

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

Moving beyond a traditional
public participation plan

Amy Luft

Communication Coordinator
Community Planning Association of Southwest Idaho



COMPASS

COMMUNITY PLANNING ASSOCIATION

of Southwest Idaho



COMPASS

COMMUNITY PLANNING ASSOCIATION

of Southwest Idaho

Preview

What was our problem?



What is our solution?



How are we implementing?

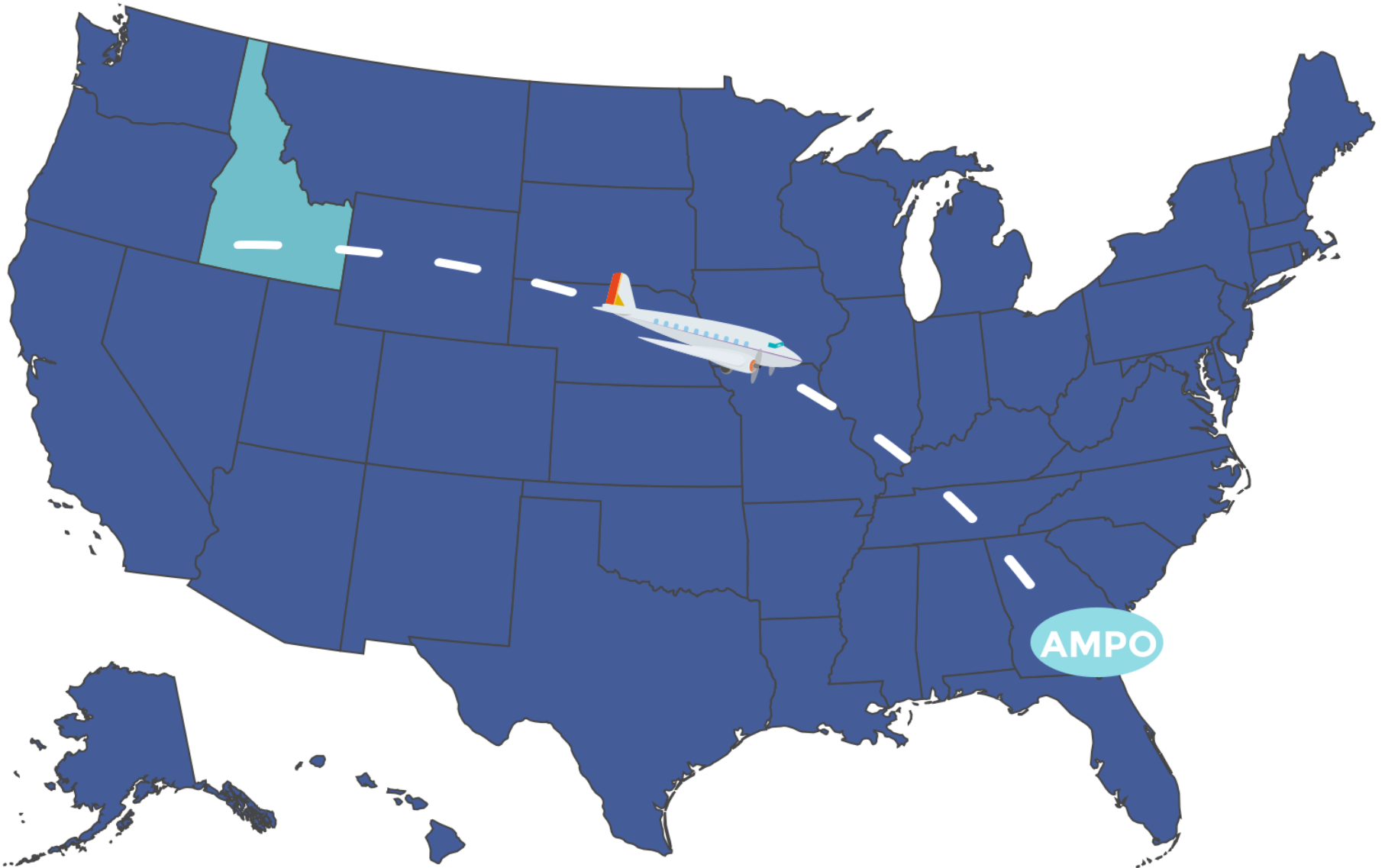


What have we learned?



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



COMPASS

COMMUNITY PLANNING ASSOCIATION

of Southwest Idaho

The problem...

- Do the math...

...Only 3.3% could name COMPASS

$$H(t) |\psi(t)\rangle = i\hbar \frac{d}{dt} |\psi(t)\rangle$$

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...



COMPASS
COMMUNITY PLANNING ASSOCIATION
of Southwest Idaho

Ask yourself...



COMPASS

COMMUNITY PLANNING ASSOCIATION

of Southwest Idaho

The solution...



Rethinking our public involvement plan

2014: Cert Review

2015: PIP becomes ICP

2015: Baseline survey

2015 and on: Use survey data

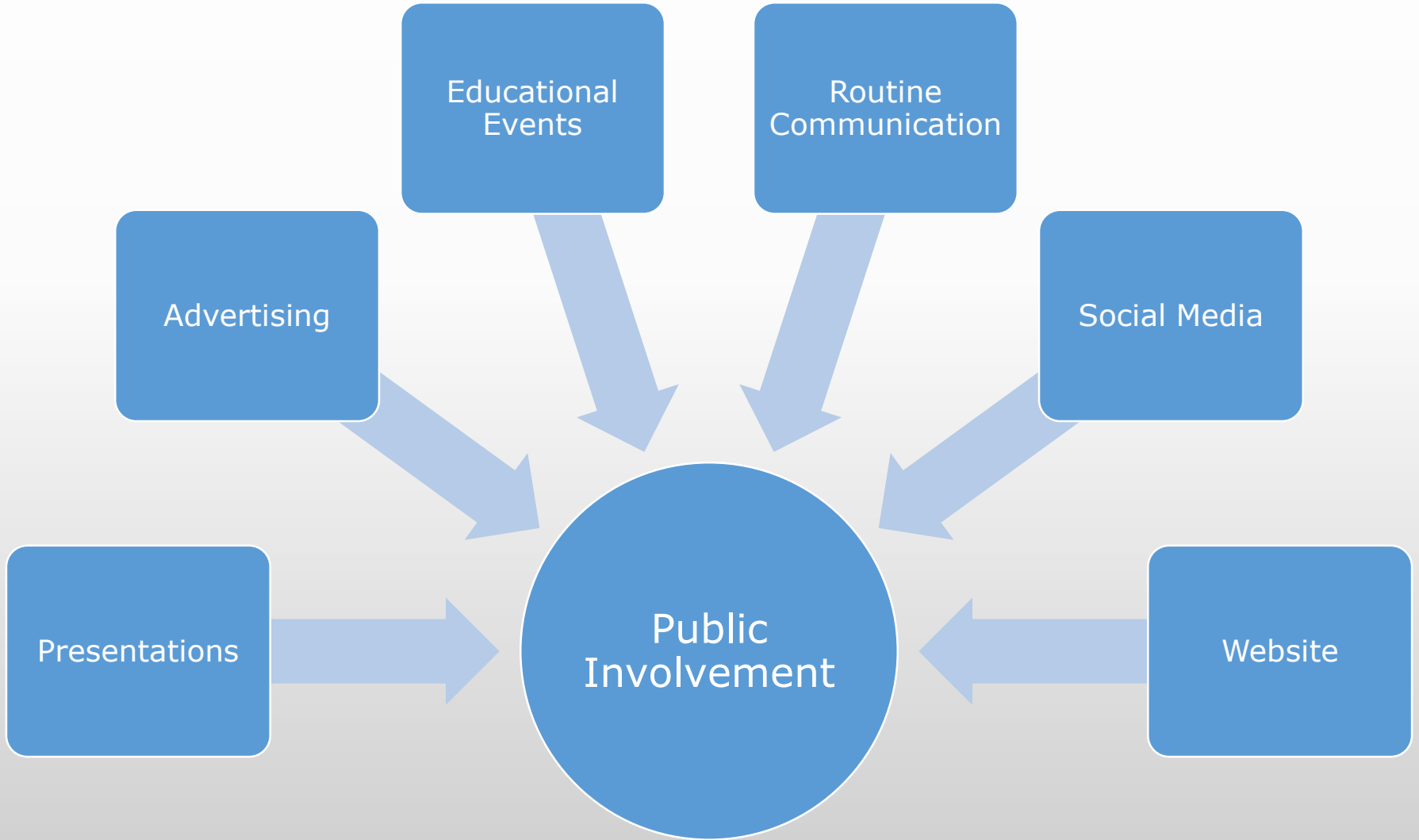


COMPASS

COMMUNITY PLANNING ASSOCIATION

of Southwest Idaho

Integrated Communication Plan



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



COMPASS

COMMUNITY PLANNING ASSOCIATION

of Southwest Idaho

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



Amy Luft

Communication Coordinator

Community Planning Association of
Southwest Idaho (COMPASS)

208/475-2229

aluft@compassidaho.org