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**BOARD MEMBERS:**

**Michelle Ziel-Dingman, Lisa Farris, Arnold Cantu, and Rick Cloutier.  
Feb. 21, 2023 | 10:00 am – 11:00 pm**

**Idaho Falls City Annex Building – Small Conference Room**

**Agenda**

* **ACTION ITEM: Approve GIFT board meeting January 25, 2023 minutes.**
  + - Farris motioned to approve, seconded by Cloutier. Unanimously approved.
* **Financial Report from Treasurer**
  + - **ACTION ITEM: Approve Financial Report**
      * Sponsorship from CEI, vouchers, ride passes, etc. all went through.
      * Kade asked when the City is billed for their annual contribution. Farris communicated that it is done shortly after October of each year.
      * Account balance is $315,684.72.
      * Motion to approve the Financial Report made by Cloutier and seconded by Ziel-Dingman. Unanimously approved.
* **Discuss local match funding requirements – Kade Marquez**
  + - **ACTION ITEM: Approve the release of $20,000 to the City of Idaho Falls for local match requirements.**
      * Kade asked for the motion to be delayed for another meeting as BMPO is still working on amending the TIP and STIP.
      * FTA may be changing the amount of local match as part of contracted service. Kade will keep us up to date.
* **General program update from Kade Marquez:**
* Events
  + - * Have done the financial analysis of running the service for special events. Would need a sponsorship to run this type of service – wouldn’t do it without it as the service inherently runs at a loss without the sponsorships.
      * Airport demands are high: Kade has talked to numerous people and they aren’t booking their airport rides far enough in advance.
      * Later hours / events would likely be on-demand via the app ONLY as the call center is too expensive to pay for to keep open later. The City of Idaho Falls Fee Resolution would need to be modified for over $5.
* New Vehicle
  + - * Downtowner has taken the new vehicle to a commercial shop to get it inspected and tuned up. GIFT will have to reimburse them for this service with CARES Act money. Once the vehicle is certifiably ready for service, it will go into service 6-8 hours per day.
* New Partnerships
  + - * Need new work study / intern for social media.
      * Working on partnership with Mountain America Center. They aren’t ready to financially invest but there are some marketing opportunities on the property.
* Feedback and implementation of Fee Increase
  + - * New fee increase starts March 1. There’s been very little bit of feedback from folks.
* Downtowner Contract Updates (if any)
  + - * Changes are being made to our contract with Downtowner to include the possibility of adding the new vehicle and some refinements.
      * Farris asked about how the contract handles employees and Kade told us that we need to hire two more people for the new vehicle and we discussed maybe three part-time employees.
* Ridership & geographics
  + - * Ended January with 7900 riders.
      * Passengers per revenue hour is 3.9. Trying to get over 4.
      * Percentage of shared is 43% for January. The higher the better.
      * Average wait for on-demand ride was 28 minutes.
      * Average ride time is 11 minutes.
      * Average driver rating is 4.88 stars.
      * No-show rides in January was 400 rides. Discussion about how to handle these riders. Kade has a list. He could choose to ban them. He’s communicating with them and trying to change their behavior instead of banning.
* Funding and grant applications and opportunities & updates
  + - * Partnership grant opportunity with YTT. On March 16, 2023 there’s a meeting hosted by Idaho Falls Power about EV vehicles. INL will be there with an electric bus. This will help meet some of the outreach requirements for grant opportunities.
      * Kade is inventorying additional advertising opportunities inside the vehicle.
* Customer service issues
  + - * Ziel-Dingman noticed that there were a few people who said they were double charged for some rides last week. A few were using their card on multiple accounts and others were that they were charged for multiple rides they took over two days but were charged in one transaction. Kade assured us that he’s looking into each issue as they are reported.
* **Update on Board Member appointment in Michael Walker’s absence.** 
  + - Ziel-Dingman will get an update from Mayor Casper about this.