They can’t participate if they don’t know you exist...

Moving beyond a traditional public participation plan

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What was our problem?

What is our solution?

How are we implementing?

What have we learned?

What can you do?
Where is COMPASS?
The problem...

- 48% “Someone” conducts regional transportation planning
- 48% Think they know who it is
- 14% Named COMPASS
The problem...

- Do the math...

...Only 3.3% could name COMPASS

\[ H(t) \mid \psi(t) \rangle = i\hbar \frac{d}{dt} \mid \psi(t) \rangle \]
The problem...

• 26% recognized our name

• 10% knew they had a representative on our Board

• 37% were aware they could be involved in transportation planning in general

• 18% had heard of us on the TV news...

• 76% want to
The problem
Ask yourself...
Ask yourself...
The solution...
Rethinking our public involvement plan

2014: Cert Review

2015: PIP becomes ICP

2015: Baseline survey

2015 and on: Use survey data
Integrated Communication Plan

Public Involvement

- Educational Events
- Routine Communication
- Advertising
- Social Media
- Presentations
- Website
COMPASS
Integrated Communication Plan

COMPASS Public Involvement Plan

Project-Specific Public Participation Guides
Marketing – Who we are and what our role is
Educating – What we do and how they can be involved
How...

Consistency

Staff training

Social media

News media
What...

Our role

Board representation

Expertise

WIIFT
How is this different?
Successes and challenges

- Quality and consistency
- Social media
- News media
- Strategic “yes”
- Measuring success
Evaluation

Outputs

Outcomes

Feedback

Evaluation
Next steps

• Updating plan this year
  • Use results from survey
  • Set media-specific goals
What can I do?

- Learn what you can
- Apply what you learn
- Set a goal
- Focus on your goal
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