



## **Planning & Marketing Committee**

### **Regular Monthly Meeting (Conference call)**

**Wednesday, October 7, 2020, 11:00am**

### **MINUTES**

In attendance: Melody Mattson, Kristin Derrig, Juan Martinez, Peter Hendricks, Wally Morgus, Tucker Van Law, Ben Varner, Kim MacPherson, Stuart Gray and Blake Fannesbeck

- 1) Call to Order
- 2) Comments from the Chair and Members
  - a. Kristin Derrig said she is looking forward to the Blue route late night service in November.
  - b. Peter Hendricks stated that Sun Valley city council has reappointed him to the MRTA board.
- 3) Discuss: Price increase BEB purchases
  - a. The group discussed the difference between the two different motor options and whether we should go forward. If we do not go with the bigger motor the bus may not make it up Elkhorn Hill. The group said we should upgrade to the better motor and agreed to take this to the board for approval.
- 4) Discuss: FY21 MRTA Payscale
  - a. Wally Morgus said this is the payscale that was approved. Staff wanted to bring this forward showing the starting wage for drivers will be \$17.75 with training vs. \$15.50 - \$16.50 in FY20.
- 5) Discuss: Zero Fare Resolution
  - a. The group discussed the resolution and edits and decided we should look at this resolution every year going forward. Staff will rewrite with comments given and then get legal approval before taking this to the board for approval.

6) Discuss: Switch A Trip Challenge

- a. Wally Morgus said to use this idea to get Mountain Rides into vogue after the pandemic. Peter Hendricks thinks this is a great idea! And Kristin Derrig and Juan Martinez agreed. Staff will work on this for spring 2021.

7) Discuss: Other items that may come before the Committee

- a. Peter Hendricks asked about ridership. Wally Morgus said ridership is up 80% on the Valley Route and about 45% on Blue and Hailey routes. Peter also asked about employees and Stuart Gray said the health of the employees is good.

8) Adjourn