

PUBLIC PARTICIPATION COMMITTEE

Tuesday, April 7, 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. | <u>CALL TO ORDER</u> | |
| 2:00 | | |
| II. | <u>AGENDA ADDITIONS/CHANGES</u> | |
| III. | <u>OPEN DISCUSSION/ANNOUNCEMENTS</u> | |
| IV. | <u>CONSENT AGENDA</u> | |
| Page 4 | *A. Approve December 16, 2015, Meeting Minutes | |
| V. | <u>ACTION ITEM</u> | |
| 2:20 | *A. DRAFT COMPASS Integrated Communication Plan | Amy Luft |
| Pages 4-77 | <i>Amy Luft will request PPC review and recommendation of Board approval of the DRAFT COMPASS Integrated Communication Plan, prior to release for public comment.</i> | |
| VI. | <u>INFORMATION/DISCUSSION ITEMS</u> | |
| 2:45 | *A. DRAFT COMPASS Integrated Communication Plan: Public Comment Materials | Amy Luft |
| Pages 78-105 | <i>Amy Luft requests input into the public comment materials for the DRAFT COMPASS Integrated Communication Plan.</i> | |
| 3:00 | B. Update on Communities in Motion (CIM) 2040 2.0 | Liisa Itkonen |
| Page 106 | <i>Liisa Itkonen will provide an update on CIM 2040 2.0.</i> | |
| 3:20 | *C. DRAFT roundabout brochure | Christina Torkelson |
| Pages 107-109 | <i>Christina Torkelson requests input into a DRAFT roundabout brochure.</i> | |
| 3:35 | D. Update on COMPASS restructuring | Amy Luft |
| | <i>Amy Luft will provide an update on COMPASS restructuring.</i> | |
| VII. | <u>OTHER</u> | |
| | A. Next Meeting: TBD | |
| VIII. | <u>ADJOURNMENT 4:00</u> | |

*Enclosures Times are approximate. Agenda is subject to change.
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**PUBLIC PARTICIPATION COMMITTEE MEETING
December 16, 2014
COMPASS
700 NE 2nd St., Suite 200
Meridian, Idaho**

****Meeting Minutes****

- ATTENDEES:** Amy Luft, COMPASS
Jeanette Ross
Deanna Smith
Nicole Stern, **Chair**
Kristi Watkins
- MEMBERS ABSENT:** Miguel Gaddi
Chris Lavelle
Rebecca Lemmons
Scott Lowe
Jeff Madsen, **Vice Chair**
Ross Mason
John McClellan
Josh Wilson
- OTHERS PRESENT:** Sabrina Anderson, 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 Luft introduced Sabrina Anderson and Christina Torkelson; introductions were made.

Amy Luft informed the committee that the COMPASS Leadership in Motion awards were presented Monday, December 15, 2014. Jeff Madsen, Vice Chair of the COMPASS Public Participation Committee (PPC), represented the group on the Leadership in Motion award selection committee.

III. CONSENT AGENDA

A. Approve September 29, 2014, Meeting Minutes

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

IV. ACTION ITEM

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

Amy Luft opened discussion on election of committee officers and representatives for 2015. The roles of PPC members serving on COMPASS technical committees were explained by the current representatives of the following committees: Regional Technical Advisory Committee (RTAC), Regional Geographic Advisory Committee (RGAC), Transportation Model Advisory Committee (TMAC), and the Demographic Advisory Committee (DAC).

After discussion, **Deanna Smith nominated Jeff Madsen as TMAC representative and herself as RTAC representative. Kristi Watkins nominated herself as RGAC representative, and Jeanette Ross nominated herself as DAC representative. Kristi Watkins moved and Deanna Smith seconded the motion to approve the nominated committee representatives. Motion passed unanimously.**

Amy Luft opened discussion on the potential restructure of COMPASS committees, and asked the committee to elect its 2015 officers.

Deanna Smith moved and Jeanette Ross seconded the nomination of Nicole Stern to retain her position as Chair. Motion passed unanimously.

Deanna Smith moved and Jeanette Ross seconded the nomination of Jeff Madsen to retain his position as Vice Chair. Motion passed unanimously.

B. Select committee meeting dates for 2015

Amy Luft explained the January 2014 restructure of meeting dates and described the impact the as-needed meeting schedule had on committee attendance. Discussion ensued.

Kristi Watkins moved and Deanna Smith seconded the motion to schedule 2015 Public Participation Committee meeting dates on as as-needed basis.

V. 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.

VI. OTHER

Next Meeting: TBD.

VII. ADJOURNMENT

The meeting adjourned at 10:28 a.m.



Working together to plan for the future

Public Participation Committee Agenda Item V-A

Date: April 7, 2015

Topic: Review and Recommend Board Approval of the *COMPASS Integrated Communication Plan*

Request/Recommendation:

Staff requests review and recommendation of Board approval of *COMPASS Integrated Communication Plan*.

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 communication 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. They have provided guidance throughout the process and reviewed the draft document, as well as earlier versions. The document has also undergone internal review by COMPASS staff. The entire PPC reviewed early chapters in its December 2014 meeting.

Section II of the *COMPASS Integrated Communication Plan* will serve as the overall COMPASS public involvement plan to fulfill federal requirements, replacing the current COMPASS public involvement policy and project-specific public involvement plans. COMPASS has worked with the Federal Highway Administration (FHWA) regarding federal requirements. FHWA has reviewed the draft plan and all comments have been incorporated.

The calendar for completion, review, and adoption of the *COMPASS Integrated Communication Plan* is below, followed by next steps.

April 7, 2015	PPC meeting for review and recommendation (if you are unable to attend, please send comments to Amy ahead of time)
April 8 – April 16, 2015	Make changes requested by PPC; prepare for public comment
April 17 – May 31, 2015	45-day public comment period; review and address comments as they arrive
June 1 – 3, 2015	Review and address final comments; prepare for COMPASS Board; consult with PPC via email regarding proposed changes, if necessary
June 3, 2015	COMPASS Board packet mailout; send final draft with any proposed changes from public comment version to PPC
June 15, 2015	Request COMPASS Board adoption
June 16 – June 19, 2015	Finalize document; post on COMPASS website; begin implementation

Following plan completion, staff will begin implementation and will develop a baseline random household survey to assist in measuring effectiveness. COMPASS will select a consultant to develop and administer the survey soon after Board adoption and will request PPC input and guidance into the survey tool. The survey will be conducted every three years to track progress.

Implication (policy and/or financial):

The *COMPASS 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. The COMPASS strategic plan identified this plan as a need and scheduled development in FY2015.

Per the 2014 federal certification review of COMPASS, a new public involvement plan (Section II of the *COMPASS Integrated Communication Plan*) must be adopted by the COMPASS Board by August 2015. Based on proposed restructuring of COMPASS Board meetings, the Board may move to quarterly meetings beginning June 2015; therefore, June is assumed to be the last Board meeting before the August deadline.

For More Information:

- 1) Attachment: DRAFT *COMPASS Integrated Communication Plan*
- 2) For detailed information contact: Amy Luft at 475-2229 or aluft@compassidaho.org.

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Working together to plan for the future

DRAFT COMPASS Integrated Communication Plan

Report Number Here

Report Date Here (Month Year)

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Section I. Background

Chapter 1. Introduction

The Community Planning Association of Southwest Idaho (COMPASS) is an association of cities, counties, highway districts, and other governmental agencies who plan for the future of Ada and Canyon Counties, Idaho. The organization brings together regional leaders to coordinate decision-making and collaborate on shared goals. COMPASS helps shape the future of Ada and Canyon Counties – the “Treasure Valley” – by projecting how the region will grow and what it needs to be successful.

Plan Background

COMPASS’ communication and public outreach activities support excellence in all other aspects of COMPASS’ work. This *Integrated Communication Plan* is designed to coordinate all of COMPASS’ communication and public outreach activities under one guiding document and demonstrate how each of these activities can, and should, be used to augment the others.

In addition, Section II of this plan meets federal metropolitan planning organization (MPO) requirements for a Public Participation Plan. COMPASS has combined its Public Participation Plan with its other education and outreach activities into this *Integrated Communication Plan* to ensure all of these related activities are considered and planned as one complete program.

Plan Organization

This plan is organized into three sections:

- Section I (Chapter 1) provides an overall introduction to the plan.
- Section II (Chapters 2 – 6) serves as the COMPASS Public Involvement Plan.
 - Chapter 2 explains the overall organization of the Public Involvement Plan.
 - Chapters 3 – 6 are project-specific public involvement guides.
 - Public Involvement Plan (Chapter 3)
 - Long-range transportation plan (Chapter 4)
 - Regional Transportation Improvement Program (Chapter 5)
 - Other plans, programs, and projects (Chapter 6)
- Section III (Chapters 7 – 13) discusses the education, outreach, and marketing components of COMPASS’ communication program, how these are used in support of all COMPASS programs, and how success will be measured.

As a truly “integrated” communication plan, the different elements discussed throughout this plan support and complement each other. Figure 1 illustrates this relationship.

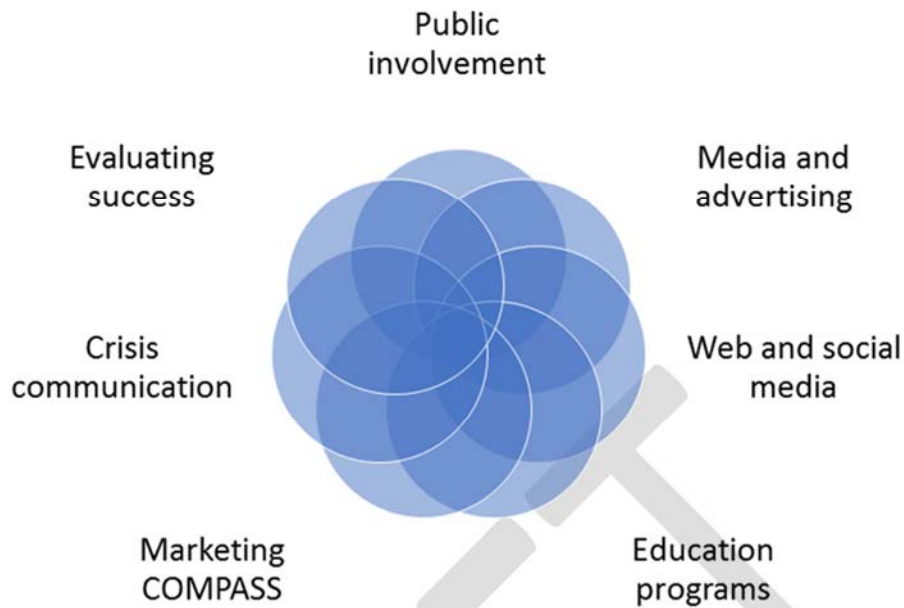


Figure 1. Interrelationship between COMPASS communication elements

Plan Development, Review, and Adoption

This plan was developed with assistance of a subcommittee of the COMPASS Public Participation Committee, and subsequently reviewed and recommended by the full Public Participation Committee in April 2015.

This entire *Integrated Communication Plan* was released for a 45-day public comment period from April 17 – May 31, 2015, following the requirements and recommendations for public comment on the COMPASS Public Participation Plan outlined in Chapter 3. The appendix outlines the public involvement process used for this plan, as well as all public comments received, with responses.

The COMPASS Board of Directors will receive this plan with a request for adoption in June 2015. Upon COMPASS Board adoption, this plan will be available online at www.compassidaho.org/people/publicinvolvement.htm. This plan is scheduled to be updated no later than September 2018. [NOTE: This paragraph will be updated following Board adoption.]

Section II. COMPASS Public Involvement Plan

DRAFT

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 (Figure 2). This section fulfills federal requirements¹ for an 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 project-specific public participation outlines for each public participation process.

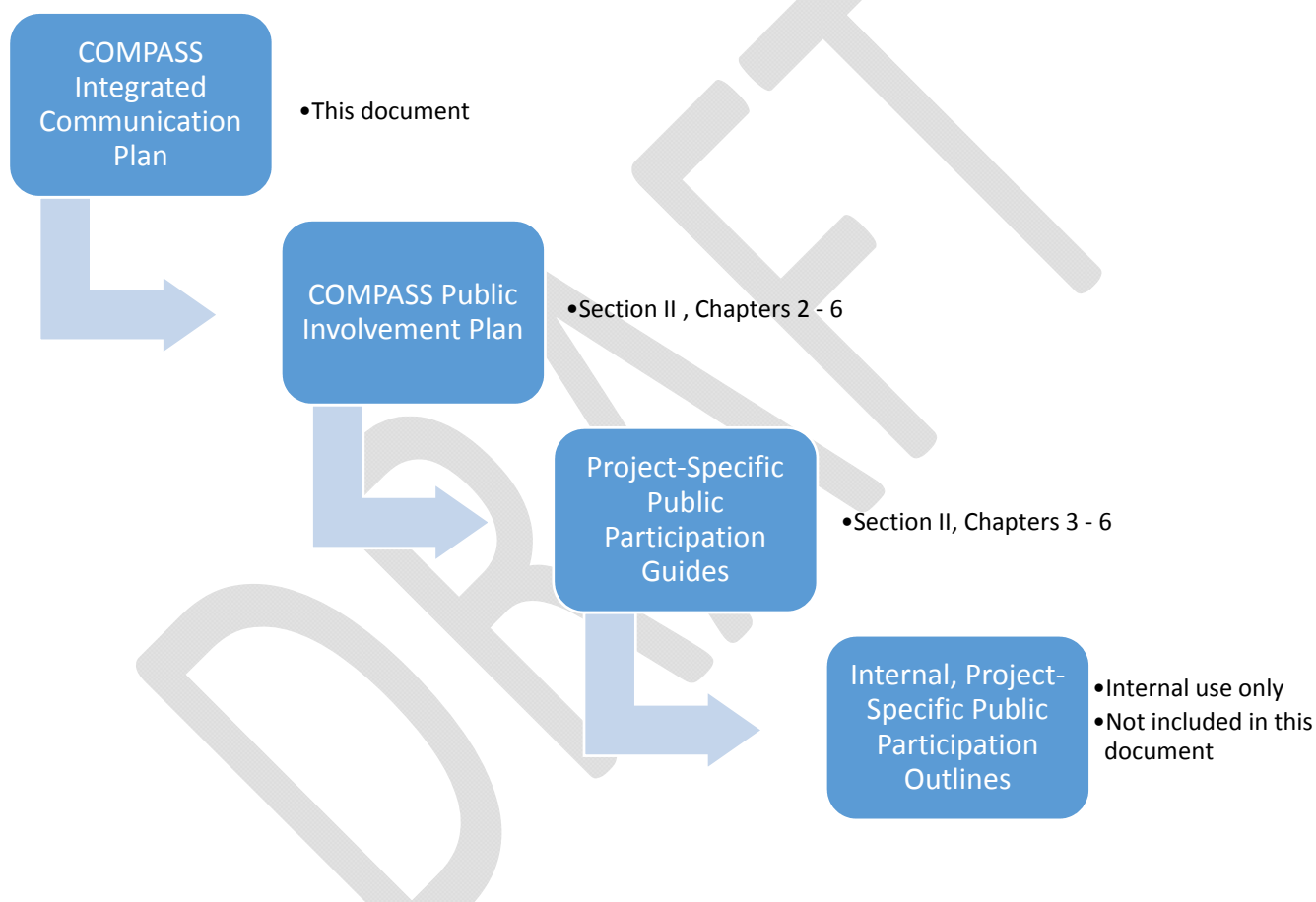


Figure 2. Organization of public participation plan (Section II of Integrated Communication Plan)

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

¹ <http://www.gpo.gov/fdsys/pkg/CFR-2011-title23-vol1/pdf/CFR-2011-title23-vol1-sec450-316.pdf>

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
- ✓ 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 April 17 – May 31, 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 the appendix of this plan. [NOTE: This information will be added upon completion of the public comment period.]

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 9-13); 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.

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

Activity	Public Involvement Plan	Long-Range Transportation Plan	Long-Range Transportation Plan Amendments	Regional Transportation Improvement Program Yearly Update	Transportation Improvement Program Amendments, as appropriate	Air Quality Transportation Conformity Demonstration	Other plans, programs, and projects, as appropriate
<i>R = Required BP = Recommended best practice O = Optional C = Determine on a case by case basis</i>							
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
Determine if/when coordination with other agencies should occur, and how	R	R	R	R	R		R
Develop internal project-specific public participation outline, delineating tasks (required and optional), timeline, and budget	R	R	O	R	O		R
Gather and analyze community demographics and use to determine how to best serve all affected communities, including traditionally under-represented populations	R	R	O	R	O		C
Identify stakeholders; compile stakeholder outreach matrix	R	R	O	R	O		R
Develop project-specific social media plan and implement	O	O	O	O	O		O

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

Activity	Public Involvement Plan	Long-Range Transportation Plan	Long-Range Transportation Plan Amendments	Regional Transportation Improvement Program Yearly Update	Transportation Improvement Program Amendments, as appropriate	Air Quality Transportation Conformity Demonstration	Other plans, programs, and projects, as appropriate
<i>R = Required BP = Recommended best practice O = Optional C = Determine on a case by case basis</i>							
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
Place legal notices	R	R	R	R	R		C
Purchase paid advertisements (e.g., newspaper, radio, etc.)	BP	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 in public/at events to expand reach beyond minimum requirements	BP	BP	BP	BP	BP		BP
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

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

Activity	Public Involvement Plan	Long-Range Transportation Plan	Long-Range Transportation Plan Amendments	Regional Transportation Improvement Program Yearly Update	Transportation Improvement Program Amendments, as appropriate	Air Quality Transportation Conformity Demonstration	Other plans, programs, and projects, as appropriate
<i>R = Required BP = Recommended best practice O = Optional C = Determine on a case by case basis</i>							
Solicit Feedback							
Hold formal public comment period(s)	R (minimum 45 days)	R (minimum 30 days)	R (minimum 15 days)	R (minimum 30 days)	R (minimum 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
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

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

Activity	Public Involvement Plan	Long-Range Transportation Plan	Long-Range Transportation Plan Amendments	Regional Transportation Improvement Program Yearly Update	Transportation Improvement Program Amendments, as appropriate	Air Quality Transportation Conformity Demonstration	Other plans, programs, and projects, as appropriate
<i>R = Required BP = Recommended best practice O = Optional C = Determine on a case by case basis</i>							
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		BP
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 (if a public comment period is used)
Provide all public comments, with staff responses and recommendations, if any, to COMPASS Board and other committees, as appropriate	R	R	R	R	R		R (if a public comment period is used)

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

Activity	Public Involvement Plan	Long-Range Transportation Plan	Long-Range Transportation Plan Amendments	Regional Transportation Improvement Program Yearly Update	Transportation Improvement Program Amendments, as appropriate	Air Quality Transportation Conformity Demonstration	Other plans, programs, and projects, as appropriate
<i>R = Required BP = Recommended best practice O = Optional C = Determine on a case by case basis</i>							
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 (if a public comment period is used)
Provide additional comment opportunities if significant changes made following original public comment period	R	R	R	R	R		R (if a public comment period is used)
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

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.

This Public Involvement Plan has been 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 (minimum) 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 <http://www.gpo.gov/fdsys/pkg/CFR-2011-title23-vol1/pdf/CFR-2011-title23-vol1-sec450-316.pdf>

- 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, public transportation 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 (minimum) public comment period. Required and recommended public outreach methods for the Public Involvement Plan are shown on page 18, and are also outlined in Table 1 (pages 9 – 13).

Public Involvement Plan: Public Feedback

During the 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 (minimum) 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.

COMPASS will provide all comments, with responses, to the COMPASS Board of Directors 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 the appendix of this plan. [Note: To be added after completion of public comment.]

Public Involvement Plan: Reviewing Effectiveness of Public Outreach

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

Outputs. “Outputs” are quantifiable 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.

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 the appendix of this plan. [Note: To be added after completion of public comment.]

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.

As COMPASS strives to reach out to all populations from across the two-county area, COMPASS shall request zip code and demographic information from everyone who participates in the public comment period on the Public Involvement Plan and shall compare the demographics of participants with demographics of the region as a whole to determine if COMPASS is successful in reaching out to all populations and to assist COMPASS in improving its public comment efforts.

COMPASS will 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 the appendix of this plan. [Note: To be added after completion of public comment.]

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 every three years. 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. A baseline survey shall be conducted in summer/fall 2015, upon completion of this plan; subsequent surveys shall be conducted the fall prior to the update of this plan³. This survey is described in more detail in Chapter 13, Evaluating Success.

Feedback. COMPASS shall also consider feedback it receives on the public involvement process for the Public Involvement Plan and use this feedback to improve future processes. This type of feedback can come in a variety of formats, from comments on comment forms to emails and phone calls, to questions received regarding how to participate. All types of feedback shall be considered and used to improve public involvement processes.

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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:

- ✓ 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
- ✓ Hold 45-day (minimum) public comment period
- ✓ Post draft Public Involvement Plan on COMPASS website for review
- ✓ Send emails notifying of opportunity to review/comment
- ✓ Place legal notices
- ✓ Translate web content, comment form, and list of required elements into Spanish; provide additional translations as requested
- ✓ Consult with Tribes, Public Participation Committee, COMPASS member agencies, public transportation providers, and others as identified in the stakeholder outreach matrix
- ✓ 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 public involvement plan
- ✓ Provide all comments, with staff responses and recommendations, if any, to the COMPASS Board for consideration prior to action on the Public Involvement Plan
- ✓ Provide all comments in Public Involvement Plan appendix
- ✓ Post final Public Involvement Plan online
- ✓ Review effectiveness of public involvement efforts; use data to improve

Recommended Best Practices:

- ✓ Send news release regarding opportunity to comment
- ✓ Create comment form; post online and provide as hard copy
- ✓ Place displays/comment materials at public events/in public places to expand reach beyond minimum requirements
- ✓ Purchase paid advertising to promote opportunities to comment

⁴ These public involvement elements are also outlined for all plans/projects in Table 1, pages 9 – 13.

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. To do this, COMPASS will:
 - 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. To do this, COMPASS will:
 - 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, public transportation 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 long-range transportation plan are shown on pages 24-26, and are also outlined in Table 1 (pages 9-13).

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 (minimum) 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 of Public Outreach

COMPASS will use four means to assess the effectiveness of public involvement and outreach for the regional long-range transportation plan: outputs, outcomes, public survey data, and general feedback. COMPASS will then use that analysis to improve future outreach efforts by incorporating changes into this Public Involvement Plan as well as the internal long-range transportation plan public participation outline. As appropriate, improvements to the process will also be made as needed without waiting for updates to the Public Involvement Plan.

Outputs. “Outputs” are quantifiable 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.

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.

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

As COMPASS strives to reach out to all populations from across the two-county area, COMPASS shall request zip code and demographic information from everyone who participates in the public comment period on the long-range transportation plan and shall compare the demographics of participants with demographics of the region as a whole to determine if COMPASS is successful in reaching out to all populations and to assist COMPASS in improving its public comment efforts.

Public Survey Data. In addition to quantifying the outputs and outcomes for the long-range transportation plan public involvement process, COMPASS shall conduct a random household telephone survey of residents of Ada and Canyon Counties every three years. A baseline survey shall be conducted in summer/fall 2015, upon completion of this plan; subsequent surveys shall be conducted the fall prior to the update of this plan⁶. 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. This survey is described in more detail in Chapter 13, Evaluating Success.

Feedback. COMPASS shall also consider feedback it receives on the public involvement process for the long-range transportation plan and use this feedback to improve future processes. This type of feedback can come in a variety of formats, from comments on comment forms to emails and phone calls, to questions received regarding how to participate. All types of feedback shall be considered and used to improve public involvement processes.

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 changes⁷ 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 (minimum) 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 26 for a list of required and recommended best practices).

⁶ 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.

⁷ 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 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 violated federal air quality standards. While the Treasure Valley is currently in compliance with all air quality standards, northern Ada County violated 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.

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Long-Range Transportation Plan: Required and Recommended Public Involvement Elements⁸

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 and advisory committees, public transportation providers, environmental agencies, and others as identified in the stakeholder outreach matrix throughout the planning process
- ✓ Use visualization techniques
- ✓ Hold 30-day (minimum) 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 appropriate⁹
- ✓ 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 significant¹⁰ changes are made to the draft plan
- ✓ Provide all comments, with staff responses and recommendations, if any 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

⁸ These public involvement elements are also outlined for all plans/projects in Table 1, pages 9 – 13.

⁹ COMPASS requests that all comments be submitted in writing to ensure comments are accurately recorded. However, COMPASS will accept oral comments when an individual is unable to submit comments in writing.

¹⁰ 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
- ✓ Place displays/comment materials at public events/in public places to expand reach beyond minimum

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Long-Range Transportation Plan Amendments: Required and Recommended Public Involvement Elements¹¹

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, COMPASS member agencies and advisory committees, public transportation providers, and others as identified in the stakeholder outreach matrix at appropriate time(s)
- ✓ Hold 15-day (minimum) 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 office¹²
- ✓ 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, with staff responses and recommendations, if any 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 plan 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
- ✓ Place displays/ comment materials at public events/in public places to expand reach beyond minimum requirements

¹¹ These public involvement elements are also outlined for all plans/projects in Table 1, pages 9 – 13.

¹² COMPASS requests that all comments be submitted in writing to ensure comments are accurately recorded. However, COMPASS will accept oral comments when an individual is unable to submit comments in writing.

Chapter 5. Public Participation Guide *for the* Regional Transportation Improvement Program (TIP), TIP Amendments, and Associated Air Quality Conformity Demonstrations

COMPASS develops a Regional Transportation Improvement Program (TIP) each year. The TIP is a short-range (3-5 year) capital improvement program, or budget, of all types of transportation projects – roads, public transportation, bicycle and pedestrian facilities, planning, and more. Transportation projects must be consistent with federal regulations and area policies and strategies. The Idaho Transportation Investment Program (ITIP) is the state’s short-range capital improvement program. Projects in Ada and Canyon Counties are included in the ITIP through a reference to the COMPASS TIP.

Valley Regional Transit (VRT) is the designated recipient for public transportation urban formula funds provided through the Federal Transit Administration. VRT is required to make the annual federal program of projects, a listing of all projects in the region that are funded through the Federal Transit Administration, available for public comment. COMPASS solicits public comment on the federal program of projects on behalf of VRT through its annual TIP public comment period.

Transportation Improvement Program: Development Process

The TIP is developed by COMPASS through a cooperative process with local transportation agencies and the Idaho Transportation Department (ITD).

The TIP must be consistent with the current regional long-range transportation plan. The COMPASS Board of Directors adopted *Communities in Motion 2040*, the most recent version of the plan, in July 2014. Through *Communities in Motion 2040*, the COMPASS Board has directed that federal transportation funding be focused on maintaining the existing transportation system. Thus, most new federally funded projects added to the TIP in yearly updates will be maintenance, not capital, projects.

The TIP includes all federally funded projects and those non-federally funded projects in northern Ada County deemed “regionally significant” for air quality conformity purposes.¹³ Projects identified in the TIP are within the estimates of available funds from both federal and non-federal sources.

The involvement process for each TIP update begins approximately 14 months prior to its final approval. This effort includes requesting input from local governments throughout Ada and Canyon Counties, including comments collected by local governments from the general public.

¹³ A “regionally significant” project is a transportation project that serves regional transportation needs, such as an improvement to an arterial roadway or a public transportation project that connects multiple jurisdictions. Inclusion of “regionally significant” projects in the TIP is based on violations of air quality standards. In the COMPASS planning area, only northern Ada County has violated air quality standards, so only projects in northern Ada County are included in the TIP based on regional significance. However, all federally funded projects in the COMPASS planning area are included in the TIP, regardless of regional significance. More information on air quality conformity and its relationship to the TIP can be found on page 30.

The process of developing the TIP involves extensive participation of the cities, counties, highway districts, and VRT. Some local governments have designated transportation task force committees that include staff, citizens, and, in some cases, an elected official. Where these committees exist, staff from COMPASS, ITD, VRT, and the Local Highway Technical Assistance Council meet with them to solicit input into the development of the annual TIP. Where task forces do not exist, staff meet directly with agency representatives to solicit input on their transportation needs.

The COMPASS Regional Technical Advisory Committee (RTAC) participates throughout the TIP development process. RTAC is comprised of technical experts representing counties, cities, highway districts, VRT, ITD, and other government agencies in Ada and Canyon Counties.

Requested projects are reviewed and prioritized using a paired comparison process. A paired comparison process works by comparing each project to every other project in consideration within a funding program. The application for each project is carefully reviewed in light of how the project meets the goals and performance measures outlined in the long-range transportation plan. This method allows for a full review of a project, with the flexibility to compare very different types of projects fairly with all other projects in the same funding category.

Valley Regional Transit's Regional Coordination Council (RCC) recommends project priorities for Federal Transit Administration funds. The RCC is made up of public transportation professional and users, who consider all facets of public transportation projects. These priorities are also reviewed and recommended by the VRT board. RTAC recommends project priorities for Federal Highway Administration funds.

The Regional Technical Advisory Committee makes the final recommendation of all projects to be included in the TIP. The TIP is then released for public comment, based on the projects recommended by RTAC. The COMPASS Board considers the RTAC recommendation and public comments before adopting the TIP, which is the final step in the TIP development process.

A detailed calendar is developed for each TIP update and can be found online at www.compassidaho.org/prodserv/transimprovement.htm.

Transportation Improvement Program: Public Participation Purpose and Goals

The purpose of involving stakeholders and the general public in developing, reviewing, and providing feedback on the TIP is to allow meaningful public involvement and comments on the budgeted projects before those projects are implemented.

Through public outreach and soliciting participation in the TIP, COMPASS strives to fulfill two goals:

- Educate and inform stakeholders and the general public of the existence and purpose of the TIP and the projects contained in it, as well as the right and responsibility of residents to be aware of and involved in development and implementation of the TIP.
- Invite and use feedback from stakeholders and the general public, including traditionally underrepresented populations, to ensure projects funded through the TIP meet public needs and expectations and are distributed equitably throughout the two-county area.

Transportation Improvement Program: Public Participation Process

As a first step in developing the yearly TIP update, 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, public transportation providers, and others), and compile a stakeholder outreach matrix to identify how COMPASS will reach out to each identified stakeholder group.

The internal public participation outline will be developed in coordination with the project manager for the TIP. Required and recommended public outreach methods for the TIP are shown on pages 32 - 33, and are also outlined in Table 1 (pages 9 - 13).

A minimum of a 30-day public comment period is required for the annual TIP update.

Transportation Improvement Program: Public Feedback

Stakeholders, such as cities, counties, highway districts, ITD, and VRT, will be involved in TIP development as described above. COMPASS will also solicit public feedback via a 30-day (minimum) public comment period on the entire draft TIP project list prior to Board adoption. The public is also provided with a list of major changes between the current (approved) TIP and the draft new TIP to aid in review. In preparation for the public comment period, COMPASS will update its TIP brochure. This brochure describes the TIP, how it is developed and used, and provides examples of projects proposed for the TIP update. The brochure will be posted online, available at the COMPASS office, and provided at all public comment venues throughout the public comment period.

During the public comment period, COMPASS will 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 TIP based on the comments, if warranted. If public comments lead to significant substantive¹⁴ changes to the draft TIP project list, COMPASS will re-release the draft TIP project list, with proposed changes noted, for an additional 15-day (minimum) 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.

¹⁴ A "significant" change to the draft TIP project list that would trigger additional public comment is defined as any change that would trigger public comment to amend an adopted TIP, per the COMPASS TIP Amendment Policy found online at <http://www.compassidaho.org/prodserv/transimprovement.htm#TIPAmendPol>.

The COMPASS Board of Directors will receive all comments, with responses, for consideration prior to taking action on the TIP project list.

The final TIP document will include a description of the public comment process in the body of the document and all verbatim comments, with responses, in an appendix.

Transportation Improvement Program: Reviewing Effectiveness of Public Outreach

COMPASS will use four means to assess the effectiveness of public involvement and outreach for the TIP: outputs, outcomes, public survey data, and general feedback. COMPASS will then use that analysis to improve future outreach efforts by incorporating changes into this Public Involvement Plan as well as the internal TIP public participation outline. As appropriate, improvements to the process will also be made as needed without waiting for updates to the Public Involvement Plan.

Outputs. "Outputs" are quantifiable 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.

COMPASS will track and report on the "outputs" of the TIP public involvement process. The outputs, including a description of the overall public involvement process, will be described in the TIP document.

Outcomes. Outcomes (e.g., input into the TIP project list, media coverage, etc.) are a result of COMPASS outreach efforts, or 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, and the number of attendees at open houses.

COMPASS will track and report on the outcomes of public involvement processes for the TIP. Outputs will be described within the TIP document.

As COMPASS strives to reach out to all populations from across the two-county area, COMPASS shall request zip code and demographic information from everyone who participates in the public comment period on the TIP and shall compare the demographics of participants with demographics of the region as a whole to determine if COMPASS is successful in reaching out to all populations and to assist COMPASS in improving its public comment efforts.

Public Survey Data. In addition to quantifying the outputs and outcomes for the TIP public involvement process, COMPASS shall conduct a random household telephone survey of residents of Ada and Canyon Counties every three years. A baseline survey shall be conducted in summer/fall 2015, upon completion of this plan; subsequent surveys shall be conducted the fall prior to the update of this plan¹⁵. 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. This survey is described in more detail in Chapter 13, Evaluating Success.

Feedback. COMPASS shall also consider feedback it receives on the public involvement process on the TIP and use this feedback to improve future processes. This type of feedback can come in a variety of formats, from comments on comment forms to emails and phone calls, to questions received regarding how to participate. All types of feedback shall be considered and used to improve public involvement processes.

Transportation Improvement Program Amendments: Public Involvement Process

Changes to the TIP may occur at any time throughout the year and will be addressed through amendments or administrative modifications, as outlined in the TIP Amendment Policy, included at the end of this chapter.

Per the TIP Amendment Policy, public comment will be solicited on TIP amendments when it is proposed that a project be added or removed, or if the scope of the project changes significantly. The public comment period for a TIP amendment must be a minimum of 15 days and notice shall be provided to the public and stakeholders. However, additional public outreach efforts may take place, and should be considered and used based upon the nature of the amendment (see page 33 for a list of required and recommended best practices).

Transportation Improvement Program Air Quality Conformity Demonstration: Public Involvement Process

COMPASS must demonstrate that projects funded through the TIP do not cause the area to exceed air quality pollutant "budgets." This demonstration is required in areas that have violated federal air quality standards. While the Treasure Valley is currently in compliance with all air quality standards, northern Ada County violated 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 TIP; public comment on the air quality conformity demonstration will occur in conjunction with public comment on the draft TIP project list, and with any amendment to the TIP that triggers a new air quality conformity demonstration. Therefore, it is not addressed separately here.

¹⁵ 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.

Transportation Improvement Program: Required and Recommended Public Involvement Elements¹⁶

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 and advisory committees, public transportation providers, environmental agencies, and others as identified in the stakeholder outreach matrix throughout the planning process
- ✓ Use visualization techniques
- ✓ Hold 30-day (minimum) public comment period on the draft TIP document
- ✓ Post information on the COMPASS website throughout the TIP public comment period
- ✓ Send emails notifying of opportunity to review/comment
- ✓ Place legal notices
- ✓ Hold a minimum of one public meeting to share information and receive feedback
- ✓ Translate web content, comment form, and a TIP 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 appropriate¹⁷
- ✓ Offer and provide assistance to overcome barriers to participation
- ✓ Respond to questions received, as appropriate
- ✓ Provide additional opportunity to comment if significant¹⁸ changes are made to the draft TIP document
- ✓ Provide all comments, with staff responses and recommendations, if any, to the COMPASS Board for consideration prior to action on the TIP
- ✓ Summarize comments and their disposition in the document; provide verbatim comments, and responses, online and as an appendix in the TIP document
- ✓ Post final TIP document 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
- ✓ Purchase paid advertising to promote opportunities to comment
- ✓ Use innovative outreach techniques
- ✓ Develop an issue-specific comment form
- ✓ Place displays/ comment materials at public events/in public places to expand reach beyond minimum requirements

¹⁶ These public involvement elements are also outlined for all plans/projects in Table 1, pages 9 – 13.

¹⁷ COMPASS requests that all comments be submitted in writing to ensure comments are accurately recorded. However, COMPASS will accept oral comments when an individual is unable to submit comments in writing.

¹⁸ A “significant” change to the draft TIP project list that would trigger additional public comment is defined as any change that would trigger public comment to amend an adopted TIP, per the COMPASS TIP Amendment Policy found online at <http://www.compassidaho.org/prodserv/transimprovement.htm#TIPAmendPol>.

Transportation Improvement Program Amendments: Required and Recommended Public Involvement Elements¹⁹

Required:

- ✓ Review federal requirements
- ✓ Determine how to coordinate with other agencies
- ✓ Consult with Tribes, COMPASS member agencies and advisory committees, public transportation providers, and others, as appropriate
- ✓ Hold 15-day (minimum) 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 significant²⁰ substantive changes are made following the original public comment period
- ✓ Provide all comments, and responses, to the COMPASS Board for consideration prior to action on the TIP document
- ✓ Provide all comments online, with the final document
- ✓ Post TIP document 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
- ✓ Use visualization techniques
- ✓ Translate web content, comment form, and summary of proposed amendment into Spanish; provide additional translations as requested
- ✓ Place displays/ comment materials at public events/in public places to expand reach beyond minimum requirements

¹⁹ These public involvement elements are also outlined for all plans/projects in Table 1, pages 9 – 13.

²⁰ A “significant” change to the draft TIP project list that would trigger additional public comment is defined as any change that would trigger public comment to amend an adopted TIP, per the COMPASS TIP Amendment Policy found online at <http://www.compassidahohi.org/prodserv/transimprovement.htm#TIPAmendPol>.

Chapter 6. Public Participation Guide *for* Other Plans, Programs, and Projects

As discussed in Chapter 2, COMPASS is committed to a robust public involvement process in all stages of its planning efforts. Chapters 3, 4, and 5 outline what this process shall look like for the COMPASS Public Involvement Plan, long-range transportation plan, and TIP. However, COMPASS' work is not limited to these three products; other COMPASS projects or plans also warrant public participation. This chapter outlines requirements and expectations for public participation into "other" COMPASS projects and plans, and describes other types of outreach that may be warranted, based on the type of plan or work product.

"Other" Projects: Development Process

Each year, as COMPASS develops the following fiscal year's Unified Planning Work Program and Budget (UPWP), COMPASS staff shall research and consider public involvement needs and requirements for projects as work plans are developed for inclusion in the UPWP. As a first step, the following questions must be answered and documented:

1. Are there stakeholder-specific and/or public participation/outreach requirements associated with the project? Check all federal or other appropriate regulations to determine any requirements.
2. Who will the project/plan affect, and how? Will it have an impact on specific stakeholders/populations and/or on the public as a whole? Are there any traditionally underrepresented populations who will be affected or have a specific interest in the project/plan?
3. Who has information that is needed to complete the project or plan?
4. Are there stakeholders or specific populations that have expressed an interest in the topic or issue? If so, who are they?

Once these questions have been answered, COMPASS staff can determine if public (or stakeholder-specific) outreach and involvement is required and/or needed. If it is determined that no public involvement is required or needed, COMPASS shall document this in the project work plan.

If it is determined that outreach/involvement is required and/or needed (if not required), a public involvement process shall be incorporated into the project's work plan, and an internal project-specific public participation outline shall be developed.

"Other" Projects: Public Participation Purpose and Goals

While public involvement activities for each individual plan or project will have a project-specific purpose and goals, the general **purpose** for public participation in any COMPASS project or plan should include involving stakeholders and/or the general public in developing, reviewing, and/or providing feedback on the project or plan. COMPASS shall strive to fulfill two general **goals** when involving the public and/or stakeholders in any project or plan:

- Inform and educate stakeholders and the general public of the work COMPASS is conducting regarding the project/plan.
- Invite and use feedback and assistance from stakeholders and/or the general public, including traditionally underrepresented populations, to ensure that the project/plan considers input from and provides for needs of all individuals.

“Other” Projects: Public Participation Process

As a first step in developing a project-specific public participation outline, COMPASS shall determine project-specific purpose and goal statements, similar to those above. The internal public participation outline shall include the specific tasks, timelines, and budget necessary to achieve the stated purpose and goals, 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, public transportation providers, and others), and compile a stakeholder outreach matrix to identify how COMPASS will reach out to each identified stakeholder group.

“Other” Projects: Public Feedback

COMPASS shall document all public and stakeholder outreach, including comments received and/or questions raised during formal public comment period, if any are held. If formal public comment periods are held, the comments received shall be provided to advisory committees, if appropriate, and the COMPASS Board of Directors prior to final actions. Public comments, with responses, shall also be published with the final product, either as part of a final document, and/or with other project-specific information on the COMPASS web site.

“Other” Projects: Reviewing Effectiveness of Public Outreach

COMPASS will use four means to assess the effectiveness of public involvement and outreach for “other” projects: outputs, outcomes, public survey data, and general feedback. COMPASS will then use that analysis to improve future outreach efforts by incorporating changes into this Public Involvement Plan as well as the internal public participation outlines. As appropriate, improvements to the process will also be made as needed without waiting for updates to the Public Involvement Plan.

Outputs. “Outputs” are quantifiable 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.

COMPASS will track and report on the “outputs” of the public involvement processes. The outputs, including a description of the overall public involvement process, will be described in the final report of the relevant plan or program.

Outcomes. Outcomes (e.g., public comments, media coverage, etc.) are a result of COMPASS outreach efforts, or 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, and the number of attendees at open houses.

COMPASS will track and report on the outcomes of public involvement processes and will describe those in the relevant final plan or report.

As COMPASS strives to reach out to all populations from across the two-county area, COMPASS shall request zip code and demographic information from everyone who participates in a public comment period and shall compare the demographics of participants with demographics of the

region as a whole to determine if COMPASS is successful in reaching out to all populations and to assist COMPASS in improving its public comment efforts.

Public Survey Data. In addition to quantifying the outputs and outcomes for public involvement processes, COMPASS shall conduct a random household telephone survey of residents of Ada and Canyon Counties every three years. A baseline survey shall be conducted in summer/fall 2015, upon completion of this plan; subsequent surveys shall be conducted the fall prior to the update of this plan²¹. 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. This survey is described in more detail in Chapter 13, Evaluating Success.

Feedback. COMPASS shall also consider feedback it receives on the public involvement process and use this feedback to improve future processes. This type of feedback can come in a variety of formats, from comments on comment forms to emails and phone calls, to questions received regarding how to participate. All types of feedback shall be considered and used to improve public involvement processes.

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²¹ 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 “Other Projects”: Required and Recommended Public Involvement Elements²²

Required:

- ✓ Review federal requirements (for ALL projects to determine if public involvement is required)

Required, if determined public involvement is needed:

- ✓ Develop an internal project-specific public participation outline to include purpose, goals, tasks, timelines, and budget
- ✓ Determine if/when/how to coordinate with other agencies
- ✓ Identify stakeholders; compile stakeholder outreach matrix
- ✓ Consult with Tribes, COMPASS member agencies and advisory committees, public transportation providers, and others as identified in the stakeholder outreach matrix
- ✓ Post information on the COMPASS website
- ✓ Send emails notifying of opportunity to be involved
- ✓ 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 after initial public comment (if a public comment period was used)
- ✓ Provide all comments, with staff responses and recommendations, if any, to the COMPASS Board for consideration prior to action
- ✓ Provide all comments (if a comment period was used) as part of a final document, and/or with other project-specific information on the COMPASS web site
- ✓ Post final project materials online
- ✓ Review effectiveness of public involvement efforts; use data to improve

Recommended Best Practices:

- ✓ Translate web content, comment form, and list of required elements into Spanish; provide additional translations as requested
- ✓ Purchase paid advertisements
- ✓ Use innovative outreach techniques
- ✓ Send news release regarding opportunity to comment
- ✓ Create issue-specific comment form; post online and provide as hard copy
- ✓ Place displays/ comment materials at public events/in public places to expand reach beyond minimum requirements

²² This list only includes those items required for all projects where public involvement is sought. Note that many other outreach elements may be required or recommended on a case by case basis, depending on the project. See Table 1, pages 9 – 13.

Section III. Other COMPASS Communication Programs

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Chapter 7. Overview of COMPASS Communication Elements

The COMPASS communication program encompasses many interrelated elements, from public involvement in COMPASS plans and programs, as discussed in Section II, to media relations, the web and social media, education programs, crisis communications, marketing of the agency itself, and general communications from COMPASS to its member agencies, stakeholders, and the general public.

These different aspects of the COMPASS communication program build upon each other and support participation and outreach regarding COMPASS programs and plans. For example, educational programs help to create a more knowledgeable public, who are then better prepared to participate and comment on COMPASS projects and plans. Similarly, marketing of the agency increases the public's awareness of who COMPASS is and what COMPASS does, which, in turn, assists individuals in knowing who to contact regarding transportation plans and projects.

Section III of this Integrated Communication Plan addresses each of these elements of COMPASS' communication and education program and discusses how they work in tandem to help COMPASS achieve its mission to "...conduct regional planning, facilitate regional coordination and cooperation, and serve as a source of information and expertise on issues affecting southwest Idaho."

Several of these elements will be discussed in more detail in the following chapters:

- Chapter 8. Media relations and advertising
- Chapter 9. Web and social media
- Chapter 10. Education programs
- Chapter 11. Marketing COMPASS
- Chapter 12. Crisis communication
- Chapter 13. Evaluating success

The remainder of this chapter discusses general COMPASS communication elements that are not covered in their own chapters.

Correspondence

All communication between COMPASS staff and non-staff reflects on the integrity, professionalism, and credibility of COMPASS. All communication, oral and written, shall be conducted in a professional manner, with attention to grammar, format, and sensitive or confidential language or materials. Staff shall follow the internal procedures to determine the appropriate level of internal review for correspondence, including letters, emails, and Board and committee memos and packets. All written correspondence, including emails, are subject to Public Records Requests.

Information pertinent to the Board or committee/work group meetings, such as memos, related information, and attachments, are compiled in packets, which accompany the meeting agenda. Relevant attachments may be included in the packet (recommended if they are short documents) or linked to the packet (recommended if they are long documents). Attachments that are integral to the agenda item (e.g., a report to be approved) must be included on the COMPASS website with the packet itself, so that the packet as presented remains intact. Attachments that are not integral to the agenda item being discussed (e.g., additional background information) do not need to be included on the COMPASS website with the packet.

COMPASS maintains a database of email addresses to be used to distribute information pertinent to the individuals on the lists. The database includes individual lists for each COMPASS committee or work group, the COMPASS Board, and other specific COMPASS publications or projects. The database also includes a broad email list to promote general COMPASS activities, such as education series speakers and opportunities for public comment. COMPASS shall NOT provide contact information from its lists to individuals outside of the agency, but may, upon request and subsequent approval of communication staff, forward information to those on a COMPASS email list on behalf of another agency, when that information is deemed appropriate for the audience. All emails sent to a general email list (e.g., not project or committee specific) shall be sent via COMPASS communication staff using email marketing software and shall include an opportunity for the receiver to unsubscribe to the email list. COMPASS shall only add individuals to its email list(s) per a request from the individual or when an individual becomes affiliated with COMPASS, such as by serving on a COMPASS committee or workgroup.

Plans and Reports

COMPASS plans and reports are integral to documenting work completed, and in some cases, are required elements of a project or program. All COMPASS reports shall be reviewed according to internal review procedures and shall receive a report number, a COMPASS report cover, and be placed on the "Reports" page on the COMPASS website (www.compassidaho.org/reports.htm). Reports may also be linked from other, project-specific pages on the COMPASS website. In addition to project specific, hard-copy reports, COMPASS shall also produce an online, interactive annual report at the end of each fiscal year. This report (www.compassidaho.org/people/annualreports.htm) provides a brief summary of the previous year's accomplishments in each of COMPASS' major programs and links to program-specific web pages, for current information.

Reports or plans written by contractors/consultants *on behalf of* COMPASS (e.g., "ghostwritten") are subject to the same requirements as reports written by COMPASS staff, including COMPASS internal review. However, reports or plans written by contractors *reporting to* COMPASS are not subject to the above requirements; they do not receive a COMPASS report cover or number and are not placed on the COMPASS reports page.

COMPASS strongly discourages the development of "white papers" and other informal reporting mechanisms, as these are not numbered, tracked, or recorded as reports.

Other Documents

In addition to plans, reports, and correspondence, COMPASS produces other written documents, such as brochures, newsletters, surveys/comment forms, flyers, fact sheets, displays, and more. As with all other types of written materials, these shall be reviewed according to internal review procedures and written and formatted to the highest standards. Materials used for public outreach shall be developed by, or in conjunction with, COMPASS communication staff, and must receive communication staff approval prior to publication. Similarly, all materials produced by COMPASS communication staff must be reviewed and approved by the appropriate technical staff, or director, prior to publication.

Presentations

COMPASS staff shall actively seek opportunities to present information on COMPASS plans, projects, and products to public and/or professional audiences. This provides a public forum for

COMPASS to not only share its data and products, but, more importantly, to raise awareness of regional planning issues, the impact of those issues on the audience, and COMPASS' role in resolving those issues.

All COMPASS presentations, with the exception of COMPASS Board, committee or workgroup presentations, shall include introductory information on COMPASS. In addition, for any presentation using PowerPoint slides, COMPASS staff shall use a standard COMPASS slide format.

All COMPASS staff shall participate in required internal presentation training; staff are also strongly encouraged to participate in additional offsite presentation training as available. Prior to any presentation to the COMPASS Board, staff shall rehearse the presentation with the Communication Coordinator and a COMPASS director. Staff are strongly encouraged to rehearse other presentations with communication staff and others as well, and may be required to do so by a supervisor or on a case-by-case basis.

Displays.

COMPASS displays can be used for a variety of purposes, from marketing the agency, to raising awareness of specific issues, to encouraging involvement and comment on COMPASS plans and projects. When COMPASS acquires booth space at community events to promote COMPASS or specific issues, such as a public comment period, an event- or issue-specific display may be used, or COMPASS may use its standard COMPASS marketing display (see Chapter 11).

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

All COMPASS displays will contain the COMPASS logo, website, and details on where or how to receive additional information. General COMPASS brochures and/or issue-specific COMPASS brochures or fact sheets may be placed with a COMPASS display. More information on COMPASS displays can be found in Chapter 11.

Chapter 8. Media Relations and Advertising

Media relations and advertising encompass exposure in print (newspaper) and broadcast (radio/TV) media in one of two ways: “paid” exposure (advertising) and “earned” exposure (news). This chapter describes how print and broadcast media can assist COMPASS in achieving goals, the audiences of different types of media, and how and when different types of paid and earned media should be used. Social media are discussed in Chapter 9.

Supporting COMPASS Programs

Print and broadcast media both serve important roles in support of COMPASS programs by raising awareness of an issue, program, opportunity, or event, and/or encouraging a citizen to take action relating to an issue or program. COMPASS will use both paid and earned media accordingly to reach its audience through targeted messages.

Reaching the Target Audience

Media exposure reaches a very broad audience – whoever may be listening to the radio at a certain time or reading the newspaper on a specific day. However, while COMPASS cannot control who will be reached, media placement can be targeted to reach certain demographics. For example, the *Idaho Statesman* has a very broad readership across the Treasure Valley and reaches a large audience, while local newspapers (e.g., the *Valley Times*) have a much smaller, but more specific, audience. Newspapers will often make the effort to place advertisements in “appropriate” sections of the newspaper to reach target audiences. For example, an advertisement for an open house is generally placed in a “community” (or similar) section of a newspaper, as opposed to the “international” section.

COMPASS will work with media representatives to ensure that radio ads/television spots are placed at peak times for its demographic (e.g., commute times, as people are more likely to be thinking about transportation as they drive to and from work than at other times). Similarly, ads shall be placed on specific radio stations (e.g., pop music vs news) and during specific television shows (e.g., news vs children’s programming), based on the target audience(s).

Social media has dramatically changed how individuals access and interact with what has traditionally been print media; for example, a person may not read a newspaper, but may receive news from a newspaper online or through an app. Social media and web-based communication will be discussed in Chapter 9, but this change in how society interacts with print media needs to be considered when choosing how and where to advertise in “print” media, including use of online and app-based ads.

Employing Media Relations and Advertising

Paid Media. Paid media refers to advertising or other exposure in print or broadcast media that COMPASS has paid for, such as a newspaper or radio advertisements, or public service announcements. Paid advertising is generally conducted in support of a specific COMPASS plan or project.

Print and online media advertisements (“display” advertisements) shall be used to promote COMPASS events, such as a speaker or an open house, and to promote opportunities to be involved with, or comment on, COMPASS plans or projects, as described in Section II. COMPASS

will use a template for its display advertisements (Figure 3) and strategically place advertisements prior to specific events. Advertisements will be placed in both the *Idaho Statesman* and *Idaho Press Tribune*, and may be placed in other local newspapers as appropriate. While there is not a local or regional Spanish language newspaper in the area, *Idaho Hispano* covers all of Idaho and is used by COMPASS to promote public comment periods, as appropriate.

COMPASS shall place legal (public) notices in the *Idaho Press Tribune* and *Idaho Statesman* to provide notice of public comment periods as described in Section II, as well as requests for proposals and contracts awarded, based on monetary thresholds. COMPASS may also use print media, as needed, to advertise job openings and for other administrative functions.

COMPASS shall use online “community calendars” to promote specific events. While these are free, they more closely align with the concepts of paid exposure, as COMPASS simply needs to submit the information and it is published, just as is done with a paid advertisement.

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

Radio advertisements are most effective when purchased on multiple radio stations over a period of weeks or months. Owners of media “groups” (one company generally will own several radio stations) will provide suggested placement within their stations to match agency-specified target audiences and budget. The ads can be produced directly by the radio station, with talking points supplied by COMPASS. There is no charge for this production, and stations will frequently match paid ads with complementary ads, since COMPASS is a government agency. COMPASS generally works directly with the radio stations for advertising, and does not use a media buyer for this function.

COMPASS may also use television advertisements, or public service announcements, to raise awareness of an issue. Television is a more expensive medium than radio, and there generally is a cost for professional production of television spots. COMPASS practice is to use a media buyer to coordinate production and placement of television spots.

Earned Media. Earned media generally refers to a news story, or opinion piece, generated by COMPASS or for which COMPASS staff were interviewed or consulted. Earned media exposure is not purchased.

COMPASS will distribute news releases to share information with local news media on a variety of topics, from promoting public involvement opportunities, to announcing COMPASS achievements or milestones, to promoting events, to raising awareness on specific issues. In many cases, COMPASS will seek to generate both paid and earned media exposure on the same issue, through purchasing paid advertising and issuing a news release. The purchase of paid advertising,

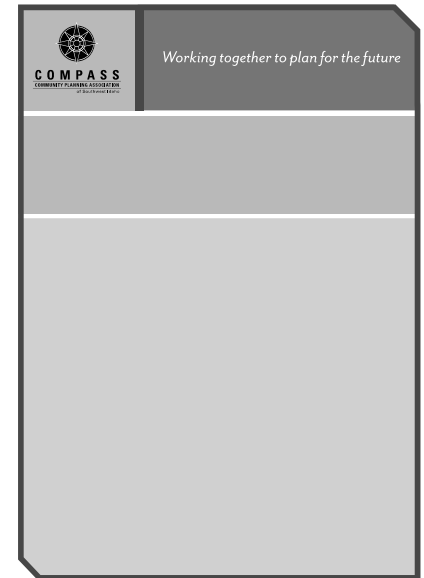


Figure 3. Display advertisement template

particularly with radio stations, is also often an opportunity to earn exposure through the radio station, such as being invited as a guest on a radio show.

In addition to news releases, COMPASS will develop guest opinion articles, from the perspective of Board members (usually the Board chair) and/or the Executive Director, to highlight issues of key importance to the region. Guest opinion articles shall be used sparingly, to maintain their focus on only those issues of greatest importance.

COMPASS is also a source of information for local media outlets, thus “earning” media exposure initiated by the media outlet itself. COMPASS is known as a key source of information regarding transportation and related issues in the Treasure Valley and staff will often be interviewed as a reporter is working on a transportation-related story. In addition, COMPASS data are often used in news pieces, even when interviews were not conducted. COMPASS shall continue to cultivate this relationship with the news media.

Policies and Practices for Use

All media relations, including paid and earned media, shall be coordinated through the COMPASS Communication Coordinator. Table 2 outlines examples of appropriate uses of different types of media. Chapters 3 – 6 provide details on what types of media are required for specific public participation opportunities.

Table 2. Uses of different types of media

	Promote public comment periods	Promote events	Highlight COMPASS planning efforts	Focus attention on regional issues
Paid Media				
Print display advertisement	✓	✓		
Legal notice	✓	✓		
Community calendar		✓		
Radio advertisement (public service announcement)	✓			✓
Television advertisement (public service announcement)				✓
Earned Media				
News release	✓	✓	✓	✓
Guest opinion				✓

Chapter 9. Web and Social Media

COMPASS manages its online presence through its website and social media accounts to enhance communication, collaboration, and information exchange. This chapter describes how maintaining an online presence assists COMPASS in achieving goals, the role of social media in COMPASS activities, and how and when different types of content should be used. The sections below discuss the COMPASS website, followed by social media, which is divided into the four platforms used by COMPASS: Facebook, Twitter, YouTube, and the Executive Director’s blog.

Supporting COMPASS Programs

The COMPASS website provides an abundance of information, including plans, maps, and links to related information and other websites, in support of the agency as a whole, as well as individual programs. COMPASS reports, archived documents, meeting materials, and opportunities for public input are also available on the COMPASS website.

COMPASS will employ social media in its planning processes to share information, promote events, raise awareness of regional issues, and to foster ongoing two-way communication between COMPASS and the general public. Additionally, each of the social media accounts will be used to drive traffic to the COMPASS website through promotion and strategic placement of links.

Reaching the Target Audience

The COMPASS website has the potential to reach a broad audience – anyone who performs a basic internet search for COMPASS, or has seen the web address referenced in a COMPASS document. While COMPASS publishes information on its website for all interested users, it is developed primarily for three audiences: COMPASS member agencies, stakeholders, and the general public.

COMPASS’ social media accounts reach a very broad and diverse audience across all four of its platforms. Specific target audiences for each social media platform are discussed in more detail in their individual sections, below.

Employing Web and Social Media

COMPASS website. The COMPASS website provides comprehensive information about all COMPASS work and planning activities and is a valuable tool for COMPASS outreach strategies. The website includes plans, reports, maps, and documents related to its programs and projects, and distinguishes large or ongoing projects and studies with topic-specific webpages within the overarching website. All documents on the COMPASS website are available in PDF format and can be made available in alternate formats and/or translated upon request, particularly for those needing assistance due to limited English proficiency and/or vision impairments. This service is noted throughout the COMPASS website. To improve access to information on the website, COMPASS will explore the possibility of incorporating an RSS feed with the most up-to-date content on the website.

The COMPASS homepage (Figure 4) has several navigation options available for viewers to locate the most recent, most visited, and most important information easily. These include the “Hot Topics,” “Quick Links,” and “Find it Fast” sections, as well as social media icons and a Google search bar.



Figure 4. COMPASS website homepage

COMPASS shall use the “Hot Topics” section to direct the user’s attention to timely items, such as public comment periods and upcoming events. Items shall be removed and replaced frequently to ensure this section is always up to date. In the “Quick Links” area, COMPASS shall provide links to key webpages. Links in this section often remain here for several years, or even permanently (e.g., the long-range transportation plan, the TIP, and the glossary of terms). While the content on these pages may change over time, the link will remain in the “Quick Links” section. COMPASS shall use the “Find it Fast” drop-down menu for information and webpages that are frequently visited. Items listed under “Find it Fast” shall be listed in alphabetical order. New or special items may be temporarily added to the top of the list, out of alphabetical order, as appropriate to draw attention to them.

The COMPASS website is designed for easy navigation by including “shortcuts” that appear on both the COMPASS website’s homepage and its subsequent webpages. These include social media icons, which are linked to their corresponding websites, a “What’s New” section, which provides brief explanations and links to current events occurring at COMPASS, and a Google search bar, which allows viewers to enter key words or phrases and receive results from within the COMPASS website. The social media icons, “What’s New” section, and Google search bar are permanent fixtures on the website.

Subsequent webpages are sorted by four categories: “People, Structure, & Committees,” “Products, Services, & Data,” “Communication & Public Awareness,” and “Planning & Collaboration.” These categories encompass the majority of information that COMPASS publishes

on its website. Webpages within these categories are updated frequently, according to additions or modifications in COMPASS work or current events. For example, under the "Communication & Public Awareness" category, the "Articles" page is updated several times per week with new information and links. Any information or COMPASS event that is "temporary," such as a public event, shall be advertised on the correlating topic-specific webpage, as well as other appropriate webpages. For example, a speaker for the education series shall be advertised on the education series webpage, as well as on the COMPASS homepage, "What's New" page, and web calendar.

People, Structure, & Committees. This portion of the COMPASS website includes meeting materials, lists of COMPASS committee members and member agencies, staff contact information, and COMPASS documents such as the Unified Planning Work Program and budget, annual report, and strategic plan. COMPASS shall post information regarding consulting or employment opportunities on the "Jobs and Contracts" webpage, which is also found under this category of the COMPASS website. COMPASS also provides links in this section for requests for general and specific types of information, including mapping services, general information requests, and Public Records Requests.

The COMPASS Board of Directors and each COMPASS committee have a dedicated webpage in which the list of members, meeting schedule, and meeting materials are posted. Meeting agendas and supplemental materials shall be posted on the Board/committee webpage one week prior to the meeting date, except in cases of emergency or other constrained circumstances. Following Board/committee meetings, COMPASS staff shall finalize and post the previous meeting's approved minutes to the appropriate Board/committee webpage.

Products, Services, & Data. Much of COMPASS' "work" is found in this section of the COMPASS website, including information and documents relating to the long-range transportation plan, TIP, air quality conformity demonstration, mapping, and more. COMPASS shall update and add new documents to the webpages in this section as needed.

The COMPASS Performance Dashboard is an online, interactive tool for the public to use to view or create data, maps, graphs, and tables to track progress toward long-range transportation plan goals. Updates to the data tool shall be made by COMPASS planners and Geographic Information System (GIS) staff. Other aspects of the COMPASS Performance Dashboard webpage will be updated and managed by communication staff, or other appointed staff.

Communication & Public Awareness. COMPASS uses its website to foster two-way communication between itself and the public. Individuals interested in becoming involved with COMPASS programs may rely on this section of the COMPASS website for information regarding public involvement and educational opportunities. COMPASS hosts several events throughout the year targeted to members of the public. Information about these events, including open houses, public comment periods, and educational programs, shall be posted on the webpage corresponding to the event. For example, information regarding an open house to discuss the long-range transportation plan will be posted on the public comment webpage as well as the long-range transportation plan webpage.

In an effort to share information with the general public, COMPASS publishes news releases, brochures, newsletters, and other COMPASS materials in this section as well. News articles from local and national sources pertaining to COMPASS work or goals will be compiled, at the discretion of communication staff, on the "Articles" webpage, and other webpages as appropriate.

Within the COMPASS website, viewers may use the “Calendar of Events” webpage to keep informed of upcoming COMPASS meetings or events. The calendar shall be updated regularly whenever an addition or cancelation is determined. All meetings and events, including Board and committee meetings, web conferences, public events, public trainings, open houses, public comment periods, workshops, and other events, will be posted on the COMPASS website calendar as soon as possible.

COMPASS shall make all public comment materials available on the COMPASS website on the start date of the public comment period. Public comment materials, including the items for comment, comment forms, and information on how to be involved, shall be posted on the appropriate topic-specific webpage as well as on public comment webpages. COMPASS shall notify the public of its public comment periods via the COMPASS website, emails, its social media accounts, and paid advertising. Public comments received during a formal public comment period will be recorded by the appropriate program manager, compiled, and posted online.

The COMPASS website features a “comment” section on select webpages, which invites viewers to submit a comment or question regarding the topic of that webpage. Comments are directed to the appropriate staff member, who will respond to the comment or question in a timely manner. In addition, as noted in the “People, Structure, & Committees” section, COMPASS provides links for requests for general and specific types of information, including mapping services, general information requests, and Public Records Requests.

Planning & Collaboration: COMPASS uses this section to provide links to the websites and plans of member agencies, other Idaho agencies involved with planning in the region, and state and federal resources. Information on COMPASS studies that are ongoing or have been adopted are also explained in this section of the COMPASS website.

Social Media. COMPASS will use social media as a public engagement and information sharing tool to build and nurture relationships in the online community. Because social media is widespread, easily accessible, and “social” by nature, COMPASS will benefit from relationships formed from a broad variety of viewers on a local, regional, and even national level. Figure 5 outlines a variety of audiences that COMPASS will reach through its strategic social media efforts. Each social media platform will address a slightly different target audience based on the nature of the social media platform, the types of messages shared, and COMPASS goals. For example, the Executive Director’s blog is used to share longer,

Social Media Target Audiences:

- ✓ General public
 - Residents of Ada and Canyon Counties
- ✓ Professionals in planning, transportation, and related fields
 - Local and national
 - Individuals, organizations, and companies
- ✓ Media
 - Local print and broadcast media
 - Individuals and organizations
 - Industry-specific media and blogs
- ✓ Elected officials
- ✓ Cities, counties, regions
- ✓ Local businesses and organizations
- ✓ Local colleges and universities
- ✓ Interest groups
 - Bike/pedestrian
 - Safety
 - Youth
 - Aging population
 - Public transportation users/commuters
- ✓ *And more...*

Figure 5. Social media target audiences

permanent messages, which appeal to a different audience than that of Twitter, which limits its messages to 120 characters and has a very quick replacement rate. The overall message may be similar among the two platforms, but the format and level of detail will be extremely different.

COMPASS will develop a "content calendar" to help ensure that all posts from COMPASS are consistent, well-written, and shared at the most opportune times and locations for the highest level of engagement. The posting schedule shall be determined based on platform-specific analytics reports. These analytics reports indicate important metrics for social media posts, including what types of content attract the most readers and generate the most unique page views and clicks, and what times of day and week are most popular for each social media platform.

The content calendar will outline what the message is, who will post it, which platform(s) it will be shared on, and the date and time it will be shared. If the content requires an accompanying attachment, such as a specific link, image, or video, the attached item shall also be provided in the content calendar.

COMPASS shall promote its events, accomplishments, and work when appropriate, while also seeking out and sharing industry-specific information from relevant and notable sources. COMPASS will make an effort to integrate a variety of relevant subjects and messages into its content calendar to provide a robust variety of content (i.e., content from outside sources that demonstrates value to the audience, but it still related to COMPASS' work and goals).

Any original content posted from COMPASS' social media accounts shall be relevant and timely. The "voice" of each social media account will vary slightly, but shall be consistently professional across all platforms. The "voice" used online represents COMPASS and shall reflect a professional, conversational, and informative personality. Establishing a "voice" that appeals to the majority of COMPASS fans/followers will personalize the agency and make COMPASS more approachable to its audience.

COMPASS shall use each social media account individually and collectively to promote ongoing COMPASS plans and projects such as the long-range transportation plan, education campaigns, and events, and to cross-promote its other online presences. For example, the Facebook "fanpage" shall be used to drive traffic to the COMPASS website, Twitter account, YouTube channel, and the Executive Director's blog, to meet the overall goal of informing the public of what COMPASS does in Ada and Canyon Counties, and to provide opportunities for public involvement. Content that refers to specific COMPASS work shall include a link to the appropriate COMPASS webpage to ensure viewers have direct access to more information. Any posts that refer to the work or plans of member agencies and other organizations shall include a link to the agency website.

COMPASS shall prepare an annual social media audit to document the online "conversation" regarding COMPASS, as well as provide a framework for future social media strategies. The audit will evaluate each social media account, demonstrate the effectiveness of current and past strategies, provide insights into the demographics of COMPASS fans/followers, and help COMPASS determine what content is resonating most and on what platforms. The majority of the evaluation will be the result of analyzing measurable metrics from platform-specific analytics (described below with each platform), as the number of fans/followers alone does not determine the success of a specific social media account.

Facebook: The COMPASS Facebook "fanpage" is a business profile and shall be used as such; it shall be used to promote COMPASS work, materials, and events, as well as share original content

from or pertaining to its member agencies, colleagues, and the public. The COMPASS fanpage shall be used for two-way communication and information sharing with existing fans, raising awareness of who COMPASS is and what it does, and generating interest among the public regarding regional issues. The Facebook fanpage shall be managed by COMPASS communication staff; other roles will be delegated to other COMPASS staff as needed.

COMPASS will employ the use of “hashtags” as appropriate in its original content to further COMPASS “branding,” or for online search/grouping purposes.

“Facebook Insights” indicates the ideal time to post content to achieve high levels of “engagement” and “reach,” and determines the types of posts that resonate most with COMPASS fans. For example, Facebook posts that include a photo, video, or URL link will receive higher levels of engagement and reach because they offer an opportunity for the audience to interact with COMPASS, and because the Facebook News Feed algorithm best supports these types of posts. COMPASS staff shall use data provided by Facebook Insights to develop the Facebook content calendar.

The Facebook News Feed algorithm regulates every post that COMPASS publishes on its fanpage by choosing which posts to show specific COMPASS fans and how long the post will remain on their home feeds, based on a variety of factors. COMPASS shall consider Facebook algorithm factors when posting original content, and actively seek new information on the Facebook News Feed algorithm to stay informed on changes and updates which may affect future COMPASS Facebook posts.

COMPASS shall use the “events” tab of the fanpage to promote all COMPASS public events, including open houses, public comment periods, sponsorships, the COMPASS education series, trainings, presentations, and other public events.

Just as fans may choose to “like” COMPASS on Facebook, COMPASS can like other organizations and agencies. COMPASS shall engage with the Facebook pages of its member agencies, related organizations, local businesses, industry experts, and more, as appropriate. Engagement with other pages will increase COMPASS’ reach and expose COMPASS to the audience of the other page, which may generate more interest in COMPASS. For example, if COMPASS likes or comments on a post on the Ada County Highway District (ACHD) fanpage, all of ACHD’s fans are shown that activity, in addition to COMPASS’ fans.

To improve reach and promote COMPASS activities, COMPASS will explore the possibility of purchasing Facebook ads and/or using Facebook’s “boosted post” mechanism to increase visibility of specific posts.

Twitter: The COMPASS Twitter account, like its Facebook fanpage, is a public profile used to promote COMPASS work, materials, and events and to share related information from other organizations or individuals in similar industries. Twitter operates at a fast-paced rate of exchange (i.e., tweets are replaced almost instantly with new tweets on a person’s Twitter feed), depending on the number of accounts the individual follows. For example, if COMPASS follows 200 accounts and each account tweets regularly, each tweet may appear near the top of COMPASS’ feed for five minutes, but if COMPASS follows 1,000 accounts, each tweet will only be visible near the top of the feed for seconds at a time. For this reason, COMPASS shall tweet far more frequently and regularly in comparison with its other social media accounts to prevent its message from becoming “lost.”

Twitter restricts tweets to 120 characters or less, which includes the space used by images, replies, quoted tweets, Twitter handles, and links. Tweets are very short and therefore must be concise and share only information pertinent to the audience. As such, Twitter's feed functions very much like an RSS news feed with an abundance of information linked to websites or videos with more information. COMPASS shall craft all of its tweets to Twitter's format with consideration to maintaining the purpose and intent of the original message. COMPASS shall employ the use of "hashtags" frequently in its tweets to further COMPASS branding, and for online search/grouping purposes. The use of hashtags is imperative to success on Twitter, as it functions as a necessary link to related information when space is limited.

COMPASS shall actively seek out and follow Twitter accounts that provide valuable and relevant information to COMPASS, including the accounts of member agencies, federal transportation agencies, state departments of transportation, metropolitan planning organizations, other related agencies and organizations. It is common practice within Twitter for two accounts to follow each other; the majority of follows on Twitter are established through this very common practice. For example, if the City of Meridian is notified that COMPASS has followed its account, the city will likely follow COMPASS back. COMPASS shall return the follows it receives from any appropriate account to maintain a cordial online relationship. COMPASS followers range from local citizens, media representatives/organizations, member agencies, businesses, and special interest groups to national and international industry leaders, organizations, and companies.

To improve "impressions" and engagement on Twitter, COMPASS will explore the possibility of purchasing Twitter Ads and/or using Twitter's "promoted accounts" mechanism to increase visibility of specific posts. COMPASS will also consider incorporating Twitter Chats into its public involvement practices on Twitter.

YouTube: The COMPASS YouTube channel is used for sharing original COMPASS videos and clips with the public and allows the audience to view, like, favorite, comment on, and/or share the videos. The COMPASS YouTube channel shall be used for two-way communication and information sharing with the public, raising awareness of what COMPASS is and what it does, and to generate interest among the public regarding regional transportation and related issues. COMPASS shall post videos of its education series speakers, whenever possible, to increase the reach of these presentations.

COMPASS shall edit and upload all appropriate videos to its YouTube channel in a timely manner and offer a full description for each video, including an explanation of the video, any relevant URL links to related information, keyword "tags" used to optimize its position on search engines, and the names of any speakers and/or locations featured in the videos. COMPASS shall also assign a custom video thumbnail to each video to improve the number of views it receives. In an effort to cross-promote its other online presences, COMPASS shall add annotations to each YouTube video that direct viewers to the COMPASS website, Facebook fanpage, Twitter account, and the Executive Director's blog.

Videos shall be organized into "sections" and "playlists" to simplify searching for specific videos. Figure 6 below shows an example of the organization of the COMPASS YouTube channel.

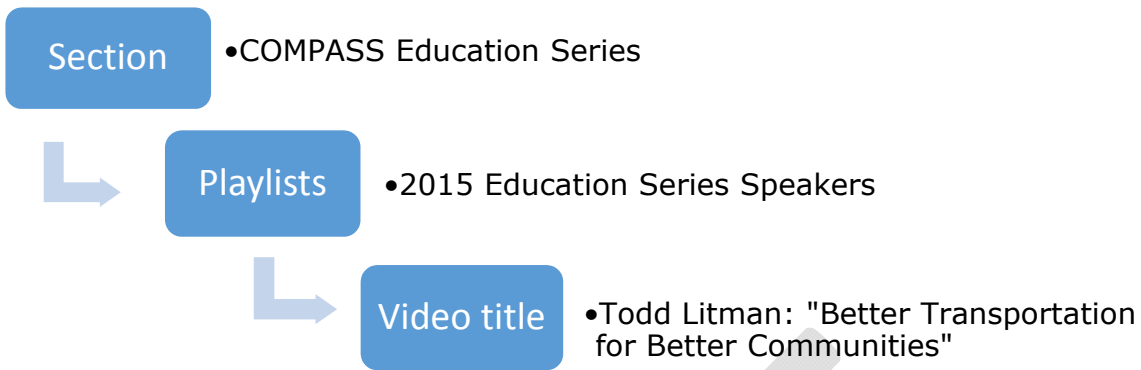


Figure 6. Organization of COMPASS YouTube channel

Videos will be uploaded to YouTube as they are generated, and as such are not incorporated into the social media content calendar. Occasionally, COMPASS will share a video that was produced in conjunction with COMPASS, or contains content relevant to COMPASS, on its other social media accounts. These types of posts shall be accounted for in the content calendar.

YouTube analytics are used to measure metrics, demographics, source referral websites, and more. COMPASS shall consider these data when adding text and tags to the video descriptions, and in planning how/where to share the video. For example, COMPASS can use this information to learn how the viewer was directed to the specific video (e.g., external website, social media, search engine, or YouTube search) and how long the video was viewed. COMPASS shall use this information to target its audience more accurately by understanding where viewers are spending their time online; and therefore, know where to best place the video for increased views.

Just as viewers may choose to like specific videos, or subscribe to the COMPASS YouTube channel, COMPASS can like and subscribe to YouTube channels owned by other organizations and agencies. COMPASS shall engage with the channels of its member agencies and related organizations as appropriate. Engagement with other channels will increase COMPASS' exposure, which can generate more interest in COMPASS.

To increase viewership and promote COMPASS activities, COMPASS will explore the possibility of purchasing YouTube video ads to increase awareness of COMPASS activities and viewership of specific videos. COMPASS will also explore the need for a "trailer video," or short introduction video, which will appear at the top of the COMPASS YouTube channel when nonsubscribers visit. This video will be used to inform new visitors of what COMPASS is and what it does, and increase subscriptions to the channel.

Executive Director's blog: The COMPASS Executive Director's blog targets a narrower audience than its other social media accounts, as it is heavily information-based and lengthy in content by comparison. However, COMPASS benefits from its blog because it allows for important messages to be shared from the perspective of the executive director rather than the agency as a whole. The COMPASS blog shall be used to promote COMPASS work, materials, and events and draw attention to regional issues in Ada and Canyon Counties. The COMPASS Executive Director's blog shall be accessed and managed by the Communication Coordinator, or other staff as needed.

Google Analytics indicates which blog posts resonate most with COMPASS fans, and shall be used to determine how best to write and share future posts (e.g., topic, length, format, day of week/month shared). COMPASS communication staff shall use the data provided by Google Analytics to plan blog content and determine the ideal time to post new entries.

To improve consistency and increase viewership, COMPASS will consider altering the design and format of the Executive Director's blog to match the COMPASS website and social media accounts. This will include the addition of separate "pages" on the blog (e.g., an "About" and/or "More Information" page) and the addition of social media "widgets."

Policies and Practices for Use

All web and social media updates shall be coordinated through COMPASS communication staff, or other appointed staff. Account access shall be restricted to the Communication Coordinator and Communication Assistant, unless otherwise provided to specific COMPASS staff members. All content published for the public to see shall be professional, free of spelling and grammatical errors, and accurate.

All content published on the COMPASS website and social media accounts shall be the original work of COMPASS, or cited with the appropriate information. COMPASS will obtain permission to use any photos online that are not the property (original or purchased) of COMPASS and shall cite the photographer. In some cases, additional permission to use the photo must be given to COMPASS before it can be used in any web, social media, or COMPASS reports and presentations that will be shared publicly (i.e., parental permission for the use of a photo of a child).

The COMPASS Facebook fanpage, Twitter feed, YouTube channel, and Executive Director's blog are all public profiles, and as such are subject to receiving private messages and public comments. Anyone, regardless of whether or not that person follows COMPASS on any of its social media accounts, can send a private message or post/tweet a comment that will be displayed on the social media account publicly, with the exception of the Executive Director's blog, which requires approval of all comments by COMPASS communication staff before they are posted publicly. When a response from COMPASS to a comment on a social media account is warranted, it shall be posted in a timely manner; comments will be addressed with a reply or the type of interaction specific to the platform (e.g., like, retweet, or favorite).

COMPASS may disable or delete comments left on most of its social media accounts; however, COMPASS shall allow the public to express their opinions for the sake of open communication and transparency, unless the comment is inappropriate (e.g., offensive, abusive, or profane). Inappropriate comments left on any COMPASS social media account will be deleted, blocked, reported, or banned immediately after COMPASS communication staff has become aware of it. During work hours, COMPASS communication staff shall regularly monitor comments left on its social media platforms.

While comments left on social media sites shall be evaluated to assist COMPASS in determining the success of its communication programs (see Chapter 13), these types of comments shall not be considered "public comments" submitted as part of a public comment period, unless COMPASS specifically requests comments be submitted in this manner.

All staff representing COMPASS online in their official capacities are representing the agency and shall maintain the same decorum and professionalism that they would if they were speaking on

COMPASS' behalf in person. When representing COMPASS, staff shall refrain from engaging in discussions of opinion to avoid false advocacy of any one position or belief.

COMPASS staff engaged in non-work social media activities shall exercise professionalism, integrity, and sound judgment when using personal social media accounts. COMPASS staff are permitted to associate themselves with the agency when posting, but they must clearly brand their online posts as personal and purely their own. COMPASS shall not be held liable for any repercussions the employees' content may generate.

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Chapter 10. Education Programs

COMPASS provides education programs to educate Treasure Valley residents on planning, transportation, and related issues affecting the nation, state, and region. While print/broadcast and social media, discussed in Chapter 8 and 9, are used to raise awareness of issues, educational programming is designed to move beyond awareness to more in-depth discussions and hands on training. Below, we divide educational programs into two types: public lectures and professional workshops. These descriptions focus on programs delivered by individuals other than COMPASS staff. Workshops conducted by COMPASS staff are discussed in Chapter 7. In addition to the lectures and workshops described below, COMPASS may also support other agencies' programs as a sponsor.

Supporting COMPASS Programs

Educational programming supports COMPASS programs by moving beyond raising awareness or encouraging action to providing the public, professionals, and decision-makers with the knowledge and tools to become actively engaged in regional issues. Educational programming provides participants with the background to become educated, knowledgeable participants in regional decision-making.

Reaching the Target Audience

While all COMPASS educational programs are open to all interested participants, most programming is developed for one of two audiences: the general public and professionals working in a field related to the topic being discussed. Elected officials are not separated out in this context, as each individual's background and experience with the topic being presented will vary.

Employing Education Programs

Public lectures. Public lectures are designed to be high-level introductions to a specific issue for a general audience. These support other COMPASS programs by helping to raise the level of understanding of issues across the valley, thus assisting individuals in understanding regional issues and becoming better able to participate in COMPASS, and related planning processes, including submitting comments on projects or plans and participating in planning meetings. Public lectures are advertised broadly – through email, community calendars, flyers, display advertisements, news releases, and more. The COMPASS education series, which brings in regional and national experts as presenters, is COMPASS' primary mechanism for sponsoring public lectures.

Professional workshops. Professional workshops are designed to provide technical and in-depth instruction on planning, transportation, and other issues, and are designed for individuals working in a field related to the topic being presented. These workshops will vary from lecture-type presentations and discussions to hands-on, step-by-step tutorials of how to use a tool or program. While COMPASS hosts instructors for professional workshops as part of its education series (usually paired with a public lecture on the same topic), COMPASS also supports professional development workshops through hosting or sponsoring national or regional webinars and hosting trainers from other agencies, such as the US Census Bureau. COMPASS shall secure American Institute of Certified Planners (AICP) Certification Maintenance credits for professional workshops whenever possible.

These workshops provide COMPASS and member agency staff with access to new tools, trends, and technology to ensure the regional is on the cutting edge of professional practices. While

members of the public are welcome to attend COMPASS professional workshops, promotion will be targeted at COMPASS member agencies and related professional staff, primarily via email.

Policies and Practices for Use

All education programs shall be coordinated through the COMPASS Communication Coordinator. COMPASS shall provide sign-in sheets for lectures and workshops. This information is used in reporting for Title VI to ensure the agency is reaching out to all individuals, including traditionally underrepresented populations. In addition, sign-in sheets from workshops approved for AICP credits must be kept as proof of attendance. Sign-in sheets will be kept for two years, in accordance with the approved COMPASS document retention policy.

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Chapter 11. Marketing COMPASS

“Marketing” is an aspect of communication more often associated with the private sector, where one business or company is trying to position itself in relation to a competitor, than the public sector.

However, marketing of a public agency is critical to inform its constituents – the taxpayers – what it does, or can do, for them. A lack of marketing can tell the public that the agency is inaccessible and does not have an interest in serving “the public.”

Marketing an agency such as COMPASS is even more critical, because while most people are aware that their city or county government exists, and the general services it provides, the same is not always true for COMPASS. COMPASS must first make citizens aware that it exists, then market the services it provides to the region as a whole, through its member agencies, and to individuals directly.

Supporting COMPASS Programs

COMPASS’ marketing efforts center around three primary goals: raising awareness that COMPASS exists, raising awareness of COMPASS’ role in the region, and raising awareness of COMPASS products and services. If successful, COMPASS will be known as “the” agency to contact for regional data, mapping, transportation, and overall planning information.

Marketing efforts support all of COMPASS’ programs; without knowledge that COMPASS exists, its role in the region, and the types of services it offers, the public, and even member agencies, cannot avail themselves to all that COMPASS has to offer.

Many COMPASS plans and programs, including those described in Section II, rely on member agency and public involvement during their development and implementation. In addition, COMPASS provides services, tools, and expertise to its member agencies and the public, such as mapping, the COMPASS Performance Dashboard, presentations and workshops, and a wealth of data and information available on the COMPASS website (See Chapter 9).

Reaching the Target Audience

There are three primary target audiences for the marketing of COMPASS and its products and services:

- COMPASS member agencies
- COMPASS stakeholders
- General public

Each of these has unique needs and will be discussed separately below.

COMPASS member agencies. COMPASS member agencies “are” COMPASS, and should be aware of who COMPASS is, its regional role, and the services it can provide. However, many member agencies are only aware of COMPASS services that they currently use or have recently used, and are unaware of other services that COMPASS can provide them; therefore, member agencies are a key audience for marketing COMPASS. In addition, as leadership and staff at COMPASS member agencies change, individuals may not be aware of COMPASS and its role with their agency, which also necessitates marketing to member agency representatives.

COMPASS stakeholders. COMPASS stakeholders are those individuals and agencies who are not COMPASS members, but whose interests intersect with those of COMPASS, such as agencies and individuals involved in transportation, housing, land use, health, and more. Stakeholders may or may not be aware of who COMPASS is and what it offers. The first goal in reaching members of this audience is to raise awareness that COMPASS exists and what it does, followed by raising awareness of what COMPASS has to offer stakeholders – from opportunities to be involved in COMPASS activities to technical services and data available, such as mapping and demographics.

General public. The general public has very little background knowledge of COMPASS, so the first step in marketing to the public is to raise awareness that COMPASS exists and increase name recognition, followed by describing COMPASS' role in the region. This initial foundation is necessary for COMPASS to begin to market its opportunities for comment, educational offerings, and public services.

Employing Marketing Programs

COMPASS shall use several coordinated efforts to market its existence, role, and services. Many of these types of efforts are described in more detail throughout this plan, and thus are only mentioned briefly below. While there is a great deal of overlap in how different types of marketing are used, the sections below are generally organized from those used for more broad to more targeted audiences.

Media and advertising. Media and advertising are very broad marketing strategies, as anyone, with or without any prior knowledge of COMPASS, or even a desire to learn about COMPASS, may be exposed to an advertisement or news story generated by COMPASS or including information on COMPASS and its activities. COMPASS uses media and advertising to promote specific programs or projects and not explicitly to market the agency. However, all media exposure raises awareness of COMPASS in general, and has the potential to drive people to the COMPASS website, attend a COMPASS event, or follow COMPASS on social media, all of which meet marketing goals of increasing the public's awareness of COMPASS, its role in the region, and its specific products and services. More information on media and advertising can be found in Chapter 8.

Website. Unlike an advertisement, news story, or display, where the public is exposed to information on COMPASS with little or no effort on their part, the COMPASS website, like any website, must be actively accessed, either through a direct link or URL or via an online search.

All audiences can be reached through the COMPASS website; however, most visits are from member agencies or stakeholders.

COMPASS will strive to continually optimize its search engine ranking to ensure it becomes and remains the first website listed for any related search, and thus, increases its reach to the general public.

The COMPASS website is frequently the first, and potentially only, interaction a member of the public may have with COMPASS and therefore is its primary marketing tool. It is imperative that the website accurately represent COMPASS, its regional role, and its products and services, to ensure visitors receive a complete picture of what COMPASS can do for them. COMPASS will also keep all information and data up to date and relevant, and continually improve website navigation, to ensure its website truly is the best place to find regional data and other information. More information on the COMPASS website can be found in Chapter 9.

Social media. COMPASS will use social media to increase awareness of the agency and promote name recognition through continually increasing the number of followers and level of engagement on social media platforms. Through social media exposure, followers will become aware of COMPASS' role in the region, its specific programs and projects, and be directed to the COMPASS website for more information. More information on social media can be found in Chapter 9.

Email database. COMPASS maintains a database of email addresses to be used to reach out to a broad audience. This shall be the primary means of reaching out to member agencies, stakeholders, and members of the general public who have already expressed an interest in COMPASS by requesting to be on the email list.

Email blasts are used to promote specific events, comment periods, and other topics of interest to the audience. However, by its nature, the email list is only effective in reaching out to those who are already familiar with COMPASS; it is not intended to be used to cultivate general awareness of COMPASS and its programs.

Although COMPASS will not add members of the public to a COMPASS email list unless requested, COMPASS shall provide the opportunity to make that request whenever possible, such as through a check box on comment forms and sign-in sheets at meetings. The use of the email database is described in more detail in Chapter 7, under "Correspondence."

Sponsorships. COMPASS sponsorship of others' events provides a platform to increase name recognition and raise awareness of who COMPASS is. COMPASS sponsors events that are related to its agency goals; therefore, the audience reached through a sponsorship generally consists of potential COMPASS stakeholders or member agency representatives.

COMPASS events. COMPASS events, such as education series presentations and public comment open houses, have the potential to attract member agency representatives, COMPASS stakeholders, and the general public, who may or may not be familiar with COMPASS prior to attending the event. While each COMPASS event will serve a specific purpose, each should also be used as an opportunity to market COMPASS and its role, products, and services through presentations, one-on-one discussions, and COMPASS materials, such as brochures.

Presentations. COMPASS staff are frequently requested to give presentations to a wide variety of audiences – from highly technical groups seeking detailed information on specific projects or programs, to very general community groups seeking to learn about COMPASS. Regardless of the audience or requested topic, all COMPASS presentations (excluding COMPASS committees or work groups) shall include background information on who COMPASS is, its role in the region, and COMPASS products and services, with particular attention to those projects, services, or issues that may be of use or interest to the audience. For consistency, and to increase name and logo recognition, all staff shall use a standard COMPASS slide format when using PowerPoint slides. More information on presentations can be found in Chapter 7.

Leadership in Motion awards. COMPASS presents Leadership in Motion awards each December to recognize businesses, individuals, and projects that have demonstrated leadership in supporting the goals and vision of the regional long-range transportation plan. While these awards are designed to recognize those who are supporting COMPASS, they also serve to market the agency, as they provide public, positive exposure to COMPASS and the long-range transportation plan. The call for nominations is promoted via email, social media, the COMPASS website, and a news release; winners are promoted in the same manner, as well as through purchased display

advertisements. A poster highlighting winners shall be displayed prominently in the COMPASS office to promote not only the winners, but to encourage others to submit nominations in the future.

Displays. COMPASS displays can be used to raise awareness of COMPASS and educate the public and specific stakeholders and member agencies on regional issues. COMPASS has a general marketing display (Figure 7) describing who COMPASS is and what it does, which shall be updated a minimum of every four years, upon update of the long-range transportation plan.

This general marketing display is used at public and stakeholder-specific events to raise awareness and interest in COMPASS and its programs and projects. This display may be staffed or it may stand alone, depending on the nature of the event. When used at public events, it serves as a mechanism to market the agency and its products and services to individuals unfamiliar with COMPASS.

In addition, COMPASS creates issue-specific displays to raise awareness of specific timely topics, such as the update of the long-range transportation plan, transportation funding issues, or growth. These may be created for a specific target audience and placed at a specific event, or created for a general audience and placed a public location, such as a library. When used in this manner, the display is designed to stand alone, without a staff member present, and will generally remain in one location for several weeks before being moved to a new location. While issue-specific displays are designed to educate the public about a specific issue – as opposed to marketing the agency – their presence in the public realm also serves as a vehicle to market COMPASS. More information on displays can be found in Chapter 7.

Brochures. While COMPASS brochures are designed to stand alone, they are generally used in conjunction with other marketing tools – as a “take away” from a display, open house, presentation, or other event.

COMPASS shall maintain two standard brochures to market the agency – a general COMPASS overview and an overview of member benefits. The general COMPASS brochure is intended to describe COMPASS to a public audience and explain what COMPASS is, what it does, and how COMPASS impacts a member of the public, including a discussion of services available to the general public. This standard brochure shall be distributed with the COMPASS display, at all COMPASS events, and at other COMPASS-related events.

The member benefits brochure is designed for existing and potential COMPASS members and explains what COMPASS is and describes benefits of membership. It shall be distributed as appropriate to the target audience.



Figure 7. COMPASS general marketing display

COMPASS may also develop issue- or program-specific brochures. While these are generally not intended specifically as marketing materials, they, like any other COMPASS materials, shall include a general introduction to COMPASS and be used to increase name recognition and raise awareness of who COMPASS is and what it does. More information on brochures can be found in Chapter 7.

Policies and Practices for Use

Marketing of COMPASS shall be woven throughout all of COMPASS communication activities. An introduction to COMPASS, its regional role, and its products and services, as applicable to the audience, should be included in COMPASS communications whenever applicable. All COMPASS materials shall include the COMPASS logo and the URL of the COMPASS website, and shall follow consistent formatting for easy visual identification.

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Chapter 12. Crisis Communication

Crisis communication often occurs in response to an unplanned, or even unforeseen, event. Although the nature and extent of a crisis may be unforeseen, advance planning for crisis communication ensures the agency is prepared to respond in any situation.

For the purposes of this chapter, a crisis may be the result of an ongoing issue that develops over time, or the result of a sudden, unexpected event.

Supporting COMPASS Programs

Crises have the potential to harm COMPASS' credibility and reputation, regardless of the truth or validity of the crisis. Therefore, a strong crisis communication plan supports all COMPASS programs and the agency as a whole. While the content of this chapter may be used to guide communication for all types of crises (e.g., a project or program-specific issue or crisis), the focus of this chapter is on large, programmatic issues that have the potential to negatively affect the agency as a whole.

Reaching the Target Audience

While the specific target audience will vary based on the type and magnitude of the crisis at hand, two audiences should always be addressed: the COMPASS Board of Directors and COMPASS staff. Most often, this will be followed by communication with the news media, and potentially directly with COMPASS stakeholders.

Employing Crisis Communications

All crisis communications shall be coordinated through the COMPASS crisis communication team, consisting of the following COMPASS staff:

- Executive Director
- Director of Operations
- Director of Planning
- Communication Coordinator
- Communication Assistant
- Other COMPASS staff as appropriate

COMPASS legal counsel and/or the COMPASS Board chair or other officers, may be added to this team, as appropriate.

Steps should always be taken to prevent a known, ongoing issue from becoming inflamed, and therefore escalating into a crisis, by addressing the cause of the matter before there is a need for crisis communication.

For example, if a Board member expresses concern over COMPASS' handling of financial issues, the concerns should be addressed with that Board member, and a resolution reached, *before* the Board member makes his or her concerns public, which then necessitates the need for crisis communication.

Once a crisis has been determined, there are typically tangible impacts caused by the crisis itself (e.g., embezzlement that leads to bounced checks) or caused by perceptions of the crisis (e.g., accusations of embezzlement lead to damage to COMPASS' reputation and/or members leaving the agency due to lack of trust).

In some cases, a crisis may be unanticipated. For example, an unanticipated crisis could occur if a COMPASS staff member were to run a stop sign driving a COMPASS staff car and be the cause of a fatal car crash.

Once it has been determined that crisis communication may be needed, COMPASS staff shall follow the crisis communication procedure, outlined on page 64.

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COMPASS Crisis Communication Procedure

1. Notify the Executive Director immediately.
 - a. If the Executive Director is involved in the crisis or unavailable, notify the COMPASS Board chair instead.
2. The Executive Director shall notify the Board chair, other Board officers as appropriate, and the COMPASS crisis communication team of the nature and extent of the crisis. The crisis communication team shall consist of:
 - Executive Director
 - Director of Planning
 - Communication Assistant
 - Director of Operations
 - Communication Coordinator
 - Other COMPASS staff as appropriate
3. Crisis communication team members shall gather additional information, identify all traditional and social media coverage that has occurred regarding the issue, and, considering the questions listed in Figure 8, determine if the matter is truly a crisis.
4. If the issue is determined to NOT be a crisis, stop here, document all information gathered in Step 3, and continue to monitor the situation. If the matter is determined to be a crisis, or is likely to develop into a crisis, continue with Step 5.
5. If the matter involves potential legal action, **contact legal counsel.**
6. The crisis communication team shall immediately develop:
 - a. A “holding statement,” or initial statement, that sets forth the basic facts about the situation and lets the public know that COMPASS is actively dealing with the situation.
 - b. An internal crisis communication memo, which shall include the prepared holding statement, this crisis communication procedure, contact information and responsibilities of members of the crisis communication team, a list of key stakeholders to notify and procedure for notification, and a brief explanation of the situation.
7. The Executive Director shall brief the COMPASS Board of Directors and all COMPASS staff on the situation and provide a copy of the crisis communication memo. It is imperative that all staff are made aware of the situation to avoid an unaware staff member inadvertently making a statement or otherwise becoming involved in a situation without being aware of the circumstances. The appropriate level of detail provided to staff members shall be determined on a case by case basis.
8. All staff members shall be instructed to refer any questions to the crisis communication spokesperson noted in the memo. If a staff member is in a situation where a comment must be made, and cannot be referred to the spokesperson, that staff member shall use the prepared holding statement.
9. In response to media inquiries, the holding statement shall be used until a more detailed crisis communication plan has been established. (See step 10)
10. The crisis communication team shall develop an issue-specific crisis communication plan, using the checklist on page 66 (Figure 9).
11. COMPASS staff shall follow the issue-specific communication plan, with modifications as necessary to adapt to changing circumstances.

Note that this crisis communication procedure does not address the root cause of the crisis itself. A simultaneous process should occur to resolve the underlying issue.

Is crisis communication needed? *Consider the following:*

- Has the underlying issue been resolved?
- Does the issue involve potential legal action?
- Does the issue relate to how COMPASS operates as an agency?
- Does the issue affect COMPASS member agencies? If so, which ones and how?
- Is a COMPASS member agency involved in a crisis that could impact COMPASS? If so, what is the crisis and how could COMPASS be impacted?
- Does the issue stem from an outside accusation? If so, what is the relationship of the accuser to COMPASS?
- Has the issue emerged in social media and/or online chatter?
- Has the issue emerged in mainstream print and/or broadcast media?
- Could the issue affect the overall reputation or credibility of COMPASS in the community and/or its viability as an agency?

Note that whether COMPASS is “right” or “wrong” is not a consideration.

Figure 8. Is crisis communication needed?

Policies and Practices for Use

While every crisis will be different, and handled on a case-by-case basis, it is imperative that the above procedure be followed to ensure all matters are addressed appropriately. Unless specifically delegated otherwise, all crisis communication shall be coordinated through the Executive Director and/or Communication Coordinator. Upon resolution of a crisis, the crisis communication team shall evaluate the success of the crisis communication plan and activities and note suggested changes for future crises.

While not limited to crisis situations, public records requests often accompany crises. Note that ALL written documents, including email, are subject to public records requests and must be provided if requested. While public records requests may occur at any time, a crisis may spawn public records requests related to the crisis. Staff shall forward any public records requests during a crisis situation to the crisis communication team. All staff shall be aware of and follow the internal COMPASS public records request procedure for handling such requests at all times.

Issue-Specific Crisis Communication Plan Checklist

Once a crisis has been identified, the crisis communication team shall develop an issue-specific crisis communication plan. That plan shall contain:

- ✓ Holding statement
 - Develop immediately
- ✓ List of crisis communication team members
 - Include titles, names, contact information, and responsibilities
 - Include additional staff who may be needed, based on the type of crisis
 - Include legal counsel, if appropriate
- ✓ List of key stakeholders to be notified and procedures for notification
 - COMPASS Board members
 - Key media contacts
 - Other key stakeholders, as appropriate
- ✓ Internal crisis communication memo
 - Develop immediately
 - Include a brief summary of the issue
 - Include all items above
- ✓ Proactive media strategy, including the following elements:
 - Name and contact information of spokesperson
 - Key message(s)
 - Initial holding statement
 - Official COMPASS press statement (follow-up to holding statement)
 - Talking points for spokesperson
 - Target audience(s)
 - Target media
 - Timing of release of key messages
 - Types of communication methods to be used
 - News release(s)
 - News conference(s)
 - Individual interviews
 - Social media
 - Web postings

Figure 9. Issue-specific crisis communication plan checklist

Chapter 13. Evaluating Success

A key component of any program is evaluating success, or progress, and using that information to improve future efforts. COMPASS shall continually evaluate the success of its communication and public involvement efforts and use that information to improve ongoing and future communication efforts and inform future updates of this *Integrated Communication Plan*.

Supporting COMPASS Programs

COMPASS strives to support all of its programs, and the agency as a whole, with its communication and public involvement efforts; however, without consciously examining data and other feedback, it is impossible to gauge success. COMPASS will evaluate data and feedback, and compare results over time, to determine if COMPASS communication efforts, including the elements outlined in this *Integrated Communication Plan*, are truly supporting other COMPASS programs.

Reaching the Target Audience

The success of each individual communication project or program shall be evaluated according to its target audience. The success of COMPASS communication programs as a whole, including this *Integrated Communication Plan*, will be evaluated based on individual target audiences, as well as the entire population of Ada and Canyon Counties, as all residents are potential “audiences” of COMPASS communication projects and programs.

COMPASS will specifically review data regarding traditionally underrepresented populations, such as minority and low income, to measure success in providing all residents with an equal opportunity to learn about and participate in COMPASS projects and programs, and to find ways to improve outreach efforts to those populations, when necessary.

Employing Programs to Evaluate Success

COMPASS will employ four means of evaluating success of its communication programs: outputs, outcomes, public survey data, and qualitative feedback.

Outputs. Outputs include all COMPASS outreach efforts – in essence, those actions over which COMPASS has control.

COMPASS will track and analyze the outputs of individual public involvement processes and other communication efforts, including annual and project-specific sums of:

- News releases distributed
- Guest opinion articles submitted
- Presentations given by COMPASS staff
- Social media posts
- Advertisements placed
- Displays exhibited (number of displays, locations, and days exhibited)
- COMPASS events hosted
- Other agency’s events sponsored
- Brochures developed/printed
- Email blasts sent

Outcomes. Outcomes are the result of outputs. For example, issuing a news release is an output, while a news story generated by that news release is an outcome.

Outcomes can be used to evaluate of the success of outputs, but this measure should be not be considered in a vacuum, as many circumstances can affect whether an output results in an outcome. For example, even the most finely crafted, relevant, and timely news release may be trumped by another “bigger” story – particularly breaking news. Conversely, a reporter may approach COMPASS concerning a story that COMPASS did not initiate. While this is a sign of “success,” in that the reporter chose to approach COMPASS for the needed information and therefore is an indication of COMPASS’ success in cultivating relationships with the news media, it cannot be tied directly to a specific “output.”

COMPASS will track and analyze the “outcomes” of individual public involvement processes and other communication efforts, including annual and/or project-specific sums of:

- News stories involving COMPASS staff, projects, or programs
- Guest opinion articles published
- Attendance at presentations given by COMPASS staff
- Attendance at COMPASS events
- Social media followers and measures of engagement
- Website hits
- Public comments received during public comment periods

COMPASS shall prepare an annual social media audit to determine the current conversation regarding COMPASS, as well as provide framework for future social media strategies. The audit will evaluate each social media account, demonstrate the effectiveness of current and past strategies, provide insights into the demographics of COMPASS fans/followers, and help COMPASS determine what content is resonating most and on what platforms. The majority of the evaluation will be the result of analyzing measurable metrics from platform-specific analytics, as the number of fans/followers alone does not determine the success of a specific social media account. More information on social media can be found in Chapter 9.

COMPASS will also track demographic data, as appropriate, to assist in determining if the agency is successful in reaching out to all segments of the population. Comment forms and event sign-in sheets will request voluntary information on zip code, gender, race/ethnicity, and disability. This information will be compared to data across the planning area to find gaps between population demographics and demographics of those participating in COMPASS activities.

Public Survey Data. COMPASS shall conduct a random household telephone survey of residents of Ada and Canyon Counties every three years to evaluate the success of its communication programs. A baseline survey shall be conducted in summer/fall 2015, upon completion of this plan; subsequent surveys shall be conducted the fall prior to the update of this plan.²³ The execution of the survey shall include all current best practices to ensure maximum, and representative, participation, including providing bi-lingual surveyors and ensuring cell phones are included at a ratio to match their use in the Treasure Valley. The survey shall also include demographic questions to assist COMPASS in evaluating if it is reaching out to all residents equally.

The survey will address residents' awareness of COMPASS; its role in the Treasure Valley; its plans, projects, and programs; opportunities to be involved; and services available to the public, as well as opinions of COMPASS and its communication programs, including perceptions of COMPASS' openness to public involvement and input and the extent to which COMPASS uses that input. It is intended that the majority of the questions remain consistent across survey years so that trends may be tracked. However, additional questions may be included to address timely communication-related topics, as appropriate. The survey shall be used solely to address communication-related issues and topics; it is not intended to address broad planning issues.

Feedback. In addition to the data described above, COMPASS shall also solicit and examine qualitative feedback. COMPASS shall provide evaluation forms at COMPASS-hosted events, and other forums whenever possible, and examine the feedback received on those forms to gauge success of the event and related communication information. For example, in addition to requesting feedback on education series speakers, COMPASS shall request feedback from participants of the education series relating to how an individual learned of the event, which provides feedback on the success of COMPASS communication strategies.

COMPASS shall also examine comments received through other means, including email, comments left on social media sites or submitted through the COMPASS website, comments left with online news stories, and comments submitted during public comment periods that address the communication or public involvement process.

Policies and Practices for Use

COMPASS will assess the effectiveness of its communication and outreach programs on both a project-specific and agency-wide basis using the means described above. Project-specific measures shall be examined upon project completion, or mid-project if warranted, and agency-wide measures shall be compiled and examined yearly.

COMPASS shall develop a spreadsheet to record outputs and outcomes, to track trends and allow comparisons across years. COMPASS shall examine other feedback and circumstances to provide additional information and context.

²³ 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.

Public survey data shall also be examined. Over time, trends will be revealed through the survey data, and will assist COMPASS in determining success in reaching out to the residents of Ada and Canyon Counties, and where additional improvements are needed.

Using all of this information, COMPASS shall evaluate successes and determine where, and how, improvement is needed. Changes to processes shall be made in a timely manner and incorporated in the update of this plan, as appropriate, every three years.

COMPASS aims to excel in all its programs. However, there will always be room for improvement. Through this *Integrated Communication Plan*, and the methods for evaluating success outlined in this chapter, COMPASS will continually improve upon its past efforts and strive for excellence in its communication, outreach, and public involvement programs.

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Appendix. Public Involvement Plan Public Participation Process and Comments Received

To be written once public involvement is complete.

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Public Participation Committee Agenda Item VI-A

Date: April 7, 2015

Topic: Review COMPASS Integrated Communication Plan Public Comment Materials

Request/Recommendation:

Staff requests review and feedback on comment materials for the *COMPASS Integrated Communication Plan*.

Background/Summary:

See previous memo for an overview of the *COMPASS Integrated Communication Plan* and schedule for public comment.

Assuming the PPC recommends Board approval of the *COMPASS Integrated Communication Plan* at its April 7, 2015, meeting, COMPASS plans to solicit public comment on the draft plan from April 17 – May 31, 2015. A 45-day public comment period is required for the public involvement plan section of the *COMPASS Integrated Communication Plan*. As the public involvement plan is embedded in the broader *COMPASS Integrated Communication Plan*, the entire plan will be released for public comment. However, public comment materials will focus on the public involvement plan section.

COMPASS is following the guidance of required and recommended public involvement elements for the public involvement plan outlined in Chapter 3 of the draft *COMPASS Integrated Communication Plan*. COMPASS is requesting your review and feedback on draft public comment-related materials.

The first is a packet of public comment materials including a cover page for the comment materials, “in a nutshell” summary of the public involvement plan, comment form, and Chapter 2 of the *COMPASS Integrated Communication Plan*, which provides an overview of the public involvement plan. This packet, as well as web content, will be translated into Spanish. Other documents will be translated upon request. The web content, as well as other public comment materials, will mirror these two documents in wording, so any changes made to these based on PPC review will be carried forward into all other public comment materials.

The other two documents are “internal” documents for use by COMPASS staff – the project specific public participation outline for the public involvement plan and the stakeholder outreach matrix. These are both required elements for public involvement into the public involvement plan. We are providing them to you as examples of how these internal documents help COMPASS plan its outreach efforts. We are also looking for your feedback on any additional ways of reaching out to residents of Ada and Canyon Counties that are not included in the outline or matrix. Keep in mind that these are internal COMPASS documents – basically notes and checklists to assist COMPASS staff. They are not intended for public use (in other words, they are unattractive, but that’s OK).

Implication (policy and/or financial):

These documents will help COMPASS fulfill required and recommended best practices for public outreach on the public involvement plan per the *COMPASS Integrated Communication Plan*. A 45-day public comment period is required prior to presenting the public involvement plan to the COMPASS Board with a request for adoption.

For More Information:

- 1) Attachments x 3
 - a. Comment form packet
 - b. Project-specific public participation outline (internal COMPASS use only)
 - c. Stakeholder outreach matrix (internal COMPASS use only)
- 2) For detailed information contact: Amy Luft at 475-2229 or aluft@compassidaho.org.

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COMMENT FORM
COMPASS Public Involvement Plan
Comment Period: April 17 – May 31, 2015



The Community Planning Association of Southwest Idaho (COMPASS) is seeking comment on its new public involvement plan. The plan serves as a guide to soliciting public involvement and using public input in COMPASS plans, programs, and projects.

COMPASS strives to provide opportunities for all residents of Ada and Canyon Counties to be involved in its planning processes and comment on COMPASS plans before they are finalized. The public involvement plan describes COMPASS' planned outreach efforts and serves as a starting point for COMPASS to develop project-specific public participation strategies.

The public involvement plan is part of a larger *COMPASS Integrated Communication Plan*. While you are welcome to comment on any portion of the *COMPASS Integrated Communication Plan*, **COMPASS is specifically seeking comment on the public involvement plan (Section II, Chapters 2 – 6), shown in bold below.**

- *Section I. Background*
 - Chapter 1. Introduction
- ***Section II. Public Involvement Plan***
 - **Chapter 2: Public Involvement Plan: Introduction and Federal Requirements**
 - **Chapter 3: Public Participation Guide for the COMPASS Public Involvement Plan**
 - **Chapter 4: Public Participation Guide for the Long-Range Transportation Plan, Plan Amendments, and Associated Air Quality Conformity Demonstration**
 - **Chapter 5: Public Participation Guide for the Regional Transportation Improvement Program (TIP), TIP Amendments, and Associated Air Quality Conformity Demonstrations**
 - **Chapter 6: Public Participation Guide for Other Plans, Programs, and Projects**
- *Section III. Other COMPASS Communication Programs*
 - Chapter 7. Overview of COMPASS Communication Elements
 - Chapter 8. Media Relations and Advertising
 - Chapter 9. Web and Social Media
 - Chapter 10. Education Programs
 - Chapter 11. Marketing COMPASS
 - Chapter 12. Crisis Communication
 - Chapter 13. Evaluating Success

To address the questions below or to submit general comments, you may use the attached form, an identical form available on the COMPASS website at www.compassidaho.org/comm/comments.htm, or submit comments via a letter or email using the addresses at the end of this form.

All comments must be received by 11:59 pm, Sunday, May 31, 2015.

A summary fact sheet is attached to the back of this page, followed by a comment form. Behind the comment form you will find Chapter 2 of the public involvement plan (Introduction and Federal Requirements).

The entire draft plan is available online at www.compassidaho.org/comm/comments.htm.

To request a paper copy of the entire draft plan, call 475-2229 or email aluft@compassidaho.org.

Those needing assistance may call 208/475-2229 with 48 hours advance notice. *Personas que necesitan asistencia especial, favor de llamar al número 208/475-2229 con 48 horas de anticipación.*

This form is considered a "public record," and, as such, could be requested via a public records request. It is illegal for anyone receiving public records via a public records request to use names received via that request as a contact list.

COMPASS Public Involvement Plan In a Nutshell

What is COMPASS?	COMPASS is an association of cities, counties, highway districts, and other governmental agencies who plan for the future of Ada and Canyon Counties. The organization brings together regional leaders to coordinate decision-making and collaborate on shared goals. COMPASS serves as the metropolitan planning organization (MPO) for Ada and Canyon Counties and helps shape the future of the Treasure Valley by projecting how the region will grow and what it needs to be successful.
What is the <i>COMPASS Integrated Communication Plan</i>?	The <i>COMPASS Integrated Communication Plan</i> is a plan that describes all of COMPASS' communication programs – education, outreach, public participation, and more. Section I of the plan provides an overview, Section II is COMPASS' official public involvement plan (see below), and Section III describes the remainder of COMPASS' communication programs.
What is the COMPASS public involvement plan?	Every MPO must have a public involvement plan, approved by its Board of Directors, that describes how the agency will engage the public in its planning processes. The plan is designed to assist agency staff in planning public engagement efforts and to assist the public in understanding how they can be involved with COMPASS planning activities. The COMPASS public involvement plan comprises Section II of the <i>COMPASS Integrated Communication Plan</i> .
Is this different than the public involvement policy I have seen before?	Yes. The new public involvement plan will replace the public involvement policy that COMPASS has had in place since 1994 and was last updated in 2012. The new public involvement plan contains much more detail than the current public involvement policy.
What should I comment on?	You may comment on any part of the <i>COMPASS Integrated Communication Plan</i> ; however, <u>COMPASS is specifically seeking comment on the public involvement plan section (Section II, Chapters 2 – 6)</u> . The comment form focuses on the public involvement plan section. The introduction to the public involvement plan section (Chapter 2) is attached. More detail is found in Chapters 3 – 6, which are available online or by contacting COMPASS (see below).
How can I learn more?	Comment materials, including the full <i>COMPASS Integrated Communication Plan</i> , can be found online at www.compassidaho.org/comm/comments.htm , at the COMPASS office (700 NE 2 nd Street, Suite 200, Meridian), and at public libraries. A list of libraries with comment materials may be found on the COMPASS website (see above) or obtained by calling COMPASS at 475-2229.
How can I comment?	You may submit comments via a comment form (found online and in hard copy at libraries [see above] and the COMPASS office), via email (aluft@compassidaho.org), or via US mail (COMPASS, 700 NE 2 nd Street, Suite 200, Meridian, ID 83642).
When are comments due?	Comments must be received by COMPASS no later than 11:59 pm, Sunday, May 31, 2015.
What will COMPASS do with my comments?	COMPASS staff will review comments as they arrive and respond to any questions asked. Once the public comment period closes, COMPASS will forward the comments to the COMPASS Board of Directors and COMPASS Public Participation Committee, along with any recommendations for changes to the plan based on comments received. All comments and responses will be included as an appendix to the final plan. The COMPASS Board will review the plan, comments received, and suggested changes in its June 2015 Board meeting and be asked to adopt the plan at that time.
What happens next?	Final changes will be made to the plan, based on direction from the COMPASS Board in its June 2015 Board meeting, then the plan will be posted on the COMPASS website at www.compassidaho.org/people/publicinvolvement.htm . This will replace all previously adopted COMPASS public involvement plans and policies. COMPASS staff will begin using the new plan to guide public involvement efforts. The plan will be reviewed, updated, and made available for public comment again in 2018.

COMMENT FORM

COMPASS Public Involvement Plan

Comment Period: April 17 – May 31, 2015

1. Does the public involvement plan (Chapters 2 – 6, as summarized in Chapter 2, Table 1) describe COMPASS' overall public involvement process? (Please circle)

1	2	3	4	5
No, not at all				Yes, very well

Why or why not?

2. Does the public involvement plan describe how COMPASS will solicit public input during the following individual planning processes? (Please circle)

Public involvement plan (Chapter 3)	1	2	3	4	5
	No, not at all				Yes, very well

Long-range transportation plan and amendments (Chapter 4)	1	2	3	4	5
	No, not at all				Yes, very well

Regional Transportation Improvement Program and amendments (Chapter 5)	1	2	3	4	5
	No, not at all				Yes, very well

Other COMPASS plans, programs, and projects (Chapter 6)	1	2	3	4	5
	No, not at all				Yes, very well

Why or why not?

COMMENT FORM

COMPASS Public Involvement Plan

Comment Period: April 17 – May 31, 2015

3 Does the public involvement plan explain how public feedback will be used? (Please circle)

1
No, not at all
2
3
4
5
Yes, very well

Why or why not?

4. Does the public involvement plan convey COMPASS' support of reaching out to traditionally underrepresented communities (e.g., low income and minority)? (Please circle)

1
No, not at all
2
3
4
5
Yes, very well

Why or why not?

5. Does the public involvement plan convey COMPASS' commitment to an active public involvement process? (Please circle)

1
No, not at all
2
3
4
5
Yes, very well

Why or why not?

COMMENT FORM

COMPASS Public Involvement Plan

Comment Period: April 17 – May 31, 2015

6. Do you have any additional comments on the COMPASS public involvement plan?

Thank you for your comments!

Please tell us a little about yourself.

This information helps us improve our communication programs.

Zip Code:

Providing your zip code will help us ensure we are reaching out to individuals in the entire COMPASS planning area. Thank you!

Optional; check as appropriate

- | | | | |
|-----------------------------------|---|--|--------------------------------------|
| <input type="checkbox"/> Male | <input type="checkbox"/> Black | <input type="checkbox"/> White | <input type="checkbox"/> Under 20 |
| <input type="checkbox"/> Female | <input type="checkbox"/> Hispanic | <input type="checkbox"/> Asian/Pacific | <input type="checkbox"/> 20 – 34 |
| <input type="checkbox"/> Disabled | <input type="checkbox"/> American Indian/
Alaskan Native | <input type="checkbox"/> Islander | <input type="checkbox"/> 35 – 49 |
| | | <input type="checkbox"/> Other | <input type="checkbox"/> 50 – 64 |
| | | | <input type="checkbox"/> 65 or older |

Contact Information: *(Optional)*

- Add me to your email list
 Include my name/affiliation with my comments

Name:

Address:

Phone:

E-mail:

Comments will be accepted through 11:59 pm, Sunday, May 31, 2015

Send comments to:
 Community Planning Association of Southwest Idaho
 700 NE 2nd Street, Suite 200, Meridian, ID 83642
 E-mail: aluft@compassidaho.org; Fax: 208/855-2559



COMPASS
COMMUNITY PLANNING ASSOCIATION
of Southwest Idaho

Working together to plan for the future

DRAFT COMPASS Integrated Communication Plan

Report Number Here

Report Date Here (Month Year)

Section II. COMPASS Public Involvement Plan

The following pages comprise Chapter 2 of the COMPASS Integrated Communication Plan. It is highlighted in yellow below to show its relationship to the rest of the document and is provided here to assist you in your comments.

The public involvement plan is part of the larger COMPASS Integrated Communication Plan. While you are welcome to comment on any portion of the COMPASS Integrated Communication Plan, **COMPASS is specifically seeking comment on the public involvement Plan portion (Section II, Chapters 2 – 6), shown in bold below.**

- Section I. Background
 - Chapter 1. Introduction
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- Section III. Other COMPASS Communication Programs
 - Chapter 7. Overview of COMPASS Communication Elements
 - Chapter 8. Media Relations and Advertising
 - Chapter 9. Web and Social Media
 - Chapter 10. Education Programs
 - Chapter 11. Marketing COMPASS
 - Chapter 12. Crisis Communication
 - Chapter 13. Evaluating Success

The full COMPASS Integrated Communication Plan can be found online at www.compassidaho.org/comm/comments.htm.

If you prefer a hard copy, contact COMPASS at 208/475-2229 or aluft@compassidaho.org and a hard copy will be mailed to you.

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 (Figure 2). This section fulfills federal requirements¹ for an 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 project-specific public participation outlines for each public participation process.

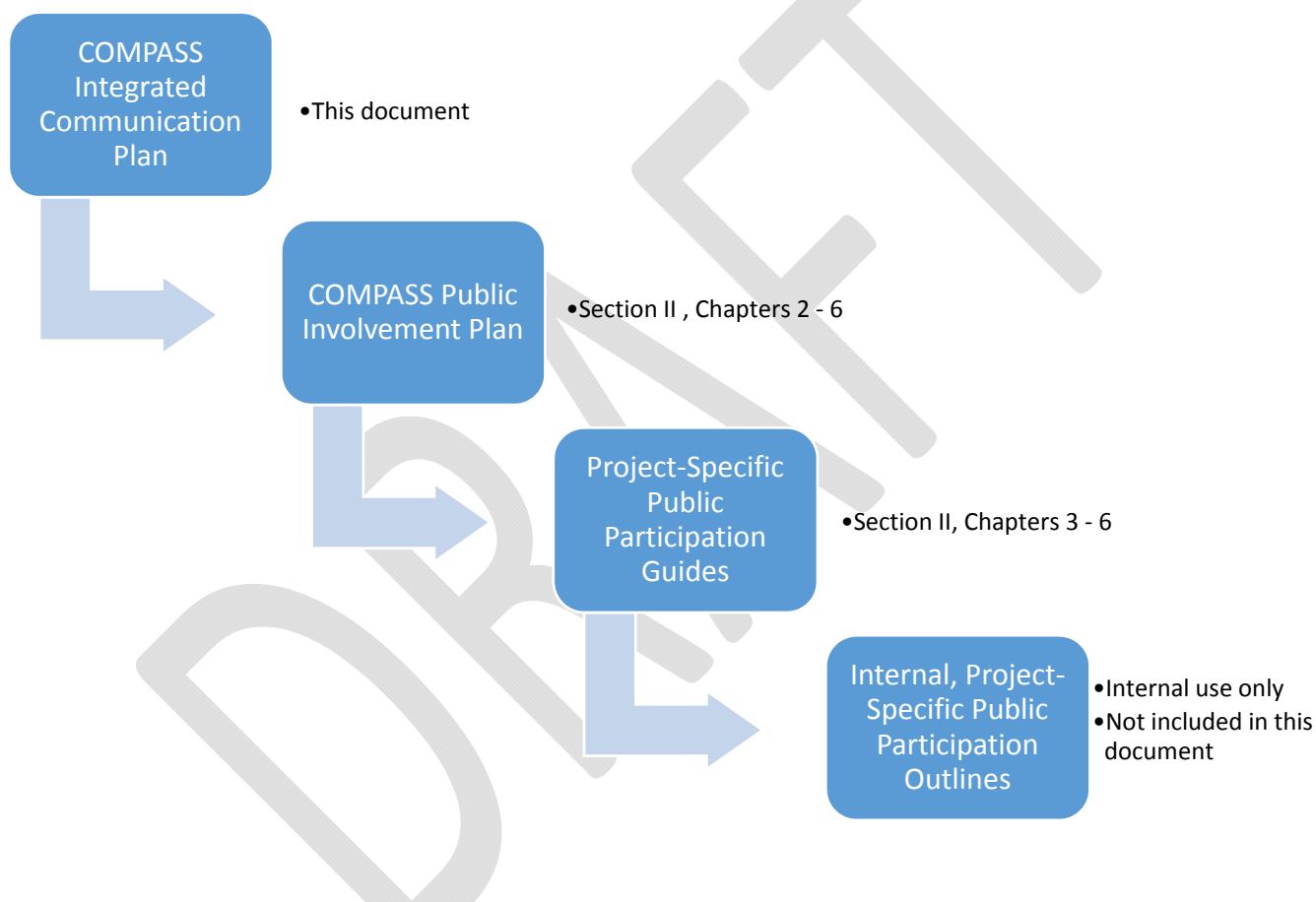


Figure 2. Organization of public participation plan (Section II of Integrated Communication Plan)

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

¹ <http://www.gpo.gov/fdsys/pkg/CFR-2011-title23-vol1/pdf/CFR-2011-title23-vol1-sec450-316.pdf>

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
- ✓ 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 April 17 – May 31, 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 the appendix of this plan. [NOTE: The appendix, with this information, will be added upon completion of the public comment period.]

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 9-13); 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.

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

Activity	Public Involvement Plan	Long-Range Transportation Plan	Long-Range Transportation Plan Amendments	Regional Transportation Improvement Program Yearly Update	Transportation Improvement Program Amendments, as appropriate	Air Quality Transportation Conformity Demonstration	Other plans, programs, and projects, as appropriate
<i>R = Required BP = Recommended best practice O = Optional C = Determine on a case by case basis</i>							
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
Determine if/when coordination with other agencies should occur, and how	R	R	R	R	R		R
Develop internal project-specific public participation outline, delineating tasks (required and optional), timeline, and budget	R	R	O	R	O		R
Gather and analyze community demographics and use to determine how to best serve all affected communities, including traditionally under-represented populations	R	R	O	R	O		C
Identify stakeholders; compile stakeholder outreach matrix	R	R	O	R	O		R
Develop project-specific social media plan and implement	O	O	O	O	O		O

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

Activity	Public Involvement Plan	Long-Range Transportation Plan	Long-Range Transportation Plan Amendments	Regional Transportation Improvement Program Yearly Update	Transportation Improvement Program Amendments, as appropriate	Air Quality Transportation Conformity Demonstration	Other plans, programs, and projects, as appropriate
<i>R = Required BP = Recommended best practice O = Optional C = Determine on a case by case basis</i>							
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
Place legal notices	R	R	R	R	R		C
Purchase paid advertisements (e.g., newspaper, radio, etc.)	BP	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 in public/at events to expand reach beyond minimum requirements	BP	BP	BP	BP	BP		BP
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

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

Activity	Public Involvement Plan	Long-Range Transportation Plan	Long-Range Transportation Plan Amendments	Regional Transportation Improvement Program Yearly Update	Transportation Improvement Program Amendments, as appropriate	Air Quality Transportation Conformity Demonstration	Other plans, programs, and projects, as appropriate
<i>R = Required BP = Recommended best practice O = Optional C = Determine on a case by case basis</i>							
Solicit Feedback							
Hold formal public comment period(s)	R (minimum 45 days)	R (minimum 30 days)	R (minimum 15 days)	R (minimum 30 days)	R (minimum 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
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

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

Activity	Public Involvement Plan	Long-Range Transportation Plan	Long-Range Transportation Plan Amendments	Regional Transportation Improvement Program Yearly Update	Transportation Improvement Program Amendments, as appropriate	Air Quality Transportation Conformity Demonstration	Other plans, programs, and projects, as appropriate
<i>R = Required BP = Recommended best practice O = Optional C = Determine on a case by case basis</i>							
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		BP
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 (if a public comment period is used)
Provide all public comments, with staff responses and recommendations, if any, to COMPASS Board and other committees, as appropriate	R	R	R	R	R		R (if a public comment period is used)

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

Activity	Public Involvement Plan	Long-Range Transportation Plan	Long-Range Transportation Plan Amendments	Regional Transportation Improvement Program Yearly Update	Transportation Improvement Program Amendments, as appropriate	Air Quality Transportation Conformity Demonstration	Other plans, programs, and projects, as appropriate
<i>R = Required BP = Recommended best practice O = Optional C = Determine on a case by case basis</i>							
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 (if a public comment period is used)
Provide additional comment opportunities if significant changes made following original public comment period	R	R	R	R	R		R (if a public comment period is used)
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

2015 Public Participation Plan (PIP) Internal Public Participation Outline

Status	Task	Required in PIP?	How/What	Who	Timeline	Budget
Done (always ongoing to some extent)	Research federal regs	Yes	Research federal regs	Amy	Spring 2014	NA
Done	Research federal regs	Yes	Meet with FHWA to discuss federal requirements and steps forward	Amy, Matt, Scott Frey	June 24, 2014	NA
Done	Coordinate with PPC	Yes	Discuss in PPC meeting; develop plan for development	Amy with PPC	May 12, 2014	NA
Done	Coordinate with PPC	Yes	Review May discussion; request PPC subcommittee	Amy with PPC	August 12, 2014	NA
Done	Coordinate with PPC	Yes	Met with subcommittee; reviewed outline and timeline	Amy with PPC subcommittee	Sept 2014	NA
Done	Coordinate with PPC	Yes	Email initial chapters to Jeff/Nicole for review	Amy with PPC subcommittee	Sept 24, 2014	NA
Done	Coordinate with PPC	Yes	Emailed more chapters to Jeff/Nicole and to Lori Porecca (FHWA)	Amy with PPC subcommittee	October 24	NA
Done	Coordinate with PPC	Yes	Incorporate comments	Amy	November	NA
Done	During development to Christina, Lisa, Toni, MaryAnn, Lori, Jeff, and Nicole for review (Jeff/Nicole are PPC subcommittee)	Yes – “consult with PPC,” but also consulted with others	Review during development	Amy with others	Nov 2014 - Feb 2015	NA
Done	Early draft portions to PPC for initial review	Yes – “consult with PPC”	Review during development	Amy with others	Dec 5, 2014	NA
Done	To Matt, Megan, Lori	Yes –	Review B4 goes to	Amy	Sent	NA

Status	Task	Required in PIP?	How/What	Who	Timeline	Budget
	Porecca, Nicole Stern, Jeff Madsen (Nicole and Jeff are PPC subcommittee)	“consult with PPC,” but also consulted with others	full PPC		3/2/15 Due 3/19	
Done	Determine how to coordinate with other agencies	Yes	See table below	Amy and Christina	March 2015	NA
Done	Develop this outline	Yes	Doing it now	Amy	March 2015	NA
Meeting done; Carl/Walt gathering new 2015 data; initially using 2014 data	Analyze demographics and use info in matrix	Yes	Map EJ areas; seek out other traditionally underrepresented pops	Amy with Walt, Carl	Meeting on March 9, 2015	NA
Ongoing	Identify stakeholders (using above) and develop matrix	Yes	Use info above and PIP	Amy	March 2015	NA
In process	Write PPC Memo x 2 for April 7	No	Memo for PPC packet for review/ recommendation and for review of pub comm	Amy	B4 march 30	NA
	45 day pub comm period	Yes	See matrix and tables below	Amy and Christina	April 17 – May 31, 2015	NA
Ongoing	Develop public comment materials	<u>Required:</u> Draft plan Legal notice Web content Emails <u>Best practice:</u> Comment form	See table below	See table below	See table below	See table below

Status	Task	Required in PIP?	How/What	Who	Timeline	Budget
		Also developing other materials; see table below				
	Post all materials online	Yes	See table below	Christina (post); Amy develop	By COB April 16, 2015	NA
	Send emails	Yes	CIM 2040 big email list + committees Send 4 times	Christina	Fri, April 17 Thu, April 30 Wed, May 13 Thu, May 28	NA
	Place legals	Yes	Legal notices notifying pub comm opening	Amy	Submit Fri, April 10 Run April 17, 20, 21	\$300 (est); charge to 999
	Translate	Yes	Comment form Web content In a Nutshell Table 1	Amy with contractor	Submit for translation no later than 3/30. Translated by 4/14.	\$300 (est)
					Tweak post PPC if needed	
	News release	Best practice	Notifying news media that pub comm is being sought	Amy	Ready 4/15 Send 4/17	NA

Status	Task	Required in PIP?	How/What	Who	Timeline	Budget
	Display ads	Best practice	Idaho Statesman x 3 Idaho Press Tribune x 3 Kuna Melba News x 3 Valley Times x 4 Idaho Hispano x 1	Amy	Ready 4/9 Submit 4/10	Total = \$2412 (est)
	Public events/places	Best practice	Materials in libraries Ada County transportation event Healthy Communities Summit	Amy/Christina Amy Amy	Deliver 4/17 4/27 April 21/22	NA
	Blog	No		Amy	Ready 4/20 Post: Week of 4/26	NA
	Other social media	No		Christina		NA
	Compile comments, respond as appropriate	yes	Compile comments, respond as appropriate	Amy	4/14 – 6/1	NA
	Send comments to PPC	yes		Amy	Week of 6/1	NA
	Comments online	yes		Amy	Week of 6/1	NA
	Board memo			Amy	By 6/3	NA
	Board resolution			Amy	By 6/3	NA

Coordinate with Other Agencies				
	What	Who	How	When
VRT	Email – ask to forward to transit providers (including VRT and ValleyRide staff) and to their email list	Amy with Mark Carnopis	Meet then follow up with email	Meet week of March 30 Email 4/17
VRT	Email – ask to forward to RCC RCC = low income, refugee, transit providers, elderly, disabled, etc.	Amy with Mark Carnopis / Linda Ihli	Email first to connect, then email to forward	Email week of March 30 Email 4/17
VRT	Announcement at RCC meeting with flyer	Walt	Amy provide talking points and flyer	April 21
ACHD Commuteride	Email – ask to forward to Commuteride drivers, users, staff, and business coordinators	Amy email Nicole Stern/Maureen Greshem	Email	Email week of March 30 Email 4/17
BSU	Email to BSU contacts and ask to forward	Amy with John McClellan (Communication) Susan Mason (planning) Nicole Nimmons (transportation)	Email to contact. Send email to forward and flyer to post	Email week of March 30 Email 4/17
Member agencies in general (and PPC members)	Email and ask to post and forward to constituents	Amy	Email to contact Send email to forward and flyer to post	Email week of March 30 Email 4/17
Member agencies in general (and PPC members)	Announcements at COMPASS meetings with flyers	Amy and/or staff liasons	Amy provide talking points and flyer	RTAC: 4/22, 5/27 DAC: 5/27 Active Transportation: May 13 Board: 4/20, 5/18 Exec: 5/12 Finance: April 23, May 14 PPC: 4/7 TMA Balancing: May 7 UP Discussion: May 5 Census Workshop: 5/1 All APA and Active Transportation Webinars: 4/20, 5/13, 5/20
Advocates for traditionally underrepresented	Email; ask to comment and share with constituents	Amy with: Patti Haller (refugees)		

populations		Susan Bradley (blind) Humberto Fuentes (Latino) CCOA (Latino, low income) Joe Swenson (housing/ low income) Who else?		
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Comment Materials to Develop/Distribute

Materials	Who	Dates	Cost	Notes
Draft plan	Amy	To subcommittee, FHWA, final internal: 3/2 To PPC: 3/31 PPC Mtg: 4/7 Ready for comment: 4/15 Post: 4/16	NA	
Legal notice	Amy	Ready: 4/8 Submit: 4/10 Run: 4/17, 4/20, 4/21	\$300 (est)	paid out of 999 Statesman and Press Trib Drafted; ready to submit
Comment form (Eng + Sp, PDF + Monkey)	Amy	Written by 3/30 to submit for translation Translated and ready to post by 4/14	\$300 (est) for all translation	Drafted, internal review done, ready for PPC review and translation
Web content (Eng + Sp)	Amy	Written by 3/30 to submit for translation Translated and ready to post by 4/14	See above	
Cover sheet for libraries/events	Amy	Ready by 4/16	NA	Contact libraries week of 4/13 Deliver 4/17 and week of 4/20
Display ads (Eng + Sp)	Amy	Ready 4/9; Submit 4/10	Total = \$2412 (est)	Drafted; ready to submit
Statesman	Amy	4/20, 5/6, 5/19	IS = \$32 pci x 12 = \$384 x 3 = \$1152	Drafted; ready to submit
Press Trib	Amy	4/20, 5/6, 5/19	IPT = \$590	Drafted; ready to submit
Kuna Melba	Amy	4/22, 5/6, 5/20	KM = \$ 195	Drafted; ready to submit Wednesdays
Idaho Hispano	Amy	May edition	IH = \$250	Drafted; ready to submit Spanish; translates their own
Valley Times	Amy	4/27, 5/4, 5/11, 5/18	VT = \$225	Drafted; ready to submit Mondays
News Release	Amy	Ready 4/15	NA	

Comment Materials to Develop/Distribute

Materials	Who	Dates	Cost	Notes
		Send 4/17		
Blog	Amy	Ready 4/20 Post Week of 4/26	NA	
Summary (Eng + Sp)	Amy	Written by 3/30 to submit for translation Translated and ready to post by 4/14	See above	Drafted, internal review done, ready for PPC review and translation
Emails	CT	All ready by COB Thurs, 4/16 Send: Fri, April 17 Thu, April 30 Wed, May 13 Thu, May 28	NA	
Other social media	CT		NA	
Flyer for booths and committees	CT	Ready by COB Thurs, 4/10	NA	Done

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PIP Library Distribution – April 17 and week of April 20 (double check contacts; current as of Aug 2014)

Library	Contact	Packet ready	Contacted	Flyer	Staff Sign Up	Delivery Info	Delivered	Notes
Nampa	Beth Neunaber Adult Services Supervisor Nampa Public Library 208-468-5807 neunaberb@cityofnampa.us							
Boise Main	Joanne Hinkel [jhinkel@cityofboise.org] Ask about main, hillcrest, collister ustick all at once							Sometimes Boise has us drop everything at the main library and sometimes at each library separately. I'm waiting to hear back now. So, these four may be four drop-offs, or they may just be one.
Boise Ustick								
Boise Hillcrest	Sarah Kelley-Chase							
Boise Collister	Library! at Collister – Jim Jatkevicius							
Eagle Library	Carol Eagle Library [eaglelibrary@cityofeagle.org]							One person sign up for both for Eagle – they are next to each other
Eagle City Hall	Eagle City Hall, Nichoel Baird Spencer							
Meridian – main library on cherry – Deliver to both	Gretchen Caserotti, gretchen@mld.org							Meridian has two libraries. Sometimes we have dropped for both at the main and sometimes separate. Right now, I only list the main as we usually one drop at one (for both), but if they want separate I'll be looking for someone to drop at the second one too.

Library	Contact	Packet ready	Contacted	Flyer	Staff Sign Up	Delivery Info	Delivered	Notes
Kuna	Anne Hankins annh_1@yahoo.com							
Caldwell	Lacey Welt, Director 459-3242, x13 E-mail address: lwelt@ci.caldwell.id.us							
Middleton	midlib@cableone.net Kate Lovan <katelovan@gmail.com> Kate Lovan Middleton Public Library 307 Cornell Street Middleton, Idaho 83644 208-585-3931							
Ada - drop at Victory Branch for all four Ada libraries	Mary DeWalt; mdewalt@adalib.org							Ada has four libraries, but usually has us leave at Victory for all four. 4 copies for 4 locations – Victory, Star, Lake Hazel, Hidden Springs
Garden City	jwilliams@gardencitylibrary.org Jamie Williams							
Parma	info@parmacityhall.net							
Wilder	Carmen Elordi Assistant City Clerk celordi@cityofwilder.org							

Key:	Targeted Outreach	General Outreach	Required audiences	Required outreach per PIP	Best practice per PIP							
PIP_2015												Attachment C
	Email Blasts	Advertising (Display Ads)	Advertising (Legal Notices)	Social Media (Facebook, Twitter, Blogger, YouTube)	Comment Materials in Libraries	Community Calendars	Everything Online	Specific Comment Form (online and hard copy); English and Spanish	Meetings	News Release	Comment materials at Ada Co. Transportation Day Booth	Flyer and comment materials at Health Communities Summit
Bike/Ped	Send to Active Trans workgroup and ask to forward to their contacts								Announcement at Active Transportation Workgroup			
Business Community									Announcement at Boise and Caldwell Chamber Transportation Committees			
Colleges/Universities (Faculty/Students)	Send to BSU and ask to distribute											
COMPASS Board									June Board meeting			
COMPASS Staff									Staff meetings and scrum			
COMPASS Member Agency Staff	Send to RTAC and specifically ask to forward								Announcement at COMPASS standing			
Disabled	send to Susan Bradley and ask to forward								Announcement at VRT's RCC			
Elderly	Send to Mitch Young (AARP) and ask to forward								Announcement at VRT's RCC			
Elected Officials/Policy makers (non-board members)												
Transportation Agencies (e.g. FHWA, FTA, ITD)	Lori Porecca, Scott Frey, Ned Conroy, Russ Rivera, Shauna Miller (ITD), Theresa Hutchins (FHWA)											
Freight	Farm Freight and Freight email lists											

Key:	Targeted Outreach	General Outreach	Required audiences	Required outreach per PIP	Best practice per PIP							
PIP_2015												
	Email Blasts	Advertising (Display Ads)	Advertising (Legal Notices)	Social Media (Facebook, Twitter, Blogger, YouTube)	Comment Materials in Libraries	Community Calendars	Everything Online	Specific Comment Form (online and hard copy); English and Spanish	Meetings	News Release	Comment materials at Ada Co. Transportation Day Booth	Flyer and comment materials at Health Communities Summit
General Public												
Health Interests												
Housing Agencies												
Limited-English Speakers		Ad in Idaho Hispano										
Low Income	Email to low income advocates and groups											
Major Employers												
Minorities (Refugees and Latino)	Email to refugee and Latino advocates and	Ad in Idaho Hispano										
News Media												
Transit Users/Providers	Email VRT and ask to share											
Transportation & Land Use												
Tribes	Email Jayson Prettyboy (Native American Coalition of Boise) and ask to share											
Vanpool Providers/Users	Email Commuteride and ask to share											
PPC Committee	Ask to share											

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Public Participation Committee Agenda Item VI-B

Date: April 7, 2015

Topic: Update on *Communities in Motion 2040 2.0*

Request/Recommendation:

This is an information item.

Background/Summary:

This is presented to provide an update on *Communities in Motion 2040 2.0* (CIM 2040 2.0), its main components, and the schedule for key tasks.

In October 2014, the COMPASS Board approved the scope of work for CIM 2040 2.0. This plan keeps the horizon year of 2040 and is considered a “minor update.” It builds on the main tenets of CIM 2040, including the CIM 2040 Vision, goals, performance measures, and targets. The update focuses on refining key plan elements, including the needed future transportation system.

CIM 2040 2.0 will compile the needed transportation system from four components: roadways, freight, public transportation, and bicycle/pedestrian networks. This approach allows for more detailed analyses of each component, and a more systematic look at the needed future transportation system. Staff will be discussing the four components in detail with the Regional Technical Advisory Committee beginning this summer and continuing through summer 2016.

The work on the four components will be completed by late summer 2016, and they will be compiled into draft future transportation system options by early 2017. Each option will include all four components. The draft options will be presented to the public for feedback in spring 2017.

Implication (policy and/or financial):

In order to continue receiving federal transportation funding for state and local projects, the CIM update must be adopted by the COMPASS Board by 2019.

More Information:

For detailed information contact Liisa Itkonen, at 475-2241 or litkonen@compassidaho.org

Public Participation Committee Agenda Item VI-C

Date: April 7, 2015

Topic: DRAFT Roundabout Brochure

Request/Recommendation:

Staff requests review and feedback on a DRAFT roundabout brochure.

Background/Summary:

As COMPASS continues work on a farm freight study, staff has begun outreach to major agriculture producers and processors. In discussions with these various groups, it has come to COMPASS' attention that there is a need for guidance on the use of roundabouts. Freight, farm freight, and oversized vehicles may encounter roundabouts in their routes and be unaware of the standard features in a roundabout designed for truck usage (e.g. the truck apron).

This DRAFT roundabout brochure is intended to provide an overview of roundabout features, standard measurements, and general information on using a roundabout correctly. Potential distribution locations of this brochure include:

- Sage Truck Driving School
- College of Western Idaho Professional Truck Driving program
- Idaho Trucking Association
- Freight industry (Simplot, Ruan, Amalgamated Sugar, etc.)
- Truck weigh stations/truck stops
- Bus/school bus contractors
- Valley Regional Transit (VRT)
- Emergency Medical Services (EMS) stations (fire departments, paramedics, etc.)
- Department of Motor Vehicles (DMV)
- American Automobile Association (AAA)
- Tow-truck companies

COMPASS requests feedback on the content, design, and implications of the DRAFT brochure, and the distribution location list.

Implication (policy and/or financial):

This roundabout brochure is intended to help freight truck drivers, thus supporting freight, economic development, and safety in the region. This brochure supports CIM 2040 Objective 1.1.4, "Improve truck freight movements and reduce their impact on other transportation modes' mobility."

More Information:

- 1) Attachment: DRAFT roundabout brochure
- 2) For detailed information contact: Christina Torkelson at 475-2232 or ctorkelson@compassidaho.org.

DESIGN AND DIMENSIONS

Examples of roundabouts in Ada and Canyon Counties



Meridian:

Pine Avenue and Webb Avenue

- Single lane width: 20'
- Combined single lane and right-turn lane width: 30'
- Truck apron width: 10'



Nampa:

Amity Avenue and Happy Valley Road

- Single lane width: 20'
- Combined single lane and right-turn lane width: 30'
- Truck apron width: 10'



Nampa:

Star/Robinson Road and Franklin Road

- Single lane width: 20'
- Combined single lane and right-turn lane width: 30'
- Truck apron width: 10'



www.compassidaho.org



HOW TO DRIVE THROUGH

ROUNDABOUTS

A GUIDE FOR LARGE TRUCKS AND OVERSIZE VEHICLES

Ada and Canyon Counties



Helpful Hints

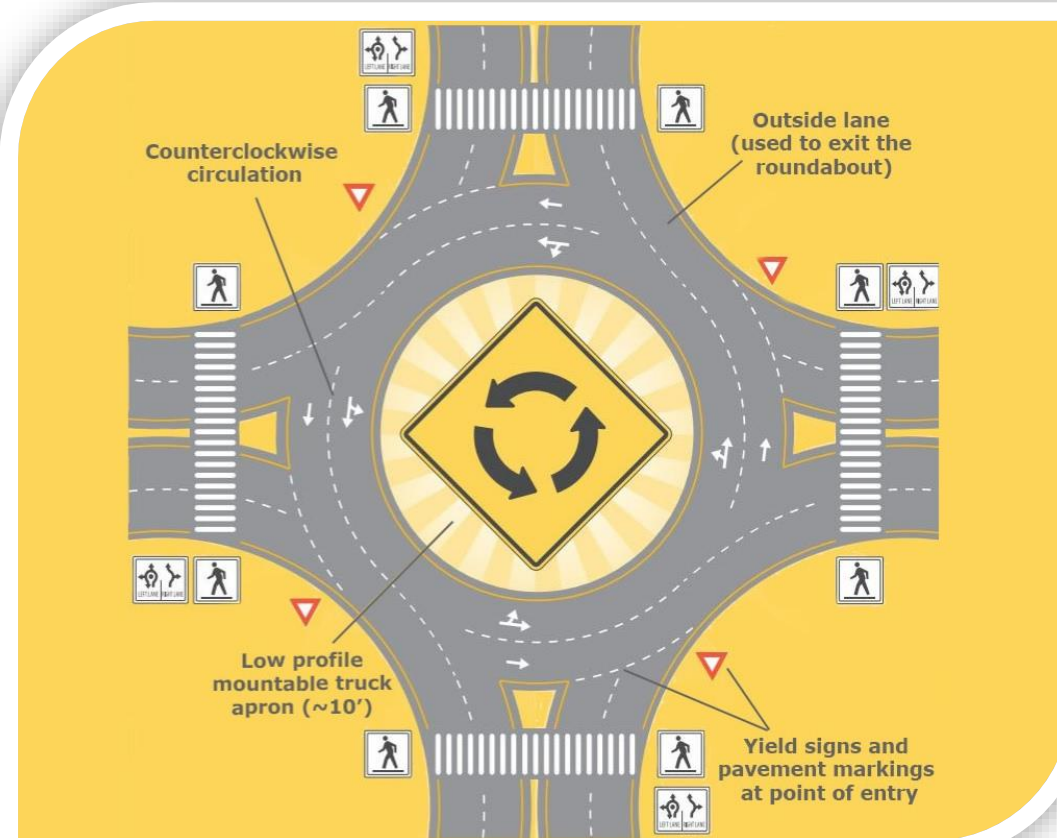
Use the guide signs and lane designation markers to choose the appropriate lane for the intended destination.



Cars should yield to trucks and oversize vehicles that may need to use both lanes and/or the truck apron.



USING A ROUNDABOUT

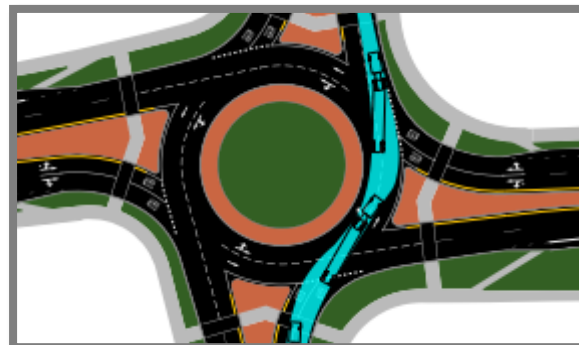


What is a truck apron?
 Many roundabouts are designed with a truck apron, a raised section of pavement around the central island that acts as an extra lane for large vehicles. The back wheels of an oversize vehicle can ride up on the truck apron so the truck can easily complete the turn.

Maneuvering single- and multi-lane roundabouts in large trucks and oversize vehicles



Making a left turn



Making a through movement



Making a right turn