

FY2025

OUTREACH SUMMARY

OCTOBER 1, 2024 - SEPTEMBER 30, 2025

COMPASS in Action



COMPASS staff spent the year engaging with the community at events throughout the Treasure Valley—sharing information about our long-range plan, ongoing studies, opportunities for public input, and promoting safety on our region's roads, bikeways, and pathways.

Public Comment Periods



COMPASS conducted eight public comment periods in FY2025, receiving 2,168 comments from the community. These opportunities ensure that public voices are heard by the COMPASS Board of Directors.

Open Houses



COMPASS hosted two open houses to discuss the Let's Ride Treasure Valley Study in Ada and Canyon Counties and one to promote the Transportation Improvement Program's annual public comment period.

Booths



In 2025, COMPASS hosted booths at six community events, engaging with more than 300 visitors. Staff shared the Good Move message, updates on COMPASS projects, and information about the region's long-range transportation plan, *Communities in Motion 2050*.

Education Series



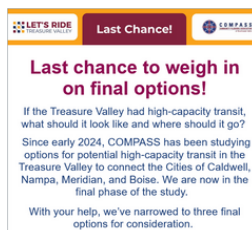
Each year, COMPASS hosts an Education Series featuring speakers from across the U.S. on key transportation topics. This year's four sessions covered road usage charges, census data, road safety audits, and the connection between housing and transportation.

Social Media



COMPASS published an average of 213 posts per channel across all social media platforms (Facebook, Instagram, X, Nextdoor, YouTube, and LinkedIn). In total, we gained 299 new followers, 423,379 impressions, 11,379 engagements, and 19,933 video and reel views.

Email Blasts



COMPASS sent 55 email blasts to a list of 6,803 subscribers. These messages keep everyone informed about opportunities to comment, upcoming events, and other important topics.

Presentations



COMPASS staff delivered 16 presentations to more than 725 people, sharing updates on regional planning efforts and available COMPASS resources through both panels and individual presentations.

In Motion - The COMPASS Podcast



The In Motion Podcast was first introduced in 2024 and aired a total of five episodes in FY2025. It is available on all podcast platforms and covers a variety of topics on transportation.

The Good Move Campaign



The Good Move Campaign has inspired many instances of regional collaboration this past year! There were multiple 100 Deadliest Days campaigns, safe biking/walking campaigns, and a brand new 2026 Good Move calendar.