



COMPASS
COMMUNITY PLANNING ASSOCIATION
of Southwest Idaho



All Dressed Up and No Way to Get There? *Tools to help your community get where it needs to go.*

The ability to get to and from work, access needed services, and move about in one's community is vital to quality of life. However, for many individuals this is difficult...especially those in rural communities who may live far from job centers, shopping, health care, and other services found in larger towns. This can be particularly problematic for those who do not have access to a personal vehicle.

This toolkit is designed to provide ideas and resources to help you help others in your community find ways to get where they need to go with or without access to a personal vehicle. It is designed for agencies with limited funding and staff time. If funding and/or staff time permit, more comprehensive campaigns can be conducted and you may want to consider hiring a professional communications firm to assist.

What is in here and how do I use it?

This toolkit contains three different types of "tools":

- A Transportation Resources table highlighting transportation agencies and resources available in southwest Idaho.
- Background information and lists of ideas for facilitating and promoting carpooling, walking/biking, using community vehicles, and creating ordinances to promote land use that supports these. *In this context, "facilitating" refers to things your agency can do to make the activity easier or more desirable in your community (e.g., host a web site where citizens can coordinate carpooling); while promoting refers to things your agency can do to increase awareness and participation in an activity (e.g., encouraging people to carpool).*
- Templates for many of the items/ideas listed in the background information, including model lease agreements and a model ordinance. These can be downloaded and personalized for your use, or can simply serve as initial ideas for creating your own materials. Feel free to cut and paste; mix and match; add, delete, and change these materials to suit your needs. On these templates, items in red type are for you to replace with your own information; items in blue bold type are notes for you. **Delete all blue notes (including headers) and replace all red type before use.**

All files are in PDF format, and all templates are also in Word, so they may easily be modified to fit your needs. The toolkit is organized by topic (e.g., carpooling). Each topic contains background information and topic-specific templates. Materials are also available on CD. Call (208) 855-2558 x 225 to request a CD.

Only use the pieces of this toolkit that will help you meet your goals and solve your issues. The variety of tools here are intended to help different groups tackle different issues and are not intended to imply that everyone (or anyone) should use all of them. Keep your efforts focused – for example focus on promoting one type of alternative transportation (e.g., community vans) at a time...don't try to promote all types of alternatives at once.



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Planning your program.

Before using this toolkit, or embarking on any program or campaign, it is important to plan. The process of developing a plan is beyond the scope of this toolkit. Many other resources are available to help you do this, from consultants who can write the plan for you, to off-the-shelf software. At a minimum, even without resources to develop a formal plan, the following items should be addressed and documented before beginning a campaign or using this toolkit:

1. Document your current situation.
 - a. What “problem” are you trying to solve?
 - b. What financial and staff resources do you have available?
 - c. What facilities exist in your community (e.g., sidewalks, community vans, etc.) and what condition are they in?
 - d. What are the current level of knowledge, level of participation, and attitudes of your target audience regarding transportation options in your community?
2. Articulate your goal(s).
 - a. What do you hope to accomplish?
 - b. Are your goals realistic, timely, and measureable?
3. Develop a strategy.
 - a. What is the timeline and budget?
 - b. Who is assigned to implement the tasks?
 - c. Will implementation of the strategy ultimately help you reach your goals?
 - d. How will success be measured?
4. Plan ahead to re-evaluate.
 - a. Periodically evaluate your program’s success, looking at (among other things):
 - i. Progress toward meeting goals.
 - ii. Success in implementing the strategy.
 - iii. Changes in the current situation.
 - b. Make changes to your strategy based on the evaluations.

Designing your community to support transportation options (land use).

In addition to facilitating and promoting the use of different transportation options, there are also ways a community can be designed, and ordinances that can be adopted, that can make it easier for citizens to take advantage of those options. For example, if housing and retail are close together, people can easily walk from home to shopping; if they are not, people may need to drive.

Land use planning of this nature is too expansive a subject to be covered in this toolkit; however, one example is given (accessory dwelling units) to demonstrate how these types of tools can be used. More information can be found online in the *Mobility Management Development Guidebook* (www.compassidaho.org/documents/prodserv/reports/MobilityManagementDevelopmentGuidebook_finalstandard.pdf) and in the *Communities in Motion Implementation Guidebook* (www.compassidaho.org/prodserv/reglrtranpl.htm).

What other resources are available?

Many resources are available to assist you outside of this toolkit. The Transportation Resources table in this toolkit provides information local transportation providers and others you may call with questions or to discuss coordinating services. Grants may also be available to help fund your efforts; <http://i-way.org/> lists local funding opportunities.

Local transportation providers, such as ValleyRide, Treasure Valley Transit, and Commuteride, can assist you in many ways, even if their services do not currently extend to your community. For example, Commuteride vans can operate any route that touches Ada County, so if you have commuters who need to get to Boise for work, but live outside of Ada County, they could potentially use a Commuteride van. In addition, it can be valuable to coordinate trips from your community (carpool, community van, or other) with scheduled bus service in larger communities so that your citizens can take advantage of bus service once they arrive.

Many employers will assist employees with transportation needs. If you have citizens commuting to a large business or government agency, suggest they contact their employer

