



MINUTES

Planning and Marketing Committee, Wednesday, 2/6/13, 1:00pm

Webb Conference Room Annex, 191 8th Street, Suite D, Ketchum, ID 83340

In attendance: Sarah Michael, Nils Ribí, Steve Wolper, Jason Miller, Wendy Crosby, Kim MacPherson, Jim Finch, and Rod Kelly

Absent: Joe Miczulski

Meeting Start: 1:03pm

Meeting End: 2:50pm

- 1) Appoint committee chair and vice-chair and discuss committee job description.
 - a) The committee discussed the purpose of the Planning and Marketing Committee which is to preview Planning and Marketing issues and submit recommendations to the full board. Steve and Jason will create a draft of the responsibilities of the Planning and Marketing Committee to submit to Board. Steve Wolper will remain the chair of the committee and Sarah Michael will be vice chair.
- 2) Discuss potential cost saving service changes.
 - a) At present, on some routes, we are substituting intra-day small buses for the larger bus for cost saving measures. Jim explained the substitution process and that we try to minimize the inconvenience from transfers on riders. The cost savings is of additional substitutions is minimal. When the highway project starts the inherent traffic delays will be a cost to us with the Valley Route. The group discussed some conceptual changes to the Valley Route to reduce costs. The real opportunity for cost savings will come with the next schedule change in June although there may be the need to make some changes to the Valley Route starting in mid-April due to highway construction.
- 3) Update on Bike and Pedestrian Master Plan development process.
 - a) Jason gave a brief overview of the bike and pedestrian master plan for the county. There was a discussion of the plan and some recommended changes.
 - b) The committee discussed that with Jason leaving, MRTA would not take the lead on the Bike/Pedestrian Master plan group but would not reduce their commitment to the plan.
- 4) Discuss status of Route Match project.
 - a) Rod Kelly gave an update of Routematch details to present. The project plan will be presented at the February Board Meeting. ITD set acceptance date as of June 2013.
- 5) Preview final Ketchum transportation hub open house materials.
 - a) Jason gave a preview of the Hub Open House #4 which will be held on Wednesday, February 13th.
- 6) Other items to come before the committee. There were none.