



**City of McCall
City Council**

**AGENDA
Special Meeting
November 22, 2024 at 9:00 AM
Legion Hall – Below City Hall
216 East Park Street
McCall, ID
AND MS TEAMS Virtual**

ANNOUNCEMENT:

American with Disabilities Act Notice: The City Council Meeting room is accessible to persons with disabilities. If you need assistance, please contact City Hall at 634-7142 at least 48 hours prior to the meeting. Council Meetings are available for in person and virtual attendance. Any member of the public can join and listen only to the meeting at 9:00 AM by calling in as follows:

Dial 208-634-8900 when asked for the Conference ID enter: 113 885 539#

Or you may watch live by clicking this link:

<https://youtube.com/live/htaM1xMhGVA?feature=share>

OPEN SESSION ROLL CALL

PRESENTATION

AB 24-251 Idaho Counties Risk Management Program (ICRMP) Presentation regarding Premiums and Deductibles

WORK SESSION

AB 24-253 Discussion with Treasure Valley Transit re: Mountain Community Transit
(ACTION ITEM)

AB 24-252 Payette Lakes Recreational Water and Sewer District Master Plan Comment Letter
Discussion and Direction to Staff (ACTION ITEM)

ADJOURN

**McCALL CITY COUNCIL
AGENDA BILL**

216 East Park Street
McCall, Idaho 83638

Number AB 24-251
Meeting Date November 22, 2024

| AGENDA ITEM INFORMATION | | | |
|---|-----------------------------|-----------------|--------------------------------|
| SUBJECT: <i>ICRMP Presentation regarding Premiums and Deductibles</i> | <i>Department Approvals</i> | <i>Initials</i> | <i>Originator or Supporter</i> |
| | Mayor / Council | | |
| | City Manager | FA | |
| | Clerk | JW | Originator |
| | Treasurer | | |
| | Community Development | | |
| | Police Department | | |
| | Public Works | | |
| COST IMPACT: | | | |
| FUNDING SOURCE: | | | |
| TIMELINE: | | | |
| | Parks and Recreation | | |
| | Airport | | |
| | Library | | |
| | Information Systems | | |
| | Grant Coordinator | | |

SUMMARY STATEMENT:

As a member-owned, local governmental entity, Idaho Counties Risk Management Program (ICRMP) is guided by a 10-member Board of Trustees that represents a pool members and shapes program policy decisions. Each district of Idaho elects a county commissioner to serve on the ICRMP Board, while cities elect two regional representatives. The Board appoints both a special purpose district and an Idaho Sheriffs’ representative.

ICRMP provides property and liability insurance coverage and risk management resources to Idaho local governments. More than 950 Idaho counties, cities, schools and special purpose districts pool their resources together through ICRMP to obtain greater buying power for insurance. Being an ICRMP member means you can rest assured that everything we do directly benefits you and your public agency.

ICRMP Executive Director Tim Osborne will give a description of ICRMP and how it works as well as discuss with Council McCall’s premiums and deductibles. In response to last year’s surge in reinsurance pricing, the ICRMP Board consciously absorbed much of the reinsurance cost increase to lessen the impact on their members. Although this resulted in higher-than-usual premium adjustments, it shielded the members from the severe fluctuations seen in the broader commercial insurance market. However, the ongoing elevated reinsurance costs necessitate that we continue the trend of increased renewal premiums.

RECOMMENDED ACTION:

None – Information only

RECORD OF COUNCIL ACTION

| MEETING DATE | ACTION |
|---------------------|---------------|
| | |
| | |

**McCALL CITY COUNCIL
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216 East Park Street
McCall, Idaho 83638

Number AB 24-253
Meeting Date November 22, 2024

| AGENDA ITEM INFORMATION | | | |
|--|-----------------------------|-----------------|--|
| SUBJECT: <i>Discussion with Treasure Valley Transit re: Mountain Community Transit Work Session</i> | <i>Department Approvals</i> | <i>Initials</i> | <i>Originator or Supporter</i> |
| | Mayor / Council | | |
| | City Manager | FA | |
| | Clerk | AW | Originator |
| | Treasurer | | |
| | Community Development | MG | Supporter |
| | Police Department | | |
| | Public Works | | |
| COST IMPACT: | Golf Course | | |
| | Parks and Recreation | | |
| FUNDING SOURCE: | Airport | | |
| | Library | | |
| TIMELINE: | Information Systems | | |
| | Communications | | |

SUMMARY STATEMENT:

Council discussed Mountain Community Transit’s impact on local transportation at their November 7, 2024 Regular City Council Meeting. Council requested staff invite Terri Lindeberg with Treasure Valley Transit to have a work session with Council to discuss the following as it relates to Mountain Community Transit:

- **Frequency Adjustments:** Looking at the cost of increasing and or decreasing Red Line service frequency during peak and non-peak seasons.
- **Improved Communication:** Better public awareness of bus schedules, routes, and availability, as some residents and visitors are unaware of the transit options.
- **Coordination with Local Businesses:** Encouraging collaboration with local businesses to increase ridership and promote transit usage among employees and customers.
- **Alternative Funding Strategies:** Exploring grant opportunities, additional contributions from Valley County and neighboring cities, and contributions from local businesses to support MCT operations sustainably.

Attached is a Memo from the City’s Communications Manager outlining opportunities for marketing and promotion to reach ridership and sustainability goals.

RECOMMENDED ACTION:

Direction to staff

| RECORD OF COUNCIL ACTION | |
|---------------------------------|---------------|
| MEETING DATE | ACTION |
| | |
| | |



MEMORANDUM

TO: McCall City Council
FROM: Erin Greaves – Communications Manager
DATE: 03/03/2022
RE: Treasure Valley Transit / Mountain Community Transit – Opportunities for Marketing and Promotion to Reach Ridership and Sustainability Goals.

Dear Council Members,

With the City of McCall's financial contributions to Treasure Valley Transit (TVT) for their Mountain Community Transit (MCT) Red, Green and Blue Line Shuttles, we are in a unique position to encourage a strengthened partnership that goes beyond funding. Enhancing our collaboration would enhance awareness of the bus services, boost ridership, and encourage more sustainable transport options in McCall. This approach aligns with our community's sustainability goals, improves transit accessibility, and helps alleviate parking challenges around town.

Below are some proposed strategies that would be possible if the funds were allocated with a requirement for more targeted marketing and promotions, working closely with the City's communications team to make public transportation a more visible, convenient, and attractive option.

Co-Branding and Visibility

As a visible sign of partnership, we would recommend that the City's logo be displayed prominently on Red Line and Blue Line buses. This co-branding would emphasize McCall's investment in sustainable transport, positioning the shuttle service as a trusted, integral part of the community. This kind of branding encourages residents and visitors alike to see the Lines as an essential service financially supported by the City and available to them for convenient, economical, safe, and eco-friendly transportation.

Coordinated Marketing Campaigns

To maximize reach, we could collaborate with TVT on co-branded campaigns that highlight ease of access and key destinations accessible by the Red and Blue Line Shuttles. Working with our communications team, TVT could promote themed campaigns such as "Ride and Bike," "How to Get There," and "Public Transportation in Action." These campaigns would use the City's and TVT's digital channels, including social media, website, and community newsletters, to target both residents and visitors with timely information about routes, schedules, and the advantages of choosing transit over driving.

Enhanced Bus Stop Signage and Marketing

With strategically placed city and TVT-branded signage at bus stops along the Red Line, we could promote not only routes and schedules but also local events, stops, and activities. This co-marketing approach would inform both residents and visitors about convenient transit options while connecting them to McCall's programs and events. Enhanced information at these stops would improve transit visibility and usage while promoting community activities that are in line with our public transportation goals. Inclusion of route maps could be explored to help visitors see how the buses can get them where they want to be.

Promoting Flexible Flag-Down Routes

The flexibility of the Red and Blue Line's flag-down feature is currently underutilized due to a lack of awareness. By using our established communication channels, we can highlight this unique service, explaining how it complements the regular routes and offers greater convenience for riders. This increased awareness could help expand the shuttle's accessibility, making it easier for residents and tourists to navigate the city with confidence. There is also an opportunity for TVT to use funds to purchase Blue or Red Flags to be used for flag down tools using the city's contributions.

Community Events and Local Partnerships

Jointly promoting "Take the Bus to..." events that tie in with local festivals, community gatherings, the City Library, or popular destinations could increase visibility and ridership on the Lines. Additionally, exploring partnerships with local merchants to offer discounts to transit riders would support local businesses and incentivize more people to opt for public transportation, reducing the demand for parking while benefiting the community.

Digital and Sustainability Messaging

Although TVT's website provides route information, expanding their reach through McCall's digital channels could significantly improve visibility. Sharing schedules and routes on website, social media, and in e-newsletters would introduce transit to those who may not have previously considered it. Additionally, by aligning with McCall's sustainability messaging, we can emphasize the environmental benefits of public transportation, including reduced emissions and traffic congestion—appealing to those in the community who prioritize sustainable choices. There is an opportunity to ask TVT to run paid digital advertising with city funded dollars as a way to increase their reach and educate.

Improved Wayfinding Signage

Placing TVT/city-branded wayfinding signs in high-traffic areas, such as city hall, parks, and downtown locations, would help both residents and visitors navigate the Red Line Shuttle with ease. Clear signage not only encourages new users but also reinforces the convenience of the service for repeat riders. Using City contributions to increase on the ground signage could have great connectivity benefits.

By encouraging or requiring, TVT to apply a portion of our funding toward marketing and promotion in collaboration with McCall's communications team, we create a high-impact strategy that supports our goals for sustainability, reduces strain on parking, and strengthens McCall's community identity. This approach offers an opportunity to make TVT's transportation system a core component of daily life in McCall, benefiting both the City and its residents by providing accessible and eco-friendly transit options.

**McCALL CITY COUNCIL
AGENDA BILL**

216 East Park Street
McCall, Idaho 83638

Number

AB 24-252

Meeting Date

November 22, 2024

| AGENDA ITEM INFORMATION | | | |
|---|-----------------------------|-----------------|--------------------------------|
| SUBJECT: <i>Payette Lakes Recreational Water and Sewer District Master Plan Comment Letter Discussion and Direction to Staff</i> | <i>Department Approvals</i> | <i>Initials</i> | <i>Originator or Supporter</i> |
| | Mayor / Council | | |
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| | Public Works | | |
| | Golf Course | | |
| | Parks and Recreation | | |
| COST IMPACT: | | | |
| FUNDING SOURCE: | | | |
| TIMELINE: | Airport | | |
| | Library | | |
| | Information Systems | | |
| | Grant Coordinator | | |
| SUMMARY STATEMENT: | | | |
| <p>On November 21, 2024, Council received a presentation by the PLRWSD on their Master Plan out for public comment. The PLRWSD kindly agreed to an extension until Monday, December 9th for the McCall City Council’s official comment letter. During this work session, Council will discuss main ideas and topic areas for inclusion in the letter. A draft letter will be presented at the December 5th meeting for a final touch and suggested final edits prior to submission on the 9th.</p> | | | |
| RECOMMENDED ACTION: | | | |
| Direction to staff | | | |
| RECORD OF COUNCIL ACTION | | | |
| MEETING DATE | ACTION | | |
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