



**REGULAR MEETING**

**MOUNTAIN RIDES TRANSPORTATION AUTHORITY**

**Wednesday, July 18, 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, July 18, 2012, at 12:00 p.m.

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

**ALSO PRESENT:** Mountain Rides Executive Director Jason Miller

Mountain Rides Business Manager/Treasurer Wendy Crosby

Mountain Rides Operations Manager Jim Finch

Mountain Rides Maintenance and Facilities Manager Rod Domke

Mountain Rides Administrative Support Coordinator Kim MacPherson

Candace Pate

.....

**1. CALL TO ORDER**

Vice-Chairman Susan McBryant called to order the meeting of Wednesday, July 18, 2012 at 12:09 p.m.

.....

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

Chairman Peter Everett suggested Mountain Rides may want to have a list of things to do in the event of a fire or community emergency. Board Member Mark Gilbert said agencies typically entered into an emergency services agreement in this kind of circumstance.

Board Member Jim Jaquet said the new “Sun Valley Story” Blue Route historical tour leaves the Visitor Information Center on Friday afternoons. The tour is a cooperative effort between Mountain Rides and the Sun Valley Historical Society, and comes with a tour brochure designed by Sun Valley Magazine.

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

No public comment at this time.

**4. Presentations**

**a. Community survey results by Candice Pate of ANTICIPATE**

Candace Pate distributed copies of the recent non-rider and rider bus surveys. The surveys were distributed in three locations in Ketchum and Hailey on three separate days; and focused on non-riders. The goal of the surveys was to better understand awareness and perception of Mountain Rides, factors that influence or impede usage; and how and where people get information about Mountain Rides.

Respondents were almost all over 30 years old, and full-time residents. Riders are huge advocates of the bus system. The only real recommendation for improvement was later hours, including a bus to go to the movies. A lot of people mentioned bike racks, but it didn't keep them from riding. Not allowing dogs was a real hurdle for a couple people.

Most people get their tickets on the bus, and aren't that aware of passes. Pass riders get passes from their employer.

Almost all adults—riders and non-riders—agreed that Mountain Rides was an important public service. They wanted to support it, and wished more people used it. Young people weren't very aware of the service.

The primary reasons for not riding the bus are a legitimate need to have a car, the routes don't work or the bus didn't run late enough. Many non-riders just don't think about it, and some of them could be potential riders. Most people knew where they could find a schedule. Two suggested bigger signs at the bus stops. People *were* confused about fares.

Pate suggested:

- Mountain Rides partner with events to market bus transportation as a component of the event.
- Touting bus drivers, which makes them more accessible and makes Mountain Rides more personal.
- Do a better job of helping kids realize how valuable Mountain Rides is.
- Get more advertising on Sun Valley's website.

Board members suggested the survey presentation be given to funding partners and the local marketing groups, who need to realize Mountain Rides is an important asset for tourists.

**5. Committee reports**

**a. Planning and Marketing Committee report from Chair Steve Wolper  
Approve June committee minutes**

**b. Finance and Performance Committee report from Chair Mark Gilbert  
Approve June committee minutes**

The Committee requested employee merit ranks prior to performance evaluations. Miller said one-time merit increases awarded for FY2012 were included in the Board members' packets.

**Board Member Nils Ribí moved to approve the minutes of the Planning and Marketing Committee and Finance and Performance Committee minutes, with the addition of the merit increases to the Finance and Performance Committee minutes, seconded by Chairman Peter Everett. Motion carried unanimously.**

**6. Staff reports**

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

June ridership was down. The Valley route was down, perhaps due to Woodside construction.

Thirteen vanpools are now operating, with Sun Valley Company now operating two vans. Mountain Rides is looking at getting some minivans for some van routes with smaller but steady ridership.

Several charters are coming up—the Wine Auction, Road Rally and Tour of Homes.

Maintenance and Facilities Manager Rod Domke and staff have been developing a 300-page RFP for a 35ft vehicle, and hope to go to bid in a few weeks. Lead time on a full-size vehicle is close to two years. In the past, Mountain Rides has piggybacked on another contract; and is asking CTAI and state legislators to provide legislation that would permit piggybacking in the future.

Staff is also working on the fuel depot project. The local partners—cities of Sun Valley and Ketchum, and Blaine County Sheriff—have to figure out how to divide the cost. Ribí and McBryant suggested Mountain Rides introduce the concept to the Councils and Mayors when presenting the FY2012 budget.

Another IC bus was towed to Twin Falls for maintenance. The bus is still under warranty.

**b. Bike-Ped report**

All 16 SoBe BikeShare bikes are in town and being assembled.

Blaine County Rec District, with Mountain Rides support, is reviewing the process on renewing Bicycle Friendly Community status for Wood River Valley communities. ITD Shoshone District has committed to use microseal instead of chipseal on all state highways, including Highway 75. Microseal is much friendlier to bicyclists. The County Commissioners have to be asked to set policy to not chipseal beyond the fogline. The Bike Coalition, with new organization, needs to work with Blaine County Rec and Mountain Rides to work on improving the area's bike friendliness.

**c. Business Manager report**

Business Manager/Treasurer Wendy Crosby said staff is wading through all the bureaucratic grant requirements for the East Fork project, bus procurement, and South Valley facility.

**d. Executive Director report**

The new two-year Federal Transportation Bill passed in late June. Dedicated funding for transit remains, and funding levels remain about the same. Dedicated funding for bike and pedestrian programs is essentially gone for rural communities, depending on the state transportation departments, which have the option to use the money for roadway projects. Mountain Rides has a couple years of SafeRoutes to School funding left from previous funding years.

Budget negotiations with partners are ongoing. Everything looks stable at this point.

Blaine County School District agreed to contribute another \$8,000 FY2013 to Mountain Rides, which will give students unlimited access while school is in session. At the School District's request, Mountain Rides is developing a weekend and break pass for students to purchase.

The transportation hub citizen group is planning the next open house in August.

The Sun Valley Marketing Alliance and Fly Sun Valley Alliance are trying to create a new incremental local option tax dedicated to Minimum Revenue Guarantees and marketing. If they accomplish that, they should also consider funding

dedicated express ground service to and from Friedman Airport. The cities, through a Joint Powers Agreement, will determine how the funds are allocated. Miller will present the cost of a ground service to the cities.

The highway between East Fork and the hospital is funded and will be under construction soon. Mountain Rides is trying to get turnouts at Broadway Run (where it comes out of The Meadows) on both sides of the highway. A turnout would require a pedestrian tunnel, which ITD is considering.

**7. Action items and discussion items**

**a. Discussion Item: Board member committee assignments**

Everett expressed concern that a committee not contain two representatives from the same city; other Board members weren't concerned.

Planning and Marketing Committee is Everett, Miczulski, Ribí and Wolper.  
Finance is Gilbert, McBryant, Jaquet and Ketchum's new representative.

**b. Discussion Item: Soft launch of Hailey BikeShare program**

BikeShare will initiate a test period in the early fall. SoBi will be in town the end of August to do installation and training. BikeShare will be in the Hailey Community Climate Challenge grant documentary film.

**c. Action Item: Approve bidding of design-build project for pathway and shelter at East Fork and Hwy 75**

Mountain Rides/Blaine County Rec staff will host an upcoming public information meeting at East Fork to discuss the method of procurement. The highway at the East Fork intersection has already been widened.

**Chairman Peter Everett moved to approve the bidding of design-build project for pathway and shelter at East Fork and Highway 75, seconded by Board Member Jim Jaquet. Motion passed unanimously.**

Miller said the bid document would be reviewed by Mountain Rides attorney Adam King.

**d. Action Item: Approve FY2012-2013 charter rates**

The Finance Committee recommended keeping the charter rates as is, except the driver-bus wait hold time charge will be increased by \$5.00 hour. The language will be revised to indicate when the time starts and ends. The new definition of a "revenue vehicle" is a van or bus.

**Board Member Jim Jaquet moved to approve FY2012-13 charter rates, seconded by Chairman Peter Everett. Motion passed unanimously.**

**e. Action Item: Approve performance evaluation and merit increase chart**

The payscale has already been adopted. The Board considered establishing a small merit pool fund for cases where the matrix did not adequately reward an excellent or exceptional employee.

**Board Member Jim Jaquet moved to approve the performance evaluation and merit increase chart, seconded by Board Member Steve Wolper. Motion passed unanimously.**

**8. Consent Calendar items**

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

McBryant made one correction to the minutes.

**Board Member Steve Wolper moved to approve the Consent Calendar for July 18, 2012, seconded by Board Member Jim Jaquet. Motion passed unanimously.**

Board Member Nils Ribí left the meeting.

**9. Executive Session**

**Board Member Jim Jaquet moved to go into executive session at 2:17 p.m., to discuss acquisition of real estate, pursuant to Idaho Statute 67-2345 1(c). Motion seconded by Board Member Steve Wolper. Roll call: Peter Everett (by phone), Steve Wolper, Susan McBryant, Jim Jaquet, Mark Gilbert (by phone), and Joe Miczulski. Motion passed unanimously.**

**10. Adjournment**

**With no other business to come before the Board, Jim Jaquet moved to adjourn the meeting at 2:45 p.m., seconded by Steve Wolper. 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