Public and Stakeholder Participation

A quality transportation system should be safe and convenient and should support the region's economy and quality of life. That is, a transportation system should be planned and designed to serve the people who use it.

To that end, COMPASS sought and incorporated significant input from transportation users and stakeholders when developing *Communities in Motion 2050* (CIM 2050). That input included three public surveys, three discussion groups, feedback on 10 amendments to the *Communities in Motion 2040 2.0* plan (adopted in 2018), and feedback on the draft CIM 2050 plan itself (Figure 1). Each of these is discussed below.

Figure 1. CIM 2050 was developed based on public input throughout the planning process.

PUBLIC SURVEYS

COMPASS used three public surveys—one each in 2019, 2020, and 2021—to gather public opinion on topics that would lay the foundation for CIM 2050. The surveys received a combined total of over 18,500 responses.

COMPASS strives to ensure all residents are aware of opportunities to participate in COMPASS programs and that those opportunities are provided in a variety of settings and formats. This allows for an equitable, accessible, and welcoming planning process that includes individuals of all backgrounds and abilities.

To that end, each survey was available in English and Spanish in online, paper, and accessible formats. The opportunity to participate was promoted widely in English and Spanish throughout Ada and Canyon Counties through email, social media, news stories, presentations, postcards, radio and newspaper ads, billboards, posters, and word of mouth. In addition to seeking input on the topics discussed below, the surveys also collected demographic data to help improve future outreach efforts and check for any significant differences in responses among different populations.

Survey #1: *A Lot Can Change in 30 Years*

Predicting future trends is a difficult task even when change happens slowly. With the Treasure Valley's rapid growth, shifting demographics, and exponential advances in technology, getting it right is a significant challenge.

To harness the "wisdom of crowds" in assessing what the future could look like, COMPASS kicked off public input into CIM 2050 with the A Lot Can Change in 30 Years survey in fall 2019 (Figure 2). A copy of the survey can be found online.[1]

Figure 2. The *A Lot Can Change in 30 Years* survey explored how lifestyles in the Treasure Valley could change by the year 2050.

The survey sought people's opinions regarding their future housing, transportation, and quality of life preferences. Key findings are described below and a subset of quantitative results is provided in Figure 3. Read the complete survey results.[2]

Those results were used to inform two subsequent surveys, *Where Do We Grow From Here?* and *All Aboard!* (see below), and are also reflected in the CIM 2050 Vision,[3] a description of how the valley is forecasted to grow by 2050 and the transportation system needed to support it.

It is important to note that this survey was administered prior to the COVID-19 pandemic. Some responses, particularly regarding teleworking, shopping, and telehealth, may have received different responses if the survey had been conducted during or after the pandemic.

SURVEY SUMMARY: *A LOT CAN CHANGE IN 30 YEARS*

Dates: September 11 – November 3, 2019

Participants: 3,703

Focus Area: How do I see myself living in 30 years?

Key Takeaways:

Housing

- Rising costs are a significant concern
- Strong preference for single-family homes, primarily in suburban-type neighborhoods

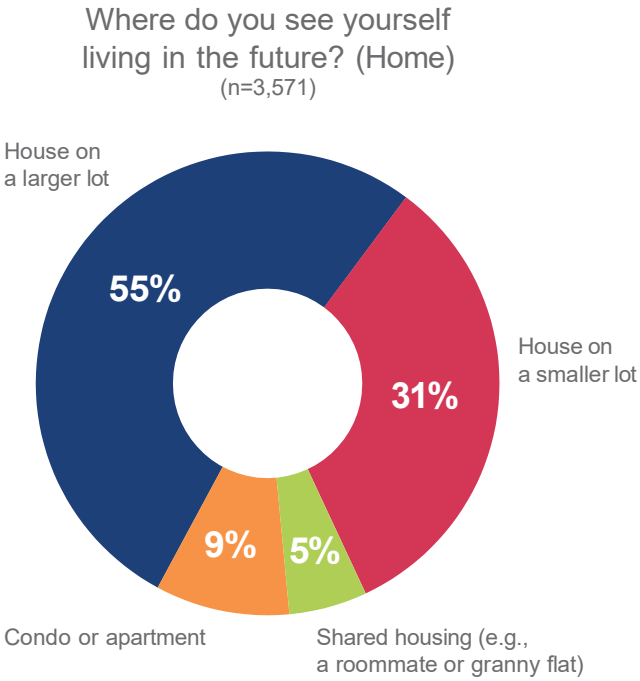
Transportation

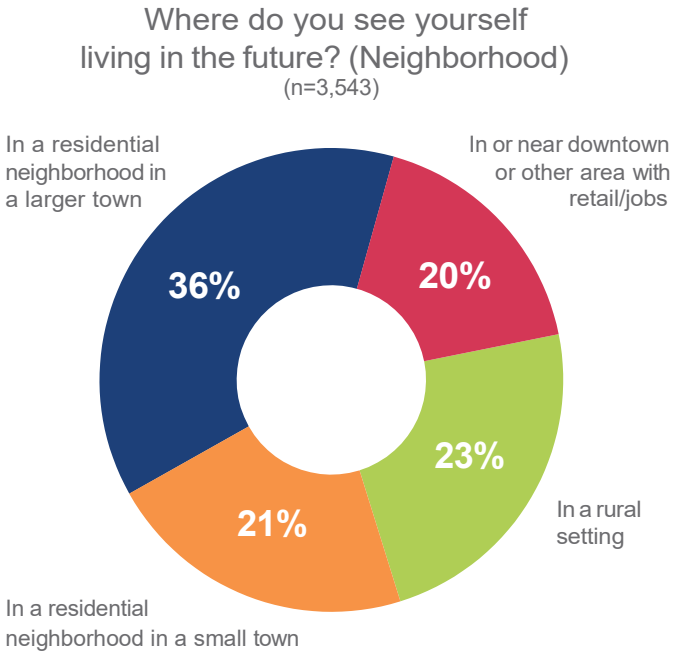
- Strong preference for driving ourselves, but also support for rail
- Cautiousness about new transportation technologies

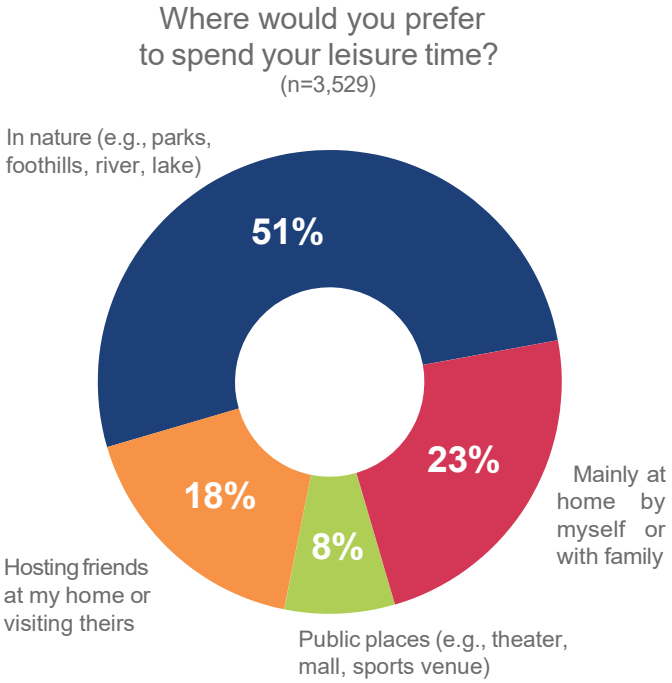
Quality of Life

- Access to nature for recreation is strongly desired
- High concern over fiscal and other impacts of growth
- Support for using technology to grow more food on less land
- Increasingly flexible work arrangements such as telecommuting, compressed work weeks, and alternate work schedules are envisioned for many jobs

View Survey View Results







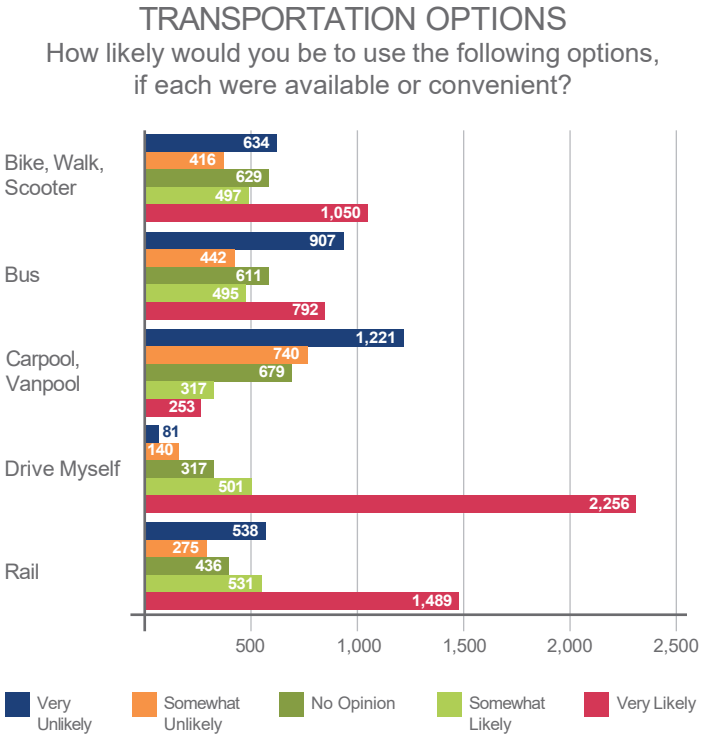


Figure 3. Results from the *A Lot Can Change in 30 Years* survey showed a preference for single-family homes in residential neighborhoods, spending time outdoors, and the potential use of rail in addition to personal vehicles. These results fed into the *Where Do We Grow From Here*? and *All Aboard!* surveys.

Survey #2: *Where Do We Grow From Here?*

The second survey, *Where Do We Grow From Here?* (Figure 4), was developed using results from the *A Lot Can Change in 30 Years* survey and focused on three topic areas: values, growth scenarios, and implementation strategies. A copy of the survey can be found online;[4] read the complete qualitative and quantitative survey results.[5]

Figure 4. The Where Do We Grow From Here? survey focused on values, growth scenarios, and implementation strategies.

SURVEY SUMMARY: *WHERE DO WE GROW FROM HERE?*

Dates: June 1 – July 11, 2020

Participants: 3,145

Focus Area: Values, growth scenarios, implementation strategies

Key Takeaways:

Values

- Managing growth, affordability, environmental health, outdoor lifestyle, and economic vitality are key values for the Treasure Valley's future

Growth Scenarios

- Strong preference for the Ticket to Ride and Come Together growth scenarios, which focused on more compact growth and more transportation options, particularly transit

Implementation Strategies

- Support for implementation strategies varied, with strongest support for fiscal impact policies, open-space levies, and, broadly, strategies that better manage transportation as opposed to growing the transportation system

View Survey View Results

Values

The first portion of this survey asked participants to reflect on values that should be considered as the Treasure Valley grows. Participants viewed short descriptions and photos depicting eight values and were asked to rank the values in priority order from 1 to 8. Results fed into the next section of the survey ("growth scenarios") and were used to inform plan goals (Figure 5).[6]

The eight featured values came from a larger list that COMPASS compiled using Treasure Valley residents' responses from the 2019 *A Lot Can Change in 30 Years* survey, public comments received by COMPASS since 2012 on multiple plans and programs, input from COMPASS workgroups, and the results of other agencies' public surveys. COMPASS' Regional Transportation Advisory Committee narrowed and combined the larger list into those values used in the survey.

RANKED VALUES AND CORRESPONDING CIM 2050 GOALS

Rank	Value	Relected in Goal(s)
1	Growth Management	Economic Vitality
2	Affordability	Quality of Life
3	Environmental Health	Quality of Life
4	Outdoor Lifestyle	Quality of Life
5	Economic Vitality	Economic Vitality
6	Effective Transportation	Convenience, Safety
7	Transportation Options	Convenience, Economic Vitality
8	Choices In Where I Live	Quality of Life

Figure 5. Values ranked by participants in the *Where Do We Grow From Here?* survey were used to help inform CIM 2050 goals.

Growth Scenarios

This section of the survey asked participants to share their opinions on four scenarios that depicted different ways Ada and Canyon Counties could grow by 2050. Each of the four scenarios—Let it Be, Ticket to Ride, Penny Lane, and Come Together—focused on different aspects of the results from *A Lot Can Change in 30 Years* and all incorporated nuances regarding flexible work arrangements, multiple shopping options, and changing uses of technology (Figure 6).

Figure 6. Results from the *A Lot Can Change in 30 Years* survey were used to develop four distinct scenarios reflecting alternatives for growth in the Treasure Valley.

Participants reviewed information about the scenarios and then rated each on a scale of 1 to 5 stars. For each scenario, the survey included a brief description,[7] sample photos, and a simple graphic demonstrating how the scenario compared to the individual's top values from the first screen (Figure 7). Participants could also link to a fact sheet on each scenario that included a map, pros and cons, transportation costs, and more.

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.

Ticket to Ride

Provides a mix of housing, including apartments near transit (including rail) and single-family homes. Rail stops will be located near new urban activity centers, helping to preserve farmland. New local funding is needed to pay for increased transit.

Penny Lane

Provides affordable housing in less expensive suburban areas and on small lots and live/work units near employment centers. This leads to longer commutes for some and shorter commutes for others. Transportation improvements near town centers encourage walking/biking.

Come Together

Includes a variety of housing choices where services already exist to reduce impacts on community budgets and preserve farmland. Transportation funding is used to improve transit and regional pathways; buses serve most of the valley.

Figure 7. Descriptions of the four growth scenarios and feedback on how well each scenario aligns with the individuals' ranked values helped participants rate each scenario. Learn more about the scenarios here.[8]

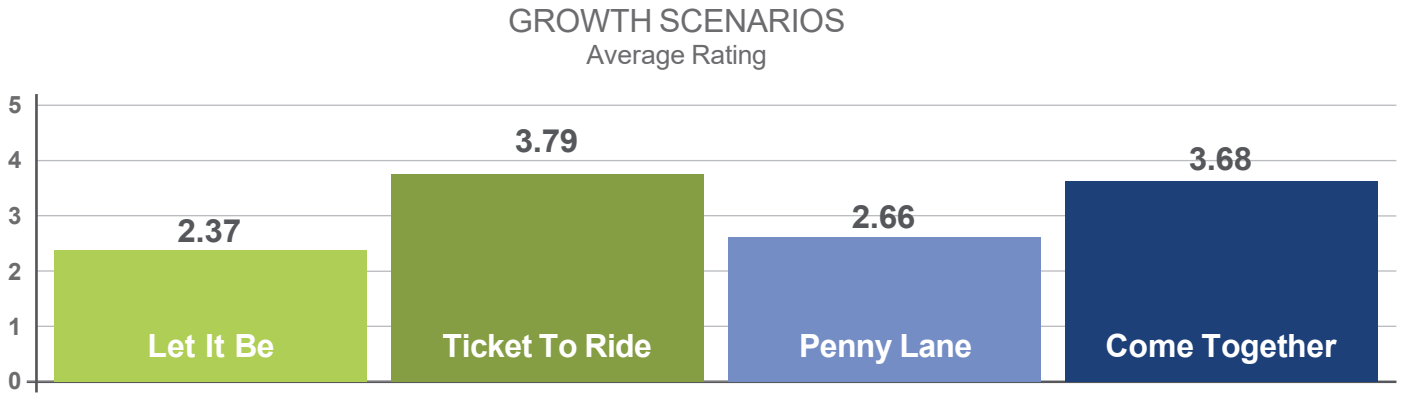


Figure 8. The Ticket to Ride and Come Together scenarios each scored just under four stars on a five-star scale. A higher number indicates higher preference for the scenario.

The Ticket to Ride and Come Together scenarios were strongly favored over Penny Lane and Let it Be (Figure 8). While each was distinct, the two favored scenarios shared some common characteristics, including an emphasis on transit, walking, and biking; a variety of housing options; more compact development; and preservation of farmland.

Features from the Ticket to Ride and Come Together scenarios, coupled with feedback from a third survey on high-capacity transit (see below) and a forecasted population of 1,075,000, were used to develop the CIM 2050 Vision.

Implementing the Scenarios

In the third section of the survey, participants rated strategies that could be used to implement the scenarios. Results were mixed, with highest overall support for open-space levies and fiscal impact policies, and lowest support for a vehicle-mile-travelled tax and location-based mortgages (Figure 9). This feedback, particularly as related to strategies to implement the Ticket to Ride and Come Together scenarios, should be considered as agencies work to implement the CIM 2050 Vision.

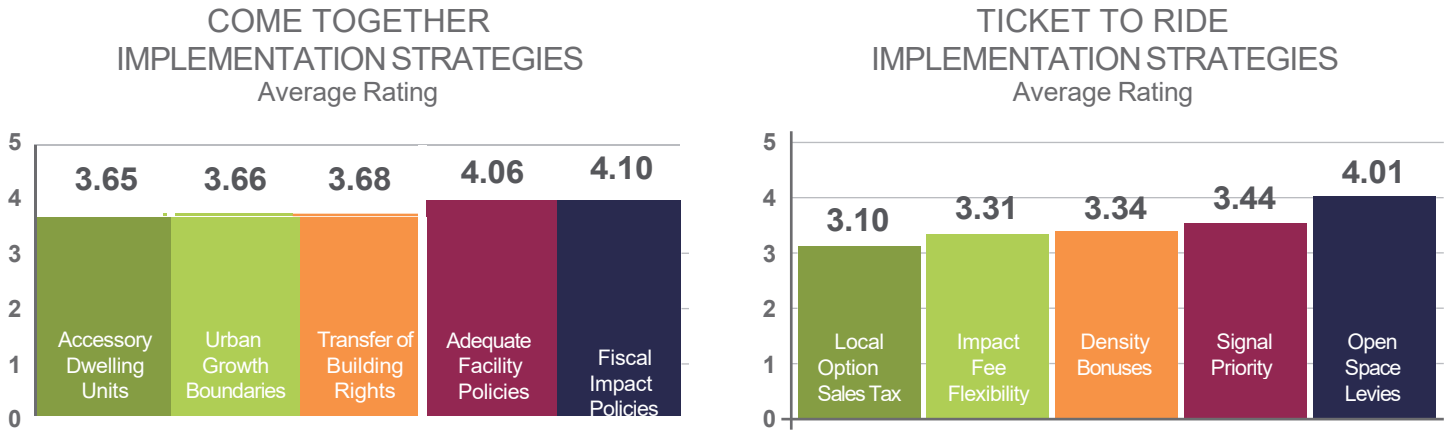


Figure 9. Public input informed which implementation strategies could best support the CIM 2050 Vision; strategies with public support are most likely to be successful. A higher number indicates higher preference for that strategy type.

SURVEY SUMMARY: *ALL ABOARD! EXPLORING TRANSIT OPTIONS FOR THE TREASURE VALLEY*

Dates: January 19 – February 27, 2021

Participants: 11,706

Focus Area: High-capacity transit preferences, tradeoffs, and destinations

Key Takeaways:

- There is a willingness to use high-capacity transit in the future if it meets needs
- For high-capacity transit to meet needs, it must be convenient, with an emphasis on ample and well-placed stops to provide easy access, as well as frequent and reliable service (Figure 11)
- There is support for investment in a quality system, even at a higher cost, with the sentiment that a “cheap” system would not serve the intended purpose nor attract ridership, and thus would fail
- High-capacity transit would primarily be used for work, school, or a night out

View Survey View Results

Survey #3: *All Aboard!* Exploring Transit Options for the Treasure Valley

The first two surveys showed public support for future high-capacity transit, specifically rail. In *A Lot Can Change in 30 Years*, 62% of respondents said they would "likely" or "very likely" use rail if it was available and convenient. In *Where Do We Grow from Here?*, the two highest-rated scenarios included a significant expansion of public transportation compared to today, with one, the Ticket to Ride scenario, featuring a rail system from Caldwell to Boise.

Building from these results and a 2020 study[9] on high-capacity transit options, COMPASS launched the *All Aboard! Exploring Transit Options for the Treasure Valley* survey in January 2021 (Figure 10). The purpose of the survey was to gain insight into public preferences regarding service offerings and likely destinations in order to narrow mode and alignment (route) options to those that would best serve residents' needs. A copy of the survey can be found online;[10] view complete qualitative and quantitative survey results.[11]

Figure 10. The *All Aboard!* survey explored high-capacity transit needs and preferences.

Survey results were used to identify a "locally favored" mode and alignment option—regional rail on the existing rail corridor parallel to I-84 between Caldwell and Boise (the "Boise Cutoff" alignment). COMPASS planners used the locally favored option to help determine the location and types of growth in the valley for the 2050 Vision. Learn more about the potential modes and alignments, and how survey results were used to help determine the locally favored option, in Public Transportation.[12]

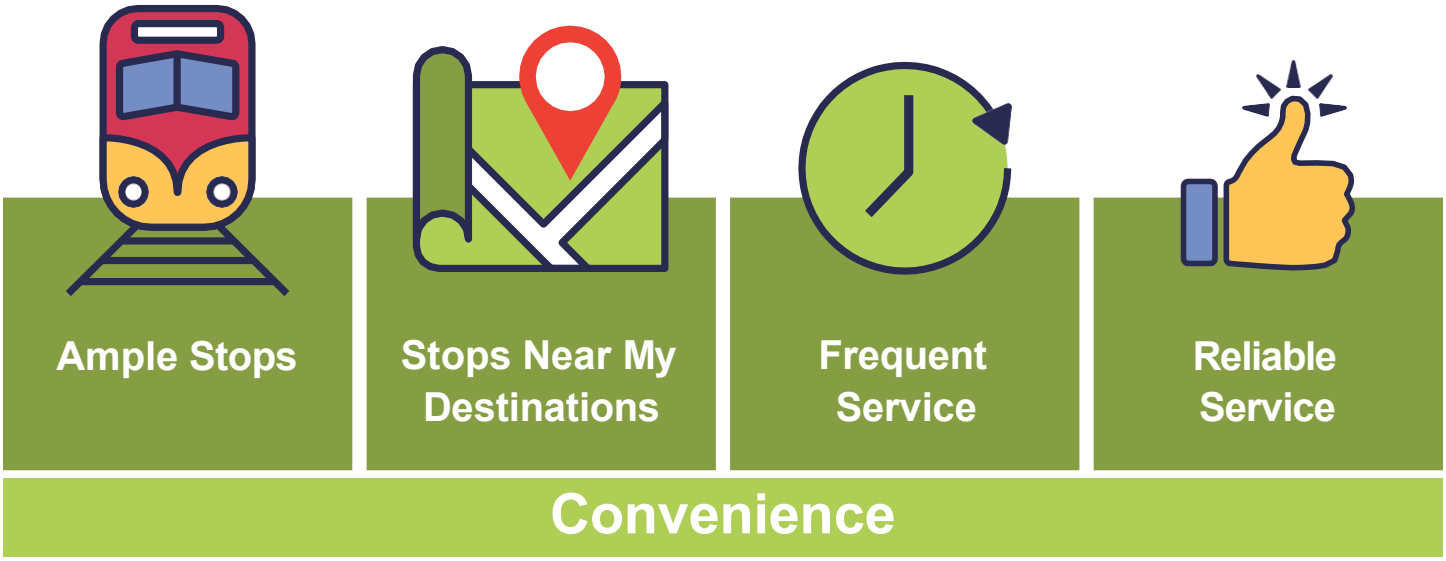


Figure 11. Qualitative and quantitative responses to the *All Aboard!* survey highlighted the importance of convenience in high-capacity transit service.

USING SURVEY RESULTS

The three surveys built upon one another and each provided unique public input to guide the development of CIM 2050. While survey results are reflected throughout the plan, they were specifically used to inform the CIM 2050 Vision[13] for growth and transportation, CIM 2050 goals[14] and implementation strategies,[15] and the 2050 public transportation system.[16] More on each of these can be found in their respective sections of this plan online.[17]

Discussion Groups

To complement the surveys' input from a broad cross-section of residents and stakeholders, COMPASS invited local stakeholders and experts to share their knowledge through small in-depth discussion groups on three specific topics: transportation safety, travel and tourism, and growth and development.

Each group met once for 1.5 hours in early February 2020, and each meeting followed the same format:

- Welcome and introductions
- Brief presentation by COMPASS staff to provide background and context for the discussion
- Facilitated group activity #1 to identify and rank transportation challenges related to the topic (safety, travel/tourism, growth/development)
- Facilitated group activity #2 to identify and rank solutions to the top-ranked challenges from activity #1

Wrap-up and next steps

The top-ranked challenges and solutions from each discussion group are shown in Tables 1-3 below. A list of attendees and verbatim meeting notes for each group can be found in the Appendix to this document.

Table 1. Meeting Notes from Transportation Safety Discussion Group

Transportation Safety Discussion Group February 4, 2020 (7 attendees)	
Top-Ranked Challenges	Top-Ranked Solutions for Challenge
Human behavior	• Create a culture shift—work toward "Vision Zero" (goal of zero transportation fatalities) • Develop well-written, enforceable, logical, emotionally understandable traffic laws
Roadways that are designed primarily for cars	• Create a "master safety committee" with all types of transportation users together • Implement policy changes to support safer design • Wake people up to traffic violence

Table 2. Meeting Notes from Travel and Tourism Discussion Group

Travel and Tourism Discussion Group February 16, 2020 (12 attendees)	
Top-Ranked Challenges	Top-Ranked Solutions for Challenge
Bottlenecks	• More efficient mass transit • Incentives for carpools • Road and bridge construction
Lack of flights to and from the East Coast	• Make the Boise airport an attractive maintenance base • Incentivize airlines • Attract an East Coast industry that would have a need for frequent travel to the Treasure Valley
Lack of efficient mass transit	• Dedicated commuter rail • Local option tax • High-Occupancy Vehicle (HOV) lanes

Table 3. Meeting Notes from Growth and Development Discussion Group

Growth and Development Discussion Group February 12, 2020 (13 attendees)	
Top-Ranked Challenges	Top-Ranked Solutions for Challenge
Lack of regional public transportation and related funding/funding tools	• Prioritize transit frequency on primary corridors/coordinate with businesses • Cultivate employer support for options/cost share • Initiate a local option sales tax or gas tax
Lack of a shared vision among leaders	• Develop an agreement to use current plans/resources in consistent ways across cities and counties • Use experiential learning opportunities • Provide education regarding public/private partnerships
Lack of public knowledge of transportation needs	• Use online interactive tools/games • Engage the media

The discussion groups' input on challenges and solutions are reflected in multiple sections of this plan, as well as related policies and processes, including:

- Safety[18]
- Demographics[19]
- Roadways[20]
- Public transportation[21]
- Complete Network Policy[22]
- Congestion Management Process[23]
- Priority projects[24]
- *Where Do We Grow From Here?* and *All Aboard!* surveys

AMENDMENTS TO *COMMUNITIES IN MOTION 2040 2.0*

Communities in Motion 2040 2.0 was adopted in 2018 and was the long-range transportation plan in effect during the development of CIM 2050. CIM 2040 2.0 has been amended 10 times since 2018.[25] Public comment was sought on each of the proposed amendments prior to action by the COMPASS Board of Directors.

Draft *Communities in Motion 2050*

COMPASS solicited feedback on the draft plan September 16 through October 16, 2022. Additional projects were proposed for funding in the plan after the public comment period ended; COMPASS solicited public comment on those proposed projects October 25 through November 8, 2022. COMPASS reviewed and responded to feedback and incorporated changes as appropriate.

How We Reached Out

COMPASS promoted the opportunity to comment on the draft plan throughout Ada and Canyon Counties in English and Spanish via:

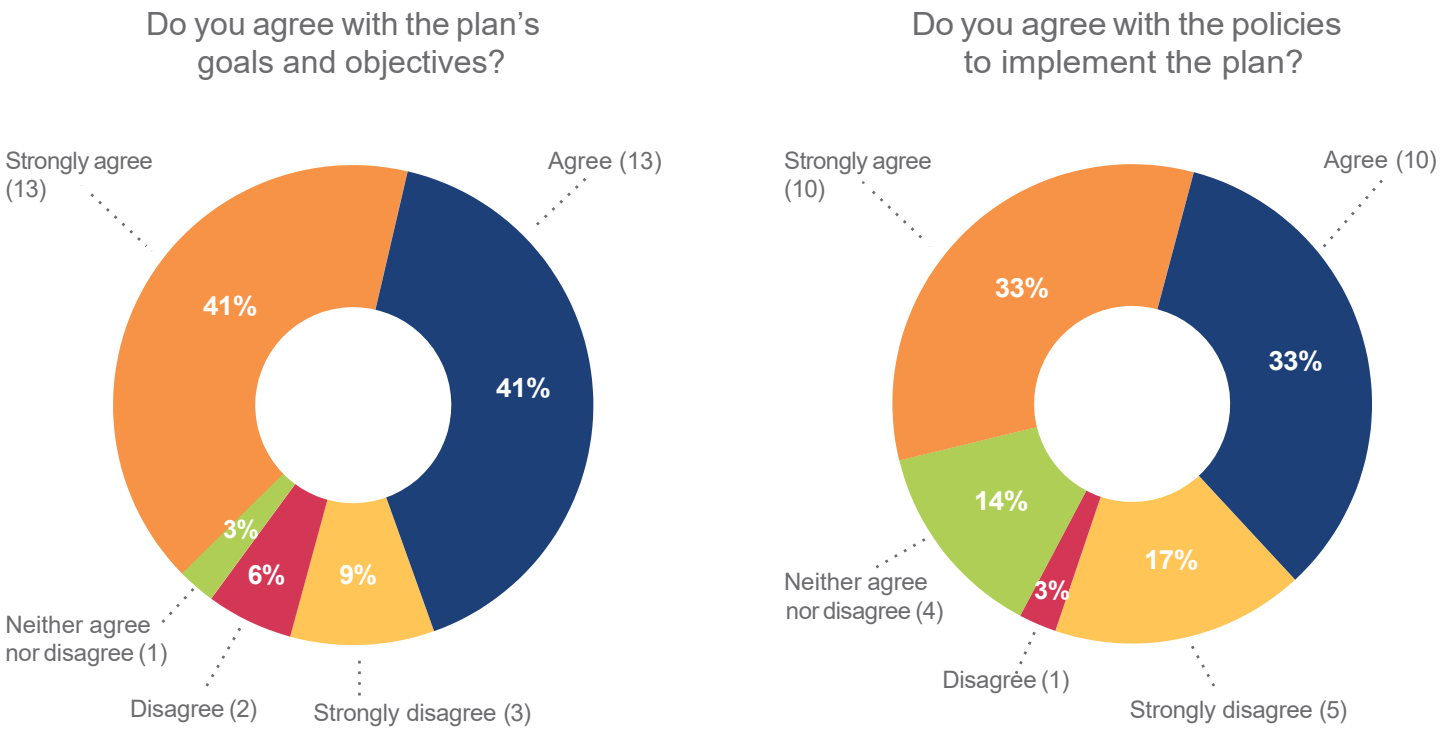
Radio ads – local and streaming	Newspaper ads
Presentations – in person and online	Email blasts
Social media	Popup banner ads
Flyers	Word of mouth

In addition, COMPASS provided comment materials at 20 libraries and other public buildings throughout the Treasure Valley and held open houses in Nampa and Boise to provide the opportunity to view materials and ask questions in person.

What You Told Us

Forty-four individuals and agencies reviewed the draft plan and provided feedback during the public comment period[26]; an additional 14 individuals provided feedback on the proposed additional funded projects.[27] During the comment period on the draft plan, we asked specific questions regarding plan goals, policies, and priorities.

While responses varied widely, most showed support for plan goals (82% strongly agree/agree), policies (66% strongly agree/agree), and project priorities (average 56% strongly agree/agree) Note that many individuals submitted open-ended responses only, so are not captured in these quantitative results. (Figure 12).[28] ***Note that many individuals submitted open-ended responses only, so are not captured in these quantitative results.***



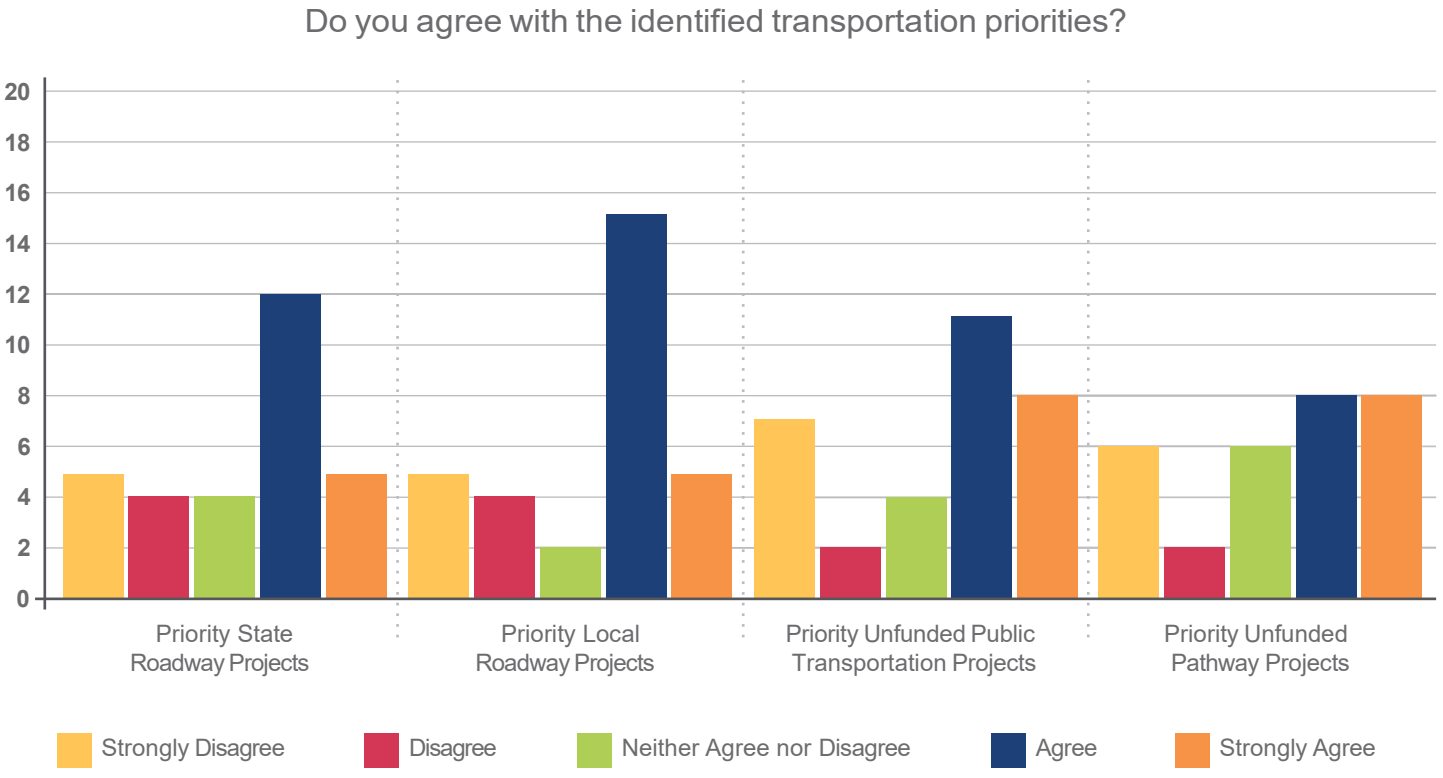


Figure 12. Respondents generally expressed support for plan goals, policies, and priority projects

Most respondents also provided open-ended comments.[29] Among the most common topics addressed were roadways (36 comments), safety (16 comments), biking (15 comments), rail (14 comments), pathways (10 comments), and buses (8 comments) (Figure 13). However, the tenor of the comments on each topic varied widely, from strong support, to strong opposition, to specific needs, requests, and observations.

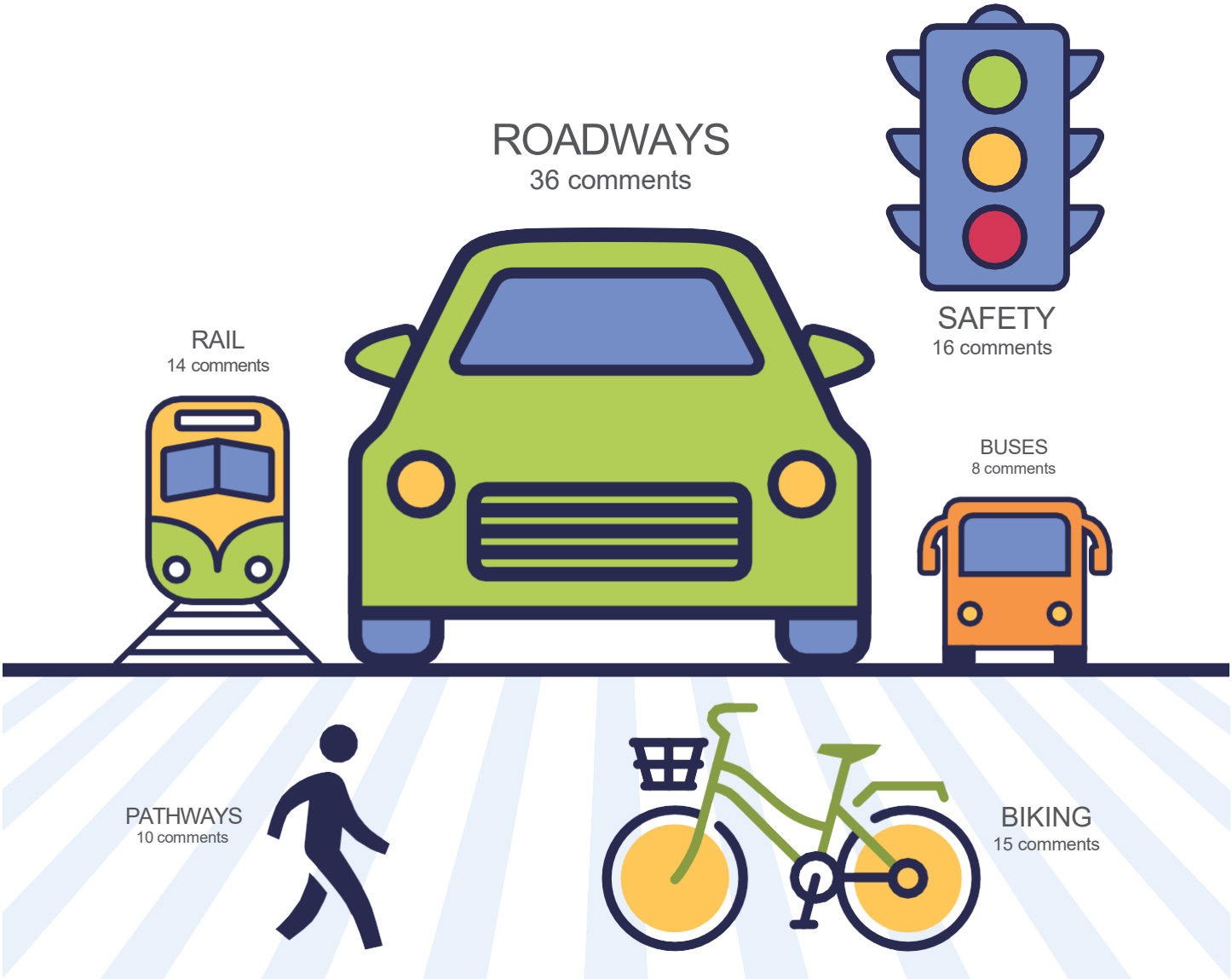


Figure 13. Common topics addressed

When comparing qualitative and quantitative results for priority projects, responses of "disagree" or "strongly disagree" were frequently paired with comments in opposition to that particular mode, as opposed to specific priorities for that mode. For example, disagreement with priorities for local or state roadway projects was often accompanied by a comment stating opposition to roadway expansion; similarly, disagreement with public transportation priorities was often accompanied by comments against public transportation in general.

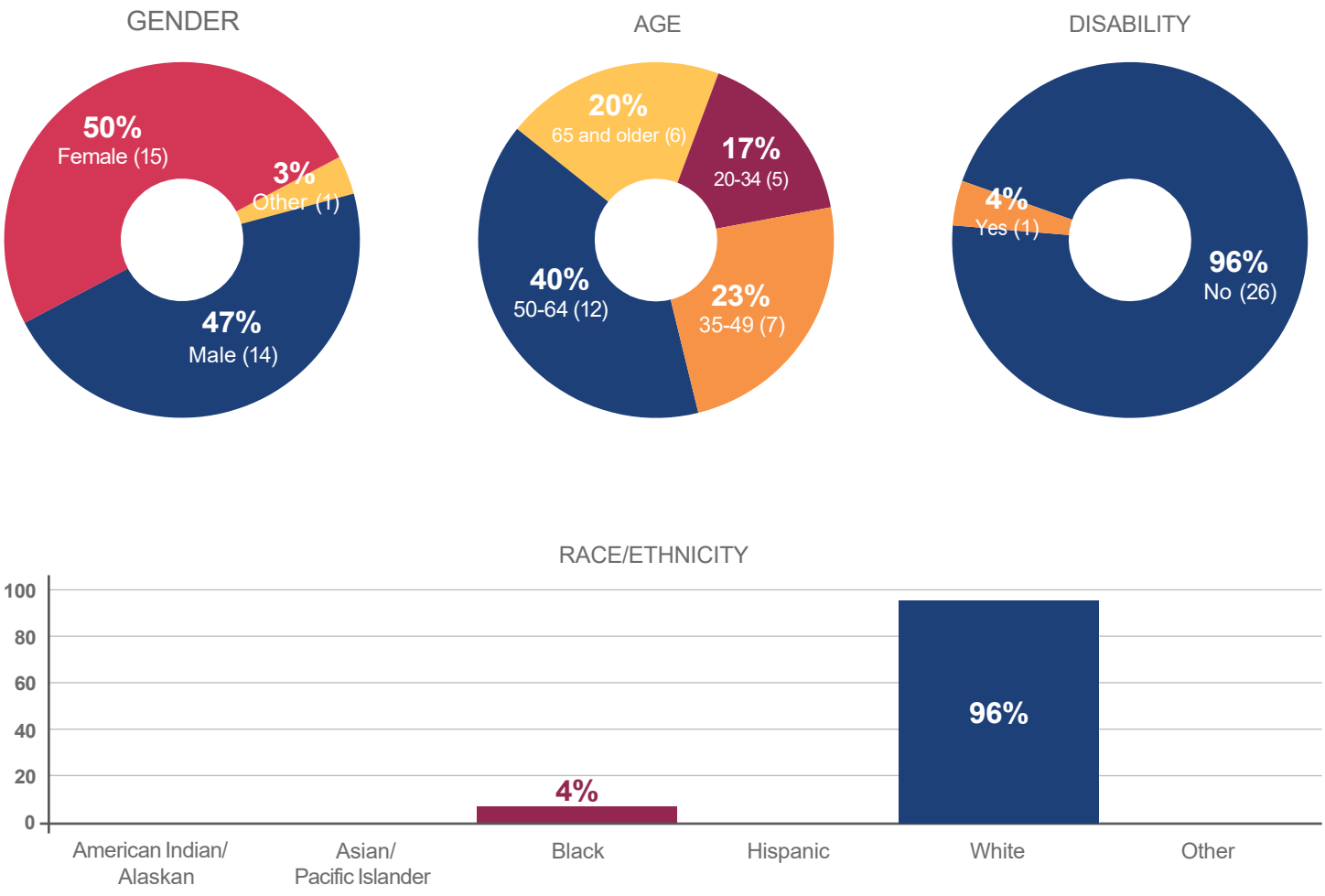


Figure 14. Demographic characteristics of respondents

Who Responded

Respondents were predominantly white, with an equal mix of male and female. While all age groups were represented, respondents skewed older, with 60% ages 50 and older (Figure 14). Respondents hailed from throughout the Treasure Valley (Figure 15).

How Comments Were Addressed

All comments were reviewed in detail and considered by COMPASS staff, shared with COMPASS' Regional Transportation Advisory Committee (RTAC) and Board of Directors, and forwarded to specific COMPASS member agencies when appropriate.

Changes made to the draft plan based on feedback received included correcting the location of a pathway project in the City of Nampa and adding detail on near-road air pollution and mitigation strategies.

Comments and responses are posted as part of this plan[30] and were featured on the home page of the COMPASS website at the time of plan adoption. Answers to questions and changes made to the plan based on feedback were noted in the response to comments document and shared with RTAC and the COMPASS Board of Directors prior to action to adopt the plan. While not all comments resulted in changes to the plan, all public input on the draft plan was thoughtfully considered and will inform future planning processes.

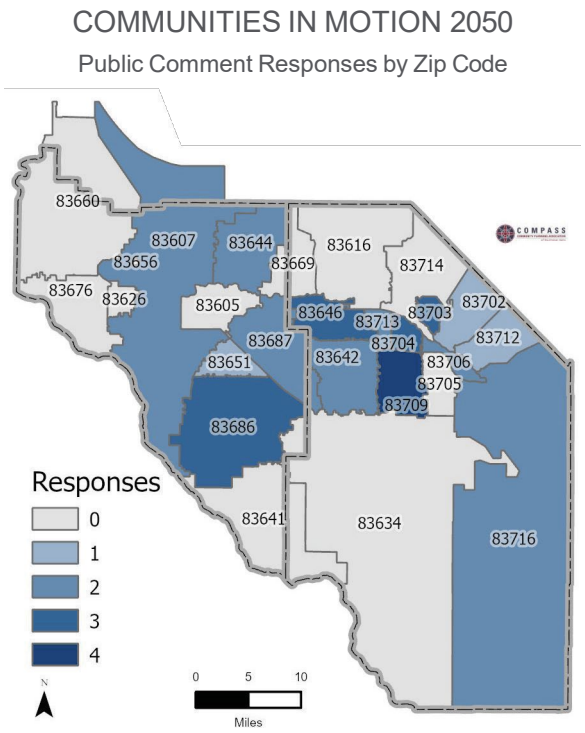


Figure 15. Geographic distribution of respondents

APPENDIX: DISCUSSION GROUP NOTES

In early February 2020, COMPASS invited local stakeholders and experts to share their knowledge on transportation safety, travel and tourism, and growth and development through in-depth discussion groups. Each 90-minute meeting followed the same format:

- Welcome and introductions
- Brief presentation by COMPASS staff to provide background and context for the discussion
- Facilitated group activity #1 to identify and rank transportation challenges related to the topic (safety, travel/tourism, growth/development)
- Facilitated group activity #2 to identify and rank solutions to the top-ranked challenges from activity #1
- Wrap-up and next steps

A list of attendees and full results of the two facilitated activities for each group are provided below. The challenges and solutions presented below are provided verbatim, as brainstormed by group attendees.

TRANSPORTATION SAFETY

Date: Tuesday, February 4, 2020

Attendees:

- Lisa Brady, Safe Routes to School
- Ryan Head, Ada County Highway District
- Lance Johnson, Federal Highway Administration, Idaho Division
- Lisa Losness, Idaho Transportation Department Office of Highway Safety
- Tim Riha, Nampa Police Department
- Steve Ritter, Boise State University
- Tom Trotter, AARP Idaho

Activity 1: Identify and Rank Challenges

Top Challenges (Ranked)

1. Human behavior
    - Aggressive driving
    - User speed
    - Distracted driving
2. Roadways designed for cars
3. Lack of options
4. Traffic volume
5. No "post" analysis
6. Parent fear
7. Not data driven
8. Lack of definition of "safe" / Shared vision of safe network does not exist

Other Challenges Identified (Alphabetical)

1. Better bus options for commuters
2. Bicycles on the wrong side of the road
3. Funding for infrastructure and enforcement – meeting expectations
4. Impaired driving
5. Lack of understanding of how middle turn lanes work
6. Motorcycles cutting lanes
7. People running red lights
8. People thinking they are kind by letting people cut traffic
9. Safe streets: RE speed limits on streets and highways
10. Transportation options…low cost alternatives to driving

Activity 2: Identify and Rank Solutions to Top-Ranked Challenges

Solutions to "Behavior" (Ranked)

1. Create a culture shift – work toward Vision Zero
    - Use term "crashes" and not "accidents"
2. Develop well-written, enforceable, logical, emotionally understandable traffic laws
3. Enforcement
4. Get the legislature, population, and law enforcement all on the same page
5. Education
6. Record video
7. Create intuitive infrastructure

Solutions to "Roadways Designed for Cars" (Ranked)

1. Create a "master safety committee" with all users (bike, ped, auto, public transportation, freight) in the same room
2. Implement policy changes to support safer design
3. Sensitize users – wake people up to traffic violence
4. Create more context sensitive active transportation infrastructure

TRAVEL AND TOURISM

Date: Thursday, February 6, 2020

Attendees:

- Moya Dolsby, Idaho Grape Growers and Wine Producers Commission
- Eric Gilbert, Treefort Music Fest
- Trevor Kesner, Boise Department of Parks and Recreation
- Scott Koberg, Ada County Parks and Waterways (Barber Park)
- Rhonda McCarvel, Boise Convention and Visitors Bureau
- Richard Mussler-Wright, Idaho Botanical Garden
- Gary Payne, Foundation for Ada-Canyon Trail Systems
- Pat Rice, Boise Centre/Boise Auditorium District
- Susan Saad, Bogus Basin Mountain Recreation Area
- Brian Thacker, Velma V. Morrison Center
- Jim Thomssen, Caldwell Chamber of Commerce/Destination Caldwell
- Virginia Treat, Velma V. Morrison Center

Activity 1: Identify and Rank Challenges

Top Challenges (Ranked)

1. Bottlenecks (lack of road/bridge capacity)
    - In general
    - Affecting access to events/destinations
2. Lack of air access from east coast
3. Lack of efficient mass transit
    - Few options for west valley to downtown Boise
    - Multi-modal accommodation
    - Buses get caught in traffic
    - Public transportation to campus
4. Parking
    - Lack of parking
    - Cost of parking
    - Perception of lack of parking
5. Lack of transportation options after hours
6. Lack of last-mile transportation options to downtown Boise/Boise State
    - Increase distance of available hotel rooms from downtown Boise
    - Time of commuter or guests getting to/from downtown
    - 1-2 miles out from downtown

Other Challenges Identified (Alphabetical)

- Access to Botanical garden – volume, recognition as a destination
- Funding
- Future growth – traffic from outlying new developments
- Lack of consistent way-finding signage (especially for wine country)
- Lack of north/south options
- Lack of safe crossings on Warm Springs
- Lack of shuttles
- Maps
- Meshing of mission – moving away from single car
- Need education on industry to county/city/COMPASS
- Need awareness tour
- Need tourism support

- Need collaboration
- Need contact person with problems
- Need signage
- Public reluctance to use public transit
- Road maintenance
- Regional LOS (level of service) coverage
- Traffic from outside Boise

Activity 2: Identify and Rank Solutions to Top-Ranked Challenges

More efficient mass transit

1. Staff training/incentives for carpools/site efficiency
2. Road and bridge construction
3. Alternative office hours / flex scheduling
4. Cost effective parking solutions – more people/vehicle discounts
5. Designated carpool lanes
6. Shut down exit lanes
7. Downtown shuttle to perimeter parking
8. Shuttles every 15 minutes to Ann Morrison
9. Assist chain up area (Bogus)
10. Home office option

Solutions to "Lack of East Coast Air" (Ranked)

1. Make BOI an attractive maintenance base
2. Incentivize airlines – e.g., economic development, maintenance
3. Attract an east coast industry that would have a need to travel to Boise a lot
4. Lobby airport staff

Solutions to "Lack of Efficient Mass Transit" (Ranked)

1. Dedicated commuter rail
2. Local option funding
3. HOV lanes
4. General funding (tie)
5. Make bus "sexier" (tie)
6. Marketing/education/awareness of these issues/options (tie)
7. Share business/commerce effects of this issue (tie)
8. Tolls (tie)

GROWTH AND ECONOMIC DEVELOPMENT

Date: Wednesday, February 12, 2020

Attendees:

- Mick Armstrong, Meridian Chamber of Commerce
- Clay Carley, Old Boise LLC
- Lanette Daw, Boise School District
- Eric Forsch, Idaho Department of Commerce
- Peter Jurhs, Nampa School District
- Teresa McLeod, St. Luke's Health System
- Alexandra Monjar, ULI Idaho
- Charity Nelson, Boise Valley Economic Partnership
- Steven Sinek, Boise Hunter Homes
- Todd Tucker, Boise Hunter Homes
- Ian Updike, West Ada School District
- Jon Wardle, Brighton Corporation
- Kendra Witt-Doyle, Blue Cross of Idaho Foundation for Health

Activity 1: Identify and Rank Challenges

Top Challenges (Ranked)

1. Need for regional public transportation and related funding/funding tools
2. Lack of a shared vision among leaders
3. Lack of public knowledge of transportation needs
4. Lack of data/knowledge of changing demographics
5. Lack of Safe Routes to School

Other Challenges Identified (Alphabetical)

- Access to care
- Access to healthy foods
- Better coordination with cities on creation of industrial and commercial zones
- Community health: lack of understanding of impact of built environment
- Complete network that promotes physical activity
- Congestion on main arteries
- Conflicts between AV/AI [autonomous vehicles/artificial intelligence] and humans in the street
- Costs
- Development is often at blame – not paying our fair share, but this isn't always true

- Education (outreach)
- Experiential learning
- Funding (limited tools)
- Future transportation improvements impact on growth
- Getting students to school from outside Boise due to foster care/ homelessness
- HOV lanes on highway (lack of)
- Labor shortage
- Lack of coordination among cities and public agencies
- Lack of mobility options in some areas
- Land cost
- Legislative support
- Obesity and car commute
- Our transportation impacts on neighbors (e.g., employee parking, ride share, walk bike options)
- Parking: not enough space but no other viable options
- Patient access
- Poor driving habits
- Prioritizing movement of people vs cars
- Public education of real costs and funding sources
- Public transit for all locations
- Public transit for all work hours
- Rail service – no origination in the metro
- Reduced revenue from hybrid and electric vehicles
- Residents from high population areas thinking there isn't a problem
- Retail changes – more delivery
- School load zones are packed with parent vehicles
- Sprawl
- Thinking Valley Transit is what our residents want
- Time delay in answers from ACHD [Ada County Highway District] and ITD [Idaho Transportation Department]
- Traffic congestion at employment centers
- Travel time – can only go a short distance within bell times of schools
- Truck traffic competing with commuter traffic
- Understanding tradeoffs in growth

Activity 2: Identify and Rank Solutions to Top-Ranked Challenges

Solutions to "Need for Regional Public Transportation and Related Funding/Funding Tools" (Ranked)
Prioritize transit frequency on primary corridors/coordinate with businesses

1. Employer support for options/cost share
2. Local option sales tax or gas tax
3. Reallocate maintenance money into mobility needs
4. Use chambers of commerce data and contacts / survey chamber
5. Increase vehicle registration fees

Solutions to "Lack of a Shared Vision Among Leaders" (Ranked)

1. Agreement to utilize current plans/resources in consistent ways across cities/counties
2. Experiential learning opportunities – what is it like to be an underserved population
3. Education regarding public/private partnerships
4. Data: commuting, cross city impacts, resident behavior

Solutions to "Lack of Public Knowledge of Transportation Needs" (Ranked)

1. Use online interactive tools (gamification)
   - "Plan the growth" game
   - "Home to work cost" game
2. Engage the media
3. Explain funding with a game

ENDNOTES

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28 See note 26.

29 See note 26.

30 See note 26.