



RECORDED

**SPECIAL MEETING
MOUNTAIN RIDES TRANSPORTATION AUTHORITY
Thursday, October 4, 2012, 11:00 a.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.

PRESENT: **Chairman Peter Everett (by phone), Vice-Chairman Susan McBryant, Secretary Jim Jaquet, Board Members Michael David, Mark Gilbert, Joe Miczulski, Nils Ribi, and Steve Wolper.**

ALSO
PRESENT: **Mountain Rides Executive Director Jason Miller
Mountain Rides Business Manager/Treasurer Wendy Crosby
Mountain Rides Operations Manager Jim Finch
Administrative Support Coordinator Kim MacPherson**

1. CALL TO ORDER

Chairman Peter Everett called to order the meeting of Thursday, October 4, 2012 at 11:00 a.m.

2. Discussion Item: FY2013 Transit Service Plan initial concepts and data review.

The Finance and Marketing Committee will discuss the Transit Service Plan after this meeting and hearing public input. The Mountain Rides Board will make a decision on the Transit Service Plan at their regular October 17th meeting.

Red Route

Maintain winter service as it was last winter, throughout the entire winter ski season. Summer Red Route service as before to 7:30 p.m. Reduce or eliminate service in the spring and fall slack periods. Staff suggests there be a same-day on-demand service in place for Elkhorn neighborhoods on the Red Route. If the demand exceeds three trips a day, Red Route summer service will probably be modified to stay within budget. There is already a regular demand for ADA service from Elkhorn to the hospital.

Chairman Peter Everett said the best way to build ridership is consistent service; but the Red Route is just not used during slack because the residents are not in town. Board Member Nils Ribi agreed that year-round Red Route had not succeeded, partially because the marketing plan was never implemented. Board Member Mark Gilbert agreed with the Red Route cutback during slack. He thought the Board should make an overall policy decision on what happens if the slack demand service exceeds budget.

PUBLIC COMMENT:

- Margaret Walker, Juniper (Elkhorn) resident, takes the bus to ski at River Run. She didn't think the elimination of regular service during slack would hurt anyone; and added that the bus ski racks were in pretty bad shape by the end of the season. She added that it took two transfers to get to Ketchum.
- Dave Galloway, Twin Creeks (Elkhorn) resident, has been a winter bus rider for 14 years. They based their house purchase on its proximity to the bus route. The morning bus fills to capacity, and some people are not riding because there is standing room only. The rest of the day is trickle ridership. Half-hour service all day long, including early afternoon, is important because a lot of Elkhorn homeowners work at home and just go skiing for a couple hours, but must be on-call all day. Galloway said his family also used the winter bus to get to and from Ketchum.
- Herschel Cox, Sagehill (Elkhorn) resident, skied close to 100 days last year. He rides the bus roundtrip, and considers it family.

Mountain Rides Executive Director Jason Miller said staff would consider setting certain designated times that the Red Route service would operate on demand.

Vice-Chairman Susan McBryant managed a homeowners association in Elkhorn. She said condo owners encouraged family members and kids to ride the bus, and used the bus route as a selling point in renting their units. She wanted Mountain Rides to provide the best service possible to Elkhorn.

Board Member Nils Ribi distributed an allocation of Town routes by hours, and Mountain Rides partner budget responsibility for each route. Ribi said his route analysis compared to local funding allocations showed Sun Valley City shortfall of about \$23,000 and Ketchum shortfall of about \$25,000. Sun Valley Company is close to even. He asked that the Sun Valley service be better marketed. Board Member Gilbert said the budget is balanced, so the Finance Committee will review the numbers to see what is causing what looks like funding shortfalls.

Board Member Michael David wanted more explanation of “on demand” service. It seems a little like a taxi service, but it is important to efficiently serve Mountain Rides’ clients and still save money. Board Member Joe Miczulski supported staff recommendation and wants to see how it works this fall. Board Member Gilbert appreciated staff’s efforts in formulating a proposal to meet the needs of clients while keeping to budget. Vice-Chairman McBryant noted the service cutback will not begin until after the Jazz Jamboree. Board Member Jim Jaquet said efficiency has to be carefully analyzed whenever budgets are tightened. Staff’s careful review of route demand or lack of demand is the most efficient way to keep to budget.

Bronze Route

- Jim Garrison, Saddle Road resident, skis 100 days a year and appreciates the Bronze Route service. His only improvement would be to have service the entire ski season.

Miller said staff struggles with winter “shoulder seasons” on several routes. Sun Valley Company funds the Bronze Route during peak time; and riders use the Blue Route through Ketchum the rest of the season. Schedules are based on demand and funding, and staff is trying to balance evening hour service vs. shoulder season service. They will let Sun Valley Company know that the public has requested additional Bronze Route service. Vice-Chairman McBryant said public that shows up at a meeting deserves special consideration.

Silver Route

Chairman Everett said some families split up at Dollar, with some family members staying at Dollar, and some going to Baldy Circle, where they have to transfer to get to River Run. He would like to see a more direct circulation between Dollar, Sun Valley Village and River Run.

Operations Manager Jim Finch said it was difficult to run Silver Route on time during highest peak periods without adding another bus to the route. Transfers can cause confusion and anxiety, but allow more frequent service. Sun Valley Company would also like more efficient service between the three points. Mountain Rides currently adds an additional bus during peak hours in peak holiday season. An additional bus and operating money would be necessary to run another bus season-round, but it is a growing demand and will have to be addressed in the future. The Silver Route will remain as is this season, but be carefully considered for next year.

Blue Route

Keep as is. The Valley Route and Blue Route are the north-south and east-west backbone routes. Board Member David, a Warm Springs resident who uses the bus to commute and get his kids to school, would like to see 30-minute service year-round.

Green Route

Chairman Everett said Green Route loses a lot of time going down Broadway Run to The Meadows, but Mountain Rides can’t ask residents to walk to the highway to take the Valley Route bus. Miller has proposed bus turnouts and an over- or underpass at the southern intersection of Broadway Run and Highway 75 to ITD, but the new federal Transportation bill will not likely provide federal funding, and ITD doesn’t have funding.

The Green Route is going to be interrupted by highway construction this next year.

Gold Route

Staff will discuss reconfiguration of the Gold Route with Sun Valley Company and Sun Valley City to figure out what would best serve Dollar Lodge and the Sun Valley condos. Gold Route is basically Sun Valley Company’s bus shuttle from Dollar Lodge to Baldy View Circle that transfers condo residents to other routes to get to the mountain. Route polling data wasn’t much use this year, with all the RouteMatch problems.

Vice-Chairman McBryant said she’d had good personal experiences with floater buses in other towns.

Valley Route

Only change is one additional peak hour trip, with Job Access and Reverse Commute (JARC) funding. There are frequent requests to provide more special event service, but the extra runs have had limited success. People use the East Fork park-n-ride lot to get together for carpooling, so good marketing might encourage them to ride the bus. JARC funding has been combined with 5311 funds under the MAP-21 transportation bill, so continued funding is available at least for two years. Board Member Miczulski supported staff recommendation.

The latest night trip southbound leaves Ketchum at 9:20 p.m. A 10:00 late night bus ran for a full year a couple years ago, but was discontinued due to lack of ridership. Board Member David suggested Mountain Rides talk to Atkinsons', which was open until 9:30, to offer service to their employees.

PUBLIC COMMENT:

- Mickey Garcia encouraged a later bus. County P&Z meetings usually last later than the last northbound bus; and lack of late transportation limits employment opportunities. He said the airport should also be a regular stop. Miller said it would cost about \$100,000 for a regular fare-based airport service.

Board Member Steve Wolper asked about a bus from Hailey to mid-valley, perhaps running on Buttercup.

Board Member Michael David left the meeting at this time.

Hailey Circulator

No changes.

3. Executive Session

Board Member Mark Gilbert moved to go into Executive Session at 12:50p.m., pursuant to Idaho Statute 67-2345 1(c) to discuss acquisition of real estate. Motion seconded by Board Member Jim Jaquet. Roll call: Peter Everett yes, Susan McBryant yes, Jim Jaquet yes, Mark Gilbert yes, Joe Miczulski yes, Nils Ribi yes, and Steve Wolper yes. Motion passed unanimously.

The Mountain Rides Board of Directors returned to Open Session.

4. Adjournment.

With no other business to come before the Board, Mark Gilbert moved to adjourn the meeting at 12:45p.m., seconded by Jim Jaquet. Motion passed unanimously.

Vice-Chairman Susan McBryant

cc: Commissioner Angenie McCleary, Blaine County
Virginia Egger, Interim Sun Valley City Administrator
Gary Marks, Ketchum City Administrator
Sandy Cady, Ketchum City Clerk
Heather Dawson, Hailey City Administrator
Mary Cone, Hailey City Clerk
Dee Barton, Bellevue City Clerk
Tess Cenarrusa, Carey City Clerk
Randall Patterson, Carey Mayor