



Mountain Rides Transportation Authority

Public Notice

Regular Meeting of the Board of Directors

Wednesday, May 21, 2025, 1:00 pm

Hailey City Hall, 115 Main Street South, Hailey, ID

[Join the meeting now](#)

Meeting ID: 282 621 974 007 9

Passcode: 8Xa3Ka7a

Mountain Rides Board of Directors

Chair Grady Burnett (Sun Valley), Vice-Chair Tom Blanchard (Bellevue), Secretary Kristin Derrig (Ketchum), Peter Hendricks (Sun Valley), Muffy Davis (Blaine Co.), Martha Burke (Hailey), Neil Bradshaw (Ketchum), Melody Mattson (at-large)

Agenda

1. **Call to Order**
2. **Comments** from the Chair, Members, and Staff
3. **Public Comment** re: Items not on the Agenda (and questions from the press)
4. **Action item:** Consent Agenda **(Pg 2)**
 - a. Authorize/approve: Disbursement of MRTA's funds for paying bills on hand as of May 19, 2025 **(Pg 3-6)**
 - b. Approve/file: Minutes of Regular Board Meeting, April 16, 2025 **(Pg 7-9)**
 - c. Approve/file: Minutes of Finance & Performance Committee, May 7, 2025 **(Pg 10)**
 - d. Approve/file: Banking Signatories Resolution **(Pg 11)**
 - e. Receive/file Performance Dashboard, April 2025 **(Pg 12-40)**
 - f. Receive/file: March 2025 Operating Fund Financial Statements and Bills Paid **(Pg 41-57)**
 - g. Receive/file: Report from Director, Fleet, Maintenance & Facilities; Director, Transit Operations; Director, Finance, Human Resources & Administration; Manager, Marketing & Communications; Executive Director **(Pg 58-62)**
5. **Discussion item:** Marketing Plan **(Pg 63-65)**
6. **Discussion Item:** Items of Interest to the Members **(Pg 66)**
7. **Adjourn**

Public information regarding agenda items is available from Mountain Rides at 800 1st Ave. North, Ketchum, or 208-788-7433. Anyone needing special accommodation to attend the above-noticed meeting should contact Mountain Rides, at 208-788-7433, two days prior to the meeting.

Mountain Rides Agenda Action Item Summary

Date:

May 21, 2025

From:

Board of Directors

Action Item:

4. Consent Agenda

Committee Review:

☒ Yes ☐ No

Committee
Purview:

F&P Committee, P&M Committee

Previously
discussed at board
level:

☐ Yes ☒ No

Recommended
Motion:

I move to receive, approve, adopt, and file the Consent Agenda.

Fiscal Impact:

NA

Related Policy or
Procedural Impact:

NA

Background:

- a. Authorize/approve: Disbursement of MRTA's funds for paying bills on hand
- b. Approve/file: Minutes of Regular Board Meeting, April 16, 2025
- c. Approve/file: Minutes of Finance & Performance Committee, May 7, 2025
- d. Approve/file: Banking Signatories Resolution
- e. Receive/file: Performance Dashboard, April 2025
- f. Receive/file: March 2025 Operating Fund Financial Statements and Bills Paid
- g. Receive/file: Report from:
 - 1) Director, Fleet, Maintenance and Facilities (Carlos Tellez)
 - 2) Director, Transit Operations (Jamie Canfield)
 - 3) Director, Finance, HR and Administration (Jerry Garcia)
 - 4) Manager, Marketing & Communications (Andrea Hernandez)
 - 5) Executive Director (Wally Morgus)

MRTA - Operations Main

Unpaid Bills Detail

As of May 19, 2025

Type	Date	Num	Due Date	Open Balance
AC Houston Lumber Company				
Bill	05/08/2025	2505-875996	05/15/2025	40.97
Bill	05/08/2025	2505-876085	05/15/2025	6.99
Bill	05/07/2025	2505-875045	05/15/2025	12.28
Bill	05/07/2025	2505-875508	05/15/2025	12.99
Bill	05/15/2025	2505-878554	06/15/2025	57.96
Total AC Houston Lumber Company				131.19
Business As Usual				
Bill	04/03/2025	168972	04/18/2025	117.85
Bill	04/04/2025	168998	04/19/2025	29.90
Total Business As Usual				147.75
Cintas				
Bill	04/25/2025	5266541102	04/25/2025	78.56
Total Cintas				78.56
Cintas - Uniforms_				
Bill	04/02/2025	4226077284	05/02/2025	196.96
Bill	04/09/2025	4226805371	05/09/2025	247.00
Bill	04/16/2025	4227517815	05/16/2025	196.96
Bill	04/23/2025	4228320160	05/23/2025	247.00
Bill	04/30/2025	4229071174	05/30/2025	218.91
Total Cintas - Uniforms_				1,106.83
Clear Creek Disposal				
Bill	04/25/2025	1809020	05/15/2025	146.88
Total Clear Creek Disposal				146.88
Color Haus				
Bill	05/06/2025	H3CAY	06/05/2025	78.83
Total Color Haus				78.83
Express Publishing Inc.				
Bill	04/03/2025	12689208	04/18/2025	423.61
Bill	04/11/2025	12689431	04/26/2025	305.43
Total Express Publishing Inc.				729.04
FallLine				
Bill	04/28/2025	INV7199	05/28/2025	1,413.67
Total FallLine				1,413.67
GEM State Paper & Supply Co.				
Bill	05/08/2025	1140716	06/10/2025	230.12
Total GEM State Paper & Supply Co.				230.12
L.L. Green's Hardware				
Bill	05/14/2025	A768887	06/15/2025	170.95
Bill	05/14/2025	B471246	06/15/2025	33.98
Total L.L. Green's Hardware				204.93
Lawson Products, Inc.				
Bill	04/17/2025	9312407717	05/17/2025	85.68
Bill	04/23/2025	9312421985	05/23/2025	55.56
Total Lawson Products, Inc.				141.24
Les Schwab				
Bill	04/28/2025	11700936877	05/10/2025	413.79
Bill	05/05/2025	11700938008	05/10/2025	275.90
Bill	05/01/2025	11700937383	05/10/2025	2,087.91
Bill	05/12/2025	11700939085	06/10/2025	337.91

MRTA - Operations Main

Unpaid Bills Detail

As of May 19, 2025

Type	Date	Num	Due Date	Open Balance
Total Les Schwab				3,115.51
Mexa's Painting LLC				
Bill	05/05/2025	9	06/04/2025	3,495.00
Total Mexa's Painting LLC				3,495.00
Napa Auto Parts				
Bill	04/01/2025	219231	05/10/2025	17.76
Bill	04/08/2025	220001	05/10/2025	52.24
Bill	04/14/2025	220584	05/10/2025	104.49
Bill	04/15/2025	220800	05/10/2025	31.08
Bill	04/16/2025	220917	05/10/2025	386.88
Bill	04/24/2025	221702	05/10/2025	400.77
Bill	04/25/2025	221826	05/10/2025	136.93
Bill	04/25/2025	221825	05/10/2025	156.70
Total Napa Auto Parts				1,286.85
Sherwin Williams				
Bill	05/15/2025	9954-8	06/14/2025	174.31
Total Sherwin Williams				174.31
State Insurance Fund				
Bill	05/05/2025	29884167	05/25/2025	14,592.00
Total State Insurance Fund				14,592.00
Sun Valley Map Co.				
Bill	05/07/2025	3498	05/07/2025	650.00
Total Sun Valley Map Co.				650.00
The Aftermarket Parts Company, LLC				
Bill	04/25/2025	83755781	05/25/2025	16.50
Bill	05/15/2025	83784123	06/14/2025	567.87
Total The Aftermarket Parts Company, LLC				584.37
Transloc, Inc				
Bill	04/29/2025	INV0000006003	05/29/2025	9,184.20
Bill	05/09/2025	INV0000006076	06/08/2025	5,280.00
Total Transloc, Inc				14,464.20
Wells Fargo				
Bill	04/30/2025	April 2025	05/15/2025	4,220.24
Total Wells Fargo				4,220.24
Window Welder LLC				
Bill	05/06/2025	173591	06/10/2025	370.93
Bill	05/15/2025	173844	06/10/2025	491.11
Total Window Welder LLC				862.04
Worth Printing				
Bill	05/16/2025	7912	06/15/2025	69.00
Total Worth Printing				69.00
TOTAL				47,922.56

Mountain Rides Transportation A.
Unpaid Bills Detail
As of May 19, 2025

Type	Date	Num	Due Date	Open Balance
Christensen Bill	05/14/2025	0707909-IN	05/24/2025	1,138.73
Total Christensen				1,138.73
TOTAL				1,138.73

MRTA - Work Force Housing Fund
Unpaid Bills Detail
As of May 19, 2025

Type	Date	Num	Due Date	Open Balance
Clear Creek Disposal				
Bill	04/25/2025	1809020	04/25/2025	61.29
Total Clear Creek Disposal				61.29
TOTAL				61.29



**REGULAR MEETING MINUTES
MOUNTAIN RIDES TRANSPORTATION AUTHORITY
Wednesday, April 16, 2025, 1:00 pm
Ketchum City Hall, 191 5th St West, Ketchum, ID 83340**

The Mountain Rides Transportation Authority's Board of Directors met in a Regular Meeting in person and via conference call.

PRESENT: Grady Burnett, Peter Hendricks, Neil Bradshaw, Kristin Derrig, Melody Mattson, Muffy Davis

ALSO PRESENT: Wally Morgus, Carlos Tellez, Jamie Canfield, Jerry Garcia, Liz Ruiz, Andrea Hernandez, Dawn Hofheimer, Jay Westcott

NOT PRESENT: Martha Burke, Tom Blanchard

1. CALL TO ORDER

Grady Burnett called the meeting to order at 1:04 p.m. Kristin took attendance and determined that there was a quorum present.

2. COMMENTS FROM THE CHAIR, BOARD MEMBERS, and STAFF

There were none.

3. PUBLIC COMMENTS

There were none

4. ACTION ITEM:

Approve Consent Agenda

- a. *Authorize/approve: Disbursement of MRTA's funds for paying bills on hand as of April 14, 2025*
- b. *Approve/file: Minutes of Regular Board Meeting, March 19, 2025*
- c. *Approve/file: Minutes of Planning & Marketing Committee, April 9, 2025*
- d. *Approve/file: Minutes of Finance & Performance Committee, April 2, 2025*
- e. *Receive/file Performance Dashboard, March 2025*
- f. *Receive/file: February 2025 Operating Fund Financial Statements and Bills Paid*
- g. *Receive/file: Report from Director, Fleet, Maintenance & Facilities; Director, Transit Operations; Director, Finance, Human Resources & Administration; Manager, Marketing & Communications; Executive Director*

- Peter Hendricks inquired about a \$1,900 charge at Atkinsons' Market. It was clarified that this was for employee holiday gift cards.
- A highlight was shared that ridership for March 2025 reached approximately 102,000+, marking a monthly record high.

Peter Hendricks moved to approve the consent agenda, and Neil Bradshaw seconded it. The motion passed unanimously.

5. ACTION ITEM: *Approve Purchase of Two (2) ICE/AWD Vans*

- The board discussed the purchase of two all-wheel-drive internal combustion engine (ICE) vans for ADA services and use on multiple routes, including the Red Route.
- Vans are equipped for wheelchair access with nine passenger seats and space for two wheelchairs.
- A federal grant covering 80% of the cost has been secured.
- Purchase is through Model One; MobilityTRANS will handle retrofitting.

Neil Bradshaw moved to approve the purchase of two (2) ICE/AWD Vans, and Kristin Derrig seconded. The motion passed unanimously.

6. DISCUSSION ITEM: *Review of Mountain Rides Performance During the World Cup Finals*

- Mountain Rides reported excellent performance and successful coordination with city partners, Sun Valley Company, law enforcement, and emergency services.
- The added Bronze Route service helped accommodate increased ridership during the event.
- Noted issues: limited capacity following Saturday night 5850 Fest; suggestion made to plan additional evening service at future large events.
- A minor incident occurred involving a clipped vehicle mirror; it was resolved quickly.
- The board praised the drivers and operations team for professionalism and stamina.
- Discussion included debrief planning and suggestions to recognize staff contributions.

7. DISCUSSION ITEM: *Items of Interest to the Members*

- The Bellevue Facility is scheduled to be done by mid-May
- Highway 75 RIASE Grant Project: Awaiting clarification on 2025 implementation.
- Fleet Electrification: On track for full electric winter fleet by January 2026

- Underserved Neighborhood Outreach: In progress through new marketing initiatives.
- Zero-Fare Policy: Intention to continue; supported by increased federal funding.
- CDL Training: In-house training is to be offered, and it is open to partners like Sun Valley Company.
- Bus Rapid Transit Vision: Early-stage concept to address regional travel demands.
- Main Street Detour: Expected completion by July 3.
- Recognition of the Marketing department for a strategic monthly marketing plan and outreach to underserved populations.
- Suggestion to prioritize the completion of the updated HR/Employee Handbook.
- Potential Last-Mile Service (Downtown): Being explored, pending feasibility and funding.

8. ADJOURNMENT

Muffy moved to adjourn the meeting, and Kristin seconded. The motion passed unanimously. The meeting was adjourned at 1:48 pm

Chair Grady Burnett



Finance & Performance Committee

Regular Monthly Meeting

Wednesday, May 07, 2025, 12:30 pm

Minutes

Present: Tom Blanchard, Peter Hendricks, Neil Bradshaw, Wally Morgus, Carlos Tellez, Jerry Garcia, Liz Ruiz, Jaime Canfield, and Andrea Hernandez

- 1) **Call to Order**
- 2) **Comments** from the Chair and Members
 - a) No Comments
- 3) **Review:** March 2025 Operating Financial Statements and Bills Paid and March Quarterly Capital, Facilities, Workforce Housing, and Contingency Fund Financial Statements and Bills Paid.
 - a) The group went over the financials and bills paid. Peter Hendricks made a motion to add this to the consent agenda to be received and filed by the board, and Neil Bradshaw seconded. All members approved.
- 4) **Action Item:** Authorize/Approve disbursement of MRTA's funds for paying bills on hand as of May 7, 2025
 - a) Peter Hendricks made a motion to authorize and approve disbursement of bills on hand. Neil Bradshaw seconded. All members approved.
- 5) **Discuss:** Other Matters for Consideration by the Committee
- 6) **Adjourn**



Resolution 2025.05.21-01

Approving Signatories to the Mountain West Bank Accounts

WHEREAS Mountain Rides Transportation Authority (“MRTA”) retains Mountain West Bank (“MWB”) as provider of banking services:

NOW THEREFORE, The Board of Directors of MRTA finds and resolves that:

1. Persons holding the following positions at MRTA shall be Signatories on bank accounts with MWB:
 - Chair of the Board of Directors
 - Chair of the Finance & Performance Committee
 - Executive Director
 - Director, Transit Operations
 - Director, Fleet, Maintenance, & Facilities
2. The following individuals, who currently hold, and for as long as they hold, the respective positions designated as Signatories, shall be Signatories on bank accounts with Mountain West Bank:
 - Grady Burnett, as Chair of the Board of Directors
 - Tom Blanchard, as Chair of the Finance & Performance Committee
 - Wallace E. Morgus, Executive Director
 - James Canfield, Director, Transit Operations
 - Carlos Tellez, Director, Fleet, Maintenance, & Facilities
3. Persons holding positions designated as Signatories may change from time to time. MRTA authorizes MWB from time to time to rely on then-current information on MRTA’s website, www.mountainrides.org, to verify the names of persons holding positions designated as Signatories.
4. Separately, all Members of the Board of Directors of MRTA, MRTA’s Director of Finance & Administration, and MRTA’s Finance & Administration Specialist have authority to access MRTA’s banking information; however, unless designated above, have no signing authority on MRTA’s bank accounts.

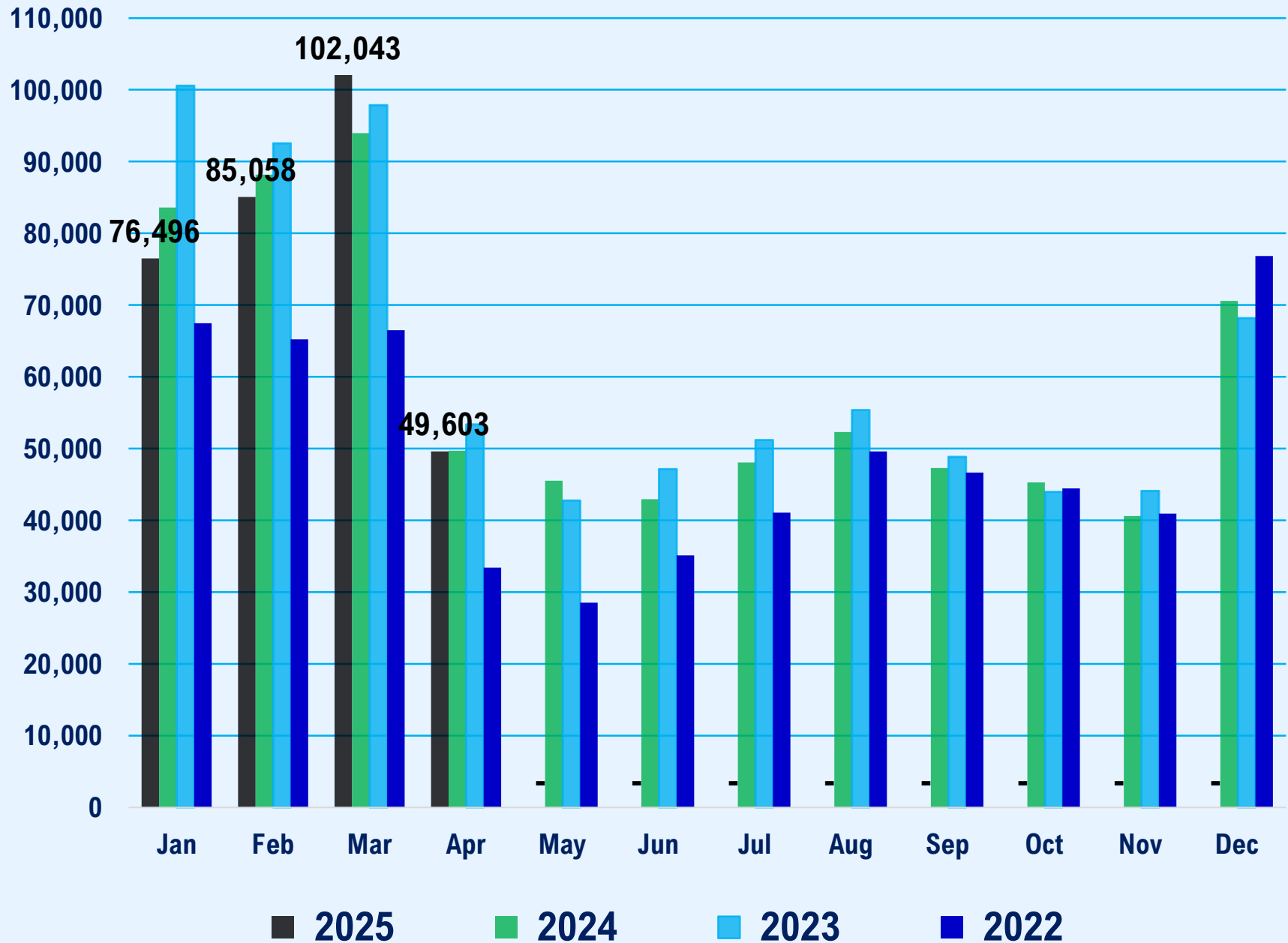
RESOLUTION APPROVED AND ADOPTED THIS 21st DAY OF MAY 2025.

MOUNTAIN RIDES TRANSPORTATION AUTHORITY

Grady Burnett
Chair, Board of Directors

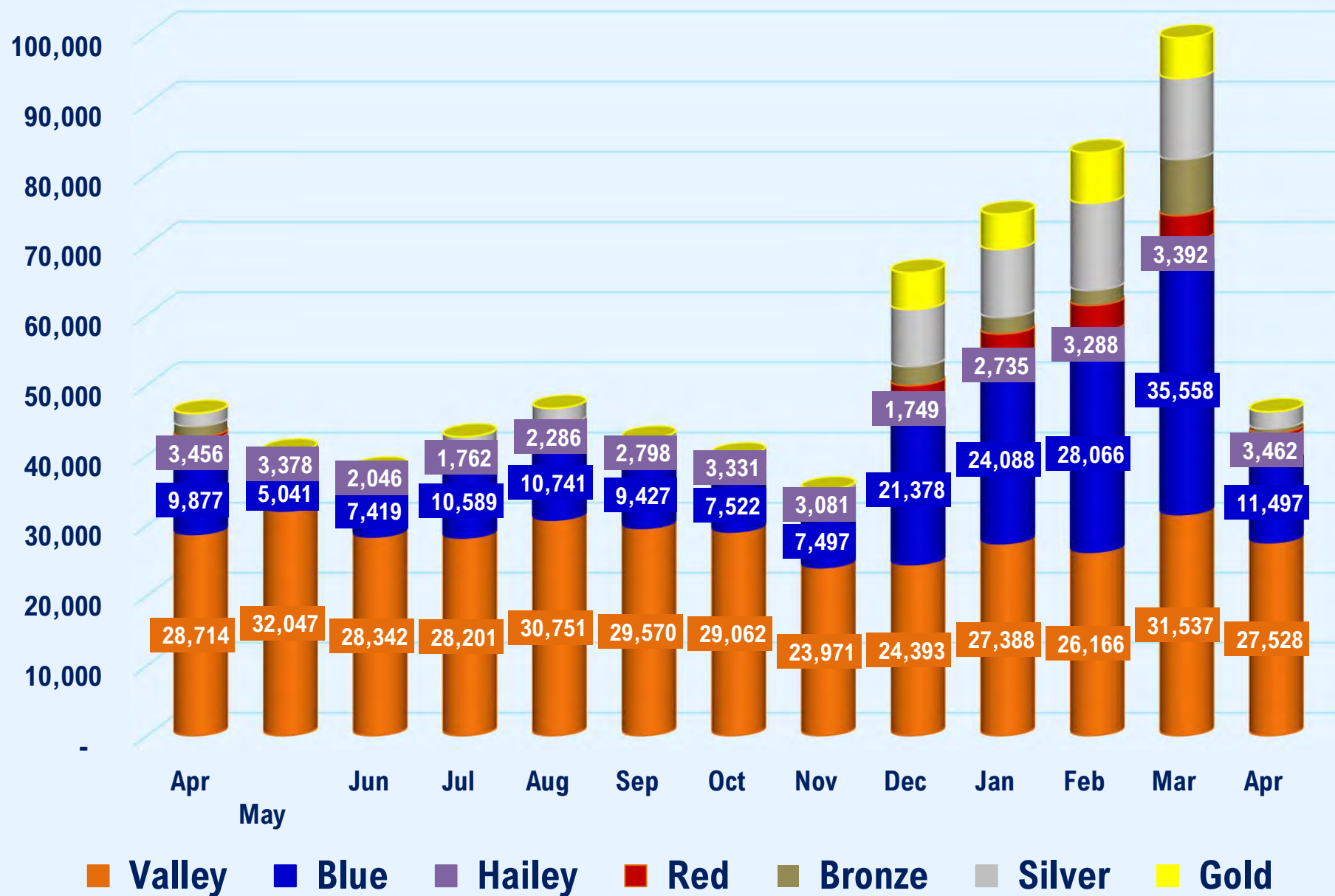
Tom Blanchard
Vice Chair, Board of Directors

MRTA Total Riders - All Services (Bus, Vanpool, ADA, CHT)

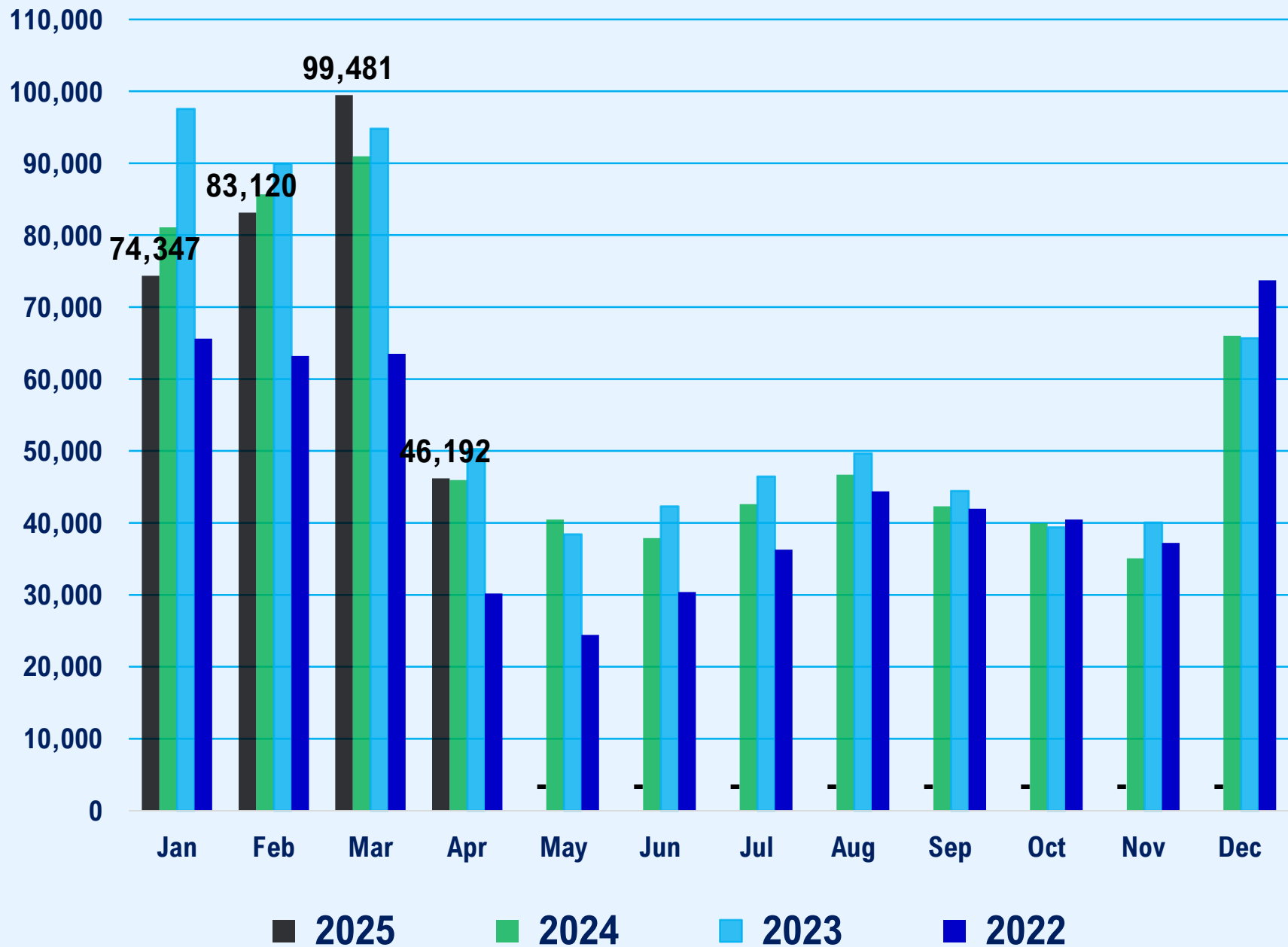


Ridership by Route

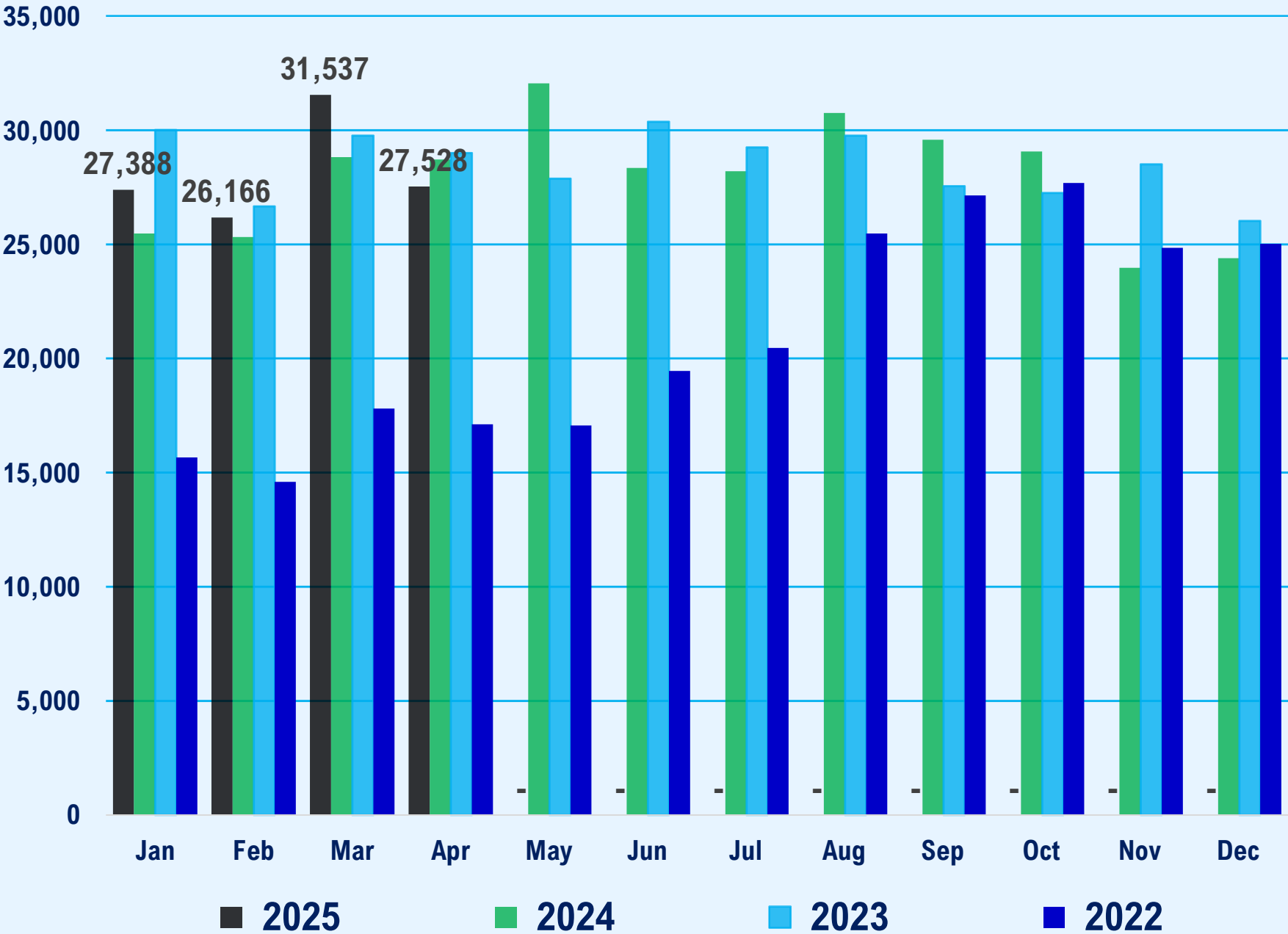
Trailing Twelve Months+ (TTM+1)



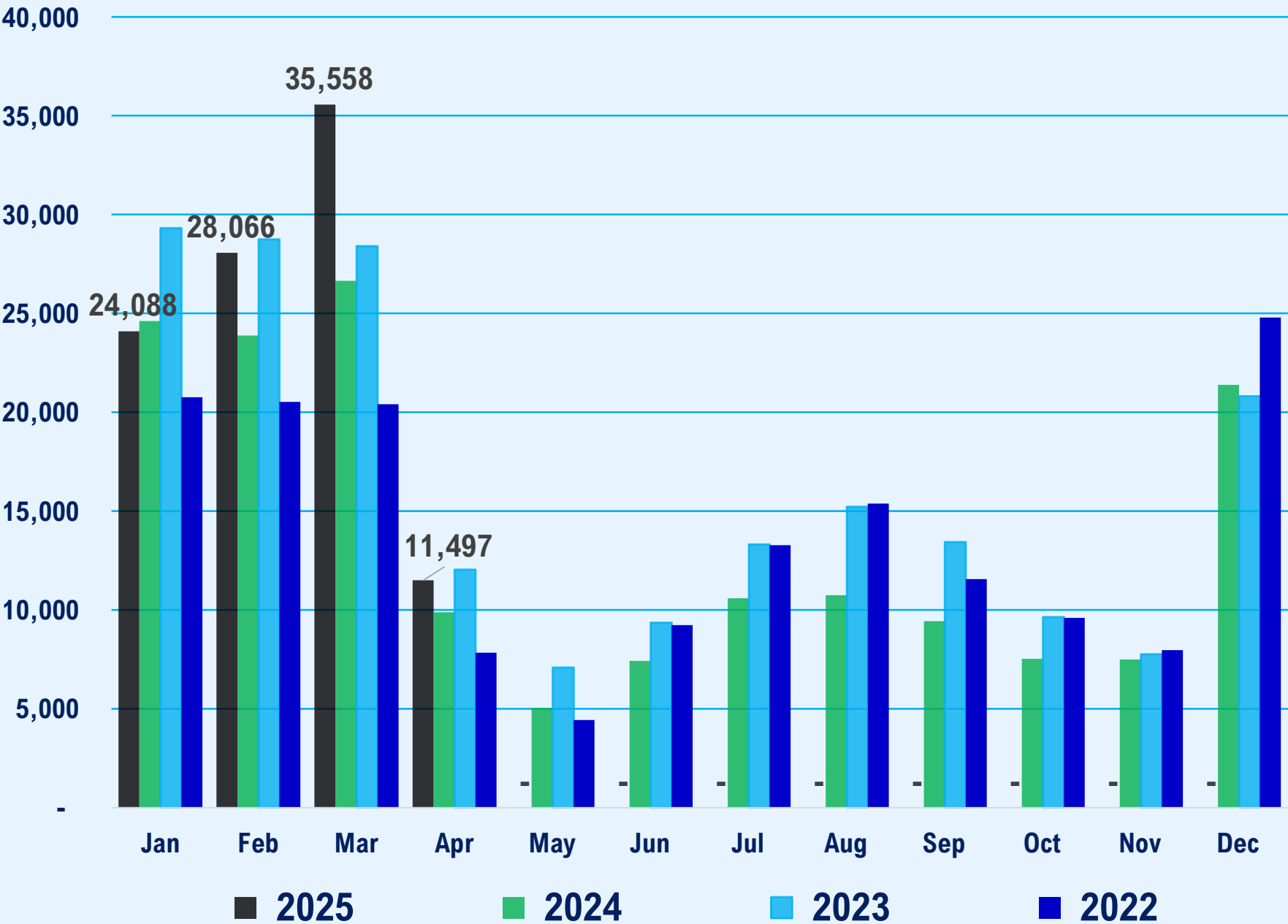
MRTA Riders - All Fixed-Route Bus Services



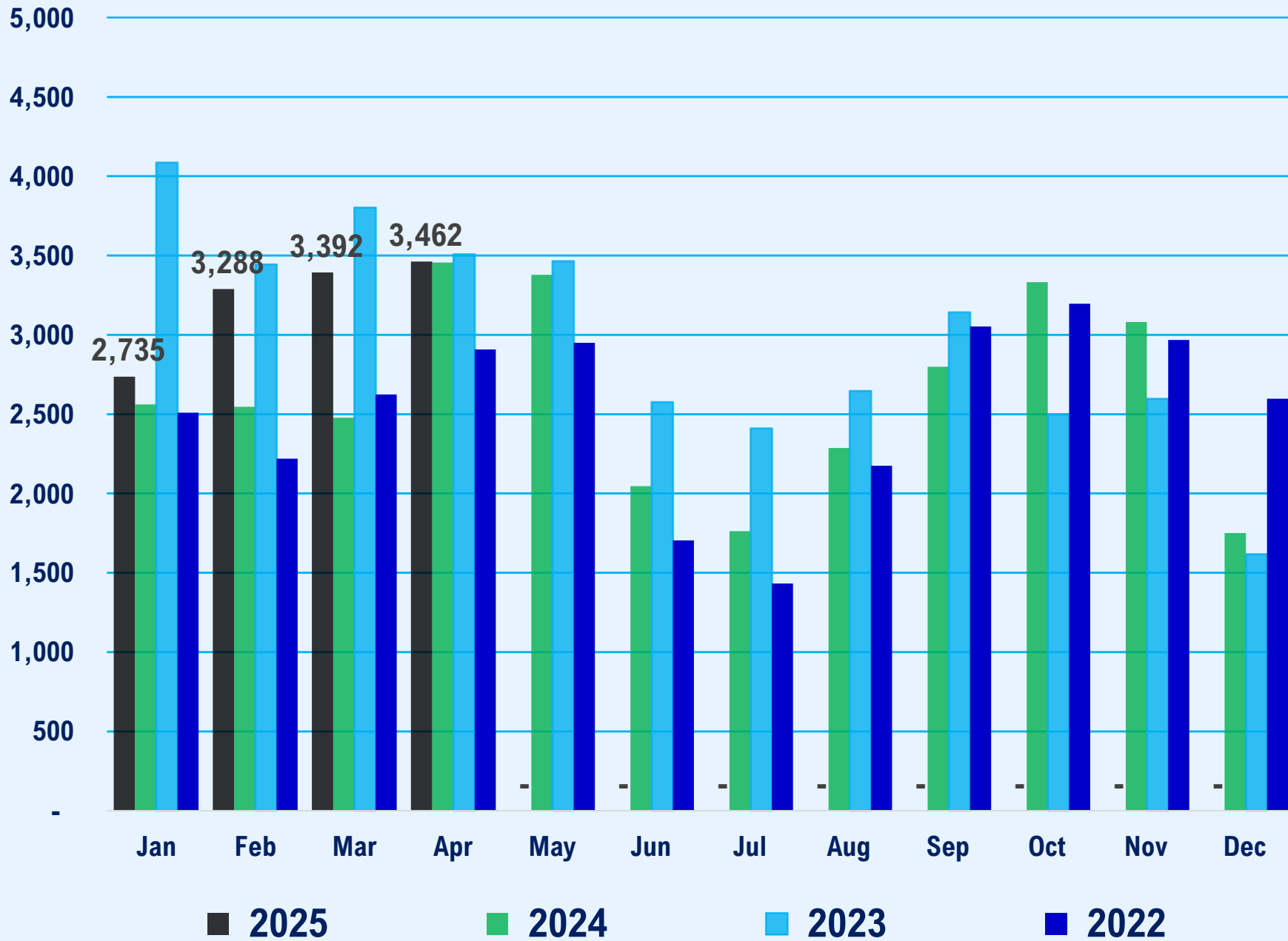
MRTA Valley Route Riders



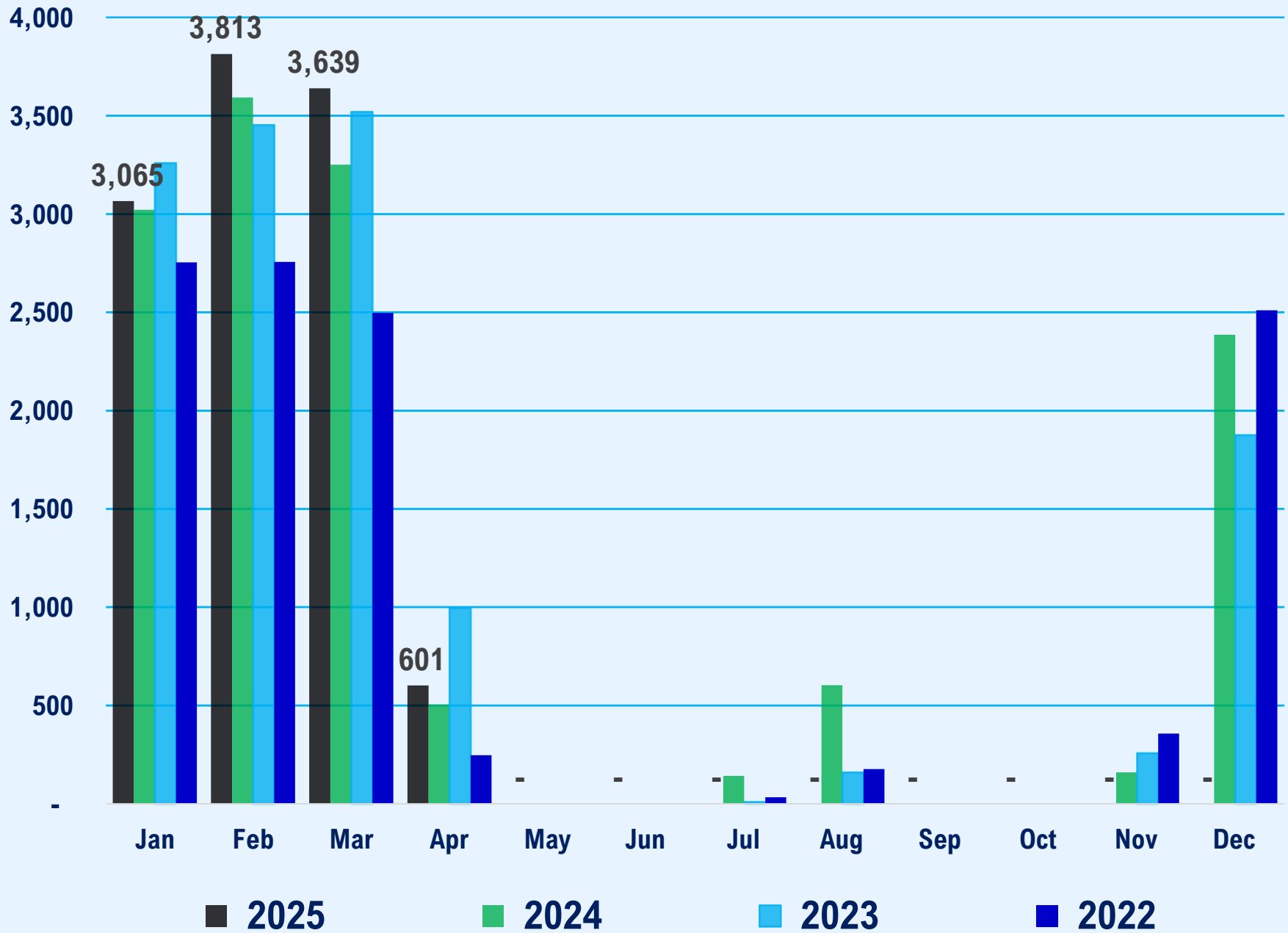
MRTA Blue Route Riders



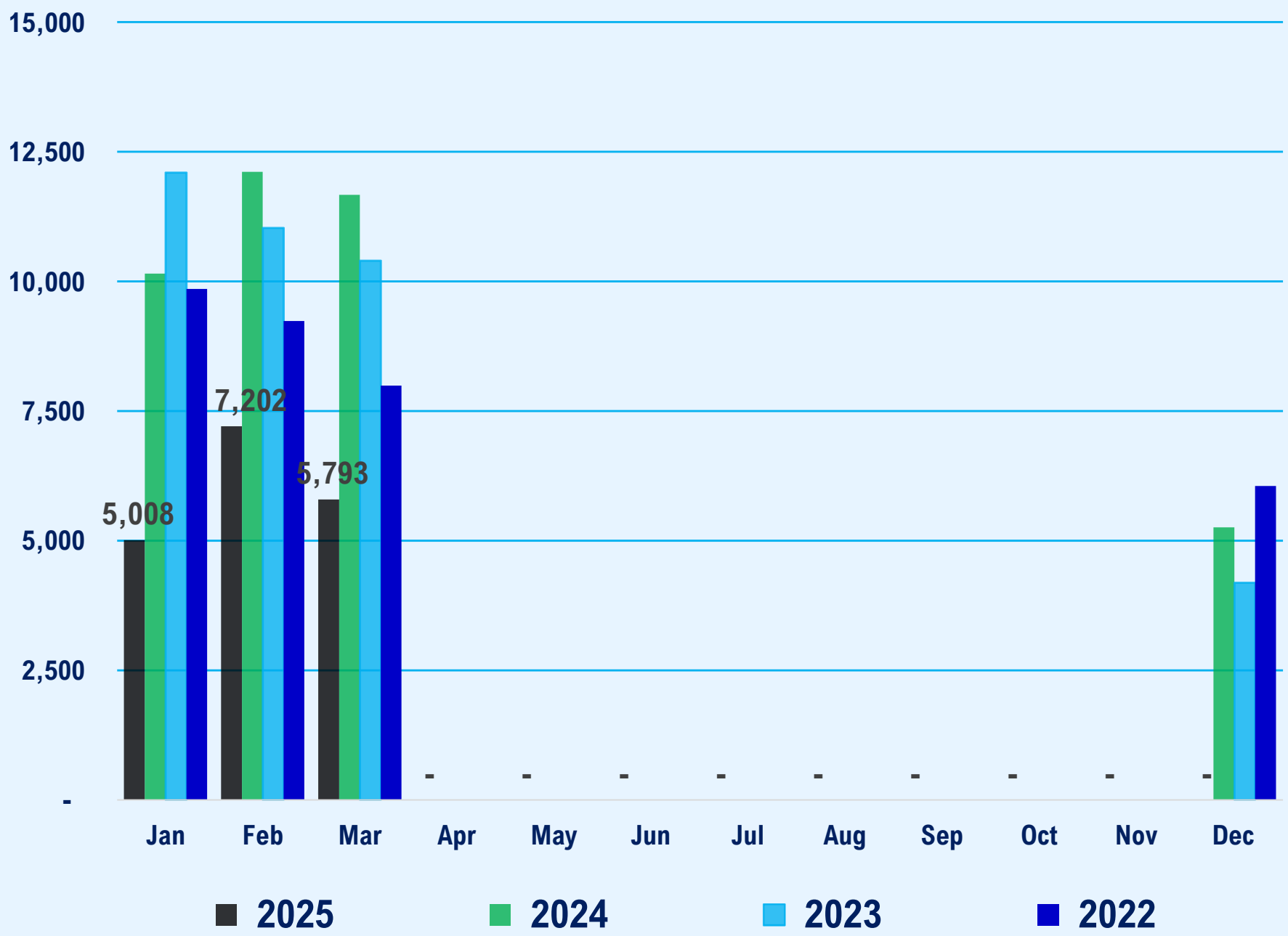
MRTA Hailey Route Riders



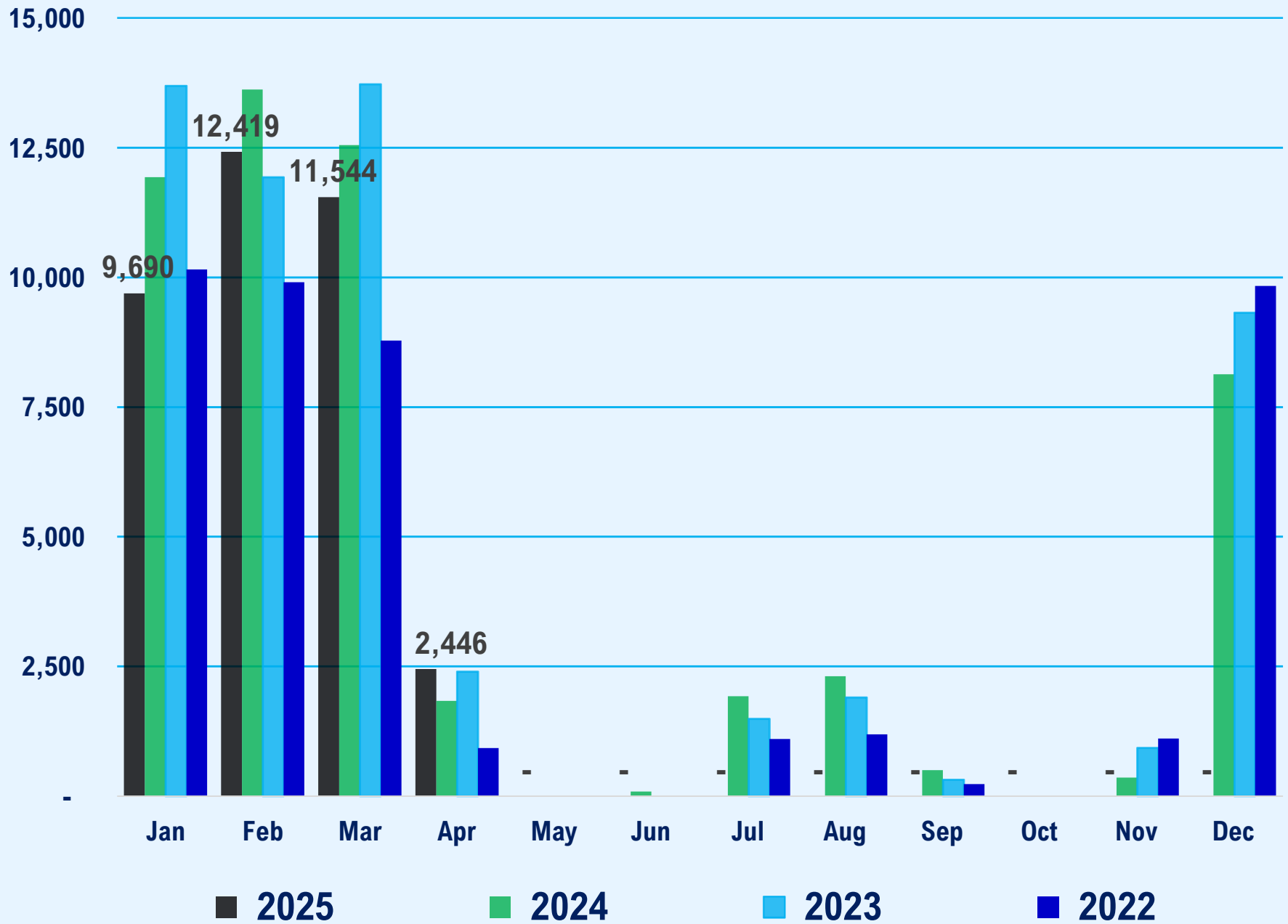
MRTA Red Route Riders



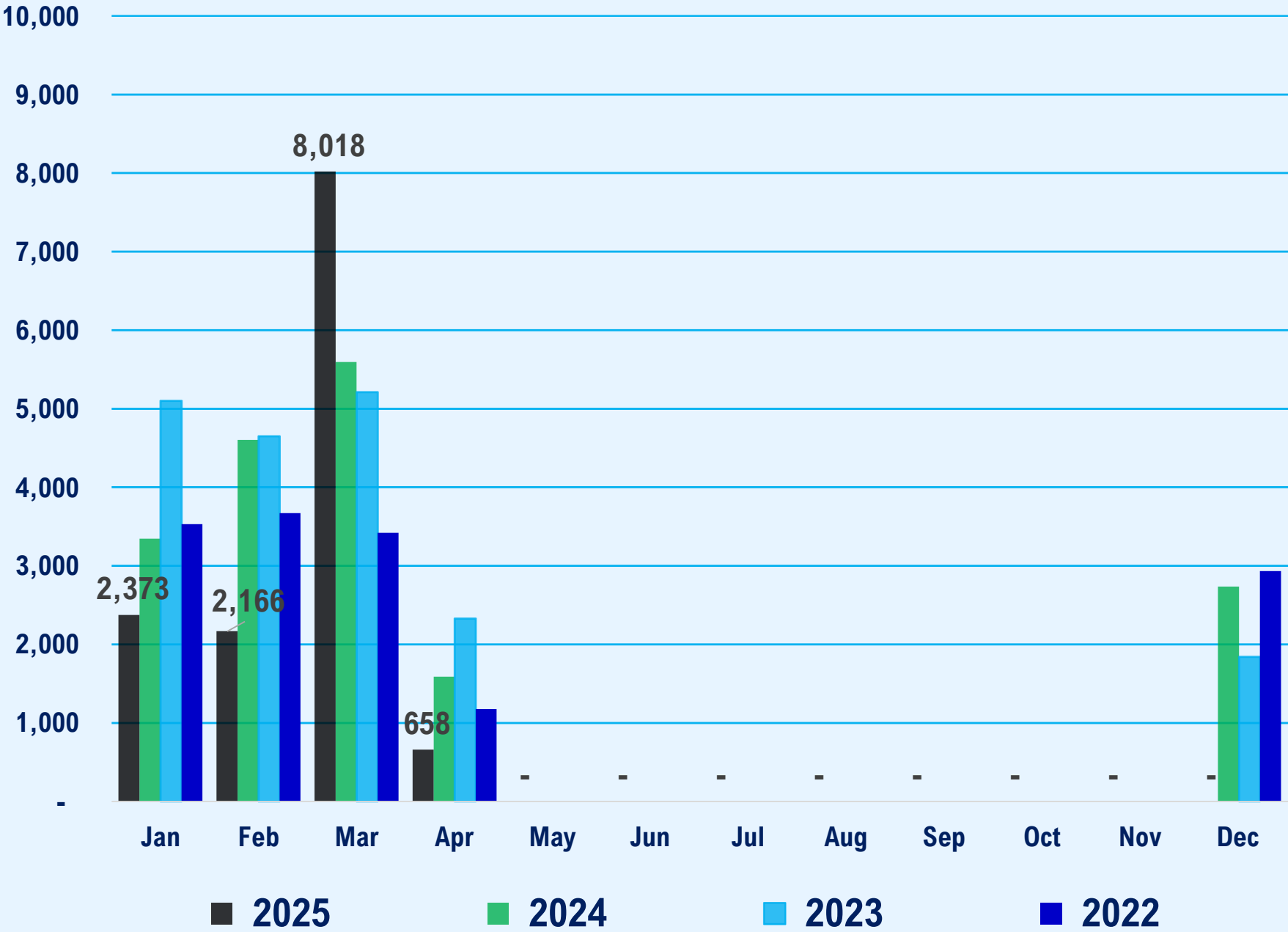
MRTA Gold Route Riders



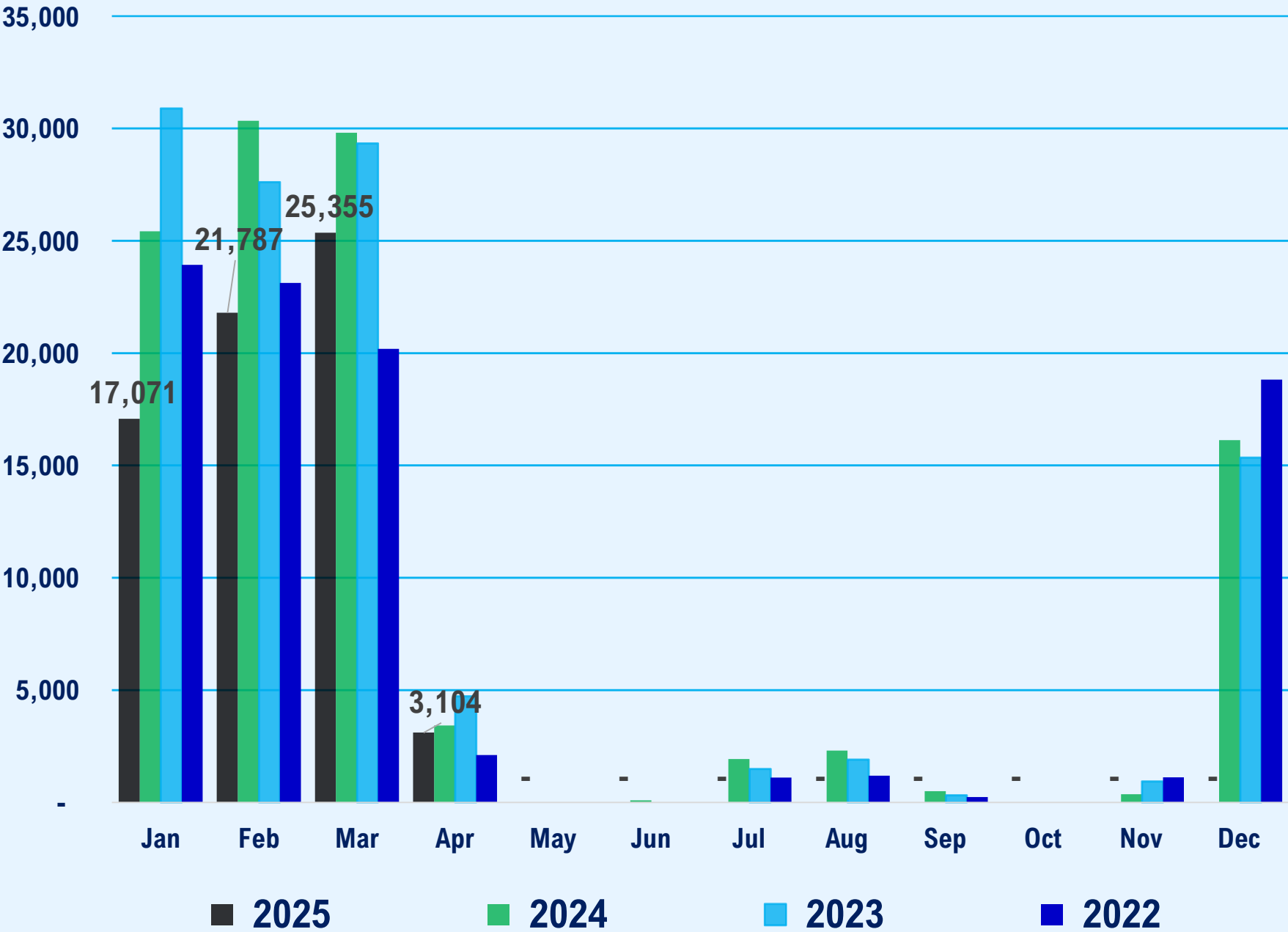
MRTA Silver Route Riders



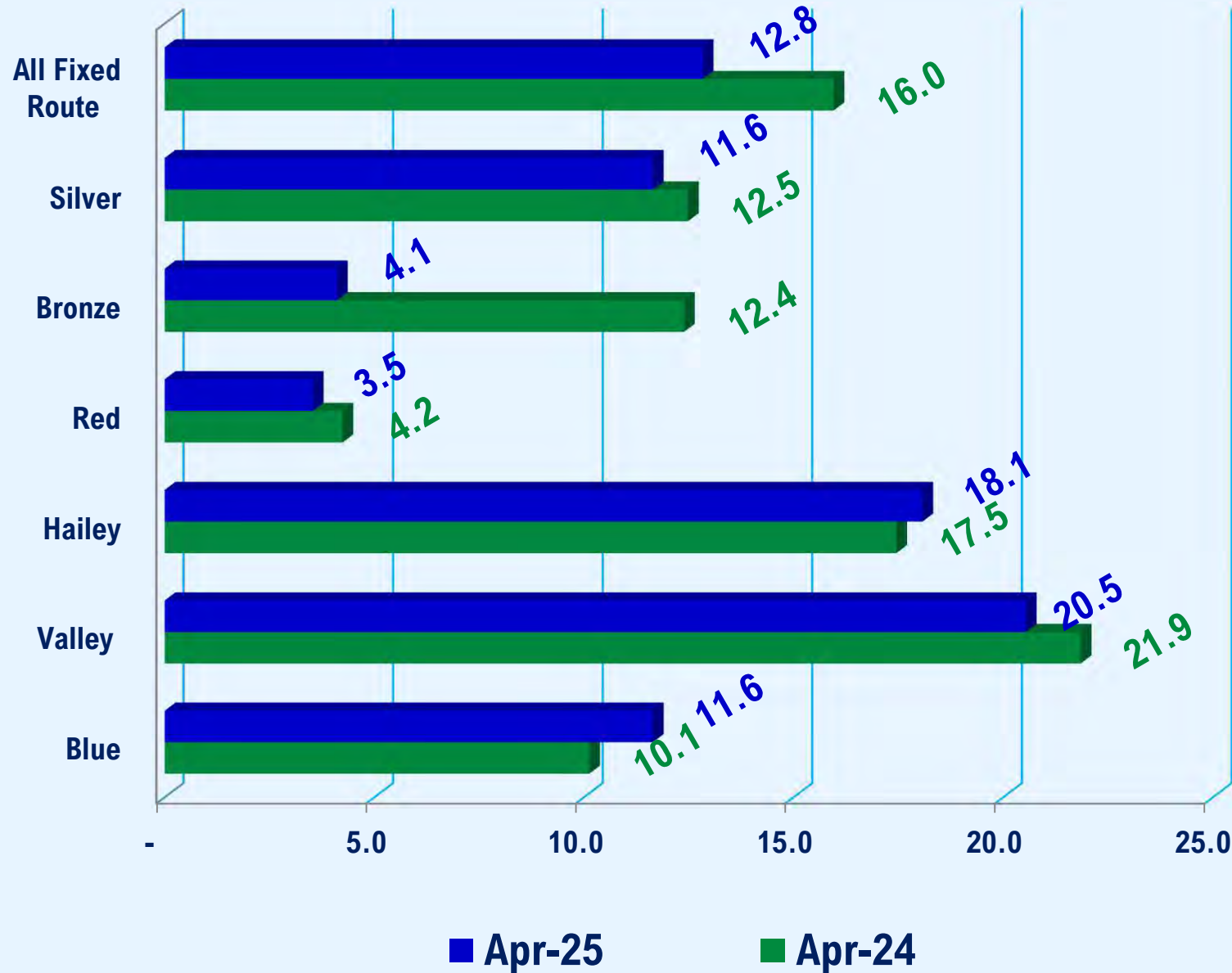
MRTA Bronze Route Riders



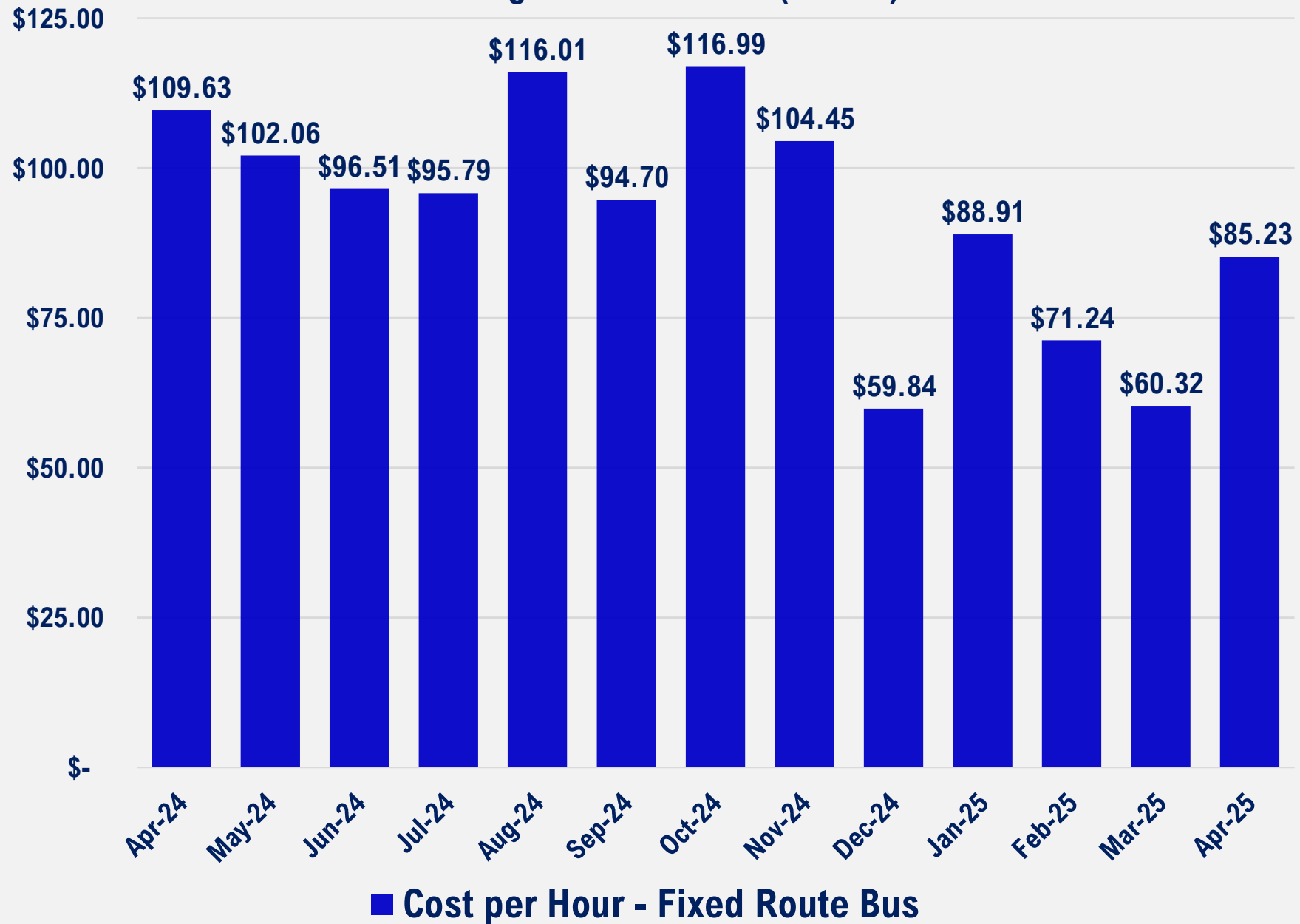
MRTA Resort Routes (Bronze, Silver, Gold) Riders



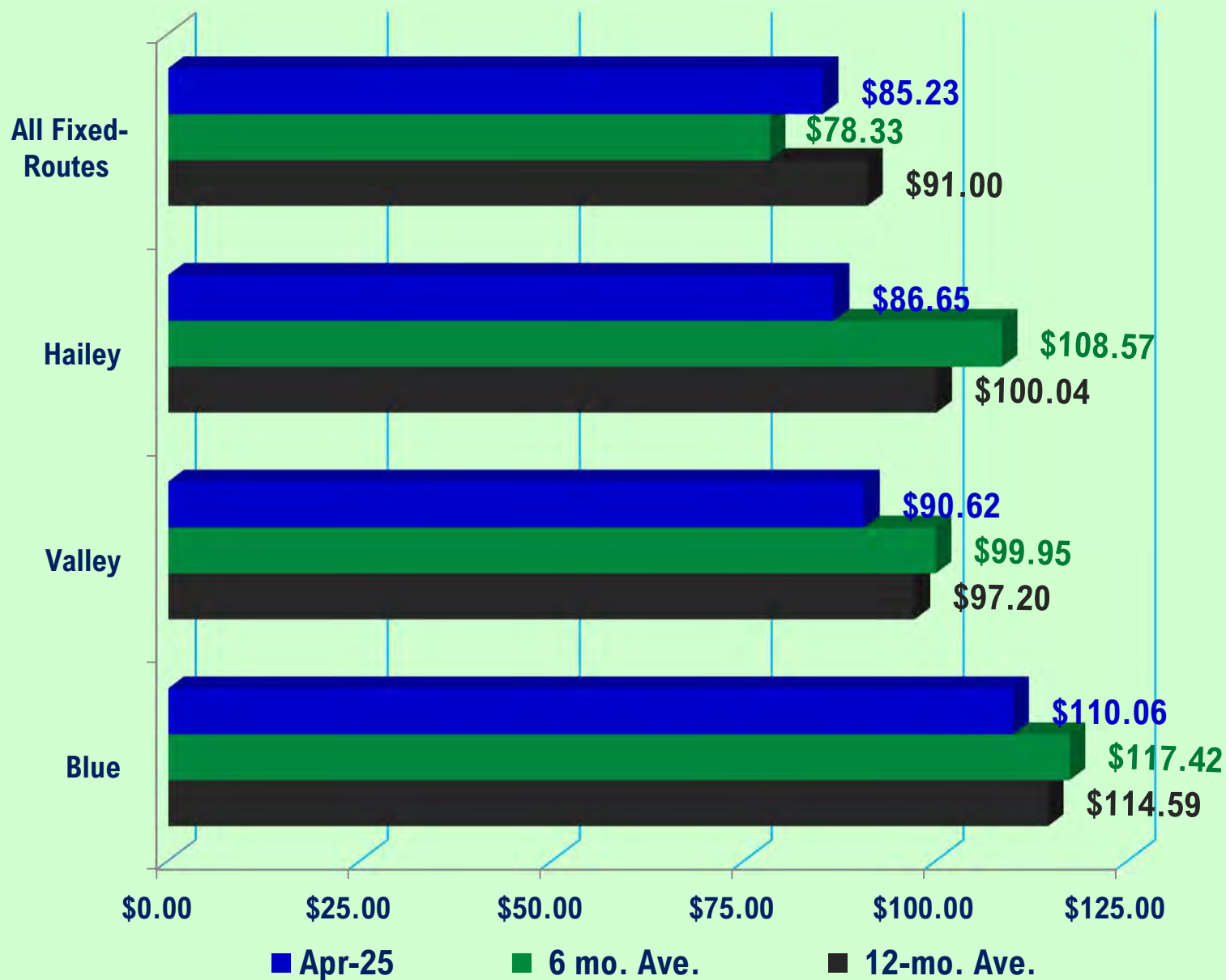
MRTA Riders per Hour



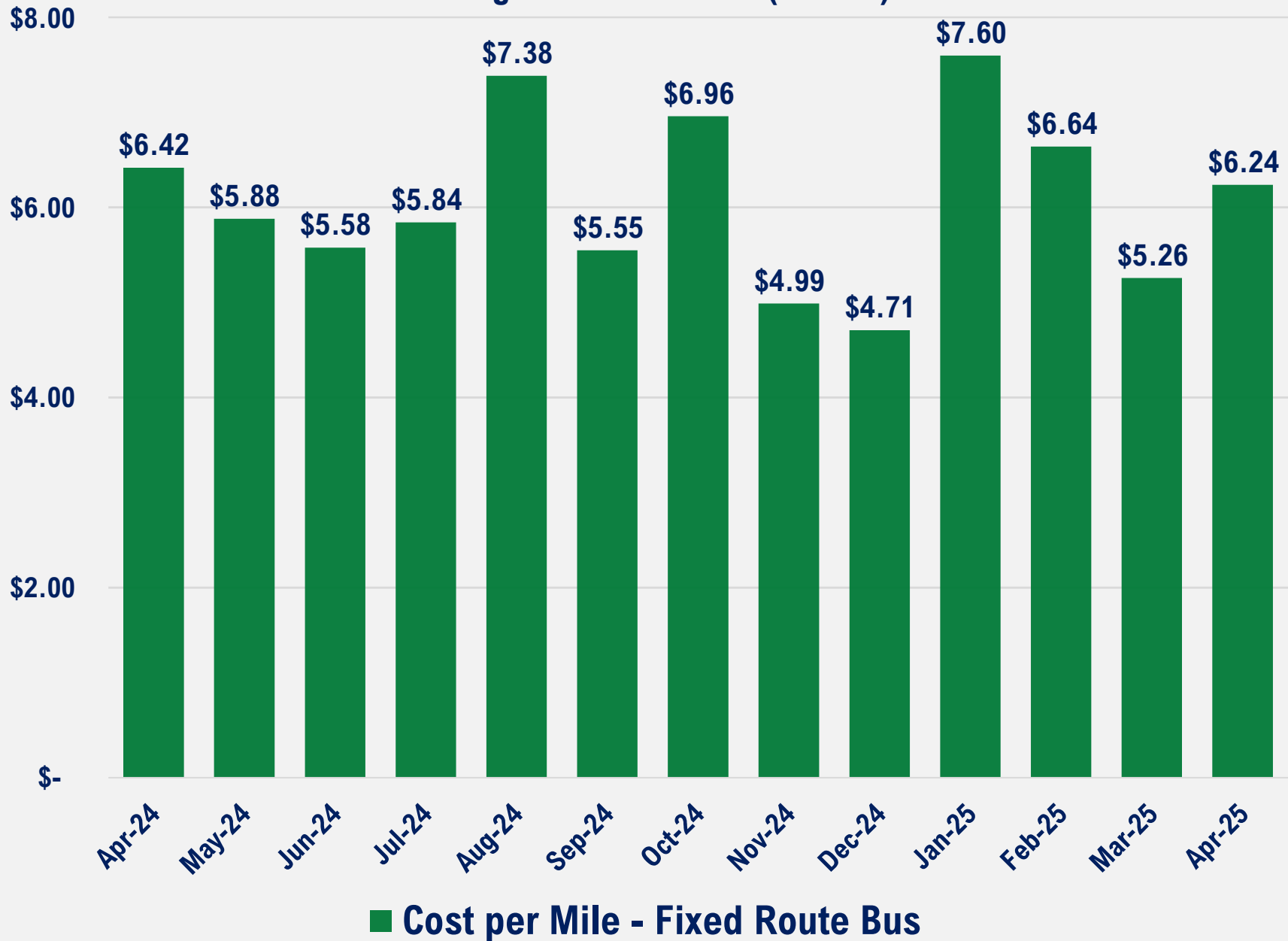
MRTA Total Cost per Hour of Fixed Route Bus Service Trailing Twelve Months+ (TTM+1)



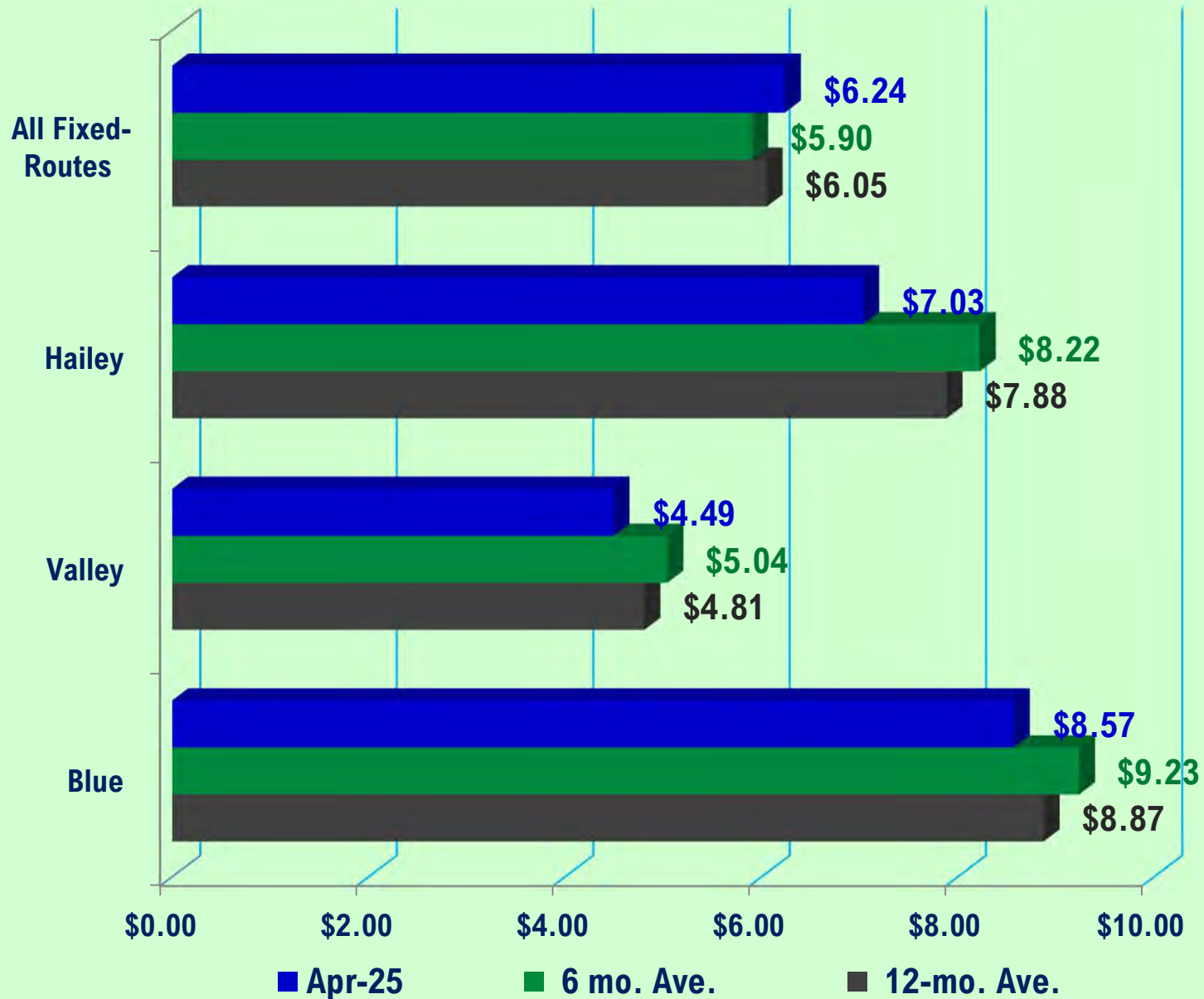
MRTA Total Cost per Hour of Fixed Route Bus Service



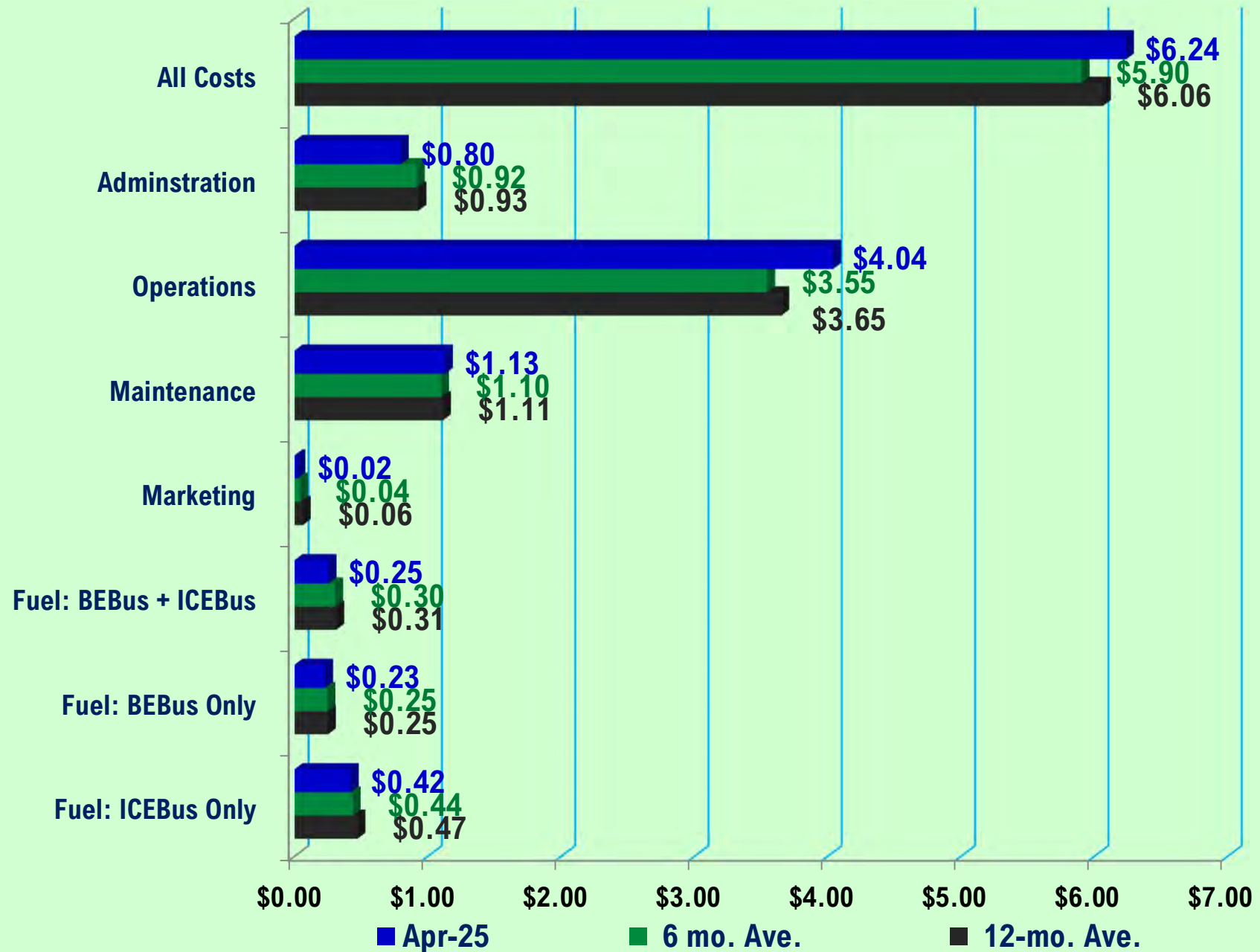
MRTA Total Cost per Mile of Fixed Route Bus Service Trailing Twelve Months+ (TTM+1)



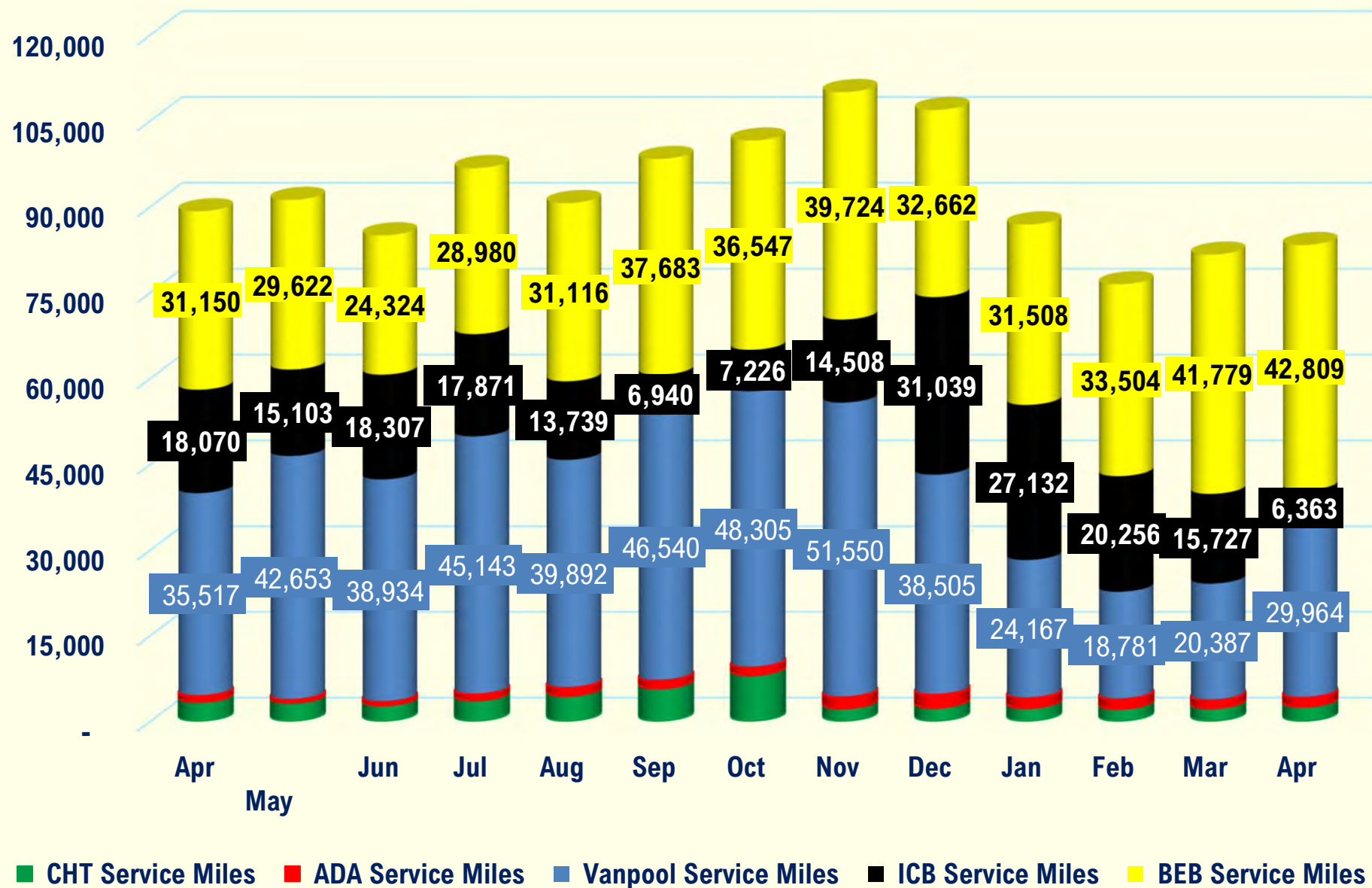
MRTA Total Cost per Mile of Fixed Route Bus Service



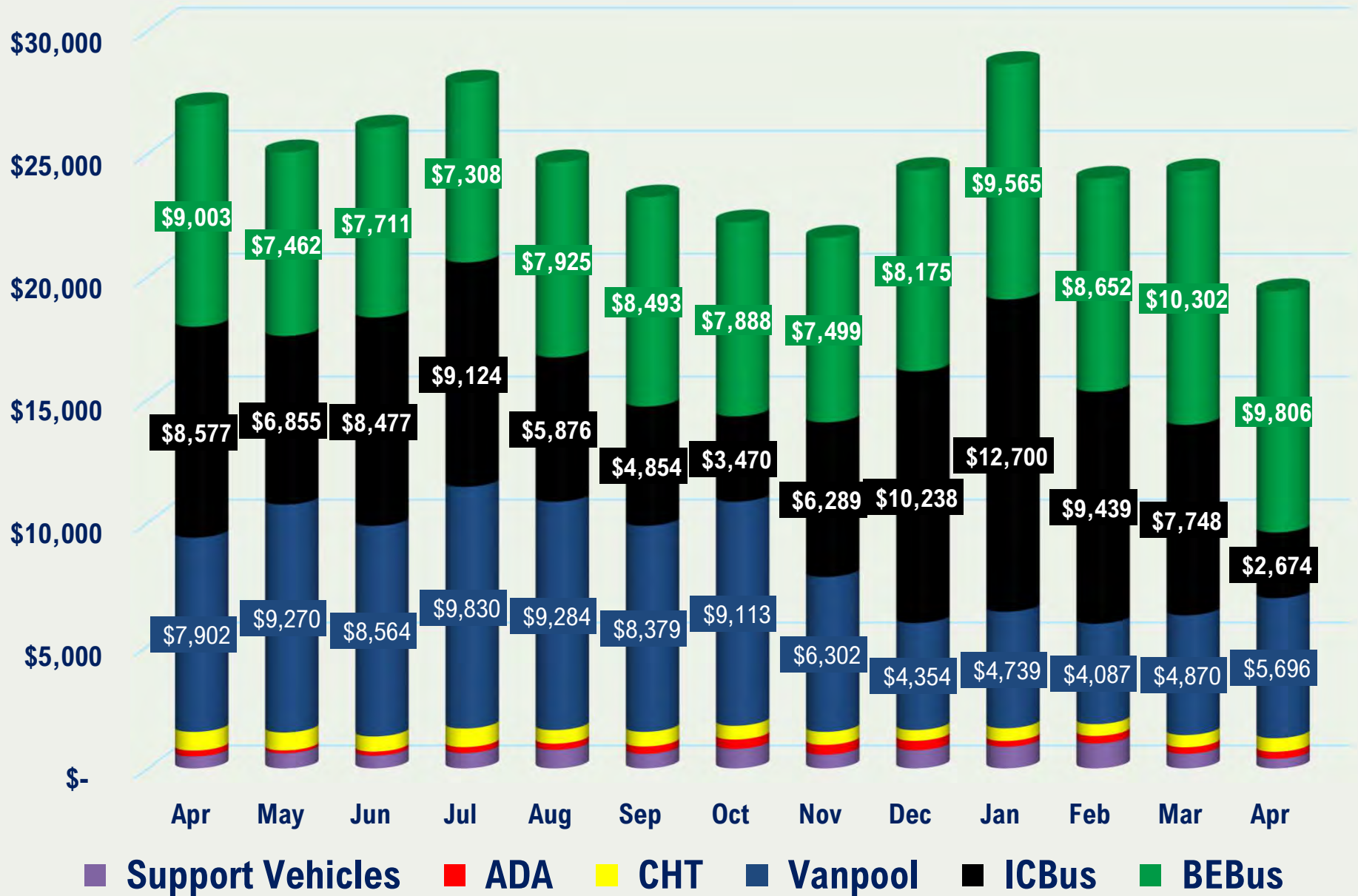
MRTA Fixed Route Bus Service: Costs per Mile



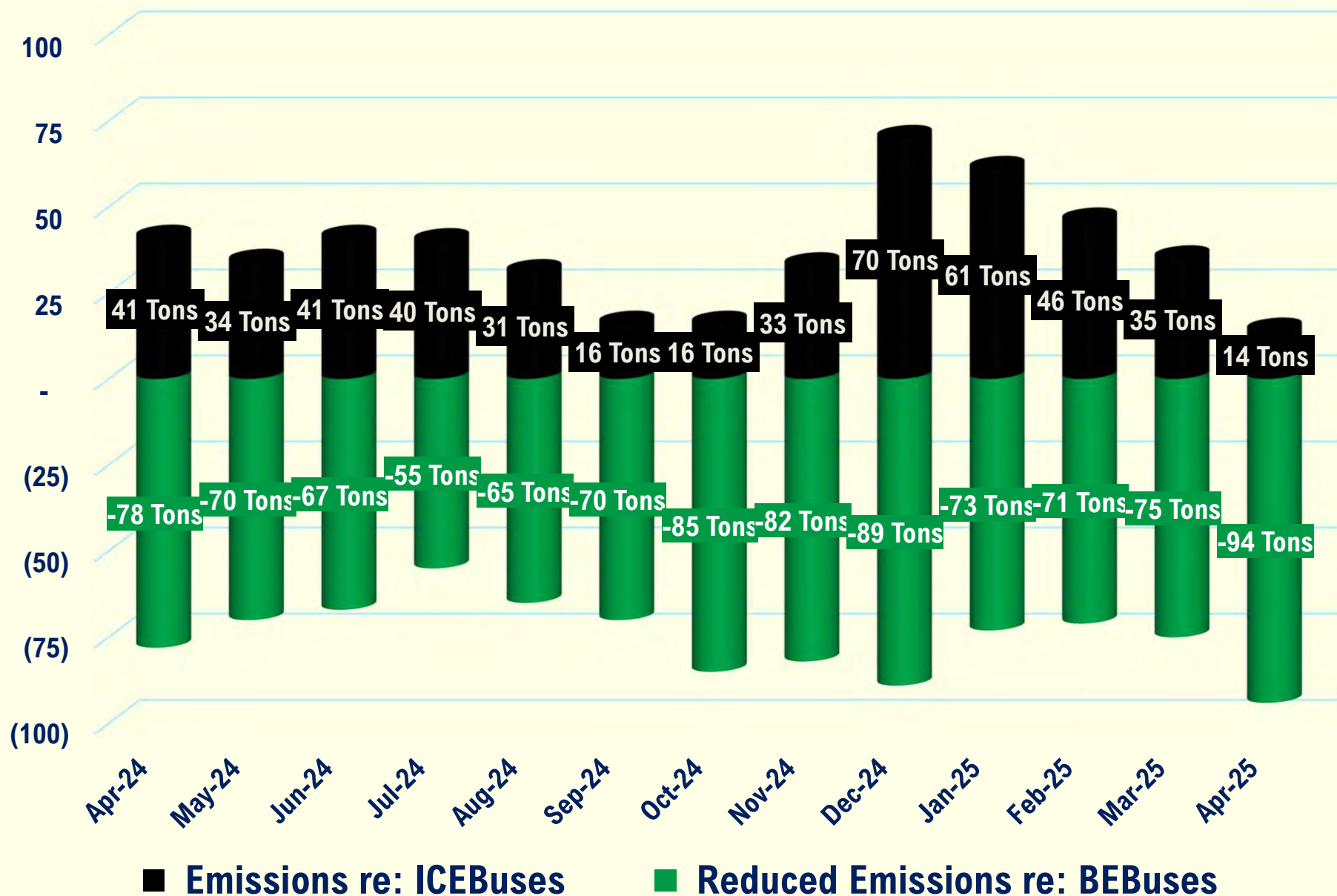
MRTA Service Miles by Vehicle/Service Type Trailing Twelve Months+ (TTM+1)



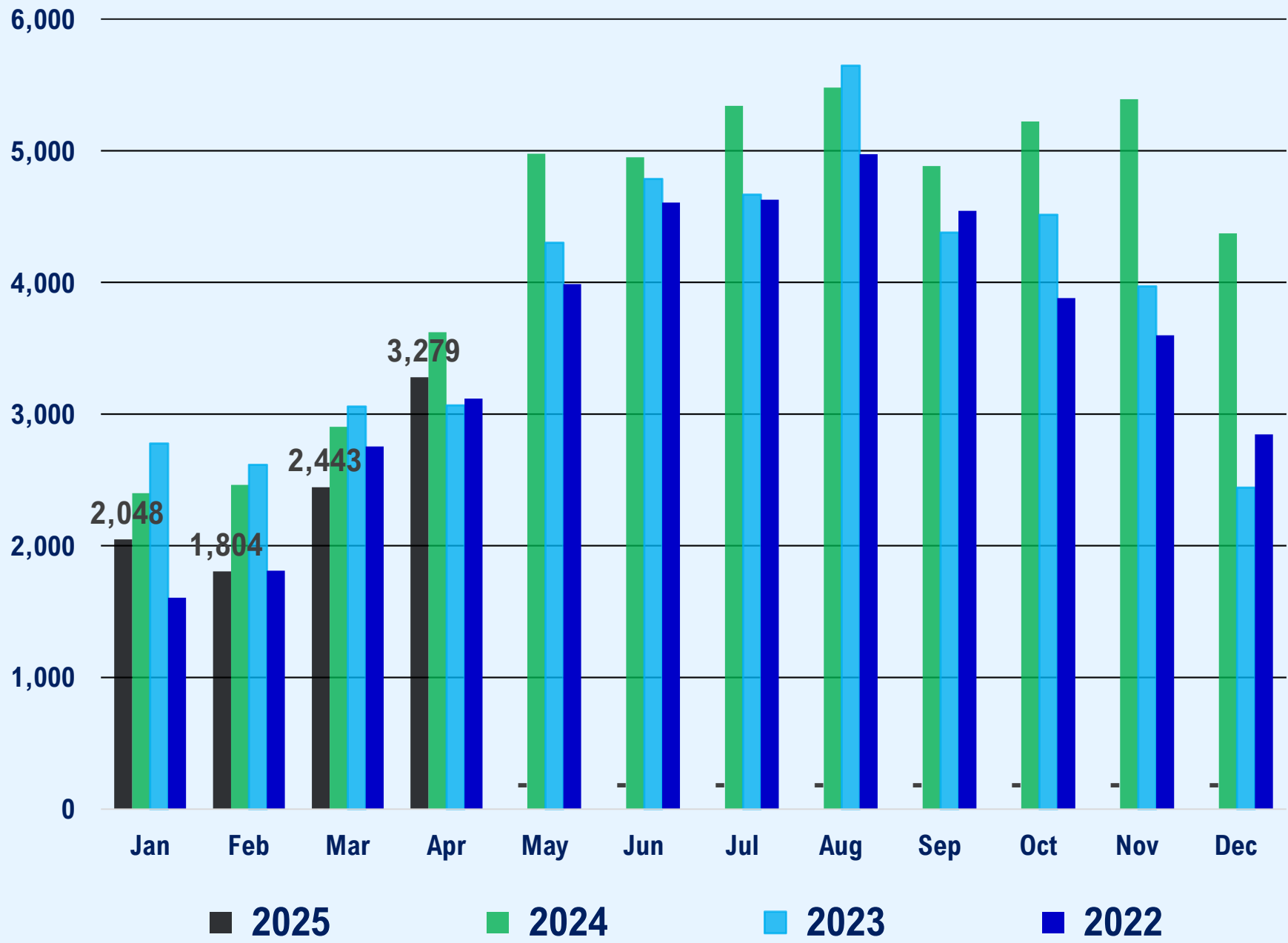
MRTA Fuel Expense Trailing Twelve Months+ (TTM+1)



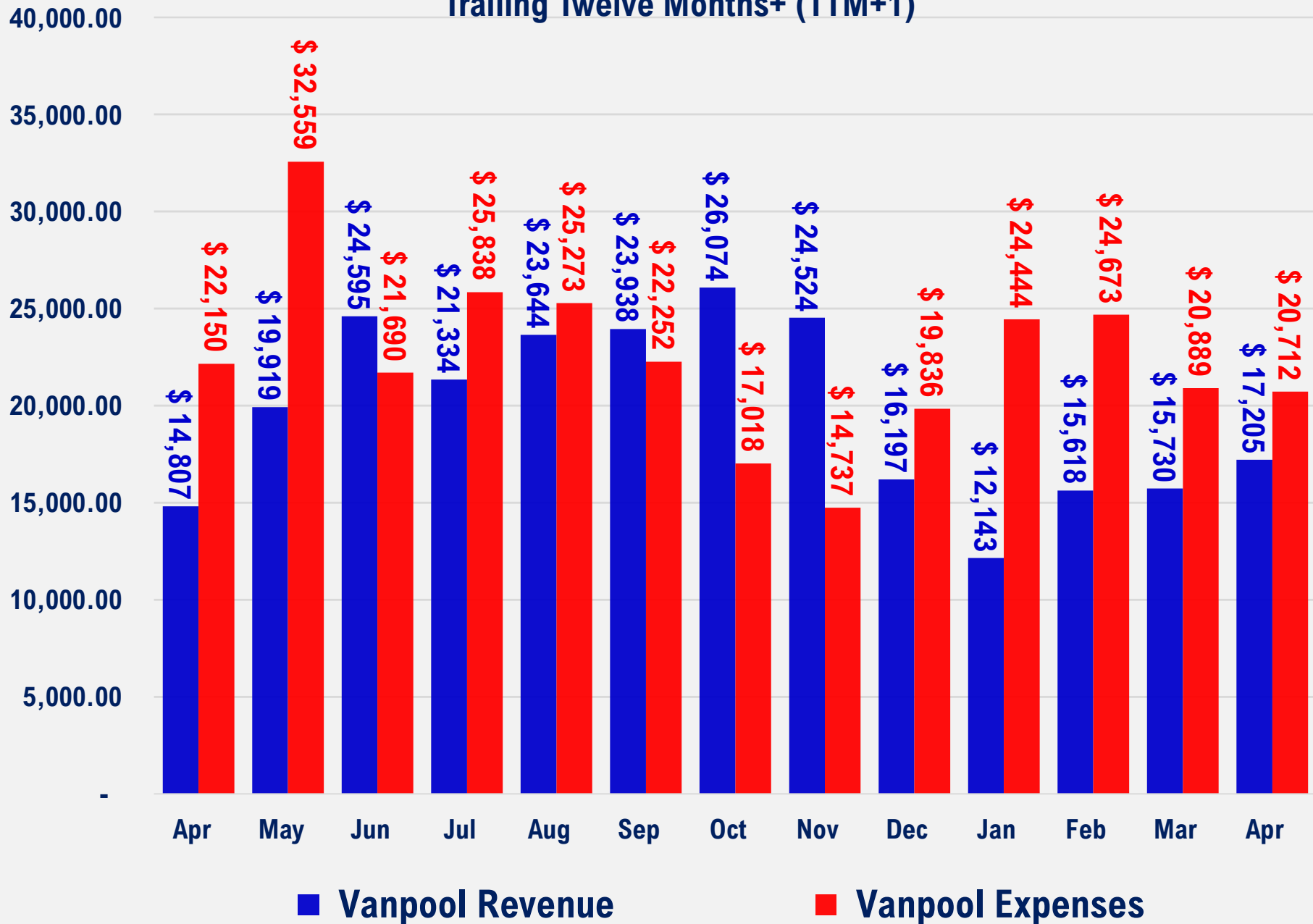
MRTA CO2 (GHG) Emissions: Bus Fleet Trailing Twelve Months+ (TTM+1)



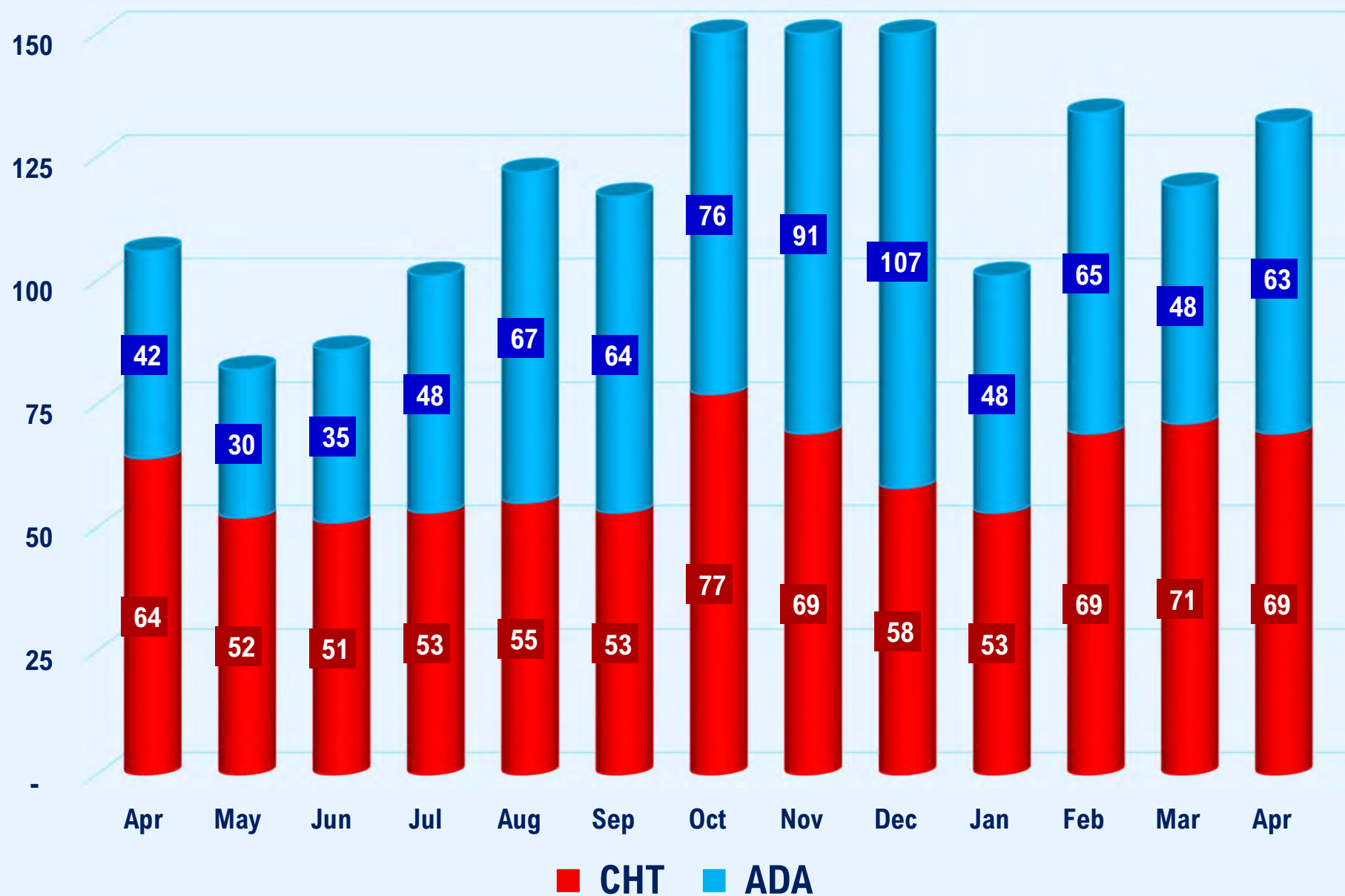
MRTA Vanpool Riders



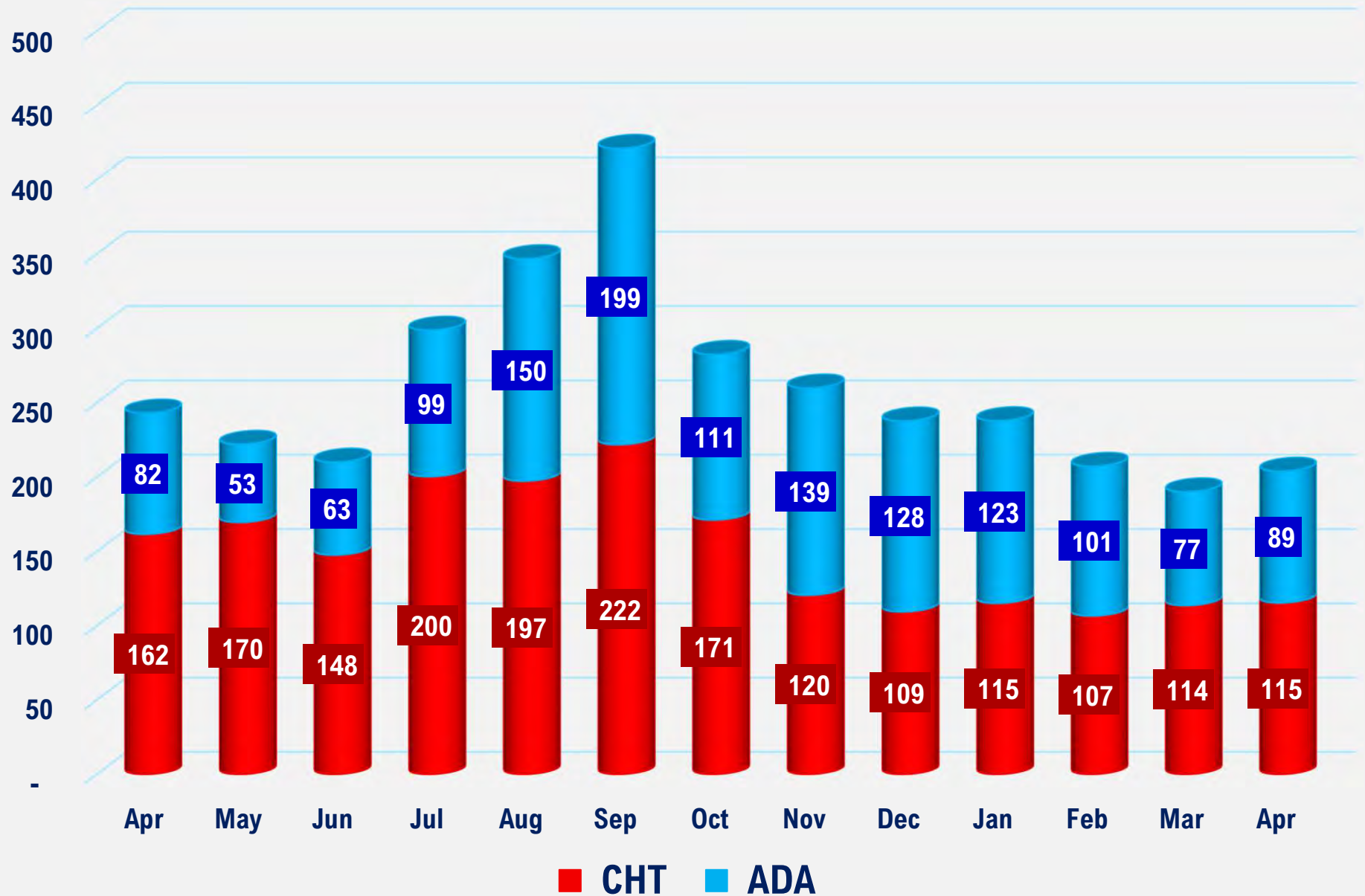
MRTA Vanpool Revenue & Expense Trailing Twelve Months+ (TTM+1)



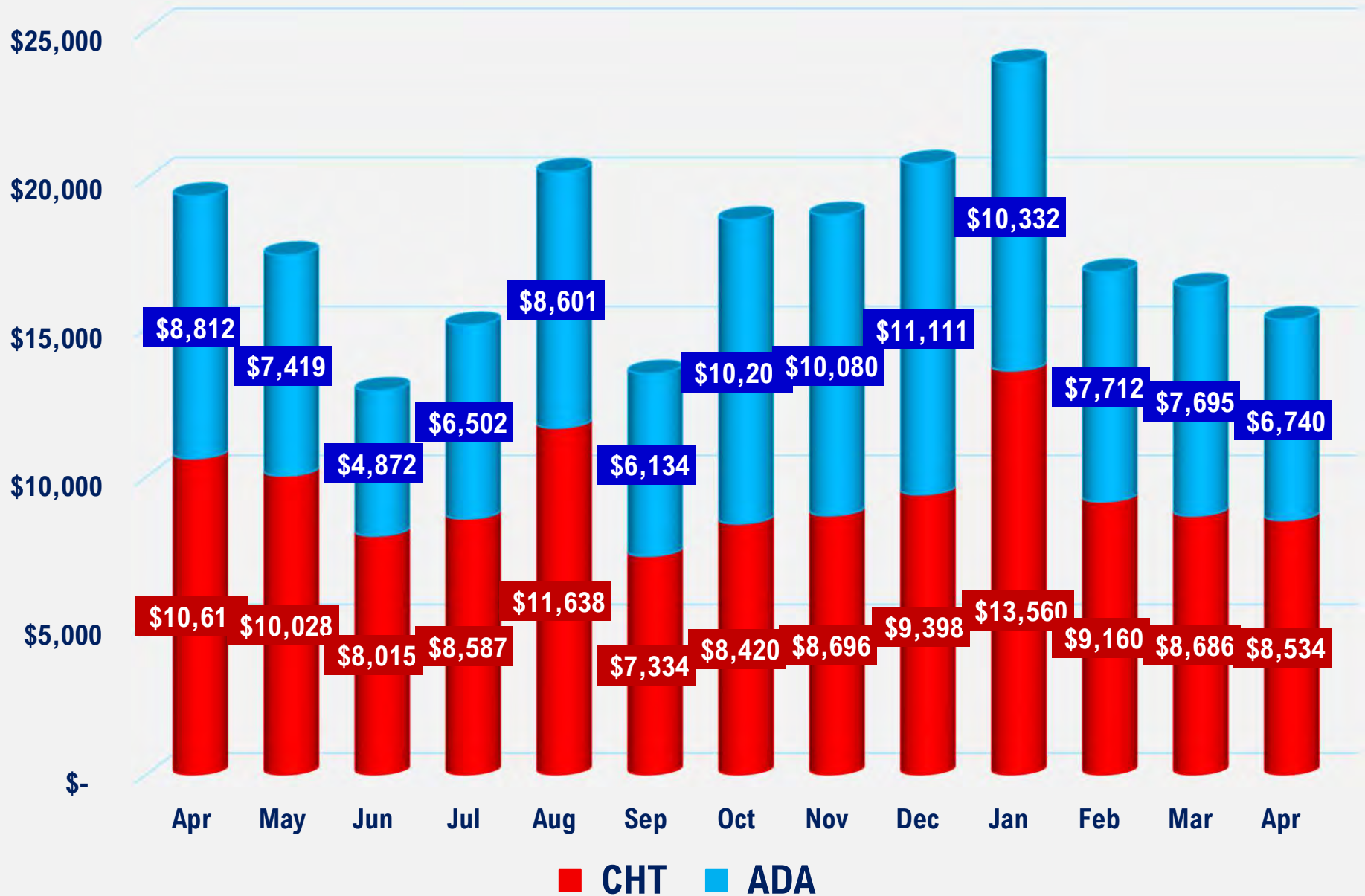
Ridership: Community Health Transportation & ADA Paratransit Trailing Twelve Months+ (TTM+1)



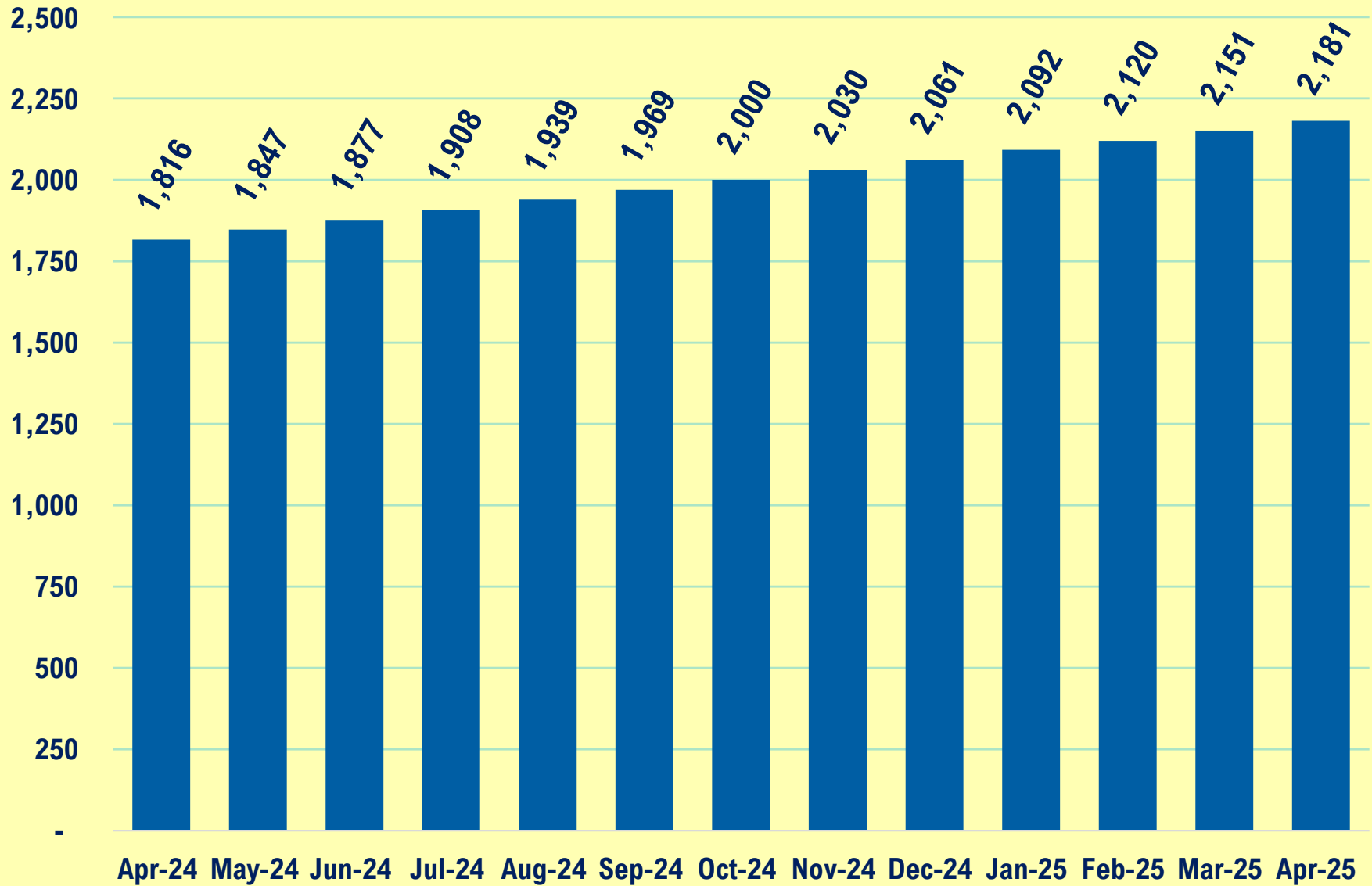
Service Hours: Community Health Transportation & ADA Paratransit Trailing Twelve Months+ (TTM+1)



Expenses: Community Health Transportation & ADA Paratransit Trailing Twelve Months+ (TTM+1)

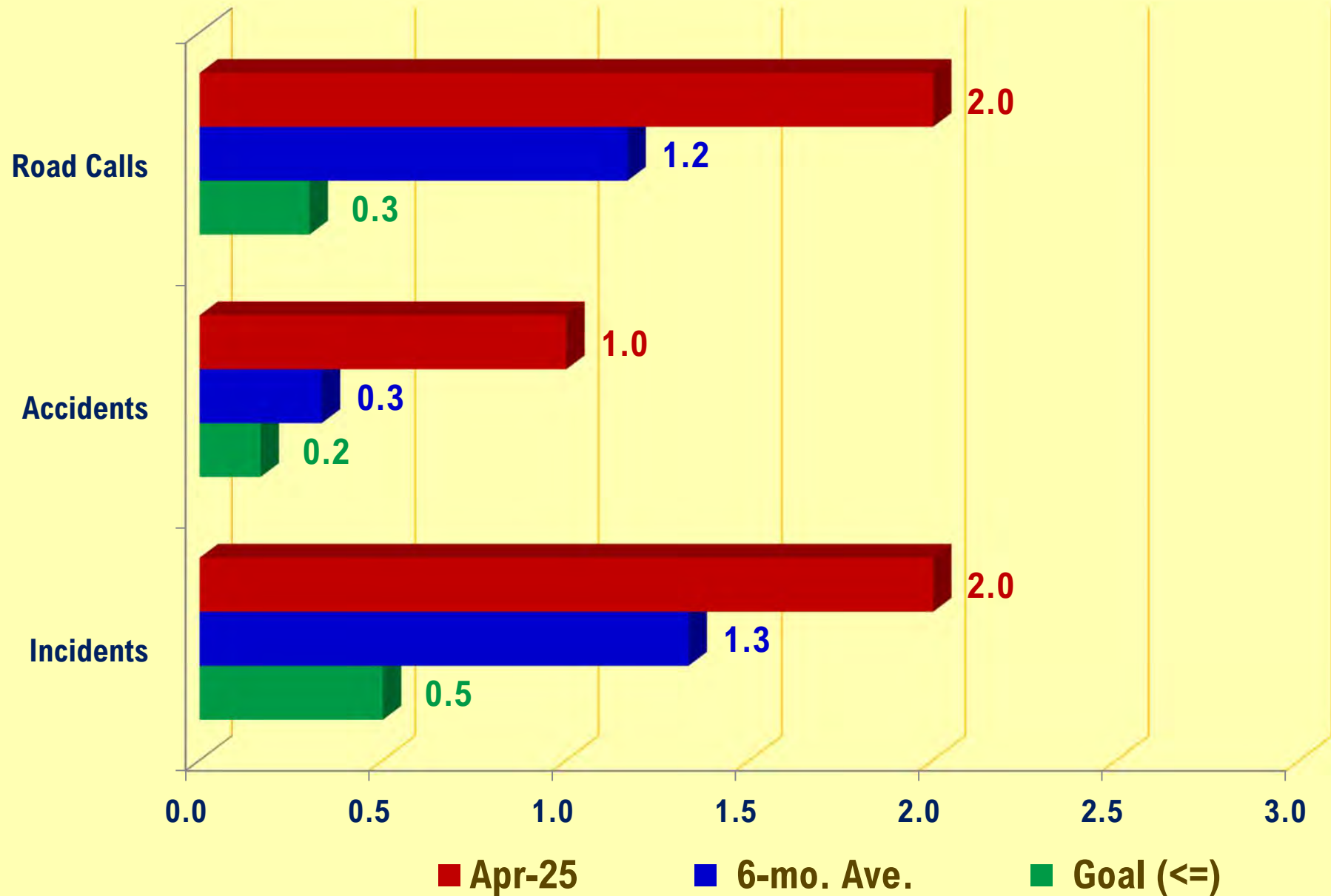


MRTA Maintenance Safety

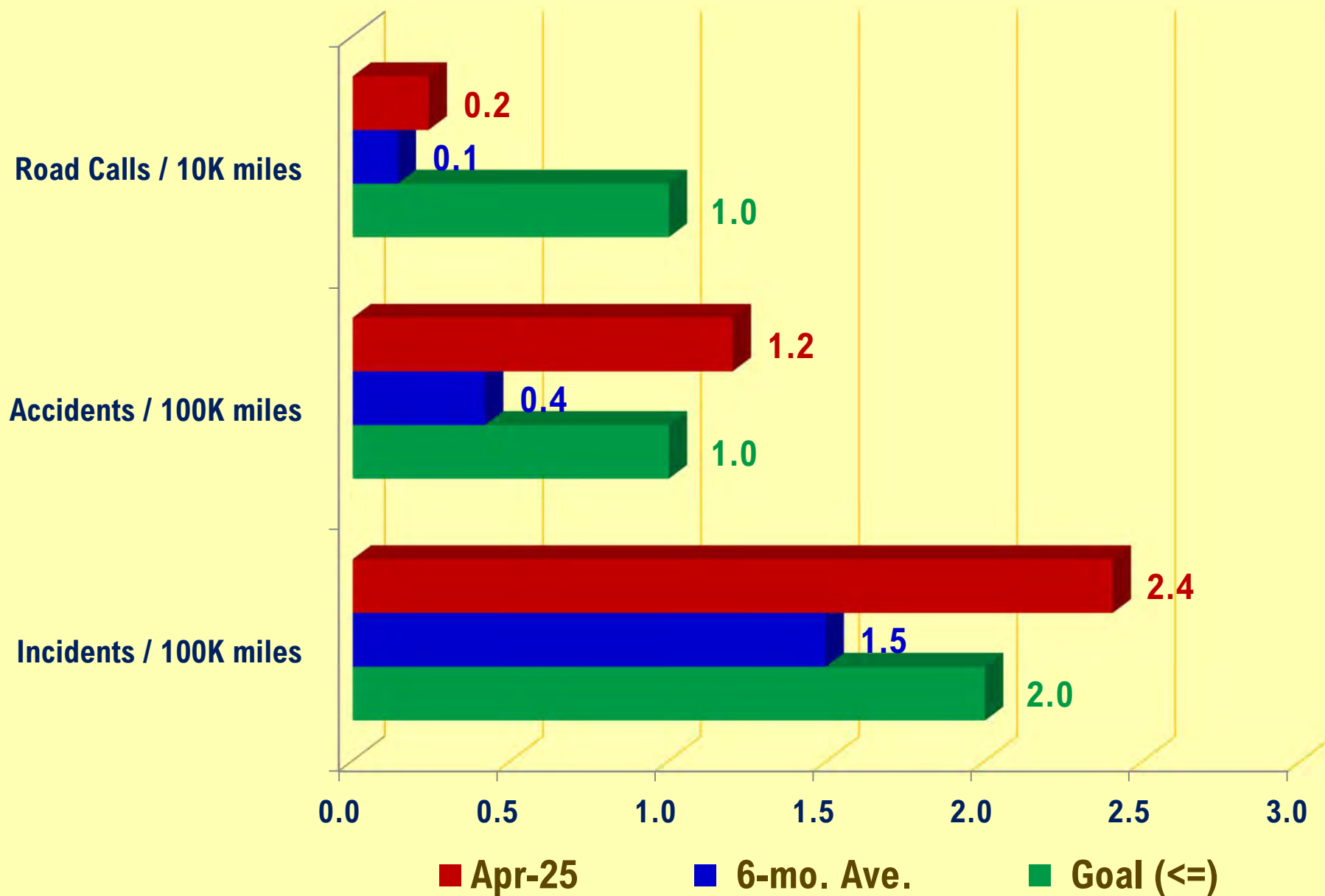


■ Days Since Last-time Accident

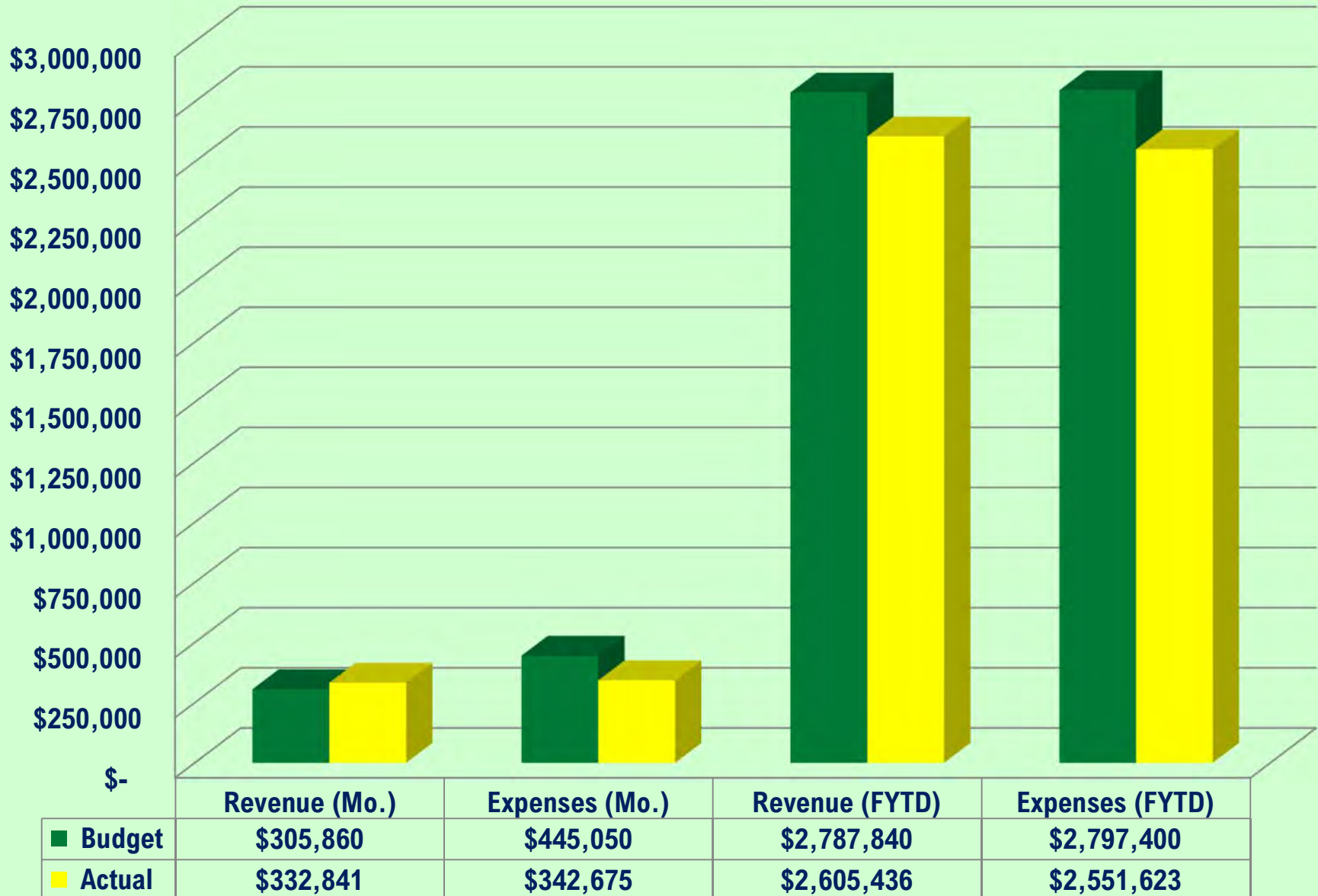
MRTA Operations Safety (Nominal Data)



MRTA Operations Safety (Standardized Data)



MRTA Revenue & Expenses, Budget v Actual April 2025



MRTA - Operations Main
Revenue & Expenditures Budget Performance
March 2025

	Mar 25	Budget	% of Budget	Oct '24 - Mar 25	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense							
Income							
41000 · Federal Funding							
41200 · Federal - 5311	319,695.00	215,000.00	148.7%	963,014.00	1,296,700.00	74.3%	2,596,375.00
41300 · Federal - CARES	11,057.00	14,500.00	76.3%	31,010.00	87,000.00	35.6%	175,000.00
41700 · Federal Funding -other programs	0.00	0.00	0.0%	0.00	0.00	0.0%	0.00
41800 · Federal - RTAP	0.00	2,000.00	0.0%	6,055.40	12,000.00	50.5%	24,500.00
Total 41000 · Federal Funding	330,752.00	231,500.00	142.9%	1,000,079.40	1,395,700.00	71.7%	2,795,875.00
43000 · Local Funding							
43100 · Local - Ketchum	0.00	0.00	0.0%	412,000.00	337,840.00	122.0%	675,700.00
43200 · Local - Hailey	0.00	0.00	0.0%	48,000.00	39,360.00	122.0%	78,720.00
43300 · Local - Bellevue	0.00	0.00	0.0%	12,000.00	10,700.00	112.1%	10,700.00
43400 · Local - Blaine County	0.00	0.00	0.0%	108,000.00	88,560.00	122.0%	177,100.00
43500 · Local - Sun Valley	0.00	0.00	0.0%	233,000.00	191,060.00	122.0%	382,100.00
43600 · Local - Sun Valley Company	45,500.00	37,310.00	122.0%	182,000.00	186,550.00	97.6%	253,400.00
43700 · Local - Other Business	2,500.00	16,000.00	15.6%	6,500.00	80,000.00	8.1%	165,000.00
43900 · Local - SVASB	0.00			55,000.00			
Total 43000 · Local Funding	48,000.00	53,310.00	90.0%	1,056,500.00	934,070.00	113.1%	1,742,720.00
44000 · Fares							
44200 · Fares - Valley Passes	0.00	0.00	0.0%	0.00	0.00	0.0%	0.00
44300 · Fares - Vanpool	15,729.56	14,000.00	112.4%	110,286.02	86,000.00	128.2%	200,000.00
Total 44000 · Fares	15,729.56	14,000.00	112.4%	110,286.02	86,000.00	128.2%	200,000.00
45000 · Revenue							
45100 · Rev - Advertising	6,350.00	10,500.00	60.5%	77,869.36	66,750.00	116.7%	90,000.00
Total 45000 · Revenue	6,350.00	10,500.00	60.5%	77,869.36	66,750.00	116.7%	90,000.00
47000 · Private Donations							
47300 · Priv. Donation - Other	0.00			1,000.00			
Total 47000 · Private Donations	0.00			1,000.00			
48000 · Transfers							
48400 · Transfer - Housing Fund	0.00	0.00	0.0%	0.00	0.00	0.0%	0.00
Total 48000 · Transfers	0.00	0.00	0.0%	0.00	0.00	0.0%	0.00
49000 · Interest Income							
49800 · Excess Operating Funds	3,170.26	0.00	100.0%	26,859.64	0.00	100.0%	0.00
	0.00			0.00	0.00	0.0%	0.00
Total Income	404,001.82	309,310.00	130.6%	2,272,594.42	2,482,520.00	91.5%	4,828,595.00
Gross Profit	404,001.82	309,310.00	130.6%	2,272,594.42	2,482,520.00	91.5%	4,828,595.00
Expense							
51000 · Payroll Expenses							
51100 · Salaries and Wages	206,475.43	210,000.00	98.3%	1,283,749.63	1,259,000.00	102.0%	2,556,100.00
51300 · FICA Expense	12,338.27	15,000.00	82.3%	76,576.45	80,900.00	94.7%	159,100.00
51350 · Medicare Tax Expense	2,885.57	3,000.00	96.2%	17,909.03	18,150.00	98.7%	37,100.00
51400 · Retirement Plan Expenses	125.00	0.00	100.0%	101,144.17	102,935.00	98.3%	210,000.00
51500 · Workers Comp Expense	0.00	0.00	0.0%	21,457.00	25,000.00	85.8%	60,000.00
51600 · SUI Expense	895.54	1,900.00	47.1%	4,731.28	7,225.00	65.5%	18,000.00
51700 · Medical Ins. Expense	39,211.06	50,000.00	78.4%	234,429.42	286,300.00	81.9%	600,000.00
51950 · Employee Performance Bonus	0.00	0.00	0.0%	0.00	5,000.00	0.0%	12,000.00
Total 51000 · Payroll Expenses	261,930.87	279,900.00	93.6%	1,739,996.98	1,784,510.00	97.5%	3,652,300.00
52000 · Insurance Expense							
52100 · Ins. - Vehicles	21,495.17	21,500.00	100.0%	128,971.02	129,000.00	100.0%	258,000.00
52150 · Ins- Deductibles/claims	0.00	1,500.00	0.0%	345.10	6,000.00	5.8%	15,000.00
Total 52000 · Insurance Expense	21,495.17	23,000.00	93.5%	129,316.12	135,000.00	95.8%	273,000.00
53000 · Professional Fees							

MRTA - Operations Main
Revenue & Expenditures Budget Performance
March 2025

	Mar 25	Budget	% of Budget	Oct '24 - Mar 25	YTD Budget	% of Budget	Annual Budget
53100 · Accounting & Audit	0.00	0.00	0.0%	0.00	11,000.00	0.0%	11,000.00
53200 · IT Systems	1,198.33	500.00	239.7%	3,984.51	4,120.00	96.7%	7,000.00
53400 · Legal Fees	495.00	0.00	100.0%	13,052.50	5,000.00	261.1%	5,000.00
53475 · Medical	0.00	250.00	0.0%	862.00	1,250.00	69.0%	3,000.00
53500 · Other Professional Fees	2,500.00	500.00	500.0%	38,831.30	9,400.00	413.1%	13,000.00
Total 53000 · Professional Fees	4,193.33	1,250.00	335.5%	56,730.31	30,770.00	184.4%	39,000.00
54000 · Equipment/ Tool Expense							
54100 · Shop Equipment/ Tools	918.93	1,500.00	61.3%	1,333.96	6,075.00	22.0%	12,000.00
54300 · Office Equipment	0.00	1,000.00	0.0%	5,602.76	4,675.00	119.8%	10,000.00
Total 54000 · Equipment/ Tool Expense	918.93	2,500.00	36.8%	6,936.72	10,750.00	64.5%	22,000.00
55000 · Rent and Utilities							
55200 · Utilities	3,421.15	4,500.00	76.0%	15,146.53	19,100.00	79.3%	40,000.00
Total 55000 · Rent and Utilities	3,421.15	4,500.00	76.0%	15,146.53	19,100.00	79.3%	40,000.00
56000 · Supplies							
56200 · Janitorial & Safety Supplies	1,238.84	1,500.00	82.6%	7,349.86	6,575.00	111.8%	17,000.00
56300 · Department & Office Supplies	185.17	350.00	52.9%	1,590.19	2,200.00	72.3%	3,000.00
56400 · Uniforms	448.02	500.00	89.6%	4,331.39	4,150.00	104.4%	17,000.00
56500 · Postage and Delivery	146.00	50.00	292.0%	540.12	365.00	148.0%	1,000.00
Total 56000 · Supplies	2,018.03	2,400.00	84.1%	13,811.56	13,290.00	103.9%	38,000.00
57000 · Repairs and Maintenance							
57100 · Equipment Repairs/Maintenance	10.00	200.00	5.0%	1,159.00	2,100.00	55.2%	3,500.00
Boiler Service 57200 · Building Repairs/Maintenance	3,904.29	2,000.00	195.2%	14,716.45	15,450.00	95.3%	24,000.00
57250 · Bus Stop Repairs/Maint	26.10	500.00	5.2%	2,022.87	3,750.00	53.9%	8,000.00
57300 · Grounds Repairs/Maintenance	0.00	1,500.00	0.0%	1,328.30	4,450.00	29.8%	12,000.00
57400 · Bike Share Repairs/Maintenance	0.00	0.00	0.0%	0.00	0.00	0.0%	0.00
57500 · Janitorial Services	0.00	75.00	0.0%	0.00	300.00	0.0%	1,000.00
Total 57000 · Repairs and Maintenance	3,940.39	4,275.00	92.2%	19,226.62	26,050.00	73.8%	48,500.00
58000 · Communications Expense							
58100 · Office Phone Expense	72.84	500.00	14.6%	430.44	1,950.00	22.1%	4,600.00
58200 · Cell & Two-Way Mobile	1,440.20	2,000.00	72.0%	8,394.10	9,975.00	84.2%	23,000.00
58300 · Internet/Website	276.89	900.00	30.8%	3,237.09	3,750.00	86.3%	7,000.00
58400 · On-Board Vehicle Computers	0.00	500.00	0.0%	7,348.62	8,900.00	82.6%	18,280.00
Total 58000 · Communications Expense	1,789.93	3,900.00	45.9%	19,410.25	24,575.00	79.0%	52,880.00
59000 · Travel and Training							
59100 · Vehicle/Airfare	0.00	500.00	0.0%	629.24	2,650.00	23.7%	9,600.00
59200 · Lodging	0.00	500.00	0.0%	1,352.30	3,500.00	38.6%	8,640.00
59300 · Food/Meals/Entertainment	0.00	200.00	0.0%	329.60	1,350.00	24.4%	3,600.00
59400 · Training/Education	75.00	1,500.00	5.0%	-1,602.10	5,000.00	-32.0%	15,000.00
59500 · Safety Curriculum	0.00	100.00	0.0%	0.00	400.00	0.0%	2,000.00
Total 59000 · Travel and Training	75.00	2,800.00	2.7%	709.04	12,900.00	5.5%	38,840.00
60000 · Business Expenses							
60100 · Vehicle Registration Fees	0.00	50.00	0.0%	212.13	200.00	106.1%	700.00
60200 · Fines, Penalties, Judgments	0.00			0.00	0.00	0.0%	0.00
60400 · Membership,Dues & Subscriptions	482.13	1,000.00	48.2%	8,558.11	7,850.00	109.0%	15,000.00
60500 · Bank Fees	0.00	200.00	0.0%	-2.55	250.00	-1.0%	500.00
Total 60000 · Business Expenses	482.13	1,250.00	38.6%	8,767.69	8,300.00	105.6%	16,200.00
61000 · Advertising							
Mechanic Ad 61100 · Print Advertising	2,476.63	2,000.00	123.8%	6,204.13	7,250.00	85.6%	30,000.00
Tear Off Maps 61200 · Radio Advertising	0.00	100.00	0.0%	0.00	200.00	0.0%	1,000.00
61300 · Online Advertising	156.30	300.00	52.1%	803.17	1,150.00	69.8%	3,000.00
61400 · Vehicle Graphics	0.00	0.00	0.0%	4,104.00	4,150.00	98.9%	8,000.00

MRTA - Operations Main
Revenue & Expenditures Budget Performance
March 2025

	Mar 25	Budget	% of Budget	Oct '24 - Mar 25	YTD Budget	% of Budget	Annual Budget
Total 61000 · Advertising	2,632.93	2,400.00	109.7%	11,111.30	12,750.00	87.1%	42,000.00
62000 · Marketing and Promotion							
62100 · Info. Displays-Stop Signage	0.00	200.00	0.0%	1,057.76	900.00	117.5%	3,000.00
62200 · Graphic Design	0.00	500.00	0.0%	1,638.75	2,750.00	59.6%	7,000.00
62400 · Customer Events and Misc. \$50 Gift Cards	0.00	875.00	0.0%	0.00	1,275.00	0.0%	6,000.00
62500 · Staff Appreciation/ Events WorldCup Staff Meetings	3,081.54	550.00	560.3%	8,721.26	5,980.00	145.8%	12,000.00
Total 62000 · Marketing and Promotion	3,081.54	2,125.00	145.0%	11,417.77	10,905.00	104.7%	28,000.00
63000 · Printing and Reproduction							
63100 · Copies, Passes & Flyers	113.66	150.00	75.8%	792.40	800.00	99.1%	2,000.00
63200 · Schedules, Maps & Brochures	0.00	0.00	0.0%	12,641.28	5,050.00	250.3%	16,000.00
Total 63000 · Printing and Reproduction	113.66	150.00	75.8%	13,433.68	5,850.00	229.6%	18,000.00
64000 · Fuel							
64200 · Petroleum Fuel Expense	13,972.82	25,000.00	55.9%	92,904.02	125,100.00	74.3%	275,000.00
64500 · Electric Fuel Expense	10,302.28	15,000.00	68.7%	52,081.39	65,800.00	79.2%	150,000.00
Total 64000 · Fuel	24,275.10	40,000.00	60.7%	144,985.41	190,900.00	75.9%	425,000.00
65000 · Vehicle Maintenance							
65100 · Parts Expense							
65150 · Vehicle Maintenance- freight	2,546.18	200.00	1,273.1%	2,794.96	600.00	465.8%	4,000.00
65100 · Parts Expense - Other	4,677.60	6,550.00	71.4%	54,712.15	34,375.00	159.2%	80,000.00
Total 65100 · Parts Expense	7,223.78	6,750.00	107.0%	57,507.11	34,975.00	164.4%	84,000.00
65200 · Fluids Expense	0.00	1,500.00	0.0%	7,638.27	6,300.00	121.2%	16,000.00
65300 · Tires Expense	288.92	5,500.00	5.3%	9,658.18	19,225.00	50.2%	65,000.00
65400 · Purchased Services	315.00	950.00	33.2%	2,507.42	3,525.00	71.1%	10,000.00
65500 · Vehicle Computer/Diagnostic	0.00	550.00	0.0%	0.00	1,650.00	0.0%	5,000.00
65600 · Vehicle Glass/Windshield Repai	961.39	950.00	101.2%	961.39	2,850.00	33.7%	10,000.00
65700 · Shop Supplies	223.81	250.00	89.5%	1,544.03	1,175.00	131.4%	4,000.00
Total 65000 · Vehicle Maintenance	9,012.90	16,450.00	54.8%	79,816.40	69,700.00	114.5%	194,000.00
69500 · Contribution to Fund Balance	0.00	0.00	0.0%	0.00	0.00	0.0%	79,925.00
69810 · Bank Service Charges	0.00			2.55			
Total Expense	339,381.06	386,900.00	87.7%	2,270,818.93	2,355,350.00	96.4%	5,007,645.00
Net Ordinary Income	64,620.76	-77,590.00	-83.3%	1,775.49	127,170.00	1.4%	-179,050.00
Net Income	64,620.76	-77,590.00	-83.3%	1,775.49	127,170.00	1.4%	-179,050.00

11:39 AM

04/28/25

Accrual Basis

MRTA - Operations Main

Checks Issued

As of March 31, 2025

Type	Date	Num	Name	Memo	Amount	Balance
11100 - Mountain West Checking						595,895.41
Bill Pmt -Check	03/04/2025	13126	AC Houston Lumber Company	16203-1	-7.86	595,887.55
Bill Pmt -Check	03/04/2025	13127	Atkinsons' Grocery		-76.85	595,810.70
Bill Pmt -Check	03/04/2025	13128	Christensen - Used to be United Oil	38068	Diesel-\$4,550.39 + Vanpool \$2,055.53	-9,023.17
Bill Pmt -Check	03/04/2025	13129	Cintas		-79.56	586,787.53
Bill Pmt -Check	03/04/2025	13130	Cintas - Uniforms_		-887.92	586,707.97
Bill Pmt -Check	03/04/2025	13131	Clear Mind Graphics, Inc		-5,022.50	585,820.05
Bill Pmt -Check	03/04/2025	13132	Dell Marketing L.P.		-2,859.00	580,797.55
Bill Pmt -Check	03/04/2025	13133	GEM State Paper & Supply Co.	105020	-347.31	577,938.55
Bill Pmt -Check	03/04/2025	13134	Ill-A Trust	Health Ins	-46,974.00	577,591.24
Bill Pmt -Check	03/04/2025	13135	Integrated Technologies		-105.11	530,617.24
Bill Pmt -Check	03/04/2025	13136	Karl Malone Ford Hailey		-56.70	530,512.13
Bill Pmt -Check	03/04/2025	13137	Les Schwab	117-00888	-2,581.10	530,455.43
Bill Pmt -Check	03/04/2025	13138	Napa Auto Parts	3752	-1,508.53	527,874.33
Bill Pmt -Check	03/04/2025	13139	Rush Truck Centers	R567941	-342.36	526,365.80
Bill Pmt -Check	03/04/2025	13140	The Aftermarket Parts Company, ...		-5,496.56	526,023.44
Bill Pmt -Check	03/04/2025	ACH	Intermtn Gas Co #826 580 3000 0	#826 580 3000 0	-2,079.83	520,526.88
Bill Pmt -Check	03/04/2025	ACH	CenturyLink	208-726-1690 623B	-72.84	518,447.05
Bill Pmt -Check	03/04/2025	ACH	Cox Communications	Acct #0012401205184001	-328.06	518,374.21
Bill Pmt -Check	03/04/2025	ACH	Idaho Power Acct#2204788885	Acct #2204788885	-385.14	518,046.15
Bill Pmt -Check	03/04/2025	ACH	Idaho Power Acct#2207743978 K...		-5,188.83	517,661.01
Bill Pmt -Check	03/04/2025	ACH	Idaho Power Acct#2207725231 B...		-3,438.97	512,472.18
Bill Pmt -Check	03/04/2025	ACH	Idaho Power Acct#2221850114		-462.69	509,033.21
Bill Pmt -Check	03/04/2025	ACH	Intermtn Gas #450 916 6521 1	Acct # 45091665211	-355.09	508,570.52
Bill Pmt -Check	03/04/2025	ACH	Intermtn Gas Co #826 580 3000 0	#826 580 3000 0	-1,212.95	508,215.43
Deposit	03/04/2025			Deposit	2,500.00	507,002.48
Deposit	03/05/2025			Deposit	231,389.00	509,502.48
Deposit	03/06/2025			Deposit	2,500.00	740,891.48
Bill Pmt -Check	03/06/2025	ACH	Verizon Connect Nwf, Inc. #1000...		-454.80	743,391.48
Deposit	03/07/2025			Deposit	7,484.00	742,936.68
Liability Check	03/12/2025		QuickBooks Payroll Service	Created by Payroll Service on 03/10/2025	-74,367.18	750,420.68
Deposit	03/12/2025			Deposit	171,658.48	676,053.50
Paycheck	03/13/2025	DD	Aguilar, Hortencia	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Arenas Astorga, Guadalupe O	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Buell, Joshua	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Canfield, James	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Cangiamilla, Monte	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Cardona Hernandez, Margarita	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Chairez Alvarez, Gloria M	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Cosio-Tamayo, Jeronimo	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	De Loera Colis, Daniel	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Deharo, Gorge	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Garcia-Izarraras, Gerardo	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Garcia, Deyanira D	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Glasscock, David T	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Hernandez Gomez, Andrea	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Hoechtl, Gerhard	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Humbach, Eric	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Kelbert, Ashley	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Kelly, David W	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Knudson, Jennifer	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Knudson, Michael W	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Leon, Teofilo O	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Leon, Yene A	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Little, Timothy J	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Mays, Curtis	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Morgus, Wallace	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Nestor, Robert A	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Obland, Bryan	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Ortiz Ayala, Jose J	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Parker, Michael J	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Romanchuk, Ryan	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Romero-Campos, Raul	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Ruiz Loera, Elisabeth	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Russell, Tiffany	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Sproule, William	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Tellez, Carlos	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Uberuaga, Richard S	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Victorino, Jose L	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Vultaggio, Lara	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Wahlgren, Allan	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Walsh, Murray S.	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Ward, Douglas B	Direct Deposit	0.00	847,711.98
Paycheck	03/13/2025	DD	Woodworth, Scott	Direct Deposit	0.00	847,711.98
Liability Check	03/13/2025	E-pay	United States Treasury	82-0382250 QB Tracking # -1649087878	-24,241.80	823,470.18
Bill Pmt -Check	03/17/2025	13141	AC Houston Lumber Company	16203-1	-29.99	823,440.19
Bill Pmt -Check	03/17/2025	13142	Business As Usual		-299.03	823,141.16
Bill Pmt -Check	03/17/2025	13143	Christensen - Used to be United Oil	38068	Diesel \$2,313.46	-6,243.16
Bill Pmt -Check	03/17/2025	13144	City of Bellevue'	RIDES1- 121 Clover St	-130.55	816,898.00
Bill Pmt -Check	03/17/2025	13145	City of Ketchum		-474.99	816,767.45
Bill Pmt -Check	03/17/2025	13146	Clear Creek Disposal	1327	-132.91	816,292.46
Bill Pmt -Check	03/17/2025	13147	Cummins Rocky Mountain LLC		-135.08	816,159.55
Bill Pmt -Check	03/17/2025	13148	Express Publishing Inc.		-960.32	816,024.47
Bill Pmt -Check	03/17/2025	13149	ICRMP	Policy #42A19030100122	-128,971.00	815,064.15
Bill Pmt -Check	03/17/2025	13150	Imperial Supplies LLC		-285.94	686,093.15
Bill Pmt -Check	03/17/2025	13151	Integrated Technologies		-230.54	685,807.21
Bill Pmt -Check	03/17/2025	13152	Katrina Vanden Heuvel		-2,500.00	685,576.67
Bill Pmt -Check	03/17/2025	13153	Oxarc		-65.00	683,076.67
Bill Pmt -Check	03/17/2025	13154	Parkland USA DBA Conrad & Bis...		-199.89	683,011.67
Bill Pmt -Check	03/17/2025	13155	Rush Truck Centers	R567941	-125.98	682,811.78
Bill Pmt -Check	03/17/2025	13156	Sentinel Fire & Security		-119.85	682,685.80
Bill Pmt -Check	03/17/2025	13157	The Aftermarket Parts Company, ...		-2,695.37	682,565.95
Bill Pmt -Check	03/17/2025	13158	Wells Fargo	5586681046559199	-1,870.22	679,870.58
					See Wells Fargo Statement	678,000.36

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04/28/25

Accrual Basis

MRTA - Operations Main Checks Issued

As of March 31, 2025

Type	Date	Num	Name	Memo	Amount	Balance
Bill Pmt -Check	03/17/2025	13159	White Cloud Communications Inc.		-570.00	677,430.36
Liability Check	03/17/2025	Transfer	Mountain Rides Transportation	W/FH Apt Rent	-2,950.00	674,480.36
Deposit	03/18/2025			Deposit	1,584.24	676,064.60
Liability Check	03/20/2025	ACH	Idaho State Tax Commission	000186434	-8,067.00	667,997.60
Deposit	03/20/2025			Deposit	65.00	668,062.60
Deposit	03/21/2025			Deposit	155.00	668,217.60
Deposit	03/21/2025			Deposit	1,500.00	669,717.60
Deposit	03/24/2025			Deposit	58,419.92	728,137.52
Bill Pmt -Check	03/25/2025	ACH	CenturyLink	208-726-1690 623B	-72.84	728,064.68
Bill Pmt -Check	03/25/2025	ACH	Cox Communications	Acct #0012401205184001	-352.28	727,712.40
Bill Pmt -Check	03/25/2025	ACH	Idaho Power Acc#2204788885	Acct #2204788885	-337.69	727,374.71
Bill Pmt -Check	03/25/2025	ACH	Idaho Power Acc#2207743978 K...		-6,415.95	720,958.76
Liability Check	03/26/2025		QuickBooks Payroll Service	Created by Payroll Service on 03/25/2025	-78,764.89	642,193.87
Bill Pmt -Check	03/26/2025	13160	Idahome Technical Services		-1,198.33	640,995.54
Paycheck	03/27/2025	DD	Aguilar, Hortencia	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Arenas Astorga, Guadalupe O	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Buell, Joshua	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Canfield, James	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Cangiamilla, Monte	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Cardona Hernandez, Margarita	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Chairez Alvarez, Gloria M	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Cosio-Tamayo, Jeronimo	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	De Loera Colis, Daniel	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Deharo, Gorge	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Garcia-Izarraras, Gerardo	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Garcia, Deyanira D	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Glasscock, David T	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Hernandez Gomez, Andrea	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Hoechtl, Gerhard	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Humbach, Eric	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Kelbert, Ashley	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Kelly, David W	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Knudson, Jennifer	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Knudson, Michael W	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Leon, Teofilo O	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Leon, Yene A	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Little, Timothy J	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Mays, Curtis	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Morgus, Wallace	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Nestor, Robert A	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Obland, Bryan	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Ortiz Ayala, Jose J	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Parker, Michael J	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Romanchuk, Ryan	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Romero-Campos, Raul	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Ruiz Loera, Elisabeth	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Russell, Tiffany	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Sproule, William	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Tellez, Carlos	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Uberuaga, Richard S	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Victorino, Jose L	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Vultaggio, Lara	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Wahlgren, Allan	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Walsh, Murray S.	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Ward, Douglas B	Direct Deposit	0.00	640,995.54
Paycheck	03/27/2025	DD	Woodworth, Scott	Direct Deposit	0.00	640,995.54
Liability Check	03/27/2025	E-pay	United States Treasury	82-0382250 QB Tracking # -988344878	-26,171.88	614,823.66
Deposit	03/28/2025			Deposit	3,500.00	618,323.66
Check	03/31/2025	13162	Nicole Lisk		-250.00	618,073.66
Check	03/31/2025	13161	Void	VOID:	0.00	618,073.66
Deposit	03/31/2025			Interest	30.93	618,104.59
Liability Check	03/31/2025	Transfer	Ill-A Trust		0.00	618,104.59
Total 11100 · Mountain West Checking					22,209.18	618,104.59
TOTAL					22,209.18	618,104.59

MRTA - Operations Main
Balance Sheet
As of March 31, 2025

	Mar 31, 25
ASSETS	
Current Assets	
Checking/Savings	
11100 · Mountain West Checking	618,104.59
11500 · Petty Cash	75.72
11600 · General Fund LGIP	916,499.29
Total Checking/Savings	1,534,679.60
Accounts Receivable	
11800 · Accounts Receivable	348,248.66
Total Accounts Receivable	348,248.66
Other Current Assets	
13000 · Due From Workforce Housing Fund	18.83
14500 · Prepaid Assets	128,970.98
Total Other Current Assets	128,989.81
Total Current Assets	2,011,918.07
TOTAL ASSETS	2,011,918.07
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20500 · Accounts Payable	40,469.85
Total Accounts Payable	40,469.85
Other Current Liabilities	
22200 · Due to Capital Equip. Fund	130,817.00
23000 · Due to WFH Fund	6,950.00
24000 · Payroll Liabilities	
24700 · State Tax W/H Payable	8,502.00
24800 · State Unemployment Tax Payable	2,922.55
25500 · Employee Prem W/H & Payable	5,303.56
24000 · Payroll Liabilities - Other	357.18
Total 24000 · Payroll Liabilities	17,085.29
Total Other Current Liabilities	154,852.29
Total Current Liabilities	195,322.14
Total Liabilities	195,322.14
Equity	
30000 · Opening Bal Equity	167,470.40
32000 · Reserve Balance	1,647,350.04
Net Income	1,775.49
Total Equity	1,816,595.93
TOTAL LIABILITIES & EQUITY	2,011,918.07

Mountain Rides Transportation A.
Revenue & Expenditures Budget Performance
 January through March 2025

	Jan - Mar 25	Budget	% of Budget	Oct '24 - Mar 25	YTD Budget	% of Budget	Annual Budget
Income							
41000 · Federal Funding							
41100 · Federal							
41106 · Federal- Facility	0.00	1,349,283.00	0.0%	0.00	2,066,383.00	0.0%	3,760,000.00
Total 41100 · Federal	0.00	1,349,283.00	0.0%	0.00	2,066,383.00	0.0%	3,760,000.00
41600 · Federal- Other	1,192,509.64			1,909,595.64			
Total 41000 · Federal Funding	1,192,509.64	1,349,283.00	88.4%	1,909,595.64	2,066,383.00	92.4%	3,760,000.00
43000 · Local Funding							
43900 Air Service Board	0.00			300,000.00	0.00	100.0%	0.00
43000 · Local Funding - Other	0.00	213,000.00	0.0%	0.00	513,000.00	0.0%	940,000.00
Total 43000 · Local Funding	0.00	213,000.00	0.0%	300,000.00	513,000.00	58.5%	940,000.00
49000 · Interest Earned	3,445.64	3,000.00	114.9%	10,215.72	6,000.00	170.3%	12,000.00
50000 · Excess Operating Reserves	0.00	0.00	0.0%	0.00	0.00	0.0%	18,705.00
Total Income	1,195,955.28	1,565,283.00	76.4%	2,219,811.36	2,585,383.00	85.9%	4,730,705.00
Expense							
57000 · Repairs and Maintenance	0.00			1,434.00			
60000 · Business Expenses							
60500 · Bank Fees	20.00			20.00			
Total 60000 · Business Expenses	20.00			20.00			
66000 · Construction/Acquisition							
66400 · South Valley Facility							
66410 · South Valley Acquisition	981,562.25	640,000.00	153.4%	1,962,942.81	1,630,000.00	120.4%	4,700,000.00
66420 · South Valley Improvements	0.00	6,000.00	0.0%	0.00	6,000.00	0.0%	20,000.00
Total 66400 · South Valley Facility	981,562.25	646,000.00	151.9%	1,962,942.81	1,636,000.00	120.0%	4,720,000.00
66500 · Ketchum Facility upgrades	0.00	15,000.00	0.0%	5,055.01	20,150.00	25.1%	50,000.00
Total 66000 · Construction/Acquisition	981,562.25	661,000.00	148.5%	1,967,997.82	1,656,150.00	118.8%	4,770,000.00
Total Expense	981,582.25	661,000.00	148.5%	1,969,451.82	1,656,150.00	118.9%	4,770,000.00
Net Income	214,373.03	904,283.00	23.7%	250,359.54	929,233.00	26.9%	-39,295.00

Mountain Rides Transportation A.

Balance Sheet

As of March 31, 2025

	Mar 31, 25
ASSETS	
Current Assets	
Checking/Savings	
11100 · Mountain West Checking	98,208.95
11600 · LGIP Facilities Account	244,517.45
Total Checking/Savings	342,726.40
Accounts Receivable	
11800 · Accounts Receivable	407,405.64
Total Accounts Receivable	407,405.64
Other Current Assets	
12000 · Due From Operations Main Fund	-30,000.00
Total Other Current Assets	-30,000.00
Total Current Assets	720,132.04
TOTAL ASSETS	720,132.04
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20500 · Accounts Payable	128,495.26
Total Accounts Payable	128,495.26
Other Current Liabilities	
22000 · Due to Operations Main Fund	-31,140.69
Total Other Current Liabilities	-31,140.69
Total Current Liabilities	97,354.57
Total Liabilities	97,354.57
Equity	
30000 · Opening Bal Equity	135,196.00
32000 · Retained Earnings	237,221.93
Net Income	250,359.54
Total Equity	622,777.47
TOTAL LIABILITIES & EQUITY	720,132.04

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Accrual Basis

Mountain Rides Transportation A. Account QuickReport - Mountain West Bank

As of March 31, 2025

Type	Date	Num	Name	Memo	Amount	Balance
11100 - Mountain West Checking						324,589.99
Bill Pmt -Check	01/14/2025	552	Dry Creek Land Improv...		-475.00	324,114.99
Bill Pmt -Check	01/14/2025	553	EKC, Inc.		-257,299.23	66,815.76
Bill Pmt -Check	01/14/2025	554	InterClean Equipment		-121,570.50	-54,754.74
Bill Pmt -Check	01/14/2025	555	Konrad & Stohler Struct...		-1,165.00	-55,919.74
Bill Pmt -Check	01/14/2025	556	Square D Construction ...		-6,900.00	-62,819.74
Deposit	01/22/2025			Deposit	100,000.00	37,180.26
Deposit	01/31/2025			Interest	10.41	37,190.67
Deposit	02/06/2025			Deposit	564,454.00	601,644.67
Bill Pmt -Check	02/11/2025	557	bp Pulse Fleet North A...		-32,044.50	569,600.17
Bill Pmt -Check	02/11/2025	558	Crown Lift Trucks		-48,057.81	521,542.36
Bill Pmt -Check	02/11/2025	559	Dry Creek Land Improv...		-300.00	521,242.36
Bill Pmt -Check	02/11/2025	560	EKC, Inc.		-299,909.24	221,333.12
Bill Pmt -Check	02/18/2025	561	Square D Construction ...		-5,325.00	216,008.12
Deposit	02/24/2025			Deposit	220,650.00	436,658.12
Deposit	02/28/2025			Interest	17.99	436,676.11
Bill Pmt -Check	03/04/2025	562	EKC, Inc.		-205,406.96	231,269.15
Check	03/12/2025	WIRE	ZUMA SALES LLC	PAYMENT WIRE TO PAY FOR SCISSOR LIFT	-15,800.00	215,469.15
Check	03/12/2025			WIRE TRANSFER FEE - WIRE PAYMENT FOR SCI...	-20.00	215,449.15
Bill Pmt -Check	03/17/2025	563	Cummins Sales and Se...		-112,976.13	102,473.02
Bill Pmt -Check	03/17/2025	564	Square D Construction ...		-4,275.00	98,198.02
Deposit	03/31/2025			Interest	10.93	98,208.95
Total 11100 - Mountain West Checking					-226,381.04	98,208.95
TOTAL					-226,381.04	98,208.95

MRTA - Capital Equipment Fund
Revenue & Expenditures Budget Performance
January through March 2025

	Jan - Mar 25	Budget	% of Budget	Oct '24 - Mar 25	YTD Budget	% of Budget	Annual Budget
Income							
41000 · Federal Funding							
41100 · Federal-5339							
41101 · Federal -5339- Buses	191,958.00	192,000.00	100.0%	577,884.00	577,926.00	100.0%	1,120,000.00
41102 · Federal- 5339-Vans	500.00			500.00	0.00	100.0%	0.00
Total 41100 · Federal-5339	192,458.00	192,000.00	100.2%	578,384.00	577,926.00	100.1%	1,120,000.00
Total 41000 · Federal Funding	192,458.00	192,000.00	100.2%	578,384.00	577,926.00	100.1%	1,120,000.00
43000 · Local Funding	0.00	86,550.00	0.0%	0.00	173,108.00	0.0%	346,300.00
48000 · Transfers/ Use of Reserve Cash	70,000.00			70,000.00			
49000 · Interest Earned	2,775.10	3,000.00	92.5%	9,653.91	6,000.00	160.9%	12,000.00
49503 · Other Revenue	3,000.00			3,500.00			
49900 · Misc. Income	0.00	0.00	0.0%	0.00	0.00	0.0%	10,000.00
Total Income	268,233.10	281,550.00	95.3%	661,537.91	757,034.00	87.4%	1,488,300.00
Gross Profit	268,233.10	281,550.00	95.3%	661,537.91	757,034.00	87.4%	1,488,300.00
Expense							
54000 · Equipment/Tool Expense	0.00	7,500.00	0.0%	0.00	7,500.00	0.0%	22,500.00
68000 · Capital Expenses							
68100 · Expend for Vans/ Light Duty Bus	0.00	300,000.00	0.0%	722,450.28	1,025,000.00	70.5%	1,542,000.00
Total 68000 · Capital Expenses	0.00	300,000.00	0.0%	722,450.28	1,025,000.00	70.5%	1,542,000.00
Total Expense	0.00	307,500.00	0.0%	722,450.28	1,032,500.00	70.0%	1,564,500.00
Net Income	268,233.10	-25,950.00	-1,033.7%	-60,912.37	-275,466.00	22.1%	-76,200.00

MRTA - Capital Equipment Fund
Balance Sheet
As of March 31, 2025

	<u>Mar 31, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
11100 · Mountain West Checking	8,962.18
11600 · LGIP Capital Equipment Acct.	409,193.99
Total Checking/Savings	418,156.17
Accounts Receivable	
11800 · Accounts Receivable	191,958.00
Total Accounts Receivable	191,958.00
Other Current Assets	
12000 · Due From Operations Main Fund	-10,000.00
Total Other Current Assets	-10,000.00
Total Current Assets	600,114.17
TOTAL ASSETS	<u>600,114.17</u>
LIABILITIES & EQUITY	
Equity	
32000 · Retained Earnings	661,026.54
Net Income	-60,912.37
Total Equity	600,114.17
TOTAL LIABILITIES & EQUITY	<u>600,114.17</u>

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Accrual Basis

MRTA - Capital Equipment Fund
Account QuickReport - Mountain West Bank
As of March 31, 2025

Type	Date	Num	Name	Memo	Amount	Balance
11100 · Mountain West Checking						5,431.40
Deposit	01/06/2025			Deposit	385,926.00	391,357.40
Transfer	01/09/2025			Transfer Money To LGIP	-385,900.00	5,457.40
Deposit	01/24/2025			Deposit	500.00	5,957.40
Deposit	01/31/2025			Interest	4.14	5,961.54
Deposit	02/12/2025			Deposit	500.00	6,461.54
Deposit	02/18/2025			Deposit	2,500.00	8,961.54
Deposit	02/28/2025			Interest	0.29	8,961.83
Deposit	03/31/2025			Interest	0.35	8,962.18
Total 11100 · Mountain West Checking					3,530.78	8,962.18
TOTAL					3,530.78	8,962.18

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Accrual Basis

MRTA - Work Force Housing Fund
Revenue & Expenditures Budget Performance
 January through March 2025

	Jan - Mar 25	Budget	% of Budget	Oct '24 - Mar 25	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense							
Income							
45000 · Revenue							
45300 · Rev - Housing Units							
45350 · Apartment Rent	8,650.00	8,100.00	106.8%	15,100.00	16,200.00	93.2%	32,400.00
Total 45300 · Rev - Housing Units	8,650.00	8,100.00	106.8%	15,100.00	16,200.00	93.2%	32,400.00
45400 · Rev - Laundry	389.25	350.00	111.2%	389.25	350.00	111.2%	700.00
Total 45000 · Revenue	9,039.25	8,450.00	107.0%	15,489.25	16,550.00	93.6%	33,100.00
49000 · Interest Earned	226.12	225.00	100.5%	472.61	450.00	105.0%	900.00
Total Income	9,265.37	8,675.00	106.8%	15,961.86	17,000.00	93.9%	34,000.00
Expense							
55000 · Rent and Utilities							
55200 · Utilities	2,272.67	2,050.00	110.9%	3,953.32	4,200.00	94.1%	8,000.00
Total 55000 · Rent and Utilities	2,272.67	2,050.00	110.9%	3,953.32	4,200.00	94.1%	8,000.00
57000 · Repairs and Maintenance							
57100 · Equipment Repairs/Maintenance	0.00	200.00	0.0%	577.00	200.00	288.5%	750.00
57200 · Building Repairs/Maintenance	1,724.64	4,500.00	38.3%	2,025.40	5,500.00	36.8%	12,000.00
57400 · Elevator Expense	125.00	200.00	62.5%	125.00	200.00	62.5%	1,500.00
Total 57000 · Repairs and Maintenance	1,849.64	4,900.00	37.7%	2,727.40	5,900.00	46.2%	14,250.00
69000 · Transfer out to Operations Acct	0.00			0.00	0.00	0.0%	0.00
Total Expense	4,122.31	6,950.00	59.3%	6,680.72	10,100.00	66.1%	22,250.00
Net Ordinary Income	5,143.06	1,725.00	298.1%	9,281.14	6,900.00	134.5%	11,750.00
Net Income	5,143.06	1,725.00	298.1%	9,281.14	6,900.00	134.5%	11,750.00

MRTA - Work Force Housing Fund

04/30/25

Balance Sheet

Accrual Basis

As of March 31, 2025

	Mar 31, 25
ASSETS	
Current Assets	
Checking/Savings	
11100 · Mountain West Checking	28,212.24
11600 · LGIP Work Force Housing Acct.	19,881.89
Total Checking/Savings	48,094.13
Accounts Receivable	
11800 · Accounts Receivable	8,404.00
Total Accounts Receivable	8,404.00
Total Current Assets	56,498.13
TOTAL ASSETS	56,498.13
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20500 · Accounts Payable	766.79
Total Accounts Payable	766.79
Other Current Liabilities	
28500 · Deferred Revenue-Pre-Paid Rent	5,900.00
Total Other Current Liabilities	5,900.00
Total Current Liabilities	6,666.79
Total Liabilities	6,666.79
Equity	
30000 · Opening Bal Equity	15,000.00
32000 · Retained Earnings	25,550.20
Net Income	9,281.14
Total Equity	49,831.34
TOTAL LIABILITIES & EQUITY	56,498.13

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04/30/25

Accrual Basis

MRTA - Work Force Housing Fund

Account QuickReport - Mountain West Bank

As of March 31, 2025

Type	Date	Num	Name	Memo	Amount	Balance
11100 - Mountain West Checking						29,046.70
Bill Pmt -Check	01/01/2025	1137	Clear Creek Disposal	1327	-51.88	28,994.82
Check	01/01/2025	1138	Corey Bevard	Refund: Security Deposit	-250.00	28,744.82
Deposit	01/08/2025			Deposit	550.00	29,294.82
Bill Pmt -Check	01/14/2025	1139	City of Ketchum	1269	-237.45	29,057.37
Bill Pmt -Check	01/23/2025	ACH	Intermountain Gas Company 3000 7	14197700-001-9	-228.40	28,828.97
Deposit	01/31/2025			Interest	1.32	28,830.29
Bill Pmt -Check	02/04/2025	ACH	Idaho Power	Acct #2204788885	-201.27	28,629.02
Bill Pmt -Check	02/04/2025	ACH	Intermountain Gas Company 3000 7	14197700-001-9	-374.61	28,254.41
Deposit	02/04/2025			Deposit	550.00	28,804.41
Bill Pmt -Check	02/11/2025	1140	Evans Plumbing, Inc.		-1,401.19	27,403.22
Bill Pmt -Check	02/11/2025	1141	L.L. Green's Hardware		-95.96	27,307.26
Bill Pmt -Check	02/18/2025	1142	City of Ketchum	1269	-237.45	27,069.81
Bill Pmt -Check	02/18/2025	1143	Clear Creek Disposal	1327	-51.87	27,017.94
Deposit	02/18/2025			Deposit	696.00	27,713.94
Deposit	02/28/2025			Interest	1.10	27,715.04
Bill Pmt -Check	03/04/2025	1144	Evans Plumbing, Inc.	work on tup in Unit #4	-217.50	27,497.54
Bill Pmt -Check	03/04/2025	ACH	Idaho Power	Acct #2204788885	-192.54	27,305.00
Deposit	03/10/2025			Deposit	550.00	27,855.00
Deposit	03/12/2025			Deposit	389.25	28,244.25
Bill Pmt -Check	03/17/2025	1145	City of Ketchum	1269	-237.45	28,006.80
Bill Pmt -Check	03/17/2025	1146	Clear Creek Disposal	1327	-51.87	27,954.93
Bill Pmt -Check	03/17/2025	1147	Division of Occupational and Professio...	State ID #H000919	-125.00	27,829.93
Bill Pmt -Check	03/25/2025	ACH	Idaho Power	Acct #2204788885	-168.81	27,661.12
Deposit	03/25/2025			Deposit	550.00	28,211.12
Deposit	03/31/2025			Interest	1.12	28,212.24
Total 11100 - Mountain West Checking					-834.46	28,212.24
TOTAL					-834.46	28,212.24

MRTA - Contingency Fund
Revenue & Expenditures Budget Performance
January through March 2025

	Jan - Mar 25	Budget	% of Budget	Oct '24 - Mar 25	YTD Budget	% of Budget	Annual Budget
Income							
49000 · Interest Earned	4,376.00	5,400.00	81.0%	11,271.46	10,800.00	104.4%	22,000.00
Total Income	4,376.00	5,400.00	81.0%	11,271.46	10,800.00	104.4%	22,000.00
Expense	0.00			0.00			
Net Income	4,376.00	5,400.00	81.0%	11,271.46	10,800.00	104.4%	22,000.00

MRTA - Contingency Fund
Balance Sheet
As of March 31, 2025

	Mar 31, 25
ASSETS	
Current Assets	
Checking/Savings	
11600 · LGIP Contingency Fund Acct.	563,719.75
Total Checking/Savings	563,719.75
Total Current Assets	563,719.75
TOTAL ASSETS	563,719.75
LIABILITIES & EQUITY	
Equity	
30000 · Opening Bal Equity	20,000.00
32000 · Retained Earnings	532,448.29
Net Income	11,271.46
Total Equity	563,719.75
TOTAL LIABILITIES & EQUITY	563,719.75

Mountain Rides Staff Report

Date:

5/21/2025

Staff Member:

Carlos Tellez

Department:

Maintenance, Fleet and Facilities

Department Highlights
from
the Previous Month:

Congratulations to the Maintenance Manager (Murray) on hiring a new mechanic! it took some time, but finally the maintenance team is now fully staffed.
Facilities team will be inspecting shelters for repairs and painting.

Progress
on projects/initiatives:

The Bellevue expansion continues to progress. EKC has changed the date for the bus wash equipment installation. It will now take place the last week of May instead of the first week of May. The completion date has also shifted and is now scheduled for June 20th to 25th.

The two new Gillig buses we have on order will go into the assembly line on December 15th, 2025. We expect delivery sometime in January 2026.

Challenges/
Opportunities:

We have been having issues with one of our chargers in Bellevue. ABB has been somewhat slow responding to the submitted tickets. However, thanks to the night shift drivers, buses are being moved to the chargers that are operational.

Mountain Rides Staff Report

Date: 5/21/2024

Staff Member: Jamie Canfield

Department: Operations

Department Highlights from the Previous Month:

We are now in the spring slow season. Drivers are taking well-deserved PTO. We were able to hire a part-time CDL driver who is in training now. We now have four ADA drivers, which is amazing.

Progress on projects/initiatives:

Construction in Ketchum is not causing any problems, just a little confusion that we are dealing with. The construction south of Ketchum is causing delays up to 45 minutes, but the drivers are handling it professionally and calmly.

Challenges/ Opportunities:

I am working with Wally to find a plan to mitigate the construction delays south of Ketchum.

Jose Victorino, one of our mainstays on the Valley Route, has resigned. He may come back after a short sabbatical. This is a major loss.

Mountain Rides Staff Report

Date:

5/21/2025

Staff Member:

Jerry Garcia

Department:

Finance and Administration

Department Highlights from the Previous Month:

The ITD-PT site review went great, we received excellent feedback, and there were no significant findings.

Progress on projects/initiatives:

I have been working with ICRMP on the upcoming renewal, and I have received the estimated premium for the new fiscal year 2025-2026, which is an increase of around 22% to a total amount of \$54,511.

Liz and I have been in contact with all vanpool riders to ensure they are updated and understand the changes we made, as well as the reasons behind them. We are also working with the companies to arrange an in-person meeting if needed.

We will begin working on the budget for the next fiscal year.

Challenges/ Opportunities:

Contacting all the public van riders has been somewhat challenging, but we are actively working on a solution.

Mountain Rides Staff Report

Date:

5/21/2025

Staff Member:

Andrea Hernandez, Manager, Marketing & Communications

Department:

Marketing & Communications

Department Highlights
from
the Previous Month:

Re-doing schedules for website (actually coding into the website's HTML code)
Business partnerships
Social media

Progress
on projects/initiatives:

--Handling advertisers for our exterior ads and interior posters
--Offering one free monthly interior poster for non-profits. Currently working on sending out the info to our local non profits.
--Working on the restaurant partnerships and establishing a good foundation for the program to be able to pause and start it a lot easier in the future. This includes creating a website landing page for the restaurant specials.
--Facebook engagement has been doing good

Challenges/
Opportunities:

Try to focus more time towards social media to be able to better follow the marketing plan and be able to track progress.

Mountain Rides Staff Report

Date:

May 21, 2025

Staff Member:

Wally Morgus, Executive Director

Department:

Executive Director / Administration

Department Highlights from the Previous Month:

- Construction of Bellevue BEB Facility by EKC, Inc., nearing completion (target: ~June 21, 2025).
- ITD-PT Site Review. May 12, 2025...very smooth review; no issues...ITD report to come.
- Continuing & ongoing one-on-one work sessions with Director of Transit Ops; Director of Finance, HR & Admin; Director of Fleet, Facilities & Maintenance; Manager of Marketing & Communications, focusing on organizational development, professional development, and departmental agenda, challenges and problem solving.

Progress on projects/initiatives:

Ongoing construction of MRTA's Bellevue BEB Facility by EKC, Inc. Revised target date for completion: ~June 21, 2025. Major items remaining: 1) bus wash bay/system; 2) landscaping; 3) exterior finishes; 4) punch list (TBD).

FY26 Funding Requests submitted to City of Sun Valley (\$480,000), City of Ketchum (\$848,000), and Blaine County (\$222,500). Each request is ~+3.0% over the FY25 request.

Challenges/ Opportunities:

Completion of Bellevue BEB facility by ~June 21, 2025.

RAISE Grant-funded transit infrastructure along SH-75, mid-valley: A) Ohio Gulch bus stops & ped tunnel; B) The Meadows bus stops & ped tunnel.

Fleet electrification: year-round 100% battery electric operations by Feb 1, 2026.

Optimizing routes, routing, and bus schedules, including options for underserved neighborhoods (in the cities and county).

MRTA Vision 2035 (Journey 2035?) Long-term Plan.

Develop a Bus Rapid Transit (BRT) plan for the Wood River Valley.

Mountain Rides Agenda Discussion Item Summary

<u>Date:</u>	<div>May 21, 2025</div>	<u>From:</u>	<div>Andrea Hernandez / P&M Committee</div>
<u>Discussion Item:</u>	<div>5. Marketing Plan</div>		
<u>Committee Review:</u>	<div><input checked="" type="radio"/> yes</div> <div><input type="radio"/> no</div>	<u>Committee Purview:</u>	<div>P&M Committee</div>
<u>Fiscal Impact:</u>	<div></div>		
<u>Related Policy or Procedural Impact:</u>	<div></div>		
<u>Background:</u>	<div>See enclosed Marketing Plan document.</div>		

Marketing Plan – Ideas & Outlines

GOALS

- Increase awareness of FREE bus transportation
- Increase awareness of FREE CHT services
- Boost ridership on buses and CHT
- Improve engagement on social media & increase followers
- Improve communication with the public
- Be a bigger part of the community

TARGET AUDIENCE

- Workers (especially with businesses near a bus stop)
- College students (I think we may have enough K -12 students)
- Seniors & disabled individuals
- Eco-conscious individuals

SWOT ANALYSIS

- Strengths:
 - Strong presence – most people know that Mountain Rides is public transportation
- Weaknesses:
 - Lack of awareness
 - CHT & ADA
 - TransLoc app
 - Fare free
- Opportunities:
 - Engage with the public
 - Educate the public
- Threats

SOCIAL MEDIA AND CONTENT STRATEGY

- Facebook & Instagram: For storytelling and community engagement,
 - The month-by-month content strategy is located towards the bottom under **MONTHLY MARKETING**
- TikTok & YouTube: Engaging videos, testimonials, behind-the-scenes

SOCIAL MEDIA POSTING SCHEDULE

- TBD – I’m thinking every other day until we grow our following, then 3-4 times a week

OTHER MARKETING METHODS

- Email Marketing: Send new blogs and important MRTA updates to subscribers
- Blogs: To be posted on our website and shared on social media

- Referral Marketing: Method TBD
- Mail: Target neighborhoods and send mail marketing, perhaps for CHT & ADA
- Keep improving and gaining more partnerships: The hospital, clinics, and other business owners

KPI's (Key Performance Indicators)

- Measure engagement – are people seeing our posts and liking or commenting?
- Follower growth: How many followers a month?
- Click-through rate: How many people visit the site for any posts where our website is linked?
- Ridership data: Has ridership increased or remained about the same?

BUDGET FRIENDLY

- Organically grow social media followers and engagement
- Email marketing
- Partner with businesses and VSV for events to encourage bus ridership to and from events

MONITOR, ANALYZE, AND ADJUST

- See what content works best & tweak the strategy accordingly

MONTHLY MARKETING

- April – Brand awareness & engagement
- May – Partnerships & sustainability messaging (restaurant or coffee vouchers for riding the bus during slack)
- June – Rider education & surveys
- July – Summer events & promotions
- August – Student engagement for back to school
- September – Car-free challenge (will there be a prize at the end? Can we partner with businesses for this?)
- October – Partnerships again for slack w/ vouchers
- November – Holiday gratitude campaign
- December – CHT focus & holiday cheer
- January – New year, new commute
- February – Valentine's campaign
- March – St. Patrick's Day campaign

OTHER CONTENT IDEAS

- Service highlights: Routes, schedules, detours
- Behind-the-scenes: A day in the life – interviews
- Engagement posts: Polls, local business vouchers, competitions
- Seasonal Campaigns

Mountain Rides Agenda Discussion Item Summary

<u>Date:</u>	<div>May 21, 2025</div>	<u>From:</u>	<div>MRTA Board of Directors</div>
<u>Discussion Item:</u>	<div>6. Items of Interest to the Members</div>		
<u>Committee Review:</u>	<div><input type="radio"/> yes</div> <div><input checked="" type="radio"/> no</div>	<u>Committee Purview:</u>	<div></div>
<u>Fiscal Impact:</u>	<div></div>		
<u>Related Policy or Procedural Impact:</u>	<div></div>		
<u>Background:</u>	<div>The Members may discuss any item(s) of interest.</div>		