



ENGAGEMENT PHASE THREE SUMMARY

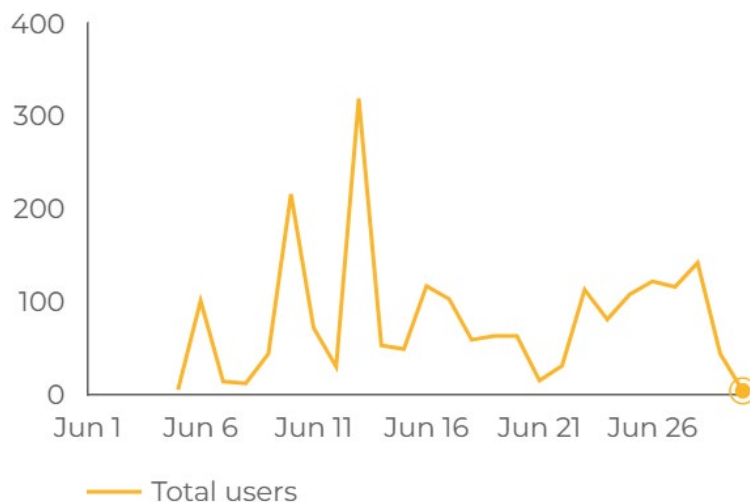
Overview

The third public engagement phase for the Let's Ride Treasure Valley Study was conducted in June 2025. The purpose of the engagement was to educate and receive input from the public on the Tier 3 analysis and recommendations. COMPASS hosted a self-guided online public meeting that was open from June 6 to June 29. Topics included a brief project overview, feedback received to date, Tier 3 analysis, and the draft recommendations.

Online Meeting Analytics

The online meeting generated **1,937 total users**, 806 of which were engaged sessions. There were a total of **498 survey respondents**.

Users Over Time



Users by IP Address Location (Top 5)

- Boise
- Meridian
- Nampa
- Caldwell
- Eagle

Users by Device Type

- Mobile: 57%
- Desktop: 41%
- Tablet: 2%

Users by Acquisition

- Direct: 60%
- Paid Social: 29%
- Organic Social: 5%
- Referral: 4%
- Other: 2%

Social Media Sources (Top 3)

- Reddit
- Instagram
- LinkedIn

Other Feedback Received

During the third public engagement phase, a total of **eight email comments** were received.

Promotion

The online meeting was promoted through the following communication methods.

Method	Details
Hard-copy posters	Inside Valley Regional Transit (VRT) buses (65 buses).
Flyers	Distributed at meetings and provided to COMPASS Public Participation Workgroup members who were asked to post at their agencies and places of business.
News release	Distributed to 43 local news outlets.
Social media posts	<p>COMPASS: Facebook (5 boosted): 2,001 engagements; 21,945 accounts reached; 34,782 views; 745 clicks Instagram (7 boosted): 93 engagements; 1,474 accounts reached; 1,790 views LinkedIn (5 posts): 60 engagements; 658 accounts reached Nextdoor (2 posts): 195 engagements; 15,389 accounts reached Total Engagements: 2,349 Total Accounts Reached: 39,466</p> <p>Other Posts: TownSquare Media (English) 5 ads Impressions: 77,800 Engagement: 80 Clicks: 70</p> <p>Radio Rancho (Spanish) Facebook (6 posts): 634 engagements; 6,938 accounts reached; 13,224 views; 10 clicks Instagram (6 posts): 2 engagements; 784 accounts reached; 1,758 views</p> <p>Social posts and shares from COMPASS member agencies and other stakeholders/partners.</p>
Digital ads	VRT infotainment bus screens (31 buses).
Hard copy print ads	Legal notices: Two newspapers, placed 6 times. Display ads: Three newspapers, 10 ads total.
Email blast	COMPASS email distribution list of around 4,600 contacts. Four emails: 6,505 opens; 351 clicks; 35% average open rate
Word of mouth	Announcements at meetings: 10 Public events: 2 Forwarded emails: Unknown (many)

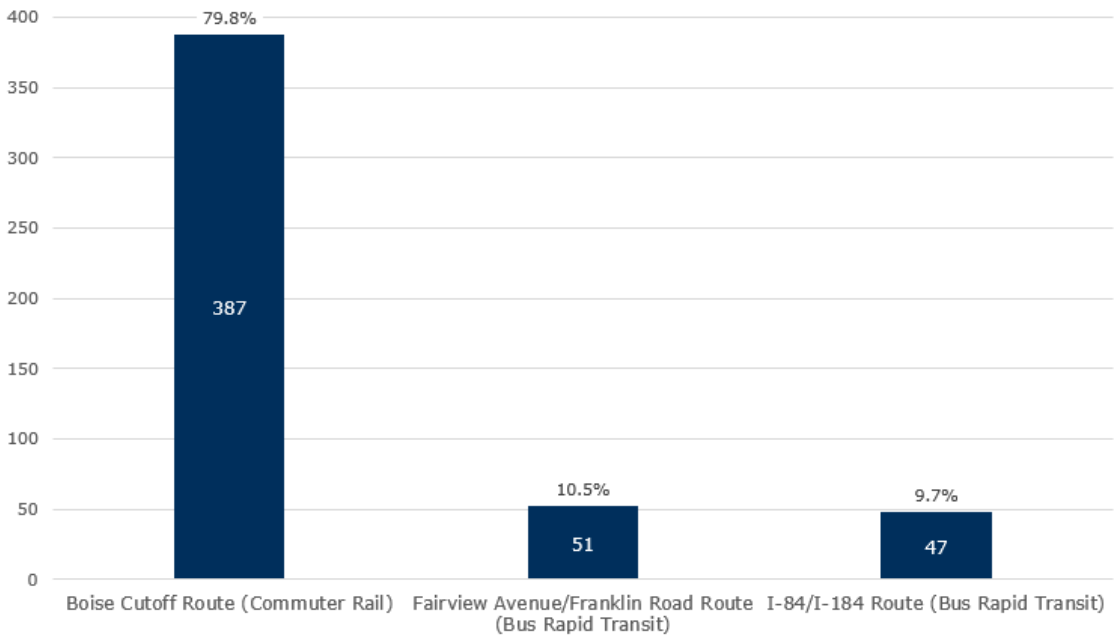
KEY TAKEAWAYS

Below are key takeaways from the survey responses, open-ended comments, and email comments.

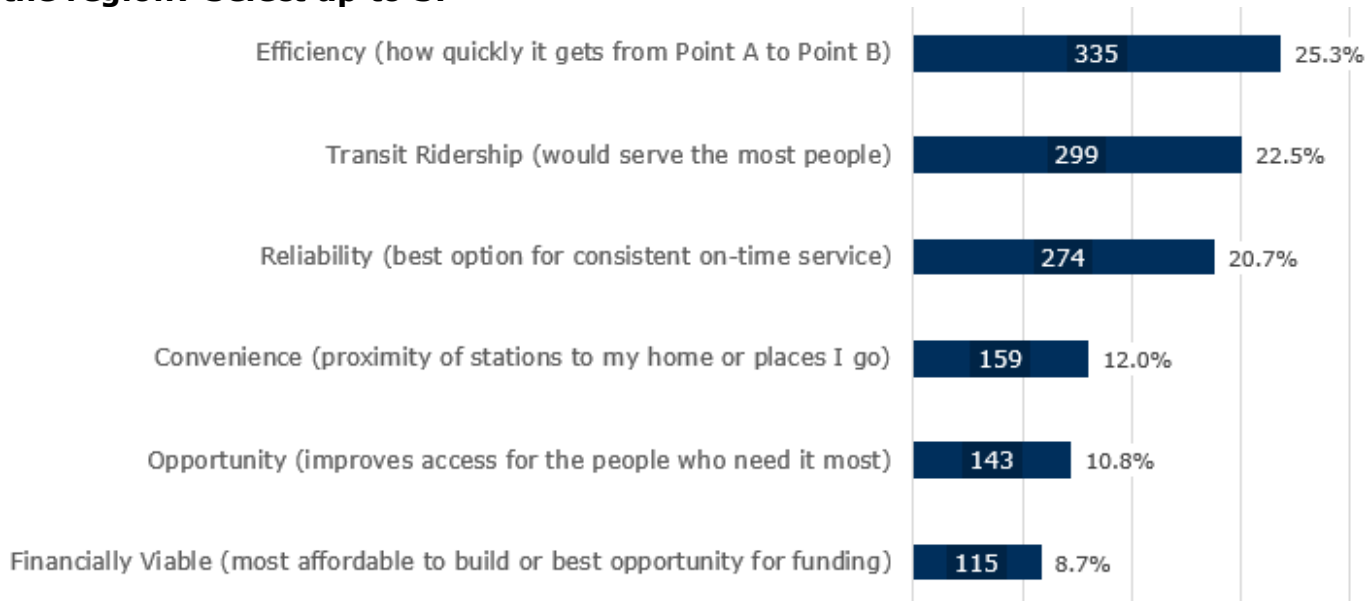
- Most survey respondents (80%) believe that the Boise Cutoff Route (Commuter Rail) is the best choice for Treasure Valley.
- The top three reasons respondents believe their choice is best for the region include efficiency (25%), transit ridership (23%), and reliability (21%).
- Most respondents (92%) believe that the station locations align with major origins and destinations between Boise and Caldwell based on a scale of 1 (least aligned) and 4 (most aligned) (58% selected 3 and 34% selected 4).
- Property acquisition (24%), increased taxes to pay for construction and/or high-capacity transit service (21%), and impact to traffic at transit route crossings (20%) were noted as the top three types of challenges or impacts from implementing high-capacity transit service that survey respondents are most concerned about.
- There was general support for commuter rail as a long-term, high-impact solution that leverages existing infrastructure.
- Bus service is seen as a practical, flexible option for immediate or short-term needs.
- There were mixed opinions on bus rapid transit (BRT); some see promise, while others doubt its ability to reduce congestion.
- Several commenters emphasized the need for good “last mile” access, station connectivity, and park-and-ride availability.
- Commenters expressed concerns over the high costs of transit projects, with many urging developers, not taxpayers, to fund the service.
- There was some skepticism about transit effectiveness in a car-dependent, low-density region such as the Treasure Valley.

SURVEY RESULTS

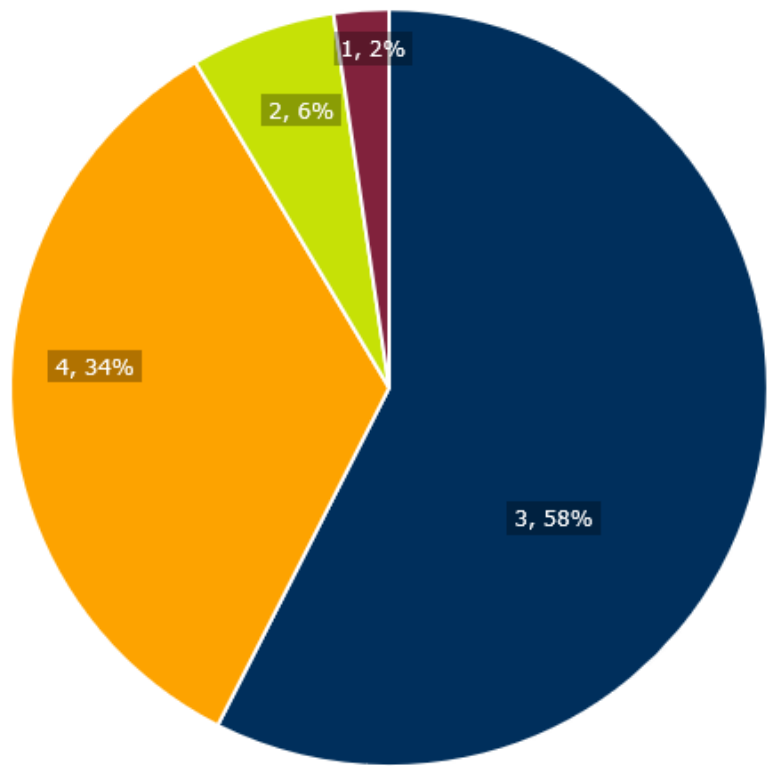
Question 1: Based on the information provided, which of the three options do you think is the best choice for Treasure Valley?



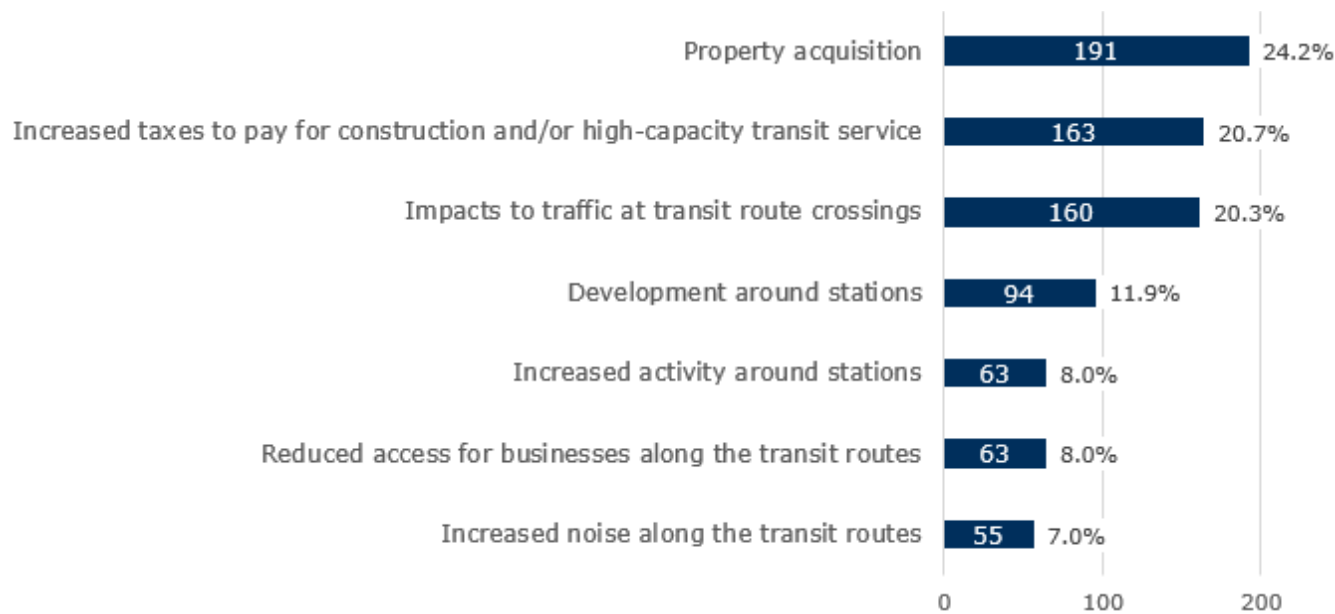
Question 2: What are the main reasons you think your choice is the best for the region? Select up to 3.



Question 3: How well do the station locations align with major origins and destinations between Boise and Caldwell? (Rank on a scale of 1[poorly aligned]-4[well aligned])



Question 4: What types of changes or impacts from implementing high-capacity transit service are you most concerned about? Select up to 3.



Question 5: Any additional comments or feedback?

Of the 498 survey respondents, 221 provided additional comments or feedback. Below is a summary of those comments with direct quotes.

Support for Boise Cutoff Commuter Rail as Long-Term Solution

- Rail is seen as the highest-impact, visionary transit option for addressing congestion and future growth.
- Existing rail infrastructure and environmental benefits add to its appeal.
- There is an emphasis on the need for Transit-Oriented Development around stations to create walkable, compact communities.

“I think commuter rail would actually provide an opportunity for good development around the stations, which will lead to neighborhood nodes.”

“Commuter rail is the best option for long term high capacity transit and we have half of the infrastructure already there wasting away. Use our taxes for something that will last.”

Bus Service Seen as Immediate, Flexible Transit Option

- Reliable, frequent bus service is preferred as a practical short-term or complementary solution.
- BRT with dedicated lanes and signal priority has conditional support but faces skepticism about its ability to compete with driving times and reduce congestion.
- The need for express buses running point-to-point with minimal stops to maximize convenience and ridership is noted.

“A reliable bus service throughout the valley would initially serve more people.”

“You don’t need bus rapid transit – just run buses/vans with a 10-minute headway all day.”

“Rapid Transit via bus would increase accessibility for people who do not drive.”

Critical Importance of Accessibility, “Last Mile,” and Station Design

- Easy, safe access to stations by car, bike, foot, and connecting transit is essential for success.
- Ample and free park-and-ride facilities are needed, especially in suburban and rural areas.
- The need for shuttle services and local feeder buses to link stations to workplaces, schools, and amenities was frequently mentioned.

“Each station would still need to consider parking for park and ride users.”

“If people cannot safely and reasonably get to the station it can’t be used effectively.”

“I am actually most concerned about last mile connectivity. I believe that has been our biggest challenge for bus transit already.”

Funding, Costs, and Responsibility

- High costs of rail and BRT lead to skepticism; many want developers, not taxpayers, to bear the financial burden.
- Respondents suggest using impact fees or developer taxes tied to population growth and new developments to pay for the service.
- Respondents voiced an urgency to secure right-of-way early to avoid rising costs.

“It should NOT fall on taxpayers. We didn’t ask for all this development.”

“The longer you wait to acquire the property necessary for light rail, the more problems and expense you will have.”

Preference for Road Expansion

- Some strongly oppose transit investments, seeing them as costly, ineffective, or ill-suited to the Treasure Valley.
- There is a preference noted for widening roads, adding lanes, increasing speed limits, and optimizing traffic signals.
- There are concerns about transit-related crime, safety, and ridership levels.

“I do not support any of these options... widen roads, add traffic lanes.”

“Roads improvement and timing traffic lights should be the focus.”

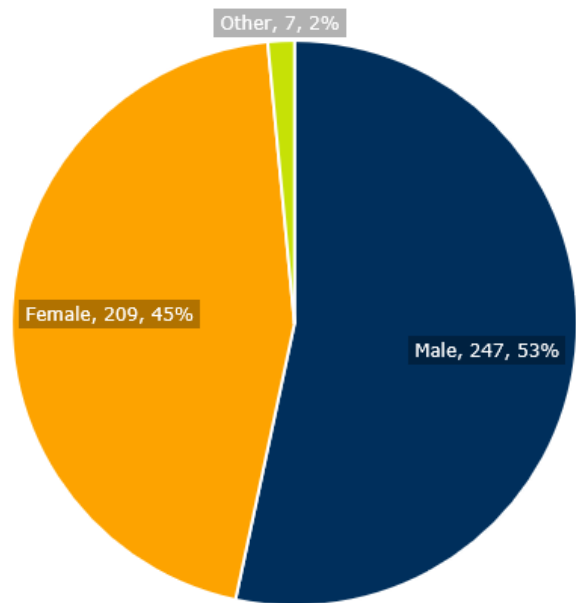
Email Comments

Eight comments were received via email. Below is a summary of the comments.

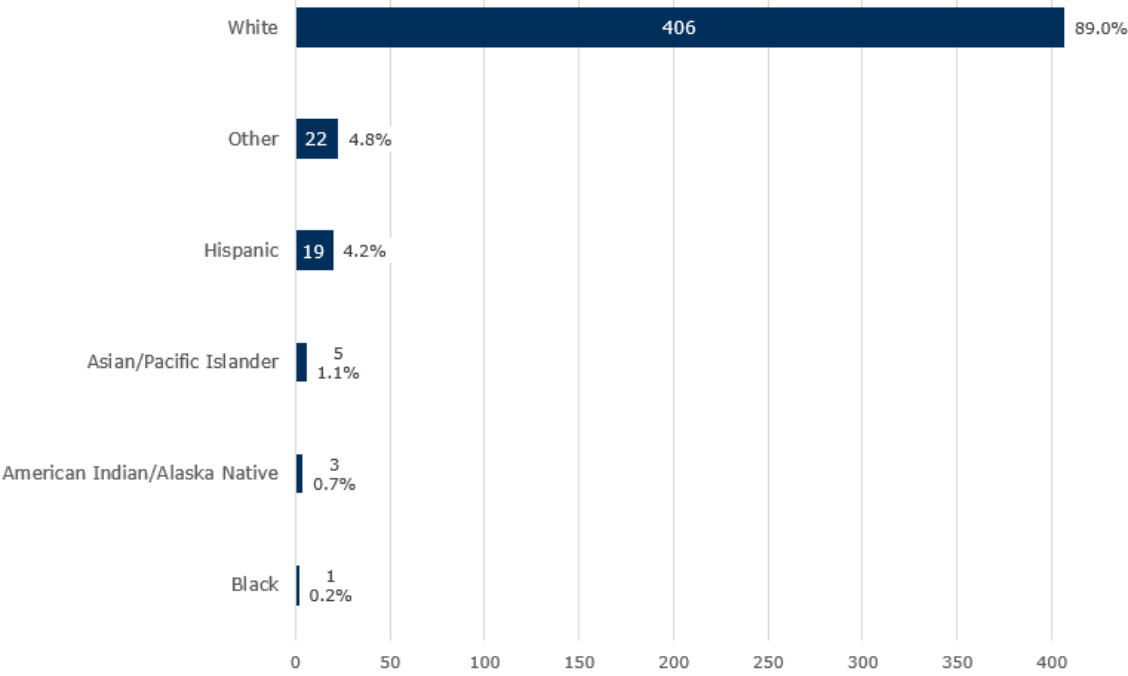
- Some opposition for public transit projects, especially rail, which is seen as a waste of taxpayer money with low expected ridership.
- Some believe that Treasure Valley residents prefer cars and won't switch to transit, even with congestion.
- Skepticism toward government planning and spending, including criticism of the Idaho Transportation Department and perceived mismanagement.
- Support for BRT over rail from some who oppose all current options but see buses as the "least bad" choice.
- Support for rail, particularly from those who feel the region is overdue for high-capacity transit.
- Other ways to reduce congestion were suggested including drone and pneumatic tube delivery systems.
- Environmental concerns raised about farmland loss, habitat destruction, and unchecked suburban growth.

Demographics

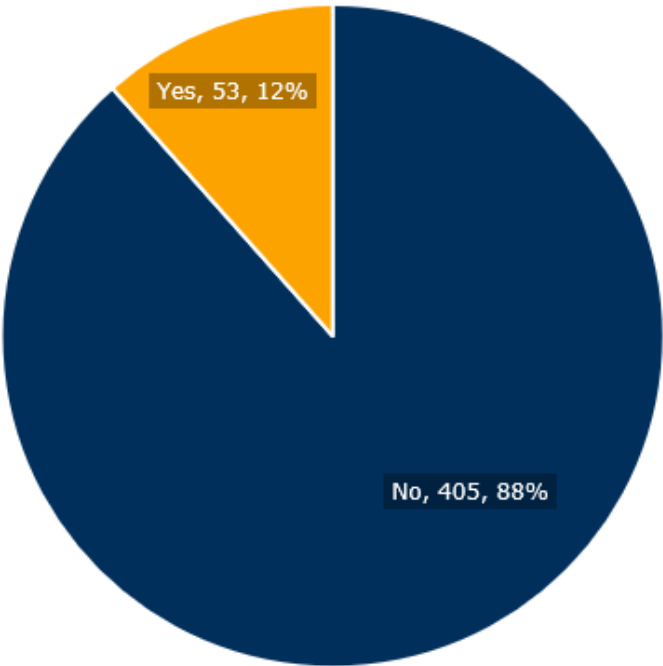
Gender



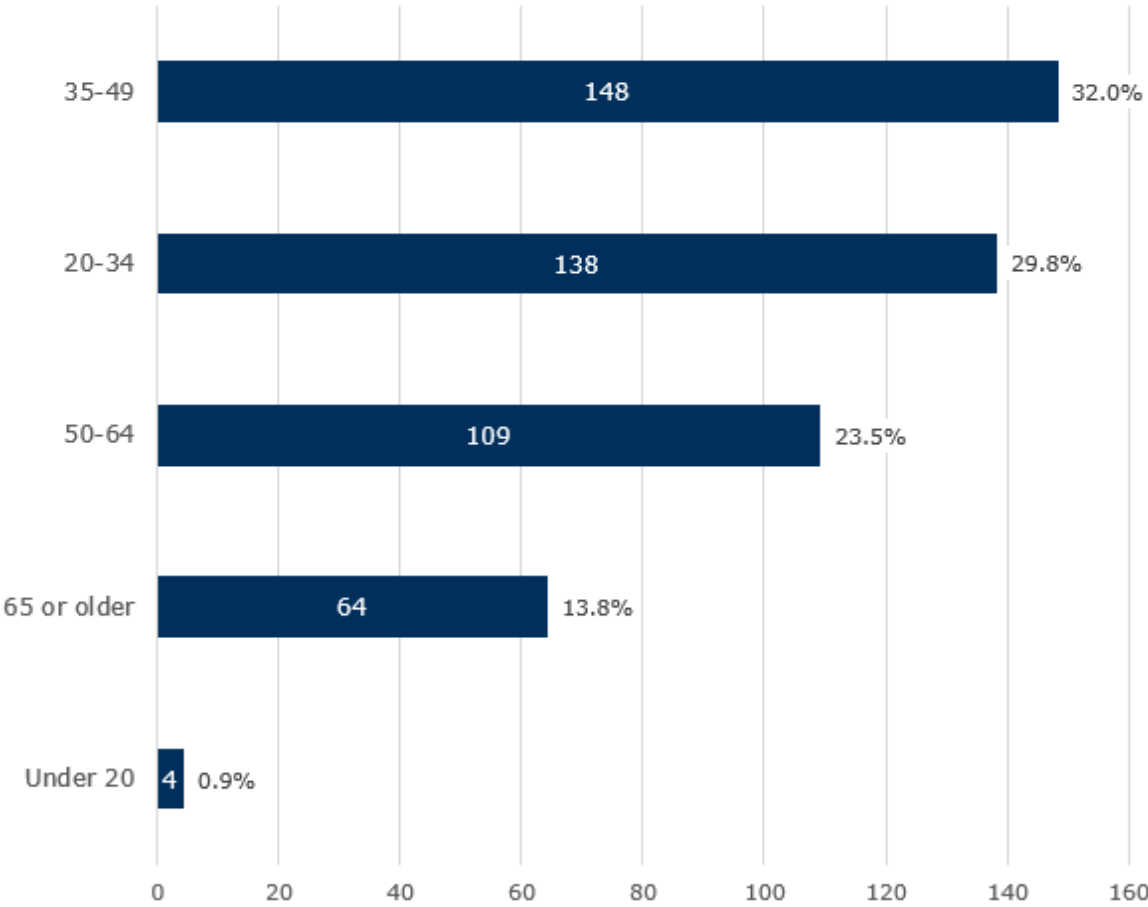
Race/Ethnicity



Persons with Disability

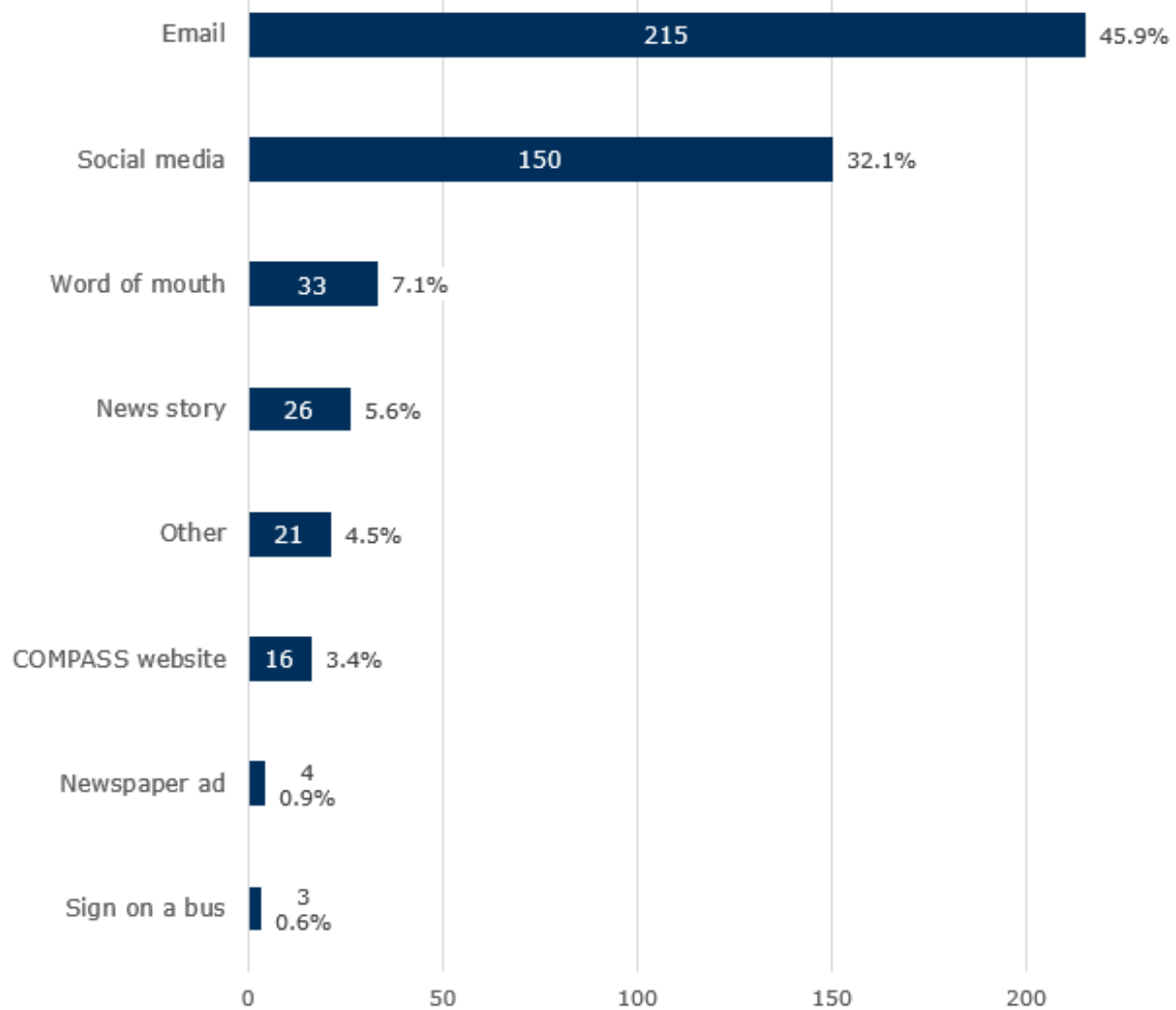


Age



LET'S RIDE – TREASURE VALLEY

How did you learn about this opportunity to comment?



“Other” responses included:

- Library
- Meridian Public Works Expo
- Friend

Responses by Zip Code

