

**Ketchum Business Advisory Coalition (KBAC) Public Comment
on Striping State Highway 75 From Serenade Lane To River Street
August 26th, 2025**

The Ketchum Business Advisory Coalition (KBAC) respectfully submits this comment in strong support of four-lane striping on State Highway 75 across Trail Creek Bridge from Serenade Lane to River Street.

Community Input Evidence: Our organization conducted a comprehensive poll of 150 members on July 20, 2025, regarding lane preference from Serenade Lane to River Street. Results showed 92% of respondents support four-lane striping.

Additionally, the City of Ketchum's August 9, 2025, survey received 2,094 responses, with 86.64% of respondents favoring four lanes, further demonstrating overwhelming community preference

Regional Impact Considerations: Daily vehicle traffic from the south Wood River Valley and beyond enters Ketchum for employment, commerce, recreation, and tourism. ITD monitoring showed in July 2025, an average of 8400 vehicles travel north into Ketchum each day. A traffic bottleneck at this critical entry point would negatively impact not only Ketchum residents but the broader regional economy centered in Blaine County.

Technical Feasibility: Based on our February 2025 consultation with ITD, we understand that:

- Trail Creek Bridge is designed, engineered and will be built to accommodate four lanes
- Four-lane striping will not require additional construction or time
- No existing State Highway 75 parking will be removed
- The planned traffic-light at Highway 75 and Serenade Lane will provide controlled traffic breaks for neighborhood access and egress
- Four lanes allow for six foot wide sidewalks on each side of State Highway 75 from Serenade Lane to River Street

Traffic Management Enhancement: We support ITD's installation of the traffic lights at State Highway 75 and Serenade Lane, which will facilitate safe north/south access for residences and businesses. We also encourage consideration of reducing the speed limit to 25 MPH from Serenade Lane to River Street for enhanced traffic control and safety.

KBAC has engaged constructively with both the City of Ketchum and ITD since February 2025 on this issue. ITD's commitment to act on community preference aligns with the clear public support demonstrated through multiple surveys. Four-lane striping represents the most effective solution to address both current traffic flow needs and future growth.

We respectfully urge ITD to implement four-lane striping, immediately upon the completion of construction, from Serenade Lane to River Street as requested by the community.

Thank you,
KBAC Board of Directors

Dawn Hofheimer

From: Steven Rivera <steven@rivera-clair.com>
Sent: Tuesday, August 26, 2025 10:56 AM
To: Participate
Cc: charging@rivian.com
Subject: Subject: Request for Rivian Supercharging Stations in Ketchum

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Mayor Bradshaw,

I am writing as a Ketchum resident regarding the absence of Rivian supercharging stations in our town. Given Ketchum's size, demographic profile, and the growing number of Rivian vehicles in our community, it seems surprising that no Rivian chargers are available here—especially when the neighboring town of Hailey already hosts Rivian charging facilities.

As Ketchum continues to position itself as a hub for outdoor enthusiasts, eco-conscious tourism, and sustainable innovation, it's important that our infrastructure supports the needs of electric vehicle drivers. Installing at least two Rivian supercharging stations in Ketchum would:

- Provide convenience and peace of mind for local Rivian owners and visitors.
- Promote sustainable tourism, encouraging EV drivers to spend more time in Ketchum.
- Reinforce our town's commitment to forward-thinking environmental stewardship.

I would appreciate knowing if the City of Ketchum has explored opportunities to collaborate with Rivian to address this infrastructure gap, and if not, what steps might be necessary to make this possible.

Thank you, Mayor Bradshaw, for your continued leadership in making Ketchum a vibrant, sustainable place for both residents and visitors.

Warm regards,
Steven Rivera
Ketchum resident

Dawn Hofheimer

From: Kim Maykranz <stoefflerdesigns@hotmail.com>
Sent: Tuesday, August 26, 2025 1:52 PM
To: Participate
Subject: Too big Brenda

Follow Up Flag: Follow up
Flag Status: Flagged

Ketchum residents do not want big buildings. Brenda doesn't want to limit architectural expression by putting limits on heights in design guidelines (which are essentially non existent). If you are changing the language on the comp plan then use words that are definitive, not ambiguous words like "explore". Just say, 2 stories, or say 3 stories. When you "explore" a height, it will lead to 5 or 6 stories, with no upside to Ketchum residents, or its historic small town vibe. Remember it's small town big life, not big town small life. Just take the limelight as an example. Now that they didn't get their expected occupancy during the highest high in the history of our town with World Cup week, they are going to sell their rooms as luxury condos. We didn't get any housing funds from this oversized behemoth and now we are getting pennies for their condo conversion. We now have yet another 6 story hotel across the street under construction and one waiting for approval next door (Marriott). Brenda, take the backseat here. You are killing Ketchum.

Kim Stoeffler

Get [Outlook for iOS](#)

Dawn Hofheimer

From: Kirstin Kozlowski <kkozski@aol.com>
Sent: Wednesday, August 27, 2025 2:30 PM
To: Participate
Subject: Four Lane Striping Trail Creek Bridge

As a Ketchum resident that lives just a hundred or so feet from the Trail Creek Bridge, I have been following this project closely. I wake daily to the sound of bridge construction noise and on occasion get to enjoy it well into the evening. I am unable to enter and exit my street in both directions, and the flow of my work day is much impacted time wise due to traffic diversions.

While many see all of the above as negatives, I have championed the bridge work, as well as all of the other highway and street work in Ketchum and south of Ketchum, as projects that are vital to the well being of our community. These are projects that are difficult due to the constraints of the valley and its few bypasses. These are projects that must be completed and completed well.

To the end of completed well, the Trail Creek Bridge MUST be striped with 4 lanes! Please do not let my neighbors and me suffer through the construction with no change for the better!

Sincerely-

Kirstin Kozlowski
kkozski@aol.com
208-720-2333

Dawn Hofheimer

From: Jill Toby <jillstoby@gmail.com>
Sent: Wednesday, August 27, 2025 12:42 PM
To: Participate
Subject: Road into Ketchum

I would like to show my support with a majority of Wood River Valley residents. Please widen the road to 4 lanes from Serenade to River street. It makes sense on so many levels. No more funnels to slow traffic!!
Thank you

Jill Toby
jillstoby@gmail.com
PO Box 2888 Sun Valley, ID 83353
208-720-2024

Dawn Hofheimer

From: rachel aanestad <raanestad@yahoo.com>
Sent: Wednesday, August 27, 2025 10:59 AM
To: Participate
Subject: Revisions to HWY 75 plan

Follow Up Flag: Follow up
Flag Status: Flagged

Hello,

I'm reaching out (particularly to Mr. Hutchinson) in opposition of striping Highway 75 over Trail Creek Bridge for two lanes instead of the four lanes the bridge is currently being built to accommodate. This recommendation comes despite a recent survey, in which **86.64% (!!!)** of respondents favored four-lane striping. I can't understand how this is even still a conversation when the community has very loudly voted against this inane suggestion. There is already a bike path seconds away. Why would we go through the immense inconvenience of this road construction, only to create the same horrible bottleneck issue we had before. There will be sidewalks on both sides of the road regardless of whether the bridge is striped for two or four lanes, so pedestrian and bike traffic won't be deterred. And traffic from the south valley-as unfortunate as it is-will only continue to grow. Reducing to two lanes will create the worst bottleneck right at the town entrance!! Drivers will inevitably seek detours through residential neighborhoods such as Gem Street and along Second and Third Avenues, putting added traffic where people live. Let's not forget: Highway 75 is a highway. Traffic should flow on four lanes into town, not be forced into neighborhood streets. I hope that the council will take hear the very clear voices of the community and make the right decision to **STRIPE FOR FOUR LANES** on the highway at the entrance to Ketchum.

Thank you,
Rachel

Dawn Hofheimer

From: michael costello <michacos3@gmail.com>
Sent: Wednesday, August 27, 2025 3:17 PM
To: Participate
Subject: 4 lane striping for Trail Creek Bridge

I support four lane striping for Trail Creek Bridge.

As someone who drives into Ketchum nearly every day from Bellevue to recreate, shop, golf, ski, eat at restaurants and visit friends, to do anything other than four lanes is unimaginable for reasons stated by KBAC in the Idaho Mtn Express and enumerated below.

As a bike rider I never ride on SH75 over the bridge in any direction(nor do my 50+ fellow bikers). We use the bike path that already exists! It is unsafe and not necessary. Even if you put bike lanes in no one is going to use them since you have to get off main street immediately once you enter Ketchum and if your going South its pointless to not use the bike path which goes all the way to Bellevue safely. To argue that the few residents and businesses that exist south of trail creek would use it is ridiculous. Plus I know several who do reside there and are avid bikers and they would never ride on SH75.

Finally, it hasnt been mentioned in anything I've read on the subject but to have nearly 10,000 vehicles/day idling at the bottleneck that 2 lanes would create would emit an unnecessary amount of pollutants. Idling cars emit several harmful pollutants, including carbon monoxide (CO), nitrogen oxides (NOx), volatile organic compounds (VOCs), and particulate matter (PM). These substances contribute to smog, respiratory illnesses, and climate change. Idling also releases carbon dioxide (CO2), a greenhouse gas that contributes to global warming.

If Ketchum considers itself environmentally proactive this should be considered when making a decision.

Kindly consider four lanes at Trail Creek with no bike lanes and only pedestrain walkways north and south.

Michael Costello

Cell: 970.227.2146

Dawn Hofheimer

From: Joni Cashman <joni.cashman@gmail.com>
Sent: Wednesday, August 27, 2025 10:24 AM
To: Participate
Subject: Entrance to ketchum

Ketchum is an active community, we live in the area around the bridge. We go in and out of town by foot and bike. We do this to cut back on the cars on the road, the parking nightmare in Ketchum and to consider all the greenhouse pollution . We also as an Association that spent over 1 1/2 years negotiating with the ITD regarding the loss of property because of reconstruction. We were promised a bike lane and accessibility to the walking path. I feel if you change the original plan mid project you are jeopardizing our egress and ingress, and also the value of our property. How are we supposed to get into our property with 4 lanes? 2 lanes and a turn lane will alert drivers that people live in those areas and need to go home. We are taxpayers and have paid for our property for 20 + years. We have no intention of selling and expect the city and ITD to hold fast to the agreement they made with us. Please consider doing the right thing and abiding by the original agreement.

Joni Cashman/Michael Dunham

Dawn Hofheimer

From: Kelley Jensen <kjensen@jensenconsult.com>
Sent: Wednesday, August 27, 2025 3:42 PM
To: Participate
Subject: Hwy 75 - 2 versus 4 lanes

Excluding the KBAC Board letter, 2 of the three individual letters were advocating for the two lane option. The third individual letter was written by a person from Hailey and advocated for 4 lanes.

That begs the question, where do the people live who voted for 4 lanes? Absent that information, the survey is flawed, in my opinion.

In all fairness, I think you need more information. If Ketchum residents truly want 4 lanes, then so be it. At this point, you don't know that.

Kelley Jensen
Ketchum

Sent from my iPhone

Dawn Hofheimer

From: Lolo D <larissaddehaas@gmail.com>
Sent: Tuesday, August 26, 2025 7:59 PM
To: Participate
Subject: Re: once again cars threaten safety to get to a stop sign 5 seconds faster

Follow Up Flag: Follow up
Flag Status: Flagged

Hi,
I would also like this to be added to the public comments for city council.

Here is a photo of the vehicle for the police to document.



Thank you for your hard work,
Larissa

On Mon, Aug 18, 2025 at 10:25 Participate <participate@ketchumidaho.org> wrote:

Thank you for your email, Larissa,

We have forwarded your complaint to the police department so that they can monitor this situation.

Regards,

CITY OF KETCHUM COMMUNITY ENGAGEMENT TEAM

P.O. Box 2315 | [191 Fifth St. W. | Ketchum, ID 83340](#)

o: 208.726.3841 | f: 208.726.7812

participate@ketchumidaho.org | ketchumidaho.org

From: Lolo D <larissaddehaas@gmail.com>

Sent: Monday, August 18, 2025 10:09 AM

To: Participate <participate@ketchumidaho.org>

Subject: once again cars threaten safety to get to a stop sign 5 seconds faster

I had yet another vehicle speed past me on the 4th street “sharrow” “bike route”.

Do you know how alarming that is? Isn’t that illegal to pass around a biker on a double yellow?

Your “bike network” is a joke when vehicles are still allowed to ignore the rules with complete abandon.

This is the third time this has happened in the past two weeks. If it is making me, an adult veteran bike rider surprised and frightened by the proximity of a speeding car getting around me JUST for me to catch it within 30 yards, then you have failed every child, older rider, and not as confident rider. It is only a matter of time until a deadly accident happens. The increasing bike ownership of everyone should make you care more about the safety of a road user who you have forced to be in the road with a deadly machine next to it.

- Larissa

Dawn Hofheimer

From: Rick LeFaivre <rlefaivre@gmail.com>
Sent: Wednesday, August 27, 2025 4:24 PM
To: Participate
Subject: Letter in Support of Four-Lane Striping for Trail Creek Bridge

I would like to voice my support for striping Highway 75 over Trail Creek Bridge as four lanes. After all of the grief local residents have been put through to make Highway 75 a four-lane road from mid-Valley to Ketchum, it would be a real shame to create an artificial bottleneck at the entrance to Ketchum. And, encouraging bikers to ride along the highway and along Main Street when there is already a bike path into town seems crazy. I think local traffic issues could be mitigated by extending the 25 mph speed limit out to Serenade Lane. I also think the new stoplight at Serenade will break up traffic flow into town (although I must say I was in favor of a roundabout at that intersection).

Finally, I must point out that I am a resident of the City of Sun Valley, not Ketchum, but encourage the City Council to view this as a broader issue that impacts workers and shoppers from around the region coming into our commercial core, not just residents. Thank you very much for your consideration.

Rick LeFaivre
10 Villa Court
Sun Valley

Rick LeFaivre
208-720-1666

Dawn Hofheimer

From: Kelly Stratton <kellystratton@me.com>
Sent: Wednesday, August 27, 2025 9:08 AM
To: Participate
Subject: South of Limelight

Is a drive none of you do, or very rarely. So I understand the selfishness of denying work done at night....not caring about the over 1 hour traffic delay every morning which has been going on for months. (Nowhere should the delays of this magnitude be going on for this amount of time) But to try and deny what 90% of the people want, with a four line striping for Trail Creek Bridge...is just negligent. Please spend less time stealing signs and lying about the "bunch of people you've spoken to who want 2 lanes" (I'm assuming these are friends of yours and they are of the 13.36% who want 2) and do as the people wish.

Dawn Hofheimer

From: Matthew Kopplin <mattkopplin@icloud.com>
Sent: Wednesday, August 27, 2025 8:44 AM
To: Participate
Subject: 4 lanes!!

The people have spoken. 86% favor 4 lanes. It is not even close. Minority rule of the 14% is tyranny. When government stops listening to what the people clearly want we no longer have representation.

To have suffered through all this congestion to remain congested is insane. If we plan to stay at 2 lanes, we shouldn't have done ANY of this construction. It will be a bunch of suffering for nothing!

We have a bike path! It's beautiful and SAFE! a pedestrian sidewalk is sufficient. If we decide we need an independent bike path we can add that separately to a road bridge at much lower cost! Cyclists have many roads leading to Ketchum!

Please listen to the people. They have spoken. 4 lanes.

Sincerely,
Matthew Kopplin

Sent from my iPhone

Dawn Hofheimer

From: Steve Haims <svshaims@gmail.com>
Sent: Wednesday, August 27, 2025 5:28 PM
To: Participate
Subject: Four Lanes, Please

Dear K-town,

Just in case you need another opinion on the four lane question, I'm glad to once again let you know what I think. (I've been commenting on this specific item for years)

If your argument is 'we need to keep our small town feel' you have missed the boat as that ship has sailed with the addition of large hotels at the entrance of town and all the steel that is going into buildings around town.

If the argument is to 'keep speed down'; control it! Not only is this Main Street, but a major North/South route on State Highway 75.

Do not make the same mistake that was made in 1972 when there was the opportunity to build out then Hwy 93 to four lanes from Timmerman to the SNRA. Had that be approved we would not be in the mess we are now.

Plan for the future use, not the hoped one.

Allow four lanes over the Trail Creek and into and out of the town!

Steve Haims