



**PUBLIC PARTICIPATION COMMITTEE
Tuesday, December 16, 2014, 9:00 am
COMPASS, 2nd Floor Conference Room
700 N. East 2nd Street, Meridian, Idaho**

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. CALL TO ORDER
9:00

II. AGENDA ADDITIONS/CHANGES

III. OPEN DISCUSSION/ANNOUNCEMENTS

IV. CONSENT AGENDA

***A. Approve September 29, 2014, Meeting Minutes**

Pages 2-3

V. ACTION ITEM

9:20

***A. Elect Chair, Vice Chair, and committee representatives
for 2015**

Amy Luft

Pages 4-5

9:30

B. Select committee meeting dates for 2015

Amy Luft

VI. INFORMATION/DISCUSSION ITEMS

9:05

***A. COMPASS Integrated Communication Plan**

Amy Luft

Pages 6-37

Amy Luft will update the committee on work to date on the integrated communication plan.

VII. OTHER

A. Next Meeting: TBD

VIII. ADJOURNMENT 10:00

***Enclosures**

Times are approximate. Agenda is subject to change.



PUBLIC PARTICIPATION COMMITTEE MEETING
September 29, 2014
COMPASS
700 NE 2nd St., Suite 200
Meridian, Idaho

****Meeting Minutes****

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

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

OTHERS PRESENT: Nancy Brecks, COMPASS
Liisa Itkonen, COMPASS
Christina Torkelson, COMPASS

CALL TO ORDER:

Chair Stern called the meeting to order at 9:05 a.m.

I. AGENDA ADDITIONS/CHANGES

None.

II. OPEN DISCUSSION/ANNOUNCEMENTS

Amy introduced Christina Torkelson, COMPASS Communication Assistant; introductions were made.

III. CONSENT AGENDA

A. Approve August 12, 2014 Meeting Minutes

Jeff Madsen moved and Rebecca Lemmons seconded the approval of the Consent Agenda as presented. Motion passed unanimously.

IV. INFORMATION/ DISCUSSION ITEMS

A. COMPASS Integrated Communication Plan

Amy Luft recapped the progress to date on the COMPASS integrated communication plan. It is scheduled to be presented to COMPASS Board for approval in April 2015.

B. Draft Scope of Work for *Communities in Motion* (CIM) Update

Liisa Itkonen presented the draft scope of work for the CIM update, as recommended by the Regional Technical Advisory Committee for COMPASS Board approval in October 2014. The update maintains 2040 as the horizon year, continues major tenets of CIM 2040, and meets federal requirements and federal certification review recommendations.

V. ACTION ITEM

A. Public Involvement Plan for Next CIM Update

Amy Luft presented the public involvement plan for the next CIM update. COMPASS engaged in a robust public involvement process for CIM 2040. Many of the policy decisions from CIM 2040 will carry forward; public participation on the update will focus on those areas that are new or substantially different from CIM 2040.

After discussion, **Kristi Watkins moved and Jeff Madsen seconded recommending Board approval of the public involvement plan for the next CIM update as presented. Motion passed unanimously.**

VI. OTHER

Jeff Madsen submitted a written report on the September 9, 2014, Transportation Modeling Advisory Committee (TMAC) meeting, and Jeanette Ross submitted a written report on the July 22, 2014 Demographic Advisory Committee (DAC) meeting. In addition, Kristi Watkins provided an oral report on the September 25, 2014, Regional Geographic Advisory Committee (RGAC) meeting and Deanna Smith reported that the Regional Technical Advisory Committee (RTAC) did not meet in September.

Amy Luft provided a status report on the proposed COMPASS restructure.

Next Meeting: December 16, 2014.

VII. ADJOURNMENT

The meeting adjourned at 10:06 a.m.

Public Participation Committee Agenda Item V-A

Date: December 16, 2013

Topic: 2015 Officers and Committee Representatives

Background/Summary:

As the December 16, 2014, meeting is the last PPC meeting of the year, it is time to elect a PPC chair and vice chair, as well as PPC committee representatives, for 2015. In our past few meetings we have discussed the changes that may be coming to the COMPASS committee structure. As those changes are not final, we will prepare for 2015 based on the current committee and governance structure, but keep in mind that this may change in early 2015.

Chair/Vice Chair

The chair of the PPC runs the meetings and the vice chair performs this role in the chair's absence. In addition, the chair and vice chair meet with COMPASS staff to review the agenda approximately two weeks prior to each PPC meeting and also provide input on other items related to the PPC as necessary.

PPC Representatives on Other Committees

PPC provides one representative on the following COMPASS committees:

1. Transportation Model Advisory Committee (TMAC)(currently Jeff Madsen)
2. Regional Technical Advisory Committee (RTAC) (currently Deanna Smith)
3. Demographic Advisory Committee (DAC) (currently Jeanette Ross)
4. Regional Geographic Information System Advisory Committee (RGAC) (currently Miguel Gaddi/Kristi Watkins)

The PPC needs to select representatives for these committees. Information on the functions, current representatives, and meeting days/times of those committees is provided in the attachment. Keep in mind that if the COMPASS committee structure changes, that may affect PPC representation on these committees and/or the committees themselves.

When volunteering, please carefully consider if you can realistically attend the majority of meetings. All meetings are open meetings, so anyone is always welcome to attend, even if they are not a committee member. All meetings of all committees are at COMPASS.

Please consider if you would like to serve in either of these roles or if you would like to nominate someone else.

Request/Recommendation:

Select 2015 PPC chair/vice chair and representatives for other COMPASS committees.

Implication (policy and/or financial):

Election of a chair/vice chair is necessary for the committee to function. Other committee representatives provide PPC a link to other COMPASS programs.

For More Information:

- 1) Attachment
- 2) For detailed information contact: Amy Luft at 475-2229 or aluft@compassidaho.org.

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Transportation Model Advisory Committee (TMAC)

Current representative: Jeff Madsen

Description: TMAC provides technical oversight on the development and maintenance of the COMPASS travel demand model. The committee approves base model assumptions and input data, reviews results for large scale analyses, recommends improvements to the model, establishes guidelines for the appropriate use of model estimates, and recommends related policies to the COMPASS Board. Visit www.compassidaho.org/people/tmac.htm for more information. TMAC generally meets quarterly, usually at 1:30 in the afternoon.

Regional Technical Advisory Committee (RTAC)

Current representative: Deanna Smith

Description: RTAC advises the COMPASS Board on regional transportation and related planning issues. Committee work includes recommending priorities for federal funding requests and the technical review of core agency documents such as the Transportation Improvement Program and Unified Planning Work Program. Visit www.compassidaho.org/people/rtac.htm for more information. RTAC generally meets the fourth Wednesday of the month from 9 – 11 am.

Demographic Advisory Committee (DAC)

Current representatives: Jeanette Ross

Description: DAC is responsible for reviewing demographic and growth monitoring activities conducted at COMPASS. The chief function of the committee is to recommend improvements to the growth monitoring process and review demographic materials before they are presented to the COMPASS Board. For example, members examine building permit and employment information, population forecasts, and other data that offer insight into the location, type, and pace of regional growth. Visit www.compassidaho.org/people/dac.htm. The DAC meets as needed, at least twice per year. It often meets the same day as RTAC.

Regional Geographic Information System Advisory Committee (RGAC)

Current representative: Miguel Gaddi/Kristi Watkins

Description: GIS is used by COMPASS and its members for planning projects, environmental reviews, development monitoring evaluations, and engineering studies. All data have a geographical component. The availability and reliability of regional data are critical to the success of these activities. The mission of the RGAC is to provide a visionary, collaborative forum to exchange ideas and data and to promote the compatibility and expansion of data across jurisdictions. Visit <http://www.compassidaho.org/people/rgac.htm> for more information. RGAC meets quarterly or as needed, usually in the afternoon.



Public Participation Committee Agenda Item VI-A

Date: December 16, 2013

Topic: COMPASS Integrated Communication Plan Update

Background/Summary:

In August 2014 COMPASS began 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.

Nicole Stern and Jeff Madsen volunteered to serve as a PPC subcommittee to oversee and assist in the development of this plan. COMPASS staff has met with them once as a subcommittee; the remainder of the work to date has been conducted via email.

A portion of the integrated communication plan will serve as the overall COMPASS public involvement plan (Section II of the document) to fulfill federal requirements, replacing the current COMPASS public involvement policy and individual project-specific public involvement plans. COMPASS staff has been working with the Federal Highway Administration regarding federal requirements and they have reviewed the chapters written to date.

COMPASS staff are working to complete the federally required public involvement plan section of the integrated communication plan first. A draft of the chapters that have completed and reviewed by Jeff/Nicole and the Federal Highway Administration as of December 1, 2014, is attached. This includes drafts of Chapters 2, 3, and 4, as well as samples/placeholders for some of the other plan sections.

COMPASS is currently working on the remainder of the public involvement plan section (Chapters 5 and 6) and the social media chapter (chapter number TBD). If any or all of these chapters are complete to a point they are ready for review by the PPC prior to the December 16 meeting, they will be provided to the PPC as well in a separate email or at the meeting itself.

The integrated communication plan is scheduled to be complete in spring 2015. 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 later in 2015.

Request/Recommendation:

None. Information/update only.

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, and will serve as the federally required public involvement plan. 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.

For More Information:

1) Attachment

2) For detailed information contact: Amy Luft at 475-2229 or aluft@compassidaho.org.

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COMPASS
COMMUNITY PLANNING ASSOCIATION
of Southwest Idaho

Working together to plan for the future

COMPASS Integrated Communication Plan

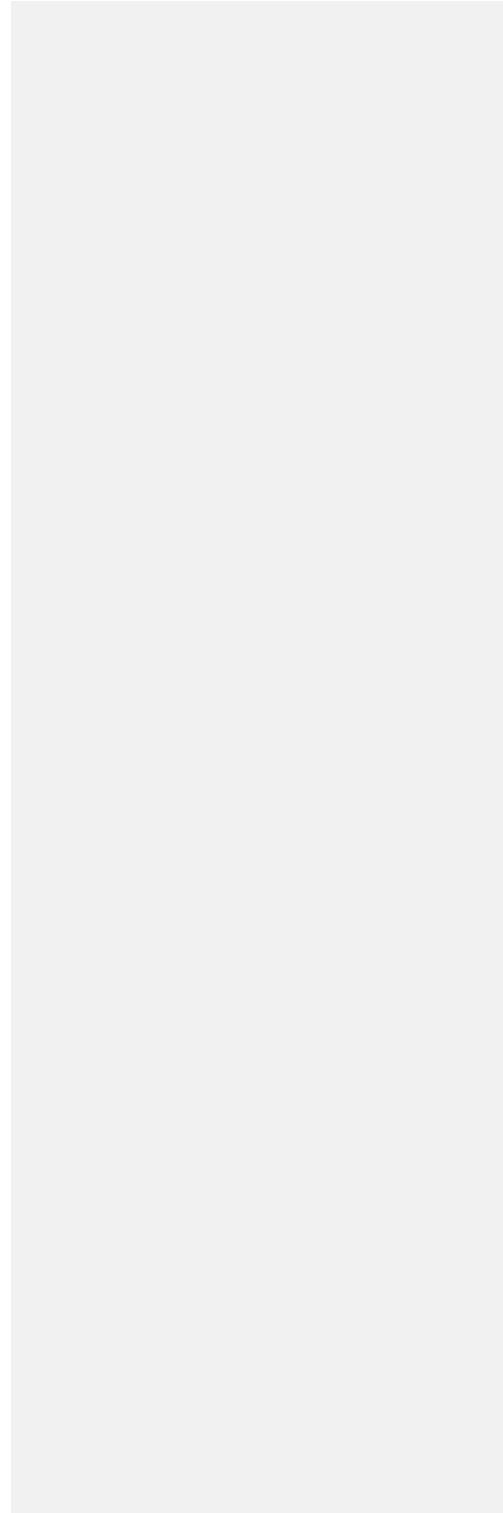
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Section I. Background

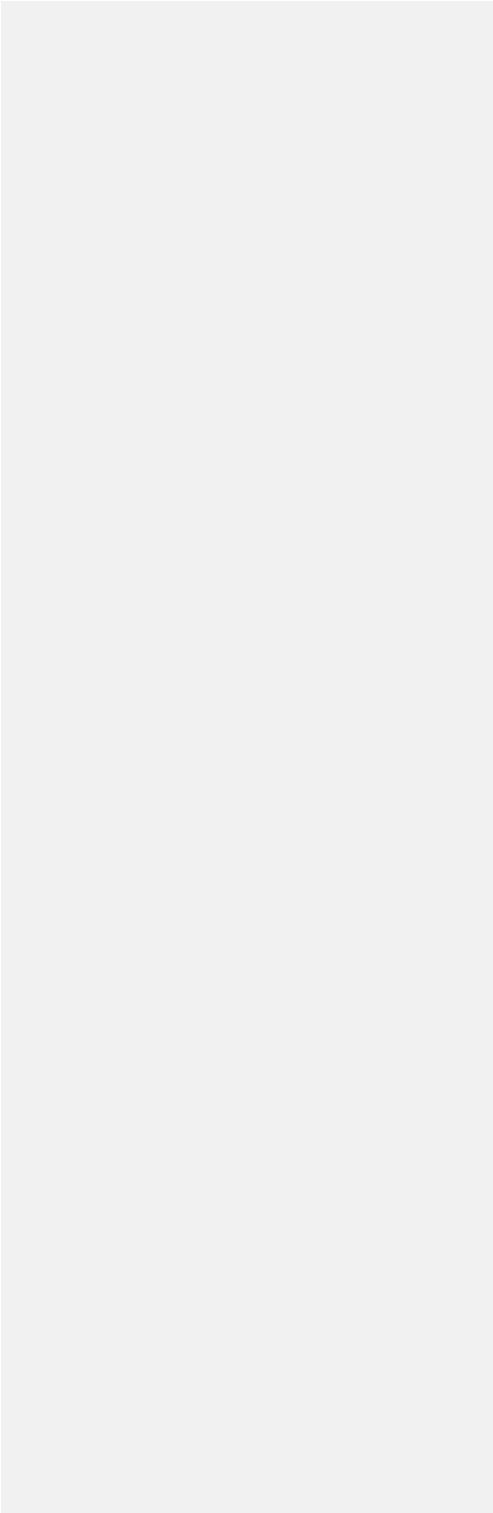


Chapter 1. Introduction

Coming soon – this is just a placeholder

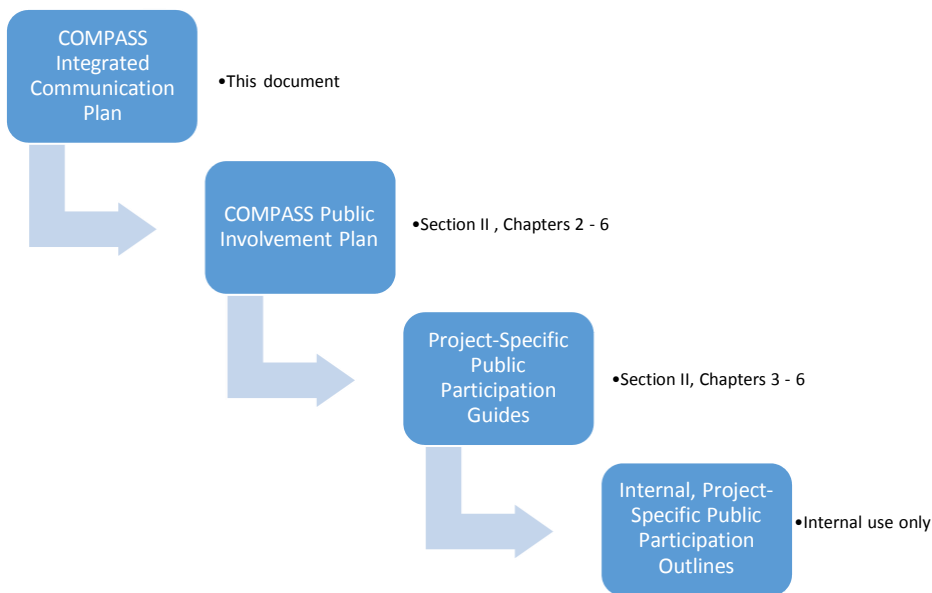
- How it was developed/timeframe for updates
 - o PPC subcommittee
 - o PPC
 - o Public
 - o Board
- Who/how approves (mention of public comment...more on this elsewhere)
- Coordinating with other agencies, including discussion of who those agencies are (mention guide to public comment – separate document coming soon)
- Matrix of how all elements in integrated comm plan fit together

Section II. COMPASS Public Involvement Plan



Chapter 2. Public Involvement Plan: Introduction and Federal Requirements

Section II (Chapters 2 – 6) of this COMPASS *Integrated Communication Plan* serves as the COMPASS Public Involvement Plan and is a guide to soliciting public participation and using public input into COMPASS plans, programs, and projects. This section fulfills federal requirements¹ for a metropolitan planning organization (MPO) to develop an overarching Public Involvement Plan covering its entire planning program. Chapter 2 discusses how COMPASS fulfills federal Title VI, Limited English Proficiency, Environmental Justice, and related requirements; Chapters 3 – 6 serve as public participation guides for specific COMPASS plans, projects, and programs. These guides serve as a basis for internal public participation outlines for each public participation process.



This plan is designed to assist the public in understanding COMPASS' public involvement 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. COMPASS strives to develop its plans, programs, and projects in a transparent manner; this Public Involvement Plan describes how COMPASS will fulfill this goal.

Through its public involvement processes outlined in **Chapters 2 – 6**, COMPASS will:

- ✓ Promote an active public involvement process
- ✓ Provide comprehensive information to put issues into context
- ✓ Provide timely public notice of public comment opportunities

¹ Add citation of fed requirements

- ✓ Provide the opportunity to comment on key decisions before they are made
- ✓ Support early and ongoing public involvement
- ✓ Gather and analyze available community demographics and use this information to best serve all affected communities, including traditionally under-represented populations such as ethnic/racial minorities, low income individuals, and individuals with disabilities
- ✓ Use visualization techniques to describe the long-range transportation plan and other plans, programs, and projects, as appropriate
- ✓ Make public information available electronically in accessible formats on the COMPASS website
- ✓ Hold public meetings at convenient and accessible locations and times
- ✓ Explicitly consider and respond to public input received during public comment periods, as appropriate
- ✓ Seek out and consider the needs of traditionally underrepresented populations providing public comment opportunities, including minority and low income populations
- ✓ Provide additional opportunities to comment if the final plan, program, or project differs significantly from the draft version presented for public comment
- ✓ Coordinate with local, regional, and statewide agencies when soliciting public involvement, as appropriate
- ✓ Provide assistance, such as transportation, child care, and language translation, as requested, to reduce and eliminate barriers to participation.
- ✓ Review the effectiveness of the procedures in this plan every three years and update the plan accordingly

This Public Involvement Plan, in conjunction with the overall *Integrated Communication Plan*, was developed with a [subcommittee of the COMPASS Public Participation Committee](#), and reviewed by the entire [Public Participation Committee](#). Per federal requirements and this Public Involvement Plan, the COMPASS *Integrated Communication Plan* was provided for public review and comment during a 45-day public comment period from [X to Y, 2015](#). During this public review period, comments were explicitly requested from the Federal Highway Administration, Federal Transit Administration, Idaho Transportation Department, Valley Regional Transit (regional transit authority), local Tribal representatives, and members of traditionally underrepresented communities. A description of the public comment process for this plan, and a listing of all public comments received (with responses), can be found in [Appendix X](#).

Federal Public Participation Requirements

COMPASS is committed to providing equal opportunity to participate in public participation activities to all residents and to fulfilling all federal requirements relating to equal opportunity, as outlined below.

Title VI of the Civil Rights Act of 1964

COMPASS is committed to compliance with Title VI of the Civil Rights Act of 1964 and all related regulations and directives. COMPASS assures that no person shall on the grounds of race, color, national origin, gender, age, or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any COMPASS service, program, or activity. COMPASS also assures that every effort will be made to prevent discrimination

through the impacts of its programs, policies, and activities on minority and low-income populations.

The COMPASS Title VI plan can be found online at www.compassidaho.org/people/publicinvolvement.htm.

Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency (LEP)

Under Title VI of the 1964 Civil Rights Act, public agencies are obligated to provide competent language assistance to limited-English-proficient individuals. The COMPASS Limited English Proficiency Plan has been prepared to address COMPASS' responsibilities as a recipient of federal financial assistance as related to the needs of individuals with limited English language skills.

The COMPASS Limited English Proficiency Plan can be found online at www.compassidaho.org/people/publicinvolvement.htm.

Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations

COMPASS identifies Environmental Justice Consideration Areas by using Census and American Community Survey data to locate block groups with high minority population and tracts with low-income populations. COMPASS then uses this information to ensure that identified areas are not unduly impacted, or neglected, by transportation projects listed in the long-range transportation plan or Regional Transportation Improvement Program, and ensures that public comment opportunities are promoted and provided in these areas.

Environmental Justice Consideration Area maps can be found online at www.compassidaho.org/people/publicinvolvement.htm.

Executive Order 13175, Consultation and Coordination with Indian Tribal Governments

While there are no federally recognized Indian reservations within the COMPASS planning area, COMPASS is committed to facilitating tribal involvement, consultation, and collaboration to ensure tribal input into transportation needs, projects, and plans within Ada and Canyon Counties, particularly as related to tribal lands and traditional areas.

Americans with Disabilities Act (ADA)

COMPASS is committed to involving all members of the community in public outreach efforts, including those with disabilities. COMPASS complies with the Americans with Disabilities Act and facilitates public involvement by individuals with disabilities by providing all COMPASS materials online, holding public meetings in accessible locations, providing materials in alternate formats (e.g., braille or large print) as requested, and providing accommodations, as requested, to assist individuals with disabilities in fully participating in public involvement opportunities.

Project-Specific Public Participation Guides

While COMPASS accepts public feedback at any time, the agency provides specific public comment opportunities for stakeholders and the general public to provide input into individual plans, projects, and issues as they are being addressed by COMPASS.

Project-specific public participation guides have been developed for those projects where COMPASS regularly requests public participation. These are provided in Chapters 3 (Public Involvement Plan), 4 (long-range transportation plan), and 5 (Regional Transportation Improvement Program); in addition, Chapter 6 provides guidance for other projects for which

public comment may be solicited. Each of these sections includes a quick reference checklist of required and recommended (best practice) public involvement practices. Collectively, these project-specific public participation guides, combined with the overview of federal requirements found here in Chapter 2, comprise the COMPASS Public Involvement Plan.

A summary of public involvement practices covering all types of COMPASS work products is provided in Table 1 (pages 5-8). Descriptions of *how* these public involvement practices shall or can be implemented is provided in Appendix X.

Table 1. Required, Recommended Best Practices, and Optional Elements for Public Involvement

Eventually, I'll make this table look nice, but I'll wait until the end, until we're done changing content, to mess with it. I am still playing with this...mainly order and wording. Don't worry too much about details here yet, but DO let me know if something appears to be missing, mismarked (e.g., an O when it should be an R) or if you see typos.

Activity	Public Involvement Plan	Long-Range Transportation Plan	Long-Range Transportation Plan Amendments	Transportation Improvement Program Yearly Update*	Transportation Improvement Program Amendments, when public comment is required	Transportation Conformity	Other plans, programs, and projects, as appropriate
Prepare for Public Comment							
Review federal Title VI, ADA, LEP, and Environmental Justice requirements to ensure public involvement activities meet or exceed all requirements	R	R	R	R	R	All public comment on the demonstration of transportation conformity will be held in conjunction with the long-range transportation plan or transportation improvement program for which conformity is being demonstrated.	R
Develop an internal project-specific public participation outline, delineating tasks (required and optional), timeline, and budget	R	R	O	R	O		C
Determine if/when coordination with other agencies should occur, and how	R	R	R	R	R		R

Activity	Public Involvement Plan	Long-Range Transportation Plan	Long-Range Transportation Plan Amendments	Transportation Improvement Program Yearly Update*	Transportation Improvement Program Amendments, when public comment is required	Transportation Conformity	Other plans, programs, and projects, as appropriate
Gather and analyze community demographics and use it to determine how to best serve all affected communities, including traditionally under-represented populations	R	R	O	R	O		C
Identify stakeholders and develop stakeholder outreach matrix	R	R	O	R	O		R
Develop project-specific social media plan and implement (Facebook, blog, etc.)	O	O	O	O	O		O
Share Information on Key Issues and Opportunities for Involvement							
Place information on the COMPASS website, including online comment opportunities as appropriate	R	R	R	R	R		R
Send emails	R	R	R	R	R		R

Activity	Public Involvement Plan	Long-Range Transportation Plan	Long-Range Transportation Plan Amendments	Transportation Improvement Program Yearly Update*	Transportation Improvement Program Amendments, when public comment is required	Transportation Conformity	Other plans, programs, and projects, as appropriate
Place legal notices	R	R	R	R	R		C
Purchase paid advertisements (e.g., newspaper, radio, etc.)	O	BP	BP	BP	O		BP
Cultivate earned media exposure (e.g., submit op-ed pieces, news releases)	BP	BP	BP	BP	O		O
Place displays/comment materials at public events/in public places to expand reach beyond minimum requirements	O	O	O	O	O		O
Use visualization techniques	O	R	BP	R	O		O
Hold public meetings	O	R	O	R	O		O
Give public presentations	O	O	O	O	O		O
Solicit feedback							
Hold formal public comment period(s)	R (45 days)	R (30 days)	R (15 days)	R (30 days)	R (15 days)		C
Consult on environmental issues	O	R	O	O	O		O
Consult with Tribes	R	R	R	R	R		C
Consult with advisory committees	R	R	R	R	R		C

Activity	Public Involvement Plan	Long-Range Transportation Plan	Long-Range Transportation Plan Amendments	Transportation Improvement Program Yearly Update*	Transportation Improvement Program Amendments, when public comment is required	Transportation Conformity	Other plans, programs, and projects, as appropriate
Convene focus groups and/or special workgroups	O	O	O	O	O		O
Develop issue-specific comment forms	BP	R	BP	BP	O		BP
Use innovative public outreach techniques	O	BP	O	BP	O		BP
Provide opportunities to comment in multiple formats, including online, via email, via US mail, and/or in person, and at convenient and accessible times and locations	R	R	R	R	R		R
Post draft plan/materials on COMPASS website for review	R	R	R	R	R		R
Translate key documents, including web content, comment form, etc. into Spanish and/or provide in alternate formats, as appropriate; provide additional translations as requested	R	R	BP	R	O		C

Activity	Public Involvement Plan	Long-Range Transportation Plan	Long-Range Transportation Plan Amendments	Transportation Improvement Program Yearly Update*	Transportation Improvement Program Amendments, when public comment is required	Transportation Conformity	Other plans, programs, and projects, as appropriate
Offer and provide assistance, as requested, to overcome barriers to participation	R	R	R	R	R		R
Respond to Public Comment							
Respond to questions received during public comment, as appropriate	R	R	R	R	R		R
Provide all public comments to COMPASS Board and other committees of decision-makers, as appropriate	R	R	R	R	R		R
Post all public comments and responses in or with final documents	R (in final document)	R (summarize in plan; post verbatim online, with final document)	R (online, with final document)	R (in final document)	R (in final document)		R
Provide additional comment opportunities if significant changes made following original public comment period	R	R	R	R	R		C

Activity	Public Involvement Plan	Long-Range Transportation Plan	Long-Range Transportation Plan Amendments	Transportation Improvement Program Yearly Update*	Transportation Improvement Program Amendments, when public comment is required	Transportation Conformity	Other plans, programs, and projects, as appropriate
Distribute final documents online and/or in hard copy, as appropriate	R	R	R	R	R		R
Review effectiveness of public involvement efforts; use results for continual improvement	R	R	R	R	R		R

R = Required

O = Optional

BP = Recommended best practice

C = Determine on a case by case basis

Notes:

- A summary of required elements and recommended best practices for each type of plan is provided at the end of each participation guide in Chapters 3 – 6.
- Descriptions of *how* these public involvement practices shall or can be implemented is provided in [Appendix X](#).

Chapter 3. Public Participation Guide *for the* COMPASS Public Involvement Plan

As discussed in Chapter 2, COMPASS is committed to a robust public involvement process at all stages of its planning efforts. This begins with a robust, overarching Public Involvement Plan. A Public Involvement Plan is required for all MPOs², but much more than that, it is good policy, as it outlines expectations for the public and stakeholders and guides COMPASS staff on public involvement elements.

This chapter serves as the public participation guide for the COMPASS Public Involvement Plan; in essence, it outlines how COMPASS will encourage public participation with, and solicit public input into, the COMPASS Public Involvement Plan.

Public Involvement Plan: Development Process

COMPASS has had a Board-adopted public involvement policy since 1994, accompanied by project-specific public participation plans. In 2015, the policy and project-specific public participation plans are being replaced by Section II (Chapters 2 – 6) of this COMPASS *Integrated Communication Plan*. This Public Involvement Plan shall be updated and adopted by the COMPASS Board every three years. Following this 2015 plan, the next update shall occur in 2018.

The Public Involvement Plan shall be developed by COMPASS staff, in coordination with the COMPASS **Public Participation Committee**. The Public Participation Committee is comprised of stakeholders and members of the general public who advise and assist COMPASS staff on methods to encourage public involvement. Committee members represent a broad cross-section of stakeholders, as well as the general public, and also provide expertise in outreach, education, and communication. The committee helps ensure COMPASS is transparent in its outreach processes and is reaching out to all members of the public in a timely manner and using appropriate methods.

Upon completion of a draft Public Involvement Plan, the Public Participation Committee shall review the full plan contents, make any additional changes, and following final review, shall recommend the draft plan to the COMPASS Board of Directors for adoption. Following the committee's recommendation, the plan shall be released for public and stakeholder comment for a 45-day public comment period. (See Public Participation Process, below).

Following the public comment period, public comments will be provided to the committee, and any suggested changes will be reviewed with the committee and incorporated into the draft plan, as appropriate.

The Public Involvement Plan shall ensure that COMPASS meets or exceeds all federal laws and requirements for public involvement, as discussed in Chapter 2.

Public Involvement Plan: Public Participation Purpose and Goals

The **purpose** of involving stakeholders and the general public in developing, reviewing, and providing feedback on the COMPASS Public Involvement Plan is three fold:

² Add citation of fed requirements

- Affirm COMPASS' commitment to an open, transparent public involvement process
- Ensure stakeholder and public needs regarding COMPASS' public participation processes are heard and addressed
- Outline COMPASS' public involvement processes and expectations to ensure all interested parties are aware of opportunities to be involved

Through public participation in development of the COMPASS Public Involvement Plan, COMPASS strives to fulfill two **goals**:

- Inform stakeholders and the general public that COMPASS has an overall Public Involvement Plan and public participation guides for individual plans and projects, and how to access and use those plans to be an active and engaged participant in COMPASS programs.
- Invite and use feedback and assistance from stakeholders and the general public, including traditionally underrepresented populations, to ensure that the COMPASS Public Involvement Plan, and all COMPASS public involvement processes, consider and provide for needs of all individuals.

Public Involvement Plan: Public Participation Process

As a first step in developing the Public Involvement Plan, COMPASS shall develop an internal public participation outline to meet the purpose and goals listed above. The internal public participation outline shall include the specific tasks, timelines, and budget necessary to achieve the stated purpose and goals and shall ensure that all required elements are included and describe which optional elements will be used.

As part of this process, COMPASS shall determine how to best coordinate with other agencies, review federal requirements, identify stakeholders (including Tribes, underrepresented populations, COMPASS member agencies, transit providers, and others), and compile a stakeholder outreach matrix to identify how COMPASS will reach out to each identified stakeholder group.

As representatives of the public, Public Participation Committee members are integral in ensuring that a plan is developed to meet public needs. Once the Public Participation Committee has reviewed and recommended Board approval of the draft plan, it will be provided to the public and specific stakeholders for a 45-day public comment period. Required and recommended public outreach methods for the Public Involvement Plan are shown on page XX, and are also outlined in Table 1 (pages 5 – 8).

Public Involvement Plan: Public Feedback

During the 45-day public comment period, COMPASS shall respond to any specific questions raised by commenters. If a commenter provides his/her contact information, COMPASS will respond directly to that person and provide the same response with the list of public comments. If the person does not provide contact information, the response will be posted with the list of public comments.

All public comments will be provided to the Public Participation Committee, who will review and propose changes to the draft plan based on the comments, if warranted. If public comments lead

to significant substantive changes to the draft Public Involvement Plan, COMPASS will re-release the draft plan, with proposed changes noted, for an additional 15-day public comment period. All public comments will be provided online and notice will be sent via email notifying stakeholders and the public that comments have been posted, with a direct link to the comments.

The COMPASS Board of Directors will be provided all comments, with responses, for consideration prior to taking action on the Public Involvement Plan. Per federal regulations, the COMPASS Board must adopt the Public Involvement Plan for it to serve as the overarching COMPASS Public Involvement Plan.

The Board-adopted COMPASS Public Involvement Plan, including a description of the public comment process and all comments received (with responses) will be posted on the COMPASS website on the Public Involvement Plans web page (www.compassidaho.org/people/publicinvolvement.htm). The description of the public comment process for this plan, and a listing of all public comments received (with responses), can be found in **Appendix X**.

Public Involvement Plan: Reviewing Effectiveness

COMPASS will use three means to assess the effectiveness of the COMPASS Public Involvement Plan and all COMPASS public involvement and outreach: outputs, outcomes, and public survey data. COMPASS will analyze and report on this information, and use the information to improve the Public Involvement Plan as it is updated every three years. However, in many cases, the data and analysis can and will be put to use immediately to improve public participation processes without waiting for a formal plan update.

Outputs.

Outputs include all COMPASS outreach efforts related to a public involvement process, including the number and length of public comment periods, number of emails sent and number of recipients, number of news releases, locations of public comment materials, etc. In essence, “outputs” are those items for which COMPASS has control – the things that COMPASS does to inform the public and encourage participation.

COMPASS will track and report on the “outputs” of each public involvement process, including public involvement on the COMPASS Public Involvement Plan. Outputs will be described in, or with, the relevant plan or project. Outputs for this Public Involvement Plan are listed in **Appendix X**.

Outcomes.

Outcomes include input into a plan, media coverage, etc. that are a result of COMPASS outreach efforts (outputs). Outcomes include the number of public comments received during a comment period, the number of news stories and opinion pieces generated from COMPASS materials, number of attendees at open houses, etc. Outcomes also include an examination and reporting of the nature of the comments received when those comments address the public involvement process.

COMPASS will also track and report on the “outcomes” of each public involvement process, including public involvement on the COMPASS Public Involvement Plan. Outcomes will be described in, or with, the relevant plan or project. Outcomes for this Public Involvement Plan are listed in **Appendix X**.

Public Survey Data.

In addition to outputs and outcomes for each public involvement process, COMPASS shall conduct a random household telephone survey of residents of Ada and Canyon Counties. A baseline survey shall be conducted in summer/fall of 2015, upon completion of this plan; subsequent surveys shall be conducted the fall prior to the update of this plan³. The survey will address residents' awareness of COMPASS; its plans, projects, and programs; and opportunities to be involved; as well as opinions of COMPASS and its outreach programs, such as perceptions of COMPASS' openness to public involvement and input and the extent to which COMPASS uses that input.

³ The baseline and following survey will be conducted two years apart (2015 and 2017) to allow time for results to be incorporated into the update of this plan. Subsequent surveys will be conducted on a three-year cycle.

COMPASS Public Involvement Plan: Required and Recommended Public Involvement Elements⁴

Required:

- | | |
|--|--|
| <ul style="list-style-type: none"> ✓ Review federal requirements | <ul style="list-style-type: none"> ✓ Consult with Tribes, Public Participation Committee, COMPASS member agencies, transit providers, and others as identified in the stakeholder outreach matrix |
| <ul style="list-style-type: none"> ✓ Determine how to coordinate with other agencies | <ul style="list-style-type: none"> ✓ Provide opportunity to comment online, via email, via US mail, and in person at the COMPASS office |
| <ul style="list-style-type: none"> ✓ Develop an internal project-specific public participation outline to include tasks, timelines, and budget | <ul style="list-style-type: none"> ✓ Offer and provide assistance to overcome barriers to participation |
| <ul style="list-style-type: none"> ✓ Gather and analyze community demographics and use data to best serve all affected communities, including traditionally under-represented populations | <ul style="list-style-type: none"> ✓ Respond to questions received, as appropriate |
| <ul style="list-style-type: none"> ✓ Identify stakeholders; compile stakeholder outreach matrix | <ul style="list-style-type: none"> ✓ Provide additional opportunity to comment if significant substantive changes are made to the draft public involvement plan |
| <ul style="list-style-type: none"> ✓ Hold 45-day public comment period | <ul style="list-style-type: none"> ✓ Provide all comments, and responses, to the COMPASS Board for consideration prior to action on the Public Involvement Plan |
| <ul style="list-style-type: none"> ✓ Post draft Public Involvement Plan on COMPASS website for review | <ul style="list-style-type: none"> ✓ Provide all comments in Public Involvement Plan appendix |
| <ul style="list-style-type: none"> ✓ Send emails notifying of opportunity to review/comment | <ul style="list-style-type: none"> ✓ Post final Public Involvement Plan online |
| <ul style="list-style-type: none"> ✓ Place legal notices | <ul style="list-style-type: none"> ✓ Review effectiveness of public involvement efforts; use data to improve |
| <ul style="list-style-type: none"> ✓ Translate web content, comment form, and list of required elements into Spanish; provide additional translations as requested | |

Recommended Best Practice:

- ✓ Send news release regarding opportunity to comment
- ✓ Create comment form; post online and provide as hard copy

Commented [AL1]: Right now what is below is in a table. I'm going to have to change it to make the format look better. But that will come later, once I've got the content right.

⁴ These public involvement elements are also outlined for all [plans/projects in Table 1, pages 5 – 8.](#)

Chapter 4. Public Participation Guide *for the* Long-Range Transportation Plan, Plan Amendments, and Associated Air Quality Conformity Demonstration

COMPASS develops, or updates, a long-range transportation plan for Ada and Canyon Counties every four years. The purpose of the plan is to forecast transportation needs at least 20 years into the future and develop a strategy for meeting those needs. The long-range transportation plan sets the stage for the projects budgeted in the Regional Transportation Improvement Program (TIP) (Chapter 5), in addition to setting regional goals, establishing performance measures and targets, and outlining specific tasks to meet those goals and targets.

Long-Range Transportation Plan: Development Process

As stated above, the long-range transportation plan is updated every four years, while the current plan is being implemented. Analysis of regional performance measures ties to plan implementation, and informs future updates. This creates a continuous feedback loop; therefore, the process to update the plan begins almost immediately after the plan is adopted by the COMPASS Board. A detailed scope of work is developed for each long-range transportation plan update; broadly, each scope includes:

- Developing a public participation plan and implementing that plan throughout the planning process
- Developing, or refining, a growth forecast and scenario for future growth
- Conducting a financial analysis
- Compiling baseline data, existing relevant plans and forecasts
- Analyzing performance trends
- Identifying future transportation system needs and priorities
- Conducting additional studies/gather additional data, as needed
- Developing a draft plan for public comment
- Revising the draft plan based on public comment and submitting it for COMPASS Board adoption
- Finalizing the regional long-range transportation plan

Long-Range Transportation Plan: Public Participation Purpose and Goals

The **purpose** of involving stakeholders and the general public in developing, reviewing, and providing feedback on the COMPASS Public Involvement Plan is...

- To develop a long-range transportation plan that will serve the current and future needs of Treasure Valley residents.

Through public outreach and soliciting participation in the long-range transportation plan, COMPASS strives to fulfill two **goals**:

- Educate and inform the public of the existence of a long-range transportation plan, the plan's impact on Treasure Valley residents, primary issues addressed in the plan, and the right and responsibility of residents to be aware of and involved in plan development and implementation.
 - Raise awareness that a long-range transportation plan exists, and how and why it is developed.

- Educate the public on who is involved in the planning process, how the plan is used, and how the plan affects the Treasure Valley and its residents now and in the future.
- Educate the public on the primary issues addressed in the plan and how those issues can and will affect the future of the Treasure Valley and its residents.
- Generate awareness that all Treasure Valley residents have a right and responsibility to be involved in the planning process and educate residents on how to become involved.
- Continuously engage the public as active participants in planning and decision-making processes by gathering public input during plan development and on the draft plan and ensuring public input is considered throughout the planning process.
 - Engage stakeholders and the general public, including traditionally underrepresented populations, as active contributors in the decision-making process.
 - Provide multiple and differing opportunities for the public to provide input into the plan.
 - Ensure the COMPASS Board, advisory committees, and COMPASS staff receive the input provided and respond as appropriate.
 - Ensure traditionally underrepresented populations have the opportunity to be involved and express their needs and priorities in a manner that best serves individual populations and that input is considered in planning and decision-making.

Long-Range Transportation Plan: Public Participation Process

As a first step in developing a long-range transportation plan, COMPASS shall develop an internal public participation outline to meet the purpose and goals listed above. The internal public participation outline shall include the specific tasks, timelines, and budget necessary to achieve the stated purpose and goals, as well as describe how required elements will be achieved and which optional elements will be used.

As part of this process, COMPASS shall determine how to best coordinate with other agencies, review federal requirements, identify stakeholders (including Tribes, underrepresented populations, COMPASS member agencies, transit providers, and others), and compile a stakeholder outreach matrix to identify how COMPASS will reach out to each identified stakeholder group.

As developing a long-range transportation plan is a three- to four-year process, the internal public participation outline may be divided into stages based on the scope of work, years, or other logical means of organization to best meet planning needs.

The internal public participation outline will be developed in coordination with the project manager for the long-range transportation plan, with assistance from the Public Participation Committee. Required and recommended public outreach methods for the Public Involvement Plan are shown on page XX, and are also outlined in Table 1 (pages 5 – 8).

Long-Range Transportation Plan: Public Feedback

COMPASS shall solicit public and stakeholder input and active involvement in the planning process during the development of the long-range transportation plan and solicit public feedback on key

items prior to Board action. COMPASS shall also solicit feedback on the entire draft plan prior to Board adoption.

During public comment periods, COMPASS shall respond to any specific questions raised by commenters. If a commenter provides his/her contact information, COMPASS will respond directly to that person and provide the same response in the list of public comments. If the person does not provide contact information, the response will be posted in the list of public comments.

All public comments will be provided to COMPASS advisory committee(s), who will review and propose changes to the draft plan based on the comments, if warranted. If public comments lead to significant⁵ substantive changes to the draft long-range transportation plan, COMPASS will re-release the draft plan, with proposed changes noted, for an additional 15-day public comment period. All public comments will be provided online and notice will be sent via email notifying stakeholders and the public that comments have been posted, with a direct link to the comments.

The COMPASS Board of Directors will be provided all comments, with responses, for consideration prior to taking action on the long-range transportation plan. Per federal requirements, the COMPASS Board must adopt a new long-range transportation plan within four years of adoption of the previous plan, in order to continue to receive federal transportation funding.

The final long-range transportation plan will include a description of the public comment process, and a summary, analysis, and report on the disposition of comments received. In addition, verbatim comments, with responses, will be posted on the COMPASS website on the long-range transportation plan web page and linked from the plan document.

Long-Range Transportation Plan: Reviewing Effectiveness

COMPASS will assess the effectiveness of outreach regarding the long-range transportation plan by evaluating and reporting outputs and outcomes, and using that analysis to improve future outreach efforts, by incorporating changes into this Public Involvement Plan as well as internal public participation outlines. As appropriate, improvements to the process will also be made “on the fly” without waiting for updates to the Public Involvement Plan.

Outputs.

Outputs include all COMPASS outreach efforts related to a public involvement process, including the number and length of public comment periods, number of emails sent and number of recipients, number of news releases, locations of public comment materials, etc. In essence, “outputs” are those items which COMPASS can control – the things that COMPASS does to inform the public and encourage participation.

COMPASS will track and report on the “outputs” of the long-range transportation plan public involvement process. The outputs, including a description of the overall public involvement process, will be described in the long-range transportation plan.

⁵ For the long-range transportation plan, “significant” is defined as any change that adds or removes projects from the list of projects “funded” through the plan. Changes to unfunded projects are not deemed “significant” to trigger additional public outreach unless a project is moved from an “unfunded” to a “funded” list in the plan.

Outcomes.

Outcomes include input into the plan, media coverage, etc. that are a result of COMPASS outreach efforts (outputs). Outcomes include the number of public comments received during a comment period, the number of news stories and opinion pieces generated from COMPASS materials, number of attendees at open houses, etc. Outcomes also include an examination and reporting of the nature of the comments received with regard to the public involvement process.

COMPASS will also track and report on the “outcomes” of public involvement processes for the long-range transportation plan. Outputs will be described within the plan document.

Public Survey Data.

In addition to outcomes and outputs for each public involvement process, COMPASS shall conduct a random household telephone survey of residents of Ada and Canyon Counties every three years. This survey is not specific to the long-range transportation plan, as it will cover all COMPASS public outreach efforts. The survey is described in more detail on [page X](#).

Long-Range Transportation Plan Amendments: Public Involvement Process

Generally, two circumstances necessitate amending a long-range transportation plan: new federal requirements that need to be addressed before the next scheduled plan update and significant changes⁶ to the list of projects funded in the plan.

As a plan amendment is usually very focused on a specific project or change to the plan, the public comment process is more focused as well. At a minimum, a 15-day public comment period must be held and publicized, coordination with other agencies must occur as appropriate, and all federal requirements must be met. However, additional public outreach efforts may take place, and should be considered and used based upon the nature of the amendment (see [page X](#) for a list of required and recommended best practices).

Long-Range Transportation Plan Air Quality Conformity Demonstration: Public Involvement Process

COMPASS must demonstrate that projects funded through the long-range transportation plan do not cause the area to exceed air quality pollutant “budgets.” This demonstration is required in areas that have exceeded federal air quality standards. While the Treasure Valley is currently in compliance with all air quality standards, Northern Ada County exceeded standards in the past; therefore, COMPASS plans must comply with this requirement.

The air quality conformity demonstration is conducted as a final step in developing the long-range transportation plan; therefore, public comment on the demonstration is not relevant prior to the draft plan being made available for public comment. Public comment on the air quality conformity demonstration will occur in conjunction with public comment on the draft plan; therefore, it is not addressed separately here.

⁶ For the long-range transportation plan, “significant” is defined as any change that adds or removes projects from the list of projects “funded” through the plan. Changes to unfunded projects are not deemed “significant” to trigger additional public outreach unless a project is moved from an “unfunded” to a “funded” list in the plan.

Long-Range Transportation Plan: Required and Recommended Public Involvement Elements⁷

Required:

- ✓ Review federal requirements
- ✓ Determine how to coordinate with other agencies
- ✓ Develop an internal project-specific public participation outline to include tasks, timelines, and budget
- ✓ Gather and analyze community demographics and use data to best serve all affected communities, including traditionally under-represented populations
- ✓ Identify stakeholders; compile stakeholder outreach matrix
- ✓ Consult with Tribes, COMPASS member agencies, transit providers, environmental agencies, and others as identified in the stakeholder outreach matrix throughout the planning process
- ✓ Use visualization techniques
- ✓ Hold 30-day public comment period on the draft plan and draft air quality conformity demonstration
- ✓ Post information on the COMPASS website throughout plan development; post draft plan and draft air quality conformity demonstration on COMPASS website for review during public comment period
- ✓ Send emails notifying of opportunity to review/comment
- ✓ Place legal notices
- ✓ Hold public meetings to share information and receive feedback
- ✓ Translate web content, comment form, and a plan summary/fact sheet into Spanish; provide additional translations as requested
- ✓ Provide opportunity to comment online, via email, via US mail, in person at the COMPASS office, and via other means as appropriate
- ✓ Offer and provide assistance to overcome barriers to participation
- ✓ Create comment form; post online and provide as hard copy
- ✓ Respond to questions received, as appropriate
- ✓ Provide additional opportunity to comment if significant⁸ changes are made to the draft plan
- ✓ Provide all comments, and responses, to the COMPASS Board for consideration prior to action on the plan
- ✓ Summarize comments and their disposition in the plan; provide verbatim comments, and responses, online and link from plan
- ✓ Post final long-range transportation plan and air quality conformity demonstration online
- ✓ Review effectiveness of public involvement efforts; use data to improve

⁷ These public involvement elements are also outlined for all plans/projects in [Table 1, pages 5 – 8](#).

⁸ For the long-range transportation plan, "significant" is defined as any change that adds or removes projects from the list of projects "funded" through the plan. Changes to unfunded projects are not deemed "significant" to trigger additional public outreach unless a project is moved from an "unfunded" to a "funded" list in the plan.

Recommended Best Practices:

- ✓ Distribute news releases and other means of cultivating earned media exposure
- ✓ Purchase paid advertising to promote opportunities to comment
- ✓ Provide additional opportunities to comment during plan development
- ✓ Use innovative outreach techniques

Commented [AL2]: My goal is to have these on the same page as the required, but that is going to be a formatting challenge. I'll wait until it's almost final to do that.

Long-Range Transportation Plan Amendments:
Required and Recommended Public Involvement Elements⁹

Required:

- ✓ Review federal requirements
- ✓ Determine how to coordinate with other agencies
- ✓ Gather and analyze community demographics and use data to best serve all affected communities, including traditionally under-represented populations
- ✓ Consult with Tribes, Public Participation Committee, COMPASS member agencies, transit providers, and others as identified in the stakeholder outreach matrix at appropriate time(s)
- ✓ Hold 15-day public comment period
- ✓ Post proposed amendment, and reasons for the proposal, on COMPASS website for review
- ✓ Send emails notifying of opportunity to review/comment
- ✓ Place legal notices
- ✓ Provide opportunity to comment online, via email, via US mail, and in person at the COMPASS office
- ✓ Offer and provide assistance to overcome barriers to participation
- ✓ Respond to questions received, as appropriate
- ✓ Provide additional opportunity to comment if significant substantive changes are made to the draft long-range transportation plan
- ✓ Provide all comments, and responses, to the COMPASS Board for consideration prior to action on the long-range transportation plan
- ✓ Provide all comments online, with the final document
- ✓ Post final long-range transportation online
- ✓ Review effectiveness of public involvement efforts; use data to improve

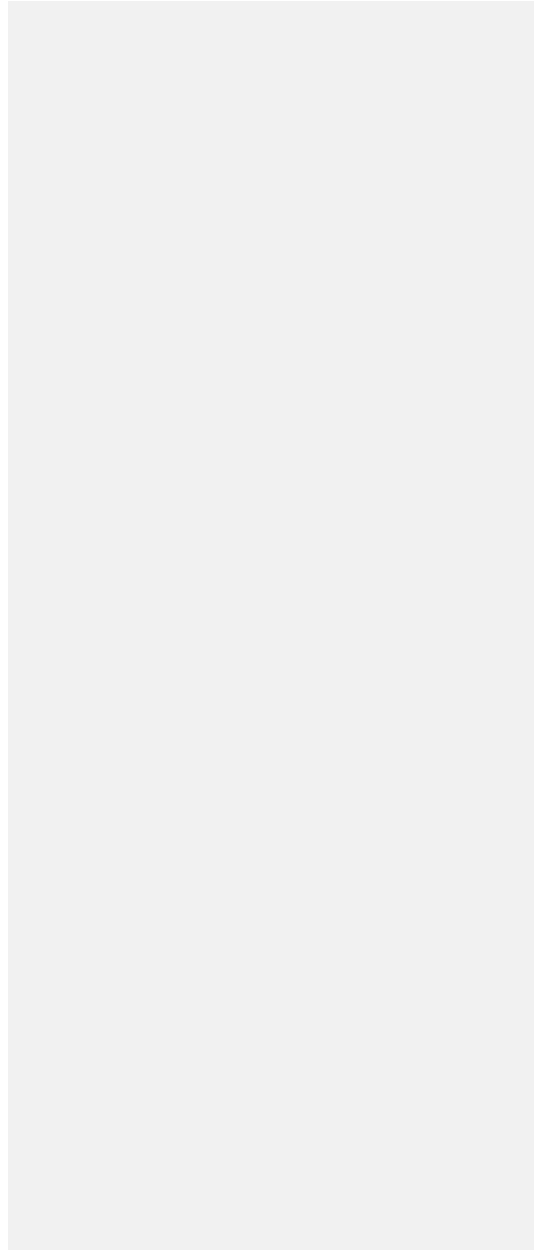
Recommended Best Practices:

- ✓ Distribute news releases and other means of cultivating earned media exposure
- ✓ Create comment form; post online and provide as hard copy
- ✓ Purchase paid advertising to promote opportunities to comment
- ✓ Use visualization techniques
- ✓ Translate web content, comment form, and summary of proposed amendment into Spanish; provide additional translations as requested

⁹ These public involvement elements are also outlined for all plans/projects in [Table 1, pages 5 – 8.](#)

Section III. Other COMPASS Communication Programs

(placeholder...not sure what I'll call this section yet)



Appendix X. Public Involvement Elements, Detailed Process

Jeff/Nicole -

On the next page is a sample of two "detailed processes" for a public involvement activity. I envision having two of these per page - each in the same general format. They would cover everything in the matrix in chapter 2.

This first one is just an example of general format (e.g., the type and level of detail provided). Don't worry too much about what it says at this point. Right now I'm just wanting to know if this format/detail works. If so, I'll start to flesh out the rest. Don't worry about how it looks - I'll make it "pretty" later - here, when I say "format," I am referring to the organization of the materials.

Activity:	Internal, project-specific public participation outline
Required For:	<ul style="list-style-type: none"> ✓ Public Involvement Plan ✓ Long-Range Transportation Plan ✓ Regional Transportation Improvement Program Yearly Update
Description:	Develop an internal project-specific public participation outline, documenting the purpose, goal(s), and timeframe for public involvement and describing how all required elements will be met and which optional elements will be used
Process:	<p>COMPASS communication staff will work with project managers to determine the purpose and goal(s) of soliciting public involvement into the plan/project and develop an internal public participation plan for that project. In addition to the purpose and goal(s), the public participation plan will include the following:</p> <p>Timeline</p> <ul style="list-style-type: none"> • Depending on the nature of the project, the timeline may include specific dates, general time periods, or “triggers” within the project that indicate a need for public involvement. • As an internal, living document, the timeline should become more specific as public involvement opportunities near. • <u>Example</u> – An initial timeline may indicate that “a public comment period will be held in spring 20XX, when a draft project list has been developed” (both a general time period and a trigger). As the trigger approaches, the timeline should be revised with exact dates, such as “a public comment will be held from April 1 – May 30, 20XX to receive feedback into the draft project list.” <p>Required Elements</p> <ul style="list-style-type: none"> • The Public Involvement Plan shall list all required elements as identified in this plan and exactly how they will be fulfilled. • <u>Example</u>: Required Element: Legal notice. Legal notices will be published in the Idaho Statesman and Idaho Press Tribune for three days, beginning the first day of the public comment period. <p>Optional Elements</p> <ul style="list-style-type: none"> • The Public Involvement Plan shall list which optional elements, if any, will be used. • <u>Example</u>: COMPASS will use focus groups to solicit in-depth feedback on the draft project list from traditionally underrepresented populations, including low income, minority, and individuals with disabilities. The focus groups will occur during the spring 20XX public comment period.

Commented [AL13]: Note to self – revise language based upon final language used in text

NOTE that the elements will appear in the same order as in the matrix in Chapter 2. These two are not in that order to provide an example of different types of elements.

Activity:	Cultivate earned media exposure
Required For:	✓ Not required, but recommended best practice
Description:	Earned media exposure includes news articles, interviews, op-ed pieces, etc. typically generated through submission of news to one or more media outlets. Earned media exposure differs from advertising in that it is not purchased.
Process:	COMPASS communication staff will work with project managers to determine the appropriate type of products to cultivate earned media exposure. Typically, a news release will be issued to announce a public comment period; other related news releases may also be generated to focus on specific issues or specific comment opportunities, such as open houses. Based on the topic, COMPASS may also prepare op-ed pieces to submit to local newspapers or work with media to generate interviews or editorial board pieces.

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