

# I-way Partner Toolkit





## I-way Basics

I-way is a growing statewide system connecting people in Idaho through an exciting mix of transportation options, giving Idaho an economic and quality-of-life advantage, while helping keep our state clean and beautiful.

- I-way is not a service provider.
- I-way is the bridge that brings together citizens, providers, planning organizations, elected officials, and other key influencers (locally and statewide) to create a multi-modal system of connected travel in Idaho.
- I-way was created as a result of the IMAP planning and coordination process.
- I-way is the grassroots effort to improve communication and mobility coordination in Idaho.
- I-way provides the resources for stakeholders to improve efficiencies and build partnerships.
- I-way is an information source – providing mobility information to mobility consumers (I-way.org).
- Though I-way, CTAI works to educate and inform mobility stakeholders and consumers regarding important mobility related activities happening around the state.
- Through I-way, consumers, providers, and other stakeholders will have an understanding of:
  - services that exist today;
  - areas for improved efficiencies;
  - partnership opportunities;
  - and gaps that exist that limit the mobility of people in Idaho.





## CTAI Basics

CTAI's mission is to improve mobility for the people of Idaho by working with stakeholders and leaders while advocating for safe, cost-effective, accessible, integrated, and affordable mobility services and systems throughout the state.

- CTAI is the statewide non-profit membership associate dedicated to improving mobility in Idaho.
- CTAI is not a service provider.
- CTAI is working to improve communication and coordination of mobility services statewide.
- ITD has handed the facilitation of statewide mobility coordination to CTAI through the I-way process.
- CTAI's role is to facilitate and support the development of local mobility plans through local planning and coordination efforts (I-way).
- In 2010, CTAI will hire six (6) District Mobility Managers to aid in the coordination process.
- CTAI does not replace the role of the MPOs and/or service providers. Rather, CTAI works to ensure that local mobility planning includes MPOs, providers, local citizens and leaders.
- CTAI brings together key influencers in local communities and statewide to build partnerships and create a multi-modal system in Idaho.
- Through I-way, CTAI works in partnership with local mobility stakeholders to:
  - Build awareness of the options that currently exist in the state and how they can be more efficiently used.
  - Educate citizens about why it is smart to “mix up” how they get from point A to point B. Create an understanding that transportation options are designed to meet citizens' and visitors' needs.
  - Shift attitudes from closed to open when it comes to using modes of transportation that are new or different from what they are used to.
  - Lay the groundwork for behavioral change. Start by urging citizens to simply try public transportation. Over the next five – ten years, change behavior from the prevailing single driver automobile based travel to a more balanced mix of mobility options.





## FAQs

### **If I am going to describe I-way to someone, what do I say?**

I-way is a growing statewide system that connects people in Idaho through an exciting mix of transportation options, giving Idaho an economic and quality-of-life advantage while helping keep our state clean and beautiful.

### **What happened to IMAP?**

While the name, IMAP has changed to I-way, the planning and coordination process will remain the same.

### **Why is it called I-way?**

Mobility stakeholders identified a need to give a name and a face to the process that was open, engaging, and approachable – and that was not an acronym. Local mobility champions went through an extensive process and determined that I-way was the name that met the criteria and supported the effort in an uncomplicated way.

### **What is I-way.org?**

I-way.org is a single, comprehensive online resource to aid citizens and visitors in planning more seamless, efficient travel throughout the state – with or without the use of an automobile. I-way.org is also a resource for those actively involved in I-way's local planning and coordination processes – the home to local planning documents and funding information.

### **What is the timeline of the I-way's public awareness campaign?**

Over the last year, I-way's efforts have been focused on the internal, stakeholder audiences. The public awareness campaign will launch in the fall of 2010, in conjunction with the CTAI fall conference (September 13 – 15). The public awareness campaign will include media outreach, stakeholder outreach, social media engagement, and educational materials.

### **Who benefits from I-way?**

Idaho citizens and communities (both rural and urban) benefit from I-way. I-way will provide improved communication and coordination, allowing local communities and stakeholders to share information, build partnerships, create efficiencies, and improve the connectivity of all modes of transportation in Idaho. I-way will also provide a variety of tools and resources available on-line at [www.I-way.org](http://www.I-way.org).

### **Why should I be involved?**

Mobility touches everyone – seniors, students, people with disabilities, commuters, those traveling for recreation, and those who cannot afford their own vehicle. Everyone benefits from local, coordinated partnerships, efficient transportation systems and improved air quality.





### **Public transportation doesn't exist in my community, how will I-way even touch me?**

Even if “public transportation” doesn’t exist in your community, mobility does. Everyone needs to get around, no matter where they live. You have the opportunity to help improve mobility options in your community. Get involved in your local planning meetings, talk with your neighbors about their mobility needs, and encourage your local leadership to support improving our mobility system. Your community may benefit from improved bike and walking paths. Or, perhaps those commuting to another town could benefit from van or carpool options. I-way is not about having public transportation just to have it. I-way is about communities voicing their needs and working with community and state leadership to find ways to meet those needs.

### **Does supporting I-way and improved mobility mean I need to give up driving?**

No! The intent is not to have you give up your car or stop driving. The goal is to provide mobility options for people living and traveling in Idaho. You know best what your community needs are or how to improve mobility for people traveling to and living in your community. Think about ways to coordinate services and improve efficiencies in your community. Get involved in your local mobility network discussions and talk with local community influencers and leaders about the importance of having a truly multi-modal system to connect the citizens of Idaho.

### **You keep referring to “Mobility” instead of “Public Transit”, why?**

Because Public Transit only refers to a limited set of modes where mobility refers to all modes.

### **What is a multi-modal system?**

A multi-modal system is one that utilizes multiple modes of transportation, including car and vanpool, shuttles, buses, walking, biking, paratransit, rail, etc.

### **Does I-way reach across state lines?**

In many instances communities in our state have direct ties to businesses and communities in neighboring states (Washington, Oregon, Montana, Wyoming, Utah) and vice-versa. While I-way’s goal is to connect virtually every corner of Idaho, the goal is not to isolate Idaho. When there is an opportunity to partner with businesses or agencies across state lines to improve mobility options for anyone living, working, or traveling in Idaho, those opportunities should be pursued for the benefit of all.

### **What is CTAI?**

Community Transportation Association of Idaho (CTAI) is a statewide non-profit membership association dedicated to improving mobility for the people of Idaho. CTAI works with stakeholder and leaders, advocating for safe, cost-effective, accessible, coordinated, and affordable mobility services and systems throughout the state.





### **How does CTAI support I-way?**

CTAI coordinates I-way's grassroots efforts by providing tools, resources and training to local stakeholders so that local mobility needs can be addressed in the most efficient and cost-effective manner.

### **Is I-way in opposition to highways?**

No! There's not right or wrong, simply different ways of traveling. Well-maintained highways and roadways are critical to having a safe, cost effective, accessible, and integrated mobility system throughout the state.

### **Do we have resources to connect the state with mobility options?**

Resources are limited. Local communities are encouraged to do more with what they have and the Division of Public Transportation is funding projects that come from the local plans. The goal is to have the state of Idaho increase the funding to mobility and public transportation projects, based on the significant economic and quality-of-life benefits to the entire state.

### **How does the Division of Public Transportation support I-way?**

The Division of Public Transportation is a stakeholder. The Division supports I-way through funding projects outlined in the local mobility plans, as well as by working with CTAI and other stakeholders to improve mobility options and work toward the vision of a truly multi-modal system in Idaho.

