



Summit Steering Committee Meeting Notes

November 29, 2023

- I. Attendees:

Ron Duran	Kim MacPherson
Shauna Miller	Janet Miller
Suzanne Seigneur	Alisa Anderson
Maxine Durand	Leslie Pedrosa
Larry Standfield	

- II. Recap 2023 Summit Discussion
- III. Overall Summit Goals
 - Outreach
 - Education
 - Buy In

- IV. Summit Locations
 - 2024 Summit
 - September 24-26
 - Templin's Resort, Post Falls, Idaho

 - Future - Traveling

- V. Stakeholders
 - Mayors
 - County Commissioners (5 Counties)
 - City Council Members
 - City Admins/Managers
 - Health Care
 - Senior Care
 - Non-Profit (CROC)
 - Hagadone
 - Service Clubs
 - Ski Resort
 - Colleges
 - Developers
 - Chamber of Commerce



VI. Communication Plan

- Leverage IAC, LHTAC, AIC newsletters & distribution lists
- Online Research
- Coordinate with local providers
- Consistent Messaging
- Mailer
- Email
- ITD Branding

VII. Summit Agenda

- Night Before – Stakeholder Networking Dinner/Social
- Day 1:
 - Stakeholder Kickoff
 - Governor
 - ITD Director
 - District Engineer
 - Ron
 - Senator?
 - Rider?
 - Dept. of Labor Economic Data?
 -
 - Provider Showcase
 - SPOT
 - NWSL
 - CDA Tribe
 - Kootenai County
 - Shoshone County
 - PTAC – Kickoff
 - Economic Panel
 - NIC
 - Business case for why transit
 - What’s in it for me? (WIIFM)
 - Why they support public transit
 - 1 champion for each stakeholder group
 - Mayor
 - Legislator
 - Commissioners
 - Business leaders
 - Highway districts
 - District Engineers



- What We Could Be
- Messages from DC
 - CTAA
 - APTA
 - ASHTO

- Statistical Economic Development Data

- Day 2 & 3
 - Marketing
 - Cutting Edge Technology
 - Microtransit
 - Electric Bus Panel
 - Idaho Power
 - Out of State Providers
 - In State Providers
 - NEVI?

 - Route Planning
 - Run Cutter

 - Customer Service Training
 - De-escalation Training

 - Driver Retention
 - Workforce Development
 - ODOT Program

 - Safety
 - Human Trafficking Awareness
 - Get on the Bus Gus
 - Emergency Management

 - Funding Opportunities
 - One-Time Funding Application
 - Administrative Track
 - Technical Track



- Miscellaneous:
 - Local Impact Stories:
 - Riders
 - Drivers
 - Video
 - Live if influential speaker
 - Riverstone Tour
 - Daily?
 - Several
 - Calendar Contest
 - Hall of Fame
 - Swag Bags
 - Website
 - Registration
 - Budget
 - Media handouts for local agencies
 - Showcase packet for District 1 & District 2

VIII. Sub-Committees

- Networking/Social – Janet & Suzanne
- Day 1 Showcase – Jody & Alisa
 - Connie to support
- Day 1 What we could be – Larry
- Day 1 DC – Kim
- Day 1 Statistical Economic Development Data/Case Study – Suzanne
- Hall of Fame – ITD-PT
- Vendor Showcase – Suzanne & Janet
- Communication/Marketing Plan – Leslie
- Economic Panel – Ron
- Kick Off – ITD-PT

IX. Action Items

- Shauna: Send steering committee notes out to full distribution list

Parking Lot Items:

- Public Transportation Track at AIC & IAC
- Add direct recipients financial statistics to district board presentation
- Legislature – local option tax
- Legislative Social held by CTAI