



**Selkirks - Pend Oreille Transit Authority**  
31656 HWY 200, Box 8 Ponderay, ID 83852 (mailing address)  
31656 HWY 200, Suite 102 Ponderay, ID 83852 (physical address)  
**208-263-3774**

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## Public Notice of *Regular Board Meeting*

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11:00 am, Thursday March 19, 2026  
SPOT Office, 31656 Hwy 200, Suite 102, Ponderay, ID  
Zoom Meeting ID: 812 2523 0356  
Passcode: 048119

### Agenda

1. Call to Order and Roll Call
2. Public comment period for items not on the agenda (including questions from the press)
3. Approval of Minutes
  - a. Action Item: Approve Minutes of the February 19, 2026, SPOT Board meeting.
4. Financial Reports
  - a. Action Item: Accept Financial Reports for February 2026
  - b. Action Item: Approve Payment of Prepaid Bills and Outstanding Bills
5. Staff Reports
  - a. Ridership
  - b. Operations
6. Committee Reports
  - a. Boundary County Service Development Committee
  - b. Finance Committee
  - c. Safety Advisory Committee
7. Action and Discussion Items:
  - a. Action Item: Advertising on buses
  - b. Action/Discussion Item: Marketing and Social Media
  - c. Action/Discussion Item: Boundary County Service
  - d. Discussion/Consideration Item: 2026-2027 Budget
  - d. Action/Discussion Item: Financial Considerations
8. Comments from the Chair and Board Members
9. Adjournment

Note: Public information on agenda items is available from the SPOT office at 31656 Highway 200 Suite 102, Ponderay, ID or call (208) 263-3774. Any person needing special accommodation at the above noticed meeting should contact SPOT three days prior to the meeting at (208) 263-3774.

**MEETING MINUTES  
SPOT**



**SELKIRK PEND OREILLE TRANSIT  
February 19, 2026**

**Nancy Lewis CALLED THE MEETING TO ORDER AT 11:02 A.M.**

**PRESENT:** Colleen Culwell, Donna Griffin, Erik Brubaker, Kim Bledsoe, Lester Pinkerton, Nancy Lewis, Ron Smith, Zale Palmer.

**Not present:** Gary Kunzeman

**Guest:** Ryan Luttmann, PTAC

**Public Comment Period:** No comments.

**MINUTES:** Approve minutes of the January 15, 2026 regular meeting as submitted.

**Motion to approve the minutes of the January 15, 2026 regular meeting as submitted. Zale Palmer/ Kim Bledsoe. All in favor. Approved**

**FINANCIAL REPORTS:**

Accept January 2026 financial reports and approve payment of prepaid bills and outstanding bills.

**Motion to accept January 2026 financial reports and to approve payment of prepaid bills and outstanding bills. Zale Palmer/ Ron Smith. All in favor. Approved**

**STAFF REPORTS:**

**Ridership:** Donna Griffin reported there is a high volume of calls for ridership, but also a lot of cancellations lately due to weather. There was a very positive article in the Bonner Daily Bee about the para-transit service in Bonner County. Donna feels that our ridership has increased as a result of that article. Wants to do a similar article in the Boundary Herald. The Mountain Route is going crazy with the recent snow fall. There is also increased ridership at the Super 1 and Walmart stops. There are more wheelchair users riding the fixed route – attempting to steer them to use the fixed route.

**Operations:** Donna Griffin reported Lance is still driving 1-2 days a week until another driver(s) can be hired. There is a potential new employee that just needs to be tested to be brought on. A bus got stuck in the snow and needed two tow trucks to get it back on the road. Since we have been having a mild winter, there haven't been too many snow related issues. The transition with Schweitzer performing/scheduling the maintenance issues on the mountain buses is working well. Bus #34 has been sitting at Brown's Northside with ABS issues that is triggering the derating. It has been moved to Post Falls to be worked on.

## COMMITTEE REPORTS:

- A. Boundary County Service Development Committee:** Ron Smith reported it is going well. Not hearing very many complaints. Not sure were we stand with starting the Monday service. A committee meeting has been scheduled for February 25<sup>th</sup> to discuss. The committee members had requested additional information.
- B. Finance Committee:** Zale reported the financial reports were reviewed. The feasibility of adding Monday service in Boundary County was also discussed. Donna stated that ITD has told her our ranking on the new grant applications is very high. The new grant applications do include adding an extra day of service in Boundary County.
- C. Safety Advisory Committee:** Lance Berryman has been talking with drivers to be more aware of situations going on around them and other passengers. We are having some passengers that are causing problems on the buses. Lance spoke with law enforcement and tracked down the passengers. Told them their behavior will not be tolerated. Might trespass them from the buses if it continues. Also considering placing plexiglass behind the drivers to prevent an attack from behind. A bus slid off the road yesterday. There was no damage or citation. The driver will write up an incident report. Still having issues with availability of drug testing at Bonner General Hospital when timeliness is crucial. Kim Bledsoe gave Lance a person to contact at the hospital.

## ACTION & DISCUSSION ITEMS:

- A. Action Item: Boundary County Service.**

A financial forecast was prepared to determine feasibility of starting an extra day of service in the current fiscal year. Any shortfall in funds could be taken from carryover funds to cover the rest of this year, if needed. The new grant application did include an extra day of service. However, we currently don't have any drivers available to handle the Monday service. Drivers that normally cover Boundary County have other obligations on Mondays.

**Motion to proceed with adding a Monday route once a driver is found. Nancy Lewis/ Zale Palmer. All in favor. Approved.**
- B. Action Item: Financial Considerations** – Donna has reached out to the City of Sandpoint to start the budgeting process for next year. The finance committee needs to start working on the match requirements for each partner for next year. Also need to come up with talking points and options. There is interest in the advertising program, but hearing the prices are too high. Considering lowering the cost of ads. Area on Aging's expired ad is still on the bus since they have expressed interest to continue. Have not looked for anyone to run the ad campaign on a commission basis as budgeted for.

**Comments from the Chair and Board Members** – None

**Meeting adjourned 11:51 a.m.**

**Selkirks-Pend Oreille Transit Authority**  
**Summarized Balance Sheet**  
**As of February 28, 2026**

<b>ASSETS</b>	<b>Bonner County</b>	<b>Boundary County</b>	<b>Total</b>
<b>Current Assets</b>			
Checking/Savings	337,659.27	45,951.64	383,610.91
Accounts Receivable	148,850.00	0.00	148,850.00
Grant Funds Receivable	138,394.00	5,548.00	143,942.00
<b>Total Other Current Assets</b>	<b>60,972.40</b>	<b>3,434.60</b>	<b>64,407.00</b>
<b>Total Current Assets</b>	<b>685,875.67</b>	<b>54,934.24</b>	<b>740,809.91</b>
<b>Total Fixed Assets</b>	<b>1,712,343.11</b>	<b>72,702.87</b>	<b>1,785,045.98</b>
<b>TOTAL ASSETS</b>	<b>2,398,218.78</b>	<b>127,637.11</b>	<b>2,525,855.89</b>
<b>LIABILITIES &amp; EQUITY</b>			
<b>Liabilities</b>			
<b>Current Liabilities</b>	<b>65,451.27</b>	<b>1,536.78</b>	<b>66,988.05</b>
<b>Equity</b>	<b>2,332,767.50</b>	<b>126,100.33</b>	<b>2,458,867.83</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>2,398,218.77</b>	<b>127,637.11</b>	<b>2,525,855.88</b>

**Selkirks-Pend Oreille Transit Authority  
 Summary Profit & Loss Budget vs. Actual  
 February 2026**

	Bonner County		Boundary County		Mountain Route		Total	
	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget
<b>Total Income</b>	44,344.00	69,712.00	3,050.00	3,810.34	20,464.00	57,425.01	67,858.00	130,947.35
<b>Expenses:</b>								
<b>Administration</b>	8,990.30	15,519.35	761.09	1,150.71	398.45	5,579.22	10,149.84	22,249.28
<b>Operations</b>	43,622.73	51,403.01	3,861.26	3,339.48	28,965.00	35,000.00	76,448.99	89,742.49
<b>Preventative Maintenance</b>	4,150.15	10,435.36	80.99	429.06	3,624.95	34,357.86	7,856.09	45,222.28
<b>Total Expenses</b>	56,763.18	77,357.72	4,703.34	4,919.25	32,988.40	74,937.08	94,454.92	157,214.05
<b>Net Ordinary Income</b>	-12,419.18	-7,645.72	-1,653.34	-1,108.91	-12,524.40	-17,512.07	-26,596.92	-26,266.70
<b>Other Income/Expense</b>	-530.41	-15,556.78	0.00	0.00	0.00	0.00	-530.41	-15,556.78
<b>Net Income</b>	<b>-12,949.59</b>	<b>-23,202.50</b>	<b>-1,653.34</b>	<b>-1,108.91</b>	<b>-12,524.40</b>	<b>-17,512.07</b>	<b>-27,127.33</b>	<b>-41,823.48</b>

- -

12:28 PM  
 03/13/26  
 Accrual Basis

**Selkirks-Pend Oreille Transit Authority  
 Summary Profit & Loss Budget vs. Actual  
 October 2025-February 2026**

	Bonner County		Boundary County		Mountain Route		Total	
	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget
<b>Total Income</b>	481,174.54	600,847.77	37,469.00	40,604.87	193,565.54	271,198.14	712,209.08	912,650.78
<b>Expenses:</b>								
<b>Administration</b>	60,676.64	86,003.48	4,863.82	7,231.57	2,854.16	22,853.15	68,394.62	116,088.20
<b>Operations</b>	208,812.85	247,601.60	18,766.76	16,443.84	89,162.50	109,000.00	316,742.11	373,045.44
<b>Preventative Maintenance</b>	36,488.30	54,290.64	1,357.72	2,612.11	43,802.18	103,073.58	81,648.20	159,976.33
<b>Total Expenses</b>	305,977.79	387,895.72	24,988.30	26,287.52	135,818.84	234,926.73	466,784.93	649,109.97
<b>Net Ordinary Income</b>	175,196.75	212,952.05	12,480.70	14,317.35	57,746.70	36,271.41	245,424.15	263,540.81
<b>Other Income/Expense</b>	-4,906.42	-77,783.99	0.00	0.00	0.00	0.00	-4,906.42	-77,783.99
<b>Net Income</b>	<b>170,290.33</b>	<b>135,168.06</b>	<b>12,480.70</b>	<b>14,317.35</b>	<b>57,746.70</b>	<b>36,271.41</b>	<b>240,517.73</b>	<b>185,756.82</b>

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**Selkirks-Pend Oreille Transit Authority**  
**Paid Bills Detail**  
**As of March 6, 2026**

	<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Open Balance</u>
<b>Big Brand Tire &amp; Service</b>				
	Bill	02/16/2026	5003-8468235	203.72
Total Big Brand Tire & Service				<u>203.72</u>
<b>Brown's Northside Machine &amp; Gear, Inc.</b>				
	Bill	02/18/2026	W 52377	721.88
	Bill	02/25/2026	S 170414	47.89
	Bill	02/26/2026	W 52410	711.73
	Bill	02/27/2026	S 173566	38.65
Total Brown's Northside Machine & Gear, Inc.				<u>1,520.15</u>
<b>Coleman Oil</b>				
	Bill	02/15/2026	CP-0358628	1,778.11
	Bill	02/22/2026	CP-0360256	1,360.95
	Bill	02/28/2026	SP-0365013	1,224.92
Total Coleman Oil				<u>4,363.98</u>
<b>KG&amp;T Septic, Inc.</b>				
	Bill	03/02/2026	60545	155.00
Total KG&T Septic, Inc.				<u>155.00</u>
<b>Mountain Ledgers</b>				
	Bill	02/28/2026	8730	800.00
Total Mountain Ledgers				<u>800.00</u>
<b>Pressure Clean Services, Inc.</b>				
	Bill	02/09/2026	19183	290.00
	Bill	02/25/2026	19213	155.00
	Bill	02/28/2026	19233	248.00
Total Pressure Clean Services, Inc.				<u>693.00</u>
<b>RWC Group</b>				
	Bill	02/16/2026	RA106017760:01	1,238.35
Total RWC Group				<u>1,238.35</u>
<b>Specialty Auto Glass</b>				
	Bill	02/27/2026	I0084240	70.00
Total Specialty Auto Glass				<u>70.00</u>
<b>ZiPLY Fiber</b>				
	Bill	02/22/2026		276.94
Total ZiPLY Fiber				<u>276.94</u>
<b>ZiPLY Fiber - BF</b>				
	Bill	02/13/2026		39.14
Total ZiPLY Fiber - BF				<u>39.14</u>
<b>TOTAL</b>				<u><u><b>9,360.28</b></u></u>

**Selkirks-Pend Oreille Transit Authority**  
**Paid Bills Detail**  
As of March 13, 2026

	<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Open Balance</u>
<b>AT&amp;T Mobility</b>				
	Bill	02/23/2026	03012026	376.00
Total AT&T Mobility				<u>376.00</u>
<b>Big Brand Tire &amp; Service</b>				
	Bill	03/02/2026	5003-8584161	941.59
	Bill	03/04/2026	5003-8601378	158.72
	Bill	03/05/2026	5003-8612994	130.96
	Bill	03/05/2026	5003-8603191	1,686.38
	Bill	03/11/2026	5003-8663105	192.46
Total Big Brand Tire & Service				<u>3,110.11</u>
<b>Brown's Northside Machine &amp; Gear, Inc.</b>				
	Bill	03/04/2026	W 52401	735.60
	Bill	03/10/2026	S 173731	93.30
	Bill	03/11/2026	W 52425	662.51
Total Brown's Northside Machine & Gear, Inc.				<u>1,491.41</u>
<b>Coleman Oil</b>				
	Bill	03/08/2026	CP-0367962	1,761.68
Total Coleman Oil				<u>1,761.68</u>
<b>First Bankcard</b>				
	Bill	02/26/2026		358.08
Total First Bankcard				<u>358.08</u>
<b>III-A Trust</b>				
	Bill	02/20/2026	2655	4,854.00
Total III-A Trust				<u>4,854.00</u>
<b>Napa Auto Parts</b>				
	Bill	02/28/2026	270270	44.06
	Bill	02/25/2026	269869	39.25
Total Napa Auto Parts				<u>83.31</u>
<b>Pressure Clean Services, Inc.</b>				
	Bill	03/09/2026	19251	170.00
Total Pressure Clean Services, Inc.				<u>170.00</u>
<b>State Insurance Fund</b>				
	Bill	03/02/2026	W/C audit	97.00
Total State Insurance Fund				<u>97.00</u>
<b>TOTAL</b>				<u><u><b>12,301.59</b></u></u>

**Selkirks-Pend Oreille Transit Authority**  
**Unpaid Bills Detail**  
 As of March 13, 2026

Type	Date	Num	Open Balance
<b>North Idaho Towing</b>			
Bill	02/18/2026	5468	930.00
Total North Idaho Towing			930.00
<b>Northern Lakes Chiropractic Clinic PC</b>			
Bill	02/27/2026	564	175.00
Total Northern Lakes Chiropractic Clinic PC			175.00
<b>Sandpoint Sprinklers</b>			
Bill	02/28/2026	3703	160.00
Total Sandpoint Sprinklers			160.00
<b>Schweitzer Mountain Resort.</b>			
Bill	02/28/2026	Feb. miles	28,965.00
Total Schweitzer Mountain Resort.			28,965.00
<b>SMS Automotive &amp; Marine Inc</b>			
Bill	02/23/2026	4312	414.50
Bill	03/06/2026	4363	204.75
Total SMS Automotive & Marine Inc			619.25
<b>TOTAL</b>			<b>30,849.25</b>



**SELKIRKS PEND OREILLE TRA**  
 DONNA M GRIFFIN  
 Account number ending in 2396  
 For billing cycle ending 02/26/2026

New Balance	Minimum Payment	Payment Due
<b>\$358.08</b>	<b>\$35.00</b>	<b>03/25/2026</b>

**Your Account Summary**

Previous Balance	-	\$13.81
Payments	\$	0.00
Other Credits	-	\$222.20
Purchases	\$	594.09
Balance Transfers	\$	0.00
Cash Advances	\$	0.00
Fees Charged	\$	0.00
Interest Charged	\$	0.00
<b>New Balance</b>	<b>\$</b>	<b>358.08</b>
Statement Closing Date	02/26/26	
Days in Billing Cycle	28	
Total Credit Limit	\$	10,000.00
Available Credit	\$	9,641.00
Cash Limit	\$	2,000.00
Available Cash	\$	2,000.00

**Your Payment Information**

New Balance	\$358.08
Minimum Payment Due	\$35.00
Past Due Amount	\$0.00
<b>Payment Due Date</b>	<b>03/25/2026</b>

**Manage your business expenses with convenient online access.**



- Make secure online payments
- Access current and historical statements, up to 7 years old
- Monitor monthly expenses

**Log in today to explore all the online possibilities!**

Issued by First National Bank of Omaha (FNBO®).

Please read entire statement for additional important information about your account.



Account Number XXXX-XXXX-XXXX-2396

New Balance	Minimum Payment	Payment Due
<b>\$358.08</b>	<b>\$35.00</b>	<b>03/25/2026</b>

Amount Enclosed: \$

Make checks payable to FNBO or pay online at card.fnbo.com.

SELKIRKS PEND OREILLE TRA  
 DONNA M GRIFFIN  
 31656 HIGHWAY 200  
 BOX 8  
 PONDERAY, ID 83852-0008

FNBO  
 P.O. Box 2818  
 Omaha, NE 68103-2818

**Change of Address?** If yes, please complete the reverse side of the form.

4988656260672396 000000003500 0000000035808

**Payment Requirements:** Payments must be (1) accompanied by the bottom portion of the first page of this billing statement, (2) received no later than 5:00 p.m. (Central Time) on the Payment Due Date at the location we have specified for receipt of your payment, (3) made only by one check or money order with the account number listed thereon if your payment is made by mail, (4) made in U.S. Dollars, and (5) sent in the enclosed envelope to the P.O. Box specified on the top of the front of this statement. If we accept a payment that does not comply with these requirements, there may be a delay in crediting your account, which may result in additional interest and fees. If your payment is returned unpaid by your bank for insufficient funds, we may re-present your check electronically. If you want to make a single payment on multiple accounts, please contact Commercial Card Customer Service for specific instructions.

**Credit Limits:** Only the "Cash Limit" portion of your Credit Limit is available for cash advances. "Available Credit" or "Available Cash" refers to the part of your Credit Limit or Cash Limit that was available as of this billing statement's closing date and may not reflect overlimit or credit balance amounts. We may raise or lower your Credit Limit and/or Cash Limit at any time and may restrict the amount that is available for Balance Transfers. After we credit a payment to your account, there may be a delay before it operates to restore your Available Credit or Available Cash. There may be a delay in restoring your Available Credit until we determine a payment is unlikely to be returned for insufficient funds or for some other reason. If an individual Credit Limit has not been established for an account by the Company, its authorized representative or the account owner, the Credit Limit disclosed on statements for any such account may disclose an amount up to the Credit Limit of the Company's account (which may not accurately reflect the actual Credit Limit available for the Company's account).

**Errors, Questions and Charges Not Recognized:**

- Merchants may bill under different names and/or locations. If possible, verify the dollar amount to a sales receipt.
- When returning merchandise through the mail, always request a returned receipt.
- Be sure to obtain a cancellation number when canceling lodging reservations.
- Regarding problems with goods or services, first attempt to resolve with the merchant.

**Liability for Unauthorized Use:** If you notice the loss or theft of your credit card or a possible unauthorized use of your card, you should write to us immediately at P.O. Box 3090 Omaha, NE 68103-0990 or the facsimile number 402-692-8098 or call us at 1-800-688-7070. If we issue less than ten cards: (1) You will not be liable for any unauthorized use that occurs after you notify us, (2) You may, however, be liable for unauthorized use that occurs before your notice to us, and (3) In any case, your liability will not exceed \$50. If we issue ten or more cards, the Company, its authorized representative and/or the account owner shall be liable for any and all unauthorized use thereof.

**Information Provided to Credit Bureaus:** Information about your account is periodically provided to one or more credit bureaus. Late payments, missed payments, or other defaults on your account may be reflected in your credit report. If you think any information regarding you or your account is inaccurate, write to us in a separate sheet at P.O. Box 3412, Omaha, NE 68103-3412.

SMBUS.COM

To ensure accuracy, please print clearly using uppercase letters and numbers only.  
Please do not use red ink, a gel pen or pencil.

Cardholders can change their address and add contact information online.

### Change of Address, Phone or Email

Address _____	Home Phone _____
Apt./Bldg # _____	Work Phone _____
City _____	Cell Phone _____
State, ZIP _____	Email Address _____

If you have a Credit Card for business purposes, and are requesting an address change, we may request additional information.



**SELKIRKS PEND OREILLE TRA**  
 DONNA M GRIFFIN  
 Account number ending in 2396  
 Transactions for billing cycle ending 02/26/26

**CURRENT POINT BALANCE**

**6,109**

You earn 5 points per \$1 spent on qualifying Business Expense up to \$15,000 during a period of 12 billing cycles. After \$25,000, earn 1 point per \$1 spent. 2 points per \$1 spent on qualifying Gas and Dining Purchases up to \$25,000 during a period of 12 billing cycles. After \$25,000, earn 1 point per \$1 spent, and 1 point per \$2 spent on other purchases.

Point activity summary for the period covered by this statement:

258 Regular points earned this month  
 571 Business Expense points earned this month  
 0 Gas and Dining points earned this month  
 0 Bonus points earned this month  
 829 Total points earned this month  
 0 Points redeemed this month  
 6,109 Current point balance

Points that will be expiring on your next statement closing date.....0

Keep using your card to increase your rewards total. The more you purchase, the more rewards you earn!

Review your Reward Terms and Conditions for details including earning, redemption, expiration, or forfeiture.

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**TRANSACTION DETAIL**

**Transactions**

Trans Date	Post Date	Reference Number	Transaction Description	Credits (CR) and Debits
01-31	02-02	24204296031000500009080 7	Microsoft*365 800-6427676 WA	\$16.50
02-01	02-02	24011346032100113161297 7	MICROSOFT*365 MICROSOFT.COM WA	\$182.60
02-01	02-02	24204296032001430831212 2	Google Workspace_spotbus 650-2530000 CA	\$40.63
02-01	02-02	24011346032100119073199 7	MICROSOFT*STORE MICROSOFT.COM WA	\$99.00
02-01	02-02	24011346032100119782955 7	MICROSOFT*STORE MICROSOFT.COM WA	\$99.00
02-05	02-06	74793386036000067473022 7	Indeed US126-00161860 800-4625842 TX	\$222.20 CR
02-05	02-09	24943016037010197740402	THE HOME DEPOT #1810 PONDERAY ID	\$59.88
02-07	02-09	24692166038101588874481 2	HP *INSTANT INK 855-785-2777 CA	\$79.49
02-13	02-17	24011346044100150268647 2	ZOOM.COM 888-799-9666 ZOOM.US CA	\$16.99

**Fees Charged**

**Total Fees for this period**

**\$0.00**

**Interest Charged**

Interest Charge on Purchases \$0.00  
 Interest Charge on Cash Advances \$0.00  
 Interest Charge on Balance Transfers \$0.00  
**Total Interest for this Period \$0.00**

**Charge Summary** Your Annual Percentage Rate (APR) is the annual interest rate on your account (v) Variable rate (f) Fixed rate

	Annual Percentage Rate (APR)	Special Offer or Eligible Purchases APR Expiration Date	Balance Subject to Interest Rate	Days Rate Used	Interest Charge
Purchases	23.99% (v)	NA	\$334.23	28	\$0.00
Cash Advance	29.24% (v)	NA	\$0.00	28	\$0.00

**2026 Total Year-to-Date**

Total Fees Charged in 2026	\$0.00
Total Interest Charged in 2026	\$0.00

**Contact Information**

**Contact us online**  
card.fnbo.com

**Talk To Us**  
800-819-4249  
We accept calls made through  
relay services (dial 711)

**Mail Payments To**  
FNBO  
P.O. Box 2818  
Omaha, NE 68103-2818

**Important Information Regarding Your Account****SERVICEMEMBERS CIVIL RELIEF ACT (SCRA)**

If you are an **active duty member of the United States Military**, you may be eligible for additional benefits on your account(s) under the Servicemembers Civil Relief Act (SCRA).

For additional information regarding SCRA benefits, please call 855-868-8446 or log in to the website listed on the front of your statement and click "Resources" for more information.



**Selkirks - Pend Oreille Transit Authority**  
31656 HWY 200, Box 8 Ponderay, ID 83852 (mailing address)  
31656 HWY 200, Suite 102 Ponderay, ID 83852 (physical address)  
208-263-3774

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## SPOT Agenda Item Summaries

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Meeting Date: March 19, 2026  
Agenda Item: 7a.  
From: Donna Griffin  
Topic: Advertising on buses.  
Background Consider a discounted rate for advertising spaces. Purchase five months, get sixth month free. Purchase 10 months, get 2 months free. Consider approval of poster size advertising inside buses.

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Meeting Date: March 19, 2026  
Agenda Item: 7b.  
From: Donna Griffin  
Topic: Marketing and Social Media  
Background: Provide feedback and approve proposed Marketing and Social Media Strategy

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Meeting Date: March 19, 2026  
Agenda Item: 7c.  
From: Donna Griffin  
Topic: Boundary County Service  
Background: Boundary County Monday Service was approved last month. At their last meeting, the Boundary County Service Advisory Committee discussed the Monday service and to look at an alternative – to offer Saturday service. Boundary County Advisory Committee requests action to explore a Saturday service option.

SPOT Bus provides Boundary County Demand response service Tuesday through Friday. This includes service to Moyie Springs on Friday afternoons and service to Sandpoint and Ponderay on Thursdays.

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Meeting Date: March 19, 2026  
Agenda Item: 7d.  
From: Donna Griffin  
Topic: 2026-2027 Budget information  
Background: 2026/2027 Budget. Consider budget information and discuss options including projected local contribution requests.

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Meeting Date: March 19, 2026  
Agenda Item: 7e.  
From: All  
Topic: Financial considerations  
Background: Discuss financial considerations

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## Boundary County SPOT Bus Ridership February 2026

DATE	MON	TUE	WED	Bonner County THURS	w/ Moyie FRI	TOTAL
2/1/2026	0	10	15	19	4	48
2/8/2026	0	18	3	20	8	49
2/15/2026	0	6	8	10	6	30
2/22/2026	0	10	8	9	9	36

<b>February Total</b>	<b>0</b>	<b>44</b>	<b>34</b>	<b>58</b>	<b>27</b>	<b>163</b>
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**Boundary County to Ponderay & Sandpoint = 58**

**Local (44+34+27) = 105**

**Total = 163**

DATE	Sunset	Rest	County	Moyie	Tues, Wed, Fri, Seniors	Thursday Bonner County Seniors	Senior Totals
2/1/2026	0	0	14	4	22	19	41
2/8/2026	0	0	12	4	23	20	43
2/15/2026	0	0	6	4	17	10	27
2/22/2026	0	0	6	5	27	9	36

<b>February Total</b>	<b>0</b>	<b>0</b>	<b>38</b>	<b>17</b>	<b>89</b>	<b>58</b>	<b>147</b>
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# SPOT Ridership

<b>2026</b>	Bonner Co. Fixed	Bonner Co. Paratransit	Boundary Co. Demand	Mountain Route	Total
26-Jan	4,791	564	211	21120	26,686
26-Feb	4,734	533	163	18144	23,574
<b>Total to Date</b>	<b>9,525</b>	<b>1,097</b>	<b>374</b>	<b>39,264</b>	<b>50,260</b>
<b>2025</b>			<b>Grand Total</b>	<b>(since 2011)</b>	<b>1,375,900</b>
25-Jan	5,087	629	223	23,735	29,674
25-Feb	4,315	575	188	22,091	27,169
25-March	4,716	568	222	15,863	21,369
25-April	4,035	616	310	4,039	9,000
25-May	4,226	591	335	0	5,136
25-June	4,153	677	288	0	5,118
25-July	6,300	667	333	430	7,730
25-August	5,332	639	332	2,070	8,373
25-Sept	3,725	700	239	277	4,941
25-Oct	3,802	618	229	0	4,649
25-Nov	3,595	597	178	0	4,370
25-Dec	4,133	602	209	13,116	18,060
<b>2025 Totals</b>	<b>53,419</b>	<b>7,479</b>	<b>3,086</b>	<b>81,621</b>	<b>145,605</b>

<b>2024</b>	Fixed	Para	Boundary Co.	Mountain	Total
24-Jan	6,304	474	153	20,659	27,590
24-Feb	6,378	569	170	20,925	28,042
24-March	5,961	580	232	15,169	21,942
24-April	4,657	667	200	3,807	9,331
24-May	4,454	621	237	0	5,312
24-June	4,014	668	198	0	4,880
24-July	5,851	587	191	338	6,967
24-August	6,548	604	218	560	7,930
24-Sept	4,198	606	191	1,428	6,423
24-Oct	4,216	708	200	0	5,124
24-Nov	3,983	559	153	5,068	9,763
24-Dec	4,580	484	162	24,384	29,610
<b>2024 Totals</b>	<b>61,144</b>	<b>7,127</b>	<b>2,305</b>	<b>92,338</b>	<b>162,914</b>

<b>2023</b>	Fixed	Para	Boundary Co.	Mountain	Total
23-Jan	4672	563	230	22489	27954
23-Feb	4200	509	204	19502	24415
23-March	4835	600	261	19601	25297
23 April	4197	477	152	4612	9438
23 May	4489	548	139	0	5176
23 June	4199	565	190	0	4,954
23 July	5986	489	129	628	7232
23 August	6820	536	216	0	7572
23 September	4231	547	149	2810	7737
23 October	4185	511	152	0	4848
23 November	4079	565	145	1214	6003
23 December	5558	434	137	15,078	21207
<b>2023 Totals</b>	<b>57,451</b>	<b>6,344</b>	<b>2,104</b>	<b>85,934</b>	<b>151,833</b>

## **Proposed Marketing Strategy**

### **Bonner County**

**Like Media See ad attached \$585 per publication.**

Print Advertising: Featured in regional magazines at reduced nonprofit rates.

- Half Page (HP): \$195 (Reg. \$450) offered \$450.00 for 3 months – two magazines

- Available publications:

Sandpoint Living Local – three months

3 full months of print + digital marketing efforts.

Other Print publications: Go Sandpoint, REAL Northwest Living

No ability to find advertisers

**Keokee. See attached proposal = \$ 5,097.00**

They can possibly help with advertising on buses campaign

### **Boundary County**

**Bonnors Ferry Herald** - pricing and available options forthcoming

**9B News** - \$ 300.00 for three months

- Banner Advertising

- Advertising Available on buses

- Social Media/ Facebook postings

- Survey questions

- Links / QR codes to site and Boundary County information

- Katie can reach out to potential advertisers.

**Like Media See ad attached. Three month publication = \$585**

- Bonnors Ferry Living Local – three months

**Chamber of Commerce membership \$50.00**



**keokee**  
MEDIA + MARKETING

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March 13, 2026

## Proposal | Marketing campaign

### Selkirk-Pend Oreille Transit

We propose the following marketing functions, to include both print ads in the town's highest profile, highest circulation publication – Sandpoint Magazine – and digital marketing utilizing social media and the SPOT bus website. Along with the goals given below, during the course of this campaign we will also begin to create a stock of photos and video that may be used throughout the campaign by SPOT staff or volunteers who will be trained to participate in posting to the social media channels.

Our goal is to create a strong social presence that supports the following business objectives:

- Increase ridership on the SPOT bus.
- Expand awareness of SPOT bus among potential riders, community members and current/potential stakeholders and business that are candidates for advertising on SPOT buses.
- Support messaging to encourage monetary donations from community members who want to support, and will donate to, SPOT's local, free public transit mission. Potentially aid in establishing a non-profit "Friends of SPOT Bus" group to accept donations.
- Develop messaging specific to distinct target markets of potential riders, including youth, seniors, commuters, special needs and general public.
- Increase overall social media reach of SPOT on Facebook and Instagram.
- Improve/increase website traffic to <spotbus.org>.
- Drive engagement with SPOT on social media and website.
- Maximize impact from the marketing spend.

### **Sandpoint Magazine: Summer 2026 and Winter '26-27 editions:**

**Sandpoint Magazine is the highest circulation local publication by a factor of 4x-5x:** With a distribution of 25,000/20,000 printed magazines – the metric we use rather than an ambiguous estimated number of "readers" that others claim – Sandpoint Magazine's superior quality and higher distribution numbers make it the most cost-effective, highest value local media available.

We propose that SPOT purchase 1/2 page ads in each of these two upcoming editions, providing a year of exposure. We'll provide discounts to help meet your budget, as follows:

Sandpoint Magazine 1/2 page ad in Summer (ad sales close April 3) and Winter (ad sales close September 18) editions of Sandpoint Magazine.

- **Open advertising rate: \$1886 per insertion**
  - **Minus frequency discount for two placements = \$1,670 per insertion**
  - **Minus 25% nonprofit discount: \$1,262.50 per insertion**
- TOTAL SANDPOINT MAGAZINE SPEND: \$2,505.00**

### **Social media: Facebook/Instagram @ 1-2 posts per week:**

- For a five-month campaign term April 15 – September 15, we'll develop the content to create an average of 2 or more organic Facebook/Instagram posts each week, with original

content we create, and/or shared applicable posts from Facebook/Instagram pages among other segments of the community (\*see note below). We'll create a content calendar that we will develop with SPOT personnel for original posts. We will set up organic posts to auto-post at scheduled times, and will repurpose content from Facebook to Instagram and X. We will target different audiences defined by geography and demographics, to reach the different market segments described above.

- Initial campaign set up includes establishing and optimizing both social media platforms, planning and creating of the initial content calendar for posting.
- We'll establish logins for administrative access in each of the social platforms, and conduct a training with SPOT bus personnel to post independently during this campaign, to both augment our posts and meet our weekly posting threshold.
- One goal of the project is to create an archive of content that may be used in the future, subsequent to the campaign. This will include photos in the field; social-ready video interviews with bus drivers, riders, stakeholders; development of topics for future posts subsequent to the campaign. This element includes soliciting content from riders and bus drivers, and potentially from the public via "crowdsourcing" tactics.
- We'll provide three reports with major metrics for campaign performance: Two reports while the campaign is in progress to allow for adjustments in strategy, on the approximate dates of June 1 and August 1; and a final report with metrics for the entire campaign on September 20. The baseline data will allow evaluation of the campaign effectiveness via each channel and help guide future social outreach.

- **Campaign set up: 5 hours @ \$110 = \$550.00 minus 10% = One-time fee \$495.00**
  - **Weekly content and posting @ approx 20 min/post: 15 hours = \$1650.00 minus 10% = \$1485.00**
  - **Campaign reporting and training: 3 hours = \$330 minus 10% = \$297.00**
- TOTAL FEE FOR FIVE-MONTH SOCIAL CAMPAIGN: \$2,277.00**

\*Not all posts should be on SPOT's proprietary pages; effective social media outreach includes posting and engaging with other community pages to intersect with residents other than those who may already follow the SPOT page. On Facebook, it will raise awareness about SPOT to make posts on public groups. These for instance can include: Sandpoint Local Forum (16k members); Sandpoint Business & Entrepreneurship (2.9k members); Rosebud (2.4k members) Sandpoint Area News & Events (10.4k members); Sandpoint Facebook Yardsale (19k members); Bonners Ferry Events (2.2k members); Bonners Ferry Buy and Sell (3.3k members) Bonners Ferry Classifieds (13k members).

### **Website enhancements:**

Add three pages/tabs in top navigation for Advertising, News & Announcements, and Donations: 1 hour per page, with all content provided by SPOT.

- **3 hours @ \$110 = \$330 minus 10% = \$297.00**
- TOAL WEBSITE ENANCEMENT: \$297.00**

### **Advertising sales:**

To meet the goal of selling advertising available on SPOT bus exterior (and potentially interior), perform sales for commission on sales: This item is subject to further discussion.

### **TOTAL FOR PROPOSAL**

<b>Sandpoint Magazine advertising:</b>	<b>\$2,505.00</b>
<b>Social medial campaign:</b>	<b>\$2,277.00</b>
<b>Website enhancements:</b>	<b>\$297.00</b>
<b>TOTAL:</b>	<b>\$5,079.00</b>

###

This concludes our proposal. We're happy to answer questions or provide any additional options or fashion our services as needed. Thank you!