



RECORDED

**REGULAR MEETING MINUTES
MOUNTAIN RIDES TRANSPORTATION AUTHORITY
Wednesday, August 16, 2017, 12:30 p.m.
Ketchum City Hall Meeting Room, Ketchum, Idaho**

Board Members of the Mountain Rides Transportation Authority met in a Regular Meeting in the Ketchum City Hall Meeting Room, Ketchum, Idaho.

PRESENT: Chair Jane Reister Conard (Sun Valley), Vice-chair Kristin Derrig (Ketchum), David Patrie (Blaine County), Grant Gager (Ketchum), Becki Keefer (Hailey), Joyce Fabre (Sun Valley) and Tory Canfield (at-large)

NOT PRESENT: Secretary Joe Miczulski (Bellevue)

ALSO Mountain Rides Executive Director Jason Miller

PRESENT: Mountain Rides Business Manager Tucker Van Law
Mountain Rides Maintenance Manager Ben Varner
Mountain Rides Operations Manager Mike Knudson
Mountain Rides Operations Supervisor Stuart Gray
Mountain Rides Support Specialist Kim MacPherson
Mountain Rides Bicycle Pedestrian Program Coordinator Michael David
~~Peter Jensen~~ *Idaho Mountain Express*
Mayor of Sun Valley Peter Hendricks
Mayor of Ketchum Nina Jonas

1. CALL TO ORDER

Chair Jane Conard called to order the meeting of Wednesday, August 16, 2017 at 12:31pm took roll and determined that a quorum was present.

2. COMMENTS FROM THE CHAIR AND BOARD MEMBER THOUGHTS

There were none.

3. PUBLIC COMMENT PERIOD FOR ITEMS NOT ON THE AGENDA (including questions from Press)

There were none.

4. Public Workshop: Discuss and review route by route service plan ideas for FY2018

Jason Miller started the discussion and showed a PowerPoint presentation of the service plan by route. Typically Mountain Rides adopts a service plan in October after speaking with our funding partners and getting public input. After this plan gets adopted it gets attached to the funding contracts and then becomes our printed schedule.

We operate a regional service. Our five year plan guides what we do with the routes throughout the year. The plan is built around operating efficiently and being productive with the routes. We have invested in Blue and Valley routes and our ridership is up.

Jason Miller spoke about Blue Route Night Owl service which is increasing in ridership. Beyond 1:00am there has been strong usage.

Leslie Gushwa of Sun Valley asked about bar closing times. Kristin Derrig spoke about the closing times and suggests ideally between 1:30am and 2:00am is a good time to end service. Peter Hendricks asked about clarifying the direction of the buses at 2:00am. The last bus going towards Elkhorn Springs is 1:45am and then it turns around and goes back out to Warm Springs. Peter asked about the statistics about late night accidents and if there are fewer DUI's. He said Sun Valley is supportive of late night service that Mountain Rides offers. Tory Canfield stated that she thought they were not going on as many late night accidents. Kristin Derrig stated that there are not a lot of transportation options out there for late night service.

Nina Jonas spoke about staffing employees late night that need to take the buses. We need to consider both employees and customers.

Leslie Gushwa asked about the ridership for late night buses. Jason Miller said we use a 25 passenger bus.

We also showed a slide of peer comparison of other resort communities. Mountain Rides is smaller than a lot of our peers.

Ellie Bernacchi asked about Uber and if they have had an impact on ridership and Jason said not yet.

Joyce Fabre asked about the last run at 1:45am and if that would satisfy the citizens of Sun Valley.

Jason Miller stated that consistency of service is better overall. The detail work will begin after this meeting and we will come back to the next board meeting with options.

Michael David stated that the late night majority of riders are Sun Valley employees.

Jason Miller spoke about Red Route and there were several Red Route Bus Buddies at the meeting. For summer we cut out Sundays to have more consistent service in the winter and instituted spring demand response service. Summer service is very soft. Winter service is very consistent throughout the day and would not cut winter service at all.

Leslie asked about marketing to homeowners. In the summer they get a lot of visitors who use the buses regularly.

Jason Miller said we can do more but we are not putting a lot of our spend into marketing as we put more of our budget into service.

Grant Gager suggested a refrigerator magnet with bus information for the condos.

Joyce Fabre spoke as a citizen of Sun Valley and would like to see us do more marketing in the summer before we cut more service.

Jason Miller said we will look at options to have the Hailey or Valley route connect to the airport. These routes currently do not serve the early or late flights. We are looking at adding a later night run for Saturday night on Valley Route.

Jane Conard mentioned that she had a letter from a rider who lives in the meadows asking for more service. Servicing the Meadows is really an infrastructure issue as we have 18 valley trips going by there Monday through Friday. It is a safety issue for buses to make a left turn to get on the highway and is challenging without a traffic light there.

Silver and Bronze routes which are funded by Sun Valley Company are very stable. We would like to see a Silver route in the summer.

Galena Route: BCRD will fund this again and there will be a chance for skiers to buy a bus pass with their Nordic pass. The service will also run longer this season. The challenge will be the parking at the SNRA lot.

Airport Route: we had the airport summit last week which was lightly attended.

Seasons of service will be the same but going forward we would like to condense the seasons going forward and just have a peak winter and a peak summer season.

Part of our mission is to get people out of cars. Anything we can do as far as infrastructure to help the connectivity or people walking and biking is important to our mission and part of the Bike-Ped master plan.

Jason Miller gave an update about the Bikeshare program and Mountain Rides being a part of the electric bike conversation.

Dave Patrie thanked Jason for the presentation. He heard a lot about how much we need marketing. When we go for funding dollars everyone wants service but Marketing is a part of public transportation. We make tradeoffs to make the system successful. We have been responsive and nimble but we can't respond to every request. We do our best as a board to respond. Dave wished there were more elected officials here today to see this discussion.

Ben Varner said that the infrastructure needs are very important.

Jane Conard said that safety is number one goal for us. She commended staff and board for all we do for Mountain Rides.

Mike Knudson stated we are on a good path and frequency is good for increasing ridership and to employee people year round.

Stuart Gray said as we add service we need to make sure we are able to maintain driver schedules.

Peter Hendricks, Mayor of Sun Valley, wanted to make it abundantly clear how much they value Mountain Rides. We get in the weeds sometimes and get caught up with the minutiae but what you are doing is absolutely necessary to have the city, valley and county that we have. Thank you all for your hard work, your dedication and the Sun Valley representatives' passion is palpable and your dedication is outstanding. we appreciate the time and efforts that they put in. We value what you are doing, how you are doing it and the professionalism that you attack your job. We are truly thankful for what you do and we would be a lesser community if you were not here. Keep up the good work.

Leslie Gushwa seconded the mayor's remarks.

5. ACTION ITEMS AND DISCUSSION ITEMS

a. Action item:

Action to approve publication of Mountain Rides' Fiscal Year 2018 budget hearing at the September board meeting

Jane Conard introduced the item. Jason Miller said we are averaging 6% increase in the budget versus the 7.5% we had asked for. We built the budget around the priorities previously discussed at board meetings. After balancing the priorities like driver wages and benefits we will add service. Joyce Fabre asked about service cuts and Jason said we will have to reconcile the budget with cuts that were made with summer Red Route and demand response service being some of those. We try to make the least impact to the overall system. This budget does not reflect the airport service. There may be ways to add airport service to existing routes but there will not be a separate airport service.

Dave Patrie made a motion to approve the notice of public hearing for the Mountain Rides Transportation Authority fiscal year 2017-2018 budget with total revenue of \$3,561,987 and expenditures of \$3,492,827. Becki Keefer seconded. The motion passed unanimously.

b. Action item:

Action to approve the Mountain Rides' FY2018 employee payscale

Jane Conard stated that there will be increase for seasonal drivers to be able to compete in the employment marketplace.

Becki Keefer made a motion to approve the Mountain Rides' FY2018 payscale, as presented. Kristin Derrig seconded. The motion passed unanimously.

c. Discussion item:

Review draft 5-year Capital Improvement Plan for FY2018-2022

Ben Varner said that as we get into 2019-2021 we will approach electric bus procurement and will need to plan for it.

Tory Canfield asked about adding more Bike-Ped infrastructure. Jason Miller said we support the infrastructure but it is more for the cities to work on them. Jason said we can track the projects that we know about in regards to the cities and county.

Grant Gager suggested that it would be helpful to include it in the plan so that the cities would know about it.

Jane Conard suggested adding a paragraph to talk about Bike-Ped infrastructure support and add a project list. It could be called joint funding opportunities.

This will be brought back to the Finance and Performance committee in September and then for adoption at the September regular board meeting.

f. Discussion item:

Update on health insurance benefits and quotes for FY2018

Tucker Van Law said we have begun shopping for health insurance. Regence is proposing a 12-13% increase and dental insurance is going up 16-17% with a decrease in benefits.

We are in the process of getting a quote from IIIA group of Idaho which is an Idaho government insurance pool. In the short term there will be some cost to getting in but in the long run we will save money.

Grant Gager stated that he is on the IIIA board. For board member knowledge, IIIA has gone up 1% in the last two years and prior to that it had gone down 1%. This plan provides budgetary stability.

6. Committee Reports

Planning & Marketing committee reports for August

Committee members received and filed the minutes for Planning & Marketing for August. Tory Canfield abstained.

Finance & Performance committee reports for August

Committee members approved the minutes for Finance & Performance for August. Becki Keefer abstained.

7. Staff reports

a. Dashboard performance reports for June 2017

b. Operations report – Mike Knudson said we will be adding another Stoneworks van to the vanpool.

c. Marketing and Outreach report – Kim MacPherson gave information regarding the Eclipse buses. Jane Conard said that Kim does a great job with the time that she has and not to feel a personal reflection about wanting more marketing. Kim said thank you for mentioning the importance of marketing. Kristin Derrig also mentioned that Kim called all the bars to get the closing time information.

- d. Bike-Ped report – Dave Patrie asked about a path connecting Warm Springs to Hemingway. Michael David said this project will start in spring 2018. Tory Canfield said she would like to see a discussion around 4th street and Bicycle accessibility during closures. Michael David thought the “Looking Glass” academy in Twin Falls was very valuable to attend. Jane Conard said Michael David is adding a lot to the Bike-Ped position.
- e. Maintenance report
- f. Business Manager report

Jason Miller left the meeting.


8. Consent Calendar items

- a. Approve minutes for July 19th regular board meeting
- b. Receive & File June 2017 financials and bills paid

Dave Patrie moved to approve the consent calendar with the amendments to the Discussion section “g” in the minutes to reflect the priorities of wages for employees over service increases as discussed. Joyce Fabre seconded. The motion passed.

9. Adjournment

Tory Canfield moved to adjourn the meeting at 2:56pm. Kristin Derrig seconded and the motion carried unanimously.



Chair Jane Reister Conard