

Leadership in Government, Canyon County

Canyon County Transit Day Valley Regional Transit

In a state with no dedicated transit funding, Valley Regional Transit (VRT) demonstrated its commitment to leveraging scarce resources through uniting partners and amplifying community voices.

In 2025, VRT hosted “Canyon County Transit Day” to proactively engage Canyon County residents and gather their input on the future of transit through presenting four potential transit scenarios — from elimination to expansion.

VRT shared the real-world economic, social, and human impacts of each option with participants and received feedback on support of – and opposition to – each scenario.

The results were decisive:

- 90% of participants supported continuing local funding for transit
- 59% supported expansion of local funding

In addition, more than 160 riders shared their personal stories, showcasing how transit serves as a lifeline for work, healthcare, education, and independence.

This transparent, scenario-based approach demonstrated innovation in outreach and gave local leaders the information they needed to maintain vital funding and work collaboratively with VRT on a roadmap for future transit service in Canyon County.