

COMPASS – Communities in Motion Scenario Planning (Phase 5)
Public Involvement Plan¹
FINAL 10/20/2011

Background

Communities in Motion 2035 (CIM) is the regional long-range transportation plan for Ada and Canyon Counties, Idaho. This plan is currently being updated to plan to the year 2040 (CIM 2040) and will expand to become a regional long-range transportation *and sustainability* plan. The update will be complete in 2014 and build upon the original plan from 2006 and an update in 2010. Phase 5 of CIM 2040 includes a scenario planning process that will provide the vision for this regional long-range transportation and sustainability plan for Ada and Canyon Counties, Idaho. Overall, phase 5 will address the following questions:

- **Where are we now?**
 - Current conditions and trends; where we are now.
- **Where do we want to go?**
 - Community goals and aspirations.
- **What could the future look like?**
 - Scenario development.
- **What impacts will scenarios have?**
 - Scenario evaluation and identification of preferred scenario.

This public involvement plan outlines the key audiences and stakeholders, goals, objectives, and tasks as they relate to the scenario planning effort. This plan will reflect and complement the overall CIM 2040 Public Involvement Plan (CIM 2040 PIP), adopted by the COMPASS board on October 17, 2011.

This plan is divided into three sub-phases, to reflect the phases of the scenario planning effort:

1. Phase 1: Pre-Scenario Planning Workshops
2. Phase 2: Scenario Planning Workshops
3. Phase 3: Post-Scenario Planning Workshops

¹ Note: COMPASS staff will lead the overall public involvement and outreach effort that supports Communities in Motion. During Phase 5 – Scenario Planning, COMPASS staff and EnviroIssues will jointly coordinate outreach activities.

Audiences

The success and durability of the scenario planning effort, particularly development of a preferred scenario, will rest largely on successful broad-based public involvement and outreach, as well as continued public and elected official support.

- **Internal stakeholders** (COMPASS leadership, committee members and staff)
- **Workshop participants** (TBD, but will include a broad cross-section of stakeholders identified from the CIM 2040 PIP stakeholder matrix, which will include elected officials, members of the general public and potentially members of the media)
- **Elected officials**
- **Media** (including traditional media as well as community media sources, such as bloggers)
- **General public**

Goals

Building on the goals outlined in the CIM 2040 PIP, there are four over-arching goals for the scenario planning public involvement efforts:

1. Educate and inform the public concerning the regional long-range transportation and sustainability plan, in concert with the CIM 2040 PIP, as it relates to the scenario planning process.
2. Educate and inform audiences and stakeholders of the purpose, goals, and outcomes of the scenario planning process, including how the scenarios will be developed, vetted, and analyzed (including a preferred scenario); and how the scenario planning process will inform the overall CIM 2040.
 - a. Engage a subset of audiences and stakeholders as active participants in and advocates for the scenario planning workshops.
3. Gather input from the public on the preliminary scenarios (developed as part of the scenario workshops) to help shape and inform the scenario decision-making process, the follow-up workshop, and ultimately, the preferred scenario for CIM 2040.
4. Promote understanding of audiences' and stakeholders' core values related to the issues addressed in CIM 2040 and the scenario planning process.

Objectives

The objectives and tasks to achieve the goals above are outlined below, divided by the three public involvement phases associated with the scenario planning effort.

Phase 1: Pre-Workshop Scenario Objectives

Objective 1: Identify overall process participants and how best to involve them.

Tasks:

- i. Coordinate development and expansion of stakeholder matrix with CIM 2040 PIP.
 - a. Within each stakeholder group, identify individuals for participation.
 - b. Collect contact information and develop contact lists.
- ii. Identify opportunities for involvement with audiences and stakeholders.
- iii. Identify underrepresented populations and barriers to participation.

Objective 2: Develop and raise general public awareness of COMPASS, the overall CIM 2040 planning process, and the specific scenario planning process in Ada and Canyon Counties.

Tasks:

- i. Define and implement specific strategies for initial, pre-workshop outreach, which include:
 - a. Social media (Facebook, Twitter, Executive Director's blog, Flickr, YouTube, etc.).
 - b. Electronic newsletters.
 - c. COMPASS website updates, specific to the scenario planning process.

Objective 3: Initiate and maintain a positive working relationship with traditional and non-traditional media outlets in Ada and Canyon Counties throughout the planning process.

Tasks:

- i. Develop and/or enhance media list.
- ii. Identify point of contact for media relations.
- iii. Engage targeted media sources with materials, process planning information and timeline.

- iv. Disseminate news releases for general public.
- v. Provide opportunities for media to cover planning process through invitation.

Objective 4: Maintain relationships and communications with audiences and stakeholders throughout the process.

Tasks:

- i. Map strategies for outreach to targeted audiences and stakeholders.
- ii. Provide avenue for submitting comments.
- iii. Determine response method to inquiries.
- iv. Disseminate information.
- v. Communicate how input will be used in planning process.

Phase 2: Scenario Planning Workshop Objectives

Objective 5: Plan and implement three hands-on scenario planning workshops for targeted stakeholders representing the breadth and depth of Ada and Canyon Counties.

Tasks:

- i. Identify criteria for selecting workshop participants.
- ii. Recruit participants for workshops through targeted invitations and a self-nomination process
- iii. Identify and train volunteer facilitators.
- iv. Inform development of the draft workshop guidebook, including guidelines for participants, agenda and key information and data to use during the workshops.
- v. Coordinate logistical elements for the workshops, including venue coordination, meeting equipment, etc, and prepare a technical memorandum with a summary of logistical elements.

Objective 6: Follow up with workshop participants and volunteer facilitators.

Tasks:

- i. Review process and debrief with volunteer facilitators.
- ii. Contact and thank workshop participants.

Objective 7: Summarize, synthesize and prepare to disseminate workshop results.

Tasks:

- i. Track and incorporate comments and feedback from workshops into EnviroLytical.
- ii. Prepare workshop summary report to be disseminated to workshop participants, stakeholders and the general public as part of the post-workshop outreach phase.

Phase 3: Post-Scenario Planning Workshop Objectives

Objective 7: Engage a broad range of stakeholders and audiences following the scenario planning workshops by providing public involvement opportunities for public input using the scenario planning workshops and throughout the scenario planning process.

Tasks:

- i. Develop and launch an interactive website, building off of earlier scenario planning website content, to include a comment form and an interactive map highlighting some of the data and results from the scenario planning workshops.
- ii. Identify and select regional fairs, festivals and community events to share information and collect feedback on the preliminary scenarios.
- iii. Host public open houses to engage broad stakeholder groups and collect feedback.
- iv. Prepare materials and talking points for scenario workshop participants to host "Meetings in a bag" with their core constituencies.
- v. Engage traditional and non-traditional news media outlets in the public involvement process, building off momentum from the scenario planning workshops, including:
 - a. Press releases.
 - b. Earned media stories.
 - c. Editorial boards.
- vi. Identify and implement social media strategies to engage a diverse group of stakeholders, including youth and young adults, including
 - a. Twitter and Facebook updates, providing information on the scenarios, and what they mean for Ada and Canyon Counties.
- vii. Collect public input to be applied to the scenario planning process in EnviroLytical.
- viii. Share results with the public, participants and stakeholders.

Objective 8: Plan and implement a follow-up scenario workshop, targeting a focused group of participants to help identify a proposed preferred scenario.

Tasks:

- i. Identify and invite workshop participants, based on geography, technical expertise, prior participation and additional criteria to be determined.

Objective 9: Present final results and analysis to COMPASS for use in their transition from the scenario planning process into a vision for *Communities in Motion 2040*.

Tasks:

- i. Provide a summary of public involvement, outreach, and outcomes to be included in the final technical memorandum for the scenario planning process.
- ii. Present the proposed preferred scenario as well as results of public involvement strategies to the COMPASS board.

Roles and responsibilities

COMPASS

Amy Luft is the Communications Coordinator for COMPASS and will lead the public involvement efforts for CIM 2040 and direct EnviroIssues, as the public involvement and outreach consultant, in the scenario planning effort.

Placeways

Placeways, led by Doug Walker, will lead the technical aspects of the scenario planning process and provide input, support and participate in public involvement and outreach activities as needed.

EnviroIssues

Ara Swanson is the outreach lead for overall scenario planning public involvement effort.

Susan Hayman will lead the facilitation of and support the scenario planning workshop design (in support of Placeways) and support public involvement planning and strategy.

Jessica Ruehrwein will support public involvement strategy development and implementation, as well as support workshop logistics and facilitation.

Melissa Thom will help coordinate all logistical elements, with both the public involvement as well as scenario planning workshop efforts.

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