

THE STATE OF TRANSIT IN IDAHO

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What will we talk about?

- The role of ITD
- Idaho impact
- Transit impact
- Making transit relevant
- Strategies



Idaho Transportation Department (ITD): Role

- Foster Fiscally Responsible Public Transportation in Idaho
- Provide Effective and Efficient Use of Funds
- Support Providers
 - Oversight
 - Training
 - Summit



**Your Safety • Your Mobility
Your Economic Opportunity**

Proposition

Transit in Idaho needs more consistent and stable funding to provide attractive, efficient, and reliable transit service for their communities.

Idaho Transit Funding Limitations

- Idaho is the only state in the US that doesn't provide state funding for transit or extend local option (LOT) tax funding to transit
 - Resort Cities can use LOT for transit
- Regional Public Transportation Authorities: 1 of 3 political subdivisions in Idaho without levy authority

Transit Impact

- Idaho has been one of the fastest-growing states in U.S. for two decades
- Transit produces measurable economic impact for the state
- Transit provides congestion mitigation
- Transit supports job creation by expanding access to work
- Transit strengthens rural communities

How do we make transit relevant?

Affordable

- Reasonable Fares

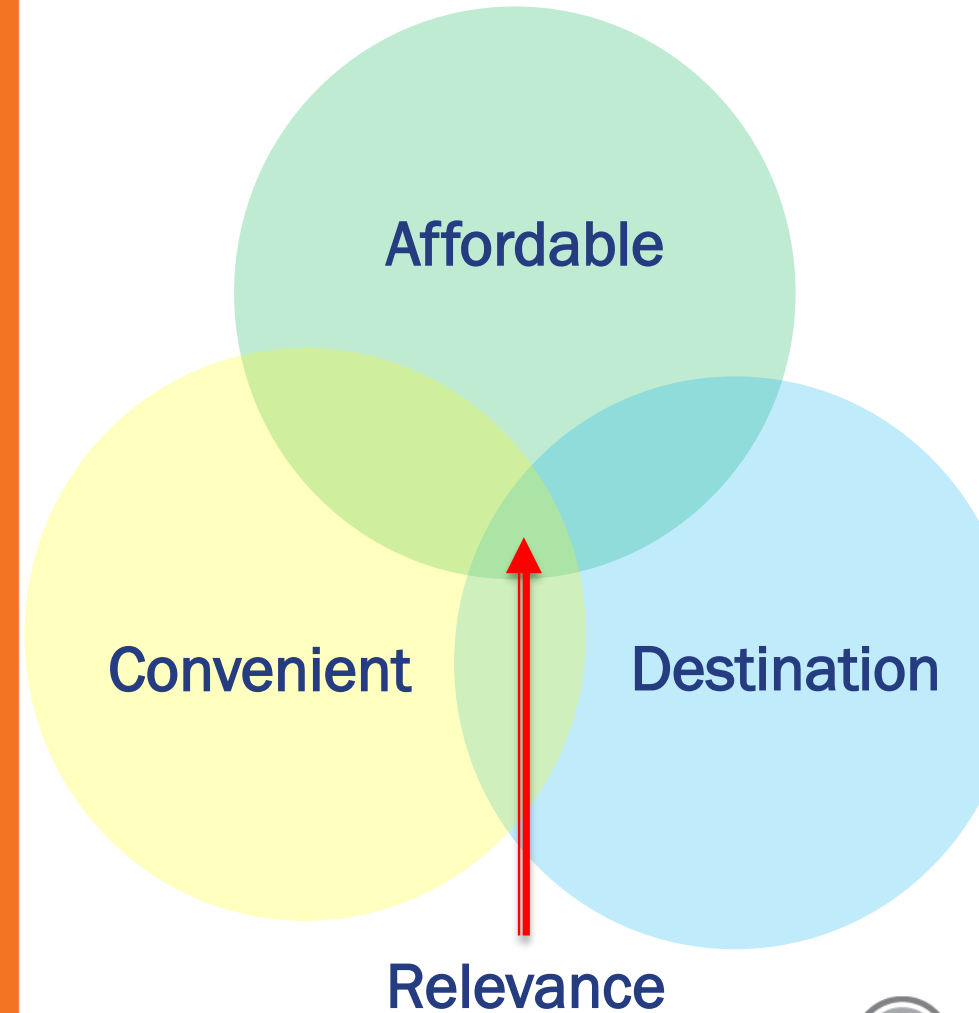
Destination

- Where I need/want to go
- Connected routes

Convenient

- Frequent/Extensive Hours
- Easy to use, rider amenities
- Easy payment/On-board technology

Where I want to Go
When I want to go Low cost
Safe/Fun/Easy to ride



How do we Make Transit Relevant?

Intentional Leadership

- Decide what we need to make transit better
- Work toward the outcomes we want

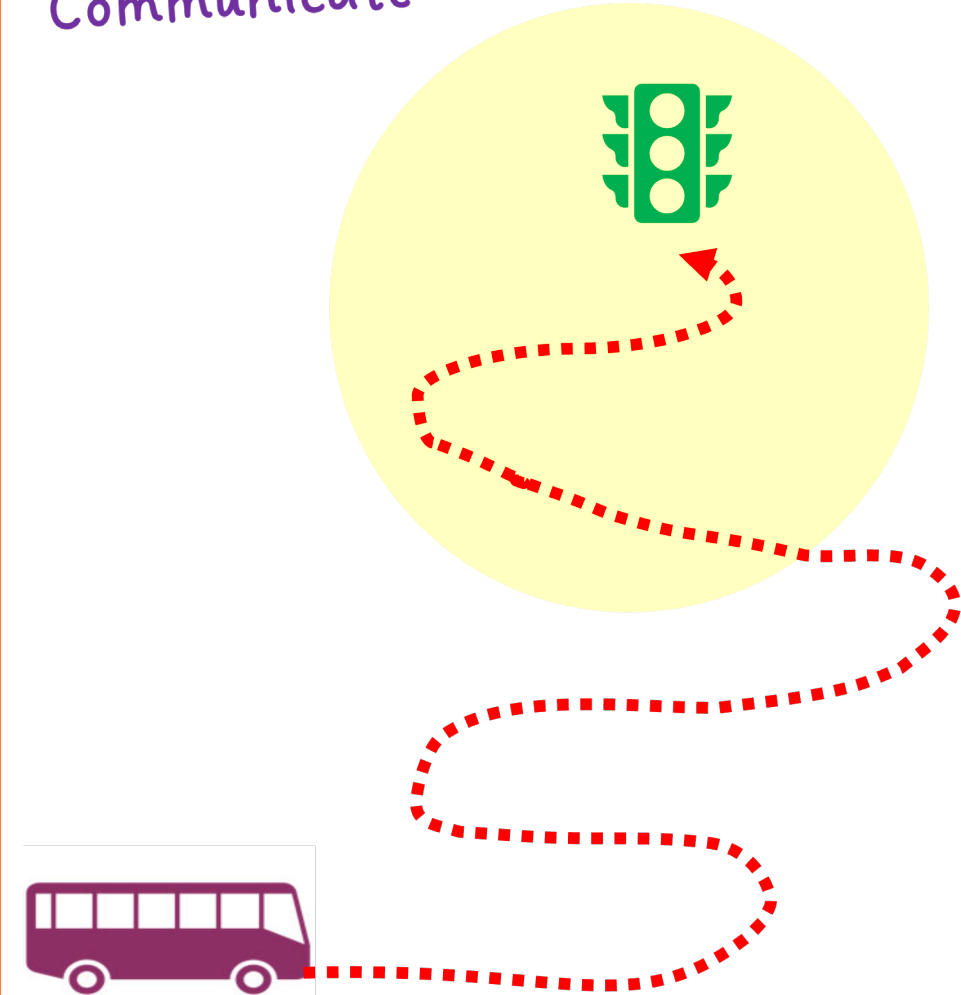
Change

- Identify needed changes

Communicate

- To decision makers; business leaders; fellow providers; advocates

We want better buses
We will work for change
Communicate For better outcomes



Strategies

1. Build an effective transit coalition
2. Recruit key champions
3. Join transit providers as one voice
4. Develop a pro-transit message that resonates:
Sustaining Idaho's Economic Growth