



REGULAR MEETING MINUTES
MOUNTAIN RIDES TRANSPORTATION AUTHORITY
Wednesday, November 19, 2025, 1:00 pm
Sun Valley City Hall, 81 Elkhorn Rd, Sun Valley, ID

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

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

ALSO PRESENT: **Wally Morgus, Carlos Tellez, Jamie Canfield, Jerry Garcia, Raul Romero, Eric Humbach, Andrea Hernandez, Liz Ruiz, Jim Keating**

1. CALL TO ORDER

Grady Burnett called the meeting to order at 1:02 p.m. Kristin Derrig took attendance and confirmed that a quorum was present.

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

- Chair Grady Burnett shared a positive rider experience on the Valley Route with students and a teacher from Syringa School, who emphasized that Mountain Rides is essential to the school's ability to offer field trips and service projects.
- Grady also noted strong customer service, including proper wheelchair securement and a driver waiting for a regular rider with a stroller, highlighting MRTA's commitment to accessibility and care.

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 November 17, 2025*
- b. *Approve/file: Minutes of Regular Board Meeting, October 15, 2025*
- c. *Approve/file: Minutes of Finance & Performance Committee, November 5, 2025*
- d. *Receive/file Performance Dashboard, October 2025*
- e. *Receive/file: Sep 2025 Operating Fund and FY25-Q4 Capita, Facilities, Workforce Housing and Contingency Fund Financial Statements and Bills Paid*
- f. *Receive/file: Report from Director, Fleet, Maintenance & Facilities; Director, Accessible & Community Transport; Director, Finance, Human Resources & Administration; Manager, Operations; Manager, Marketing & Communications; Executive Director*

- Peter Hendricks noted that October ridership was down across all routes, including the Valley and Blue Routes, and that fuel costs—particularly diesel—were significantly higher. Wally Morgus reported that ICE activity in the valley has created fear within the Hispanic community, contributing to reduced Valley Route ridership, and that a broader economic slowdown is also impacting numbers. Kristin Derrig agreed, noting that some restaurants have temporarily closed or reduced hours, resulting in fewer staff commuting to work.
- Peter referenced a chart showing increased diesel fuel costs and asked whether this was tied to electric bus issues. Wally confirmed that battery limitations limit charging to 75% capacity to prevent overheating, which prevents all-day electric operation and increases diesel use, particularly on the Valley Route. The issue is expected to continue for an estimated 18–25 months.
- Wally explained that the FY26 fuel budget assumed near-full electric operation, and the increased diesel use could create a budget variance. If total expenses exceed the approved budget, MRTA may need to formally open the budget through a public process. He noted this is unlikely, as MRTA has consistently ended years with a surplus, with current projections estimating approximately \$300,000.
- Tom Blanchard asked whether there was vendor liability related to the defective equipment. Wally confirmed the vendor is replacing the batteries at their own cost and stated that potential legal options related to increased fuel expenses may be reviewed with MRTA's attorney once the full financial impact is clearer.
- Peter suggested departments review expenditures to identify potential savings, including the customer survey. Wally clarified that the survey costs are minimal, with no significant ongoing financial impact beyond initial setup.

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

5. DISCUSSION ITEM: *Mountain Rides In-Service to International Sports, Cultural, and Youth Programs*

- Jamie Canfield and Melody Mattson reported on MRTA's role in supporting an adaptive sports leadership program funded by the U.S. State Department, bringing young adaptive athletes and mentors from seven countries to the Wood River Valley.
- MRTA provided critical transportation on short notice, utilizing four accessible vans to transport participants between lodging in Hailey and locations in Ketchum and Sun Valley, including the Limelight Hotel, Dark-Sky viewing areas, the YMCA, and Dollar Lodge.
- This marked the first time the program included the Wood River Valley as part of its route. Organizers and participants expressed strong appreciation for Mountain Rides' support and the opportunity to experience the community beyond Hailey, and indicated interest in returning with future cohorts.
- Melody Mattson commended staff and drivers for their flexibility and professionalism in supporting the program.

6. DISCUSSION ITEM: *Measuring Customer Satisfaction – Net Promoter Score (NPS)*

- Wally reported that after attending a transit conference this summer, MRTA adopted a Net Promoter Score (NPS) survey to measure rider satisfaction. The survey includes approximately 10 questions, with the primary question asking how likely riders are to recommend Mountain Rides. Responses follow the standard 0–10 NPS scale.
- October 2025 results included 50 responses, resulting in an NPS score of 61, which Wally noted is a strong positive score comparable to results from larger transit agencies. MRTA will track results monthly to identify trends over time.
- Andrea Hernandez noted that the survey includes open-ended comment fields to help identify strengths and areas for improvement, as well as an optional email sign-up to allow riders to receive service updates, creating a low-cost communication channel.
- Results are being shared internally to support customer service improvements.
- Tom Blanchard asked about access to individual response data and statistical reliability. Staff confirmed that detailed data is available for review. Neil Bradshaw noted that while the sample size is limited, the data is useful as a directional tool and will be considered alongside other measures.
- Peter Hendricks asked whether the survey could lead to costly service changes given higher fuel expenses. Wally clarified that the survey itself is low-cost, with minimal expense beyond staff time.

7. DISCUSSION ITEM: *Open Seat (At-Large Member) on the Board of Directors*

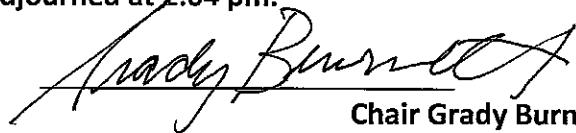
- **At-Large Seat:** Melody Mattson announced she will step off the board effective January 1, 2026, after approximately six years of service. Board members expressed appreciation for her contributions and noted that formal recognition will occur at the December meeting.
- **Ketchum Representatives:** Kristin Derrig and Neil Bradshaw are at or near the end of their current terms. Neil stated he will step off the board at the end of the year and that the new Mayor of Ketchum will appoint the city's representatives going forward. Kristin indicated she has been considering stepping away but is open to discussion if continuity is needed. Ketchum will finalize and forward its nominations to Wally.
- **Sun Valley Representative:** Peter Hendricks stated that Sun Valley will follow its standard appointment process, with action expected within the next month.
- **Proposed Board Restructuring:** Wally and Tom Blanchard presented a proposal to move Tom Blanchard into the At-Large seat being vacated by Melody, with the City of Bellevue appointing a new Bellevue representative. This approach was noted as maintaining board continuity while strengthening direct municipal representation.
- **Board Direction & Next Steps:** Board members expressed strong support for the proposal and emphasized the importance of staggered terms. Formal appointment actions will be placed on the December 2025 agenda, with the goal of confirming all new and continuing board members by January 1, 2026, in advance of the January strategic session.

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

Chair and board members again thanked staff and drivers for their ongoing work.

7. ADJOURNMENT

Tom Blanchard moved to adjourn the meeting, and Melody Mattson seconded. The motion passed unanimously. The meeting was adjourned at 2:04 pm.



Chair Grady Burnett