



## MINUTES

### Planning and Marketing Committee

**Wednesday, 9/7/16, 1:00pm**

**Ketchum City Hall Council Chambers, 480 East Ave. N., Ketchum, ID 83340**

Present: Mark Gilbert, Steve Wolper, Kristen Derrig, Tory Canfield, Jason Miller and Kim MacPherson  
Absent: Joe Miczulski and Jim Finch

1. Review final transportation service plan for FY2017 for all routes and service
  - a. The group reviewed the final transportation service plan and discussed the new services which will be added this winter. The new services include: Valley airport express, Galena winter route and additions to the Valley and Hailey routes.
2. Discuss potential partnerships for on demand service
  - a. Due to low ridership on the Green route staff feels that fixed route service is no longer effective. The group discussed options for the Green route ridership. Jason Miller recommends using Uber on a trial basis.
3. Update on ongoing marketing and outreach efforts
  - a. Staff is working on a website redesign, schedule design as well as continuing efforts to inform the community about Mountain Rides service changes and upcoming new services.
4. Other items to come before the committee.
  - a. The group discussed the new RouteShout app that we are testing.

Meeting adjourned: 2:30pm