

# Coalition for Public Transportation 2006 Outreach Plan

## DRAFT

### Plan Objectives

- 1). Build support for public transportation prior to the 2007 Legislative Session.
- 2). Keep the Coalition and legislators informed of transit issues on a local, regional, state and national level.
- 3). Educate and recruit additional supporters from the business community, the public, legislators and other elected officials. Secure endorsements and public support.
- 4). Communicate the work of the coalition and its final recommendation.

### Media Outreach

- 1). A press release and/or press conference to announce the final report and recommendations.
- 2). Provide op-ed (guest columnist) articles and letters to the editor, or assist in the writing of these columns or letters for publication in local newspapers or airing by broadcast media. Topics include: How transit fits into the future of the Treasure Valley; Why transit is important to the Treasure Valley; Why business support public transportation; Sustainability; Why we should invest in public transportation. (summer and on-going).
- 3). Appearances on local public affairs programs, including Viewpoint, Dialogue, Eye on Idaho, Newsmakers and New Horizons in Education.
- 4). Schedule meetings with the editorial boards at the Idaho Statesman and the Idaho Press Tribune with the goal of seeking endorsements.
- 5). Issuing press releases in response to relevant news events (i.e. population growth, gas prices, air quality alerts).

These efforts will begin this summer and will be spaced out far enough to provide media coverage up to the legislative session.

### Business Outreach

- 1). Development of a monthly newsletter that will keep the business community updated on outreach efforts and resources available for their use. This one- or two-page newsletter will be distributed electronically and will be available on the Valley Regional Transit website. ([www.valleyregionaltransit.org](http://www.valleyregionaltransit.org)).
- 2). Following completion of the Coalition for Public Transportation final report, one-on-one meetings will be scheduled with coalition members for the purpose of reviewing the Coalition's work and answer any questions. Coalition member also will be invited to schedule hosted meetings with the assistance of

Valley Regional Transit.

3). Schedule meetings with representatives of chambers of commerce in Ada County and Canyon counties.

## Hosted Meetings

- 1). Schedule meetings with Coalition members to ensure that everyone is knowledgeable about the recommendations.
- 2). Work with Coalition members to determine what they are willing to do for the outreach effort.

## Local Officials/Legislators Outreach

- 1). Schedule informational meetings with local officials, including members of city councils, county commissions, highway districts, planning and zoning commissions, etc.
- 2). Continue small group and one-on-one meetings with local legislators. Schedule meetings with members of germane committees and targeted geographic areas (Coeur d'Alene/Post Falls, Lewiston/Moscow, Hailey/Ketchum, the Treasure Valley, Idaho Falls, Pocatello, Twin Falls).

## Public Outreach

- 1). Create a local option educational website. Provide the opportunity for the public to sign up to become supporters and receive updates, and access electronic tools to educate their peers about public transportation issues. (July)
- 2). Utilize the Community Resource Group of the Coalition in grass-roots efforts to garner support for a local option tax for public transportation. Schedule focus group meetings at members' places of employments. (On-going)
- 3). Schedule participation in high-profile and well-known community events for the purpose of educating the public about the future of PT in the Treasure Valley. (Summer through fall 2006) .
- 4). Utilize focus group/survey results from planned VRT market research project in outreach efforts. Compile any additional statistics/studies statewide to make a case for transit investment.

## Resources and Materials

- 1). Fact sheet that provides information about future plans (combining the Valley Regional Transit Regional Operations and Capital Improvement Plan and Communities in Motion).
- 2). A 20-year finance plan and revenue model for the transportation system.
- 3). Fact sheet on the Coalition recommendation.
- 4). PowerPoint presentation that can be modified for specific audiences.
- 5). Copies of the Coalition's final report and recommendations.

## Appendix: Targeted Groups

### **Associations**

Association of Idaho Cities; Associated Students of Boise State University; Idaho Association of Counties; Idaho Bankers Association; BOMA (Business Owners and Managers Association; Idaho Association of Highway Districts; Highway Districts; Downtown Boise Association; Idaho Association of Realtors; Idaho Assisted Living Association; AARP Idaho; Idaho Hospital Association; Idaho Association of Commerce and Industry; Building Contractors Association of Southwest Idaho; Greater Boise Auditorium District; Association of General Contractors; Idaho Retailers Association

### **Businesses**

Major employers, including, but no limited to: Regence Blue Shield of Idaho; J.R. Simplot Corp.; Micron; Hewlett-Packard; St. Alphonsus Regional Medical Center, St. Luke's Regional Medical Center; West Valley Medical Center; Intermountain Gas and Blue Cross of Idaho.

### **Chambers**

The chambers of Boise, Caldwell, Eagle, Garden City, Kuna, Meridian, Middleton, Nampa and Star.

### **Local Governments**

The cities of Boise, Eagle, Garden City, Greenleaf, Kuna, Meridian, Notus, Parma, Star, Wilder; Ada and Canyon counties; highway districts; Idaho Public Health Districts

### **Education**

Boise State University, Northwest Nazarene University, Albertson College of Idaho, public school districts in the region