

CHAPTER 3

DEFINING THE VISION

Developing a plan for the Treasure Valley’s future requires an understanding of where and how growth will occur in the region and possible ramifications of that growth.

From September 2011 through September 2012, COMPASS, its member agencies, and hundreds of stakeholders undertook a process to develop a “preferred growth scenario”—a realistic vision of what Treasure Valley residents want the valley to look like in the year 2040. This scenario is the CIM 2040 Vision.

Scenario Planning Parameters

Regional

Numerous agencies and organizations from around the region played an active role in the CIM 2040 scenario planning process. Transportation planning today clearly requires a regional rather than a solely local view. For most people, a day’s activities don’t occur in one place. Driving to work, school, shops, and recreation may require traveling through several cities and rural areas. Communities acting individually cannot solve regional transportation demands. Also, funding resources are limited. It makes sense for communities to collaborate to make sure transportation systems work smoothly together and that individual projects strengthen the system as a whole.

Collaborative

Throughout the CIM 2040 scenario planning process, COMPASS and its member agencies made it a priority to engage stakeholders and the public (Figure 3.1).

Note: A glossary of terms is available at www.compassidaho.org/comm/glossary.htm. Acronyms in this document are defined in Appendix B.

By creating public involvement opportunities, COMPASS was able to

- represent community needs;
- reach underserved populations;
- offer educational opportunities; and
- provide public input to planners and decision makers in a timely manner.

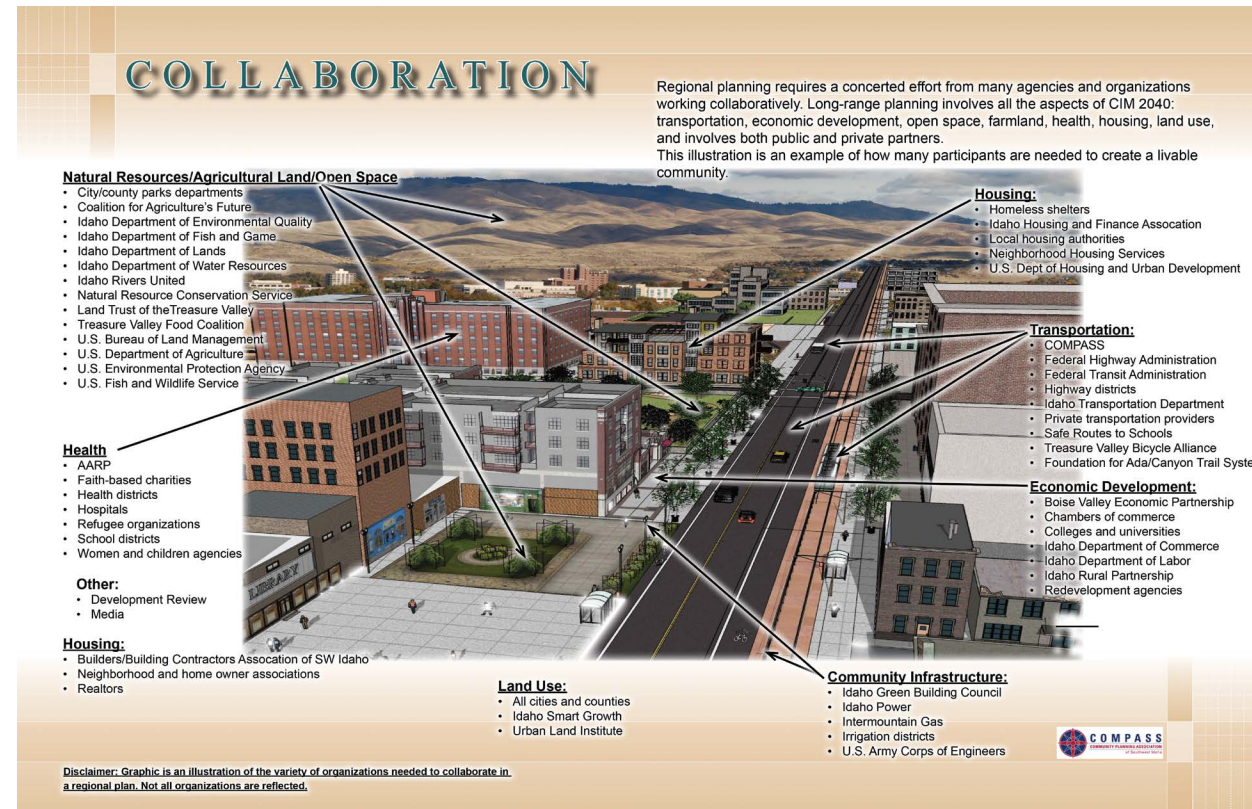


Figure 3.1. Stakeholders in the CIM 2040 planning process

Scenario Planning Process

The final CIM 2040 Vision was developed over the course of a full year (September 2011–September 2012) through a multi-step process (Figure 3.2). Each step is described in more detail in this chapter.

1. Data gathering: Data on existing and projected future conditions were collected to provide background for the scenario planning process.
2. Initial scenarios: Three initial scenarios were developed as a starting point for the scenario workshops. They were titled Trend; Community Choices; and Transit,

Trails, and Transit-Oriented Development.

3. Scenario workshops: More than 170 individuals participated in three separate all-day workshops, developing 27 scenarios for future land use.
4. Alternative scenarios/public feedback: Scenario workshop results were combined to create four alternative scenarios, submitted to the public for feedback.
5. Final workshop: 50 individuals worked in six subgroups to develop a draft preferred scenario that was submitted to the COMPASS Board for approval.

Strategic planning is worthless—unless there is first a strategic vision.

—John Naisbitt

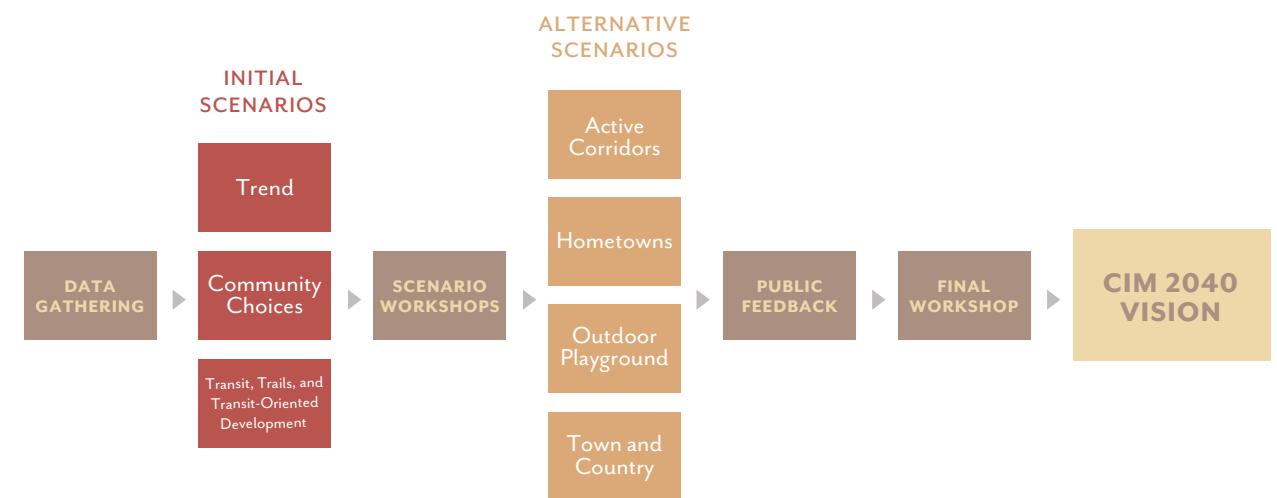


Figure 3.2. CIM 2040 scenario planning process

Data Gathering

Existing Conditions

Prior to mapping the Treasure Valley's future, COMPASS and stakeholders reviewed data on existing conditions. COMPASS tracks building permits, employment statistics, proposed developments, real estate trends, and other information for purposes of evaluating the area's transportation networks. These findings are published in [COMPASS reports](#).

Population Forecast

Planning for the transportation needs of a rapidly growing urban area such as the Treasure Valley requires an understanding of future demands. Population, employment, and land use are basic determinants of travel; therefore, a first step in assessing future needs is preparing a population forecast.

COMPASS works with its Demographic Advisory Committee to prepare population forecasts (Figure 3.3) using industry-standard modeling methods and based on the best available information at the time they're produced. They are meant to help prepare for the future and are not an expression for or against growth.

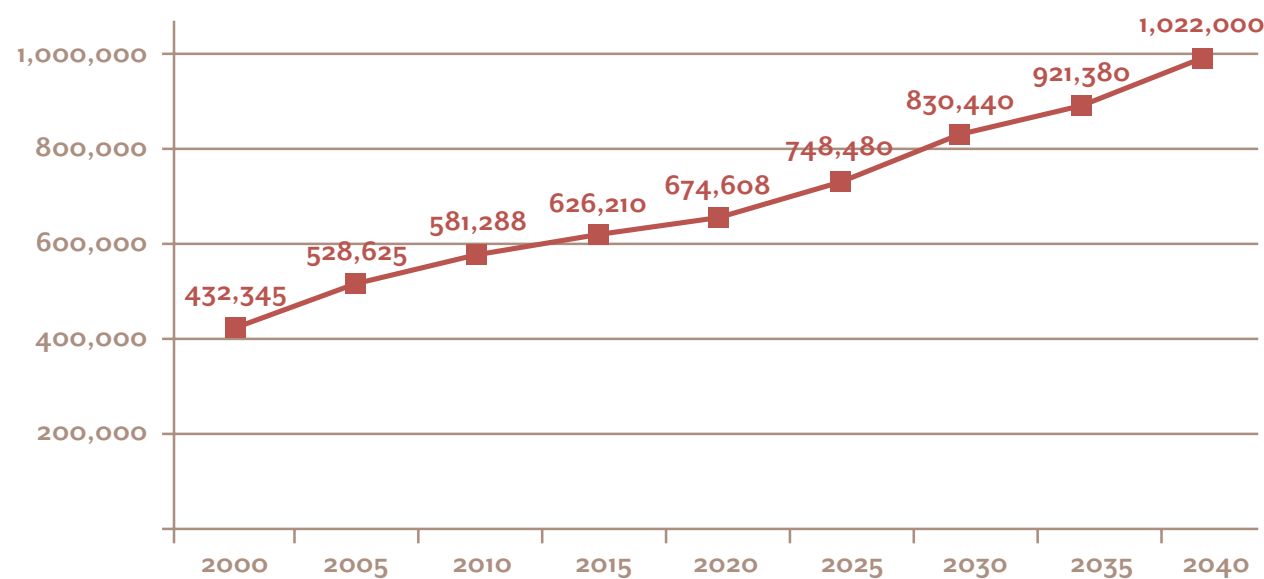


Figure 3.3. CIM 2040 population forecast. Data for 2000, 2005, and 2010 are from the US Census Bureau, www.census.gov.

Regional Strengths, Weaknesses, Opportunities, and Threats (SWOT)

The SWOT analysis is a tool commonly used in strategic planning, as it encourages participants to explore the strengths, weaknesses, opportunities, and threats associated with a project or program. To provide a starting point for the scenario workshop participants, COMPASS and the CIM 2040 Planning Team performed a SWOT analysis on eight elements that impact—and are impacted by—growth in the Treasure Valley:

- transportation
- land use
- housing
- community infrastructure
- economic development
- open space
- farmland
- health

The SWOT analyses were included in a guidebook provided to all workshop participants to help them prepare for the planning discussions.

Initial Scenarios

Taking into consideration regional data, population forecasts, advisory committee input, and results from the SWOT analyses, three initial scenarios were created to serve as starting points for discussions at the workshops. They were:

- **Trend:** A scenario that looks at development, transportation, and housing patterns that have occurred over the last several decades and projects the same trend into the year 2040.
- **Community Choices:** The official, adopted growth scenario for CIM 2030 and CIM 2035. This scenario is different from Trend in that new homes and jobs are more evenly balanced in the region, and it provides more choices in housing types and transportation modes, higher housing densities in applicable areas, and preservation of open space and farmland.
- **Transit, Trails, and Transit-Oriented Development:** Developed specifically for the workshop, this scenario is similar to Community Choices but it allocates a larger portion of development to be near public transportation and expands the

A part of our future appears to be evolutionary and unpredictable, and another part looks developmental and predictable. Our challenge is to invent the first and discover the second.

—John Smart



» Click image to play Scenario Workshops video

transportation system with robust public transportation, complete streets (see Chapter 5 and the [2014 COMPASS Complete Streets report](#)), and trail networks.

Scenario Workshops

In February and March 2012, COMPASS facilitated three day-long workshops to develop scenarios for future land use. More than 170 people participated in the

workshops, including stakeholders and community leaders from Ada and Canyon Counties representing a broad array of interests. In addition, residents were invited to “self nominate” to attend one of the workshops.

Workshop participants broke into small groups to develop regional vision maps for the year 2040, based on a population of 1,022,000 and 462,000 jobs. In addition, participants used keypad polling to express their views on a variety of issues concerning regional priorities and challenges.

Learn more about the workshops in Chapter 2 and online (under “Step 1” [here](#)).

Scenario Planning Software

The scenarios were created, analyzed, and visually displayed using [CommunityViz® software](#). CommunityViz is a software tool used for scenario planning and other planning applications. The system combined computerized maps and graphics with analysis capabilities that let users sketch future scenarios, then see what impacts they would have on economic development, transportation, housing, agriculture, and other topics of interest.

Alternative Scenarios/Public Feedback

COMPASS synthesized the many potential scenarios and themes that emerged during the workshops into four alternative scenarios. These alternative scenarios offered four visions for the future of the COMPASS region¹ and were each given a descriptive name:

- Active Corridors
- Hometowns
- Outdoor Playground
- Town and Country

COMPASS presented the four scenarios for public comment from May 7 to June 17, 2012. During this time, Treasure Valley residents were invited to weigh in on which scenario best represented their vision for the future of the valley and why. In addition to informal feedback from open houses and conversations with the public, COMPASS received 283 comments.

The rankings were:

1. Active Corridors
2. Outdoor Playground
3. Town and Country
4. Hometowns

Respondents were also asked to rank eight indicators (issues/values) in order of importance. The rankings were:

- | | |
|---|--------------------------------------|
| 1. Walkability | 5. Population near transit |
| 2. Housing and transportation affordability | 6. Population near parks and schools |
| 3. Traffic congestion | 7. Preserved agricultural land |
| 4. Jobs-housing balance | 8. Housing variety |

More information on public comments can be found in Chapter 2.

Figure 3.4 illustrates how well the four alternative scenarios and the final, adopted sce-

¹ Information on the alternative scenarios, including maps, descriptions, public comments, and details about how they were created, can be found at www.compassidaho.org/prodser/cim2040_scenarioplanning_process.htm (see “Step 2. Public participation and comment”).

nario (the CIM 2040 Vision) compared to the Trend scenario. Performance is based on the eight key indicators. One star means the scenario performed slightly better than the Trend scenario, and three stars means the scenario is a best case compared to Trend.

All four alternative scenarios performed “good,” or better than the Trend scenario, on the eight key indicators. The CIM 2040 Vision performed better than Trend for each indicator; however, it underperforms compared to the alternative scenarios on most indicators because the final CIM 2040 Vision accounts for already entitled developments, which were not included in the four alternative scenarios.

Indicators	Performance of Alternative Scenarios				Performance of Final Scenario
	Active Corridors	Hometowns	Outdoor Playground	Town and Country	CIM 2040 Vision
 Job-Housing Balance	★★	★★	★★★★	★★★★	★
 Housing Variety	★★★★	★★	★	★★★★	★
 Housing + Transportation Affordability	★★★★	★	★	★★★★	★★
 Traffic Congestion	★★	★★	★★	★	★★★★

★ Good ★★ Better ★★★ Best

Indicators	Performance of Alternative Scenarios				Performance of Final Scenario
	Active Corridors	Hometowns	Outdoor Playground	Town and Country	CIM 2040 Vision
 Population Near Transit	★★★★	★	★★	★★★★	★
 Population Near Parks and Schools	★	★★	★★	★★★★	★
 Preserve Agricultural Land	★★	★★	★★★★	★★★★	★
 Walkability	★★★★	★★	★	★	★★

★ Good ★★ Better ★★★ Best

Figure 3.4. Comparison of alternative scenarios and the CIM 2040 Vision on eight key indicators

Final Workshop: Development of the CIM 2040 Vision

After reviewing all public and stakeholder comments, COMPASS developed a new draft scenario based on the two alternative scenarios ranked highest by the public: Active Corridors and Outdoor Playground. This new draft scenario was then tailored to conform to local comprehensive land use plans and presented at a July 2012 workshop. During the workshop, participants had the opportunity to address outstanding issues and resolve differences between the draft scenario and existing local plans.

The work completed at this workshop, plus final input from local planners and technical reviewers, resulted in a draft preferred scenario that was presented to the COMPASS Board in September 2012 (see “Step 3” [here](#)).

The CIM 2040 Vision

The COMPASS Board adopted the preferred scenario (*Communities in Motion 2040 Vision*) on October 15, 2012. The following is the Board-approved vision statement describing the scenario:

The *Communities in Motion 2040 Vision* provides new housing and jobs along transit corridors and in major activity centers with a strong focus on maintaining the region’s recreation and open space areas. New growth would be comprised of a variety of housing types, served by infrastructure, nearby services, and outside of prime farmland or environmental constraints.

This scenario supports local comprehensive plan goals and densities, and includes entitled developments as of July 2012. This scenario would support high-capacity transit for State Street (Highway 44) and a route parallel to Interstate 84, as well as multimodal infrastructure and services throughout the region.

Key goals include walkability, preserving farmland, minimizing congestion, increasing transportation options, improving jobs-housing balance, better access to parks, and maintaining environmental resources.

Figure 3.5 is a visual representation of the CIM 2040 Vision.

Figure 3.5. CIM 2040 Vision²

The CIM 2040 Vision includes a total 2040 population in the two-county region of 1,022,000 and 462,000 jobs. Table 3.1 shows how this growth is allocated among the jurisdictions (cities and counties) in the region.

² www.compassidaho.org/documents/prodserv/CIM2040/Map_Final.pdf

Table 3.1. *Communities in Motion 2040* population and employment forecast

	2010			2040		
	Population	House-holds	Jobs	Population	House-holds	Jobs
Boise	237,241	96,654	141,628	317,192	140,848	234,520
Eagle	23,122	8,197	5,507	52,246	18,823	15,498
Garden City	11,101	4,949	7,049	18,311	8,911	13,794
Kuna	13,319	4,283	1,806	25,991	10,270	4,950
Meridian	83,786	28,296	30,772	154,780	57,501	65,642
Star	6,472	2,177	564	35,644	12,035	3,114
Ada County (outside areas of impact)	17,426	3,925	7,648	70,153	23,656	13,161
Ada County Total	392,365	148,445	190,324	674,317	272,044	350,679
Caldwell	50,672	16,540	13,144	109,111	40,098	37,550
Greenleaf	2,748	959	440	5,947	2,145	977
Melba	845	279	205	2,358	801	539
Middleton	10,348	3,514	1,282	18,475	6,626	1,937
Nampa	96,173	32,829	29,278	160,886	59,886	61,973
Notus	984	332	134	2,452	822	462
Parma	2,568	905	687	6,861	2,456	1,118
Wilder	1,951	612	283	6,760	2,317	729

	2010			2040		
	Population	House-holds	Jobs	Population	House-holds	Jobs
Canyon County (outside areas of impact)	22,634	7,634	4,729	34,833	12,224	5,693
Canyon County Total	188,923	63,604	50,182	347,683	127,375	110,978
TOTAL	581,288	212,049	240,506	1,022,000	399,419	461,657

Now What?

Obviously, scenario planning is not the end goal. It helped define a unified vision for future growth of the Treasure Valley—a vision that COMPASS and stakeholders worked toward as they developed CIM 2040.

Implementation of the CIM 2040 Vision is explained in more detail in Chapters 10 and 11.

Summary

The CIM 2040 Vision offers a more cost-effective, multimodal transportation system. If this vision is realized, new growth patterns will mean that our region will

- promote economic development;
- increase affordable housing;
- use land efficiently while protecting property rights;
- encourage open space;
- encourage healthier lifestyles;
- protect farmland and the environment; and
- save money in community infrastructure.