



Summit Steering Committee Meeting Notes

January 4, 2024, 1:00 pm MT

Attendees:

Ron Duran	Ron.Duran@itd.idaho.gov	208 334-4475
Shauna Miller	Shauna.Miller@itd.idaho.gov	208 334-8533
Alisa Anderson	aanderson@ci.moscow.id.us	208 596-8242
Janet Miller	Janet.j.miller@aging.idaho.gov	208 577-2854
Jody Bieze	jbieze@kcgov.us	847 331-7314
Kim MacPherson	kim@mountainrides.org	208 788-7433 ext. 103
Larry Standfield	larry@lktrans208.com	208 360-7608
Leslie Pedrosa	lpedrosa@ridervrt.org	208 258-2713
Maxine Durand	mdurand@tfid.org	208 735-7347
Suzanne Seigneur	sseigneur@cityoflewiston.org	208 298-1344

Sub-Committee Updates

- Networking/Social – Janet & Suzanne
 - Reached out to Templin’s and received a catering menu. They are difficult to reach but they have a new marketing representative.
 - Hors d’oeuvres in lieu of a sit down meal to encourage interaction
 - Need more information on facility, no room booked yet. Tour would be beneficial.
 - Estimated 150 for attendees
 - Will vendors be sponsoring this?
 - Vendor booths there?
- Day 1 Showcase – Jody & Alisa
 - ITD-PT working with a marketing firm to do videos highlighting five transit agencies. Videos to take place in June/July. Waiting for cost estimate
 - Value to offering rides on the local bus.
- Day 1 What we could be – Larry & Maxine
 - Reached out to CTAA. They have some webinars upcoming regarding rural so they didn’t share too much.
 - Elk Transportation out of Florida. They are servicing about 20 different states. They are difficult to get a hold of. Partnering with schools and senior living centers.
- Day 1 Messages from DC – Kim
 - Kim is going to be connecting with CTAA.
 - Holding off doing too much outreach until a little later due to it being an election year.



- Day 1 Statistical Economic Development Data/Case Study – Suzanne
 - National RTAP Presenter John Martin – visionary, what is happening in public transportation and what’s going to happen down the road. Might be a great keynote.
 - APTA has a tool where you can input your budget data and it will produce an impact statement. It focuses on you as employer instead of the impact you services to your riders and the greater community.
 - Case study on an agency in Idaho to find out where everybody was going what kind of money was being spent on the bus every day.
 - Kootenai County did a strategic service plan included a data driven analysis that could potentially be leveraged. Currently completing a cost allocation model that includes data such as cost per person, cost per mile, and cost per route.
 - State level data may be too high level and less impactful.
- Vendor Showcase – Suzanne & Janet
 - Need more information on facility
 - 10 x 10 booths
 - Vendors specific to public transportation at this time, not multimodal
- Communication/Marketing Plan – Leslie, Larry, & Maxine
 - Larry has completed the draft of the letter for outreach.
 - Has ITD branding materials
 - Will be doing digital and hard copies
 - Alisa working on getting mailing list for Association of Idaho Cities (AIC) & Idaho Association of Counties (IAC)
 - Will need to focus on local businesses and outreach to chamber of commerce
- ITD-PT Updates
 - Ron engaged with CTAI

Action Items:

- Shauna – Send previous meeting notes out to distribution list
- Shauna – Schedule facility tour for Suzanne, Alisa, & Jody
- Shauna – Get more information for networking/social event room
- Shauna – Get more information regarding space for vendors
- Shauna – Schedule meeting with Janet & Suzanne to follow up with hotel details
- Ron – follow up with Alisa & Jody on work with marketing consultant
- Janet – Send Shauna Templin’s new marketing person’s contact information
- Kim – Send John Martin’s PowerPoint from National RTAP Conference
- Jody – Send Suzanne a copy of the study done