



PUBLIC PARTICIPATION COMMITTEE

**Monday, June 22, 2015, 2:00 pm
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**
2:00
- II. AGENDA ADDITIONS/CHANGES**
- III. OPEN DISCUSSION/ANNOUNCEMENTS**
- IV. CONSENT AGENDA**
Pages 2-3
 - *A. Approve April 7, 2015, Meeting Minutes**
- V. INFORMATION/DISCUSSION ITEMS**
2:15
Pages 4-6
 - *A. Random household survey** **Amy Luft**
Staff requests feedback on topics for the COMPASS random household survey on its communication programs
 - 2:30 *B. 2017 COMPASS Calendar Photo Contest** **Christina Torkelson**
Pages 7-11
Staff requests feedback on a COMPASS photo contest and related 2017 COMPASS Calendar
 - 2:45 C. Maintenance outreach video** **Christina Torkelson**
Page 12
Staff will share information and request feedback about a video to increase awareness and excitement about maintenance projects
 - 3:00 *D. COMPASS "swag" purchase** **Christina Torkelson**
Page 13
Staff requests input into the purchase of various promotional items
- VI. OTHER**
 - A. Next Meeting: TBD**
- VII. ADJOURNMENT 4:00**

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

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PUBLIC PARTICIPATION COMMITTEE MEETING
April 7, 2015
COMPASS
700 NE 2nd St., Suite 200
Meridian, Idaho

****Meeting Minutes****

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

MEMBERS ABSENT: Miguel Gaddi
Deanna Smith

OTHERS PRESENT: Liisa Itkonen, COMPASS
Christina Torkelson, COMPASS

I. CALL TO ORDER:

Chair Stern called the meeting to order at 2:09 p.m.

II. AGENDA ADDITIONS/CHANGES

None.

III. OPEN DISCUSSION/ANNOUNCEMENTS

None.

IV. CONSENT AGENDA

A. Approve December 16, 2014, Meeting Minutes

Kristi Watkins moved and Nicole Stern seconded the approval of the Consent Agenda as presented. Motion passed unanimously.

V. ACTION ITEM

A. Recommend Board Approval of the DRAFT COMPASS *Integrated Communication Plan*

Amy Luft provided an overview of the DRAFT COMPASS *Integrated Communication Plan* prior to its release for public comment. Feedback was requested on the content of the plan, including Section II, which will replace the current Public Involvement Policy upon COMPASS Board adoption. It is scheduled to be presented to the COMPASS Board for approval in June 2015.

Jeanette Ross moved and Rebecca Lemmons seconded recommending COMPASS Board approval of the COMPASS *Integrated Communication Plan*, with changes as discussed. Motion passed unanimously.

VI. INFORMATION/ DISCUSSION ITEMS

A. DRAFT COMPASS *Integrated Communication Plan*: Public Comment Materials

Amy Luft requested input into the public comment materials for the DRAFT COMPASS *Integrated Communication Plan*.

B. Update on *Communities in Motion 2040 2.0 (CIM 2040 2.0)*

Liisa Itkonen provided an update on CIM 2040 2.0, including an overview of the Project Development Program, CIM Grant Implementation Program, and Strategic Highway Research Program (SHRP2) grant.

C. DRAFT Roundabout Brochure

Christina Torkelson requested input into a DRAFT roundabout brochure for drivers of freight trucks and oversized vehicles. Feedback was requested on the content and design of the brochure, and potential distribution locations were solicited.

D. Update on COMPASS restructuring

Amy Luft provided an update on the COMPASS Board of Directors and committee restructuring.

VII. OTHER

Next Meeting: TBD.

VIII. ADJOURNMENT

The meeting adjourned at 3:40 p.m.

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Public Participation Committee Agenda Item V-A

Date: June 22, 2015

Topic: Discuss Topics for Random Household Survey

Request/Recommendation:

Staff requests feedback on topics for the COMPASS random household survey on its communication programs.

Background/Summary:

The COMPASS Board is scheduled to vote on the COMPASS *Integrated Communication Plan* on June 15. Assuming the Board approves the plan, the next steps are to implement the plan and to conduct a survey to obtain baseline data on the public's awareness and opinions of COMPASS and its projects and programs to help us improve our communication program. We plan to update the survey on a regular schedule to inform each update of the *Integrated Communication Plan* to determine if we are "moving the needle" regarding public awareness and opinions of COMPASS and its projects and programs. The next survey is scheduled for 2017, prior to the update of the communication plan in 2018.

COMPASS has selected a consultant to administer the survey and assist with survey design. We will be negotiating a contract with the consultant during the last two weeks of June, with the intent of being prepared to begin work on July 1.

Attached is an initial list of topics for the survey. Staff requests your feedback on the list to ensure no key issues have been left off. When reviewing the list, keep the following in mind:

- The purpose of the survey is to gauge awareness and opinions regarding COMPASS to assist with improving our communications programs. It is NOT intended to be used to gather information regarding transportation projects or transportation use.
- We are looking for your feedback on topics. Don't worry about appropriate wording, except where needed to ensure the topic itself is described clearly. COMPASS will work with the consultant on appropriate question wording and order to ensure an understandable and un-biased survey.
- While we want to be thorough, we also need to be mindful of the length of the survey. As we work with the consultant, some proposed topics/questions may be removed or combined to keep the survey from becoming too long. Consider what topics are most important and what could be left off if necessary.
- While not included on the topic list, the survey will also ask basic demographic questions.

Implication (policy and/or financial):

In addition to assisting COMPASS in improving its communication program, this survey will fulfill Objective 1.3 in the COMPASS FY2015-2017 Strategic Plan:

Initiate work to evaluate the effectiveness of the integrated communications plan. Execute a statistically significant random household survey on the public's awareness of COMPASS programs, projects, and opportunities for comment to establish baseline data for evaluating effectiveness of the integrated communications plan.

For More Information:

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

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COMPASS Random Household Telephone Survey Question Topics

Actual wording and order of questions will be established with assistance from the consultant

- COMPASS recognition
 - Recognize the COMPASS name? (NOTE: Need to differentiate from COMPASS Charter School)
 - Aware that COMPASS exists? (with or without name recognition) (e.g., are aware that there is a regional organization that does the types of things that COMPASS does, even if they don't know who/what COMPASS is, per se)
 - Aware that "someone" does regional transportation planning? [may be too similar to above]
 - Aware that they are represented on the COMPASS Board by one or more locally elected officials?
- Transportation planning awareness
 - Aware that a regional long-range transportation plan exists?
 - Aware that people have access to housing, transportation, and land use data online?
 - Aware that a budget exists showing how federal transportation dollars will be spent over the next five years?
 - Aware of (heard of?) other COMPASS plans or projects? (*Need a much better question, but this gets to the fact that what we list above are our two main plans, but we do a lot of others that are topic specific, so they may be aware of those if they are "into" that topic.*)
 - If so, what was the topic of the plan or project?
- Awareness of opportunities to be involved
 - Aware there are opportunities to participate in/comment on plans and planning processes?
 - Aware of how to learn about opportunities to comment?
 - Aware of how to comment? [combine with above?]
 - Ever commented on any public plans, projects, or programs (COMPASS or otherwise)?
 - If yes, ever commented on any transportation plans, projects, or programs (COMPASS or otherwise)?
 - If yes, ever commented on a COMPASS plan?
 - Ever attended a public meeting (e.g., a public open house, a city council meeting, etc.)?
 - If yes, ever attended a COMPASS open house, presentation, or education series event?
- COMPASS online/social media awareness
 - Have seen/visited? Follow/are friends with?
 - COMPASS website
 - COMPASS Facebook Page
 - COMPASS YouTube channel
 - COMPASS Twitter feed
 - COMPASS Executive Director's Blog
 - COMPASS Flickr
- Traditional news media, etc./have heard of/seen COMPASS:
 - In a news story
 - In a radio ad
 - In a print ad

- In opinion pieces
- At events
- Services
 - Aware of services COMPASS provides/can provide either them as individuals or their community or group)
 - Mapping/GIS
 - Population data/demographics
 - Orthophotography
 - Speakers for clubs, etc. on planning, transportation, regional issues, etc.
 - Education series
- Opinions about COMPASS – only if they have indicated they have heard of us
 - Do they feel COMPASS is transparent in its planning processes?
 - If they have contacted COMPASS (for anything), has COMPASS been responsive?
 - When they submit comments, or are otherwise involved in COMPASS processes, do they feel their questions have been answered/they have been listened to?
- Preferences – how do they/would they prefer to get information regarding COMPASS (whether or not they have heard of/about us before)
 - Social media
 - Newspaper
 - Radio
 - TV
 - Web
 - RSS feed
 - Etc.
 -

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Public Participation Committee Agenda Item V-B Date: June 22, 2015

Topic: 2017 COMPASS Calendar Photo Contest

Request/Recommendation:

Staff requests feedback on a COMPASS photo contest and related 2017 COMPASS Calendar.

Background/Summary:

COMPASS will hold a photo contest to increase awareness of four transportation “components” outlined in *Communities in Motion 2040 2.0*, and to illustrate the first COMPASS calendar. The contest is intended to build an understanding of how roadways, public transportation, freight, and bicycle and pedestrian facilities make up a “complete” transportation system. The winning photos submitted in the contest will be used to illustrate a 2017 COMPASS calendar, and remain on file for other COMPASS marketing and promotional needs.

COMPASS staff request feedback on the photo contest and calendar regarding:

- Name of contest and calendar
- Outreach materials (flyer/poster, messaging)
- Judging criteria
- Distribution

The draft photo contest timeline is as follows:

- June 2015: Choose contest title and develop outreach materials and distribution spreadsheet. PPC to advise.
- July 2015: Contact locations for distribution, drop off fliers/posters. Develop contest rules, permission forms, judging criteria, etc.
- August 2015: Contest begins.
- August 2015–July 2016: Continuously promote the contest via email and social media, and replenish fliers/posters in various locations, as needed.

Implication (policy and/or financial):

The photo contest and calendar are intended to increase awareness of who COMPASS is, support the four transportation components in CIM 2040 2.0, and replenish COMPASS’ stock photo supply. This contest supports CIM 2040 Objective 1.2.2, “Coordinate education efforts for sharing the road (bike/pedestrian/car)” and Objective 1.3.3, “Expand existing programs that encourage people to try other modes.”

More Information:

- 1) Attachments:
 - Draft photo contest flyer
 - Draft photo contest messaging
- 2) For detailed information contact Christina Torkelson, at 475-2232 or ctorkelson@compassidaho.org.

Mark Your Calendar!

COMPASS 2017 Transportation Calendar Photo Contest



How does it work?

1. Have fun taking photos of different modes of local transportation
2. Submit your photos to COMPASS by July 31, 2016
3. Check out the top 40 photos chosen by a selection committee
4. Cast your vote! Visit the COMPASS Facebook page and vote for your favorite 12 photos to be used in the calendar! (Voting will begin in Fall 2016; watch for exact dates.)

Can I submit my photos?

Photographers of all levels are invited to submit photos – whether you use a smartphone, point-and-shoot, or professional camera.

What should I photograph?

Submit your photos of one or more of the following transportation components:

- Roadways
- Bicycle and pedestrian
- Public transportation
- Freight (trucks and/or farm freight)



Photo by Shelly Houston



Photo by Kristi Watkins



Photo by Sylvia Marmon



Photo by Troy Behunin



Follow us on [Facebook](#) for monthly photo contest updates and reminders!

Learn more about the COMPASS Calendar Photo Contest, including how to submit your photos, contest rules, photo requirements (e.g., size, resolution), and how your photos will be used by COMPASS by visiting www.compassidaho.org and following the photo contest link.

Questions? Call 208-475-2232 or email ctorkelson@compassidaho.org.

Photo Contest Messaging (Facebook posts and emails)

Emails

Email 1: Quarterly email update – July 1, 2015 (“What’s Next for CIM 2040 2.0”)

Email 2: Monday, August 3, 2015 – summer (kick off)

Email 3: Monday, September 21, 2015 - fall

Email 4: Quarterly email update – October 1, 2015

Email 5: Tuesday, December 1, 2015 - winter

Email 6: Quarterly email update - January 4, 2016

Email 7: Tuesday, March 1, 2016 – spring

Email 8: Quarterly email update - April 4, 2016

Email 9: Tuesday, May 31, 2016

Email 10: Quarterly email update – July 1, 2016

Email 11: Monday, July 25, 2016 – (Last chance to submit photos)

Facebook

August 2015

We’re kicking off the “Mark Your Calendar! COMPASS Calendar Photo Contest!” How do you travel around the Treasure Valley? COMPASS is asking photographers of all abilities – whether you use a smartphone, point-and-shoot, or DSLR camera – to share their photos with us. We’re looking for photos that illustrate these four transportation options: roadways, bicycle/pedestrian, public transportation, and freight (trucks, rail, and/or farm freight). Learn more, including the how to submit, the rules, and how COMPASS will use your photos, by visiting www.compassidaho.org and following the photo contest link!

September 2015

Back to school means packing lunches, doing homework, and...riding school buses! Are your kids riding the bus to or from school, walking and riding their bikes, or carpooling with their friends? All of these are great alternatives to driving your kids every day and go a long way toward relieving congestion, improving air quality, and more. Send us some photos of these types of trips – they’re perfect for our “Mark Your Calendar! COMPASS Calendar Photo Contest!” Learn more here: www.compassidaho.org.

October 2015

Light breeze, colorful leaves, bare trees – it must be autumn! It's the perfect time of year for a brisk walk or a long drive (with your camera handy, of course). Don't forget to submit your pictures to the “Mark Your Calendar! COMPASS Calendar Photo Contest!” Curious? Learn more here: www.compassidaho.org.

November 2015

Tired of being cooped up inside because it's too cold to be outdoors? It's the perfect time to clear out your camera roll, memory card, and hard drive to make room for all the holiday pictures coming up. Don't worry, we'll be happy to take those photos off your hands. Submit any photos you have of roadways, bikes/pedestrians, public transportation, and freight (trucks, rail, and/or farm freight) to the “Mark Your Calendar! COMPASS Calendar Photo Contest!” and you might win on a spot in the 2017 COMPASS calendar! To submit photos and learn more, visit: www.compassidaho.org.

December 2015

Brrrr, it's c-c-cold outside! Cars might be slowing down and bikes might be stored away, but that doesn't stop us from getting around. Too bad we can't commute by sled or snowshoe – that would make a great photo! Until then, keep sending us photos of your everyday transportation options. COMPASS is asking photographers of all abilities to share their photos in our "Mark Your Calendar! COMPASS Calendar Photo Contest." Learn more, including the how to submit, the rules, and how COMPASS will use your photos, by visiting www.compassidaho.org and following the photo contest link!

January 2016

If you haven't decided on a New Year's Resolution yet, here are some suggestions from COMPASS:

1. Become a winner of a contest. Preferably a photo contest!
2. Take more pictures of my friends and family.
3. See my name in lights! (Or, printed on a calendar...)

What are we talking about? The "Mark Your Calendar! COMPASS Calendar Photo Contest," of course! Learn more about the contest and how you can join in on the fun here: www.compassidaho.org.

February 2016

For Valentine's Day this year, tell us: What do you LOVE about the Treasure Valley? We love the new interchanges for easier access onto the interstate, the bike share program in Boise, the freight trucks overflowing with locally grown produce, the pedestrian bridges in our parks, the long stretches of greenbelt, and the wide open roads in our rural communities. Submit your photos of roadways, bikes/pedestrians, public transportation, and freight to the "Mark Your Calendar! COMPASS Calendar Photo Contest!" Learn more here: www.compassidaho.org.

March 2016

Have you taken your photos yet for the photo contest? Don't let them sit on your phone, camera, or hard drive...send them to us today! There's only a few more months until the voting begins. Want to know more about how to submit photos? Visit www.compassidaho.org.

April 2016

It's time to "spring" into action! The days are getting longer and the light is just right for capturing that perfect photo! What are you waiting for? COMPASS is asking photographers of all abilities, whether you use a smartphone, point-and-shoot, or DSLR camera, to share photos with us for our "Mark Your Calendar! COMPASS Calendar Photo Contest." To learn more, including how to submit your photos, visit www.compassidaho.org.

May 2016

Take advantage of the warm weather and snap some pictures! The "Mark Your Calendar! COMPASS Calendar Photo Contest" is almost over and we want to see YOUR photos. We're collecting photos of roadways, bikes/pedestrians, public transportation, and freight (trucks, rail, and/or farm freight), so get your sunny, summer photos in now! The top 12 photos will be printed in a 2017 COMPASS calendar, online, and more! Learn more here: www.compassidaho.org.

June 2016

Is your family into riding bikes on the greenbelt, or hiking on some of our great trails? Have you put the top down and gone for a spin down Highway 55 to McCall? Or, are you towing your camping trailer every weekend? We want to see how you're getting around this summer – send your pictures to the "Mark Your Calendar! COMPASS Calendar Photo Contest!" More info here: www.compassidaho.org.

July 2015

Time is running out! The "Mark Your Calendar! COMPASS Calendar Photo Contest" ends August 1st and you still have photos from the past year saved on your phone, camera, and computer, don't you? Let us lighten your load. Submit your photos now! Details here: www.compassidaho.org.

July 2015 (last Friday of month)

It's the LAST WEEKEND to submit your roadway, bike/pedestrian, public transportation, and freight photos to the "Mark Your Calendar! COMPASS Calendar Photo Contest." The top 40 winning photos will be posted soon, check back regularly to get your votes in! For information on the contest, including how to submit your photos, visit www.compassidaho.org.

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Public Participation Committee Agenda Item V-C

Date: June 22, 2015

Topic: Maintenance outreach video

Request/Recommendation:

This is an information/discussion item.

Background/Summary:

Through *Communities in Motion 2040*, the COMPASS Board of Directors chose to focus federal transportation funding on maintaining the current transportation system, rather than building new projects. Therefore, beginning with the FY2015-2019 Regional Transportation Improvement Program (TIP), the majority of new projects are maintenance projects – projects that are typically less “exciting” than new construction projects.

In an effort to raise awareness of the transportation funding shortfall, and the related need to focus funding on maintenance before expansion, COMPASS plans to develop a “fun” video to increase excitement about maintenance projects. This video is modeled after a video produced by the Illinois transportation advocacy group, Accelerate Illinois (https://www.youtube.com/watch?v=ZSkiDYE6_d0).

COMPASS plans to work with member agencies from Ada and Canyon Counties to film and edit the video. Idaho Transportation Department, Ada County Highway District, and ACHD Commuteride have already agreed to participate in the development of the video.

Production of this video will likely begin in August 2015. It will be posted on the COMPASS YouTube channel, promoted via traditional and social media, and be used as part of the ongoing education campaign on transportation funding and in future TIP outreach.

Implication (policy and/or financial):

The video aims to increase awareness of why maintenance projects are a priority, who COMPASS is, and what the TIP is. The video supports CIM 2040 Objective 4.2, “Promote maintenance and preservation of existing infrastructure.”

More Information:

For detailed information contact: Christina Torkelson at 475-2232 or ctorkelson@compassidaho.org.

Public Participation Committee Agenda Item V-D

Date: June 22, 2015

Topic: COMPASS “swag” purchase

Request/Recommendation:

Staff requests input into the purchase of various promotional items.

Background/Summary:

COMPASS plans to purchase promotional items, or “swag,” for use in public events COMPASS hosts or attends over the next two+ years. In the past, COMPASS has purchased items such as plastic water bottles and flashlights imprinted with the COMPASS logo. There are several options under consideration for the new purchase, including but not limited to:

- Pedometers (supports active transportation)
- Foldable water bottles (supports active transportation, health)
- Tire air pressure gauge keychain (supports air quality)
- Car USB phone chargers
- Windshield ice scrapers

COMPASS has allotted \$3,500 in the draft FY2016 budget for promotional items (pending budget approval). COMPASS staff seeks input and suggestions from PPC on the type and number of promotional items for purchase.

Implication (policy and/or financial):

The purchase of promotional items allows COMPASS to personalize a “giveaway” with the COMPASS logo to increase awareness of COMPASS. These items will support the COMPASS goals and/or transportation components.

More Information:

For detailed information contact: Christina Torkelson at 475-2232 or ctorkelson@compassidaho.org.