

**PUBLIC NOTICE of a Special Board Meeting
Of the Mountain Rides Transportation Authority Board of Directors**

MINUTES

Wednesday, February 7, 2018 at 1:00pm

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

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

PRESENT: Chair Kristin Derrig (Ketchum), Vice-chair Joyce Fabre (Sun Valley), Jim Finch (Hailey), Grant Gager (Ketchum) and Tom Blanchard (Bellevue)

NOT PRESENT: Secretary Tory Canfield (at-large), Jane Conard (Sun Valley) and Dave Patrie (Blaine County)

ALSO Mountain Rides Interim Executive Director Ben Varner

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

1. CALL TO ORDER

Chair Kristin Derrig called to order the meeting of Wednesday, February 7, 2018 at 1:00pm, took roll and determined that a quorum was present.

2. Discussion item:

Discussion of Summer Service Plan, including discussion of Red Route Summer Service and associated public survey

Ben Varner stated that we wanted to have as many board members together to look at the Red Route options. Joyce Fabre said we ended up with some options for increased service in various parts of the valley. There was an extra \$20,000 available suggested by Jason Miller. She had made a motion to use this money towards Red Route summer service which had passed. She suggested implementing an evening route to go to Ketchum for dinner.

Joyce asked the board what they thought of an evening route. She suggested having a bus running from 5-10pm and going to Elkhorn Springs for a transfer with the Blue route.

Kristin Derrig agreed that an evening route would be good.

Ben Varner said we would need to test out some of the routes. This \$20,000 comes out of the 17 items the board talked about in October 2017. Staff is using \$80/hour as the amount to determine cost of a route.

Jim Finch asked if the \$20,000 was committed to the Red Route and Ben Varner said it is not committed to anything specific. Jim Finch said the running time to Twin Creeks is 11 minutes and could run a sprinter bus on that between Twin Creeks and Elkhorn Springs. Jim said the Blue could run to Morning Star. Jim said Mountain Rides could run the service just on Friday and Saturday nights, 21 days so \$400 night. Jim did agree that the current Red summer service was pretty marginal and as a board member does not want to throw good money at bad service. He suggested listening to the public for their suggestions.

Jim Finch suggested using a flag service in the Twin Creeks area.

Joyce Fabre suggested having bus stops signs is a safety issue.

Grant Gager suggested that the group talk about the Red Route service that operates in the City of Ketchum since the City of Sun Valley didn't fund the whole ask and the City of Ketchum did fund the whole amount. He said we have invested in bus stops and should keep the service in Ketchum.

Ben Varner said Sun Valley Company said they didn't need summer River Run service.

Grant Gager said maybe we run a Ketchum circulator for the summer and take out the River Run component for several nights a week. Grant thinks we could run Thurs, Fri, Sat service for the summer.

Joyce Fabre doesn't think the demand Response service will work especially with 24 hour notice.

The group looked at the route map and discussed ways to run the service.

Joyce Fabre asked if there was budget money for Thursday, Friday, and Saturday night for both Elkhorn and West Ketchum. Then the group discussed the option of sending out a survey.

Grant Gager said that the City of Ketchum gave all the money asked for so he supported doing the West Ketchum section.

Ben Varner asked Mike Knudson about drivers for the summer and he said we are looking good for summer.

Public comment:

Dave Galloway from Elkhorn said thank you for the winter service. He said to focus on the overall service and will help advertising with SVEA what we put on the table. He likes the idea of a flag route in the areas with speed limits of less than 30 in Morningstar and Twin Creeks. He likes the idea of an evening service from 5-10pm linking to the Blue Route and doesn't think the transfer would be a problem. He likes service from Tuesday to Saturday as a sweet spot. He appreciates the direction we are going and thinks we have great ideas.

Chuck Williamson from SVEA asked what our goals are. He would go to the city council and ask for service. He would also send out information to 2,000 email addresses.

Joyce Fabre paraphrased what our mission is at Mountain Rides: public transportation is important for our economy and quality of life in the valley. It's important for people to get to work and where they need to go, it reduces congestion, traffic and parking issues which increase our air quality. If we can increase ridership and thereby increase service, we contribute to the quality of life here.

Tom Blanchard asked about the marketing component and if we have added to the marketing budget. He asked how much marketing it takes to bump the curve once you put a route into service. How long does it take to change behavior?

Joyce Fabre said our marketing budget is thin and would like to increase the budget.

Chuck Williamson said they could help with marketing and pass on information to his community.

Kristin Derrig said we did a lot of grass roots efforts when the night owl went into service.

Richard Bierly from Elkhorn said he rides the bus all winter and would consider riding in the summer to go to dinner.

Dave Galloway likes the de-linking of the River Run portion for summer.

Joyce Fabre said because of the aging population in Sun Valley and they will need bus service.

The group decided that maybe we don't need a survey at this time. Staff will bring service options to the February regular meeting for discussion.

Grant Gager suggested branding the Elkhorn component as part of a Blue route extension.

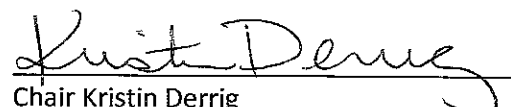
Ben Varner suggested that this could get us to 20 minute service on Blue Route.

Staff gave an update to the Hailey route and Valley routes to date.

- 3. Tom Blanchard made a motion to go into Executive Session per Idaho Code §74-206(1)(a), to discuss personnel (Hiring). Joyce Fabre seconded. Roll call: Kristin Derrig aye, Joyce Fabre aye, Jim Finch aye, Grant Gager aye and Tom Blanchard aye.**

- 4. Adjournment**

Joyce Fabre moved to adjourn the meeting at 2:58pm. Tom Blanchard seconded and the motion carried unanimously.


Chair Kristin Derrig