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Regional Advisory Council Agenda

Tuesday, January 19, 2021

9:00 AM

Please join the meeting by following this link: [Click here to join the meeting](#),
or dial in at 1 469-965-2358 Conference ID: 251 449 299#

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

I. CALLING OF THE ROLL

Chair Walter Steed

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

The website for the ACHD ADA Advisory Committee is:

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

II. AGENDA ADDITIONS/CHANGES

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

IV. CONSENT AGENDA

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

A. ACTION: Minutes of the December 15, 2020 Meeting 0 Pages 4-5

The Regional Advisory Council is asked to consider approving the minutes from the December 15, 2020 meeting.

V. ACTION ITEMS - None

VI. INFORMATION ITEMS

B. INFORMATION: Coordinated Plan - Human Services Transportation Plan 0

Pages 6-11 Rachel Haukkala

Rachel Haukkala, from COMPASS, will present the Coordinated Plan regarding the Human Services Transportation Plan.

C. INFORMATION: Neighborhood Collaboration Committee Update

Mary Beth Nutting

Mary Beth Nutting will provide an update to the Regional Advisory Council regarding the Neighborhood Collaboration Committee. The committee members are planning outreach and engagement in the State Street corridor neighborhoods when it is safe to gather in 2021. Mary Beth will be seeking input about what populations should be engaged, the best way to reach them and seek the RAC's consultation on the final event plan in February.

- D. INFORMATION: State Street Survey and Accessibility ☐** **Page 12** **Mark Carnopis**
Mark Carnopis will lead discussion on the findings by an accessibility consultant concerning the limited accessibility of an online State Street public survey by those with visual or motor skill limitations, and how VRT can address the problem.
- E. INFORMATION: Rides 2 Wellness Update ☐** **Pages 13-15** **Kelli Badesheim**
Kelli Badesheim will present an update on the design and proposed implementation for Rides 2 Wellness Canyon County expansion.
- F. INFORMATION: Canyon County On-Demand Transit Update ☐** **Pages 16-17** **Leslie Pedrosa**
Staff will present an update on the on-demand transit in Canyon County.
- G. INFORMATION: Transit On-Board Survey ☐** **Pages 18-19** **Alissa Taysom**
Staff will provide an update on the up coming FY 2021 Transit On-Board survey to the Regional Advisory Council and ask for input from the Regional Advisory Council on the development of the survey.
- H. INFORMATION: Map of Ridership by Bus Stop ☐** **Pages 20-21** **Alissa Taysom**
Staff will discuss the stop level ridership presented on the average daily pre-pandemic stop ridership from July 2019 through February 2020. Staff selected pre-pandemic data to ensure that ridership levels are not skewed by the drop in ridership caused by the pandemic and ensuing service reductions.
- I. INFORMATION: Topics for Discussion** **Walter Steed**
Members of the Regional Advisory Council will have the opportunity to bring up topics they would like to be considered as a future agenda item.

VII. DEPARTMENT/STAFF REPORTS

- J. INFORMATION: Department/Staff Reports ☐** **Pages 22-41**
A copy of the most recent department/staff reports has been included in the packet for information.

VIII. ADJOURNMENT

☐ = Attachment

Agenda order is subject to change.

NEXT REGIONAL ADVISORY COUNCIL MEETING:

February 16, 2021

VRT Boardroom (Meeting will be held virtually)

700 NE 2nd Street

Meridian, ID 83642

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

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

Regional Advisory Council 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

REGIONAL ADVISORY COUNCIL

Date: January 19, 2021

Topic: Coordinated Public Transit-Human Services Transportation Plan

Request:

This is a discussion item only.

Background:

The Coordinated Public Transit-Human Services Transportation Plan (or "Coordinated Plan") is a federal requirement for agencies that use Federal Transit Administration (FTA) Section 5310 program funding. The plan will identify transportation needs of individuals with disabilities, older adults, and people with low incomes, then provide strategies for meeting those needs and prioritize transportation services and programs for funding and implementation. Public transportation and human service providers will be engaged throughout the planning process to help identify needs and strategies.

The Treasure Valley region is due for an update to its Coordinated Plan and the Community Planning Association of Southwest Idaho (COMPASS) is leading the effort with support from Valley Regional Transit. The Regional Advisory Council has been involved with past Coordinated Plans so COMPASS and VRT are seeking RAC input and involvement with this update.

In the meeting, COMPASS staff will introduce the Coordinated Plan scope (Attachment 1) and proposed RAC involvement (summarized in Attachment 2). Staff will seek RAC input to discuss and identify customers, desired outcomes, and success measures for the Coordinated Plan update.

More Information:

- 1) Attachment: Coordinated Plan Scope of Work
- 2) Attachment: Coordinated Plan Proposed RAC Schedule
- 3) For detailed information contact: Rachel Haukkala, Associate Planner, at rhaukkala@compassidaho.org.

Coordinated Public Transit-Human Services Transportation Plan

COMPASS Scope of Work

Purpose

Federal transit law¹ requires that projects selected for funding under the Federal Transit Administration (FTA) Section 5310 program be derived from a locally developed Coordinated Public Transit-Human Services Transportation Plan (or “Coordinated Plan”). The current plan is from 2014, so the region is due for an update. An updated plan will allow Valley Regional Transit (VRT) to continue planning, programming, and implementing coordinated transportation services throughout the region.

This plan will engage public transportation and human service providers in identifying the transportation needs of individuals with disabilities, older adults, and people with low incomes. This plan will provide strategies for meeting those needs and prioritize transportation services and programs for funding and implementation.

Planning Area: Ada and Canyon Counties

Timeline: October 1, 2020 to February 28, 2022 (*detailed schedule below*)

Tasks

1. Lead project management activities (Ongoing)
 - a. Conduct all project management activities including meeting organization and stakeholder coordination and collaboration throughout the planning process.
 - i. Key stakeholders for this project will include seniors; individuals with disabilities; people with low incomes; representatives of public, private, and nonprofit transportation and human services providers; and other members of the public.
 - b. Work with existing groups, including VRT’s Regional Advisory Council (RAC) and Public Transportation Provider group (PTP), as well as COMPASS’ Public Transportation Workgroup (PTWG) and Public Participation Workgroup (PPW), as needed. Membership in many of these groups includes representatives of key stakeholder populations, as identified above.
 - c. Develop a public involvement plan through coordination with VRT and existing groups identified in 1b, following the process outlined in the [COMPASS Integrated Communication Plan](#).
 - i. Collaborators will assist with identification of target populations for outreach and marketing of outreach efforts.

¹ FTA Section 5310 Program Circular:

https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/C9070_1G_FINAL_circular_4-20-15%281%29.pdf

2. Develop draft plan (October 2020 to September 2021)
 - a. Identify customers, desired outcomes, and success measures for this plan.
 - i. Identify outcomes and accomplishments from previous plan.
 - ii. Work with RAC to determine outcomes and ensure that diversity, equity, and inclusion (DEI) are central to this planning process.
 - b. Conduct demographic research and spatial analysis for target populations.
 - i. Analysis may include: population and employment, historical and forecasted growth, population density and distribution, major employers and labor characteristics, travel patterns (including transit trips and riders), transit-dependent populations, destinations and activity centers, transportation services and coverage, and other transportation conditions.
 - ii. Use GIS and graphic design to create maps and visualizations to convey information to support the plan.
 - c. Identify available transportation services, programs, and providers.
 - i. Include public, private, and nonprofit options.
 - ii. Programs should include mobility management and information and program supports that help to remove barriers.
 - d. Engage public transportation and human service providers (public, private, and nonprofit) to identify transportation needs of individuals with disabilities, seniors, and people with low incomes.
 - i. Identify transportation-related issues for coordination (e.g., Medicaid).
 - ii. VRT will assist with identifying and coordinating with local providers, including facilitating meetings with the PTP and RAC.
 - iii. Include individuals, groups, and organizations representing the target populations.
 - e. Work with stakeholders to develop strategies, activities, and/or projects to address the identified needs and gaps in service, while also seeking opportunities to achieve efficiencies in service delivery.
 - f. Work with stakeholders to prioritize transportation services and projects for funding and implementation based on available resources and feasibility.
 - g. Work with stakeholders to identify implementation steps, action items, and performance metrics to improve coordination and services provided.
 - h. Develop a draft plan based on the analysis and stakeholder collaboration.
 - i. Review draft plan with the RAC and the COMPASS Regional Transportation Advisory Committee (RTAC) and make changes based on their feedback.
3. Conduct public outreach (September to October 2021)
 - a. Review draft plan and outreach strategy with the COMPASS Public Participation Workgroup.
 - b. Open public comment period for one month (planned for October 2021).
 - c. Conduct public involvement and outreach activities prior to and during the public comment period.
 - i. Ensure that the process includes participation by seniors; individuals with disabilities; people with low incomes; representatives of public, private, and

- nonprofit transportation and human services providers; and other members of the public.
 - d. Publicize all public meetings where recommendations and approvals will take place (task 4) to ensure the public (especially the target populations [3ci]) is aware of the meetings and able to attend. Include virtual meeting components for public meetings and outreach events.
 - e. Document all public involvement efforts and feedback received.
4. Develop final plan (November 2021 to February 2022)
- a. Incorporate public feedback into the plan, as appropriate.
 - b. Request RAC and RTAC review and recommendation of final plan to VRT and COMPASS Boards of Directors, respectively.
 - c. Review final plan with VRT and COMPASS Boards and request adoption.
5. Implement plan (March 2022 to September 2025)
- a. Reference plan and incorporate projects in relevant plans, including VRT's Transportation Development Plan, COMPASS' Regional Transportation Improvement Program, *Communities in Motion 2050*, and other local, regional, and statewide plans.
 - b. Continue to coordinate with VRT and other stakeholders.
 - c. Conduct annual performance reporting and assessment.
 - d. Include next plan development in FY2025 COMPASS Unified Planning Work Program and Budget (beginning October 1, 2024).

Deliverables and Schedule

Task	Deliverable	Deadline	Meeting(s)
1	Project management	Ongoing	
1c.	Public Involvement Plan		PPW & RAC May/June 2021
2	Draft Plan	September 2021	
2a.	Identification of customers, outcomes, and success measures		RAC January 2021
2b.(1)	Demographic research and spatial analysis* <i>Part 1: Analyze currently-available data as a starting point</i>		RAC March 2021
2c.	Identification of transportation services, programs, and providers		RAC March 2021
2d.	Identification of needs		RAC March 2021
2e.	Strategies, activities, and projects		RAC March/April 2021
2f.	Prioritization of services and projects		RAC May 2021
2g.	Implementation plan (steps, action items, and performance metrics)		RAC May/June 2021
2b.(2)	Demographic research and spatial analysis* <i>Part 2: Update data for 2020/2050</i>	Summer 2021	
2h.	Draft Plan	September 2021	
2i/3a.	Review of draft plan and incorporation of feedback from stakeholders		PPW, RAC, RTAC: September 2021
3	Public outreach	October 2021	
3b.	Public comment period	October 2021	
3e.	Documentation of public involvement	November 2021	
4	Final Plan	December 2021	
4a.	Incorporation of public feedback	November 2021	
4b.	Review of final plan and recommendation to Boards		RAC & RTAC: December 2021
4c.	Adoption of final plan by Boards		VRT Board: January 2022 COMPASS Board: February 2022
5	Implementation	2022-2025	
5a.	Incorporation into relevant plans	March-September 2022	
5b.	Coordination with stakeholders	Ongoing	
5c.	Annual performance reporting and assessment	Annually in March	RAC
5d.	Inclusion of next plan in FY2025 COMPASS UPWP	August 2024	COMPASS Board

*Exact timing unknown, will depend on release dates for 2020 census data and COMPASS *Communities in Motion 2050* data, both expected in spring/summer 2021.

Coordinated Public Transit-Human Services Transportation Plan

Proposed RAC Schedule

Task		RAC Meeting
2a.	Identify customers, desired outcomes, and success measures for this plan.	January 2021
2b. (1)	Review demographic research and spatial analysis for target populations. <i>Part 1: Analyze currently-available data as a starting point.</i>	March 2021
2c.	Identify available transportation services, programs, and providers.	March 2021
2d.	Identify transportation needs of target populations.	March 2021
2e.	Develop strategies, activities, and/or projects to address the identified needs and gaps in service.	March/April 2021
2f.	Prioritize transportation services and projects for funding and implementation based on available resources and feasibility.	May 2021
2g.	Identify implementation steps, action items, and performance metrics to improve coordination and services provided.	May/June 2021
1c.	Review public involvement plan.	May/June 2021
2b. (2)	Review demographic research and spatial analysis for target populations. <i>Part 2: Update data for 2020/2050.*</i>	(Include in September 2021)
2i.	Review draft plan.	September 2021
4b.	Request RAC review and recommendation of final plan to VRT Board of Directors.	December 2021
5c.	Conduct annual performance reporting and assessment.	Annually in March

Note: Only RAC tasks/meetings included above.

Note: When two months are listed for a meeting, the task would be planned for the first month and would be delayed to the second month if there is not enough time in the first month.

*Exact timing unknown, will depend on release dates for 2020 census data and COMPASS Communities in Motion 2050 data, both expected in spring/summer 2021.

Last updated 12/22/2020.



TOPIC	State Street Survey and Accessibility Limitations
DATE	January 5, 2021
STAFF MEMBER	Mark Carnopis

Summary

Valley Regional Transit often uses online surveys to collect public comment on a variety of topics. These surveys have provided to be a valuable tool used by our staff to help guide projects and service development and modifications.

Our most recent online survey was developed to collect public comment regarding three alternatives to provide improved transit services on State Street between Whitewater Park and Main Street Station. This survey went online in late November and is currently open:

<https://compassidaho.maps.arcgis.com/apps/MapJournal/index.html?appid=eb5ada47d6b34b4c8542529ddb4c8410>

A third-party recently asked Amoureux AT Consulting, an accessibility consulting company based in Boise, to test the accessibility of the State Street online survey. The consulting firm concluded the survey did not conform with technical standards for accessibility under federal law. The issues include usability by screen readers (software programs that allow blind and visually impaired users to read the text that is displayed on a computer screen with a speech synthesizer or braille display), and those with low vision and fine motor skill challenges.

When we are seeking public comment, we do not want to put in place any accessibility barriers that may prevent the public from providing input. We want to ensure that the process of providing input and opinions is as easy and accessible as possible.

Staff Recommendation/Request

Information item: Mark Carnopis and Jeremy Maxand will lead discussion on the accessibility of online public surveys. They also will lead general discussion about the accessibility of VRT public documents.

Implication (policy and/or financial)

Staff time needed to develop a checklist of items to ensure that surveys are accessible to those with visual or motor limitations.

More Information

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



TOPIC	Rides 2 Wellness Canyon Expansion
DATE	January 6, 2021
STAFF MEMEBER	Kelli Badesheim

Summary

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

The project was broken into distinct phases: Design/performance metrics, assumption testing, and value proposition. Attached is the Solution Building Blocks the project team developed following initial outreach and research. We have been engaged in assumption testing for the last several months. One of the assumptions we are testing is that we can ensure the solution is complementary with the on-demand transit solution implemented in October.

VRT currently operates a Rides 2 Wellness program in Ada County to specific clinics within the St. Alphonsus and St. Luke’s health systems. The Canyon County solution is focusing on additional needs in the program design identified in Canyon County such as enhanced navigation and program supports, on-demand options, and access to wellness-supportive activities.

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

The target date for launch is mid-March 2021.

Staff Recommendation/Request

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

Implication (policy and/or financial)

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

Highlights

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

More Information

Attachments:

Solution Building Blocks

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

Rides 2 Wellness Canyon County Expansion

Key Partners St. Luke’s St. Alphonsus Southwest District Health Terry Reilly Saltzer Family Medical Residency of Idaho Community Health EMS pilot Community Health Worker Alliance Domestic Violence advocacy groups Blue Cross of Idaho Foundation Western Idaho Community Action Partnership Community Council of Idaho Canyon County Medical Clinic Region III Crisis Center West Valley Medical Center Valley Regional Transit Housing Authorities – Farmway Village, Chula Vista Area Agency on Aging Nonprofits and advocates for patients Western Idaho Community Health Collaborative Parma Senior Center Idaho Office for Refugees (ANA, IRC) Metro Community Services School Districts Faith-based organizations Grocery stores Credit Unions Pharmacies Local governments Payers Chambers of Commerce Idaho Hispanic Chamber of Commerce Mexican Consulate Higher Education Institutions Lyft United Way/Community Schools Idaho Foodbank	Key Activities • Information is easy to find and understand • Multiple portals through which service can be accessed • Healthcare provider refers patient to VRT • Care continuum directors/social workers find the solution easy to access and use • Patient contacts VRT Help Desk to plan and schedule the most appropriate ride to meet their needs (R2W, On-demand) • Help desk input the patient’s information into the database including program and mobility supports required • Patients are trained to ensure their own agency to address their transportation needs across the “continuum of wellness”, including pharmacy, food, activity, libraries and banks (VRT maintain inventory of options to access for wellness and care) • Patients are transported by a safe, professional, well-trained, reliable transportation provider • Patients receive reminders of appointment the night before Program Supports • Patients referred to VRT Navigators for training and support to build proficiency and confidence using services • Partners maintain shared source of program data and information to support community health goals • Program includes language and cultural supportive elements for a variety of populations (immigrants, economic, disability) • Marketing and outreach materials designed in a customer-friendly and multi-lingual formats • Navigators work closely with clinic staff, faith-based and other nonprofit advocates to build net-promoters and community champions • Making sure the system is accessible for all customers and sensitive to all types of disabilities	Value Statement (s) How will we know customers (healthcare provider and patient) are better off? Better care, better health, lower cost • Rides 2 Wellness ensures the right care for patients through primary physicians, reducing emergency department visits • Rides 2 Wellness ensures patients access care at the right time, decreasing missed or late appointments • Rides 2 Wellness supports care that occurs in the right place by increasing access to care closer to patients’ homes. • Rides 2 Wellness improves patient care through reliable, safe, and supportive transportation to essential services and activities.	Customer Relationships • Healthcare provider to patient • Healthcare provider to VRT Help Desk and Navigators • Help Desk Representative to Patient • Navigator to patient • Patient to Transportation Provider • Transportation provider to other services and activities • Transportation provider to VRT • Interpreter to patient • Interpreter to VRT Help Desk representative and Navigator	Customer Groups • Patients • Healthcare providers • Transportation providers • Local governments/Funders • Insurance Payers
	Key Resources • Staff • Technology • Non-Emergent Medical Transportation providers • Training program, including travel training • Administrative support • Programmatic supports (language, navigation, travel training) • Marketing and outreach materials		Channels to Deliver Solution • Clinic, healthcare setting/mobile clinic • Net promoters/early adopters • Outreach and navigation supports • Telephone transportation scheduling • Website • Information brochures • Social media • Vehicles • Transportation providers (drivers) • Scheduling technology	
Cost to Deliver Services		Revenue Streams		
Impact:				



TOPIC	Canyon County On-Demand Transit Update
DATE	January 4, 2021
STAFF MEMBER	Leslie Pedrosa

Summary

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

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

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

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

Boardings per hour, with the local fixed-routes, averaged 5.49. With the on-demand service, current boardings per hour is 2.89. In October, boardings per hour was 3.07. The goal with the on-demand service is to reach 10 boardings per hour. It will take time and work to achieve this goal.

VRT staff is working with Via Mobility to ensure we are able to report the remaining metrics with the advanced data we are now able to receive. As the reports become available, VRT staff will share them.

Majority of feedback from the users has been positive. Those compliments include more direct service, less time spent waiting at a bus stop and more locations to catch the bus. Complaints regarding the new service include poor routing, changing pick up location and not enough time to get there, and not always able to book a ride.

Users have experienced issues booking trips when buses are not in the area that they are requesting a trip from, if the wait time exceeds the threshold for waiting. Contractor staff has been able to send buses to the area of the requested trip to help and eliminate the problem.

Users had experienced problems booking a trip, based off of the account set up. VRT chose not to allow payment of a ride within the on-demand application. Directions within the application were not clear when a new user was setting up their profile, causing billing issues, which would not allow a user to book a ride. This issue has been resolved.

Customer service staff is not able to see landmarks on a map within the scheduling system, to assist with directing passengers to the exact location where the bus will pick them up. Telling someone “the northwest corner”, is not helpful, but telling them a specific business is. Via Mobility is working with VRT for a solution. In the meantime, VRT staff is utilizing Google maps to assist with the detailed information.

Below are the service statistics as of December 31, 2020. At the RAC meeting, VRT staff will be prepared to review more recent statistics.

- 6,249 completed trips
- 684 riders accounts created
- 98% demand met
- Average wait time - 19 minutes
- Average ride time – 17 minutes
- Average ride distance – 6 miles
- Average ride rating – 4.6 stars
- Average walking distance to stop – 495 feet, which is less than 1/10th of a mile
- 53% of trips booked on app, 47% booked with customer service

VRT staff will continue to work with local funding partners to educate the public on the new service. The City of Nampa Mayor and staff had to delay taking a trip on the system, due to the state being moved back to stage 2 of the pandemic. The cities of Nampa and Caldwell are both looking at taking a ride, possibly in the spring of 2021. Staff will continue to work on building new partnerships with the expanded service area.

Staff Recommendation/Request

This is an information item only.

Implication (policy and/or financial)

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

More Information

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

TOPIC	Transit On-Board Survey
DATE	January 19, 2021
STAFF MEMBER	Alissa Taysom

Summary

The purpose of a transit on-board survey is to better understand who is using transit services. This information is used for planning purposes.

In 2015, COMPASS and Valley Regional Transit (VRT) completed an on-board survey of transit riders. To track changes in ridership and demographics of riders, VRT is preparing to perform this survey again. The 2015 survey was conducted by NuStats and collected travel behavior information from a large sample of VRT riders (Boarding and Alighting Survey) and a smaller, more complex survey of VRT riders (On-Board Survey).

Key Findings from the 2015 Survey of Riders:

- 39% are from households that have an annual income of less than \$14,999
- 29% are transit captive riders
- 58% are employed full or part-time
- 48% do not possess a valid driver's license
- 32% are between ages of 35 and 54
- 73% reported purchasing a Single Ride Adult fare, either Universal (43%) or Local (30%)
- Travel behavior characteristics indicate that home and work are the most prevalent trip origins and destinations
 - 40% of trips originate from home
 - 26% of trips originate from work or a work-related activity
 - 11% of students' trips originate from a college or university
 - 52% of trips are destined for home
 - 18% of trips are destined for work
 - 9% of trips are destined for social or recreation purposes
 - 7% of trips are destined for shopping
- 90% of riders reported "walk" as their mode of access, and 87 % reported is as their mode of egress.

FTA Title VI Requirements

Title VI of the American with Disabilities Act requires transit providers, who operate 50 or more fixed-route vehicles in peak service and are located in an urbanized area (UZA) of 200,000 or more in population, survey riders to gather the following information:

- race
- color
- national origin
- English proficiency,
- language spoken at home
- household income
- travel patterns

Currently, VRT operates up to 41 vehicles at the peak of service, while on-demand service varies up to four vehicles. The Boise UZA has a population over 340,000. Although this is below the Title VI thresholds, to ensure we are planning equitable service, VRT will gather the demographic information specified in the Title VI guidance.

Since the last survey was completed in 2015, VRT installed Automated Passenger Counters (APC) on the buses. This will simplify the survey process, eliminating the need for manual passenger counts. The data will be used to measure and adjust for daily, and seasonal variations in route-level ridership.

With the COVID-19 outbreak in the spring of 2020, ridership levels were affected and commuters travel behaviors have changed. The new survey will reflect the changes caused by the pandemic and will provide a snapshot in time as to how transit will be strengthened or weakened by the long-term effects of the pandemic.

Staff Recommendation/Request

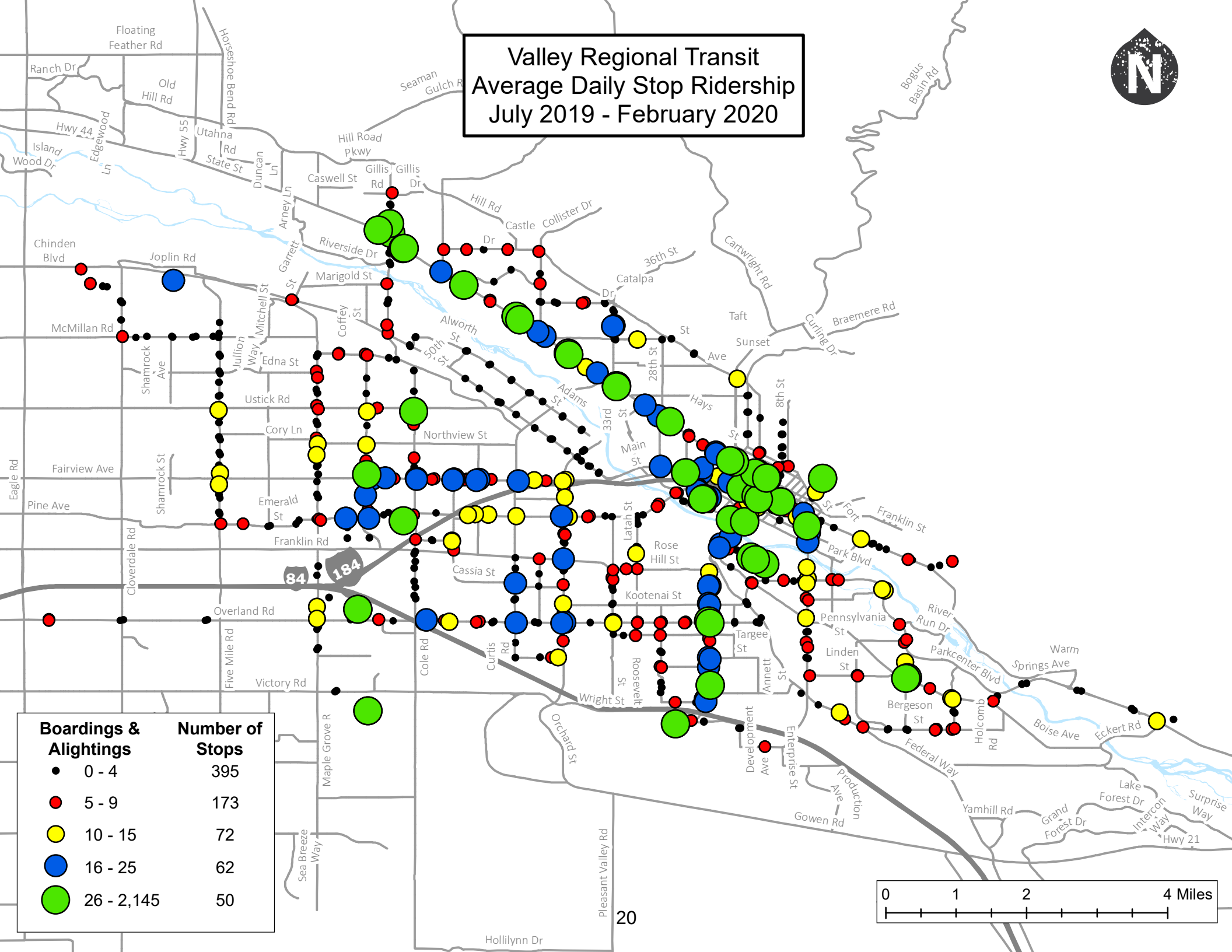
No action, this is an information item only.

Implication (policy and/or financial)

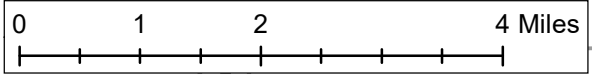
The survey will provide staff with an updated analysis of ridership trends, allowing future plans and expansions to better serve riders and the community.

For detailed information contact: Alissa Taysom, Associate Planner, 208.258.2717, ataysom@valleyregionaltransit.org

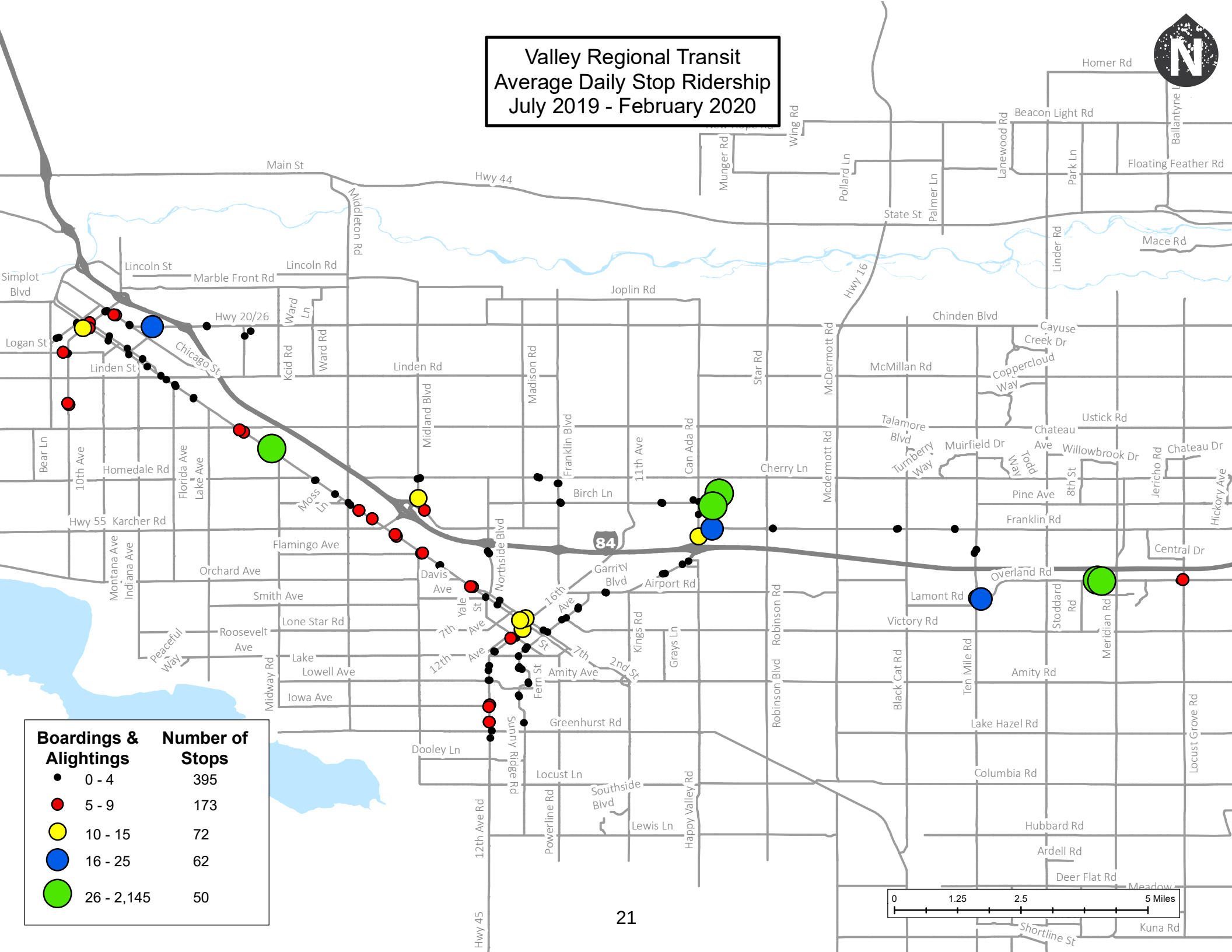
Valley Regional Transit Average Daily Stop Ridership July 2019 - February 2020



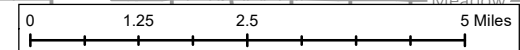
Boardings & Alightings	Number of Stops
● 0 - 4	395
● 5 - 9	173
● 10 - 15	72
● 16 - 25	62
● 26 - 2,145	50



Valley Regional Transit Average Daily Stop Ridership July 2019 - February 2020



Boardings & Alightings	Number of Stops
● 0 - 4	395
● 5 - 9	173
● 10 - 15	72
● 16 - 25	62
● 26 - 2,145	50





TOPIC	Executive Director Report
DATE	December 18, 2020
STAFF MEMEBER	Kelli Badesheim

Fiscal Year Activities

Eide Bailey is completing the annual audit soon. They will be presenting the final audit to the Executive Board/Finance Committee at their February meeting. The audit was conducted virtually this year, and went very smoothly. Staff worked hard to prepare for and respond to requests from the auditors. The team is also preparing for the upcoming Triennial review.

We submitted the remainder of the Cooperative Agreements to our local jurisdiction funding partners this month. This is later than usual due to changes in the agreements we thought required a little more time to implement.

The staff completed the FY2021 budget amendment for the board's consideration in January. The amendment was more substantial this year due to the additional CARES funding being allocated to operations, the resiliency projects the VRT Board approved in October, and other projects we have secured funding for since the budget was adopted. This amendment also includes the FY2020 carry forward projects. Those include two substantial electric bus procurements.

COVID-19 and Next Phase Resiliency Activities

Jill Reyes and I completed our first round of outreach to local governments providing funding for services to review the updated local cost methodology with CARES funding allocated to service operations and other resiliency projects. The Board will be considering accepting staff's recommendation on guidance for strategic direction approaches. The more detailed projects will be defined through the FY2022 budget process. The primary assumption VRT staff is using is there is no one-size-fits-all approach when it comes to addressing the economic impacts of the pandemic. We are using the horizon of FY2023 as the target for achieving the strategic goals VRT is putting forward.

In addition to the outreach, Stephen Hunt will be leading the Executive Board through a workshop on regional service development in advance of FY2022 budget development. There are a few inter-jurisdictional issues needing to be addressed 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

I will be leading an internal project to update VRT's reporting for all of our regulatory and funding partners. A more detailed memo and work plan was presented to the Executive Board in December. The work plan is building on previous work VRT staff has been engaged in. The primary objective is to improve reporting capacity and ensure the reports VRT provides can meet the needs of all regulatory and funding partners.

Rides 2 Wellness Canyon County Expansion

I am working with a project team of key stakeholders from the regional health systems to design and implement an expansion of Rides 2 Wellness in Canyon County. The pandemic has introduced some challenges to completing our work. The demand for the service is even greater since the pandemic started. VRT staff found a way to implement the service in March through CARES funding in Canyon County. This will allow staff to pilot the system as a complement to the on-demand transit solution. The concept is both solutions will expand access to healthcare and health-related activities. The pilot will allow VRT and the project team to make adaptations as the system is implemented. The health systems will then join as funding partners for next fiscal year.

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.
- Facilitating a discussion on Statewide Technology needs for updating fixed-route and demand response scheduling systems. RFP was issued through CTAI in October. Proposals will be submitted in December. VRT will use a pre-qualified list of vendors to implement the fixed-route and demand response scheduling and dispatching project.

More Information

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

TOPIC	Development Department Monthly Report
DATE	December 14, 2020
STAFF MEMEBER	Stephen Hunt

Summary

Update of Development Department activities for the month of November 2020

VRT Strategic Plan

Goal 1 - Demonstrate responsible stewardship of public resources

Performance Based Decision-making

- **ValleyConnect 2.0 (VC2.0)**
VRT Staff is working on building the FY2022-26 Transit Development Plan (TDP) with updated assumptions, local jurisdiction, and agency goals. Future refinement of the TDP will guide additional performance based project development, programming, and monitoring.

Programming/Budget Development

- **Local and Federal Allocations** – VRT staff had several rounds of meetings with funding partners to review FY 2021 cooperative agreements and the implications of COVID-19 and the CARES Act funding. Staff will include resiliency and direct response projects in the FY2021 budget amendment and outline the strategic direction for programming funds through FY23.

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. Staff completed application for the Idaho Power incentive grant for electrification. 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 is negotiating a contract with the successful proposer on the Orchard Facility Master Plan, Jacobs Engineering. The facilities master plan will be prepared and civil engineering will lead to construction in summer of 2020. Deficiencies include parking lot capacity and circulation, inadequate drainage, outside storage, and incorporation of electric bus infrastructure. VRT received competitive funding from the 5339 bus and bus facility grant for expansion of the Orchard Facility to make room for fleet expansion and electrification. 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 included replacement of HVAC equipment, improved roof drainage, and front façade design and repairs. The project is intended to extend the useful life of the building. Construction/repairs are ongoing, but roof repairs would start in summer 2021 and continue, subject to practical schedule and available budget.

- **Main Street Station**

Staff prepared Main Street Station to open again to the public after submitting an operations plan to Central District Health. ITD conducted a bridge inspection on the deck over Main Street. Repairs and ongoing maintenance include work to security doors and gates, floor and cleaning issues, and repairing leaks in ceiling from other tenants (coordinating with Gardner property management). Upgrades to employee spaces is planned to provide safe distancing while working in MSS.

- **Bus Stops**

The 2020 bus stop improvements project is complete. Final punch-list items are being addressed and substantial completion letter has been issued. Full construction closeout is anticipated by January 1, 2021. VRT staff are addressing amenity issues (benches, trash, etc.) at newly installed shelters. Any carried over budget will be included in future bus stop improvements, including purchasing additional shelters and benches for high ridership locations. Planning for FY2021 needs is underway.

Regional Corridor Planning

- **State Street Corridor Projects**

The State Street Alternative Analysis has begun public outreach on the three different alignments between State Street and Whitewater and downtown Boise.

State Street Executive and Technical Teams have been working together to identify actions that would help member agencies continue making progress on the Transit and Traffic Operations Plan (TTOP). Staff evaluated four proposals for the State Street

Transit Operational Analysis and will bring a recommendation to the Full Board in January.

Other Development Activities

- **Title VI** –Final report will be presented to Full Board 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	December 16, 2020
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 2 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 is scheduled to start in January 2021. There will be two vans providing service to employees in Boise, Nampa and Caldwell. This new service is expected to provide transportation services to 22 employees.

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 currently scheduled to start production with Proterra in mid-January 2021. The expected delivery date is the end of 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 in November

- Intercounty on-time performance 87%
- ACCESS on-time performance 87%
- On-demand service on-time performance reporting still not available from Via Mobility
- Celebrated 90 days accident free with a catered lunch
- New Collective Bargaining Agreement in place for unionized drivers. With new contract wages and employee benefits in Canyon County are much closer to matching Ada County

Ada County had one preventable accident in November

- Fixed-route on-time performance 82.9%
- ACCESS on-time performance 98.2%
- With pandemic requiring social distancing, implemented new payroll system that is done on personal devices

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 continues to limit the number of passengers allowed on outings. They are not allowing any new passengers/members at this time. The annual Christmas dinner outing

will only be for 10 people. They will reserve a private room at the restaurant. Face coverings are required and they are provided for those who do not have one. Any members who tests positive for COVID is required to quarantine for two weeks after the positive test.

Meridian Senior is closed and no longer offering dine in meals, due to the state being moved back to stage two. Curbside meals can still be picked up Monday through Friday between 11:30 am and 12:30 pm. Any activity where social distancing cannot be attained, have been cancelled. All other activities are limited to 10 or less people, all participants must wear a face covering at all time and social distancing must be maintained.

Information Technology and Intelligent Transportation Systems

- Staff resolved 123 support requests from 137 submitted
- Staff completed several tasks, in coordination with Routematch, to update programming of on-board computer systems
- Staff continues to work on equipment, software and programs to support VRT employees ability to work from home with little to no issues
- Setup equipment at Main Street Station, Happy Day Transit Center, and Meridian to allow customer service staff to accept contactless payment transactions
- Created standardization and screensavers to all electronics for the ongoing implementation of the Rider's First project branding

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
- Biweekly 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 the Public Transportation Provider Group to update the Transit Asset Management Plan approved in January 2019

Customer Service Support

- Customer service handled 2,223 of 2,294 phone calls for information, with 71 calls abandoned. The average call time was 2 minute, 23 seconds and the average hold time was 17 seconds
- Reservationist handled 891 of 936 phone calls to change or schedule a ride, with 40 calls abandoned. The average call time was 3 minutes, 30 seconds and the average hold time was 13 seconds
- On-demand handled 582 of 668 phone calls to schedule a ride, with 86 calls abandoned. The average call time was 2 minutes, 5 seconds and the average hold time was 19 seconds

- November mobile ticket sales totaled \$2,717.25
 - Fare collection resumed November 9

More Information

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

TOPIC	Finance and Administration Activity Report
DATE	January 4, 2020
STAFF MEMEBER	Jason Jedry, Finance Controller

Summary

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

Highlights

Budget/Finance

- The soft close of the 4th quarter of FY2020 has been completed
- The FY2020 independent annual audit began in December and is expected to be completed in early January
- Finance staff are preparing 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 is currently training a new Grants and Compliance Administrator and a 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:
 - Triennial Review Supplemental Information Request
 - Compass Applications Phase II and transfer letters
 - Grant revisions/amendments
 - Subrecipient Agreements for FY21
 - Subrecipient Reviews
 - Triennial Review
 - FTA grant applications
 - Annual external audit assistance

Procurement

- Procurement and Contracts Specialist is working on:
 - Integrated Fare Payment System
 - Support Vehicles
 - State Street Corridor Transit Operational Analysis
 - 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	Community Projects/Outreach Efforts Update
DATE	December 16, 2020
STAFF MEMEBER	Mark Carnopis

Summary

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

Staff Recommendation/Request

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

Implication (policy and/or financial)

N/A.

Highlights

- The 22nd annual Stuff the Bus, held December 12, was a big success. We collected 7,975 toys. These toys will be distributed by the Salvation Army to families in need.
- Staff has been involved in outreach sessions explaining our Riders First campaign. I am working to finishing the outreach plan that includes internal and external components.
- 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 early 2021.
- The launch of our retooled valleyregionaltransit.org website is expected to occur by the end of December. I am assisting in the project on an as-needed basis. The new website will be more user friendly and focus on providing easily accessible information about our services.
- I have developed a calendar/plan for additional outreach to promote the new on-demand bus service in Nampa/Caldwell. This includes working with the communications staff persons for both cities, the Chambers of Commerce, and other officials (e.g. key staff at CWI, NNU and College of Idaho). We will be working with Stoltz Marketing on creating outreach collateral.

More Information

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

TOPIC	Underwriting Division
DATE	December 16, 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

- Cultivating three new messages and subsequent sponsorships from Idaho Department of Health and Welfare (IDHW) in support of the Idaho Women, Infants and Children's nutritional program, Drug Overdose Prevention Program and Center for Suicide Prevention for calendar year 2021. Participation in content and message committee(s) for Idaho Department of Health and Welfare, Division of Public Health will be ongoing.
- In collaboration with VRT's Human Resources contractor, Calyx-Weaver, we have finalized the job description for Advertising and Sales Coordinator. The listing is live as of the date of this report we have identified four viable candidates for this critical position. We will be moving into the interview stages soon.
- Staff has developed a fully agreed to schedule for the second, and hopeful final, round of bus bench placements to begin in early June and wind up by end of August, 2021. While this will still leave us with a mix of bus bench designs for a solid six months, it will nonetheless fulfill our vendor Creative Outdoor Advertising contractual obligations.
- Having completed a full list of all advertising agencies and internal key opinion leaders, we are now working to print and bind our media kit complete with "Business Builder" packages to be distributed via direct mail, personal delivery, where and when appropriate, and at events.
- Staff is continuing to discuss Bike Share funding opportunities at all levels of contact within our work. We have identified several reputable partners willing to contribute in the form of sponsorships of local assets but have not been able to get a positive response to our call for capital funding.
- In collaboration with our Maintenance Manager for Ada County, we are proactively going through the fleet to ensure we can maximize every available space in Ada County. As anticipated, we are seeing less interest in the assets assigned to Canyon County due to the shift to On-Demand Service.

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

TOPIC	Programs and Marketing Update
DATE	December 16, 2020
STAFF MEMBER	Dave Fotsch

Summary

The Programs area cover Navigation, Safe Routes to School and Marketing. The following is an update on all programs.

Highlights

Safe Routes to School

The Safe Routes to School (SR2S) program officially became a service of Valley Regional Transit with the start of Fiscal Year 2021, October 1. SR2S had been housed under the YMCA, even though the funding passed through VRT. The program adds four new employees to the roster at Valley Regional Transit.

Because of COVID-19 restrictions, the program has been unable to keep its usual schedule of programming in schools. Instead, program employees have been working of delivering education through online methods, including a series of videos on bicycle safety.

Marketing

Valley Regional Transit hired Stoltz Marketing Group in late 2018 to provide professional support to update and design a marketing foundation for VRT to build on for years to come.

Many of the initiatives started in Fiscal Year 2020 are being continued into the new fiscal year, including:

- Website redesign
- Customer Service updates
- COVID Response
- Safe Travels, Treasure Valley
- On-Demand Service
- Rider's First Initiative

New website

- The new website will make it easier for customers to use. Its design is "mobile-first," meaning we assume most users will be trying to access information about transit while standing on the street. With this design focus in mind, there will be information about schedules, fares, and bus locations.
- Working with Stoltz, we are in the final stages of development. Recent challenges have been integrating the trip planner with on-demand service in Canyon County, setting up a new web hosting site and payments to Google for accessing maps.
- Stoltz will do a final deep quality assurance review before releasing the site to the public.
- The website should launch by year's end or in early January.

Customer Service Updates

Nearly all areas of the customer service updates have been completed and deployed for use by staff at Valley Regional Transit. The only significant task remaining is the Navigator Handbook.

COVID-19 Response

Much of our response to the COVID-19 pandemic has been focused on sharing information with the public about our efforts to keep riders safe, and the things riders can do to keep themselves and others safe. The biggest push has been through social media messages reinforcing the basics of wearing a mask, washing hands frequently, social distancing, and not riding buses when sick. These same messages are backed up with content on our website, posters on our vehicles and decals in our public spaces.

Safe Travels, Treasure Valley

This campaign launched in the summer of 2020 in response to the decline in ridership due to the COVID-19 pandemic. The concept was to reassure the public that it is safe to ride public transportation. While ridership continues to be well below normal levels, the marketing campaign has successfully delivered the message of safety, not only for VRT buses, but also for ACHD Commuteride vans and the Boise State shuttles.

The paid social media campaign has expired, but we continue a robust organic social media campaign using materials developed by Stoltz. The weekly newsletter has gone to an every other week schedule and will continue through the end of FY 2021.

Canyon County On-Demand Service

On October 5, 2020, traditional fixed-route service in Canyon County was replaced by a new concept in public transportation – On-Demand service. Riders use an app to request a ride, plugging in the start and finish points.

After launch, the program was growing nicely until VRT reinstituted fare collection. Since that time there has been a gradual decline in ridership. We will be working with Stoltz to expand our outreach in Canyon County to bolster use of the system.

Riders First

Riders First is an internal marketing campaign designed to help all VRT staff ‘live the brand.’ The goal is to inspire employees to go the extra mile to ensure every customer has the best possible experience when working with the region’s premier public transportation authority. The campaign was rolled out in small groups starting on October 28, 2020.

The key aspects of the campaign include:

- A video produced by Stoltz to remind and inspire staff that everything they do is about helping people get from where they are to where they need to be
- An employee and partner survey that attempts to gather the attitudes of those working for VRT
- Internal posters and screensavers that inspire employees to strive for the best possible customer experience
- Collateral templates – memos, PowerPoint templates, letterhead, etc.

Marketing in FY 2021

October 21, the VRT Marketing Committee met with representatives of Stoltz Marketing to go over upcoming events and overall strategy for marketing the agency and its services in

the new fiscal year. Final details are still being worked out, but key among the initiatives will be the following projects:

- Electric bus launch, branding and promotion
- Overall branding refresh for all buses
- Integrated fare app branding and promotion
- Bus stop redesign and branding
- Radio and traffic report sponsorships
- High School outreach and promotion
- Special events, like Treefort Music Fest

Staff Recommendation/Request

None, information only.

Implication (policy and/or financial)

None.

More Information

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

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TOPIC	City Go Report
DATE	January 4, 2020
STAFF MEMEBER	Kaite Justice

Summary

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

Highlights

- City Go staff has completed the Integrated Fare Payment Application procurement. The procurement was approved by the VRT Board of Directors on October 5, 2020. Staff is currently working through contract negotiations with Cubic Transportation Systems and will continue to work towards the implementation and launch of the new payment application. The contract is expected to be fully executed by December 31, 2020. The estimated launch for the first phase of the system is July 2021. The kick-off for the implementation team will be the first week of January.
- Holiday Walking Maps: City Go created an interactive walking map for experiencing the holidays downtown. The map features some of the best-hidden shopping spots to find the perfect gift for the most difficult person on your list. It also features the best sights to see downtown this holiday season, from the Giving Tree to Inspiration Alley. Finally, the map showcases some of our favorite food items from local restaurants that are easy to take with you on your walk. The guide and subsequent marketing highlights parking once and using active transportation to get around downtown.
 - 845 visits to walking maps on website
 - 484 unique visitors
- Cranksgiving: Another successful Cranksgiving is in the books! On Saturday, November 21, participating teams enjoyed a safe and staggered start to a bicycle scavenger hunt around Boise. Participants earned points for visiting businesses, answering trivia questions, and tackling other fun tasks, like challenging strangers to a game of hopscotch. Prizes were awarded for biggest turkey, most points, best costumes, and most charitable donations. The event, hosted by City Go, resulted in 28 boxed Thanksgiving dinners donated to St. Vincent de Paul for local families in need. Photos from the event can be found on the Cranksgiving Facebook page
 - Total number of boxes: 28 complete boxes and many extra cans at the businesses.
 - Numbers of teams signed up: 27 (105 people)
 - Boxes of food dropped off: 3
 - Cash donations: \$380 in donations to St. Vincent de Paul
- City Go has completed its work plan for FY2021. See below.

Month	Major Activities of Key Focus Areas and Identified Strategies
December 2020	Holiday Walking Maps • Promote parking once downtown and active transportation while downtown • Interactive map of holiday sightseeing, food on the go, and shopping FY2021 Communication Plan

	- Draft communication plan to be presented to Sales and Marketing Committee Finalize Podcast concept - Name/Branding/synopsis - Line up speakers for January - One-sheet for sponsorships Memberships in COVID-19 times - Finalize membership options for FY2021. Extended memberships for current members? Free 6-month memberships for new members? Integrated Fare Payment System - Fully executed contract between VRT and Cubic - Branding recommendations from Stoltz - Discuss partner agreements between VRT and each mobility partner Membership Development - Outreach: 40 downtown businesses, agencies, and associations - Meetings: 10 - New Members: 1 <i>*Communications focus: walking maps, parking once, safety tips</i>
January 2021	Launch Membership Benefits Videos - Short 1-minute videos that go over all the sustainable transportation resources an employer offers their employees and how to use their City Go membership Launch City Go Podcast - City Go Conversations in a new type of media. Mid-January launch for first episode. Each episode will be 10-15 minutes. Business Development Plan - Draft FY2021 business development plan to Sales and Marketing Committee - Work with SMH on a business development pitch and pipeline with COVID-19 considerations (part of overall plan) Integrated Mobility Plan - RFP Issued - Kick-off meeting for Stakeholder group for the Integrated Mobility 5-year plan Mini Eagle Social Media challenge - Purpose to highlight the new service between downtown Eagle and downtown Boise FY2021 Communication Plan - Present draft communication plan to Sales and Marketing Committee Integrated Fare Payment System - Kick-off meeting for IFPS Implementation Team (though Tech and Service Integration Committee) Membership Development - Outreach: 60 downtown businesses, agencies, and associations - Meetings: 15 - New Members: 2 <i>*Communications focus: Podcast, memberships, carpooling, winter commuting tips, bus</i>

February 2021	Transportation Options Survey • Work with IPI/Boise State to field survey through community partners • Recruit volunteers for March mode counts COVID-19 Mode Choice Research • Begin research on transportation choice, emerging trends, and future trends in the context of COVID-19 • Procurement process to take place in January • Research will be regionally focused (Ada and Canyon County), but will have a section dedicated to downtown Boise Employer Marketing Toolkit + Return to Work Essentials • Launch online/gated toolkits for members Valentine's Day Walking Map • Interactive downtown walking map for Valentine's Day activity Membership Development • Outreach: 60 downtown businesses, agencies, and associations • Meetings: 15 • New Members: 2 <i>*Communications focus: Employer tips and resources, employer pass programs, open survey, carpooling</i>
March 2021	Downtown Mode Counts • Work with IPI to facilitate downtown mode counts. 20 volunteers needed Integrated Fare Payment System Marketing Campaign • Key concepts and campaign outline (work with Stoltz) FY2022 budget • Provide draft budget to Steering Committee members and other key stakeholders • Provide alternative funding strategies for FY2022 to Steering Committee Bike Safety Education • Event – in person/webinar • ABC checks on the Grove • Promotion of bike resources and bike parking downtown • Highlight Safe Routes to School bike safety videos Membership Development • Outreach: 60 downtown businesses, agencies, and associations • Meetings: 15 • New Members: 2 <i>*Communication focus: biking, open survey, pedestrian and bike street design features, flex work</i>
April	Sustainability Education Campaign • Going Electric – buses, bikes, new EV infrastructure, scooters • Transportation impacts of Climate Change info series • Sustainability art competition with VRT Advertising Dept. Membership Development • Outreach: 60 downtown businesses, agencies, and associations • Meetings: 15 • New Members: 4 <i>*Communications focus: Sustainability, electric vehicles (all modes), transportation impacts on climate change, art competition, Bronco Shuttle</i>

May 2021	Integrated Fare Payment System Marketing Campaign - Launch campaign – 4 month campaign - Campaign will focus on businesses, the new application, and employer integrated mobility resources May In Motion - TBD Membership Development - Outreach: 60 downtown businesses, agencies, and associations - Meetings: 15 - New Members: 2 <i>*Communications focus: MIM, bike week, new app promotion, vanpool</i>
June 2021	Where's My Bike Boise Event - Host the 2nd annual downtown scavenger hunt to find the City Go bike Draft Annual Report - Present to Steering Committee for comment Membership Development - Outreach: 60 downtown businesses, agencies, and associations - Meetings: 15 - New Members: 2 <i>*Communications focus: WMBB, summer recreation via transit/carpool, business campaign, first/last mile</i>
July 2021	Integrated Fare Payment System - System launch - Work through bugs - Start transitioning City Go Members to new system Membership Development - Outreach: 60 downtown businesses, agencies, and associations - Meetings: 15 - New Members: 3 <i>*Communications focus: new payment system, business campaign, trip planning, Clean Air Challenge</i>
August 2021	Clean Air Challenge (City Go signature event) + Annual Meeting and Party - Challenge will utilize new application - Challenge will have a multi-modal focus - Challenge will focus on sustainability Annual Report - City Go will release Annual Report to public at Annual Meeting Membership Development - Outreach: 60 downtown businesses, agencies, and associations - Meetings: 15 - New Members: 3 <i>*Communications focus: Clean Air Challenge, annual report, annual meeting, how to get involved, year-in review</i>
September 2021	In-Kind Agreements - Finalize in-kind agreements for FY2022 with partners, members, and key stakeholders City Go business map - Launch interactive member map online

	Membership Development • Outreach: 60 downtown businesses, agencies, and associations • Meetings: 15 • New Members: 3 <i>*Communications focus: Preparing your commute for cold weather, first-last mile</i>
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