January 23, 2020 Special Board Meeting Minutes  
11:30 am - 1:30 pm  
Teton County Commissioner Chambers

Desired outcomes for our work:  
Route expansion and modification incorporating branding/marketing  
- Increase service on existing routes  
- Prioritize new routes with new funding  
- Easier commuter connection to town routes  
Fare Policy  
- Use fares to incentivize additional ridership especially during times of latent capacity  
Travel Demand Management  
- Recommend employers mitigate the effects of their employees and guests on our community  
  - Implement employer transit pass  
  - Incorporate new TDM requirements for large projects in Land Development Regulations.

Outcomes for today’s meeting:  
- Review FY21 Operations Plan draft  
- Form marketing subcommittee

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<tr>
<th>Content</th>
<th>Processes</th>
<th>Notes/Minutes</th>
<th>Time</th>
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</table>
| I. Opening       | Call to Order and Roll Call   | Board: Seadar Davis, Cathy Kehr, Wes Gardner, Susan Mick, Herb Brooks, Brett Simic, Ty Hoath, Jared Smith  
Liaisons: Luther Propst, Doug Self, Pete Muldoon  
Staff: Darren Brugmann, Courtney Schwartz, Jeff Deal  
Absent: Jim Hunt  
Approval of January 9th 2020 START Board Meeting Minutes  
Moved by Wes. 2nded by Ty. Cathy abstains as she was not present at the January 9th START Board meeting. | 11:30-11:35 |
| Susan            | Approval of Minutes Jan 9, 2020 |                                                                              |            |

II: Discussion and/or Possible Action Items
FY21 Ops Plan
Susan/Darren

Review of DRAFT Operations Plan to be presented to Town Manager in February:
- Operations: Changes in hours/miles for proposed FY21. Service Changes to current service levels
- Capital
- Planning
- FY21 Budget and Forecast

FY21 Ops Plan
The START Board reviewed the FY21 Ops Plan. Cathy suggested that we sharpen up and condense the presentation that is to go to the Electeds’.

There was substantial discussion around the following slides:

2021 Priorities from START’s Retreat
There was discussion on omitting using “cost based” approach as the Town Shuttle remains fare free. It was suggested to include a “fare” section slide within the presentation to present to the Electeds’ - although this could be challenging as it was decided to wait for the results of the Route Study before changing existing fares at the January 9th START Board meeting.

Seadar suggested including a slide on what would be entailed for the system as a whole to go fare free.

Jared recommended to revise the fares based on policy considerations including:
- Actual cost by route and type of service
- Employer subsidies
- Transit dependent populations
- Ridership increase incentives
- Grant funding
- Town and County funding priorities

Cathy encouraged the START Board to further delve into the employer pass component before this is presented to the Electeds’ and also in an effort to build credibility with TVA and JHMR. Darren suggested to convene the Finance Committee to pull this together.

Ty suggested approaching fare free with incremental steps to ease demand and supply requirements while making efforts to find funding sources to ensure a smooth transition.
**Key Initiatives for 2021 Budget - Service Expansion - Teton Village**
Wes expresses concern about additional costs incurred by service expansion to Teton Village, with the biggest costs being labor and maintenance. Darren provides insight on the pilot program that was held over the summer and how that came to be funded.

**Key Initiatives for 2021 Budget - Service Expansion - Commuter Runs**
Herb suggests including specific details around which runs would be included in the service expansion.

Cathy recommends condensing the Service Expansion to 1 slide.

**Key Initiatives for 2021 Budget - Service Expansion - Town Shuttle, JAC Airport, South of Jackson - Rafter J/Melody**
It was discussed to change this slide to include “south of town”.

**Key Priorities Incremental Budget FY21**
Wes makes a suggestion to consider marketing and deployment as a line item. It is also mentioned that capital for Park and Rides is an annual expense, and START currently does not have any agreements with anyone at this time.

Cathy included adding columns to the right for aspirational ask and the 3, 2, 1 year out asks.

**Recommended Changes Effects - HOURS & MILES**
Wes would like to see a split row in The Village between summer and winter hours and miles.

**FY21 Net Funding Need**
Darren reminded the START Board that the federal funds are typically consistent from year to year and what is requested is not necessarily met in totality. Cathy asked about when the Area 2 Impact Fees are received, and that is typically in a 1 lump sum payment at the end of the fiscal year.
### FY21 Budget Summary (Draft)
It was discussed to include assumptions, and methodology of the Town allocating overhead costs.

### Fleet - Vehicle Replacements
Change last bullet to state *vehicles* instead of *buses*. It was suggested to include that START Bus currently has 21 buses in the fleet, and 8 additional buses that are currently being leased.

Add and continue to plan out bus replacements for future years.

### Potential Incremental FY21 New Revenues
It was discussed to include contingencies for budget amendments that are specific to potential new revenue sources, and based on the results of the 2020-2025 Route Plan Study.

### Key START Initiatives Beyond 2021
To include:
- Park and Ride Options
- Hwy 390 Transit Improvements

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<tr>
<th>Marketing Subcommittee Brett</th>
<th>Establish a marketing subcommittee</th>
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<tbody>
<tr>
<td>Marketing Subcommittee Brett</td>
<td>Brett Simic and Ty Hoath volunteer to be on the Marketing Subcommittee. Darren would like to meet next week to review Jesse Ryan’s Proposal. This meeting took place on Tuesday, February 4th</td>
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<td>Marketing Subcommittee Brett</td>
<td>Cathy asks if another member should be added to the Finance Subcommittee, and Jared Smith volunteers to attend the next Finance Subcommittee meeting which is requested to take place within the next week of the START Board meeting.</td>
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<th>V. Matters from Staff - Darren Staff Report:</th>
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<td>No matters from the staff.</td>
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Items for future agendas:
- Electric bus branding and wraps

Courtney Schwartz, Administrative Assistant (Minutes Editor)

2/13/2020
Date

The undersigned duly qualified and acting chairman of the Southern Teton Area Rapid Transit Board certifies that the foregoing is a true and correct copy of the minutes approved at a legally convened meeting of the Southern Teton Area Rapid Transit Board.

Susan Mick, Chair