

A Regional Transportation Cooperative

Feasibility Study Phase

Steering Committee – Meeting #1

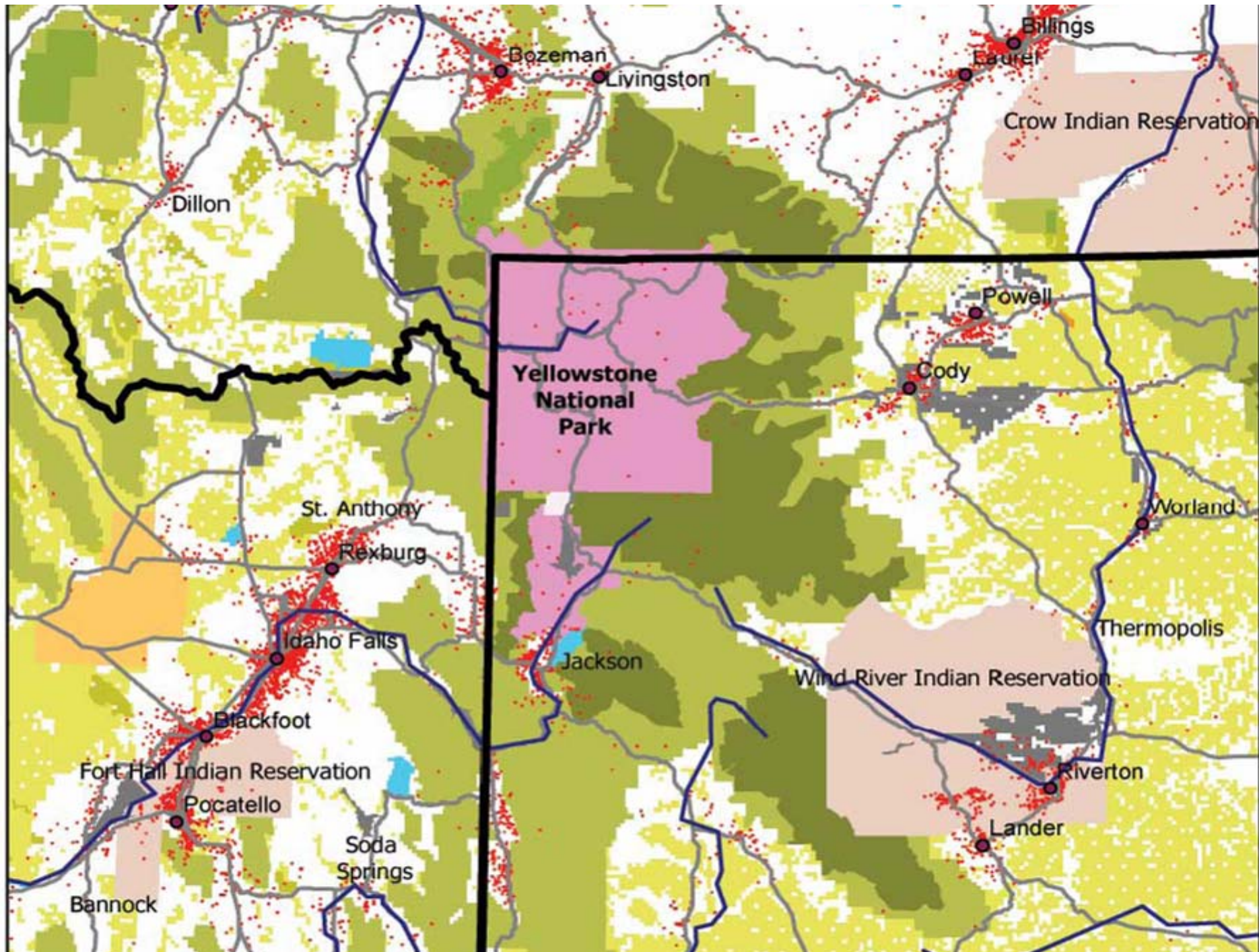
July 9, 2009

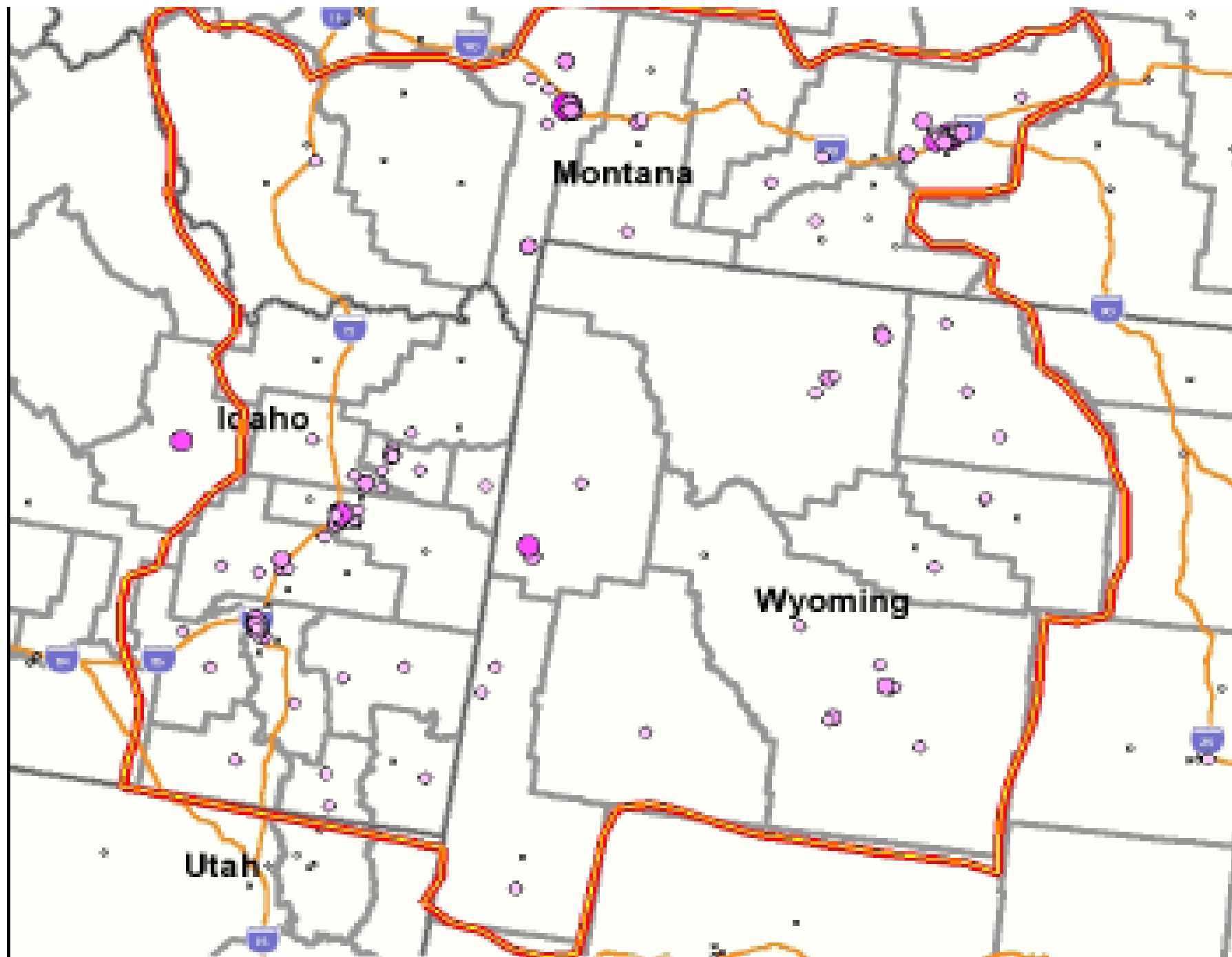


The Yellowstone-Teton Region: A Vast Geography with Few People

- Includes 27+ counties in Idaho, Montana and Wyoming that surround and identify with Yellowstone and Grand Teton national parks – a total of 35-40M acres
- Over 700,000 total population with only four counties in excess of 50,000 (metro areas)
- Estimated 28,000 businesses with employees
- Growing numbers of seasonal and year-round residents, especially those 45-65 years old
- Growth in service and construction; stable levels of agriculture, mining and government employment







This map is for demonstration purposes only. For a more detailed and customizable map output, please use

Concept of Operations Plan - ITD

Five recommended elements for multi-state system:

1. Creation of a regional transportation cooperative
2. Process for closing service gaps and matching modal interfaces
3. Visibility and accessibility through diversity of information/reservation sources
4. Complete Streets and Pathways
5. New approaches for funding infrastructure



Public Roundtable Feedback

If Feasible, Our Cooperative Should...

- Create an integrated system of transportation services that better connects our tri-state region
- Enhance public system capacity and give more opportunities to private operators (new & existing)
- Operate on a wide variety of funding sources
- Resolve policy, entry fee and insurance issues
- Operate as both broker and information source for planning/ticketing trips across all boundaries
- Market the system to benefit all riders, customers and providers

The Recommended Approach

1. Form a multi-interest, multi-state steering committee to gather data and address key issues
2. Document supply and demand; determine technical and economic viability of co-op model
3. Complete feasibility study by end of December 09
4. If a “go” incorporate early in 2010; recruit initial members, major customers and investors
5. Establish basic routes and information system to test pilot for two years
6. Begin marketing program by April 2010 and launch pilot project for Summer 2010 season



Feasibility Phase is Fully Funded

- Partners for Prosperity helped YBP through early project development and fundraising
- ITD funded initial Concept Plan and approved \$200,000 in “Stimulus” for Feasibility Study plus \$335,000 towards pilot demonstration if it is a “go”
- Grant agreement due for signature end of July
- MDT and WYDOT have agreed to share information and provide liaison to project
- Still needed: \$665,000 for two-year pilot demo



Co-op Steering Committee

- Leadership Team
- Agency Coordination Team (governments)
- Provider Team (interested operators)
- Demand Assessment Teams (2)
 - Year-Round - Human Services/Commuter
 - Seasonal - Recreation/Tourism Needs
- Multi-Modal Team (air, rails, pathways)
- Marketing Team (all communications)



YBP Leadership Team

Personnel

- YBP Executive Director
- Mobility Project Manager
- Communications Specialist
- USDA Co-op Development Centers
- Professional Facilitators
- Concept Plan Advisors

Assignments

- Project oversight and financial administration
- Feasibility Study guidance and member requirements
- Volunteer coordination and continued public outreach
- Engineering, Intelligent Transportation Systems (ITS)



Maximize Agency Coordination

Local, State, Federal and Tribal Entities

- Information exchange with Idaho, Montana and Wyoming transportation departments; DEQs
- Challenges to resource management agencies (e.g. costs, enforcement, carrying capacity)
- Determine what city and county needs are better met by connecting to a regional system
- Make most efficient use of federal funds; creative leverage of private and other revenues
- Assistance from AASHTO; CTAA; Congress



Formally Invite Tribal Nations

Invite to officially serve on Steering Committee:

- Fort Hall Indian Reservation
- Wind River Indian Reservation (2)
- Crow Reservation
- One representative to speak for all other Yellowstone Affiliated Tribes



Varied Opportunities for Providers

- Fill Seats on Existing Service: Open scheduled service or willing charters to Co-op riders
- Operate Designated Co-op Routes: Operate with own equipment and personnel
- Provide Drivers for Co-op Vehicles: Co-op might purchase and lease equipment if gaps still remain
- Test New Partnerships with existing freight, university, government and recreational providers
- Special Event Transportation ; Local Shuttles



Assess Year-Round Demand: Human Services/Commuters

Buy Rides for Self

- Independent seniors
- Disabled populations
- Fair-weather drivers
- Hospital treatments
- Low Income
- Distant commuters
- Youth/Students

Buy Rides for Others

- Hospitals, clinics, VA
- Assisted living centers
- Malls/Big Box stores
- Colleges/Universities
- Government agencies
- Major employers
- Remote work sites



Assess Seasonal Demand: Recreation and Tourism

Buy Rides for Self

- Seasonal residents
- Youth & non-drivers
- Tourists, especially international guests
- One-way hikers, skiers
- Anglers – float trips
- General recreationist
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Buy Rides for Others

- Outfitters and Guides
- Resorts and lodges
- Tour operators
- Ski areas
- Government agencies
- Museums and Historical Centers



Assess Multi-Modal Demand: Air, Rail and Byway/Pathway Connections

- Evaluate potential with possible return of Amtrak Hiawatha (So. MT) and Pioneer (So. ID)
- Consider routes to maximize scenic byway exposure and enjoyment (Top 10 promo)
- Work with 11 pathways organizations to ID preferred bike stops, bike rack design etc.
- Input on pedestrian needs at each stop (benches, rest rooms, accessibility etc.)
- “Complete Streets” design and planning criteria



Marketing Task Force

Both Feasibility and Pilot Phases

- Overall promotion of project to region
- Plan and estimate costs of possible co-op marketing and centralized communications
- Implement initial Co-op member/investor recruitment plan
- Start-up and pilot phase marketing to build ridership and ownership



Desired Project Outcomes

- The Co-op Feasibility Study will be issued by December 31, 2009, with the involvement of a diversity of transportation interests from three states, two national parks and interested Tribes.
- If shown to be feasible, a multi-state transportation cooperative will be incorporated and adequately financed with members recruited and a pilot system operating by May 30, 2010.

