

# SH-50, Rock Creek Road Intersection



## Public Meeting Summary

December 2, 2025

### OVERVIEW

The Idaho Transportation Department (ITD) hosted a public meeting to share information about the State Highway 50 (SH-50), Rock Creek Road Intersection project on Tuesday, December 2, 2025. The meeting was held from 4:30-7:30 p.m. at the Rock Creek Fire District (1559 Main St. N, Kimberly, Idaho).

The meeting provided an opportunity for the public to learn about the project, current design concepts and next steps in the process. Participants were asked to record questions and comments on comment sheets provided at the in-person meeting and through the online meeting site.

### NOTIFICATION PROCESS

A variety of media were used to notify the public about the meeting to ensure that community members had an opportunity to provide input. Notification materials included:

- Postcards mailed to 5,117 residences and businesses in the surrounding area.
- Print and digital display ads ran in the Magic Valley Times-News. The print ads ran on November 25 and 29. The digital ad ran from November 26 to December 3.
- A media release inviting the public to the meeting was sent to the news media. The media release generated three news articles about the proposed improvements and two news interviews with the project manager.
- Social media posts were placed on Facebook and X.
- Walking outreach to businesses near the project area was conducted prior to the meeting.

### MEETING FORMAT

The in-person public meeting was held on Tuesday, December 2. The online meeting was held from December 2 to December 16. All public facing materials refer to both the in-person and online meetings as an “open house” to encourage the public to attend during the scheduled hours at their convenience.

The in-person meeting was held at the Rock Creek Fire District office from 4:30 to 7:30 p.m. Participants were greeted at the door and asked to sign in. A series of display boards and roll plot maps, placed around the room about the project, presented information.



*Participants attend the SH-50, Rock Creek Road Intersection in-person meeting.*

The display boards included:

- Welcome
- Overview
- Anticipated Schedule
- Purpose
- Background and Traffic Data
- Design Concepts
- Design Concept 1
- Design Concept 2
- Your Input
- Thank You



*“Welcome” display board for the SH-50, Rock Creek Road Intersection public meeting.*

Members of the project team were present to answer questions and address comments and concerns. Comment sheets were available at the tables located in the back of the meeting.

The online meeting was built and hosted using ESRI StoryMaps. A welcome video greeted online participants and introduced the project, shared information about the project area, explained how to navigate the meeting site and presented next steps in the project. All the information presented online was identical to that at the in-person meeting.

## MEETING PARTICIPATION

Between December 2 – 16, approximately 100 community members participated in the project open houses, either in-person or online, submitting 29 comment forms.

- Forty (40) community members attended the meeting, 36 of which signed in and four did not.
- Ten comment sheets were submitted.
- The online meeting received a total of 60 views.
- Seventeen comments were submitted online.
- Two comments were received over the phone and by email.

## KEY THEMES

During the meeting, ITD received 10 hard-copy comment sheets, 17 online comments and two comments via phone and email. Key themes included:

- **Overall support for the project** – Many participants mentioned the necessity of the project and provided suggestions to improve safety and mobility at the intersection and along the highway.
- **Need for safety improvements** – Participants agreed that safety improvements were needed at the intersection and along SH-50. Some participants advocated for safety improvements to be implemented sooner than planned.
- **Preference for Concept 1** – Concept 1 was preferred over Concept 2. Some participants expressed dislikes for features of both concepts, specifically the traffic signal, amount of right-of-way needed and perceived cost. Some participants liked features of both concepts.

## QUESTIONS

ITD asked the public the following questions during the meeting:

1. What are your thoughts on the intersection of SH-50 & Rock Creek Road? What challenges have we missed that need to be addressed?
2. What are your thoughts on the highway surrounding the intersection?
3. What do you like or dislike about each concept?
4. Do you have any additional comments or questions?

## SUMMARY BY QUESTION

Feedback was reorganized under the appropriate question. For example, some comments supporting the design concepts were included with questions 1 and 2 and were reorganized under question 3. Individual comments are included in the verbatim transcripts and comment sheets in the appendix.

### **Question 1: What are your thoughts on the intersection of SH-50 & Rock Creek Road? What challenges have we missed that need to be addressed?**

Most of the participants suggested improvements to the intersection. In order of frequency, suggestions included:

- Installing a flashing stop sign or installing other safety signage
- Reducing the speed limit
- Fixing the skewed angle at the intersection

Many participants mentioned that improvements to the intersection were needed and that they should happen as soon as possible.

Some participants expressed concern about future population and traffic growth in the area and that a traffic signal would cause congestion at the intersection and along the highway.

### **Question 2: What are your thoughts on the highway surrounding the intersection?**

Participants again mentioned the need for safety improvements. In order of frequency, responses included:

- Reducing the speed limit along the highway
- Realigning SH-50 to improve line of sight
- Installing flashing stop signs and better lighting
- Removing visual barriers along the highway including haystacks and trucks during harvest season

Some participants mentioned that the highway needs improvement and advocated for the widening of the highway to four lanes. They also advocated for the purchase of the right-of-way needed for future growth now rather than in the future and to account for future traffic volumes.

### **Question 3: What do you like or dislike about each concept?**

Most participants listed Concept 1 as their preference. Features highlighted in responses included:

- Less right-of-way needed

- Free-running right turn lanes
- Elimination of the SH-50, Addison Avenue intersection
- Dedicated turn lane onto Addison Avenue
- No right-in/right-out intersection
- Inclusion of cul-de-sacs

A few participants disliked the perceived cost of Concept 1 and commented that the new intersection at Addison Avenue could increase the risk for agricultural vehicle collisions.

Some participants expressed dislike for both concepts and listed **dislikes** about the concepts. In order of frequency, responses included:

- Inclusion of traffic signal
- Concern that a traffic signal would cause congestion at the intersection
- Perceived cost of the design concepts
- Too much right-of-way
- Inconvenience of construction

Some participants **liked** features of both concepts and advocated for a design that blended the two together. Features of both concepts that participants mentioned include:

- Addressing safety at the intersection
- Inclusion of a traffic signal
- Free-running right turn lanes

Some participants listed Concept 2 as their preference. Features highlighted in comments included:

- Right-in/right-out intersection
- Better alignment of SH-50 and Rock Creek Road

A few participants **disliked** Concept 2. In order of frequency, responses included:

- Design concept is too confusing and has too many curves
- Perceived cost
- More right-of-way needed
- Inclusion of right-in/right-out intersection
- Maintains the SH-50, Addison Avenue intersection

#### Question 4: Do you have any additional comments or questions?

In order of frequency, additional comments and suggestions included:

- Starting construction sooner than 2030
- Installing additional lighting, safety signage and other safety improvements now as a safety measure until construction begins
- Installing a roundabout at the intersection
- Adding additional lighting and safety signage rather than realigning the intersection and installing a traffic signal
- Closing or installing a cul-de-sac on Rock Creek Road between SH-50 and Addison Avenue in both directions

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