

Highlights from the Sixth Transportation Roundtable
Cody, Wyoming
October 22, 2009

Thank you to everyone who attended the Sixth Transportation Roundtable hosted by the Yellowstone Business Partnership, held October 22nd in Cody. We had a good turnout of 45 participants including: a business owner from Lava Hot Springs, Idaho, a 95-year old railroad advocate from Livingston, Montana, private transportation providers, local government representatives, low vision support and other human service providers, a Wyoming Department of Transportation representative, a Yellowstone National Park representative, and members from each of the six steering committee teams working on the feasibility study.

The teams reported on their work that included these interesting findings:

- The average length of visit to the Greater Yellowstone region is 17 days.
- Although visitors do not think in terms of county and state lines when planning their trip to the region, most transportation planning, tourism promotion and funding is organized along county and state lines.
- Potential riders, whether they are disabled, local commuters, or international visitors, don't care so much who is providing their transportation as that they can get where they want to go.
- An inventory of online resources regarding inter-city transportation found that there are many gaps in service as well as gaps in information. Accessing what information is available takes visits to multiple websites.
- Although there are state standards for driver training, disabled consumers of transportation services felt that there could be better training in how to be more sensitive to their specific needs.
- A survey of transportation providers identified the top two benefits of a transportation co-op as:
1) Access to technology that would facilitate their service 2) Improved marketing.

Feasibility Study Progress

The feasibility study is scheduled for completion by January 5th, 2010. The study will recommend whether to move forward with co-op formation as well as outline the scope of the pilot phase. Various elements of the regional transportation system are expected to be piloted in different parts of the region before expanding to the region as a whole. For example, testing how senior citizen van services can be linked to intercity bus routes may be demonstrated first in southeastern Idaho before applying the technology and protocols region-wide.

Co-op Name Suggestions?

The Marketing Team has recommended the following criteria for naming the transportation co-op:

- Short, succinct, and snappy
- Multiple layers of meaning with regards to co-op vision (e.g. moving people, seamlessly connecting different transportation providers)
- Easy to remember, say, and text
- Appeals to transportation providers and users
- Does not show bias to any one state or entity in the tri-state, 27 county region
- Brand name versus system description. Some examples of the kind of name that would work: tri-linx, connex, tri-trans etc.

Please email kbillimoria@yellowstonebusiness.org with any name suggestions by December 1st. We will have to research name suggestions for trademark issues as well as ease of search engine optimization. Thanks for your help!