

Suzanne Seigneur
415 Conestoga Drive
Moscow, ID 83843
Sseigneur1@gmail.com

February 27, 2025

Shauna Miller
Idaho Transportation Department
Public Transportation Office
206 Frontage Road
Lewiston, ID 83501
shauna.miller@itd.idaho.gov

Dear Idaho Transportation Department:

I am writing to formally express my interest in serving as a representative for District 2 on the Public Transportation Advisory Committee (PTAC). With over 13 years of experience in Idaho's public transportation sector, I am deeply committed to improving transit services and ensuring accessible, efficient transportation options for our communities.

My background includes working for the Community Transportation Association of Idaho, to support statewide ridesharing and mobility initiatives. Additionally, for the past decade, I have worked as a transportation provider, directly serving passengers and mentoring other providers in District 2. These experiences have given me a solid understanding of both the challenges and opportunities in public transit and have helped me build connections with many of the public and private providers in District 2.

I believe my experience, combined with my dedication to enhancing transportation systems in Idaho, would make me a valuable addition to the PTAC. I would welcome the opportunity to contribute my insights and collaborate with other stakeholders to improve public transit in our region.

Thank you for your time and consideration. I look forward to the possibility of serving on the committee and would be happy to discuss my qualifications further. Please feel free to contact me at (208) 841-1050 or sseigneur1@gmail.com.

Sincerely,



Suzanne Seigneur



Public Transportation Advisory Council (PTAC) Application

District 2 Appointment

Application Contact:

Shauna Miller, Grants & Contracts Officer

Shauna.Miller@ITD.Idaho.gov

208 334-8533

PTAC Application Process

1. January 16, 2025: Application Released
2. March 02, 2025: Application Close
3. March 03, 2025 – April 02, 2025: Public Comment
4. Applications sent to:
 - ITD – Public Transportation Office, Attn: Shauna Miller, 206 Frontage RD, Lewiston, ID 83501
 - Or email to: Shauna.Miller@itd.idaho.gov
5. Public Transportation Advisory Council: PTAC will meet to discuss applications and qualification
6. Idaho Transportation Department: Idaho Transportation Board selects member



Designation/Authority

The authority for the Public Transportation Advisory Council (PTAC) is established and outlined in Idaho Code 40-514 and ITD Board Policy 4039.

Idaho Code 40-514 created the Public Transportation Advisory Council (PTAC) to advise the Idaho Transportation Department (ITD) on issues and policies regarding public transportation in Idaho.

Purpose

As outlined in Idaho Code, the Public Transportation Advisory Council (PTAC) to advise the Idaho Transportation Department (ITD) on issues and policies regarding public transportation in Idaho.

The council shall participate in planning activities, identify transportation needs, and promote coordinated transportation systems. Before setting programs and priorities, the council shall seek pertinent information, facts and data from local governments, agencies and providers regarding rural public transportation issues.

PTAC shall work to ensure the public transportation program is safe, financially sustainable within the current funding constraints, and is capable of appropriately adjusting to the changing transportation landscape. PTAC activities should include promoting coordinated transportation system, engaging in planning activities, and identifying transportation needs.

Composition and Representation

The advisory council shall be composed of six members appointed by the Idaho Transportation Board. Appointed members shall be representatives of local governments and agencies, private organizations, citizen groups and private providers that have an interest in public transportation, and people with disabilities and the elderly who utilize public transportation. The board shall appoint said members from recommendations submitted by said organizations, groups, providers, users and state agencies in each district. One member shall be appointed from each of the six transportation department director districts as provided in section 40-303, Idaho Code. The term of each member shall be three years and the initial appointments to the council shall be such that two members shall be appointed each year thereafter. The members shall be reimbursed for attending the meetings according to the provisions of Section 59-509(g), Idaho Code. The PTAC members shall be reimbursed by ITD-PT for travel expenses according to the limits specified in Section 67-2008, Idaho Code.

PTAC member terms go from July 1 through June 30. Below is the schedule of expirations along with counties served.

- ITD District 1: June 30, 2027
 - Counties: Bonner, Boundary, Shoshone, Kootenai, and Benewah
- ITD District 2: June 30, 2025
 - Counties: Latah, Clearwater, Nez Perce, Lewis, and Idaho



- ITD District 3: June 30, 2026
 - Counties: Valley, Adams, Washington, Payette, Ada, Boise, Canyon, Gem, Elmore, and Owyhee
- ITD District 4: June 30, 2027
 - Counties: Blaine, Camas, Lincoln, Twin Falls, Jerome, Gooding, Cassia, and Minidoka
- ITD District 5: June 30, 2026
 - Bingham, Caribou, Bear Lake, Franklin, Power, Bannock, and Oneida
- ITD District 6: June 30, 2025
 - Counties: Lemhi, Custer, Clark, Butte, Jefferson, Madison, Teton, Bonneville, and Fremont

At the conclusion of each PTAC member term, a full application process is required. While there is no provision for an automatic renewal of PTAC membership, it is allowable for members to receive consecutive appointments as a result of the application process.

Applications to serve on PTAC are coordinated by the ITD-PT Office. A call for applications must remain open for at least 30 calendar days, and applications received must be posted for public comment for at least 30 calendar days. Applications will then be reviewed by the seated members of the PTAC and a final appointment will be made by the Idaho Transportation Board.

Committee Role and Responsibility

The PTAC shall:

- Meet at least three times per year; and
- Discuss agenda items relevant to our purpose and scope; and
- Provide meeting notices and agendas in accordance with the Idaho Open Meeting Laws; and
- Annually elect a chair from among its representatives.

Chair

Candidates for the position of Chair shall be nominated by members of PTAC. They shall be elected by nomination and a simple majority of those voting in person. The term shall be for a one year period, and is eligible to serve consecutive terms.

The Chair's responsibilities include:

- Serving as the group's spokesperson,
- Partnering with the ITD-PT Office to assist in program recommendations
- Participating in agenda development activities on behalf of the group, and
- Other functions as appropriate.



Committee Representatives Roles and Responsibilities

It is the role of the PTAC members to represent their constituent base, and to participate in the functions of the PTAC in a manner that represents the program's statewide interest. PTAC members are expected to participate in the meetings.

PTAC members are responsible for participating in scheduled meetings, serving on ad hoc committees as assigned, and committing to the terms they are designated to fill. Each committee member will make a good faith effort to attend each full advisory committee session. Attendance in person is preferred, but if that is not possible, attendance may be by teleconference or videoconference.

All members of PTAC shall be voting members. Fifty one percent of the regular members will constitute a quorum for purposes of conducting PTAC business. PTAC decisions will be made by utilizing consensus-building processes to reach as much agreement as possible, with a voting option to conclude a process where consensus can't be clearly established in the time available. PTAC can call for a simple majority of those voting.

In the event a representative reaches three absences, the Chair will approach the PTAC member and discuss with them their continued commitment and proposed action per the absences. Members will be expected to vacate their seat on PTAC after having missed three consecutive meetings and are nonresponsive to the Chair's attempts to contact them after having missed two consecutive meetings.

Members of the advisory council shall be reimbursed according to the provisions of section 59-509(g), Idaho Code.

Meetings

PTAC shall meet three times per year. The PTAC meetings shall have a:

- Spring Meeting
- Summer Meeting
- Fall Meeting

Meetings shall be open and shall be noticed consistent with ITD Open Meeting Requirements.

The PTAC Chair or delegate will issue a call for agenda items approximately four weeks prior to a meeting. Subsequent to that, ITD-PT will work with the Chair to develop the agenda, which will be issued to the representatives with supporting background materials approximately two weeks prior to the meeting. PTAC will discuss all agenda items submitted to it by any member of the group.

Additionally, a PTAC member will present an annual update to the Idaho Transportation Board at the December meeting. Per Board Policy 4039 PTAC shall highlight district PTAC activities, system improvements and issues, and goals/objectives for the next 12 months.



Conflict of Interest

As a member of the Public Transportation Advisory Council (PTAC), you will be leading and participating in meetings and processes related to public transportation.

This PTAC function requires that you fully disclose any real or potential conflict of interest that may influence or appear to influence your objectivity, judgment, or decisions. Based on the specific detail of any possible conflict of interest, you may be asked to recuse yourself from elements of the evaluation and recommendation process. If at any point you determine that a conflict of interest may exist, it is your responsibility to notify the presiding PTAC chair to determine the most appropriate action.

Examples of a conflict of interest, or the appearance of a conflict of interest, exist when a council member:

- Is directly or indirectly associated with the project applicant.
- Is employed, working as an intern, or considered for employment by the project applicant.
- Is a student or volunteer with the project applicant?
- Is providing, or intends to provide, direct or in-kind financial assistance related to the applicant or project application.
- Is elected to, appointed to, or employed by an organization that is providing, or intends to provide, direct or in-kind financial assistance to an applicant or the project application.
- Is a member of a committee or board, voting or otherwise, of the project applicant?
- Participated in the preparation of a submitted project application.
- Maintains an ownership position of any type, including securities or other evidences of debt, with the project applicant.
- Has a personal relationship with someone who has an interest in the project application.

The above examples and are not intended as a complete list. If you have any questions concerning possible conflicts of interest, contact Public Transportation Program Manager prior to signing this form.

I have read and fully understand this *Conflict of Interest Statement (Attachment A)* and will immediately advise the presiding PTAC Chair or the Public Transportation Program Manager of any potential conflict during my term on the PTAC.

Suzanne Seigneur
Print Name

Signature

Feb, 27, 2025
Date



Public Transportation Advisory Committee (PTAC) Application Form

Required for Submission

Please include the following information:

- Cover Letter
- Letters of recommendation and/or references
- Conflict of Interest Statement (attached)
- Resume that includes work experience, educational background, and any other relevant experience.

Contact Information

Full Name: Suzanne Seigneur

Street Address: 415 Conestoga Drive

City/State/Zip: Moscow, ID 83843 Phone: 208-841-1050

Email: sseigneur1@gmail.com

Organization Affiliation (if any):

Name: Employed by the City of Lewiston until 7/01/25, then will retire

Street Address: _____ City/State/Zip: _____

District you are applying for:

District 1 ___ District 2 District 3 ___ District 4 ___ District 5 ___ District 6 ___

SUZANNE SEIGNEUR

415 Conestoga Drive • Moscow, ID 83843 • (208) 841-1050 • sseigneur1@gmail.com

An effective, versatile professional with over 13 years experience in public transportation and over 20 years experience in marketing and communications.

Professional Experience, Transportation

City of Lewiston

Transit Manager, 9/16 to present

Oversee the planning, operations, and administration of the City's transit system, ensuring compliance with federal, state, and local regulations. Manage budgets, funding, and capital expenditures while identifying opportunities for system improvements, efficiency and greater coverage. Supervise staff, enforce safety policies, and investigate incidents to enhance operations. Negotiate contracts, develop long-term transit plans, and collaborate with partners to secure funding and resources. Engage in marketing efforts to promote transit services and increase ridership while representing the system to city leadership and stakeholders.

Council on Aging/Coast Transportation, Colfax WA

Transportation Director, 4/15 to 8/16

Provided strategic, administrative and operational direction for all aspects of this "special needs", demand response, transportation program of the Council on Aging, serving the four counties of SE Washington and the 5 counties of Idaho's District 2. Administered operating and capital contracts with WSDOT and ITD, including direction and supervision of operations, financial matters, and performance. Planned, developed, and implemented various marketing programs as well as monitored performance and worked with local agencies to provide efficient, coordinated public transportation services.

Community Transportation Association of Idaho (CTAI), Moscow ID

Mobility Manager for District 2, 11/13 to 3/15.

Worked to improve transportation services for Idahoans within transportation District 2 for persons with disabilities, older adults, and low-income individuals by optimizing transportation resources provided across multiple public, private, and non-profit programs. Responsible for Transportation Demand Management (TDM) short-range planning, outreach activities, and participation in projects for improving coordination among public transportation and other transportation service providers with the intent of expanding the availability of services within a community.

Boise State University, Boise ID

Transportation Demand Management (TDM) and Outreach Coordinator, Transportation and Parking, 2/13 to 10/13. Resigned to relocate for husband's job

Designed, developed, and implemented TDM marketing and outreach programs to encourage the use of alternative transportation to campus, as well as promoted services provided by the Campus Planning and Facilities department, including Architecture and Engineering Services, Facilities and Operations, and Environmental Safety.

Community Transportation Association of Idaho (CTAI), Boise ID

Idaho RideShare Coordinator, 4/11 to 1/13

Worked 20 hours weekly to manage the RideShare Program for the State of Idaho, encouraging commuters to carpool, vanpool, and take alternative transportation in order to reduce single occupant vehicle trips (SOV) around Idaho.

- Developed and implemented communications and outreach programs including the creation and update of a two-year, state-wide RideShare Plan
- Developed first state-wide ride share event, called Idaho RideShare Week
- Quadrupled the number of active users on idahorideshare.org, and tripled the number of individuals with accounts

Professional Experience, Marketing and Communications

Intel Corp., Hillsboro, OR

Client Communications Manager, Employee Communications, 5/01 to 4/06

Developed strategy and drove creation of employee communications designed to positively influence employee perception of Intel's Human Resource programs (attract, retain, and reward). Responsibilities included developing marketing communications strategy and plans, managing large communications programs with multiple business partners, developing employee messaging and positioning, and producing HR collateral that included Intel's Employer Image branding and Intel branding.

Achievements include:

- Delivered the most compelling Mission and Values poster and employee badge to date (most visible employee communications). Received a grade "A" from CEO's office, using employee focus groups (a first) to demonstrate to management which communications best motivated employees
- Developed first communications benchmarking research w/ 10 industry companies for Intel HR clients. This research was instrumental in educating HR managers regarding communications necessary to influence employees and achieve objectives
- Managed the first employee segmentation research enabling HR to better communicate to different types of employees, and set the direction for future communications investment

Marketing Programs Manager, 2/97 to 4/01

Drove sales for a variety of Intel products and services (networking products, microprocessors, internet service) through the development of marketing communications and promotions plans, campaigns, materials, and videos. Worked with worldwide counterparts to analyze customer needs, and determine optimal communication and channel strategies to meet sales objectives.

McClenahan Bruer Communications, Beaverton, OR

Senior Communications Counsel, 1/96 to 1/97

Provided strategic and creative marketing communications counsel, with an emphasis on public relations, to clients in the electronic design automation (EDA) industry. Responsible for developing and implementing marketing communications plans, writing press materials and collateral, assisting in creative development, and maintaining relationships with key industry analysts and editors.

Dynamix, Inc., Eugene, OR

Assistant Brand Manager, 6/94 to 6/95

Planned and executed all marketing and promotional opportunities for several games for this PC game manufacturer: including communications, retail sales promotions, pricing, ROI analysis, market research, brand identity, and packaging. Successfully brought several PC game brands to market before the marketing department relocated. Experienced in marketing simulation, action and adventure, and children's games.

Spectra-Physics, Inc., Eugene, OR

Market Communications Manager, 1/93 to 5/94

Responsible for managing the marketing communications department: all advertising, PR, direct mail, trade shows, events, collateral, lead qualification, and literature distribution programs, in three bar-code scanner markets. Launched the flagship grocery scanner so successfully, the top competitor attempted (unsuccessfully) to order Spectra-Physics to cease and desist distributing promotional materials. Responsible for a budget of \$700,000 annually. Managed a department of three, as well as outside agencies, to meet objectives and goals.

Intel Corp. , PC and LAN Enhancement Division, Beaverton, OR

Marketing Communications Manager, 2/91 to 12/92

Managed all communications activities for one business unit with direct profit and loss responsibility. Developed and implemented both the strategic and tactical plans for advertising, PR, promotions, collateral, packaging, sales tools, and trade shows. Managed outside agencies and internal resources to meet objectives and goals. Responsible for a budget of over \$1,000,000 annually.

Trade Show and Events Specialist, 12/89 to 2/91

Planned, coordinated and executed all trade shows and related events for this retail division of Intel. Successfully provided strategic direction as well as managed outside agencies and internal volunteers. Achievements include developing the first sales lead-tracking qualification program, successful pre-show promotions, and the first trade show return on investment (ROI).

Public Relations Specialist, 11/87 to 11/89

Directed and coordinated PR activities for 5 product lines. Worked with the PR agency to develop strategic plans and implement tactics. Achievements include twelve product introductions and five annual PR plans.

Education

Bachelor of Science Degree, Marketing, University of Oregon, Eugene, Oregon



Rebecca Couch
PO Box 759
Asotin, WA 99402
director@lewisclarkmpo.org
208-298-1345

February 27, 2025

Shauna Miller
Idaho Transportation Department
Public Transportation Office
206 Frontage Road
Lewiston, ID 83501
shauna.miller@itd.idaho.gov

Subject: Recommendation for Suzanne Seigneur – Public Transportation Advisory Committee, District 2

To Whom It May Concern,

I am pleased to recommend Suzanne Seigneur for the Public Transportation Advisory Committee (PTAC) for District 2. With over 13 years of experience in public transportation in Idaho, Suzanne has extensive transit knowledge and has demonstrated her dedication to constantly improving transit services and supporting local providers.

Suzanne began her career at the Community Transportation Association of Idaho, leading the rideshare program to promote carpooling, then as a mobility manager promoting public transportation in District 2. For the past decade, she has worked as a transportation provider, delivering essential services and mentoring others in District 2 to expand transit options. As the Manager of the Lewiston Transit System, Suzanne has served on the Lewis Clark Valley Metropolitan Planning Organization Technical Advisory Committee and has been a major asset for the MPO in advancing transit services to meet the needs of the public in the Lewis Clark Valley.

Her hands-on experience, leadership, and commitment to collaboration make her an excellent candidate for the PTAC. Suzanne's insights and dedication to public transportation will be a great asset to the committee.

I strongly recommend her for this role. Please feel free to contact me at 208-298-1345 or director@lewisclarkmpo.org for any further information.

Sincerely,

Rebecca Couch

Rebecca Couch, Director
Lewis Clark Valley Metropolitan Planning Organization

On the Road to the Future!

Telephone 208-298-1345 | www.lewisclarkmpo.org | PO Box 759 – Asotin WA – 99402
Member Agencies: City of Asotin, WA, City of Clarkston, WA, City of Lewiston, ID, Asotin County, WA, Nez Perce County, ID



Heart of the Arts



Arthur D. Bettge
Mayor

Julia Parker
Council President

Drew Davis
Council Vice-President

Bryce Blankenship
Council Member

Sandra Kelly
Council Member

Hailey Lewis
Council Member

Gina Taruscio
Council Member



Bill Belknap
City Administrator



City of Moscow, City Hall
c/o Bill Belknap, City Administrator
206 East 3rd Street
P.O. Box 9203
Moscow ID 83843
Phone (208) 883-7000
Fax (208) 883-7018

Website: www.ci.moscow.id.us
Hearing Impaired (208) 883-7019



February 28, 2025

Scott Stokes, Director
Bill Moad, Chairman
Idaho Transportation Department
11311 W. Chinden Blvd
PO Box 7129
Boise, ID 83707-1129

Subject: Recommendation for Suzanne Seigneur – Public Transportation Advisory Committee, District 2

Dear Director Stokes, Chairman Moad, and Members of the ITD Board,

I am pleased to provide this letter of recommendation for Suzanne Seigneur in support of her application for the Public Transportation Advisory Committee (PTAC) representing District 2 as my successor. Suzanne has 13 years of dedicated service to public transportation in Idaho and has demonstrated a strong commitment to improving transportation services and supporting transit providers statewide.

I have worked with Suzanne since she began her career with the Community Transportation Association of Idaho, with the rideshare program, promoting ridesharing and carpooling solutions. Over the past decade, she has worked as a transportation provider, not only delivering essential services to the community but also mentoring other transportation providers in District 2, helping to strengthen and expand transit options in the region.

Suzanne brings a deep understanding of the challenges and opportunities within public transportation. Her hands-on experience, leadership, and dedication to fostering collaboration among providers make her a good candidate for the PTAC. Her insights and commitment to improving transportation services in District 2 would be a valuable asset to the committee.

I strongly recommend Suzanne for this position. Her experience, expertise, and passion for public transportation will contribute to the success of the Public Transportation Advisory Committee.

Please feel free to contact me at 208-596-8242 or aanderson@ci.moscow.id.us if you require any further information.

Sincerely,

Alisa J. Anderson, Grants Manager