

# Regional Advisory Council Meeting Agenda

July 15, 2025

9:00 AM

Destination Caldwell, 119 S 7th Ave, Caldwell, ID 83605

This is an in-person meeting **ONLY**.

The meeting will be held at Destination Caldwell  
19 S 7th Ave, Caldwell, ID 83605

**I. Calling of the Roll**

**II. Agenda Additions/Changes**

**III. Consent Agenda**

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

**A. ACTION: Minutes of the May 20, 2025, Regional Advisory Council Meeting  
Pages 3-4 | Paula Cromie**

*The Regional Advisory Council is asked to consider approval of the minutes of the May 20, 2025, meeting.*

**IV. Action Items**

**V. Information Items**

**A. INFORMATION: FY2026 Funding Request Update  
Page 5 | Stephen Hunt**

*Staff will provide an update on funding requests from local jurisdictions for FY2026.*

**B. INFORMATION: Supplemental Services Update  
Pages 6-12 | Jason Rose**

*Staff will present an overview of VRT's supplemental services policy, including the defined tiers of service and a summary of the process and key considerations that informed its development.*

**C. INFORMATION: Economic Development Tour  
Jason Rose**

*Regional Advisory Council members and Valley Regional Transit staff will participate in a walking/rolling tour of Indian Creek with Economic Development staff at the City of Caldwell to explore downtown revitalization efforts and discuss the potential for event service, development, and future transit services.*

**D. INFORMATION: Topics for Discussion  
Walter Steed**

*Members of the Regional Advisory Council will have the opportunity to bring up topics on items they've heard about during an open discussion session, or topics they would like to be considered on an upcoming agenda.*

**VI. Department/Staff Reports**

**A. INFORMATION: Department/Staff Reports**

**Pages 13-26 | Staff**

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

**VII. Adjournment**

*Agenda order is subject to change.*

**Next Regional Advisory Council Meeting:**

**September 16, 2025**

VRT Boardroom

700 NE 2nd Street

Meridian, ID 83642

Any accommodations needed for effective communication, such as language interpretation or auxiliary aids, should be made no later than three working days before the scheduled meeting. Please contact Jason Rose, Communications Director at [jrose@rideVRT.org](mailto:jrose@rideVRT.org) or by calling 208-258-2739.

# Regional Advisory Council Meeting Minutes

May 20, 2025

9:00 AM

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

| MEMBERS PRESENT   | MEMBERS ABSENT | OTHERS               |
|-------------------|----------------|----------------------|
| Samantha Kenney   | Susan Bradley  | Paula Cromie, VRT    |
| Terri Lindenberg  | Laylo Hamund   | Jeannette Ezell, VRT |
| Andrew Mills      | Walter Steed   | Cate Hurwitz, ICBVI  |
| Mary Beth Nutting |                | Jason Jedry, VRT     |
| Deeann Solis      |                | Rob Lowe, VRT        |
| Theresa Vawter    |                | Nick Moore, VRT      |
| David White       |                | Leslie Pedrosa, VRT  |
|                   |                | Melody Roper, VRT    |
|                   |                | Jason Rose, VRT      |
|                   |                | Kyle Street, VRT     |
|                   |                | Duanne Wakan, VRT    |

- I. **Calling of the Roll** – Co-chair Mary Beth Nutting called the meeting to order at 9:01 a.m. with a quorum present by phone and in person.
- II. **Agenda Additions/Changes** - None
- III. **Consent Agenda**  
There were no items on the consent agenda. The minutes of the last meeting were approved during the joint meeting with the Executive Board in March.
- IV. **Action Items** - None
- V. **Information Items**
  - A. **INFORMATION: FY26 Marketing and Outreach**  
Jason Rose provided a review of past marketing efforts and a preview of tentative plans over the next fiscal year and beyond. He included information on Canyon County Transit Day and the need to have the public involved in garnering support for public transportation.  
  
RAC members suggested publishing more “success” stories and testimonials from riders.  
  
Members suggested interviews with riders finishing the statement, “I choose to ride the bus because...” or “I would choose to ride the bus if...”
  - B. **INFORMATION: Residential Pass Program Updates**  
Duane Wakan presented information regarding updates to the residential pass program and gave RAC members the opportunity to provide feedback. RAC members expressed thanks and support to the work VRT is doing to make this program viable.

**C. INFORMATION: Summer Meeting and Topics for Discussion****Mary Beth Nutting**

Members of the Regional Advisory Council discussed the open summer meeting date and went with the regularly normally scheduled date of July 15 and proposed the meeting take place off site. Members gave options they would like to be considered, and those options were Treasure Valley Transit, the Idaho Commission for the Blind and Visually Impaired, the Hillcrest Library and at the Caldwell YMCA. Staff will work to set up the meetings and will notify RAC members when plans are finalized.

Members also had the opportunity to bring up topics on items they've heard about during an open discussion session, or topics they would like to be considered on an upcoming agenda.

During discussion on possible topics at future meetings, RAC members came up with the following ideas:

- Who and how do you contact city council members, legislators, and all elected officials in the area?
- Discuss staff providing a template for writing letters to elected officials and how that would work.

**VI. Department/Staff Reports****A. INFORMATION: Department/Staff Reports**

The most current department/staff reports were included in the packet for information. RAC members were encouraged to read them as they contain important information.

**VII. Adjournment** – The meeting was adjourned at 10:34.**Next Regional Advisory Council Meeting:**

**July 15, 2025**

VRT Boardroom

700 NE 2nd Street

Meridian, ID 83642



|              |                               |
|--------------|-------------------------------|
| TOPIC        | FY2026 Funding Request Update |
| DATE         | July 15, 2025                 |
| STAFF MEMBER | Stephen Hunt                  |

## Information

Staff will provide an update on funding requests from local jurisdictions in FY2026.

## Highlights

Valley Regional Transit (VRT) is funded through a variety of means including directly generated funds (i.e. fares, advertising etc.), local contributions and federal funds. All federal funds require local contributions to match. Per federal regulations, most of VRT's directly generated funds are not eligible to be used as match for federal dollars. Federal funds account for roughly 50% of all VRT's revenues.

Local contributions are voluntary annual contributions made by VRT's funding partners. Each year VRT requests local contributions from its funding partners to provide services to those communities. The contribution amounts are initially set by applying the draft budget to the Cost Allocation Model (CAM). The CAM accounts for all directly generated and federal funds that are projected to be available to VRT in the coming fiscal year and distributes the remaining local funding requirements among VRT's funding partners. The CAM calculates local funding requests according to regional population, miles of service and historical contribution amounts.

Once the draft budget is complete and applied to the CAM, VRT officially requests the local match from our funding partners. Throughout the spring and summer of each year, VRT coordinates these requests with each funding partner and makes adjustments to the budget and local funding forecasts according to negotiations with each funding partner.

Staff will present the status of each funding request and current assumptions for FY2026.

## Implications

Local funding requests are essential to VRT's budget. VRT's actual budget will be based on actual local funding commitments

## More Information

**For detailed information, contact:**

Stephen Hunt  
Chief Development Officer  
shunt@ridevrt.org  
(208) 258-2701



|              |                              |
|--------------|------------------------------|
| TOPIC        | Supplemental Services Update |
| DATE         | July 15, 2025                |
| STAFF MEMBER | Jason Rose                   |

### Staff Recommendation/Request

Staff will present an overview of Valley Regional Transit’s (VRT) supplemental services policy, including the defined tiers of service and a summary of the process and key considerations that informed its development.

### Background

VRT is excited to support community events that align with our mission and benefit the public, bringing the benefits of public transit to the community with real-time bus tracking, easy identification of vehicles, low-floor boarding, and more.

We do this through **supplemental services**, which include expanded or special service offered during large, high-interest events within our service area, particularly to reduce traffic volumes and parking demand around events with high-volume transportation needs.

All supplemental services must comply with Federal Transit Administration (FTA) charter regulations, which are designed to ensure that public transit agencies don’t use taxpayer funded assets to compete with private charter transportation providers.

To ensure transparency, compliance, and sustainability, VRT may deliver supplemental services under the following conditions to various community events such as festivals, parades, concerts, sports, and more:

- **Planning:** Ideally, event service will be identified early and approved as part of VRT’s annual fiscal planning process, which starts at the beginning of each calendar year for the following fiscal year, which begins October 1. This is especially true for annual events that occur every year. This allows us to allocate budget, staff, and vehicles in a way that supports special service while protecting regular, scheduled routes. It also ensures that the supplemental services we provide can be scheduled and promoted so the community is aware of the opportunity. However, new and new-to-us community events may be added to after October 1, especially for one-time events that may attract large audiences. VRT will evaluate these opportunities as allowed by availability of budget, staff, vehicles, potential advertising opportunities, and adequate lead time to provide high quality service and impactful promotions.
- **Fits within our budget and policy:** In order to provide the highest quality service, VRT has a budget set aside within operations each year to cover the supplemental service

events that we will serve that year. We identify supplemental services that fit into that annual budget set aside during our planning process, leaving room for one-time or short notice events that may need our services. VRT will only provide service that aligns with our supplemental service policy, fits within our budget and service capacity, and will:

- Reduce traffic and parking needs around high-volume community events
- Move more people more quickly at these events
- Showcase the benefits of public transit to the community, including real-time bus tracking, easily identifiable vehicles, and low-floor boarding
- Attract advertising to help offset the cost
- **Ongoing or high-impact events:** VRT prioritizes recurring or regionally significant events with demonstrated transportation needs, public benefit, strong community support, and potential for long-term viability. These include major civic, cultural, or institutional events that serve broad segments of the public and occur within or adjacent to our service footprint. Supplemental services also include the use of transit buses to participate as demonstrations such as the annual electric vehicle show, or in a non-passenger carrying capacity, such as parades or the annual Stuff the Bus event, and more.

VRT welcomes early conversations with event organizers to explore whether proposed services may qualify as supplemental and whether we have the budget and capacity to serve it in the current year. Early requests are more likely to be approved, annual events that cannot be served during the current fiscal year may be considered and planned for in a future year. Requests for short-notice or one-time charter-style service will generally be declined to preserve public resources and regulatory compliance.

## Charter

VRT follows the regulations that ensure that federally funded transit systems do not displace or undercut private transportation providers. VRT does not provide single-use, charter-style services funded directly by outside parties. Under FTA charter regulations, we cannot accept direct payment for exclusive use, operate routes set by a third party, or provide service exclusively for private events.

Under limited federal exceptions VRT may be allowed to offer charter-style service at current market rate if:

- The event organizer solicits bids from qualified private charter companies,
- No eligible private providers respond or are able to meet the need, and
- The organizer provides formal documentation verifying that no qualified bids were received.



In these cases, the event organizer must submit required documentation to VRT, and VRT must obtain federal approval before proceeding. These approvals ensure compliance with charter service rules and protect the role of the private sector.

VRT implemented a Supplemental Service policy in an effort to take a more proactive stance regarding ways we participate in community events and to provide clear guidelines for decision-making. Staff will share more information about tiers of service and the development of the policy with the Regional Advisory Council.

## Attachments

VRT Supplemental Services Policy

**For detailed information, contact:** Jason Rose, Chief Communications Officer,  
jrose@ridevrt.org, (208)803-5183

Jason has the pleasure of leading the Communications Team, which is comprised of:

- Rich Marks: Account and Sales Manager
- Kathleen Godfrey: Business Development Manager
- Melody Roper: Marketing and Creative Projects Manager
- Hailee Lenhart-Wees: Community Outreach Manager
- Nick Moore: Communications Specialist I




**valleyregionaltransit**

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

**Policy Number:** 6.00.04

**Resolution Number:** VBD24-039

**Policy Title:** Supplemental Services

Signature of Board Chairperson

Date

Signature of Chief Executive Officer

Date

### STATEMENT OF POLICY

This policy establishes the criteria under which Valley Regional Transit, henceforth Authority, can provide supplemental services.

### DEFINITIONS

The following words and phrases, whenever used by the Authority, shall be construed as defined in this section unless, from the context, a different meaning is intended or unless a different meaning is specifically defined and more particularly directed to the use of such words or phrases:

**Authority** – Valley Regional Transit is a regional public transportation authority formed by citizen referendum and established in Idaho State Code, Chapter 21, Title 40. As the Authority, they are:

- Accountable to local governments
- Exclusive jurisdiction over publicly funded transportation
- Provide public transportation services
- Encourage private transportation programs
- Coordinate both public and private transportation programs

**Board of Directors** – The Board of Directors consists of *general members* from Ada County, Canyon County, each incorporated city within Ada County and Canyon County or Canyon County; *special members*, including Boise State University, Capital City Development Corporation and the College of Western Idaho; and *ex-officio members* from the Idaho Transportation Department.

**Supplemental Service** – an extension of hours or frequency of regular fixed-routes, or specialty routes specifically designed for an identified event that are centered near high-use

locations, such as downtowns, colleges, universities, and event centers in the region, for special events with high community interest to serve transportation needs for these community events. Events must take place within an area centered in locations where the Authority currently provides services, or where the Authority has the assets to support the service, even if those events occur outside a regular service schedule. Supplemental service also includes using transit buses to participate in individual community events such as parades, Stuff the Bus, First Thursday, and more.

**Federal Transit Administration** - The Federal Transit Administration (FTA) provides financial and technical assistance to local public transit systems, including buses, subways, light rail, commuter rail, trolleys and ferries. FTA also oversees safety measures and helps develop next-generation technology research.

## GOALS

The Authority may use supplemental services to achieve the following goals:

- Reduce traffic volumes and parking needs around large community events
- Provide the public with unique benefits Authority vehicles and services offer during community events such as, real-time bus tracking, low-floor accessible vehicles and on-board electronic information.
- Introduce the public to the unique services the Authority provides, and attract new riders
- Increase directly generated revenues through increased ridership on regular revenue service and increased value of advertising revenue

## BENEFITS

Supplemental services will be designed to benefit the public in the following ways:

- Increase visibility and awareness of Authority services
- Help people learn how to use Authority services, including fixed-route services
- Move more people more quickly at community events using fast loading accessible low-floor two-door transit vehicles
- Improve customer awareness of service through use of transit vehicle onboard technology and apps allowing customers to track buses in real time, see service alerts and see information onboard through electronic info screens
- Easy bus identification through use of outboard reader board labeling of event buses

## POLICY

The Authority may offer supplemental services when those services meet the goals, benefits, criteria, measures of success, limitations and FTA Regulations described herein. Specific services will be piloted on a limited basis under the limited supplemental services budget for one or more years to determine sustainability. If a determination is made that services are sustainable based on measurements of success and should be sustained, they will be added to the list of regular services and moved into the operations budget. The Authority's Board of Directors will be provided with a report of supplemental services offered each fiscal year.

## AUTHORITY CRITERIA FOR SUPPLEMENTAL SERVICE

All supplemental services must:

- Identify community events with high volume transportation needs in areas within the Authority's service area where the Authority has assets to support services
- Identify event organizer interest and community support
- Identify if the service has advertising potential
- Verify that service does not violate Federal Transit Administration (FTA) charter regulations and other limitations
- Consult with any recent previous provider of services for said event
- Confirm available resources, including buses, drivers, staff, budget, and available advertising space

### **AUTHORITY'S MEASURES OF SUCCESS**

Success of supplemental services will be measures by:

- Event ridership
- Rider, event organizer, and advertiser satisfaction through surveys and/or interviews
- Increased reach, including social media impressions, newsletters sign-up, etc.
- Increased technology use, including app downloads, mobile ticket purchases, etc.
- Advertising sales growth
- Ridership growth on regular services, identified by route ridership comparisons
- Positive public opinion on Authority services, identified by surveys and/or interviews

### **SUPPLEMENTAL SERVICE LIMITATIONS AND FTA REGULATIONS**

The following limitations and regulations will govern when supplemental services are piloted and scheduled.

Supplemental services cannot typically receive direct payment for service, as federally funded assets cannot be used to provide charter services (exception must meet charter regulations – FTA Regulations below)

Per FTA regulations, supplemental services must be paid for with local revenue, not directly generated revenue, and

- VRT must have sufficient available resources – buses/drivers/support staff/budget
- Supplemental services cannot interfere with regularly scheduled services (i.e. weekend/off peak times)

Supplemental services will follow all FTA regulations including the following:

- No third party is requesting service for its exclusive use, or
- There is no or an inadequate responsive bid to an exclusive request for service
- No third party pays Authority for the service
- No fares are collected
- No third party determines the origin or destination of the trips, the route or schedule
- The service is paid for exclusively with local funds

**END OF POLICY**

**Adoption Date:** 8/12/2024

**Effective Date:** 8/12/2024

**Last Revised Date:** 8/12/2024

**Last Reviewed Date:**

**Supporting Documents:**



|                     |                     |
|---------------------|---------------------|
| CEO Activity Report | CEO Activity Report |
| DATE                | June 2, 2025        |
| STAFF MEMBER        | Elaine Clegg        |

## Summary

Information only, no action needed.

## Highlights

Today you will see the preliminary **budget** for review. Your input and data helped us develop a conservative budget outlook. We have worked hard to hold the line on costs that don't impact service or resilience. We have identified a lean capital budget to allow the capital match to be reduced. VRT, like most of you, will need to catch up on capital projects as we can. I will continue to look for opportunities to fund local match with innovative strategies.

To that end, we have executed the sub-recipient agreement with the **Pacific Northwest Economic Region** (PNWER) to examine the feasibility of using TIFIA bonds to help fund joint development projects. As I noted last month, Stephen Hunt has been named our project manager, and we have identified a potential project that meets our early criteria of producing reliable income to pay the debt service. We will keep you apprised as we learn more. If successful, the value of the bonds can be used as local match as the debt service is paid with local dollars.

I was recognized as a CEO of Influence at the recent **Idaho Business Review** event. I am honored by this award, but most importantly these and other events continue to bring attention to the needs of, and need for, transit in this valley. Thank you all for your ongoing support.

## Travel Meetings

I attended or presented at the following meetings this month:

- While at the **Boise Metro Chamber Leadership Conference**, I had a chance to discuss how transit can add value to moving more school students.
- The long-distance train trip with fellow **Amtrak Board** members and Amtrak leadership gave me a chance to learn a great deal about the possibilities of long-distance rail and what will be required for us to successfully bring it back to our region.
- VRT held a **Canyon County Transit Day** on May 6 (see below for more detail) to gather public and organizational input on transit needs in Canyon County.
- VRT was invited to present at the first annual **Transit Tech**, hosted by our data provider, Via. While I was in Salt Lake City, I toured the **Stadler** rail manufacturing facility with the Director of Rail for CalTrans. They have a great product, and most

importantly are expanding and will have capacity to manufacture new train sets that are Buy America compliant and can be available within a reasonable time.

- The COMPASS-led Planning and Environmental Linkages (PEL) study of high-capacity transit corridors in the Treasure Valley, including the Boise Cutoff short line corridor, has progressed to the third tier where the service and cost information on the three remaining alternatives will be detailed.
- I presented the results of our outreach in Canyon County to the **Nampa City Council** at a special work session.
- I continue to participate in a handful of board and other meetings including: **The Bus Coalition, the APTA High Speed and Intercity Rail Committee, the Treasure Valley Clean Cities Coalition, the Boise Municipal Health Care Trust and the Greater Northwest Passenger Rail Working Group.**

## Media

- See the Communications update from Jason Rose for details

## Internal Activities

**Canyon County Transit Day** was incredibly successful; VRT got individual input from 220 people who either agreed to be interviewed or filled out our survey. In addition, 15 groups joined our organizational roundtable and shared their point of view on the importance of transit in Canyon County. There was overwhelming (+90%) support for local government in Canyon County to pay for transit and 87% would like to see the system expanded. Another 43% asked that services be continued as is if expansion isn't possible and only 5% thought cutting services was a good idea. We shared the results with the Nampa City Council and received supportive responses. **For more information:** [VRT FY2026 Nampa Funding Discussion Memo](#)

VRT will provide **supplemental service** to local events at the Boise State University Albertsons Stadium in late June. This service is within the approved budget for supplemental services.

I attended another Amtrak Board meeting. While in DC, I met with our congressional delegation staff to discuss potential direction for the upcoming transportation reauthorization. I am planning a three-part tour of Idaho to meet with legislators and discuss the potential for authorizing a mechanism for dedicated funding for transit. Based on what I hear from these interactions, we will hold a session in August or October to determine a VRT direction.

### For detailed information, contact:

Elaine Clegg, CEO  
[eclegg@ridevrt.org](mailto:eclegg@ridevrt.org),  
 (208) 258-2712





|              |                                            |
|--------------|--------------------------------------------|
| TOPIC        | Finance and Administration Activity Report |
| DATE         | June 2, 2025                               |
| STAFF MEMBER | Jason Jedry                                |

## Staff Recommendation/Request

This information item provides an update on the finance department.

### Highlights

#### Budget/Finance

- Finance staff continue to work on the final stages of the Oracle ERP system implementation
- Finance and Operations are working together on the final stages of the Oracle EAM system
- Staff are working to close FY2024 and prepare for the annual audit
- The CFO is working with budget managers on FY2026 budget planning

#### Grant Management

- Grants and Compliance Administrator is working on the following:
  - FTA grant applications
  - Active grant revisions/amendments
  - FY2025 Projects
  - Federal grant reconciling and reporting

#### Procurement

- Procurement and Contracts Specialist is working on:
  - Renewable Natural Gas Credits
  - Transit Management Services Contract
  - Acquisition of Service – Beyond Access
  - Janitorial services for MSS and HDTC
  - Farebox Replacement

### For detailed information, contact:

Jason Jedry  
Chief Financial Officer  
jjedry@ridevrt.org  
208-258-2709



|              |                                       |
|--------------|---------------------------------------|
| TOPIC        | Development Department Monthly Report |
| DATE         | May 19, 2025                          |
| STAFF MEMBER | Stephen Hunt                          |

## Summary

Development Department activities for the June 2025 report.

## Highlights

### VRT Strategic Plan: Goal 1 – Demonstrate responsible stewardship of public resources

#### Performance Based Decision-making

- **FY2026 Budget Development** – Staff prepared service scenarios for Canyon County based on potential funding levels and solicited public feedback culminating in the Canyon County Transit Day on May 6. Valley Regional Transit (VRT) received over 220 public comments and letters of support from various local agencies. Staff prepared and sent funding requests for FY2026 to all other funding partners.

### VRT Strategic Plan: Goal 2 – Increase Ridership and Revenue

#### Planning

- **Bus Stop Improvements** – Staff postponed finalization of bus stop investments priorities until after the completion of the Canyon County Transit Day and June service change efforts.
- **Nampa – Caldwell Corridor Transit Oriented Development (TOD) Study** – Staff continues to work with HDR, Inc., the consultant VRT is working with on this project. Staff held another stakeholder meeting and reviewed potential TOD locations along the boulevard.
- **Valley Connect 3.0 (VC 3.0)** – Jacobs Engineering, and staff worked with consultants to develop complete draft chapters for VC3.0.
- **Towne Square Mall (TSM) Transit Center Improvements** – Staff is coordinating with City of Boise about required easements for transit so those can be better documented with property owner.

#### Mobility Integration

- **City Go/Transportation Demand Management (TDM)** – Staff continues to develop internal tools to help with the implementation of the employer and residential pass programs. These updated programs will be integrated into the City Go brand.
- **Canyon County Vanpool Pilot** – In coordination with ACHD Commuteride and per the

findings of the Regional Vanpool Study, VRT staff began working with Commuter with Enterprise to explore options for vanpool expansion in Canyon County.

- **Reduced Fare Verification** – Following board direction, staff initiated a cost benefit analysis of the reduced fare verification process.

### VRT Strategic Plan: Goal 3 - Build Institutional and Regional Capacity

#### Regional Capital Enhancements

- **Orchard Facility Master Plan Update** – Staff worked with consultants and finalized scope and fee for Orchard facility master plan update, including a review of forecasted fuel types. This review will revisit and refine electrical and other fuel source infrastructure needs.
- **Happy Day Transit Center Upgrades (HDTC)** – Staff continued work on temporary roof repairs at Happy Day Transit Center. Staff also responded to a vehicular accident at HDTC and is working with insurance to assess the damage plan for repairs.
- **Main Street Station (MSS)** – VRT worked with FTA and congressional staff to ensure grant approval in time to keep the planned construction on schedule. Staff finalized construction and closure plans with Jacobs to prepare for closure of Main Street Station for construction activities.
- **Nampa Pedestrian Improvements** – Staff drafted subrecipient contract with Nampa and continued coordination activities with Nampa staff on pedestrian infrastructure improvements to transit stops on 16<sup>th</sup> Ave.
- **Bus Stop Improvements** – Staff coordinated with contractors to install four real-time information signs at State and 18<sup>th</sup> Street and on Main. Staff also held a ribbon cutting at State and 18<sup>th</sup> to celebrate the completion of construction activities there.

#### Regional Corridor Planning/Corridor Capital Investments

- **State Street Corridor Projects**
  - No updates on the final Paper Grant Agreement or the Letter of No Prejudice for the 2022 Rebuilding America's Infrastructure with Sustainability and Equity (RAISE) grant.
  - Staff was informed that State Transportation Block Grant (STBG) funds were successfully transferred to FTA. These funds will be used to continue design of intersections at State and 23<sup>rd</sup> and 27<sup>th</sup>.
  - VRT staff has paused coordination activity to cover the Boise Valley Canal from Saxton to Bogart on State Street until the future of RAISE grant funding is clarified. Staff have been working with Federal partners to ensure progress is as timely as possible.



## More Information

### For detailed information, contact:

Stephen Hunt, Chief Development Officer, 208.258.2701, [shunt@rideVRT.org](mailto:shunt@rideVRT.org)

Joe Guenther, Capital Projects Manager, 208.258.2705, [jguenther@rideVRT.org](mailto:jguenther@rideVRT.org)

Lisa Brady, Safe Routes to School Program Manager, 208-761-8507, [lbrady@rideVRT.org](mailto:lbrady@rideVRT.org)

Kate Dahl, Principal Planner, 208.258.2715, [kdahl@ridevrt.org](mailto:kdahl@ridevrt.org)

Duane Wakan, Mobility Integration Planner, 208.258.2750, [dwakan@rideVRT.org](mailto:dwakan@rideVRT.org)

Alissa Taysom, Associate Planner, 208.258.2717, [ataysom@rideVRT.org](mailto:ataysom@rideVRT.org)

Kyle Street, Programming Planner, 208.258.270, [kstreet@rideVRT.org](mailto:kstreet@rideVRT.org)





|              |                                    |
|--------------|------------------------------------|
| TOPIC        | Operations Department Staff Report |
| DATE         | June 2, 2025                       |
| STAFF MEMBER | Leslie Pedrosa                     |

## Summary

This report provides a status update of activities related to contracted transportation services, specialized transportation services, compliance, customer service support and regional operations.

## Regional Highlights

### Ada County Charging and Battery Electric Bus Update

VRT continues to work with Phoenix Motors, Inc. to try and get three buses back on the road. Two buses are down due to battery issues, and one is down due to delayed replacement parts. Zenobe, the vendor that maintains the battery lease for VRT, is coordinating the repairs for battery issues with Phoenix. VRT will continue to work with the third-party vendors to get replacement parts to repair buses.

VRT continues to work with BorgWarner, the vendor who provided the recently installed Rhombus Energy Solution dispensers. VRT has been having some challenges with the dispensers charging buses to full capacity. BorgWarner will also be working with VRT to get training scheduled for staff to be able to perform preventative maintenance and basic maintenance on the chargers once the warranty is expired.

### Happy Day Transit Center Safety Event

On Wednesday May 7, a car crashed through the east side of the building, which was used for storage. Several items were damaged, including equipment and bikes for Safe Routes to School, bus benches and bus stop blades, vehicle parts and equipment and office furniture. The driver suffered a medical emergency and was transported to a local hospital from the scene. VRT is working with our insurance broker to determine losses and repairs needed at this time.

### Miscellaneous

- Staff continues work with transit contractors to adjust timing to some routes with on-time performance issues, following the service change in June 2024. The new schedules will go into effect June 2, 2025.
- Staff worked with the Public Transportation Agency Safety Plan (PTASP) Safety Committee to finalize updates to the plan that have been mandated by FTA. The updated plan will go to the Board of Directors in August for approval.
- Staff have been working with Metro Community Services (Metro) to determine an action plan to get drivers hired. They have lost several drivers, without being able to hire any drivers, which has caused rides in Nampa and Caldwell to be cancelled. VRT

is trying to fulfill as many rides as possible in Canyon County, which includes sending our drivers to Metro, to drive their buses. Metro has also recently hired a new Transportation Director, to replace Keith MacKenzie who recently retired, so hopefully they will be able to be back on track in the next couple of months.

## Service Highlights

### Canyon County

- One preventable safety event in April
- Intercounty on-time performance 71% for April
- On-demand on-time performance 88% for April
- ACCESS on-time performance 100% for April

### Ada County Highlights

- Zero preventable safety events in April
- Fixed-route on-time performance 79% for April
- ACCESS on-time performance 96% for April

### Beyond Access Service

- One preventable safety event in April
- On-time performance 91% for April

### Compliance

- Staff submitted the National Transit Database (NTD) report for fiscal year 2024. Due to VRT not having financial data fully recorded and validated in the new Enterprise Resource Planning (ERP) software, VRT will be submitting a full reporting waiver for 2024. Financial information makes up over two-thirds of the annual report, and without the financial data, there are too many data points missing to be able to submit any part of the 2024 report.
- Working with the VRT Safety Committee to complete updates to the Transit Asset Management (TAM) Group Plan.
- Staff completed all bus-ride checks. Staff will be working with Urban Transportation Associates to recertify the automatic passenger counters (APC's) with NTD. APC's are required to be recertified every three years, once they are accepted. This will be VRT's second time recertifying the APC's.

### Customer Service

- In April customer service answered 7,870 of 8,233 of all incoming calls. That is 95% of all phone calls that are to schedule or change a demand response ride, fixed-route information or general VRT calls. There were 329 abandoned calls. The average call time was 3 minutes, 7 seconds. The average time on hold was 18 seconds.
- April City Go Pay mobile ticket sales totaled \$13,537.50.



## More Information

For detailed information, contact:

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|              |                                      |
|--------------|--------------------------------------|
| TOPIC        | Communications and Engagement Update |
| DATE         | June 5, 2025                         |
| STAFF MEMBER | Jason Rose                           |

## Summary

This memo provides updates on current and future communications, engagement, and marketing efforts.

## Highlights

The Communications and Engagement team is powering through 2025 with a newly organized staff and a lot of great brand elements and tools at the ready. We continue to assess our direction, goals, and strategies to drive toward our primary goal of attracting new riders with a staff strategy session in May. This work is being done in the context of goal setting at the executive management team level, which is creating the map for departmental direction and laying a good foundation for a future internal engagement initiative centered around a new business plan. The Team held a staff retreat in early May, using the opportunity to gauge the effectiveness of past efforts and pivot, with the new team in place, into a targeted marketing and outreach approach, focusing on routes, destinations, and partners.

## EARNED MEDIA

Here's a list of earned media for VRT from April 15 to May 21, 2025:

- 4/15/25: [Growing Idaho: VRT looks for funding to keep up with growth](#) (KTVB)
- 4/22/25: [Growing Idaho: Busing wishlist for Boiseans](#) (KTVB)
- 4/21/25: [Could Passenger Rail Return to Boise?](#) (City Cast Boise)
- 4/28/25: [Valley Regional Transit faces potential cuts in Nampa service](#) (KIVITV)
- 5/5/25: [Valley Regional Transit in Nampa](#) (KTVB)
- 5/5/25: [‘Canyon County Transit Day’ asks public to share feedback on Nampa bus funding options](#) (Boise Dev)
- 5/7/25: [VRT revamped its route network last year. Ridership levels have changed](#) (Boise Dev)

## COMMUNITY OUTREACH

The Communications and Engagement team is busy with the 2025 outreach spring season, which includes engagement with school partners, events, parades, travel training, and more. We are in the midst of May in Motion outreach events, where we attend and help facilitate dozens of community events. We also offered a fare-free week during “bus week,” the third week of May in Motion. Since the start of FY2025, we’ve attended 130 events or services and

spoken to nearly a thousand people. Other notable events include training therapy dogs, community reading events with the City of Boise library, travel training, and more! We're also working on a language pocket guide, which will help riders of all languages, and especially those who interact with our refugee and resettlement partners, navigate the VRT system.

### **ADVERTISING**

Our sales team continues to see growth in advertising revenues. Since the start of FY2025, we have secured \$318,109 in bus wrap ads with about \$190,000 pending contracts and \$5,238 in bus shelter revenues.

We also added bus bench advertising to our media kit on April 1 and have secured \$31,521 in revenue with around \$110,000 pending contracts this fiscal year, many of which have signed annual contracts, which will bring additional revenue to FY2026. Much of this is from existing advertisers, which has been the first step in our bench advertising strategy. In addition to consistent revenue, we are building good relationships with advertising clients, who have expressed appreciation in moving from a national, remote company to a local organization and point of contact. We developed and produced new "advertise here" signage to illuminate the VRT brand, which will bring additional revenue and attention to previously bland bus benches. We continue to seek re-signing with existing advertising partners and explore new opportunities, especially with companies that we partner with in other ways (such as creating a discounted bundle opportunity for those with a City Go membership).

With our current total of \$354,868, pending contracts, and projected contracts on bus wraps and benches, we anticipate at least \$700,000 in revenue to end the fiscal year.

### **BUSINESS OUTREACH**

Our City Go and pass program outreach continues strong, with 32 total partnerships serving 76,664 employees and participants and generating \$222,097 so far in FY2025. We are also in the process of "re-launching" the City Go and pass programs into a single product offering to reduce confusion and uphold VRT brand integrity. This includes a brand facelift, new promotional materials, updated support and education collateral, and more. We anticipate this to generate and bring attention to the City Go package, and plan to roll out the updated elements to stakeholders this summer and to the public later this year. We also collaborated with United Way on an effort to gather donated books and have engaged with Buy Idaho to bolster outreach efforts. We continue to network within the Boise Chamber and partnered on a ribbon cutting to celebrate the bus shelter on State & 18th on May 13<sup>th</sup>.

### **SOCIAL MEDIA**

| Platform  | Total Followers | Posts Published | Total Views | Reach   | Post Engagement Rate | Story Engagement Rate |
|-----------|-----------------|-----------------|-------------|---------|----------------------|-----------------------|
| Instagram | 1404            | 11              | 16,922      | 183,817 | 6.35%                | 3.40%                 |



|          |       |    |        |         |        |  |
|----------|-------|----|--------|---------|--------|--|
| Facebook | 2,415 | 14 | 13,429 | 905,072 | 4.23%  |  |
| LinkedIn | 594   | 6  | 50     | 1,666   | 12.66% |  |
| Tiktok   | 240   | 2  | 862    | 760     | 8.08%  |  |

We saw quite a bit of success with our boosted Instagram post, “Bus to the Capital City Public Market,” receiving about 10,000 views over the course of a week. This month saw us dipping into a few more collaboration posts, whether they were posts created by us or the creator tagged VRT as a collaborator; examples include The Trail Cache Project and TheSocialLindsay (host of City Cast Boise). With their followings, we reached followers that hadn’t yet been introduced to our page. We also saw success with our posts about Canyon County Transit Day, they received good engagement and were effective in spreading the word about the event.

## MARKETING

Our marketing campaign, Let’s Ride BOI, is enjoying its last legs in May. We decided earlier this spring to sunset the campaign, sensing a natural end to the campaign, need to conserve budget, and pivot to more targeted work. The metrics in April support that choice – as we set pacing to end May 31, we saw indicators last month to creative fatigue with high ad frequency and reduced engagement, particularly on Meta. However, there are also good indicators of engagement on the website showing continued favorable traffic. Ultimately, we’re good with a little fatigue on this – we want the transit message to be in people’s faces based on the early research that showed folks may not even realize we have a viable system. We’ll have a full campaign report soon, but believe the campaign succeeded in raising brand awareness and setting the stage for a targeted marketing effort moving forward. It also won a variety of awards, of which we are very proud. All told, the goal was to set the stage across an integrated campaign, featuring elements such as digital video, social media advertising, free ride promotions, physical advertising, a bus wrap, shelter wraps, new displays at Main Street Station, and an updated Boise Airport display, which we accomplished!

### April

- Total impressions: 2,093,435 (a 16.5% increase)
- Meta:
  - Impressions: 1,280,975 (4.45% decrease)
  - Reach: 466,516 reach (9.33% decrease)
  - Clicks (all): 6,335 (18.54% decrease)
  - Landing page views: 3,732 (11.29% decrease)
- TikTok:
  - Impressions: 292,150 (5.58% decrease)
  - Reach: 60,014 (8% decrease)



- Clicks: 515 (6.7% decrease)
- ConnectedTV:
  - Impressions: 54,029 (19.5% increase)
  - Viewer completion rate: 98.8%
- Digital OOH: 417,748 impressions (4.92% increase)
- Website:
  - In April, the website saw an 8% decrease in total users and an 11% decrease in new users who have never previously visited the website. These decreases are following last month's sharp increase in users. Total page views increased by 3%, even though there were less total visitors. This indicates that users were more engaged on the website in April than they were in March. Organic and direct traffic both decreased slightly, while users from Facebook (paid meta) saw the largest decrease, at 32% compared to March. The homepage saw a 31% increase in page views, accompanied by a 26% increase in average session duration. Organic search made up 60% of all website sessions.
  - Total users: 14,139 (a 8.84% decrease)
  - New users: 12,067 (a 11.07% decrease)
  - Bounce rate: 50.17%
  - Average engagement time: 1 min., 31 sec.
  - Average session duration: 4 min., 29 sec.

**For detailed information, contact:** Jason Rose, Chief Communications Officer/PIO, [jrose@ridevrt.org](mailto:jrose@ridevrt.org), (208)803-5183

Jason has the pleasure of leading the Communications team, which is comprised of:

- Rich Marks: Account and Sales Manager
- Kathleen Godfrey: Business Development Manager
- Melody Roper: Marketing and Creative Projects Manager
- Hailee Lenhart-Wees: Community Outreach Manager
- Nick Moore: Communications Specialist I





|              |                                       |
|--------------|---------------------------------------|
| TOPIC        | Information Technology Monthly Report |
| DATE         | June 2, 2025                          |
| STAFF MEMBER | Brad Alvaro                           |

## Summary

This memo provides an update on the accomplishments of the Information Technology Department and the status of the IT related projects and services.

## Projects

- Completed and posted Fare Collection/Mobile Ticking RFP
- Oracle Enterprise Resource Planning (ERP) system: Continue working with FourthSquare for minor production support issues and troubleshooting.
- Continue supporting Oracle Enterprise Asset Management (EAM) system:
- FY2024 Service Changes. Continue to modify bus stops and routes in General Transit Feed Specification (GTFS) and bus head signs. Working on new service change for June.

## Support Services

- Testing new Microsoft's CoPilot AI (Artificial Intelligence)
- Continue to support Oracle user access and privileges
- ETA Transit software (SPOT) detours
- Continue support and integration with FY2024 Service Change Programming
- Provide support for Realtime Information Displays
- Continue testing of replacement helpdesk ticketing solutions
- Monthly Ridership Reports
- Working on Automatic Passenger Counter (APC) issues and diagnostics

## More Information

**For detailed information, contact:**

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