

A lot can change in 30 years

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

Amy Luft, Communication Coordinator
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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 BARNHILL • OCT 19, 2017

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- Share
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JEFFREY W. SPENCER / FLICKR CREATIVE COMMONS

Valley can't build its way out of congestion

January 3, 2018 1 Comment



Public Transit bus in downtown Boise. File photo

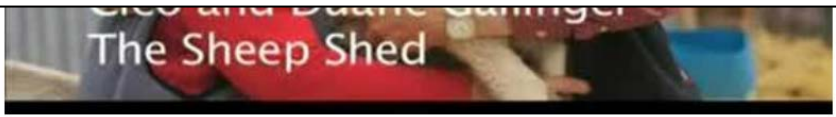
By 2040, the Treasure Valley is supposed to have more than 1 million people, according to estimates from the Community Planning Association of Southwest Idaho, or COMPASS, compared with the 669,830 it was estimated to have had as of April.

How will they get to work?

One of the key tenets of Boise's Transportation Action Plan is the acknowledgement that the city can't build its way out of congestion, said Daren Fluke, 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. The survey found that, according to Boise State University's School of Public Service [second annual Survey](#). Nearly three quarters of all respondents said their community could use more

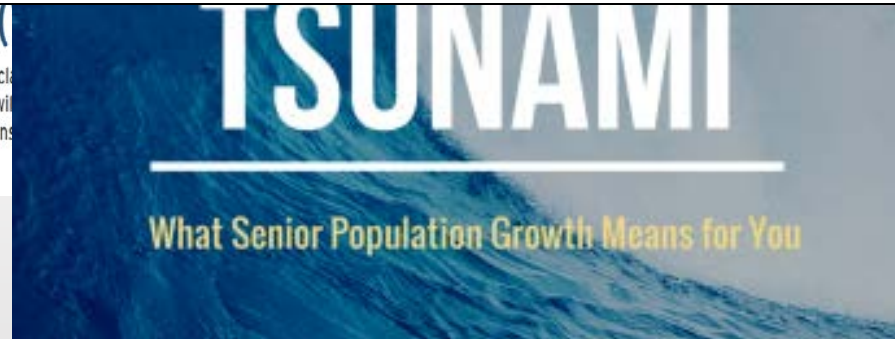
mass transit options, and 34 percent said they would like to see public transportation as a public spending priority.



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

LOCAL

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



Wisdom of the crowds



Surveys

Planning
Process



2050
Vision



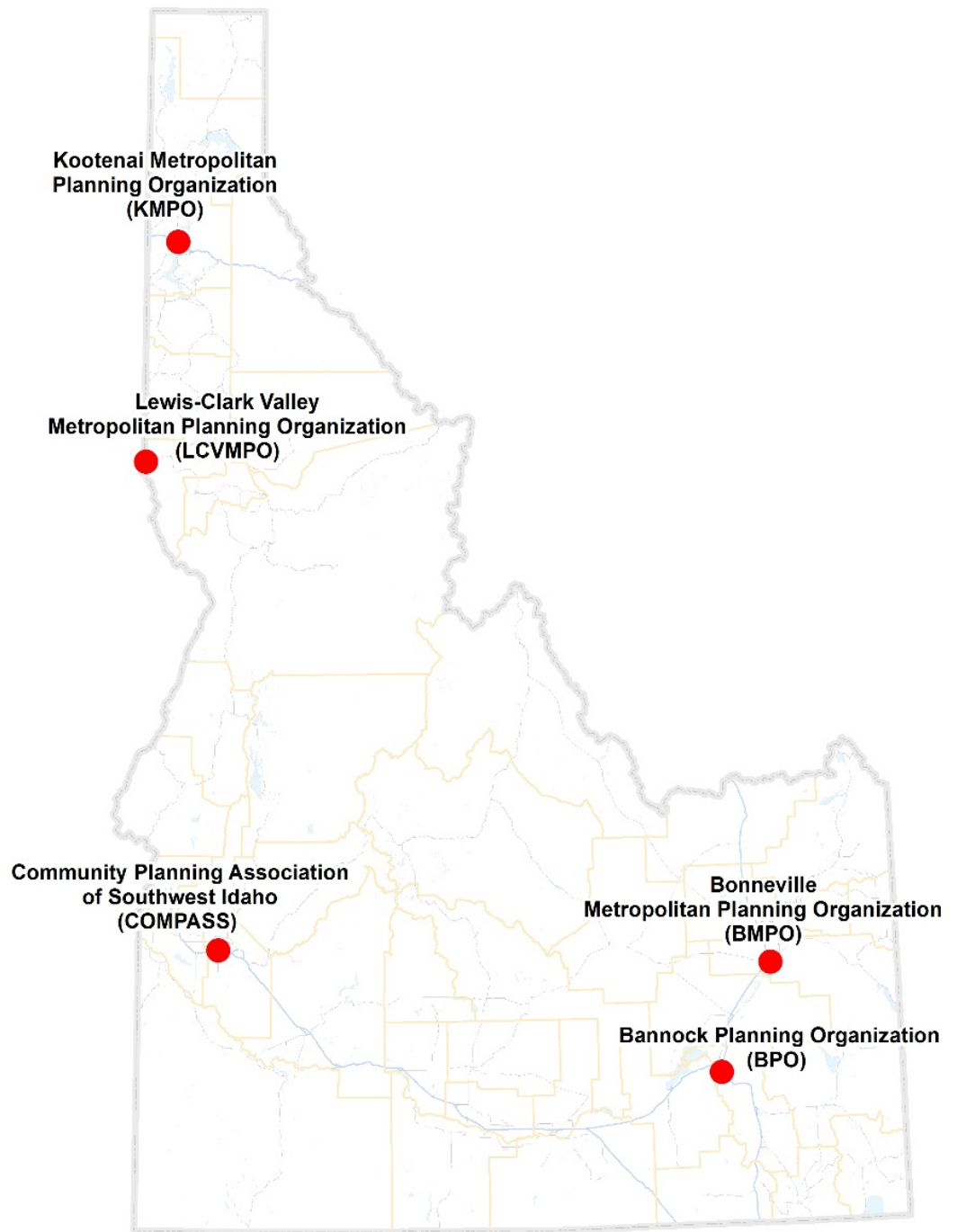
COMPASS is...

...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.



Photo by Mike Thueson

MPOs in Idaho



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

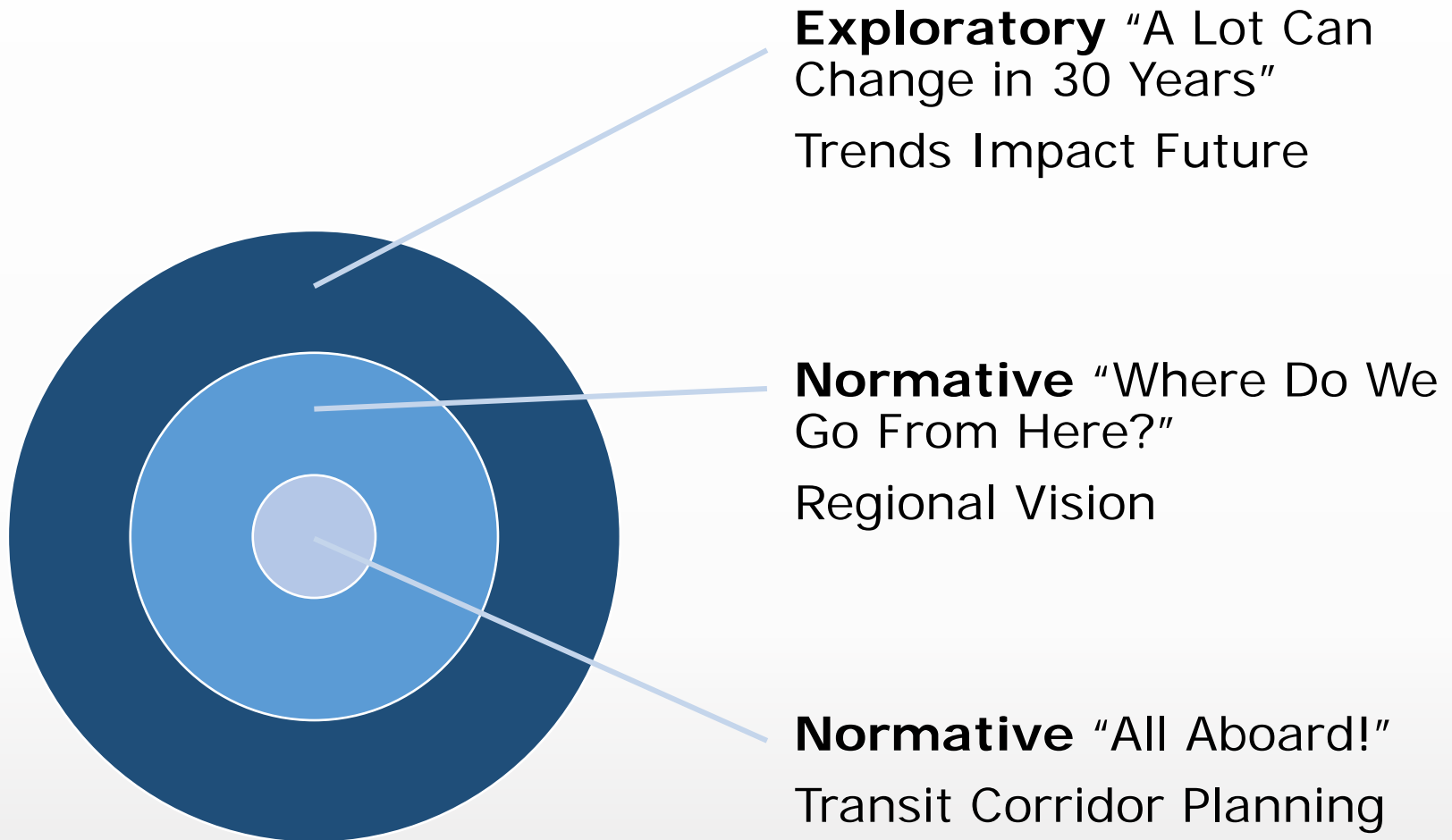
Guiding Principles for COMPASS Scenario Planning

-  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



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!**

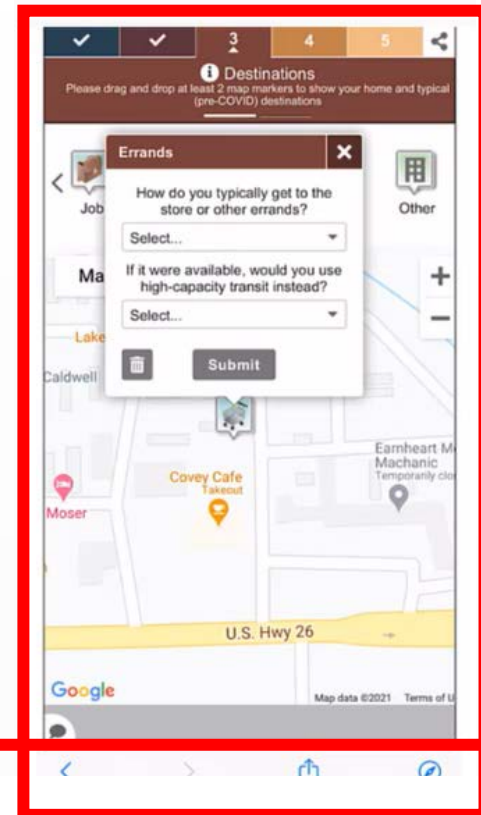
Multiple Formats

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.




Welcome!

WELCOME

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!

 Español

 Begin



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](#).



2

LIFESTYLE

3

TRANSPORTATION

4

MOVING AROUND

5

WRAP UP



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of Southwest Idaho



2

3

4

5

Wrap Up

What to do

WELCOME

LIFESTYLE

TRANSPORTATION

MOVING AROUND

WRAP UP

Final Questions (Optional)

What is your age?

What is your race/ethnicity?

What is your household income?

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

Submit Final Questions

Skip

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.](#)



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of Southwest Idaho



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COMMUNITY PLANNING ASSOCIATION
of Southwest Idaho

Wrap Up

What to do

Final Questions (Optional)

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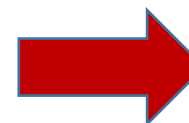
Skip

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[Learn more.](#)



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Housing

Neighborhood

Leisure Time

Innovation

Neighborhood

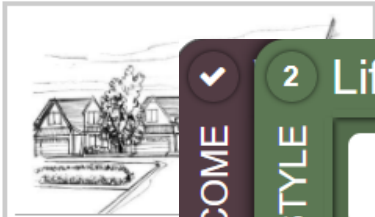
Where do you see yourself living in the future?



In a rural setting



In a residential neighborhood in a small town



In a residential a larger town

Previous

Housing

Neighborhood

Leisure Time

Innovation

Leisure Time

Where would you prefer to spend your leisure time?



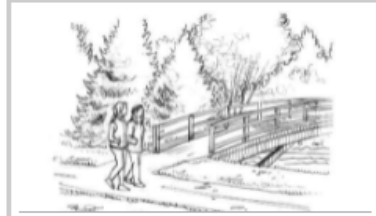
Mainly at home, by myself or with family



Hosting friends at my home or visiting theirs



Public places (e.g., theater, mall, sports venue)



In nature (parks, foothills, river/lake)

Transportation

- Work Arrangement
- Transportation Technology
- Transportation Options
- Shopping
- Considerations



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)



Comment

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



Comment

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



Comment

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



Comment

Freelance ("gig economy")
(e.g., working independently for multiple employers)



Comment

Next Category



2 Lifestyle

What to do Next Task

WELCOME

LIFESTYLE

Housing

Neighborhood

Leisure Time

Innovation

TRANSPORTATION

MOVING AROUND

WRAP UP

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)

Previous Optional Comment Next Choice

Moving Around

? What to do

↩ Next Task

WELCOME

LIFESTYLE

TRANSPORTATION

MOVING AROUND

WRAP UP

Please drag and drop at least 2 markers on the map.



Home



Job



School



Other







Bus billboards and postcards

**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?

	Overall	Latino	Low Income	25 and Under
#1	Social media	<i>Email</i>	Social media	Social Media
#2	<i>Email</i>	Social media	<i>Email</i>	<u>News story</u>
#3	<u>News story</u>	<u>News story</u>	<u>News story</u>	<i>Email</i>

How do we improve?

ERRR...



*CAN'T STOP.
TOO BUSY!!*



Youth

Older Adults

Youth
Majors
Councils
Sakato
Marketing
Classes

High School
Announcements
(see also hand)

DECCA
Marketing
Classes

youth groups
not yet set up

BOISE
STATE
(+Allison)

4-H
FFA

schools

Eagle/Eiko
Club
organize /
other

don't know

NEXTDOOR
APP
(COMMUNITY 2015)

Senior
Center
Lunches
etc. for outreach

STATE
AGENCIES
(check with agency)

Area
Agency on
Child
Abuse
neglect
help

Low Income

Latino

Foodbank
(food or shelter)

CMV/INTECH

Money

AGC

Community
Council of
Idaho
(2016)

AGC

STATE
AGENCIES
(check with)

Disaster or
Emergency
Food
Bank
(see also other
Community Bank)

targeted
events

What Did We Learn and How Did We Use It?



Scenarios

Housing Variety	Low Traffic Congestion
High-capacity Transit	Great Outdoors
Housing Affordability	Walkability
Fiscal Responsibility	Farmland Preservation
Changing Workforce	Shopping Options

Technology



WHERE DO WE GROW FROM HERE?

Help shape the
Treasure Valley's
future.

Take a short survey at:
compassidaho.org




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of Southwest Idaho



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of Southwest Idaho

Values

Where do we grow from here?

Progress 

2 Values

WELCOME

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.

Comment

3 FUTURE SCENARIOS

4 IMPLEMENTATION

5 WRAP UP

?

?

Next Task

?

Performance Indicators

Where do we grow from here? Progress

VALUES What to do Next Task

1 Economic Vitality

2 Transportation Options

3 Affordability

Order your top 5 items above this line

Effective Transportation

Choices in Where I Live

Growth Management

Outdoor Lifestyle

Environmental Health

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.

Comment

WELCOME VALUES 3 FUTURE SCENARIOS 4 IMPLEMENTATION 5 WRAP UP

Where do we grow from here? Progress

3 Future Scenarios What to do Next Task

Let It Be Ticket to Ride Penny Lane Come Together

Let It Be

Continues the current trend of mostly suburban development, with some urban housing near downtowns and employment centers. Transportation funds focus on widening key corridors, road maintenance, and bus rapid transit on State Street. [More about this](#)

Please rate this scenario:

Optional Comment

Your priorities:

Economic Vitality

Transportation Options

Affordability

Effective Transportation

Choices in Where I Live

Worse Better

WELCOME VALUES 3 FUTURE SCENARIOS 4 IMPLEMENTATION 5 WRAP UP

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

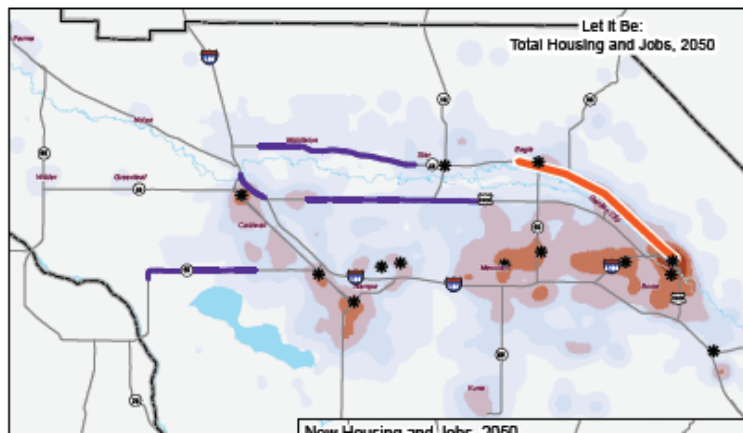
- Less farmland
- Few transportation options
- Housing far from jobs means longer and more expensive commutes
- Worse air quality
- Expensive for cities/counties

What Would It Take?

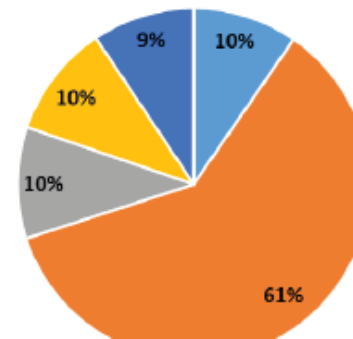
None of these scenarios will simply happen. Each will take a commitment to change. For "Let It Be" these changes could include:

- 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.



Let it Be
Mix of New Housing (2020 - 2050)




Implementation

Where do we grow from here? Progress 

4 Implementation What to do Next Task 5

WELCOME
VALUES
FUTURE SCENARIOS
IMPLEMENTATION
WRAP UP

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 ★ ★ ★ ★ ★
Comment

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

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

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

Density Bonuses
Developers are allowed to build more units (e.g., taller apartments) near transit or for affordable housing ★ ★ ★ ★ ★
Comment

Next Category

[Help](#) [Privacy](#) [About MetroQuest](#)

Welcome

WELCOME

2

VALUES

3

FUTURE SCENARIOS

4

IMPLEMENTATION

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.

Español

Begin



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COMMUNITY PLANNING ASSOCIATION
of Southwest Idaho

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

WANT TO ENSURE THE PRESERVATION OF FARMLAND?

Help shape the Treasure Valley's future.

Take a short survey at:
compassidaho.org



WHERE DO WE GROW FROM HERE?

Help shape the Treasure Valley's future.

Take the survey: June 1 - July 11, 2020

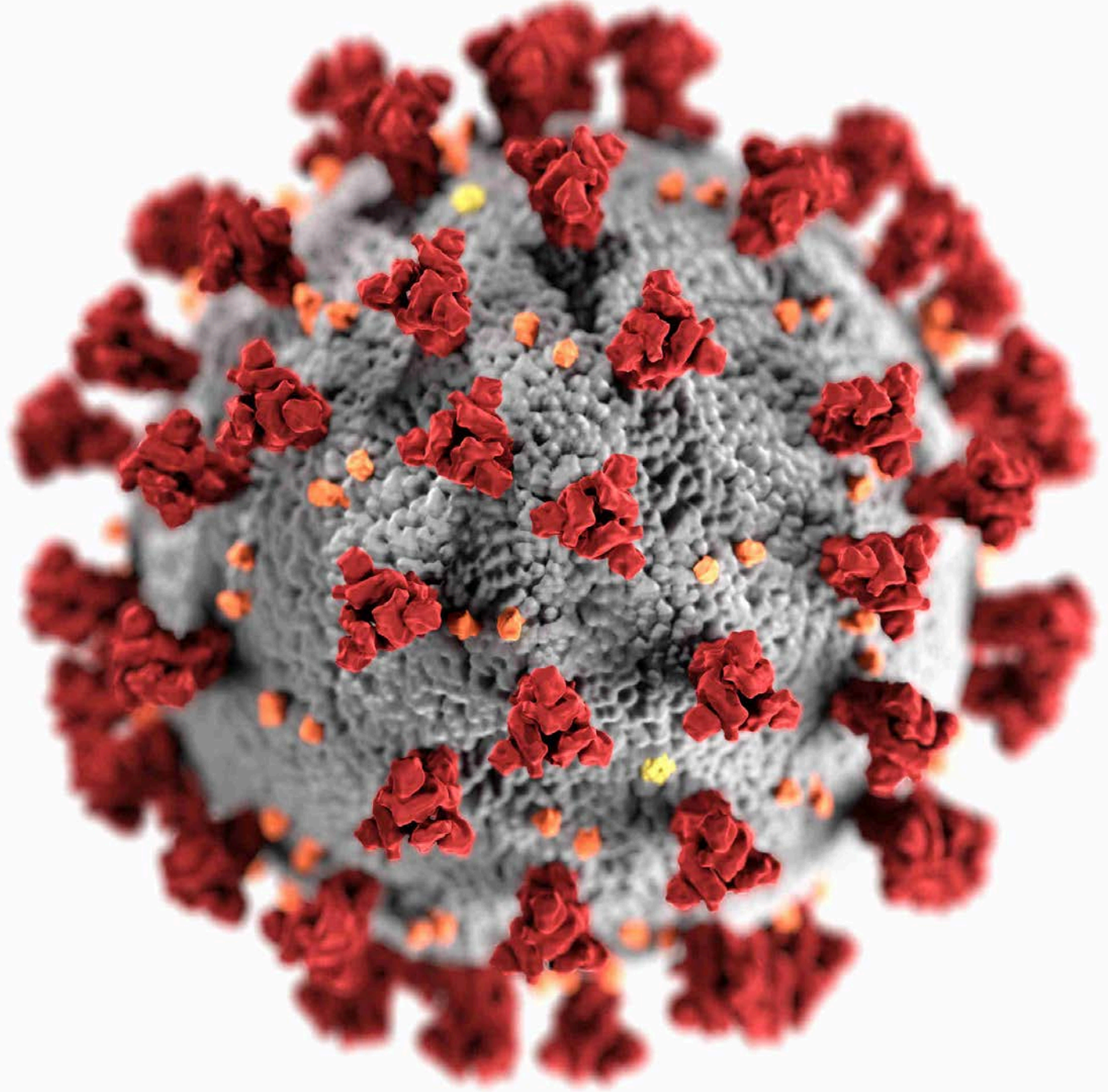
NEARLY 1.1 MILLION PEOPLE WILL CALL ADA AND CANYON COUNTIES "HOME" BY 2050.

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.

Participate by Saturday, July 11, 2020.

- **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



WANT WALKING AND BIKING IMPROVEMENTS NEAR TOWN CENTERS?

Help shape the Treasure Valley's future.

Take a short survey at:
compassidaho.org

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

[Learn More](#)

8,397 487 –
People Reached Engagements Distribution Score

[Boost Unavailable](#)

Boosted on July 6, 2020 Completed
By Hailey Townsend

People Reached 7.2K

Post Engagements 494

[View Results](#)

AudioGo

**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





3/100

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



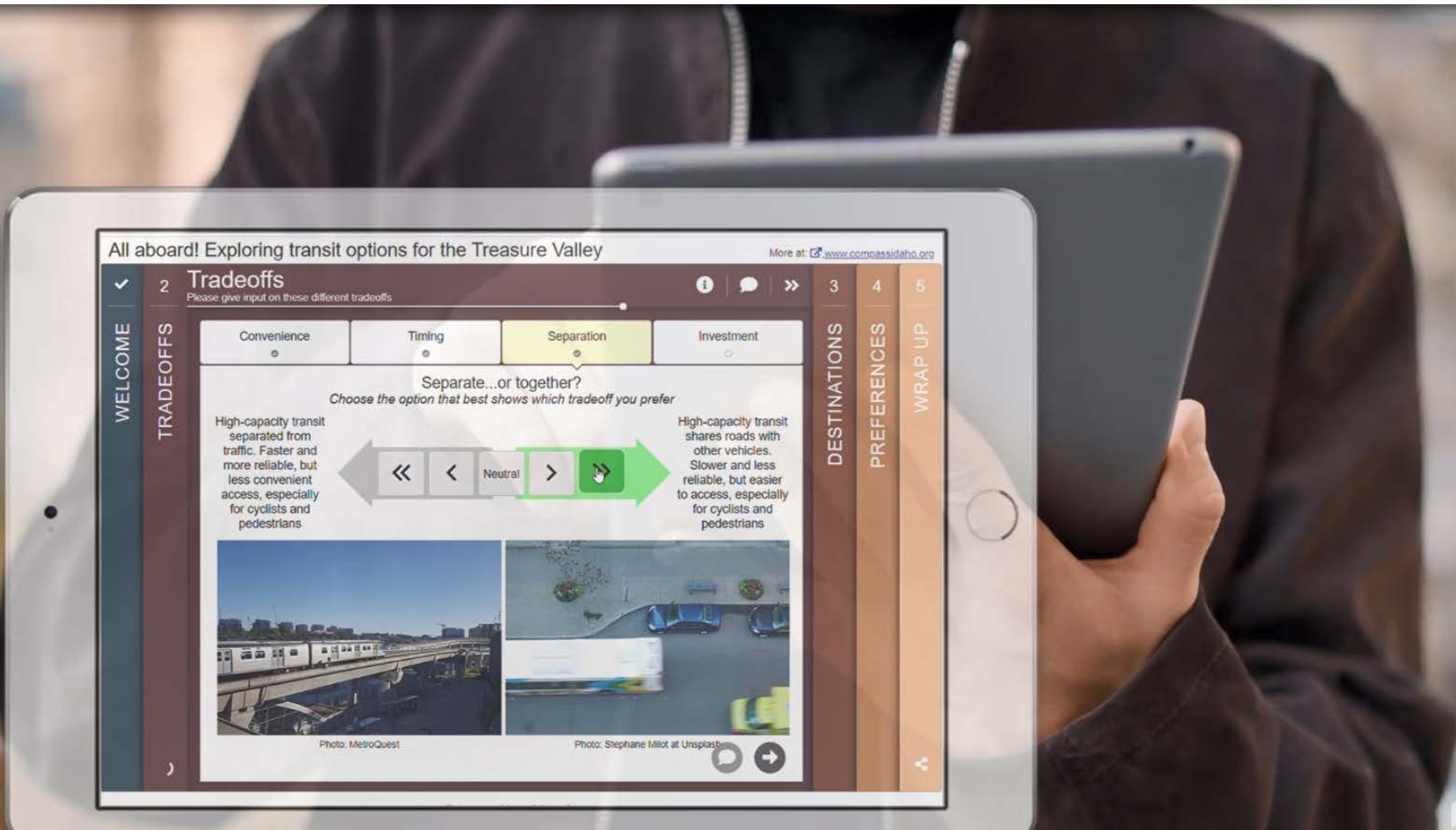


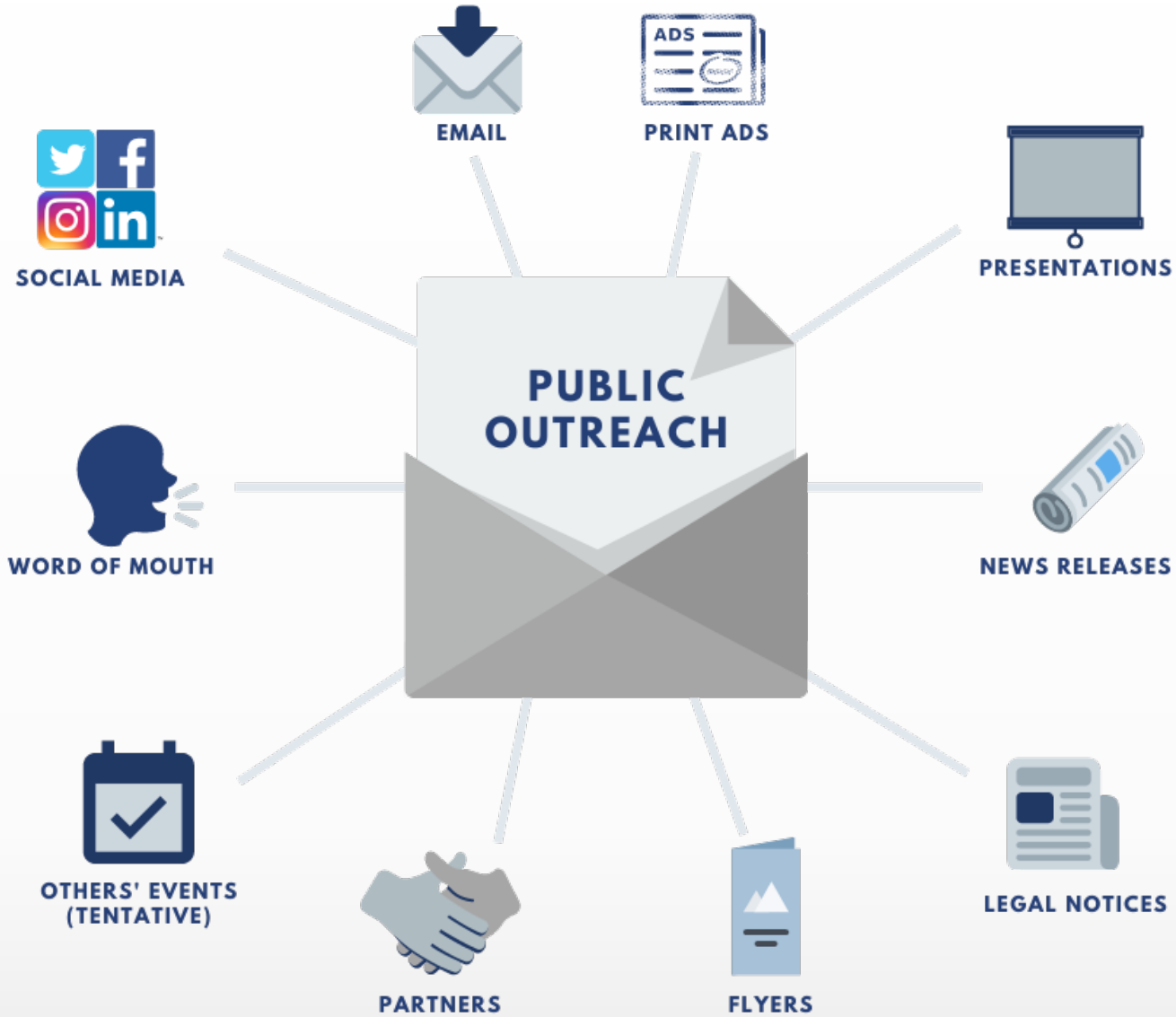
ALL ABOARD!

Explore transit options for the Treasure Valley



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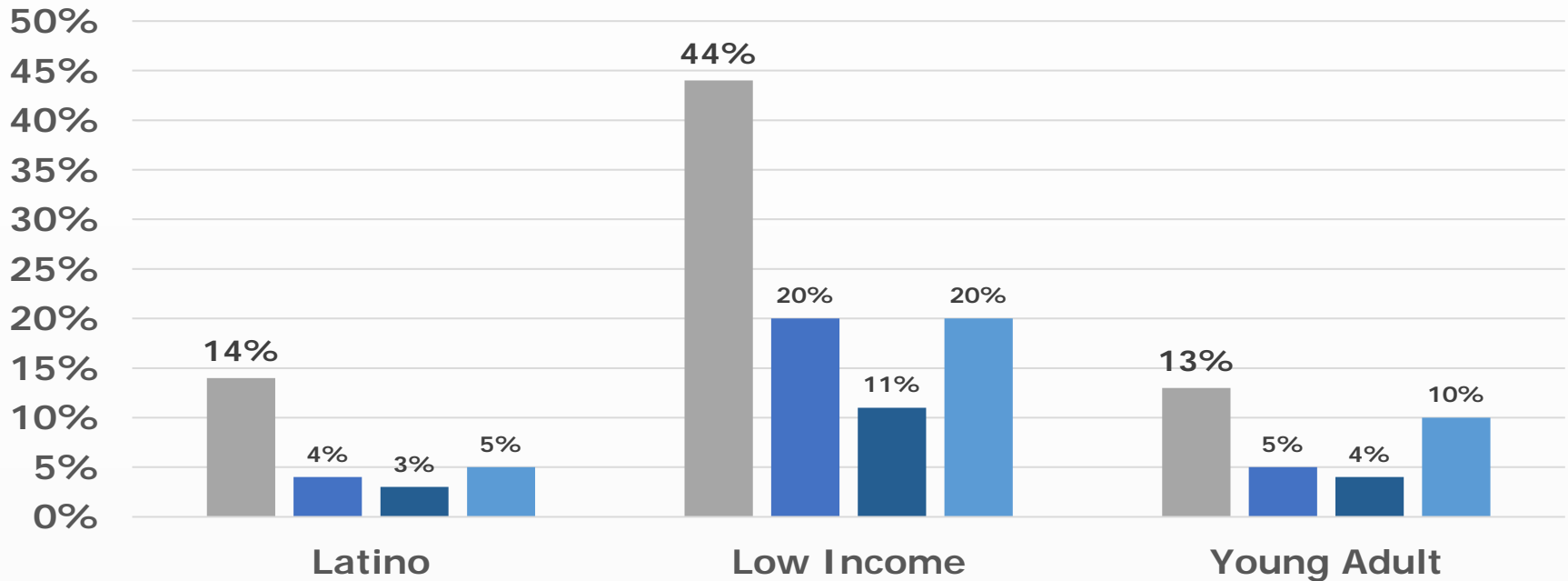
Reaching Underrepresented



Reaching Underrepresented



Survey Participation



- Regional Percentage
- "A lot can change..." Survey (2019)
- "Where do we grow?" Survey (2020)
- "All Aboard!" Survey (2021)

All Aboard!

How did you learn...?

	Overall	Latino	Low Income	25 and Under
#1	Social media	Social media	Social media	Social media
#2	<u>News story</u>	<u>News story</u>	<u>News story</u>	<u>News story</u>
#3	<i>Email</i>	Radio	<i>Email</i>	Word of mouth
#4	Radio / Word of mouth	<i>Email</i>	Word of mouth	<i>Email</i>

Overall

How did you learn...?

	A lot can change... (2019)	Where do we grow...? (2020)	All Aboard! (2021)
#1	Social media	<i>Email</i>	Social media
#2	<i>Email</i>	Social media	<u>News story</u>
#3	<u>News story</u>	Word of mouth	<i>Email</i>
#4	Word of Mouth	Other	Radio / Word of mouth



11,700

Survey Results

Mode

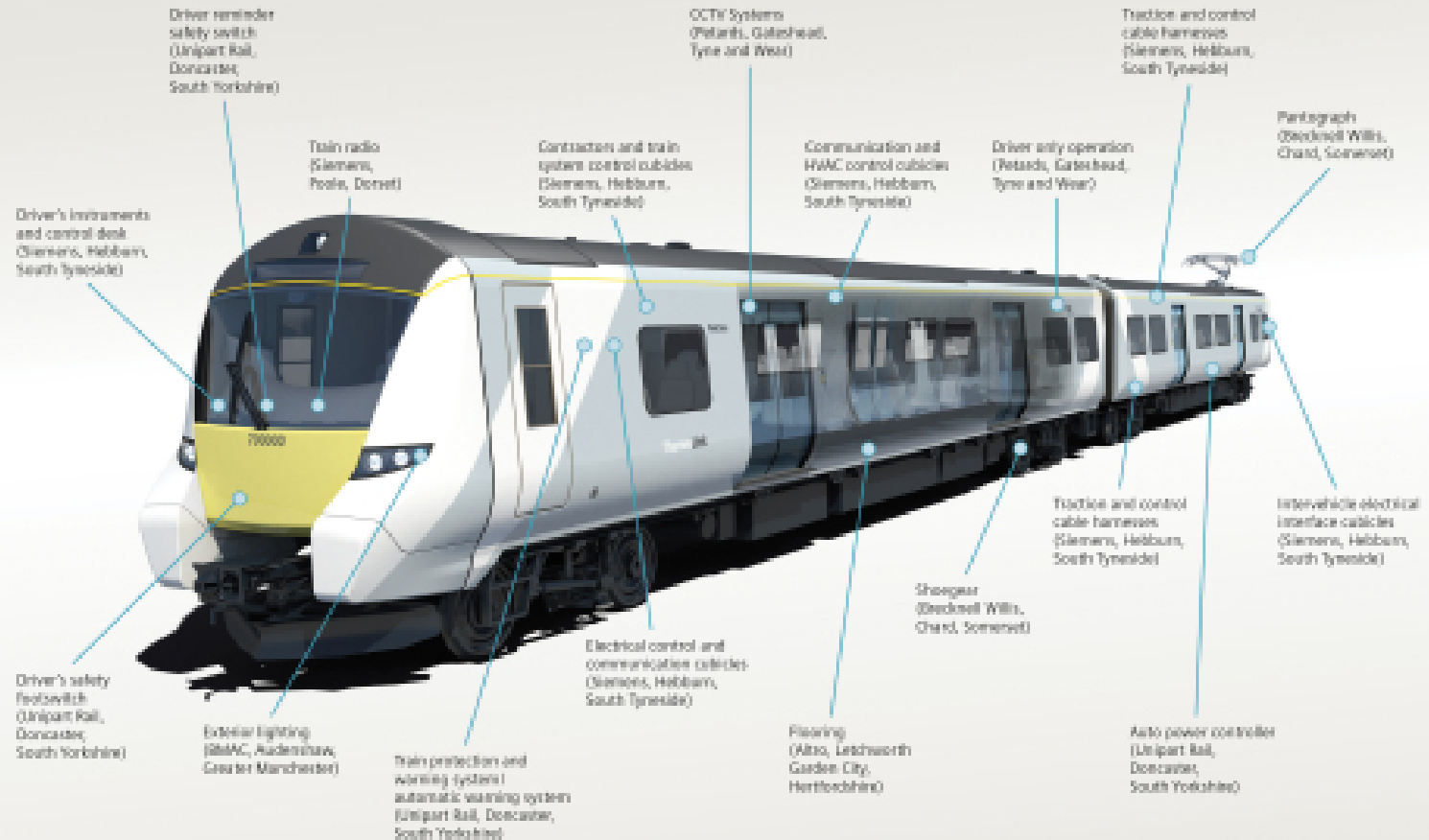
Key Features	Light Rail	Commuter rail	BRT Exclusive	BRT Mixed Traffic
Invest in quality system for success	BEST	BEST	MIDDLE	WORST
Ample and well-placed stops for access	BEST	WORST	BEST	MIDDLE
Separation	MIDDLE	BEST	LOWER MIDDLE	WORST
Flexibility in route changes	WORST	WORST	MIDDLE	BEST
Flexibility in capacity increase	MIDDLE	BEST	WORST	WORST
Destinations				

Alignment






Key Features	Fairview/Cherry	Boise Cutoff	Franklin	Interstate 84
Invest in quality system for success				
Ample and well-placed stops for access	BEST	MIDDLE	BEST	WORST
Separation	WORST	BEST	WORST	BEST
Flexibility in route changes	BEST	MIDDLE	BEST	WORST
Flexibility in capacity increase	WORST	BEST	WORST	MIDDLE
Destinations	BEST	MIDDLE	BEST	WORST

Modes Studied

SIEMENS



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

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



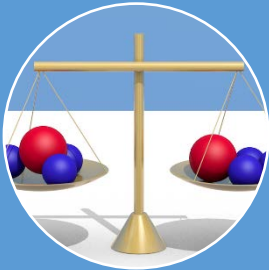
Gamification of public policy



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

Find us online!



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www.twitter.com/compassidaho



www.youtube.com/compassidaho



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