

Regional Advisory Council Meeting Agenda

April 19, 2022

9:00 AM

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

Regional Advisory Council members may participate in the meeting in-person or via MTeams at
https://www.valleyregionaltransit.org/RAC_April2022
or by dialing in at **469-965-2358** Conference ID: 579 540 096#

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 ITEM: Minutes of the March 15, 2022 Regional Advisory Council**
Pages 3-4 | Paula Cromie

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

V. **Action Items**

VI. **Information Items**

A. **INFORMATION: Coordinated Plan Public Comment Period**
Page 5 | Lila Klopfenstein, COMPASS

COMPASS staff will inform the Regional Advisory Council about the Coordinated Plan public comment period.

B. **INFORMATION: ADA Accessible Bus Stop Policy**
Pages 6-12 | Stephen Hunt

Staff will present proposed update to ADA Accessible Bus Stop Policy for discussion.

C. **INFORMATION: On-Demand Transit Update**
Pages 13-20 | Leslie Pedrosa

VRT staff will provide an update on the on-demand transit system in Canyon County.

D. **INFORMATION: Electric Bus Update**
Page 21 | Leslie Pedrosa

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

E. **INFORMATION: Route 30 Pine Launch Update**
Page 22 | Stephen Hunt

Staff will provide an update on the Route 30 Pine launch update.

F. INFORMATION: Community Engagement and Transportation Development Plan Outreach
Jason Rose

Staff will provide an update on community engagement activities and Transportation Development outreach.

G. INFORMATION: FY2023 Service Change Update

Page 23 | Stephen Hunt

VRT staff will provide an update on potential service changes for FY2023.

H. INFORMATION: Bus Stop Amenities and Passenger Information

Page 24 | Alissa Taysom

Staff will provide an update to the Regional Advisory Council about efforts to update stop amenity data and provide enhanced stop information to riders.

I. INFORMATION: Ridership Changes With Fuel Prices Rising

Leslie Pedrosa

VRT staff will be prepared to discuss any changes in ridership with the increasing costs of fuel.

VII. Department/Staff Reports

A. INFORMATION: Department/Staff Reports

Pages 25-41 | Staff

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

VIII. Adjournment

Θ = Attachment

Agenda order is subject to change.

Next Regional Advisory Council Meeting:

May 17, 2022

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

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 Teams at

https://www.valleyregionaltransit.org/RAC_March2022

or by dialing in at 469-965-2358 Conference ID: 609 253 571#

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

Calling of the Roll – Chair Walter Steed called the meeting to order at 9:03, with a quorum present by phone and in person.

Agenda Additions/Changes - None

Public Comments - None

Consent Agenda

Items on the consent agenda consisted of the following:

ACTION: Minutes from February 15, 2022 RAC Meeting

Jeremy Maxand moved to approve the consent agenda as presented; Lisa Brady seconded. The motion passed unanimously.

Action Items - None

Information Items

INFORMATION: Transportation Development Plan Update

Jill Reyes presented an update on the FY2023-2027 Transportation Development Plan, its content, and the related public engagement process.

INFORMATION: Community Engagement Update

Jason Rose presented an update on community engagement activities.

INFORMATION: Building Accessible Capacity Workgroup Update

Leslie Pedrosa provided an update from the Building Accessible Capacity workgroup.

INFORMATION: VRT FY 2021 Fact Sheet

Mark Carnopis asked RAC members to review the draft FY 2021 Fact Sheet for Valley Regional Transit and provide comments and suggestions.

INFORMATION: On-demand Transit Update

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

INFORMATION: Electric Bus Update

Leslie Pedrosa provided an update on the status of electric buses and chargers. Proterra continues to troubleshoot the issue and progress is being made.

INFORMATION: Topics for Discussion

Members had the opportunity to bring up topics they would like to be considered as future agenda items.

- Deborah Allen would like to hear more about the possibility of commuter rail transit.
- Walter Steed would like members to consider the status of future meetings – whether to meet in person or in a hybrid manner.

Department/Staff Reports

INFORMATION: Department/Staff Reports

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

Adjournment

Next Regional Advisory Council Meeting:

April 19, 2022

VRT Boardroom

700 NE 2nd Street

Meridian, ID 83642

Working together to plan for the future

REGIONAL ADVISORY COUNCIL AGENDA ITEM

DATE: April 19, 2022

Topic: Coordinated Plan Public Comment Period

Background/Summary:

Since early 2021, COMPASS has worked with Valley Regional Transit (VRT) and members of the Regional Advisory Council (RAC) to update the region's Coordinated Public Transit-Human Services Transportation Plan ("Coordinated Plan"). The plan identifies transportation needs of persons with disabilities, older adults, persons with low incomes, and persons with limited English proficiency; then provides strategies for meeting those needs and prioritizes transportation services and programs for funding and implementation. It is required for a region to receive specific types of federal transit funding.

COMPASS shared the initial draft plan with RAC members in their February 2022 meeting. No major revisions were recommended by members. Public comment on the draft 2022 Coordinated Plan will run from **April 15 – May 15, 2022**. The draft plan will be available via hard-copy or through the COMPASS website throughout the public comment period. In addition, public comment materials will be distributed to public locations throughout the region. Care was taken to ensure that materials are accessible via a screen reader.

Public outreach will include three public events, two of which are joint open houses with VRT's Transportation Development Plan (TDP):

1. **Online presentation:**
 - a. Tuesday, April 19, 12:00pm
 - b. facebook.com/COMPASSIdaho
2. **Joint Coordinated Plan/TDP Open House:**
 - a. Wednesday, May 4, Main Street Station (777 West Main Street, Boise)
3. **Joint Coordinated Plan/TDP Open House:**
 - a. Thursday, May 5, Nampa Public Library, 215 12th Avenue South, Nampa)

In the meeting, staff will provide a brief overview of public participation activities, as described above.

COMPASS is looking for your input on, and assistance with promoting the Coordinated Plan particularly in reaching target populations. Once the public comment period starts COMPASS will email members with various promotional materials.

More Information:

- 1) For questions contact:
 - a. Lila Klopfenstein, Assistant Planner, lklopfenstein@compassidaho.org

TOPIC	ADA Accessible Bus Stops Policy
DATE	April 19, 2022
STAFF MEMBER	Stephen Hunt

Staff Recommendation/Request

No action, this is an information item only.

Highlights

Valley Regional Transit last updated the ADA Accessible Bus Stop Policy in 2009. In order to adapt to a growing system and continued updates the federal policy, VRT is updating the policy to reflect current conditions.

Summary

The VRT staff review of the current policy found that the policy allows for exceptions to the fixed stop system in the following case.

When a person with disabilities who would otherwise use a fixed route bus stop cannot access that service because the bus stop is not accessible, the individual may submit a Flag Stop Qualification Document to VRT. Approved documentation allows the individual to flag down a bus stop not at a fixed bus stop location, and the operator will pull as close to the flag stop request as safely possible.

Through discussions with Customer Service and our Public Information Officer, it was determined that there are currently no riders making use of the flag stop option, and the last request for using the flag stop qualification was in 2009.

Since transitioning to a fixed bus stop system, VRT has been working to improve the accessibility of bus stops either through physical improvements or relocating bus stops. These improvements reduce the need for a flag stop system and result in a better long term solution. In addition in 2018, Ada County Highway District began the process of updating its ADA transition plan. As ACHD transitions infrastructure to comply with the American's with Disabilities Act, VRT works with the highway district to improve existing stop locations.

Proposed Policy Changes

With the lack of use of the flag stop system, the physical improvements that have been, and continue to be made, VRT recommends rescinding the current ADA Accessible Bus Stop Policy.

In addition to the work VRT has already done, VRT has brought a Boise State University WorkU student to document stop locations and amenities, including stop accessibility. Operations will be deploying a safety reporting software that can be used by riders to document issues including accessibility issues at specific stop locations. Through this software, the stop amenities data base, and reports to customer service, VRT will develop a

plan to bring all stops to comply with ADA guidelines for bus stops. The stop amenities data base will also allow VRT to track the conversion of stops to ADA Accessible stops.

Rescinding this policy in no way changes VRT's commitments to providing ADA accessible services. This action is just intended to bring policy into alignment with current practices.

Schedule

April – information item to RAC

May – action item RAC and Executive Board recommend for approval

August – action item approval to Full Board

Implication (policy and/or financial)

Rescinding this policy will bring policy in line with current practices.

More Information

Attached: Resolution VMC09-003 and the current ADA Accessible Bus Stop Policy

For detailed information contact: Stephen Hunt, Development Director, 208-258-2701, shunt@valleyregionaltransit.org.

MANAGEMENT COMMITTEE RESOLUTION

Item VI. B.

ADA Accessible Bus Stop Policy and Procedure RESOLUTION VMC09-003

BY THE MANAGEMENT COMMITTEE OF VALLEY REGIONAL TRANSIT APPROVING the ADA Accessible Bus Stop Policy:

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

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

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

WHEREAS, Valley Regional Transit (VRT) transitioned from a flag stop system to a formal bus stop system in October 2008; and

WHEREAS, the implemented stops were chosen based on several technical factors including: accessibility, passenger safety, traffic safety, and spacing between stops; and

WHEREAS, VRT has assessed all bus stops for any and all accessibility issues; and

WHEREAS, VRT is currently prioritizing the implementation of improvements to any inaccessible stops; and

WHEREAS, funds have been approved through the American Recovery and Reinvestment Act of 2009 to pay for improvements to the stops; and

WHEREAS, patrons may need a courtesy stop near the closest bus stop while the improvements are being implemented; and

WHEREAS, at the 01/21/09 VRT Board meeting, the board delegated the Management Committee the completion and approval of the policy as soon as possible; and

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

WHEREAS, the Board of Valley Regional Transit has created a Management Committee, conferring specific authority upon it to discharge its powers, pursuant to Resolution 2003-002;

WHEREAS, the Board of Valley Regional Transit has conferred upon the Management Committee the power to review and approve certain transactions in conformance with the procurement policy of the Authority pursuant to Resolution 2003-025, all such power has been conferred for the carrying out the purpose of Chapter 21, Title 40, Idaho Code and discharging all powers and duties conferred to Valley Regional Transit pursuant to Chapter 21, Title 40.

NOW THEREFORE, BE IT RESOLVED BY THE MANAGEMENT COMMITTEE OF VALLEY REGIONAL TRANSIT:

Section 1. That the Management Committee approves and adopts the ADA Accessible Bus Stop Policy

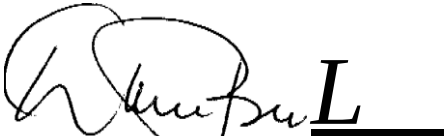
Section 2. That the Management Committee directs VRT staff to implement the ADA Accessible Bus Stop Policy and procedures as set forth in Exhibit 1.

Section 2. That this resolution shall be in full force and effective immediately upon its adoption by the Management Committee of Valley Regional Transit and its approval by the Committee Chair.

ADOPTED by the Management Committee of Valley Regional Transit, this 6th day of April, 2009.

APPROVED by the Committee Chair this 11 day of July, 2009.

ATTEST:

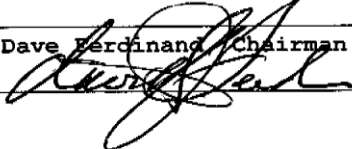
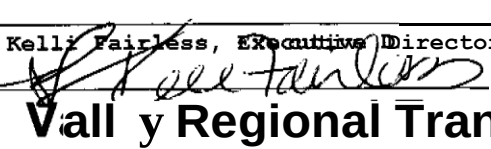

SECRETARY

APPROVED:


CHAIR OF MANAGEMENT COMMITTEE



This policy supersedes all prior policy statements written, verbal, or otherwise

Section	Policy No. 1.06.01
Policy Title: Accessible Bus Stop	Page 1 of 3
Policy Date: April 6, 2009	Policy Adopted: April 6, 2009
Approved By: Management Committee	Policy/Page Replaced: n/a Policy Amended: n/a
  Dave Ferdinand, Chairman Kelli Fairless, Executive Director	

Valley Regional Transit ADA Accessible Bus Stop Policy

Background

In an effort to create more visible, timely and safe access to the fixed-route bus services, Valley Regional Transit (VRT) transitioned from a flag stop system to a formal bus stop system in October 2008. This process included the implementation of 860 bus stops system-wide. An engineering analysis was conducted to determine the safest location for each bus stop. Stops were chosen based on several technical factors including: accessibility, passenger safety, traffic safety, and spacing between stops.

Some of the bus stops have factors which create an Inaccessible path of travel. This leads to hard ship for some persons with disabilities to access the transit services. VRT developed the policy below to allow qualified individuals to flag the bus down when such circumstances arise.

Statement of Policy

VRT will allow qualified individuals to flag the bus down at *safe* and *accessible* locations along fixed-route transit services. Qualifications for evaluation will be determined based on whether the individual's disability prevents them from accessing the transit service at the fixed-stop location.

Procedure

Beginning April 1st, 2009 Valley Regional Transit will implement the policy and procedures to allow qualified individuals to flag down bus operators when the nearest bus stop is determined to be inaccessible.

VRT will be the qualifying agency. The Flag Stop Qualification document will be provided to the patron. A member of the VRT staff will review both this policy document and the Flag Stop Qualification document with the patron. Upon signing the Flag Stop Qualification document, the patron will be provided a designated orange flag to utilize when flagging down the bus. To go through the qualification process, please call 345-RIDE.

This is interim policy that will be in force until such time as bus stops become ADA accessible.

Note: Paratransit door to door service is available to those who qualify through an application process. For information on Paratransit service call (208)345-1234 in Boise and call (208)846-8547 ext. 4224 in Nampa.

Attachment A.

Flag Stop Qualification Document

_____ has a disability that qualifies him/her to utilize the Valley Ride Bus System as a Flag Stop System while improvements are being made to the current fixed route bus stops.

Terms of Agreement

1. When possible, Patron will position themselves within 20 feet of an established bus stop.
2. Patron will display orange reflective flag as prominently as possible for Operator to see.
3. Operator will pull as close to flag stop request as safely possible.
4. Patron may have to move towards the bus to where the Operator has safely pulled over.

By signing this agreement, both the Agency and Patron state that they have read the policy and agree to the Terms of the Agreement.

Agency: _____

Patron: _____

Contact Name: _____

Signature: _____

Address: _____

Phone: _____

The following locations are available for patrons to receive/pick up flag:

Location	Address	Contact Person	Contact Number	Contact Email
Boise Operations	4788 S. Orchard St Boise ID 83705	Donna Hill	208-336-1019 ext.4106	dhill@valleyride.org
CCOA				
Health and Welfare- Boise	1720 Westgate Dr. Suite D Boise ID 83704	Carolyn Hiatt	208-334-6874	HiattC@dhw.idaho.gov
Health and Welfare- Namoia				
Home-Please fill in the remaining columns and highlight				
ICBVI	341 W WASHINGTON ST BOISE ID 83702	Brian Jain	208-334-3220ext 125	bjain@icbvi.idaho.gov
Idaho ADA Task Force				
Idaho Office of Refugees	1607 W Jefferson St Boise, Idaho 83702	Patty Haller	(208) 336-4222	phaller@idahorefugees.org
LINC	1878 W. Overland Rd. Boise Idaho 83705	Todd Wilder	208-336-3335	TWilder@lincidaho.org
Nampa Operations	1616 Industrial Rd. Nampa, ID 83687	Deanna Locklear - Operations Manager -	208-461-4974	geanna.locklear@firstgroup.com
SILC				
IDVR-Boise	3350 Americana Terrace, Suite 210,	Bobbi Hiller	(208)334-365,0	bhiller@vr.idaho.gov
IDVR-Boise	10200 W Emerald Suite 101	Joan Rainey	(208)327-3711	jrainey@vr.idaho.gov
IDVR-Meridian	600 E. Watertower St., Suite B,	Larry Rezendes	(208)888-0648,	lrezendes@vr.idaho.gov
IDVR-Namoia	1204 8 th Street South,	Dana Mather	(208)465-4659	dmather@vr.idaho.gov
IDVR-Caldwell	3110 E. Cleveland Blvd, Suite A7, ,	Socorro Pastor	(208)454-7606	spastor@vr.idaho.gov
Valley Regional Transit	830 N. Main Suite 230, Meridian Idaho	Jennifer Smith	(208)345-RIDE	jmsmith@rideline.org

This list will be made available on the VRT website and will be updated as additional locations are identified.



TOPIC	On-Demand Transit Update
DATE	March 31, 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.

A meeting was held with the current funding partners for Route 45 in February to discuss potential service changes to the existing route and additions to the on-demand service for fiscal year 2023. Those potential changes will be brought back to the Regional Advisory Council (RAC) by staff from the Development department.

Valley Regional Transit (VRT) staff is also working on additional service changes for the Nampa and Caldwell service areas. The changes being discussed will be coordinated with both cities, as well as other potential funding partners. These potential changes will occur over the next three years and will be brought back to the RAC by staff from the Development department.

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

Top Operational Metrics	Feb-22	Feb-21	Variance
Total Rides Requested	3,131	2,627	16%
Total Rides Accepted	2,148	2,033	5%
Total Passengers	2,419	2,335	3%
Revenue Hours Operated	684	714	-4%
Revenue Miles Operated	14,172	15,340	-8%
Boardings Per Hour	3.54	3.27	7%
Service Metrics	Feb-22	Feb-21	Variance
Total Rides Requested	3,131	2,627	16%
Acceptance Rate (Proposals accepted/proposals offered)	80%	84%	-6%
Average Pick-up Wait Time (in minutes)	25	23	9%
Average Walking Distance to Pick-up Location (in feet)	650	455	30%
Average Ride Duration (in minutes)	19	18	5%
Average Ride Distance (in miles)	6	6	0%

Average Ride Rating 1 -5 Stars	4.6	4.9	-7%
Ride Request Breakout	Feb-22	Feb-21	Variance
Total Rides Requested	3,131	2,627	16%
Requests Made Outside of Service Hours	74	57	23%
Error with Booking Request	118	37	69%
Seat Unavailable (Bus Not in Vicinity)	244	122	50%
Offered Ride Not Accepted	265	195	26%
Ride Cancelled/No-Show	282	183	35%
Rides Accepted	2,148	2,033	5%
Completion Rate (Rides Accepted/Total Rides Requested)	69%	77%	-13%

The table below provides a month-to-month comparison of service metrics for February 2022 to January 2022.

Top Operational Metrics	Feb-22	Jan-22	Variance
Total Rides Requested	3,131	3,434	-10%
Total Rides Accepted	2,148	2,252	-5%
Total Passengers	2,419	2,591	-7%
Revenue Hours Operated	684	727	-6%
Revenue Miles Operated	14,172	15,037	-6%
Boardings Per Hour	3.54	3.56	-1%
Service Metrics	Feb-22	Jan-22	Variance
Total Rides Requested	3,131	3,434	-10%
Acceptance Rate (Proposals accepted/proposals offered)	80%	79%	1%
Average Pick-up Wait Time (in minutes)	25	27	-6%
Average Walking Distance to Pick-up Location (in feet)	650	641	1%
Average Ride Duration (in minutes)	19	19	0%
Average Ride Distance (in miles)	6	7	-8%
Average Ride Rating 1 -5 Stars	4.6	4.6	0%
Ride Request Breakout	Feb-22	Jan-22	Variance
Total Rides Requested	3,131	3,434	-10%
Requests Made Outside of Service Hours	74	99	-34%
Error with Booking Request	118	69	42%
Seat Unavailable (Bus Not in Vicinity)	244	407	-67%
Offered Ride Not Accepted	265	282	-6%
Ride Cancelled/No-Show	282	325	-15%
Rides Accepted	2,148	2,252	-5%
Completion Rate (Rides Accepted/Total Rides Requested)	69%	66%	4%

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

Attachments:

FY2022 Canyon County First Quarter Report

FY2022 Canyon County First Quarter Top 10 Origins

FY2022 Canyon County First Quarter Top 10 Destinations

FY2022 Canyon County First Quarter CWI Campus Origin and Destination

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

Canyon County On-Demand 1st Quarter Report

FY2022

Top Operational Metrics	Oct-21	Nov-21	Dec-21
Total Rides Requested	3,113	3,173	3,270
Total Rides Accepted	2,289	2,315	2,210
Total Passengers	2,794	2,819	2,634
Revenue Hours Operated	747	752	791
Revenue Miles Operated	15,249	15,128	15,423
Boardings Per Hour	3.74	3.75	3.33

Service Metrics	Oct-21	Nov-21	Dec-21
Total Rides Requested	3,113	3,173	3,270
Acceptance Rate (Proposals accepted/proposals offered)	83%	83%	78%
Average Pick-up Wait Time (in minutes)	27	26	25
Average Walking Distance to Pick-up Location (in feet)	595	551	580
Average Ride Duration (in minutes)	18	19	18
Average Ride Distance (in miles)	6	6	6
Average Ride Rating 1 -5 Stars	4.6	4.7	4.67

Ride Request Breakout	Oct-21	Nov-21	Dec-21
Total Rides Requested	3,113	3,173	3,270
Requests Made Outside of Service Hours	54	56	74
Error with Booking Request	56	62	78
Seat Unavailable (Bus Not in Vicinity)	261	261	299
Offered Ride Not Accepted	210	217	250
Ride Cancelled/No-Show	243	262	359
Rides Accepted	2,289	2,315	2,210
Completion Rate (Rides Accepted/Total Rides Requested)	74%	73%	68%

Canyon County On-Demand 1st Quarter Report

Prior Year Comparisons

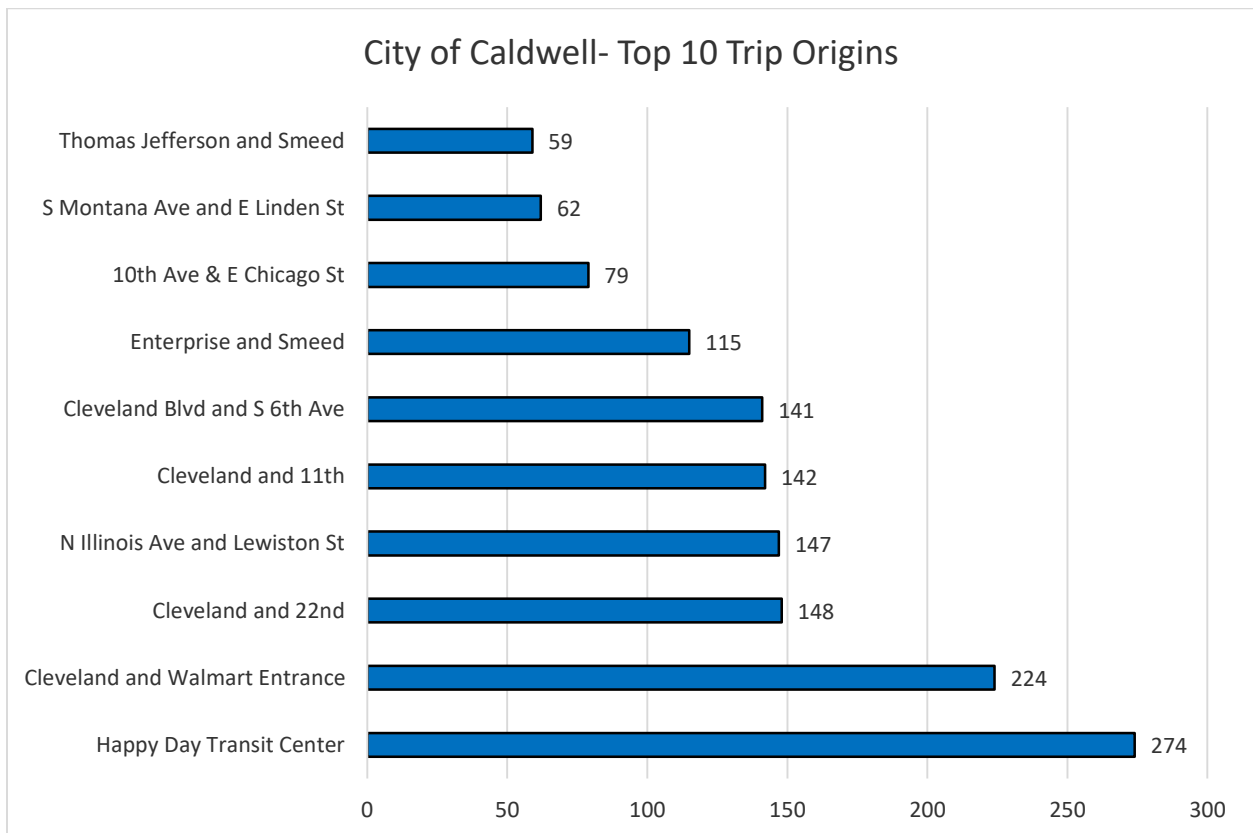
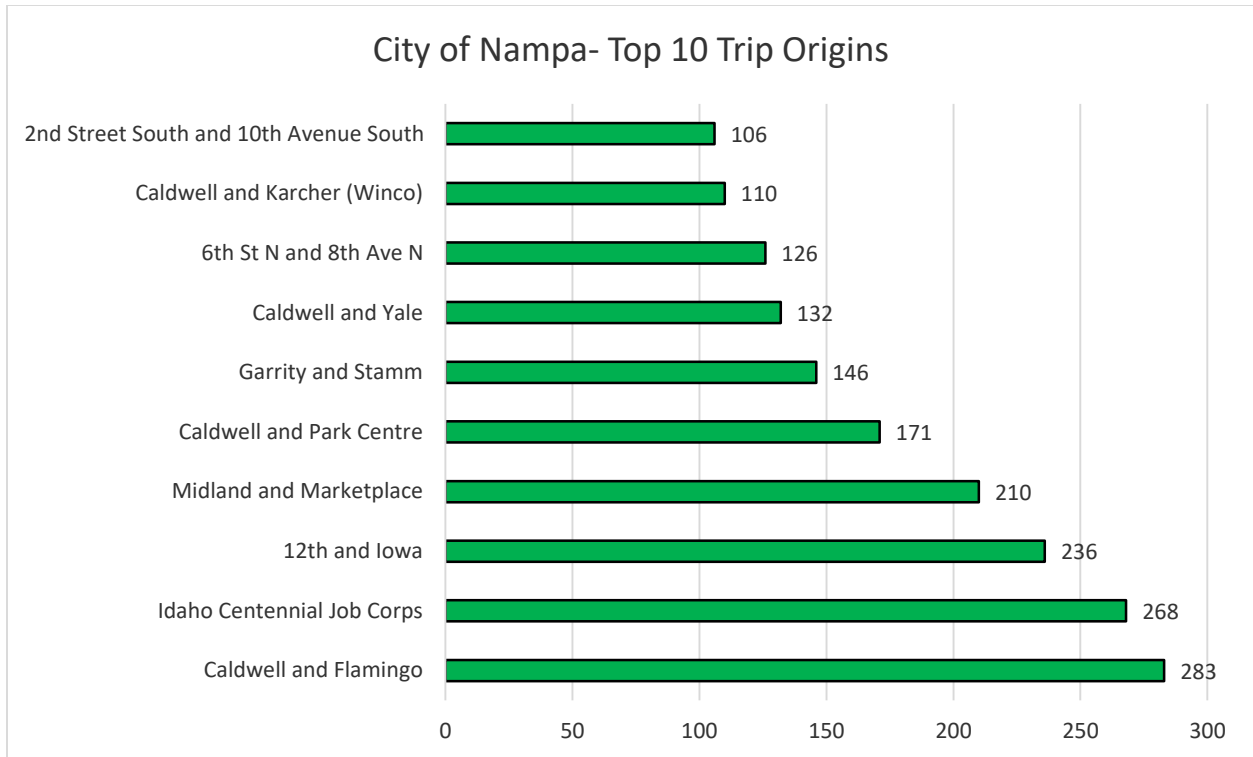
Top Operational Metrics	FY2022	FY2021	Variance
Total Rides Requested	9,556	6,930	27%
Total Rides Accepted	6,814	5,377	21%
Total Passengers	8,247	6,325	23%
Revenue Hours Operated	2,290	2,132	7%
Revenue Miles Operated	45,801	42,145	8%
Boardings Per Hour	3.60	2.97	18%

Service Metrics	FY2022	FY2021	Variance
Total Rides Requested	9,556	6,930	27%
Acceptance Rate (Proposals accepted/proposals offered)	82%	84%	-3%
Average Pick-up Wait Time (in minutes)	26	19	28%
Average Walking Distance to Pick-up Location (in feet)	575	498	13%
Average Ride Duration (in minutes)	18	18	3%
Average Ride Distance (in miles)	6	6	7%
Average Ride Rating 1 -5 Stars	4.66	4.5	3%

Ride Request Breakout	FY2022	FY2021	Variance
Total Rides Requested	9,556	6,930	27%
Requests Made Outside of Service Hours	184	165	10%
Error with Booking Request	196	189	4%
Seat Unavailable (Bus Not in Vicinity)	821	162	80%
Offered Ride Not Accepted	677	542	20%
Ride Cancelled/NoShow	864	495	43%
Rides Accepted	6,814	5,377	21%
Completion Rate (Rides Accepted/Total Rides Requested)	71%	78%	-9%

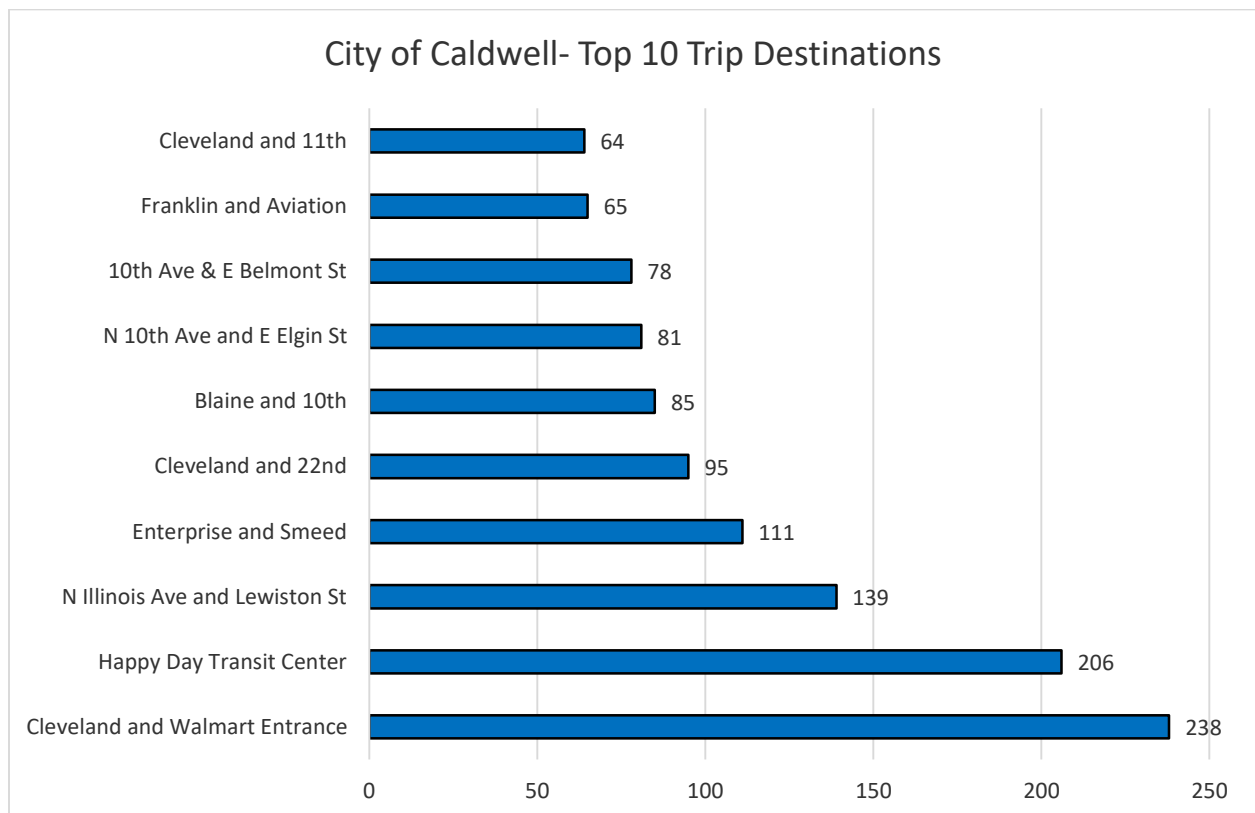
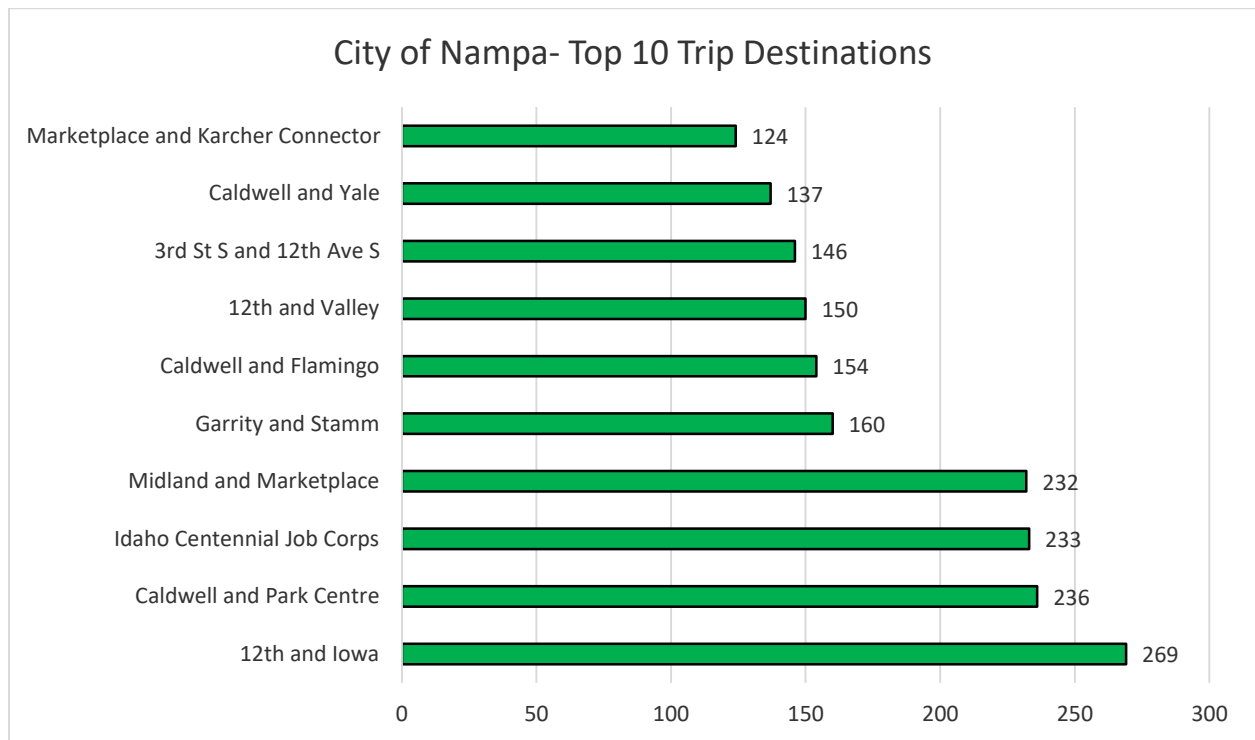
FY2022 Canyon County First Quarter Top 10 Origins

Item VI. C.



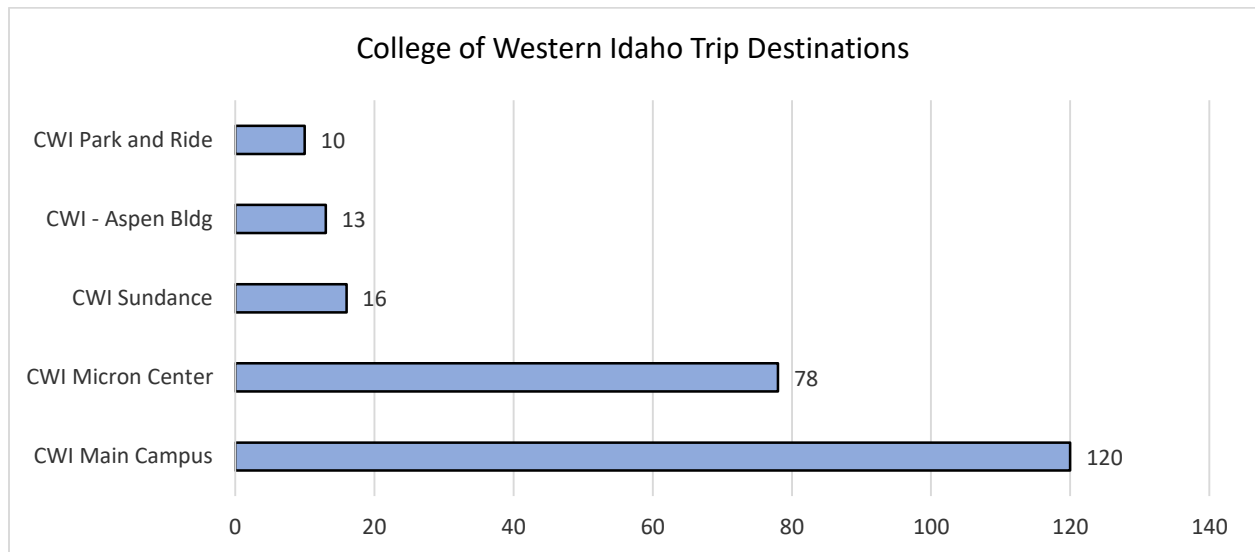
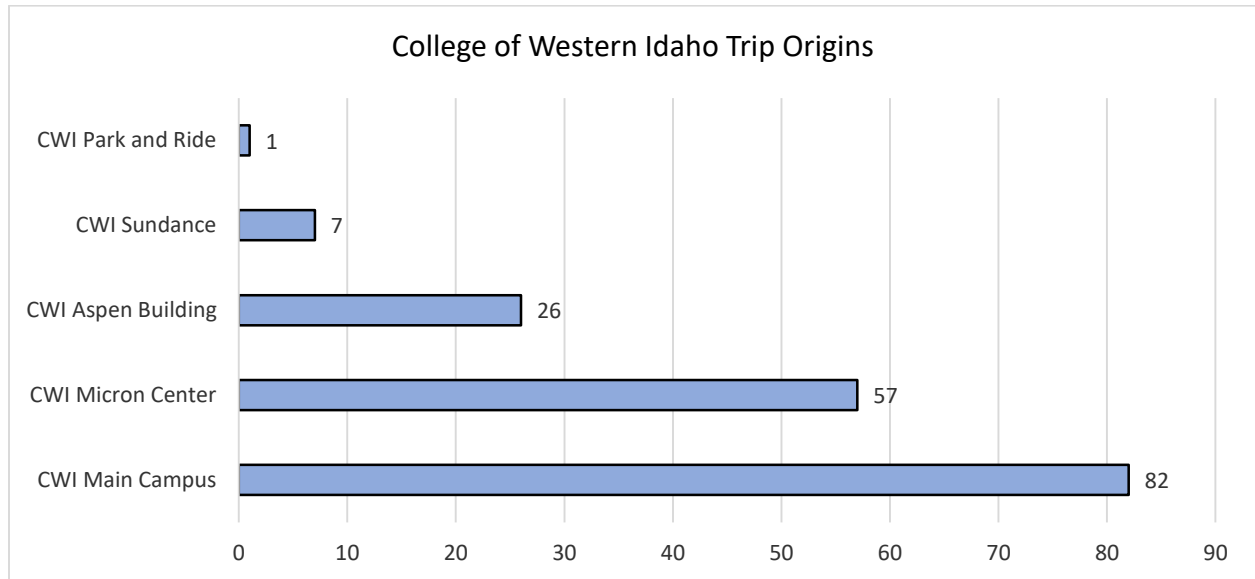
FY2022 Canyon County First Quarter Top 10 Destinations

Item VI. C.



FY2022 Canyon County First Quarter CWI Campus Origin and Destination

Item VI. C.





TOPIC	Electric Bus Update
DATE	March 31, 2022
STAFF MEMBER	Leslie Pedrosa

Staff Recommendation/Request

This is an information item.

Summary

VRT and Proterra have been working diligently to address the charging issues with the dispensers for the battery electric buses. The electric bus charging station setup consists of a charger, a pedestal and two dispensers, A and B. The current system was built with six chargers, six pedestals and twelve dispensers and the ability to charge up to 12 Proterra buses. The charging station was built with the expectation that one charging station would charge two buses simultaneously.

After many months, Proterra and VRT have come to the conclusion that the system as it is currently set up, is not working. VRT requires a charging system that provides reliable charging for the four 40' buses currently in revenue service, as well as the eight 35' buses waiting to be placed into revenue service. VRT and Proterra have come to an agreement to resolve this issue.

Proterra will convert the pedestals to a single dispenser unit, instead of a two-dispenser unit. This change is expected to provide VRT with six reliable charging stations by the end of April. Proterra will order the additional equipment needed to provide the six charging stations VRT loses by going to single dispenser. Proterra expects to have equipment ordered in the spring and installed over the summer.

VRT agreed to let Proterra ship the remaining five 35' buses to the Boise facility and pay for 50% of the invoice. The remaining 50% of the invoice will be paid when there are 12 working charging stations or when buses are placed into revenue service, whichever comes first. VRT will prepare the buses for revenue service. That preparation includes registration, bus branding, and installation of fareboxes, radios and the computer-aided dispatch/automatic vehicle locator equipment.

Proterra will delay all warranty start dates and battery lease payments until 12 working charging stations are in place or when buses are placed into revenue service, whichever comes first. Proterra will also be providing additional passenger notification equipment for the buses.

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	Route 30 Update
DATE	April 19, 2022
STAFF MEMBER	Stephen Hunt

Staff Recommendation/Request

No action, this is an information item only.

Highlights

VRT began planning for new service in Meridian in FY2018. After a public outreach and stakeholder process the VRT board adopted a new service line in Meridian that would connect Ten Mile Crossing to the Village serving downtown Meridian.

Service was originally scheduled to launch in 2020 but due to the impacts of COVID-19 it was delayed. During budget discussions for FY2022 VRT staff proposed to launch service on Route 30 once COVID-19 transmission rates were at acceptable levels and transit ridership returned to 90% of Pre-COVID numbers.

Summary

The original conditions discussed with the City of Meridian for launching the Route 30 have not yet been met.

Since the summer of 2021 there have been several COVID-19 surges, however, the public did not dramatically change their travel behavior in response to those surges.

VRT ridership has stabilized and for the last 12 months, and we have seen ridership start to trend up. However, as of February 2022 systemwide ridership on our fixed route system is approximately 55% of where it was before the start of the pandemic. We remain optimistic that ridership will continue to grow as our community adjusts to the impacts of COVID-19 but we do not have any projection for when ridership will return to pre-COVID numbers.

In light of these longer-term impacts, VRT staff has begun identifying other triggers – such as development triggers in downtown Meridian, 10 Mile Crossing and the Village. Development at these locations may be a better indicator for potential success than systemwide ridership.

Regardless of the specific launch schedule VRT staff is building out a launch plan so we will be ready to launch as soon as conditions are promising.

Implication (policy and/or financial)

This service expansion is consistent with VC 2.0 and has been approved by the board and resourced by the City of Meridian.

More Information

For detailed information contact: Stephen Hunt, Development Director, 208-258-2701, shunt@valleyregionaltransit.org.



TOPIC	FY2023 Service Change
DATE	April 19, 2022
STAFF MEMBER	Stephen Hunt

Staff Recommendation/Request

No action, this is an information item only.

Highlights

VRT's annual service change and TDP process identify windows of opportunity to propose changes to existing service. The typical approach is for service concepts to be developed roughly two years ahead of service implementation. This process is in place to help ensure adequate public and stakeholder involvement along with sufficient time to make any capital improvements necessary for the service change. However, as the budget development process kicks off each year there is the possibility that VRT will have to make changes on a faster schedule. These types of changes are called "imminent changes" and can be caused by either a change in forecasted revenues (up or down), new direction received from funding partners or other changes to the financial or operating environment.

Summary

Valley Regional Transit (VRT) has been working with operations staff and stakeholders to identify any imminent changes for FY2023. As part of the Connected Canyon County outreach VRT has conducted over the last several months, VRT staff has begun preparing service concepts that may restore fixed-route service along the Nampa Caldwell Boulevard and extend on-demand service to Saturday. These potential changes would be in addition to existing on-demand service and are being planned to respond to transportation needs identified in Canyon County stakeholders.

It is expected that these changes would be implemented in conjunction with the other FY2023 service changes.

Implication (policy and/or financial)

Improvements and enhancements to existing service will bring VRT closer to the goals outline in ValleyConnect2.0 and the TDP. The increased service will eventually require additional local contributions from Canyon County partners. These enhancements can be made available now due to increased federal funding. VRT is pursuing this option as a proof of concept that the combination of fixed route and on-demand services will better serve the public than either service alone.

More Information

For detailed information contact: Stephen Hunt, Development Director, 208-258-2701, shunt@valleyregionaltransit.org.



TOPIC	Bus Stop Amenities and Passenger Information
DATE	February 15, 2022
STAFF MEMBER	Alissa Taysom

Staff Recommendation/Request

No action, this is an information item only.

Summary:

Valley Regional Transit has brought on a Boise State University student through the WorkU program to document stop locations and amenities.

The WorkU student, Katelyn Davison, has been geolocating stops to confirm location of stops, documenting the amenities available at the stops and photographing each stop location. The data she has been collecting will be used to update the Master Bus Stop Amenities data base and inform future stop improvements including those outlined in the Bus Stop Typology Study Kit of Parts. This will ensure that our information is up to date and accurate as to the amenities currently available at stop across the Treasure Valley.

Further, the data and photos will be used to enhance stop information available on the SPOT app and other sources such as Google maps.

Due to the number of stops, VRT will be bringing on a second WorkU student in the fall of 2022 to complete Katelyn's work.

Implication (policy and/or financial)

The data collected will inform future stop improvements and enhance passenger information about individual stops.

More Information

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

Staff Recommendation/Request

No action, this is an information item only.

Implication (policy and/or financial)

ADA Accessible Bust Stop Policy will be updated to reflect current conditions and plan will be developed to address stop deficiencies.

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

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

Organizational Updates

Valley Regional Transit (VRT) completed the programming process for federal funding applied to FY2022 and is issuing our federally required Program of Projects. The FY2022 Appropriations bill was passed and signed by President Biden on March 15. We should receive the appropriations tables in the coming weeks to know how much additional funding VRT will receive for FY2022. We have seen estimates by ITD of about 30 percent increase for transit funding in our state. 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.

CARES Funding

On April 2, 2020, the Federal Transit Administration (FTA) released the apportionment tables distributing Coronavirus Aid, Relief and Economic Security Act (CARES Act) funding. This funding was made available to transit agencies across the country to address the impacts of COVID-19. The FTA allocation tables directed approximately \$12.8 million for Ada County and \$7.4 million for Canyon County. These funds are drawn down to reimburse VRT for eligible expenses similar to how VRT draws down formula funding. Below are the balances of CARES funding following the FY2022 programming process VRT just completed.

LU	Beginning Balance	FY2020 Expenses	FY2021 Expenses	Ending 2021 Balance	FY2022 Programed*	Remaining Balance
Direct Operations	\$11,213,588	\$1,213,898	\$7,800,333	\$2,199,357	\$2,259,571	-
Resiliency	\$1,670,000	-	\$1,606,121	\$63,879	\$3,665	\$0
Total	\$12,883,588	\$1,213,898	\$9,406,454	\$2,263,236	\$2,203,022	\$0
SU	Beginning Balance	FY2020	FY2021	Ending 2021 Balance	FY2022 Program*	Remaining Balance
Direct Ops	\$5,815,501	\$309,783	\$2,571,445	\$2,934,273	\$1,057,811	\$1,876,462
Resiliency	\$1,593,529	-	1,024,156	\$569,373	\$140,000	\$429,373
Total	\$7,409,030	\$309,783	\$3,595,601	\$3,503,646	\$1,197,811	\$2,305,835

VRT received American Recovery Act funding in FY2021. Those funds were programmed for service operating expenses in FY 2022.

Board Strategic Work Plan

We put out a request for quote (RFQ) to procure a consultant to facilitate the Board Strategic Work Plan project. Quotes from firms interested in the project are due this week. Staff will make a determination and through the negotiation process establish the scope, schedule, and budget for finishing the Strategic Work Plan this year. The Executive Board is serving as the steering committee. We are anticipating board workshops later in the year. In addition, 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.

RAISE Grant

VRT is working closely with our jurisdiction and agency partners in the State Street Corridor to prepare for an upcoming Rebuild American Infrastructure with Sustainability and Equity (RAISE) grant application. We are in the process of finalizing the project details. VRT hired HDR to provide technical support and ensure we are adequately addressing the grant requirements. RAISE grants have very specific merit requirements. The merit criteria include:

- Safety
- Environmental sustainability
- Quality of life
- Improves mobility and community connectivity
- Economic competitiveness and opportunity
- State of Good Repair
- Partnership and collaboration
- Innovation and Innovation Technologies

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. The grant application is due April 14, 2022. VRT is working with jurisdictions and agencies to determine which organizations would want to co-sponsor and whether there is an interest to share in the match requirements for the projects that benefit those organizations.

Connected Canyon County

The Connected Canyon County Community Partners group met on March 11 to review the findings from the first round of engagement and start developing solutions they think will meet the needs of the community. The solutions are following three themes:

1. Connecting people to integrated transportation options
 - a. Fixed-route, on-demand, car and vanpools, real time dial-a-ride
 - b. Bike-pedestrians connected to transit through accessible and safe infrastructure and facilities
 - c. Infrastructure and technology to ensure easy travel and transfer between options
2. Connecting people to services and programs through seamless customer support systems, navigation, and traveler information supports and programming
 - a. Pass programs for neighborhoods, multi-family housing, and employers
 - b. Integrated approach to vanpool and carpool systems
 - c. Mobility navigation and seamless traveler information supports
3. Connecting transit to the community through community hubs and building intentional connections between housing, jobs, childcare with transit
 - a. Tie mobility planning with city planning around transportation and housing

- b. Work with local social service providers to identify opportunities to tie transit to community hubs
- c. Work with developers to seek opportunities to better connect housing to transportation

VRT staff is scheduled to meet with Nampa and Caldwell staff to discuss specific services and programs we think address the needs identified through the Community Partners workshops. VRT is also considering ways to use remaining CARES funding in the small urban area to jumpstart the implementation of the final solutions we will be developing over the next several weeks.

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 16, 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 finalize a contract. Once in place, Via will start the programming to set up the software for ACCESS services in Ada and Canyon County. This phase is expected to launch June. 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.

Phase two will be moving the current on-demand scheduling software in Canyon County onto this new platform. Phase three will include Specialized Transportations partners and phase four will include non-emergency transportation services and SCRIP.

Once all phases are completed, VRT will be able to use the new scheduling software platform to grow additional services in current service areas.

- Proterra continues to have errors occurring at the dispensers that is preventing the function of switching between the two dispensers on one pedestal. This issue is not specific to VRT, it is affecting other agencies with charging pedestals that have dual dispensers.

On March 8 staff installed a data logger for Proterra to monitor the system. On March 9, Proterra saw the failure happen in real time. Following this failure, Proterra came to the conclusion that it would be more beneficial to change the layout of the charging infrastructure from our existing plan. VRT staff is in the process of working through this with Proterra and will provide updates.

- 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 all five remaining 35' buses have completed and passed the on-site inspection and will be shipped once charging issues are resolved.
- Staff submitted revisions for the fiscal year 2021 report to the National Transit Database (NTD). Staff is waiting for responses to see if any further revisions are needed.

Highlights:Contracted TransportationCanyon County Highlights

- Zero preventable accidents in February
- Intercounty on-time performance 67% for February
- ACCESS on-time performance 85% for February
- On demand on-time performance 89% for February
- Fully staffed with drivers as of March 7

Ada County Highlights

- One preventable accident in February
- Fixed-route on-time performance 87 for February
- ACCESS on-time performance 98% for February
- Having a hard time hiring drivers, currently short 5

Specialized Transportation

- Volunteer drivers continue to see a decrease in ridership
- Eagle Senior Center hired a new driver and is working through internal staff changes
- Meridian Senior Center added another service day onto their shared vehicle to accommodate additional ridership
- Harvest Transit saw an increase in ridership and continues to look at ways to accommodate more service

Information Technology and Intelligent Transportation Systems

- Staff resolved 131 support requests from 140 submitted in February
- Continue to work on adjustments within new system for fixed-route CAD/AVL equipment
- Continue work on document storage procedures
- Preparing work to release upcoming procurement for operations two-way radio replacement

Compliance

- Continue to monitor pandemic for any state or federal changes
- Worked with Trackit software to prepare software for Transit Asset Management Scoring. Next step will be to launch for tracking safety issues in our service area for the Public Transportation Agency Safety Plan reporting
- Preparing to recertify the APC system in fiscal year 2022 for National Transit Database reporting

Customer Service Support

- Customer service handled 2,581 of 2,673 phone calls for information, with 90 calls abandoned. The average call time was 2 minute, 18 seconds and the average hold time was 16 seconds

- Reservationist handled 974 of 994 phone calls to change or schedule a ride on ACCESS, with 18 calls abandoned. The average call time was 3 minutes, 36 seconds and the average hold time was 10 seconds
- On-demand services handled 586 of 601 phone calls to schedule a ride, with 15 calls abandoned. The average call time was 1 minute, 39 seconds and the average hold time was 17 seconds
- February City Go Pay mobile ticket sales totaled \$6,928.25

More Information

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

TOPIC	Development Department Monthly Report
DATE	April 4 communities In Motion , 2022
STAFF MEMEBER	Stephen Hunt

Summary

Development Department activities January 2022 report

VRT Strategic Plan

Goal 1 - Demonstrate responsible stewardship of public resources

Performance Based Decision-making

- **Transportation Development Plan (TDP)**
Valley Regional Transit (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 (CIM) 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 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** – Regional Revenue Analysis is complete and VRT will be presenting findings to the board and stakeholders through the Board Strategic Planning process.

Goal 3 - Build institutional and regional capacity

Regional Capital Enhancements

- **Orchard Facility Master Plan**
 - 1- A Request for Bid (RFB) was issued. Construction on storm water/drainage facilities, pavement, and utilities to begin in summer 2022.
- **Happy Day Transit Center Upgrades (HDTC)**

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.

 - 2- FY2022 bus stop construction package was sent out for bid, including 13th and Fort and 18th and State. Several issues regarding 18th and State have come up and may delay that construction.
 - 3- 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.
 - 4- State Street (National Environmental Policy Act (NEPA) and Design scope (RFP) is in procurement. Improvements proposed are anticipated to be approved and designed for State Street based on (Transit Operational Analysis (TOA) recommendations. NEPA is anticipated to take 6-8 months for FY2023 construction and up to two years for corridor Environmental Assessment.

Regional Corridor Planning

- **State Street Corridor Projects**
 1. 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**
 1. The second phase of the plan is underway for design concept and NEPA for construction in FY2023-24.
 2. 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.
 3. 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 –**
 - 1- Regional Vanpool Study –VRT staff and the project team have reviewed the draft recommendations prepared by the consultant team, who is finalizing the report.

- 2- 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-**
 - 1- 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

- The FY2021 audited financial statements were presented to the Executive Board on February 7
- Finance staff have closed the first quarter of FY2022. First quarter reports will be presented to the Executive Board on May 2
- 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
 - ERP System Consulting Services
 - State Street Environmental and Final Design
 - Bus Stop Construction
 - Orchard Facility 2021 Pavement Expansion Project

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

TOPIC	Community Engagement Update
DATE	April 4, 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

Outreach

- Public transportation in Eagle
 - Staff completed an outreach campaign to gauge public transportation interest in Eagle. We distributed digital surveys focused on fixed route and on-demand transit opportunities using social media, email, posters, and community partnerships to spread the word. We also set up a table at the Eagle library during various high traffic times.
- Connected Canyon County
 - Staff hosted Workshop #3 of the Connected Canyon County initiative on Friday, March 11. Around 15 community partners joined us to review feedback to date and provide ideas and solutions to address the challenge statement: *How do we implement community-based solutions designed to improve access to important opportunities that respect the experiences and needs of all populations in Canyon County?* Compiled feedback will be taken to municipal partners and included in future planning efforts.
- TDP and other digital engagement
 - The Engage platform continues to host a variety of engagement initiatives. We are in the process of transitioning them into a single initiative that will capture feedback for the Transit Development Plan and other projects.
- Rural engagement
 - We are finalizing a template for an electronic newsletter to provide information relevant to smaller communities in the Treasure Valley (Wilder, Greenleaf, Notus, Melba, Parma), and continue to engage with city staff.
- Navigation
 - The Communications and Engagement team has hired a new Mobility Navigator, who will start on March 28. This individual will be responsible for individual and group travel training, establishing and maintaining various community partnerships, assisting with updates to our navigation materials, and more.

Digital Accessibility

- Website
 - 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.

- Accessibility policy
 - 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.

More Information

Attachments: None

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



TOPIC	Corporate Sponsorship and Underwriting Department
DATE	April 4, 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.	\$645,241.	107%
<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.	\$67,350.	56%

*As of March 15, 2022

New Business Opportunities

- Trio Educational Opportunity Centers
- People for the Ethical Treatment of Animals
- Outselling, Inc. – Anchorage Alaska tourism bureau

Advertising Installations and Renewals

- Idaho Department of Health and Welfare – Hepatitis C
- Idaho Department of Health and Welfare – Drug Overdose and Prevention Program

Bus Benches

- Re-tooling many bench placements to accommodate property owner requests or to clear out inventory to support construction.
- Looking to identify locations to place any extra Creative Outdoor Advertising benches

Media Advertising placements

- Have negotiated and placed advertising on Radio Boise and Lotus Radio Stations to invite the community to use the Treeline service provided by Valley Regional Transit
- Working to plan and place the remainder of the fiscal year

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



TOPIC	Programs and Marketing Update
DATE	April 4, 2022
STAFF MEMBER	Dave Fotsch

Summary

The Programs area covers Safe Routes to School and Marketing.

Staff Recommendation/Request

Information only

Implication (policy and/or financial)

Information only

Highlights

Safe Routes to School

- Treasure Valley Safe Routes to School is booked for the rest of the school year, making this year one of the busiest in the program's history. Schools wanting bike rodeos can contact the program and be added to the waitlist for next year.
- Thanks, St. Luke's, for providing a \$20,000 Community Health Improvement Fund grant. The Idaho Walk Bike Alliance facilitated the grant.
- SRTS will join the Idaho Transportation Department of Highway Safety, the Boise Bicycle Project, and the Boise Police Department in offering a pair of bike rodeos at Kidfort, a part of Treefort Music Fest in downtown Boise.
- National Bike and Roll to School Day takes place May 4. More information is available at [Walk & Bike to School \(walkbiketoschool.org\)](http://walkbiketoschool.org)

Marketing

The marketing department works with Stoltz Marketing Group (SMG) to develop and launch a series of initiatives designed to grow and maintain Valley Regional Transit services.

Route 30 Pine Promotion

- SMG will have the creative for the campaign ready for review by April 1.
- The first part of the campaign will focus on a direct mail piece sent to residents and businesses within ½ mile of the proposed route.
- The other major part of the campaign will be social and digital display ads.
- The goal is to have the campaign ready to roll before the service starts—service start TBD.

Eagle Service Promotion

- Campaign development is on-hold until decisions are made on the type of service to be offered in Eagle

Traditional Media Support

- Valley Regional Transit has contracted with three Treasure Valley radio providers to run a series of announcements through the end of the fiscal year. Announcements and ads will run on Boise State Public Radio, Radio Boise, and the Lotus Boise group of stations.
- The announcements started March 7, promoting the Treeline Bus service VRT provides for the Treefort Music Fest.
- We are developing a calendar of other announcements tied to specific programs and events.

Online Reporting

- Valley Regional Transit is working with SMG on a pilot program to monitor and measure use of the VRT website. This intel will help make decisions about further investments in the website.

Safe Routes to Schools Website

- Valley Regional Transit has asked SMG to estimate redesign and launch a new website for Safe Routes to Schools.

Cobranding Valley Regional Transit and City Go

- Through internal meetings and meetings with SMG, we are looking at ways to define the brands of Valley Regional Transit and City Go more clearly.
- The decisions coming from these discussions will affect future projects, such as the Riders Education external campaign's relaunch and the internal Riders First campaign.

Safe Travels, Treasure Valley newsletter

- The recently redesigned newsletter is improving the reach of the publication.
- Since switching to a shorter monthly publication, the newsletter has garnered 27.5% and 26% open rates, which is much better than the every-other-week version.
- 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>

Treefort Music Fest – March 23 – 27, 2022.

- VRT will provide the Treeline circulator service for the tenth Treefort Music Fest.
- Radio announcements and ads started running March 7 promoting the Treeline.
- Social media started March 7
- We will have new bus stop signs designed by Treefort
- Bands on the Bus returns, even if the musicians have to wear masks.

More Information

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

TOPIC	City Go Report
DATE	April 4, 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 continues to work on the Integrated Mobility Plan. A draft plan will be complete on April 23 and a final plan complete mid-May. The final plan will be presented to the Executive Board in June.
- City Go complete the COVID-19 Travel Behavior Study with the Idaho Policy Institute. The report will be presented to the VRT Board of Directors in the April Board meeting.
- City Go's new Mobility Ambassador Program started in March. The program had over 30 applicants and 12 were chosen to be in the first cohort. The welcome ceremony and first tour took place in March. More information about the program can be found here: <https://www.citygoboise.com/news-and-events-posts/mobility-ambassador-program-coming-soon>
- City Go staff completed a sustainability spotlight on Clearwater Analytics in March. You can read more about it here: <https://www.citygoboise.com/news-and-events-posts/sustainability-spotlight-clearwater-analytics>
- The City Go smartcard and Umo Mobility App continue to grow. VRT has sold over \$40,000 in fares through the new system since in launched in October. To date, 848 account have been created through the App and 541 accounts have been created through the smartcard.
- City Go staff worked on business development with businesses in downtown Boise. Staff held four business development meetings and attended two events.

Communications metrics for the March month:

TARGET	GOAL	ACCOMPLISHED	TOTAL
NEW NEWSLETTER SUBSCRIBERS	10	2	1,802
NEWSLETTER OPEN RATE	20%	31.1%	
NEWSLETTER CLICK RATE	5%	3.1%	
NEW INSTAGRAM FOLLOWERS	10	5	1090
NEW FACEBOOK FOLLOWERS	10	0	152
NEW LINKEDIN FOLLOWERS	2	8	101
BLOG POSTS WRITTEN	1	1	
CLICKS (KEYWORDS)	200	455	
WEBSITE VIEWS	1,000	2,354	

BUSINESS DEVELOPMENT LEADS	1	2 (1 from LinkedIn) (1 from IG)	
UMO APP ACCOUNTS CREATED		108	848

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