ENGAGEMENT PHASE TWO SUMMARY

Overview

The second public engagement phase for the Let's Ride Treasure Valley Study was conducted in February and March 2025. The purpose of the engagement was to receive input from the public on the Tier 2 analysis and the modes and routes to be carried forward to Tier 3 analysis. Topics included a brief project overview, feedback received to-date, and the results of the Tier 2 analysis.

Two open houses were held. The first open house was held on February 18 at the COMPASS building in Meridian with 17 people in attendance. The second open house was held on February 19 at the Nampa Public Library with 13 people in attendance. Each open house was held from 5-7:30 p.m. Seventeen mounted boards were displayed throughout the room. Five roll plots with the potential routes were displayed on tables with sticky notes and pens for participants' comments. Project team members were dispersed throughout the room to answer questions and explain the boards and roll plots. A total of nine hard-copy survey forms were filled out at the open houses.

Additionally, an online public survey was promoted and open for responses from February 10 through March 2 on the project website. The online survey and the hard copy survey at the open houses had the same questions.

In total, there were 98 survey responses (12 hard-copy, 86 online), eight email comments, and 2,634 views on the project website.

Open House 1 (Meridian)

Open House 2 (Nampa)

Accessibility

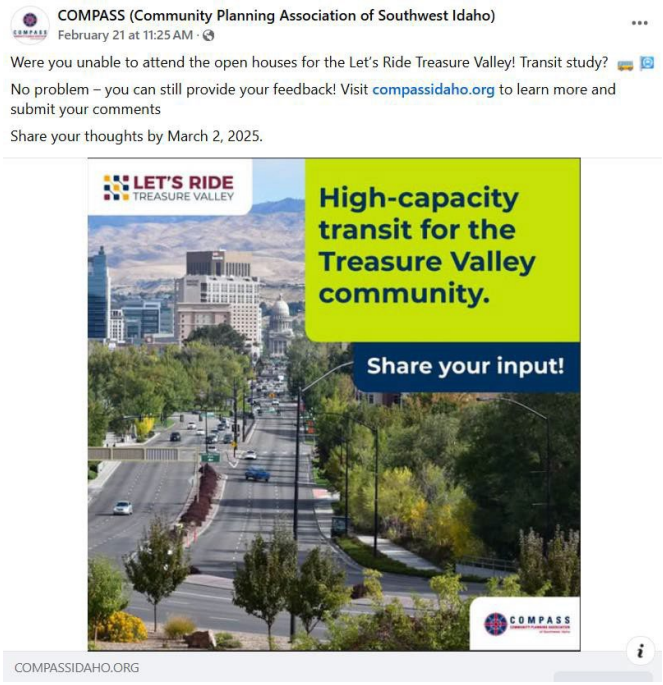
All open house boards were provided online in original format and as "text only" versions for a screen reader for the visually impaired. In addition, EqualWeb was used for website accessibility with the ability to translate the survey into 22 languages.

Promotion

The open houses and online survey were promoted through the following communication methods.

Method	Details
Hard-copy posters	Inside Valley Regional Transit (VRT) buses (65 buses) Newsstands on Boise State University campus.
Flyers	Distributed at meetings and provided to the Community Working Group and 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. Interviews for KTVB (NBC) and the Idaho Statesman newspaper. Neither story ran during the comment period.
Social media posts	COMPASS: • Facebook (1 organic, 4 boosted): 3,924 engagements, 66,889 accounts reached, 70,778 ad views • Instagram (1 organic, 4 boosted): 499 engagements, 31,738 accounts reached, 19,911 ad views • LinkedIn (5 posts): 42 engagements, 2,456 accounts reached • X (5 posts): 69 engagements, 1,049 accounts reached • Nextdoor (2 posts): 21,722 accounts reached Total Engagements: 4,035 Total Accounts Reached: 92,116 Other Facebook Posts: Townsquare Media • English (4 posts): 49,406 accounts reached, 19 clicks • Spanish (4 posts): 35,938 accounts reached, 22 clicks Radio Rancho • Spanish (19 posts): 42,418 accounts reached, 310 clicks Social posts and shares from COMPASS member agencies and other stakeholders/partners.
Digital Ads	Footer on Boise State University Student Newspaper website VRT infotainment bus screens (31 buses) Townsquare Media Group • English: 229,541 impressions, 249 clicks, 151 conversions • Spanish: 6,680 impressions, 14 clicks, 38 conversions
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: 7,493 opens, 160 clicks, 40% average open rate contacts per email.

Digital Ad



Social Media Post

KEY TAKEAWAYS

Most survey respondents agree or mostly agree (an average of 77%) with the modes and routes proposed to be carried forward to Tier 3 analysis. Like the Phase One engagement phase, there is a strong consensus on the need for improved high-capacity transit solutions to address rapid population growth and traffic congestion in the region. Below are the key takeaways that were commonly mentioned in the open-ended survey comments and emailed comments.

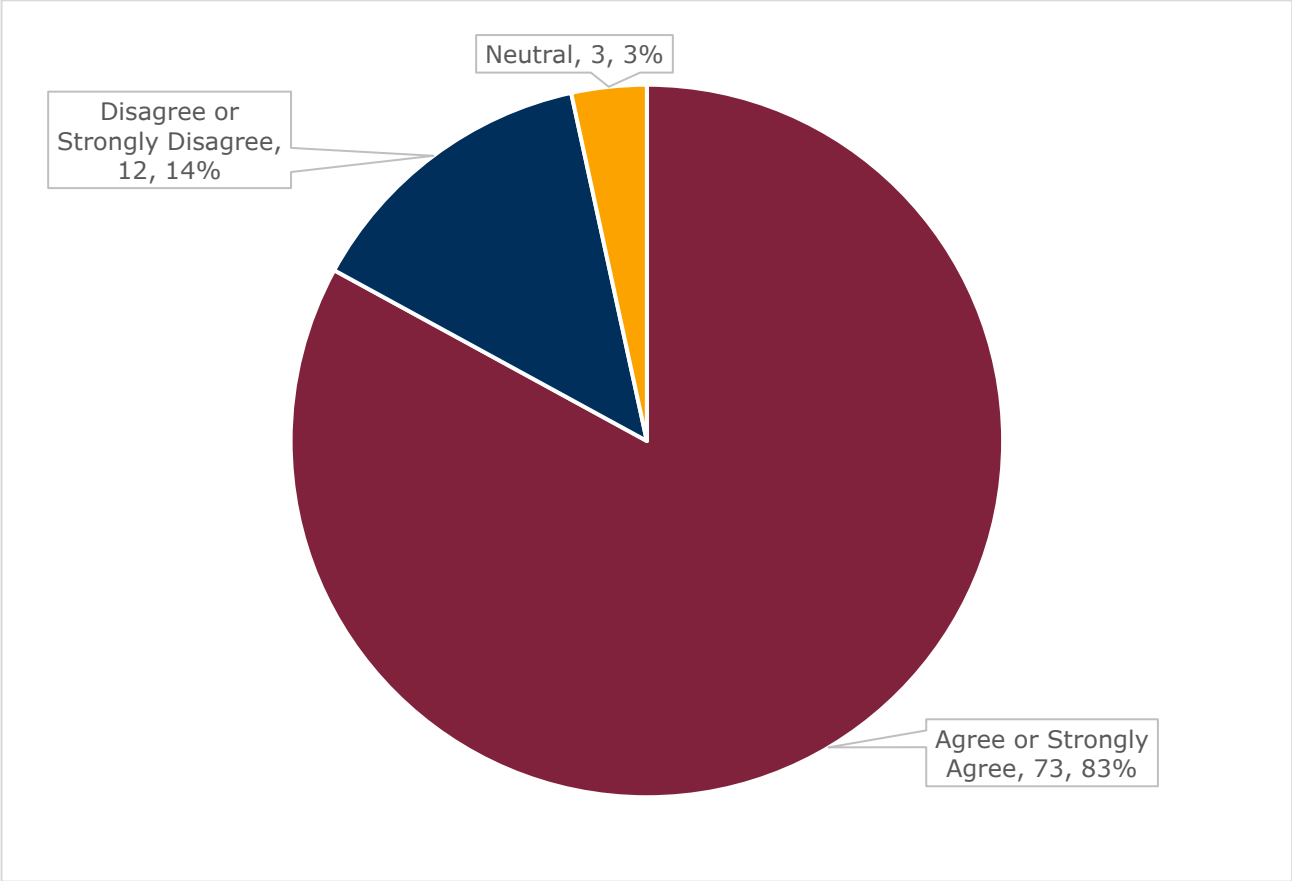
- Modes moving forward are necessary to support the continuing growth of the valley and seem like well-thought-out options for this area.
- Preference for light rail among several respondents; however, most understand it is more expensive and agree with the modes moving forward.
- While most believe a connection to Micron is critical to the success of the project, some are not in favor of privatized benefits.
- Connecting to the airport is strongly favored to alleviate congestion and help solve parking issues at the airport.
- Boise Cutoff Commuter Rail is the preferred route. The I-84/184 Bus Rapid Transit and Fairview Avenue/Cherry Lane Bus Rapid Transit are second and third, respectively.
- Respondents believe the routes should connect to:
    - Boise, Nampa, Meridian, Caldwell, and other surrounding cities.
    - Boise Towne Square Mall, parks, hospitals, and schools.
    - Major roads and intersections.
- Caution about the cost and long-term viability of rail systems.
- Belief that Boise and the surrounding areas are not ready for rail systems and need more practical and accessible transit solutions.

SURVEY RESULTS

The following summarizes the responses to the hard copy and online survey questions. The open-ended comments are summarized in each section, noting common themes and high-level topics.

Question 1:

To what extent do you agree with the modes proposed to be carried forward?



Of the 73 respondents that answered "Agree" or "Strongly Agree," 24 provided open-ended responses. Below is a summary of the responses.

- Modes moving forward are necessary to support the continuing growth of the valley and seem like well-thought through options for this area.
- Dedicated space on I-84 would be preferred.
- Preference for light rail among several respondents; however, most understand it is more expensive and agree with the modes moving forward.
- Believe BAT service could block traffic and cause delays and would be better for shorter distances.
- Potential mode options seem to thoughtfully consider the experience of people with disabilities.
- Having a dedicated facility will allow for specialized multimodal connections and socioeconomic development plans.

Of the 12 respondents that answered "Disagree" or "Strongly Disagree," seven provided open-

ended responses. Below is a summary of the responses.

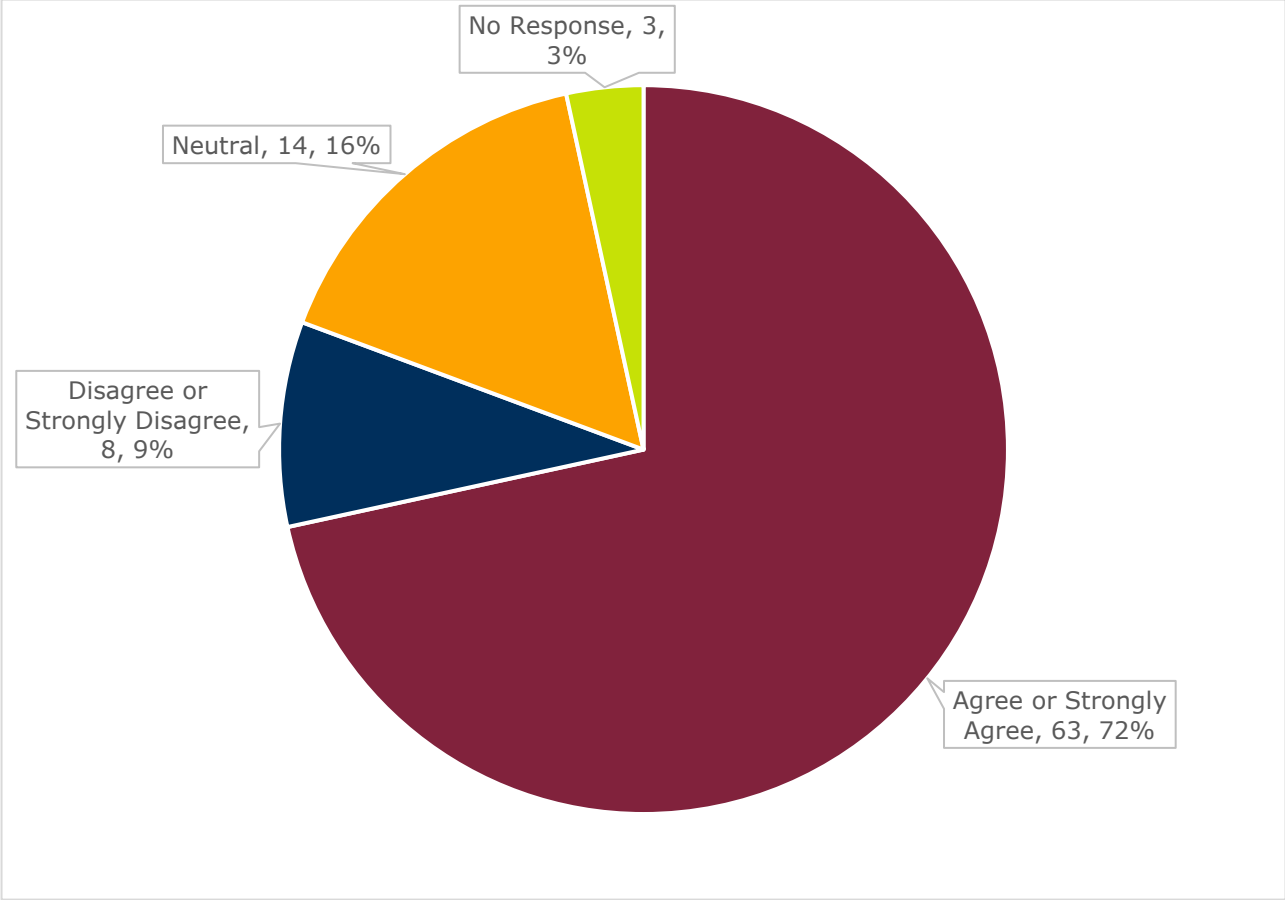
- Rail ridership has been in decline since the mid-2000s and COVID; believe ridership will remain low.
- Heavy rail is impractical as freight trains use the current system daily.
- Commuter bus service in mixed traffic would cost the least, be put into service the fastest, and not impact private or public property.
- Believe people prefer light rail over bus.

Of the three respondents that answered "Neutral," two provided open-ended responses. Below are the responses.

- "Buses are able to get you closer. Rail is less accessible, but safer because separation from traffic and people. Buses are in traffic and can be more dangerous, but get you closer to destinations."
- "The Greenbelt is proven to be a popular commute option, so a similar path along the railroad track would reduce traffic on the already busy streets. I live near Franklin/Linder and I know that I'd use that path multiple times a week if not daily."

Question 2

To what extent do you agree with the routes proposed to be carried forward?



Of the 72 respondents that answered "Agree" or "Strongly Agree," 26 provided open-ended responses. Below is a summary of the responses.

- Connections to the airport and Micron are critical to the success of the project and something that needs to be completed with the project rather than in the future.
- Differing opinions for the I-84 route, some believe it to be the best route while others believe it will cause more traffic.
- Chinden should be considered.
- Strongest parts of the arterial corridors could be combined rather than choosing between them. (i.e., Fairview route mixing with the Franklin route).
- Streamlining High Capacity Routes and allowing for easing congested traffic is most desirable.

Of the eight respondents that answered "Disagree" or "Strongly Disagree," three provided open-ended responses. Below are the responses.

- "Doesn't like using the shoulder or bus being close to sidewalk. Emergency vehicle concern."
- "Far too few options for North / South corridors."
- "Please add a route to the Boise Airport and the Micron Facility."

Of the eight respondents that answered "Neutral," three provided open-ended responses. Below are the responses.

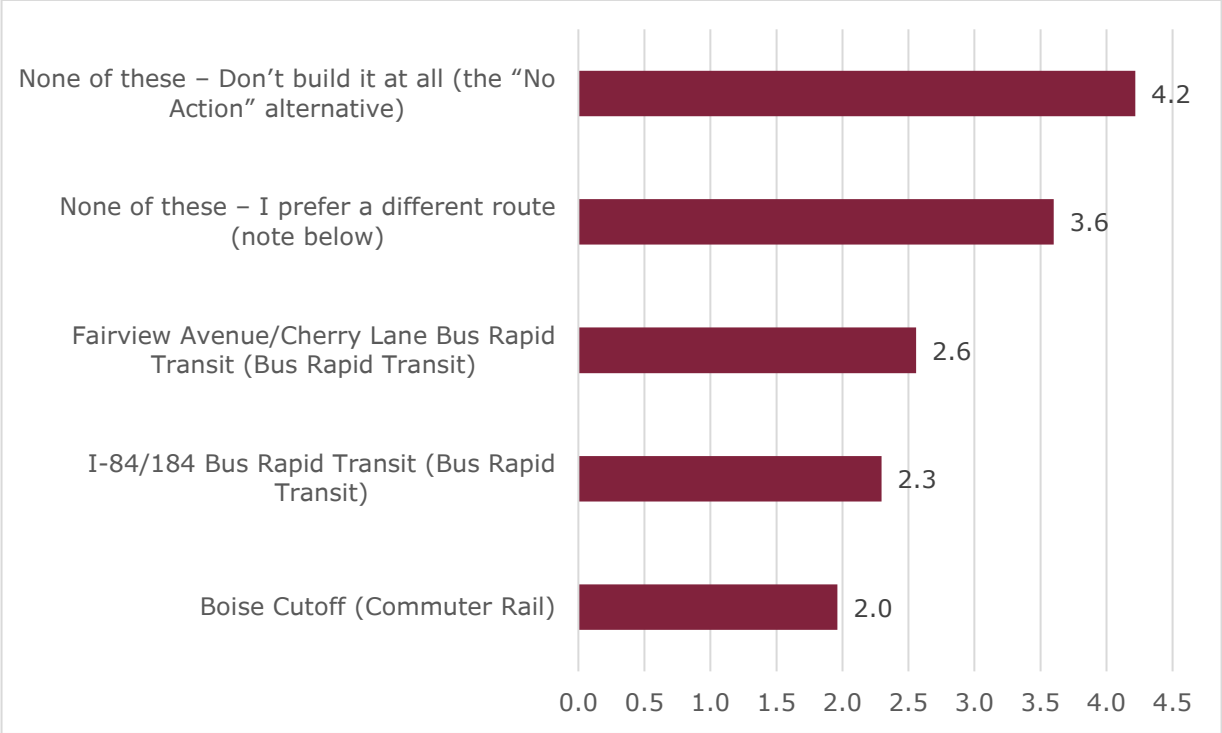
- "Exclusion of a State Street / route north of the river will be severely impactful, and deviates from TTOP [Transit and Traffic Operational Plan]."
- "I would like to see something closer to Highway 55 going out towards Marsing. Have a big area to park in. That highway is so busy anymore, so it'd be good to have a drop off point to where you could ride all the way into Boise."
- "The airport is a must. Micron is optional at best."

Question 3:

Please rank the route/mode combinations below in order of your preference (1 being the highest and 5 being the lowest).

Below is a chart that shows the average score of each option and a table that shows the raw data counts of each option.

Average Score

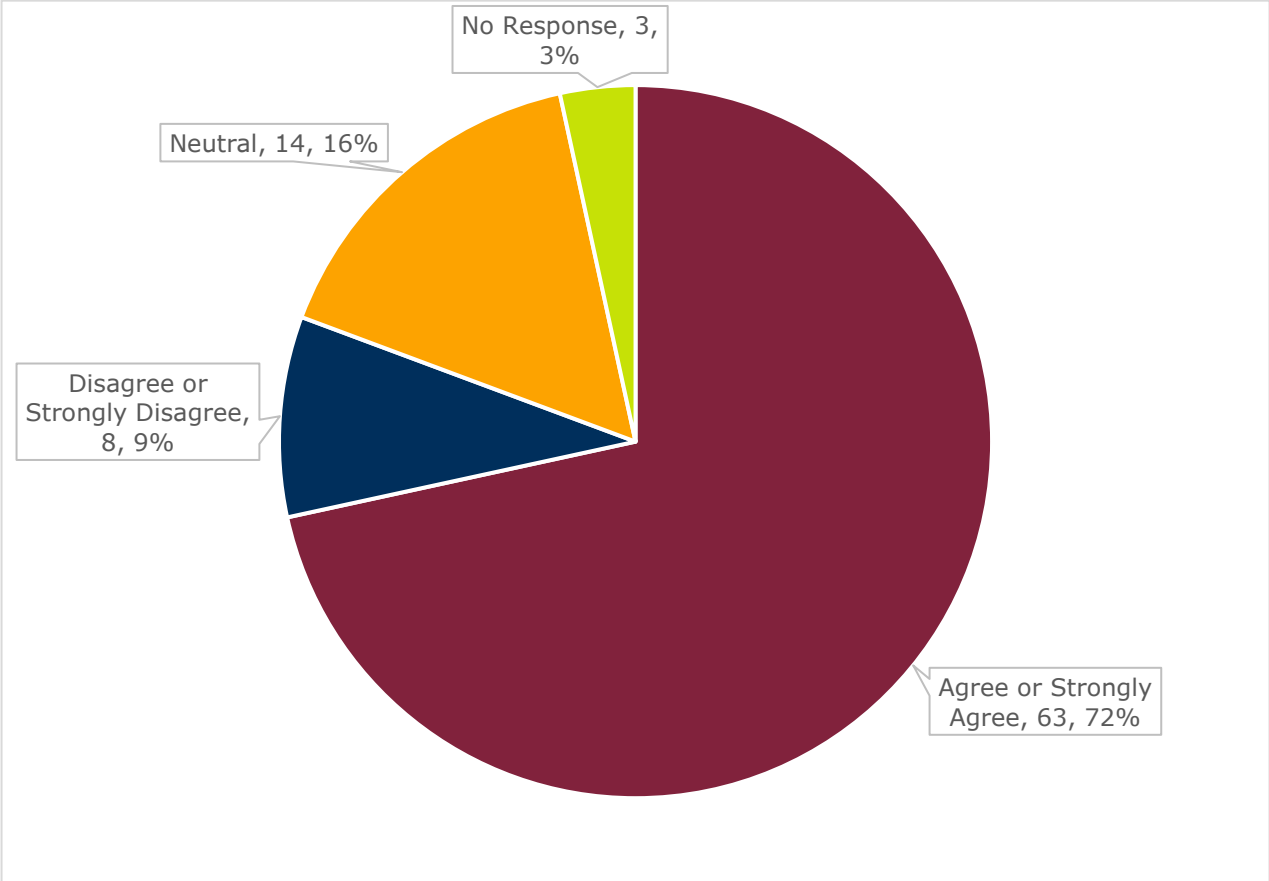


Raw Data Results

Route/Mode	1st	2nd	3rd	4th	5th
None of these – Don't build it at all (the "No Action" alternative)	5	2	5	7	36
None of these – I prefer a different route (note below)	6	4	4	33	8
Fairview Avenue/Cherry Lane Bus Rapid Transit	8	31	28	10	1
I-84/184 Bus Rapid Transit	21	21	32	2	3
Boise Cutoff Commuter Rail	**40**	20	7	4	7
Total	**80**	**78**	**76**	**56**	**55**

Question 4:

To what extent do you agree with the following statement? A connection to the Boise airport is important to the success of this high-capacity service.



Of the 63 respondents that answered "Agree" or "Strongly Agree," 19 provided open-ended responses. Below is a summary of the responses.

- Giving people the option to not take a car to the airport is very convenient and will help solve the parking issues at the airport.
- Could alleviate traffic at the airport highway exit and around the area.
- A nice alternative to Uber or other modes to the airport.
- It would need to run at night and on Sundays, as many flights leave/arrive at late or early times.
- Boise Airport is a transportation hub and large employer for the region.
- Boise airport is a significant source of incoming traffic and a mechanism to alleviate that is desirable.

Of the eight respondents that answered "Disagree" or "Strongly Disagree," four provided open-ended responses. Below are the responses.

- "Flights run at such specific timing very early through late in the evening. This makes swapping that car trip for a bus ride much harder unless the bus can be running as frequently as every 10 mins from 5am until 10pm."
- "The point of the rail is to relieve congestion on the freeway. I don't think the majority of

people are going to the airport, but I might be wrong."

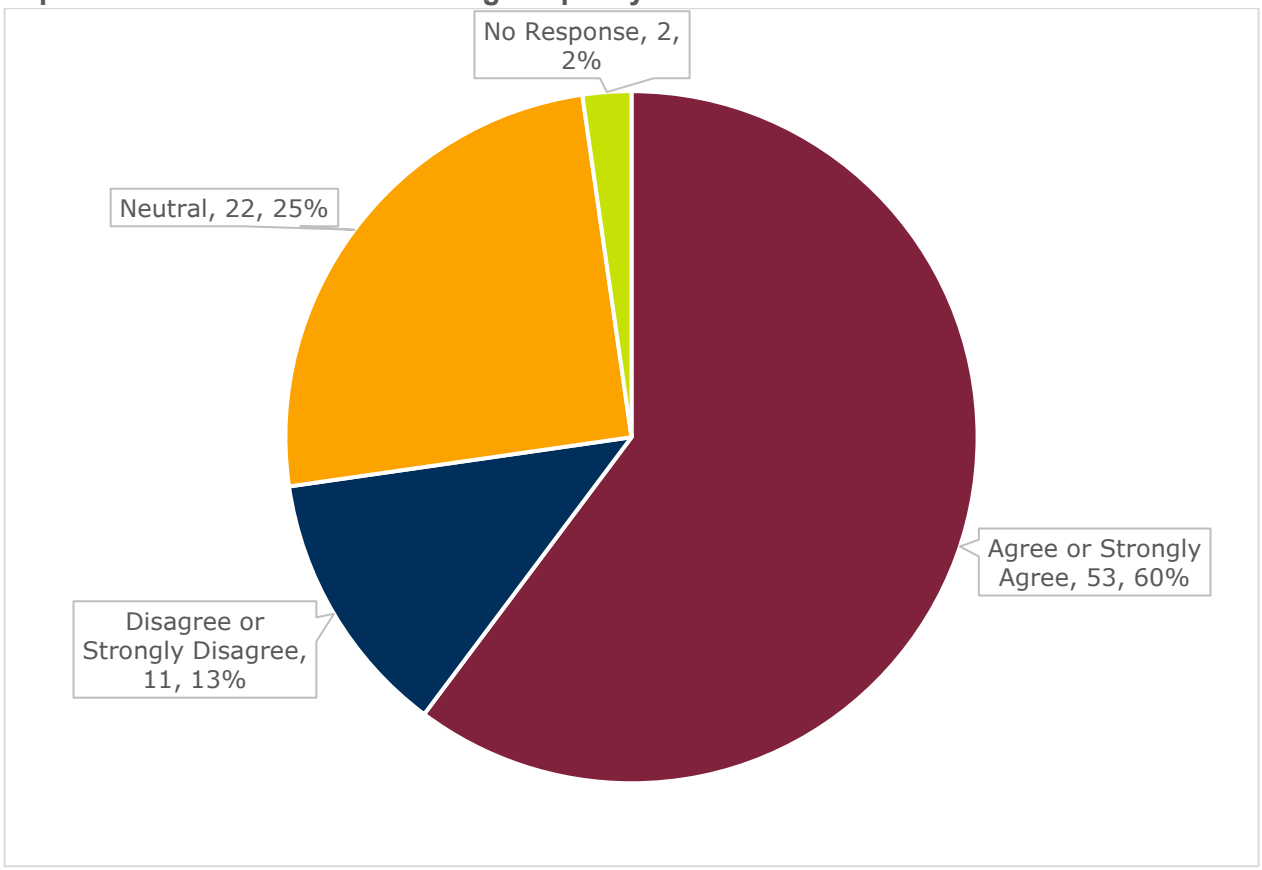
- "There are multiple existing modes of transportation to/from the airport."
- "You can always add scheduled express bus service to the airport from nodes throughout the valley. You do not need to build exclusive BRT or rail for airport service."

Of the 14 respondents that answered "Neutral," five provided open-ended responses. Below are the responses.

- "Building high capacity at good locations of density, that doesn't just end up as a park and ride would be better for getting people to use the high-capacity service to the airport."
- "Express bus service to the airport for peak morning / evening air travel."
- "It's essential that there is a way to connect to the airport with public transit. But I don't think this new high-capacity transit needs to go directly to the airport. VRT busses could take you the rest of the way. High-capacity transit going directly to the airport would be nice but doesn't seem essential."
- "Socioeconomic dependent."
- "This is a good to have but should not be a focus of this project."

Question 5:

To what extent do you agree with the following statement? A connection to Micron is important to the success of this high-capacity service.



Of the 53 respondents that answered "Agree" or "Strongly Agree," 21 provided open-ended responses. Below is a summary of the responses.

- Micron is a large employer and continues to grow which will need high-capacity transit to support.
- Should conduct a study to see how many employees would use transit.
- Currently located in an area with very little transit service; it would have huge potential for ridership.
- Traffic on I-84 during rush hour seems to be caused by those commuting to Micron.
- There are currently 5,000 employees at the Boise site and the new Fab could bring in as many as 3,000 more.
- Any route that will ease traffic volume and congestion around high volume employment centers is desired.

Of the 11 respondents that answered "Disagree" or "Strongly Disagree," five provided open-ended responses. Below are the responses.

- "Micron has hundreds of acres for parking. Why prioritize a private landowner?"
- "Micron is not in a congested area, or a difficult to access. Send express bus travel to Micron from regional points around the Valley, if enough riders warrant the additional route(s)."
- "Privatized benefit is not desired."
- "While nice for those employees, this is a small group of people comparatively to the whole valley. If the route can get them close why not encourage a private partnership that helps with a can operated by Micron to ferry their own employees that final few miles. They have the money; we shouldn't be wasting our transit money on making one private company happy."
- "Will Micron always be there? Add scheduled express bus service to Micron from nodes throughout the valley. You do not need to build exclusive BRT or rail for Micron service."

Of the 22 respondents that answered "Neutral," three provided open-ended responses. Below are the responses.

- "I guess it's important for people who work there, but who else would be?"
- "I think Micron probably plays a role."
- "Sounds reasonable, but I don't have any personal connections to Micron."

Question 6:

Along the three routes proposed to move forward, are there specific locations that you would recommend for transit stops/stations? Please be as specific as you can.

Below is a summary of the 91 responses. Each route mentions:

- The Cities of Boise, Nampa, Meridian, Caldwell, and other surrounding cities.
- Specific locations, such as malls, parks, hospitals, schools, and major employers.
- Roads and intersections, such as Eagle Road, Ten Mile Road, Meridian Road, Garrity Road, and Black Cat Road.

Below is a list of specific locations per route.

Fairview Avenue/Cherry Lane Bus Rapid Transit Route (33 responses)

Cities

- Boise
- Caldwell
- Eagle
- Kuna
- Meridian
- Nampa
- Star

Specific Locations

- Boise Towne Square Mall (Boise)
- Boise Train Depot (Boise)
- College of Idaho (Caldwell)
- College of Western Idaho (Nampa)
- Ford Idaho Center (Nampa)
- Gateway Center (Nampa)
- Karcher Mall (Nampa)
- Meridian Public Library (Meridian)
- St. Alphonsus Regional Medical Center (Boise)
- St. Luke's Hospital (Meridian)
- The Village (Meridian)

Roads

- Eagle Road (Meridian)
- Black Cat Road (Meridian)
- Cherry Lane (Meridian/Nampa)
- Cherry Lane and Ten Mile Road Intersection (Meridian)
- Cherry Lane and 11th Street Intersection (Nampa)
- Cloverdale Road (Boise)
- Cole Road (Boise)
- Fairview Avenue Meridian Road (Meridian)
- Fairview Avenue and Eagle Road Intersection (Meridian)
- Fairview Avenue and Cole Road Intersection (Boise)
- Fairview Avenue and Milwaukee Street Intersection (Boise)
- Fairview Avenue and Orchard Street Intersection (Boise)
- Fairview Road (Boise/Meridian)
- Garrity Road (Nampa)
- Maple Grove Road (Boise)
- Meridian Road (Meridian)
- Nampa-Caldwell Boulevard (Nampa/Caldwell)
- Northside Boulevard (Nampa)
- Orchard Street (Boise)
- Ten Mile Crossing (Meridian)

Boise Cutoff Commuter Rail Route (32 responses)

Cities

- Nampa
- Meridian
- Caldwell
- Boise

Specific Locations

- Boise Towne Square Mall (Boise)
- Boise Train Depot (Boise)
- Canyon County DMV (Caldwell)
- Ford Idaho Center (Nampa)
- Idaho Center/College of Western Idaho (Nampa)
- Meridian City Hall (Meridian)
- Micron (Boise)
- Nampa Gateway Center (Nampa)
- Nampa Train Depot (Nampa)
- The Village (Meridian)
- Winco (Nampa)

Roads

- 21st Street near the College of Idaho (Caldwell)
- Black Cat Road (Meridian)
- Eagle Road (Meridian)
- Federal Way (Boise)
- Fred Meyer/Yale Street (Nampa)
- Garrity Road (Nampa)
- Karcher Overpass (Nampa)
- Maple Grove Road (Boise)
- Meridian Road (Meridian)
- Vista Overpass (Boise)
- Orchard Street (Boise)
- Ten Mile Road (Meridian)

I-84/184 Bus Rapid Transit route (31 responses)

Cities

- Boise
- Caldwell
- Eagle
- Kuna
- Meridian
- Nampa
- Star

Specific Locations

- 21 Imax Plaza/near Walmart (Boise)
- Boise Airport (Boise)
- Boise Towne Square Mall (Boise)
- College of Idaho (Caldwell)
- Gateway Center (Nampa)
- Main Street Station (Boise)
- Mall (unspecified location)
- Micron (Boise)
- St. Alphonsus Hospital at Curtis Road/Emerald Street (Boise)
- St. Luke's Hospital (Meridian)
- Top Golf area near Eagle Road (Meridian)

Roads

- 10th Avenue (Caldwell)
- Black Cat Road (Meridian)

- Cole Road (Boise)
- Eagle Road (Meridian)
- Garrity Road (Nampa)
- Karcher Road (Nampa)
- Meridian Road (Meridian)
- North and south connectors on Eagle Road and State Highway 16 (Meridian/Nampa)
- Northside Boulevard with bus connection to downtown Nampa (Nampa)
- Ten Mile Road (Meridian)

Question 7:

Any additional comments or feedback?
Below is a summary of the 37 responses.

- Enthusiasm for improving transit in Treasure Valley.
- Concerns about the mode, speed, and funding.
- Want for faster, more accessible, and frequent transit options.
- Preference for routes connecting key locations such as downtown Boise, the City of Caldwell, the City of Nampa, the Boise airport, and Micron.
- Support for buses and light rail.
- Caution about the cost and long-term viability of rail systems.
- Use of sustainable, fossil-free energy.
- Ensuring accessibility for all.
- Infrastructure and mechanisms for bringing commuters from outlying areas to transit hubs needs to be examined.

Email Comments

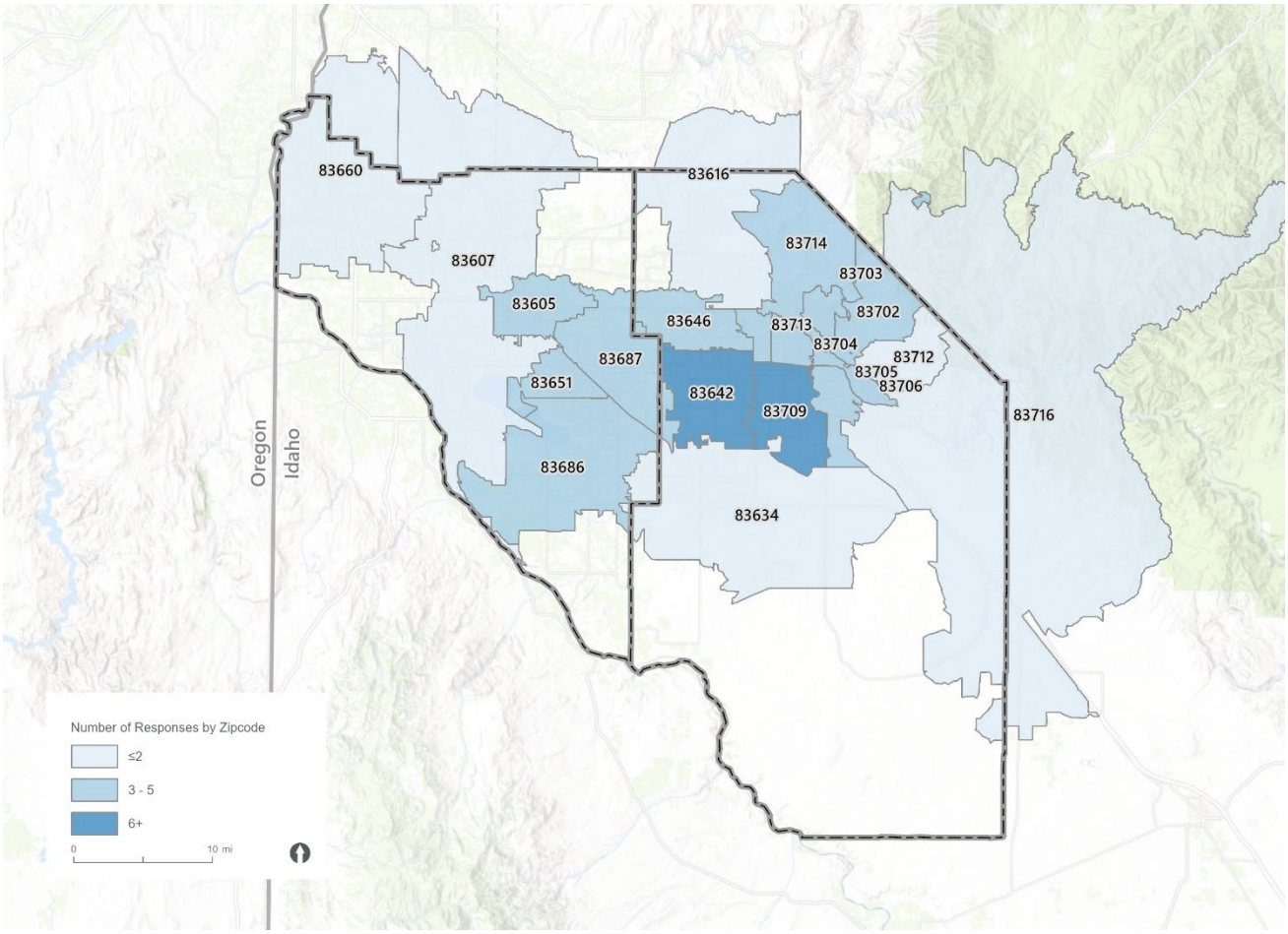
During and before the comment period, eight comments were received via email. Below is a summary of the comments.

- Need to improve safety, reduce congestion, and address environmental concerns.
- Skepticism about the feasibility and effectiveness of large-scale public transit in Boise currently.
- Belief that Boise and the surrounding areas are not ready for rail systems and need more practical and accessible transit solutions.
- Concerns about funding, safety, crime, and the overall effectiveness of mass transit.
- Best to balance the need for better transportation options with the realities of the local population and infrastructure.

Demographics

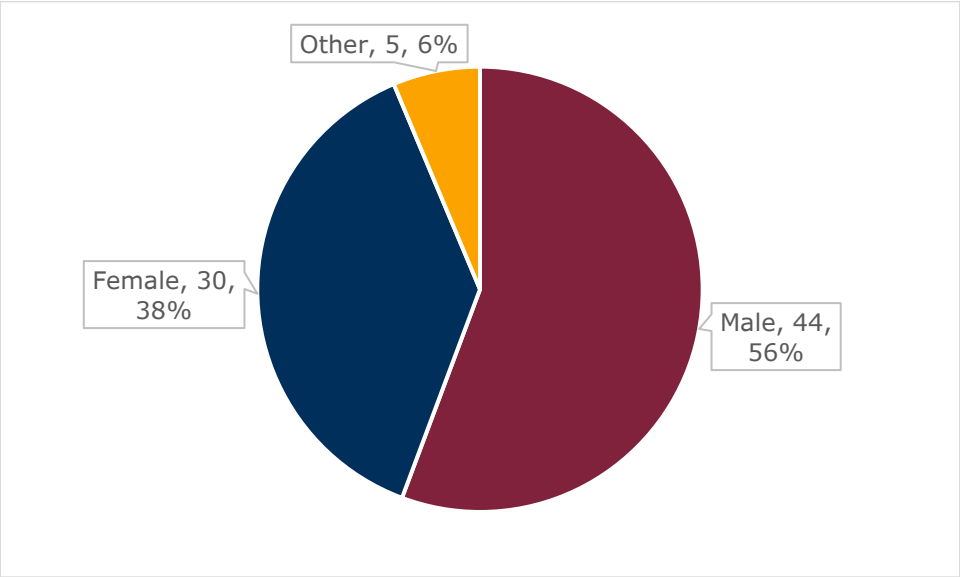
ZIP CODE

84 responses



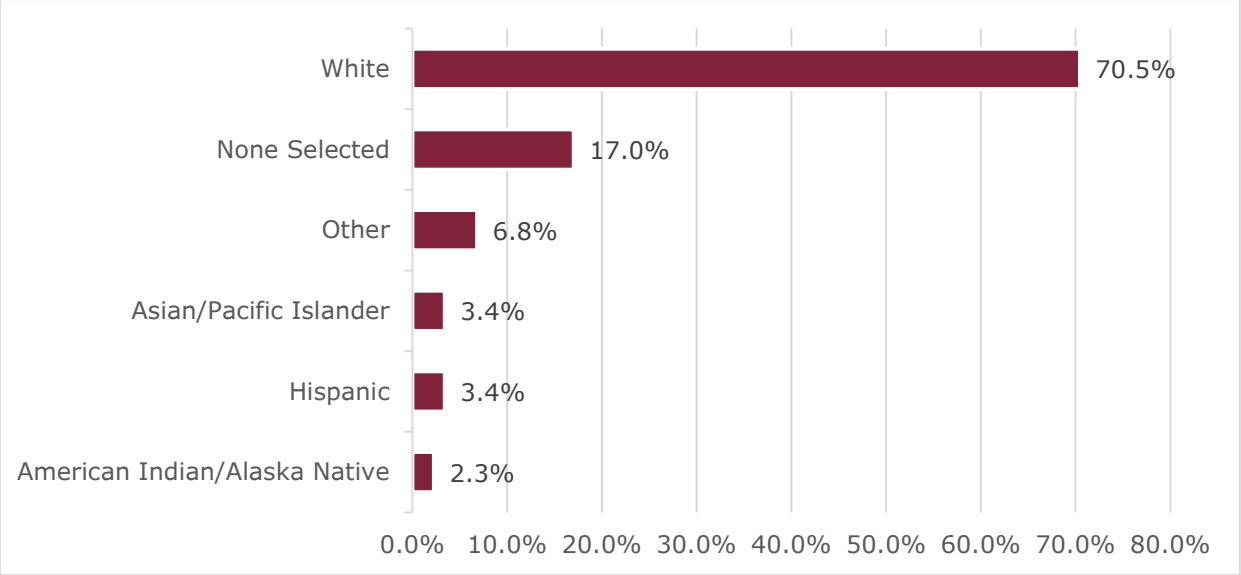
GENDER

79 responses



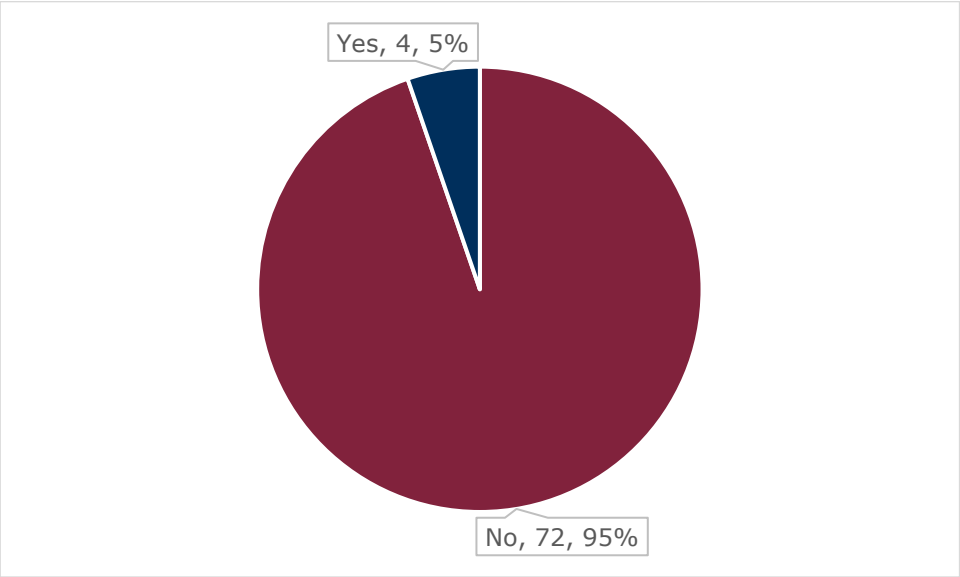
RACE/ETHNICITY

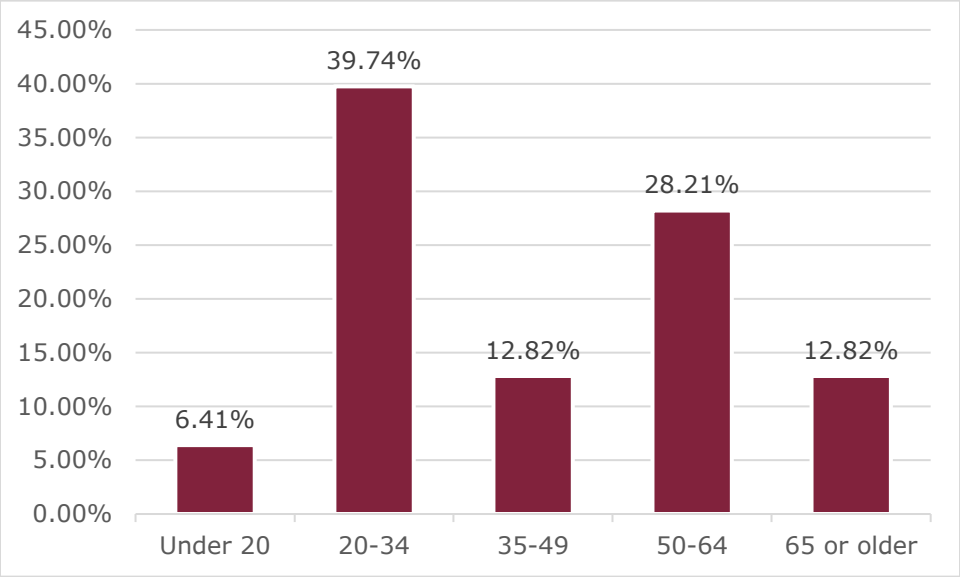
79 responses



DISABILITY

76 responses



AGE

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