

**PUBLIC TRANSPORTATION ADVISORY COUNCIL
INTERAGENCY WORKING GROUP
JOINT MEETING
Summary Documentation
July 28, 2009**

PURPOSE & PARTICIPATION

The Interagency Working Group (IWG) for Public Transportation services met on Tuesday, July 28, 2009 in the Doubletree Riverside in Boise, Idaho. The meeting objectives were to:

- Obtain status reports on IMAP processes underway, including local mobility network planning, technology development, and the mobility association initiative,
- Vote for the 2010 IWG Chair,
- Decide which "name" to give the mobility effort,
- Generate a recommendation in response to a transit funding balancing proposal,
- Articulate shared expectations for future PTAC and IWG meetings and processes.

Attachments to this meeting summary provide meeting documentation resources and reflect the outcome of meeting discussion. Attachments include:

- Attachment A: List of Meeting Participants
- Attachment B: Flip Chart Notes
- Attachment C: PTAC and IWG annual meeting topics
- Attachment D: IWG Job Description, July 29, 2009

Individuals who made presentations to the group did so using power point presentations and a variety of handouts. Copies of those presentations are available from the facilitator upon request.

RESULTS AND RECOMMENDATIONS

- Marilyn Sword was elected IWG chair for fiscal year 2010.
- Cecilia Hockett announced that Heather Wheeler has been retained as the new CTAI Executive Director.
- The PTAC and IWG selected a name for the mobility movement in Idaho, called "I-way."
- Jan Vassar moved, Karen Cornwell seconded, and the PTAC voted in favor of the ITD proposal to approach MPOs about the potential to generate a Transit Funding Balancing Committee.
- A subcommittee was formed that includes Brian Shea, Jim Deffenbaugh, Marilyn Sword, Kelli Fairless, Heather Wheeler and one of the local coordinators, to be assigned. Marsha will work with the group to pull this subcommittee effort together.

- The IWG reviewed comments provided on their draft job description, and feedback to the facilitator confirmed the desire to adopt the job description, with comments incorporated as provided by Kelli Fairless.
- A subcommittee was formed to make a decision about the identity "logo" using the input generated by other PTAC and IWG members. The subcommittee that will be making this decision includes Kathleen Simko, Marilyn Sword, Ken Bullock, Ross Mason and Heather Wheeler. Marsha will work with the group to pull this subcommittee effort together.
- Draft policies for consideration by PTAC or IWG will be distributed to the group electronically for their consideration two weeks prior to any given meeting.

DISCUSSION

Welcome

PTAC Chair Joe Herring opened the meeting with a welcome to the group, followed by IWG Chair Kelli Fairless who encouraged the group to think creatively in their process to embrace a name for mobility during today's meeting.

Updates

Randy Kyrias updated the group on planning efforts underway, including the 17 local mobility planning meetings occurring now. He also distributed a copy of planning system elements, around which technologies are being explored to support them.

Cecilia Hockett reported that CTAI had selected and confirm the acceptance of Heather Wheeler as the CTAI Executive Director. She will begin on August 10 and work under a temporary contract between CTAI and ITD until the end of September, at the end of which time she will generate an updated contractual arrangement.

Communications Planning

Robin Rausch from Red Sky Public Relations and Alex Davis presented the group with the criteria and process for selecting an "identity" for mobility in Idaho, ultimately presenting the group with five options, two of which were clearly preferred by the IMAP coordinators. The names included "Hi-Ho," "RAPID," "The Loco," "I-Way," and "IdaGo." The group went through a process throughout the day that included exploring pros and cons of each name, using their favorite names in a sentence to see how that felt to them, calling three individuals outside the room to see which one "worked" best in that regard, and challenging themselves to choose the name which will capture the imagination and ownership of all.

I-Way and IdaGo were the clear favorites. Some found IdaGo to be an easier way to relate to public transportation and to communicate the concept with others; others felt I-Way felt contemporary and lent itself to more creativity, even though it may need more resources than IdaGo to promote. IdaGo some thought presented a more state-driven system, whereas I-Way had a more grass-roots, individual feel.

Ultimately, the group participated in a dot exercise where they used three dots to select their favorites. Dots were weighted with value and all three had to be used on three separate names. I-Way generated the most points in this process, and was instantly adopted as the name for mobility in Idaho. The group articulated follow-up activities, to include the generation of a tag line and logo. All PTAC and IWG members will have input to the tag line and logo process, and the final decision will be made by a subcommittee of the group, to include Marilyn Sword, Kathleen Simko, Ken Bullock, Ross Mason and Heather Wheeler. Marsha will work with the group to pull this subcommittee effort together.

Performance Measures/Management

Brian Shea, ITD, presented to the group a long list of elements to use as performance measures for a variety of aspects of the mobility system. Elements ranged from the very specific cost per mile per passenger to the more challenging element of how effectively one is able to meet the need. A number of responses and observations to this presentation included the ability, or lack thereof, to measure need that is not known amongst those who are not using a system, the need to give you some comparability year by year, even if just within your own system, and how different audiences have different priorities and identify with different performance measures. It was pointed out that there are a variety of levels of measurements depending on what part of the system one is evaluating, including policy, planning and management. It was also suggested that there is a regulatory element as well.

The question before the group is how to measure efficiency and effectiveness in a balanced way. The group was asked to develop a policy of specific things or elements that most represent mobility in Idaho. Suggestions included the percentage of the population with access,; elements of accessibility, frequency, safety, security and quality; ability to get where they need to be on time, and satisfaction. A subcommittee of the group will be formed that includes Brian, Jim, Marilyn, Kelli, Heather and one of the local coordinators, to be assigned. Marsha will work with the group to pull this subcommittee effort together.

Transit Funding Balancing

Kevin Bittner, ITD presented to the group information about federal program funding responsibilities and the role of MPOs who receive funding directly from the federal programs and ITD Division of Public Transportation, who also receives direct funding which is distributed to grantees. Some scheduling disconnects occur between those two planning processes and that disconnect can impede effective coordination.

Kevin proposed that a Balancing Committee be convened that would work to adjust the Division's planning process to be consistent with that of the MPOs and work to coordinate rural, small and large urban operations and capital. Kelli Fairless said that she thought nothing was broken and that adding another committee to the coordination effort would be burdensome. Given that this is an issue associated specifically with funding processes, the facilitator clarified that it was a decision appropriate for PTAC deliberation.

Jan Vassar moved, Karen Cornwell seconded, and the PTAC voted in favor of ITD pursuing its proposal and approach MPOs about the potential to generate a Transit Funding Balancing Committee.

Process Refinements

Kelli Fairless asked if it is possible to get zip code information to locate Medicaid clients without compromising any privacy so that they could use that information to make routing decisions. Marsha will ask Paul if that is possible.

Briand Shea, ITD pointed out that the Division is working on a lot of GIS mapping which will probably provide more and better information than the zip code information. He will continue to work that process.

Randy handed out a flow chart indicating a generate PTAC/IWG meeting topic and schedule that coordinates with IMAP. That chart is included as Attachment C.

Marsha distributed and asked the group for additional comments on the IWG job description. Comments collected have been included in the version of the IWG job description that is included as Attachment D.

Randy asked the group about the potential to develop a deliberate process to inform the IT Board and IWG member agency Boards about mobility initiatives. Starting at the next meeting, the group will begin to craft a process where the District PTAC representative speaks to the Board when they meeting in that District. More discussion about IWG members can inform their Boards will also be pursued.

Randy asked the group about helping to generate policies on issues warranting clarification and shared understanding, using the term "mobility management" as an example. The group confirmed the appropriateness and desire to help establish such policies, asking that draft material be sent to them electronically several weeks prior to a given meeting so that they can consider the material before the discussion.

Marsha distributed the interagency "horse-blanket" seeking an opportunity to find a new name for it and to discuss how to get it completed. The group tabled that discussion for a subsequent meeting when they had more time to devote to this discussion and effort.

Randy proposed and the group agreed that for the time being Policy Development and Performance Measures be a standing item on the agenda.

Public Comment

Susan Bradley, AmeriCORPS, provided public comment. She thanked them all for their efforts and shared her personal story about why public transit and mobility are so necessary to everyone's quality of life.

Election

Marilyn Sword was elected chair of the IWG for fiscal year 2010. Her duties start immediately. The group thanked Kelli for her service and leadership.

ACTION ITEMS

Action items resulting from the meeting discussion include:

1. Marsha Bracke will prepare and distribute meeting summary documentation to the group.
2. Kevin Bittner, ITD will proceed in approaching the respective MPOs about the need and proposal for a Transit Funding Balancing Committee.
3. A subcommittee consisting of Brian Shea, Jim Deffenbaugh, Marilyn Sword, Kelli Fairless, Heather Wheeler and one of the local coordinators, to be assigned, will meet to establish how to measure mobility in the context of effectiveness. Marsha will work with the group to pull this subcommittee effort together.
4. A subcommittee will work to make a decision about the identity "logo" using the input generated by other PTAC and IWG members. That subcommittee includes Kathleen Simko, Marilyn Sword, Ken Bullock, Ross Mason and Heather Wheeler. Marsha will work with the group to pull this subcommittee effort together.
5. On behalf of the group, Marsha will ask Paul Leary about the viability of obtaining zip codes of Medicaid clients to inform decisions associated with transit system routing.

NEXT MEETING

The PTAC/ IWG meeting schedule has been rescheduled for:

- October 13, 2009
- January 12, 2010
- April 27, 2010
- July 20, 2010

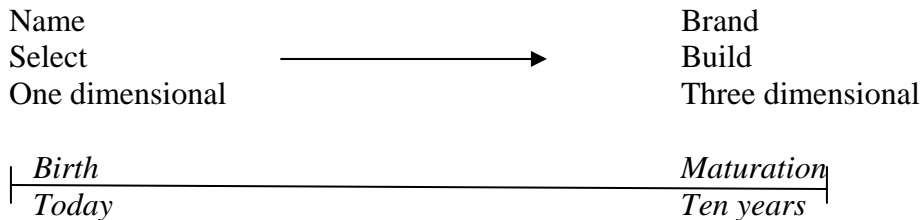
All meetings are scheduled for 9:00 a.m. to 3:00 p.m. unless otherwise noticed.

Fiscal Year 2009

	IWG	PTAC	Ex Officio	STAFF	GUEST	PHONE	E-MAIL
Tammy Perkins	A						
Randy Kyrias	P						randy.kyrias@itd.idaho.gov
Darrell Quist	A						
Stan Burton	A						
Ross Mason (pending)	P						
Paul Leary (pending)	P						
Ray Merial (Brad Jensen)	A						
Holly Player	P						
Marilyn Sword	A						
Kelli Fairless	P						
Dwight Johnson	P						
Pat Maderieta			P				
Joe Herring			P				
David Luft			A			373-0457	
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Marsha Bracke				F		442-1760	mbracke@earthlink.net

**INTERAGENCY WORKING GROUP
FLIP CHART NOTES
July 28, 2009**

IDENTITY DISCUSSION



LOGO SELECTION

- Blue - 1 (5 points)
- Green - 2 (3 points)
- Yellow - 3 (1 point)

LOGO DISCUSSION AND SELECTION

I-Way (50 points)

- consumer-oriented
- I-way vs. highway
- I/my/Idaho
- "Big" heart - our Idaho way
- Choice
- "not" team?
- not very make fun-able

IdaGo (46 points)

- Fresh - yes
- Easily linked to transportation
- Big heart - yes - scalable
- "it is what it is"
- Idaho can own it
- inexpensive to market
- safe speaks to everyone in Idaho

Hi-ho- (4 points)

- Fresh? Easy to say
- Cry of encouragement
- Andale? Let's go?
- Big? Rallying cry
- new

- No connection to transportation
- Own able
- Legs? yes
- dwarves
- Long range - h9l-hum?
- worried about legislature

The Loco (4 points)

- Locomotion
- "everybody's doin a brand new dance now."
- Locomotive - bygone era?
- Makes us too vulnerable
- Crazy

RAPID (2 points)

- Problems
- Promise? not always rapid
- flow imagery
- rap? urban music? irrelevant
- LIB - rabid?

LOGO SUBCOMMITTEE

- Kathleen
- Ken
- Marilyn
- Heather
- Ross

PERFORMANCE MEASURES

- Three levels - policy, planning, management
- Also regulatory
- Different performance measures for each audiences
- Red Sky- identify and match information and needs
- Complexity of measuring "mobility"
- How to measure efficiency and effectiveness in meaningful, balanced way
- Need something to give you comparability year by year
- How to measure "non quantifiable" values
- Have to "normalize" each set
- Measure like and like
- Different audiences have different priorities - different performance measures relate - identify and tailor
- How can you measure the needs of those who don't ride?
- IWG policy of X things that most represent "mobility" in Idaho
 - percentage of population with access
 - accessibility, frequency, safety, security, quality,

- get where they need to go on time
- satisfaction
- Subcommittee: coordinator - to be assigned, Jim, Marilyn, Kelli, Heather, Brian

INFORMATION AND DATA

- Data needs
- Where people are / live
- Especially Medicaid
- Zip codes (step 2)
- Ask Paul
- GIS mapping underway (first step)
- Probably more data than zips
- Go to agencies and talk

POLICY DEVELOPMENT

- How to be involved in policy development
- Send out in advance - electronic
- Send out prior to next meeting

PARKING LOT

- Sponsors
- Mobility Management
- Policies
- Try logo out on others



**INTERAGENCY WORKING GROUP for PUBLIC TRANSPORTATION
SYSTEMS
JOB DESCRIPTION
July 28, 2009**

The Interagency Working Group is comprised of a group of state agencies and consumer advocacy group representatives with a responsibility for or interest in making transportation services available to their customers or for which mobility is essential to serving customers needs.

The IWG

- Provides leadership by stimulating and practicing coordination amongst their agencies, advocating for coordination with state directors, policy makers, and regional offices and staff;
- Works to ensure that their counterparts on the local and district level are involved in mobility planning processes and coordinating resources to best serve local and district needs;
- Generates policy statements and value propositions which stimulate coordination and provide guidance for project prioritization and decision-making;
- Generates and prioritizes broad statewide strategies for coordination at the state level in consideration of local coordination needs;
- Addresses barriers to coordination amongst agencies and at the state and federal level;
- Reviews, comments and advises the Department specific to the development and application of the performance measurement system so that coordination and mobility are incorporated into how success is measured;
- Reviews and comments on the state plan to ensure opportunities for interagency coordination are maximized, including opportunities not associated with FTA funds and programs;
- Reviews and accepts for dissemination to stakeholders and policy-makers statewide an annual State of Mobility report prepared by the mobility association.