



## 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