



*PUBLIC PARTICIPATION COMMITTEE
August 9, 2006 – 2:00 p.m. to 4:00 p.m.
Idaho Historical Museum – Boise, ID*

MINUTES

ATTENDEES: Brian Ballard, *Co-Chair*
Nan Ballein
Ester Ceja
Linda Gossett
Julia Kertz Grant
Pat Johnson, *Co-Chair*
Larry Rincover
Gary Segers
Brian Tandrow
Todd Wilder

MEMBERS ABSENT: John Dullmeyer
Miguel Gaddi
Sunny Freeman-Genz
Thad Hoffman
Eric McLaughlin
Robert Miller
Jessica Shine
Deanna Smith
Rachel Winer

OTHERS PRESENT: Terri Schorzman, COMPASS
Diane Wilton, COMPASS

CALL TO ORDER:

Co-Chair Brian Ballard called the meeting to order at 2:00 p.m., and introduced Kelli Fairless and Mark Carnopis from Valley Regional Transit.

AGENDA ADDITIONS/CHANGES

None.

OPEN DISCUSSION/ANNOUNCEMENTS

None.

CONSENT AGENDA

A. Approve June 14, 2006 Public Participation Committee Meeting Minutes.

Linda Gossett moved and Gary Segers seconded the motion to approve the Public Participation Committee Meeting Minutes as written. The minutes were unanimously approved.

ACTION ITEM

None.

INFORMATION/DISCUSSION ITEMS

A. Presentation: Valley Regional Transit

Kelli Fairless provided a slide presentation and overview of Valley Regional Transit (VRT). Kelli discussed VRT's Regional Plan, funding options, transit density, and operating costs. In addition, Kelli discussed the collaboration between Valley Regional Transit and the Coalition for Public Transportation. This collaboration works together to find ways to pay for public transportation in the valley. After reviewing various funding options, the Coalition recommended the local option tax to fund transit. The next step is to complete the stakeholders outreach, report these findings to the Coalition, complete a financial analysis, and finally to present the local option tax proposal to the January 2007 Legislative session.

Kelli stated there are three "critical" needs that must be addressed immediately:

1. Fuel cost increases;
2. Lack of federal funding*; and
3. Availability of the rail corridor for purchase and cost.

**Once a city exceeds 200,000 people, federal funding is no available for transit operating cost, and the city's general fund must absorb the expense. In this case, the amount is \$1.5 million dollars.*

Kelli ended the presentation by answering questions from the committee and stated that Valley Regional Transit will attend the August 2006 COMPASS Board meeting to ask for support for this resolution.

B. Committee Reports (TMAC, DAC, and RTAC)

There were no committee reports.

C. Public Engagement Issues

Ester Ceja led the committee on brainstorming public engagement opportunities and ideas for COMPASS. After discussion, the committee narrowed the results to the top three ideas for each question. The results are below:

Question 1: We have had great participation in the CIM process. What can COMPASS do to make sure that those who participated in the process stay engaged in the long run?

1. Follow up with past participants – how best to reach them, and what are their concerns;
2. Keep materials and meetings short and compact; and
3. More use of maps and other visual aids.

Question 2: What can COMPASS do to grow participation in underserved communities to align participation more closely to the overall demographics of the area?

1. Go to underserved communities such as schools, and cultural centers;
2. Develop a marketing plan to reach communities identified such as public service television; and
3. Be culturally appropriate.

Question 3: What can COMPASS do to grow overall *Communities in Motion* participation?

1. Encourage COMPASS to hire an additional full-time position dedicated to community relations/outreach such as internship program;
2. Marketing Plan such as public access television, community events, etc.; and
3. A "fly-over" film project of the area.

Gary Segers suggested that the committee look at the results and further refine or add to the ideas at the next meeting.

Julia Kertz Grant mentioned the Central Foothills Neighborhood Association is working on a study and collecting data from ACHD and other agencies regarding land use, traffic issues, etc.

D. Upcoming COMPASS Public Involvement

None.

OTHER

The next PPC meeting will be held on October 11, 2006. The location will be announced at a later date.

ADJOURNMENT

There being no further business, the meeting adjourned at 3:50 p.m.