



**SPECIAL MEETING
MEETING OF THE BOARD OF COMMISSIONERS
Wednesday, November 18, 2015, 7:30am
Meridian City Hall, Conference Room B
33 East Broadway Avenue - Meridian, Idaho**

1. Call Meeting to Order [Escobar]:

At 7:31am, Chairman Escobar called the meeting to order.

2. Roll-call Attendance [Escobar]:

<u>X</u>	Jim Escobar – Chairman	<u>X</u>	Keith Bird – Member
<u>X</u>	Dan Basalone – Vice-Chairman	<u>X</u>	Kit Fitzgerald – Member [Left at 9:00am]
<u>X</u>	Dave Winder– Secretary/Treasurer	<u>X</u>	Callie Zamzow – Member
		<u>O</u>	Tammy de Weerd – Member
		<u>O</u>	Eric Jensen – Member
		<u>X</u>	Calvin Barrett – Member
		<u>X</u>	Todd Lakey – Counsel
		<u>X</u>	Ashley Squyres – Administrator

3. Confirm Agenda [Escobar]:

A motion was made by Commissioner Fitzgerald and seconded by Commissioner Winder to confirm the agenda with the removal of Item #10.

ALL AYES.

4. Approve Consent Agenda [Escobar]: These items will be approved by a single vote unless a Board member requests to remove an item for specific discussion and/or action.

- a. Approve Minutes of the October 28, 2015 Regular Meeting**
- b. Approve October 2015 Administrator’s Report**

A motion was made by Commissioner Winder and seconded by Commissioner Zamzow to approve the consent agenda.

ALL AYES.

ACTION AND PRESENTATION ITEMS

5. Legislative Update [Scott Turlington]

Scott reviewed the outcomes of the October interim legislative committee which centered around: elections as an option for board members; which projects would require a public vote; reimbursement of city and county officials; civil penalties for board members and what happens if a URA changes its plan for a district.

6. Valley Regional Transit Presentation [Kelli Fairless]

The following are talking points taken from Kelli's presentation to the board:

- Idaho has three governance approaches for public transportation
 - Joint Powers Authority (governments agree to form an authority)
 - Regional Public Transportation Authority (citizen referendum to form an authority)
 - Nonprofit corporation (Citizen board forms around specific transportation needs)
- Regional public transportation authority per Idaho Code Title 40, Chapter 21
 - Accountable to local governments
 - Exclusive jurisdiction over region where one is formed (only schools and law enforcement are excluded)
 - Responsible for public transportation services, policies, budgets, etc.
 - Responsible to coordinate services within the boundaries
 - Encourage services to be provided by private sector
- Strategic Priorities
 - Secure a stable funding source
 - Educate the public on the value and importance of a robust public transportation system
- Strategic Goals
 - Demonstrate responsible stewardship over public funds
 - Build partnerships from all sectors
 - Build institutional capacity to respond to the demands for services today and in the future
- Regional Coordination represents the convergence of those three goals
- VRT jurisdiction is heavily reliant on federal funding and our goal is to maximize every federal and local dollar
 - Local contributions for services are provided voluntarily
 - Creates significant gaps in service span and availability
 - Heavily regulated by federal government which drives our processes for implementing and evaluating services and accounting for the federal investments
- Review map of the two-county area (provide ledger size map of the two counties with the federal funding boundaries drawn)
- Traditional public transportation services
 - Valleyride – Fixed-route and ACCESS – Paratransit
 - Boise – Operated by Transdev
 - Canyon – Operated by MV
 - Bronco Shuttle – Campus and Downtown Circulators
 - Operated by Boise State
 - Rideshare services
 - Ada County – Operated by Ada County Highway District Commuteride
 - Canyon County – Operated by Valley Regional Transit (in development)
 - Beyond ADA services in Canyon County
 - Operated by Treasure Valley Transit
- Organize the implementation and evaluation of services through our planning/programming and performance measurement
- VRT is coordinating public transportation services in the following areas
 - Transportation Development Plan

- Six-year operating and capital plan for all services operated in the two-county area
 - Developed out of the Regional Long-range Transportation Plan
 - Coordinated marketing plan
 - No wrong door
 - Seamless customer experience
 - Increase access to services by underserved populations
 - Regional Performance Measurement System
 - Developing service thresholds to inform triggers for service planning
 - Tool to guide decision-making at the governance and management level
 - Regional Fare Analysis
 - Region-wide approach for all service types
 - Establish fare metrics to track and allow for more proactive policy responses to adjusting fares
 - Asset Management
 - Includes factors of useful life and life-cycle costs
 - Feed into the regional capital planning and project prioritization processes and decisions
- Community-based Transportation Services
 - Focused on filling gaps and serving under-served populations
 - Healthcare
 - Jobs and education
 - Recreation
 - Older Adults
 - Individuals with Disabilities
 - Low income workers
 - Patients
 - Veterans
 - Youth
 - Refugees
 - Built upon partnerships with private, nonprofit and public sectors
 - Leverages financial resources of multiple partners to build service capacity, reduce overhead costs, and increase passenger trips delivered more cost effectively
- Equipment and Technology Supports
 - Vehicle Sharing
 - Boise Green Bike (bike sharing)
 - Car Sharing (Boise State campus)
 - Transit Signal Priority
 - 511/Google Transit
 - Real-time bus information web portal (Route Match)
 - Reservation and scheduling portals (funded through Veteran grant)
 - Service Provider Directory (funded through Veteran grant)
- Mobility Information and Programmatic Supports
 - Customer information call center (Rideline)
 - Employer and human service agency pass programs
 - Travel orientation services
 - Coordinated marketing
- Regional Coordination strategies to date
 - Built around “experimenting” with different options and service delivery strategies
 - VRT-centric approach built around leveraging federal funds rather than service design
 - Try anything approach because serving the need regardless is the higher value
- Regional Coordination strategies going forward
 - Built around Design Thinking approach through broad-based stakeholder participation
 - Focus on nexus between desirability, feasibility, and viability

- Metrics developed that can determine best return on investment and building services around multiple partner funds, not just matching federal dollars.
- Review an example of a story for a customer accessing coordinated services
- Barriers to Coordination
 - Funding categories which restricts flexibility in coordination
 - Turf issues
 - Lack of communication or channels for coordination
 - Different planning processes and/or requirements
 - Sustainability over time
 - Building trust
- Overcoming Barriers
 - Design Thinking Approach (need graphics)
 - Desirability, Feasibility, Viability
 - What is? What If? What Wows? What Works?
 - Think about solutions in a more integrated and holistic manner
 - Understanding how federal funding can assist and unintentionally inhibit coordination

7. Consideration of Approval of Valley Regional Transit FY2016 Membership Agreement and Corresponding Resolution 15-056 [Squyres]

A motion was made by Commissioner Winder and seconded by Commissioner Basalone to approve the FY2016 Membership Agreement.

ALL AYES.

8. Ten Mile Urban Renewal District Presentation [Phil Kushlan/Bruce Chatterton]

Bruce and Phil discussed the process for the establishment of a new Urban Renewal District [URD]. Step #1: is the eligibility report and step #2 is the URD plan that discussed the projects and goals. Bruce and Phil reviewed the eligibility report with the board and the findings. The goal with this new URD will be for economic development purposes to assist in funding the infrastructure necessary for a large employer or project. The next step, assuming approval by the Meridian City Council, will be to create the plan.

9. Recommendation of the Ten Mile Urban Renewal District Plan to the Meridian City Council and Corresponding Resolution 15-061 [Lakey]

A motion was made by Commissioner Winder and seconded by Commissioner Basalone to recommend approval to the Meridian City Council of the Ten Mile Urban Renewal District Eligibility Report with the recommended properties as outlined in the study.

ALL AYES WITH COMMISSIONER BIRD ABSTAINING.

10. Consideration of Approval of Scope of Work for Marketing Plan Implementation Strategies with Rizen Creative and Corresponding Resolution 15-054 [Fitzgerald]

This item was tabled until the December 09, 2015 board meeting.

11. Approval of Agreement with the Meridian Arts Commission for the FY16 Downtown Art Wrap Sponsorship and Corresponding Resolution 15-062 [Squyres/Hillary Bodnar]

Squyres reviewed the project with the board and reminded board members that \$5,000 was budgeted for FY16. The estimate provided for the art wraps is \$5,127. The Arts Commission understands this is over budget and is willing to pay for the overage if desired. Commissioner

Escobar and Basalone both stated their support for this project especially since the Arts Commission is utilizing youth-based art. A motion was made by Commissioner Winder and seconded by Commissioner Barrett to approve the agreement in the amount of \$5,127.

ALL AYES.

12. Approval of Agreement with the Meridian Arts Commission for the FY16 Concerts on Broadway Sponsorship and Corresponding Resolution 15-063 [Squyres]

Squyres reviewed the agreement with the Board and reminded the board that \$10,000 had been budgeted for this sponsorship. A motion was made by Commissioner Zamzow and seconded by Commissioner Barrett to approve the \$10,000 sponsorship.

ALL AYES.

13. Approval of Contribution Agreement with ACHD for the West First Street Sidewalk Project and Corresponding Resolution 15-064 [Squyres/Lakey]

Squyres reviewed the agreement with the board. She reminded the board that \$100,000 was dedicated in FY15 towards this project that will be constructed in 2017. This is an agreement with ACHD formalizing the partnership. A motion was made by Commissioner Winder and seconded by Commissioner Zamzow to approve the contribution agreement with ACHD.

ALL AYES.

14. Approval of the Multi-Purpose Center Polling with Hilltop Public Solutions and Corresponding Resolution 15-065 [Barrett]

Commissioner Barrett updated the board by stating that the Financial Task Force as part of the Steering Committee gain Meridian City Council approval for up to 50% of the cost-share for a 10-minute, 500 respondent survey. The total cost is \$16,800. It is envisioned that the DBA and the Chamber will provide \$300 each leaving \$16,200 to be split evenly by MDC and the City. Ultimately, only one entity can hold the agreement with Hilltop Public Solutions and agreement will be under MDC's umbrella. A forthcoming partnership agreement will be presented to the MDC board between MDC and the City of Meridian. A motion was made by Commissioner Basalone and seconded by Commissioner Winder to approve the agreement with Hilltop Public Solutions.

ALL AYES.

DISCUSSION ITEMS

15. Downtown Economic Development Partnership Committee Meeting [Basalone]

Commissioner Basalone reviewed the meeting notes from the latest partnership committee meeting.

16. Upcoming Committee Meetings [Squyres]

Squyres reviewed the upcoming committee meetings.

17. Counsel's Report [Lakey]: Counsel Lakey will review legal topics that need to be brought to the attention of the Board.

No report.

18. Administrator's Report [Squyres]: Administrator Squyres will review topics that need to be brought to the attention of the Board.

Squyres reported to the board that Counsel Lakey had been honored the evening before as one of the 2015 Leaders In Law by the Idaho Business Review.

19. Chairman's Report

Chairman Escobar expressed excitement for the number of projects in downtown.

20. Public Comment

No public comment.

21. Adjourn the Meeting [Escobar]:

At 9:27am, a motion was made by Commissioner Bird and seconded by Commissioner Winder to adjourn the meeting.

ALL AYES.

Jim Escobar, Chairman