

Regional Advisory Council Meeting Agenda

September 20, 2022

9:00 AM

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

Regional Advisory Council meetings are held in person at Valley Regional Transit in the Boardroom
700 NE 2nd Street, Meridian, ID

If unable to join in-person, you may join via MSTEams

at https://www.valleyregionaltransit.org/RAC_September2022Meeting

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: Regional Advisory Council Minutes from July 19, 2022 Meeting

Pages 3-5 | Paula Cromie

The Regional Advisory Council is asked to consider approval of the minutes from the July 19, 2022 meeting.

V. Action Items

A. ACTION: Regional Advisory Council Meeting Calendar for FY2023

Page 6 | Kelli Badesheim

The Regional Advisory Council will have the opportunity to review and approve the proposed RAC meeting calendar for FY2023.

B. ACTION: Regional Advisory Council FY2023 Elections

Kelli Badesheim

Nominations and elections for the Regional Advisory Council officers for FY 2023 will take place at the September meeting.

VI. Information Items

A. INFORMATION: On-Demand Transit Update

Pages 7-8 | Leslie Pedrosa

Staff will provide an update on the on-demand service in Canyon County.

B. INFORMATION: Operations Update

Pages 9-10 | Leslie Pedrosa

Staff has provided RAC members an informational memo with updates and will be available at the meeting to provide additional information if requested..

C. INFORMATION: Reasonable Accommodation or Modification Procedures

Pages 11-14 | Leslie Pedrosa

The VRT Board approved the Reasonable Accommodation Policy at their August meeting. There was an incorrect version of the procedures attached in the last RAC packet. The correct version of the procedures are included in this packet for reference. No discussion or action is required for this item.

D. INFORMATION: Annual Regional Advisory Council Orientation

Pages 15-16 | Kelli Badesheim

Kelli Badesheim will present the yearly orientation to RAC members. The RAC will discuss ideas, questions and concerns they would like to explore in the coming year.

E. INFORMATION: Communications and Engagement Strategy

Pages X17-31 | Jason Rose

Staff will present the draft FY23 Valley Regional Transit communications and engagement strategy.

VII. Department/Staff Reports

A. INFORMATION: Department/Staff Reports

Pages 32-43 | 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:

October 18, 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 Agenda

July 19, 2022

9:00 AM

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

MEMBERS PRESENT	MEMBERS ABSENT	OTHERS
Susan Bradley	Lisa Brady	Kelli Badesheim, VRT
Susan Manika	Randy Johnson	Mark Carnopis, VRT
Jeremy Maxand	Samantha Kenney	Paula Cromie, VRT
Mary Beth Nutting	Terri Lindenberg	Jeanette Ezell, VRT
Lauren Noble		Stephen Hunt, VRT
Deeann Solis		Jason Jedry, VRT
Walter Steed		Kaite Justice, VRT
		James Mundell, VRT
		Leslie Pedrosa, VRT
		Randy Reese, VRT
		Jill Reyes, VRT
		Jason Rose, VRT
		Alissa Taysom, VRT
		Sarah Ybarra, VRT

Calling of the Roll - Chair Walter Steed called the meeting to order at 9:00, 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 of the June 21, 2022 Regional Advisory Council Meeting

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

Action Items

ACTION: Reasonable Accommodation/Modification Policy

Leslie Pedrosa reviewed the new policy and procedures for the Reasonable Accommodation/Modification Policy following the suggestions made by the RAC at their last meeting and requested the Regional Advisory Council recommend the policy for approval to the Board of Directors.

The incorrect version of the procedures was included in the packet by mistake, but the correct version was discussed fully during the meeting. Staff will bring the final approved version to the RAC at the September meeting.

Following discussion, Jeremy Maxand moved to recommend this policy for approval to the Board of Directors; Susan Manika seconded. The motion passed unanimously.

ACTION: FY 2023 Service Change

Alissa Taysom presented the FY2023 service changes to the RAC.

Following discussion, Jeremy Maxand moved to recommend for approval the proposed FY2023 service changes to the VRT Board of Directors, Lauren Noble seconded. The motion passed unanimously.

Information Items

Information: FY2022 Second Quarter Performance Report

Leslie Pedrosa included the second quarter ridership information for fiscal year 2022 in the packet for the RAC to review. All details were included in the packet.

Information: On-Demand Transit Update

Leslie Pedrosa provided an on-demand transit service update for Canyon County to the Regional Advisory Council and presented a PowerPoint presentation on the June data, which will be included in the next meeting packet.

INFORMATION: Community Engagement update

Jason Rose provided an update on community engagement efforts. The entire team is working at tabling's and hosting open houses for public comments for assorted route changes, etc. There will be a public hearing on the Route 45 on July 20 at 7:00 p.m. VRT's Connected Treasure Valley group will host three virtual workshops in July.

INFORMATION: Joint Executive Board and Regional Advisory Council Meeting Topics

Kelli Badesheim

The Regional Advisory Council had the opportunity to consider topics they would like to discuss with the Executive Board at the joint meeting in November. The RAC and Executive Board chairs will meet with staff over the summer to prepare a list of topics. This is the RAC's opportunity to have input in the agenda.

Discussion points included:

Jeremy Maxand is concerned about the looming transition of Kelli leaving her roll and what this process will look like. How will it affect the Regional Advisory Council? In this process, he wants the leadership to keep the organization whole and be very transparent in what they are doing. Furthermore, Jeremy wants to make sure this does not become a political issue or include personal agendas.

Staff were requested to place an emphasis on equity, and how we might frame that, in the integrated mobility plan and having the customer in mind when making decisions.

INFORMATION: Annual Orientation Meeting - September 2022

Kelli Badesheim

Each year VRT staff provide an annual orientation to the Regional Advisory Council. The orientation is a refresher on the RAC practices and a time to set goals for the upcoming year. The RAC was asked to consider topics they would like to discuss in September and areas they would like more information on.

Discussion points included:

Keeping Riders First. How our work affects what we do. Staff wants to frame things from a "Rider's First" point of view. What are the issues that are affecting this? How do we remove barriers and address challenges? We would like to set goal and take a deeper dive into topics the RAC cares about.

INFORMATION: Topics for Discussion

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

Jeremy Maxand would be interested in pulling out SCRIP and look out in the transit world and learn more in areas where it is working well. He would like us to take a look more broadly in what it taking place in other communities.

Department/Staff Reports

INFORMATION: Department/Staff Reports

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

VIII. Adjournment – The meeting was adjourned at 10:53. Jeremy moved to adjourn; Susan Bradley seconded.

Next Regional Advisory Council Meeting:

September 20, 2022

VRT Boardroom

700 NE 2nd Street

Meridian, ID 83642

Regional Advisory Council
FY2023 Meeting Calendar
 (Fiscal year runs from October 1 through September 30)
 VRT Administrative Offices - Board Room
 700 NE 2nd Street – Meridian, Idaho

Tuesday, October 18, 2022	9:00 a.m. to 11:00 a.m.
Tuesday, November 15, 2022	9:00 a.m. to 11:00 a.m.
Tuesday, December 20, 2022	9:00 a.m. to 11:00 a.m.
Tuesday, January 17, 2023	9:00 a.m. to 11:00 a.m.
Monday, February 6, 2023	11:00 a.m. to 1:00 p.m. (Joint meeting with the Executive Board)
Tuesday, March 21, 2023	9:00 a.m. to 11:00 a.m.
Tuesday, April 18, 2023	9:00 a.m. to 11:00 a.m.
Tuesday, May 16, 2023	9:00 a.m. to 11:00 a.m.
Tuesday, June 20, 2023	9:00 a.m. to 11:00 a.m.
Tuesday, July 18, 2023	9:00 a.m. to 11:00 a.m.

NO MEETING IN AUGUST

Tuesday, September 19, 2023	9:00 a.m. to 11:00 a.m. (Orientation meeting for FY 2024)
------------------------------------	---

New Fiscal Year Begins for 2024 October 1

Tuesday, October 17, 2023	9:00 a.m. to 11:00 a.m.
Tuesday, November 21, 2023	9:00 a.m. to 11:00 a.m.
Tuesday, December 19, 2023	9:00 a.m. to 11:00 a.m.



TOPIC	Canyon County On-Demand Transit Update
DATE	September 1, 2021
STAFF MEMBER	Leslie Pedrosa

Summary

Ridership in the third quarter is up four percent from fiscal year 2021 and up two percent from the second quarter of fiscal year 2022. Passengers will continue to have the challenge of getting a ride at peak times, due to budget constraints and how many buses can be used in revenue service.

The request to jurisdictions to add additional hours in fiscal year 2023 budget were not approved. Valley Regional Transit (VRT) is not expecting to see a big increase in the boardings per hour, nor will the goal of ten boardings per hour be reached with existing budget levels. Jurisdictions only approved funding to provide the existing services currently being provided.

VRT presented different service scenarios for future service in Canyon County. The service scenarios included on-demand service on Saturday, traditional fixed-route services during the weekday, and keeping on-demand service during weekdays to serve as a first-last mile connection where the traditional fixed-route will not service.

The table below provides the third quarter service metrics and the comparison to the same quarter in fiscal year 2021. Staff will present monthly metric comparisons during the presentation at meeting.

	FY2022	FY2021	
Top Operational Metrics	Q2	Q2	Variance
Total Rides Requested	10,464	8,851	15%
Total Rides Accepted	6,984	6,670	4%
Total Passengers	7,943	7,631	3.9%
Revenue Hours Operated	2,239	2,412	-8%
Revenue Miles Operated	47,185	49,249	-4%
Boardings Per Hour	3.55	3.16	11%
Service Metrics	Q2	Q2	Variance
Total Rides Requested	10,464	10,061	4%
Acceptance Rate (Proposals accepted/proposals offered)	81%	79%	2%
Average Pick-up Wait Time (in minutes)	25	26	-2%
Average Walking Distance to Pick-up Location (in feet)	673	635	6%
Average Ride Duration (in minutes)	18	18	-1%
Average Ride Distance (in miles)	6	7	-2%

Average Ride Rating 1 -5 Stars	4.76	4.63	3%
Ride Request Breakout	Q2	Q2	Variance
Total Rides Requested	10,464	10,061	4%
Requests Made Outside of Service Hours	271	251	7%
Error with Booking Request	230	252	-10%
Seat Unavailable (Bus Not in Vicinity)	1298	914	30%
Offered Ride Not Accepted	817	820	0%
Ride Cancelled/No-Show	864	985	-14%
Rides Accepted	6,984	6,839	2%
Completion Rate (Rides Accepted/Total Rides Requested)	67%	68%	-2%

Staff Recommendation/Request

This is an information item only.

Implication (policy and/or financial)

With the expectation to grow the on-demand service to allow for ten boardings per hour, staff is still working to find funding partners that see the need for public transportation in Canyon County. This innovative approach to improve services in Canyon County is proving that additional funding is needed from current and future funding partners, for growth to continue.

More Information

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



TOPIC	Operations Update
DATE	September 1, 2022
STAFF MEMBER	Leslie Pedrosa

Staff Recommendation/Request

This is an information item, to provide an update on service operations.

Highlights

- Driver shortages
- Electric bus update
- Nampa Grocery Shuttle
- Demand Response Scheduling Software

Summary

Ada County is still facing challenges hiring for driver positions, following a driver wage increase by contractor First Transit. Canyon County is currently fully staffed. Driver shortages still exist with other specialized transit service providers, including Trinity Transit, and Harvest Transit.

Proterra has continued to troubleshoot the issue with the sixth charger in place in Ada County. There was an issue inside the power control supply cabinet that was addressed. The issue with the dispenser will be addressed in September by the field service representative (FSR) from Proterra. Proterra is still expecting the three additional charges to be delivered in September and to have 18 working chargers by the end of December. With five consistently working chargers, VRT did place one of the eight 35' buses into revenue service in August.

The Nampa Grocery Shuttle continues to operate with a restriction on number of passengers. Saint Alphonsus limits the number of riders on the bus at one time. There has been minimal ridership, but it is expected to increase once restrictions are lifted, and the service is promoted again.

The Demand Response Scheduling Software will be launching on September 7 for the Eagle Transportation Services. Via, the scheduling software vendor, was on site the week of August 22 for training of staff and drivers. Via will be back on site the week of September 6 for the launch. During the same visit, Via will train staff and drivers of for ACCESS services. ACCESS service will launch on September 19.

Setting up in the new scheduling software for Harvest Transit, Metro Community Services, Supportive Housing and Innovative Partnership and Village Van will begin at the end of September. The new scheduling software is scheduled to launch for these services in November. Following the launch of all current Routematch System users, VRT staff will begin the process of building a timeline for all remaining services to be implemented within the Via scheduling system.

VRT staff expects that the Via software will be used regionally for all current services and potential new services that are planned. The scheduling software allows advanced, recurring, same day and on-demand ride scheduling.

Implication (policy and/or financial)

VRT will continue to work with partners to grow the public transportation footprint in the Treasure

Valley. VRT will ensure any new service has been vetted through proper work groups, while ensuring no duplication of service is created.

More Information

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

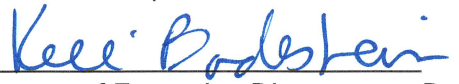
VRT Operations – Procedures

System: Fixed-Route and ADA
Complementary Paratransit Service

Procedure Number: 0-023

Subject: Reasonable Accommodation or Modification Procedures

 8-2-2022
Signature of Department Head Date

 8-15-2022
Signature of Executive Director Date

PURPOSE and SCOPE

Valley Regional Transit (VRT) is committed to serving the needs of individuals with disabilities in accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973. The Reasonable Accommodation and Modification Procedures are designed to guide VRT staff and contract operators to make reasonable modifications or accommodations to policies, practices, and procedures pertaining to fixed-route, demand response, and paratransit services necessary to avoid discrimination.

DEFINITION

A reasonable modification or accommodation is any change or exception to a policy or procedure that allows individuals with disabilities to have equitable access to programs, services, and activities, if the accommodation does not create an undue burden, incur additional costs, change the existing operations of the service provider, or fundamentally alters the nature of the service.

GUIDELINES

In determining whether to grant a requested accommodation or modification, VRT will be guided by the provisions of United States Department of Transportation, 49 CFR Appendix E to Part 37.169.

Per federal guidelines, VRT will consider the following for reasonable modifications or accommodations requests:

- The individual requesting the modification or accommodation is not required to use the term “reasonable modification” when making a request.
- Requests can be made during the ACCESS eligibility process.
- Requests can be made through customer service inquiries.
- Requests can be made through VRT’s customer comment process.
- Where a request for modification or accommodation cannot practically be made and determined in advance (because of a condition or barrier at the destination of an ACCESS or fixed-route trip of which the individual with a disability was unaware until arriving, operating personnel will determine whether the modification or accommodation should be provided at the time of the request.

VRT may deny a modification or accommodation based on the following grounds:

Item VI. C.

- a) Granting the request would fundamentally alter the nature of the VRT service, program, or activity.
- b) Granting the request would create a direct threat to the health or safety of others.
- c) Without the requested accommodation or modification, the individual with a disability is able to utilize current VRT services, programs, or activities for their intended purposes.
- d) Granting the request would cause an undue financial and administrative burden.

RESPONSIBILITY

The Transit Services Manager will be the Reasonable Accommodation or Modification Coordinator. The coordinator is responsible for deciding whether to grant a reasonable accommodation or modification request and maintain all documentation and disposition of each request.

The contract operators will be responsible to ensure drivers are trained to make accommodations or modifications when there is a need in real time. The contract operator will ensure any accommodation or modification made is communicated back to VRT staff.

The Public Information Officer will review any appeals or complaints filed in response to decisions made by the Transit Service Manager. The Public Information Officer will ensure that the appeals and complaint procedures are documented and displayed in a prominent place in transit facilities, on vehicles and on the authority's website in a method that is accessible to and usable by individuals with disabilities

The development department will ensure Americans with Disabilities Act (ADA) requirements are included in bus stop typology, and in design of all new and improved bus stops.

PROCEDURES

Request For a Reasonable Accommodation or Modification

1. Staff will complete a form that will include all information needed to make a determination
 - a. Once a request is made, the review process will be completed within 10 calendar days
2. Transit Services Manager will consider the following factors when determining the approval or denial of an accommodation or modification request
 - a. Accessibility issues being addressed
 - b. By denying the request, will VRT be discriminating against an individual with a disability protected under the ADA Act of 1990
 - c. Will the accommodation or modification create an undue burden to VRT
 - d. Will the accommodation or modification alter the nature of the service
3. The Transit Services Manager will discuss the request for accommodation or modification with the contract operator(s) before making a determination to grant or deny the request.
4. If the Transit Services Manager determines an accommodation or modification will be made, the requestor will be notified of the decision by phone, email and mail.
 - a. The accommodation or modification letter will include:
 - i. Documentation on what is being accommodated or modified
 - ii. The length of time the accommodation or modification will be in place
5. If the Transit Service Manager determines an accommodation or modification will be made, contract operator(s) will be trained to ensure they understand what is expected of their staff to meet the requirements of the determination for any accommodation/modification
 - a. In any case in which VRT denies a request for reasonable accommodation or modification, VRT will take, to the maximum extent possible, actions that would not result in direct threat or fundamental alteration to ensure the individual with a disability receives the services or benefit provided by VRT.

6. If the Transit Services Manager denies a modifications or accommodations request, requestor will be notified of the decision by phone, email and mail.

Item VI. C.

- a. The denial letter will include:
 - i. Why the request was denied
 - ii. The process to file an appeal or complaint

7. If the Transit Services Manager denies the accommodation or modification, the requestor has ten (10) calendar days from receiving the decision to file an appeal or complaint.

Request For a One Time or Immediate Accommodation

1. Any person may request to board a bus at an area that is not a designated fixed-route bus stop, on the same day as a planned trip.
 - a. A person requesting to board at an area not designated at a bus stop will be required to call customer service in advance of a planned trip at 208-345-7433.
 - i. The call must be made with enough advance notice to allow time for staff to investigate and determine if the request can be accommodated.
 - ii. Staff will complete a form that will include all information needed to make a determination.
 - b. The Transit Service Manager will work directly with the contract operator(s) to determine if the accommodation can be made. The following factors will be considered when determining the approval or denial of an accommodation:
 - i. Will the accommodation create a direct threat to the health or safety of others?
 - ii. By denying the request, will VRT be discriminating against an individual with a disability protected under the ADA Act of 1990?
 - iii. Will the accommodation create an undue burden to VRT?
 - iv. Will the accommodation alter the nature of the service?
 - c. The Transit Services Manager will follow up with the requestor within two hours of when the request was made.
2. Any person may request the driver allow them to exit the bus at an area that is not a designated fixed- route bus stop, at the time they are on the bus.
 - a. During driver training, the Transit Services Manager will ensure contract operator(s) know how to handle these accommodations
 - i. Training will include how to determine if and/or when the request can be accommodated and how to communicate what can or cannot be done.
 - b. Drivers will work directly with their supervisor to determine if an immediate accommodation can be made.
 - c. Any accommodations made by contract operators will be reported to VRT daily.

Request an Appeal or File a Complaint Following a Denied Accommodation or Modification

1. Any person wanting to file a complaint or appeal a denial of a request for modification of policies and practices has ten (10) days from receiving the decision to do so.
2. The requestor can file an appeal or complaint in one of the following ways:
 - a. By mail: VRT, Attn: Public Information Officer, 700 NE 2nd St., Ste. 100, Meridian, ID 83642
 - b. By facsimile addressed to the VRT Public Information Officer at 208- 846-8564
 - c. By email to: info@valleyregionaltransit.org
 - d. By calling the Public Information Officer directly at 208-258-2702
3. All complaints will be investigated and responded to within ten (10) business days
4. Responses to complaints will be documented and include the reason for the response.

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.

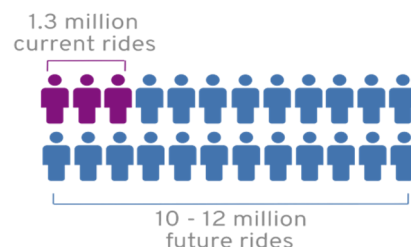
Since the adoption of ValleyConnect 2.0, Valley Regional Transit (VRT):

- 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.

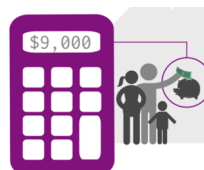
» Congestion is bad now and will only get worse

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

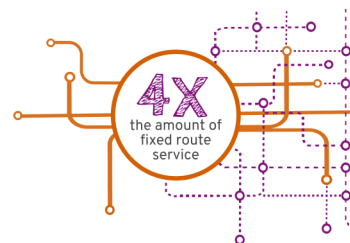
VRT currently spends \$15 million a year on public transportation. The public spends \$1.5 billion to own, drive and maintain their vehicles.



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.



valleyregionaltransit

COMMUNICATIONS & ENGAGEMENT STRATEGY

FY23 October 2022 - September 2023

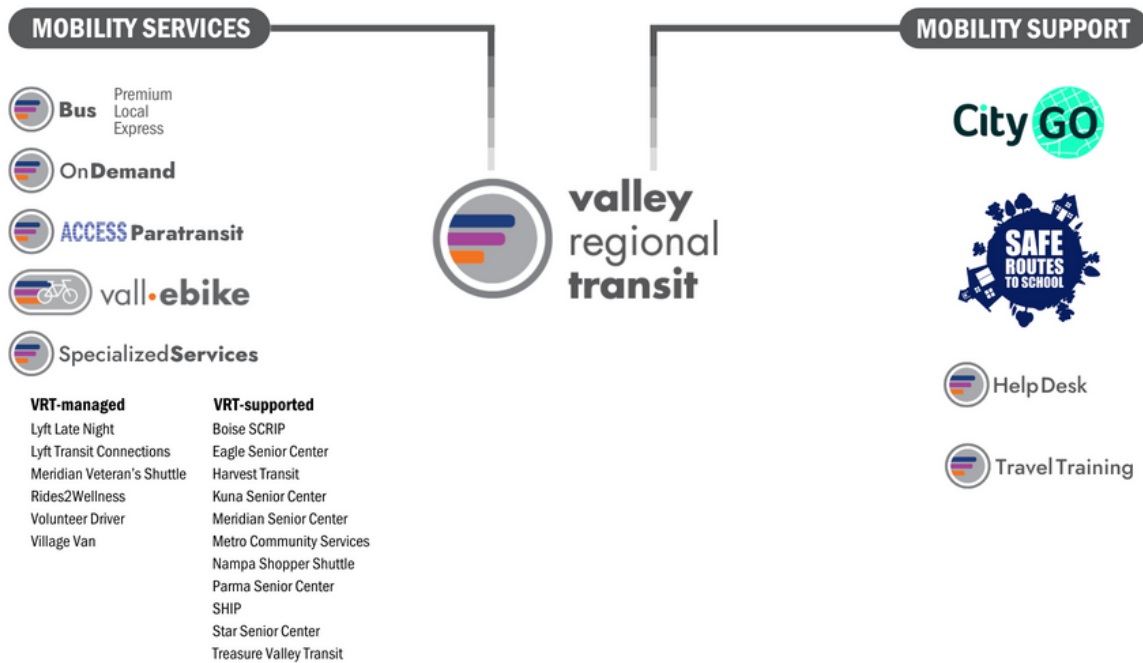


TABLE OF CONTENTS

Item VI. E.

ABOUT VRT	1
EXECUTIVE SUMMARY	2
GOALS	3
CATEGORIES	4
TIMELINE	5
TEAMS	6
BRAND TOUCHPOINTS: COMMUNICATIONS	7
BRAND TOUCHPOINTS: ENGAGEMENT	8
AUDIENCES & MESSAGING	9
BUDGET	10
MEASUREMENTS	11
FUTURE PROJECTS	12

Valley Regional Transit (VRT) is the Treasure Valley's public transportation authority, responsible for the management of a variety of transportation solutions including fixed-route bus, on-demand, and paratransit services, supplemented by specialized services to help fill in the gaps. We work with other organizations and government agencies to create options that are accessible, affordable, and consistent. We connect people with the community they love to live in.



HISTORY

In 1994, state legislators passed a law giving citizens the opportunity to vote on the formation of public transportation authorities. In 1998, Ada and Canyon county voters recognized the need and approved the formation of a Regional Public Transit Authority (RPTA) in each of their respective counties. The Treasure Valley Regional Public Transportation Authority (TVRPTA) was formed on January 21, 1999, when the Boards of the Ada and Canyon County RPTAs met and formally voted to merge the two organizations, and Valley Regional Transit was born.

MISSION

To leverage, develop, provide, and manage transportation resources and to coordinate the effective and efficient delivery of comprehensive transportation choices to the region's citizens.

the
**FREEDOM
TO MOVE**

VISION

Valley Regional Transit envisions a region with comprehensive public transportation choices designed to meet the needs of citizens and businesses and to support livable, healthy, and sustainable communities through adequate and secure funding to support those choices.

EXECUTIVE SUMMARY

Item VI. E.

This document represents VRT's strategy to communicate and engage with our audiences for FY23 (Oct. '22 - Sept. '23). As noted above, VRT coordinates a variety of transportation services, programs, and projects, and as the mobility manager for the region we want to create a unified and consistent experience for our community. Each element of this strategy builds toward the brand story we are trying to tell - each touchpoint builds a campaign, and campaigns working together (along with the rider experience of VRT services) help create the VRT brand experience.

BRAND PROMISE

Connecting more people to more places more often; this promise services as our inspiration for building a strong, cohesive organization and approach. It also reminds us that we are the leaders in creating mobility for our friends, families, and neighbors.

VOICE

At VRT, we use the word "voice" to describe the way we want our brand to make people feel. Through our marketing and communications, our brand voice (or tone) should make our audiences feel:

EMPOWERED

INCLUDED

WELCOME

INDEPENDENT

FREE

ESSENTIAL TOOLS

We use a tested suite of tools to facilitate a truly integrated communications approach, including:

- Ad Genius - media buying and CRM
- Adobe suite & Canva - design
- Loomly - social media coordination
- Remix - map creation
- Citizen Lab - digital engagement (Engage VRT)

ADDITIONAL DOCUMENTS

We build a variety of documents to guide our work:

- Monthly Communications Calendars
- Project Communications Outlines
- VRT Brand Handbook
- Media Kit (sales, advertising, partnerships)
- Title VI, Public Involvement (PIP), Limited English Proficiency (LEP) Plans
- Earned Media Tracker
- Outreach & Engagement Tracker
- Messaging Guides
- Staff & Partner Toolkits

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8/28	8/29	8/30	8/31	9/1	9/2	9/3
					STTV CONTENT DUE	
9/4	9/5	9/6	9/7	9/8	9/9	9/10
	LABOR DAY	30 OUTREACH	WEB POST: WEEKEND EVENTS 30 ORGANIC SOCIAL	SAFETY MEETINGS (Happy Day)	STTV DRAFT SENT	
9/11	9/12	9/13	9/14	9/15	9/16	9/17
PRIDE		STTV FEEDBACK DUE	SAFETY MEETINGS (Orchard)	STTV PUBLISHED	FIT ONE CORRAL: PLS. ARRANGE POSTER, NEW POST, MAP, SOCIAL TEMP	
9/18	9/19	9/20	9/21	9/22	9/23	9/24
	TARGET: SHELTER DISPLAYS, BENCH, ONBOARD ANN.			CAR FREE DAY		FIT ONE RACE 5-11 a.m. closure
9/25	9/26	9/27	9/28	9/29	9/30	
			PRESS RELEASE: SERVICE CHANGES, NEW ROUTES			OKTOBERFEST

Spring 2022: Driver Recruitment Campaign

Context

As with most transportation providers, we are experiencing a difficult market to recruit drivers, which could result in service cuts, reduced service expansion, and impact our ability to provide event buses.

Advertising has traditionally been done solely through Indeed for multiple positions in Ada and Canyon County, with success up until the last few months. First Transit has participated in local job fairs through the Department of Labor with no leads. They have raised the employee referral package to \$1,000 and introduced a \$2,500 sign-on bonus for those possessing a CDL. They are also offering training for those that do not have a CDL. Success rates continue to wane.

Valley Regional Transit will assist in a recruitment campaign to further broadcast the recruitment message across VRT platforms and by exploring additional methods.

Approach

We will begin with a 1-3 month social media and outreach recruitment campaign using new content. This should give us an idea of what is working and where we might continue to spend advertising dollars.

Audience

- Current drivers (OTR, paramedics,
- OVI - contract trucking
- OVI (contract trucking)
- Paramedics
- ITD
- BSIJ
- Refugee
- Volunteer Drivers
- CDL programs
- Union
- First Transit nationally
- Boise State
- Commuter campus, we invest in that
- You get a free bus pass

Touchpoints

Earned

- Media story
 - Reporters about story ideas, driver shortage, etc. (benefits, etc.)

Owned

- Physical
 - Onboard: Car cards w/ QR code
 - Transit centers, employment centers, other: 11x17 posters w/ QR code
- Digital
 - Video
 - STTV Newsletter
 - VRT.org blog

Our overall charge is to change travel perceptions and behaviors. Changing these things can be a challenge - VRT has to communicate what services are available as well as how and when to access those services. But more importantly, potential customers need to understand WHY they should choose alternative modes of transportation over their own vehicle. What follows is a general list of goals - each project or communications initiative has distinct goals, which can be achieved by combining excellent messaging with proper touchpoints (see pages 9 and 10).

- Increase brand awareness and adherence
- Grow ridership; attract new riders
- Increase Umo usage and adoption
- Ensuring continuity across VRT brands
- Fine-tune processes for ensuring activities are effectively managed and staff work is supported
- Gain and retain political commitments, partnerships, and financial support
- Find and leverage transit advocates
- Gain and retain support from existing riders
- Promote VRT services, projects, and programs
- Improve passenger information and communications for all services
- Improve internal relations

Our communications efforts are generally organized into three (3) categories: Campaigns, Service Updates, and VRT Basics. These campaigns are aligned on the following Timeline page.

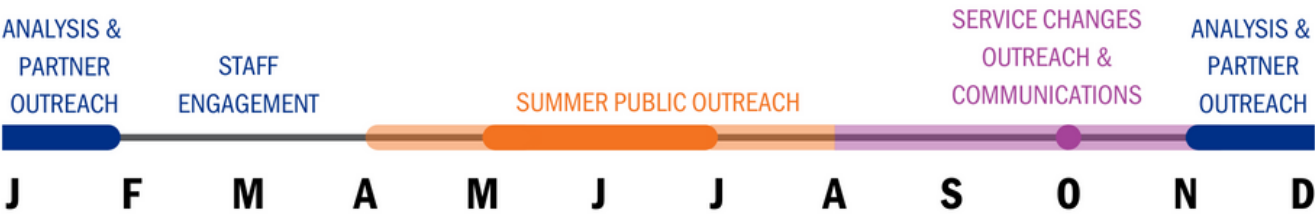
CAMPAIGNS

Efforts within this categories constitute large projects that will require more substantial communications, engagement, and marketing than normal. Anticipated campaigns for FY23 include:

- Route 30
- Route 45
- Eagle OnDemand
- Via launch
- Bus stop updates
- State Street
- General promotional

SERVICE UPDATES

This category includes VRT's annual engagement campaign for service updates through the Transportation Development Plan (TDP) called Connected Treasure Valley. This campaign, by necessity of outreach obligations around service changes, kicks off in the spring each year and concludes around July/August, with public hearings occurring by the end of June. This cycle ensures time to coordinate outreach to municipal partners and the public, and helps inform update each TDP and VRT's vision for the future.



While the Connected Treasure Valley campaign represents regular and anticipated service updates, this category also includes communications around regular service impacts such as detours, closures, modifications, and more.

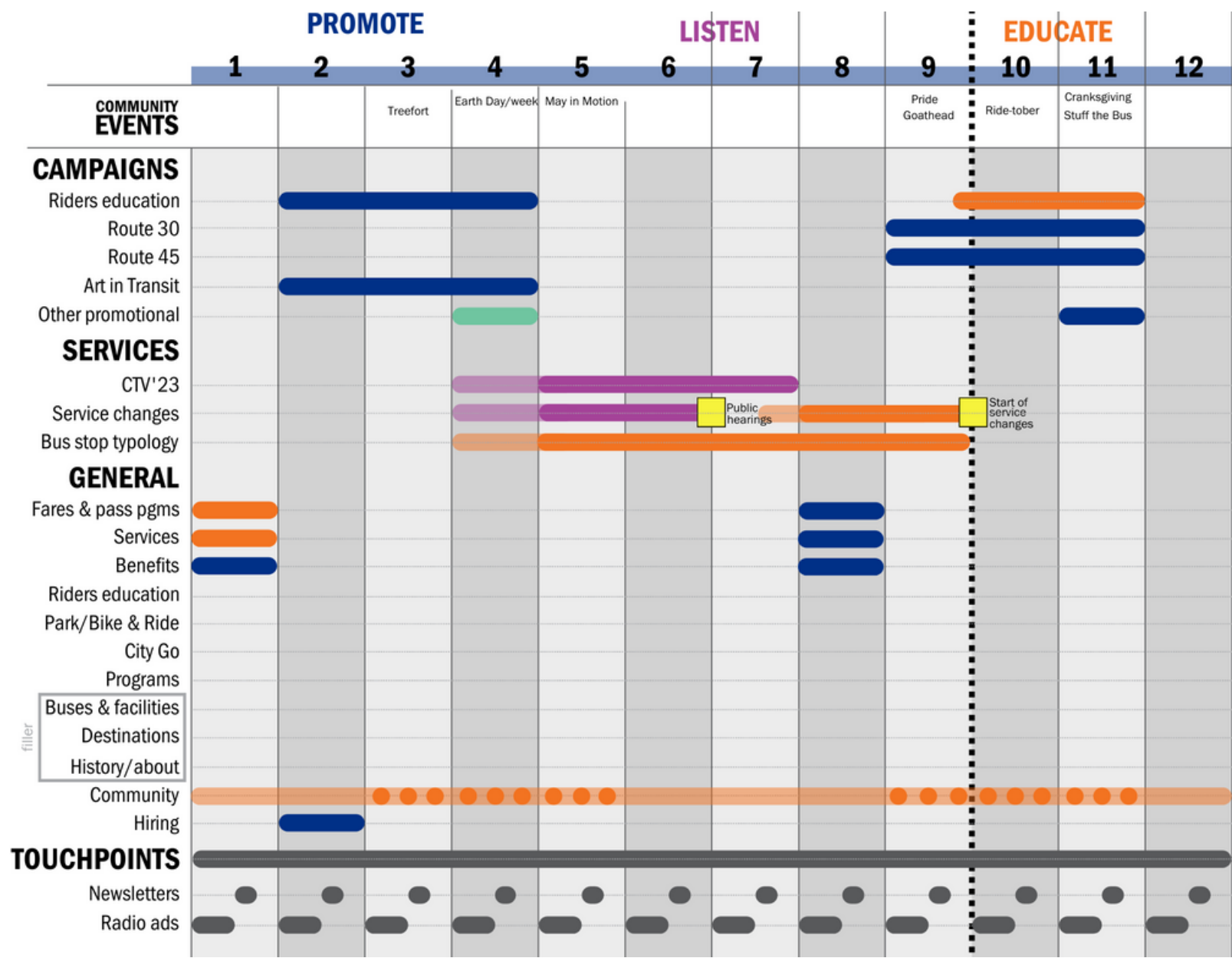
VRT BASICS

In addition to major campaign efforts and annual service updates, we have a vast library of content to share. This content is usually evergreen and can be placed strategically throughout the year, and includes (but is not limited to):

- Services
 - City Go
 - Other programs
- Fares & pass programs
 - Riders Education
 - Park, Bike & Ride
- Buses & facilities
 - Destinations & community
 - History/about



This timeline layers the categories from the previous page to paint a holistic picture of communications efforts throughout the year. They generally fall into "trimesters," which gives us a motivation during these different parts of the year and gives our audiences a diverse brand experience. The beginning of each fiscal year is a great time to Educate the audience on recent changes and how to interact with our services as many institutions begin new calendars. The winter/spring presents an opportunity to Promote VRT services as the community returns from holidays with new ambitions. This primes the audience to engage in our Listening process in the spring and summer and invites them to be involved and engaged in the development of service.



VRT is an incredibly talented team with excellent communications abilities both in and outside of the central Communications & Engagement Team. This page outlines a general workflow for communications and engagement across the agency, providing centralized and standardized support while allowing room for individual programs to create their own presence within the larger VRT brand.

COMMUNICATIONS & ENGAGEMENT TEAM

This team consists of a Communications & Engagement Director, who coordinates all VRT communications, marketing, and branding efforts; a Public Information Officer, who is the liaison to the media and many community organizations; and the Account & Sales Manager, who manages advertising across VRT assets and media buys that VRT makes with outside entities.

MARKETING COMMITTEE

This team is a representative group from across the agency, including the Communications & Engagement Team, and the CAT team (see below) that provides diverse feedback and guidance for VRT's communications, engagement, and marketing efforts. This group is the clearinghouse for most communications, marketing, and engagement efforts before going public. We meet every two weeks.

COMMUNICATIONS ACTION TEAM (CAT)

This team consists of the Communications & Engagement Team and Communications Leads from programs across the agency: Integrated Mobility, City Go, Vall-eBike, and Safe Routes to School. This is the group that takes direction from the Marketing Committee and puts it into action. It also provides space for each program to guide the communications, marketing, and engagement efforts for their particular work.

EXECUTIVE DIRECTORS MEETING

This is the venue through which we elevate any high-level initiative, decision, or need to VRT leadership. This group meets weekly.

VRT STREET TEAM / MOBILITY AMBASSADORS

This group is VRT's on-the-ground ambassadors, responsible for attending events and acting as the public face of VRT at community events and in general outreach. It consists of the Communications & Engagement Team and various members of the Marketing Committee and CAT. The Street Team is equipped with training on how to best represent VRT to the community, as well as an apparel kit to look the part. This might also include volunteers, Travel Information Volunteers (via the Mobility Navigation program), or participants in the Mobility Ambassador Program (via City Go).

BRAND TOUCHPOINTS COMMUNICATIONS

Item VI. E.

Our audiences interact with VRT in a variety of ways. Brand touchpoints are where and how we meet people. What follows is the current menu of touchpoints that we refer to when compiling a communications outline for projects and campaigns. We decide which touchpoints to use based on project need, budget, and staff capacity. All are critical for a wide distribution of messages so we can unify the message and brand experience to the audience where they are. The touchpoints on this page represent different types of tactics with varying levels of control over the message. Generally, they are low-touch, high or low tech, with limited or restricted interactions

EARNED

Any media channel that VRT “earns” space in by way of media outreach; some control over the message:

- Media story (via press release or social media activity)
- Media pitch
- Press conference
- Editorial

PAID

Any media space that VRT pays for presence; complete control over message (though interpretation of that control impacts message reception):

- Boosted/promoted social media
- Broadcast/radio ads
- Bus benches and wraps
- Event/program participation
- Event/program sponsorship

SHARED

Any media type/platform that VRT does not own, but utilizes; complete control over VRT content, but not responses and other interactions:

- Facebook (VRT, CG, Vall-eBike, S RTS)
- Twitter (VRT, Vall-eBike, Safe Routes)
- Instagram (VRT, City Go, Safe Routes)
- LinkedIn (VRT)
- Next Door (VRT)
- Online forums (msg boards, Reddit, etc.)

OWNED

Media channels that VRT has complete ownership and maintenance over; high level of message control:

Physical

- Printed collateral (displays, posters, A-frames, flyers, handouts, brochures, bus hangers)*
- Mailers, post cards*

Infrastructure

- Buses*
- Bus stops, shelters, transit centers, major transfer points*

Digital/audio

- Websites (VRT, City Go, Safe Routes)*
- Newsletters (Safe Travels, Treasure Valley; City Go, Safe Routes)*
- Audio announcements (onboard, transit centers)*
- Display screens (transit centers, onboard*^)

Service

- Bus schedules*
- Fares/passes
- Pass programs/City Go options*

*Media kit opportunity

^ Coming soon

BRAND TOUCHPOINTS

ENGAGEMENT

Item VI. E.

Our audiences interact with VRT in a variety of ways. Brand touchpoints are where and how we meet people. What follows is the current menu of engagement touchpoints that we refer to when compiling a communications outline for projects and campaigns. We decide which touchpoints to deploy based on project need, budget, and staff capacity. Engagement is the way VRT interacts with audiences, internal and external; generally, they are high touch, and (until recently) low tech (whether in-person or virtual) interactions. These are opportunities for face-to-face interactions with our audiences.

OUTREACH

The ways VRT interacts with external audiences; generally, they are high touch, low tech (whether in-person or virtual) interactions:

- Event attendance
- Canvassing
- Community partner direct outreach
- Digital/virtual town halls
- Engage VRT platform

Programs & departments

- City Go
- Mobility Navigation & Travel Training
- Help Desk

INREACH

The ways VRT interacts with internal audiences; generally, they are high touch, low tech (whether in-person or virtual) interactions:

- Committee/staff meetings
- Email, Teams, Intranet
- Staff newsletters^
- Printed collateral distribution
- Safety meetings
- Digital displays (Orchard, Happy Day)

^ Coming soon

PUBLIC PARTICIPATION

Meaningful public participation is a cornerstone of VRT engagement. In addition to the Title VI, PIP, and LEP referenced on page 2, we use the IAP2 Spectrum of Public Participation as a framework when developing outreach plans (see graphic at right).

IAP2 Spectrum of Public Participation



IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

INCREASING IMPACT ON THE DECISION					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

© IAP2 International Federation 2018. All rights reserved. 20181112

© IAP2 International Federation 2018. All rights reserved. 20181112_v1

The list below represents VRT's identified audiences from the most recent brand book iteration. While a great summary of audiences and messaging, a review of this audience list is appropriate in FY23 (see Further Projects page):

- Employees: professionals, distance commuters, low-income workers, social do-gooders, job seekers
 - Value messaging: get to and from work in a cost-effective way, avoid the stress and expense of a commute, reduce your carbon footprint, leave your car at home, have time to prep for the work day and unwind on the way home, create community and make new friends, report lower mileage with your car insurance company to potentially reduce your rate, less wear and tear on the car, no vehicle or driver's license required
- Employers: Ada county companies, Canyon County companies, universities:
 - Value messaging: demonstrate social responsibility (protect the environment by removing cars from roads, strengthen the community by supporting VRT), lower or eliminate parking costs for employees, provide your employees an alternative solution to expensive and limited parking, help your employees avoid the stress and expense of commuting, enhance your benefits package, take advantage of pre-tax benefits, be a good neighbor to surrounding businesses by providing a solution to limited parking, use your land for space other than parking and more productively, lower your health insurance bills by encourage active transportation
- Residential communities: apartment complexes, housing communities, HOAs, Neighborhood associations, realtors/developers
 - Value messaging: provide an additional amenity to your tenants by sharing information about nearby bus routes, reduce car use in your area improving safety and access, strengthen the community around your residential complex
- College Students
 - Value messaging: stay on schedule every day, get to and from school in a cost-effective way – it's free, study or tune out in a safe and quiet environment, no vehicle or drivers license required, avoid the hassle of parking on campus, create community and make new friends
- Seniors and persons with disabilities
 - Value messaging: get to your appointments in a safe/affordable/convenient way, make new friends, no vehicle or drivers license required, ADA compliance, get to your bus stop via ACCESS and Lyft
- Casual Riders
 - Value messaging: take the kids out on a fun adventure and demonstrate social responsibility, leave your car at home, ride downtown for a day or a night out, great community and make new friends, avoid the stress and expense of parking, reduce your carbon footprint
- New residents: all income levels, may have former experience riding public transportation
 - Value messaging: direct transit to the heart of downtown and major city centers, learn the roads of a new city through our windows, reliable and consistent rides that are cost and time-efficient, ride in; uber/lyft/taxi home, job access
- Additional audiences include:
 - Municipal/funding partners, community partners and supporters, stakeholders
 - City Go members and pass program recipients
 - Community organizations: cause-based, geography-based, etc.
 - Specific communities: route/project-focused groups (ex. State Street), minority/low-income, affected/potentially affected communities, LEP, historically underserved, racial and ethnic minority communities
 - Businesses and business leaders/organizations (Chambers, Leadership orgs, Young Professionals)



This page intentionally left blank
(WORK PENDING)

This page intentionally left blank
(WORK PENDING)

VRT has a fantastic selection of tools, tactics, and channels through which we communicate messages. Some of these require refinement and updates, while others can still be used as they are, or with minor modifications. The list that follows indicates anticipated projects for FY23 to further VRT's brand journey, and includes (but is not limited to):

- Utilize the Integrated Mobility Plan and other co-branding work to update brand hierarchy and audience assessment (deliverable: brand book)
- Coordinate branding within bus stop typology study and brand presence throughout updated bus stops (and implications for other VRT touchpoints; update collateral accordingly)
- Eliminate ValleyRide brand across touchpoints and assets
- Update bus base colors from factory to meet brand standards
- Complete a SWOT analysis and finalize success measures
- Explore customer survey opportunities
- Develop Crisis Communications Plan
- Provide greater promotion for VRT programs and services, including: Vall-eBike, Specialized Services, City Go, Travel Training, Park & Ride, Bike & Ride
- Update Riders Education suite of materials, including a new Riders Ed booklet and How to Ride video for fixed route; develop videos and other collateral for other service types, including ACCESS, VRT OnDemand, Specialized Services, Park & Ride, and Bike & Ride
- Make News more prominent on VRT website; build out editorial calendar for consistent storytelling
- Develop more storytelling about facilities and infrastructure; transit centers, bike access, ADA access, airport access, etc.





TOPIC	Executive Director Report
DATE	July 20, 2022
STAFF MEMBER	Kelli Badesheim

Executive Director Search

The Executive Board approved the consultant to lead the executive director search. The first phase of the process is stakeholder engagement. The consultant team will be holding a series of interviews with board leaders and community stakeholders. There is also an effort to bring funding partner agencies and community partners into two panels to engage in the process as the candidates are narrowed and going through the interview process. I have been pleased by the interest in our community to engage in this really important process. The tentative schedule the consultant provided shows the candidate profile to be completed and released in early August. The review and narrowing down of candidates will go through the rest of the summer and early fall, with interviews tentatively scheduled for October.

FY2023 Budget Update

VRT staff presented the Draft Preliminary Budget to the Executive Board. The Executive Board motion and inputs from other funders required us to make changes to our revenue and expense assumptions. The attached budget document represents those changes. The Board is required to adopt a budget by the deadline defined in State Code for public entities. The August meeting is the board's opportunity to consider acting on the budget. We recognize there is a lot of work ahead to ensure financial stability for the organization. This will be a primary focus starting immediately after the FY2023 budget is adopted.

Board Strategic Work Plan

The consultant team will be presenting a progress report and seek input on next steps at the August 1 Executive Board meeting. I offered comments on the consultants Working Paper #1 and anticipate those revisions coming back to me in advance of the next steps of board engagement. Thank you to all board members and stakeholders who made the time to meet with the consultant team. I understand how busy you all are but want to encourage you to make yourself available for the upcoming engagement.

Federal Grants

VRT staff continues to track Notice of Funding Opportunities (NOFO) generated under the Bipartisan Infrastructure Bill. There have been no additional NOFOs in the last month.

Connected Canyon County

We pushed out the community open house to mid-August to better align the outreach with other outreach priorities this year. We will be holding a community partner open house in the later part of July to share the concepts moving forward from the initiative. The foundational assumption in this project is to frame service levels that reflect where Canyon County should be at this time to demonstrate the level of financial commitment required to deliver the appropriate level of service. We did have to adjust our revenue assumptions based on the discussions and input we have received from the local jurisdictions. We will

continue to keep this important work in front of our community partners and stakeholders as we navigate these difficult times to secure stable funding for Canyon County services.

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	July 13, 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

- VRT staff continues to work with Via Mobility, LLC to set up the software for the new demand response scheduling software. Staff expects Eagle Transportation to start scheduling rides in the new software at the end of August and ACCESS is expected to start scheduling rides in the new software at the end of September. Phase two will bring in all remaining senior center and non-profit providers from Specialized Transportation. Next phase will bring the on-demand service to the city of Eagle. Once those services are up and running, VRT will work to onboard other Specialized Transportation providers who are not currently using our scheduling software. VRT and Via will work with members of the Building Accessible Capacity workgroup to test for user compatibility as the setup process continues.
- Proterra installed equipment that eliminated sequential charging on current equipment. At this time, there are five working chargers. Proterra was not able to be onsite the week of July 5 to work on the charger that is not working properly. They were tentatively scheduled to be onsite the week of July 11. Proterra is still expecting to install three additional charging stations at the end of summer, at no cost to VRT, that will provide six additional chargers, giving operations a total of 12 charging stations. At the end of the calendar year, it is expected Proterra will have replacement equipment on site to restore the original charging stations back to dual dispensing, that will give a total of 18 charging stations.
- Following the expansion of the VRT Late Night service area to accommodate the influx of refugees Boise has received, ridership doubled in June.

Highlights:

Contracted Transportation

Canyon County Highlights

- Two preventable accidents in June
- Intercounty on-time performance 70% for June
- ACCESS on-time performance 85% for June
- On-demand on-time performance 93% for June
- Completed route timing for fiscal year 2023 service change concepts

Ada County Highlights

- One preventable accident in June
- Fixed-route on-time performance 86.5% for June
- ACCESS on-time performance 98.5% for June
- Working on fiscal year 2023 service change concepts
- Worked with International Rescue Commission to hire three refugees as utility employees. Goal is to have them transition to drivers after 12 months

Specialized Transportation

- Continued working with Eagle Senior Center about providing on-demand service to Eagle residence in fiscal year 2023
- Several services are hiring drivers
- Rides2Wellness in Canyon County is seeing a significant increase in trips

Information Technology and Intelligent Transportation Systems

- Staff resolved 174 support requests from 184 submitted in June
- Phishing emails continue to be sent to system users for testing awareness
- Preparing equipment for launch of new demand response scheduling software
- Continue to work with the consultant for the Enterprise Resource Planning software replacement
- Completed transition and installation of printers to new vendor at all VRT sites

Compliance

- In the processes of riding all fixed-routes to recertify the APC system in fiscal year 2022 for National Transit Database reporting
- Working with Transportation Security Administration (TSA) to prepare for onsite training and audit
- With the rollout out of the new safety reporting software, have been working with staff to address reported issues

Customer Service Support

- Customer service handled 2,674 of 2,821 phone calls for information, with 147 calls abandoned. The average call time was 2 minutes, 25 seconds and the average hold time was 17 seconds.
- Reservationist handled 995 of 1,029 phone calls to change or schedule a ride on ACCESS, with 29 calls abandoned. The average call time was 3 minutes, 23 seconds and the average hold time was 10 seconds.
- On-demand services handled 682 of 716 phone calls to schedule a ride, with 34 calls abandoned. The average call time was 1 minute, 42 seconds and the average hold time was 22 seconds.
- June City Go Pay mobile ticket sales totaled \$10,857.50

More Information

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

TOPIC	Development Department Monthly Report
DATE	July 13, 2022
STAFF MEMEBER	Stephen Hunt

Summary

Development department activities for July 2022 report

VRT Strategic Plan

Goal 1 - Demonstrate responsible stewardship of public resources

Performance Based Decision-making

- **Transportation Development Plan (TDP)**
VRT staff has begun preparing updates to the draft TDP based on stakeholder feedback. These updates will be discussed at the August Board meeting. The TDP development process is occurring in parallel to the FY2023 budget development and the Communities in Motion (CIM) 2050 update.

Funding Development

- **Budget Development** – Staff presented the budget at the July meeting and has continued to refine the FY2023 budget based on feedback from stakeholders and the board.
- **Transportation Development Plan (TDP)** – The TDP is being prepared in parallel to the FY2023 budget. It is informed by the FY2023 budget process and provides a multi-year look at transit funding requests.
- **Grant Opportunities** – So far this year VRT has applied for three competitive grant programs;
 - RAISE: \$10.5 million for the State Street Premium Corridor project
 - Low No: \$20 million for electric vehicles and on-route charging that will keep VRT on track for fleet electrification
 - Bus and Bus Facilities: \$2.7 million to continue upgrading the Orchard Maintenance Facility.

VRT will continue to work with its funding partners to find and pursue funding opportunities.

Goal 2 – Increase Ridership and Revenue

- **FY2023 and FY2024 Service Changes** – Development staff has prepared final recommendations for FY2023 and will present those changes at the has continued reviewing route performance and has proposed route changes that are designed to increase ridership.
- **Ridership Growth** – Development staff has continued to track ridership performance. Ridership trends have continued up since February of 2021.

Goal 3 - Build institutional and regional capacity

Regional Capital Enhancements

- **Orchard Facility Master Plan**
Hawkeye has begun construction activities at the Orchard Maintenance Facility. Construction includes storm water/drainage facilities, pavement for parking lot expansion, and utilities.
- **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.
 - 1- FY2022 Bus stop construction is underway including activities at the following locations:
 - a. Orchard and Kootenai
 - b. Orchard and Overland
 - c. Overland and Black Marlin
 - d. Emerald and Hartman
 - e. 36th and Pinehurst
 - f. 36th and Hill
 - g. Fort and 12th
 - h. S Protech Dr at Frank Church High School
 - i. Goddard and Milwaukee (Goddard Linear Park)
 - 2- State Street NEPA and Design scope (RFP) consultant was approved. Consultant team has begun data collection. NEPA is anticipated to take 6-8 months for FY2023 and FY2024 construction and up to 2-years for corridor Environmental Assessment.

Regional Corridor Planning

- **State Street Corridor Projects**
 1. VRT has continued to prepare Environmental review for the State Street corridor. VRT staff will continue coordinating planning efforts along the State Street corridor that relate to the transit infrastructure elements.
 2. VRT hosted an all agency meeting on July 26 to determine project limits that included City of Boise, City of Garden City, CCDC, ITD, and ACHD.
- **Fairview Corridor Project**
 1. VRT has continued its evaluation of The Town Square Mall (TSM) transit center including outreach to TSM and Dillard's. It is expected that this project will need to update existing agreements with landowners. Coordination with the landowner and the mall are ongoing.
 2. Fairview Corridor Environmental (NEPA) and Towne Square Mall evaluations are nearing completion. Environmental will be submitted to FTA for bus

station upgrades which will be incorporated into FY2023-24 bus stop construction.

Other Development Activities

- **Planning projects –**
 - 1- Regional Vanpool Study – The consultant team has prepared and delivered the final draft of the report. VRT staff and the project team are reviewing the final report and preparing the report of approval by the VRT board.
 - 2- Passenger Facility Plan/Bus Stop Typology – VRT staff has presented the draft Kit of Parts to stakeholders and the board and is incorporating those comments into the final draft. VRT will begin working on the graphic design/branding and will present both the final kit of parts and the graphic design/branding elements at the October board meeting.
 - 3- Kuna Transit Study – Transpo Group has drafted an initial set of service proposals and is working to refine those concepts with City of Kuna staff.
 - 4- State Street Transit Operational Analysis (TOA) – Staff presented the findings of the TOA to the executive board. The board will consider accepting the findings of the TOA at the August board meeting

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	August 1, 2022
STAFF MEMBER	Jason Jedry, Finance Director

Summary

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

Highlights

Budget/Finance

- At the end of May, VRT operating expenses were 20% under budget and capital expenses were 60% under budget
- The finance team and VRT staff continue working on the enterprise resource planning (ERP) system replacement project. We expect the implementation of a new ERP system to take 18 to 24 months at a minimum
- Finance staff are working on closing the month of June and the 3rd quarter of FY2022
- Finance Director is working with staff on finalizing the FY2023 budget

Grant Management

- Grants and Compliance Administrator is working on the following:
 - Responding to an ITD subrecipient review of VRT
 - FTA grant applications
 - Active grant revisions/amendments
 - Subrecipient reviews
 - Maintenance of project funding forms
 - Federal grant reconciling

Procurement

- Procurement and Contracts Specialist is working on:
 - Tire and Tire Related Services
 - On-Call Technical Support Services
 - Laundry Services for Ada and Canyon County
 - Elevator Services for Main Street Station
 - Regional Radio Replacements

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

TOPIC	Community Engagement Update
DATE	August 1, 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

- In late June, VRT launched Connected Treasure Valley 2022, an engagement initiative aimed at collecting input on transportation projects that will provide more travel options for the region. It showcases a range of transit projects through VRT's online public participation hub (found at engage.valleyregionaltransit.org). This initiative gives the community a place to share feedback and allows VRT to share a vision for the future and the steps we're taking to get there.
- Throughout the initiative, participants had opportunities to explore service changes and programs that will be introduced in the next year, projects that found in the Transit Development Plan (TDP), and long-term updates based on ValleyConnect 2.0.
- While Engage acts as the online, central hub for this information, VRT has also conducted outreach throughout the summer across different venues to provide accessible outreach, including pop-up tables at transit centers and transfer points, at community events, with community partners, and via virtual town halls.
- Projects have been organized into 4 different categories based on implementation:
 - *Transit for Today* reflects service changes scheduled for this year
 - *Transit for Tomorrow* shows projects from the TDP that have an implementation schedule
 - *Transit for the Future* shows projects in the TDP that are currently unfunded or don't have a scheduled implementation date
 - *The Vision* shows ideas within ValleyConnect 2.0, which helps connect immediate- and near-term projects to the vision
- The Communications and Engagement team has also been working to build out and promote various efforts, including Mobility Navigation, Rider's Education, upcoming service changes, route promotion of the 30 and 45, bus shelters and bus bench designs, the FY23 Communications & Engagement Strategy, and more.

More Information

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



TOPIC	Programs and Marketing Update
DATE	July 13, 2022
STAFF MEMBER	Dave Fotsch

Summary

The Programs area covers Safe Routes to School, Marketing and Bike-share.

Staff Recommendation/Request

Information only

Implication (policy and/or financial)

Information only

Highlights

Safe Routes to School (SRTS)

- SRTS is busy doing YMCA camps this summer.

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 is nearly finished with the mailer and social media creative.
- 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.
- With the start date of the service being October 3, we are working to back-time the release of the mailer and other promotions to align with the start of the service.
- VRT will build out a new information page about the Route 30 for the website.

Eagle Service Promotion

- Campaign development is on-hold until decisions are made on the type of service to be offered in Eagle, and timeline for the start of the service.

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 current series of announcements focuses on the new bike-share system launch.

Safe Routes to Schools Website

- SMG has started building out a new Safe Routes to Schools website.

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 nearly doubled the open rate of the every-other-week version.
- The next edition of the newsletter drops July 21, 2022.
- 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>

Boise-Bike Share 2.0

- Valley Regional Transit successfully launched **Vall-eBike** on Wednesday, July 13, 2022 with 50 bikes!
- The pilot program will run through the end of October. The hope is that during that time, VRT will be able to attract title sponsor-level support to make the system permanent and expand it to 300 bikes or more.
- On June 13, the Capital City Development Corporation board formally approved funding for the bike-share pilot program.
 - CCDC is providing the first \$50,000 to launch the pilot and will match the next \$50,000 in sponsorships dollar-for-dollar. The deadline for the match is September 1.
 - Additional sponsors to date include the Treasure Valley Clean Cities Coalition (\$10,000), Idaho Advocates for Community Transportation (\$5,000), KeyBank (\$5,000)
 - The \$50,000 from CCDC is a down payment on buying the bikes. VRT will have to come up with another \$50,000 to own the bikes, and even more to grow the system.
- SMG updated the station hub maps and developed branding for the system.
- The system website is RideValleBike.com.
- The bikes arrived on June 20, to the bike-share shop in Garden City.

More Information

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



TOPIC	City Go Report
DATE	August 1, 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. The draft plan is currently in the revision process and is set to be finalized later this month. Staff will present the final plan to the Executive Board in October.
- Umo fare payment system update:
 - Revenue-to-date (Oct. 2021-July 13, 2022): \$87,156.46
 - New accounts this month: 76
 - During the last month validators were installed on all Bronco Shuttles and the new VRT electric vehicles.
 - Staff is working to expand the trip planner inside the Umo App to include micromobility options of bikeshare and scooter share.
- City Go staff worked on business development with businesses in downtown Boise. Staff held nine business development meetings.
 - Renewed Regional Pass Program: The College of Idaho, Boise School District, and University of Idaho

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