



Working together to plan for the future

News Release

October 11, 2021

Media Contact: Amy Luft, 208/475-2229

COMPASS to Conduct Treasure Valley Travel Survey

Meridian, ID – The Community Planning Association of Southwest Idaho (COMPASS) will be conducting a random household survey in October and November to update its data on travel patterns in Ada and Canyon Counties. COMPASS is an association of local governments in Ada and Canyon Counties that develops the region’s long-range transportation plan and allocates federal transportation funding. The agency conducts a survey such as this approximately every 10 years to inform its planning processes.

Over the next few weeks, randomly selected households across the region will be mailed invitations to complete a survey about how, when, where, and why they travel in and around the region. “If your household receives an invitation, we would greatly appreciate your participation in the survey,” states COMPASS Principal Planner MaryAnn Waldinger. “Your involvement ensures that households like yours are represented in our regional transportation plans.”

Survey participants will be asked to log their travel and answer questions about the trips they make over the course of the survey. The survey can be completed online, over the phone, or through a smartphone app. All information provided is confidential and protected with a strict privacy policy.

Households that fully complete the survey will receive a gift card as a thank you for their time and effort.

Travel surveys such as this one help COMPASS continue to serve the region’s growing population. They are critical to understanding the region’s current transportation needs, prioritizing future transportation investments, producing competitive federal grant applications, and more.

For more information, including the full privacy policy, please visit the Treasure Valley Travel Survey website at COMPASStravelsurvey.com.