repairs, replacements, and upgrades to the CNG facility, STV Consulting is assisting with design and consultant management. ECI engineers is assessing the electrical monitoring equipment and the compressor cooling systems.

AECOM has provided an estimate, option to meet needs, and information to issue RFB.

- **Orchard Facility Master Plan**

The lowest ranking TAM item after the fuel island is the existing pavement at the Orchard Facility. A Facility Master Plan is being prepared to coordinate pavement repairs/replacement and incorporate the CNG projects as well as the E-Bus infrastructure into the Orchard Facility. Staff completed negotiating a contract with Jacobs Engineering. Geotec and civil engineering investigations and planning will begin this month. Construction at the Orchard Facility will start in 2021 and will continue for up to three years.

- **Happy Day Transit Center Upgrades**

Staff is reviewing and updating planned repairs and upgrades. VRT has contacted an engineering/architectural firm to assist with construction scheduling, estimating, and bidding for repairs. Construction includes replacing broken doors and repair/replacement of the maintenance facility roof. Upgrades to the roof will include replacement of HVAC equipment, improved roof drainage, and front façade design and repairs. The project is intended to extend the useful life of the building. Construction/repairs are ongoing but roof repairs would start in summer 2021 and continue subject to practical schedule and available budget.

- **Main Street Station**

With more evening service at Main Street Station VRT extended security hours at to ensure a security presence later in the evening. After re-opening Main Street Station we experienced vandalism in the bathrooms and adjusted security and cleaning procedures to ensure that people were not abusing the bathrooms and so they were clean and ready for use for transit patrons. VRT staff also began working with Boise police to renegotiate their leased space in Main Street Station.

- **Bus Stops**

The 2020 bus stop improvements project is complete and the project has been closed out. VRT staff are addressing amenity issues (benches, trash, etc.) at newly installed shelters. VRT staff is preparing the bus stop project list for FY2021 and will share that list with the RAC and stakeholders. It is expected that the FY2021 projects will incorporate planned enhancements along Main and Fairview, a revenue backed project from CCDC and revenue backed projects from the City of Boise neighborhood grants.

Regional Corridor Planning

- **State Street Corridor Projects**

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

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

Other Development Activities

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

More Information:

Stephen Hunt, Sr. Principal Planner, 208.258.2701, shunt@valleyregionaltransit.org
 Joe Guenther, Capital Projects Manager, 208.258.2705, jguenther@valleyregionaltransit.org
 Alissa Taysom, Associate Planner, 208.258.2717, ataysom@valleyregionaltransit.org
 Jill Reyes, Planning Programmer, 208.258.270, jreyes@valleyregionaltransit.org
 Derrick Personette, Facility Master Technician, dpersonette@valleyregionaltransit.org



TOPIC	Operations Department Staff Report
DATE	January 13, 2021
STAFF MEMEBER	Leslie Pedrosa

Summary

Status update of activities related to contracted transportation services, Specialized Transportation services, information technology and intelligent transportation systems, compliance, customer service support and regional operations for the months of July and August

Regional Operations

VRT staff has been working with partners in Canyon County to begin providing a Rides to Wellness service. Planned start date is spring of 2021. This service will have a larger community partnership than Ada County and will leverage two different aspects of service. One will be on-demand, similar to what is already used in Canyon County and the other will be pre-booked trips, similar to what is already used in Ada County. Staff is in the process now of finalizing what the final service will look like and report back to the board.

VRT staff worked with our current Village Van partner, Packers Sanitation Services, Inc., to provide transportation for their employees to CTI Foods in Wilder. This new service was scheduled to start in January 2021. There are two vans available to provide service to employees in Boise, Nampa and Caldwell. This new service was expected to provide transportation services to 22 employees, but has been slow to take off. Staff is hoping to kick off the service in February.

VRT staff is working on a project to determine if there is a need for transportation in the Meridian service area to the VA Hospital in Boise. This project is in the beginning stages of planning and will be brought back to the board at a later time.

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

VRT reopened Main Street Station on November 9. At the time of this report, the state of Idaho was still in Stage 2 of the Idaho Rebounds Plan. VRT staff has kept in contact with Central District Health to ensure Main Street Station can remain open, with our approved business plan.

Site construction for electric bus charging infrastructure continues at the Orchard facility in Boise. The chargers are on-site, waiting to be installed. Due to the pandemic, the production of the first four 40' buses has been delayed. They are scheduled to start production with Proterra January 14. The expected delivery date is April 2021.

VRT staff will begin fiscal year 2020 reporting for the National Transit Database. Report is due January 31, 2021

On December 11, 2020 the Federal Transit Administration announced the PTASP implementation has been delayed until July 21, 2021, due to the COVID-19 pandemic.

Highlights:

Contracted Transportation

Canyon County had no preventable accidents since last report

- Intercounty on-time performance 79%
 - October service change has improved average of 13.9% on routes with changes
- ACCESS on-time performance 85%
- January On-demand service performance
 - On-time performance reporting still not reporting correctly from Via Mobility
 - 99% of ride requests were offered a pick-up time
 - 94% of riders accepted proposed pick-up time
 - 16 minutes was average travel time
 - 6 miles was average ride distance

Ada County had one preventable accident since last report

- Fixed-route on-time performance 81%
 - October service change has improved average of 16.2% on routes with changes
- ACCESS on-time performance 97.2%
- Hired a new safety manager, scheduled to start in February

Specialized Transportation

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

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

- Metro Community Transportation
- Calvary Church has not resumed services

Star Senior Center has seen attendance gradually increasing, as more passengers are making appointments again. Many passengers are being vaccinated, so the passenger count is expected to continue to increase. Extra safety measures are still in place. New passengers are still not being accepted, but they are allowed to attend events in the senior center where there is room for socially distancing

Meridian Senior Center is still closed. Curbside meals are offered Monday thru Friday. Transportation for dinner is provided Monday, Wednesday, and Friday. Transportation to bingo will be provided Friday evenings when Boise Bingo re-opens on January 15.

Information Technology and Intelligent Transportation Systems

- Staff resolved 175 support requests from 188 submitted
- Staff completed several tasks, in preparation of the new website due to be launched in January
- Staff continues to work on equipment, software and programs to support VRT employees ability to work from home with little to no issues
- Updating the Disaster Recovery Plan for 2021
- Working with internal departments to standardize reports

Compliance

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

- Weekly meetings with Central District Health and the joint Ada and Canyon County Emergency Operations Center
- Weekly meetings with Southwest District Health on the Joint Information System taskforce
- Continued to monitor the CDC website daily
- Tracking and listening to the Governors press conferences
- Monitored the cleaning and sanitizing of equipment
- Distributed face coverings to allow VRT to require face coverings for passengers
- Public Transportation Agency Safety Plan being implemented following Executive Board approval
 - Working with IT department to create an employee reporting website
- Preparing to report FY20 annual NTD report
- Presented draft update of the Transit Asset Management Plan to VRT Board of Directors
 - Will come back to the Board of Directors for final approval in April

Customer Service Support

- Customer service handled 2,284 of 2,343 phone calls for information, with 59 calls abandoned. The average call time was 2 minute, 24 seconds and the average hold time was 18 seconds
- Reservationist handled 832 of 849 phone calls to change or schedule a ride, with 15 calls abandoned. The average call time was 3 minutes, 9 seconds and the average hold time was 12 seconds

- On-demand handled 754 of 781 phone calls to schedule a ride, with 27 calls abandoned. The average call time was 2 minutes, 4 seconds and the average hold time was 25 seconds
- December mobile ticket sales totaled \$2,750.25

More Information

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

TOPIC	Finance and Administration Activity Report
DATE	February 1, 2021
STAFF MEMEBER	Jason Jedry, Finance Controller

Summary

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

Highlights

Budget/Finance

- The FY2020 independent annual audit is being finalized. Audited financial statements will be presented to the Board at the next regularly scheduled meeting upon completion
- Finance staff continue to prepare for the FTA triennial review/audit
- Finance staff is preparing to submit the Authorities FY2020 National Transit Database information to the FTA
- The finance department continues to train the Grants and Compliance Administrator and Procurement and Contracts Specialist
- Finance staff are working on FY2021 project funding and tracking documentation

Grant Management

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

Procurement

- Procurement and Contracts Specialist is working on:
 - Integrated Fare Payment System contract
 - State Street Corridor Transit Operational Analysis contract
 - COVID-19 Sanitation Services for Ada and Canyon Counties
 - On-Call Human Resource Services
 - ADA Eligibility Evaluation Services

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



TOPIC	Programs and Marketing Update
DATE	January 13, 2021
STAFF MEMBER	Dave Fotsch

Summary

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

Highlights

Safe Routes to School

- Safe Routes to School (SR2S) became a Valley Regional Transit service at the start of the fiscal year, October 1, 2020.
- COVID-19 restrictions have prevented the program from keeping its usual schedule of programming in schools. Program employees have instead been developing online educational materials, including videos on biking and walking safety.
- Program staff has been working with Republic Services to rehabilitate discarded bikes and deliver them to children in need.

Navigation

- The program director has been working with Calyx-Weaver to recruit and interview candidates for the open Mobility Navigator position. Expect to be able to hire by the end of January.

Marketing

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

- New website – Designed as 'mobile-first,' the new website will do a soft launch Monday, January 18, 2021, quietly replacing the existing website. The new website will provide information on schedules, fares, bus location, etc., to the mobile users standing on the street.
- Safe Travels, Treasure Valley – This campaign is a continuation of a campaign launched in the summer of 2020 to address the pandemic-related drop in bus ridership. The campaign strives to assure the public that riding shared transportation is safe while sharing updates from our partner agencies, ACHD Commuteride, City Go, Capital City Development Corporation, and Boise State. The Safe Travels, Treasure Valley newsletter comes out every other week.
- Canyon County On-Demand Service – VRT replaced traditional fixed-route bus service in Canyon County with On-demand service on October, 5, 2020. After an initial period of growth, ridership has declined, possibly because VRT started collecting fares again. This new initiative seeks to reach a wide variety of potential riders through multiple media and public outreach platforms.

- Electric bus launch – We are in the preliminary phase of developing a campaign to celebrate electric buses' addition to the fleet at Valley Regional Transit. The launch of the campaign depends on the delivery schedule of the buses.
- Integrated Fare App – With the contract for the integrated fare app being finalized, we plan a big marketing campaign to introduce the public to the app and all it does. Most likely will launch in June or July.
- Rebranding – Staff is in early discussions about the merits of rebranding buses and other assets from ValleyRide to Valley Regional Transit.
- Special Events – VRT has verbally agreed to work with Treefort Music Fest to run the 'Treeline' shuttle service in downtown Boise as part of the festival in September 2021.

Bike Share

- Program staff has been unsuccessful in landing any top tier sponsors for the next iteration of bike share.
- The program shared a new version of the business plan with the City of Boise staff, suggesting the city consider helping to pay for the bikes. The proposal is under consideration.

Staff Recommendation/Request

Information only

Implication (policy and/or financial)

Information only

More Information

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



TOPIC	City Go Report
DATE	February 1, 2021
STAFF MEMEBER	Kaite Justice

Summary

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

Highlights

City Go completed a new pass program contract with The College of Idaho. The College of Idaho students, faculty, and staff will now have access to the ValleyRide system at no charge to the riders.

- City Go continues to work through the implementation plan for the integrated fare payment system. The system is estimated to launch summer 2021.
- City Go staff has completed its draft communication and membership development plans for FY2021.
- City Go staff presented at ULI Idaho and the Pacific Intermountain Parking and Transportation Association in January.
- City Go is marketing winter commuting throughout January and February. List of winter commuting tips can be found here: <https://www.citygoboise.com/news-and-events-posts/winter-weather-commuter-tips>

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



TOPIC	Community Projects/Outreach Efforts Update
DATE	January 12, 2021
STAFF MEMEBER	Mark Carnopis

Summary

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

Highlights

- I am working on developing internal procedure(s) to ensure public accessibility to outreach materials (e.g. surveys, website, and brochures) by those with physical and cognitive limitations.
- I have completed the Riders First campaign plan. The Riders First campaign is designed to modify and improve internal and external focus and culture to better lead public transportation initiatives in the Treasure Valley. I am now implementing both internal components of the plan for staff, governing members and partners. These components include a consistent look for our printed outreach materials, and internal elements (e.g. orientation session for new employees, wall poster messaging).
- Work continues on developing outreach resources for the planned expansion of Rides 2 Wellness into Canyon County. We are working with health service providers to assist in gathering input from the public regarding proposed operational models for the transportation service. Implementation of this service is expected in late March 2021.
- Our new valleyregionaltransit.org website is expected to be online by the time that you read this. I serve as the content editor for the site. The new website is designed to be more user friendly and focus on providing easily accessible information about our transit services.
- Dave Fotsch (VRT Program Director) and I have developed a calendar/plan for additional outreach to promote the new on-demand bus service in Nampa/Caldwell. We are working with Stoltz Marketing to develop collateral and outreach strategies.

Staff Recommendation/Request

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

Implication (policy and/or financial)

N/A.

More Information

Attachments: None

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

TOPIC	Underwriting Division
DATE	January 13, 2020
STAFF MEMEBER	Jason Russell

Summary

<i>Valley Regional Transit - Underwriting Division</i>			
Fiscal Year:	FY 20	FY 21	FY 22
Target Revenue:	\$435,835.00	\$528,246.00	\$600,000.00
Actual Contracted Revenue:	\$461,133.00	\$228,910.00	\$0.00
% of Target Revenue:	105.8%	43.3%	0

- Have hired and in the process of training administrative support for the underwriting department
- Having finalized Memo of Understanding between City of Boise department of Arts and History and Valley Regional Transit, we will begin building out the transit shelter public art program.
- Developing our department marketing plan for 2021
- Secured verbal commitment from Idaho Department of Health and Welfare to wrap six buses for twelve months. I am not able to show that revenue until a fully executed contract comes through, but it is just about \$110,000.
- Working to document costs associated with changing wrap vendors and repairing damages caused to provide to finance department
- Continuing to develop relationships on behalf of Valley Regional Transit with potential advertisers

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