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
    o September 24-26
    o 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