**TRPTA MEETING MINUTES**

**September 14, 2020**

**City of Idaho Falls Council Chambers**

**AGENDA ITEMS**

1. Approval of minutes – date change from 7/24/20 to 7/9/20. Motion to approve minutes by Lisa Farris and seconded by Michelle Ziel-Dingman. Unanimously approved. Michelle will send minutes to DaNiel Jose for posting.
2. Discussion of possible DBA names for TRPTA. Top five finalists that were discussed were Greater Idaho Falls Transit (GIFT), River City Transit, RideIF, and Bonneville County Express.

* Greater Idaho Falls Transit (GIFT) – Darrell – 1st Choice, DaNiel – 1st Choice, MZD – 1st Choice
  + Catchiest acronym
  + Aligns with Chamber, Realtors, and other organizations for the area that encompasses Bonneville County and beyond (Ammon + Idaho Falls primarily)
  + Can play around with the “GIFT” angle; “Ride Greater Idaho Falls Transit; You’ll be Surprised by What’s Inside!” The gift of travel.
  + GIFT Express …or Zoom as we add an Express GIFT
* River City Transit (RCT) – Lisa – 1st Choice. Darrell – 2nd Choice, DaNiel – 2nd Choice
  + Easy to remember
  + Shortened acronym
  + Remember “River City Weekly”? It was a very catchy name that folks complimented it.
* RideIF
  + Short and sweet
  + If we add other cities, could become confusing but I think it works for transit up and down Hitt Road as a boundary
  + If we expand to Ammon or Iona in the future, could tag each bus as a different line “RideAmmon”
* River City Rides – Lisa – 2nd Choice
  + Allows us to move away from the traditional “transit” word and is more casual. This could be appealing to a lot of demographics.
  + Sounds affordable
  + Easy to remember
* Bonneville County Express
  + Sounds like a fun train ride, am I right? Could be “western” or “old timey” themed.
  + Are there issues with calling this Bonneville County Express without County official’s permission?
  + With no County participation, could this be confusing?

1. Update from Chris Zeilinger of CTAA
   1. Transit Implementation Steps (TIS). Received by Darrell and Michelle from CTAA. The document addresses the following:
      1. Organizational & Administrative
      2. Operational
      3. Marketing & Community Engagement
   2. ITD CARES Act funding
      1. We’re aware that CARES Act funding is available for public transportation authorities. Unsure at this time if TRPTA will be impacted or have access to funding for upcoming operations.
2. Property Maintenance update
   1. AJ Lawn Care is handling the lawn care needs
   2. Lisa will try to find the key to the gated area so we can get that trimmed