

Regional Advisory Council Meeting Agenda

March 15, 2022

9:00 AM

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

Regional Advisory Council members may participate in the meeting in-person, via MTeams at
https://www.valleyregionaltransit.org/RAC_March2022

or by dialing in at **469-965-2358 Conference ID: 609 253 571#** (The boardroom is open for in-person attendance, but has very limited capacity, with preference being given to the Regional Advisory Council members. In-person attendees must follow physical distancing guidelines and wear a mask at all times in the building, if not fully vaccinated).

I. **Calling of the Roll** Chair Walter Steed

II. **Agenda Additions/Changes**

III. **Public Comments** (*Comments will be limited to no more than three (3) minutes*).

IV. **Consent Agenda**

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

A. ACTION: Minutes from February 15, 2022 RAC Meeting

Pages 3-4 | Paula Cromie

The Regional Advisory Council is asked to consider approval of the minutes from the February 15, 2022 meeting.

V. **Action Items**

VI. **Information Items**

A. INFORMATION: Transportation Development Plan Update

Stephen Hunt

Staff will present a verbal update on the FY2023-2027 Transportation Development Plan, its content and the related public engagement process.

B. INFORMATION: Community Engagement Update

Jason Rose

Staff will present an update on community engagement activities.

C. INFORMATION: Building Accessible Capacity Workgroup Update

Page 5-6 | Leslie Pedrosa

Staff will provide the RAC an update from the Building Accessible Capacity workgroup

D. INFORMATION: VRT FY 2021 Fact Sheet

Pages 7-9 | Mark Carnopis

Members are asked to review the draft FY 2021 Fact Sheet for Valley Regional Transit and provide comments and suggestions.

E. INFORMATION: On-demand Transit Update

Pages 10-12 | Leslie Pedrosa

VRT staff will provide an update on the Canyon County On-demand service.

F. INFORMATION: Electric Bus Update Ø

Page 13-14 | Leslie Pedrosa

VRT staff will provide an update on the current status of electric buses and chargers.

G. INFORMATION: Topics for Discussion

Walter Steed

Members of the Regional Advisory Council will have the opportunity to bring up topics they would like to be considered as future agenda items.

VII. Department/Staff Reports

A. INFORMATION: Department/Staff Reports Ø

Pages 16-32 | Staff

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

VIII. Adjournment

Ø = Attachment

Agenda order is subject to change.

Next Regional Advisory Council Meeting:

MONTH XX, 20XX

VRT Boardroom

700 NE 2nd Street

Meridian, ID 83642

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

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

Regional Advisory Council Meeting Minutes

February 15, 2022

9:00 AM

MEMBERS PRESENT	MEMBERS ABSENT	OTHERS
Deborah Allen	Lisa Brady	Kelli Badesheim, VRT
Susan Bradley	Samantha Kenney	Paula Cromie, VRT
Randy Johnson	Susan Manika	Jeannette Ezell, VRT
Terri Lindenberg	Deeann Solis	Joe Guenther, VRT
Jeremy Maxand		Stephen Hunt, VRT
Mary Beth Nutting		Liisa Itkonen, COMPASS
Walter Steed		Jason Jedry, VRT
		Lila Klopfenstein, COMPASS
		Nick Moran, VRT
		James Mundell, VRT
		Leslie Pedrosa, VRT
		Randy Reese, VRT
		Jill Reyes, VRT
		Jason Rose, VRT
		Jason Russell, VRT
		Alissa Taysom, VRT
		Cameron Rose, VRT

Calling of the Roll – Chair Walter Steed called the meeting to order at 9:12 with a quorum present by phone and in person.

Agenda Additions/Changes - None

Public Comments - None

Consent Agenda

ACTION: Minutes of the January 18, 2022 Meeting

Mary Beth Nutting moved to approve the consent agenda as presented; Randy Johnson seconded. The motion passed unanimously.

Action Items - None

Information Items

INFORMATION: Electric Bus Updates

Leslie Pedrosa provided an update on the status of electric buses and chargers.

INFORMATION: On-Demand Transit Update

Leslie Pedrosa provided an update on the Canyon County On-demand service. Due to issues with reporting, Leslie did not have January information.

INFORMATION: Digital Accessibility Policy

Staff presented the four recommendations made by the ACHD ADA Advisory Committee Digital Accessibility Working Group to the RAC, with the goal of helping guide the development of a VRT digital accessibility policy. The four Digital Assessment Policy recommendations will be sent out to members to review and comment

INFORMATION: Overview of Changes the Draft 2022 Coordinated Plan

Lila Klopfenstein gave an overview of the changes made to the draft 2022 Coordinated Plan.

INFORMATION: Capital Projects Update

Joe Guenther updated the Regional Advisory Council on Capital Projects including 2022 Bus Stop Construction, Orchard Facility Master Plan, and Happy Day Transit Center upgrades.

INFORMATION: 30 Pine and 9 Extension Update

Stephen Hunt provided an update on the 30 Pine and 9 State Street Extension, which were postponed and suspended due to the COVID-19 pandemic.

INFORMATION: Topics for discussion

Chair Walter Steed encouraged council members to bring topics of discussion they are interested in to the Council for placement on the agenda.

Department/Staff Reports

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; Mary Beth Nutting seconded. The meeting was adjourned at 10:24 am++.

Next Regional Advisory Council Meeting:

March 15, 2022

VRT Boardroom

700 NE 2nd Street

Meridian, ID 83642



TOPIC	Building Accessible Capacity to Serve Accessible Rides
DATE	March 15, 2022
STAFF MEMBER	Leslie Pedrosa

Staff Recommendation/Request

This is an information item only.

Summary

Valley Regional Transit (VRT) worked with a variety of partners and stakeholders to identify and address availability of accessible vehicles to meet the transportation needs of persons with disabilities. An analysis was completed and included findings and recommendations for VRT staff to consider for programs operated under Specialized Transportation.

Most findings and recommendations have been addressed. Most providers are now reimbursed by revenue hour, instead of per passenger bases. VRT staff created templates to ensure providers have the ability to submit timely invoices, allowing reimbursements to be paid in a timelier manner. Staff also created a simple report for providers to report timely and accurate performance data.

VRT created a work group to determine if the on-demand service solution being used in Canyon County could help to build accessible capacity, decrease the cost per ride and build community engagement to continue to grow services currently operated under Specialized Transportation. The work group started meeting in 2021 and included several VRT staff members, a representative from the City of Boise, as well as Jeremy Maxand from the RAC.

The workgroup determined that in order for a new service solution to be successful, the service solution needs to be affordable and VRT needs to ensure robust public engagement. The workgroup determined that the service solution should, at a minimum, be able to:

- Schedule a trip in advance and on-demand
- Schedule a trip late at night and on weekends
- Schedule a trip, not only by telephone
- Ensure the technology is available in different formats for accessibility
- Replace paper tickets with reloadable fare media
- Accept new users, with options to get them registered
- Provide rider real-time trip updates

VRT staff took those items into consideration, when it completed a procurement for a new scheduling software solution. Via Mobility, LLC and VRT are in the middle of finalizing a contract for the new service solution. Via Mobility, LLC provides the current software that is being used for the on-demand service in Canyon County. Their service solution has the ability to:

- Book a trip in advance, same day, on-demand or set up a subscription trip
- Service hours can be set by service provider, allowing for 24/7 service

- Book a trip by phone, on a mobile device, or using a website
- Accept payment using mobile device or by loading credit to user account
- Provide trip updates by phone, email or text

VRT staff will work closely with service providers and Via Mobility, LLC to ensure software is set up to meet their needs. The service solution will be implemented in different phases, starting with ACCESS services in Ada and Canyon County. VRT staff will meet with the workgroup to continue to gather information and keep them updated on project status. VRT staff hopes to have all service providers currently using RouteMatch scheduling software using the Via Mobility, LLC service solution by September 2022.

Implication (policy and/or financial)

The Via Mobility, LLC service solution is expected to be used around the region for all demand response services, which includes services currently provided by senior centers in Parma, Kuna, Meridian, Star and Eagle, Church of the Harvest in Meridian, Metro Community Services in Caldwell, and Supportive Housing and Innovative Partnerships in Boise. VRT staff also expects the service solution to be used for the city of Boise taxi SCRIP program, Rides to Wellness and the Meridian VA Shuttle. The service solution can also be used to start new services.

Highlights

- 2019 completed Shared Vehicle Program
- February 2020 completed analysis of existing specialized transportation services
- April 2020 Specialized Transportation Analysis accepted by the Board of Directors
- Summer 2020 completed research on technology designed to coordinate rides
- January 2021 established project team
- Spring/summer 2021 determined next steps to increase capacity, which included operational feasibility and costs
- September 2021 procurement released for scheduling software
- December 2021 Via Mobility, LLC selected as vendor

Next Steps

- Complete scoping work to launch software for ACCESS services
- Scope work to launch software for Specialized Transportation service providers currently using RouteMatch
- Scope work to implement software for Specialized Transportation service providers not using RouteMatch
- Scope work to implement software for Rides2Wellness and Meridian VA Shuttle
- Scope work to implement software for SCRIP taxi program

More Information

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



TOPIC	Valley Regional FY 2021 Fact Sheet
DATE	February 23, 2022
STAFF MEMBER	Mark Carnopis

Summary

This is the third year we are publishing a Valley Regional Transit (VRT) Fact Sheet. The first year of the report was published and available online in the summer of 2020. The second fact sheet was posted online in spring 2021.

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

Changes to the latest fact sheet:

- Information about City Go operations has replaced the information about Boise GreenBike. I have included the website address for City Go in the heading.
- The page about ValleyConnect 2.0 now contains an update about what elements of the plan have been implemented by VRT since its passage in 2018.
- A link to the FY 2021 VRT audit report will be included at the bottom of the financial information once the report has been approved by the VRT Board.

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

Staff Recommendation/Request

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

Implication (policy and/or financial)

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

Attachments

Attachment 1 FY 2021 Fact Sheet

More Information

For detailed information contact: Mark Carnopis, Public Information Officer, 208-258-2702, mcarnopis@valleyregionaltransit.org,

Valley Regional Transit (VRT) FY 2021 Fact Sheet

valleyregionaltransit.org 208-345-7433



Budget Information: Fiscal Year 2021*

Revenues

Regional Overhead and Operations:	\$ 6,338,574
Boise Transportation Services:	\$ 9,847,261
Canyon County Transportation Services:	\$ 2,367,031
Capital Grants:	\$ 6,847,383
TOTAL	\$25,400,249

Expenses

Regional Overhead and Operations:	\$ 6,866,787
Boise Transportation Services:	\$11,103,011
Canyon County Transportation Services:	\$ 2,793,398
Non-Capital Expenditures:	\$ 483,913
TOTAL	\$21,247,109

*Budget information take from the FY 2021 Eide Bailly audit.

City Go (citygoboise.org)

City Go, a program of VRT, is downtown Boise's transportation management association that supports sustainable transportation solutions.

Number of Pass Program Contracts



Pass Program Ridership*

FY 2019:	268,105
FY 2020:	75,293
FY 2021:	71,094

*Ridership drops in 2020 and 2021 due to COVID-19. Also, data was not consistently collected March-October 2020 when fares were not collected.

Employee and Student Totals

City Go Membership coverage	39,644
With free transit access	70,775
With free vanpool access	2,050
With free secure bike parking	39,644

Ridership Statistics

VRT operates 17 routes in Boise & Garden City, four inter-county routes, and on-demand service in Nampa and Caldwell.

FY 2021 ridership

Boise/Garden City	788,956
Nampa/Caldwell	8,529
Inter-county	39,956

ACCESS paratransit

Boise/Garden City	23.102
Nampa/Caldwell	2,321

Top Boise bus routes (ridership)

Route 9 State Street	170,591
Route 3 Vista	79,515
Route 5 Emerald	73,499

Shared Mobility

A total of 64,029 rides were provided by VRT specialized transportation programs in the Treasure Valley during FY 2021. Here are the top programs:

» Senior Centers*	16,861
» SHIP	12,950
» Metro Services	11,109
» Harvest Transit	9,614
» Rides2Wellness:	6,189
» Village Van	4,551
» Volunteer Driver:	2,234

* Includes Meridian, Star, Eagle, Parma and Kuna.

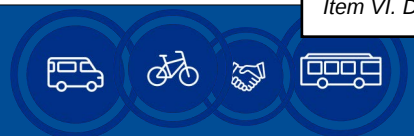
Help Desk

In fiscal year 2021, the Valley Regional Transit Help Desk received 36,103 service calls and 16,722 reservation calls.

Planning for the future

valleyregionaltransit.org

208-345-7433



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

Adopted in 2018, **ValleyConnect 2.0** set the path for transit investments in the Treasure Valley. The service and capital investments described in VC 2.0 would transform transit, making it accessible to more people more often. It would quadruple the amount of service, help transit move through congestion, leverage innovations in transportation and mitigate some of the negative impacts of the explosive development occurring in the Treasure Valley.

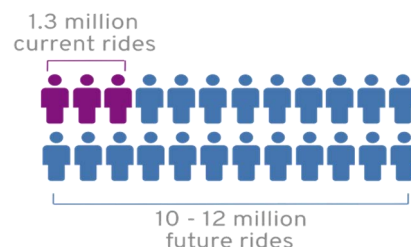
Since the adoption of ValleyConnect 2.0, Valley Regional Transit (VRT):

- Increased service levels (peak hour and on Saturdays) on the premium corridors of Vista, State and Fairview, made improvements in passenger amenities along State Street, and developed a project portfolio of transit projects to further advance the State Street corridor.
- Continues to make improvements in passenger amenities throughout the system. These improvements will be guided by the Bus Stop Typology study which is currently under way.
- Began operating battery electric vehicles, implemented mobile ticketing, launched VRT OnDemand service in Canyon County, initiated an integrated mobility study that will make the most of the improvements made in fare payment and trip planning technology to make it easier to plan, book and pay for multi-modal transportation.
- VC 2.0 also committed VRT to maintaining public transportation assets in a state of good repair.

Finally, VRT has also made progress on identifying potential revenue sources that will be necessary to realizing the vision in VC2.0. With the launch of City Go, VRT is expanding the opportunities to increase fare revenues through pass programs. VRT has been able to increase annual revenue from advertising by managing it in-house.

» Congestion is bad now and will only get worse

The population of Ada and Canyon counties has increased from 651,680 in 2016 to an estimated 761,680 in spring 2021, an increase of 110,650, or 17 percent. By 2040, the area's population is expected to grow to more than one million.



» Current investment levels for local transit is minimal

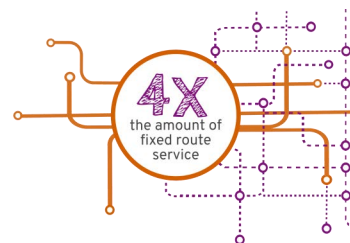
VRT currently spends \$15 million a year on public transportation. The public spends \$1.5 billion to own, drive and maintain their vehicles.



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

» The cost to implement ValleyConnect 2.0

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



*Includes \$23 million in deferred maintenance

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



TOPIC	On-Demand Transit Update
DATE	February 24, 2022
STAFF MEMBER	Leslie Pedrosa

Staff Recommendation/Request

This is an information item only.

Summary

Starting in October 2021, data comparisons are being compared to the same service metrics, rather than traditional fixed-route metrics. First Transit, the service contractor, continues to make adjustments to the system day by day, to meet the demands of service.

VRT staff will continue to work on building new partnerships with the expanded service area. A meeting is scheduled in February with funding partners of the Route 45 to discuss potential service changes or additions for the on-demand service. The development team is leading the discussion and will provide further updates.

First Transit faced some scheduling challenges in January 2022, due to drivers being out sick. This caused a reduction in buses for a few days, which is reflected in the number of “Seat Unavailable” trips.

The table below provides current service metric comparison for January 2022 to January 2021.

Top Operational Metrics	Jan-22	Jan-21	Variance
Total Rides Requested	3,434	2,223	35%
Total Rides Accepted	2,252	1,761	22%
Total Passengers	2,505	2,038	19%
Revenue Hours Operated	698	696	0%
Revenue Miles Operated	14,451	14,700	-2%
Boardings Per Hour	3.59	2.93	18%
Service Metrics	Jan-22	Jan-21	Variance
Total Rides Requested	3,434	2,223	35%
Acceptance Rate (Proposals accepted/proposals offered)	79%	86%	-9%
Average Pick-up Wait Time (in minutes)	27	19	30%
Average Walking Distance to Pick-up Location (in feet)	641	505	21%
Average Ride Duration (in minutes)	19	17	8%
Average Ride Distance (in miles)	7	6	14%
Average Ride Rating 1 -5 Stars	4.60	4.8	-4%

Ride Request Breakout	Jan-22	Jan-21	Variance
Total Rides Requested	3,434	2,223	35%
Requests Made Outside of Service Hours	99	63	36%
Error with Booking Request	69	34	51%
Seat Unavailable (Bus Not in Vicinity)	407	72	82%
Offered Ride Not Accepted	282	130	54%
Ride Cancelled/No-Show	325	163	50%
Rides Accepted	2,252	1,761	22%
Completion Rate (Rides Accepted/Total Rides Requested)	66%	79%	-21%

The table below provides a month to month comparison of service metrics for January 2022 to December 2021.

Top Operational Metrics	Jan-22	Dec-21	Variance
Total Rides Requested	3,434	3,270	5%
Total Rides Accepted	2,252	2,210	2%
Total Passengers	2,505	2,634	-5%
Revenue Hours Operated	698	791	-13%
Revenue Miles Operated	14,451	15,423	-7%
Boardings Per Hour	3.59	3.33	7%
Service Metrics	Jan-22	Dec-21	Variance
Total Rides Requested	3,434	3,270	5%
Acceptance Rate (Proposals accepted/proposals offered)	79%	78%	0%
Average Pick-up Wait Time (in minutes)	27	25	8%
Average Walking Distance to Pick-up Location (in feet)	641	580	10%
Average Ride Duration (in minutes)	19	18	4%
Average Ride Distance (in miles)	7	6	14%
Average Ride Rating 1 -5 Stars	4.60	4.67	-2%
Ride Request Breakout	Jan-22	Dec-21	Variance
Total Rides Requested	3,434	3,270	5%
Requests Made Outside of Service Hours	99	74	25%
Error with Booking Request	69	78	-13%
Seat Unavailable (Bus Not in Vicinity)	407	299	27%
Offered Ride Not Accepted	282	250	11%
Ride Cancelled/No-Show	325	359	-10%
Rides Accepted	2,252	2,210	2%
Completion Rate (Rides Accepted/Total Rides Requested)	66%	68%	-3%

Implication (policy and/or financial)

The long term goal is to have at least 10 boarding per hour. To meet this goal several things need to happen, which include, more buses in revenue service and a longer service span to include weekends. VRT staff is hopeful that existing funding partners continue to see the need for public transportation in Canyon County. This innovative approach to improve services in Canyon County reflects the need that additional funding is needed from current and future funding partners.

More Information

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



TOPIC	Electric Bus Update
DATE	February 24, 2022
STAFF MEMBER	Leslie Pedrosa

Staff Recommendation/Request

This is an information item.

Summary

VRT continues to have four 40' and three 35' battery electric buses on-site. There are five 35' buses pending delivery, but will not be shipped until Proterra has the chargers operating at 100% capacity. The 35' buses that have been delivered are being prepared for revenue service. These buses will go into revenue service once the computer-aided dispatch automatic vehicle locator equipment is installed, which will occur when all eight 35' buses are on-site.

A Proterra electric bus charging station setup consists of a charger, a pedestal and two dispensers, A and B. VRT built six charging stations with the ability to charge up to 12 Proterra buses. With the existing setup, one charging station will charge two buses plugged in, simultaneously. When operating properly, the bus on dispenser A will charge to 90% capacity, then switch to dispense B and charge the bus on dispenser B to 90%. When both buses are charged to 90% capacity, it should repeat the process, but charging both buses to 100%.

The problem that Proterra is trying to resolve is the switching from dispenser A to dispenser B. In the last month, Proterra has focused on the first two charging stations. They feel if they can get the first two stations working properly, they can then duplicate the programming to get the other four stations to work properly.

Proterra continues to check the system logs to try and determine where the error occurs. They have ordered new data loggers, which will be programmed and shipped to VRT the week of February 28. Our contract staff at First Transit will install the new equipment once it arrives. Proterra expects to test the new data loggers on March 2.

Over the last month, Proterra has not found the root cause of the issue. Proterra feels once the root cause is determined, there will be a four week process to correct the programming. With this time frame, the earliest VRT expects chargers to start working properly would not occur until April. Following this timeline, VRT expects the 35' battery electric buses to be in revenue service in May.

The 40' buses had a variety of mechanical issues since starting revenue service. Proterra continues to have a field service representative available to contractor staff if needed. The 40' buses are used daily, as long as there are no issues mechanically or with charging. Since tracking of mechanical issues started, most days all four buses are used in revenue service.

Implication (policy and/or financial)

Until all 12 electric buses are delivered and all chargers are operating properly, VRT staff will not dispose or retrofit any buses to ensure service needs are met.

More Information

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



TOPIC	Executive Director Report
DATE	February 23, 2022
STAFF MEMEBER	Kelli Badesheim

Organizational Updates

Valley Regional Transit (VRT) continues to go through the process to program federal funding. We did receive a partial allocation of our federal formula funding at 2021 levels. March is the next time Congress will consider adopting FY2022 budget. We are anticipating increases in funding across all formula funds once that takes place. VRT will use the Transportation Development Planning process to determine investment priorities for those additional federal funds. The Infrastructure Bill authorizes funding levels for the next five years. Staff is working to be prepared for moving projects forward once we have resolution on the FY2022 levels.

Jason Jedry and Jill Reyes kicked-off the budget development season this month. We are updating our assumptions for operations expenses, labor, health, and other expenses we are expecting to go up based on inflation. We will continue to work closely with local funding partners as we work to balance the expenses with revenues, while maintaining existing operational levels. We are considering ways to use the additional federal formula funding as a strategy to achieve that balance.

We received the final draft of the revenue analysis completed by Eco-Northwest. Staff is reviewing the document and will be sharing it more broadly in the coming months, including through the Board strategic planning work.

VRT is working closely with our jurisdiction and agency partners in the State Street Corridor to prepare for an upcoming RAISE grant application. This will be a significant undertaking that will require a good deal of work effort from our development and finance staff members. VRT is evaluating staffing needs to prepare for and execute a project of this magnitude. There are more details about this project in the meeting packet.

We put out a request for quote (RFQ) to procure a consultant to facilitate the Board Strategic Work Plan project. We should have quotes in mid-March and will be selecting a firm to begin in April. We will share the schedule with the Executive Board as soon as those details get resolved.

The Connected Canyon County Community Partners group will be meeting in March to review the findings from the first round of engagement and start developing solutions they think will meet the needs of the community. This project is off schedule by a few weeks based on the availability of our partners and the demands many organizations are experiencing based on the pandemic.

Projects and Community Activities

- Providing project management support to the Connected Canyon County Initiative Community Partners activities

- Supporting Western Idaho Community Healthcare Collaborative (WHCHC) to establish strategic activities based on measures of social influencers of health, including transportation
- Co-chair community impact work through United Way board participation
- Providing staff support to the strategic work group with City of Boise. The focus this year is on developing a portfolio of transit projects for the State Street Corridor, and seeking an investment strategy for securing funding to complete high priority projects.
- Providing staff support to the State Street Corridor Executive Team

More Information

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



TOPIC	Operations Department Staff Report
DATE	March 2022
STAFF MEMBER	Leslie Pedrosa

Summary

This report provides a 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.

Regional Operations

- Staff is working with Via Mobility LLC to start the launch of new scheduling software. The new software will be phased in to all current programs that currently use RouteMatch, starting with our complementary Ada paratransit service (ACCESS). Phase two will include all Specialized Transportations partners and phase three will include non-emergency transportation services. The last phase will include other services, such as the taxi SCRIP program. When phase one programming is complete, VRT and Via will provide the work with members of the Building Accessible Capacity workgroup to test for user compatibility.
- On-going work continues with Proterra to address issues with the charging pedestals for the battery electric buses. Proterra has an issue that is preventing the function of switching between the two dispensers on one pedestal. This issue is not specific to VRT, it is affecting all agencies with charging pedestals that have dual dispensers. In the last month, Proterra has been able to get two charging pedestals to charge buses to 100% capacity almost 100% of the time. Proterra has some new equipment that will be installed and tested the week of February 21. Results of the test will determine next steps.
- Three of the eight 35' battery electric buses have been delivered. Due to the issues VRT has faced with charging buses, VRT will not have additional vehicles delivered until the charging system is operating properly.
 - Currently three of the five remaining buses to be shipped have completed on-site inspection and will be shipped once charging issues are resolved.
 - The fourth bus is waiting for parts to completed on-site inspection and the fifth bus is currently at the paint shop.
 - At this time, there is no determined date when the remaining buses will be shipped.
- Staff submitted the fiscal year 2021 report to the National Transit Database (NTD). Staff is waiting for responses to see if any revisions are needed.

Highlights:

Contracted Transportation

Canyon County Highlights

- Zero preventable accidents in January
- Intercounty on-time performance 67% for January
- ACCESS on-time performance 88% for January
- On demand on-time performance 88% for January
- On demand updates
 - Completion rate, which is the rides accepted versus the rides requested, is down 8%
 - Large increase in requests made out of service hours, cancellations and no-shows
 - Acceptance rate, which is the proposals accepted versus the proposals offered, is down 6%
 - Slight decrease in average wait time, ride duration and ride distance

Ada County Highlights

- Zero preventable accidents in January
- Fixed-route on-time performance 88 for January
- ACCESS on-time performance 97% for January
- Will continue to review stop level ridership following October service change for any needed adjustments at next service change

Specialized Transportation

- Volunteer drivers continues to see a decrease in ridership
- Eagle Senior Center saw a decrease in ridership, due to new variant of COVID pandemic decreasing staff availability
- Rides 2 Wellness continues to add new clinics to the Ada County service area. With the on-boarding completed for two new service providers, and a third being added in March, ridership continues to increase in both Ada and Canyon County

Information Technology and Intelligent Transportation Systems

- Staff resolved 144 support requests from 160 submitted in January
- Continue to work on adjustments within new system for fixed-route CAD/AVL and mobile ticketing validators
- Working with VRT staff to manage document storage procedures
- Began fact finding meetings with Via Mobility LLC for services using new scheduling software for Demand Response services

Compliance

- Continue to monitor pandemic for any state or federal changes. January saw large spread of the virus with new variants emerging
- Completed National Transit Database reporting for fiscal year 2021
- Purchased software to track safety issues in our service area for the Public Transportation Agency Safety Plan reporting
- Preparing to start Transit Asset Management annual asset scoring

- Preparing to recertify the APC system in fiscal year 2022 for National Transit Database reporting

Customer Service Support

- Customer service handled 2,781 of 2,914 phone calls for information, with 132 calls abandoned. The average call time was 2 minute, 20 seconds and the average hold time was 16 seconds
- Reservationist handled 1,001 of 1,050 phone calls to change or schedule a ride on ACCESS, with 38 calls abandoned. The average call time was 3 minutes, 36 seconds and the average hold time was 11 seconds
- On-demand services handled 789 of 835 phone calls to schedule a ride, with 46 calls abandoned. The average call time was 1 minute, 37 seconds and the average hold time was 23 seconds
- January City Go Pay mobile ticket sales totaled \$7,948.00

More Information

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

TOPIC	Development Department Monthly Report
DATE	March 7, 2022
STAFF MEMEBER	Stephen Hunt

Summary

Development department activities January 2022 report

Valley Regional Transit (VRT) Strategic Plan

Goal 1 - Demonstrate responsible stewardship of public resources

Performance Based Decision-making

- **Transportation Development Plan (TDP)**
VRT staff presented the strategic priorities that will guide the development of the TDP. Staff also supported COMPASS in the development of public transportation prioritization measures to be included in Communities in Motion 2050.

Funding Development

- **Budget Development** –As part of the combined FY2023 budget and FY2023-2027 TDP development schedule, staff is conducting strategic meetings with local partners to align priorities and update funding assumptions.
- **Transportation Development Plan (TDP)** - Staff is engaging local jurisdictions, Regional Transit Team, and Regional Advisory Council on project priorities for the TDP. Projects will be aligned with the Strategic Objectives adopted by the Board in January.
 - Staff is building a 10-year capital improvement program and process to inform the TDP capital improvement plan
 - Staff is reviewing service costs, fare projections and performance measures to inform the service implementation plan.
- **Grant Opportunities** – VRT is working with partners to identify upcoming competitive grant opportunities. VRT is preparing a RAISE Grant to begin building transit and adjacent non-motorized infrastructure along State Street in alignment with the initial State Street Transit Operational Analysis findings.

Goal 2 – Increase Ridership and Revenue

- **FY2023 and FY2024 Service Changes** – Development staff has continued reviewing route performance, public comment and stakeholder input to begin drafting FY2023 service change concepts.
- **Regional Revenue Analysis and Strategic Plan** – Development staff continues to participate in the revenue analysis. The consultant team is finalizing the report and should be complete by the end of February.

Goal 3 - Build institutional and regional capacity

Regional Capital Enhancements

- **Orchard Facility Master Plan**
 - Final comments are being addressed on the facility plan.
 - Design for construction is underway with a Request for Bids (RFB) anticipated in mid-February. Construction on storm water/drainage facilities, pavement, and utilities to begin in summer 2022.
- **Happy Day Transit Center Upgrades (HDTTC)**
HVAC replacement contractor is designing replacement system. Design engineer and architect are under contract for roof and awning replacement. Architect will start office redesign plans for 2023 construction.
- **Bus Stops**
 - Staff continues to work on two corridor studies and three construction projects. FY2022 bus stop construction package is ready for bid, including 13th and Fort and 18th and State.
 - FY2021 projects include transit island enhancements along Main and Fairview, a revenue backed project from Capital City Development Corporation (CCDC). VRT will install five (5) best in class shelters March 1, 2022.
 - State Street National Environmental Policy Act (NEPA) and Design scope (request for proposal) is in procurement. We anticipate proposed improvements proposed will be approved and designed for State Street based on the Transit Operational Analysis recommendations. NEPA is anticipated to take 6-8 months for FY2023 construction and up to 2-years for corridor Environmental Assessment.

Regional Corridor Planning

- **State Street Corridor Projects**
 - VRT staff is working to prepare a RAISE grant for additional funding opportunities to advance the development of the State Street transit corridor.
- **Fairview Corridor Project**
 - The second phase of the plan is underway for design concept and NEPA for construction in FY2023-24.
 - Bus stops identified for upgrades will be designed and permitted in FY2022 with construction to follow as a general bus stop construction project for FY2023.
 - The Town Square Mall (TSM) civil evaluation is underway. VRT has a meeting with TSM manager March 2.

Other Development Activities

- **FY 2021 planning projects –**
 - Regional Vanpool Study –VRT staff and the project team have reviewed the draft recommendations prepared by the consultant team, who is finalizing the report.

- Passenger Facility Plan/Bus Stop Typology – The consultant team held the basis of design workshop and the first kit of parts workshop and has begun incorporating the feedback of the workshops into the design elements of the Bus Stop Typology.
- **FY 2022 planning projects-**
 - Kuna Transit Study – VRT has selected Transpo Group as the consultant for this study and the project kicked off in January. Transpo Group has begun stakeholder outreach.

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, Programming Planner, 208.258.270, jreyes@valleyregionaltransit.org



TOPIC	Finance and Administration Activity Report
DATE	April 4, 2022
STAFF MEMBER	Jason Jedry, Finance Director

Summary

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

Highlights

Budget/Finance

- Finance staff are working on closing the first quarter of FY2022
- The Authorities FY2021 National Transit Database report has been submitted to the FTA
- Finance staff have finalized all FY2022 project funding and tracking documentation
- Finance Director is working on FY2023 budget planning

Grant Management

- Grants and Compliance Administrator is working on the following:
 - FTA grant applications
 - Active grant revisions/amendments
 - Subrecipient agreements for FY2022
 - Subrecipient reviews
 - Project funding form maintenance
 - Federal grant reconciling

Procurement

- Procurement and Contracts Specialist is working on:
 - Demand Response Scheduling Software
 - Payroll Services
 - Non-Emergency Medical Transportation
 - ERP System Consulting Services
 - Media Placement and Promotions

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

TOPIC	Community Engagement Update
DATE	March 7, 2022
STAFF MEMBER	Jason Rose

Summary

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

Highlights

Owned media and collateral

- Website
 - We have completed the transfer of our website to a new webhost, which was necessary due to download speed issues. VRT continues to work on existing route page issues and monitor website speeds.
 - We continue to work on updates to improve accessibility to our website. Recent updates include an update to the Title VI/ADA page to include a combined Title VI and ADA complaint form in fillable PDF. We also updated information on how to provide other comment types and improved the search engine. Further recommendations are being addressed in coordination with the website developer.
- Rolling Stock
 - We continue to work with the Boise maintenance department regarding overhead rail posters/car cards to ensure each bus has all required and updated posters after a design refresh. We are also working on a process to streamline the installation and removal of these posters.
- Accessibility
 - We are drafting a Digital Accessibility Policy for VRT, using four recommendations made by the ACHD ADA Advisory Committee as a starting point. These recommendations were presented to the Regional Advisory Council on February 15, 2022. The RAC will make comments and suggestions to help guide the development of our policy while we conduct research and create an initial draft. The draft will be reviewed by the RAC and Executive Board before being submitted to the VRT Board for final approval.

Engagement

- Digital - Engage
 - VRT has seen an increase in registered users on the Engage (engage.valleyregionaltransit.org) platform, with seven new registrations, bringing the total to 125 registered users (as of 2/16/22).
 - The Engage platform currently houses five projects. Four of the projects (Connected Meridian, Connected Kuna, Highway 44 Connected Communities, and the Regional Vanpool Study) are scheduled to shift from the “Ideal Collection” phase to an “Analysis” phase in early February. The Analysis phase will last until late April, with all projects informing the first draft of the Transit

Development Plan. We are currently working through outreach planning for the Transit Development Plan, which will occur in May.

- The final project in the Engage platform is Connected Canyon County, where VRT works with community partners to design mobility solutions to improve access in Canyon County. We are currently reviewing general platform input and feedback from our first two workshops in preparation for a third workshop on March 11.
- Public Transportation in Eagle
 - We are currently working with the City of Eagle to determine public transportation options for the city, including on-demand transit or a fixed-route option.
 - Outreach includes: a digital survey and extensive email outreach to stakeholders, businesses, partners, and individuals; social media boosts and poster-hanging to drive people to the survey; and in-person tabling and polling at various locations, including the library. This is scheduled through the end of February or early March.
- Transit Development Plan
 - VRT is planning for outreach to support the Transit Development Plan. This outreach would be conducted in May, with the goal of driving engagement in the outreach process (primarily soliciting feedback for TDP scenarios and other input needs) and awareness of current VRT services in as many places, using as many methods, and being as accessible as possible.

Team Updates

- VRT is currently hiring for a Mobility Navigator within the Communications and Engagement team.

More Information

Attachments: None

For detailed information contact: Jason Rose, Community Engagement Manager, 208-258-2739, jrose@valleyregionaltransit.org



TOPIC	Programs and Marketing Update
DATE	March 2022
STAFF MEMBER	Dave Fotsch

Summary

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

Highlights

Safe Routes to School (SRTS) – Canyon County

- Canyon County SRTS continues work with the City of Nampa and partners on identifying close to shovel-ready projects that will increase the safety for students walking/biking to school.
- The entire SRTS team will observe schools on Greenhurst Road to inform how students negotiate sidewalk gaps along this roadway.
- Spring scheduling continues

Safe Routes to School (SRTS) – Ada County

- Ada County SRTS identifies upcoming roadway projects around schools based on a list we received from our partners at Ada County Highway District.
- SRTS is working on a data collection project to try and determine the effectiveness of roadway improvement projects, SRTS instruction, and crash data near schools.
- SRTS is getting back into schools with more relaxed COVID-19 restrictions. They will be working in three middle schools in the coming weeks.
- Bike Clubs at Community schools start in April. Those conversations just started.
- SRTS is also starting a new live video series on all SRTS topics, accessible on social media platforms in the coming months.

Mobility Navigation

- Mobility Navigator Kyle Lenhart-Wees resigned his position on January 26, 2022. We are recruiting for a replacement.
- The Community Engagement Manager will now supervise the Mobility Navigator.

Marketing

The marketing department continues to work with Stoltz Marketing Group to develop and launch a series of initiatives designed to grow and maintain Valley Regional Transit services.

Electric Bus promotion

- The Electric Bus campaign ran from October 1 – December 31, 2021. The focus was on display ads and social media.
- Campaign augmented with organic social media posts
- The *Comic Book* creative drove response rates twice the rate of other ads
- Women were 22% more likely than men to click on the ads
- Users ages 45-54 and 65+ visited the website the most
- The campaign generated 242,000 impressions in December, with an average click-through rate of 0.75%. It was 1.34% for the *Comic Book* video.

- The first four buses received custom 'comic book character' wraps and remained on the street.
- Developed a template for branding and ad sales for the 35-foot buses

Safe Travels, Treasure Valley newsletter

The newsletter has made the transition to a monthly with good results! The first edition created by Stoltz garnered the highest open rate of any previous newsletter! From now on it will feature:

- Fewer, shorter, and punchier stories
- Focus on local transportation stories
- Work to build an audience
- We invite you to subscribe to the newsletter and share the link with others.

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

Route 150 Pine

VRT has given Stoltz Marketing Group the green light to develop a campaign promoting the Meridian Route 30 Pine. The campaign will focus on direct mail delivered to residences and businesses within ½ mile of the new route and social media. The goal is to have the campaign ready to roll before the Route 30 Pine begins service.

Eagle Service

We decided to split the Route 30 and the Route 9 extension campaigns because the City of Eagle is now considering other options, including on-demand transit. VRT is currently gathering public input into transit options. Once the city makes a decision, we will revisit methods of promoting it.

Website

- New web host - The VRT website has a new host that delivers faster load speeds and more responsive customer service. We have worked through a few programming glitches, and everything appears to be working well.
- Accessibility issues – A member of the Regional Advisory Council brought some accessibility issues to our attention in January. We have contracted with Stoltz to facilitate some programming changes to make the website more accessible to those with disabilities. The work should be completed by the end of February.

Treefort Music Fest – March 23 – 27, 2022.

- VRT will provide the Treeline circulator service for the tenth Treefort Music Fest.
- VRT will make a more extensive media push to make the community aware of the service
- Bands on the Bus will return!

More Information

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



TOPIC	Corporate Sponsorship and Underwriting Department
DATE	March 7, 2022
STAFF MEMBER	Jason Russell

Summary

Revenue Stream	Fiscal Year 22 Goal	Contracted Amount*	% to Goal
<i>Transit Assets – Fixed Line, On-Demand</i>	\$600,000.	\$555,147.	93%
<i>Safe Routes to School Sponsorships</i>	\$50,000.	\$0.00	0%
<i>Public Art – Bus Shelters</i>	\$50,000.	\$0.00	0%
<i>Production Revenue Pass Through Funds</i>	\$120,000.	\$49,150.	41%

*As of February 15, 2022

New Business Opportunities

- Idaho Department of Health and Welfare – Drug Overdose and Prevention
- University of Idaho
- St. Luke’s Medical Center

Advertising Installations and Renewals

- Treefort Music Festival
- Idaho Department of Health and Welfare – Hepatitis C Prevention

Public Art – Bus Shelters

- Developing a creative brief to support the design of new bus shelter to be located at 27th and Main Street sponsored by St. Luke’s Health System

Interior Posters – Card Racks

- With the help of Mark Carnopis and the operations department, we have a finalized schematic and process for the display of required as well as paid advertising on the interior of the new electric bus fleet.

Bus Benches

- Removed four advertising display bus benches within Nampa downtown limits as per city code

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



TOPIC	City Go Report
DATE	March 7, 2022
STAFF MEMBER	Kaite Justice

Summary

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

- City Go staff continue to work on the Integrated Mobility Plan. Nelson Nygaard and Valley Regional Transit (VRT) staff stakeholder interviews in January and is working on the mobility toolkit through February. The second stakeholder workshop will take place the first week in March. The draft plan is on track to be completed and presented to the Executive Board in May.
- City Go is working with the Idaho Policy Institute to conduct a COVID-19 Travel Behavior Study valley-wide. The draft report has been completed and staff is currently working through edits. The final report will be done by second week of March. Staff will be bringing the results to the Executive Board in April.
- City Go's new Mobility Ambassador Program launched in February with the application period. The program received over 20 applicants to participate in the program. Staff is currently reviewing applications and will have the cohort finalized by the first week of March. The objective is to promote awareness and conversation about sustainable transportation in downtown Boise, improved transit connections across the Treasure Valley, use of different transportation modes, and goals and visions for the Treasure Valley's transportation future. Inform and engage the community, and create community dialogue about Boise and the Treasure Valley's transportation future.
- The City Go Wallet has continued to grow since its launch in October. As of the February 15, VRT has sold over \$32,000 in fares through the new system with over 630 downloads.
- City Go launched an employer- specific marketing campaign in February that will run through April. The campaign specifically promotes City Go memberships and regional pass programs. Ads are running mainly on LinkedIn and other social media channels. Here are screenshots of some of the ads:



City Go
96 followers
Promoted

With a City Go membership, your business gets a customized commuting plan — giving you a leg up on other employers and fostering a happier workforce.

Give your team the benefits they want...



Offering a simpler commute? Sounds pretty beneficial.

[Learn more](#)



City Go
96 followers
Promoted

Give employees a program that makes commuting easier. City Go can help design a bundle of benefits to solve your team's parking and transportation issues.

More than a bus pass.



Give employees more than a bus pass.

[Learn more](#)



City Go
96 followers
Promoted

...

With Valley Regional Transit bus passes, your team can get to work and save big. One-year passes start at just \$6 per person for 100+ employees.



**Bus passes for employees.
Starting at \$6 per person.**

Give your team a better way to get to work. From \$6/person. [Learn more](#)



City Go
96 followers
Promoted

...

Save money and provide more perks for your employees. One-year group bus passes start at \$6/person for 100+ employees.

Bus passes. Better for your bottom line.



A win for your team, town, and bottom line. [Learn more](#)

- Communications metrics for the previous month:

TARGET	GOAL	ACCOMPLISHED	TOTAL
NEW NEWSLETTER SUBSCRIBERS	10	3	1,800
NEWSLETTER OPEN RATE	20%	30.8%	
NEWSLETTER CLICK RATE	5%	3.1%	
NEW INSTAGRAM FOLLOWERS	10	13	1085
NEW FACEBOOK FOLLOWERS	10	0	152
BLOG POSTS WRITTEN	1	3	
CLICKS (KEYWORDS)	200	747	
WEBSITE VIEWS	1,000	5,754	
BUSINESS DEVELOPMENT LEADS			
UMO APP ACCOUNTS CREATED			

Communications Conducted

COMMUNICATION	OUTCOME AND INSIGHTS
JAN/FEB NEWSLETTER	30.8% open rate, 3.1% click rate
MOBILITY AMBASSADOR POSTS	
-JAN 24	IG: 9 likes, FB: 2 likes
-JAN 27	IG: 10 likes, FB: 2 likes
-JAN 31	IG: 6 likes, FB 1 like
JAN 13/18 CITY GO ENGAGE MTGS	8 members in attendance, recommendations shaped mobility ambassador program application

For detailed information contact: Kaite Justice, City Go Director, 208-258-2750,
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