A lot can change in 30 years

Using the wisdom of the crowds to plan for a future your residents will embrace

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Community Planning Association of Southwest Idaho
Issues

Treasure Valley Survey Shows Growing Anxiety Over Growth, Demand For Public Transit

By Frankie Barrhill • Oct 19, 2017

By 2040, the Treasure Valley is supposed to have more than 1 million people, according to estimates from the Community Planning Association of Southwest Idaho, or COMPASS, compared with the 660,830 it was estimated to have had as of April.

How will they get to work?

One of the key benefits of Boise's Transportation Action Plan is the acknowledgement that the city can't build its way out of congestion, said Daren Fiske, Boise's comprehensive planning manager.

Consequently, a number of regional agencies are working on ways to encourage people to get to work by driving alone in their cars—or single-occupancy vehicles, to use the industry parlance. As a result, the city can't build its way out of congestion, said Daren Fiske, Boise's comprehensive planning manager.

Cleo and Duane Gallinger love sharing their farm and their sheep with children in this September 2009 video. Katherine Jones

See how half of the Treasure Valley's farmland could disappear by 2100

Tsunami

What Senior Population Growth Means for You
Wisdom of the crowds

Surveys

Planning Process

2050 Vision
COMPASS is...

...the forum for regional collaboration in southwest Idaho that helps maintain a healthy and economically vibrant region, offering people choices in how and where they live, work, play, and travel.
MPOs in Idaho

- Kootenai Metropolitan Planning Organization (KMPO)
- Lewis-Clark Valley Metropolitan Planning Organization (LCVMPO)
- Community Planning Association of Southwest Idaho (COMPASS)
- Bonneville Metropolitan Planning Organization (BMPO)
- Bannock Planning Organization (BPO)
What does COMPASS do?

- **Plan**
- **Implement**
- **Provide technical expertise**
- **Facilitate**
What does COMPASS do?

- Plan
- Implement
- Provide technical expertise
- Facilitate
Scenario Planning

"Skate to where the puck is going, not where it has been."

— Wayne Gretzky
Traditional Outreach
Purposes of Scenario Planning

Earth Trekkers

The Outbound
Guiding Principles for COMPASS Scenario Planning

- Consider drivers of what “could” or “should” happen
- Trade-offs
- Outreach and educate
- Respect precious time
- Wisdom of the Crowds
Wisdom of the Crowds
Types of Scenario Planning

**Exploratory** “A Lot Can Change in 30 Years”
Trends Impact Future

**Normative** “Where Do We Go From Here?”
Regional Vision

**Normative** “All Aboard!”
Transit Corridor Planning
A Lot Can Change in 30 Years

Technology
- Transportation technology
- Workplace technology

Demographic
- Aging
- Market demands (housing and neighborhood)

Societal
- Lifestyle choices
- Shopping and recreation
A lot can change in 30 years...

Help plan for the future of the Treasure Valley!
Multiple Formats

How will life change in the next 5, 10, or even 30 years?

Take a short 5-minute survey on the pages below to share how you see life changing over the next 30 years — it’s quick, it’s easy, and it will make a difference!

COMPASS, the Community Planning Association of Southwest Idaho, will use the survey results to inform the next long-range transportation plan for Ada and Canyon Counties. That plan will look to the year 2050 to forecast how the valley will grow and identify transportation needs to accommodate that growth.

Your input will help shape the future of the Treasure Valley.

¡Todos a bordo! Explorando las opciones de tránsito para Treasure Valley

COMPASS está planeando un futuro sistema de tránsito de alta capacidad que conectará Caldwell con Boise para satisfacer las demandas de nuestra región en crecimiento. Si bien es probable que aún falten más de 20 años para construir un sistema de tránsito de alta capacidad, ahora es el momento de planificarlo.
A lot can change in 30 years.
Help plan for the future of the Treasure Valley. Please take 5 minutes to tell us how you see life changing over the next 5, 10, or even 30 years -- it’s quick, it’s easy, and it makes a difference!

Did you know? *Communities in Motion* – the regional long-range transportation plan for Ada and Canyon Counties – has been around since 2006, but is updated every four years. Find the current plan (*Communities in Motion 2040 2.0*) [here](#).
Final Questions (Optional)

What is your age?
Select...

What is your race/ethnicity?
Select...

What is your household income?
Select...

How did you learn about this survey?
- News story
- Internet advertisement
- Poster on a bus
- Radio advertisement
- Word of mouth
- Newspaper advertisement
- Social media
- Email
- At an event
- Flyer
- Other

Provide your email address to stay informed
Type...

Submit Final Questions

Thank You

Thank you for your input! Watch for your next opportunity to be involved in spring 2020.

Please share this survey with others so that everyone's voice is heard.

Learn more.
Final Questions (Optional)

What is your age?
Select...

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Provide your email address to stay informed
Type...

Submit Final Questions
Skip

Thank You

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Please share this survey with others so that everyone's voice is heard.

Learn more.

COMPASS
COMMUNITY PLANNING ASSOCIATION of Southwest Idaho
Lifestyle

Welcome

Housing

Neighborhood
Where do you see yourself living in the future?

- In a rural setting
- In a residential neighborhood in a small town

Leisure Time

- In a residential neighborhood in a larger town

Leisure Time
Where would you prefer to spend your leisure time?

- Mainly at home, by myself or with family
- Hosting friends at my home or visiting theirs
- Public places (e.g., theater, mall, sports venue)
- In nature (parks, foothills, river/lake)
Work Arrangement
Do you anticipate your profession will allow for flexible work arrangements in the future? 5 stars = very likely; 1 star = very unlikely

Compressed Workweek
(e.g., 4, 10-hour days, or similar)

Alternate Work Schedule
(e.g., working other than an "8 to 5" schedule, such as shift work)

Telecommuting
(e.g., working from home or another location away from the primary job site)

Job Sharing or Part Time
(e.g., working fewer than 40 hours per week)

Freelance ("gig economy")
(e.g., working independently for multiple employers)
Leisure Time
Where would you prefer to spend your leisure time?

- Mainly at home, by myself or with family
- Hosting friends at my home or visiting theirs
- Public places (e.g., theater, mall, sports venue)
- In nature (parks, foothills, river/lake)
Please drag and drop at least 2 markers on the map.

- Home
- Job
- School
- Other
A lot can change in 30 years

How will life change by 2050?
Help plan for the future of the Treasure Valley!

Take a short 5-minute survey to share how you see life changing in the next 5, 10, or even 30 years — it’s quick, it’s easy, and it will make a difference!

Be part of the conversation!
Visit www.compassidaho.org
Survey closes November 3
3,700
What worked?

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How do we improve?

ERRR...

Can’t stop. Too Busy!!
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<th>What Did We Learn and How Did We Use It?</th>
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<td>Housing Variety</td>
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<td>High-capacity Transit</td>
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<td>Housing Affordability</td>
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<td>Fiscal Responsibility</td>
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<td>Changing Workforce</td>
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<tr>
<td>Technology</td>
</tr>
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**Compass Community Planning Association of Southwest Idaho**
Scenarios

Housing Variety  Low Traffic Congestion

High-capacity Transit  Great Outdoors

Housing Affordability  Walkability

Fiscal Responsibility  Farmland Preservation

Changing Workforce  Shopping Options

Technology

Let It Be

Ticket To Ride

Penny Lane

Come Together
WHERE DO WE GROW FROM HERE?

Help shape the Treasure Valley’s future.

Take a short survey at: compassidaho.org
Where do we grow from here?

Values

Order your top 5 items above this line

- Economic Vitality
- Growth Management
- Environmental Health
- Effective Transportation
- Outdoor Lifestyle
- Transportation Options
- Choices in Where I Live
- Affordability

Jobs and economic growth

Image credit: Warren Lassen

We need a wide variety of good-paying jobs in a robust economy. We also need convenient options of how to get to those jobs, such as via car, bike, walk, or public transportation. Decisions we make regarding how we grow should support our regional economy.
Let It Be

Pros and Cons

Pros

• Variety of housing sizes and styles, from rural ranchettes to downtown living
• Road widening on key transportation corridors
• Fewer new taxes/policy changes than other scenarios

Cons

• Less farmland
• Few transportation options
• Housing far from jobs means longer and more expensive commutes
• Worse air quality
• Expensive for cities/counties

What Would It Take?

None of these scenarios will simply happen. Each will take a commitment to change. For “Let It Be” these changes could include:

• Changing how we fund transportation to adapt to new technologies and more fuel efficient vehicles
• Better managing our existing transportation system and how we use it through technology, ridesharing, changing our commutes, and more
• Adding high-occupancy vehicle lanes where appropriate to relieve congestion and encourage transit and carpooling

Rate your support for specific strategies on the “Implementation” screen.
Implementation

Where do we grow from here?

**Implementation**

- Let It Be
- Ticket to Ride
- Penny Lane
- Come Together

These types of things would be needed for "Ticket to Ride" to happen. Rate each from 1 to 5 stars. If these impact your support for this scenario, you can change answers on the previous screen.

**Signal Priority**
Technology to adjust traffic signals to prioritize transit and/or freight vehicles

**Impact Fee Flexibility**
Flexibility to use impact fees (paid in some areas for development) for bus/bike/ped (requires law change)

**Local Option Sales Tax**
Tax created through a local vote to pay for specific transportation projects (requires law change)

**Open Space Levies**
Local funding to purchase land to preserve open space (foothills, parks, trails, recreation areas)

**Density Bonuses**
Developers are allowed to build more units (e.g., taller apartments) near transit or for affordable housing
Where do we grow from here?

It's no secret - Ada and Canyon Counties are growing! COMPASS forecasts there will be 1,075,000 people living in the two counties by the year 2050. Where will they live, work, and play? Take this short survey to help answer those questions.

Did you know? COMPASS, the Community Planning Association of Southwest Idaho, is the forum for regional collaboration in Ada & Canyon Counties. COMPASS develops the long-range transportation plan -- Communities in Motion -- for the two-county area.
Survey Promotion

WHERE DO WE GROW FROM HERE?

Help shape the Treasure Valley’s future.

Take a short survey at:
compassidaho.org

NEARLY 1.1 MILLION PEOPLE WILL CALL ADA AND CANYON COUNTIES “HOME” BY 2050.

Where will they live, work, and play?

Take a short online survey to share your feedback on how Ada and Canyon Counties could grow over the next 30 years.


Find the online survey and more info:
- www.compassidaho.org

Attend a live online presentation on COMPASS’ Facebook:
- Thursday, June 11, 3:30 – 4:30 pm
- Tuesday, June 23, 9:00 – 10:00 am

Request a hard copy survey:
- 208/475-2229 or info@compassidaho.org
Updated Participation Plan

WHERE DO WE GROW FROM HERE?

Facebook Live presentation:
- June 11, 2020
- 3:30 - 4:30 pm
- www.facebook.com/COMPASSIdaho

Learn more:
compassidaho.org

COMPASS (Community Planning Association of Southwest Idaho)
Travel & Transportation

8,397 People Reached
487 Engagements
- Distribution Score

Boosted on July 5, 2020
By Hailey Townsend
Completed

People Reached 7.2K
Post Engagements 494

View Results
Nearly 1.1 million people will live in Ada and Canyon Counties by 2050
Where will they live, work, and play?
Take a 10-minute survey
www.compassidaho.org
Survey closes July 11
Survey Results—Values

- Growth Management
- Affordability
- Environmental Health
- Outdoor Lifestyle
- Economic Vitality
- Effective Transportation
- Transportation Options
- Choices in where I live
Survey Results—”Agree or Strongly Agree”

Ticket to Ride—62%
Come Together—62%
Let it Be—22%
Penny Lane—22%
Reoccurring Theme—Transit

47% of respondents in the “A lot can change in 30 Years” indicated they were “very likely” to use rail.

“Ticket to Ride” and “Come Together” were the highest rated scenarios in the “Where do we grow from here” survey.
What is high-capacity transit?

- Faster than a local bus
- Carries more people than a local bus
- Improved service and amenities

Examples:
- Light rail
- Commuter rail
- Bus rapid transit
ALL ABOARD!
Explore transit options for the Treasure Valley
All aboard! Exploring transit options for the Treasure Valley

Tradeoffs

Please give input on these different tradeoffs

Separate...or together?
Choose the option that best shows which tradeoff you prefer

High-capacity transit separated from traffic. Faster and more reliable, but less convenient access, especially for cyclists and pedestrians

Neutral

High-capacity transit shares roads with other vehicles. Slower and less reliable, but easier to access, especially for cyclists and pedestrians

Photo: MetroQuest

Photo: Stephanie Milot at Unsplash
Reaching Underrepresented
Reaching Underrepresented
Survey Participation

Latino: 14%  4%  3%  5%
Low Income: 44%  20%  11%  20%
Young Adult: 13%  5%  4%  10%

- Regional Percentage
- “A lot can change…” Survey (2019)
- “Where do we grow?” Survey (2020)
- “All Aboard!” Survey (2021)
All Aboard!
How did you learn...?

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## Overall

### How did you learn...?

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<tr>
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<th>Where do we grow...? (2020)</th>
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# Survey Results

## Mode

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<th>Key Features</th>
<th>Light Rail</th>
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<th>BRT Exclusive</th>
<th>BRT Mixed Traffic</th>
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<td>BEST</td>
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<td>MIDDLE</td>
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<td>Ample and well-placed stops for access</td>
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<tr>
<td>Destinations</td>
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## Alignment

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<tr>
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<th>Fairview/Cherry</th>
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Modes Studied

Commuter rail
Light rail
BRT – Exclusive
BRT – Mixed traffic
Guiding Principles for COMPASS Scenario Planning

1. Consider drivers of what “could” or “should” happen
2. Trade-offs
3. Outreach and educate
4. Respect precious time
5. Wisdom of the Crowds
POLLING QUESTION

Did you participate in any of these three surveys?

• A Lot Can Change in 30 Years
• Where Do we Grow From Here?
• All Aboard
• None of these surveys
Lessons Learned

“Wisdom of the Crowds”

Public engagement is a 2-way street

Gamification of public policy

Start with the end in mind
Lessons Learned

- Don’t neglect outreach
- Plan sufficient time
- Never stop improving
Questions

Change is the law of life. And those who look only to the past or present are certain to miss the future.

John F. Kennedy
Contact

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Amy Luft: aluft@compassidaho.org

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www.linkedin.com/company/compassidaho