

Executive Board Meeting Agenda

January 06, 2025

11:30 AM

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

This is an in-person meeting.

If you are unable to attend in person, you may participate in the meeting in-person, via MSTeams at

https://ridevrt.org/VRTEB_JAN25

or by dialing in at **1-323-484-8960 Conference ID: 533 804 252#**

I. Calling of the Roll - Jarom Wagoner

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 an Executive Board Member requests the item be removed from the Consent Agenda and placed under Action Items.

A. ACTION: Transportation Improvement Program FY25-FY29

Pages 3-8 | Randy Reese

The Executive Board is asked to consider approval of the updated Transportation Improvement Program for FY25-FY29 by approving RESOLUTION VEB25-002.

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

V. Executive Board - Action Items

A. ACTION: Performance Report Updated Layout

Pages 9-20 | Leslie Pedrosa

Staff requests the Executive Board recommend improvements and provide direction for the final layout of the performance report that is included with this memo.

B. ACTION: Bus Stop Bench Procurement from Creative Outdoor Advertising

Pages 21-26 | Stephanie Hailey

Staff requests the Executive Board consider approval of Resolution VEB25-001 Bus Stop Bench Procurement from Creative Outdoor Advertising and corresponding Authorization for Expenditure which provides the procurement of bus stop benches.

VI. Executive Board - Information Items

VII. Executive Session

The Executive Board may convene into Executive Session at this time Pursuant to Idaho Code 74-206, identifying one or more of the specific paragraphs a) Personnel Hiring, b) Personnel Issues, c) Land Acquisition, d) Records Exempt from Public Disclosure, e) Trade Negotiations, f) Pending/Probable Litigation, i) Insurance Claims, j) Labor Contract, I.C. 74-206(1)

VIII. Adjournment

Agenda order is subject to change.

Next VRT Executive Board Meeting:

February 2, 2025

VRT Boardroom

700 NE 2nd Street

Meridian, ID 83642

Mission Statement: Valley Regional Transit's mission is 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. (ValleyConnect 2.0 Plan approved 04/02/18)

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 or by calling 208-258-2739.

TOPIC	Transportation Improvement Plan
DATE	December
STAFF MEMBER	Randall Reese

Staff Recommendation/Request

Staff requests the Executive Board review and consider approving the Transportation Improvement Plan FY2025 through FY2029 and Resolution VEB25-002.

Summary

Valley Regional Transit Board of Directors is the governing body in the region with “exclusive jurisdiction” over publicly funded transportation (Idaho Code § 40-2109(1), and responsible for programming federal formula funding in the cases where VRT is the designated recipient. These funds support capital and operations in both the large and small urban areas. In January 2020, the VRT Board authorized the Executive Board to review and approve annual updates and amendments to the Transportation Improvement Program (TIP). This process is routine and has deadlines for submittal to COMPASS, which align with the federal funding cycles.

Staff has developed a five-year programming document called the Transportation Development Plan (TDP). The TDP defines federal and local transit investments for the region and forms the foundation for VRT’s annual budget. The TIP establishes control totals for programming both federally funded and regionally significant projects in the region.

The Board of Valley Regional Transit granted authority to the Executive Board to approve the federally required Transportation Improvement Program, amend the TIP as needed, and submit TIP documents to COMPASS for consideration in MPO TIP processes in Resolution VBD20 - 004 on January 6, 2020.

Changes in the FY25 TIP include:

- Large increases in numerous operating Key Numbers (both operating and capital) due to the F.T.A. not obligating most submitted grants until right before the end of the fiscal year. This caused larger than normal carryforward amounts than in previous years.
- Entries in the TIP for the recently awarded competitive Low/No (Bus & Bus Facilities) and RAISE (State St corridor). Although awarded in previous Fiscal Years, they will be obligated in FY25

This document will be submitted to COMPASS for their consideration in the adoption of the annual regional TIP. Spending trends will be evaluated each year and adjustments made to the baseline federal allocations to ensure they reflect changes in expense trends.

More Information

Attachments:

Attachment 1: VRT FY2025 – FY2029 Recommended Transportation Improvement Program
Attachment 2: Resolution VEB25-002 Transportation Improvement Plan FY25-FY29

For detailed information, contact:

Randy Reese
Grants Administrator
rreese@ridevrt.org
(208) 258-2795



2024-2028 VRT TIP

			2025			2026			2027			2028			2029		
Key Number	Project	Match Ratio	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount
19041	Specialized Transportation Operations	50/50	\$ 2,935,500	\$ 2,935,500	\$ 5,871,000	\$ 2,094,000	\$ 2,094,000	\$ 4,188,000	\$ 2,094,000	\$ 2,094,000	\$ 4,188,000	\$ 2,094,000	\$ 2,094,000	\$ 4,188,000	\$ 2,094,000	\$ 2,094,000	\$ 4,188,000
	Fixed Route Operations	50/50															
	Preventive Maintenance	80/20															
19137	Demand Response	80/20	\$ 3,988,000	\$ 997,000	\$ 4,985,000	\$ 1,623,000	\$ 406,000	\$ 2,029,000	\$ 1,623,000	\$ 406,000	\$ 2,029,000	\$ 1,623,000	\$ 406,000	\$ 2,029,000	\$ 1,623,000	\$ 406,000	\$ 2,029,000
	Program Support Admin	80/20															
18854	Short Range Transit Planning	80/20	\$ 2,056,800	\$ 514,200	\$ 2,571,000	\$ 1,268,000	\$ 317,000	\$ 1,585,000	\$ 1,268,000	\$ 317,000	\$ 1,585,000	\$ 1,268,000	\$ 317,000	\$ 1,585,000	\$ 1,268,000	\$ 317,000	\$ 1,585,000
	Mobility Management Implementation	80/20															
18788	Transit Capital	80/20	\$ 2,191,000	\$ 547,000	\$ 2,738,000	\$ 214,000	\$ 54,000	\$ 268,000	\$ 214,000	\$ 54,000	\$ 268,000	\$ 214,000	\$ 54,000	\$ 268,000	\$ 214,000	\$ 54,000	\$ 268,000
5307 LU - VRT			\$ 11,171,300	\$ 4,993,700	\$ 16,165,000	\$ 5,199,000	\$ 2,871,000	\$ 8,070,000	\$ 5,199,000	\$ 2,871,000	\$ 8,070,000	\$ 5,199,000	\$ 2,871,000	\$ 8,070,000	\$ 5,199,000	\$ 2,871,000	\$ 8,070,000

			2025			2026			2027			2028			2029		
Key Number	Project	Match Ratio	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount
23970	Transit Capital - Low/No	80/20	\$ 16,188,000	\$ 4,047,000	\$ 20,235,000												
23179	State Street - RAISE	80/20	\$ 8,457,000	\$ 2,114,000	\$ 10,571,000												
24763	Towne Square & Buses	80/20				\$ 16,722,000	\$ 2,628,000	\$ 19,284,000									
5307 LU - VRT			\$ 24,645,000	\$ 6,161,000	\$ 30,806,000	\$ 16,722,000	\$ 2,628,000	\$ 19,284,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

			2025			2026			2027			2028			2029		
Key Number	Project	Match Ratio	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount
18786	Specialized Transportation Operations	50/50	\$ 1,501,000	\$ 1,501,000	\$ 3,002,000	\$ 754,000	\$ 754,000	\$ 1,508,000	\$ 754,000	\$ 754,000	\$ 1,508,000	\$ 754,000	\$ 754,000	\$ 1,508,000	\$ 754,000	\$ 754,000	\$ 1,508,000
	Fixed Route Operations	50/50															
	Preventive Maintenance	80/20															
18914	Demand Response	80/20	\$ 655,000	\$ 164,000	\$ 819,000	\$ 655,000	\$ 164,000	\$ 819,000	\$ 655,000	\$ 164,000	\$ 819,000	\$ 655,000	\$ 164,000	\$ 819,000	\$ 655,000	\$ 164,000	\$ 819,000
	Program Support Admin	80/20															
18842	Short Range Transit Planning	80/20	\$ 1,300,000	\$ 325,000	\$ 1,625,000	\$ 487,000	\$ 122,000	\$ 609,000	\$ 487,000	\$ 122,000	\$ 609,000	\$ 487,000	\$ 122,000	\$ 609,000	\$ 487,000	\$ 122,000	\$ 609,000
	Mobility Management Implementation	80/20															
18781	Transit Capital	80/20	\$ 2,215,000	\$ 554,000	\$ 2,769,000	\$ 1,056,000	\$ 264,000	\$ 1,320,000	\$ 1,056,000	\$ 264,000	\$ 1,320,000	\$ 1,056,000	\$ 264,000	\$ 1,320,000	\$ 1,056,000	\$ 264,000	\$ 1,320,000
5307 SU - VRT			\$ 5,871,000	\$ 2,544,000	\$ 8,215,000	\$ 2,952,000	\$ 1,304,000	\$ 4,256,000	\$ 2,952,000	\$ 1,304,000	\$ 4,256,000	\$ 2,952,000	\$ 1,304,000	\$ 4,256,000	\$ 2,952,000	\$ 1,304,000	\$ 4,256,000

			2025			2026			2027			2028			2029		
Key Number	Project	Match Ratio	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount
20043	Beyond ADA Operating Assistance	50/50	\$ 252,000	\$ 252,000	\$ 504,000												
5307 SU - VRT			\$ 252,000	\$ 252,000	\$ 504,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

			2025			2026			2027			2028			2029		
Key Number	Project	Match Ratio	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount
19122	Transit Capital	80/20	\$ 724,000	\$ 181,000	\$ 905,000	\$ 510,000	\$ 128,000	\$ 638,000	\$ 450,000	\$ 112,000	\$ 562,000	\$ 450,000	\$ 112,000	\$ 562,000	\$ 450,000	\$ 112,000	\$ 562,000
5339 LU TIP - VRT			\$ 724,000	\$ 181,000	\$ 905,000	\$ 510,000	\$ 128,000	\$ 638,000	\$ 450,000	\$ 112,000	\$ 562,000	\$ 450,000	\$ 112,000	\$ 562,000	\$ 450,000	\$ 112,000	\$ 562,000

			2025			2026			2027			2028			2029		
Key Number	Project	Match Ratio	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount
20136e	Transit Capital	80/20	\$ 258,000	\$ 65,000	\$ 323,000	\$ 258,000	\$ 65,000	\$ 323,000	\$ 258,000	\$ 65,000	\$ 323,000	\$ 258,000	\$ 65,000	\$ 323,000	\$ 258,000	\$ 65,000	\$ 323,000
5339 SU TIP - ITD/VRT			\$ 258,000	\$ 65,000	\$ 323,000	\$ 258,000	\$ 65,000	\$ 323,000	\$ 258,000	\$ 65,000	\$ 323,000	\$ 258,000	\$ 65,000	\$ 323,000	\$ 258,000	\$ 65,000	\$ 323,000

			2025			2026			2027			2028			2029		
Key Number	Project	Match Ratio	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount
19691	Acquisition of Service	80/20	\$ 1,103,000	\$ 276,000	\$ 1,379,000	\$ 500,000	\$ 125,000	\$ 625,000	\$ 500,000	\$ 125,000	\$ 625,000	\$ 500,000	\$ 125,000	\$ 625,000	\$ 500,000	\$ 125,000	\$ 625,000
5310 LU - VRT			\$ 1,103,000	\$ 276,000	\$ 1,379,000	\$ 500,000	\$ 125,000	\$ 625,000	\$ 500,000	\$ 125,000	\$ 625,000	\$ 500,000	\$ 125,000	\$ 625,000	\$ 500,000	\$ 125,000	\$ 625,000

			2025			2026			2027			2028			2029		
Key Number	Project	Match Ratio	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount
19464a	Acquisition of Service	80/20	\$ 318,000	\$ 79,000	\$ 397,000	\$ 403,000	\$ 101,000	\$ 504,000	\$ 403,000	\$ 101,000	\$ 504,000	\$ 403,000	\$ 101,000	\$ 504,000	\$ 403,000	\$ 101,000	\$ 504,000
5310 SU TIP - ITD/VRT			\$ 318,000	\$ 79,000	\$ 397,000	\$ 403,000	\$ 101,000	\$ 504,000	\$ 403,000	\$ 101,000	\$ 504,000	\$ 403,000	\$ 101,000	\$ 504,000	\$ 403,000	\$ 101,000	\$ 504,000

			2025			2026			2027			2028			2029		
Key Number	Project	Match Ratio	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount
19464c	Acquisition of Service	80/20	\$ 73,000	\$ 18,000	\$ 91,000	\$ 74,000	\$ 18,000	\$ 92,000									
5310 Rural - ITD/VRT			\$ 73,000	\$ 18,000	\$ 91,000	\$ 74,000	\$ 18,000	\$ 92,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

			2025			2026			2027			2028			2029		
Key Number	Project	Match Ratio	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount
24221	Orchard Street Improvements/STBG	92.66/7.34	\$ 205,000	\$ 16,000	\$ 221,000												
STBG/CRP LU - VRT			\$ 205,000	\$ 16,000	\$ 221,000												

24221	Orchard Street Improvements/CRP	92.66:7.34	\$ 2,297,000.00	\$ 182,000	\$ 2,479,000													
20659	Transit Capital	92.66:7.34	\$ 1,754,000.00	\$ 1,625,000	\$ 129,000													
various	Transit Capital	92.66:7.34	\$ 1,698,000.00	\$ 134,000	\$ 1,832,000	\$ 1,698,000.00	\$ 134,000	\$ 1,832,000	\$ 1,408,000.00	\$ 111,000	\$ 1,519,000	\$ 1,378,000.00	\$ 109,000.00	\$ 1,487,000.00	\$ 1,349,000.00	\$ 107,000.00	\$ 1,456,000.00	
			\$ 5,954,000	\$ 1,957,000	\$ 4,684,000	\$ 1,698,000	\$ 134,000	\$ 1,832,000	\$ 1,408,000	\$ 111,000	\$ 1,519,000	\$ 1,378,000	\$ 109,000	\$ 1,487,000	\$ 1,349,000	\$ 107,000	\$ 1,456,000	

STBG SU TIP - VRT

Key Number	Project	Match Ratio	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount
Various	Transit Capital Asset Replacement	92.66:7.34															
		Key Number															
			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

TAP TMA - VRT

Key Number	Project	Match Ratio	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount
23943	Safe Routes to School - Ada County	92.66:7.34	\$ 190,500	\$ 14,500	\$ 205,000	\$ 202,000	\$ 16,000	\$ 218,000	\$ 259,000	\$ 21,000	\$ 280,000	\$ 259,000	\$ 21,000	\$ 280,000	\$ 259,000	\$ 21,000	\$ 280,000
		Key Number															
			\$ 190,500	\$ 14,500	\$ 205,000	\$ 202,000	\$ 16,000	\$ 218,000	\$ 259,000	\$ 21,000	\$ 280,000	\$ 259,000	\$ 21,000	\$ 280,000	\$ 259,000	\$ 21,000	\$ 280,000

TAP U - VRT

Key Number	Project	Match Ratio	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount	Federal	Local	TIP Total Amount
22922	Safe Routes to School Canyon County	92.66:7.34	\$ 100,000	\$ 8,000	\$ 108,000	\$ 100,000	\$ 8,000	\$ 108,000	\$ 100,000	\$ 8,000	\$ 108,000	\$ 100,000	\$ 8,000	\$ 108,000	\$ 100,000	\$ 8,000	\$ 108,000
		Key Number															
			\$ 100,000	\$ 8,000	\$ 108,000	\$ 100,000	\$ 8,000	\$ 108,000	\$ 100,000	\$ 8,000	\$ 108,000	\$ 100,000	\$ 8,000	\$ 108,000	\$ 100,000	\$ 8,000	\$ 108,000

VALLEY REGIONAL TRANSIT EXECUTIVE BOARD RESOLUTION

TRANSPORTATION IMPROVEMENT PROGRAM FY2025 THROUGH FY2029 RESOLUTION VEB25-002

BY THE EXECUTIVE BOARD OF VALLEY REGIONAL TRANSIT APPROVING THE FY2025 THROUGH FY2029 RECOMMENDED TRANSPORTATION IMPROVEMENT PROGRAM FOR PUBLIC TRANSPORTION, AND AUTHORIZATION FOR THE CHIEF EXECUTIVE OFFICER TO SUBMIT THE RECOMMENDED TIP TO COMPASS:

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

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

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

WHEREAS, VRT relies on federal assistance for capital, operating, and planning projects based on the amounts stated in transportation authorization bills adopted by Congress; and

WHEREAS, the Board of Valley Regional Transit granted authority to the Executive Board to approve the federally required Transportation Improvement Program (TIP), amend the TIP as needed, and submit TIP documents to COMPASS for consideration in MPO TIP processes in Resolution VBD20 - 004 on January 6, 2020.

WHEREAS, before VRT can access federal assistance, the projects must be in the metropolitan Transportation Improvement Program (TIP) and the State Transportation Improvement Program (STIP); and

WHEREAS, VRT needs to update the TIP annually to reflect recommended public transportation projects, and provide those updates to COMPASS for consideration in the annual TIP adoption process;

WHEREAS, the Board of Valley Regional Transit has created an Executive Board, conferring specific authority upon it to discharge its powers, pursuant to Resolution VBD11-011; and

NOW THEREFORE, BE IT RESOLVED BY THE EXECUTIVE BOARD OF VALLEY REGIONAL TRANSIT:

Section 1. That the Executive Board of Valley Regional Transit approves the FY2025 through FY2029 Recommended Transportation Improvement Program for Public Transportation Projects.

Section 2. That the Executive Board authorizes the Chief Executive Officer to submit the FY2025 through FY2029 recommended TIP to COMPASS for consideration in the Metropolitan Transportation Improvement Program.

Section 3. That this Resolution shall be in full force and effective immediately upon its adoption by the Executive Board of Valley Regional Transit and its approval by the Board Chair.

ADOPTED by the Executive Board of Valley Regional Transit, this 6th day of January 2025.

APPROVED by the Executive Board Chair this 6th Day of January 2025.

ATTEST:

APPROVED:

EXECUTIVE ASSISTANT

CHAIR



TOPIC	Performance Report Updated Layout
DATE	January 8, 2025
STAFF MEMBER	Leslie Pedrosa

Staff Recommendation/Request

This is an action item. Staff requests the Executive Board recommend improvements and provide direction for the final layout of the performance report. The final report layout will be presented to the Board of Directors in April.

Summary

Valley Regional Transit (VRT) has been providing the quarterly reports that include ridership, rides per hour, and on-time performance. The data includes all programs funded through VRT. The report was slightly adjusted in the past to make it a little easier to understand.

VRT heard from several jurisdictions during budget meetings that they wanted to know ridership for their jurisdiction, but in a variety of ways. VRT wants to ensure that we are providing data to our funding partners that is relevant, accurate, and timely.

Following this discussion, VRT staff designed a new layout that will be provided monthly, quarterly and annually. The new layout provides additional information that staff heard would be relevant to funding partners. The reports will include definitions for clarity and performance scales to compare trends.

The report will be separated by service types: fixed-route, demand response, vanpool, and other services between public transportation and specialized transportation services. Public transportation is service available to the general public. Specialized transportation are services available to specific or qualified populations.

The new reports will provide boardings, on-time performance, rides per revenue hour and mile, as well as safety metrics. The reports will show trends compared to previous month and year. The monthly report will provide boarding and on-time performance. The quarterly report will also include revenue hour and mile metrics and safety metrics. The annual report will include the same data as the quarterly report, but with detailed route information.

Staff will submit monthly report and memo as an information item in the Executive Board packet. The memo will provide details describing variances, as well as what staff is doing to address any metrics falling in the Suboptimal or Poor scale.

For example, if there is a positive variance in fixed route boardings, staff may provide an example that states “Total boardings and boarding per revenue hour are trending up, given the extensive service change in June. This is a positive trend and ahead of anticipated ridership increases”. If there is a negative variance in fixed route boardings, staff may provide

an example that states “The decrease in boardings per revenue hour point to routes that have not seen the ridership interest yet and a need to promote those routes”.

Implication

VRT strives to provide performance reporting to jurisdictions that includes information that is useful and transparent. Performance reporting should ensure jurisdictions get data they need to approve funding for future services. If VRT continues to improve reporting, it could lead to additional federal funding resources for the region.

More Information

Attachments

Draft Monthly Performance Report

For detailed information, contact:

Leslie Pedrosa
Chief Operating Officer
lpedrosa@ridevrt.org
(208) 258-2713




VRT METRICS MONTHLY REPORT

List of Services

FIXED ROUTE


A transit service that operates on a set schedule along a predetermined route with designated stops.

 **vrt** — VRT Fixed Route Bus


Bronco Shuttle — Fixed route bus operated by Boise State University

DEMAND RESPONSE

A curb-to-curb service within a defined service area where trips can be booked in advance or same day.

 **vrt • on-demand** — VRT’s demand-response service open to the general public, with service currently in Canyon County

 **vrt • access** — Complementary ADA paratransit service for persons with disabilities within ¾ mile of fixed route service

 **vrt • beyond access** — Service for older adults and persons with disabilities outside VRT Access service area

Specialized Transit Providers — Transit services tailored to meet the needs of specific populations.

Employer Shuttle

Senior Center Providers

Non-Emergency Medical Transportation — provides transportation for individuals needing to access routine medical appointments or treatments.

Meridian Veterans Shuttle

Treasure Valley Transit

Rides2Wellness

VANPOOL

A shared ride service where a group of commuters traveling to similar destinations (e.g., workplaces) shares a van.

ACHD Commuteride

OTHER SERVICES

Other services, including additional specialized transit services, seeking to fulfill the remaining needs of the community and region.

VRT Lyft Pass

Volunteer Driver Program

VRT Late Night

Shared Vehicle Program

VRT METRICS

MONTHLY REPORT

Boardings

What do “Boardings” tell us?

Boardings refer to the total number of times passengers board our vehicles. Boardings show us where and how the community is benefiting from our services the most. “Public transportation” is available to the general public. “Specialized Transportation” is available to specific or qualified populations.

BOARDINGS: PUBLIC TRANSPORTATION



KEY MESSAGE POPULARITY & BENEFIT

BOARDINGS: PUBLIC
FIXED ROUTE

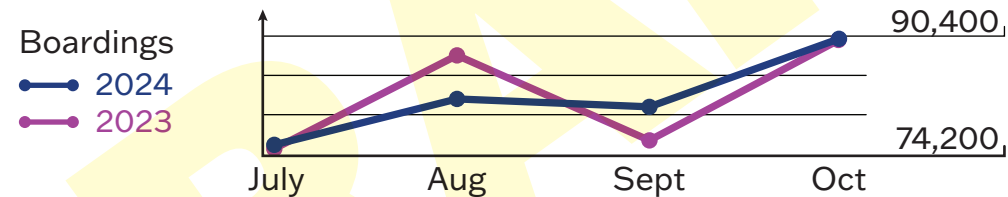
Fixed Route Bus

OCT 2024 **90,333** Boardings this month ▲

OCT 2023 **89,809** Compare to this month last year



Trend snapshot:



Productivity:

Boardings per revenue mile **OCT 2024** **.87** ▼ **OCT 2023** **.88**

Boardings per revenue hour **OCT 2024** **13** ▲ **OCT 2023** **11**

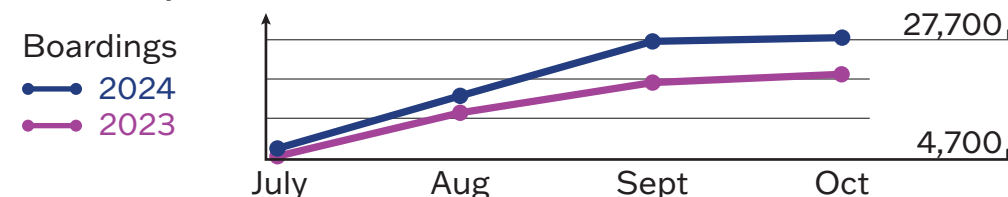
Bronco Shuttle

OCT 2024 **27,043** Boardings this month ▲

OCT 2023 **20,384** Compare to this month last year



Trend snapshot:



VRT METRICS

MONTHLY REPORT

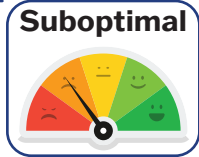
Boardings

BOARDINGS: PUBLIC

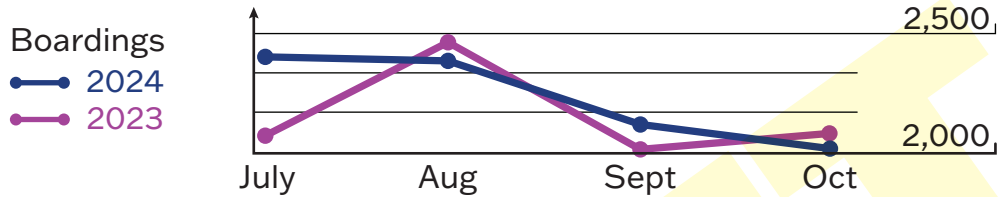
vrt • on-demand

OCT 2024 **2,006** Boardings this month ▼

OCT 2023 **2,886** Compare to this month last year



Trend snapshot:



Productivity:

Boardings per revenue mile **OCT 2024** **.14** ▼ **OCT 2023** **.17**

Boardings per revenue hour **OCT 2024** **2** ▼ **OCT 2023** **3**

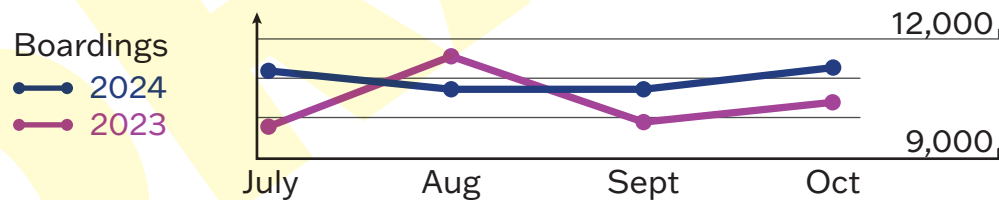
ACHD Commuteride

OCT 2024 **11,110** Boardings this month ▲

OCT 2023 **10,414** Compare to this month last year



Trend snapshot:



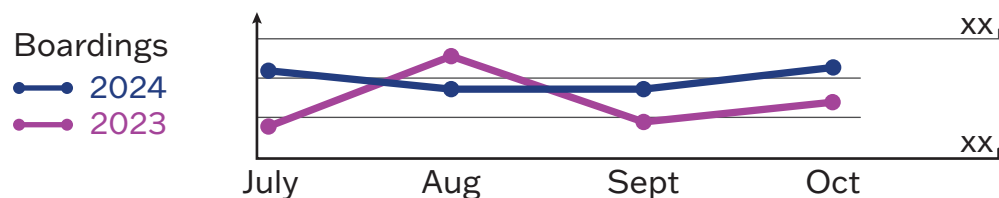
Employer Shuttle

OCT 2024 **xxxx** Boardings this month ▲

OCT 2023 **xxxx** Compare to this month last year



Trend snapshot:



VRT METRICS

MONTHLY REPORT

Boardings

BOARDINGS: PUBLIC
OTHER SERVICES

Volunteer Driver Program

OCT 2024 xxxx

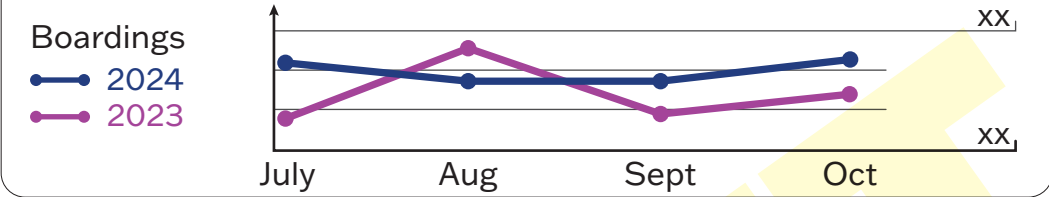
Boardings this month ▲

OCT 2023 xxxx

Compare to this month last year



Trend snapshot:



Shared Vehicle User

OCT 2024 xxxx

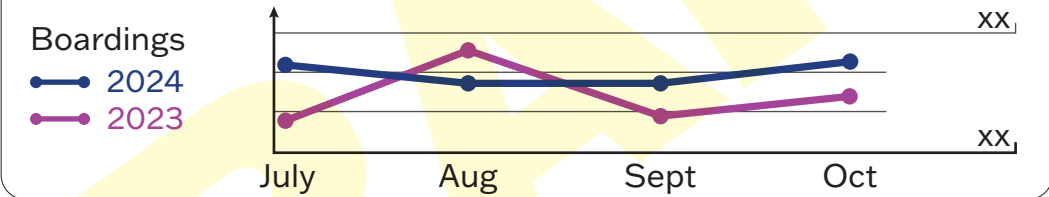
Boardings this month ▲

OCT 2023 xxxx

Compare to this month last year



Trend snapshot:



VRT Lyft Pass

OCT 2024 xxxx

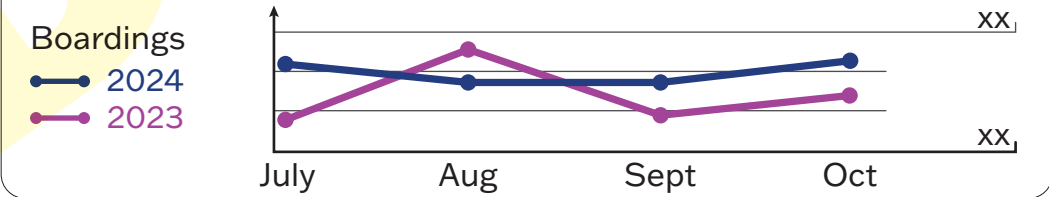
Boardings this month ▲

OCT 2023 xxxx

Compare to this month last year



Trend snapshot:



Scale is based on quarterly boarding numbers, by service, over the past three years.



BOARDINGS: SPECIALIZED TRANSPORTATION



KEY MESSAGE POPULARITY & BENEFIT

“Specialized Transportation“ are available to specific or qualified populations.

BOARDINGS: SPECIALIZED DEMAND RESPONSE

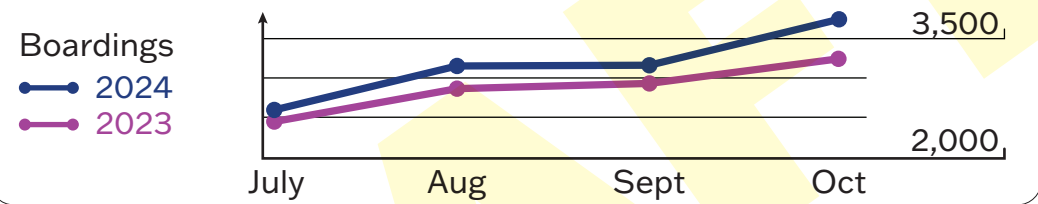
vr̄t•access

OCT 2024 **3,731** Boardings this month ▲

OCT 2023 **3,273** Compare to this month last year



Trend snapshot:



Productivity:

Boardings per revenue mile **OCT 2024** **.18** ▼ **OCT 2023** **.19**

Boardings per revenue hour **OCT 2024** **4** ▲ **OCT 2023** **3**

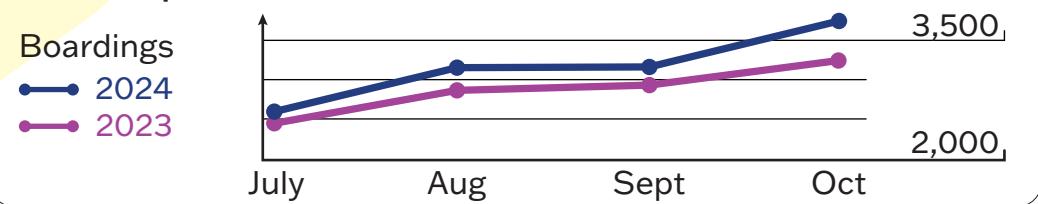
vr̄t•beyond access

OCT 2024 **3,731** Boardings this month ▲

OCT 2023 **3,273** Compare to this month last year



Trend snapshot:



Productivity:

Boardings per revenue mile **OCT 2024** **.18** ▼ **OCT 2023** **.19**

Boardings per revenue hour **OCT 2024** **4** ▲ **OCT 2023** **3**

VRT METRICS MONTHLY REPORT

Boardings

BOARDINGS: SPECIALIZED
DEMAND RESPONSE

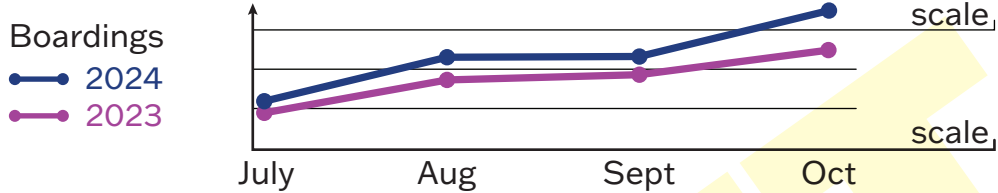
Combined Senior Center Providers

OCT 2024 **1,959** Boardings this month ▼

OCT 2023 **2,016** Compare to this month last year



Trend snapshot:



Productivity:

Boardings per revenue mile **OCT 2024** **.18** ▼ **OCT 2023** **.19**

Boardings per revenue hour **OCT 2024** **4** ▲ **OCT 2023** **3**

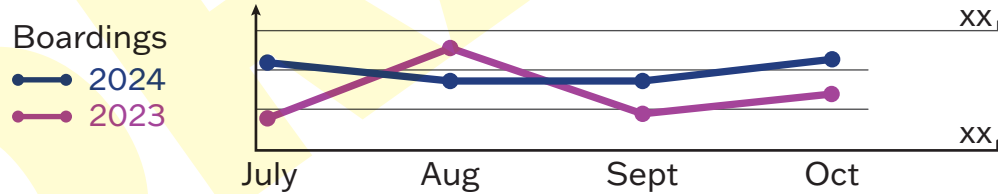
Treasure Valley Transit

OCT 2024 **xxxx** Boardings this month ▲

OCT 2023 **xxxx** Compare to this month last year



Trend snapshot:



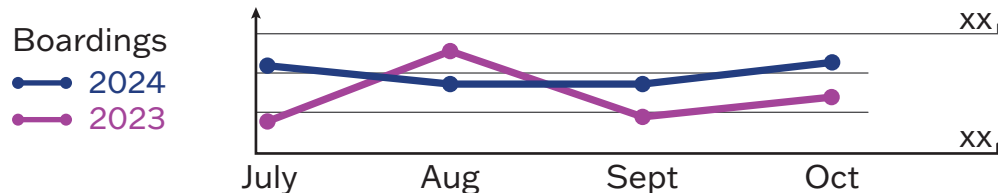
Meridian Veterans Shuttle

OCT 2024 **xxxx** Boardings this month ▲

OCT 2023 **xxxx** Compare to this month last year



Trend snapshot:



VRT METRICS MONTHLY REPORT

Boardings

BOARDINGS: SPECIALIZED
DEMAND RESPONSE
OTHER SERVICES

Rides2Wellness

OCT 2024

xxxx

Boardings this month ▲

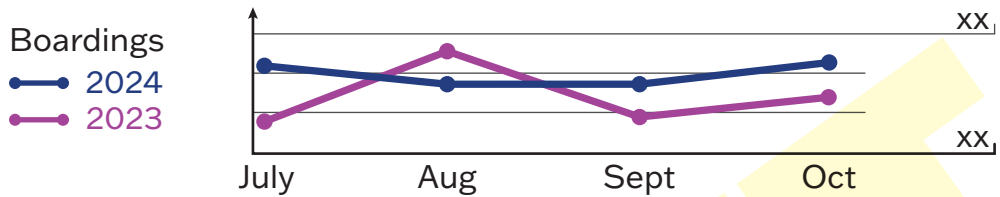
OCT 2023

xxxx

Compare to this month last year



Trend snapshot:



VRT Late Night

OCT 2024

xxxx

Boardings this month ▲

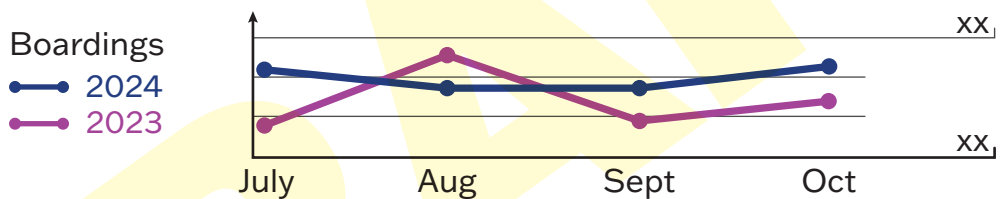
OCT 2023

xxxx

Compare to this month last year



Trend snapshot:



Scale is based on quarterly boarding numbers, by service, over the past three years.

Excellent



More than the maximum

Good



(midpoint)

Acceptable



More than average

Suboptimal



(midpoint)

Poor



Fewer than the minimum

VRT METRICS MONTHLY REPORT

On-Time Performance

What does “On-Time Performance” tell us?

On-time performance (OTP) tells us how often we are on time according to posted schedules. The OTP percentage compares scheduled times with actual departure times. High OTP means we’re providing riders with consistent, predictable service. Low OTP means services aren’t arriving as consistently as they should. OTP is especially important on routes where buses arrive less frequently, as riders must plan their trips around when services are available.

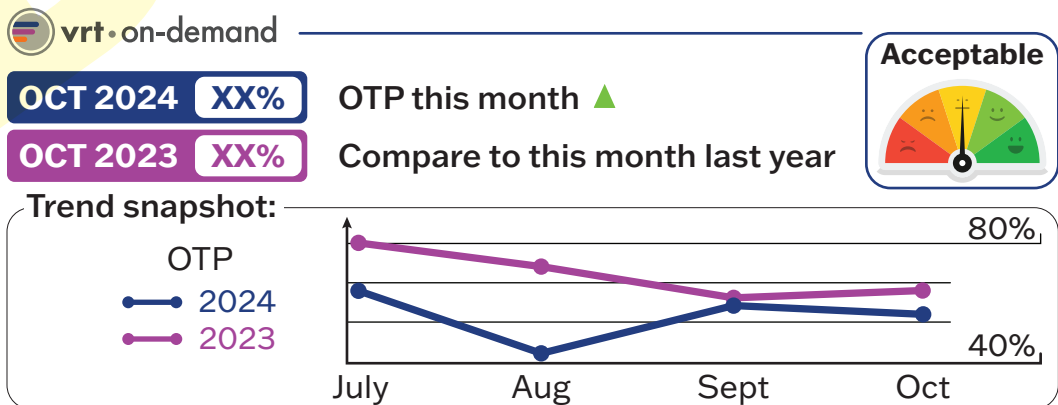
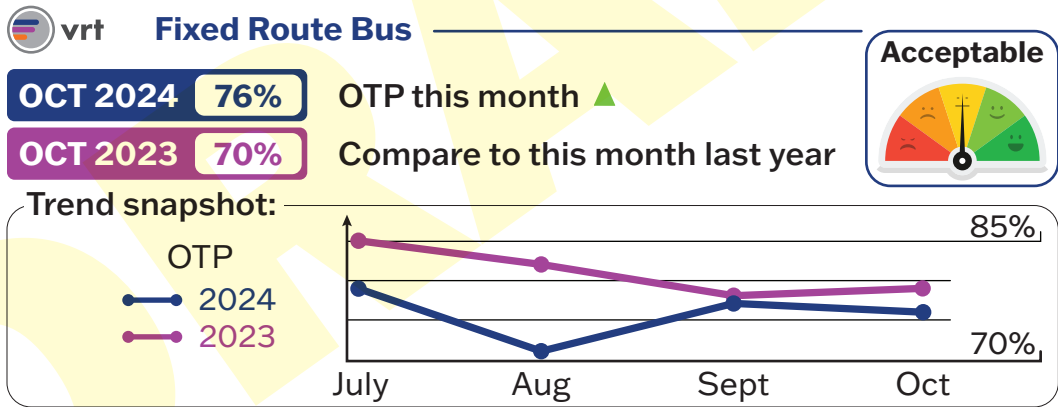
A bus is considered on time if it leaves a major stop no more than 5.5 minutes late and does not depart early.

Contextual Note -- OTP is impacted by a wide array of factors ranging from scheduling, road delays, construction, traffic, ticketing, and more.

ON-TIME PERFORMANCE

METRIC KEY RELIABILITY - SCHEDULE ADHERENCE

ON-TIME PERFORMANCE
FIXED ROUTE
DEMAND RESPONSE



VRT METRICS MONTHLY REPORT

On-Time Performance

ON-TIME PERFORMANCE
DEMAND RESPONSE

vr̄t•access

OCT 2024 **XX%**

OTP this month ▲

Acceptable

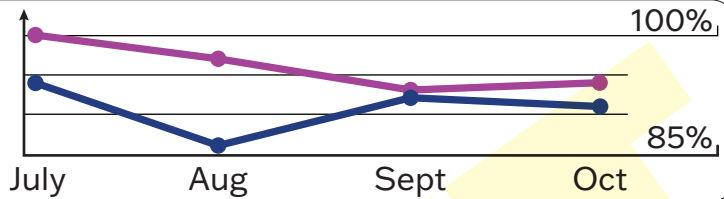


OCT 2023 **XX%**

Compare to this month last year

Trend snapshot:

OTP
● 2024
● 2023



vr̄t•beyond access

OCT 2024 **XX%**

OTP this month ▲

Acceptable

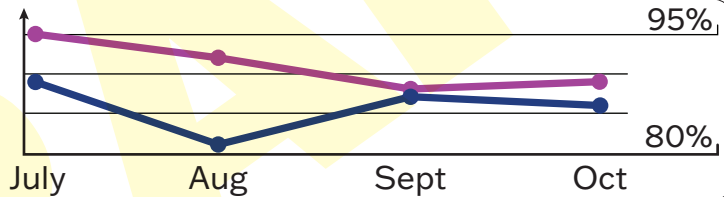


OCT 2023 **XX%**

Compare to this month last year

Trend snapshot:

OTP
● 2024
● 2023



Low Income Employer Shuttle

OCT 2024 **XX%**

OTP this month ▲

Acceptable

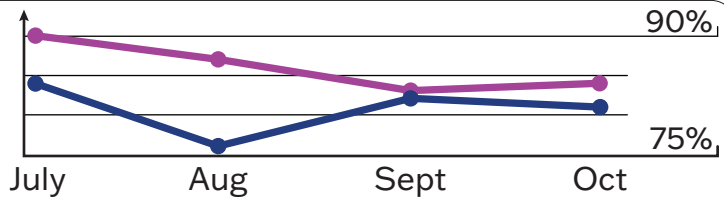


OCT 2023 **XX%**

Compare to this month last year

Trend snapshot:

OTP
● 2024
● 2023



Excellent
90% and above



Good
80% to 89.9%



Acceptable
70% to 79.9%



Suboptimal
60% to 69.9%



Poor
Below 59.9%

Metric Definitions

What do “Boardings” tell us?

Boardings refer to the total number of times passengers board our vehicles. Boardings show us where and how the community is benefiting from our services the most. “Public transportation” is available to the general public. “Specialized Transportation” is available to specific or qualified populations.

KEY MESSAGE

POPULARITY & BENEFIT

What do Boardings per Revenue Mile tell you?

“Boardings per Revenue Mile” shows us how many passengers, on average, board each mile we offer service. This metric reflects development patterns and how much distance is between key destinations along a route, such as work, schools, shopping, healthcare, etc. Direct routes that connect population centers and activity hubs and serve higher density developments along the way will increase boardings per revenue mile will maximize rider convenience by minimizing travel distance.

KEY MESSAGE

REGIONAL DEVELOPMENT EFFICIENCY

What do Boardings per Revenue Hour tell you?

“Boardings per Revenue Hour” tells us how many passengers board for every hour of service. This helps us assess how well-used our services are and whether schedules match passenger demand. “Boardings per Revenue Hour” helps us measure efficiency and compare routes with limited service to routes with more service. This also helps us determine where to add or remove service hours when we want to prioritize growing boardings.

KEY MESSAGE

TRANSIT SERVICE EFFICIENCY

What does “On-Time Performance” tell us?

On-time performance (OTP) tells us how often we are on time according to posted schedules. The OTP percentage compares scheduled times with actual departure times and may be impacted by things like road delays and detours, traffic congestion, weather, and more. High OTP means we’re providing riders with consistent, predictable service. Low OTP means services aren’t arriving as consistently as they should. OTP is especially important on routes where buses arrive less frequently, as riders must plan their trips around when services are available. A bus is considered on time if it leaves a major stop no more than 5.5 minutes late and does not depart early.

KEY MESSAGE

RELIABILITY - SCHEDULE ADHERENCE

TOPIC	Bus Stop Bench Procurement from Creative Outdoor Advertising
DATE	January 6, 2025
STAFF MEMBER	Stephanie Hailey

Staff Recommendation/Request

This is an action item. Staff is asking the Executive Board to consider approval of Resolution VEB25-001 and the corresponding Authorization for Expenditure for the procurement of Creative Outdoor Advertising, Inc. (COA) bus benches.

Background

Valley Regional Transit (VRT) entered a contract with COA on April 2, 2020, to manage advertising on bus benches within the VRT service area, with a term date of March 31, 2025, and an option to renew for five (5) additional years. In lieu of renewing the contract, staff recommends the purchase of existing bench inventory from COA and that we take over the management of bus bench advertising. Doing so will enhance our visibility to the public, provide a much-needed amenity for riders, improve our ability to control bench locations, and increase advertising revenue.

There are 238 benches on inventory located throughout Ada and Canyon County. Staff proposes the following schedule to assume the bench asset inventory and advertising management:

Winter/Spring 2025 – Purchase existing bench inventory.

Spring 2025 – Re-brand existing bench inventory with VRT logos and information. Outreach to existing advertisers to extend contracts or secure new advertisement opportunities.

Summer 2025 –relocate benches, if necessary, based on ridership, and continued maintenance of benches.

The benches have proven their durability, necessity, and visibility from the time of installation.

Implication

If approved, benches would be purchased from Capital Budget 23227-023-021, Bus Shelter and Amenities, in the amount of \$225,000 dollars. Under the current contract with COA, VRT receives 10% of the annual income from advertisements. FY2011 to FY2024, VRT generated \$180,894.90 in revenue.

Procurement of benches will boost revenue to approximately 90% within the first year of advertisement sales, creating a significant and near-term return on investment.

- Bench advertisements will be sold at \$500.00 per bench, with a \$100.00 monthly fee.

- The \$100.00 monthly fee covers production and maintenance costs.
- Revenue can be used to support budgeting needs for multiple VRT departments.

VRT staff believes this to be an excellent opportunity to expand public awareness of VRT services, provide quality control, enhance VRT branding, ensure that benches are located at bus stops and areas where there is public need, and increase advertising revenue. Additionally, this expands opportunities for new advertising packages across all advertising mediums and collaborations with community partners.

For detailed information, contact:

Stephanie Hailey
Capital Projects Manager I
shailey@ridevrt.org
(208) 258-2705



AUTHORIZATION FOR EXPENDITURE

EXECUTIVE BOARD

PROCUREMENT DESCRIPTION: Bus Stop Bench Amenity Procurement

TOTAL COST: \$225,000

PURPOSE/ACTION: Provide seating amenities for riders, enhance visibility to the public, improve ability to control bench locations, and increase advertising revenue.

SCOPE OF WORK: There are 238 benches on inventory located throughout Ada and Canyon Counties. If purchased, the re-branding of benches with Valley Regional Transit (VRT) logos and information will take place, as well as, extending contracts and securing new advertisement opportunities. Benches will be relocated, if necessary, based on ridership. VRT will provide ongoing bench maintenance.

DISCUSSION: VRT entered a contract with Creative Outdoor Advertising, LLC, on April 2, 2020, to manage advertising on bus benches within the VRT service area, with a term date of March 31, 2025, and an option to renew for five (5) additional years.

ALTERNATIVES: VRT has the option to renew the contract with Creative Outdoor Advertising, LLC, for the additional 5 years.

FISCAL IMPACT: Bench purchase will be funded by Capital Budget 23227-023-021, Bus Shelter and Amenities, in the amount of up to \$225,000.

RECOMMENDATION/JUSTIFICATION: Under the current contract with Creative Outdoor Advertising, LLC, VRT receives 10% of the annual income from advertisements. FY2011 to FY2024, VRT generated \$180,894.90 in revenue or approximately \$14,000/year.

Procurement of benches will boost revenue by approximately 10-fold with an estimated revenue of \$143,000 within the first year, recovering the full cost of the bench procurements within two years. VRT staff believes this to be an excellent opportunity to expand public awareness of VRT services, provide quality control, enhance VRT branding, ensure that benches are located at bus stops and areas where there is public need, and increase advertising revenue. Additionally, this expands opportunities for new advertising packages across all advertising mediums and collaborations with community partners.

RESOLUTION NUMBER: VEB25-001 Bus Stop Bench Procurement from Creative Outdoor Advertising

POST RFP/FINAL SELECTION OF PROJECT: VRT staff recommends the Executive Board approve Resolution VEB25-001 Bus Stop Bench Procurement from Creative Outdoor Advertising and authorize the acquisition of bus stop bench amenities not to exceed the amount of \$225,000, for fiscal year 2025 and be purchased from Creative Outdoor Advertising, LLC.

ORDER OF REVIEW

CHIEF EXECUTIVE OFFICER (CEO) (Approves procurements up to \$225,000)

Signature: _____

Date Approved:

EXECUTIVE BOARD (Approves procurements \$225,000)

Signature: _____

Date Approved: 01/06/2025

Resolution Number: VEB25-001

VRT BOARD (Approves procurements \$225,000 and over)

Signature: _____

Date Approved:

Resolution Number:



VALLEY REGIONAL TRANSIT EXECUTIVE BOARD RESOLUTION

BUS STOP BENCH PROCUREMENT FROM CREATIVE OUTDOOR ADVERTISING RESOLUTION VEB25-001

BY THE EXECUTIVE BOARD OF VALLEY REGIONAL TRANSIT APPROVING THE PROCUREMENT OF BUS STOP BENCH AMENITIES FOR BUS STOP LOCATIONS.

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

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

WHEREAS, Valley Regional Transit strives to expand public awareness of services; and provide amenities to riders; and

WHEREAS, Valley Regional Transit believes the procurement is an excellent opportunity to provide quality control, enhance VRT branding, and insure benches are located at bus stops and areas where there is public need; and

WHEREAS, it will expand opportunities for new advertising packages across all advertising mediums and collaborations with community partners; and

WHEREAS, Valley Regional Transit included the budget for this expenditure in the fiscal year 2025 budget 23227-023-021, Bus Shelter and Amenities, – Resolution VEB25-001 as approved by the VRT Board on 01/06/2025; and

WHEREAS, only Creative Outdoor Advertising has benches at Valley Regional Transit bus stops, and as such, Valley Regional Transit staff prepared sole source documentation for this procurement as allowed for in the VRT Procurement Policies adopted by the Valley Regional Transit Board of Directors by Resolution VBD17-003 on 01/09/17 and updated by Resolution VBD17-022 on 09/25/17, and in compliance with all local and FTA requirements; and

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

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

WHEREAS, the Board of Valley Regional Transit has created an Executive Board, conferring specific authority upon it to discharge its powers, pursuant to Resolution VBD11-011; and

NOW THEREFORE, BE IT RESOLVED BY THE EXECUTIVE BOARD OF VALLEY REGIONAL TRANSIT:

Section 1. That the Executive Board of Valley Regional Transit approves Resolution VEB25-001 for the procurement of benches, not exceeding \$225,000 for bus stop bench amenities, purchased from Creative Outdoor Advertising, LLC.

Section 2. That the Executive Board of Valley Regional Transit delegates authority to the Chief Executive Officer (CEO) to finalize and execute the contract.

Section 3. That this Resolution shall be in full force and effective immediately upon its adoption by the Executive Board of Valley Regional Transit and its approval by the Executive Board Chair.

ADOPTED by the Executive Board of Valley Regional Transit, this 6th day of January 2025.

APPROVED by the Executive Board Chair this 6th day of January 2025.

ATTEST:

APPROVED:

EXECUTIVE ASSISTANT

CHAIR

