



COMPASS
COMMUNITY PLANNING ASSOCIATION
of Southwest Idaho

Working together to plan for the future

COMPASS Integrated Communication Plan

Report Number 08-2018

Resolution 10-2018

Adopted by the COMPASS Board of Directors on August 20, 2018



RESOLUTION NO. 10-2018

FOR THE PURPOSE OF APPROVING THE COMPASS INTEGRATED COMMUNICATION PLAN, INCLUDING THE COMPASS PUBLIC PARTICIPATION PLAN

WHEREAS, the Community Planning Association of Southwest Idaho has been designated by the Governor of Idaho as the metropolitan planning organization responsible for transportation planning in Ada and Canyon Counties;

WHEREAS, the Fixing America’s Surface Transportation (FAST) Act, Title 23 United States Code Section 134, and Title 49 United States Code Section 5303 require that metropolitan planning organizations develop participation plans that provide reasonable opportunities for interested parties to comment on transportation plans;

WHEREAS, the FAST Act, Title 23 United States Code Section 134, and Title 49 United States Code Section 5303 require that participation plans be developed in consultation with all interested parties;

WHEREAS, the Community Planning Association of Southwest Idaho has developed a Public Participation Plan as part of a larger *COMPASS Integrated Communication Plan* in consultation with the COMPASS Public Participation Workgroup and other interested parties;

WHEREAS, the Community Planning Association of Southwest Idaho will consider and implement the principles of equality for all citizens as formulated in Title VI of the Civil Rights Act of 1964 and the Executive Order for Environmental Justice to the extent possible; and

WHEREAS, the public and stakeholders were invited to review and provide feedback on the draft Public Participation Plan from April 30 – June 17, 2018, following all requirements and best practices outlined for public involvement in the 2015 *COMPASS Integrated Communication Plan/Public Involvement Plan*.

NOW, THEREFORE, BE IT RESOLVED, that the Community Planning Association of Southwest Idaho Board of Directors approves the *COMPASS Integrated Communication Plan*, including the COMPASS Public Participation Plan.

ADOPTED this 20th day of August 2018.

By: 
David L. Case, Chair
Community Planning Association
of Southwest Idaho Board of Directors

ATTEST:
By: 
Matthew J. Stoll, Executive Director
Community Planning Association
of Southwest Idaho

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Chapter 1. Introduction

The Community Planning Association of Southwest Idaho (COMPASS) is an association of cities, counties, highway districts, and other government agencies who plan for the future of Ada and Canyon Counties, Idaho. The COMPASS Board of Directors¹ is comprised of regional leaders – county commissioners, mayors and city councilmembers, highway district commissioners, and more – who coordinate decision-making and collaborate on shared goals (Figure 1). 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.



Figure 1. COMPASS Board of Directors

Plan Background and Organization

COMPASS' communication and public outreach activities support excellence in all aspects of COMPASS' work. This *Integrated Communication Plan* is designed to coordinate all of COMPASS' communication and public outreach activities under one guiding document. It is an update to COMPASS' 2015 *Integrated Communication Plan*². Chapter 2 of this plan meets federal metropolitan planning organization (MPO) requirements for a Public Participation Plan.

In addition to the Public Participation Plan section of this document (Chapter 2), Chapters 3 – 9 address the many other elements of COMPASS' communication program, including printed materials, electronic communication, media relations and advertising, live events, and crisis communication, as well as evaluating success. These different aspects of COMPASS' communication and education programs build upon each other to support public participation and outreach (Figure 2). 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, general communication efforts increase the public's awareness of who COMPASS is and what COMPASS does, which, in turn, increases the likelihood of individuals choosing to participate with COMPASS programs.

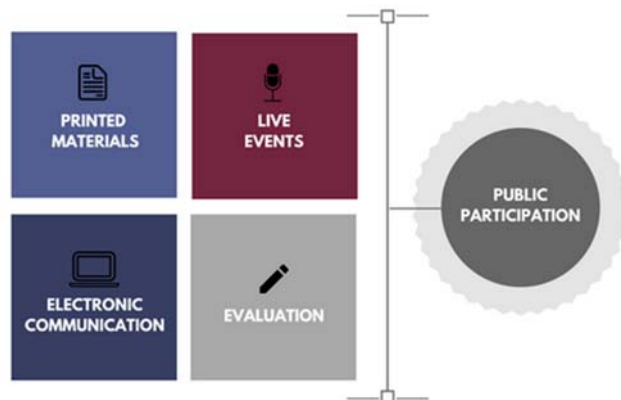


Figure 2. COMPASS communication programs all support public participation

¹ <http://www.compassidaho.org/people/board.htm>

² http://www.compassidaho.org/documents/comm/COMPASS_Integrated_Communication_Plan_Final_June152015.pdf

Goal, Objectives, and Strategies

The goal of the COMPASS *Integrated Communication Plan* is to ensure that all COMPASS communication strategies support public participation efforts (Figure 3).

In 2015, COMPASS commissioned a community awareness and knowledge survey³. Survey results show that 48% of adults in Ada and Canyon Counties are aware that there is an organization responsible for regional transportation planning, but only 3.3% of adults can name COMPASS as that organization. The same survey shows that 37% of adults believe there are ways for them to participate in or comment on regional transportation plans or planning processes and only 10% of adults are aware they are represented on the COMPASS Board of Directors.

Goal
ensure that all COMPASS communication strategies support public participation efforts

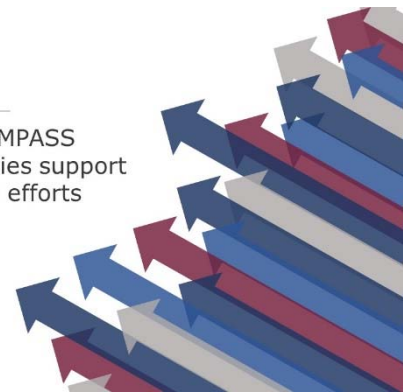


Figure 3. Integrated Communication Plan goal

These data indicate a need for increased awareness of COMPASS, its role as a regional planning organization, and opportunities for the public to participate in and comment on COMPASS plans. Increased familiarity with COMPASS and its opportunities for involvement should, in turn, lead to increased public participation.

Therefore, COMPASS will strive to accomplish the following four objectives, to support the plan goal.

Objective #1: Increase awareness of who COMPASS is.

Objective #2: Increase awareness of COMPASS' role in the Treasure Valley.

Objective #3: Increase awareness of COMPASS services and expertise.

Objective #4: Increase awareness of residents' opportunities to be involved with COMPASS.

The following strategies will be used in support of the goal and objectives listed above.

- Continually consider how communication opportunities can support public participation.
- Monitor best practices and changes in the media and communication environment and focus communication efforts accordingly.
- Ensure consistency in all communication materials, including format and common messaging.
- Use the "Questions for Consideration" when making communication and outreach decisions. (See Page 21, Figure 11)
- Use a variety of communication techniques (visual, oral, written, interactive) to convey information.

³ http://www.compassidaho.org/documents/comm/2015_Community_A_K_Survey_report_final.pdf

- Maximize use of social media in COMPASS messaging and include COMPASS usernames on communication materials as appropriate.
- Include web address on all communication materials.
- Include messaging on Board of Directors representation and COMPASS roles⁴ in outreach materials whenever appropriate.
- Develop an end-of-year outreach summary to document and analyze successes and challenges of outreach activities.

Plan Development, Review, and Adoption

This plan is an update to the 2015 COMPASS *Integrated Communication Plan*⁵, and was developed with assistance of the COMPASS Public Participation Workgroup.⁶ The Public Participation Workgroup is comprised of stakeholders and members of the general public who advise and assist COMPASS staff on methods to encourage public participation. Workgroup members represent a broad cross-section of stakeholders. The workgroup helps ensure COMPASS is transparent in its outreach processes, is reaching out to all members of the public in a timely manner, and is using appropriate outreach methods. COMPASS is continually seeking new workgroup members; anyone living in Ada or Canyon Counties is invited to submit an application for membership. Learn more at www.compassidaho.org/people/workgroups.htm#ppw.

The draft *Integrated Communication Plan* was released for a 49-day public comment period from April 30 – June 17, 2018, following federal and COMPASS requirements for public participation, as described in the Public Participation Plan in Chapter 2 of this document. Appendix B describes the public participation process used for this plan, summarizes comments received, and describes how comments were addressed; Appendix C lists all open-ended comments received, with responses.

The COMPASS Board of Directors adopted this plan in August 2018. The plan is available online at www.compassidaho.org/people/publicinvolvement.htm and is scheduled to be updated no later than September 2021.

⁴ <http://www.compassidaho.org/people/strategicplan.htm>

⁵ http://www.compassidaho.org/documents/comm/COMPASS_Integrated_Communication_Plan_Final_June152015.pdf

⁶ <http://www.compassidaho.org/people/workgroups.htm#ppw>

Chapter 2. Public Participation Plan

A Public Participation Plan is required for all MPOs⁷, but much more than that, it is good policy, as it outlines expectations for the public and stakeholders and guides COMPASS staff on public participation elements.

COMPASS is committed to a robust public participation process and sets forth goals to foster early, frequent, and continued communication with the public. The purpose of the COMPASS Public Participation Plan is to identify existing and future public participation processes to help **inform**, **involve**, and **incorporate** the public in decision making. These 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, ensure that local decision-makers receive input from the public in order to make the best planning decisions for the Treasure Valley (Figure 4).

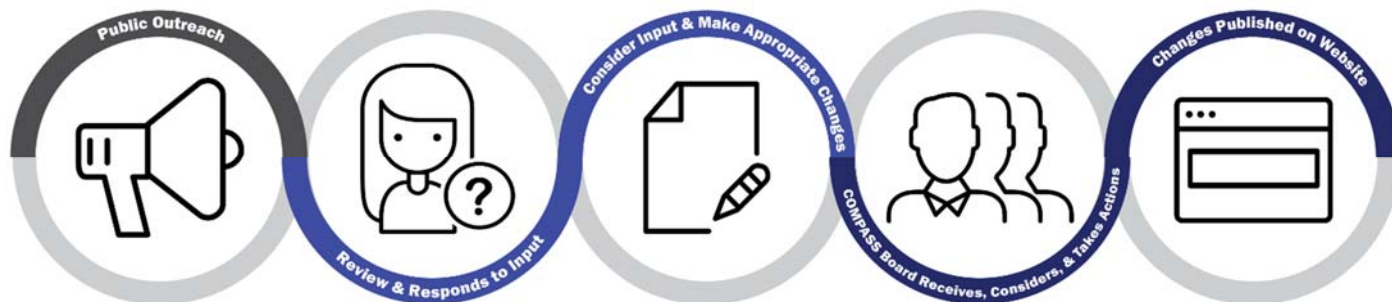


Figure 4. COMPASS Public Participation Process

While COMPASS strives to involve the public in all aspects of its planning processes, this plan focuses on public participation for three primary, and interrelated, plans and products: the COMPASS Public Participation Plan (this document; more information on Pages 9 - 10), the long-range transportation plan (Pages 10 – 11), and the Regional Transportation Improvement Program (Pages 11 – 13) (Figure 5).

⁷ https://www.ecfr.gov/cgi-bin/text-idx?SID=cd653650937f4f213646bc439067b3c1&mc=true&node=pt23.1.450&rgn=div5#se23.1.450_1316



PUBLIC PARTICIPATION PLAN

- Sets the stage for public participation with the long-range transportation plan and Regional Transportation Improvement Program
- Updated every 3 years with public feedback on draft plan



LONG-RANGE TRANSPORTATION PLAN

- Plans for transportation needs 20+ years into the future
- Identifies funded projects and unfunded needs
- Updated every 4 years with public participation during plan development and public feedback on draft plan



REGIONAL TRANSPORTATION IMPROVEMENT PLAN

- 5 year budget of federally funded transportation projects
- Projects must be consistent with the long-range transportation plan
- Updated yearly with public feedback on draft project list

Figure 5. Focus of COMPASS Public Participation Efforts

Public Participation Goals

COMPASS involves stakeholders and the general public in developing, reviewing, and providing feedback on plans and projects. The following three goals help COMPASS foster meaningful public participation with the community (Figure 6):

1. **Inform:** Inform stakeholders, the public, and COMPASS members of the work that COMPASS does, how to be involved, and impacts of planning and related decisions.
2. **Involve:** Provide opportunities for the public to be involved in planning and decision-making throughout the planning process – from development to review to implementation.
3. **Incorporate:** Ensure that decision-makers hear, address, and incorporate the public's needs and concerns for their communities as much as possible.

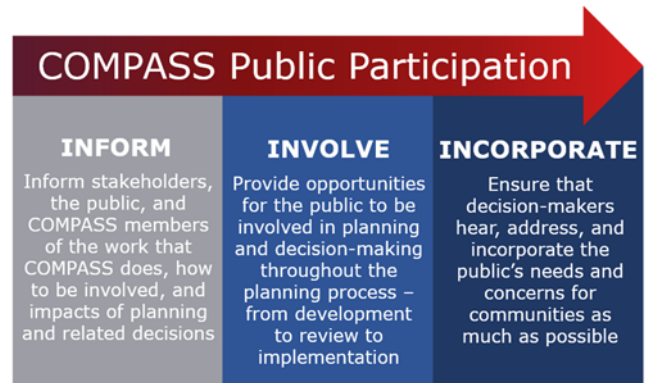


Figure 6. Public participation goals

Public Participation Objectives

To fulfill the goals listed above, COMPASS will:

1. Continuously engage stakeholders and the public as active participants in planning processes by gathering input before key decisions are made.
2. Provide multiple and differing opportunities for stakeholders and the public to be involved and provide input into plans and programs.
3. Ensure the COMPASS Board of Directors, advisory committees, and COMPASS staff receive and consider input provided and respond as appropriate.
4. Ensure traditionally underrepresented populations have the opportunity to be involved in ways that best serve individual populations and that input is considered in planning and decision-making.

Public Participation Process

COMPASS regularly invites stakeholders and the general public to share input into individual plans, projects, and issues as they are being developed and addressed. COMPASS' general public participation process, as well as specific processes and procedures for soliciting public participation into its Public Participation Plan, long-range transportation plan and amendments, Regional Transportation Improvement Program and amendments, air quality conformity, and other plans and projects are described below and summarized in Table 1.

Table 1. Public Involvement Requirements

	PPP	L RTP*	L RTP Amend*	TIP*	TIP Amend*	Other
<p>● = Federally required ● = COMPASS required ⊖ = As appropriate</p>						
Prepare						
Determine if/when agency coordination is needed and document process [23 CFR 450.316(e)]	●	●	●	●	●	●
Coordinate with statewide planning public involvement efforts [23 CFR 450.316(a)(1)(ix)]	●	●	●	●	●	⊖
Seek out and consider the needs of traditionally underserved [23 CFR 450.316(a)(1)(vii)]	●	●	●	●	●	●
Develop a participation plan in consultation with all interested parties [23 CFR 450.316(a)(1)]	●	●	●	●	●	●
Review federal public participation, Title VI, and related requirements	●	●	●	●	●	●
Set project-specific public participation goals	●	●	●	●	●	●
Develop internal public participation checklist	●	●	●	●	●	●
Gather/analyze demographics; identify under-represented populations	●	●	⊖	●	⊖	⊖
Identify stakeholders; compile stakeholder outreach matrix	●	●	⊖	●	⊖	●
Inform						
Provide adequate public notice of public participation activities [23 CFR 450.316(a)(1)(i)]	●	●	●	●	●	●
Provide timely notice and reasonable access to information [23 CFR 450.316(a)(1)(ii)]	●	●	●	●	●	●
Use visualization techniques (maps, graphics, photos, etc.) [23 CFR 450.316(a)(1)(iii)]	⊖	●	⊖	●	⊖	⊖
Post information on website [23 CFR 450.316(a)(1)(iv)]	●	●	●	●	●	●
Send email notification of opportunity to comment	●	●	●	●	●	●
Use social media to notify of opportunity to comment	●	●	●	●	●	●
Place legal notices	●	●	●	●	●	●
Purchase paid advertisements	●	●	⊖	●	⊖	⊖
Cultivate earned media exposure (news releases)	●	●	⊖	●	⊖	⊖
Place comment materials in public locations	⊖	●	⊖	●	⊖	⊖
Give public presentations	⊖	⊖	⊖	⊖	⊖	⊖
Involve						
Provide that all interested parties have reasonable opportunities to be involved with/comment on the metropolitan planning process [23 CFR 450.316(a)]	●	●	●	●	●	●
Post draft materials on website for review [23 CFR 450.316(a)(1)(iv)]	●	●	●	●	●	●
Hold any public meetings at convenient and accessible locations/times [23 CFR 450.316(a)(1)(v)]	●	●	●	●	●	●
Consult/coordinate with other agencies affected by transportation [23 CFR 450.316(b)]	●	●	●	●	●	⊖
Involve Tribes [23 CFR 450.316(c)]	⊖	●	⊖	●	⊖	⊖
Involve federal public land managers [23 CFR 450.316(d)]	⊖	●	⊖	●	⊖	⊖
Engage in actions to eliminate language, mobility, temporal, and other obstacles to participation [Federal Transit Administration Circular 4702.1B]**	●	●	●	●	●	●
Hold formal public comment periods (PPP = 45 days; L RTP/TIP = 30 days; amendments = 15 days) [23 CFR 450.316(a)(3)]	●	●	●	●	●	⊖
Consult with advisory committees and/or work groups	●	●	●	●	●	⊖
Hold open houses/public meetings	⊖	●	⊖	●	⊖	⊖
Develop comment forms	●	●	⊖	●	⊖	⊖
Use innovative outreach techniques	⊖	⊖	⊖	⊖	⊖	⊖
Provide multiple public comment formats (e.g., email, online, comment form)	●	●	●	●	●	●
Translate key documents/information and/or provide in other alternative formats	●	●	⊖	●	⊖	⊖
Incorporate						
Demonstrate explicit consideration and response to public comments [23 CFR 450.316(a)(1)(vi)]	●	●	●	●	●	●
Analyze, summarize, and report on public comments; include in/with final document [23 CFR 450.316(a)(2)]	●	●	●	●	●	⊖
Provide additional opportunity for comment when the final differs significantly from public comment version and raises new material issues [23 CFR 450.316(a)(1)(viii)]	⊖	●	⊖	●	⊖	⊖
Evaluate public involvement efforts [23 CFR 450.316(a)(1)(x)]	●	●	●	●	●	●
Respond to questions	●	●	●	●	●	●
Provide comments to Board/committees	●	●	●	●	●	●
Post all comments with final documents	●	●	●	●	●	●
Distribute final documents	●	●	●	●	●	●

Abbreviations: PPP = Public Participation Plan; L RTP = long-range transportation plan; TIP = Regional Transportation Improvement Program; Amend = amendments to the L RTP or TIP

* Includes public participation on the air quality conformity demonstration, when applicable

** Other federal guidance and regulations exist pertaining to specific needs and populations; this guidance is cited here as it encompasses all

General Public Participation Process

The public participation process is used whenever COMPASS solicits public input into any of its plans, projects, or programs. Additional plan-specific public participation processes are described beginning on Page 9.

As a first step in a public participation process, COMPASS develops an internal public participation checklist incorporating the required and “as appropriate” public participation elements listed in Table 1. COMPASS staff also refer to the “Questions for Consideration” (see Page 21) to assist in planning and develop a stakeholder outreach matrix to identify how COMPASS will reach out to each specific stakeholder group (see sample in Appendix A).

At a minimum, all public participation processes include the following methods of reaching out to members of the public (Figure 7):

- ✓ Information posted on COMPASS website
- ✓ Email blasts
- ✓ Social media posts
- ✓ Legal notices

Additional outreach methods are used based on the type of plan, project, or program that is the subject of the public participation effort (Table 1). COMPASS uses graphics, maps, photos, videos, and other means of visually conveying information – both “high tech” and “low tech” – whenever possible to ensure its outreach materials are meaningful and understandable to the general public. More information on outreach methods can be found in Chapters 3 - 7 of this document.

Comments are reported anonymously unless a commenter signs written correspondence or specifically indicates on a comment form that he/she wishes to have his/her name/affiliation included with his/her comments. When a commenter includes an address or contact information with comments, this information is removed prior to publishing comments for privacy purposes.

During public comment periods, COMPASS responds to specific questions raised by commenters. If a commenter provides his/her contact information, COMPASS responds directly to that person. All responses are also included with the list of comments received.

Once the comment period is complete, COMPASS staff review all public comments and make, or recommend, changes based on comments, as appropriate. Any changes or recommendations based on comments are noted in the response to the comment(s) that prompted the change. COMPASS staff then provide all comments, with responses, changes, and recommendations to the appropriate COMPASS committee or workgroup, who reviews them and proposes additional or different changes based on the comments, if warranted.

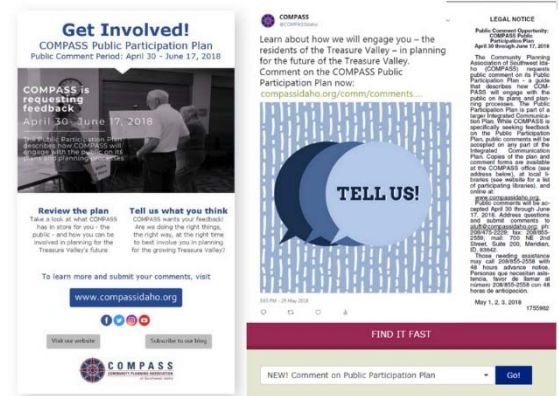


Figure 7. At a minimum, COMPASS uses its website, email, social media, and legal notices to publicize all outreach opportunities

COMPASS then provides all comments, with responses, changes, and recommendations, along with the appropriate committee or workgroup's recommendation⁸, to the COMPASS Board of Directors⁹ for consideration prior to taking action. All COMPASS workgroup, committee, and Board of Directors' meetings are open to the public.

All final documents are posted on the COMPASS website and include a summary and disposition of comments received. All verbatim public comments, with responses, are also posted online in and/or with the corresponding final document.

Plan-Specific Public Participation Processes

The sections below describe the plans and programs for which COMPASS typically solicits public participation, as well as public participation processes or activities specific to those plans. **All plan-specific public participation processes described below are in addition to the "General Public Participation Process" described above.**

*Public Participation Plan*¹⁰

The Public Participation Plan describes COMPASS public participation processes to assist residents in understanding how they can become active participants in COMPASS' planning processes. The Public Participation Plan is updated every three years and includes a 45-day public comment period on the draft update.

The COMPASS Public Participation Plan (Chapter 2 of the COMPASS *Integrated Communication Plan*) is reviewed and updated every three years. Following this 2018 update, the next update will occur in 2021. The Public Participation Plan ensures that COMPASS meets or exceeds all federal laws and requirements for public participation, as shown in Table 1, to provide for an open and robust public and participation process.

As described on Page 3, the COMPASS *Integrated Communication Plan* is developed in cooperation with the COMPASS Public Participation Workgroup.¹¹ This workgroup provides input into the contents of the plan, reviews and provides feedback on drafts of the plan, provides input into strategies for, and assists with, public comment on the draft plan, reviews public feedback, and recommends adoption of the *Integrated Communication Plan*/Public Participation Plan to the COMPASS Board of Directors.

COMPASS solicits public feedback on the Public Participation Plan during a 45-day (minimum) public comment period, following the requirements outlined in Table 1 and using an internal public participation checklist and stakeholder outreach matrix (see above) to guide outreach efforts. At a

⁸ <http://www.compassidaho.org/people/committees.htm>

⁹ <http://www.compassidaho.org/people/board.htm>

¹⁰ <http://www.compassidaho.org/people/publicinvolvement.htm>

¹¹ <http://www.compassidaho.org/people/workgroups.htm#ppw>

minimum, web content, the comment form, and the Public Participation Plan are translated into Spanish; other outreach materials may be translate as appropriate and any materials will be translated upon request.

A description of the public comment process followed for this plan, as well as a summary, analysis, and disposition of comments received can be found in Appendix B. A list of all comments received (verbatim), with staff responses, can be found in Appendix C. All public comments will also be posted online with the final plan once adopted by the COMPASS Board of Directors¹².

Long-Range Transportation Plan¹³

A long-range transportation plan looks 20+ years into the future to ensure the region's roads, bridges, pathways, and transportation services (buses, etc.) are ready for impending demands. The plan includes funded transportation projects and identifies unfunded transportation needs. It is updated every four years; public participation is solicited throughout the planning process. A 30-day public comment period is held to solicit final public input on the draft plan prior to adoption.

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, in addition to setting regional goals, establishing performance measures and targets, and outlining specific tasks to meet those goals and targets.

The purpose of involving stakeholders and the general public in developing, reviewing, and providing feedback on the long-range transportation plan is to ensure that it will serve the current and future needs of Treasure Valley residents.

COMPASS' Regional Transportation Advisory Committee (RTAC) and workgroups¹⁴ are heavily involved throughout the planning process, providing expertise in the areas of demographics, public transportation, land use, roadways, active transportation, public participation, freight, and more. These committees and workgroups assist COMPASS staff in developing the plan and provide recommendations on plan policies and projects to the COMPASS Board of Directors. If you are interested in learning more about workgroups and how to participate, contact the COMPASS staff person listed as the contact for each workgroup on the COMPASS web page⁹.

COMPASS solicits public and stakeholder input and involvement in the planning process during the development of the long-range transportation plan and solicits public feedback on key items prior to COMPASS Board of Directors action. As developing a long-range transportation plan is a three- to

¹² <http://www.compassidaho.org/people/publicinvolvement.htm>

¹³ <http://www.compassidaho.org/prodserv/reglrtranpl.htm>

¹⁴ <http://www.compassidaho.org/people/workgroups.htm>

four-year process, multiple public participation opportunities may occur, each with its own budget, tasks, and public participation checklist.

At the end of the planning process, COMPASS solicits feedback on the entire draft plan during a 30-day (minimum) public comment period prior to COMPASS Board of Directors consideration of adoption. COMPASS hosts open houses to allow for one-on-one discussions with the public, and provides graphics, maps, and written materials to assist the public in understanding the issues and policies addressed in the plan. The comment form, web content, and other explanatory materials are translated into Spanish; other related documents are translated upon request.

A description of the public comment process and a summary and disposition of the comments received are included as part of the final long-range transportation plan. All public comments received, and responses to questions, are also provided verbatim on the COMPASS website and linked from the long-range plan as a virtual appendix.

If public comments lead to significant¹⁵ 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.

Regional Transportation Improvement Program¹⁶

The Regional Transportation Improvement Program (TIP) is a five-year budget of federally funded transportation projects addressing all types of transportation – auto, bicycle, pedestrian, and public transportation. Projects in the TIP must be consistent with the long-range transportation plan. The TIP is updated annually, typically in the summer, and includes a 30-day public comment period.

COMPASS develops a Regional Transportation Improvement Program (TIP) each year. The TIP is a five-year capital improvement program, or budget, of all types of transportation projects – auto, public transportation, bicycle and pedestrian facilities, planning, and more.

The TIP must be consistent with the current regional long-range transportation plan. 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.¹⁷ Projects identified in the TIP are within the estimates of available funds from both federal and non-federal sources.

¹⁵ 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.

¹⁶ <http://www.compassidaho.org/prodserv/transimprovement.htm>

¹⁷ A “regionally significant” project is a transportation project (regardless of funding source) 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.

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

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.

The process of developing the TIP involves extensive participation of the cities, counties, highway districts, and Valley Regional Transit (VRT). Every fall, COMPASS staff meets with staff and/or elected officials from agencies throughout Ada and Canyon Counties (whether they are COMPASS members or not) to discuss upcoming funding opportunities and possible transportation needs the agencies have. COMPASS staff are also available to provide updates and information to agency committees, such as transportation commissions, typically comprised of citizens interested in transportation topics, as requested.

RTAC participates throughout the TIP development process, including reviewing project applications and prioritizing projects for funding. Requested projects eligible for funds through the Federal Highway Administration are reviewed and prioritized by RTAC.

VRT's Regional Coordination Council recommends project priorities for Federal Transit Administration funds. The Regional Coordination Council 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 of Directors.

RTAC makes the final recommendation of all projects to be included in the TIP. COMPASS staff coordinates with ITD staff to ensure that projects and details in the TIP and the Idaho Transportation Improvement Program, the statewide transportation improvement program, are consistent.

The TIP is then released for public comment during a 30-day (minimum) public comment period, following the process described in this document. In addition to the draft TIP itself, other materials are provided to assist the public in commenting, including a list of major changes between the current (approved) TIP and the draft new TIP, a brochure describing the TIP (updated annually), fact sheets explaining the TIP and how to read it, and more. The public comment also includes an open house, where members of the public can drop by, ask questions, visit with planners, and submit comments.

The comment form, TIP brochure, and web content are translated into Spanish; other related documents are translated upon request.

In addition, COMPASS solicits public comment on the federal program of projects on behalf of VRT through its annual TIP public comment period. 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 includes the following language on legal notices, in web content, and on other promotional materials as appropriate to demonstrate it is fulfilling VRT's requirement:

The COMPASS public participation process is being used to satisfy Valley Regional Transit's Urbanized Area Formula Grant Program of Projects public outreach requirement.

A description of the TIP public comment process, a summary and disposition of the comments received, and all comments received, verbatim, with responses, are included as part of the final TIP document.

If the final version of the draft TIP differs significantly from the version released for public comment,¹⁸ COMPASS will re-release the draft TIP project list, with proposed changes noted, for an additional 15-day (minimum) public comment period.

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

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

Amendments to the Long-Range Transportation Plan and TIP

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 changes¹⁹ 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. A minimum 15-day public comment period is held and all public involvement requirements are met; additional public outreach efforts may be used based upon the nature of the amendment (see Table 1).

Changes to the TIP may occur at any time throughout the year and are addressed through amendments or administrative modifications, as outlined in the TIP Amendment Policy, which can be found at www.compassidaho.org/prodserv/transimprovement.htm#TIPAmendPol.

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. However, some types of changes – primarily administrative changes, such as a change in the source of funding for a project – may be made without requesting public comment. In addition, certain types of safety and bridge-related projects can be added if they are funded with monies set aside specifically for those types of projects. A full description of what types of changes do and do not necessitate public comment can be found in the TIP amendment policy at www.compassidaho.org/prodserv/transimprovement.htm#TIPAmendPol.

The public comment period for a TIP amendment is a minimum of 15 days and notice is provided to the public and stakeholders. Additional public outreach efforts may take place, and is considered and used based upon the nature of the amendment (see Table 1).

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

¹⁹ A “significant” change to the long-range plan is defined as any change that adds or removes projects from the list of projects “funded” through the plan or any change to policies established through the plan.

Air Quality Conformity Demonstration

COMPASS must demonstrate that projects funded through its long-range transportation plan and TIP will not degrade air quality. 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 and TIP; therefore, public comment on the demonstration is not relevant prior to the draft plan/TIP being made available for public comment. In some instances, an air quality conformity demonstration is also required for amendments to the long-range transportation plan and/or TIP. Public comment on the air quality conformity demonstration always occurs in conjunction with public comment on the plan/TIP/amendments it is associated with and follows the same public participation requirements and processes as the associated planning document. Therefore, it is not addressed separately here.

Other Projects, Plans, and Programs

COMPASS is committed to a robust public participation process in all portions of its planning efforts. This plan explicitly describes how COMPASS solicits public participation in its Public Participation Plan, regional 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.

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

1. Are there stakeholder-specific and/or public participation 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 determines if public (or stakeholder-specific) outreach and participation is required and/or needed. If public and/or stakeholder-specific participation is warranted, COMPASS will follow the "General Public Participation Process" and refer to Table 1 for required and recommended public involvement elements.

Other 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

Presidential Executive Order 12898 focuses federal attention on the environmental and human health effects of federal actions on minority and low-income populations with the goal of achieving environmental protection for all communities. It directs federal agencies and recipients of federal funding to identify and address the disproportionately high and adverse human health or environmental effects of their actions on minority and low-income populations, to the greatest extent practicable and permitted by law.

COMPASS' Environmental Justice Plan has been prepared to address COMPASS' responsibilities as a recipient of federal financial assistance to identify and address the effects of all programs, policies, and activities on minority and low-income populations.

In addition, 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 (Figure 8).

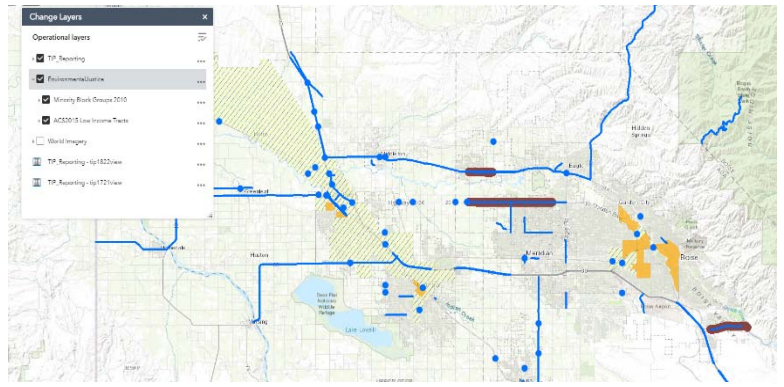


Figure 8. Map showing Environmental Justice Consideration Areas overlain with projects in the FY2018-2022 TIP

COMPASS' Environmental Justice Plan and 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 participation by individuals with disabilities by:

- Providing all COMPASS materials online
- Ensuring that the COMPASS website, email blasts, and social media posts are formatted for assistive technology (e.g., screen readers)
- Holding public meetings in accessible locations
- Providing materials in alternate formats (e.g., braille or large print) as requested
- Providing accommodations, as requested, to assist individuals with disabilities in fully participating in public participation opportunities

Access to Everyone

COMPASS' commitment to ensuring everyone has the opportunity to be heard and included is reflected in the footer of every page on its website (Figure 9), where a statement offering assistance is included in both English and Spanish, as shown. Similar statements are also included on materials promoting COMPASS events, documents, and opportunities to comment or be involved with COMPASS programs or projects, as appropriate.

Those needing assistance with COMPASS events or materials, or needing materials in alternate formats, please call 208/475-2229 with 48 hours advance notice.

Si necesita asistencia con una junta de COMPASS, o necesita un documento en otro formato, por favor llame al 208/475-2229 con 48 horas de anticipación.

Figure 9. COMPASS website footer

In addition, COMPASS assesses demographic characteristics within its planning area using the US Environmental Protection Agency’s EJSCREEN tool²⁰, as well as other data, to ensure all populations within Ada and Canyon Counties are included in its outreach processes, including public comment opportunities on this *Integrated Communication Plan*.

Key demographic characteristics considered in the development of this Public Participation Plan are shown in Table 2. Of particular note are high populations of Hispanic and Spanish-speaking individuals, as well as households without internet service. This information underscores the importance of translating materials into Spanish, promoting public comment opportunities in newspapers and via other non-electronic means, and of providing information for comment in hard copy and at public locations, such as libraries, where it can be accessed without internet access. COMPASS analyzes the same categories of demographics for other planning efforts, as well as additional demographics as appropriate to the specific plan or program.

Table 2. Selected demographic characteristics in Ada and Canyon Counties

Characteristic	Ada County	Canyon County	Ada + Canyon Counties
Minority*	14%	28%	19%
Hispanic*	8%	24%	13%
Speak language other than English at home*	9%	18%	12%
Speak Spanish at home*	4%	17%	8%
Low income**	10.8%	15.3%	12.3%
Individuals with disabilities**	10.2%	13.3%	11.2%
Households without internet subscription***	24.7%	16.2%	22.2%

* Source: <https://www.epa.gov/ejscreen>, US Census Bureau, American Community Survey (ACS), 2011-2015; Definitions for each characteristic can be at <https://www.epa.gov/ejscreen/glossary-ejscreen-terms>.

** Source: US Census Bureau, American Community Survey (ACS), 2012-2016

***Source: US Census Bureau, American Community Survey (ACS), 2016

²⁰ <https://www.epa.gov/ejscreen>

Reviewing Effectiveness of Public Outreach

COMPASS uses three means to measure the effectiveness of its public participation and outreach efforts: outputs, outcomes, and general feedback.

Outputs

“Outputs” are quantifiable outreach efforts related to a public participation 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.

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, the number of attendees at events, etc.

COMPASS requests zip code and demographic information on its public comment forms and compares responses of participants with the region as a whole to determine if COMPASS is successful in reaching out to all populations. This information is used to improve future public comment efforts. Zip codes of participants are reported with each comment (when provided); all other demographics are tracked and reported only as aggregates.

COMPASS tracks and reports on the “outcomes” of each public participation process in, or with, the relevant plan or project. Outcomes regarding the public comment process for the Public Participation Plan are listed in Appendix B.

Feedback

COMPASS also considers feedback it receives on its public participation and communication efforts. 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 are considered and used to improve public participation processes.

Analysis

COMPASS acknowledges that outputs, outcomes, and feedback do not paint a complete picture of the success of an outreach effort. Many other factors – ranging from the nature of the project or plan to the news cycle to weather conditions – also affect the “success” of outreach and participation. Therefore, COMPASS analyzes each outreach effort upon completion and reviews the previous years’ efforts and successes annually to examine successes and challenges and discern where and how COMPASS can improve its efforts for increased success.

In addition to this “behind the scenes” analysis, COMPASS will also develop an annual outreach summary (Figure 10) to share results of its outreach efforts with stakeholders and the public.

outreach summary

WHAT DID WE DO? | HOW DID WE DO?



Figure 10. Sample annual outreach summary

Chapter 3. Overview of COMPASS Communication Elements

The COMPASS communication program encompasses many interrelated elements, from public participation in COMPASS plans and programs, as discussed in Chapter 2, to printed materials, electronic communications, media relations and advertising, live events, and crisis communication.

These different aspects of the COMPASS communication and education program build upon each other and support participation and outreach regarding COMPASS programs and plans.

Chapters 4 - 7 of this *Integrated Communication Plan* addresses how COMPASS' overall communication program supports public participation and helps COMPASS achieve its mission to "...conduct regional planning, facilitate coordination and cooperation, serve as a source of information and expertise on issues affecting southwest Idaho, and assist member agencies in accessing funding to accomplish local and regional goals."

The first step when considering a communication or outreach effort is to review the Questions for Consideration (Figure 11), to ensure the effort is in support of COMPASS goals and that other key considerations, such as audience, logistics, and strategies, are thoroughly analyzed.

Communication Efforts: Questions for Consideration

Purpose

- What is the goal of this communication effort?
- Does this fulfill COMPASS' mission, vision, goals, objectives, roles, and/or values?

Audience

- Who is the target audience?
 - Are there any secondary or tertiary audiences to consider?
- Is this the right audience for a public communication effort?
- Have we been successful (or unsuccessful) in communication efforts to this audience in the past? If not, what could be done differently?
- Who are the key stakeholders to be included?
- Does the audience include federally required and/or traditionally underrepresented populations, such as minority, low-income, elderly, disabled, or other populations?

Strategy / Logistics

- Is this the right time to initiate this public communication effort?
- Does this coincide with another COMPASS communication effort, such as a public comment period, social media campaign, or event? If so, is it appropriate to tie it into the existing communication effort?
- Is there local data or knowledge that provides information into the value of this strategy?
- Have we been successful (or unsuccessful) with this communication strategy in the past? If not, what could be done differently?
- Is this the most effective strategy for this purpose and audience?
- What resources will this communication effort require (e.g., staff time, direct dollars)?
 - Is this an appropriate use of our resources, based on purpose and audience?

Figure 11. Questions for consideration

Chapter 4. Printed Materials

Printed publications and displays are designed to share COMPASS' work, data, and resources with a lay audience in a non-technical manner. These types of materials can range from flyers promoting COMPASS events, to displays highlighting COMPASS plans or products, to brochures describing COMPASS' role in the region.

Printed materials can support public participation activities even when COMPASS is not actively seeking input. All printed materials – including publications and displays – contain the COMPASS logo, website, and details on where or how to receive additional information, and use standard COMPASS colors, logos, and graphics. Making materials available in public places helps to build a public awareness of COMPASS and the agency's role in the valley, which can lead to improved responsiveness when COMPASS is soliciting input.

Before developing any printed materials, COMPASS will articulate the goal for the material, determine the target audience(s), identify any special needs they may have, and develop a distribution plan. All printed outreach materials are developed by, or in conjunction with, COMPASS communication staff.

Publications

COMPASS produces many types of publications, including brochures, newsletters, surveys/comment forms, fliers, fact sheets, and more (Figure 12).

While a strong demand exists for electronic communication – emails, web content, social media posts, and more – this does not negate the need to produce hard copy materials. Printed materials serve many needs that cannot be met by electronic media.

Printed materials can:

- ✓ Reach individuals who do not have internet access
- ✓ Serve as handouts at live events
- ✓ Be displayed or provided at a wide variety of public locations to reach people as part of their daily routines, without having to seek out information about COMPASS



Figure 12. COMPASS brochures

COMPASS develops publications to support public comment periods and other times when the agency is actively seeking input and participation, including hard copy comment forms, fliers, brochures, fact sheets, and more. These materials are used to promote the opportunity for participation, provided as handouts at open houses, and displayed at public locations for individuals who do not have internet access or simply prefer to use non-electronic means of participation.

As with most outreach materials, the audience(s) for printed materials varies significantly based on the topic and goal of the message. However, one key audience of printed materials are individuals who do not have internet access or other access to electronic media.

Displays

COMPASS uses free-standing table-top displays for a variety of purposes, from raising awareness of specific issues to encouraging participation and comment on COMPASS plans and projects.

COMPASS develops topical displays for specific purposes, and also maintains a standard COMPASS display with general information about the agency that can be used in a variety of situations (Figure 13). This display is updated periodically, typically following the update to the regional long-range transportation plan.

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.

Placing COMPASS displays at public locations – libraries, coffee shops, etc. – helps raise awareness of COMPASS among individuals who may not otherwise seek out information about COMPASS, transportation, or other issues the agency addresses. Additional printed information, that a person viewing the display can take home, should accompany each display.

As with most outreach materials, the audience(s) for COMPASS displays will vary depending on the goal of the message and the nature of the event or location where the display is placed.



Figure 13. Standard COMPASS display

Chapter 5. Electronic Communication

The importance of electronic communication cannot be overstated. According to the 2015 COMPASS communication awareness and knowledge survey²¹, 89% of adults in the Treasure Valley use the internet or social media, and 42% said that if they did not know how to participate with COMPASS or comment on a plan, they would go online to find out.

COMPASS manages its online presence through email blasts, its website, and its social media channels. To allow accessibility to those who are visually impaired, all of COMPASS' online communication is formatted for assistive technology (e.g., screen readers).

COMPASS electronic communication platforms each prominently link to each other – emails link to the COMPASS website and social media, social media link to the COMPASS website, and the COMPASS website links to social media. In addition, non-electronic means of communication also prominently feature the COMPASS email address and social media usernames.

Email Blasts

COMPASS maintains a database of email addresses in an email marketing platform that is used to share information regarding COMPASS activities. This platform tracks analytics, such as the percentage of people who open an email or click on links in the email, and automatically adds or removes individuals who choose to opt-in or unsubscribe to the email list.

COMPASS' email marketing platform is used to share information about public participation opportunities, as noted in Chapter 2, as well as to share information about educational opportunities, events, awards, and more (Figure 14). These messages not only keep COMPASS' name at the top of people's minds, but also serve as a reminder of COMPASS' roles and expertise through the types of issues addressed in the emails.

As COMPASS email blasts are only sent to individuals who are in the COMPASS email database, they generally do not cultivate awareness of COMPASS and its programs beyond people who are already familiar with the agency. COMPASS continually adds to its database by providing the opportunity to request to be added to the COMPASS email list through events, comment forms, and its website.

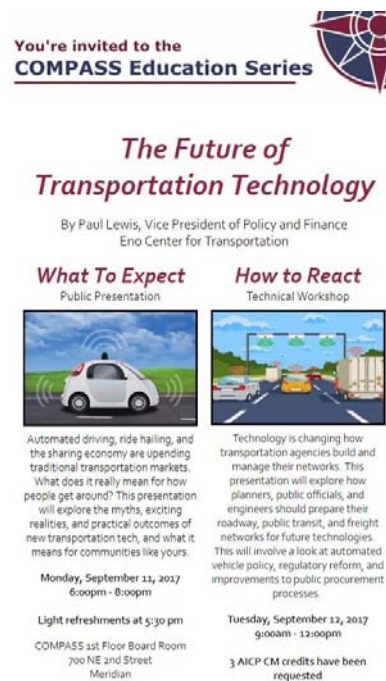


Figure 14. COMPASS email blast promoting an educational event

²¹ http://www.compassidaho.org/documents/comm/2015_Community_A_K_Survey_report_final.pdf

COMPASS Website

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. All COMPASS public participation opportunities are displayed prominently on the home page of the COMPASS website, as well as on program-specific web pages (Figure 15). All public comment materials are provided on the "Questions and Comments" web page, including background materials, the plan or program comments are being solicited on, links to comment forms, and information on the participation process.

COMPASS continually updates its website to ensure that information provided is accurate and timely. All documents are available in PDF format, and can be made available in other formats upon request. As noted above, the COMPASS website is formatted to enable reading by screen readers, to assist the visually impaired. As of the writing of this document, COMPASS is in the process of adding Spanish translation to its website. As noted in Chapter 2, COMPASS also offers assistance with COMPASS events or materials by including the following in the footer of every page of the COMPASS website:

Those needing assistance with COMPASS events or materials, or needing materials in alternate formats, please call 475-2229 with 48 hours advance notice.

Si necesita asistencia con una junta de COMPASS, o necesita un documento en otro formato, por favor llame al 475-2229 con 48 horas de anticipación.

Social Media

COMPASS uses social media in its planning processes to promote public participation opportunities, share information, advertise events, raise awareness of regional issues, and to foster ongoing two-way communication between COMPASS and the general public. Additionally, all social media channels are used to drive traffic to the COMPASS website through promotion and strategic placement of links.

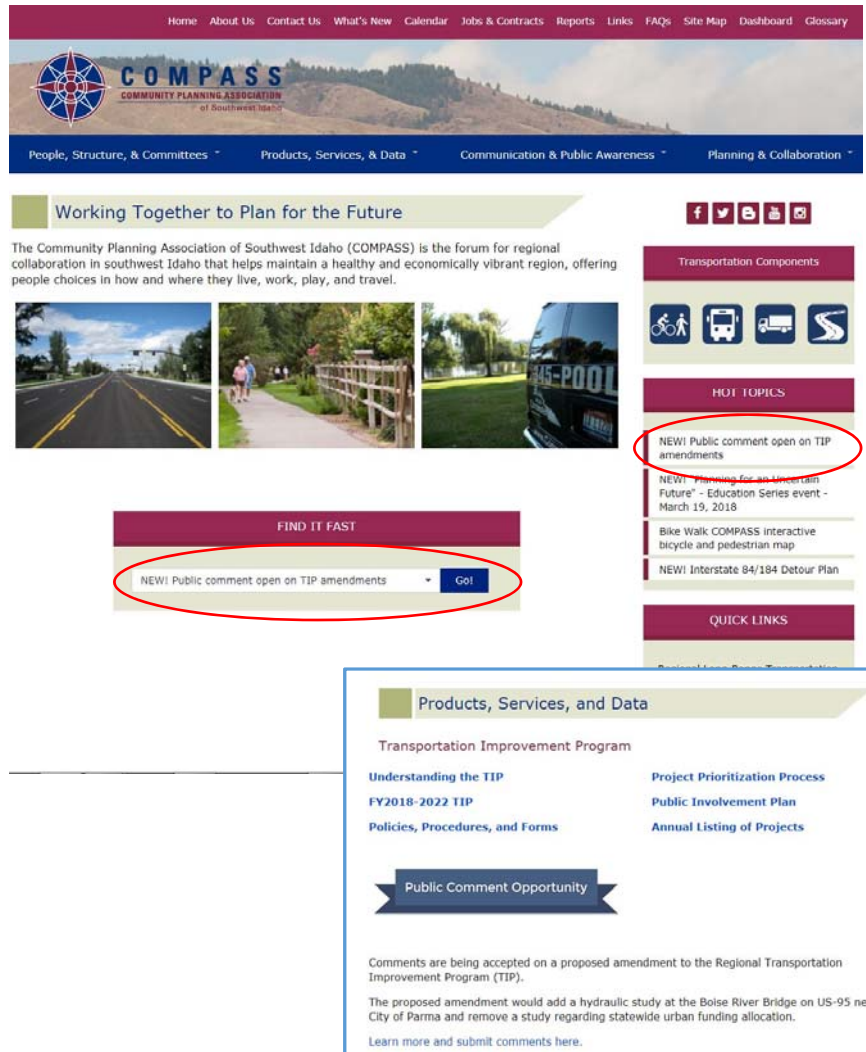


Figure 15. Public comment opportunities are highlighted on the COMPASS home page and on program-specific web pages

Because social media is widespread, easily accessible, and “social” by nature, it provides one of the most effective means of reaching a wide variety of individuals and of reaching new audiences who may not be familiar with COMPASS.

COMPASS uses five social media platforms: Facebook, Twitter, Instagram, YouTube, and its Executive Director’s Blog. Each social media platform addresses a slightly different target audience. For example, the Executive Director’s blog is used to share longer, permanent messages, which appeal to a different audience than that of Twitter, which limits its messages to 280 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 are extremely different.

High quality social media posts are commonly defined as those that are timely and include engaging graphics and videos. COMPASS uses visuals in its social media posts whenever possible to reach and engage its audiences in a fun, easy to understand format.

COMPASS uses a content calendar to ensure that all posts from COMPASS are visually consistent, well-written, accurate, supportive of COMPASS’ goals, and shared at the most opportune times and locations to receive the most meaningful engagement.

COMPASS regularly monitors its social media channels using native analytics tools for each platform. These analytics indicate important metrics for social media management and allow COMPASS to learn about its audiences, identify influencers, analyze the reach and results of posts, and track lead generation – after all, the overarching goal is to inform and involve the public with COMPASS plans and programs. Social media is a valuable and effective tool to not only communicate with the public, but also direct them to the COMPASS website for more information.

COMPASS prepares an internal annual social media audit to document the online “conversation” regarding COMPASS, as well as provide a framework for future social media strategies. The audit evaluates each social media account, demonstrates the effectiveness of current and past strategies, provides insight into the demographics of COMPASS fans/followers, and helps COMPASS determine what content is resonating most and on what platforms.

Specific policies regarding the use of social media are outlined in the COMPASS social media policy and public terms of use.²²

²² http://www.compassidaho.org/documents/comm/Terms_of_Use_March2018.pdf.

Chapter 6. Media Relations and Advertising

In its 2015 COMPASS communication awareness and knowledge survey²³, COMPASS asked questions of the public regarding preferences for receiving information about COMPASS, both online and in traditional media (Figures 16 and 17). These results demonstrate the importance of working with the media to share COMPASS messages.

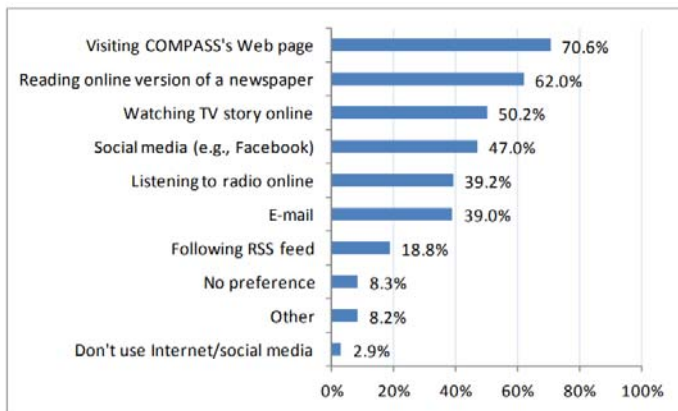


Figure 16. Survey Question: For each of the following items, please tell me, yes or no, whether you would prefer it as a way to get information about or from COMPASS

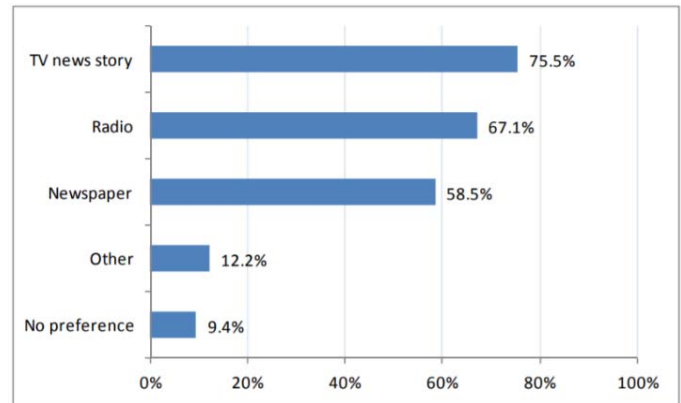


Figure 17. Survey Question: For each of the following items, please tell me, yes or no, whether you would prefer it as a way to get information about or from COMPASS

Media relations and advertising encompass exposure in print (newspaper) and broadcast (radio/TV) media in one of two ways: "earned" exposure (news) and "paid" exposure (advertising).

Different types of media exposure serve different goals by raising awareness of an issue, program, opportunity, or event, and/or encouraging a citizen to take action relating to an issue or program (Table 3). Therefore, COMPASS uses different approaches, described on the following pages, to meet the needs of individual situations. Many of these approaches provide exposure via both traditional media (e.g., print, radio, TV) and the news outlet's corresponding online presence without any additional action needed by COMPASS, while others require separate or additional actions to secure both traditional and online presence.

All media relations, including paid and earned media, are coordinated through the COMPASS Communication Coordinator. As with other outreach methods, all paid media provides a link to the COMPASS website where an individual can find more information and uses standard COMPASS colors, graphics, and logos, for consistency in identifying the COMPASS "brand."

²³ http://www.compassidaho.org/documents/comm/2015_Community_A_K_Survey_report_final.pdf

Table 3. Uses of different types of media

	Promote public comment periods	Promote events	Highlight COMPASS planning efforts	Focus attention on regional issues	Traditional vs Online
Paid Media					
Print display advertisement (newspapers)	✓	✓			Purchase separately from online
Online display advertisement (newspapers)	✓	✓			Purchase separately from print
Legal notice	✓				Appears both online and in print
Community Calendar		✓			Primarily appears online only; some outlets will feature events in print or via broadcast
Radio advertisement (public service announcement)	✓			✓	Online (streaming) advertisements are typically offered as part of an overall advertising package, but are an additional cost
Television advertisement (public service announcement)				✓	Website ads are purchased separately from public service announcements
Earned Media					
News Release	✓	✓	✓	✓	Most local news stories appear in both traditional and online outlets for the same media source
Guest Opinion	✓		✓	✓	Typically appears both in print and online

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 (Figure 18). Earned media exposure is not purchased.

COMPASS distributes news releases to share information with local news media on a variety of topics, from promoting public participation 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, particularly with radio stations, is often an opportunity to earn exposure through the radio station, such as being invited as a guest on a talk show.

In addition to news releases, COMPASS develops guest opinion pieces (“Op Eds”), from the perspective of Board members and/or the Executive Director, to highlight issues of key importance to the region. Guest opinion pieces are 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, demographics, and related issues in the Treasure Valley and staff are often interviewed as a reporter is working on a transportation or growth-related story. In addition, COMPASS data are often used in news pieces, even when interviews were not conducted. COMPASS will continue to cultivate this relationship with the news media.

Treasure Valley traffic congestion: When will it get better?



Figure 18. COMPASS is a key source of information for local media outlets

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, and will typically involve purchasing a limited number of advertisements to be placed on specific days over a short period of time.

Print and online media advertisements (“display” advertisements) are 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. COMPASS uses a template for its display advertisements to reinforce the look of the COMPASS “brand” (Figure 19).

Advertisements are typically placed in both the *Idaho Statesman* and *Idaho Press Tribune*, and may be placed in other local newspapers as appropriate. Whenever possible, COMPASS also promotes public comment periods and similar efforts in Spanish language newspapers; however, access to these news outlets can be difficult, as these media outlets come and go quickly.

COMPASS also places legal (public) notices in the *Idaho Press Tribune* and *Idaho Statesman* to provide notice of public comment periods and uses online “community calendars” to promote specific events. While the community calendars 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 through 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 and television advertisements are most effective when purchased on multiple stations over a period of weeks or months. Radio ads can be produced directly by the radio station, with talking points supplied by COMPASS. There is no charge for this production. Television advertisements typically involve additional production costs. For both, stations frequently match paid ads with complimentary ads, as COMPASS is a government agency.

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 *Kuna Melba News*) have a much smaller, but more specific,

COMPASS
COMMUNITY PLANNING ASSOCIATION
of Southern Idaho

Working together to plan for the future

Should I-84 Be Widened from Nampa to Caldwell?

COMPASS wants your input...yes, again!

- Should I-84 be widened from Nampa to Caldwell?
- Should the Idaho Transportation Department begin engineering work to extend State Highway 16 to I-84?
- Should Valley Regional Transit design a transit oriented development in Nampa?

All of these projects are shown as “unfunded” in *Communities in Motion 2040*, but funding has now been identified to pay for them. For any or all of them to move forward, COMPASS must amend *Communities in Motion 2040* and the Regional Transportation Improvement Program (TIP).

COMPASS is requesting your feedback on these proposed amendments, as well as on additional changes proposed for the TIP.

Public Comment Period: January 9 – 23, 2018

Learn more at www.compassidaho.org or visit COMPASS (700 NE 2nd St, Ste. 200, Meridian, ID 83642)

Submit Comments:
Online: www.compassidaho.org
Email: info@compassidaho.org
Mail/in person: at address above
Fax: 208/855-2559

Need Assistance?
Call 208/855-2558 48 hours in advance. *Personas que necesitan asistencia, llamar al número 208/855-2558 con 48 horas de aviso.*

Figure 19. COMPASS uses a consistent format for its display advertisements to reinforce the COMPASS “brand”

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.

Similarly, for broadcast media, COMPASS works with media representatives to develop a media plan to reach targeted demographics, such as placing ads 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), as well as ensuring that radio ads/television advertisements 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).

Chapter 7. Live Events

COMPASS provides education programs on planning, transportation, and related issues affecting the nation, state, and region. While social and print/broadcast media, discussed in Chapters 5 and 6, are used to raise awareness of issues, live events move beyond awareness to more in-depth discussions and hands on training. Below, live events are divided into five types: presentations given by COMPASS staff, educational programs, open houses and similar opportunities to participate in or comment on COMPASS plans and programs, COMPASS sponsorship of others' events, and presentation of Leadership in Motion awards. While each COMPASS event serves a specific purpose, each is also an opportunity to market COMPASS and its role, products, and services through presentations, one-on-one discussions, and printed COMPASS materials.

Presentations by COMPASS Staff

COMPASS actively seeks out opportunities, and is frequently invited, to provide presentations to community groups on the agency itself, specific issues affecting the Treasure Valley, and public participation opportunities. Speaking opportunities provide a public forum for COMPASS to not only share its data, services, 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 (Figure 20). Presentations also provide the opportunity for questions and discussion, beyond that which written materials can supply.

Regardless of the topic of the presentation, whenever a COMPASS staff person conducts a presentation, he or she discusses COMPASS' four roles (planner, implementer, expert, and facilitator). This provides consistent background information to the public regarding COMPASS' role in the region; the discussion on the "facilitator" role specifically informs the public of COMPASS' role in soliciting public feedback.

As with all communication methods, the audience for a presentation varies. COMPASS tailors each presentation to the specific audience.

All slide-based presentations use a standard COMPASS slide format which includes contact information for the presenter, the URL for the COMPASS website, and addresses for COMPASS social media channels, while also ensuring consistency and quality for all presentations.



Figure 20. Presentations by COMPASS staff encourage public participation in COMPASS plans and projects

Educational Programs

Educational programs support other 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. Most of COMPASS educational programming is conducted as part of COMPASS' annual education series.

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 will vary – for one topic an elected official may be part of a “general” audience and for another topic the same person may have the knowledge of a professional.

Public lectures are designed to be high-level introductions to specific issues 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 with COMPASS, including submitting comments on projects or plans and participating in planning meetings. Public lectures are advertised broadly – through email, community calendars, social media, display advertisements, news releases, and more.

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 (Figure 21). 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.

These workshops provide COMPASS and member agency staff with access to new tools, trends, and technology to ensure the region is on the cutting edge of professional practices. While members of the public are welcome to attend COMPASS professional workshops, promotion is targeted at COMPASS member agencies and other professional staff, primarily via email. COMPASS typically requests American Institute of Certified Planners (AICP) Certification Maintenance credits for its professional workshops.



Figure 21. Professional workshops provide technical instruction on planning, transportation, and related issues

All COMPASS education programs are coordinated through the COMPASS Communication Coordinator. COMPASS provides sign-in sheets for these program to use 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 are kept for two years, in accordance with the approved COMPASS document retention policy. COMPASS also requests that attendees complete evaluation forms to assist COMPASS in improving its programs. More on evaluation can be found in Chapter 9.

Open Houses and Other Participatory Events

COMPASS hosts open houses – both live and online – to provide opportunities for members of the public to participate in the planning process through direct interaction with COMPASS staff. As discussed in Chapter 2, COMPASS hosts open houses to share information and solicit feedback on both the regional long-range transportation plan and TIP. Each open house lasts several hours – typically mid-afternoon into evening – to accommodate varying schedules of attendees. COMPASS may also host “virtual” or online open houses, including through its social media sites, to allow for members of the public to “attend” without having to leave their home or office.

While electronic communication and virtual open houses greatly expand COMPASS’ ability to reach a broad cross section of individuals, in-person open houses remain an important part of COMPASS’ communication “mix.” While the number of individuals reached through an open house is typically low when compared to other means, the opportunity to participate and ask questions in a live, personal setting remains important for many individuals.

As appropriate, COMPASS also hosts hands-on workshops and other participatory events to provide opportunities for in-depth participation on certain issues (Figure 22).



Figure 22. COMPASS hosts hands-on workshops to provide opportunities for in-depth participation

Sponsorships

COMPASS supports educational events hosted by other agencies by providing financial support in the form of sponsorships and by helping to promote others’ events through email and social media.

COMPASS sponsorship of others’ events not only supports a more knowledgeable public, but also provides a platform to increase name recognition and raise awareness of who COMPASS is, which in turn can lead to increased public participation.

Audiences reached through sponsorship of others’ events vary widely, depending on the nature of the event. Participants at many events consist of individuals with similar interests to COMPASS, such as meetings of professional organizations. However, some COMPASS-sponsored events are more public in nature, and can provide exposure to COMPASS to individuals who might not otherwise had that exposure.

COMPASS reviews requests for sponsorship in light of the event’s goal and audience, and how those align with the COMPASS mission and vision, as well as with consideration of how the event could help promote specific COMPASS plans or projects.

Leadership in Motion Awards Program and Presentation of 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 (Figure 23).

In addition, the Leadership in Motion awards provide public, positive exposure to COMPASS and the long-range transportation plan. This not only increases awareness of COMPASS in the region, but the positive nature of the awards also supports a positive perception of COMPASS. When Leadership in Motion awards are presented to businesses or individuals who are outside of COMPASS' typical "sphere," the awards bring awareness of COMPASS and its roles and programs to new stakeholders and potential partners.



Figure 23. COMPASS uses social media, email, news media, and more to shine a spotlight on Leadership in Motion award recipients

COMPASS solicits award nominations from COMPASS member agencies and stakeholders via emails and announcements at meetings, and from a broader audience through social media and the news media. Similarly, when COMPASS announces the annual recipients, the messages are broadcast through the news media, paid newspaper advertisements, social media, emails, and more.

In addition, at the award ceremony itself, COMPASS has discrete audience consisting of the award recipients, nominators, and local elected officials. In this more focused arena, COMPASS is able to spotlight the award recipients, and the connection of their work with COMPASS goals, in a more targeted manner.

Chapter 8. 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.

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.

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.

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

- Executive Director
- Director of Operations
- 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 (Table 4).

Table 4. COMPASS Crisis Communication Procedure

Step	Who	Action	Notes
1	Anyone identifying a potential crisis	Notify the Executive Director immediately.	If the Executive Director is involved in the crisis or unavailable, notify the Director of Operations.
2	Executive Director (or designee)	Notify the Chair of the COMPASS Board of Directors, 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: <ul style="list-style-type: none"> • Executive Director • Director of Operations • Communication Coordinator • Communication Assistant • Other COMPASS staff as appropriate
3	Crisis communication team	Gather additional information, identify all traditional and social media coverage that has occurred regarding the issue, and, considering the questions listed in Figure 24, determine if the matter is truly a crisis.	<ul style="list-style-type: none"> • If the issue is determined to NOT be a crisis, stop here, document all information gathered, 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 4. • If the matter involves potential legal action, contact legal counsel.
4	Crisis communication team	Develop: <ul style="list-style-type: none"> • 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. • An internal crisis communication memo, which includes 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. 	
5	Executive Director (or designee)	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 <u>all</u> 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.
6	All COMPASS staff	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.	In response to media inquiries, the holding statement shall be used until a more detailed crisis communication plan has been established.
7	Crisis communication team	Develop an issue-specific crisis communication plan, using the checklist on Page 39 (Figure 25).	
8	COMPASS staff	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 24. Is crisis communication needed?

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 25. Issue-specific crisis communication plan checklist

Chapter 9. Evaluating Success

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

The success of each individual communication project or program should 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.

COMPASS employs five means of evaluating success of its communication programs: outputs, outcomes, demographic data, public survey data, and qualitative feedback.

Outputs

Outputs are a measure of communication and outreach efforts – in essence, those actions over which COMPASS has control. COMPASS tracks and analyzes the outputs of individual public participation processes and other communication efforts, including:

- News releases distributed
- Guest opinion articles submitted
- Presentations given by COMPASS staff
- Social media messages posted
- 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 often, but not always, 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 the success of outputs, but this measure should 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 tracks and analyzes the outcomes of individual public participation 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
- Number of public comments received during public comment periods

Demographic Data

COMPASS tracks 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 request voluntary information on zip code, gender, race/ethnicity, and disability. This information is compared to data across the planning area to find gaps between population demographics and demographics of those participating in COMPASS activities (Figure 26).

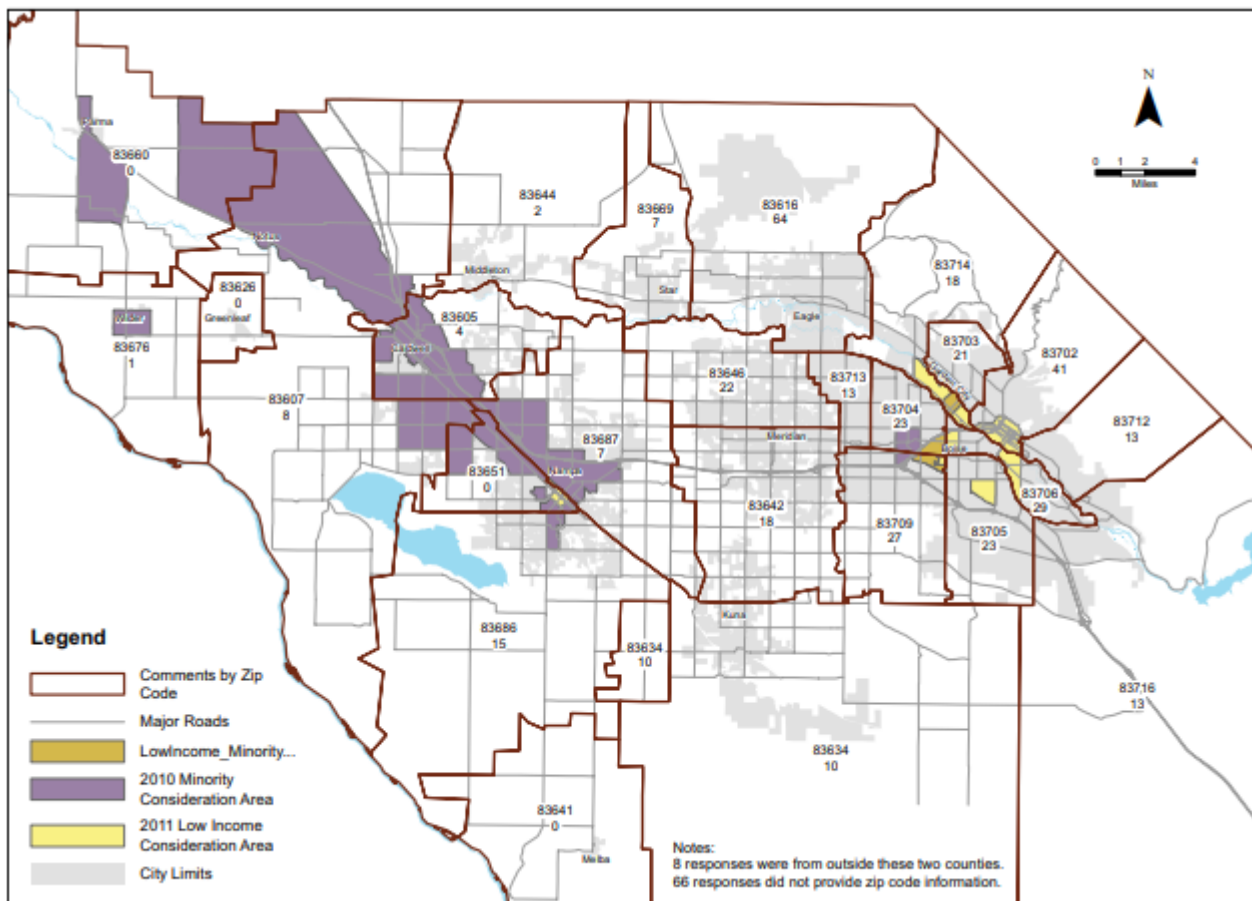


Figure 26. Comments received during a public comment period by zip code and as compared to low income and minority populations

Public Survey Data

In 2015, COMPASS conducted a communication awareness and knowledge survey of residents of Ada and Canyon Counties to evaluate the success of its communication programs. The survey methods and results can be found on the COMPASS website.²⁴

The survey addressed 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 participation and input and the extent to which COMPASS uses that input.

COMPASS has used the results of this survey in drafting this *Integrated Communication Plan*. In addition, the Public Participation Workgroup identified questions from the 2015 survey that directly address the objectives of this plan. Should the same, or a similar, survey be repeated in the future, these questions have been identified as those that can provide the best measure of success in meeting plan objectives (Figure 27). For each of these questions, success would be demonstrated by a statistically significant²⁵ increase in responses indicating knowledge/awareness of COMPASS (or a statistically significant decrease in responses indicating a lack of such knowledge).

²⁴http://www.compassidaho.org/documents/comm/2015_Community_A_K_Survey_report_final.pdf

²⁵ Statistically significant: The likelihood that a relationship between two or more variables is caused by something other than random chance – that is, there is a measureable change.

2015 Communication and Outreach Survey Questions Addressing 2018 *Integrated Communication Plan Objectives*

Objective #1: Increase awareness of who COMPASS is.

Related Survey Questions and Results

- Have you ever heard of an organization named the Community Planning Association of Southwest Idaho, also known as COMPASS?
 - 2015: 26.2%
- To your knowledge, are you represented on the COMPASS Board by an elected official?
 - 2015: 9.5%

Objective #2: Increase awareness of COMPASS' role in the Treasure Valley.

Related Survey Questions and Results

- To your knowledge, is there an organization that is responsible for regional transportation planning in Ada and Canyon Counties? (...and subsequent questions)
 - 2015: 48.2%
- If yes, do you know the name of that organization?
 - 2015: 48.3%
- If yes, what is the name?
 - 2015 (answered "COMPASS"): 14.4%

Objective #3: Increase awareness of COMPASS services and expertise.

Related Survey Questions and Results

- To your knowledge, does COMPASS provide...?
 - 2015:
 - Transportation data: 20.7%
 - Speakers for groups: 17.3%
 - Demographic data: 14.2%
 - Mapping and GIS services: 13.1%

Objective #4: Increase awareness of residents' opportunities to be involved with COMPASS.

Related Survey Question and Result

- To your knowledge, are there ways for you to participate in or comment on regional transportation plans and planning processes?
 - 2015: No/Don't know: 63.0%

Figure 27. Communication and outreach survey questions addressing integrated communication plan objectives

Qualitative Feedback

In addition to the data described above, COMPASS also solicits and examines qualitative feedback, such as from evaluation forms used at events. COMPASS also examines comments received through other means, including email, comments left on social media channels 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 participation process. Evaluation forms and public comment forms both also include questions, such as how an individual learned about the event or opportunity to comment, to help inform future efforts. Evaluation forms also ask about respondents' use of the COMPASS website and social media channels, not only to learn from this data, but also to encourage respondents to visit those sites if they had not before.

Analyzing and Reporting on Success

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

As discussed in Chapter 2, COMPASS acknowledges that outputs, outcomes, and feedback do not paint a complete picture of the success of an outreach effort. Many other factors affect the "success" of outreach and participation. Therefore, COMPASS not only reviews data regarding project-specific and yearly outreach efforts, but also looks at the context of those efforts to discern where improvements can be made.

In addition to this "behind the scenes" analysis, COMPASS also develops an annual outreach summary (Figure 28; also shown in Chapter 2 as Figure 10) to share results of its outreach efforts with stakeholders and the public.

Using all of this information, COMPASS evaluates successes and determines where, and how, improvement is needed. Changes to processes are 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 participation programs.



Figure 28. COMPASS uses an annual outreach summary to share results of outreach efforts

Appendix A. Sample Stakeholder Outreach Matrix

SAMPLE Stakeholder Outreach Matrix

X = Targeted outreach O = General outreach

Stakeholders Media	Email Blasts	Personal, targeted emails	Announcements in COMPASS committees/workgroups	Legal notice	Newspaper ads	News media (news releases)	Social media (FB, blog)	Boosted social media	Targeted social media wall posts	Comment materials in libraries and other public buildings	Community Calendars	Flyers (Eng and Span)	Everything online (web content, comment forms) – Eng and Span
Stakeholder Type #1	O			O	O	O	O		X	O	O	O	O
Stakeholder Type #2	O		X	O	O	O	O		X	O	O	O	O
Stakeholder Type #3	O	X	X	O	O	O	O	X	X	O	O	O	O
Stakeholder Type #4	O	X		O	O	O	O		X	O	O	O	O
Stakeholder Type #5	O	X	X	O	O	O	O	X	X	O	O	O	O
Stakeholder Type #6	O		X	O	O	O	O			O	O	O	O
Stakeholder Type #7	O		X	O	O	O	O			O	O	O	O
Stakeholder Type #8	O	X	X	O	O	O	O			O	O	O	O
Stakeholder Type #9	O		X	O	O	O	O		X	O	O	O	O
Stakeholder Type #10	O	X		O	O	O	O		X	O	O	O	O
Stakeholder Type #11	O	X		O	O	O	O	X	X	O	O	O	O
Stakeholder Type #12	O			O	O	O	O			O	O	O	O
Stakeholder Type #13	O		X	O	O	O	O		X	O	O	O	O

Appendix B. Draft Public Participation Plan: Description of Public Participation Process and Summary of Comments Received

COMPASS requested public comment on the DRAFT *Integrated Communication Plan*, with an emphasis on the Public Participation Plan, from April 30 – June 17, 2018. COMPASS followed the public involvement process outlined in Chapter 3 of the 2015 *Integrated Communication Plan/Public Involvement Plan*, including all required elements and recommended best practices. This appendix outlines the public involvement process used and provides a summary, analysis, and disposition of comments received. All open-ended comments received (verbatim), with individual staff responses, can be found in Appendix C.

Public Participation Process

In preparation for developing this Public Participation Plan and initiating public comment on it, COMPASS reviewed all federal requirements to ensure both the plan itself and the public comment process met or exceeded all federal requirements. COMPASS staff conducted “behind the scenes” work to prepare for public comment, including gathering and analyzing demographic data, developing an internal project-specific public participation outline, determining how best to coordinate with other agencies, and developing a stakeholder outreach matrix. Results of demographic analysis for this Public Participation Plan can be found in Table 2 of this plan.

COMPASS used this information in developing its stakeholder outreach matrix for the Public Participation Plan. This matrix was used to guide COMPASS in reaching out to the many different types of populations that broadly make up the “public,” including the general population of Ada and Canyon Counties, as well as targeted stakeholders, including Tribes, freight interests, public transportation providers, and traditionally underrepresented populations, including minority and low income “Environmental Justice” populations.

Advertising and Promotion of Public Comment Period

COMPASS solicited public input during a 49-day public comment period from April 30 through June 17, 2018. COMPASS publicized and facilitated public comment via:

- Print advertisements (12 total)
 - Idaho Press Tribune (3)
 - Idaho Statesman (3)
 - Kuna Melba News (3)
 - Meridian Press (3)
- Email blasts (4)
- Social media
 - Executive Directors’ Blog (1 post)
 - Facebook (3 posts)
 - Instagram (3 posts)
 - Twitter (3 posts)
 - Nextdoor (6 posts via COMPASS member agencies)
 - Ada County
 - Ada County Highway District
 - City of Caldwell
 - City of Eagle
 - City of Meridian
 - City of Nampa
- News release (1)
- Legal notices

- Idaho Statesman (3)
- Idaho Press Tribune (3)
- Website outreach
 - Draft plan and summary materials (English and Spanish)
 - Comment forms; online and printable PDF (English and Spanish)
 - List of locations where hard copy materials were available for review
- Comment materials and fliers (English and Spanish) at public locations and events
 - Libraries (15)
 - City halls (2)
 - County courthouse (1)
 - COMPASS office
 - Ada County May in Motion kickoff event (May 1, 2018)
 - Caldwell Chamber of Commerce Transportation Committee meeting (May 7, 2018)
 - Treasure Valley Clean Cities Coalition meeting (June 6, 2018)
 - COMPASS education series presentations (June 6 and 7, 2018)
 - City of Meridian Public Works Day event (June 7, 2018)
- Targeted emails to specific stakeholder types

As outlined in the 2015 Public Involvement Plan and stakeholder outreach matrix, COMPASS reached out to specific stakeholder types with personal email messages requesting their feedback on the Public Participation Plan and requesting that recipients forward the information to their constituents to encourage their review and feedback as well. Stakeholder types receiving personal messages included:

- Active transportation (bicycle/pedestrian) users and advocates
- Business community
- COMPASS member agencies
- Elderly individuals and advocates
- Emergency management/first responders
- Environmental and land management interests
- Freight interests
- Individuals with disabilities and advocates
- Low income individuals and advocates
- Minorities/limited English speakers and advocates
- Public transportation users and providers
- Transportation agencies
- Tribes

Summary, Analysis, and Disposition of Comments Received

COMPASS received a total of 26 comments – 18 via comment form and 8 via email.

All comments were provided to the COMPASS Public Participation Workgroup and COMPASS Board of Directors prior to actions regarding adoption of this plan.

Quantitative results from the comment form are shown in Table B-1. Each of these questions uses a Likert-type scale, with 1 = “No, not at all” to 5 = “Yes, very well”; therefore, a higher average score is better than a lower average score.

Table B-1. Quantitative responses from comment forms

Question	Number of Responses	Average Score
The purpose of the COMPASS Public Participation Plan is to “identify existing and future public participation processes to help inform, involve and incorporate the public in decision making.” Does the plan fulfill this purpose?	17	4.12
Does the Public Participation Plan convey COMPASS’ commitment to an active public participation process?	17	4.00
Does the Public Participation Plan adequately describe COMPASS’ participation process for these three primary plans and products?		
Public Participation Plan	17	3.94
Long-Range Transportation Plan and Amendments	17	3.71
Regional Transportation Improvement Program and Amendments	17	3.82
Does the Public Participation Plan adequately explain how public feedback will be used?	16	3.81

Commenters were also asked to provide open-ended comments. All open-ended comments from comment forms and emails can be found, verbatim, in Appendix C.

Comments in general were complementary. No specific themes emerged.

While most comments were general, some provided specific recommendations. These recommendations and how they have been addressed in the plan are provided in Table B-2.

Table B-2. Recommended changes to Public Participation Plan from commenters

Recommended Change (paraphrased)	Change(s) Made	Commenter(s)
Provide a graphical summary of the public participation process at the very beginning of the Public Participation Plan	A graphical summary has been added at the beginning of Chapter 2 (Page 4/Figure 4).	Dr. Brent Mathieu Anonymous
Need to better demonstrate how public feedback will be used	The plan has been updated to better demonstrate how public feedback is used in the planning process, including a graphical summary of the public participation process at the beginning of Chapter 2 (Page 4/Figure 4) and additional information on how public comments are used at the bottom of page 8 and top of page 9.	Anonymous
Consider having an additional chapter preceding the Public Participation Plan which would serve to provide an overview of all of the elements of this plan.	Chapter 1 (Introduction) has been modified to include a “plan organization” section to provide an overview to all elements in the plan.	Scott Frey, Federal Highway Administration
Boldface the entire last sentence of the paragraph under “Plan-Specific Public Participation Processes” to increase emphasis.	Sentence has been bolded.	Scott Frey, Federal Highway Administration
Consider moving the section on other federal public participation requirements to an appendix.	This section has been left as-is in this version, but COMPASS will consider moving it to an appendix in the next update in 2021.	Scott Frey, Federal Highway Administration
Change “PIP to “PPP” in Table 1.	Change made.	Julianne Shaw
Summarize “plan background” section into a graphic.	Graphic added; Page 1.	Mike Alvarado

Demographic Characteristics of Commenters

On the comment form, COMPASS asked how people learned about the opportunity to comment and requested demographic information to help determine success in reaching out to all populations across the COMPASS planning area. Commenters were required to include their zip code on comment forms (Table B-3); other demographic questions were optional (Figures B-1 through B-4). When zip codes were included in email comments, these are included in Table B-3. All figures contain only information provided on comment forms.

Table B-3. Zip codes of commenters
(comment form and email, when provided)

Zip Code	Number of Responses
83616	2
83644	1
83646	2
83669	1
83686	1
83702	2
83703	4
83705	1
83706	1
83709	2
83713	1
83714	1
83716	2
83720	1
No zip code provided	4
Total responses	26

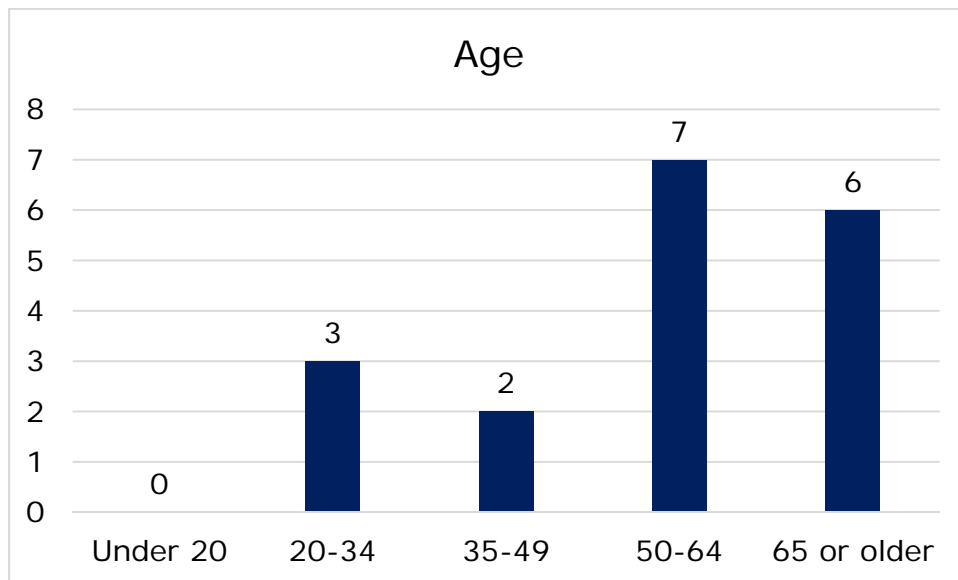


Figure B-1. Age of commenters; comment forms only (n = 18).

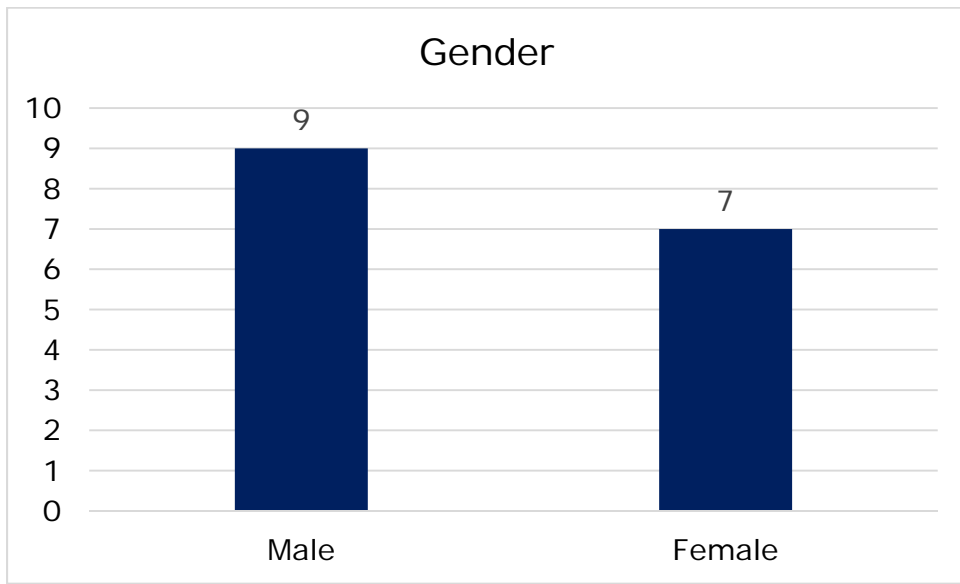


Figure B-2. Gender of commenters; comment forms only (n = 16).

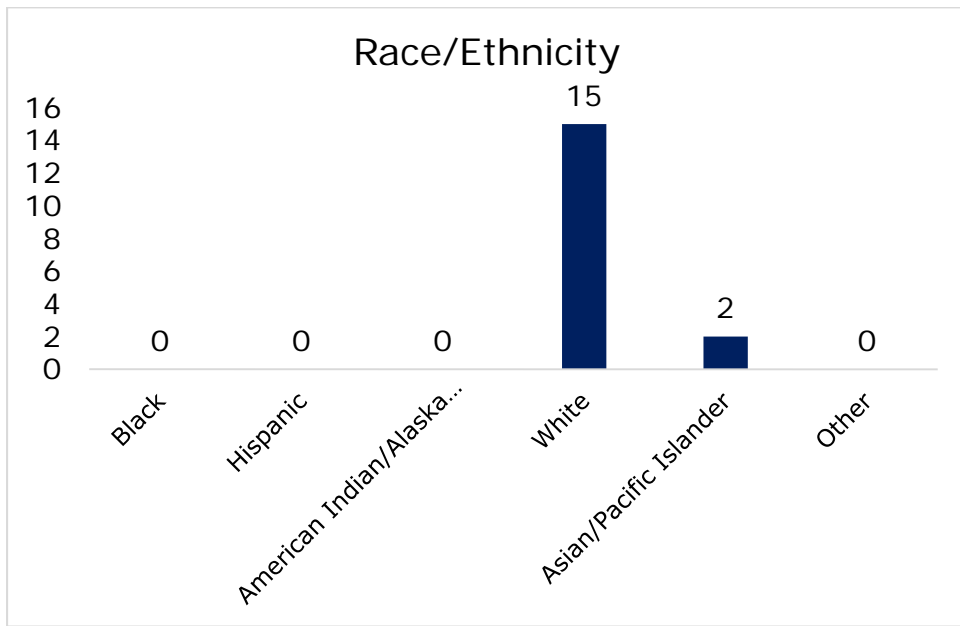


Figure B-3. Race/ethnicity of commenters; comment forms only (n = 17).

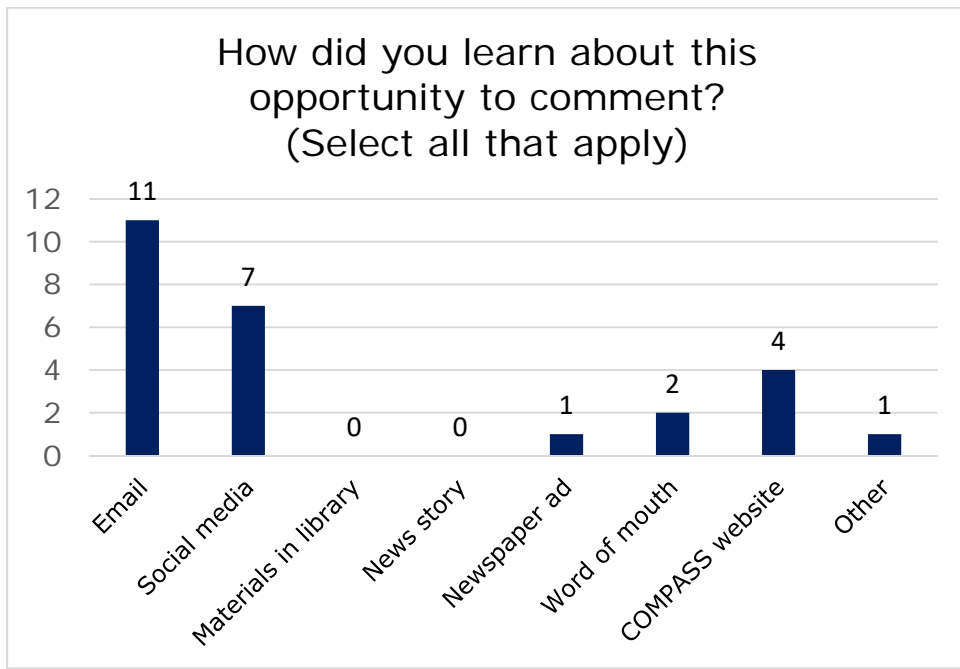


Figure B-4. How commenters learned of the opportunity comment; comment forms only (n = 18).

No commenters indicated they have a disability.

**Appendix C. Draft Public Participation Plan: Open Ended
Comments Received (verbatim)**

Open-Ended Public Comments Received (Verbatim)

COMPASS Public Participation Plan

Public Comment Period: April 30 – June 17, 2018

Total number of comments received by COMPASS: 26

Open-ended comments received: 22

Comment <small>(The comments below are verbatim, as submitted by the commenter. As such, typographical errors have not been corrected.)</small>	Staff Response	Zip Code Name Affiliation	Format
Send me the document pls.	<p>Hi LeeAnn - The documents for the public comment period on the draft COMPASS Public Participation Plan are attached.</p> <ul style="list-style-type: none"> - Draft Integrated Communication Plan - Draft Public Participation Plan (chapter 2 of the Integrated Communication plan – the primary focus of the public comment period) - Comment form (or link to an electronic comment form) - FAQs <p>You can also find the documents online at the COMPASS website at http://www.compassidaho.org/comm/comments.htm. Please let me know if I can be of further assistance.</p>	LeeAnn Johnson	Email
<p>My comments are embedded as notes within the document</p> <p>I received notice asking for feedback via Nextdoor</p> <p>[Pages from the plan with comments are attached at the end of this table.]</p>	<p>Thank you. Your comments have been received.</p> <p>Your comments will be provided to the COMPASS Board of Directors.</p>	Mike Alvarado	Email with attached marked up plan

<p align="center">Comment</p> <p>(The comments below are verbatim, as submitted by the commenter. As such, typographical errors have not been corrected.)</p>	<p align="center">Staff Response</p>	<p align="center">Zip Code Name Affiliation</p>	<p align="center">Format</p>
<p>I have scanned the document below. I have read many sections:</p> <p>DRAFT Public Participation Plan Only (Chapter 2 of the COMPASS <i>Integrated Communication Plan</i>) (PDF)</p> <p>Overall, I commend the drafters. It is comprehensive, comprehensible, and an excellent plan. I am not expert enough to attempt any extensive revision.</p> <p>One area to consider is how to better present the process for public participation. Particularly, in the opening graphic, in the Introduction to COMPASS. One suggestion would be design this image, to show the inclusion of public participation. For instance, an outer 'cloud' or 'spheres' of public stakeholders interacting with each of the government agencies, that interact with the Board.</p> <p>An evolving concept for public participation at local levels of government, is 'holocracy' and/or 'sociocracy'. These approaches seek to integrate actual public participation at each level.</p> <p>That said, I am delighted with this process, and the excellent quality of the draft.</p> <p>Thank you much.</p>	<p>Thank you for your feedback.</p> <p>A graphical summary of the public participation process has been added at the beginning of the plan.</p> <p>Your comments will be provided to the COMPASS Board of Directors.</p>	<p align="center">Dr Brent B Mathieu 83703</p>	<p align="center">Email</p>
<p>How will feedback provided by the public be used? As far as I can tell, the plan only states that questions from the public will be answered. If the public brings up concerns that you may not have considered, what will do with that information? How will public commentary be incorporated in the decision making process? Or does it impact the decision making process? It's not clear. I am glad air quality will be factor in the decision making process. The Bench desperately needs more sidewalks, bike lanes, and updates to be more pedestrian friendly and encourage more people to use alternative transportation. Making neighborhoods more bike and pedestrian-friendly is hopefully a part of air quality consideration if it isn't already.</p>	<p>Thank you for your feedback.</p> <p>The plan has been updated to better demonstrate how public feedback is used in the planning process, including a graphical summary of the public participation process at the beginning of Chapter 2 (Page 4/Figure 4) and additional information on how public comments are used at the bottom of page 8 and top of page 9.</p> <p>Your comments will be provided to the COMPASS Board of Directors.</p>	<p align="center">83706</p>	<p align="center">Online comment form</p>

Comment (The comments below are verbatim, as submitted by the commenter. As such, typographical errors have not been corrected.)	Staff Response	Zip Code Name Affiliation	Format
<p>The COMPASS plan is very complex. In truth, it is hard to know how seriously public input will be sought and included. Your history as an organization suggests that the public will be involved so I am content to go on history and trust your organization. I hope your funding has not been reduced because often public participation is one of the first services to be down-sized.</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83703-3266</p>	<p>Online comment form</p>
<p>Seems like a good plan. Thorough.</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83716</p>	<p>Online comment form</p>
<p>Public can be allowed to read each other's comments and reply to them and rate them. (Assuming this is not available already). Quora and Reddit are great platforms that does this. COMPASS can adopt those best practices. Eventually the top comments can be reviewed first. This can potentially reduce workload on the staff.</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83705</p>	<p>Online comment form</p>
<p>As I discovered COMPASS for the first time (11+ years living in Ada County) via a Nextdoor app post, I believe the commitment to Social Media outreach has definitely proven its effectiveness! I also regularly follow community groups, such as the Boise PD, on social media sites such as Facebook and Twitter. Perhaps occasional cross-posts between community groups can help raise awareness of the various groups active on these platforms.</p>	<p>Thank you for your feedback. COMPASS does work with our member agencies (cities, counties, highway district, and more) to cross-post on social media. We will strive to continue and increase these efforts. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83716</p>	<p>Online comment form</p>
<p>The public participation plan is dense and hard for an ordinary citizen to read. The following changes would be major improvements: --A prominent and clear link to the public participation plan and the online survey on the website --Summary with bullet points at the very beginning, maybe even a graphical summary Also, please consider advertising in local publications like the Weekly, and maybe even fliers around town.</p>	<p>Thank you for your feedback. A graphical summary of the public participation process has been added at the beginning of the plan. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83702</p>	<p>Online comment form</p>
<p>thankyou</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83646</p>	<p>Online comment form</p>
<p>Compass is definitely off to a great start; I enthusiastically look forward to being a part of this process! Thank you!</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83616</p>	<p>Online comment form</p>

<p style="text-align: center;">Comment</p> <p>(The comments below are verbatim, as submitted by the commenter. As such, typographical errors have not been corrected.)</p>	<p style="text-align: center;">Staff Response</p>	<p style="text-align: center;">Zip Code Name Affiliation</p>	<p style="text-align: center;">Format</p>
<p>As the FHWA representative overseeing COMPASS' transportation planning program, I have reviewed the entire Integrated Communication Plan, including Chapter 2 which is COMPASS' Public Participation Plan, and will offer comments in with respect to both.</p> <p>For the Integrated Communication Plan, I commend COMPASS for the improvements made from the original 2015 document to the proposed update. The document has been reduced in size (pages) by half while not sacrificing anything in terms of completeness and clarity. In addition, improvements to the organization of the document make for easier reading and comprehension. Various streamlining measures; especially Table 1 of the Public Participation Plan chapter; significantly improve the document. My only suggestion for further improvement to the Integrated Communication Plan would be to consider additional tweaking of the organization of the document. For example, consider having an additional chapter preceding the Public Participation Plan which would serve to provide an overview of all of the elements of this plan. This might include both the materials in current Chapter 3 as well as an introduction to the Public Participation Plan. (Note that the draft structure is fine as is from a Federal compliance standpoint and I merely share this comment as a consideration for improvement to the "flow" of the document).</p> <p>With respect the Public Participation Plan (Chapter 2), the proposed draft is a significant improvement over the current version. In particular, Table 1 greatly improves the plan by consolidating the public involvement requirements into a single page for all applications. This table will serve as a much more concise and effective reference than what exists in the current plan. With respect to the Federal regulatory references included in Table 1, I did check these for correctness and found no errors.</p> <p>As for style, the only (very) minor comment I will offer is that I might welcome boldfacing the entire last sentence of the paragraph under "Plan-Specific Public Participation Processes". The point made in that</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p> <p>Responses to specific suggestions are provided below, to align with the suggestion referred to.</p> <p>Chapter 1 (Introduction) has been modified to include a "plan organization" section to provide an overview to all elements in the plan.</p> <p>Sentence has been bolded.</p>	<p style="text-align: center;">83703 Scott Frey, Federal Highway Administration</p>	<p style="text-align: center;">Online comment form</p>

Comment (The comments below are verbatim, as submitted by the commenter. As such, typographical errors have not been corrected.)	Staff Response	Zip Code Name Affiliation	Format
<p>sentence is noteworthy and so warrants the additional emphasis in my view.</p> <p>With respect to section on "Other Federal Public Participation Requirements", while this is somewhat of a tag-along (lesser element) when compared to the rest of this chapter, I agree that it's appropriate to be in the plan and so won't suggest removing it.</p> <p>One alternative to covering it as is currently proposed might be to move this section into the appendices, however, I deferred to you on what you think works best.</p> <p>Thanks for the opportunity to comment and, again, my compliments on the significant improvements made over the previous edition of the Integrated Communication Plan and the Public Participation Plan included therein.</p>	<p>This section has been left as-is in this version, but will consider moving it to an appendix in the next update in 2021.</p>		
<p>Hi Amy! Thanks for the opportunity to review your draft plan. Nice job and kudos to the authors! I noticed your link to the Title VI Plan is the 2014 version. Is the update in process?</p> <p>Thanks again!</p> <p>Di</p> <p><i>Reply to COMPASS response:</i></p> <p>Thanks!</p>	<p>Thanks Di!</p> <p>I am checking with Meg Larsen, our overall Title VI coordinator, on the status of the Title VI plan.</p> <p>Amy</p>	<p>Diane Cole Office of Civil Rights Manager Idaho Transportation Department</p>	<p>Email</p>
<p>Good morning Amy</p> <p>I conducted a VERY brief review of the draft PPT plan</p> <p>Can you have someone check all acronyms, as I found that PIP (public hearing – Table 1 – Involve) has no definition</p> <p><i>Reply to COMPASS response:</i></p> <p>I thought so!</p> <p>Thanks Amy</p> <p>I'll try to find time to review the rest of it</p>	<p>Thanks Julianne – good catch! PIP should actually be PPP (defined in Table 1).</p> <p>In early drafts we called it a Public Involvement Plan (PIP); we later changed to calling it a Public Participation Plan (PPP) and that reference didn't get changed.</p> <p>I'll get that fixed.</p> <p>Amy</p>	<p>Julianne Shaw 83720</p>	<p>Email</p>

Comment (The comments below are verbatim, as submitted by the commenter. As such, typographical errors have not been corrected.)	Staff Response	Zip Code Name Affiliation	Format
<p>There is a glaring omission in this Plan: there is no connection with or involvement of the State Legislature from which funding and taxing authority MUST be derived. Without State involvement and support this effort is simply "planning for plannings sake" and will not be a significant step forward toward meeting the Treasure Valleys' needs.</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83709</p>	<p>Online comment form</p>
<p>Page 13 describes four questions to be considered by COMPASS staff. Question 3 includes: Are there any traditionally underrepresented populations who will be affected or have a specific interest in the project/plan? This idea is also incorporated into the Environmental Justice Plan. This is a very important part of the process, and I glad to see it is included. Many of the groups that are most directly affected by planning decisions are also the least engaged in the planning process. I think it is important that COMPASS reaches out to both members of those populations directly and the groups/organizations that represent them. This includes health and environmentally focused agencies who engage in transportation related issues and work to represent those underserved populations.</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83702</p>	<p>Online comment form</p>
<p>I fully understand how dumb this sounds but I wish that there were people who could give people like me who are frightened to just go out and get on a bus. I am afraid I will end up someplace where I didn't intend to go and then not know how to get back home. Like docents for the bus system. I really think I would ride the bus instead of driving if I could be sure that I wouldn't get lost.</p>	<p>Ms. Zuckerman – Thank you for reaching out to COMPASS. I'm happy to be able to share that Valley Regional Transit (who operates the ValleyRide bus system) has a program such as you describe. It is called "Travel Training." If you visit https://www.valleyregionaltransit.org/how-to-ride/ you can find information on Travel Training on the right hand side of the page. (You'll need to scroll down a bit...it is below the "Good Stuff to Know" section.) I have cced Mark Carnopis from Valley Regional Transit on this email. He can further assist you. I hope this will help.</p>	<p>Kathy Zuckerman 83703</p>	<p>Email</p>

Comment (The comments below are verbatim, as submitted by the commenter. As such, typographical errors have not been corrected.)	Staff Response	Zip Code Name Affiliation	Format
<p>I received notice through Nextdoor information on Compass and unsure if my comments are pertinent to what you are asking. I moved to Boise in 1977 full time for 12 years and have lived in Boise and Southern California part time for many years but now am moving back full-time. So I've been privy to see the growth which has contributed to the congestion. Obviously the growth is here to stay for quite sometime. A rail system of some type would be wise to look into before it's absolutely too late with connecting buses to popular destinations. Yes it would be costly but will cost more money down the road as everything does.</p> <p>One way to help the current traffic congestion would be to make the right lanes wider to allow vehicles that are going to turn right the room to pass along the cars that are waiting for the light to turn green. Or add more right turning lanes. This has been a problem far too long.</p> <p>If my comments should be forwarded elsewhere please advise. Thank you.</p>	<p>Thank you for your comments. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>Renée Ribis</p>	<p>Email</p>

Comment (The comments below are verbatim, as submitted by the commenter. As such, typographical errors have not been corrected.)	Staff Response	Zip Code Name Affiliation	Format
<p>I was wondering if you are working with or in any way associated with the NWNA.</p> <p>I joined their FaceBook page, "North West Neighborhood Association of Boise" in an effort to express my views on the high-density building projects that are getting permits now for development of 320+ townhomes, condos, & apartments near the corner of Hill Road & Bogart.</p> <p>Since there's strength in numbers, I seems like a good idea to combine efforts to insure sensible growth in Boise.</p> <p>Members of NWNA can also find good information about upcoming city counsel meetings and, in fact, have attended some already, at the FaceBook page named "Old Hill Road"</p> <p>We've also had our own planning meeting; the last one being at the Shadow Hills Elementary school, attended by 300+ members.</p> <p>Please take a look at our FB links to distribute your valuable information with like-minded citizens for sensible growth.</p> <p>Thanks</p>	<p>Thank you for reaching out.</p> <p>COMPASS plans for all of Ada and Canyon Counties, which does include northwest Boise, but we are not affiliated with the North West Neighborhood Association.</p> <p>We appreciate your interest in growth and encourage you, and your neighbors, to continue to remain involved with COMPASS.</p> <p>Your comments will be provided to the COMPASS Board of Directors.</p>	<p>Joe and Rose Longtin 83714</p>	<p>Email</p>

Comment (The comments below are verbatim, as submitted by the commenter. As such, typographical errors have not been corrected.)	Staff Response	Zip Code Name Affiliation	Format
<p>To accommodate the exponential growth of Treasure Valley, more public transportation access must be provided. The following mass transit systems are possibilities: 1) expand use of bus/van transportation system throughout Treasure Valley year-round a) expand bus stops at major institutions, such as churches, schools, workplaces, shopping malls, health centers, large multifamily dwelling subdivisions, etc b) to keep flow of traffic, add loading/unloading bus lanes c) add more frequent bus/ van services d) more taxi services, Lyft and/or Uber 2) revive and improve existing rail system in Boise a) to prevent traffic accidents, provide dedicated railroad tracks I do not think that the never-ending expansion of freeway system and roads are the solution to accommodate a growing population in heavily populated areas. Look at the bus system in Las Vegas, Nevada, subway system in New York, bus system in Hawaii, Bart system in San Francisco. Also in other countries, the bullet trains in Japan and China, train system in India are examples of moving a large population in congested areas.</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83616</p>	<p>Online comment form</p>
<p>Transportation and infrastructure are negatively impacted by growth. Also impacts are: schools, increased crime, lowers quality of life, home price increases negatively impacts property tax (especially for senior homeowners, many who are on fixed income and may be forced to sell their homes to survive), impacts Idaho as being a conservative Red State, etc.</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83646</p>	<p>Online comment form</p>
<p>Compass, the Mayors, County Assessors, and ACHD are not listening to the people who have lived in the Treasure Valley for years. They are growing the valley without good planning and unplanned growth is not good for the people who live and work in the Treasure Valley. We want to live in Idaho and the people coming here should want to live in Idaho not California or somewhere else. Compass, the Mayors, County Assessors, and ACHD are not looking at infrastructure like roads with this unplanned growth. Everyone needs to slow down on the growth and not squeeze Idahoans out of their home they are used too.</p>	<p>Thank you for your feedback. Your comments will be provided to the COMPASS Board of Directors.</p>	<p>83709</p>	<p>Online comment form</p>

DRAFT

Summary of Comments on Microsoft Word - DRAFT_2018_DRAFT_COMPASS_Integrated_Communication_Plan _PublicComment

Page: 1

- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:18:49 PM
I believe the plan should be much more highly focused on building the public capacity to participate.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:18:47 PM
alutf@compassidaho.org



Working together to plan for the future

COMPASS Integrated Communication Plan

Report Number XX-2018 Resolution XX-2018
DATE 2018

DRAFT

Chapter 1. Introduction

The Community Planning Association of Southwest Idaho (COMPASS) is an association of cities, counties, highway districts, and other government agencies who plan for the future of Ada and Canyon Counties, Idaho. The COMPASS Board of Directors¹ is comprised of regional leaders – county commissioners, mayors and city councilmembers, highway district commissioners, and more – who coordinate decision-making and collaborate on shared goals (Figure 1). 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.

Page: 5

- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:20:23 PM
Why all the gobbledygook up front. Why not create a two page summary. If anyone needs (doubtful) or want this information let them find it in an appendix. This introduction (to the organization) serves little purpose.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:21:31 PM
As usual the public is not on top of the organization structure so they are not the drives of the organization. Ergo, you are not serving the public.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:22:21 PM
Could you translate all this wordy wordy stuff into a diagram? Are you paid by the number of words you produce?

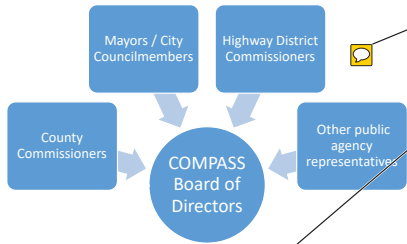


Figure 1. COMPASS Board of Directors

Plan Background

COMPASS' communication and public outreach activities support excellence in all aspects of COMPASS' work. This *Integrated Communication Plan* is designed to coordinate all of COMPASS' communication and public outreach activities under one guiding document. It is an update to COMPASS' 2015 *Integrated Communication Plan*². Chapter 2 of this plan meets federal metropolitan planning organization (MPO) requirements for a Public Participation Plan.

¹ <http://www.compassidaho.org/people/board.htm>

² http://www.compassidaho.org/documents/comm/COMPASS_Integrated_Communication_Plan_Final_June152015.pdf

DRAFT

Goal, Objectives, and Strategies

The goal of the COMPASS *Integrated Communication Plan* is to ensure that all COMPASS communication strategies support public participation efforts (Figure 2).

In 2015, COMPASS commissioned a community awareness and knowledge survey³. Survey results show that 48% of adults in Ada and Canyon Counties are aware that there is an organization responsible for regional transportation planning, but only 3% of adults can name COMPASS as that organization. The same survey shows that 37% of adults believe there are ways for them to participate in or comment on regional transportation plans or planning processes and only 10% of adults are aware they are represented on the COMPASS Board of Directors.

These data indicate a need for increased awareness of COMPASS, its role as a regional planning organization, and opportunities for the public to participate in and comment on COMPASS plans. Increased familiarity with COMPASS and its opportunities for involvement should, in turn, lead to increased public participation.

Therefore, COMPASS will strive to accomplish the following four objectives, to support the plan goal

- Objective #1: Increase awareness of who COMPASS is.
- Objective #2: Increase awareness of COMPASS' role in the Treasure Valley.
- Objective #3: Increase awareness of COMPASS services and expertise.
- Objective #4: Increase awareness of residents' opportunities to be involved with COMPASS.

The following strategies will be used in support of the goal and objectives listed above.

- Continually consider how communication opportunities can support public participation.
- Monitor best practices and changes in the media and communication environment and focus communication efforts accordingly.
- Ensure consistency in all communication materials, including format and common messaging.
- Use the "Questions for Consideration" when making communication and outreach decisions. (See Page 20, Figure 10)



Figure 2. Integrated Communication Plan goal

Page: 6

- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:24:20 PM
Public participation will occur IF there is a sense of the public being stakeholders. If participation is paramount then it matters not at all if the participation results in effective engagement. You'll measure how many sign-ins you get for a meeting rather than how well engaged people are in the proceedings.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:25:47 PM
Who cares if no one can name you? What matters is if the public feels like they can be a bona fide participant, that they can shape the dialogue. Your ego is the only thing that wants to know people know your name. If you do a good job, people will learn your name.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:26:52 PM
The Compass board is invisible to the public. They are not out doing anything meaningful. They must be sitting in important meetings all day.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:28:02 PM
The data indicates is a self-serving interpretation of the data. Are your funders asking what value Compass offers? Is that the true motivation? If protect your funding not to serve the public?
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:29:23 PM
There should be really only one objective - measurably increase the capacity of the public to meaningfully engage in the process AND the outcomes of the process.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:32:25 PM
Who is designing the personas and the participant journey maps? How do you baseline present public capacity to act?
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:33:04 PM
Are those really the most informative agencies? Is any sentiment analyses being done?
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:33:34 PM
This is not a strategy. This is minimal work product standards.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:34:05 PM
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:34:23 PM
This is not a strategy. This is minimal work product standards.

³ http://www.compassidahoh.org/documents/comm/2015_Community_A_K_Survey_report_final.pdf

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- Use a variety of communication techniques (visual, oral, written, interactive) to convey information.
- Maximize use of social media in COMPASS messaging and include COMPASS usernames on communication materials where appropriate.
- Include web address on all communication materials.
- Include messaging on Board Directors representation and COMPASS roles⁴ in outreach materials whenever appropriate.
- Develop an end-of-year outreach summary to document and analyze successes and challenges of outreach activities.

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- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:35:17 PM
How come there is nothing for testing for understanding, capacity to take action or desire to become a champion for the information?
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:35:53 PM
So prime goal is raise the awareness of Compass as a brand name?
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:36:29 PM
This is not a strategy. This is minimal work product standards.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:36:58 PM
So prime goal is raise the awareness of Compass as a brand name?
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:37:21 PM
This is not a strategy. This is minimal work product standards.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:41:53 PM
How about these as strategies instead:
1. Create champions for change in communities across the Treasure Valley.
2. Develop materials and communication that is co-created with community champions.
3. Baseline the communication user experience and measure the change as a result of Compass programs and activities.
4. Use evaluators independent of Compass to effectively assess how well the Compass' communication and engagement portfolio is quipped for the task.
5. Prioritize engagement over any other possible outcome for Compass over the next three to five years. (Change happens slowly in other words)
6. Secure funding for consistent strategy execution over the next five years. Don't start anything without that commitment of funds.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:46:48 PM
Why not use a Charrette plus a design sprint to create solution outcomes to consider?
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:47:39 PM
Outreach, outreach, outreach - spam is outreach too. Why is it the Holy Grail for you guys?
- Author: Owner Subject: Highlight Date: 4/30/2018 5:49:42 PM
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:49:27 PM
What is the industry standard for an amount of time needed to obtain successful engagement? Why just cite the number of days legally required? Do you want to be effective or just tick off the boxes of some bureaucrat? Like the bureaucrat that approves your budget.

Plan Development, Review, and Adoption

This plan is an update to the 2015 COMPASS *Integrated Communication Plan*⁵, and was developed with assistance of the COMPASS Public Participation Workgroup⁶. The Public Participation Workgroup is comprised of stakeholders and members of the general public who advise and assist COMPASS staff on methods to encourage public participation. Workgroup members represent a broad cross-section of stakeholders. The workgroup helps ensure COMPASS is transparent in its outreach processes, is reaching out to all members of the public in a timely manner, and is using appropriate outreach methods. COMPASS is continually seeking new workgroup members: anyone living in Ada or Canyon Counties is invited to submit an application for membership. Learn more at www.compassidah.org/people/workgroups.htm#ppw.

The draft *Integrated Communication Plan* was released on a 49-day public comment period from April 30 – June 17, 2018, following federal and COMPASS requirements for public participation, as described in the Public Participation Plan in Chapter 2 of this document. Appendix B describes the public participation process used for this plan, summarizes comments received, and describes how comments were addressed; Appendix C lists all comments received, with responses. (Appendices B and C will be completed after public comment is complete.)

The COMPASS Board of Directors adopted this plan in XXXX. The plan is available online at www.compassidah.org/people/publicinvolvement.htm and is scheduled to be updated no later than September 2021.

⁴ <http://www.compassidah.org/people/strategicplan.htm>

⁵ http://www.compassidah.org/documents/comm/COMPASS_Integrated_Communication_Plan_Final_June152015.pdf

⁶ <http://www.compassidah.org/people/workgroups.htm#ppw>

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Chapter 2. Public Participation Plan

A Public Participation Plan is required for all MPOs⁷, but much more than that, it is good policy, as it outlines expectations for the public and stakeholders and guides COMPASS staff on public participation elements.

COMPASS is committed to a robust public participation process and sets forth goals to foster early, frequent, and continued communication with the public. The purpose of the COMPASS Public Participation Plan is to identify existing and future public participation processes to help **inform, involve, and incorporate** the public in decision making. These 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, ensure that local decision-makers **receive input from** the public in order to make the best planning decisions for the **Treasure Valley**.

While COMPASS **strives to involve the public in all aspects of its planning processes**, this plan focuses on public participation for three primary, and interrelated, plans and products: the COMPASS Public Participation Plan (this document; more information on Pages 8 - 9), the long-range transportation plan (Pages 9 - 10), and the Regional Transportation Improvement Program (Pages 10 - 12) (Figure 3).

Page: 8

- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:51:59 PM
You guys have been doing such a good job that how many thousands of people continuously involve themselves in Compass programs? You said it yourself people have no awareness but that extends to the processes too.
- Author: Owner Subject: Highlight Date: 4/30/2018 5:52:16 PM
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:53:14 PM
receive input is insufficient. what if you don't do anything to build up the capacity to meaningfully participate? In that case its GiGO - Garbage In, Garbage Out.
- Author: Owner Subject: Highlight Date: 4/30/2018 5:54:23 PM
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:54:16 PM
Here is a perfect example - you really expect the public to slog through a 51-page plan? There is a very small number of people willing to do so and its not the public at large.
- Author: Owner Subject: Sticky Note Date: 4/30/2018 5:55:32 PM
You can't wait three years to update. If your methods don't enable monthly update, then your methods are defective.

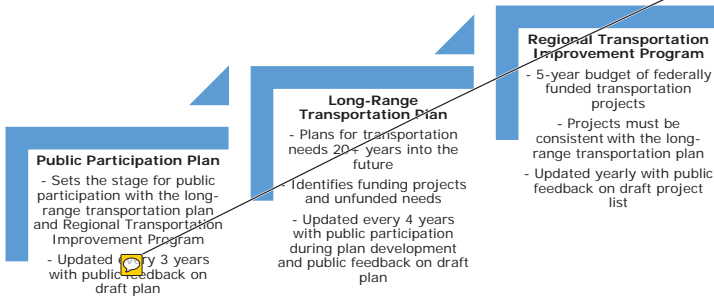


Figure 3. Focus of COMPASS Public Participation Plan

⁷ https://www.ecfr.gov/cgi-bin/text-idx?SID=c4653650937f4f213646bc439067b3c1&mc=true&node=pt23.1.450&rgn=div5#se23.1.450_1316

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Table 1. Public Involvement Requirements

● = Federally required ● = COMPASS required ○ = As appropriate

	PPP	L RTP	L RTP / Amend*	TIP	TIP / Amend*	Other
Prepare						
Determine if/when agency coordination is needed and document process [23 CFR 450.316(e)]	●	●	●	●	●	●
Coordinate with statewide planning public involvement efforts [23 CFR 450.316(a)(1)(ix)]	●	●	●	●	●	○
Seek out and consider the needs of traditionally underserved [23 CFR 450.316(a)(1)(ix)]	●	●	●	●	●	●
Develop a participation plan in consultation with all interested parties [23 CFR 450.316(a)(1)]	●	●	●	●	●	●
Review federal public participation, Title VI, and related requirements	●	●	●	●	●	●
Set project-specific public participation goals	●	●	●	●	●	●
Develop internal public participation checklist	●	●	●	●	●	●
Gather/analyze demographics: identify under-represented populations	●	●	○	○	○	○
Identify stakeholders: compile stakeholder outreach matrix	●	●	○	○	○	○
Inform						
Provide adequate public notice of public participation activities [23 CFR 450.316(a)(1)(i)]	●	●	●	●	●	●
Provide timely notice and reasonable access to information [23 CFR 450.316(a)(1)(ii)]	●	●	●	●	●	●
Use visualization techniques (maps, graphics, photos, etc.) [23 CFR 450.316(a)(1)(iii)]	○	●	○	○	○	○
Post information on website [23 CFR 450.316(a)(1)(iv)]	●	●	●	●	●	●
Send email notification of opportunity to comment	●	●	●	●	●	●
Use social media to notify of opportunity to comment	●	●	●	●	●	●
Place legal notices	●	●	●	●	●	●
Purchase paid advertisements	●	○	○	○	○	○
Cultivate earned media exposure (news releases)	●	○	○	○	○	○
Place comment materials in public locations	○	○	○	○	○	○
Give public presentations	○	○	○	○	○	○
Involve						
Provide that all interested parties have reasonable opportunities to be involved with/comment on the metropolitan planning process [23 CFR 450.316(a)]	●	●	●	●	●	●
Post draft materials on website for review [23 CFR 450.316(a)(1)(iv)]	●	●	●	●	●	●
Hold any public meetings at convenient and accessible locations/times [23 CFR 450.316(a)(1)(v)]	●	●	●	●	●	●
Consult/coordinate with other agencies affected by transportation [23 CFR 450.316(b)]	●	●	●	●	●	○
Involve Tribes [23 CFR 450.316(c)]	○	○	○	○	○	○
Involve federal public land managers [23 CFR 450.316(d)]	○	○	○	○	○	○
Engage in actions to eliminate language, mobility, temporal, and other obstacles to participation [Federal Transit Administration Circular 4702.1B]**	●	●	●	●	●	●
Hold formal public comment periods (PIP = 45 days; L RTP/TIP = 30 days; amendments = 15 days) [23 CFR 450.316(a)(3)]	●	●	●	●	●	○
Consult with advisory committees and/or work groups	○	○	○	○	○	○
Hold open houses/public meetings	○	○	○	○	○	○
Develop comment forms	○	○	○	○	○	○
Use innovative outreach techniques	○	○	○	○	○	○
Provide multiple public comment formats (e.g., email, online, comment form)	○	○	○	○	○	○
Translate key documents/information and/or provide in other alternative formats	●	●	○	○	○	○
Incorporate						
Demonstrate explicit consideration and response to public comments [23 CFR 450.316(a)(1)(vi)]	○	●	○	○	○	○
Analyze, summarize, and report on public comments; include in/with final document [23 CFR 450.316(a)(2)]	●	●	●	●	●	○
Provide additional opportunity for comment when the final differs significantly from public comment version and raises new material issues [23 CFR 450.316(a)(1)(viii)]	○	○	○	○	○	○
Evaluate public involvement efforts [23 CFR 450.316(a)(1)(ix)]	●	●	●	●	●	●
Respond to questions	●	●	●	●	●	●
Provide comments to Board/committees	●	●	●	●	●	●
Post all comments with final documents	●	●	●	●	●	●
Distribute final documents	●	●	●	●	●	●

* Abbreviations: PPP = Public Participation Plan; L RTP = long-range transportation plan; TIP = Regional Transportation Improvement Program; Amend = amendments to the L RTP or TIP
 ** Includes public participation on the air quality conformity demonstration, when applicable
 ** Other federal guidance and regulations exist pertaining to specific needs and populations; this guidance is cited here as it encompasses all

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General Public Participation Process

The public participation process described here (Figure 5) is used whenever COMPASS solicits public input into any of its plans, projects, or programs. Additional plan-specific public participation processes are described beginning on Page 8.

As a first step in a public participation process, COMPASS develops an internal public participation checklist incorporating the required and "as appropriate" public participation elements listed in Table 1. COMPASS staff also refer to the "Questions for Consideration" (see Page 20) to assist in planning and develop a stakeholder outreach matrix to identify how COMPASS will reach out to each specific stakeholder group (see sample in Appendix A).

At a minimum, all public participation processes include the following methods of reaching out to members of the public.

- ✓ Information posted on COMPASS website
- ✓ Email blasts
- ✓ Social media posts
- ✓ Legal notices

Additional outreach methods are used based on the type of plan, project, or program that is the subject of the public participation effort (Table 1). COMPASS uses graphics, maps, photos, videos, and other means of visually conveying information – both "high tech" and "low tech" – whenever possible to ensure its outreach materials are meaningful and understandable to the general public. More information on outreach methods can be found in Chapters 3 - 7 of this document.

Comments are reported anonymously unless a commenter signs written correspondence or specifically indicates on a comment form that he/she wishes to have his/her name/affiliation included with his/her comments. When a commenter includes an address or contact information with comments, this information is removed prior to publishing comments for privacy purposes.



Figure 5. Public Participation Process

During public comment periods, COMPASS responds to specific questions raised by commenters. If a commenter provides his/her contact information, COMPASS responds directly to that person. All responses are also included with the list of comments received.

Once the comment period is complete, all public comments, with responses, are provided to the appropriate COMPASS committee or workgroup, who reviews them and proposes changes based on the comments, if warranted.

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Author: Owner	Subject: Sticky Note	Date: 4/30/2018 5:57:47 PM
There is no feedback loop		
Author: Owner	Subject: Sticky Note	Date: 4/30/2018 5:58:34 PM
Oh yeah let's get information onto the website for the agency no one knows. That's going to be effective.		
Author: Owner	Subject: Sticky Note	Date: 4/30/2018 5:59:26 PM
Pretty diagrams. How do they demonstrate effectiveness? Or that the program will be effective?		
Author: Owner	Subject: Sticky Note	Date: 4/30/2018 6:02:46 PM
A key fallacy - answer the question is the right response. Wrong, give a contextually effective response is the right answer. The bottom of page 7 reminds of the joke about the lost pilot looking for SeaTac airport. The pilot stopped the plane at the tallest building, rolled down his window and ask someone in the building some questions. With those responses, the pilot found their way to SeaTac. When asked how this miracle happened, the pilot replied the answer he got were factually correct but context free. This told the pilot they were at Microsoft and so they could then navigate to the airport.		

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Author: Owner Subject: Sticky Note Date: 4/30/2018 6:05:50 PM
Cute - who cares? Self-serving. Mistakes activity for progress.

Figure 8. Sample annual outreach summary

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Displays

COMPASS uses free-standing table-top displays for a variety of purposes, from raising awareness of specific issues to encouraging participation and comment on COMPASS plans and projects.

COMPASS develops topical displays for specific purposes, and also maintains a standard COMPASS display with general information about the agency that can be used in a variety of situations (Figure 12). This display is updated periodically, typically following the update to the regional long-range transportation plan.

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.

Placing COMPASS displays at public locations – libraries, coffee shops, etc. – helps raise awareness of COMPASS among individuals who may not otherwise seek out information about COMPASS, transportation, or other issues the agency addresses. Additional printed information, that a person viewing the display can take home, should accompany each display.

As with most outreach materials, the audience(s) for COMPASS displays will vary depending on the goal of the message and the nature of the event or location where the display is placed.



Figure 12. Standard COMPASS display

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Author: Owner	Subject: Sticky Note	Date: 4/30/2018 6:39:36 PM
This approach is so old fashioned and archaic		
Author: Owner	Subject: Sticky Note	Date: 4/30/2018 6:08:12 PM
Riffing on what Saleri said, these posters have too many words		
Author: Owner	Subject: Highlight	Date: 4/30/2018 6:08:29 PM
Author: Owner	Subject: Highlight	Date: 4/30/2018 6:08:15 PM

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Because social media is widespread, easily accessible, and “social” by nature, it provides one of the most effective means of reaching a wide variety of individuals and of reaching new audiences who may not be familiar with COMPASS.

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Author: Owner Subject: Sticky Note Date: 4/30/2018 6:40:59 PM
Not a very engaging strategy for social media

COMPASS uses five social media platforms: Facebook, Twitter, Instagram, YouTube, and its Executive Director’s Blog. Each social media platform addresses a slightly different target audience. For example, the Executive Director’s blog is used to share longer, permanent messages, which appeal to a different audience than that of Twitter, which limits its messages to 280 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 are extremely different.

High quality social media posts are commonly defined as those that are timely and include engaging graphics and videos. COMPASS uses visuals in its social media posts whenever possible to reach and engage its audiences in a fun, easy to understand format.

COMPASS uses a content calendar to ensure that all posts from COMPASS are visually consistent, well-written, accurate, supportive of COMPASS’ goals, and shared at the most opportune times and locations to receive the most meaningful engagement.

COMPASS regularly monitors its social media channels using native analytics tools for each platform. These analytics indicate important metrics for social media management and allow COMPASS to learn about its audiences, identify influencers, analyze the reach and results of posts, and track lead generation – after all, the overarching goal is to inform and involve the public with COMPASS plans and programs. Social media is a valuable and effective tool to not only communicate with the public, but also direct them to the COMPASS website for more information.

COMPASS prepares an internal annual social media audit to document the online “conversation” regarding COMPASS, as well as provide a framework for future social media strategies. The audit evaluates each social media account, demonstrates the effectiveness of current and past strategies, provides insight into the demographics of COMPASS fans/followers, and helps COMPASS determine what content is resonating most and on what platforms.

Specific policies regarding the use of social media are outlined in the COMPASS social media policy and public terms of use.²²

²² http://www.compassidaho.org/documents/comm/Terms_of_Use_March2018.pdf

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Table 3. Uses of different types of media

	Promote public comment periods	Promote events	Highlight COMPASS planning efforts	Focus attention on regional issues	Traditional vs Online
Paid Media					
Print display advertisement (newspapers)	✓	✓			Purchase separately from online
Online display advertisement (newspapers)	✓	✓			Purchase separately from print
Legal notice	✓				Appears both online and in print
Community Calendar		✓			Primarily appears online only; some outlets will feature events in print or via broadcast
Radio advertisement (public service announcement)	✓			✓	Online (streaming) advertisements are typically offered as part of an overall advertising package, but are an additional cost
Television advertisement (public service announcement)				✓	Website ads are purchased separately from public service announcements
Earned Media					
News Release	✓	✓	✓	✓	Most local news stories appear in both traditional and online outlets for the same media source
Guest Opinion	✓		✓	✓	Typically appears both in print and online

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Author: Owner Subject: Sticky Note Date: 4/30/2018 6:41:57 PM
 Heretofore, you've presented no data to support the approach and strategy being presented

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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, and will typically involve purchasing a limited number of advertisements to be placed on specific days over a short period of time.

Print and online media advertisements ("display" advertisements) are 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. COMPASS uses a template for its display advertisements to reinforce the look of the COMPASS "brand" (Figure 18).

Advertisements are typically placed in both the *Idaho Statesman* and *Idaho Press Tribune*, and may be placed in other local newspapers as appropriate. Whenever possible, COMPASS also promotes public comment periods and similar efforts in Spanish language newspapers; however, access to these news outlets can be difficult, as these media outlets come and go quickly.

COMPASS also places legal (public) notices in the *Idaho Press Tribune* and *Idaho Statesman* to provide notice of public comment periods and uses online "community calendars" to promote specific events. While the community calendars 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 through 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 and television advertisements are most effective when purchased on multiple stations over a period of weeks or months. Radio ads can be produced directly by the radio station, with talking points supplied by COMPASS. There is no charge for this production. Television advertisements typically involve additional production costs. For both, stations frequently match paid ads with complimentary ads, as COMPASS is a government agency.

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 *Kuna Melba News*) have a much smaller, but more specific,

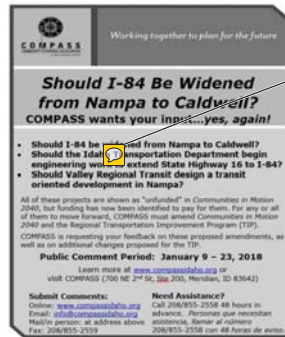


Figure 18. COMPASS uses a consistent format for its display advertisements to reinforce the COMPASS "brand"

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Author: Owner Subject: Sticky Note Date: 4/20/2018 6:43:12 PM
Was this communication written by a lawyer? It screams discouragement. Don't participate.

Chapter 7. Live Events

COMPASS provides education programs on planning, transportation, and related issues affecting the nation, state, and region. While social and print/broadcast media, discussed in Chapters 5 and 6, are used to raise awareness of issues, live events move beyond awareness to more in-depth discussions and hands on training. Below, live events are divided into five types: presentations given by COMPASS staff, educational programs, open houses and similar opportunities to participate in or comment on COMPASS plans and programs, COMPASS sponsorship of others' events, and presentation of Leadership in Motion awards. While each COMPASS event serves a specific purpose, each is also an opportunity to market COMPASS and its role, products, and services through presentations, one-on-one discussions, and printed COMPASS materials.

Presentations by COMPASS Staff

COMPASS actively seeks out opportunities, and is frequently invited, to provide presentations to community groups on the agency itself, specific issues affecting the Treasure Valley, and public participation opportunities. Speaking opportunities provide a public forum for COMPASS to not only share its data, services, 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 (Figure 19). Presentations also provide the opportunity for questions and discussion, beyond that which written materials can supply.

Regardless of the topic of the presentation, whenever a COMPASS staff person conducts a presentation, he or she discusses COMPASS' four roles (planner, implementer, expert, and facilitator). This provides consistent background information to the public regarding COMPASS' role in the region; the discussion on the "facilitator" role specifically informs the public of COMPASS' role in soliciting public feedback.

As with all communication methods, the audience for a presentation varies. COMPASS tailors each presentation to the specific audience.

All slide-based presentations use a standard COMPASS slide format which includes contact information for the presenter, the URL for the COMPASS website, and addresses for COMPASS social media channels, while also ensuring consistency and quality for all presentations.



Figure 19. Presentations by COMPASS staff encourage public participation in COMPASS plans and projects