



FY26-Q2 (Jan-Mar 2026) Report to the City of Ketchum



May 8, 2026



Mountain Rides Transportation Authority

FY26-Q2: January 1, 2026, through March 31, 2026

- **Mountain Rides is guided and driven by 5 core principles. They are:**
 - Organizational Integrity ... Service Excellence ... Community Engagement ...**
 - Economic Sustainability ... Environmental Commitment**
- **We act according to these principles, and we measure our success against them.**
- **For the 2nd quarter of FY2026, we can share the following highlights:**
- **With respect to Organizational Integrity**
 - All departments and employees continue performing at high efficiency and with unrelenting integrity.
 - We developed a **SHARK** Program – **S**afe...**H**elpful...**A**lert...**R**espectful...**K**nowledgeable – for Mountain Rides (all employees), to be rolled out in FY26-Q3, ~May 1, and continuing thereafter.
- **With respect to Service Excellence**
 - Across all services, for FY26-Q2, we served up 204,000 unique rides without incident, with very few complaints, and with lots of positive feedback.
 - We continued our robust, and much-appreciated and -valued, ADA Paratransit and Community Health Transportation services, with combined ridership for the two services in FY26-Q2 of 538.
 - On February 16, to rave reviews and strong support from the community, we kicked off our dedicated Airport Service (SUN Shuttle) connecting Sun Valley, Ketchum, & Hailey to Friedman Memorial Airport. Ridership on the service in FY26-Q2 (~6 weeks) totaled 600.



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➤ **With respect to Community Engagement**

- We continued our ongoing survey of riders (and others), soliciting their feedback regarding Mountain Rides operations, services, programs, and overall standing in the community.
- One of the key measures deriving from the survey was the level of customer satisfaction with Mountain Rides. Customers are extremely satisfied with Mountain Rides, as measured by our Net Promoter Score (NPS) of +75 for the quarter. (NPS scale = -100 to +100.)

➤ **With respect to Economic Sustainability**

- FY26-Q2 operating results showed Total Expenses under budget by ~\$217,000 for the quarter and under budget by ~\$165,000 fiscal year-to-date (FYTD) at March 31, 2026.
- To keep Mountain Rides moving forward (aka Economically Sustainable), we applied for Federal grants -- \$7.5M for Operations and \$2.4M for Capital Assets purchases – for FYs 2027 & 2028. Mountain Rides is a sub-recipient, through ITD, of Federal grant funds. Those grants were awarded by ITD in early April, with MRTA receiving ~\$4.56M for Operations and ~\$2.4M for Capital Assets purchases.

➤ **With respect to Environmental Commitment**

- In the quarter, we operated ~70% of our service using zero-emissions, battery electric vehicles. Our goal is 100% of our service using zero emissions vehicles. (Battery electric service was sub-optimal for the quarter due to state-of-charge limitations on 7 BEBs, tied to a battery safety recall by the buses' manufacturer.)
- In the quarter, we drove ~112,000 battery electric bus miles, which yielded the elimination of ~300 TONS of GHG emissions into the environment.



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- **Finally, a few words about safety – our most important commitment to our employees, our riders, and our community-at-large**
 - We had no accidents and no incidents with our buses in the Jan-to-Mar quarter.
 - We had no passenger-initiated incidents in the quarter.
 - Our consecutive days without a lost-time accident in our maintenance and facilities department rose to 2,516 days as of the end of the quarter – that’s almost 7 years – and it continues to this day.
- **That’s a look at Mountain Rides’ first quarter.**

