

# Open-Ended Public Comments Received (Verbatim)

## COMPASS Public Participation Plan

**Public Comment Period: April 30 – June 17, 2018**

Total number of comments received by COMPASS: 26

Open-ended comments received: 22

<b>Comment</b> (The comments below are verbatim, as submitted by the commenter. As such, typographical errors have not been corrected.)	<b>Staff Response</b>	<b>Zip Code Name Affiliation</b>	<b>Format</b>
Send me the document pls.	Hi LeeAnn - The documents for the public comment period on the draft COMPASS Public Participation Plan are attached. - Draft Integrated Communication Plan - Draft Public Participation Plan (chapter 2 of the Integrated Communication plan – the primary focus of the public comment period) - Comment form (or link to an electronic comment form) - FAQs  You can also find the documents online at the COMPASS website at <a href="http://www.compassidaho.org/comm/comments.htm">http://www.compassidaho.org/comm/comments.htm</a> . Please let me know if I can be of further assistance.	LeeAnn Johnson	Email
My comments are embedded as notes within the document  I received notice asking for feedback via Nextdoor [Pages from the plan with comments are attached at the end of this table.]	Thank you. Your comments have been received. Your comments will be provided to the COMPASS Board of Directors.	Mike Alvarado	Email with attached marked up plan

<p align="center"><b>Comment</b></p> <p>(The comments below are verbatim, as submitted by the commenter. As such, typographical errors have not been corrected.)</p>	<p align="center"><b>Staff Response</b></p>	<p align="center"><b>Zip Code Name Affiliation</b></p>	<p align="center"><b>Format</b></p>
<p>I have scanned the document below. I have read many sections:</p> <p><a href="#">DRAFT Public Participation Plan Only</a> (Chapter 2 of the COMPASS <i>Integrated Communication Plan</i>) (PDF)</p> <p>Overall, I commend the drafters. It is comprehensive, comprehensible, and an excellent plan. I am not expert enough to attempt any extensive revision.</p> <p>One area to consider is how to better present the process for public participation. Particularly, in the opening graphic, in the Introduction to COMPASS. One suggestion would be design this image, to show the inclusion of public participation. For instance, an outer 'cloud' or 'spheres' of public stakeholders interacting with each of the government agencies, that interact with the Board.</p> <p>An evolving concept for public participation at local levels of government, is 'holocracy' and/or 'sociocracy'. These approaches seek to integrate actual public participation at each level.</p> <p>That said, I am delighted with this process, and the excellent quality of the draft.</p> <p>Thank you much.</p>	<p>Thank you for your feedback.</p> <p>A graphical summary of the public participation process has been added at the beginning of the plan.</p> <p>Your comments will be provided to the COMPASS Board of Directors.</p>	<p align="center">Dr Brent B Mathieu 83703</p>	<p align="center">Email</p>
<p>How will feedback provided by the public be used? As far as I can tell, the plan only states that questions from the public will be answered. If the public brings up concerns that you may not have considered, what will do with that information? How will public commentary be incorporated in the decision making process? Or does it impact the decision making process? It's not clear. I am glad air quality will be factor in the decision making process. The Bench desperately needs more sidewalks, bike lanes, and updates to be more pedestrian friendly and encourage more people to use alternative transportation. Making neighborhoods more bike and pedestrian-friendly is hopefully a part of air quality consideration if it isn't already.</p>	<p>Thank you for your feedback.</p> <p>The plan has been updated to better demonstrate how public feedback is used in the planning process, including a graphical summary of the public participation process at the beginning of Chapter 2 (Page 4/Figure 4) and additional information on how public comments are used at the bottom of page 8 and top of page 9.</p> <p>Your comments will be provided to the COMPASS Board of Directors.</p>	<p align="center">83706</p>	<p align="center">Online comment form</p>

<b>Comment</b> (The comments below are verbatim, as submitted by the commenter. As such, typographical errors have not been corrected.)	<b>Staff Response</b>	<b>Zip Code Name Affiliation</b>	<b>Format</b>
<p>The COMPASS plan is very complex. In truth, it is hard to know how seriously public input will be sought and included. Your history as an organization suggests that the public will be involved so I am content to go on history and trust your organization. I hope your funding has not been reduced because often public participation is one of the first services to be down-sized.</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83703-3266</p>	<p>Online comment form</p>
<p>Seems like a good plan. Thorough.</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83716</p>	<p>Online comment form</p>
<p>Public can be allowed to read each other's comments and reply to them and rate them. (Assuming this is not available already). Quora and Reddit are great platforms that does this. COMPASS can adopt those best practices. Eventually the top comments can be reviewed first. This can potentially reduce workload on the staff.</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83705</p>	<p>Online comment form</p>
<p>As I discovered COMPASS for the first time (11+ years living in Ada County) via a Nextdoor app post, I believe the commitment to Social Media outreach has definitely proven its effectiveness! I also regularly follow community groups, such as the Boise PD, on social media sites such as Facebook and Twitter. Perhaps occasional cross-posts between community groups can help raise awareness of the various groups active on these platforms.</p>	<p>Thank you for your feedback. COMPASS does work with our member agencies (cities, counties, highway district, and more) to cross-post on social media. We will strive to continue and increase these efforts. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83716</p>	<p>Online comment form</p>
<p>The public participation plan is dense and hard for an ordinary citizen to read. The following changes would be major improvements: --A prominent and clear link to the public participation plan and the online survey on the website --Summary with bullet points at the very beginning, maybe even a graphical summary Also, please consider advertising in local publications like the Weekly, and maybe even fliers around town.</p>	<p>Thank you for your feedback. A graphical summary of the public participation process has been added at the beginning of the plan. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83702</p>	<p>Online comment form</p>
<p>thankyou</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83646</p>	<p>Online comment form</p>
<p>Compass is definitely off to a great start; I enthusiastically look forward to being a part of this process! Thank you!</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83616</p>	<p>Online comment form</p>

<p style="text-align: center;"><b>Comment</b></p> <p>(The comments below are verbatim, as submitted by the commenter. As such, typographical errors have not been corrected.)</p>	<p style="text-align: center;"><b>Staff Response</b></p>	<p style="text-align: center;"><b>Zip Code Name Affiliation</b></p>	<p style="text-align: center;"><b>Format</b></p>
<p>As the FHWA representative overseeing COMPASS' transportation planning program, I have reviewed the entire Integrated Communication Plan, including Chapter 2 which is COMPASS' Public Participation Plan, and will offer comments in with respect to both.</p> <p>For the Integrated Communication Plan, I commend COMPASS for the improvements made from the original 2015 document to the proposed update. The document has been reduced in size (pages) by half while not sacrificing anything in terms of completeness and clarity. In addition, improvements to the organization of the document make for easier reading and comprehension. Various streamlining measures; especially Table 1 of the Public Participation Plan chapter; significantly improve the document. My only suggestion for further improvement to the Integrated Communication Plan would be to consider additional tweaking of the organization of the document. For example, consider having an additional chapter preceding the Public Participation Plan which would serve to provide an overview of all of the elements of this plan. This might include both the materials in current Chapter 3 as well as an introduction to the Public Participation Plan. (Note that the draft structure is fine as is from a Federal compliance standpoint and I merely share this comment as a consideration for improvement to the "flow" of the document).</p> <p>With respect the Public Participation Plan (Chapter 2), the proposed draft is a significant improvement over the current version. In particular, Table 1 greatly improves the plan by consolidating the public involvement requirements into a single page for all applications. This table will serve as a much more concise and effective reference than what exists in the current plan. With respect to the Federal regulatory references included in Table 1, I did check these for correctness and found no errors.</p> <p>As for style, the only (very) minor comment I will offer is that I might welcome boldfacing the entire last sentence of the paragraph under "Plan-Specific Public Participation Processes". The point made in that</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p> <p>Responses to specific suggestions are provided below, to align with the suggestion referred to.</p> <p>Chapter 1 (Introduction) has been modified to include a "plan organization" section to provide an overview to all elements in the plan.</p> <p>Sentence has been bolded.</p>	<p>83703 Scott Frey, Federal Highway Administration</p>	<p>Online comment form</p>

<b>Comment</b> (The comments below are verbatim, as submitted by the commenter. As such, typographical errors have not been corrected.)	<b>Staff Response</b>	<b>Zip Code Name Affiliation</b>	<b>Format</b>
<p>sentence is noteworthy and so warrants the additional emphasis in my view.</p> <p>With respect to section on "Other Federal Public Participation Requirements", while this is somewhat of a tag-along (lesser element) when compared to the rest of this chapter, I agree that it's appropriate to be in the plan and so won't suggest removing it.</p> <p>One alternative to covering it as is currently proposed might be to move this section into the appendices, however, I deferred to you on what you think works best.</p> <p>Thanks for the opportunity to comment and, again, my compliments on the significant improvements made over the previous edition of the Integrated Communication Plan and the Public Participation Plan included therein.</p>	<p>This section has been left as-is in this version, but will consider moving it to an appendix in the next update in 2021.</p>		
<p>Hi Amy! Thanks for the opportunity to review your draft plan. Nice job and kudos to the authors! I noticed your link to the Title VI Plan is the 2014 version. Is the update in process?</p> <p>Thanks again!</p> <p>Di</p> <p><i>Reply to COMPASS response:</i></p> <p>Thanks!</p>	<p>Thanks Di!</p> <p>I am checking with Meg Larsen, our overall Title VI coordinator, on the status of the Title VI plan.</p> <p>Amy</p>	<p>Diane Cole Office of Civil Rights Manager Idaho Transportation Department</p>	<p>Email</p>
<p>Good morning Amy</p> <p>I conducted a VERY brief review of the draft PPT plan</p> <p>Can you have someone check all acronyms, as I found that PIP (public hearing – Table 1 – Involve) has no definition</p> <p><i>Reply to COMPASS response:</i></p> <p>I thought so!</p> <p>Thanks Amy</p> <p>I'll try to find time to review the rest of it</p>	<p>Thanks Julianne – good catch! PIP should actually be PPP (defined in Table 1).</p> <p>In early drafts we called it a Public Involvement Plan (PIP); we later changed to calling it a Public Participation Plan (PPP) and that reference didn't get changed.</p> <p>I'll get that fixed.</p> <p>Amy</p>	<p>Julianne Shaw 83720</p>	<p>Email</p>

<b>Comment</b> (The comments below are verbatim, as submitted by the commenter. As such, typographical errors have not been corrected.)	<b>Staff Response</b>	<b>Zip Code Name Affiliation</b>	<b>Format</b>
<p>There is a glaring omission in this Plan: there is no connection with or involvement of the State Legislature from which funding and taxing authority MUST be derived. Without State involvement and support this effort is simply "planning for plannings sake" and will not be a significant step forward toward meeting the Treasure Valleys' needs.</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83709</p>	<p>Online comment form</p>
<p>Page 13 describes four questions to be considered by COMPASS staff. Question 3 includes: Are there any traditionally underrepresented populations who will be affected or have a specific interest in the project/plan? This idea is also incorporated into the Environmental Justice Plan. This is a very important part of the process, and I glad to see it is included. Many of the groups that are most directly affected by planning decisions are also the least engaged in the planning process. I think it is important that COMPASS reaches out to both members of those populations directly and the groups/organizations that represent them. This includes health and environmentally focused agencies who engage in transportation related issues and work to represent those underserved populations.</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83702</p>	<p>Online comment form</p>
<p>I fully understand how dumb this sounds but I wish that there were people who could give people like me who are frightened to just go out and get on a bus. I am afraid I will end up someplace where I didn't intend to go and then not know how to get back home. Like docents for the bus system. I really think I would ride the bus instead of driving if I could be sure that I wouldn't get lost.</p>	<p>Ms. Zuckerman – Thank you for reaching out to COMPASS. I'm happy to be able to share that Valley Regional Transit (who operates the ValleyRide bus system) has a program such as you describe. It is called "Travel Training." If you visit <a href="https://www.valleyregionaltransit.org/how-to-ride/">https://www.valleyregionaltransit.org/how-to-ride/</a> you can find information on Travel Training on the right hand side of the page. (You'll need to scroll down a bit...it is below the "Good Stuff to Know" section.) I have cced Mark Carnopis from Valley Regional Transit on this email. He can further assist you. I hope this will help.</p>	<p>Kathy Zuckerman 83703</p>	<p>Email</p>

<b>Comment</b> (The comments below are verbatim, as submitted by the commenter. As such, typographical errors have not been corrected.)	<b>Staff Response</b>	<b>Zip Code Name Affiliation</b>	<b>Format</b>
<p>I received notice through Nextdoor information on Compass and unsure if my comments are pertinent to what you are asking. I moved to Boise in 1977 full time for 12 years and have lived in Boise and Southern California part time for many years but now am moving back full-time. So I've been privy to see the growth which has contributed to the congestion. Obviously the growth is here to stay for quite sometime. A rail system of some type would be wise to look into before it's absolutely too late with connecting buses to popular destinations. Yes it would be costly but will cost more money down the road as everything does.</p> <p>One way to help the current traffic congestion would be to make the right lanes wider to allow vehicles that are going to turn right the room to pass along the cars that are waiting for the light to turn green. Or add more right turning lanes. This has been a problem far too long.</p> <p>If my comments should be forwarded elsewhere please advise. Thank you.</p>	<p>Thank you for your comments. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>Renée Ribis</p>	<p>Email</p>

<p align="center"><b>Comment</b></p> <p>(The comments below are verbatim, as submitted by the commenter. As such, typographical errors have not been corrected.)</p>	<p align="center"><b>Staff Response</b></p>	<p align="center"><b>Zip Code Name Affiliation</b></p>	<p align="center"><b>Format</b></p>
<p>I was wondering if you are working with or in any way associated with the Nwana.</p> <p>I joined their FaceBook page, "North West Neighborhood Association of Boise" in an effort to express my views on the high-density building projects that are getting permits now for development of 320+ townhomes, condos, &amp; apartments near the corner of Hill Road &amp; Bogart.</p> <p>Since there's strength in numbers, I seems like a good idea to combine efforts to insure sensible growth in Boise.</p> <p>Members of Nwana can also find good information about upcoming city counsel meetings and, in fact, have attended some already, at the FaceBook page named "Old Hill Road"</p> <p>We've also had our own planning meeting; the last one being at the Shadow Hills Elementary school, attended by 300+ members.</p> <p>Please take a look at our FB links to distribute your valuable information with like-minded citizens for sensible growth.</p> <p>Thanks</p>	<p>Thank you for reaching out.</p> <p>COMPASS plans for all of Ada and Canyon Counties, which does include northwest Boise, but we are not affiliated with the North West Neighborhood Association.</p> <p>We appreciate your interest in growth and encourage you, and your neighbors, to continue to remain involved with COMPASS.</p> <p>Your comments will be provided to the COMPASS Board of Directors.</p>	<p>Joe and Rose Longtin 83714</p>	<p>Email</p>



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<p>To accommodate the exponential growth of Treasure Valley, more public transportation access must be provided. The following mass transit systems are possibilities: 1) expand use of bus/van transportation system throughout Treasure Valley year-round a) expand bus stops at major institutions, such as churches, schools, workplaces, shopping malls, health centers, large multifamily dwelling subdivisions, etc b) to keep flow of traffic, add loading/unloading bus lanes c) add more frequent bus/ van services d) more taxi services, Lyft and/or Uber 2) revive and improve existing rail system in Boise a) to prevent traffic accidents, provide dedicated railroad tracks I do not think that the never-ending expansion of freeway system and roads are the solution to accommodate a growing population in heavily populated areas. Look at the bus system in Las Vegas, Nevada, subway system in New York, bus system in Hawaii, Bart system in San Francisco. Also in other countries, the bullet trains in Japan and China, train system in India are examples of moving a large population in congested areas.</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83616</p>	<p>Online comment form</p>
<p>Transportation and infrastructure are negatively impacted by growth. Also impacts are: schools, increased crime, lowers quality of life, home price increases negatively impacts property tax (especially for senior homeowners, many who are on fixed income and may be forced to sell their homes to survive), impacts Idaho as being a conservative Red State, etc.</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83646</p>	<p>Online comment form</p>
<p>Compass, the Mayors, County Assessors, and ACHD are not listening to the people who have lived in the Treasure Valley for years. They are growing the valley without good planning and unplanned growth is not good for the people who live and work in the Treasure Valley. We want to live in Idaho and the people coming here should want to live in Idaho not California or somewhere else. Compass, the Mayors, County Assessors, and ACHD are not looking at infrastructure like roads with this unplanned growth. Everyone needs to slow down on the growth and not squeeze Idahoans out of their home they are used too.</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83709</p>	<p>Online comment form</p>

DRAFT

## Summary of Comments on Microsoft Word - DRAFT\_2018\_DRAFT\_COMPASS\_Integrated\_Communication\_Plan \_PublicComment

Page: 1

- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:18:49 PM  
I believe the plan should be much more highly focused on building the public capacity to participate.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:18:47 PM  
alutf@compassidaho.org



*Working together to plan for the future*

### COMPASS Integrated Communication Plan

Report Number XX-2018 Resolution XX-2018  
DATE 2018

DRAFT

## Chapter 1. Introduction

The Community Planning Association of Southwest Idaho (COMPASS) is an association of cities, counties, highway districts, and other government agencies who plan for the future of Ada and Canyon Counties, Idaho. The COMPASS Board of Directors<sup>1</sup> is comprised of regional leaders – county commissioners, mayors and city councilmembers, highway district commissioners, and more – who coordinate decision-making and collaborate on shared goals (Figure 1). COMPASS helps shape the future of Ada and Canyon Counties – the “Treasure Valley” – by projecting how the region will grow and what it needs to be successful.

Page: 5

- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:20:23 PM  
Why all the gobbledygook up front. Why not create a two page summary. If anyone needs (doubtful) or want this information let them find it in an appendix. This introduction (to the organization) serves little purpose.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:21:31 PM  
As usual the public is not on top of the organization structure so they are not the drives of the organization. Ergo, you are not serving the public.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:22:21 PM  
Could you translate all this wordy wordy stuff into a diagram? Are you paid by the number of words you produce?

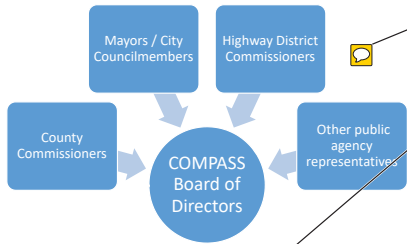


Figure 1. COMPASS Board of Directors

### Plan Background

COMPASS' communication and public outreach activities support excellence in all aspects of COMPASS' work. This *Integrated Communication Plan* is designed to coordinate all of COMPASS' communication and public outreach activities under one guiding document. It is an update to COMPASS' 2015 *Integrated Communication Plan*<sup>2</sup>. Chapter 2 of this plan meets federal metropolitan planning organization (MPO) requirements for a Public Participation Plan.

<sup>1</sup> <http://www.compassidaho.org/people/board.htm>

<sup>2</sup> [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)

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### Goal, Objectives, and Strategies

The goal of the COMPASS *Integrated Communication Plan* is to ensure that all COMPASS communication strategies support public participation efforts (Figure 2).

In 2015, COMPASS commissioned a community awareness and knowledge survey<sup>3</sup>. Survey results show that 48% of adults in Ada and Canyon Counties are aware that there is an organization responsible for regional transportation planning, but only 3% of adults can name COMPASS as that organization. The same survey shows that 37% of adults believe there are ways for them to participate in or comment on regional transportation plans or planning processes and only 10% of adults are aware they are represented on the COMPASS Board of Directors.

These data indicate a need for increased awareness of COMPASS, its role as a regional planning organization, and opportunities for the public to participate in and comment on COMPASS plans. Increased familiarity with COMPASS and its opportunities for involvement should, in turn, lead to increased public participation.

Therefore, COMPASS will strive to accomplish the following four objectives, to support the plan goal

- Objective #1: Increase awareness of who COMPASS is.
- Objective #2: Increase awareness of COMPASS' role in the Treasure Valley.
- Objective #3: Increase awareness of COMPASS services and expertise.
- Objective #4: Increase awareness of residents' opportunities to be involved with COMPASS.

The following strategies will be used in support of the goal and objectives listed above.

- Continually consider how communication opportunities can support public participation.
- Monitor best practices and changes in the media and communication environment and focus communication efforts accordingly.
- Ensure consistency in all communication materials, including format and common messaging.
- Use the "Questions for Consideration" when making communication and outreach decisions. (See Page 20, Figure 10)



Figure 2. Integrated Communication Plan goal

Page: 6

- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:24:20 PM  
Public participation will occur IF there is a sense of the public being stakeholders. If participation is paramount then it matters not at all if the participation results in effective engagement. You'll measure how many sign-ins you get for a meeting rather than how well engaged people are in the proceedings.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:25:47 PM  
Who cares if no one can name you? What matters is if the public feels like they can be a bona fide participant, that they can shape the dialogue. Your ego is the only thing that wants to know people know your name. If you do a good job, people will learn your name.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:26:52 PM  
The Compass board is invisible to the public. They are not out doing anything meaningful. They must be sitting in important meetings all day.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:28:02 PM  
The data indicates is a self-serving interpretation of the data. Are your funders asking what value Compass offers? Is that the true motivation? If protect your funding not to serve the public?
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:29:23 PM  
There should be really only one objective - measurably increase the capacity of the public to meaningfully engage in the process AND the outcomes of the process
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:32:25 PM  
Who is designing the personas and the participant journey maps? How do you baseline present public capacity to act?
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:33:04 PM  
Are those really the most informative agencies? Is any sentiment analyses being done?
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:33:34 PM  
This is not a strategy. This is minimal work product standards.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:34:05 PM
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:34:23 PM  
This is not a strategy. This is minimal work product standards.

<sup>3</sup> [http://www.compassidahoh.org/documents/comm/2015\\_Community\\_A\\_K\\_Survey\\_report\\_final.pdf](http://www.compassidahoh.org/documents/comm/2015_Community_A_K_Survey_report_final.pdf)

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- Use a variety of communication techniques (visual, oral, written, interactive) to convey information.
- Maximize use of social media in COMPASS messaging and include COMPASS usernames on communication materials where appropriate.
- Include web address on all communication materials.
- Include messaging on Board Directors representation and COMPASS roles<sup>4</sup> in outreach materials whenever appropriate.
- Develop an end-of-year outreach summary to document and analyze successes and challenges of outreach activities.

Page: 7

- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:35:17 PM  
How come there is nothing for testing for understanding, capacity to take action or desire to become a champion for the information?
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:35:53 PM  
So prime goal is raise the awareness of Compass as a brand name?
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:36:29 PM  
This is not a strategy. This is minimal work product standards.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:36:58 PM  
So prime goal is raise the awareness of Compass as a brand name?
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:37:21 PM  
This is not a strategy. This is minimal work product standards.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:41:53 PM  
How about these as strategies instead:  
1. Create champions for change in communities across the Treasure Valley.  
2. Develop materials and communication that is co-created with community champions.  
3. Baseline the communication user experience and measure the change as a result of Compass programs and activities.  
4. Use evaluators independent of Compass to effectively assess how well the Compass' communication and engagement portfolio is quipped for the task.  
5. Prioritize engagement over any other possible outcome for Compass over the next three to five years. (Change happens slowly in other words)  
6. Secure funding for consistent strategy execution over the next five years. Don't start anything without that commitment of funds.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:46:48 PM  
Why not use a Charrette plus a design sprint to create solution outcomes to consider?
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:47:39 PM  
Outreach, outreach, outreach - spam is outreach too. Why is it the Holy Grail for you guys?
- Author: Owner Subject: Highlight Date: 4/30/2018 5:49:42 PM
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:49:27 PM  
What is the industry standard for an amount of time needed to obtain successful engagement? Why just cite the number of days legally required? Do you want to be effective or just tick off the boxes of some bureaucrat? Like the bureaucrat that approves your budget.

### Plan Development, Review, and Adoption

This plan is an update to the 2015 COMPASS *Integrated Communication Plan*<sup>5</sup>, and was developed with assistance of the COMPASS Public Participation Workgroup<sup>6</sup>. The Public Participation Workgroup is comprised of stakeholders and members of the general public who advise and assist COMPASS staff on methods to encourage public participation. Workgroup members represent a broad cross-section of stakeholders. The workgroup helps ensure COMPASS is transparent in its outreach processes, is reaching out to all members of the public in a timely manner, and is using appropriate outreach methods. COMPASS is continually seeking new workgroup members: anyone living in Ada or Canyon Counties is invited to submit an application for membership. Learn more at [www.compassidaho.org/people/workgroups.htm#ppw](http://www.compassidaho.org/people/workgroups.htm#ppw).

The draft *Integrated Communication Plan* was released on a 49-day public comment period from April 30 – June 17, 2018, following federal and COMPASS requirements for public participation, as described in the Public Participation Plan in Chapter 2 of this document. Appendix B describes the public participation process used for this plan, summarizes comments received, and describes how comments were addressed; Appendix C lists all comments received, with responses. (Appendices B and C will be completed after public comment is complete.)

The COMPASS Board of Directors adopted this plan in XXXX. The plan is available online at [www.compassidaho.org/people/publicinvolvement.htm](http://www.compassidaho.org/people/publicinvolvement.htm) and is scheduled to be updated no later than September 2021.

<sup>4</sup> <http://www.compassidaho.org/people/strategicplan.htm>

<sup>5</sup> [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)

<sup>6</sup> <http://www.compassidaho.org/people/workgroups.htm#ppw>

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## Chapter 2. Public Participation Plan

A Public Participation Plan is required for all MPOs<sup>7</sup>, but much more than that, it is good policy, as it outlines expectations for the public and stakeholders and guides COMPASS staff on public participation elements.

COMPASS is committed to a robust public participation process and sets forth goals to foster early, frequent, and continued communication with the public. The purpose of the COMPASS Public Participation Plan is to identify existing and future public participation processes to help **inform, involve, and incorporate** the public in decision making. These processes, including how and when public participation will be solicited, how the public can be involved in planning processes, and how public input is used, ensure that local decision-makers **receive input from** the public in order to make the best planning decisions for the **Treasure Valley**.

While COMPASS **strives to involve the public in all aspects of its planning processes**, this plan focuses on public participation for three primary, and interrelated, plans and products: the COMPASS Public Participation Plan (this document; more information on Pages 8 - 9), the long-range transportation plan (Pages 9 - 10), and the Regional Transportation Improvement Program (Pages 10 - 12) (Figure 3).

### Page: 8

- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:51:59 PM  
You guys have been doing such a good job that how many thousands of people continuously involve themselves in Compass programs? You said it yourself people have no awareness but that extends to the processes too.
- Author: Owner Subject: Highlight Date: 4/30/2018 5:52:16 PM
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:53:14 PM  
receive input is insufficient. what if you don't do anything to build up the capacity to meaningfully participate? In that case its GiGO - Garbage In, Garbage Out.
- Author: Owner Subject: Highlight Date: 4/30/2018 5:54:23 PM
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:54:16 PM  
Here is a perfect example - you really expect the public to slog through a 51-page plan? There is a very small number of people willing to do so and its not the public at large.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:55:32 PM  
You can't wait three years to update. If your methods don't enable monthly update, then your methods are defective.

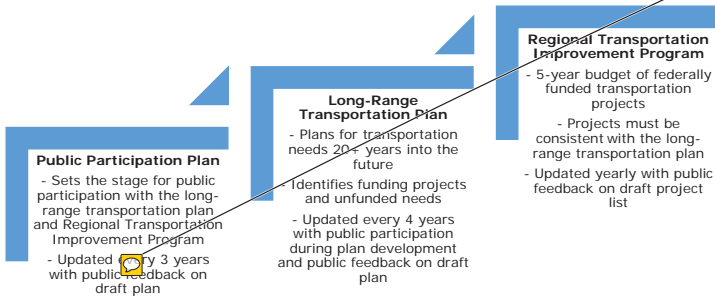


Figure 3. Focus of COMPASS Public Participation Plan

<sup>7</sup> [https://www.ecfr.gov/cgi-bin/text-idx?SID=c4653650937f4f213646bc439067b3c1&mc=true&node=pt23.1.450&rgn=div5#se23.1.450\\_1316](https://www.ecfr.gov/cgi-bin/text-idx?SID=c4653650937f4f213646bc439067b3c1&mc=true&node=pt23.1.450&rgn=div5#se23.1.450_1316)

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Table 1. Public Involvement Requirements

● = Federally required ● = COMPASS required ○ = As appropriate

	PPP	L RTP	L RTP / Amend*	TIP	TIP / Amend*	Other
<b>Prepare</b>						
Determine if/when agency coordination is needed and document process [23 CFR 450.316(e)]	●	●	●	●	●	●
Coordinate with statewide planning public involvement efforts [23 CFR 450.316(a)(1)(ix)]	●	●	●	●	●	○
Seek out and consider the needs of traditionally underserved [23 CFR 450.316(a)(1)(ix)]	●	●	●	●	●	●
Develop a participation plan in consultation with all interested parties [23 CFR 450.316(a)(1)]	●	●	●	●	●	●
Review federal public participation, Title VI, and related requirements	●	●	●	●	●	●
Set project-specific public participation goals	●	●	●	●	●	●
Develop internal public participation checklist	●	●	●	●	●	●
Gather/analyze demographics: identify under-represented populations	●	●	○	○	○	○
Identify stakeholders: compile stakeholder outreach matrix	●	●	○	○	○	○
<b>Inform</b>						
Provide adequate public notice of public participation activities [23 CFR 450.316(a)(1)(i)]	●	●	●	●	●	●
Provide timely notice and reasonable access to information [23 CFR 450.316(a)(1)(ii)]	●	●	●	●	●	●
Use visualization techniques (maps, graphics, photos, etc.) [23 CFR 450.316(a)(1)(iii)]	○	●	○	○	○	○
Post information on website [23 CFR 450.316(a)(1)(iv)]	●	●	●	●	●	●
Send email notification of opportunity to comment	●	●	●	●	●	●
Use social media to notify of opportunity to comment	●	●	●	●	●	●
Place legal notices	●	●	●	●	●	●
Purchase paid advertisements	●	○	○	○	○	○
Cultivate earned media exposure (news releases)	●	○	○	○	○	○
Place comment materials in public locations	○	○	○	○	○	○
Give public presentations	○	○	○	○	○	○
<b>Involve</b>						
Provide that all interested parties have reasonable opportunities to be involved with/comment on the metropolitan planning process [23 CFR 450.316(a)]	●	●	●	●	●	●
Post draft materials on website for review [23 CFR 450.316(a)(1)(iv)]	●	●	●	●	●	●
Hold any public meetings at convenient and accessible locations/times [23 CFR 450.316(a)(1)(v)]	●	●	●	●	●	●
Consult/coordinate with other agencies affected by transportation [23 CFR 450.316(b)]	●	●	●	●	●	○
Involve Tribes [23 CFR 450.316(c)]	○	○	○	○	○	○
Involve federal public land managers [23 CFR 450.316(d)]	○	○	○	○	○	○
Engage in actions to eliminate language, mobility, temporal, and other obstacles to participation [Federal Transit Administration Circular 4702.1B]**	●	●	●	●	●	●
Hold formal public comment periods (PIP = 45 days; L RTP/TIP = 30 days; amendments = 15 days) [23 CFR 450.316(a)(3)]	●	●	●	●	●	○
Consult with advisory committees and/or work groups	○	○	○	○	○	○
Hold open houses/public meetings	○	○	○	○	○	○
Develop comment forms	○	○	○	○	○	○
Use innovative outreach techniques	○	○	○	○	○	○
Provide multiple public comment formats (e.g., email, online, comment form)	○	○	○	○	○	○
Translate key documents/information and/or provide in other alternative formats	●	●	○	○	○	○
<b>Incorporate</b>						
Demonstrate explicit consideration and response to public comments [23 CFR 450.316(a)(1)(vi)]	○	●	●	●	●	○
Analyze, summarize, and report on public comments; include in/with final document [23 CFR 450.316(a)(2)]	○	●	●	●	●	○
Provide additional opportunity for comment when the final differs significantly from public comment version and raises new material issues [23 CFR 450.316(a)(1)(viii)]	○	○	○	○	○	○
Evaluate public involvement efforts [23 CFR 450.316(a)(1)(x)]	●	●	●	●	●	●
Respond to questions	●	●	●	●	●	●
Provide comments to Board/committees	●	●	●	●	●	●
Post all comments with final documents	●	●	●	●	●	●
Distribute final documents	●	●	●	●	●	●

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Author: Owner Subject: Sticky Note Date: 4/30/2018 5:57:02 PM  
Wow what a horribly legalistic chart

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General Public Participation Process

The public participation process described here (Figure 5) is used whenever COMPASS solicits public input into any of its plans, projects, or programs. Additional plan-specific public participation processes are described beginning on Page 8.

As a first step in a public participation process, COMPASS develops an internal public participation checklist incorporating the required and "as appropriate" public participation elements listed in Table 1. COMPASS staff also refer to the "Questions for Consideration" (see Page 20) to assist in planning and develop a stakeholder outreach matrix to identify how COMPASS will reach out to each specific stakeholder group (see sample in Appendix A).

At a minimum, all public participation processes include the following methods of reaching out to members of the public.

- ✓ Information posted on COMPASS website
- ✓ Email blasts
- ✓ Social media posts
- ✓ Legal notices

Additional outreach methods are used based on the type of plan, project, or program that is the subject of the public participation effort (Table 1). COMPASS uses graphics, maps, photos, videos, and other means of visually conveying information – both "high tech" and "low tech" – whenever possible to ensure its outreach materials are meaningful and understandable to the general public. More information on outreach methods can be found in Chapters 3 - 7 of this document.

Comments are reported anonymously unless a commenter signs written correspondence or specifically indicates on a comment form that he/she wishes to have his/her name/affiliation included with his/her comments. When a commenter includes an address or contact information with comments, this information is removed prior to publishing comments for privacy purposes.



Figure 5. Public Participation Process

During public comment periods, COMPASS responds to specific questions raised by commenters. If a commenter provides his/her contact information, COMPASS responds directly to that person. All responses are also included with the list of comments received.

Once the comment period is complete, all public comments, with responses, are provided to the appropriate COMPASS committee or workgroup, who reviews them and proposes changes based on the comments, if warranted.

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Author: Owner	Subject: Sticky Note	Date: 4/30/2018 5:57:47 PM
There is no feedback loop		
Author: Owner	Subject: Sticky Note	Date: 4/30/2018 5:58:34 PM
Oh yeah let's get information onto the website for the agency no one knows. That's going to be effective.		
Author: Owner	Subject: Sticky Note	Date: 4/30/2018 5:59:26 PM
Pretty diagrams. How do they demonstrate effectiveness? Or that the program will be effective?		
Author: Owner	Subject: Sticky Note	Date: 4/30/2018 6:02:46 PM
A key fallacy - answer the question is the right response. Wrong, give a contextually effective response is the right answer. The bottom of page 7 reminds of the joke about the lost pilot looking for SeaTac airport. The pilot stopped the plane at the tallest building, rolled down his window and ask someone in the building some questions. With those responses, the pilot found their way to SeaTac. When asked how this miracle happened, the pilot replied the answer he got were factually correct but context free. This told the pilot they were at Microsoft and so they could then navigate to the airport.		



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Author: Owner Subject: Sticky Note Date: 4/30/2018 6:05:50 PM  
Cute - who cares? Self-serving. Mistakes activity for progress.

Figure 8. Sample annual outreach summary

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## Displays

COMPASS uses free-standing table-top displays for a variety of purposes, from raising awareness of specific issues to encouraging participation and comment on COMPASS plans and projects.

COMPASS develops topical displays for specific purposes, and also maintains a standard COMPASS display with general information about the agency that can be used in a variety of situations (Figure 12). This display is updated periodically, typically following the update to the regional long-range transportation plan.

COMPASS displays may be staffed or may stand alone, depending on the nature of the event or message. In some instances, displays may be created to share information about COMPASS or an issue with a general audience and placed at public locations, such as libraries, for several weeks at a time.

Placing COMPASS displays at public locations – libraries, coffee shops, etc. – helps raise awareness of COMPASS among individuals who may not otherwise seek out information about COMPASS, transportation, or other issues the agency addresses. Additional printed information, that a person viewing the display can take home, should accompany each display.

As with most outreach materials, the audience(s) for COMPASS displays will vary depending on the goal of the message and the nature of the event or location where the display is placed.



Figure 12. Standard COMPASS display

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Author: Owner	Subject: Sticky Note	Date: 4/30/2018 6:39:36 PM
This approach is so old fashioned and archaic		
Author: Owner	Subject: Sticky Note	Date: 4/30/2018 6:08:12 PM
Riffing on what Saleri said, these posters have too many words		
Author: Owner	Subject: Highlight	Date: 4/30/2018 6:08:29 PM
Author: Owner	Subject: Highlight	Date: 4/30/2018 6:08:15 PM

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Because social media is widespread, easily accessible, and “social” by nature, it provides one of the most effective means of reaching a wide variety of individuals and of reaching new audiences who may not be familiar with COMPASS.

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Author: Owner Subject: Sticky Note Date: 4/30/2018 6:40:59 PM  
Not a very engaging strategy for social media

COMPASS uses five social media platforms: Facebook, Twitter, Instagram, YouTube, and its Executive Director’s Blog. Each social media platform addresses a slightly different target audience. For example, the Executive Director’s blog is used to share longer, permanent messages, which appeal to a different audience than that of Twitter, which limits its messages to 280 characters and has a very quick replacement rate. The overall message may be similar among the two platforms, but the format and level of detail are extremely different.

High quality social media posts are commonly defined as those that are timely and include engaging graphics and videos. COMPASS uses visuals in its social media posts whenever possible to reach and engage its audiences in a fun, easy to understand format.

COMPASS uses a content calendar to ensure that all posts from COMPASS are visually consistent, well-written, accurate, supportive of COMPASS’ goals, and shared at the most opportune times and locations to receive the most meaningful engagement.

COMPASS regularly monitors its social media channels using native analytics tools for each platform. These analytics indicate important metrics for social media management and allow COMPASS to learn about its audiences, identify influencers, analyze the reach and results of posts, and track lead generation – after all, the overarching goal is to inform and involve the public with COMPASS plans and programs. Social media is a valuable and effective tool to not only communicate with the public, but also direct them to the COMPASS website for more information.

COMPASS prepares an internal annual social media audit to document the online “conversation” regarding COMPASS, as well as provide a framework for future social media strategies. The audit evaluates each social media account, demonstrates the effectiveness of current and past strategies, provides insight into the demographics of COMPASS fans/followers, and helps COMPASS determine what content is resonating most and on what platforms.

Specific policies regarding the use of social media are outlined in the COMPASS social media policy and public terms of use.<sup>22</sup>

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<sup>22</sup> [http://www.compassidaho.org/documents/comm/Terms\\_of\\_Use\\_March2018.pdf](http://www.compassidaho.org/documents/comm/Terms_of_Use_March2018.pdf)

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Table 3. Uses of different types of media

	Promote public comment periods	Promote events	Highlight COMPASS planning efforts	Focus attention on regional issues	Traditional vs Online
<b>Paid Media</b>					
Print display advertisement (newspapers)	✓	✓			Purchase separately from online
Online display advertisement (newspapers)	✓	✓			Purchase separately from print
Legal notice	✓				Appears both online and in print
Community Calendar		✓			Primarily appears online only; some outlets will feature events in print or via broadcast
Radio advertisement (public service announcement)	✓			✓	Online (streaming) advertisements are typically offered as part of an overall advertising package, but are an additional cost
Television advertisement (public service announcement)				✓	Website ads are purchased separately from public service announcements
<b>Earned Media</b>					
News Release	✓	✓	✓	✓	Most local news stories appear in both traditional and online outlets for the same media source
Guest Opinion	✓		✓	✓	Typically appears both in print and online

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Author: Owner Subject: Sticky Note Date: 4/30/2018 6:41:57 PM  
 Heretofore, you've presented no data to support the approach and strategy being presented

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**Paid Media**

Paid media refers to advertising or other exposure in print or broadcast media that COMPASS has paid for, such as a newspaper or radio advertisements or public service announcements. Paid advertising is generally conducted in support of a specific COMPASS plan or project, and will typically involve purchasing a limited number of advertisements to be placed on specific days over a short period of time.

Print and online media advertisements ("display" advertisements) are used to promote COMPASS events, such as a speaker or an open house, and to promote opportunities to be involved with, or comment on, COMPASS plans or projects. COMPASS uses a template for its display advertisements to reinforce the look of the COMPASS "brand" (Figure 18).

Advertisements are typically placed in both the *Idaho Statesman* and *Idaho Press Tribune*, and may be placed in other local newspapers as appropriate. Whenever possible, COMPASS also promotes public comment periods and similar efforts in Spanish language newspapers; however, access to these news outlets can be difficult, as these media outlets come and go quickly.

COMPASS also places legal (public) notices in the *Idaho Press Tribune* and *Idaho Statesman* to provide notice of public comment periods and uses online "community calendars" to promote specific events. While the community calendars are free, they more closely align with the concepts of paid exposure, as COMPASS simply needs to submit the information and it is published, just as is done with a paid advertisement.

The purchase of advertising through broadcast media serves a different purpose than the purchase of advertising in print media. While print media advertisements generally focus on a specific event, as described above, broadcast media advertising is designed to raise awareness of an issue or provide notice of a public comment period.

Radio and television advertisements are most effective when purchased on multiple stations over a period of weeks or months. Radio ads can be produced directly by the radio station, with talking points supplied by COMPASS. There is no charge for this production. Television advertisements typically involve additional production costs. For both, stations frequently match paid ads with complimentary ads, as COMPASS is a government agency.

Media exposure reaches a very broad audience – whoever may be listening to the radio at a certain time or reading the newspaper on a specific day. However, while COMPASS cannot control who will be reached, media placement can be targeted to reach certain demographics. For example, the *Idaho Statesman* has a very broad readership across the Treasure Valley and reaches a large audience, while local newspapers (e.g., the *Kuna Melba News*) have a much smaller, but more specific,

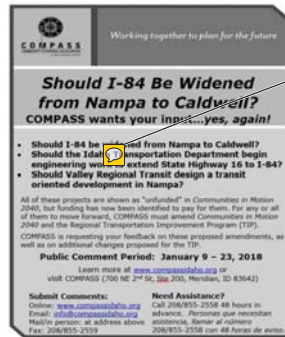


Figure 18. COMPASS uses a consistent format for its display advertisements to reinforce the COMPASS "brand"

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Author: Owner Subject: Sticky Note Date: 4/20/2018 6:43:12 PM  
Was this communication written by a lawyer? It screams discouragement. Don't participate.

## Chapter 7. Live Events

COMPASS provides education programs on planning, transportation, and related issues affecting the nation, state, and region. While social and print/broadcast media, discussed in Chapters 5 and 6, are used to raise awareness of issues, live events move beyond awareness to more in-depth discussions and hands on training. Below, live events are divided into five types: presentations given by COMPASS staff, educational programs, open houses and similar opportunities to participate in or comment on COMPASS plans and programs, COMPASS sponsorship of others' events, and presentation of Leadership in Motion awards. While each COMPASS event serves a specific purpose, each is also an opportunity to market COMPASS and its role, products, and services through presentations, one-on-one discussions, and printed COMPASS materials.

### ***Presentations by COMPASS Staff***

COMPASS actively seeks out opportunities, and is frequently invited, to provide presentations to community groups on the agency itself, specific issues affecting the Treasure Valley, and public participation opportunities. Speaking opportunities provide a public forum for COMPASS to not only share its data, services, and products, but, more importantly, to raise awareness of regional planning issues, the impact of those issues on the audience, and COMPASS' role in resolving those issues (Figure 19). Presentations also provide the opportunity for questions and discussion, beyond that which written materials can supply.

Regardless of the topic of the presentation, whenever a COMPASS staff person conducts a presentation, he or she discusses COMPASS' four roles (planner, implementer, expert, and facilitator). This provides consistent background information to the public regarding COMPASS' role in the region; the discussion on the "facilitator" role specifically informs the public of COMPASS' role in soliciting public feedback.

As with all communication methods, the audience for a presentation varies. COMPASS tailors each presentation to the specific audience.

All slide-based presentations use a standard COMPASS slide format which includes contact information for the presenter, the URL for the COMPASS website, and addresses for COMPASS social media channels, while also ensuring consistency and quality for all presentations.



*Figure 19. Presentations by COMPASS staff encourage public participation in COMPASS plans and projects*