



GREATER IDAHO FALLS TRANSIT

dba TRPTA TARGHEE REGIONAL PUBLIC TRANSPORTATION AUTHORITY
PHONE: 208-612-8323

BOARD MEMBERS PRESENT: Michelle Ziel-Dingman, Lisa Farris, Arnold Cantu, Hailey Mack

September 19, 2023 10:00 am - 11:00 am
Idaho Falls City Annex Building - Building Div. Conference Room

Agenda

- Introduction and welcome

Kade Marquez - Updates:

- **Review funding and budgets.**
 - Without subsidizing, each ride costs us \$17.69.
 - We need \$640,000 or so.
 - \$6.16 is our actual costs after grant subsidies. The closer we get to \$6 per ride as a fare, the closer we get to actual parity.
 - Strategies: more premium rides that can help subsidize other rides as most of our rides are still the \$2 rides for those with a disability.
 - 5307 funds: bad news is that FTA still hasn't been able to program our reimbursables against these dollars. Good news is that we will have 5 years of 5307 funds programmed. We need 35% match for these funds.
 - CARES Act funds: due to 5307 programming delays, we have to submit all of our CARES Act reimbursables in the next two weeks.
 - New IDA airport director will restart conversation about an airport ride program. Can use fee waivers as match.
- **5339 grant awards for bus stops and tech.**
 - Will be using this to replace electric chargers to programmable chargers.
 - Will be using this to create three bus shelters (Community Park, Mel Erickson Park, Smokin' Fins).
 - Haven't received the grant paperwork yet – awarded but unsigned.
 - Working with Community Development Services Director Sanner to see how ordinances/codes could be changed to the benefit of the community to add more bus shelters.

- **Status of 5310 and AAA transportation award.**
 - Asking for \$54,000/year which is similar to what Pocatello Regional Transit receives (\$60,000).
 - Awarded \$180.00 by EICAP.
 - MZD will contact EICAP to see if we can get better educated on why we were awarded this and how to improve our chances next year.

- **Presentation to council for and recommendations of addition or edit.**
 - This item was already presented to the Idaho Falls City Council
 - Info presented:
 - 9,330 boardings in August 2023
 - Some reduction in boardings due to school starting
 - Now we have a full year to figure out benchmarking for holidays, different ridership, and other efficiencies.
 - Map of ridership shows that GIFT is positively impacting all areas of our city.

- **Monthly sponsorship launch discussion**
 - Sponsorships are very important to us.
 - Can do a banner ad now on the app. \$500 per month.

- **GIFT app updates and policy changes. (Tech, scheduled ride lead times, cancelation policy, advertising options).**
 - Kade confirmed through ITD that we do not have to offer federally subsidized rides without verification. We do have the opportunity to change our discounts, fare costs, and do not have to keep our current fare systems.
 - We're implementing a cancellation policy where riders will have to pay for rides that they are not cancelling on a timely basis. 450 rides each month are no-call no show (about \$8,000 per month) about \$95,526.
 - Riders are also gaming the system by changing credit cards after scheduling the ride and the ride ends up being charged after the ride has been completed. We're now going to pre-authorize.

- **Afterhours summary**
 - It's paying for itself right now and is being used.

- **Library's proposal to sponsor/support a van for a library ride program**
 - If a dealership were to donate a vehicle or give us a discount, it would be tax deductible.
 - \$1620/month is the sponsor. Actual cost of wrap is \$3400-5000 in hard costs.
 - Hoping for a plug-in hybrid.
 - Would like to start an after-school program that will transport kids from a school to the library and then back again.

Financial Update - Lisa Farris

- Treasurer Farris brought us up-to-date as of 9/19 – current balance is \$369, 241.21

- Waiting on \$140K from FY 23 and \$160K from FY 24
- Once we receive these dollars, we will have \$669,241.21 banked.

Action Items

- Approve June 20, 2023 Minutes (July meeting canceled)
 - Cantu motioned to approved, Mack seconded, unanimously approved.
- Approve July 31, 2023 Financials
 - Ziel-Dingman motion to approve, Cantu seconded, unanimously approved.