

**PUBLIC PARTICIPATION COMMITTEE MEETING**  
**April 11, 2007**  
**COMPASS Conference Room**  
**Meridian, Idaho**



**\*\*Meeting Summary\*\***

- ATTENDEES:** Brian Ballard, Co-Chair  
Miguel Gaddi  
Julia Grant  
Pat Johnson, Co-Chair  
Gary Segers  
Deanna Smith  
Rachel Winer
- MEMBERS ABSENT:** Ester Ceja  
Sunny Freeman-Genz  
Linda Gossett  
Thad Hoffman  
Rob Miller  
Larry Rincover  
Brian Tandrow  
Todd Wilder
- OTHERS PRESENT:** Nancy Brecks, COMPASS  
Terri Schorzman, COMPASS

**CALL TO ORDER:**

Co-Chair Brian Ballard called the meeting to order at 2:03 p.m.

**AGENDA ADDITIONS/CHANGES**

None.

**OPEN DISCUSSION/ANNOUNCEMENTS**

None.

**CONSENT AGENDA**

**A. Approve February 14, 2007 Meeting Summary**

**After discussion, Gary Segers moved and Miguel Gaddi seconded approval of the February 14, 2007 PPC Meeting Summary as presented. Motion passed unanimously.**

## INFORMATION/DISCUSSION ITEMS

### A. Committee Reports

Co-Chair Ballard recapped the 2007 legislative session.

There were no other committee reports.

Chair Ballard noted that participation on the COMPASS subcommittees needs to be regenerated as it is an important part of the of Committee's role.

### B. CIM Update

#### 1. *Communities in Motion* materials distribution - report

Terri announced COMPASS received, from the Idaho Transportation Department, a "2007 Excellence in Transportation for Large Projects Planning" award for *Communities in Motion*. Also, the Idaho Press Club on May 5, 2007, will be presenting awards to COMPASS in five categories: Publication, Website, feature writing and two other categories.

#### 2. Putting "Communities in Motion" into Action – report

Terri recapped the "Putting Communities in Motion into Action," event held February 24, 2007 at the Best Western Vista Inn. She added that the plan update will begin next year for completion by 2010.

### C. Review Next Steps for Public Involvement

1. Review "brainstorming" document
2. Review COMPASS Strategic Plan: CIM Goals/Tasks
3. Concepts/idea and Implementation

Terri reviewed a mock up of the draft COMPASS Brochure.

#### After discussion, the Committee suggested the following:

- **Change the font to Garamond 11 or maybe 12 if not too big;**
- **Use more bullet points than text;**
- **Reference the website more as to where readers can find the detailed information; and**
- **Consider adding CIM logo.**

Terri reviewed the Committee's Public Engagement Issues discussion notes from August 9, 2006 and recapped what had been accomplished.

The Committee discussed how the Committee's function ties in with the COMPASS agency wide Strategic Plan, the Goals/Objectives/Tasks as outlined in *Communities in Motion*, and what opportunities are there for involvement over and above what is outlined in those such as:

- Develop a Visual Genesis presentation looking at the Treasurer Valley as it looks now and how it would look if transportation tread changed, including transit.
- Develop an annual transportation and land use conference mirroring what was done at the "Putting Communities in Motion into Action" event and expand by using partnerships.

- Develop check list of what is happening that goes against CIM being successful, i.e., cities approving subdivision where not planned for. Review what legislators are voting on that is contrary to CIM being successful.
- Develop postage paid postcard response card.
- Develop next steps with something different to re-engage public that has previously been involved.
- Develop educational information regarding local transit taxing options pointing out any CIM objectives that will not be met without this type of legislation being implemented.
- Develop a “Call to Action” process for responding to legislation, i.e, testify, write letters, send emails, etc.
- Develop a process to keep public interest engaged between legislative sessions. Keep in mind the importance of simplicity of date to share with the public.
- Develop a poll to test people’s awareness of CIM.
- Define what are most important messages:
  - transit will not happen without new funding;
  - current state of Treasure Valley compared to communities that have made successful funding decisions;
  - if something isn’t done now, it will only get worse;
  - determine what needs to be done to ensure CIM is successful;
  - implement new funding mechanisms; and
- Evaluate educational opportunities from public input.
- Evaluate how to improve the BSU poll.
- Schedule a PPC work session to look at the connection between Blueprint for Good Growth and CIM. Is one working, and one not? Is there an overlap? Who will provide the review?
- Review the public initiative process—how could PPC participate?

**After discussion, the Committee set the June 2007 agenda as follows:**

- A. Revisit August 9, 2006 PPC Public Engagement Issue Discussion notes;**
- B. Develop Check List; and**
- C. Performance Monitoring Report Update.**

**OTHER**

The next meeting is scheduled for June 13, 2007, location to be determined.

**Adjournment**

The meeting adjourned at 4:00 p.m.