



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, Rick Cloutier (virtual), and Michael Walker

Tuesday, June 21, 2022

10:00 am – 11:00 am at Idaho Falls City Annex Building – Council Chambers

- **All events - Presented by Kade Marquez, Transit Coordinator**
 - Kade Marquez - 4th July parade (float, volunteer riders, flyers/candy)
 - Will be towing the United Way STEM trailer
 - Will be able to pass out candy, need volunteers.
 - Hearts & Hands Civitans will get an ask
 - Considering changing the hours during 7/4. We would advise to extend hours to 9 p.m.
 - Alive After 5
 - Kade has been attending with a booth or GIFT Vehicles at no charge (there are free booths for charitable type organizations this year)
- **Public hearing on fee**
 - Chair Michelle Ziel-Dingman opened the public hearing at 10:12 a.m. for public comment to be included in the public record. No one in attendance to testify in the public hearing / no comments. Public Hearing was closed with no comments at 10:13 a.m.
 - Chair recognized the GIFT Board and our guests to comment on the current fee structure.
 - Arnold Cantu asked for clarification on the fees. \$3 for public rides, \$1 for federally recognized discounted rides (seniors, those with a recognized disability, and those on Medicare).

- **Ridership numbers – Presented by Kade Marquez, Transit Coordinator**
 - 13 days into service. 223 rides on Monday 6/20 are our highest days. 650 rides is our goal because it will be financially self-sustainable. Averaging 140 rides per day.
 - Early hours (5-7 a.m.) isn't too successful yet but we're building ridership.
 - 30% of our rides are call-in and 70% are scheduled on the app.
 - Pick-up and Drop-off Data
 - Usually, equal rides to drop off...except for Beer Fest.
 - Medical facilities, airport, and Utah Ave. Walmart
 - Top drop-off locations are Center of Hope and the Idaho Falls Airport
 - Small number of walk-up riders.

- **Update on app technology and changes in progress**
 - Placing INL park-and-rides (3 lots) as a "quick pick" location on the app.
 - Donate button on the app to help support the program.
 - Board Member Mike Walker suggested providing testimonials, YouTube videos, etc. to help generate donations.
 - Need to figure out how to categorize the donations properly. Michelle Ziel-Dingman believes that this would be categorized as ridership income.
 - Perhaps a partnership with a nonprofit organization to benefit a charity as well.
 - Considering other rate structures...like, a different rate for veterans.
 - FTA is telling Kade that it can take up a year to get real ridership numbers to make good decisions.
 - The app will be fixed so that each person will need to pay separately. 81% of riders ride solo, 14% ride with two people.

- **Customer Service issues**
 - Average driver rating is 4.9 with over 500 reviews
 - Most interactions have been information.
 - No customer service issues for the GIFT Board to mediate.

- **Portal requests for scheduling/invoicing rides (EIRMC and Reg 7 DHW) and portal pricing and MOU from GIFT Board**
 - Several organizations want a private portal to schedule rides and then be invoiced monthly.
 - Kade is asking for an MOU between GIFT and the entity with a monthly fee included. Would provide a certain number of "licenses" via email address to allow someone to schedule a ride.
 - Make a motion to modify our agenda to include an action item is for the Board to approve Kade to create an MOU and include a fee, by Michelle Ziel-Dingman, seconded Mike Walker. Unanimous approval.

- Discussion ensued. Perhaps portals would be best used for larger organizations and smaller organizations can just have an employee download the app and schedule rides with a credit card.
 - Motion to direct Kade to create an MOU / agreement for signing up organizations for the portal with a preliminary fee at \$99, and we agree that Kade can negotiate the fee up or down as he sees the market is fit for. Moved by Lisa Farris and seconded by Mike Walker. Unanimously approved.
- **Financial Update by Treasurer by Lisa Farris**
 - \$149,391.12 in our Bank of Commerce in account.
 - Doesn't include the \$140,000 from the City of Idaho Falls – should receive a check shortly. They have been invoiced.
 - \$332 renewal for our PO Box was the only expense in March – May 2022.
 - Approved by Rick Cantu and seconded Mike Walker
- **Other**
 - General Info Update:
 - Agreement to wrap two vehicles by Idaho Falls Community Hospital and two vehicles by Mountain View Hospital. This leaves us three between now and August left to sell. The amount \$1,680 per month for two years for nearly \$162,000.
 - Laura helped Kade apply for a grant to fund an intern and also a grant to fund underprivileged riders.
 - Mike suggested a work study position that could work with GIFT.
 - Tons of help needed in social media, web, video, putting up flyers, booths
 - City of IF Economic Advisor organized a meeting that included Kade and Micah from the City of Ammon. Discussed the potential of adding Hitt Road for service in exchange for a fee. They were proposing \$3,000 per year which is below our bylaw investment of \$10,000. Kade will update us on any future discussions.
 - Member of the public asked if you could schedule a round-trip ride. At this time, you cannot and have to schedule two rides.

For a program, service, or activity of the City of Idaho Falls that is not accessible to persons with disabilities should be directed to the City's ADA Coordinator: ADA/Section 504 Coordinator, Lisa Farris, Email:

lfarris@idahofallsidaho.gov

680 Park Avenue Idaho Falls, ID 83402

(208) 612-8323 or Fax: (208) 612-8520 TTY: (800) 377-3529 or Idaho Relay 711.

Contact should be made as soon as possible, but no later than 48 hours before the start of the meeting.