



PUBLIC PARTICIPATION COMMITTEE

Tuesday, August 12, 2014, 2:00 p.m. to 4:00 p.m.

Community Planning Association

700 N. East 2nd Street, 2nd Floor Conference Room, Meridian

Notice: This packet contains only the documents listed with an asterisk (*) in the agenda. The online document requires Adobe Acrobat to read it; COMPASS' homepage <http://www.compassidaho.org> contains a free download link if you need a copy. The online document includes bookmarks at the left of the screen that are named to correspond to agenda items that have attachments. Clicking on a bookmark will take you directly to the named document.

AGENDA

I. AGENDA ADDITIONS/CHANGES

2:00

II. OPEN DISCUSSION/ANNOUNCEMENTS

2:01

III. CONSENT AGENDA

2:02

- *A. Approve May 12, 2014 Meeting Summary *pages 2-4*

N. Stern

IV. INFORMATION/DISCUSSION ITEMS

2:05

- *A. COMPASS Integrated Communication Plan *page 5-8*

A. Luft

2:20

- B. Update on Development Review Checklist Focus Group

C. Miller

2:35

- C. Educational Program on Funding

A. Luft

2:45

- D. Demonstration of the Performance Measures Dashboard

E. Adolfson

V. OTHER

- A. Next Meeting: TBD

VI. ADJOURN

***Enclosures Times are approximate. Agenda is subject to change.**

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**PUBLIC PARTICIPATION COMMITTEE MEETING
May 12, 2014**

**COMPASS
700 NE 2nd St., Suite 200
Meridian, Idaho
* * Meeting Summary * ***

ATTENDEES: Rebecca Lemmons
Amy Luft, COMPASS
Jeff Madsen, **Vice Chair**
Jeanette Ross
Deanna Smith
Nicole Stern, **Chair**
Kristi Watkins

MEMBERS ABSENT: Miguel Gaddi
Chris Lavelle
Scott Lowe
Ross Mason
John McClellan
Josh Wilson

OTHERS PRESENT: Liisa Itkonen, COMPASS
Carl Miller, COMPASS
Jessica Wilson, COMPASS

CALL TO ORDER:

Chair Stern called the meeting to order at 10:00 a.m.

I. AGENDA ADDITIONS/CHANGES

None.

II. OPEN DISCUSSION / ANNOUNCEMENTS

None.

III. CONSENT AGENDA

A. Approve December 12, 2013 Meeting Summary

Jeff Madsen moved and Rebecca Lemmons seconded that the meeting summary of December 12, 2013, be accepted. The motion passed unanimously.

IV. INFORMATION/ DISCUSSION ITEMS

A. Development Review Protocol with Checklist

Carl Miller stated that COMPASS is seeking the following revisions to the Development Review Protocol to accommodate additional goals, objectives, and performance measure identified in CIM 2040:

- Inclusion of CIM 2040 elements
- Updating the development review thresholds of 2,500 average daily trips (ADT) to match Ada County Highway District standards
- Use of a development checklist to supplement development review letters and for applications that do not meet the thresholds
- Authority for requesting a non-standard development review
- COMPASS staff participation at public hearings
- Status reporting to the Demographic Advisory Committee

Carl showed the Committee examples of the COMPASS online dashboard.

B. COMPASS Integrated Communication Plan

Amy Luft said that COMPASS is requesting PPC's involvement in developing an Integrated Communication Plan. The Committee discussed the following options:

1. Work with the full committee at official PPC meetings, with staff fleshing out details in between meetings.
2. Work with a subcommittee of PPC members to develop the plan, bringing broad concepts and specific pieces of the plan for review and discussion to the full PPC at various stages in the process.
3. Work with a subcommittee of PPC members to develop the plan, bringing the plan to the full PPC for review/recommendation once complete.
4. Staff develop the plan and provide to PPC for review, input, and recommendation.

After discussion, the Committee agreed that both Option #2 and #3 would work. Start with one large meeting and then break off with a smaller workgroup of PPC members.

C. Recap/Debrief of CIM 2040 Public Participation Process

Amy Luft stated that in preparation for developing a public involvement plan for CIM 2045 later this year, COMPASS staff will review the CIM 2040 public involvement plan and outreach activities with PPC, outline staff evaluation of what did and did not work, and request feedback from PPC members.

Successes:

- Quarterly emails
- Photo challenge
- Multiple public comment periods
- COMPASS Facebook page and Directors blog

Challenges:

- Public involvement plan document organization

- Stakeholder Matrix
- Youth art and video contests
- Poor attendance at open houses and virtual open houses
- Online interactive comment/mapping (summer 2013 public comment period)

The Committee suggested to focus on including school districts in the next process. Amy Luft will provide a draft public involvement plan at the August meeting.

VII. OTHER

A. Next Meeting: June 9, 2014, at 1:00 pm at COMPASS.

VII. ADJOURN

The meeting adjourned at 12:00 p.m.

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PUBLIC PARTICIPATION COMMITTEE AGENDA ITEM IV-A

Date: August 12, 2014

Topic: COMPASS Integrated Communication Plan

Background/Summary:

In August 2014 COMPASS will begin work to develop an integrated communication plan, as described in the COMPASS FY2015-2017 Strategic Plan:

Objective 1.1 *Develop integrated communications plan, which will include public involvement, community collaboration, education opportunities, media relations, and marketing of the agency itself. The plan will align with the COMPASS Public Involvement Policy and related Title VI and Environmental Justice requirements.*

In your May 2014 PPC meeting, you discussed the process for developing this plan and requested that COMPASS staff bring an outline of the plan to the August 2014 PPC and request volunteers to serve on a subcommittee to help develop the plan at that time. The requested outline is attached. Note that this is an initial outline and is subject to change as the plan is developed.

Request/Recommendation:

Staff requests a subcommittee of volunteers to work with staff on developing the COMPASS integrated communications plan. It is anticipated that the subcommittee would meet from August 2014 – March 2015, with a total of four to eight subcommittee meetings, with additional subcommittee communication via email.

A general schedule for development is below.

| | |
|--------------------------|---|
| August 2014 | Begin developing plan |
| August 2014 – March 2015 | Work with subcommittee to develop/refine plan |
| March 30, 2015 | Request PPC recommendation of the plan |
| April 27, 2015 | Request COMPASS Board approval of the plan |
| April 30, 2015 | Plan complete |

Implication (policy and/or financial):

The integrated communication plan will serve as an “umbrella” document to tie together all aspects of COMPASS’ outreach and communication program. It will highlight where and how distinct parts of the overall communication program can support and augment each other (e.g., how the education series can support outreach on the long-range plan) to maximize effectiveness of each portion of the program and of the program as a whole. The plan will include performance measures to track communication success, which will be tracked, in part, through a random household survey.

In addition, the plan will serve as the overall COMPASS public involvement plan (a federal requirement), replacing the current COMPASS public involvement policy and individual project-specific public involvement plans. The initial outline has been reviewed with the Federal Highway Administration regarding federal requirements.

The integrated communications plan must be complete by April 30, 2015, per the COMPASS strategic plan. Following plan completion, staff will begin to implement the plan and will develop a baseline random household survey (to be complete by September 30, 2015) to assist in measuring effectiveness. COMPASS will work with a consultant to develop and administer the survey, but will request PPC input and guidance into the survey tool in 2015.

More Information:

Contact: Amy Luft at aluft@compassidaho.org or 475-2229.

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Outline – COMPASS Integrated Communications Plan – Including Public Participation Plan

- I. Intro with general discussion of “why” and how this fits together (likely a diagram)
 - a. How this is developed and timeframe
 - b. Who approves
 - c. Role of Board and committee in this plan and overall PPP
 - d. Role of coordinating with other agencies

- II. Federal and state requirements
 - a. Incorporate existing policy with tweaks
 - b. Title VI
 - c. LEP
 - d. EJ
 - e. ADA
 - f. Tribes

- III. Internal process for developing a project specific PIP
 - a. What triggers a project-specific PIP?
 - i. How/when is the public invited to be involved? What are the triggers?
 - b. Minimum public comment periods
 - c. Audiences – matrix – discuss
 - i. Be sure to include tribes, land management agencies, freight, transit operators

- IV. TIP PIP
 - a. Goal for TIP public involvement
 - b. Target audiences, including traditionally underrepresented
 - c. Basically what we have now, but incorporated here
 - d. Include TIP amendment policy (as an appendix)
 - e. required public involvement for annual TIP
 - f. optional public involvement for annual TIP
 - g. Required for TIP amendment
 - h. Optional for TIP amendment
 - i. Note what may trigger move from required to optional
 - j. Min comment periods for full and amendment
 - k. Note conformity
 - l. Audience matrix
 - m. How comments will be used and made available (email, online, etc.)
 - i. Summarized in plan
 - ii. Linked from plan

- V. LRTP PIP
 - a. Goal for LRTP public involvement
 - b. Target audiences, including traditionally underrepresented

- c. required public involvement
 - d. optional public involvement
 - e. Required for LRTP amendment
 - f. Optional for LRTP amendment
 - g. Note what may trigger move from required to optional
 - h. Min comment periods for full and amendment
 - i. Note conformity
 - j. Audience matrix
 - k. How comments will be used and made available (email, online, etc.)
 - i. Summarized in plan
 - ii. Linked from plan
- VI. Other Projects that may require PIPs
- a. Goal for public involvement
 - b. Target audiences, including traditionally underrepresented
 - c. required public involvement
 - d. optional public involvement
 - e. Note what may trigger public involvement
 - f. Note what may trigger move from required to optional
 - g. Sample audience matrix
 - h. How comments will be used and made available (email, online, etc.)
 - i. Summarized
 - ii. Linked
- VII. COMPASS marketing
- a. Goal
 - b. Audiences
 - c. Types of marketing
 - i. Web page
 - ii. Brochure
 - iii. Booths at public events
 - iv. Media
 - v. Email
 - vi. Sponsorships
- VIII. Board/committee/internal communication
- a. Goal
 - b. Audiences
 - c. Types of communication
 - i. Web
 - ii. Newsletter
 - iii. Email

- IX. COMPASS as provider of education
 - a. Goal
 - b. Audiences
 - c. Types of programs
 - i. Ed series (how fits in with the rest)
 - ii. Sponsorships (criteria for sponsoring or not)
 - iii. APA webinar series
 - iv. Web page
 - v. Special events (e.g., hosting a conference)
 - vi. Targeted education programs (e.g., funding transportation campaign)

- X. Issue and crisis communications

- XI. Measuring success
 - a. Outputs (e.g., number of news releases); things we can control
 - b. Outputs (e.g., number of comments, number of news articles); things we can influence, but not directly control
 - c. Awareness (survey of general public)
 - d. Assess plan itself and update every 3 years with 45 day public comment

- XII. Appendices
 - a. TIP amendment policy
 - b. Title VI and LEP plans?
 - c. Audience matrix
 - d. Descriptions and examples of outreach elements with general costs
 - i. Maybe a table?
 1. Type of element
 2. When used
 3. Specific info (e.g., for an open house, the types of places, length, etc.)
 4. Lead time
 5. Cost

**Request from FHWA to add somewhere (where is TBD) – citizen’s guide to how to get involved in transportation projects – looking beyond COMPASS at the project level – how to know about and get involved with projects done by ACHD, ITD, cities, etc. Initial thought – that is a different document altogether, but we write it then reference it here, or include as an appendix, or maybe create it as a web page?