

CTAI

COMMUNITY TRANSPORTATION
ASSOCIATION OF IDAHO

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I-WAY

IMPROVING MOBILITY IN IDAHO
ANNUAL REPORT 2010

CTAI

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GAINING MOMENTUM

WELCOME FROM THE BOARD PRESIDENT



Dear CTAI Members,

The past year has been one of tremendous growth and opportunity for our organization, and we are excited to share the highlights with you in our 2010 annual report.

As the statewide, nonprofit membership organization that provides a collective voice for transportation providers, mobility advocates, stakeholders, and consumers across the state, [our mission is to improve mobility in Idaho](#). We have made some great strides toward that this past year.

First, the CTAI membership base has more than doubled. Our membership represents not only transportation providers but also business firms, government agencies, non-profit human service entities, and individuals who are interested in improving transportation services and mobility options. [Thanks to all of our new and returning members for their commitment to support our efforts of improving mobility in Idaho](#). Please review the full listing of our membership later in this report.

[At the federal level, CTAI is working with Idaho's congressional delegation to enact legislation that will keep Idaho moving](#). During this past year, CTAI secured Congressman Simpson's support as he cosponsored H.R. 2746 to assist small urban transit systems. Looking ahead, CTAI will advocate for a transportation bill with public transportation funding formulas and eligibility rules that are in favor of our rural state.

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CTAI is also focused on advocacy at the state level. [In 2010, CTAI was the key organization providing data on funding needs for public transportation services in Idaho to the Public Transportation Subcommittee of the Governor's Task Force on Modernizing Transportation Funding](#). This support led to the Task Force's recommendations to the Governor for local jurisdictions to be allowed to implement public transportation revenue using the five options outlined in the Task Force's report.

[During this coming year, CTAI will be working with our members on many projects including building awareness of the transportation and mobility options available in Idaho communities](#), establishing the statewide Idaho Rideshare program, facilitating trainings, workshops and webinars, including the annual mobility conference, coordinating the statewide I-way initiative, and advocating for implementation of the recommendations from the Governor's Task Force.

[We invite you to read further to learn more about our current and future endeavors](#).

We also encourage you to keep up to date by registering on I-way to receive our weekly e-bulletins and our quarterly newsletters, following us on Twitter, and like us on Facebook.

[Thanks again for your support of CTAI](#). We look forward to seeing you at one of our many upcoming events.

Sincerely,

Kelli Fairless

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Gaining Momentum: A Year in Review

MEMBERSHIP

Over the past year CTAI has dramatically changed and grown its membership throughout Idaho.

We have shifted from a narrowly focused membership organization that sought federal earmarks to an all inclusive association that seeks to improve mobility options for all Idahoans.

Our membership has expanded to include a wide variety of organizations including business partners, non-profits, and employers among others. With this shift the organization has more than doubled in size and continues to add new members every month.

In addition, we have added value to a CTAI membership. Discounts on trainings, conferences and socials now amount to more than \$300 per member participant. A weekly bulletin provides up to date information on mobility news and events from across the state. CTAI's redesigned website allows members to access job postings, advocacy information, and converse with other members on the latest issues affecting mobility in Idaho.

ADVOCACY

GOVERNOR'S TASK FORCE ON MODERNIZING PUBLIC TRANSPORTATION

On June 23, 2009, Governor C.L. "Butch" Otter signed Executive Order 2009-11, establishing the Governor's Task Force on Modernizing Transportation Funding in Idaho.

The goal of the task force was to consider both traditional and non-traditional sources of revenue for the transportation system in Idaho. As the task force worked to build a clear picture of transportation needs across Idaho, the Public Transportation Subcommittee was created to address public transportation funding.

CTAI worked closely with the chair of the subcommittee, provided data, and made several presentations to assist task force members with their work.

After four meetings, the subcommittee presented the recommendations to the full task force on August, 31, 2010. The full task force adopted the subcommittee's recommendations and suggested implementing five revenue options to allow

local jurisdictions the mechanisms to increase funding for public transportation.

REVENUE FUNDING OPTIONS

- User Fees and Fares
- Local Option Sales Tax
- Local Option Resort Tax
- Local Option Real Property Taxes
- Impact Fees

IDAHO TRANSIT COALITION

CTAI annually coordinates and prepares the Idaho Transit Coalition application for federal Congressional appropriations.

The Idaho Transit Coalition (ITC) is composed of agencies and transportation providers wishing to utilize federal dollars for capital projects that seek to provide public transportation to Idahoans.

By combining the state's request into one application, the ITC has given applicants a stronger voice at the federal level and Idaho transportation providers have been awarded more funding for transportation capital.

Over the past 8 years, the ITC has received more than \$24 million in federal appropriations for bus and bus related facilities.

2010 ITC FUNDS AWARDED

ITC Partner	Project Description	FY2010 Federal Award
Mountain Rides Transportation Authority	ADA replacement bus and new bus	\$55,075
Mountain Rides Transportation Authority	5 new vans	\$20,952
Pocatello Regional Transit	Facilities, buses new and replacement	\$296,776
Valley Regional Transit	Preventative maintenance, paratransit software and support vehicles	\$203,657
Valley Regional Transit	ADA buses	\$53,581
Ada County Highway District	Vans new and replacement, facilities	\$190,966
City of Moscow	Bus turnouts, shelters	\$29,333
Couer d'Alene Tribe	Bus storage facility	\$149,660
		\$1,000,000

ANNUAL CONFERENCE 2010

CTAI hosted its first annual transportation conference in September at the Student Union Building at Boise State University. The conference was well received by more than 100 attendees, 10 exhibitors, and a dozen sponsors. Sessions presented information on mobility alternatives, coordination, emergency planning, communications and marketing, among many other topics. Jim Charlier, mobility expert, and Scott Stokes, Deputy Director Idaho Transportation Department were the keynote speakers.

PROGRAMS

IDAHO RURAL TRANSPORTATION ASSISTANCE PROGRAM (RTAP)

The Idaho RTAP program provides support to meet the training needs of Idaho's rural transportation providers and communities.

The Idaho RTAP Plan was completed in 2010 after a survey of stakeholders early in the spring. The Plan identified the program priorities for the 2010-2011 year and called for the creation of a Statewide Advisory Committee to support CTAI Board and staff with the development of strategies and training ideas for the effective implementation of the Idaho RTAP Program Plan.

In support of the program's implementation, criteria for scholarship eligibility were

clarified, and applications and forms in support of program tracking were developed.

In 2010, Idaho RTAP funded scholarships for nearly 80 participants to attend 26 different trainings. In addition, more than a dozen webinars and local trainings were scheduled in support of improving training opportunities for rural transportation providers.

IDAHO SCHOOL POOL

The Idaho School Pool program began in 2010 with a Pilot Project Grant made available to all schools around the state of Idaho.

Two agencies were selected to participate in this pilot project, Mountain Rides Transportation Authority in Blaine County and Anser Charter School in Boise.

The goal of the grant is to identify the resources required by schools to establish and run a School Pool program. From the results we hope to encourage schools around the state to take advantage of the RideshareOnline technology that will ease traffic congestion and reduce emissions in school parking lots.

Reports for the success of this pilot project will be available in 2011.

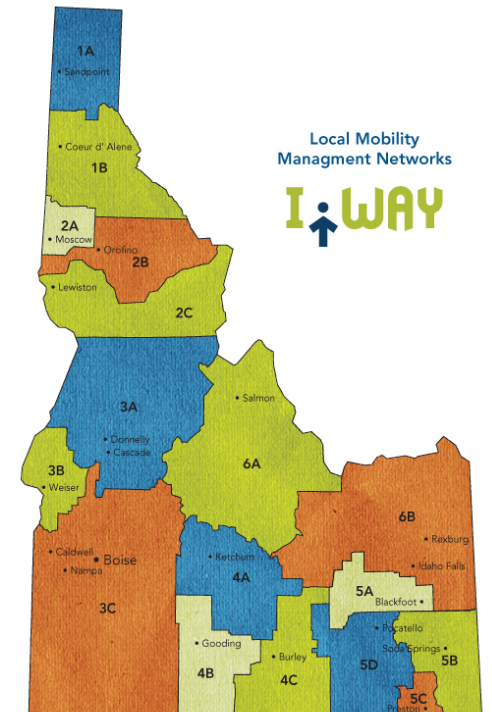
I-WAY

The vision for improving public transportation and mobility in Idaho is I-way. I-way is a growing statewide network that connects people to an exciting mix of exciting transportation options, giving Idaho and economic and quality of life advantage, while keeping our state clean and beautiful.

CTAI began coordinating I-way in 2010. From that effort we have engaged partners, providers, elected officials, and individuals to become involved in I-way. I-way has provided an opportunity for continued coordination, partnership, and improved efficiencies within Idaho's public transportation and mobility network, resulting in a number of successes, both small and large.

Statewide Successes

- Idaho ridership increased significantly. From rural to urban areas, Idaho citizens are utilizing public transportation to get from point A to point B.
- The number of communities and individuals participating at the grassroots level has more than doubled.
- Completion of a statewide, rural bus inventory that will lead to the development of an Idaho bus stop identification system.
- Implementation of full-time District Mobility Managers who are committed to develop partnerships and coordination to improve service and connectivity.
 - Clif Warren, District 1
 - Deb Smith, District 2
 - Brooke Green, District 3
 - Vanessa Fry, District 4
 - Brett Nelson, District 5
 - Jeff Osgood, District 6



I-way Local Successes

- Bannock Metropolitan Planning Organization (BMPO) partnered with Pocatello Regional Transit (PRT) to transfer a van from BMPO to PRT for expanded rural services.
- City of Dover created a coalition of communities to participate in a new bus system set to start in April 2011.
- City of Ponderay put a Resort City Local Option Sales Tax on the November ballot to help fund public transportation in the area and it passed by a 3 to 1 margin.
- City of Moscow implemented Saturday service through a partnership with USDA.

I-way Technology Successes

- Creation and launch of the I-way website – Idaho’s single online resource for connecting people in Idaho to transportation and mobility options and I-way coordination process.
- Development of Idaho’s 511 Transit system, which provides bus routes and schedules at the touch of the fingers via computer or phone.
- Beginning stages of implementing technology to allow for real-time updates to 511 Transit system through electronic vehicle tracking devices and software.

TRAINING & EDUCATION SERIES

The The CTAI Training and Education series was developed to provide CTAI members and transportation supporters and providers from around the state an opportunity to expand their skills.

Grant writing, social media, customer service, and I-way Network webinars, were among the topics presented during 2010.

The Training and Education Series has become a collaboration of resources between CTAI and the Idaho RTAP Program to encourage participation and further support the needs of those who work to support alternate transportation modes.

ON THE MOVE: A Look at 2011

MEMBERSHIP

In the upcoming year CTAI will continue to reach out to communities, stakeholders, advocates, and anyone interested in improving mobility options across the state until we reach 100 General Members.

Our hope is that, as our membership grows, so does our ability to make a positive impact on mobility coordination, planning, and advocacy. We will continue to add value for all of our general members through training, conference and social event discounts. In addition, we , will increase our advocacy efforts on the state and federal level, and will continue to add “member only” training materials, discussion boards and content on the CTAI website.

“I’m 4 CTAI”

CTAI will initiate the “I’m 4 CTAI” Campaign in an effort to educate Idahoans about the importance of supporting transportation options and the benefits that provides for them and their communities.

The goal of this consumer advocacy campaign is to generate 1,000 transportation supporters around the state by 2012.

ADVOCACY

Here’s a look at top transportation items CTAI will work on in 2011:

FEDERAL LEVEL: REAUTHORIZATION OF TRANSPORTATION BILL

CTAI will work with the Idaho Congressional Delegation to enact a long-term transportation bill that will keep Idaho moving. In addition, CTAI will advocate for public transportation funding formulas and eligibility rules that are in favor of our rural state.

CTAI will respond to legislative action which would impact the public transportation network in Idaho.

STATE LEVEL: LOCAL REVENUE FOR PUBLIC TRANSPORTATION SYSTEM WE NEED

CTAI will advocate for implementation of the revenue options outlined by the Public Transportation Subcommittee of the Governor’s Task Force for Modernizing Transportation Funding.

CTAI will also monitor Committee meeting agendas and bills for transportation and mobility related topics. CTAI will partici-

pate in Committee meetings where transportation and mobility related topics are on the agenda.

CTAI will respond to legislative action which would impact the public transportation network.

LEGISLATIVE EVENTS

LEGISLATIVE SOCIAL 2011

CTAI will host a Legislative Social on March 7, 2011 at the Adelman Building in downtown Boise.

The goals for the event are to:

- Educate legislators on current transportation issues in the state and CTAI's current efforts to improve mobility in Idaho,
- Provide an opportunity for CTAI members and mobility advocates to talk with their legislators and discuss their local mobility and public transportation needs, and
- Grow CTAI's membership to strengthen our base.

ELECTED OFFICIALS ON THE MOVE

CTAI will organize opportunities for state legislators and local elected officials to experience the public transportation and mobility options within their respective communities and to network with consumers, service providers and advocates to better understand their mobility needs.



ANNUAL CONFERENCE 2011

CTAI will host its 2nd annual fall conference in Sun Valley, Idaho from October 6-8, 2011.

The Conference Planning Committee was selected in 2010 and will work throughout the spring and summer to plan for the training sessions, educational tracks, and keynotes.

The conference goal is to increase attendance for the 2011 conference by 25% and also increase the number of sponsorships for the event. A Call for Presentations will be issued in March 2011. We also look forward to increased member participation so save the date!

PROGRAMS

IDAHO RURAL TRANSPORTATION ASSISTANCE PROGRAM (RTAP)

In 2011, the Idaho RTAP Program will be reviewed to identify if any changes need to be made to the priorities identified in 2010.

A statewide survey will be conducted in order to gather feedback and improve the current plan. In addition to updating the Plan, the Idaho RTAP pages within the CTAI website will be the statewide resource for technical support on grant writing and priority issues. In addition, forums will be created on the site to encourage peer-to-peer networking and idea exchange.

Through technical assistance, coordination, and broader training topics the Idaho RTAP Program will benefit more in 2011.

RIDESHAREONLINE.COM

CTAI will administer RideshareOnline.com for the state of Idaho starting 2011. RideshareOnline.com is a convenient and easy to use tool for the traveling public to help reduce traffic congestion, improve air quality, and sustain the quality of living in our state. Employers, commuters, event-goers and parents of school-aged children can all benefit from this service.

To successfully administer this program, CTAI will hire a part-time employee to help write

the Idaho Rideshare Online Plan and develop the system to increase the number of users, including business and school networks, while also building the carpool and event features of the site.

TRAINING & EDUCATION SERIES

In 2011, CTAI will continue to build upon its Training and Education series. Surveys will be conducted to identify important topics for our audiences. Some of the planned trainings include Strategic Governance and Board Development, Substance Abuse, and Emergency Planning. In addition, CTAI will work more closely with Walk Bike Idaho to provide training opportunities related to walking and biking.

I-WAY

The goal for I-way in 2011 is to continue to increase the partnerships and collaboration as we work toward a seamless system of travel in the state of Idaho. The structure and composition of I-way's District Coordinating Councils and Local Mobility Management Networks (LMMN) will be reviewed to ensure that the right individuals are at the table in support of their local needs. In addition, the LMMN mobility plans will be reviewed and updated as necessary.

RECOGNIZING MEMBERS

JASON MILLER, MOUNTAIN RIDES TRANSPORTATION AUTHORITY

In 2010 Jason Miller, CTAI Board Member and Executive Director of Mountain Rides Transportation Authority in Ketchum, received national recognition for his work in public transportation. Mass Transit magazine recognized Miller one of the emerging national leaders in the public transportation field when they named him as one of their Top 40 Under 40. Honorees were nominated by their peers and judged on criteria that included job commitment, industry involvement and contribution, achievement in his or her position and innovation in his or her field.



Over the last few years Miller has lead the effort to consolidate all public transportation services in the Blaine County region of Idaho. Mountain Rides has become an exemplary multi-modal transportation organization lauded for its friendly drivers, on time service and clear communication with the public. Despite the tough economy in the past year Miller has been able to expand services while decreasing the organization's overhead. He's truly a master in resource efficiency.

DAVE HUNT, POCATELLO REGIONAL TRANSIT



Dave Hunt was appointed interim Public Transit Director and ADA Coordinator for the City of Pocatello in December of 2009 upon the retirement of Ron Binggeli. In April 2010, Hunt was affirmed by the City Council as the permanent replacement for Binggeli. Hired in December 1980 as a part-time driver and bus cleaner, Hunt was promoted to Operations Manager in 1982, when sponsorship of the public transit service transitioned from Southeast Idaho Community Action Agency to the City of Pocatello.

Over the thirty-year period, Dave Hunt has been an active part in the growth of Pocatello Regional Transit from a three bus special services operation to a thirty bus, multimodal transit system. Pocatello Regional Transit serves the seven counties of District 5, with fixed route, demand response, and commuter bus transportation.



CITY OF MOSCOW

The City of Moscow was one of only two Idaho applicants to be awarded a TIGER II grant. Moscow will receive a \$1.5 million grant from the U.S. Department of Transportation to construct an Intermodal Transit Center (ITC). Preliminary plans for the ITC include a transit facility featuring exterior covered structures with a foot passenger loading zone and secure parking for buses and bicycles. The proposed facility provides vehicle and bus stalls to link services provided by the City's public transit provider, Moscow Valley Transit, the University of Idaho's Vandal Shuttle and intercity bus service from Northwestern Trailways and Wheatland Express. The facility will also provide access for taxis, vanpools and carpools, and will expand pedestrian and bicyclist accessibility and feature a link to pedestrian paths. Opening date for the ITC is projected for January 2013.

ELDERLY OPPORTUNITY AGENCY

Elderly Opportunity Agency (EOA) demonstrated excellence and progressive strategizing to address gaps in service and increase the utilization of existing rolling stock. By promoting collaborations between the local senior centers, public transportation providers, local governments and other stakeholders, the unique and special local needs of each community are being addressed in their own communities. Buses, equipped with wheelchair lifts, which were primarily used for senior transportation are now being utilized for seniors, disabled, veterans and other residents to access services and to connect to existing local and regional public transportation.



BOARD OF DIRECTORS

Kelli Fairless, Board President
Valley Regional Transit, Executive Director
Ada County

Jason Miller, Vice President
Mountain Rides Transportation Authority,
Executive Director
Blaine County

JoAnn Wolters, Treasurer
Spirit Air, Inc, CEO
Lemhi County

Denise Myler
Bonneville County

Terri Lindenberg
Treasure Valley Transit, Executive Director
Canyon County

Gary Riedner
City of Moscow, City Supervisor
Latah County

Matt Stoll
COMPASS, Executive Director
Ada County

Carole Richardson
David Evans and Associates, Senior Project
Engineer
Kootenai County

Kirk Montgomery
ACHD, Commuterride, Program Specialist
Ada County

Susan Kiebert
URS Corp, Public Involvement Specialist
Bonner County

Casey Jones
Boise State University, Director of
Transportation and Parking
Ada County

Cecelia Hockett, Past President
Ada County

SPONSORS & SUPPORTERS

SPONSORS

- ACHD Commuteride
- Access2Care
- APTA/TCRP
- BikeLid
- Boise State University Transportation and Parking
- COMPASS
- Idaho Transportation Department
- MGM Brakes Inc.
- Northwestern Trailways
- Q-Strait
- Route Match Software
- Salt Lake Express
- Simme Seat
- Valley Regional Transit
- Warner Truck Center

SUPPORTERS

- Core Concepts, Falcon Tavern, George's Cycle and Fitness, & Joyride Cycles

ABOUT CTAI

The Community Transportation Association of Idaho was founded in 1979 with the mission of improving mobility and alternative transportation options in Idaho by working with stakeholders, community leaders, and local citizens while advocating for safe, cost-effective, accessible, integrated, and affordable mobility services and systems throughout the state.

As a statewide and membership driven organization, CTAI serves as the alternative transportation and mobility advocate at the local, state, and federal levels. CTAI facilitates a variety of programs, trainings, and webinars to educate and engage CTAI members, local mobility supporters, transportation providers, and community leaders.

FINANCIALS

