

# Regional Advisory Council Meeting Agenda

January 21, 2025

9:00 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 join us via MSTeams at [https://ridevrt.org/VRTRAC\\_CY25](https://ridevrt.org/VRTRAC_CY25) or by dialing in at **1 323-484-8960, Conference ID: 712444349#**

## 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 November 19, 2024, Regional Advisory Council Meeting Pages 3-4 | Paula Cromie**

*The Regional Advisory Council is asked to consider approval of the minutes from the November 19, 2024, meeting.*

## IV. Action Items

## V. Information Items

### **A. INFORMATION: RAC Annual Orientation and Outreach Page 5 | Jason Rose**

*This is an information item. Staff will conduct an orientation session to discuss the Regional Advisory Council's mission, goals, and function within Valley Regional Transit (VRT). The session will also feature information about VRT, our work in the region, and upcoming strategies for growth. This information will help frame for new members and reinforce for existing members the direction for RAC and VRT.*

### **B. INFORMATION: Topics for Discussion with the Executive Board Jason Rose and Walter Steed (no attachment)**

*The next meeting of the Regional Advisory Council (RAC) will be a joint meeting with the Executive Board. Members of the RAC will have the opportunity to bring up topics they would like to discuss with the Executive Board. Please come prepared with some thoughts and ideas on items you may have heard about that would be valuable for joint discussion.*

### **C. INFORMATION: FY 2024 Customer Service Report Pages 6-8 | Jeannette Ezell**

*Staff has compiled the customer service report for the fiscal year 2024, which reviews complaints, compliments, and suggestions for the RAC to review.*

### **D. INFORMATION: Valley Connect 3.0 Update Pages 9-12 | Kate Dahl**

*Staff will present a summary of the work completed on the Valley Connect 3.0 update including peer comparison, scenarios, and vision and goals.*

**E. INFORMATION: Title VI Activity Update**

**Pages 13-14 | Duane Wakan**

*Staff will report on current Title VI activities and present a proposed timeline to update the 2027-2029 Title VI Program.*

**VI. Department/Staff Reports**

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

**Pages 15-29 | Staff**

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

*Regional Advisory council members are encouraged to read them as they contain valuable information.*

**VII. Adjournment**

*Agenda order is subject to change.*

**Next Regional Advisory Council Meeting is joint with the Executive Board**

**March 3, 2024**

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

November 19, 2024

9:00 AM

5907 W. Cleveland Blvd. Caldwell, ID 83607

MEMBERS PRESENT	MEMBERS ABSENT	OTHERS
Susan Bradley	Terri Lindenberg	Brad Alvaro, VRT
Laylo Hamund	Theresa Vawter	Paula Cromie, VRT
Samantha Kenney		Elaine Clegg, VRT
Andrew Mills		Kate Dahl, VRT
Mary Beth Nutting		Jeannette Ezell, VRT
Deeann Solis		Kelly Frazier, VRT
Walter Steed		Jeremy Gianchetta, VRT
David White		Stephanie Hailey, VRT
		Stephen Hunt, VRT
		Lila Klopfenstein, COMPASS
		Hailee Lenhart-Wees, VRT
		Rob Lowe, VRT
		James Mundell, VRT
		Leslie Pedrosa, VRT
		Melody Roper, VRT
		Jason Rose, VRT
		Kyle Street, VRT
		Alissa Taysom, VRT
		Duanne Wakan, VRT
		Corrie Washington, First Transit

- I. **Calling of the Roll** - Walter Steed called the meeting to order at 9:02, with a quorum present by phone and in-person.
- II. **Agenda Additions/Changes** – None
- III. **Consent Agenda**  
 Items on the Consent consisted of the following:
  - A. **ACTION: Minutes of the September 17, 2024, Meeting**
  - B. **ACTION: 2025 Regional Advisory Council Meeting Calendar**  
 Andrew Mills moved to approve the consent agenda as presented; Mary Beth Nutting seconded. The motion passed unanimously.
- IV. **Action Items**
  - A. **ACTION: Access Handbook Update**  
 Following discussion, the Regional Advisory Council was asked to consider recommending for approval the Access Handbook Update to the Executive Board.

Mary Beth Nutting moved to recommend approval by the Executive Board, the update to the Access Handbook; Andrew Mills seconded. The motion passed unanimously.

## V. Information Items

### A. **INFORMATION: Service Change Effect on Ridership**

Stephen Hunt provided a detailed update on ridership since the implementation of the June 2024 service change. Staff is expecting ridership to improve over the next three years as riders get used to the new routes and changes that occurred.

RAC members brought up concerns that staff will follow up on.

### B. **INFORMATION: Reduced Fare Verification Process Update**

Duane Wakan presented the proposed reduced fare verification process with nontransferable fare media for seniors, youths and persons with disabilities beginning in 2025.

### C. **INFORMATION: VRT Access Holiday Service**

Staff provided a memo to the Regional Advisory Council members to inform them of Access service being offered on Thanksgiving and Christmas Day. Members were asked to pass on the information. Jason Rose will get copies of the information to members in both printed and electronic format.

### D. **INFORMATION: Simme Seat Pilot Project**

Kate Dahl presented information on a pilot project to deploy 12 Simme Seats at bus stops recommended by the Regional Advisory Council. RAC members were very excited about the project and would like to see seats at all bus stops as budgeting allows.

### E. **INFORMATION: 2025 Outreach**

Jason Rose reviewed the ongoing marketing efforts and outlined upcoming outreach. He facilitated a discussion with members to get feedback on priorities and tactics.

### F. **INFORMATION: Topics for Discussion**

Members of the Regional Advisory Council 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.

## 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 the reports as they contain valuable information.

## VII. Adjournment – The meeting was adjourned at 10:49 a.m.

### Next Regional Advisory Council Meeting:

**January 21, 2025**

VRT Boardroom

700 NE 2nd Street

Meridian, ID 83642

TOPIC	RAC Annual Orientation and Outreach
DATE	January 21, 2025
STAFF MEMBER	Jason Rose

### Summary

This is an information item. Staff will conduct an orientation session to discuss the Regional Advisory Council's mission, goals, and function within Valley Regional Transit (VRT). The session will also feature information about VRT, our work in the region, and upcoming strategies for growth. This information will help frame for new members and reinforce for existing members the direction for RAC and VRT.

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

TOPIC	FY 2024 Customer Service Report
DATE	January 21, 2025
STAFF MEMBER	Jeannette Ezell

### Staff Recommendation/Request

This is an informational item. VRT staff has compiled the customer service report for fiscal year 2024, which reviews customer service complaints, compliments, and suggestions.

### Summary

In 2016 the Executive Board and the Regional Advisory Council (RAC) began discussing the need for a comprehensive public comment report regarding Valley regional Transit services. This report provides a general overview of public complaints and suggestions entered into the customer service tracking system by VRT staff.

### Findings

In fiscal year 2024, VRT’s customer service department call volume increase by 74%. VRT received 80,228 calls, representing an increase of 20,640 calls, a 74% increase compared to fiscal year 2023. This large increase began in the second quarter of the fiscal year when VRT was preparing for the large service change.

Additionally, there were 89 valid complaints recorded in fiscal year 2024, representing a 7% increase, compared to 83 valid complaints in fiscal year 2023. Total ridership in all service categories decreased by 1%. Total ridership was 1,087,742 in fiscal year 2024, down from 1,096,198 in fiscal year 2023.

### Highlights

- The total number of complaints decreased 10%, from 227 in fiscal year 2023 to 205 in fiscal year 2024
  - When considering ridership for all services, the valid complaints per 10,000 rides are minimal
- There were 31 compliments received in fiscal year 2024, reflecting a 6% increase, compared to 29 compliments in fiscal year 2023
- There were 14 service requests and suggestions in fiscal year 2024, indicating a 14% decrease, compared 16 requests in fiscal year 2023.
- This report **does not** include any public comments received at public hearings or open houses, via surveys, or from social media comments or other mediums

## More Information

### Attachments:

FY24 Customer Service Report

### For detailed information, contact:

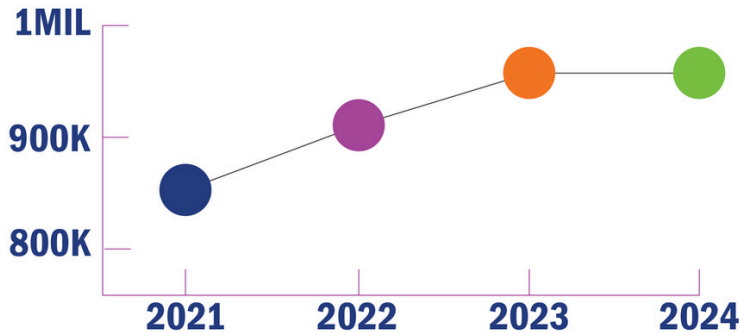
Jeannette Ezell  
Operations Director  
jezell@ridevrt.org  
(208) 258-2711





# FY24 RIDERSHIP

Fixed-Route Boardings

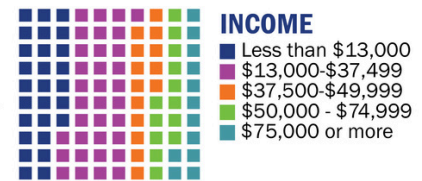


**1,084,743**  
**TOTAL BOARDINGS**

**98,043**  
**DOOR-TO-DOOR BOARDINGS**

**986,700**  
**FIXED-ROUTE BOARDINGS**

Ridership Demographics\*



\*2021 Onboard Survey

# CUSTOMER SERVICE

VRT's Customer Service desk fielded more than 80,000 calls in fiscal year 2024, 89 of which were valid complaints. Given the nearly 1.1 million passenger boardings, this is one indication of high service quality.

Fiscal Year	General calls	reservation calls	on-demand calls	total complaints	% valid	valid per 10K rides
<b>FY24</b>	<b>57,484</b>	<b>13,749</b>	<b>9,039</b>	<b>205</b>	<b>43%</b>	<b>0.82</b>
<b>FY23</b>	<b>31,921</b>	<b>13,858</b>	<b>13,809</b>	<b>227</b>	<b>37%</b>	<b>0.78</b>

**1,084,743 RIDES**

**80,228 CALLS (COMBINED)**

**89 VALID COMPLAINTS**

**1,096,198 RIDES**

**59,588 CALLS (COMBINED)**

**83 VALID COMPLAINTS**

SERVICE TYPE	TOTAL RIDERSHIP	TOTAL COMPLAINTS	TOTAL VALID	% VALID	VALID PER 10K RIDES	TOP COMPLAINT CATEGORIES
Ada County Fixed Route	929,668	159	67	42%	0.72	Discourteous driver (22%) Bus stop time/reliability (13%) Aggressive/careless driving (10%)
Ada County Demand Response	33,656	12	5	42%	1.49	Aggressive/careless driving (40%) ADA (20%) Discourteous employee (20%)
Canyon County On-Demand	26,946	12	8	67%	2.97	Discourteous driver (50%) Missed passenger/pick-up (13%) Aggressive/careless driving (13%)
Canyon County Demand Response	3,394	1	1	100%	2.95	ADA
Intercounty	57,032	21	8	38%	1.4	Discourteous driver (25%) Missed passenger/pick-up (13%) Bus info/signage/comms (13%)



<b>TOPIC</b>	Valley Connect 3.0 Update
<b>DATE</b>	January 21, 2025
<b>STAFF MEMBER</b>	Kate Dahl

## Staff Recommendation/Request

Staff is providing an informational update of the status of the Valley Connect 3.0 Plan.

## Highlights

- Valley Regional Transit (VRT) is well below its peers in the amount of transit service provided on a per capita basis.
- Per the regional transportation plan, the region is not meeting its planned investments in public transportation.
- The lack of service is the biggest factor in explaining the lack of ridership.
  - Valley Connect 3.0 is a plan to increase transit service levels to match our peers.
  - VRT and the consultant team have developed network scenarios for future service.

## Summary

VRT and the consultant have been working to update scenarios, estimate fleet and facilities, develop a peer community review and put together a handout for the state legislature. The steering committee meet on September 26 and November 21 and provided valuable feedback.

## Valley Connect and Communities in Motion

Valley Connect 3.0 builds on previous work documented in Communities in Motion 2050 and Valley Connect 2.0. In these plans, public transportation plays a much larger and important role in meeting the travel demands of the region. In 2018, Valley Connect 2.0 showed that the public transit system needed to be four times larger than what it actually is by 2025 to deliver the public transit network envisioned in Communities in Motion 2040. VRT is aware they are not delivering the service needed, but until stable funding can be secured, the service won't meet those needs.

## Peer Review

Eight peers were selected for comparison based on population size and locations with similar conditions. The following figures illustrate how VRT compares on population size, service levels and funding sources.

Figure 1: Peers for Comparison Dedicated Local Funding

Reporting Name	Service Name	Population	Property Tax Funding	Income Tax Funding	Sales Tax Funding
Utah Transit Authority	UTA	2,218,482	-	-	58%
City of Albuquerque (NM)	ABQ Ride	661,629	-	10%	29%
Spokane Transit Authority (WA)	STA	459,007	-	-	61%
City of Colorado Springs	Mountain Metro	417,843	-	-	32%
Regional Transportation Comm. (Reno, NV)	RTC Washoe	394,010	-	-	35%
<b>Valley Regional Transit</b>	<b>VRT</b>	<b>371,800</b>	-	-	-
Lane Transit District (Eugene, OR)	LTD	317,600	-	56%	-
Salem Area Mass Transit Dist. (OR)	Cherriots	230,118	24%	-	-
Rouge Valley Transportation Dist. (Medford, OR)	RVTD	173,199	23%	-	-
Missoula Urban Transportation Dist. (MT)	Mountain Line	73,340	46%	-	-

Figure 2: Peer Comparison of Operational and Capital Spending

Reporting Name	Service Name	Population	Rev Hours per capita	\$ Ops per capita	\$ Capital per capita
Spokane Transit Authority (WA)	STA	459,007	1.4	\$205	\$88
City of Tucson (AZ)	Sun Tran	788,356	1.1	\$111	\$22
Lane Transit District (Eugene, OR)	LTD	317,600	1.1	\$160	\$20
Utah Transit Authority	UTA	2,218,482	1.0	\$193	\$41
Regional Transportation Comm. (Reno, NV)	RTC Washoe	394,010	0.9	\$101	\$34
City of Albuquerque (NM)	ABQ Ride	661,629	0.7	\$88	\$17
City of Huntsville (AL)	Huntsville Transit	114,598	0.7	\$73	\$20
City of Colorado Springs (CO)	Mountain Metro	417,843	0.6	\$123	\$43
<b>Valley Regional Transit</b>	<b>VRT</b>	<b>371,800</b>	<b>0.4</b>	<b>\$59</b>	<b>\$17</b>

## Vision

Valley Regional Transit (VRT) envisions a region with comprehensive transit choices designed to grow the regional economy and meet the needs of citizens and businesses by supporting livable, healthy, and sustainable communities with robust transportation options. VRT cannot meet this vision without adequate and reliable dedicated funding.

## Goals and Objectives

1. Provide a reliable, convenient and easy to use transit system
  - Make VRT the most easily understood transit system in the country.
  - Create equitable transit service centered on a high frequency network to key destinations that efficiently serves valley residents.
  - Make multimodal travel seamless for transit users who drive, use shared transportation services, walk, or bike to or from transit.
  - Continuously improve customer service, safety, and the rider experience for all

users.

2. Provide high value to the Treasure Valley and steward public resources and funds
  - Establish equitable and sustainable dedicated funding.
  - Optimize roadway infrastructure use and reduce congestion with efficient, frequent transit services.
  - Provide essential freedom of movement to all with frequent connections to key destinations across Ada and Canyon County.
  - Contribute to environmental sustainability and reduce emissions by increasing transit ridership using low and zero emission fuels.
  - Lead the way in adopting technologies that make travel easier, more cost-effective and/or accessible.
  - Create equitable transit service centered on a high frequency network to key destinations that efficiently serves valley residents.
  
3. Coordinate with partners and enhance local funds while expanding access to jobs, community centers, and other key destinations
  - Partner with local governments, businesses, housing, schools and other community institutions to improve access with transit services and increase ridership through pass and other rider programs.
  - Lead outreach and engagement to riders and potential riders.
  - Educate valley residents on opportunities to make travel choices that reduce dependence on drive-alone trips including, transit, walking, biking, carpooling and safe routes to schools.
  - Ensure regional planning processes deliver equitable participation and prioritize transit access, minimize traffic and development impacts by coordinating transit services with development.
  
4. Create innovative and fun opportunities to engage the community and boost ridership
  - Organize unique placemaking events at stations, transforming transit hubs into exciting community spaces.
  - Leverage innovative platforms that create community connections through cross-marketing local businesses and activities with transit service.
  - Engage community groups, performers, and artists to create an enjoyable and vibrant atmosphere on and around transit.

## Scenarios

Three scenarios have been developed. These include a growth scenario with and without rail and an intermediate scenario, which is approximately halfway to the growth scenario. The growth scenario is based on transit levels of service envisioned in Communities in Motion and the levels of fixed-route transit services provided by peer agencies.

**Intermediate Scenario** - Key improvements include increased span and frequency on VC 2.0 intermediate routes and upgrading Nampa Caldwell Boulevard to a premium high frequency route.

New routes include increasing transit access in south Nampa, north to Middleton, south to Kuna and east to Micron. Transit connections are improved through Meridian, from Eagle south, and from the Boise Airport.

**Growth Scenario Without Rail** – Improvements include increasing the high frequency premium route network especially north/south. Including upgrading routes on Cole/Glenwood, Meridian to Eagle, Emerald, and Overland to premium routes with 15-minute service. New routes include extending 5-Mile to the Lake Hazel area where development is happening, extending a route along the Ustick corridor, access to from Caldwell to Middleton via the interstate.

**Growth Scenario with Rail** - Improvements assume rail service from Caldwell to Micron and increasing the high-frequency premium route network from anticipated rail stops for enhanced service from neighborhoods to the rail line. In Boise, a premium grid is developed to provide maximum service levels within the highest density of development in the valley. Downtown Meridian becomes a new multi-modal hub with premium service extending north to Chinden, south to Lake Hazel, and connects Towne Square Mall to Nampa/Caldwell with 15-minute service. New routes include premium service into south Nampa and connecting south Nampa to 10 Mile. More routes are provided north and south of the Nampa Caldwell Blvd/Rail/I-84 corridor to bring riders from neighborhoods to rail and premium corridors. A commute route from Wilder can collect riders on the western reaches to bring to the rail line.

Staff and the consultant are still incorporating stakeholder feedback from the most recent meeting and will present the most up-to-date scenarios at the meeting.

## Implication

Valley Connect 3.0 will guide VRT's discussions with funding partners and the community on the long-term vision for transit in the Treasure Valley including with Idaho State Legislature beginning in the 2025 session to build the case for authorizing direct tax funding.

### For detailed information, contact:

Kate Dahl  
Principal Planner  
[kdahl@rideVRT.org](mailto:kdahl@rideVRT.org)  
(208)258-2715

<b>TOPIC</b>	Title VI Activity Update
<b>DATE</b>	January 19, 2025
<b>STAFF MEMBER</b>	Duane Wakan

## Summary

Staff will report on current Title VI activities and present a proposed timeline to update the 2027-2029 Title VI Program.

## Highlights

As a transit agency that receives federal funds, Valley Regional Transit (VRT) must abide by federal civil rights law – including Title VI of the Civil Rights Act (Title VI). Title VI prohibits discrimination based on race, color and national origin (including limited English proficiency) in providing our services and programs to the community. In other words, VRT must ensure equal access and demonstrate compliance with Title VI to the Federal Transit Administration (FTA). The Title VI Program helps us achieve both goals, and it includes, but is not limited to, the agency’s Public Participation Plan, Language Access Plan, service policies and standards, and equity analysis. Staff has been actively seeking opportunities to ensure our Title VI program and culture is active and ongoing.

## Current Title VI Activities

- Staff have presented Title VI trainings and reviews at staff meetings
- Staff worked with funding subsidiaries to ensure compliance federal Title VI programs laws by providing content feedback, mapping and demographic assistance. In addition, staff solicits compliance with the Sub-Recipient Title VI Compliance Assessment Tool on an annual basis.
- Staff is working with refugee and resettlement organizations to improve transportation and transit access for their clients.
- Staff is working on a redesign of a pocket style language card for distribution in early 2025
- Staff reviews public outreach and engagement activities and opportunities to ensure they reach vulnerable communities

## More Information

Staff will ensure the VRT Board of Directors adopts the 2027-2029 Title VI Program by October 1, 2026, to be compliant with FTA regulations. As part of this update, staff will conduct public outreach in simple and effective methods in-line with industry best practices.

Primary updates:

1. Public feedback process and documentation
2. Demographics

- 3. Refugee resettlement data
- 4. Fare policy updates

Figure 1: 2027-2029 Title VI Plan Update - Timeline for completion



**For detailed information, contact:**

Duane Wakan Mobility Integration Planner  
dwakan@ridevrt.org  
(208) 258-2750



CEO Activity Report	CEO Activity Report
DATE	01/06/2025
STAFF MEMBER	Elaine Clegg

## Summary

Information only, no action needed.

## Highlights

At the last minute, after midnight on December 21, and with support from both sides of the aisle in the Senate I was **confirmed to a five-year term on the Amtrak Board of Directors**. I will be sworn in after the first of the year and will attend my first board meeting as a board member the last week of January ([see more](#)). Thanks again for the support many of you have extended during this extended process. I am especially grateful for the actions of Senators Crapo and Risch to let their Senate colleagues know of their support for my nomination. In the end, that support along with actions from Senators Schumer and Cantwell, made the difference in the confirmation vote moving forward. I am humbled and excited to begin my term.

December has been a busy month of activities for Valley Regional Transit (VRT). The day after Thanksgiving (okay this was still actually November) VRT began five weeks of late-night service on the routes 3, 7, 9 and 17. This “extra hours” service pilot was designed to allow revelers to dine shop and go to entertainment venues and know they have a safe ride home at the end of the evening. We will report ridership next month.

The Holiday Parade in downtown Boise kicked off a busy and fun day on December 7. After the parade VRT had buses stationed at 7 Fred Meyer stores around the valley to collect toys, gift cards and cash to support the Salvation Army in their Christmas giveaway. It was gratifying to see the extent we helped fill their warehouse at the end of the day.

The next week staff baked and donated cookies for the operators, dispatchers and maintenance staff at our bases as well as staff at our administrative offices. It is fun to deliver these goodies and wish the operations staff happy holidays. The administrative staff had a holiday lunch and offsite holiday party the following week sharing lots of smiles. I told them that I have the best job and best staff I could hope for. This position is invigorating and fulfilling. Thank you for allowing me the chance to serve you and the people of this valley.

## Presentations/Panels/Interviews

This was a quiet month on the presentations side. I did complete one interview.

- I completed an interview for a new reporter at the **Idaho Statesman**. Her beat is suburban Ada County, and we talked about growth, existing ridership and potential for service expansion. The interview was largely background to ensure a base of knowledge about VRT and what we do so that future reporting has good context.

## Local Meetings

As the legislature was organizing for the upcoming session, I focused meetings this month on local leaders and partners.

- **Local Leaders** – I met with several local leaders this month to develop plans for future service models for use in their own planning.
- **Business leaders** – I had an in-depth meeting with Micron representatives to outline the challenges VRT faces in adding new service and discussed potential ways forward. We will meet again in January.
- VRT continues to meet with service providers who are establishing a new service corridor in the **Elder Street area** of Boise about how to better connect their clients using our existing transit services. We have identified wayfinding and informational strategies that we can institute now and will engage Ada County Highway District (ACHD) and our team in exploring infrastructure improvements to our bus stop and to roadway crossings.
- The VRT team met with a team from the consultants working on our Low-No and RAISE grants.
- The City of Boise **Recycled Water Strategy Committee** is planning for utilizing recycled water in the industrial area south of the airport. Serving on the committee has been a great opportunity to reconnect with city staff and with neighborhood and institutional leaders in the region.

## Travel Meetings

Continued discussions around service to Micron and infrastructure planning for State Street.

- **Amtrak Public Board meeting** – Once per year the Amtrak Board holds a public Board meeting in a location where they provide services. This year it was in Seattle, and I attended as a prospective board member. I was able to tour the extensive Amtrak service yard and administrative center and see the improvements they have made with the funding from the Infrastructure Investment and Jobs Act (IIJA). I also met with the Washington and Oregon State Department of Transportation (DOT) staff who are working hard on expanding the Cascades service between Eugene and Vancouver BC. While there, I was able to stop in with the Federal Transit Administration (FTA) Region 10 director and talk about our Rebuilding American Infrastructure with Sustainability and Equity (RAISE) and Low-No grants and the National Environmental Policy Act (NEPA) process.
- **The Bus Coalition (TBS) Board Retreat** – I traveled to Salt Lake City mid-month to attend the TBC annual retreat. While there I was able to ride three of their four transit modes, bus, light rail (Trax) and heavy rail (the FrontRunner). The venue was a redevelopment/new development in the arena district with the renovation of the old Union Pacific Depot as the focal point. I toured their new maintenance and administrative center for the Utah Transit authority and the coalition set an agenda advocating continued strong support for bus service in the United States.





## Media

- [Stuff the Bus toy drive kicks off this weekend](#)
- [Clegg awaits US Senate approval on nomination to Amtrak board](#)
- [Elaine Clegg's Amtrak nomination inches forward:](#)
- [Valley Regional Transit's Elaine Clegg appointed to Amtrak Board by U.S. Senate Committee](#)

## Internal Activities

Staff has been working to streamline our Board packets and make the best use of your valuable time. You will see these changes roll out over the next few meetings. The two Request for Proposals (RFPs) for operations will be out soon, one is for our general fixed-routes operations and the other to find partners to help operate our Beyond Access service. The goal with both is to make our services more efficient and easier to manage.

Senior staff met with the company that bought our electric bus battery leases from Proterra during the bankruptcy. They are an international company who is also interested in partnering on green energy projects. During the meeting, and a subsequent follow-up with Idaho Power, we explored the possibility of adding solar generation to both of our bus base facilities. There is potential to lower our electricity costs in Ada County and to generate base funding in Canyon County. The conversations are just that. We will bring any relevant information and decisions to the board if these opportunities mature.

I hope you had a happy holiday season; I am looking forward to a productive new year.

### For detailed information, contact:

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



<b>TOPIC</b>	Development Department Monthly Report
<b>DATE</b>	January 6, 2025
<b>STAFF MEMBER</b>	Stephen Hunt

### Summary

Development Department activities for January 2025 report

### Highlights

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

##### Performance Based Decision-making

- **FY2025-FY2029 Transportation Development Plan (TDP)** – Staff has prepared an internal outreach calendar for the FY2025-2029 TDP and FY2026 budget build. They presented a TDP update to both the executive and full board of directors and will kick off efforts utilizing the COMPASS Public Transportation Work Group. Valley Regional Transit (VRT) staff will review expense and revenue assumptions in the draft TDP with funding partners and get concurrence on funding levels for FY2026 and beyond. These discussions will begin FY2026 budget discussions.

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

##### Planning

- **FY2024 Service Changes** – Staff began reviewing ridership performance of the FY2024 service changes and identified areas that would benefit from community awareness and promotions. Staff will identify any issues with stop spacing and utilization that could lead to amenity improvements or changes to stop locations.
- **Bus Stop Improvements** – Staff is preparing for the purchase of Creative Outdoor Advertising (COA) benches. This procurement will allow for greater control over the placement of bus stop amenities and increased advertising revenues. Staff continues to work with the City of Boise on a license agreement to allow scooter corrals for Lime scooter parking and advertising on bike racks.
- **Nampa – Caldwell Corridor Transit Oriented Development (TOD) Study** – Staff continues to work with HDR, Inc., the consultant VRT is working with on this project, holding regular project meetings, collecting data and responding to input from stakeholders.
- **Valley Connect 3.0 (VC 3.)** – Jacobs Engineering, the consultant we are working with on this project, and staff continue to make progress on VC 3.0 including responding to stakeholder and board input goals, objectives, draft networks and collecting peer agency information. Staff continues to refine capital and operating

costs and community benefits for integration into a summary handout for use during the legislative session.

### Mobility Integration

- **City Go/Transportation Demand Management (TDM)** – Staff is finalizing City Go membership fees and benefits and exploring options to combine City Go membership with VRT pass programs. Staff worked with the Murio Farms development and Boise City Council to establish a TDM model that has the potential to raise funds for VRT and be used in other developments.
- **Micromobility/Lime** – Staff continues to work with Lime to develop micromobility discounts for City Go members.
- **Reduced Fare Verification** – Staff presented draft proposal for reduced fare verification with the Regional Advisory Council.
- **Safe Routes to School (SR2S)** – staff continue to hold bike rodeos and student outreach/engagement programs

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

#### Regional Capital Enhancements

- **Orchard Facility Master Plan Update** – Staff prepared a scope of work to review the Orchard facility master plan, 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 is pursuing a potential partnership to invest in HDTC so VRT can address critical heating, ventilation, and air conditioning (HVAC) replacement needs. Because HDTC office space could become unusable, VRT has begun preparing contingency plans for what could happen if local funding is not available.
- **Main Street Station (MSS)** – Idaho Power installed electrical equipment in preparation for on-route charging infrastructure at MSS. Staff have agreed to the Guaranteed Maximum Price (GMP) and final scope and cost of the Main Street Station electrification project.

#### Regional Corridor Planning/Corridor Capital Investments

- State Street Corridor Projects
  - VRT and the Federal Transit Administration (FTA) continue to work on finalizing Rebuilding America's Infrastructure with Sustainability and Equity (RAISE) paper grant agreement. Further planning design activities are on hold until RAISE funds are available and/or rebalanced. State Transportation Block Grant (STBG) funds complete their transfer from Federal Highways Administration (FHWA) to FTA.
  - 23rd and 27th and State Street activities are currently on hold for release of RAISE funding.
  - VRT staff continued coordination activity efforts to cover the Boise Valley Canal from Saxton to Bogart on State Street. This is a combined effort with Idaho Transportation Department (ITD), Ada County Highway District (ACHD), the City of Boise, and Capital City Development Corporation (CCDC) to prepare the right



of way for entitled developments and future projects. The canal closure is a key milestone for the RAISE projects at Saxton and State as well as to advance the design at Bogart and State.

- VRT staff and contractors finished construction activities and re-opened the intersection at State and 18<sup>th</sup>.
- VRT staff contracted with Jacobs Engineering, Ada County, ACHD, the City of Boise, CCDC, the City of Eagle, ITD, and the City of Garden City, to prepare a RAISE planning grant for the State Street Corridor. The grant submittal is due January 31.
- Bus Stop Improvements
  - VRT staff continues to work with the FTA to complete National Environmental Policy Act (NEPA) review of new stops associated with the FY2024 service change. Temporary stops will be used until the NEPA review is complete.
  - Staff began piloting the use of integrated bus stop pole seats. This innovative design is cheaper than a bench and can be installed in places that cannot accommodate full size benches. Staff worked with the Regional Advisory Council to identify 12 locations to pilot these enhancements.

## More Information

### For detailed information, contact:

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<b>TOPIC</b>	Operations Department Staff Report
<b>DATE</b>	January 6, 2025
<b>STAFF MEMBER</b>	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

The project to replace previous Proterra charging system to Rhombus Energy Solutions is almost complete. The software has been updated, faulty parts have been replaced, and new dispensers have been installed. Once Valley Regional Transit (VRT) has received new buses from Gillig, staff from Rhombus Energy Solutions will be onsite to commission the chargers for use, which is expected to be completed in January.

VRT continues to work with Phoenix Motors, Inc. to try and get backordered parts for buses that have been down for an extended amount of time due to replacement parts not being available. VRT is attempting to get third-party contacts to order directly from the vendors. Phoenix did have a service technician onsite the week of December 9 who was able to get several battery issues addressed. There are still three buses out of service waiting on delayed parts.

### Beyond Access Service

Beyond Access service launched on January 2. VRT has provided over 35,000 rides, which is about a 3% decrease from the combined total of previous service providers. In the last two months, Metro has been operating 50% fewer vehicles, which is accounting for the decreased variance. Metro and VRT hope to have an agreement in place in the second quarter of FY25 to get Metro back up to normal operations.

### Miscellaneous

- Packer’s Sanitation Service, Inc. (PSSI), who contracted with VRT to provide a Village Van employee shuttle to low-income workers to the CS Beef facility in Kuna recently ended their long-standing contract. Following some budget challenges that PSSI faced, they needed to put a pause on the service and restructure the program. The last day of service was December 14. PSSI hopes to be ready with a new transportation program in the summer of 2025.
- Staff worked closely with Avero and FourthSquare to launch the new maintenance software on December 2. The transition went well, and staff continues to familiarize

themselves with the system. Staff will continue to monitor the software to ensure it works with the new finance system as expected, as well as intended for maintenance tracking.

- Metro Community Services (Metro), a contractor for VRT under the Beyond Access service, was not able to secure affordable insurance, and they were not able to operate their vehicles as of October 24. VRT continues to provide two vehicles for Metro to use under the shared vehicle pool of vehicles, while Metro and VRT work to secure insurance.
- VRT began providing rides to any Saint Alphonsus and St. Luke's clinic under the Rides2Wellness program on November 1. There was not a shift in ridership in first month to raise concern, but the pilot will continue to be piloted for two more months to see if changes need to be made to the program.

## Service Highlights

### Canyon County

- Zero preventable accidents in November
- Intercounty on-time performance 73% for November
- On-demand on-time performance 57% for November
- ACCESS on-time performance 98% for November

### Ada County Highlights

- Zero preventable accidents in November
- Fixed-route on-time performance 79% for November
- ACCESS on-time performance 93% for November

### Beyond Access Service

- No preventable accidents in November
- On-time performance 83% for November
- Continue to pilot AI preventative maintenance monitoring software on vehicles to determine if it helps to reduce maintenance road calls by predicting issues in advance

### Compliance

- Staff continues to report National Transit Database (NTD) information for fiscal year 2024, which is due January 31, 2025.
- Staff attended several webinars to meet requirements for reporting Transit Worker Assaults to the NTD, starting December 2024

### Customer Service Support

- In November customer service handled 6,382 of 6,802 phone calls for information, with 372 calls abandoned. The average call time was 2 minutes, 50 seconds. The average hold time was 18 seconds.
- In November, reservationist handled 622 of 692 phone calls to change or schedule a ride on ACCESS, with 57 calls abandoned. The average call time was 3 minutes, 31



seconds and the average hold time was 16 seconds.

- November City Go Pay mobile ticket sales totaled \$10,437.75.

## More Information

For detailed information, contact:

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<b>TOPIC</b>	Finance and Administration Activity Report
<b>DATE</b>	January 6, 2025
<b>STAFF MEMBER</b>	Cameron Wells, Chief Financial Officer

### Summary

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

### Highlights

#### **Budget/Finance**

- Finance staff prepare for the closing of the fiscal year, and the opening of the next fiscal year.
- The CFO has been working with the local funding partners for their FY2025 cooperative agreement contributions.
- The CFO has been in communication with the third-party auditors for the FY2024 audit.
- The CFO is worked with the Communications Director to explore implementing Oracle’s customer experience module, and discovered the cost to implement plus the ongoing costs for the module outpaced the needs of the organization. VRT will continue with their current software for customer service management with advertising sales and pass program sales.

#### **Grant Management**

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

#### **Procurement**

- Procurement and Contracts Specialist is working on:
  - Consulting Service for Transit Operating Contract
  - FY2025 procurements

**For detailed information contact:** Cameron Wells, Chief Financial Officer, 208-258-2709, [cwells@ridevrt.org](mailto:cwells@ridevrt.org)



<b>TOPIC</b>	Communications and Engagement Update
<b>DATE</b>	January 6, 2025
<b>STAFF MEMBER</b>	Jason Rose

**Summary**

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

**Highlights**

The Communications and Engagement staff are preparing for the 2025 outreach season, which includes engagement with school partners, events, parades, travel training, and more. In addition to our communications media work, we are diving into route-focused outreach – what we like to call “route-reach” – to provide targeted outreach with a standard set of deliverables for consistency and ease of use/deployment for routes and destinations.

We have been working closely with our marketing consultant on branding updates, which include onboard signage (standard car card posters, ongoing infotainment, farebox decals, etc.), environmental signage (large displays at major transfer points, transit center banners, etc.), and updates to the website following the previously reported UI/UX review (especially the homepage and route pages). The overhead sign at Main Street Station has been installed, and we’re fine-tuning various communications displays. We also recently updated our media kit to reflect updated rates and the brand refresh.

Our marketing awareness campaign, Let’s Ride, continues and features 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. Campaign metrics are shown below:

August

- Total impressions: 1,620,843
- Meta: 1.1 million impressions; 375,000 individuals
- ConnectedTV: 76,000 impressions; top performers were Samsung and Pluto; Hulu had highest viewer completion rate
- Digital OOH: 467,000 impressions (ads not served from midnight – 5 am)

- Website: 14% increase; avg session duration 5m19s, Organic traffic saw largest increase, month over month user increase of 17%
- Umo: downloads increased 31% MOM; increased 67% over the last three months compared to previous three; compared to August 2023, Umo downloads are up 51%

## September

- Total impressions: 1,229,733
- Meta: 960,000 impressions; 500,000 individuals (increase in individuals, decrease in impressions)
- ConnectedTV: 76,000 impressions; Hulu produced the most impressions with highest viewer completion rate
- Digital OOH: dropped 57% (aligns with spend reduction)
- Website: 7% decrease; avg session duration 5m14s, Organic traffic saw largest increase, month over month user increase of 17%

## October

- Total impressions: 1,739,618
- Meta: 1.37 million impressions; 518,000 individuals (3% reach increase and 43% impression increase over August)
- ConnectedTV: 76,000 impressions; average viewer completion rate of 99.04%; Hulu continues to lead with highest total impressions and second-highest viewer completion rate (VCR) of 99.66%, behind Disney with average VCR of 99.91%
- Digital OOH: 50% more impressions in October than September; nearly 1/3 of ads shown on Boise digital boards during peak morning drive (7 a.m. – 9 a.m., weekdays)
- Website: 5% total user increase, with an average session duration of 5m5s; traffic from paid Meta saw largest increase, followed by referral, Bing organic, and Google organic; top referral sources this month were from the City Go website and Boise Airport website; State Street route page saw a 22% increase this month

## November

- Total impressions: 1,533,764
- Meta: 1.18 million impressions; 602,000 individuals; males & females 35-44 were highest click through demographic group
- ConnectedTV: 75,000 impressions; total average VCR 99.01%; Roku, Peacock, and



Hulu delivered most impressions (66% total, combined)

- Digital OOH: 35% ads placed during morning weekday drive times; slight reduction in impressions consistent with campaign spend
- Website: 12% decrease in total users, with an average session of 5m01s

**For detailed information, contact:** Jason Rose, Chief Communications Officer/PIO,  
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<b>TOPIC</b>	Information Technology Monthly Report
<b>DATE</b>	January 6, 2025
<b>STAFF MEMBER</b>	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

- Started work on a new fare collection/mobile ticketing Request for Proposal (RFP)
- Oracle Enterprise Resource Planning (ERP) system: Continued work with FourthSquare for minor production support issues and troubleshooting
- Oracle Enterprise Asset Management (EAM) system: Worked with Avail (Fleetnet – legacy finance system) and FourthSquare on finalizing asset management data for Oracle. Continued work with RF-Smart for new barcoding system that integrates with Oracle Cloud. RF-Smart was onsite for a week gathering additional requirements and configuration of scanners, printers, and other devices.
- FY2024 Service Changes: Staff continues to modify bus stops and routes in General Transit Feed Specification (GTFS) and bus head signs

## Support Services

- Completed data conversion for the new Oracle Enterprise Asset Management System (EAM)
- Help Desk resolved 153 of 165 tickets received for October
- Migrated Orchard and Happy Day server to new equipment
- Continue support and integration with FY2024 service change programming
- Assisted with EAM implementation for FuelMaster and RF-Smart (barcoding)
- Completed Track-IT Single Sign On (SSO) with business applications
- Kicked off bus camera replacement project
- Started Depot Monitor implementation

## More Information

For detailed information, contact:

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