



RECORDED

**REGULAR MEETING MINUTES  
MOUNTAIN RIDES TRANSPORTATION AUTHORITY  
Wednesday, June 21, 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), Secretary Joe Miczulski (Bellevue), David Patrie (Blaine County), Becki Keefer (Hailey), Joyce Fabre (Sun Valley) and Tory Canfield (at-large)

**NOT PRESENT:** Grant Gager (Ketchum)

**ALSO** Mountain Rides Executive Director Jason Miller

**PRESENT:** Mountain Rides Business Manager Tucker Van Law  
Mountain Rides Operations Manager Mike Knudson  
Mountain Rides Operations Manager Jim Finch  
Mountain Rides Maintenance Manager Ben Varner  
Mountain Rides Support Specialist Kim MacPherson  
Mountain Rides Bicycle Pedestrian Program Coordinator Michael David  
Peter Jensen *Idaho Mountain Express*

**1. CALL TO ORDER**

Chair Jane Conard called to order the meeting of Wednesday, June 21, 2017 at 12:32pm. Joe Miczulski took roll and determined that a quorum was present.

**2. COMMENTS FROM THE CHAIR AND BOARD MEMBER THOUGHTS**

Jason Miller introduced Michael David as the Bicycle Pedestrian Program Coordinator and welcomed him. We are excited to have him on board with his experience in the non-profit sector as well as in regional government. Michael David said thank you and excited to grow the opportunities for alternative modes of transportation in our valley and is very excited to be a part of this organization again.

Jason Miller reintroduced Mike Knudson as our new operations manager.

Jason Miller recognized Jim Finch on his retirement. Jason presented a plaque to Jim with lots of highlighting and red text due to his use of these in memos.

Jason read the plaque: **Certificate of Appreciation**

Awarded this 21st day of June, 2017

To: Jim Finch

For his **tireless and dedicated work** leading the expansion of transit and vanpool operations, Mountain Rides hereby **recognizes Jim Finch for his over 13 years of dedicated service** as Operations Manager, Vanpool Manager, Peak Bus Manager, and Safe Routes to School Americorps member.

Jim has **given his all to improving and expanding public transportation**. He wrote service plans, managed and implemented countless new services, oversaw integration of routes under Mountain Rides, pushed new safety and operational initiatives, and helped Mountain Rides break ridership and safety records. **Fearless in taking on challenges**, Jim has advocated for the riders, supported the drivers, and always put what's best for Mountain Rides first and foremost. **Jim has been a force of nature in public transportation in Blaine County** and will be missed for his **candor, work ethic, passion, knowledge, and his uncanny ability** to come up with catchy names for new services.

On behalf of the Mountain Rides board and staff, we will miss you greatly and look forward to hearing about all of your travel adventures to come. Thank you for serving our community – **ENJOY RETIREMENT!**

The audience applauded.

Jim Finch said his new catchy phrase is driving “Driving Miss Kathie” on his upcoming vacation. He said working with Jason has been great and working with Mountain Rides for the community has been his passion. Ridership at 500,000 is pretty much the norm where it had been a dream in the past. It's been fun working with the board and all the Mountain Rides employees.

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

Jim Jaquet spoke about the Sun Valley Story Tour beginning and history starting on Friday, July 7. He encouraged everyone to take a ride on a Friday. Dave Patrie and Michael David will host a Story Tour in August.

Thank you to Jim Finch for all his hard work and will recruit him for next year.

Kristin Derrig and Grant Gager received an email from Mayor Nina Jonas about starting the late night service earlier to accommodate summer events that start earlier.

We could work with the events and give them information about when the bus service ends for the evening. Summer seems to be starting earlier than the 4<sup>th</sup> of July.

Dave Patrie talked about the 5 year plan and the elimination of the “slack” schedule and go to a single schedule. We would like our funding partners to understand that and work towards that goal. We need the financial resources to be able to pull that off. Kristin Derrig said that the more people use the service the more we can offer.

### **4. ACTION ITEMS AND DISCUSSION ITEMS**

#### **a. Action item:**

*Action to approve resolution of support for electric power assist bicycles (e-bikes)*

Joe Miczulski said the Planning & Marketing committee reviewed this resolution and Michael David put together the resolution to review.

Tory Canfield mentioned that the BCRD is also writing a resolution.

Michael David said this is a precursor to the town hall meetings that will take place at the end of the month to get some consistencies throughout all the municipalities to encourage alternative modes of transportation. Dave Patrie said we should have a singular set of rules for this topic and is in support of this resolution.

Tory Canfield said that we would like to encourage education and etiquette through this resolution. Michael David agreed that education should be a big part of the conversation.

Becki Keefer is on record as being not in favor of e-bikes and is in favor of education.

**Joyce Fabre made a motion to approve the RESOLUTION 06-2017 of Mountain Rides Transportation Authority regarding support of the use of “e-bikes” (bicycles with electric motor assist) on the Wood River Trail multi-use path. Joe Miczulski seconded. The motion passed unanimously.**

**b. Action item:**

*Action to approve submission of FY2017 Low or No Emission Bus grant for 2 electric buses and charging infrastructure*

Jason Miller said this was a grant opportunity which is nationwide and is very highly competitive and had to work through ITD to make it happen. We have support letters being submitted on our behalf from finding partners as well as from Idaho Power. This was available from Obama era policies and there is a question whether this will continue.

Joyce Fabre wanted to know where the \$225,000 match would come from. Jason said that it would come from the contingency funds today. Joyce also asked if the fuel savings would add up to this amount over the life of the bus. Ben Varner replied that we would save money in the long run especially on the Blue routes and Valley routes which run 300 miles a day.

Jason Miller said we would find out in August if we are granted this funding.

Joe Miczulski asked about the locations for the charging stations. Ben Varner stated that we could have one in Bellevue on our property.

**Tory Canfield made a motion to approve the submission of a Mountain Rides grant application for 2 electric buses and chargers, along with a letter re: availability of matching funds, as part of the 5339© Low or No Emission bus grant program. Becki Keefer seconded. The motion passed unanimously.**

**c. Action item:**

*Action to approve final bus stop signage design and summer 2017 project plan and budget*

Jason Miller said he had a meeting with the City of Ketchum and they are on board with this plan and will help with installation going forward. We will continue to look at a few solar options. On the sign, in the bottom part of the “Y” should we include a bus symbol? Each sign would have a solar light option and would be dark sky compliant. We are trying to reduce the weight of the sign from 18 lbs. The City of Ketchum streets department didn’t have any problems with the signs.

Tory Canfield expressed concern regarding the lights and would like it to be minimal.

Dave Patrie asked about the symbol for routes on the sign and Jason Miller said the symbol will be a small indicator. Dave Patrie asked about fiscal impacts and Jason Miller said it was \$75,000. Most of the signs will be stand-alone signs.

**Dave Patrie made a motion to approve the final bus stop signage design and implementation, as discussed and presented at the May board meeting in an amount not to exceed \$75,000 unless additional revenues are acquired. Kristin Derrig seconded. The motion passed unanimously.**

**d. Discussion item:**

*Bus service for eclipse event on August 21<sup>st</sup> and other summer charter requests*

Jason Miller said due to limited availability of staff for charters. We are trying to be as ready as



we can to help with the Eclipse. We can provide one extra bus as a quasi-silver route that day to from River Run to Festival meadows.

Tory Canfield said that the City of Ketchum should take the lead to encourage people to park at a satellite lot and take the bus.

Jason miller said we are a part of the conversation.

Jason Miller spoke about extra charters and extra service and we should revisit our charter policy. We do run extra service sometimes for community events. We are not able to fulfill the extra charters for which we get requests.

Joyce Fabre said we need to keep our focus on fixed route buses and retaining our drivers and not do more charters which are beyond our scope.

Jane Conard said we need to be cooperative in the community but we should be concerned about mission creep. We need to keep our focus on our priorities which is our fixed routes.

Tory Canfield said when we do charters it does apply to our mission because we get people to leave their cars at home. She said maybe we could have a group of people who are qualified to drive for special events.

**e. Discussion item:**

*FY2018 Budget development including goals, priorities, approach to payscale/benefits*

Jason Miller said the 7.5% increase in funding will go towards operations and capital with it being spent on improved service; improve support functions internally and improve higher starting wages. As far as wages go, we have a very low starting wage whether they come in with a CDL or not. We are below comparables for our funding partners.

Bellevue and Hailey are the last of the requests to date. There has not been a lot of feedback yet as far as funding goes.

We will come back to Finance committee with our recommendations. Our last recommendations were made in 2015.

Jason Miller said this was a huge effort in 2015 gathering all the data for comparisons. Then we were able to pay someone to do the survey.

Several board members do not think we need to have another survey done but an outside consultant as we know we are having hiring issues and need to increase wages.

Jason Miller said it will be critical and impactful on service if we do not get the funding increase for wages.

Joyce Fabre said this is top priority and wasn't sure the city of Sun Valley heard that. Jason Miller said this is a hard sell because everyone wants more service. In other resort communities they flat-out cut service especially in Colorado.

Dave Patrie said he thinks the priority needs to be in the starting wages.

Jane Conard repeated what Jim Finch said that drivers are our ambassadors in the community and committed to safety.

Jason Miller said increases are performance based which results in an average of 3% increase across the board. If we don't get 7.5%, we will need to prioritize.

**f. Discussion item:**

*Future of Ride 'n Fly potential airport transportation summit*

Jane Conard said the airport service was a discussion at the last City of Sun Valley city council meeting. We had talked earlier about having a summit for this service and is asking from the board the direction we should go.

Board members said we should have a summit to start a conversation around airport ground

transportation. The support does not seem to be there for the service as it was a year ago. So the question is: who wants the airport service? Jason Miller said Mountain Rides doesn't have to be the provider for this service but we should have the discussion. Jackson Hole has a demand service called "Ride to Fly" which is not fixed route and is partially funded by their airport board.

Dave Patrie said not long ago airport service was something many wanted and is a regional transportation issue. He thinks it is worthwhile to have a summit and will find out who supports the service. We need to be competitive with other resort areas and offer some airport ground transportation.

Becki Keefer said with all the new lodging options being built, it would be nice to get them on board for this service.

Jane Conard said we need to think about place, date, time and format. Planning Committee will proceed with the details and August will make a good timeframe.

**g. Discussion item:**

*FY2018 service planning process*

Jason Miller said we did extensive work on a survey in 2015. In 2016 we relied on that information to do the service planning. It would be nice to have all funding partners at the table for discussion.

Dave Patrie suggested targeted surveys to funding partners and to the general public.

Tory Canfield suggested having a drawing for those who fill out a survey.

**6. Committee Reports**

Planning & Marketing committee reports for June

**Committee members approved the minutes for Planning & Marketing for June.**

Finance & Performance committee reports for June

**Committee members approved the minutes for Finance & Performance for June with edits to #3a: It was recommended by Jane Conard and the committee that Mountain Rides pursue purchasing additional land in Bellevue.**

**7. Staff reports**

a. Dashboard performance reports for April 2017 – Dave Patrie asked about the progress on the new dashboard. Still in progress.

b. Operations report –Becki asked about the Hailey ridership increase. Jim Finch said there is an acceptance of the fare. Locals rely on it as their means to get around Hailey and school ridership is up. Outreach has been very effective with the friendliness of drivers, frequency, reliability and safety. Valley route ridership

Jim Finch said Jim Finch, Mike Knudson and Jason Miller can't be go-to relief drivers.

Manpower shortage is critical.

Blue ridership is up with the efforts we have been making. Funding partners don't really see it so please get the word out. Mountain Rides is a great place to work. What we pay our drivers does matter. People were being asked to work long days in the winter. Joe Miczulski mentioned that the 11:00am bus was standing room only.

Jim's last shot: Mountain Rides has a mission. Take care of what we do best. We don't need to be flying by night for a handful of people's perceived needs. We can use the \$45,000 for the airport to pay our people better.

c. Marketing and Outreach report

- d. Bike-Ped report
- e. Maintenance report
- f. Business Manager report
- g. Executive Director report

**8. Consent Calendar items**

- a. Approve minutes for May regular board meeting

**Dave Patrie moved to approve the minutes for the May 21<sup>st</sup> regular board meeting as corrected. In the minutes for Action item 5c, the specific edits will be added and in 5d add the word “available” so it reads: Dave Patrie stated that there will not be any funding available from the 1% for air for transportation. Tory Canfield seconded. The motion passed.**

- b. Receive & File April 2017 financials and bills paid

**Dave Patrie moved to receive and file the April 2017 financials and bills paid. Becki Keefer seconded.**

**9. Adjournment**

**Tory Canfield moved to adjourn the meeting at 2:49pm. Joe Miczulski seconded and the motion carried unanimously.**



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Chair Jane Reister Conard