



**REGULAR MEETING  
MOUNTAIN RIDES TRANSPORTATION AUTHORITY  
Wednesday, March 21, 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, March 21, 2012, at 12:00 p.m.

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

**ABSENT:** Board Member Franz Suhadolnik

**ALSO** Mountain Rides Executive Director Jason Miller

**PRESENT:** Mountain Rides Business Manager/Treasurer Wendy Crosby

Mountain Rides Operations Manager Jim Finch

Mountain Rides Maintenance and Facilities Manager Rod Domke

Ketchum Mayor Randy Hall

Ketchum Community and Economic Development Director Lisa Horowitz

Administrative Support Coordinator Kim McPherson

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**1. CALL TO ORDER**

Chairman Peter Everett called to order the meeting of Wednesday, March 21, 2012 at 12:00 p.m.

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

Board Member Joe Miczulski moved to amend the agenda to include a discussion on the proposed transfer hub. Board Member Steve Wolper seconded the motion, and it passed unanimously.

Board Member Jim Jaquet mentioned an article in the *Idaho Statesman* that San Francisco was putting sensors in the pavement to monitor parking. When an area gets too congested, the parking meter charge goes up, currently up to \$4.50 hour, but could reach up to \$6.00 hour. Parking revenues are used for mass transit, and any reduction in traffic will speed up bus service.

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

There were no comments at this time.

**4. Presentations**

**a. Certificate of Appreciation to former board member Nils Ribi**

Former Board Member Nils Ribi was not present to receive his certificate.

**5. Committee reports**

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

Wolper directed Board Members to the minutes of the Committee meeting.

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

Acting Chair Gilbert directed Board Members to the minutes of the Committee meeting.

**6. Staff reports**

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

Operations Manager Jim Finch said February ridership was an increase over a year ago; and, with the help of the National Brotherhood of Skiers, it was the best February since 2001. The Valley route and Hailey circulator continue to

show strong growth. Passenger surveys are being passed out and collected on various routes. Some of our northbound morning commuter trips are at seated capacity or close to it, and will continue to grow as gas prices increase.

School students probably constitute a big part of increased ridership on the Valley route. During the school year, 2,500-3,000 students ride monthly. Mountain Rides is glad that student ridership keeps parents off the highway; and hopes it's making future bus riders for when gas prices increase. Other transit agencies report that standees are part of the business, but Mountain Rides wants the bus ride to be comfortable for other paying customers.

Mountain Rides Operations training staff will be in Boise for a four-day Community Transportation Association of Idaho (CTAI) safety seminar. Staff will incorporate changes in the summer driver training; and also want to learn more about risk management.

A Mountain Rides bus was involved in an at-fault accident in February.

Late season schedule starts April 2.

The National Brotherhood of Skiers expressed appreciation for Mountain Rides service during their ski visit in February. Several had traveled all over the country, and had never had a better experience than they did in Sun Valley.

Miczulski thanked Finch for his quick response when several on-route buses were down in the last few weeks. Finch said staff is committed to seamless transportation, and takes delays seriously.

Mountain Rides Maintenance and Facilities Manager Rod Domke said the lighting upgrade of the north bus facility was almost complete. Lighting was much better and the cost would be much less. Idaho Power rebates would cut the cost to about 60%, and energy savings would pay back in a few years.

Parts for the new bus were finally here. Age of the fleet is resulting in some maintenance issues.

Chairman Peter Everett suggested Mountain Rides host a tour of the bus facility for the Board, since there was a number of new Board members.

#### **b. Bike-Ped report**

Mountain Rides Executive Director Jason Miller – The BikeShare contract with Social Bicycles is executed. The program, in partnership with Hailey and an EPA Climate Challenge grant, is scheduled to launch in early July.

The SafeRoutes to School program coordinator is part-time and tough to fill.

#### **c. Business Manager report**

Mountain Rides Business Manager/Treasurer Wendy Crosby said grant applications had taken most of her time in the last couple months. Five grant applications are for capital projects, including two new buses. ITD delivered some unexpected funds but with an early deadline to use the funds.

#### **d. Executive Director report**

Mountain Rides Executive Director Jason Miller and peers are working on a statewide advisory group under the CTAI. A demo realtime bus stop sign is at the bus facility. Display software is being tweaked before putting the signs up.

### **7. Action items and discussion items**

#### **a. Action Item: Approve preferred concept design for Ketchum Transit Plaza and next steps**

Mountain Rides used a \$200,000 federal grant to hire LSC Transportation Consultants to put together a concept and options for a Ketchum transit hub. The City of Ketchum and the Ketchum URA have committed to provide the \$50,000 grant match, which will be needed as the grant funds are spent.

LSC recently hosted the first public workshop on the transit hub. The Mountain Rides Board will review the hub concept, footprint, and location and let staff know if more information is needed. When the Board is ready, they will make a recommendation to the City of Ketchum.

Board Members comments:

- Public generally supportive of the transit hub.
- The transit hub will add 500 bus passengers to Ketchum's downtown core, and the businesses adjacent to the hub.
- The transportation hub is in the center of downtown. Everyone, including tourists, will know where it is and can direct a visitor to the transit hub. Giving directions to different bus stops all over town can be confusing for everyone.
- The majority of Board members prefers the East Avenue location, which was a collaborative decision between LSC circulation consultant and Ketchum Planning staff. The transit hub building is very visible from Sun Valley Road. The Visitors Center and Town Square are right there, and Giacobbi Square is a short walk away.

- Ketchum and Mountain Rides need to consider pros and cons and expense of the hub on the west side of Main Street as well as East side of Main Street. Need to consider the cost of rerouting buses to the hub location. If the hub is on the East Side of Main Street, the West side of Main Street will lose visibility and retail exposure.
- Supportive of completing the whole project in one phase, if funds allow it.
- Transit building should be architecturally pleasing, especially if it is right on Sun Valley Road.
- Differentiating between angle and parallel parking may become problematic in the winter when snow covers up striping.
- Alternative 1a provides parking in front of the UPS Store, which needs to have parking. Alternatively, could parking lot be located behind UPS store? Shouldn't tailor the transit hub to benefit one tenant, who could move. Alternative 1a could be morphed into Alternative 1 if appropriate.
- Alternative 1 is least number of curb cuts.
- Alternative 1's T-shaped building takes up a lot of street space.
- Need to get more information from staff on the alternatives. Don't be too aggressive in timetable and don't pressure decision-makers. Consider optional schemes that might work.
- Mountain Rides should have a publicly noticed joint Mountain Rides Committees meeting.
- Support consideration of "jitney" or trolley system that would allow the hub to extend quick service to other downtown areas.
- Ketchum Street Department has to be a key player, especially for street maintenance and snowplowing.
- Young people in particular are requesting the Ketchum Comprehensive Plan update promote a greener environment and a balanced transportation system.

**PUBLIC COMMENT:**

Ketchum City Councilor Nina Jonas supports a transit center as an important part of Ketchum infrastructure and an improvement in the Mountain Rides system, but would like to see more opportunity for public input. The hub needs broad-based public support. Ketchum needs more study on the location and how it works for pedestrian circulation. Keep in mind the development of River Run, and focus on economic vitality of Ketchum's entire Commercial Core.

Jima Rice supports the idea of a transit hub, but thinks this location is a bad idea. The public needs to see elevations and measurements of the transit building, alternative locations and circulation studies for each, financing possibilities, and the number of visitors vs. locals who use the transit system. The architecture of the transit hub in the center of town should fit with the Comp Plan's goal of a "small community town". Will the transit building take away the views still available from this intersection? All the study so far has been focused on transportation, and not the larger issues. What happened to the peripheral parking and jitney service into town? This plan replaces parking with buses. Maybe the Ore Wagon Museum could be used instead. Focus on pedestrians. Parking, transit building and buses all in the same block is a nightmare. Nobody will be driving in that block, so you don't need parking.

Elaine Charlat is a Ketchum resident who uses the bus system to come to town, and then walks short distances around town. The bus system as it is works just fine. The Mountain Rides Board should think seriously about the location and how it would affect the heart of town. The jitney circulator idea is a great idea.

Barry Peterson asked what the building would be used for. If it's just going to be bathrooms and a counter for bus pass sales, it should be on the south end of the street, and keep the Sun Valley Road intersection open.

Mountain Rides Board members' additional comments:

- Design of the transit building has been given very little consideration to date.
- Don't rush the project. Pay the consultant to look at the three other locations.
- Staff should do operating costs analysis of different locations, as well as aesthetic and promotional attributes of different locations.
- Some analysis is best done by Mountain Rides staff, including where buses will stop and transfer if a transit hub exists.
- Kemp, as a Ketchum City Councilor, wants to see more study from Ketchum's perspective, including a ratio of visitors to employees who ride the bus.
- Parking could be managed with parking time limits.
- Would Main Street stops no longer be transfer stops?

Mayor Randy Hall commended Mountain Rides on its evolution from KART to a regional transportation system. Transportation is key to Ketchum's quality of life, and central to Ketchum's downtown master plan and upcoming Comprehensive Plan. Thanks to Mountain Rides for getting a \$200,000 grant to begin the process. The goal is to get people out of their houses and cars and circulating in town.

**b. Discussion Item: updated Vision, Mission, and Goals**

Board members suggested additional minor revisions to the updated Vision, Mission and Goals.

**c. Discussion Item: newest round of State of Good Repair and Bus Livability capital funding**

The Capital Improvement Plan was used as a guide to submit the State of Good Repair application. Bus Livability application is due in a week.

**d. Action Item: Approve Maintenance and Facilities Safety Plan**

Gilbert suggested a specific paragraph, “Failure to adhere to these safety rules could lead to discipline, up and including termination.” Board members made additional minor revisions. The Board asked staff to review egress windows in the north bus facility in the event of a fire.

**e. Action Item: Approve disposal of surplus assets**

**Chairman Peter Everett moved to approve disposal of surplus assets, seconded by Councilor Curtis Kemp. Motion passed unanimously.**

**8. Consent Calendar items**

**a. Receive and file February 2012 Financials**

**b. Receive and file February 2012 Bills Paid**

**c. Approve minutes – February regular board meeting and March committee meetings**

**Board Member Steve Wolper moved to adopt the Consent Calendar for March 21, 2012, seconded by Councilor Curtis Kemp. In discussion, committee minutes on future agendas will be included in the Committee reports. Motion passed unanimously.**

**9. ADJOURNMENT**

**With no other business to come before the Board, Board Member Mark Gilbert moved to adjourn the meeting, seconded by Councilor Curtis Kemp at 2:00pm. Motion passed unanimously.**

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Chairman Peter Everett

cc: Commissioner Angenie McCleary, Blaine County  
Virginia Egger, Interim Sun Valley City Administrator  
Kelly Ek, Sun Valley City Clerk  
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  
Lynn Dickerson, Carey City Clerk  
Randall Patterson, Carey Mayor