



RECORDED

REGULAR MEETING  
MOUNTAIN RIDES TRANSPORTATION AUTHORITY  
Wednesday, May 15, 2012, 12:00 p.m.  
Ketchum City Hall Meeting Room, Ketchum, Idaho

Board Members of the Mountain Rides Transportation Authority of the Cities of Bellevue, Hailey, Ketchum and Sun Valley, and Blaine County, State of Idaho, met in a Regular Meeting in the Ketchum City Hall Meeting Room, Ketchum, Idaho, on Wednesday, May 15, 2012, at 2:00 p.m.

**PRESENT:** Chairman Peter Everett (by phone), Secretary Jim Jaquet, Board Members Mark Gilbert (by phone), Curtis Kemp, Joe Miczulski, Franz Suhadolnik, and Steve Wolper.

**ABSENT:** Vice Chairman Susan McBryant

**ALSO** Mountain Rides Executive Director Jason Miller

**PRESENT:** Mountain Rides Operations Manager Jim Finch  
Mountain Rides Maintenance and Facilities Manager Rod Domke  
Mountain Rides Support Coordinator Kim MacPherson  
SafeRoutes to School, Bike and Pedestrian Coordinator Kaz Thea

\*\*\*\*\*

**1. CALL TO ORDER**

Secretary Jim Jaquet called to order the meeting of Wednesday, May 15, 2012 at 2:00 p.m.

\*\*\*\*\*

**2. Comments from the Chair and Board Member thoughts**

No comments at this time.

**3. Public comment period for items not on the Agenda (including questions from the press)**

No comments at this time.

**4. Presentations**

Mountain Rides Executive Director Jason Miller introduced new Mountain Rides Safe Routes to School, Bike and Pedestrian Coordinator Kaz Thea.

The first national Spring Bike and Walk to School Day was hugely successful, with all schools participating.

Bike Challenge Week, starting Monday, May 21, may include a bike rodeo for grades 1-5, and include safety instruction. The Ketchum Police Department will also host a bike rodeo over Memorial Day weekend. The Board suggested a Bicycle Commuting 101 class could be taught by a local trained instructor from the League of American Wheelmen.

**5. Committee reports**

**a. Planning and Marketing Committee report from Chair Steve Wolper**

Approve Committee minutes

Kemp moved to approve the minutes of the Planning and Marketing Committee, seconded by Wolper. Motion passed unanimously.

**b. Finance and Performance Committee report from acting Chair Mark Gilbert**

Approve Committee minutes

Gilbert said the committee had adjusted their budgeting procedures.

Everett moved to approve the Finance and Performance Committee minutes, seconded by Kemp. Motion carried unanimously.

**6. Staff reports**

**a. Transit report from Operations and Maintenance with April 2012 ridership**

Domke said building projects and roof repair were complete. Bus shelters and shelter sites were pressure washed. Two buses are getting fixed under warranty.

Finch said the ski mountain's early closing accounts for April's decreased ridership. Vanpools for summer crews are starting. Sun Valley is negotiating for four vans on a two-year contract to replace their current bus service. The vanpool user contract sets forth the fare structure that covers depreciation, overhead, insurance, fuel and maintenance of the vans; and how the user pays for the service. Vanpool is budgeted to break even and provide for vehicle recapture. Vanpool operates with volunteer drivers, and the vans get the most efficient per passenger seat mile of any Mountain Rides vehicle. Mountain Rides is considering purchasing some used vans to provide spare equipment.

The Valley route is detoured around Woodside Blvd. construction.

Ridership on most routes is strong.

**b. Bike-Ped report**

Helmets will be available, thanks to a private donation.

**c. Business Manager report**

Mountain Rides is now operating on 5311 Federal Operational Funding. The payroll process is being updated; and some additional financial policies have been identified for review.

**d. Executive Director report**

Mountain Rides Executive Director Jason Miller and BikeShare Coordinator Eric Grootveld attended a recent RouteMatch Conference. They discussed RouteMatch improvements that Mountain Rides hopes to see in the future. Getting the digital realtime information signs operational remains a challenge for staff with limited time.

The new federal transportation bill is making some progress.

Walkability Ketchum is a great new program to make Ketchum more pedestrian and visitor friendly.

Mountain Rides recently had an all-staff meeting focused on safety. Four senior drivers attended a week-long safety training last spring, and taught the rest of the drivers what they learned.

Everett said Mountain Rides should promote the fact that it is one of very few multimodal agencies. Miller concurred, saying that Mountain Rides didn't really fit into any of the typical transit agency categories.

Gilbert asked staff to include hourly costs in their presentation to Mountain Rides' funding partners.

**7. Action items and discussion items**

**a. Discussion Item: Peer resort transit operator report**

Everett suggested the chart list "peak hour" buses instead of number of buses.

**b. Discussion Item: Results of Winter 2012 Customer Survey**

Miller said this Customer Survey was the second one with a standardized format of five questions, with ratings from excellent to unacceptable. "Unacceptable" ratings were 2% this winter and 3% last summer. 78% considered Mountain Rides very good or excellent this past winter and 79% last summer. All survey responses were input into Survey Monkey, and can be analyzed. All survey comments are included in the Board's report.

Staff is working to accommodate requests for better Valley route weekend service.

There seems to be a mindset that Mountain Rides cares about itself more than the community; but in fact Mountain Rides' concern *is* the community.

The Board asked that future pie charts be presented in color or that percentages for different categories be made clear.

**c. Action Item: Authorize Title VI Civil Rights Program update**

**Everett moved to authorize Mountain Rides Executive Director Jason Miller to work with the Federal Transit Administration to bring Mountain Rides Title VI Program into agreement with the 2013 update by the June deadline. Motion seconded by Gilbert, with the stipulation that the Title VI update is approved and a copy provided at a future meeting. Motion passed unanimously.**

Gilbert noted the Ketchum/Sun Valley Transit Authority in the document should be corrected to be Mountain Rides Transportation Authority.

**d. Action Item: Approve summer-fall 2012 bus schedule**

**Everett moved to approve the summer-fall 2012 bus schedule, seconded by Miczulski.** In discussion, Everett said some of the bus routes didn't have good ridership in winter because people couldn't get to the bus stops. Staff has discussed adjusting service in West Ketchum to facilitate bus ridership. Ideas will be discussed further in committee. There may be some potential change in service to the airport, but decision has been tabled for the time being. There isn't time right now to add regular airport service to the Hailey circulator. Kemp asked why the Valley Route went through Ketchum Light Industrial instead of taking Sun Valley Road to Sun Valley. Finch said many people got off the bus at the YMCA and at Lewis Street, but a transit hub could make facilitate transfers. **Motion passed unanimously.**

**e. Action Item: Approve summer-fall 2012 Valley route and Vanpool fares**

**Gilbert moved to approve summer-fall 2012 Valley route and Vanpool fares. Motion seconded by Everett, and passed unanimously.**

**f. Action Item: Approve first draft of FY2013 budget**

Miller explained Candice Pate's scope of work, including the transportation hub and Sun Valley history tours on special Blue route buses staffed by Historical Society personnel.

**Everett moved to approve the first draft of the FY2013 budget, seconded by Gilbert.** In discussion, Kemp asked if Mountain Rides had considered joining Idaho Independent Insurance Authority health group. Miller said he would discuss it with the Ketchum City Administrator. Miller explained how the partnership amounts had been figured in the budget. **Motion passed unanimously.**

**g. Action Item: Approve reopening the FY2012 budget to make adjustments and revisions**

**Gilbert moved to reopen the Capital and Facilities Fund Budget for FY2012, and approve them as amended. Motion seconded by Everett. Motion carried unanimously.**

**8. Consent Calendar items**

- a. Receive and file April 2012 Financials
- b. Receive and file April 2012 Bills Paid
- c. Approve minutes – April regular board meeting

**Everett moved to approve the Consent Calendar of May 15, 2012. Motion seconded by Wolper, and passed unanimously.**

**9. Executive Session pursuant to Idaho Statute 67-2345(c) (to discuss acquisition of real estate)**

**Kemp moved to enter Executive Session at 3:26p.m., pursuant to Idaho Statute 67-2345(c) to discuss acquisition of real estate. Motion seconded by Miczulski. Roll call: Kemp yes, Miczulski yes, Jaquet yes, Suhadolnik yes; Wolper yes; Gilbert yes, Everett yes. Motion passed unanimously.**

**10. Adjournment**

**With no other business to come before the Board, Peter Everett moved to adjourn the meeting, seconded by Curtis Kemp. Motion passed unanimously.**

---

**Secretary Jim Jaquet**