



## **GREATER IDAHO FALLS TRANSIT**

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

**BOARD MEMBERS:** Lisa Farris, Jim Freeman, Arnold Cantu, and Hailey Mack

**March 19, 2024      10:00 am - 11:00 am**  
**Idaho Falls City Annex Building - Small Conference Room**

### **Agenda**

- Introduction and welcome - Lisa Farris

**Financial Update** - Lisa Farris

**Discussion item for Action** - Kade Marquez

Advantages to opening up a CD account with Bank of Commerce Business Account funds

### **Action Items**

- Approve November 14, 2023 Teams Meeting Minutes (Dec/Jan meetings canceled).
- Approve February 20, 2024 GIFT Board Meeting Minutes.
- Approve the transfer of a specified amount of BOC GIFT Business Account funds to a CD with an APR approved by the GIFT Board.

**Kade Marquez, Transit Coordinator - Updates:**

- Review funding and budgets
- Status of 5310 and AAA transportation award
- Monthly sponsorship
- GIFT app updates and policy changes. (Tech, scheduled ride lead times, cancellation policy, advertising options)

### **Other**

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](mailto: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.

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### MINUTES from GIFT BOARD MEETING Feb 20, 2024, 10:00 am - 11:00 am Idaho Falls City Annex Building - Small Conference Room

**MEMBERS PRESENT:** By phone: Michelle Ziel-Dingman. In person: Lisa Farris, Hailey Mack, Kade Marquez, and Councilor Jim Freeman.

Also attending was Mike Peterson, Regional Operations Manager with Downtowner.

#### Agenda

Meeting started approximately 12:15 am and Michelle Ziel-Dingman introduced the new Mayor appointed Councilor, Jim Freeman, City of Idaho Falls and Jim accepted. Michelle Zeil-Dingman removed herself as Chair/Secretary and ended her term on the GIFT Board.

GIFT Board members are very pleased that Jim will be serving on the GIFT Board, and we value his input, support, and participation that he consistently brings to the community. We appreciate his role in transportation planning and look forward to working with him to grow and expand the current micro transit service.

Lisa Farris, Co-Chair/Treasurer continued the meeting with the posted agenda.

#### Financial Update - Provided by Lisa Farris:

- \$552,620.73 is the balance as of 2/7/24 for Bank of Commerce (Business account). Amount will be higher in the middle of the month once all sponsorships are deposited. Approximately (10) sponsorships: Mt. View Hospital, EIRMC, IF Community Hospital, CEI, E. Idaho RMC, Brio Home Health/Hospice, Black Horse, EICAP, DWI, and Foothills Dental.
- City of Idaho Falls has a donation pending for 2023-24 of \$160,000.00.
- Output transactions approximately (3) per year for: PO Box renewal, web/domain maintenance. No checks or credit card maintained. Free cashiers' checks used as a local government/non-profit entity.

#### Action Items

**Election of GIFT Board leadership** - Following motions were made:

Jim Freeman made a motion to appoint Lisa Farris as Chair/Treasurer, 2<sup>nd</sup> by Hailey Mack, all in favor.

Lisa Farris made the motion to appoint Jim Freeman as Co-Chair, 2<sup>nd</sup> by Hailey Mack, all in favor.

Jim Freeman made the motion to appoint Hailey Mack as Secretary, 2<sup>nd</sup> by Lisa Farris, all in favor.

**Approve November 14, 2023, Teams Meeting Minutes (Dec meeting canceled)** - Lisa tabled to give Board members a chance to review. Lisa will email minutes and request an approval.

**November 1 through Jan 31, 2024, Financials** - Hailey Mack made the motion to approve, 2<sup>nd</sup> by Jim Freeman, all in favor.

**Approve to remove the discounted status for remainder of pilot period.** Kade Marquez clarified that the fee modification was for scheduled rides with a proposed rate from \$4.00 to \$6.00. Will also allow ride scheduling up to 6 weeks in advance. Hailey Mack made the motion to approve, 2<sup>nd</sup> by Lisa Farris, all in favor.

**Approve to modify the fees for GIFT rides.** Kade Marquez explained how this is recommended by FTA to observe data and real demand for remainder of the pilot period. Lisa Farris made the motion to approve, 2<sup>nd</sup> by Hailey Mack, all in favor.

### **Kade Marquez, Transit Coordinator - Updates:**

- Review funding and budgets - GIFT continues to get its fuel from Bonneville County at bulk price.
- Road tax may be used as in-kind donation to access ITD/FTA grant funds.
- Status of 5310 and AAA transportation award
- Monthly sponsorship - Foothills Dental to discontinue. IF Library to start sponsorship in May.
- GIFT app updates and policy changes - will be announced through PSAs, push notifications through social media, Facebook, and Post Register. Target start date for changes is 4/1/24.
- Afterhours summary - demand increase for afterhours service.
- Update of Library's library ride program - IF Library to start May at \$1,620.00 per month to advertise by wrapping a van for the after-school library program. Will operate each weekday and pick students up from participating schools, transport to them to the library, and transport students back to their school for parents to pick them up.

### **Other**

Data for monthly ridership reports are available through the FTA national database. Summary of January report showed the following:

- Strong numbers with 35% efficiency increase in service.
- 11,500 total users.
- Workdays showed increase in users.
- Kade to add a monthly summary to GIFT website and an active counter of monthly ridership.
- New GIFT wrap "Get a lift with GIFT" to be placed on city sanitary trucks and to airport shuttle. Kade to reach out to local hotels for sponsorship/support for a designated airport shuttle.
- Maintenance of the GIFT webpage will be continued by Michelle Ziel-Dingman.

### **Tasks**

- Lisa to email Nov 14, 2024, Teams Meeting Minutes and request an approval by email.
- Hailey to reach out to Ball Ventures/Snake River Landing regarding a GIFT Board position.
- Lisa to reach out to Catherine Smith, City Economic Development Administrator, regarding a GIFT Board position and expansion conversation with city of Ammon.
- Hailey offered to join in on Ammon expansion conversations.
- Jim to reach out to Ian Turner, City Airport Director regarding a GIFT Board position.
- Kade to reach out to local hotels for sponsorship/support for a designated airport shuttle.

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

**Date & Time: November 14, 2023 10:00 am – 10:40 am**

Meeting online only at:

Join Zoom Meeting:

<https://us05web.zoom.us/j/84658504431?pwd=M7HYXUoL3CHfDefF11whVt4B7CFeSz.1>

Meeting ID: 846 5850 4431

Passcode: 8SKcCQ

#### **Agenda**

- Introduction and welcome - **Michelle Ziel-Dingman**

#### **Kade Marquez - Updates:**

- Review funding and budgets
  - The actual cost of each ride continues to hover around \$18 without any subsidy. Need to consider increasing the cost of each ride to get closer to parity.
- Review discount account fare charge /qualifications while pilot period still allows
  - Discussed the process of going to city council and opening the fee schedule and what that would entail.
  - Kade updated us that we do not have to offer any discounted rides as part of the funding requirements.
- 5339 grant awards for bus stops and tech
  - We received grants from the 5339 Bus & Bus Facilities Infrastructure Investment Program. Discussing locations and build out of bus stop locations. Considering Community Park, Memorial Drive and other locations.
- City's fuel share conversation – GIFT Board provides direction
  - Kade asked the GIFT Board if he should pursue utilizing the City's fuel share program if the County would agree. The GIFT Board agreed that this is worth pursuing.
- Office space updates
  - Spoke about possible long-term space available in the Skyline event center and that NEPA paperwork with need to be completed in order to prepare for that possibility.
- Status of 5310 and AAA transportation award
  - EICAP continues to work on a possible funding source for our AAA application.
- Monthly sponsorship
  - The IFPL has asked to have a sponsorship wrap but we don't have any available vehicles so we are discussing possible solutions through additional vehicles or otherwise.

- GIFT app updates and policy changes. (Tech, scheduled ride lead times, cancelation policy, advertising options) Improvements in pay authorization and authentication processes combined with cancelled ride policy has lead to the highest revenue month for GIFT without any significant loss of ridership. All public information locations and the app have been updated to inform the public of this policy and improvement. As a result lower wait times and less missed rides have been observed.
- Afterhours summary  
After hours is paying for itself but more time will be needed to prove it's long term viability
- Update of Library's ride program
  - Still working on choosing a vehicle and working through logistics.

### **Financial Update - Lisa Farris**

#### **Action Items**

- Approve September 19, 2023 Minutes (Oct meeting canceled)
  - Motion to approve by Lisa, seconded by Arnold. Unanimously approved.
- Approve September 1 through Oct 31, 2023 Financials
  - Motion to approve by Michelle, seconded by Arnold. Unanimously approved.

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