



# Outreach and Public Participation

The goal of any planning process is to develop a plan that meets the needs of the people impacted by that plan. While much of the planning process involves technical analyses conducted by knowledgeable professionals, the only way to truly know if a plan meets residents' needs is to involve them in the planning process.

COMPASS' *Integrated Communication Plan*<sup>1</sup> coordinates all of COMPASS' communication and public outreach activities under one guiding document and includes COMPASS' *federally required*<sup>2</sup> Public Involvement Plan. Chapter 4 of the Integrated Communication Plan specifically addresses public involvement relating to its long-range transportation plan, *Communities in Motion*.

## OUTREACH FOCUS AREAS

*Communities in Motion 2040 2.0* (CIM 2040 2.0) retains many of the same tenets and policies of CIM 2040: the horizon year, goals, land-use vision, planning elements, and implementation policies have remained the same, and the updated lists of funded projects and unfunded priorities identified in CIM 2040 have been refined for this update. COMPASS engaged stakeholders and the public extensively from 2012 to 2014 on each of these issues.

COMPASS centered its CIM 2040 2.0 outreach on 1) the planning process in general; 2) the new focus on four transportation components (bicycle/pedestrian, freight, public transportation, and roadways); and 3) the transportation funding shortfall. For each of these three areas, COMPASS sought public input via social media campaigns, educational presentations, and other outreach activities.

### Planning Process

COMPASS conducted ongoing efforts to inform the public and stakeholders about progress on the implementation of CIM 2040 and the development of CIM 2040 2.0.

### Social Media Campaign

COMPASS used its social media channels (Instagram, Facebook, Twitter, Executive Director's blog, and YouTube channel) to raise awareness of the issues addressed in CIM 2040 2.0 and share progress in meeting CIM 2040 goals. The social media campaign consisted of weekly posts from October 2016 to September 2017, with each month focusing on a different topic.

### 2017 Education Series

Each year, COMPASS coordinates an *education series*<sup>3</sup> that brings regional and national experts to the Treasure Valley to present on transportation, funding, land use, and related topics of interest to COMPASS member agencies, stakeholders, and the public. The goals of the series are to spur discussion, keep abreast of innovations and best practices, and learn from what others are doing around the nation—both successes and challenges. Each year's series is based on a different theme.



The [2017 education series](#)<sup>4</sup> focused on “what’s next?” in transportation planning:

- March 2017: Using conservation easements in transportation planning
- April 2017: Risk and resilience in transportation planning
- May 2017: Active transportation and economic development
- September 2017: Technology trends in transportation

### Web Site

[CIM 2040 2.0](#)<sup>5</sup> is featured prominently on the COMPASS website, along with related content highlighting the four transportation components, performance-based planning, the *Treasure Valley: On the Go!* photo contest (see below), and CIM implementation. These web pages were updated frequently throughout the planning process to ensure the most current information on CIM 2040 2.0 was readily available.

### Quarterly Emails

In 2012, COMPASS began sending quarterly email updates regarding CIM 2040, and continued to do so throughout the development of CIM 2040 2.0. These updates highlight what occurred in the past quarter and what is planned for the next quarter related to the planning process, plan implementation, and outreach. Over 1,400 individuals receive the updates each quarter; all updates are also available on the [CIM 2040 2.0 webpage](#).<sup>6</sup>

### Additional Outreach

Additional outreach regarding CIM planning, process, and implementation included displays at public locations and community events throughout the Treasure Valley and over **40 presentations** to a variety of groups, including realtors, chambers of commerce, students, service organizations, advocacy groups, elected officials, and more.

### Transportation System Components

One of the most significant differences between CIM 2040 and CIM 2040 2.0 is the increased focus on four transportation system components. Past plans focused largely on roadways, followed by public transportation, with less consideration of freight or bicycle/pedestrian networks. COMPASS used a variety of outreach methods to raise awareness of the new emphasis on all transportation components and how they work together to comprise a complete system.

### Social Media Campaign

For one year, from October 2015 to September 2016, COMPASS conducted a social media campaign to raise awareness of the focus on the four transportation system components in CIM 2040 2.0. Information on each component was featured in a weekly social media post for three months.



## 2016 Education Series

The [2016 education series](#)<sup>7</sup> highlighted issues relating to the four transportation system components:

- March 2016: Fundamentals of Freight Data
- May 2016: Bicycle and Pedestrian Safety: Getting to Vision Zero
- May 2016: Achieving Green and Sustainable Streets
- September 2016: The 21st Century Public Transportation System

## Treasure Valley: On the Go! Photo Contest

To further raise awareness of the four components, COMPASS sponsored a year-long photo contest, [Treasure Valley: On the Go!](#),<sup>8</sup> from August 2015 to July 2016. Residents were asked to submit photos showing the four components around the Treasure Valley. One hundred-sixteen photos were submitted.

Promotion of the contest itself brought significant attention to the four components. In addition to monthly social media posts (specific to the contest; separate from the campaign described above), COMPASS staff distributed over 15,000 flyers, set up a display at 7 locations, sent 11 email blasts to over 1,400 people, and gave 3 presentations promoting the contest.

Once the window for submissions closed, COMPASS invited the public to vote to select the winning photos, thus again increasing exposure of the four components.

The [winning photos](#)<sup>9</sup> were compiled into a 2017 calendar, which was distributed widely throughout the valley. All submitted photos can be found in [a photo album on the COMPASS Facebook page](#)<sup>10</sup> and will continue to be used in CIM 2040 2.0 and other COMPASS outreach materials.

## Transportation Funding Shortfall

The region's significant transportation funding shortfall emerged as the primary issue in CIM 2040, with the knowledge that it would also be the primary issue affecting CIM 2040 2.0. To focus the public's attention on the shortfall, COMPASS conducted an educational campaign from January 2015 to April 2017.

## Social Media Campaign

COMPASS used its social media channels to highlight transportation funding issues with weekly "Did you know...?" social media posts for two years, from October 2014 to September 2015.

## 2015 Education Series

The [2015 education series](#)<sup>11</sup> focused on transportation funding issues:

- February 2015: Creating a business case for funding transportation
- February 2015: Investing in transportation safety
- March 2015: Navigating the maze of transportation funding
- May 2015: Idaho's legislative efforts to increase transportation funding
- September 2015: Vehicle mile of travel tax
- February 2016: Local option taxing authority (held in 2016, but a continuation of the 2015 series)



### Additional Outreach

COMPASS also conducted an extensive public awareness campaign regarding transportation funding consisting of:

- 13 [blogs](#)<sup>12</sup> from the COMPASS Executive Director
- 5 opinion pieces submitted to local newspapers by COMPASS Board members and the Executive Director
- 3 three-month radio campaigns (2015, 2016, 2017)
- A freestanding display placed at public locations throughout 2015
- Earned media exposure

## PUBLIC COMMENT PERIODS

### Public Comment on CIM 2040 Amendments

CIM 2040 was amended four times during work on the CIM 2040 2.0 update. Public comment was sought on each of these proposed amendments prior to action by the COMPASS Board of Directors. While these amendments and the related public comments were for CIM 2040, and not CIM 2040 2.0, they are discussed here as they affect the funded projects and unfunded priorities in CIM 2040 2.0.

- **Amendment #1, June 2016**
  - Public comment period: May 9–23, 2016
  - Approve funding to modify the I-84/Karcher Road interchange and provide a second southbound through lane on Midland Boulevard (unfunded priority #23)
  - Number of comments received: 9
  - [Link to public comments](#)<sup>13</sup>
- **Amendment #2, June 2017**
  - Public comment period: April 28–May 14, 2017
  - Approve funding to widen Interstate 84 between the Karcher Road (Midland Boulevard) interchange and the Franklin Boulevard interchange in Nampa (portion of unfunded priority #1)
  - Number of comments received: 801
  - [Link to public comments](#)<sup>14</sup>
- **Amendment #3, September 2017**
  - Public comment period: August 27–September 11, 2017
  - Approve funding to conduct an environmental study on I-84 between the Karcher Road Interchange and the City of Caldwell (portion of unfunded priority #1)
  - Number of comments received:
    - The public comment period was held in conjunction with public comment on changes to the



draft FY2018–2022 Regional Transportation Improvement Program update; therefore, not all comments received were regarding the proposed amendment to CIM 2040

- Total comments received: 7
- Comments received regarding the proposed CIM 2040 amendment: 1
- o [Link to public comments](#)<sup>15</sup>
- **Amendment #4, October 2017**
  - o Public comment period: July 17–August 15, 2017
  - o Approve multiple changes: add funding for all of two and parts of four previously unfunded projects (portions of unfunded priorities #2, #3, and #5), remove funding from six previously funded projects, and change the scope of four funded projects. [Link to details](#).<sup>16</sup>
  - o Number of comments received:
    - The public comment period was held in conjunction with public comment on the draft FY2018–2022 Regional Transportation Improvement Program update; therefore, not all comments received were regarding the proposed amendment to CIM 2040.
    - Total comments received: 57
    - Comments received regarding the proposed CIM 2040 amendment: 28
  - o [Link to public comments](#)<sup>17</sup>

### Public Comment on Draft CIM 2040 2.0 Plan

Public comment on the draft CIM 2040 2.0 plan will be requested in the summer of 2018. This section will be completed after that public comment period is completed and will include an overview of the public comment process, a summary of comments received, a link to comments received (verbatim), and a discussion of any changes made to the draft plan based on public comments.

## CONCLUSION AND NEXT STEPS

[Throughout the planning process, COMPASS conducted ongoing outreach to highlight the planning process, the transportation funding shortfall, and the four transportation components that are the focus of CIM 2040 2.0.]

[This section, to be added after public comment is complete, will contain a discussion of what COMPASS learned, how it will affect the plan and future outreach, and next steps to be added after public comment is complete.]



## NOTES

1. *COMPASS Integrated Communication Plan*, adopted June 2015, [http://www.compassidaho.org/documents/comm/COMPASS\\_Integrated\\_Communication\\_Plan\\_Final\\_June152015.pdf](http://www.compassidaho.org/documents/comm/COMPASS_Integrated_Communication_Plan_Final_June152015.pdf). (*The Integrated Communication Plan* is updated every three years; the June 2015 version is the plan that guided outreach for CIM 2040 2.0.)
2. Federal regulations regarding required public participation plans: "Planning assistance and standards." *Code of Federal Regulations*. Title 23, 450.316. <https://www.gpo.gov/fdsys/pkg/CFR-2011-title23-vol1/pdf/CFR-2011-title23-vol1-sec450-316.pdf>
3. COMPASS public events: <http://www.compassidaho.org/comm/publicevents.htm>
4. 2017 education series: [http://www.compassidaho.org/comm/publicevents\\_2017\\_ed\\_series.htm#educ2017](http://www.compassidaho.org/comm/publicevents_2017_ed_series.htm#educ2017)
5. Communities in Motion 2040 2.0: [http://www.compassidaho.org/prodserve/cim2040\\_2.0.htm](http://www.compassidaho.org/prodserve/cim2040_2.0.htm)
6. CIM 2040 2.0 email updates: [http://www.compassidaho.org/prodserve/cim2040\\_2.0.htm#archives](http://www.compassidaho.org/prodserve/cim2040_2.0.htm#archives)
7. 2016 education series: [http://www.compassidaho.org/comm/publicevents\\_2016\\_ed\\_series.htm](http://www.compassidaho.org/comm/publicevents_2016_ed_series.htm)
8. *Treasure Valley: On the Go!* photo contest: [http://www.compassidaho.org/prodserve/cim2040\\_2.0.htm#tvotg](http://www.compassidaho.org/prodserve/cim2040_2.0.htm#tvotg)
9. *Treasure Valley: On the Go!* winning photos: [http://www.compassidaho.org/prodserve/CIM2040\\_2.0/photocontest.html](http://www.compassidaho.org/prodserve/CIM2040_2.0/photocontest.html)
10. *Treasure Valley: On the Go!* Facebook photo album: [https://www.facebook.com/pg/COMPASSIdaho/photos/?tab=album&album\\_id=10154452519011093](https://www.facebook.com/pg/COMPASSIdaho/photos/?tab=album&album_id=10154452519011093)
11. 2015 education series: [http://www.compassidaho.org/comm/publicevents\\_2015\\_ed\\_series.htm](http://www.compassidaho.org/comm/publicevents_2015_ed_series.htm)
12. Executive Director's blog: <http://compassidaho.blogspot.com/>
13. Public comments on CIM 2040 Amendment #1, June 2016: [http://www.compassidaho.org/documents/prodserve/CIM2040/Comments/CIM\\_Comments\\_Received.pdf](http://www.compassidaho.org/documents/prodserve/CIM2040/Comments/CIM_Comments_Received.pdf)
14. Public comments on CIM 2040 Amendment #2, June 2017: [http://www.compassidaho.org/documents/prodserve/CIM2040/Comments/CIM\\_TIP\\_PublicComment\\_I84\\_VERBATIM.pdf](http://www.compassidaho.org/documents/prodserve/CIM2040/Comments/CIM_TIP_PublicComment_I84_VERBATIM.pdf)
15. Public comments on CIM 2040 Amendment #3, September 2017: [http://www.compassidaho.org/documents/prodserve/CIM2040/final/Amend3\\_commentCanyonHD.pdf](http://www.compassidaho.org/documents/prodserve/CIM2040/final/Amend3_commentCanyonHD.pdf)
16. CIM amendment fact sheet: [http://www.compassidaho.org/documents/prodserve/PublicComment/CIM\\_Amendment\\_FactSheet.pdf](http://www.compassidaho.org/documents/prodserve/PublicComment/CIM_Amendment_FactSheet.pdf)
17. Public comments on CIM 2040 Amendment #4, October 2017: [http://www.compassidaho.org/documents/prodserve/CIM2040/I84Amend/Public\\_Comments\\_Verbatim\\_CIMOnly.pdf](http://www.compassidaho.org/documents/prodserve/CIM2040/I84Amend/Public_Comments_Verbatim_CIMOnly.pdf)