Community Opinions on Point of the Mountain Public Transit Issues

A Study Commissioned by the Utah Transit Authority

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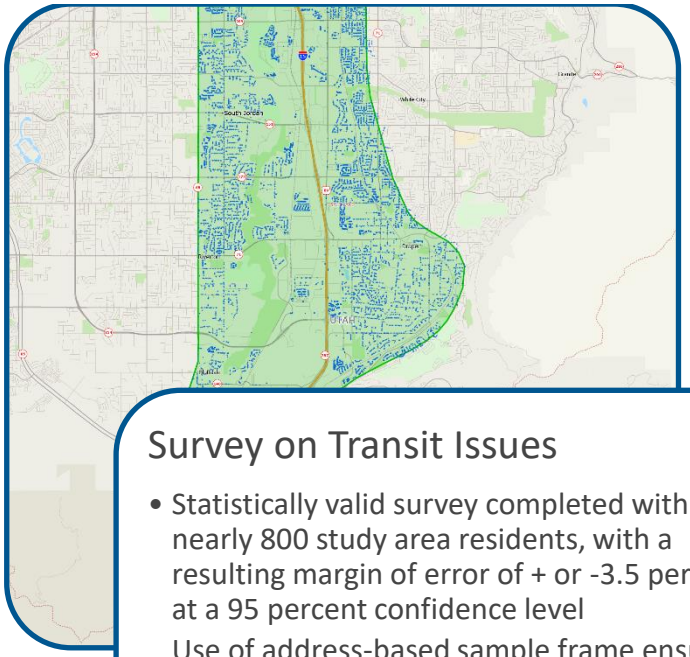
Summary

OVERVIEW

As part of the Point of the Mountain (POM) Transit Study, the Utah Transit Authority (UTA) undertook a research effort to assess public attitudes and input regarding potential transit improvements in the project study area, which comprises a broad corridor from approximately 9000 South in the Salt Lake Valley to 2100 North in Lehi, bounded roughly by Redwood Road on the west and the developed foothills on the east. This research consisted of two components: a survey and a community panel.



Survey on Transit Issues

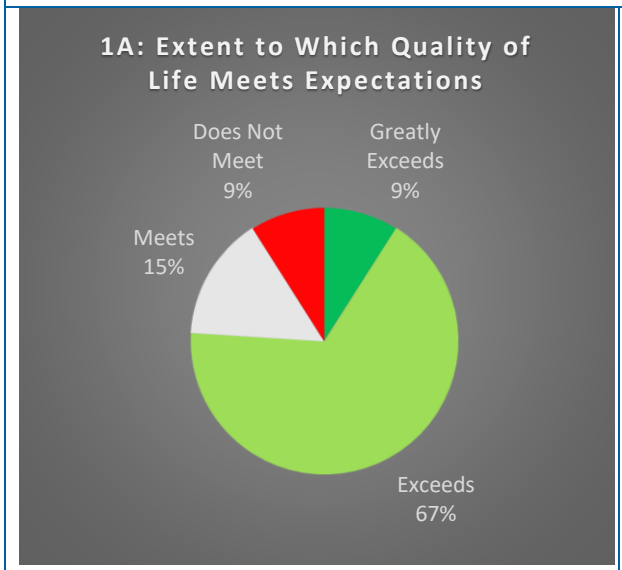
- Statistically valid survey completed with nearly 800 study area residents, with a resulting margin of error of + or -3.5 percent at a 95 percent confidence level
  - Use of address-based sample frame ensured that all households in the area were included
  - Mixed mode data collection provides different options for reaching potential respondents and improved response rates among segments that are traditionally more difficult to reach, notably younger residents

Community Panel on Transit Issues

- One hundred twenty-five (125) survey respondents agreed to participate in follow-up research using an online discussion platform
  - As a subset of the larger sample, panel members are more likely to be representative of the general population than a typical focus group or self-selected gathering at a public meeting
  - Between 40 and 125 residents spent an average of 25 to 30 minutes completing up to four in-depth activities on key topics: development, travel, public transportation, and transit alternatives

KEY FINDINGS

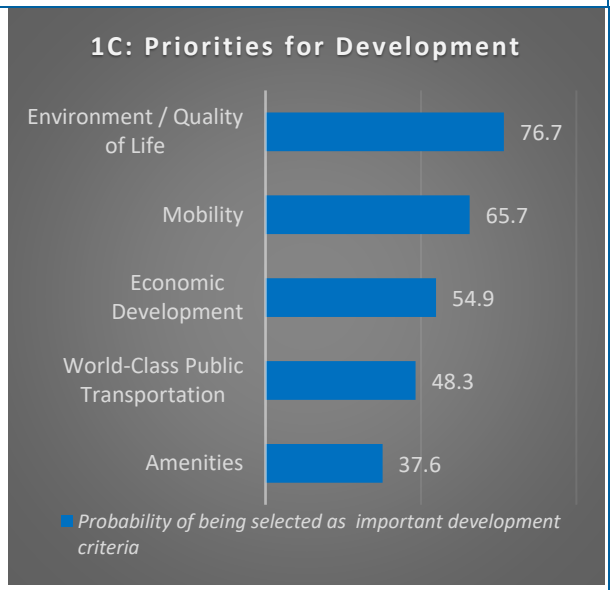
KF1: Overall Development in Point of the Mountain Region		
Key Finding		**Implication**
1A: Residents of the POM transit study area give **high ratings for their current quality of life and want to see it preserved.**		While the community recognizes that POM development will happen and support is evident, there remains a clear need for ongoing and open communications about what the plans are and ongoing engagement with the community to ensure that residents feel that their needs and concerns are being considered and addressed.
1B: While the majority (60%) of area residents feels that **the plans for growth and development in the region are headed in the right direction, that opinion is not strongly held**—only 17 percent strongly support while 40 percent are neutral or do not support.		
1C: Residents have **clear priorities for development**—maintaining the environment and their quality of life, ensuring mobility, and economic development. At the same time, they also feel that public transportation is an important consideration.		



1B: Community Feedback on Proposed Development

"From what I have heard and seen so far I am excited about it. I just want to make sure that the infrastructure is there to support this large of a development as well as providing great public transportation options."

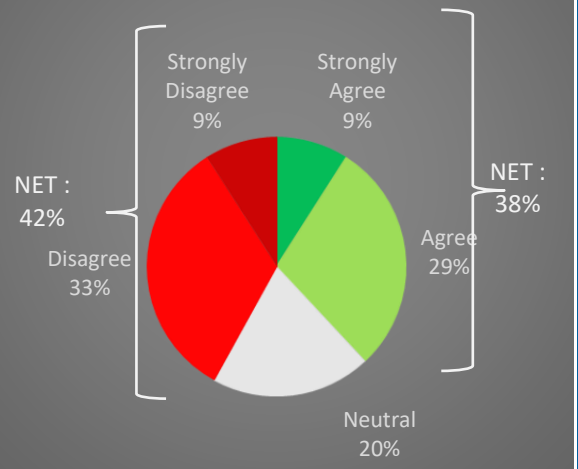
"[I'm] not totally sure [about development], but I am worried that it will severely impact the community feel. We all moved here for a reason.... small town feel, open space, and large lots. This has already been impacted by growth of multifamily housing and apartments in an area that was not supposed to be this way."



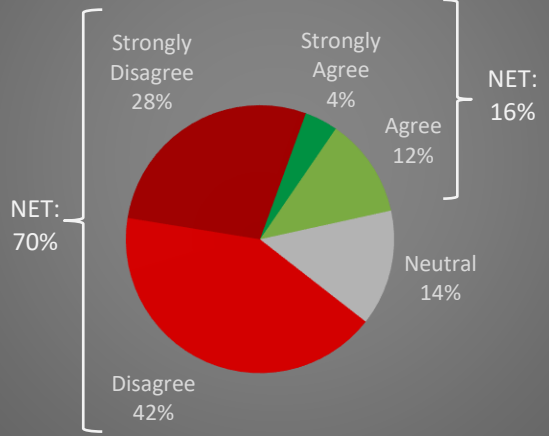
KF2: CURRENT TRAVEL AND MOBILITY

Key Finding		Implication
2A: **Opinions are clearly divided as to how easy it is to get around** within the Point of the Mountain region.		It is safe to assume that area residents feel any future plans for development must include a comprehensive transportation network plan that includes highways and roadways as well as public transportation to ensure that residents can more easily get around within the study area as well as to other locations in the region.
2B: It is not a surprise, therefore, that most residents feel that **the current transportation network is <u>inadequate</u> to support the expected growth in the region.**		

2A: I am able to easily get where I need to go within the POM region



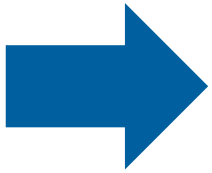
2B: The current transportation network is adequate to support the expected growth



2B: Community Feedback on Adequacy of Public Transportation Network

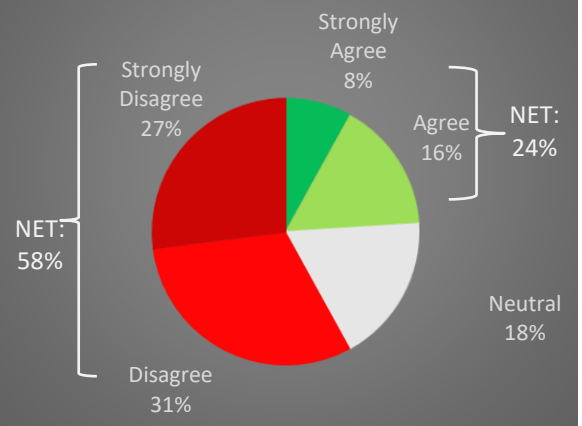
"Most places around here are fairly easy to get to by car, but not always without a car. There are some spots where the roads do unexpected things that you can't prepare for if you aren't familiar with the area, but for the most part seems pretty straightforward."

"The trains require too many transfers to get where we need to go. They also do not run early/late enough."

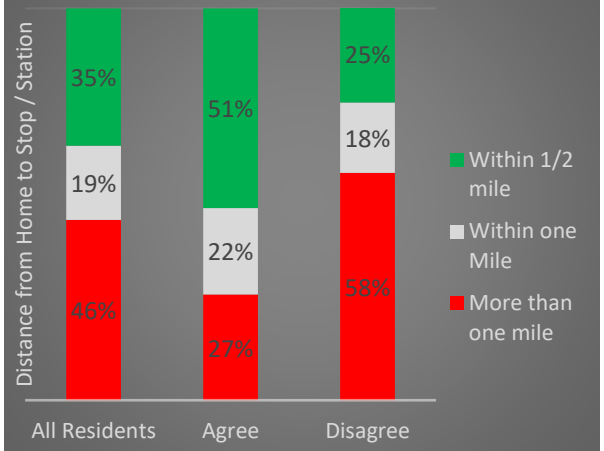
KF3: ACCESS TO AND USE OF PUBLIC TRANSPORTATION		
Key Finding		**Implication**
3A: The majority (58%) of residents feels that **public transportation is <u>not</u> available from where they live to where they need to go.**		Lack of awareness of existing services and unwillingness to use is not a significant barrier to transit use. Rather, these results suggest a region that is open to and interested in using public transportation for at least some of their trips. However, reasonable access to current services is a real barrier. The majority of residents report they do not live within reasonable walking distance of a bus stop or train station, meaning that they would have to drive and park or get dropped off. As the anecdotal information from the community panel indicates, *"if I am already in my car, I might as well keep driving."*
3B: Only one out of three study area residents reports **living within a half-mile** of a bus stop or train station.		
3C: Despite a perception of limited access, **the majority of study area residents have used public transportation** within the past year. Three out of five area residents have used one or more UTA services within the past 12 months. While **use is generally discretionary and infrequent** (e.g., special or sporting events, shopping), **three out of ten study area transit users use transit to get to work or school.**		
3D: **An improved public transportation system could lead to increased public transportation use.** Four out of five (80%) current transit users would continue to use and might use transit more often if service is improved. Half (51%) of those who currently do not use transit would consider using if service is improved.		

KF3: ACCESS TO AND USE OF PUBLIC TRANSPORTATION

3A:Public transportation is available from where I live to where I need to go



3B: Distance from Home to Nearest Station / Stop



AGREEMENT: Transit is available from where I live to where I need to go

3B: Community Feedback on Access to Public Transportation

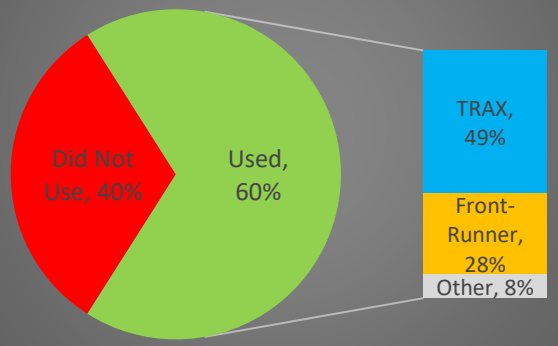
"Using TRAX is very convenient for me as I live right down the street from a Draper TRAX station"

"TRAX is a nice option when going to or from events such as Utah football games or Jazz Games or downtown during Christmas season. At other times it is more convenient to drive a car."

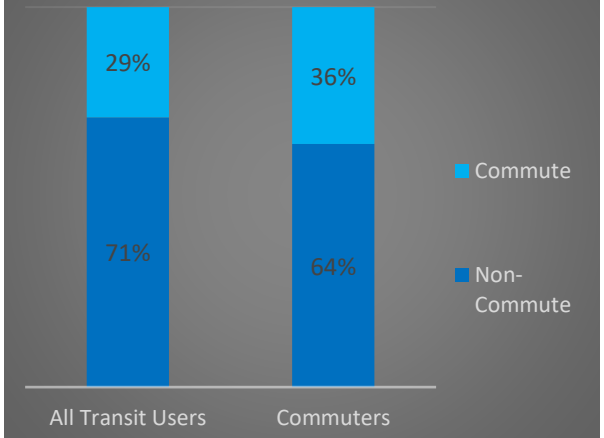
"There are frequent times for FrontRunner and TRAX. However, there are not any stops close to my home or work in Draper, West Jordan, or Bluffdale."

"It [public transportation] is very convenient if it's available in your area. I don't use it since I moved to Draper as it is NOT convenient as it is not near my home."

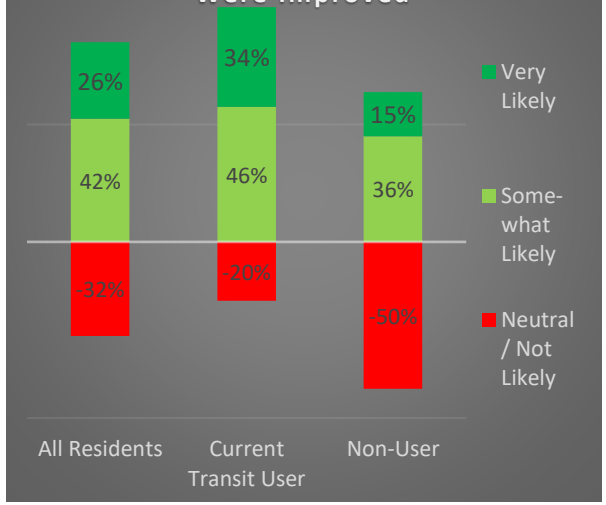
3C: Use of Public Transportation in Past 12 Months

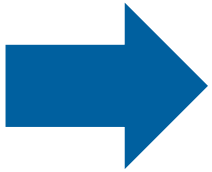


3C: Trip Purpose



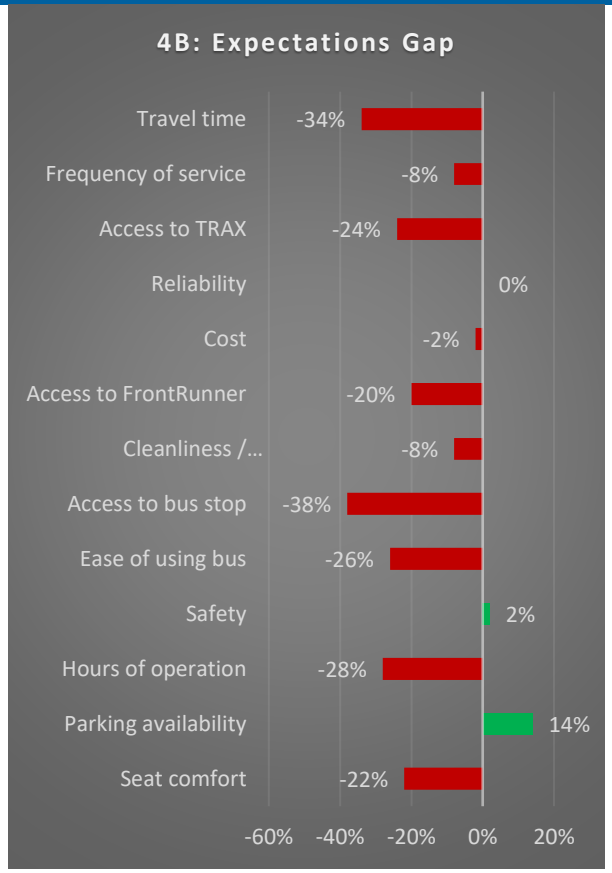
3D: Likelihood of Using Transit More / More Often if Service Were Improved



KF4: PRIORITIES FOR TRANSIT SERVICE RESIDENTS WOULD USE		
Key Finding		**Implication**
4A: **Travel time (compared to driving)** is by far the most important factor in deciding whether to use public transportation.		These results suggest that while residents do not currently use public transportation because of practical factors like time and perceived complexity, they still place value on public transportation as a potential resource. They recognize that travel by transit could take more time than the same trip by car, and they may be willing to pay for enhancements to the existing system. This suggests they are open to a cost/benefit view of public transit, which should be studied further to verify the extent of willingness to pay and test the theory they would use enhanced transit more.
4B: **Existing service falls short of residents' expectations.** The gaps are greatest for access to bus stops and travel time.		
4C: Community panel members indicated that while distance from home to station is more important than distance from station to destination, **time from home to transit matters less than time from existing transit to their final destination.** That is, they are willing to travel a longer distance or have it take more time (up to 20 minutes) to get from their home to the station than to get from the station or stop to their final destination (up to 10 minutes).		
4D: Community panel members reported that **they currently travel an average of 25 to 30 minutes by car** to get from their home to work or from their home to downtown Salt Lake City. **By contrast, they described a one-hour transit experience** to make the same trip.		
4E: Community panel members suggest **they are willing to pay for increased frequency.** While only 6 percent would pay $3.50 for service every 60 minutes, 36 percent would pay $3.50 for service every 30 minutes, and 10 percent would pay $4.50.		

KF4: PRIORITIES FOR TRANSIT SERVICE RESIDENTS WOULD USE

Scores range from 0 to 100 and represent the probability that an item is selected as an important factor influencing transit use.



Expectations gap is the difference between the percentage of residents saying service meets or exceeds expectations and those saying existing service does not meet expectations.

4B: Community Feedback on Barriers to Using Transit

"Public transport takes longer than driving. From U of U Health Center in Daybreak to U of U Hospital in the Avenues by public transport one way from home is 1 hour 4 minutes. Driving time is 36 minutes."

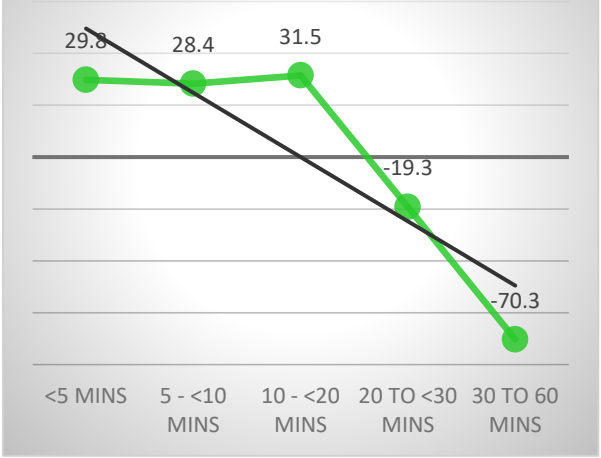
"If it takes me significantly more time to use public transportation than driving, it's not convenient or if it takes multiple transfers or is unpredictable."

"If you live downtown or close to downtown, it is a bit more convenient but out in the suburbs [it] is a joke. Only being able to catch a train every 30 minutes. I have been stuck at the FrontRunner station for 30 minutes in the middle of winter because the train was early/late and was leaving the station as I pulled up."

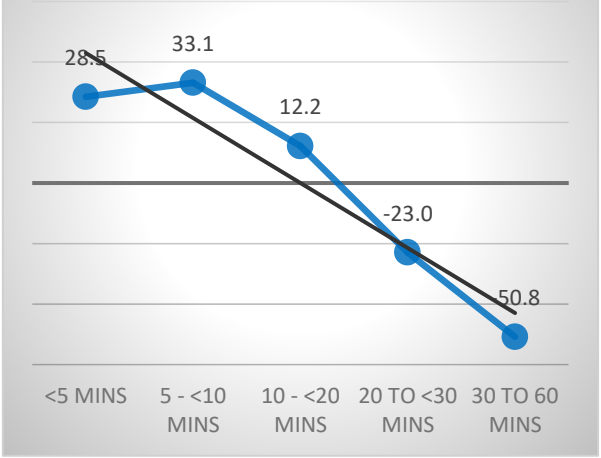
"Availability of transport services and economically beneficial. I don't want to pay more to take public transportation than it would cost to drive."

KF4: PRIORITIES FOR TRANSIT SERVICE RESIDENTS WOULD USE

4C: Preference for Travel Time from Home to Stop



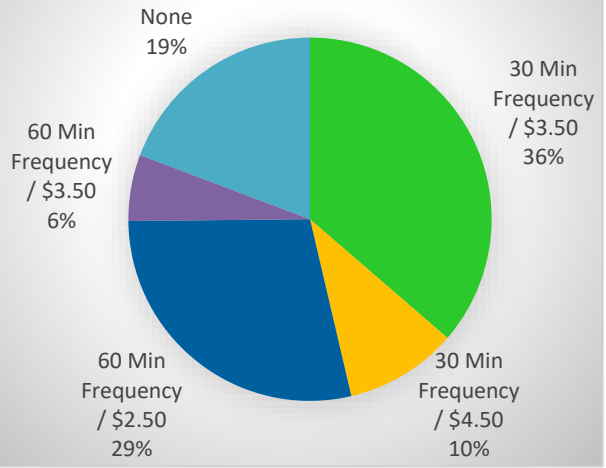
4C: Preference for Travel Time Stop to Destination



4D: Acceptable Travel Time on Transit

**Time on train includes wait time at station and/or time to transfer as well as time riding*

4E: Share of Preference for More Frequent Service at Higher Fare



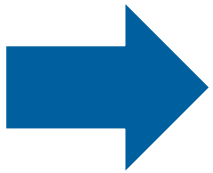
Community Descriptions of an Ideal Transit Trip

"There would be options to get from my home to either TRAX or FrontRunner. Those would include walking a short distance, riding a bus, biking, or taking one TRAX line to another. It would be close, convenient, timely, and affordable."

"It would take less than 10 minutes to walk to a stop, transportation to downtown would take less than 30 minutes, and it would take less than 10 minutes to walk to my final destination. It would be clean and safe."

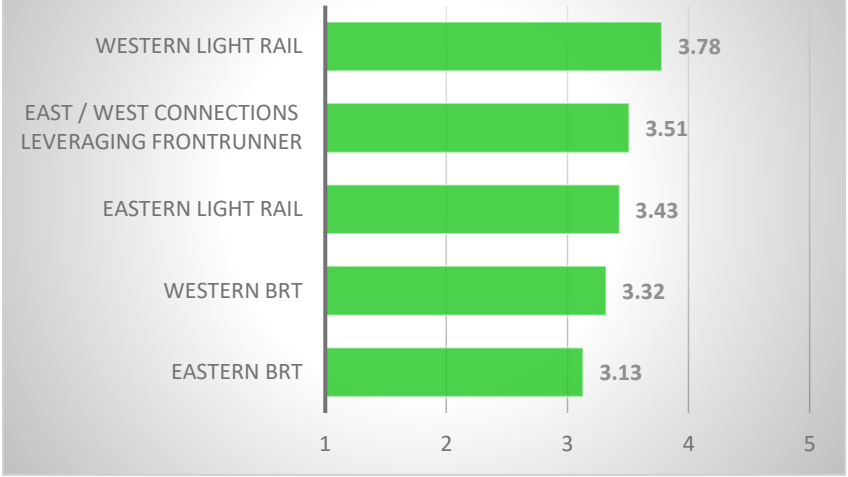
"I would walk less than 5 minutes to a TRAX station, wait less than 10 minutes for a train, and be downtown in 25 minutes once on the train. The roundtrip fare would cost less than parking a car downtown."

"That I could conveniently get from home to work and from work back home again without taking much more additional time and energy than just driving both ways. It would mean I could walk or bike to the bus stop in a matter of minutes, hop on a bus that is on time and runs at close intervals, connect to the train that would drop me at my work. Or it means I could drive to a nearby TRAX station and commute via train to town."

KF5: EVALUATION OF POM TRANSIT ALTERNATIVES		
Those participating in the Community Panel on Transit Issues were asked to provide feedback on the five current transit alternatives being considered for the region. They were shown each alternative and asked to provide detailed feedback on each. They were then asked to allocate 100 points across the five alternatives to indicate which they prefer.		
Key Finding		**Implication**
5A: The detailed ratings show **a preference for light rail over Bus Rapid Transit** (BRT). In addition, these ratings suggest that **the western alignment is preferred over the eastern alignment**. The western alignment is seen as having a greater positive economic impact on the community and more likely to encourage more people living in the study area to use public transportation. Both the eastern and western alignments do equally well in fitting the respondent's personal needs. Participants are also **positive about adding east / west connections that leverage FrontRunne**r, seeing this as a potentially simpler, more immediate solution.		These additional results continue to support the idea that residents in the Point of the Mountain study area are interested in and supportive of public transportation alternatives. They do need additional information on the benefits of each of the potential alternatives and time to consider / evaluate. Notably, they need information on the advantages / disadvantages of Bus Rapid Transit over light rail.
5B: When asked which one of the five alternatives they prefer, there is again **a clear preference for light rail over Bus Rapid Transit**. On the other hand, there is no clear preference for the western versus eastern alignment. And again, adding east / west connections that leverage FrontRunner does well.		
5C: Lack of support for BRT (compared to light rail) is in part due to **lack of awareness and existing uninformed perceptions of BRT.**		

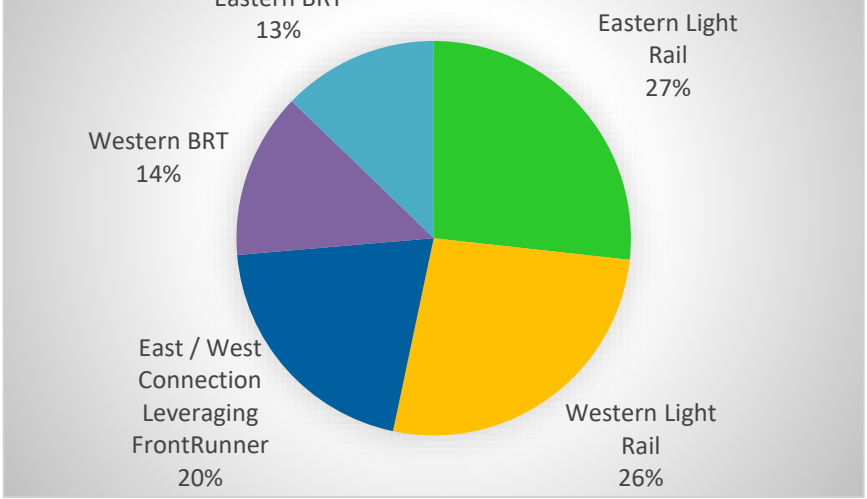
KF5: EVALUATION OF TRANSIT ALTERNATIVES

5A: Average Ratings for Each Alternative



Mean ratings are based on an average of ratings across seven individual statements about each alternative. Mean is based on five-point scale where "1" is most negative (strongly disagree) and "5" is most positive (strongly agree) with statements
Source: Community Panel on Transit Issues

5B: Preferred Transit Alternative



5C: Community "Vision" of Bus Rapid Transit

"[A] bus that has very few stops and is designed for a more direct route between destinations. In other words, it's like an express bus."

"I'm envisioning a road with a bus specific lane for rush hour traffic that will travel the posted speed limit any time of day since traffic won't slow it down."

"Something like TRAX, but without the rails."

"A bus system traveling a frequent route and skipping stops—going quickly."

"Fully dedicated lanes, prominent stations at good locations, frequent buses. I would say that UVX is an example of a good BRT and the MAX is a bad example. UVX has more than 50% dedicated right-of-way and has frequency during rush hour that exceeds even TRAX (which makes up for its reduced capacity). MAX, on the other hand, feels like a regular express bus with very little dedicated lanes and fancy looking stops."

5C: Perceptions of BRT versus Light Rail

"Shifting schedules. Not very 21st century."

"Less flexible but faster than traditional bus."

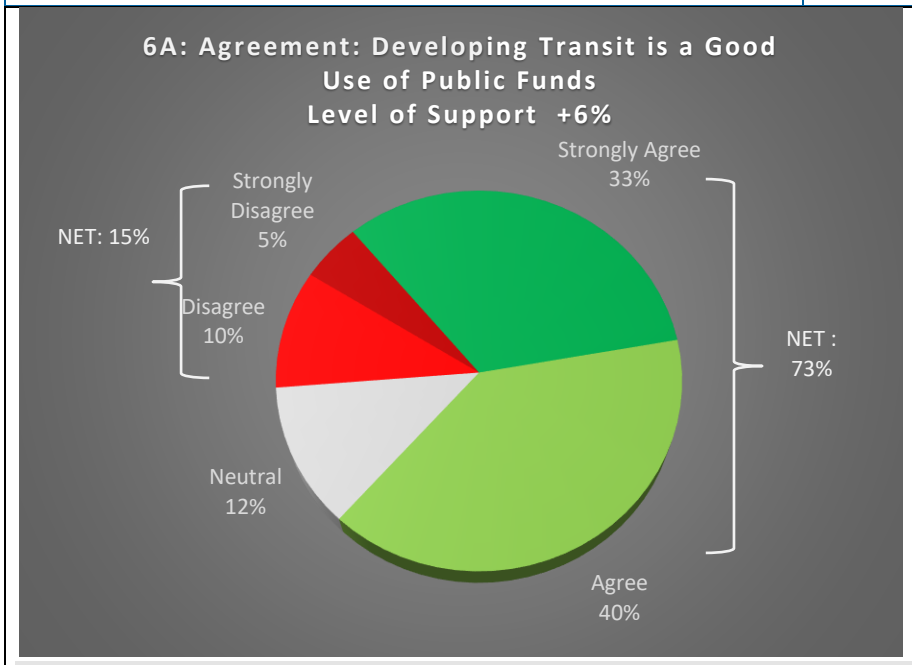
"Is bound by traffic conditions and has more potential for delays, fewer passengers."

"Probably very similar but more flexible in terms of route as it is not tied to a track."

"It [BRT] is similar because stations are farther apart, travel is faster, and take payment before boarding. They also offer larger capacity and better frequency than regular buses. They also usually have dedicated right-of-way so there are little obstructions when traveling."

KF6: SUPPORT FOR FUNDING PUBLIC TRANSPORTATION OPTIONS IN THE POM STUDY AREA

Key Finding		Implication
6A: Study area residents **agree that developing public transportation in the region is a good use of public funds.** Nearly three out of four study area residents agree that developing public transportation options is a good use of public funds. One-third strongly agree, leading to a positive "level of support."		Residents of the study area are clearly invested in their community and in what is best for their community and maintains the quality of life that they value. They are willing to support development of a high-quality transportation system to serve this growing community. Continuing to involve them in decision-making along with ongoing communications about what is planned will preserve and likely build this level of support.
6B: Community panel members were well-traveled and had **clear perceptions of what they perceived to be a "world-class" public transportation** that they would like to see in the Point of the Mountain community. Key attributes are "convenience" and "options."		



Level of support is computed by subtracting the percentage disagree or are neutral from the percentage who strongly agree.

6B: Community Comments on World-Class Public Transportation

World-Class Public Transportation Means . . .

"*That I can conveniently get from home to work and from work back home again without taking much more additional time and energy than driving both ways. It would mean I could walk or bike to the bus stop in a matter of minutes, hop on a bus that is on time and runs at close intervals, connect to the train that would drop me at my work. Or, it means I could drive to a nearby TRAX station and commute via train to town.*"

"*That I can have many options to get somewhere that are safe, convenient, reliable, and affordable. The more affordable and convenient options you provide the less likely it is people will feel the need to drive.*"

"*Designing a place with humans in mind, not cars. Giving people affordable and free options for transportation, instead of defaulting to cars and driving everywhere, not only takes cars off the road, but also opens up transportation options for those who can't afford a car, who can't drive themselves (children, elderly, etc.), and who choose to not use a car.*"

"*It [world-class public transit] would make me proud to be a Utah resident because it would demonstrate we value equality and the environment. It makes our growth sustainable and attractive for future residents.*"

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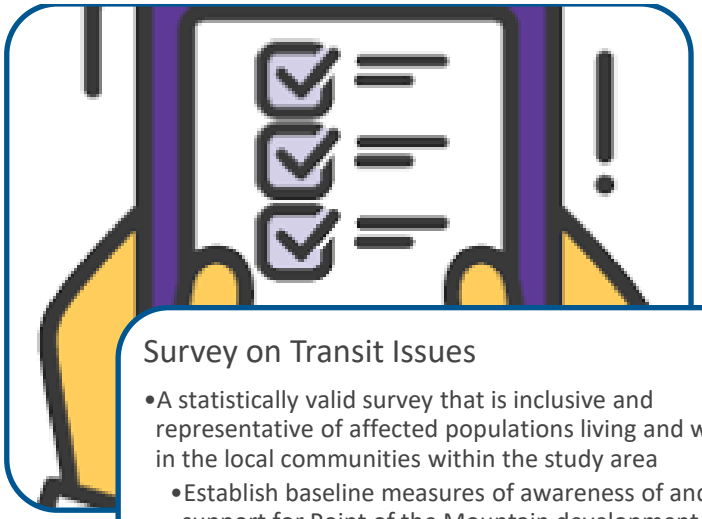
Project Overview

As part of the Point of the Mountain Transit Study, the Utah Transit Authority undertook a research effort to assess public attitudes and input regarding transit solutions in the study area. This research consisted of two components, described in this section.

BACKGROUND AND OBJECTIVES

The Point of the Mountain Development Commission was established in 2016 by the Utah Legislature and was tasked with constructing a vision of growth for the Point of the Mountain area while preserving the state's and region's elevated quality of life. As part of this effort, the Utah Transit Authority (UTA) in collaboration with Bluffdale City, Draper City, Lehi City, Sandy City, Salt Lake County, Utah County, Mountainland Association of Governments (MAG), Utah Department of Transportation (UDOT), Wasatch Front Regional Council (WFRC), and other key stakeholders have undertaken the Point of the Mountain Transit Study to help identify a preferred public transit/transit concept alternative that will improve travel and mobility in and around the rapidly growing study area. As part of the overall study, the research described in this report was undertaken as a separate but linked effort to assess public attitudes and input regarding transit solutions around the Point of the Mountain. This research consisted of two components: a survey and a community panel.



Survey on Transit Issues

- A statistically valid survey that is inclusive and representative of affected populations living and working in the local communities within the study area
  - Establish baseline measures of awareness of and support for Point of the Mountain development and transit improvements
  - Prioritize criteria for proposed development
  - Establish baseline measures of current and potential use of public transportation, including current travel into and out of the study area
  - Establish baseline measures of perceived value of increased transit service in the study area vis á vis other regional transit projects

Community Panel on Transit Issues

- Follow-up, in-depth qualitative research using an online discussion platform focusing on key issues
  - Identify concerns about the proposed development and strategies to mitigate these concerns
  - Understand trade-offs potential transit users are willing to make and how those trade-offs impact proposed transit alternatives
  - Explore perceptions of differences between light rail and bus rapid transit options
  - Test response to proposed transit alternatives

METHODOLOGY

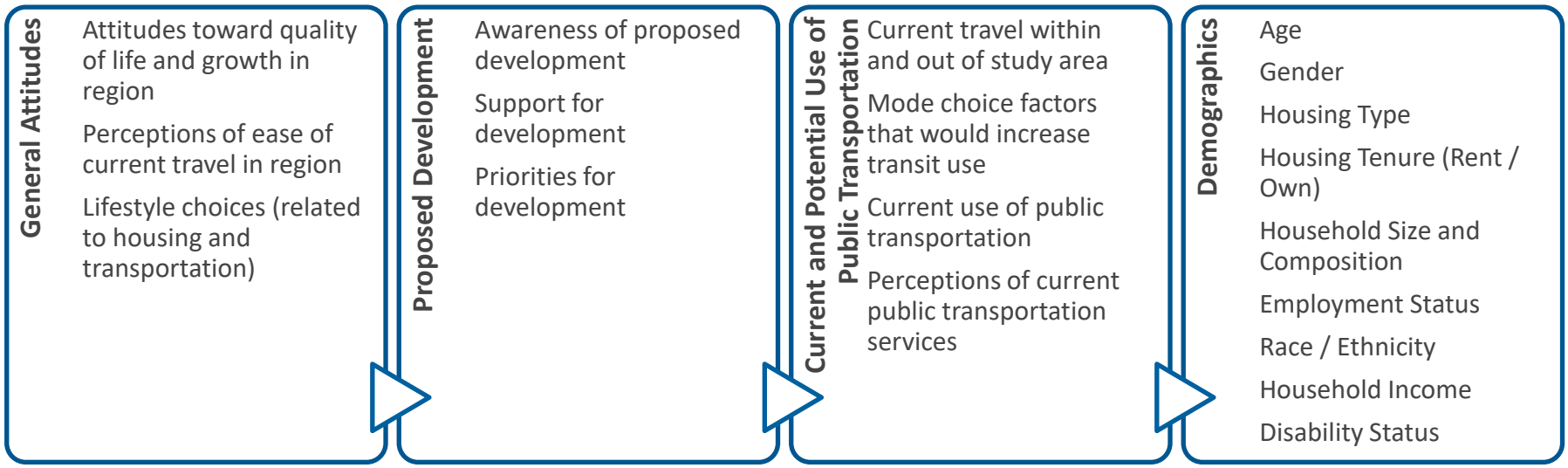
Survey on Transit Issues

Questionnaire Design and Administration

We interviewed stakeholders from jurisdictions across the project area. These interviews resulted in a wide array of potential research topics. A summary of the interviews is included in the Appendix.

By combining and qualifying this array of topics with requirements and expectations from the Point of the Mountain Commission, a final set of survey topics was identified. These topics were presented to the Point of the Mountain Transit Study Technical Advisory Committee for confirmation. Subsequently, the research team created and tested questions for each topic.

After introducing the survey and screening to confirm that the respondent lives or works within the study area, the questionnaire proceeded to cover four major topics: General Attitudes; Proposed Development; Current and Potential Use of Public Transportation; and Demographics.



A copy of the final questionnaire is included in the Appendix.

Sampling and Data Collection

The survey was conducted using an address-based sample (ABS) and a mixed-mode (mail-to-online, email-to-online, and outbound telephone) data collection methodology. The sample frame was composed of a list of all addresses in the Point of the Mountain study area—as defined by a list of census block groups provided by UTA—including those indicating that post office boxes are the only way they get mail. This list was then matched against a comprehensive consumer database to determine if the household had a matching landline or cell phone number. Additionally, email addresses were appended where possible.

Outreach and data collection were based on the contact information available.

Address Only / No Matching Contact Information

- Sampled households that could only be contacted by mail were sent a letter (and one reminder) signed by the mayors of all cities in the study area asking them to complete the survey online or by calling a toll-free number.
- A reminder letter was sent approximately three days after the initial mailing.
- If an email address was also available, these households were also sent emails asking and reminding them to complete the survey online or by calling a toll-free number.

Address + Matching Contact Information

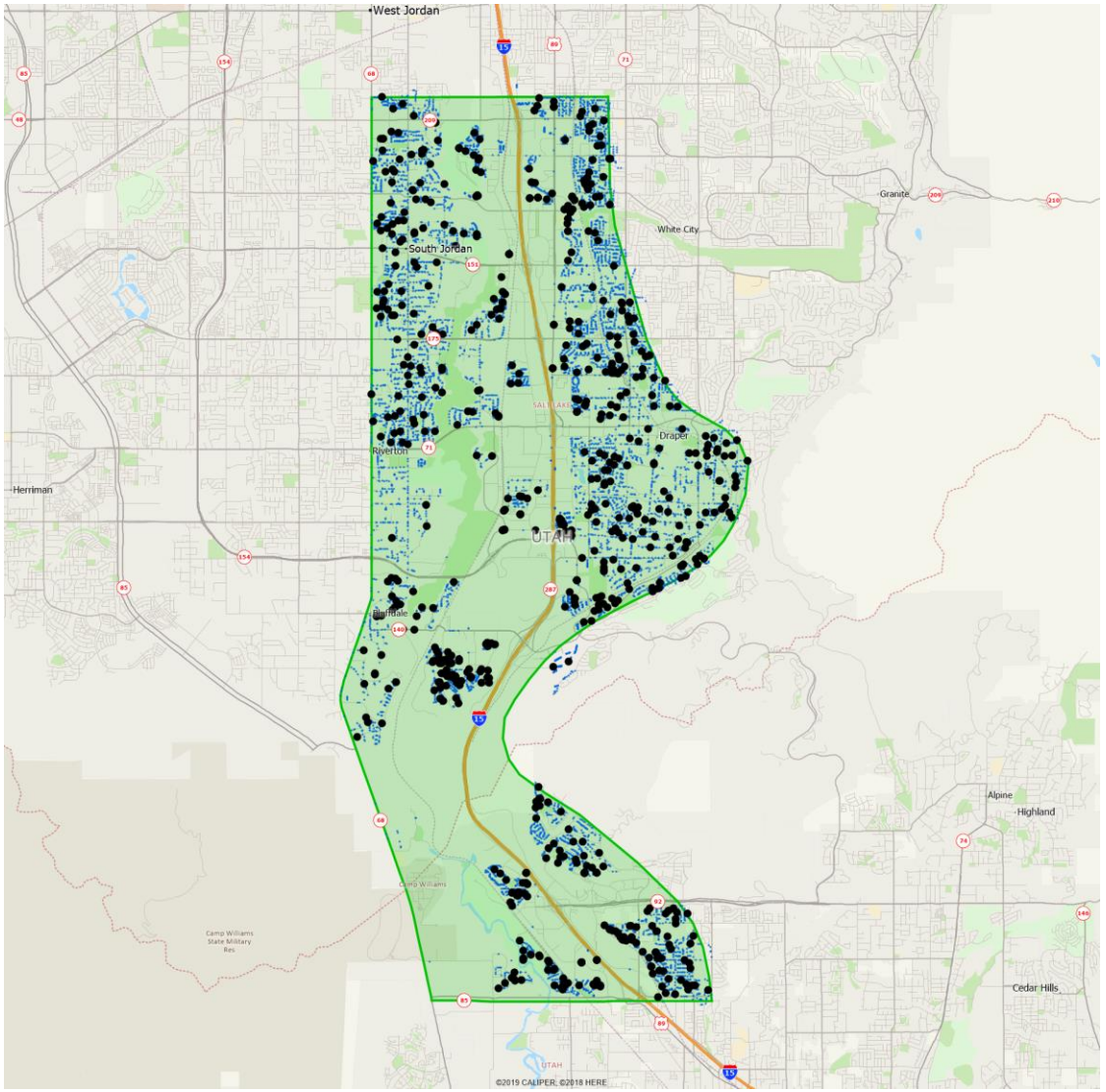
- Sampled households with a matching phone number received the original invitation letter by mail asking them to complete the survey online or by calling a toll-free number.
- Nonrespondents were then contacted by phone and asked to complete the survey.
- If an email address was also available, these households were initially contacted by email asking them to complete the survey online or by calling a toll-free number. Nonresponders to the email invitation were contacted by phone.

A total of 799 surveys were completed between April 22 and May 21, 2020. As shown in Figure 1, the distribution of completed surveys throughout the study area is generally in line with the distribution of the population.

The majority of surveys were completed online. Of the surveys completed by phone, 53 were inbound calls. Of the outbound, follow-up calls, 73 were to cell phone numbers and 42 to landlines.

	Number Completed
Online	631
Phone	168
Total	799

Figure 1: Distribution of Sample and Respondents Across Study Area



Map shows the distribution of random sample of households drawn for the study (blue dots) and completed surveys (black dots) across the study area.

Margin of Error

The margin of error is a statistic expressing the amount of random sampling error in a survey's results. The smaller the margin of error, the more likely that the survey's reported results represent the true prevalence of what is being measured in the population.

The margin of error is due in part to the size of the sample. The larger the sample, the lower the margin of error. The target sample size for the survey was 500; due to a more robust public response than expected, the final sample was 160 percent of the targeted sample size. The margin of error for the total sample in the 2020 Point of the Mountain Survey on Transit Issues is generally no greater than plus or minus 3.5 percentage points at a 95 percent confidence level. This means that, in theory, had this survey been conducted 100 times, the results would be within 3.5 percentage points of the results reported here at least 95 times.

Figure 2: Margin of Error

Total Sample	**Target Sample Size n = 500**	**Actual Sample Size n = 799**
Overall Precision 95% confidence	+/– 4.4%	+/– 3.5%

The higher-than-expected response rates and resulting sample size in this study allow for more reliable analysis within and across different groups of respondents—for example, by age or geographic area.

COVID-19 Considerations

This research took place during the early stages of restricted social interaction across the United States due to COVID-19. Significantly, diminished travel in the study area including lower public transit use were part of the social landscape throughout the survey and community panel activities. The researchers took special precautions to ensure all respondents would report their attitudes and experience regarding transit use prior to the pandemic. Explicit instructions in the administration of the survey and community panel, as well as specific wording of questions and time references within question context, were designed accordingly.

The high response rates to the survey, which exceeded expectations, may well have been a function of many respondents being at home and available to participate instead of being outside their homes and engaged in typical pre-COVID-19 activities. This theory is supported by the researchers' experience with concurrent studies in this same time frame.

Demographic Profile and Weighting

Sample demographics were monitored during data collection to ensure adequate response rates from key segments that are traditionally more difficult to reach, notably younger residents.

Post-stratification weighting was used to ensure that results of the survey are generally representative of the population of the study area. Weights were based on population gender and age distributions.

Unless otherwise noted, **weighted** data are reported.

Figure 3: Sample Demographics

	Unweighted Sample	Weighted Sample	Study Area Population*
Gender			
Male	56%	52%	51%
Female	44%	48%	49%
Age			
18–34	28%	40%	39%
35–54	40%	37%	38%
55 plus	32%	23%	23%

**Source: 2010 Census SF1 (U/R update)*

Supplemental Sampling

Two of the communities within the study area, Draper and Lehi, chose to reach out to additional residents in their community to increase the number of their jurisdictions' responses to the survey. This oversample provided these two communities with additional insights in their residents' attitudes and opinions. Due to its nonprobability sampling source, data from this oversample are **not included** in the survey results presented here.

In addition, the Silicon Slopes Sustainability Community reached out to employees living outside of the study area but working within the study area to participate in the research. Twenty-six employees of organizations within that community agreed to respond and participated in the community panel. Because these employees self-selected their participation, their responses to the survey questions are not included in this report; the results of the qualitative research (the community panel) in which these employees participated are included.

Figure 4: Supplemental Sampling

	ABS Sample	Oversample	Total
Draper	246	262	508
Lehi	192	494	686
Employees		26	26

Community Panel on Transit Issues

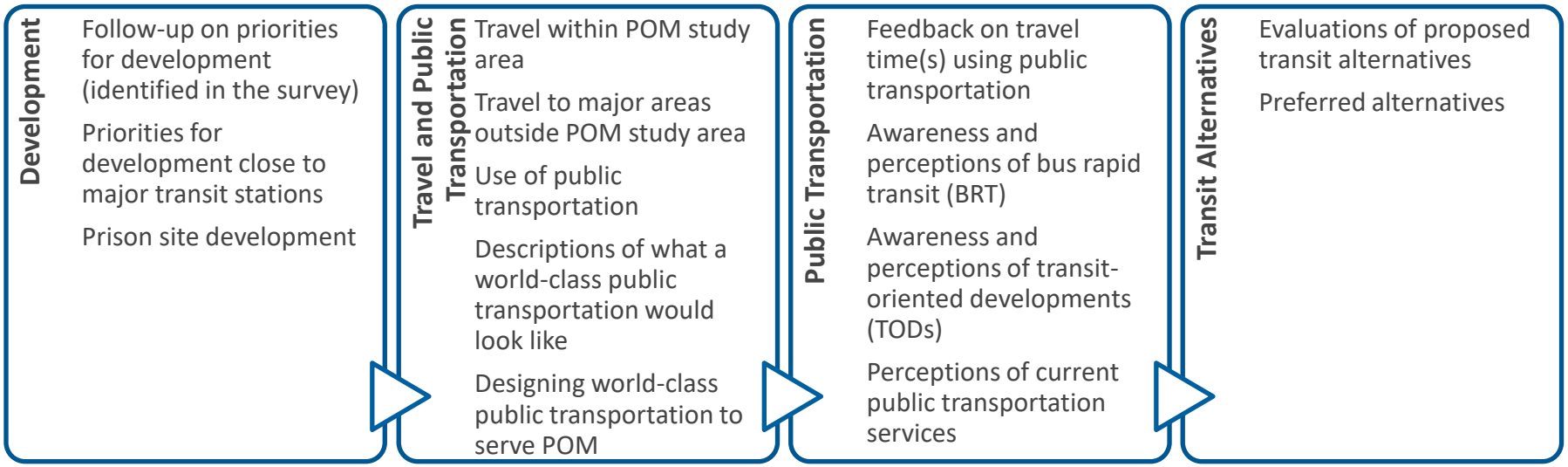
Respondents to the Survey on Transit Issues were asked if they would be interested in participating in additional research. If they expressed interest and followed through on this invitation, they were included in the Community Panel on Transit Issues.

Members of this panel participated in four activities, described in more detail below. Participants spent an average of 25 to 30 minutes completing each activity. Participants were very thorough and thoughtful in their responses, spending a total of 107 minutes—25 to 30 minutes per activity—completing the activities. However, the relatively high amount of time spent on each activity appears to have impacted response rates over the course of this portion of the study. To encourage participation, community members were incentivized with a $5 to $20 VISA gift card. Incentives were increased for Activity 4 to boost participation.

Figure 5: Participation in Community Panel on Transit Issues

	Number
Total Survey Respondents	799
Not Interested in Additional Research	512
Interested in Additional Research	260
Completed Registration for Additional Research	125
Completed Activity 1	125
Completed Activity 2	55
Completed Activity 3	50
Completed Activity 4	39

Each activity covered a specific topic of interest and included a number of different types of questions providing in-depth, qualitative insights into residents' attitudes and opinions but also used some unique questions and analytics to explore trade-offs.



REPORTING CONVENTIONS AND QUALITY STANDARDS

Understanding the Point of the Mountain Transit Survey Data

This report summarizes the major findings of the research for each survey topic overall. Tables and charts provide supporting data. Unless otherwise noted, column percentages are used. Percentages are rounded to the nearest whole number. Columns generally sum to 100 percent except in cases of rounding. In some instances, columns sum to more than 100 percent due to multiple responses given to a single question; these cases are noted.

Both online and phone respondents had the option to provide a "do not know" response or refuse to answer. However, based on industry standards, online respondents were required to provide a response before they could see a "do not know" or "prefer not to answer" category. Industry research shows that providing this option up-front increases the amount of missing data and that those who do not know or do not wish to answer will generally try to skip the question. Except as noted, "don't know" and "refused" responses are counted as missing values and are not included in the reported percentages.

The sample base (number of respondents) for a question may vary depending on answers to previous questions or inclusion in a specific analytical group—for example, residents who have used public transportation were asked specific questions that nonusers skipped. Unless otherwise noted, the results in this report are based on the final weighted sample data, although actual (unweighted) base sizes are used to determine statistically significant differences and reliability.

The report also identifies differences that are statistically and practically significant. If a particular difference is large enough to be unlikely to have occurred due to chance or sampling error, the difference is statistically significant. Statistical significance was tested at the 90 percent and 95 percent confidence levels. A statistically significant difference may not always be practically significant. The differences of practical significance depend on the experience and judgment of the report's readers. Statistical significance is indicated throughout the text of the report and is also noted in charts and tables.

ISO

ISO (the International Organization for Standardization) is a worldwide federation of national standards for a wide variety of agencies and industries. ISO 20252: 2012 Market Research Quality Standards are internationally recognized standards designed to create a globally standardized structure and level of quality for market, opinion, and social research. All work for the 2020 Community Opinions on Point of the Mountain Public Transit Issues was conducted and is reported in accordance with these quality standards, and all respondents were assured that their responses would be kept confidential. No answers or opinions are tied back to individual residents.

Key Findings: Development

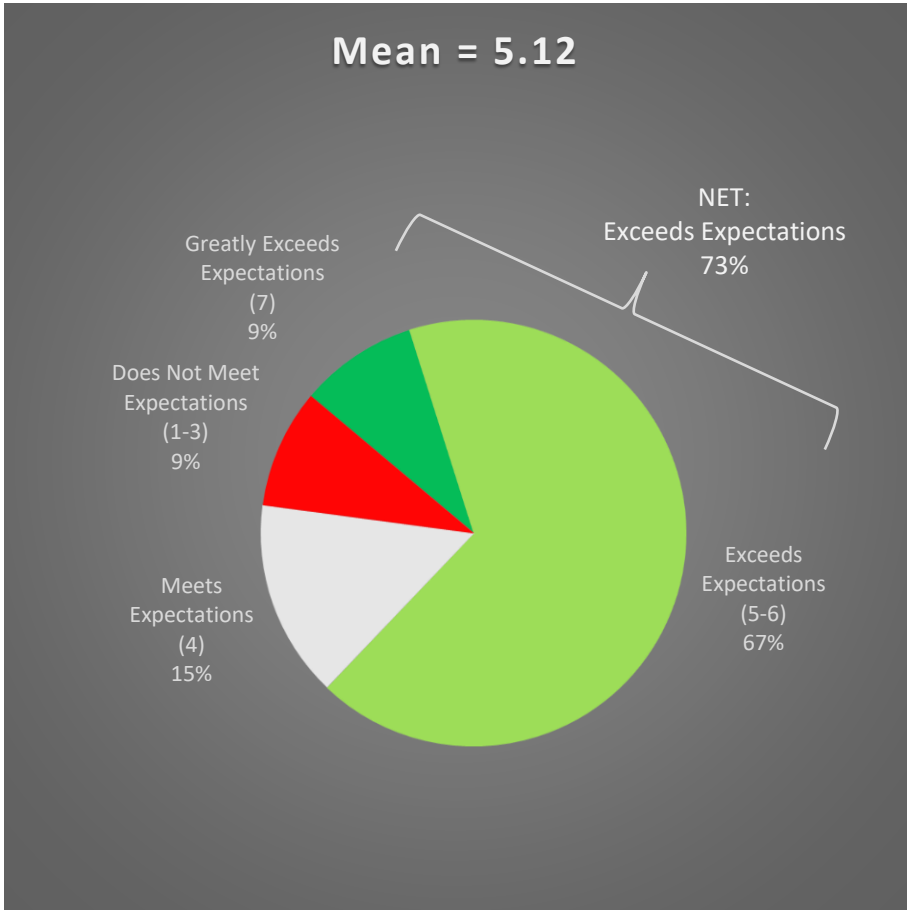
The Survey on Transit Issues provides some clear insights into residents' attitudes toward, support for, and priorities regarding overall development in the region as well as the prison site. The Community Panel on Transit Issues provides additional insights into residents' attitudes and the meaning of transit-related key terms.

OVERALL QUALITY OF LIFE

Residents give high ratings for the current quality of life in the Point of the Mountain community.

- More than three out of four (76%) residents feel that the current quality of life exceeds their expectations.

Figure 6: Overall Quality of Life in Point of the Mountain Community

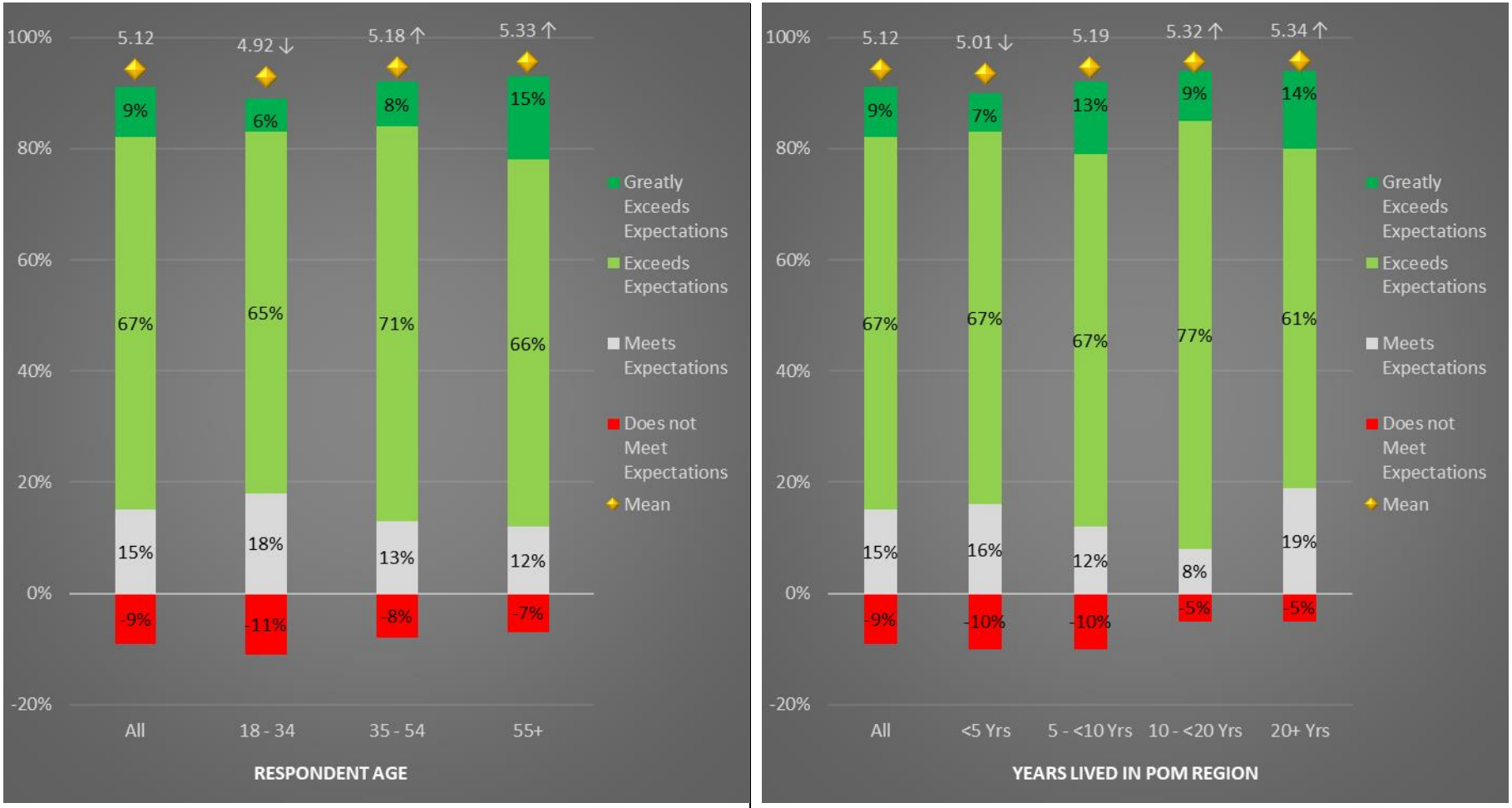


Question Text:: Using a scale from 1 to 7 where "1" means the quality of life in the Point of the Mountain geographic area "Does Not Meet Your Expectations at All" and "7" means the quality of life "Greatly Exceeds Your Expectations," how would you rate the overall quality of life in the Point of the Mountain area?
Base: All Respondents [n = 799)

Perceptions of overall quality of life varies by age and length of residency. Notably, younger and newer residents are somewhat less positive. While there is some relationship between age and length of residency, this correlation is not perfect.

- Among the youngest residents (those between 18 and 34), those who had lived there 20 or more years give the lowest ratings.
- Among those between the ages of 35 and 54, those who have lived in the region for less than five years give the lowest ratings.

Figure 7: Overall Quality of Life in Point of the Mountain Community by Age and Length of Residency



Mean is based on 7-point scale where "1" means "strongly disagree" and "7" means "strongly agree"
↑ or ↓ indicates a significantly higher or lower value than other segments

OVERALL DEVELOPMENT IN POINT OF THE MOUNTAIN REGION

Attitudes toward Development

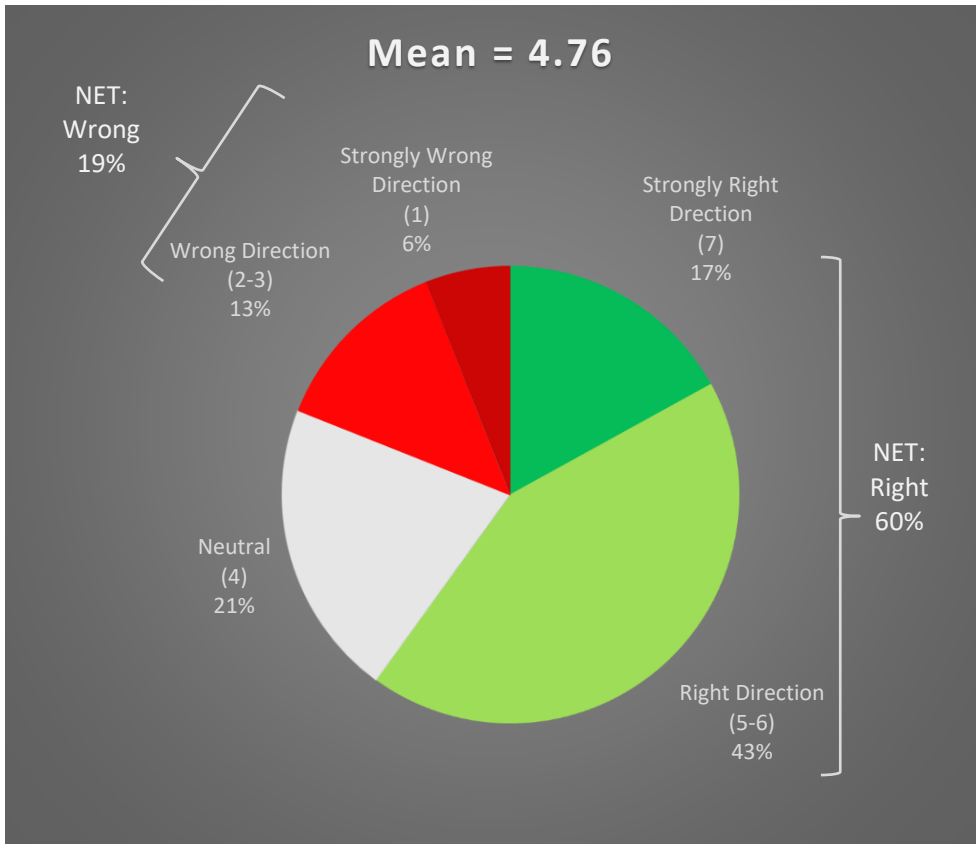
While three out of five residents feel that the plans for growth and development in the region are headed in the right direction, one-fifth are negative, and a similar number are sitting on the fence.

Using an approach similar to the commonly used Net Promoter Score in which the percentage of nonsupporters (those who say "wrong direction" or who are neutral) is subtracted from the percent of "strong supporters" (those who say "strongly right direction,") results in a negative Net Supporter Score of –23 percent.

% Strongly Right		% Neutral / Wrong		Net Supporter Score
17%		40%		-23%

This approach assumes that those who just "somewhat agree" that plans are headed in the right direction could be as likely to be strong supporters as nonsupporters. This would suggest that while generally positive, support for growth and development is not particularly strong.

Figure 8: Attitudes toward Plans for Development in Point of the Mountain Region



PD4: Based on everything you have seen, read, or heard about the development in this region and using a scale from "1" to "7" where "1" means "Strongly Headed in The Wrong Direction" and "7" means "Strongly Headed in The Right Direction," would you say that plans for future growth and development in the Point of the Mountain area will lead the region in the right or wrong direction? Base: All Respondents [n = 799)

Attitudes toward the proposed development are relatively consistent across the study area.

Figure 9: Attitudes toward Plans for Development by Geographic Area

	% Strongly Right	% Right	% Neutral Wrong	Mean	Net Support
East of State St.	15%	44%	21%	4.67	-26%
West of State St.	20%	41%	17%	4.85	-19%
North of Prison	17%	42%	20%	4.75	-23%
South of Prison	17%	43%	18%	4.79	-22%
North of 11400 S.	14%	41%	20%	4.70	-25%
South of 11400 S.	18%	43%	19%	4.78	-22%

Mean is based on 7-point scale where "1" means "strongly wrong direction" and "7" means "strongly right direction.
Net support is computed by subtracting the percentage "neutral / wrong" from the percentage "strongly right"

Attitudes toward the proposed development are related to age and secondarily to length of residency. The region's youngest residents are most positive towards the proposed growth and development in the region. Among older residents, those who have lived in the region fewer than five years are more positive than longer-term residents.

Figure 10: Attitudes toward Plans for Development by Age

	% Strongly Right	% Right	% Neutral Wrong	Mean	Net Support
18–34	25%↑	43%	32%↓	5.17↑	-7%
35–54	14%	43%	43%	4.61↓	-29%
55 +	10%↓	42%	48%↑	4.30↓	-39%

Mean is based on 7-point scale where "1" means "strongly wrong direction" and "7" means "strongly right direction.
Net support is computed by subtracting the percentage "neutral / wrong" from the percentage "strongly right"
↑ or ↓ indicates a significantly higher or lower value than other segments

Overall Criteria for Development

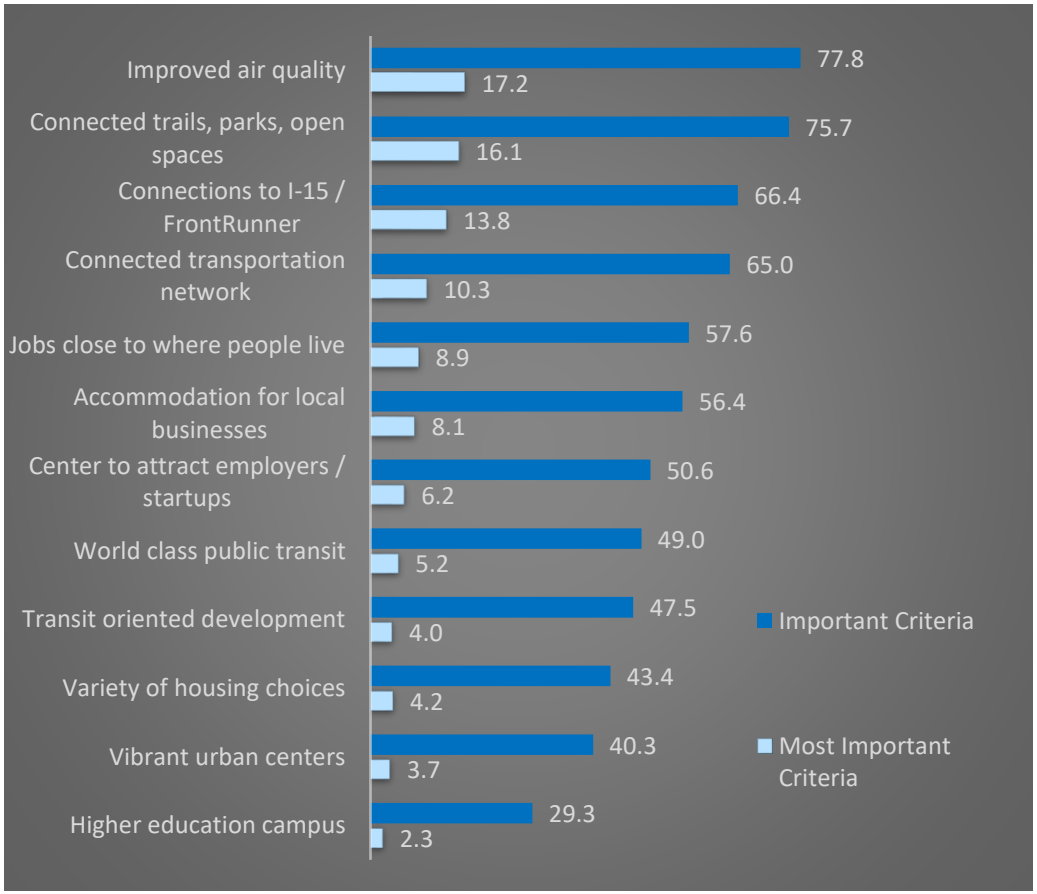
Survey respondents were presented with 12 criteria for consideration for new developments around the Point of the Mountain community and asked to indicate which of the 12 were important. Follow-up questions probed for which one was most important and which was least important. Logit Choice Modeling was used to calculate the probability with which each of the 12 criteria would be selected as the most important criteria for development.

The most important criteria fall into three primary buckets:

- **Environmental / Quality of Life:** Air quality and open space are the two most important criteria for development around the region.
- **Mobility:** Convenient connections to I-15 and Frontrunner and a connected transportation network are in the second bucket.
- **Economic Development:** This third bucket includes the availability of jobs close to where people live and having space and accommodations for small, local businesses. Providing an economic center to attract employers and start-ups could also be considered part of the economic development bucket but is somewhat less important.

A fourth bucket—**World-Class Public Transportation**—is less likely to be selected as the most important development criteria but still has the probability of being selected as important nearly half of the time.

Figure 11: Priorities for Developments in Point of the Mountain



Scores represent the probability that an item is an important or most important development criteria; scores range from 0 to 100; for most important scores also sum to 100 and are ratio-scaled
Base: All Respondents (n = 799)

The **environment and quality of life** (improved air quality and connected trails, parks, and open spaces) are the top two priorities across the region.

Similarly, **mobility** (connected transportation network and convenient connections to I-15 and FrontRunner) are the second most important set of development criteria.

- Convenient connections to I-15 or FrontRunner are more important to those living west of State Street.
- Convenient connections to I-15 or FrontRunner are also more important to those living south of the prison site.

Residents living west of State Street are somewhat more likely to have selected having a **world-class public transportation system** as the most important development criteria.

Figure 12: Priorities for Development by Primary Geographic Areas

	East of State Street	West of State Street	North of Prison Site	South of Prison Site	North of 11400 South	South of 11400 South
Improved air quality	16.1	15.9	16.3	15.5	15.9	16.1
Connected trails, parks, and open spaces	16.4	16.9	16.6	16.7	14.7	17.4
Convenient connections to I-15 or FrontRunner	12.2	13.4	12.0	14.2	12.5	12.9
Connected transportation network	10.2	10.6	10.6	10.2	11.1	10.2
Jobs close to where people live	9.8	8.5	9.3	8.8	9.1	9.1
Space and accommodation for local businesses	8.2	7.8	8.3	7.4	7.3	8.2
Economic center to attract employers and startups	5.3	6.0	4.7	7.5	4.4	6.1
World class public transit	5.4	6.5	5.9	5.9	7.3	5.4
Transit oriented development	5.2	3.9	4.9	3.8	6.0	4.0
Variety of housing choices	4.6	4.8	5.1	4.0	5.5	4.4
Vibrant urban centers	3.9	3.3	3.7	3.4	3.7	3.6
Higher education campus	2.7	2.4	2.6	2.4	2.7	2.5

*Scores represent the probability that an item is selected as the **most** important development criteria; scores range from 0 to 100 and are ratio-scaled.*

Members of the Community Panel on Transit Issues provided additional insight into what these development criteria mean and why they are important.

While improved air quality was largely seen as essentially “cleaner air,” some community members clearly called out the need for fewer cars and emissions as well as less dust from the gravel pit. Health is clearly the primary reason driving the importance of this criteria.

Improved Air Quality

- *"It means being able to go outside in the summer and winter without my lungs burning after a little bit from the "inversion." It means being able to open our windows in the spring and fall without everything being covered in dust from Geneva."*
- *"Improved air quality means fewer inversion days throughout the year. More days where I can confidently go for a run or walk outside. More days where we can see the mountains. Less fear of getting sick due to pollution in the air. "*
- *"To be able to see the mountains in winter. When the valley is so gray we can't even see the mountains and the kids can't go outside for recess it really makes me want to move. Especially as Utah is attracting more businesses, that means more pollution so it would be nice to be able to have the economy grow AND work towards cleaner air."*
- *"[It means} Cleaner transportation options, penalties and/or incentives to get businesses to use and invest in cleaner energy options."*
- *"Reduction of smog, PM2.5, ozone, better visibility especially during months when traditionally it is at the worst. This would require us to better monitor and reduce fixed emissions and to drastically reduce mobile emissions (Get cars off the roads."*
- *"As someone who suffers from asthma, clean air is important to me. It would be nice to decrease the amount of cars driving through the POT, especially when the gravel pit already produces so much dust in this area."*

Providing connected trails, parks, and open spaces was clearly related to maintaining the quality of life in the community. Many community members who selected this as the most important criteria specifically moved to the area because of its access to open spaces.

Connected Trails, Parks, and Open Spaces

- *"We love the area and the recreations opportunities, and we would fully use any additional trails, parks and open spaces. We think this keeps the area nice and a highly desirable place to live."*
- *"My development doesn't have yard space for the homes. Having trails, parks, and open spaces gives me a place to go and be outside, somewhere I can walk for exercise, and meet friends."*
- *"Draper at one time had open fields with those who owned property that had horses and other animals for the people of Draper to see. Since this is going away and people are moving in and owners are selling their land, open spaces mean more and more to me. Everywhere we look every open field is turned into a home, apartment, or condo. I wish there were more open spaces and parks to enjoy and see nature."*
- *"We specifically moved to Draper because it was quiet and we could leisurely walk to the trail from our home with our young girls. Our last home we owned was in Sandy, a few streets away from Trax. It was loud and unfortunately brought people who broke into our cars and searched through our neighborhood at night. We had to call the police on more than one occasion. We moved specifically to Draper to get away from Trax and to enjoy the many beautiful trails and the wonderful community."*
- *"As the development of the Salt Lake valley continues at an alarming rate, I think that open spaces will be a necessity for our future."*

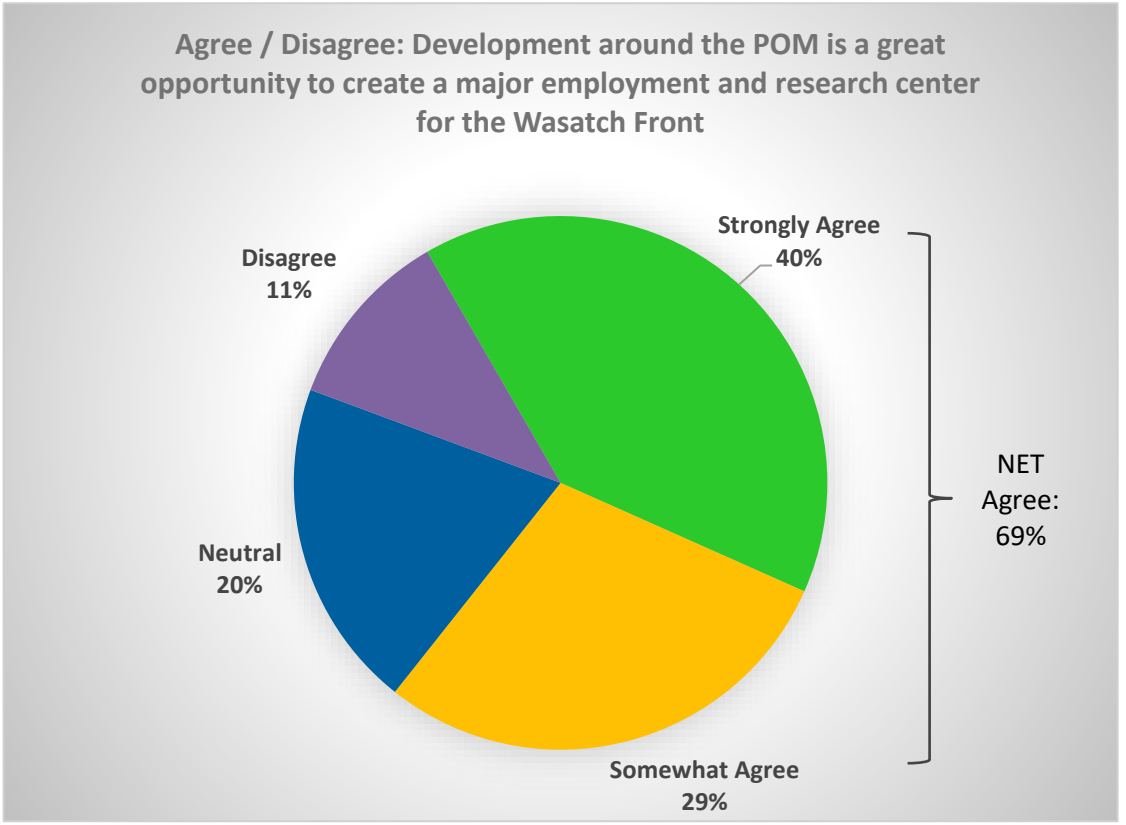
Community members felt that a connected transportation network would provide options and would make travel around the region easier or more convenient.

Connected Transportation Network Incorporating Cars, Shuttles, Walking, Bicycling and Public Transportation

- *"It means having options besides using a car to get to where you want to go. We need to be more proactive about future transportation needs in order to avoid major issues down the road."*
- *"I think it means balancing all transportation options, with weight being in favor of those options which are most sustainable. E.g., less focus on gas powered cars. More focus on fast and reliable public transit, and safe bicycle paths that can be used to commute."*
- *"It would mean that I could conveniently get from home to work and from work back home again without taking much more additional time and energy than just driving both ways. It would mean I could walk or bike to the bus stop in a matter of minutes, hop on a bus that is on time and runs at close intervals, connect to the train that would drop me at my work. Or, it means I could drive to a nearby Trax station and commute via train to town."*
- *"It means designing a place with humans in mind, not cars. Giving people affordable and free options for transportation, instead of defaulting to cars and driving everywhere, not only takes cars off the road, but also opens up transportation options for those who can't afford a car, who can't drive themselves (children, elderly, etc.), and who choose to not use a car. By incorporating all these different forms together, we can create a cohesive network full of different choices, instead of digging ourselves deeper into our car-centric society."*
- *"Variety is important for a community. The more options there are, the more different people can choose what is best for them, and not EVERYONE is trying to force the same things to work. One of the reasons I believe the Point of the Mountain traffic is so bad is because there are NO other options. You HAVE to drive to get where you need to go when you need to get there. With so much development cropping up in Lehi I WANT to be able to get there easily. I don't want to juggle the bottleneck on I-15, rushhour, or the very limited front-runner options. Things are spread out and the (current) construction makes all options difficult. Public transit will never be quite as convenient and driving yourself on your timeframe exactly where you need to go . . . but if it could be closer, then me and more people like me would try, and then there would be less of us on I-15 to make that bottleneck."*

While developing an economic center to attract employers and start-ups and having a higher education campus were not high on the list of development priorities, a follow-up question in the in-depth follow-up research suggests that the majority of community members agree that development around the Point of the Mountain region represents an opportunity to create a major employment and research center for the Wasatch Front. There are, however, some segments who are opposed to or have mixed feelings about development.

Figure 13: Extent to Which Community Panel Members Agree / Disagree that Development Is an Opportunity to Create a Major Employment and Research Center



Source: Community Panel on Transit Issues
Numbers / percentages should be considered an indicator of feelings; they should not be projected to the general population

Among those community members who identified development of an economic center to attract employers and startups as the most important development criteria, members generally felt that jobs and a thriving business community are vital to the community. However, they also focused on the benefits of increased property values and more tax revenue.

Economic Center to Attract Employers and Start-Ups

- *"Long term success of Utah depends upon a thriving business community. I attend Silicon Slopes conferences, and I truly believe that high tech investment in the area lifts all boats."*
- *"The region is dependent on jobs. I believe the state of Utah has a unique opportunity, with 700 contiguous acres, to create with a master plan that fosters higher learning and research and development through its several university and colleges that will attract corporations to expand into the region. This will create an economic center that will then support all other phases of growth."*
- *"More startups and better small business attraction. This would include housing development for people who would move to the area as well. The area should be smaller and condensed to make it easier for transit to be effective and for businesses to thrive with passerbys."*
- *"Attracting businesses help the economy by creating jobs and help the city collect business taxes to offset property tax. Property values will also increase if more major businesses come to the area."*
- *"I would love to see my property values go up. I would also like my neighborhood to remain a high value, nice area. I feel like I moved into a nice, family friendly neighborhood and I want to see it stay that way rather than turn into something like the industrial parts of Murray or old, run down areas of downtown."*

Other Development Considerations

What Should Be Safeguarded

Community members were also asked to describe what should be safeguarded when considering new development in the area. Five broad categories emerged. In some instances, they are similar to ranked priorities for development—that is, maintaining open spaces, improved air quality, and mobility. However, participants also added maintaining a sense of community or identity and safety.

Community (42%)

"I think it's vital to safeguard the suburban community for those that invested in homes in this area before the urban growth. "

"Identity as a city with a balance of housing, business, arts and events."

"There needs to be a sense of community in order for people to have a sense of belonging and a sense of pride in where they live."

Safety (29%)

"Safety. Please no public transit near nice family neighborhoods. Especially bus stops. It's great near businesses, but it doesn't belong in areas where kids play outside."

"Safety and transient population. An increase in public transit also increases the location's transient population. Further economic development surrounding that area only encourages growth of that vulnerable population."

Open Space (29%)

"Open spaces so that it doesn't feel to crowded and that we are no longer connected with nature and the beauty of the corner canyon area. "

"Natural resources and green space. Lehi and other areas are a constant state of construction and disarray and there remain very few parks, trees, and green spaces. We need to maintain animal corridors and not let the development of highways and housing communities take priority over our natural environment."

Mobility (19%)

"We need more transportation and a well developed system before we should consider growth."

"Access to freedom of movement. Roads are nice and all, but transit lines are better. "

"Ability to move. As population increases, traffic gets exponentially worse."

Environment (10%)

"Air quality. One of the best things about the quarantine has been how clean the air has been. I recognize that we've also had better weather than normal, but I've been able to see the stars better over the last month than I have in years. And I don't want to see that go away with more cars on our roads."

Source: Community Panel on Transit Issues
Numbers / percentages should be considered an indicator of feelings; they should not be projected to the general population

Priorities for Development Close to Major Transit Stations

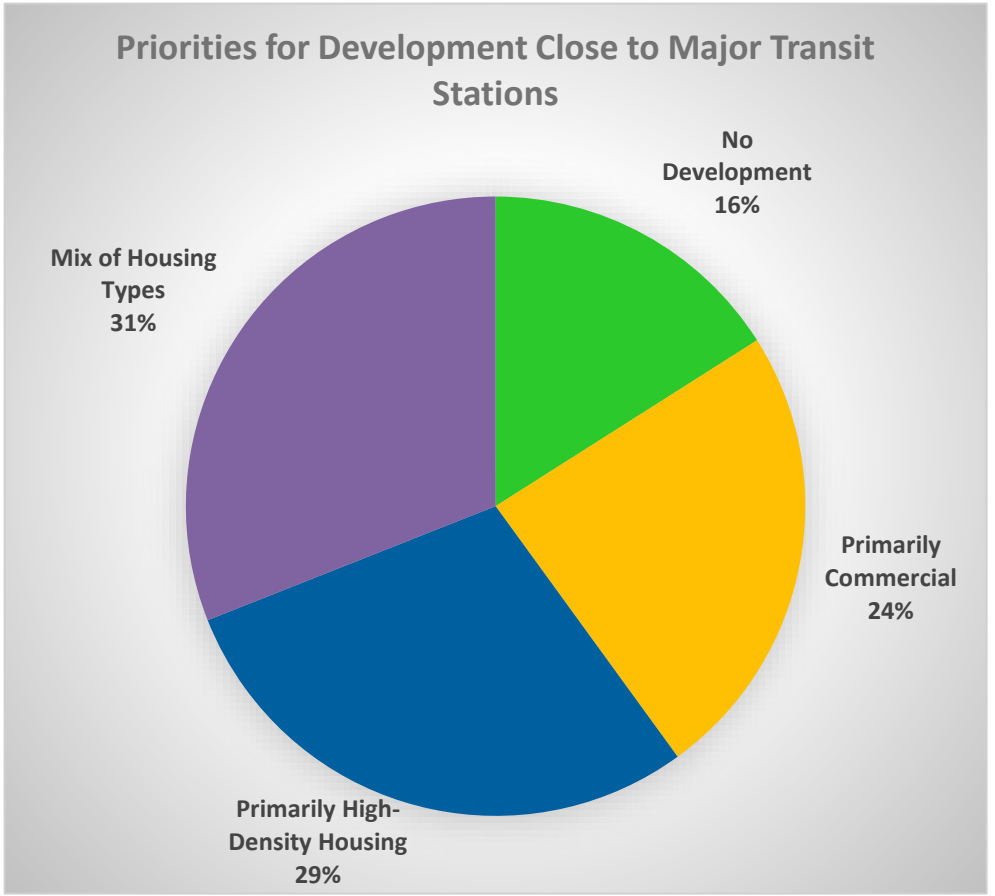
Community members were asked their priorities for development in terms of housing and commercial and retail buildings in areas close to major transit stations.

In response to this topic, one out of six community members stated that they did not want to see additional large-scale development close to major transit stations.

Among the remaining members, opinions were clearly divided.

- Approximately one out of four participants felt that the focus should be primarily on commercial developments, with housing nearby or added later.
- The balance felt that in addition to commercial development, there should be new housing. Here opinions were equally divided between those who felt the housing should be primarily moderate to high density and those leaning toward a mix of single- and multifamily housing types.
- Finally, some discussed the need for affordable housing, while others felt the focus should be on higher-end development for professionals.

Figure 14: Community Panel Members' Priorities for Development Close to Transit



Source: Community Panel on Transit Issues
Numbers / percentages should be considered an indicator of feelings; they should not be projected to the general population

No Development

- *"I personally am not supportive of public transportation being close to housing in Bluffdale. We moved to Bluffdale to be further away from things like public transit."*
- *"Residential areas should not be close to Trax stations."*
- *"It depends on what is existing in the area and what the area was master-planned to accommodate. It is wrong to originally develop an area as low-density family housing or with small park-like office parks and then redefine it with high-density housing and dense office space because it becomes a convenient hub for a transit station. Transit stations should not redefine the type of development in an area. TUD have a place, and if the area was designed to support those, then they are great, they serve a portion of the population and can be very beneficial, but they should not be shoehorned into an area that was not designed for them."*
- *"High density housing adds too much of a burden to traffic, schools, and crime. Housing needs to stay single family homes."*

Primarily Commercial

- *"I think there needs to be enough commercial/retail buildings immediately close to major transit stations to make them convenient hubs for shopping and socializing. Not only does it make using the public transit more convenient, but it might also convince more people to use the public transit who might otherwise just be in the area shopping. Not too far beyond the transit station and commercial area though, there needs to be varied housing. "*
- *"Around the station there should be good commercial so people can entertain themselves while waiting and they can access them from their homes easily."*
- *"Housing will continue to grow organically as it is today and requires more planning and careful restriction to guide development at a pace the rest of the area can sustain. Commercial and retail availability would create some jobs near homes and reduce the amount of transportation needed for residents of the area. I would focus on bringing these businesses to the area. Big box stores should be encouraged to have smaller versions of their stores in more locations. Local businesses should be encouraged to populate neighborhood commercial/retail areas for job creation and economic development."*
- *"At first, I would prioritize commercial/retail around major transit stations with a secondary focus on multi-tenant housing/retail complexes, focusing on building a robust system to connect them. Then, build lines out to where people live in homes and apartment complexes, buses first. Eventually, these major hubs will start to grow residential spaces around them naturally, and stops can be added to connect residential to commercial."*

High Density

- *"This area would allow for mass dwelling developments such as townhomes and condos. These people would have easy access to public transportation, so the risk of road blockage is less."*
- *"I would build apartments and townhomes near the transit stations as well as larger shopping areas, like a mall."*
- *"For housing, a balance of high quality condos and apartments. For commercial/retail, affordable gym and pools for recreation and lap swimming (preferably county or private), a mix of chain and other restaurants and a full service grocery store and office space."*
- *"Higher density, more affordable housing as well as walkable retail and some commercial (large industry)."*
- *"Multifamily housing is a must I feel like along with commercial/retail basics like a grocery store (Super Target, please), gas station (Maverik), and casual restaurants like Chik fil A, Costa Vida, etc."*
- *"I see Draper, Sandy, and Bluffdale as areas that are really starting to bustle people just starting their careers. I can imagine more campus style feel where certain types of commercial buildings are intermingled with the housing. I guess I am thinking kinda like what is in Daybreak but possibly larger businesses and startups. As far as the types of homes I have never really thought about what different style homes should be in an area. I have typically looked only at apartments and townhomes so that would be my gut answer."*
- *"Major transit stations make the most sense when they are within walking distance of where people work or live. There should be a good mix of medium/high density housing, retail, dining, and office space around it."*

Mixed Housing

- *"More lower density housing. It seems like everything going in by the major transit stations are huge apartment complexes rather than smaller housing units. I realize those people may not all have cars, but if they do, then the traffic around those areas gets too congested. I'd be OK with smaller condo/town homes units, but am not in favor of the very large complexes that are being built."*
- *"I think this development should be an equal mix of single family homes, townhomes, apartments, and commercial/retail storefronts. I also think parks, trails, and open spaces should be included."*
- *"For types of housing I would say "nice" housing and mixed levels of affordability. Meaning the housing to look nice and improve the visual appeal of the area. And then also low-income housing options mixed with higher end housing. Then the area has a mixed socioeconomic population and diversity while also staying a nice and safe place to live."*
- *"Housing and commercial should be mixed low/high density to allow for all types of people and businesses."*
- *"Multi-unit housing will overcroud the area and make for more air problems. I would emphasize development of "cluster" homes where multiple single homes age grouped around common needs like parking, opn space, etc.*
- *"Multifamily housing would be the best use of space, though a mix of single-family and multi would be preferred. it would be important to make sure that both housing and retails had adequate access to transit stations, but I would prioritize housing over retail as I would work to locate retail in central locations that were easily walkable for the majority of citizens. Retail locations would be kept small, nothing too large."*

PRISON SITE DEVELOPMENT

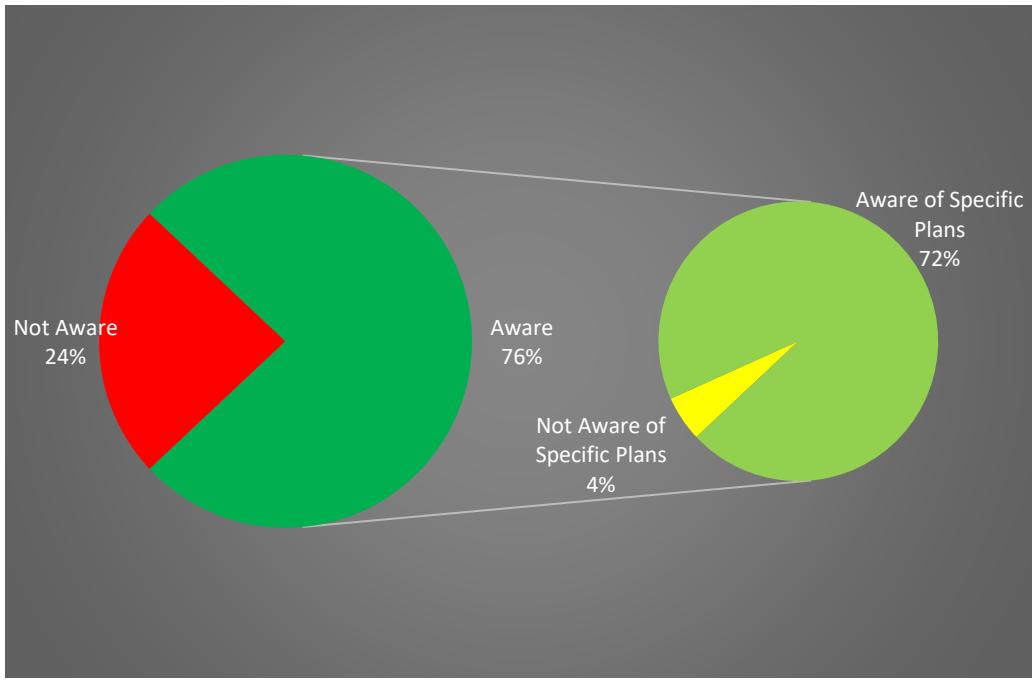
Awareness

Slightly more than three out of four residents were aware of some plans for the prison site development. Most of those aware of these plans were also aware of the more specific plan to develop a high-quality urban center.

While awareness is relatively high across the study area, awareness is significantly higher among those living south of 11400 South.

WHERE LIVE	% AWARE
SOUTH OF 11400 SOUTH	79%
NORTH 11400 SOUTH	65%

Figure 15: Awareness of Plans for Prison Site Development

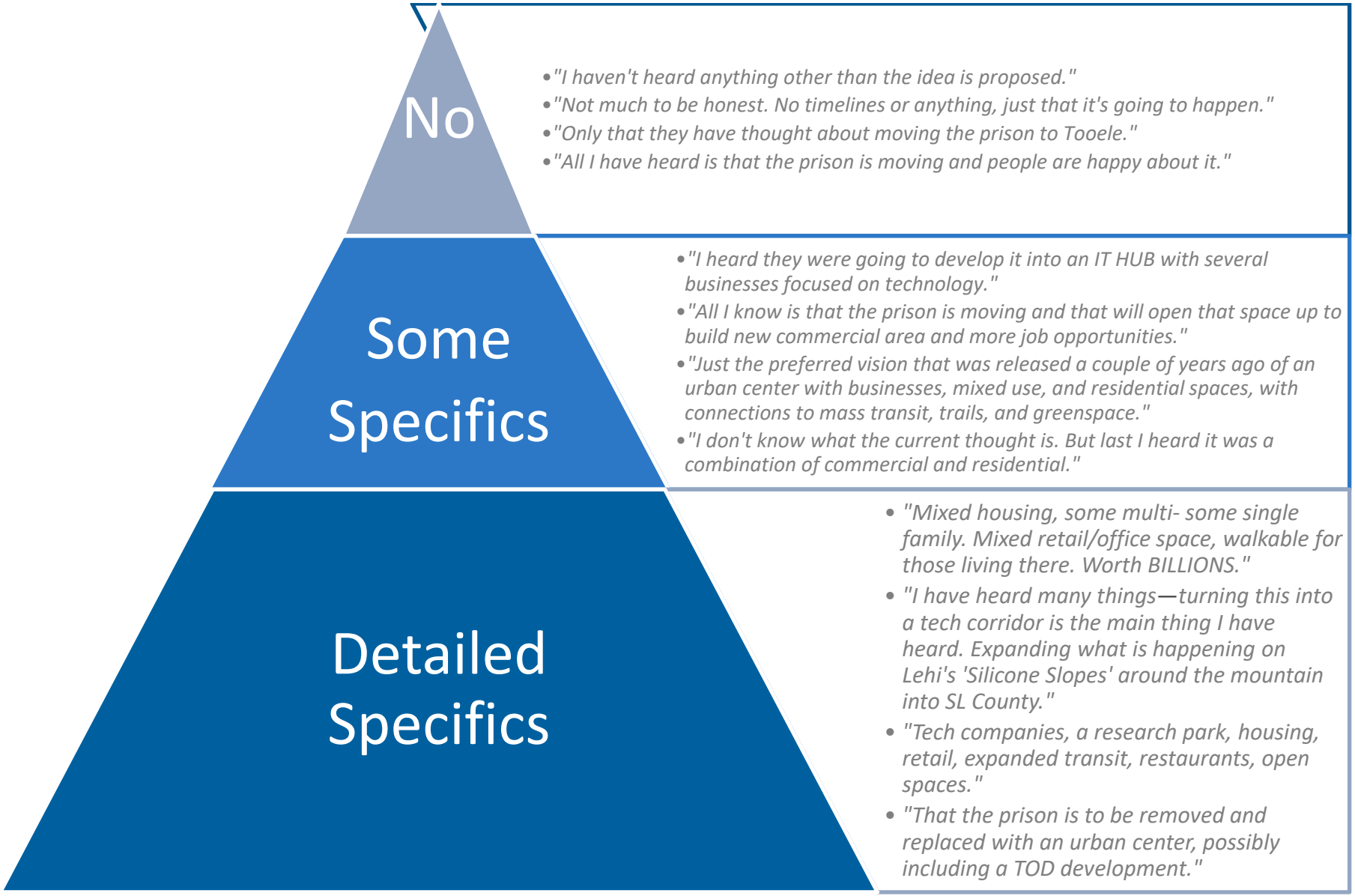


Have you seen, read, or heard anything about any of the following plans that are being considered for the Point of the Mountain area? Select all that apply.

One proposed project is the redevelopment of the Draper prison site. There is a proposal to develop this 700-acre site to create a high-quality urban center that attracts employers, employees, and residents. Have you seen, read, or heard anything about this proposed development?

Base: All Respondents (n = 799)

Community member descriptions of the proposed plans for the prison site development similarly ranged from very vague to quite specific. Some of what is “known” may be inaccurate.



Attitudes toward Proposed Prison Site Development

Community members' written comments supported these mixed opinions about the proposed development. Most of those who are negative expressed concerns about the size and scope of the development. Even those who were positive about the development expressed concerns about the density of the development, impact on traffic, and loss of open space.

"As the area has developed, the prison seemed increasingly out of place. I fully support its relocation. It is a lovely benefit to those living and working in the area to have large tract of land that can developed into something positive for the area. It is a unique opportunity to be able to put development in place that can provide an urban center without transforming the nature of the surrounding communities. It makes sense to place the emphasis of urban development and denser building and a transportation hub in a place like this where it does not redefine the nature of the community in a negative way. "

"I'm all for it. As long as transportation is able to keep up."

"From what I have heard and seen so far I am excited about it. I just want to make sure that the infrastructure is there to support this large of a development as well as providing great public transportation options. "

"If we can add retail, business and homes to the area and keep things open and not flood the area with transportation issues I am in favor."

"I think there is way too much business and high density housing with very little open space. The text description I read does a good job of making it sound like a good balance. But when you look at the map of the plans with the color coding of how much space is designated for each use, it is very apparent that the emphasis is on business and high density housing. "

"Very negative. I feel that the prison site has and continues to be an after thought to the overall plan. I feel that the current planning team is not taking into account the amount of traffic . . . this will present an overall failed design and will ultimately drive people away from this area."

"[I'm} not totally sure, but worried that it will severely impact the Draper community feel. We all moved here for a reason . . . small town feel and open space and large lots. This has already been impacted by over growth of multifamily housing and apartments in an area that was not supposed to be this way. Sad and frustrating."

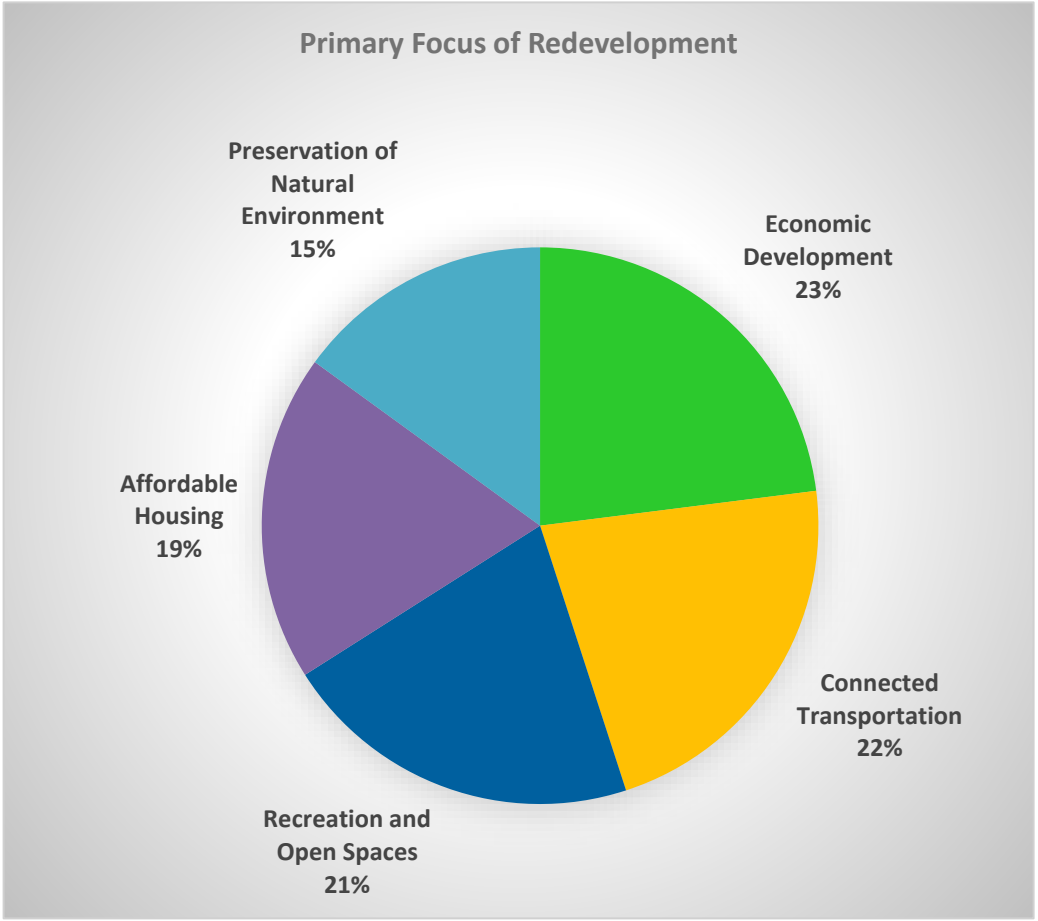
"It's a bad idea for the people who live here. But it has been pushed through by developers and elected official who have a lot to gain."

"Traffic is already so congested in the northern end of Utah county. Not sure adding another large employment center there can be done in a way to avoid gridlock in that general area."

Community members were asked to allocate 100 points across four items that could be the primary focus for the redevelopment of the Draper prison site and gravel permits.

While no single item stands out as the primary focus for redevelopment, economic development and a connected transportation network were given the most points. It is interesting to note that despite the importance of air quality and maintaining open spaces for general development, preservation of the natural environment was considered least important for this specific development.

Figure 16: Community Panel Members' Focus for Redevelopment



Source: Community Panel on Transit Issues
Numbers / percentages should be considered an indicator of feelings; they should not be projected to the general population.

Key Findings: Travel and Mobility in POM Study Area

The Survey on Transit Issues provides insights into residents' current travel within and outside the Point of the Mountain study area as well as their attitudes toward the adequacy of the current transportation network to support proposed growth and development. The Community Panel on Transit Issues provides additional insights into these attitudes.

CURRENT TRAVEL

More than three out of four (77%) study area residents commute to work and/or school; thus, their likely travel includes both commute and noncommute trips. As would be expected, the extent and nature of (work versus school) commute travel is related to age.

One out of four (23%) residents travel only for non-commute trips.

As shown in the figures on the following page, and as also illustrated in the word cloud below, Downtown Salt Lake is by far the most common commute destination (n = 146), followed by Lehi (n = 95), Draper (n = 58), Sandy (n = 45), and South Jordan (n = 31).

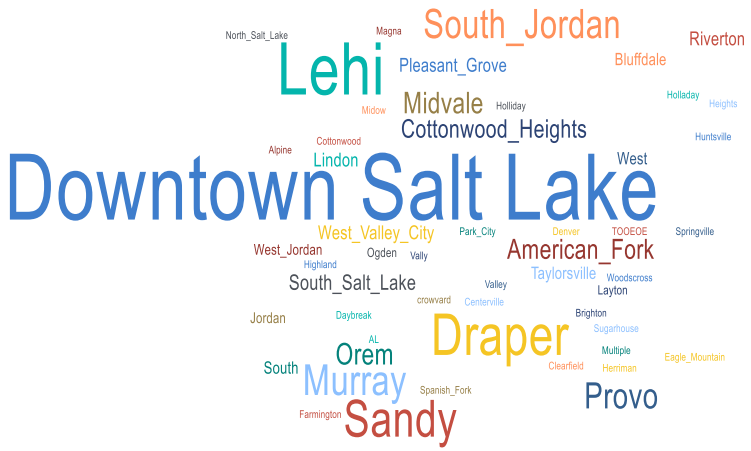
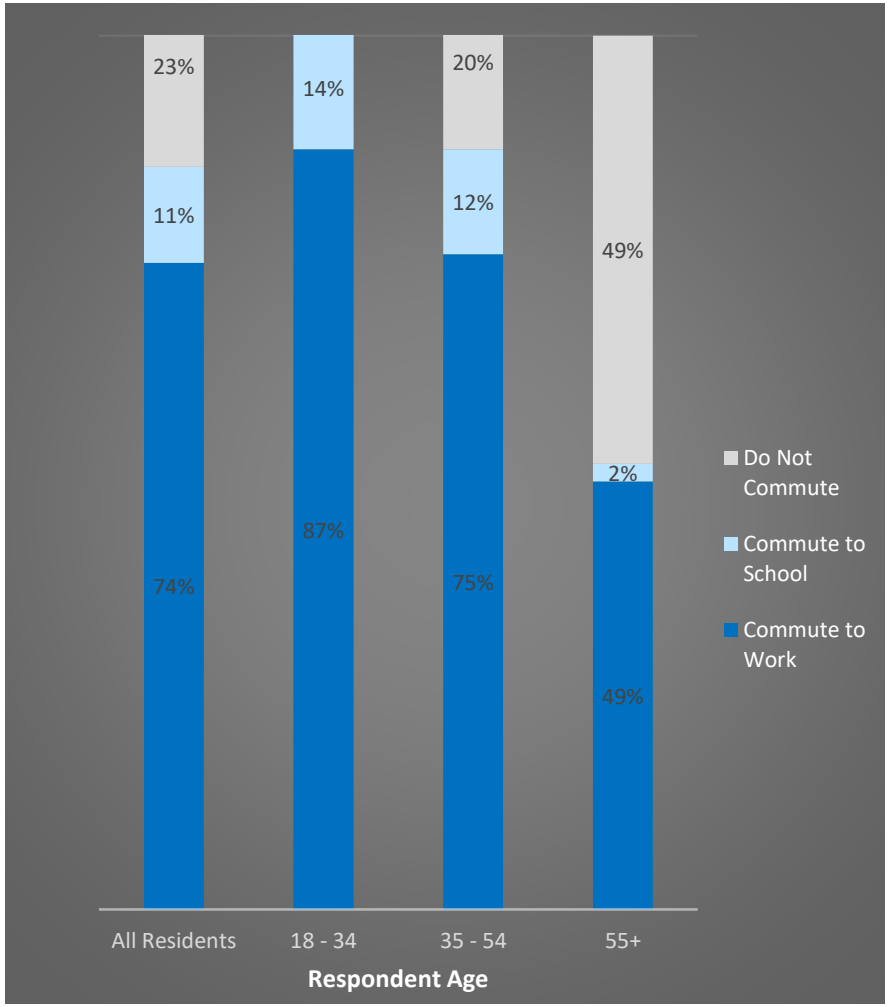
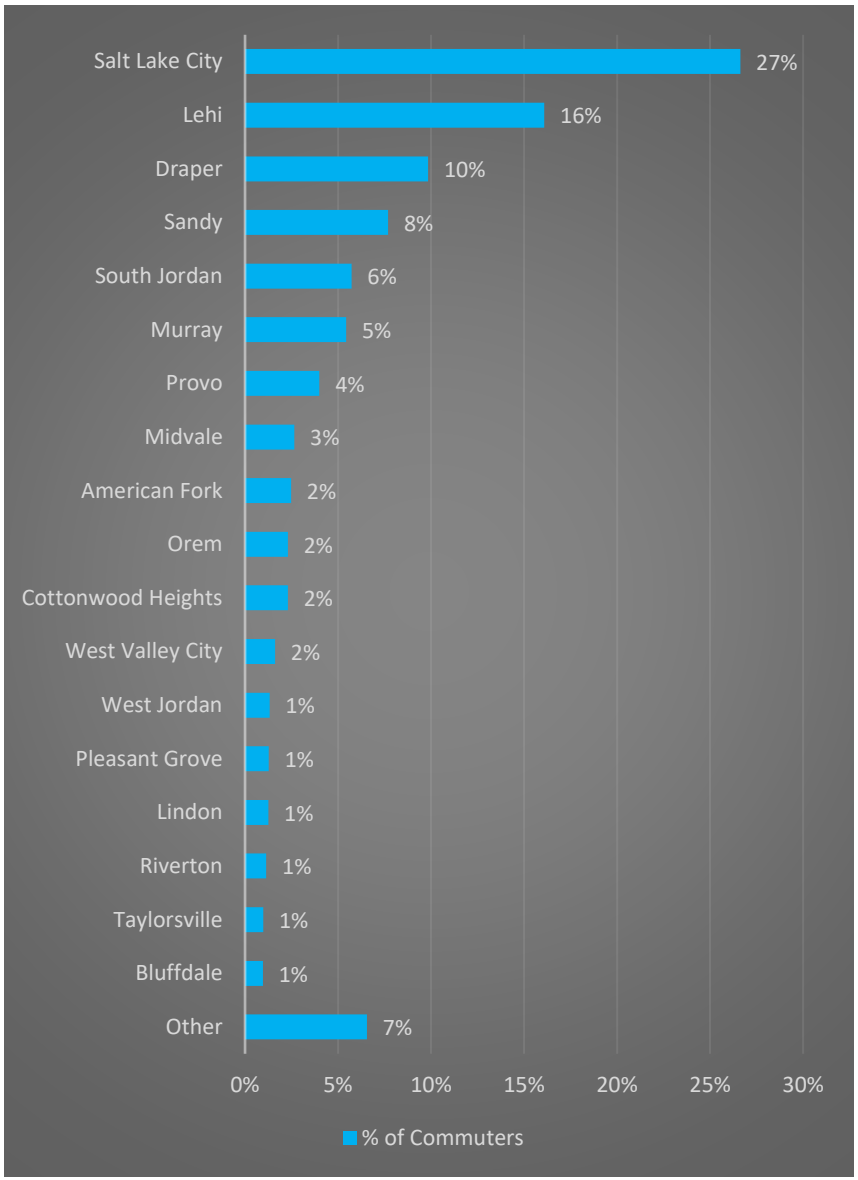


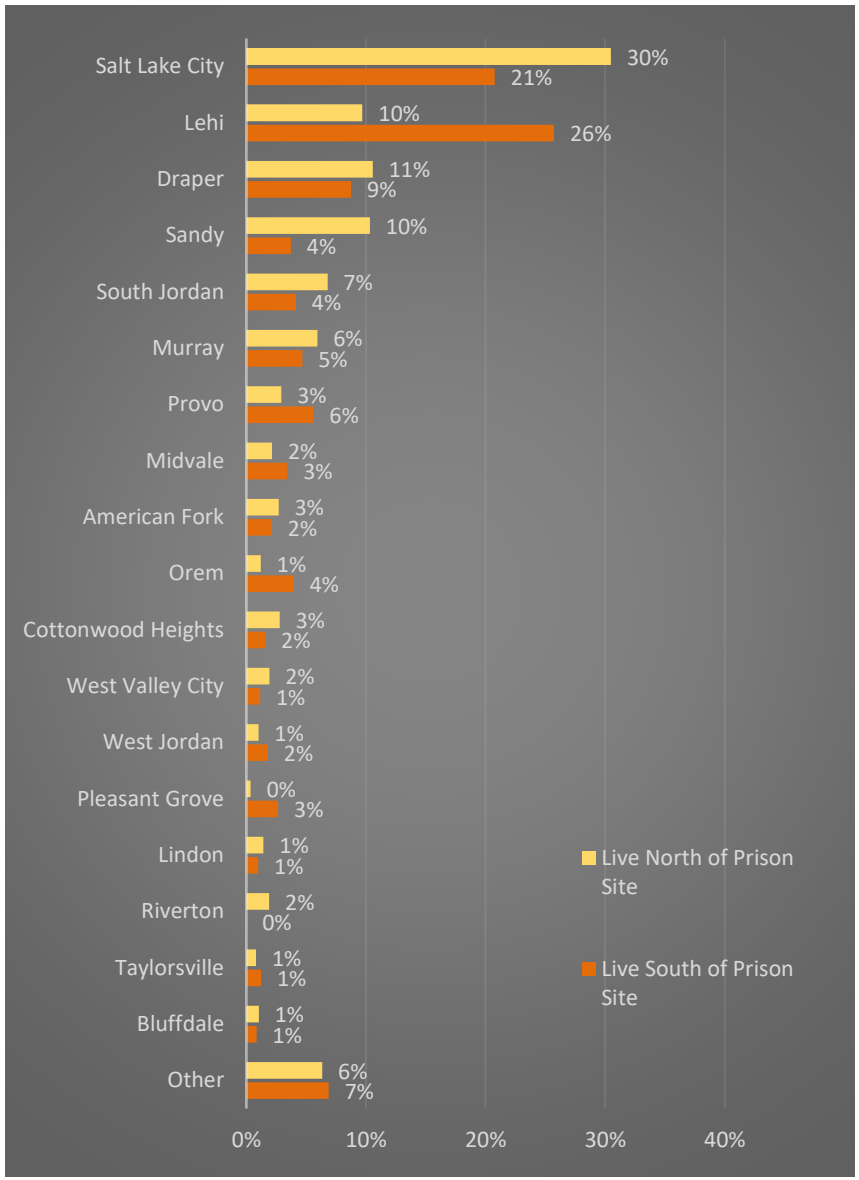
Figure 17: Current Travel: Commute versus Non-Commute



CT1A *[Prior to current social distancing and stay-at-home rules] Did you usually commute to a fixed worksite or school outside your home one or more days per week? Columns sum to more than 100%; multiple responses allowed.*
Base: All Respondents (n = 799)

Figure 18: Major Commute Destinations for Point of the Mountain Commuters



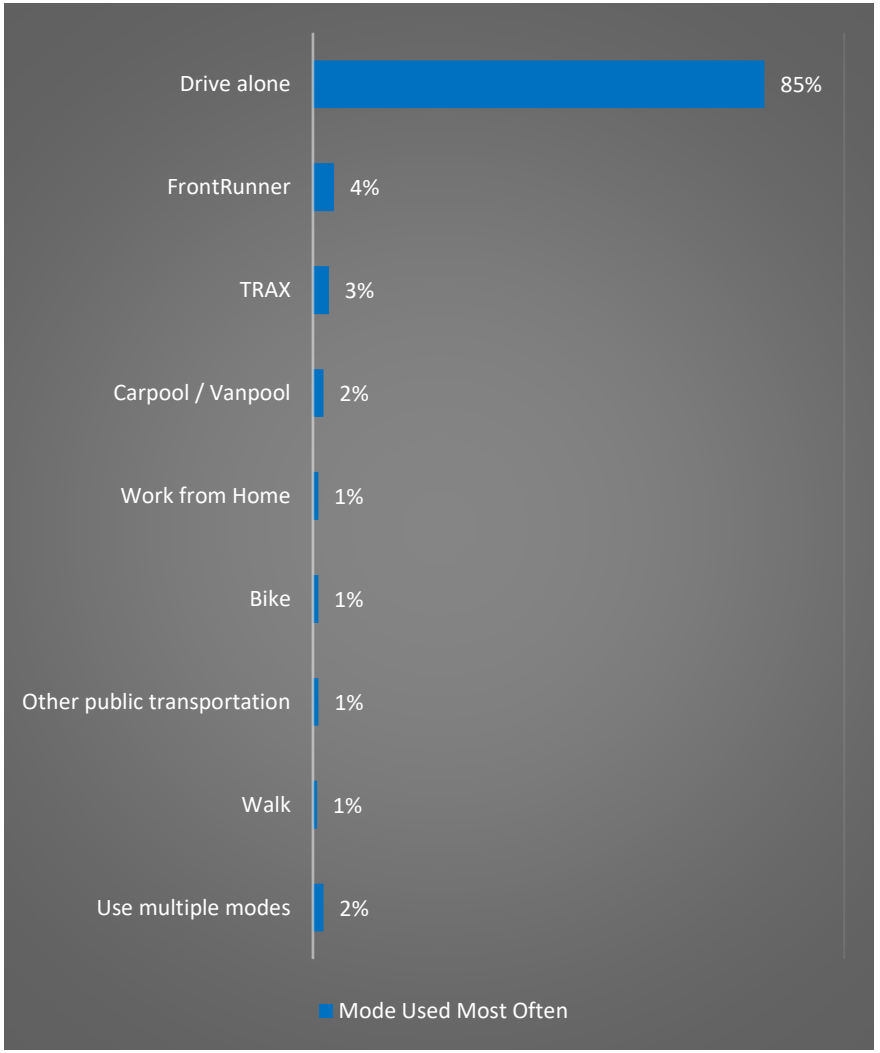


Question Text: To which city did you usually commute to [WORK/SCHOOL]?
Base: Commuters (n = 565)
Other" responses include all cities with less than 5 mentions overall.

The vast majority of commuters typically drive alone as their primary commute mode.

- Eight percent (8%) use FrontRunner, TRAX, or some other form of public transportation (bus, microtransit, or paratransit).

Figure 19: Commute Mode (to Work) Used Most Often



Question Text: Which of the following modes have you used to get to work when you traveled there? Check all that apply
Question Text: [IF MORE THAN ONE SELECTED IN CT2] Which of the following modes did you use the MOST to get to work?
Base: Commuters (n = 565)

MOBILITY

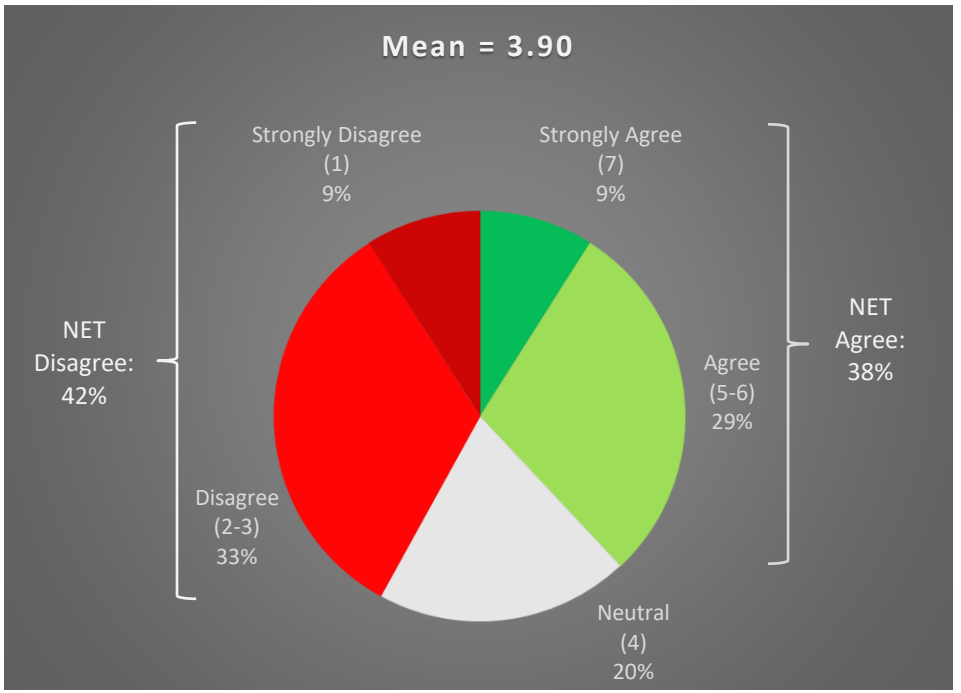
Ease of Getting Around within the Point of the Mountain Region

Opinions are clearly divided as to how easy it is to get around within the Point of the Mountain region—38 percent agree that it is easy, and 42 percent disagree.

Opinions vary based on whether residents live north or south of the current prison site.

- Those living south of the prison site and east of State Street give the lowest ratings for ease of travel—53 percent say it is **not** easy to get around for a mean of 3.65 (below the midpoint of "4" on a scale from "1" to "7" where "1" means "strongly disagree" and "7" means "strongly agree").

Figure 20: Ease of Getting Around within the Point of the Mountain Region



	Live North of Prison Site			Live South of Prison Site		
	Total	East of State St.	West of State St.	Total	East of State St.	West of State St.
Agree	42%↑	43%	41%	32%↓	31%	32%
Neutral	19%	21%	17%	24%	16%	23%
Disagree	39%↓	36%	35%	48%↑	53%↑	35%↓
Mean	4.02↑	4.09	3.95	3.71↓	3.65	3.75

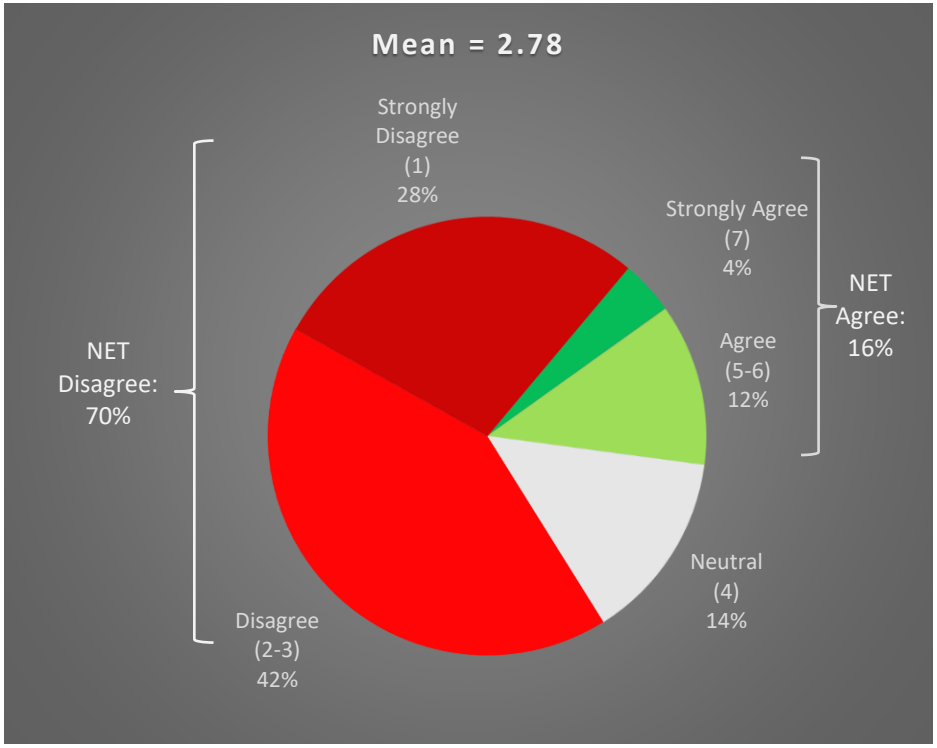
Question Text:: Using a scale from 1 to 7 where "1" means "Strongly Disagree" and "7" means "Strongly Agree," please indicate the extent to which you agree or disagree that "I am able to easily get where I need to go within the Point of the Mountain region."
Base: All Respondents [n = 799)
↑ or ↓ indicates a significantly higher or lower value than other segments.

Adequacy of Current Transportation Network

Seven out of ten residents (70%) feel that the current transportation network is **inadequate** to support the expected growth in the region.

- As with overall ease of getting around the region, those living south of the prison site are the most negative about the adequacy of the current transportation network to support the expected growth.

Figure 21: Adequacy of Current Transportation Network to Support Expected Growth

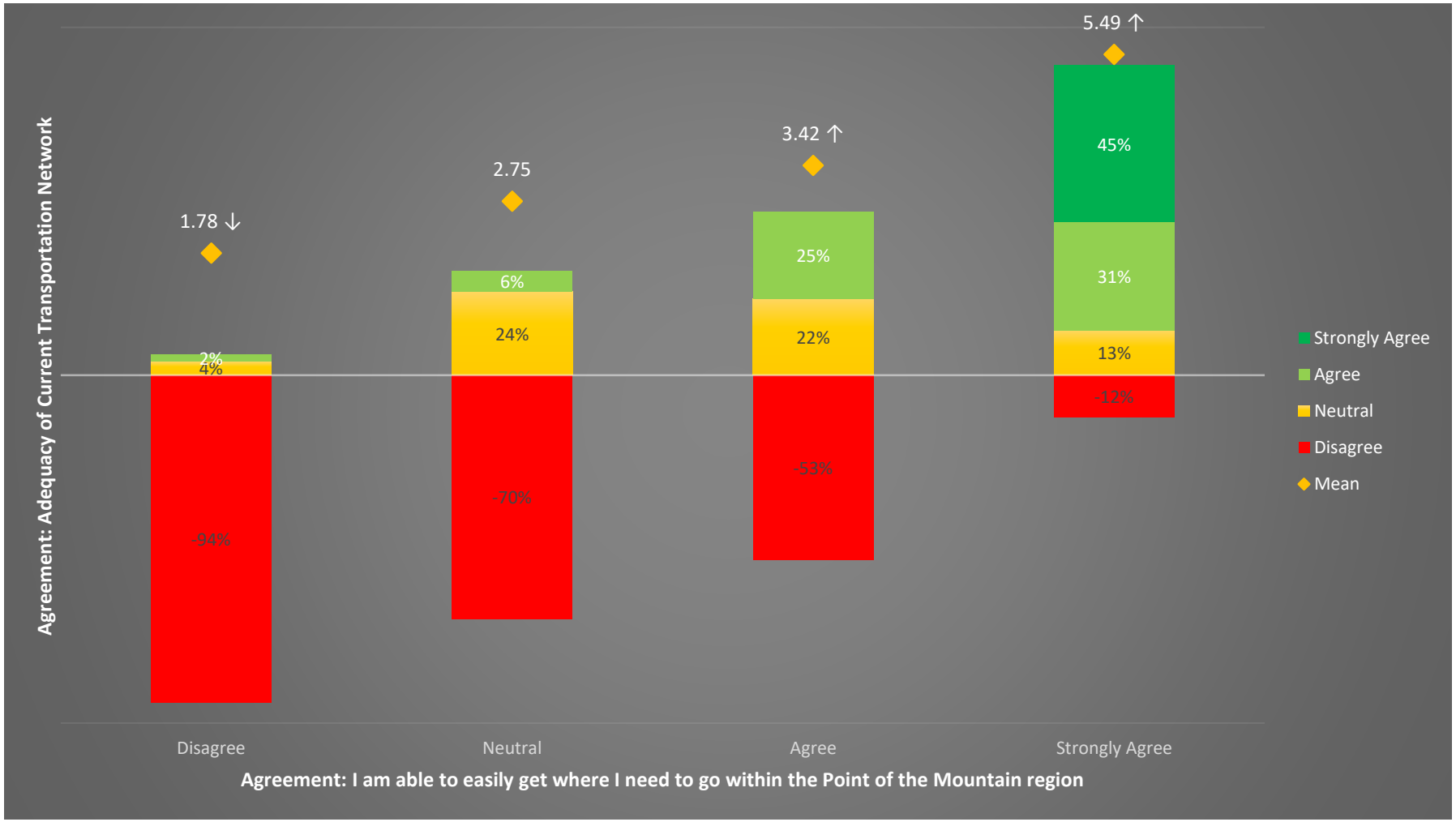


	Live North of Prison Site			Live South of Prison Site		
	Total	East of State St.	West of State St.	Total	East of State St.	West of State St.
Agree	20%↑	21%	18%	10%↓	12%	9%
Neutral	15%	17%	12%	12%	15%	10%
Disagree	65%↓	62%	70%	78%↑	73%	81%
Mean	2.95↑	3.07	2.81	2.50↓	2.72	2.37

Question Text: Using a scale from 1 to 7 where "1" means "Strongly Disagree" and "7" means "Strongly Agree," please indicate the extent to which you agree or disagree that "the current transportation network is adequate to support the expected growth in the region."
Base: All Respondents [n = 799]
↑ or ↓ indicates a significantly higher or lower value than other segment.

Not surprisingly, there is a clear relationship between perceived ease of travel in the region and the adequacy of the current transportation network to support growth.

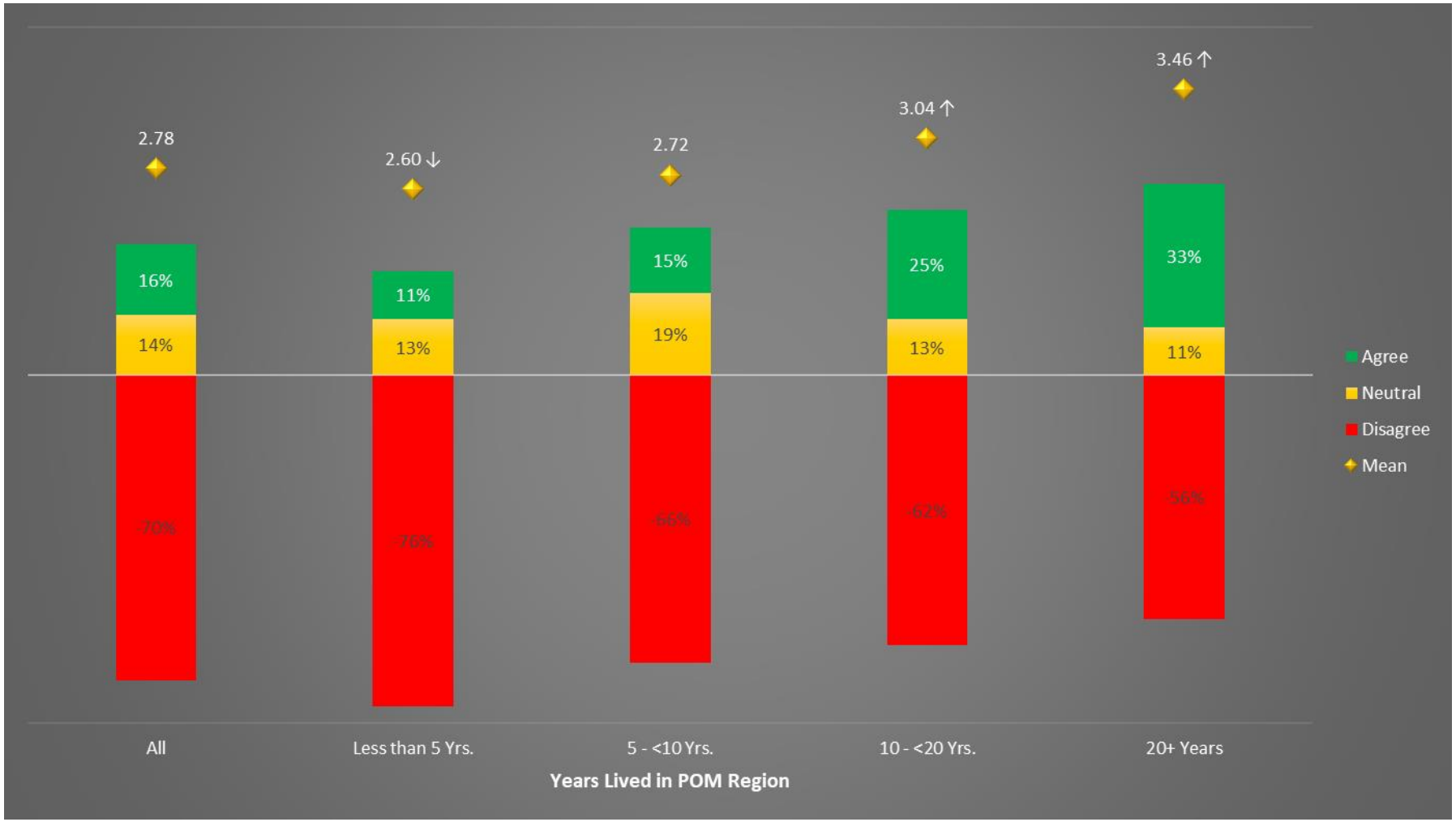
Figure 22: Adequacy of Current Transportation Network to Support Growth by Perceived Ease of Travel in the Region



Mean is based on 7-point scale where "1" means "strongly disagree" and "7" means "strongly agree"; columns may not sum to 100% due to rounding.
↑ or ↓ indicates a significantly higher or lower value than other segments.

Newer residents are significantly more likely than long-time residents to feel that the current transportation network is **not** adequate to support growth in the region.

Figure 23: Adequacy of Current Transportation Network to Support Growth by Length of Residency



Mean is based on 7-point scale where "1" means "strongly disagree" and "7" means "strongly agree"; columns may not sum to 100% due to rounding.
↑ or ↓ indicates a significantly higher or lower value than other segments.

Community Member Feedback

Feedback from the community provides additional insights into the differences in opinions about the ease of travel and the adequacy of the existing transportation network within the Point of the Mountain community.

When asked to rate the convenience of their current travel within the Point of the Mountain study areas, most gave a neutral to somewhat positive rating.

How would you rate [the convenience of] your current travel within the Point of the Mountain study area?									
Not at All Convenient									Extremely Convenient
1%	6%	10%	10%	24%	12%	19%	13%	1%	3%
18%			46%			32%		4%	
Mean = 5.56 *(based on 10-point scale where "1" means "not at all convenient" and "10" means "extremely convenient")*									

"The trains require too many transfers to get where we need to go. They also do not run early/late enough."

"Construction traffic makes traveling difficult and slow. I've seen more cars on the side of the road with flat tires this last year than ever before. My tires and windshield have taken a beating. Traffic isn't flowing well, especially during rush hour. There are some poorly designed intersections that I often see accidents at because drivers become frustrated and make poor decisions."

"Generally, we're always able to get to where we need to go, but traffic, particularly in the morning and evening commute time, makes hit and miss as far as whether it is convenient."

"Most places around here are fairly easy to get to by car, but not always without a car. There are some spots where the roads do unexpected things that you can't prepare for if you aren't familiar with the area, but for the most part seems pretty straightforward."

"My travel is convenient because I am within 3 minutes of I-15 at home. Once on the freeway, my drive time is typically 12–15 minutes, despite construction. I drive an EV so I have access to the HOV lane and can travel fairly quickly. I can leave when I like and know when I will arrive."

"The roads are in good repair, access to business is good, the number of lanes handles the traffic load well and the traffic lights are well timed."

Community members primarily defined convenience in terms of their ability to get around by car.

Getting Around by Car

- *"Being able to get where I want to be within a reasonable amount of time."*
- *"The speed that I can go and how many stops I need to make."*
- *"Fairly quick to get around and many different routes to get you to where you need to go."*
- *"Convenient travel would mean quick, noncongested, and many options to get to a destination."*
- *"Livable traffic congestion, ease of accessing and exiting shopping centers, understandable traffic patterns and instructions."*
- *"Convenient means fast, consistent, and low stress. Not convenient means time consuming, highly variable (e.g., due to traffic) and stressful.*
- *"Easy freeway access, back road access if freeways are backed up, easy access to major shopping areas."*
- *"To me, convenience in travel means I can get to where I need to go without unexpected setbacks or trouble finding parking spots. Most places around here are fairly easy to get to by car, but not always without a car."*

Some, however, talked about convenience as having options to use other modes—public transportation or bicycling.

Options

- *"Convenient to me means that there are multiple options to get to where I need to go. I like the ability to bike or walk in Draper and Sandy. I wish that there was a better network of bus systems throughout the Sandy and Draper area."*
- *"Convenient to me means being able to walk less than a mile, or catch a bus/train less than a couple blocks away from my home to get to a grocery store or gas station or target or Walmart or some other type of store where I can get my essential items."*
- *"Convenient travel for me especially includes having easy to use access to public transport. I definitely prefer TRAX/FrontRunner over the bus—it's easier to use."*

Some provided suggestions on how to make public transportation more convenient.

Suggestions

- *"In order to reduce the use of my personal vehicle, more TRAX stops could be added. My workplace is right along the TRAX line, but the closest stop is not walking distance, the bus schedule doesn't match up well for my work hours, and the busy streets don't have safe bike lanes."*
- *"Increased frequency of FrontRunner service. Extend TRAX lines to major shopping and recreation areas."*
- *"Convenient travel for me especially includes having easy to use access to public transport. I definitely prefer TRAX /FrontRunner over the bus—it's easier to use."*
- *"More frequent Frontrunner service, more bike cars. Someplace other than the bike car for the missionaries to put their luggage. More TRAX stations."*

Key Findings: Public Transportation

The Survey on Transit Issues explored study area residents' perceptions of the availability of public transportation serving the region overall and to get to work. Access to service (determined by miles to nearest bus stop or station) provides additional insights into the extent to which service is available. Finally, current and potential use of public transportation is explored along with potential barriers to use.

AVAILABILITY AND USE OF PUBLIC TRANSPORTATION

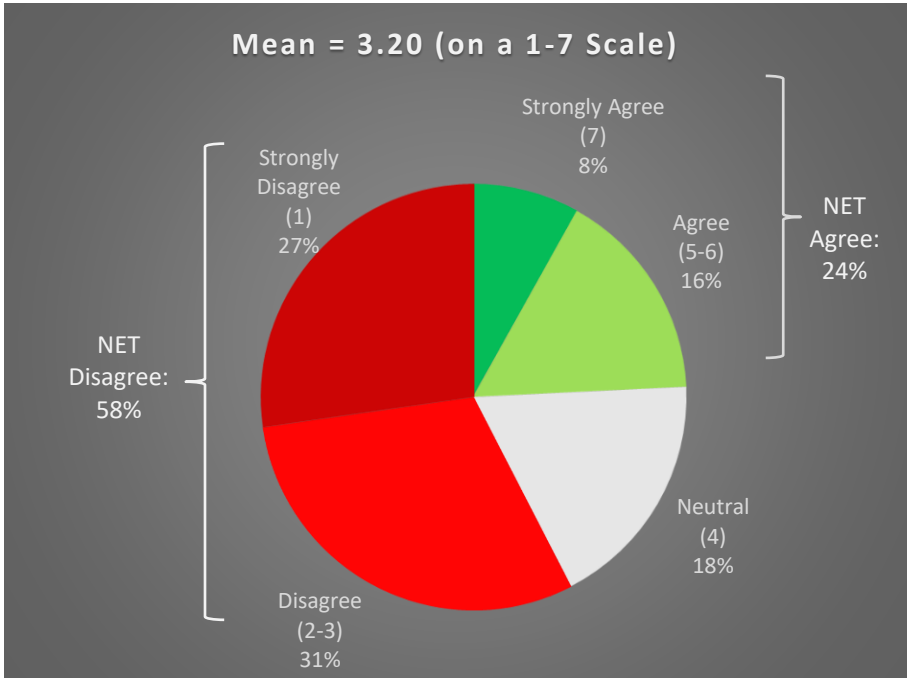
Perceived Availability of Public Transportation

Nearly three out of five residents feel that public transportation is **not** available from where they live to where they need to go.

Opinions vary based on whether residents live north or south of the current prison site.

- Notably, 30 percent of those living south of the prison site "strongly disagree" that there is public transportation available compared to 18 percent of those living north of the prison site.
- Those living south of the prison site and west of State Street are the least likely to say they have public transportation available from where they live to where they need to go.

Figure 24: Availability of Public Transportation

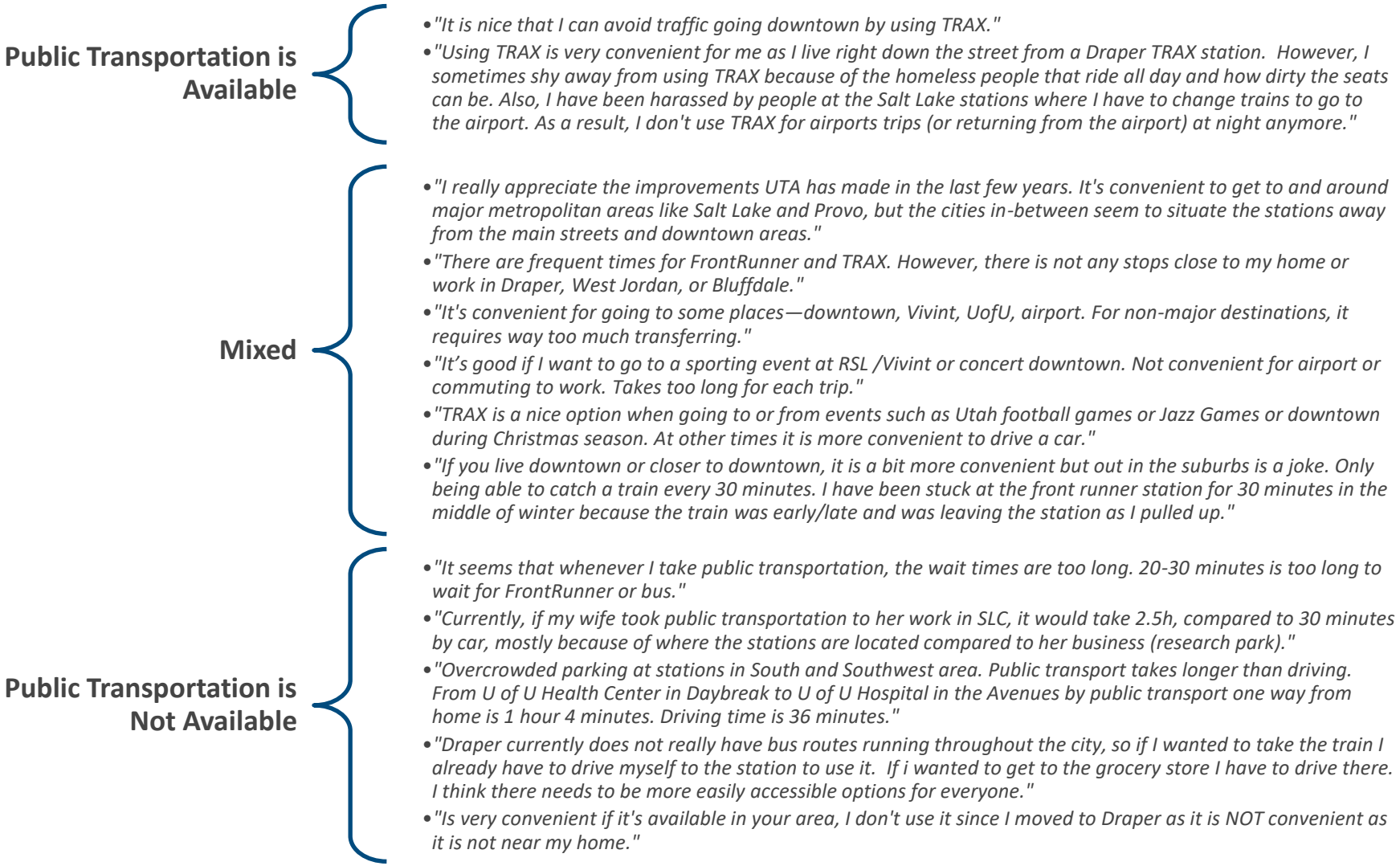


	Live North of Prison Site			Live South of Prison Site		
	Total	East of State St.	West of State St.	Total	East of State St.	West of State St.
Agree	35%↑	34%	35%	24%↓	31%	19%
Neutral	18%	19%	16%	18%	12%	22%
Disagree	30%	33%	27%	28%	28%	28%
Strongly Disagree	18%↓	14%	22%	30%↑	29%	31%
Mean	3.65↑	3.77	3.52	3.07↓	3.65	3.02

Question Text: Using a scale from 1 to 7 where "1" means "Strongly Disagree" and "7" means "Strongly Agree," please indicate the extent to which you agree or disagree that "Public transportation is available from where I live to where I need to go."
Base: All Respondents [n = 799)↑ or ↓ indicates a significantly higher or lower value between total living north versus south of the prison site.

Community members provided additional insights into their thoughts about the availability of public transportation. Most feedback suggests that while there is service available, in most cases it is not easily accessed or convenient to use.

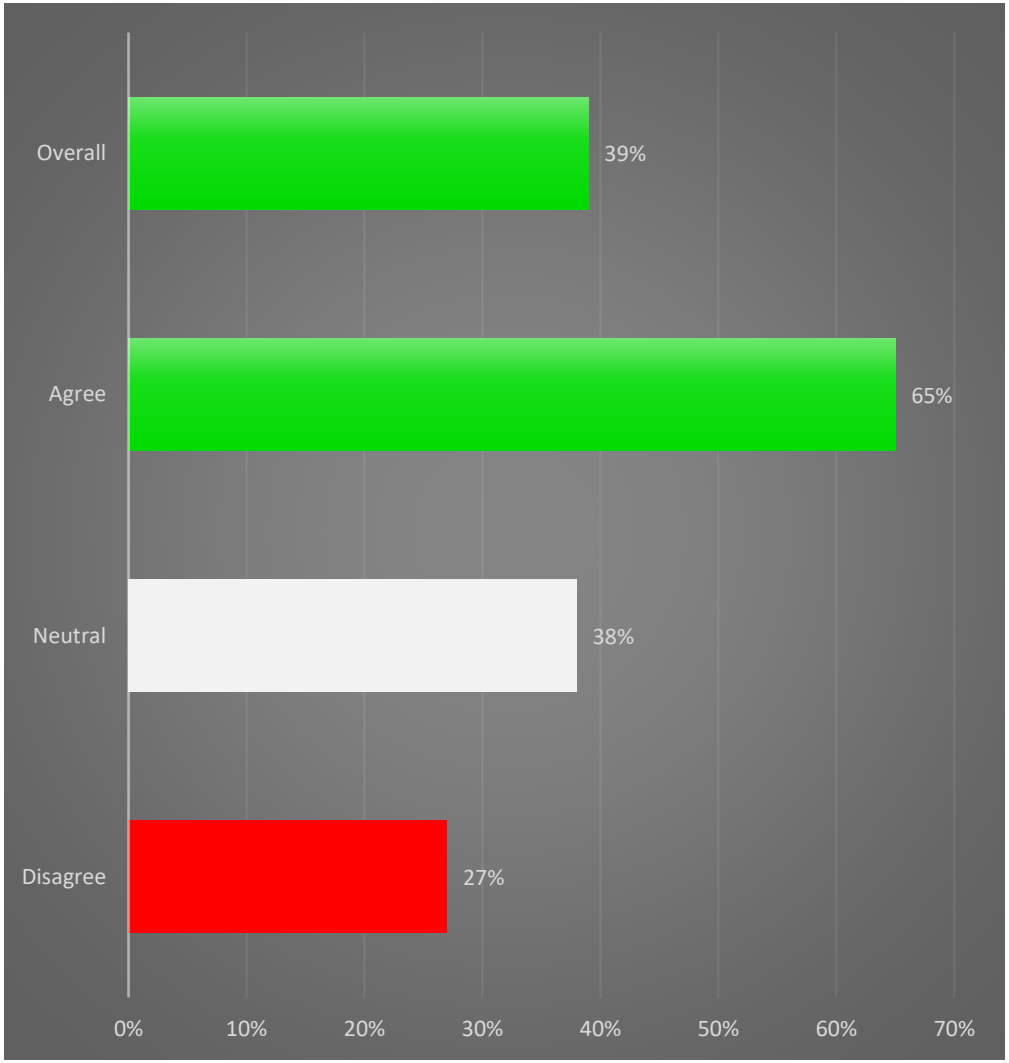
Figure 25: Community Feedback on Availability of Public Transportation



Two out of five commuters indicate that they currently have public transportation available from where they live to where they work or go to school.

As would be expected, availability of public transportation to get to work or school is associated with their overall impressions that public transportation is available from where they live to where they need to go. However, approximately one out of three residents who agree that public transportation is available from where they live to where they need to go, go on to state that they do not have public transportation from where they live to where they work or go to school.

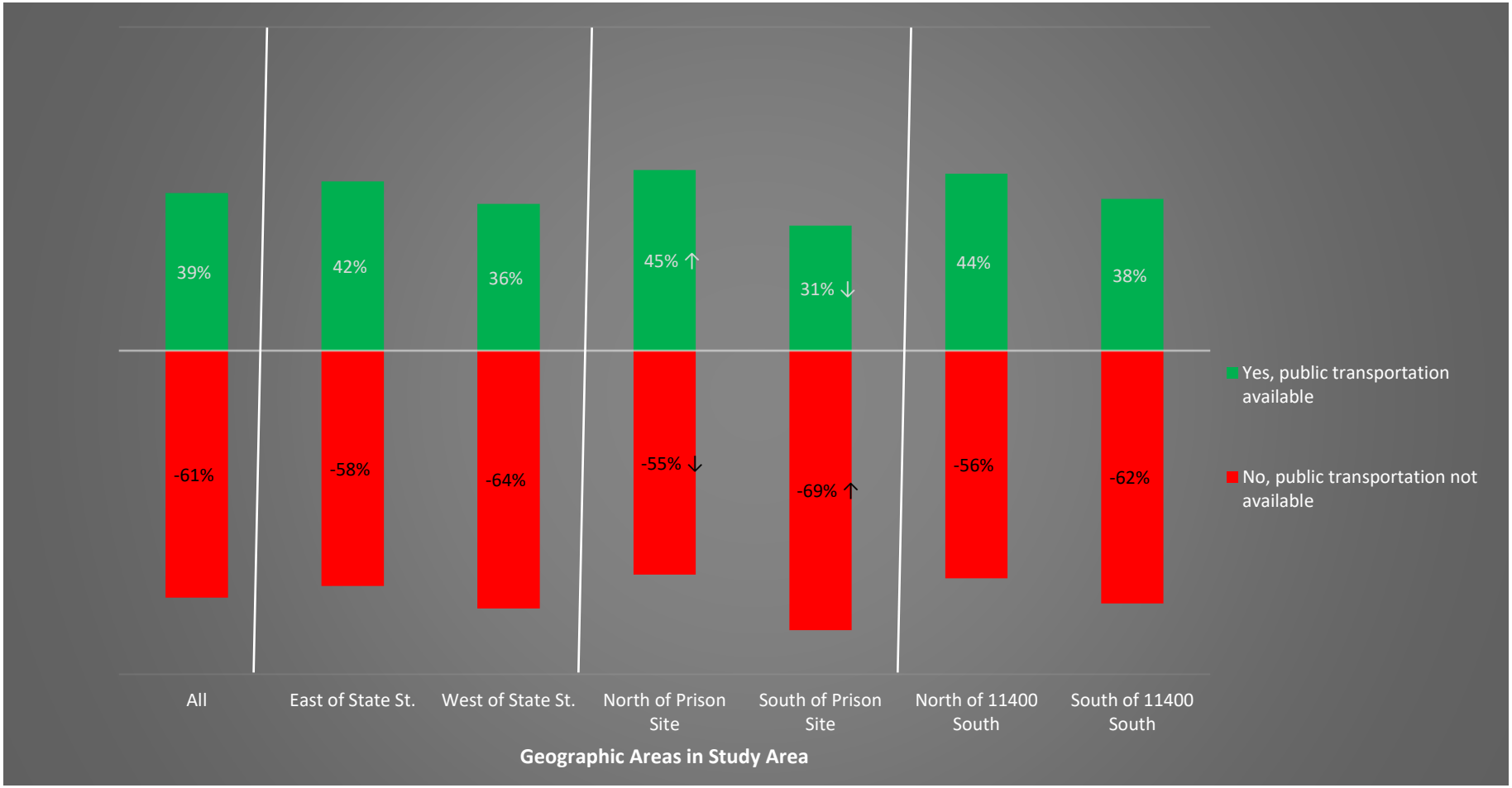
Figure 26: Availability of Public Transportation to Get to Work or School by Agreement that Public Transportation Is Available from Where Live



Question Text: To the best of our knowledge, do you currently have public transportation available from where you live to where you work / go to school?
BASE: Commuters (n = 450)

Commuters' perceived access to public transportation to get to work or school from where they live is relatively consistent across the region with the exception of whether they live north or south of the prison site, with those living south much more likely to say public transportation is not available from where they live to where they work or go to school.

Figure 27: Access to Public Transportation to Get to Work or School by Where Live



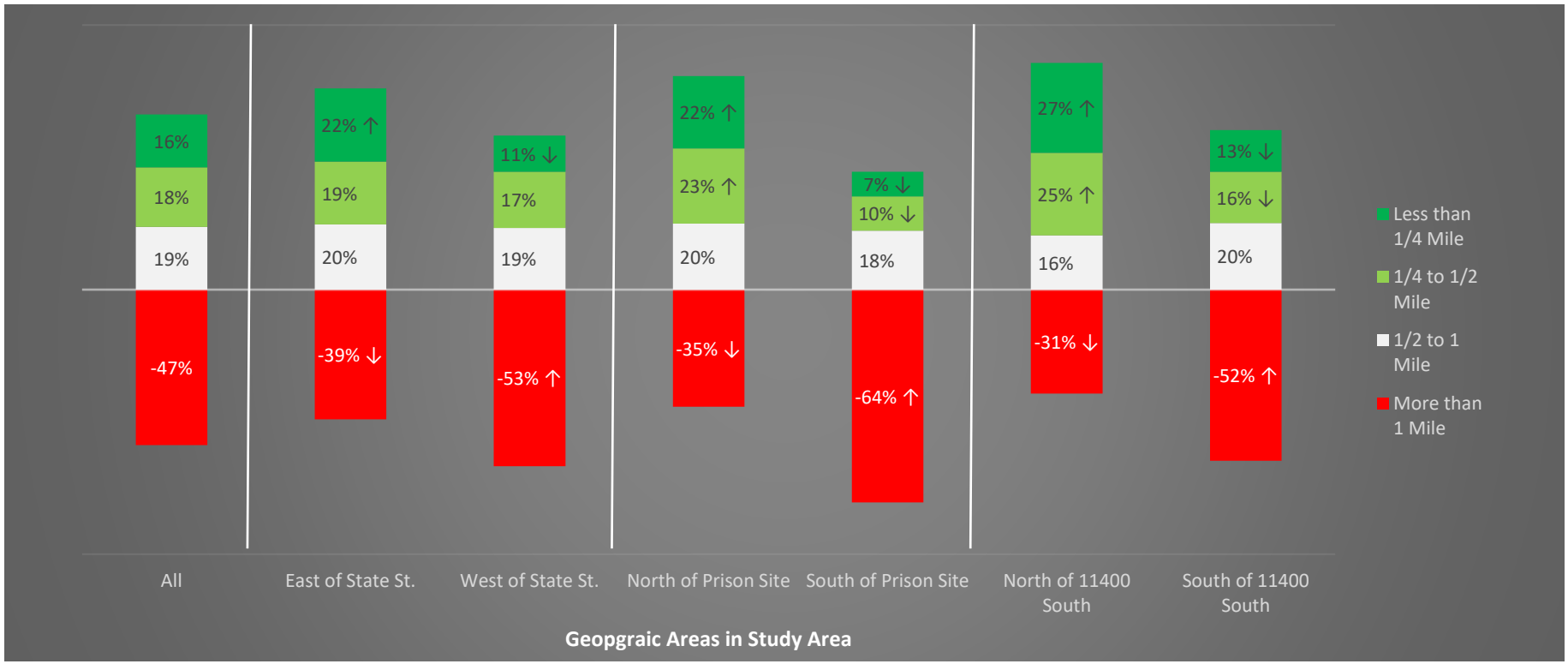
Question Text: To the best of our knowledge, do you currently have public transportation available from where you live to where you work / go to school?
BASE: Commuters (n = 450)

Distance from Home to Nearest Station or Bus Stop

Approximately one out of three (34%) study area residents report living within a half-mile of a bus stop or train station, a distance that would be considered a reasonable walk depending on access to sidewalks and other factors. Perceived distance from home to nearest station or bus stop varies significantly based on where people live.

- Those living south of the prison site are the least likely to say they live within a half-mile of a train station or bus stop.
- Those living east of State Street are more likely than those living to the west to say they have access to a train station or bus stop within a half mile of where they live. This holds true across the region.

Figure 28: Distance from Home to Nearest Station or Bus Stop by Where Live



Question Text: To the best of your knowledge how far is it from your home to the nearest train station or bus stop?
BASE: All Respondents (n = 799)
↑ or ↓ indicates a significantly higher or lower value than other segment.

Perceived availability of public transportation and actual access (distance from home to nearest station or stop) are clearly related. Half (51%) of those who agree that they have public transportation available from where they live to where they need to go say they live within a half-mile of a station or stop. Nearly three out of five residents who say they do not have public transportation available from where they live to where they need to go say they live more than one mile from a train station or bus stop.

Figure 29: Distance from Home to Nearest Station or Bus Stop by Perceived Availability of Public Transportation

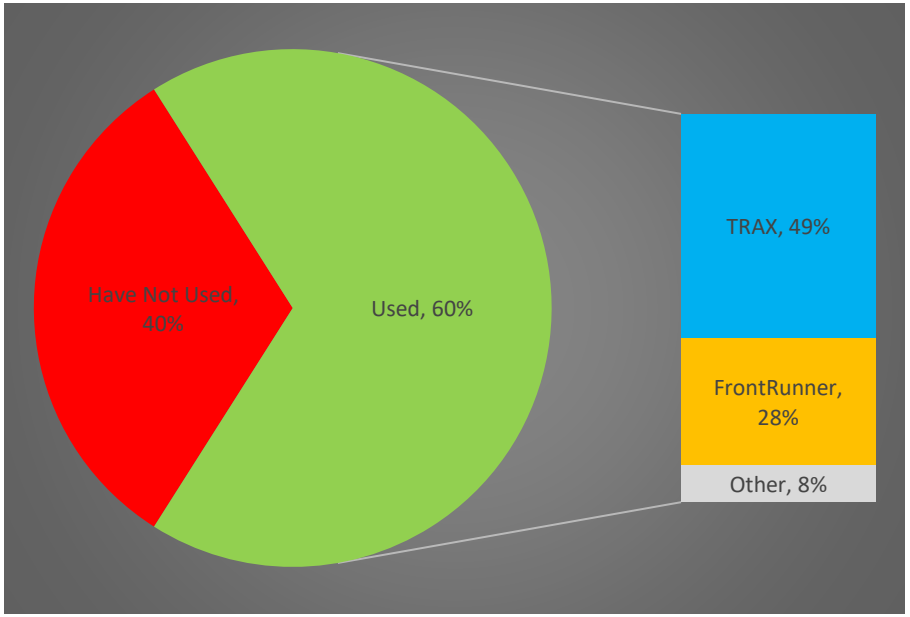
Question Text: To the best of your knowledge how far is it from your home to the nearest train station or bus stop?
BASE: All Respondents (n = 799)
↑ or ↓ indicates a significantly higher or lower value than other segment.

Current Use of Public Transportation

Three out of five study area residents have used one or more of the regional transit services at least once in the past 12 months.

- Use of TRAX is highest and is consistent across all age groups.
- More than one out of four residents have used FrontRunner. FrontRunner use is significantly higher among younger residents (37%) compared to those between the ages of 35 and 54 (26%) and those 55 plus (17%).

Figure 30: Use of Public Transportation in Past 12 Months



Percentage using individual services sums to more than total percentage used, can use more than one service.

Use of public transportation varies significantly based on where residents live.

- Transit use is higher among those living north of the prison site. In addition, while transit use is similar among residents living both east and west of State Street, FrontRunner use is higher among those living west of State Street.

	East of State Street	West of State Street
Have Not Used	39%	40%
Used	61%	60%
TRAX	51%	48%
FrontRunner	24%↓	32%↑

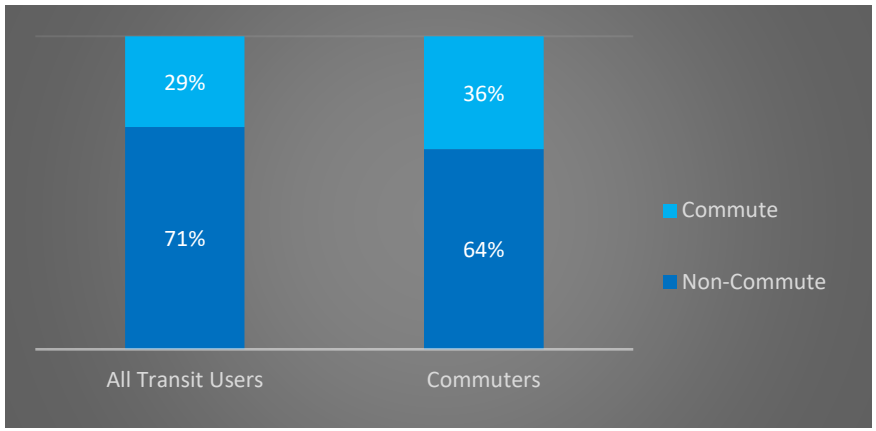
	North of Prison Site	South of Prison Site
Have Not Used	36%↓	45%↑
Used	64%↑	55%↓
TRAX	55%↑	40%↓
FrontRunner	24%↓	36%↑

	North of 11400 South	South of 11400 South
Have Not Used	32%↓	42%↑
Used	68%↑	58%↓
TRAX	60%↑	46%↓
FrontRunner	28%	29%

Question Text: Have you used public transportation in the past 12 months
Base: All Respondents (n = 799)
↑ or ↓ indicates a significantly higher or lower value than other segments.

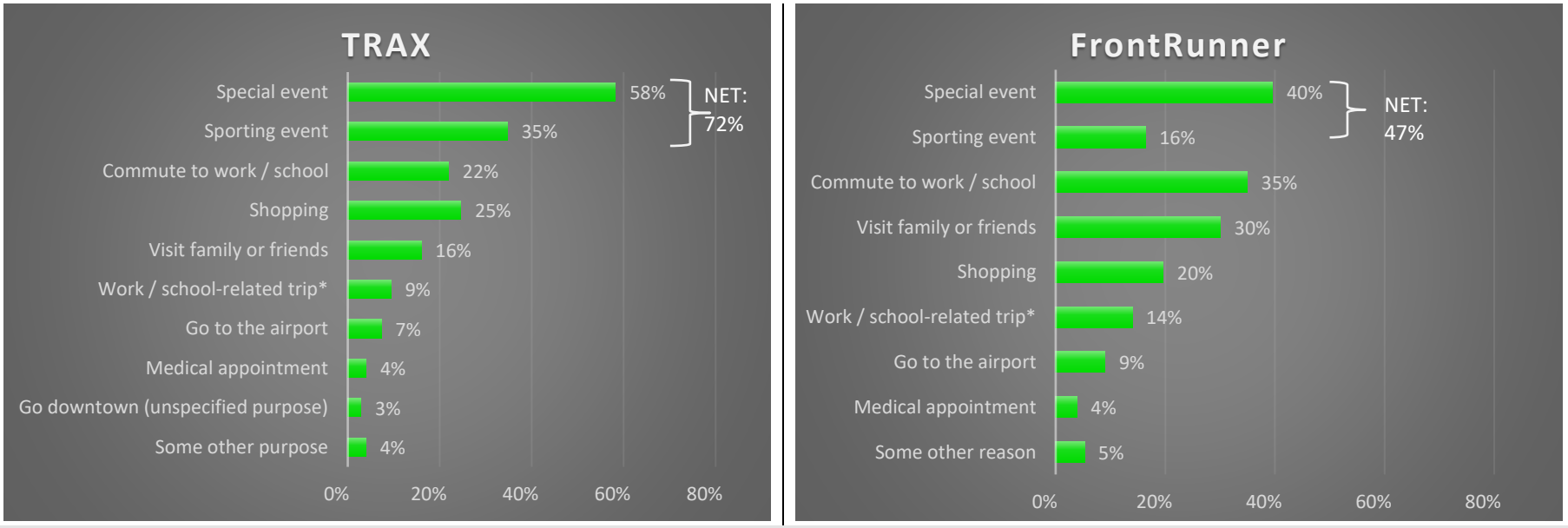
Most residents who have used public transportation in the past year are taking discretionary type trips—for example, travel to events, shopping, or recreation.

Figure 31: Primary Trip Purpose



Computed variable to reflect primary use of any transit service for commute versus all other trips. Those in "commute" category may also use transit for other purposes.

Figure 32: Use of TRAX and FrontRunner



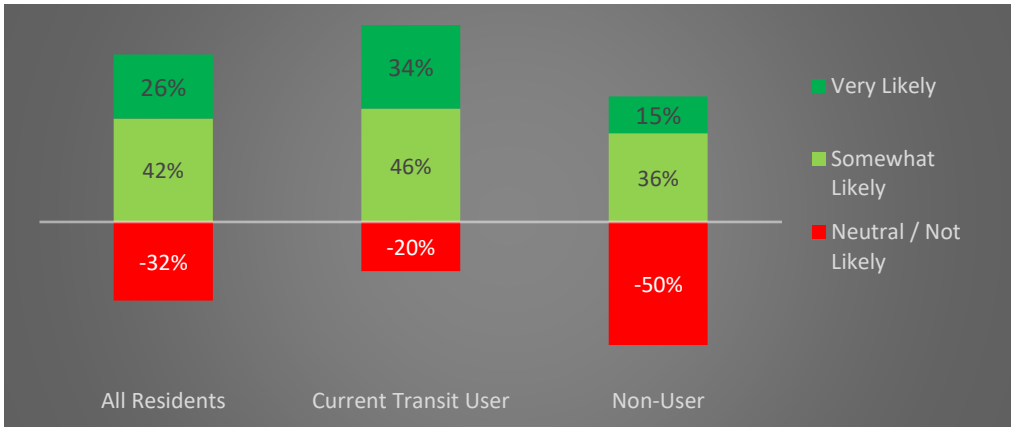
Question Text: For what purposes did you use TRAX / FrontRunner?
Sums to more than 100%; multiple responses allowed. NET represents the percentage of respondents who selected at least one of these items.
Base: TRAX (n = 410); FrontRunner (n = 233)

Potential Use of Public Transportation

Two thirds of study area residents indicated that they would be at least somewhat likely to use public transportation or use it more often for noncommute travel if service were "improved to meet their expectations," with the survey providing no elaboration in this particular question on what such improvement would mean.

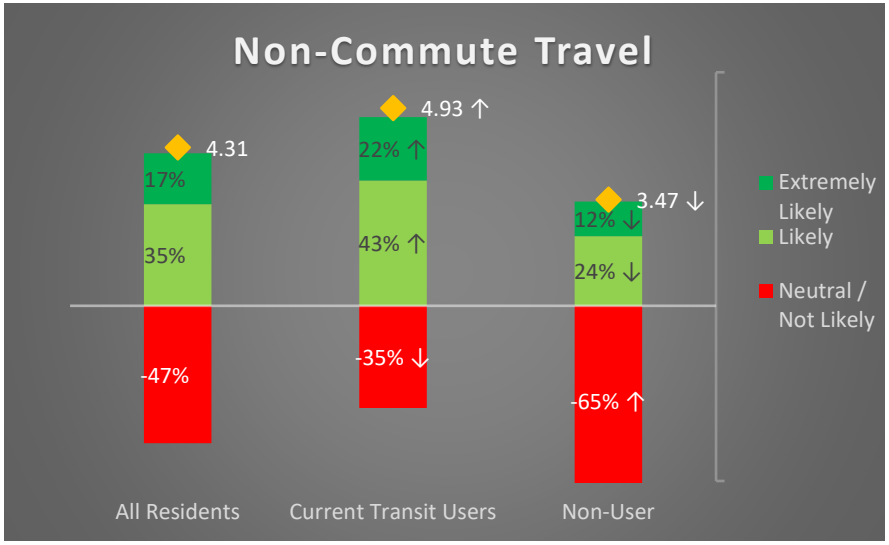
- Four out of five current transit users would continue to use and might use transit more often if service is improved.
- Half of those who currently do not use transit would consider using if service is improved.

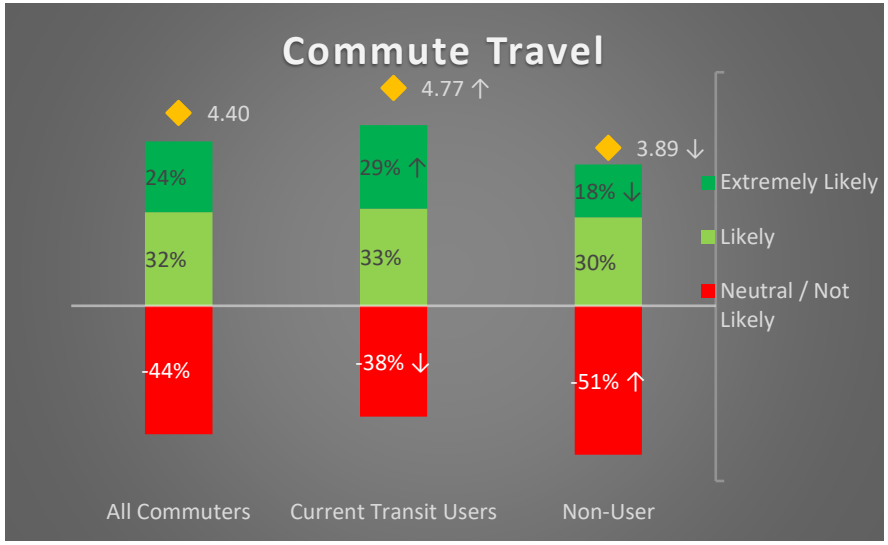
Figure 33: Likelihood of Using Transit More / More Often if Service Was Improved



Computed variable to reflect potential use of transit for commute and/or non-commute purposes

Figure 34: Potential Use of Public Transportation for Commute and Non-Commute Travel





Question Text: How likely would you be to use PT for non–work or school related reasons if service were improved to meet expectations? Base: All Respondents (n = 799)
How likely would you be to use PT to commute to work or school (more often) if service were improved to meet expectations? Base: Commuters (n = 584)
↑ or ↓ indicates a significantly higher or lower value than other segments.

There are no differences in potential transit use across the different geographic areas.

There are relatively few differences demographically. However, those that exist are noteworthy.

Potential transit users are younger—nearly half are between the ages of 18 and 34. They are also more likely to be newer residents, living in the area for less than five years. (Note that age and length of residency are somewhat related.)

Potential transit users are also more likely to work or go to school outside the home. This does not necessarily mean they would use transit for commute purposes.

Figure 35: Demographic Characteristics of Potential Transit Users

	Potential Users	Unlikely Users
Age		
18–34	47% ↑	25% ↓
35–54	35%	43%
55 and older	19% ↓	32% ↑
Commute Status		
Commuter	81% ↑	68% ↓
Non-Commuter	19% ↓	31% ↑
Length of residency		
< 5 years	62% ↑	41% ↓
5 to < 10 years	18%	24%
10+ years	20% ↓	35% ↑

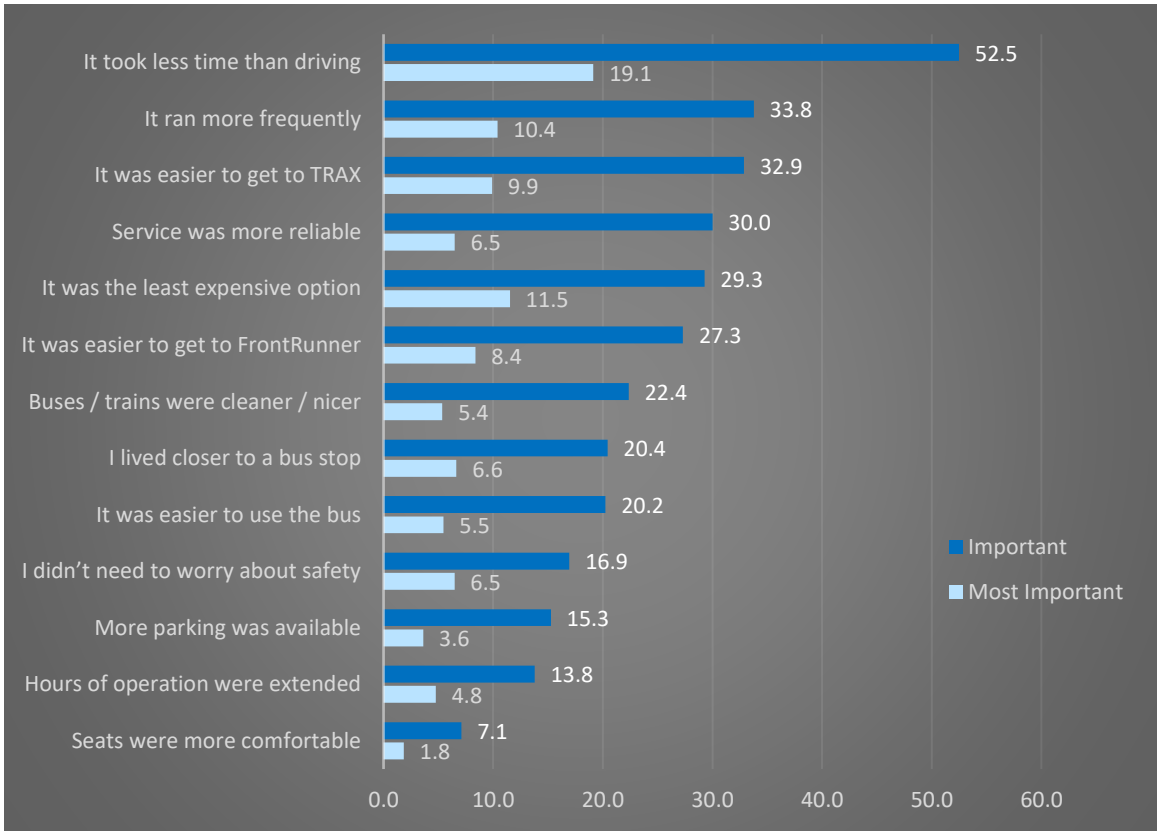
Potential users are those identified as saying they would be very or somewhat likely to use public transportation or use it more often if current rider if service was improved; unlikely users gave neutral ratings or indicated they would be unlikely to use even if service was improved.
↑ or ↓ indicates a significantly higher or lower value than other segments

Factors Influencing the Use of Public Transportation

Respondents were shown a list of 13 possible factors that might increase their transit use. They were then asked to indicate which would most correctly complete the sentence, "I would ride public transportation more if . . ." Follow-up questions probed for which one was most important, and which was least important. Logit Choice Modeling was used to calculate the probability with which each of the 13 factors would be selected as the most likely to increase their use of public transportation.

By far, travel time is the most important factor influencing use of public transportation.

Figure 36: Factors Influencing Use of Public Transportation



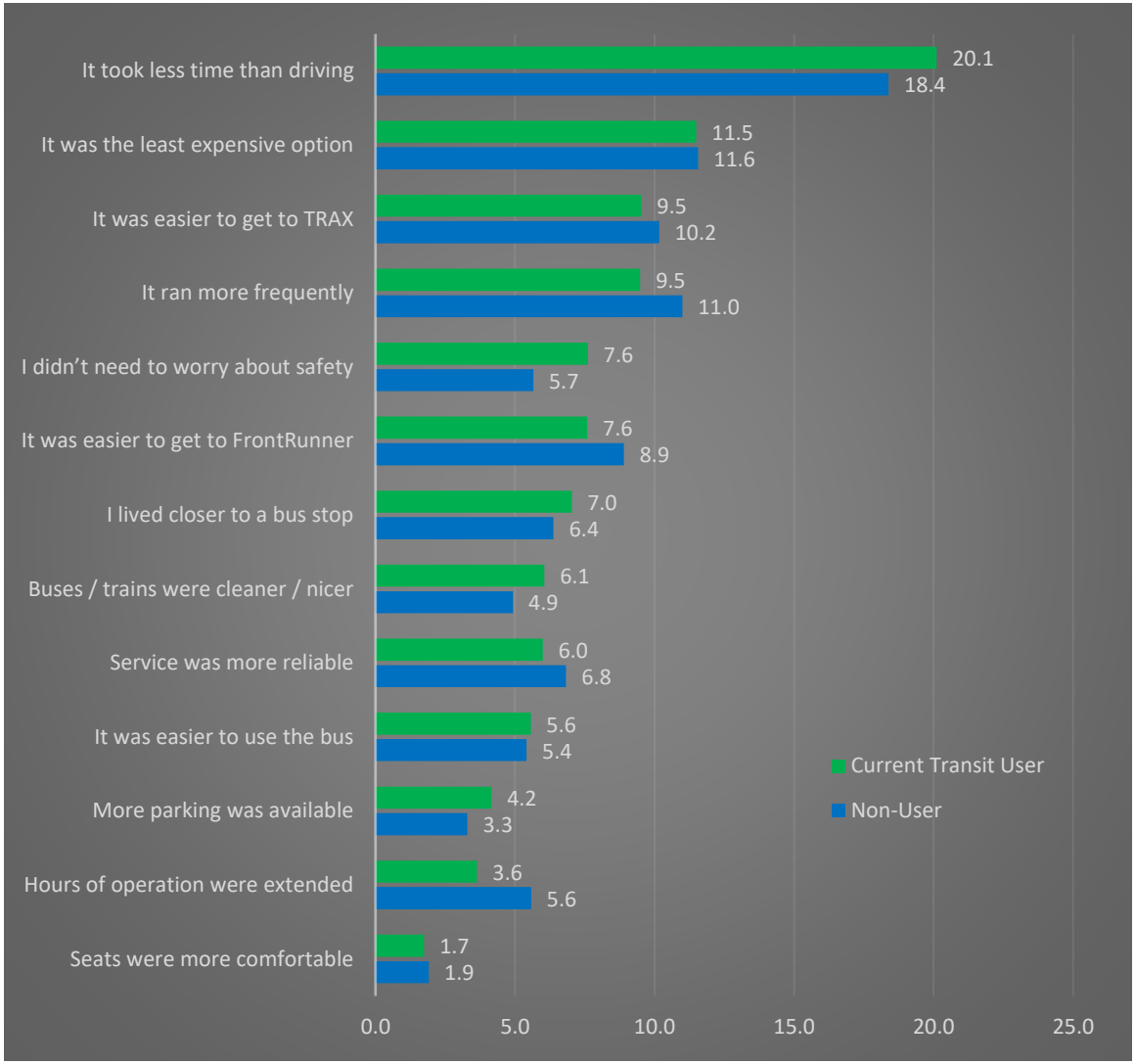
Scores represent the probability that an item is an important or most important development criteria; scores range from 0 to 100; for most important scores also sum to 100 and are ratio-scaled.
Base: All Respondents (n = 799)

While travel time is the most important factor influencing public transportation for both current transit users (defined as those who have used transit in the past 12 months) and nonusers, it is somewhat more important to current users than nonusers.

While less important, safety is a more significant factor to current riders than nonriders

On the other hand, current nonriders place somewhat greater importance on hours of operation, frequency of service, and ease of getting to FrontRunner.

Figure 37: Factors Influencing Use of Public Transportation by Current Transit Use



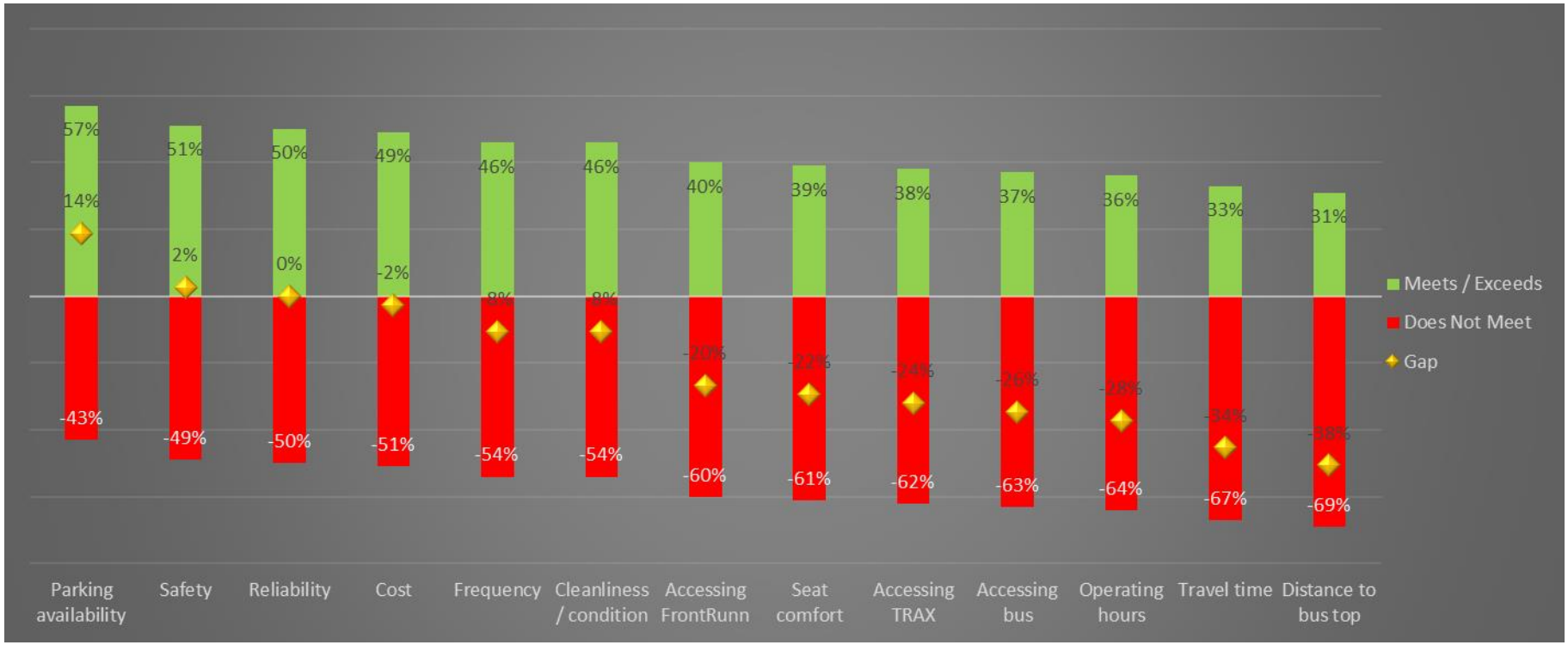
*Scores represent the probability that an item is the **most** important factor influencing transit use; scores range from 0 to 100 and are ratio-scaled.*
Base: All Respondents (n = 799)

Respondents were then asked to rate the extent to which each of the factors they selected as important meets or exceeds their expectations for service.

Overall, residents suggest that existing public transportation does not meet their expectations. With the exception of parking availability, safety, reliability, cost, frequency, and cleanliness / condition of vehicles, the percentage of residents saying that existing service does not meet expectations significantly exceeds the percentage saying that existing service meets or exceeds expectations.

Ratings are similar across current transit users and nonusers. They are also the same across the different potential rider segments identified.

Figure 38: Extent to Which Current Service Meets / Exceeds Expectations.

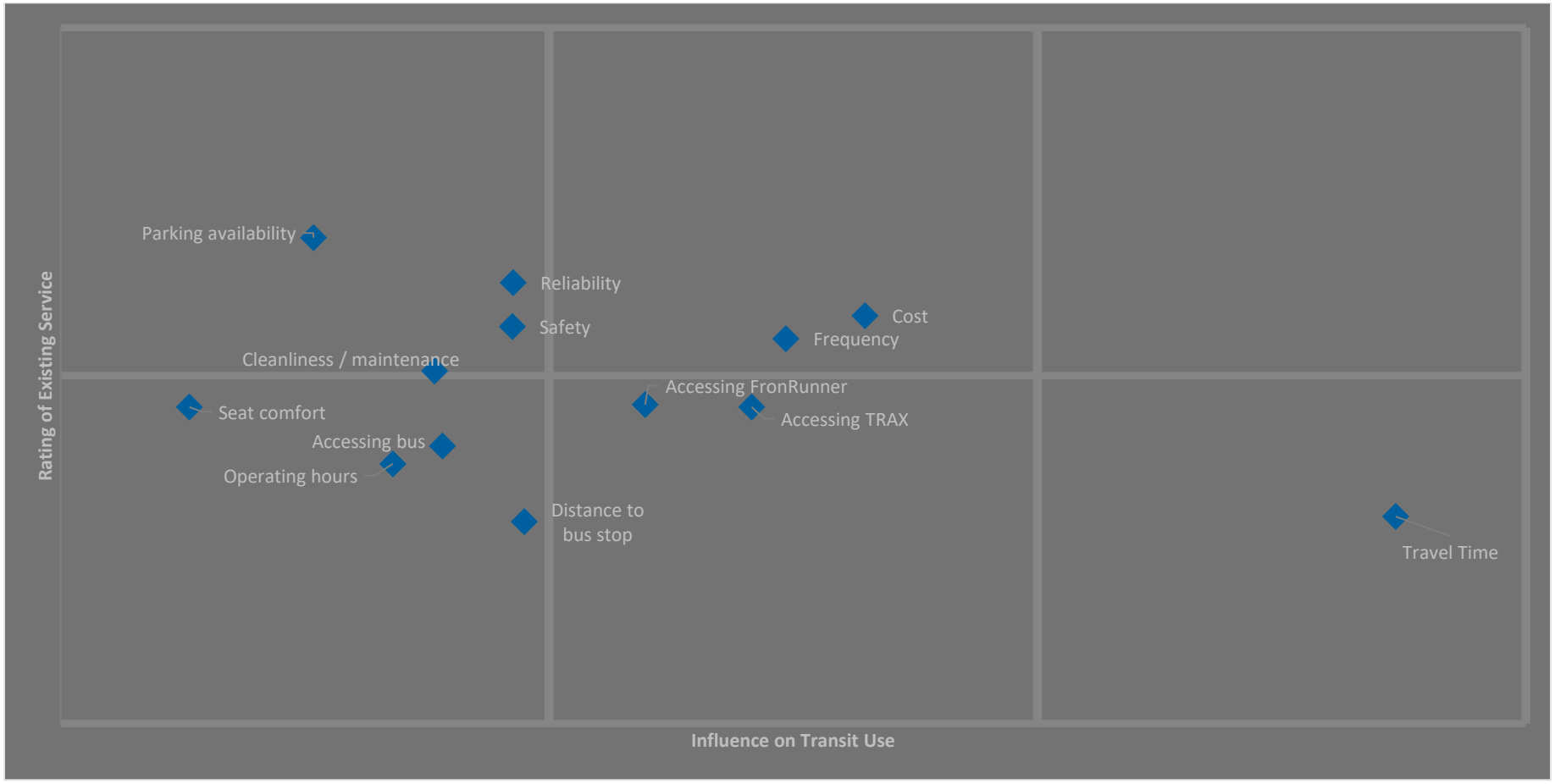


Thinking about the current level of public transportation where you live and where you need to go and using a scale from 1 to 7 where "1" means the quality of current public transportation services "Does Not Meet Your Expectations at All" and "7" means the quality of current public transportation services "Greatly Exceeds Your Expectations," how would you rate the quality of current public transportation services?
Gap score is computed by subtracting the percentage "does not meet expectations" from the percentage "meets / exceeds expectations."
Base: All respondents; bases for individual ratings varies based on whether it was selected as an influencer.

As noted earlier, travel time has the highest probability of being selected as the most important influencer of transit use. It also receives one of the lowest ratings for meeting residents' expectations for service.

While distance to bus stop receives the lowest overall rating, it has a lower probability of being selected as the most important influence on using public transportation.

Figure 39: Quadrant Analysis: Primary Barriers to Increased Transit Use



Quadrant analysis is a commonly used tool to contrast the importance of an item when deciding to use a product of service (influence on transit use) and perceived performance (extent to which existing service meets expectations).

Key Findings: Winning Transit

A major focus of the Community Panel on Transit Issues was to provide greater insights into what changes to current service could be made that might encourage increased ridership and support for public transportation.

IDEAL TRANSIT TRIP

Overview of Approach

Fifty (50) members of the Community Panel on Transit Issues completed an exercise to help identify the characteristics of an "ideal" transit trip. This exercise used a technique commonly called conjoint analysis to measure preferences for trip characteristics. Rather than directly asking participants what they prefer in a transit trip, or what attributes they find most important, conjoint analysis employs the more realistic context of asking respondents to evaluate potential trip profiles that contain more than a single attribute. The exercise was developed using experimental design principles of independence between attributes and balance of the attribute levels. By independently varying the features that are shown to the participants and observing their responses to the different trip profiles, we are able to statistically deduce what trip characteristics are most desired and which attributes have the most impact on potential use.

Four key attributes of a transit trip were tested. These attributes were chosen based on the survey research findings discussed in this report showing that these are some of the most important factors influencing use of public transportation (see page 55). Note that travel time is not included in this analysis; it was the subject of the separate activity described beginning on page 73.

Levels are the "values" that each attribute can have. For the exercise, each attribute must have at least two levels; ideally the number of levels are equally balanced. In addition, while levels need to be realistic and feasible, they should also capture both high and low extremes, in order to better measure sensitivity.

The attributes and levels tested are shown in the table to the right.

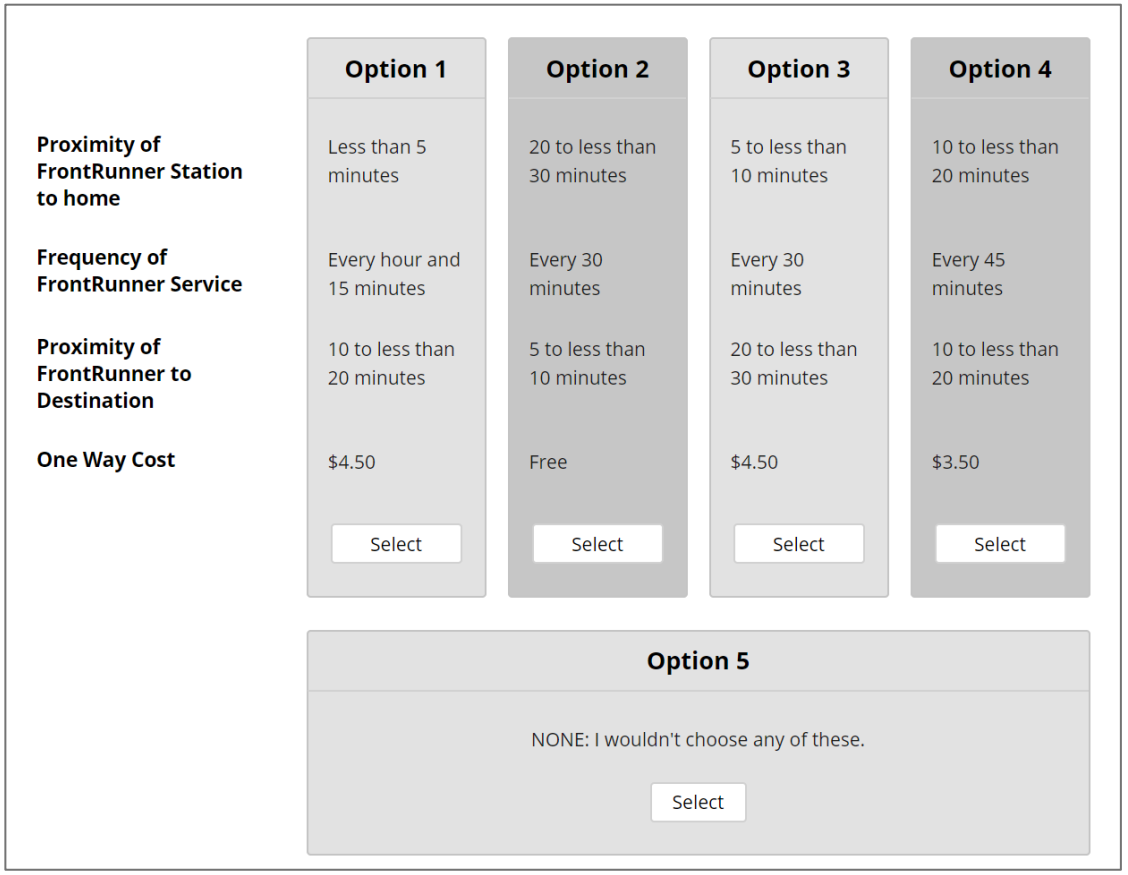
Attributes	Levels
Proximity of FrontRunner Station to Home	Less than 5 minutes
	5 to less than 10 minutes
	10 to less than 20 minutes
	20 to less than 30 minutes
	30 to 60 minutes
Frequency of FrontRunner Service	Every 15 minutes
	Every 30 minutes
	Every 45 minutes
	Every hour
	Every hour and 15 minutes
Proximity of FrontRunner to Destination	Less than 5 minutes
	5 to less than 10 minutes
	10 to less than 20 minutes
	20 to less than 30 minutes
	30 to 60 minutes
One Way Cost	Free
	$1.50
	$2.50
	$3.50
	$4.50
	$5.50

Respondents completed 10 trade-off tasks, illustrated to the right. Eight were randomly designed tasks developed by the model and two were fixed tasks (meaning everyone saw them).

For this next activity, you get to help us design a "world class" public transportation system serving those who live and work in the Point of the Mountain area. FrontRunner will serve as the backbone of this system.

Assume that you want to travel to downtown Salt Lake City using the public transportation system you are helping to design. You will be shown four different options for service and asked to choose which option you would be most likely to use.

If these were your only options, which would you choose?



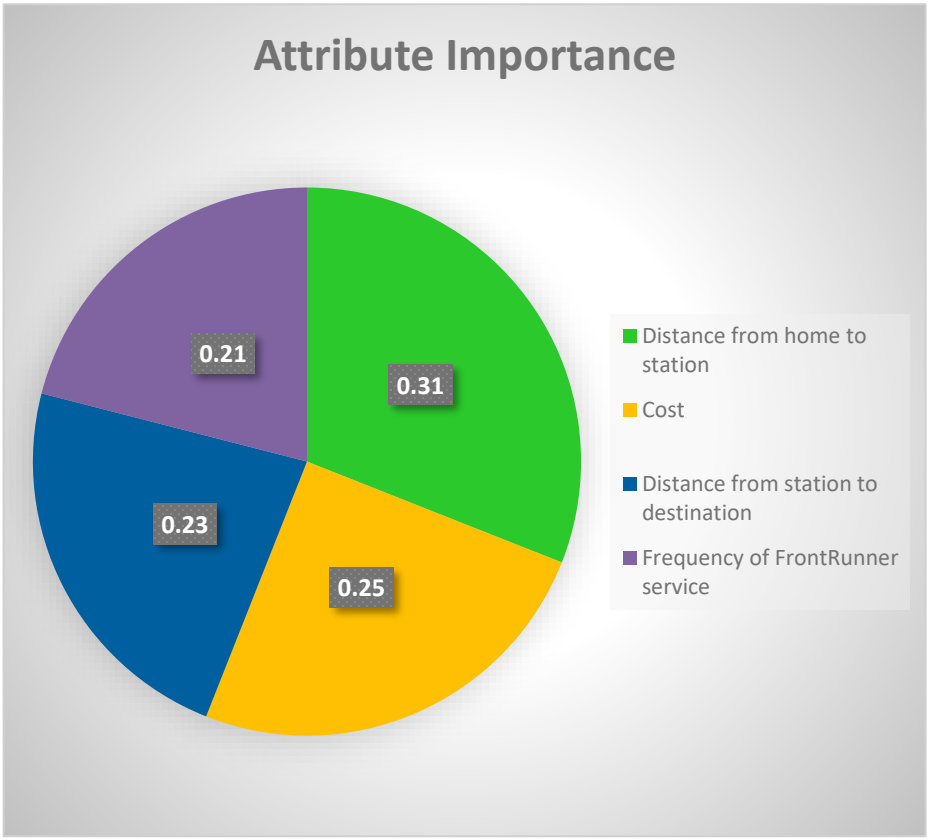
Results

Overall Attribute Importance

The first level of analysis is to determine the overall importance of each of the four attributes in the decision to use public transportation. The scores for attribute importance can range from 0 to 1 and when added together sum to 1. They are considered ratio data, meaning they reflect an absolute difference in preference to the respondent.

Distance from home to station is the most important attribute. However, the other three factors are not far behind and are nearly equal in terms of their importance.

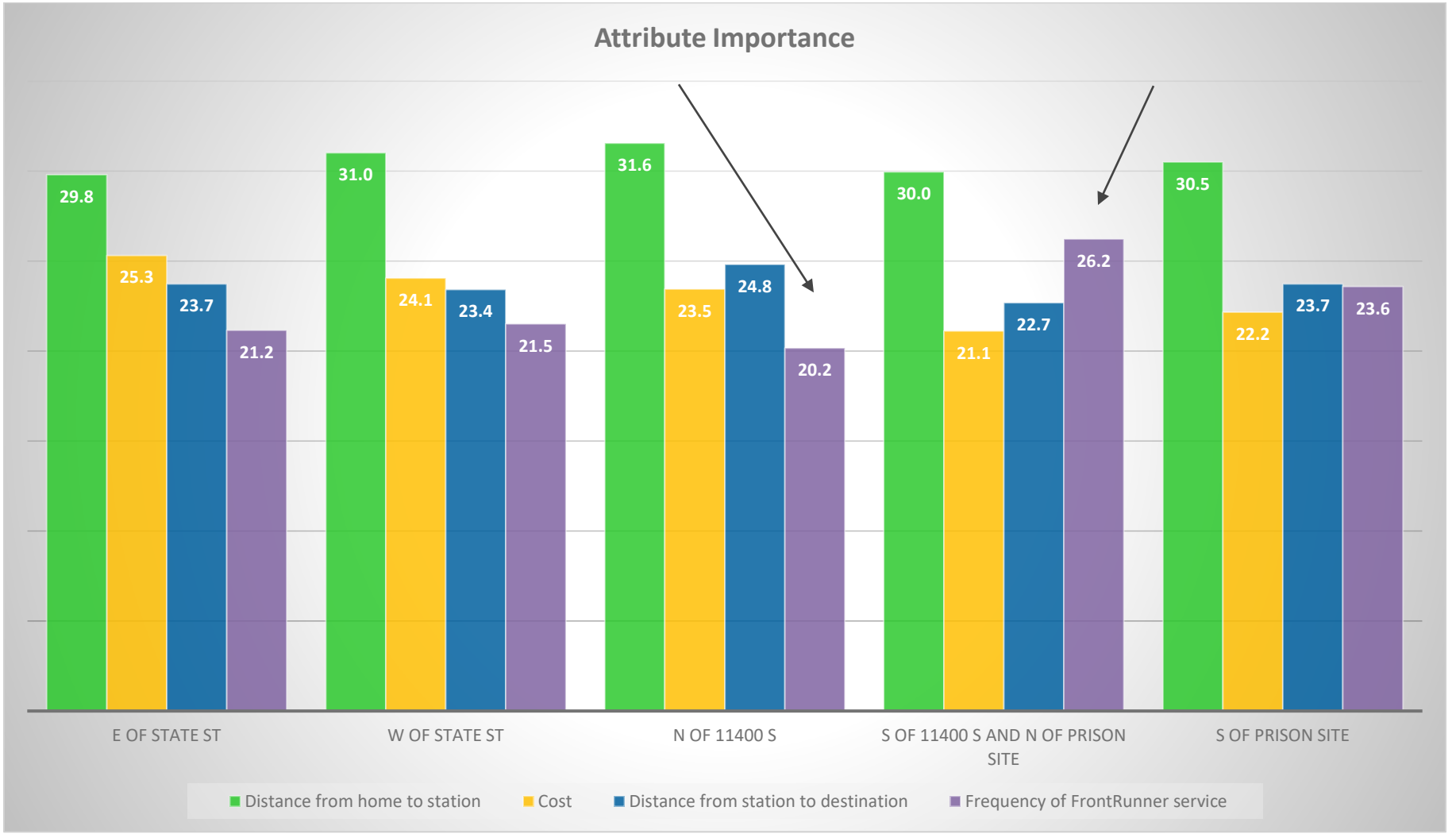
Figure 40: Conjoint Analysis: Importance of Attributes Included in Study



Distance from home to station is the most important attribute for all participants.

In general, attribute importance is similar across the study area. Cost is somewhat less important to those living north of 11400 South. Frequency of service is somewhat more important to those living south of 11400 South and the prison site (as denoted by the arrows below).

Figure 41: Conjoint Analysis: Attribute Importance by Area of Residence



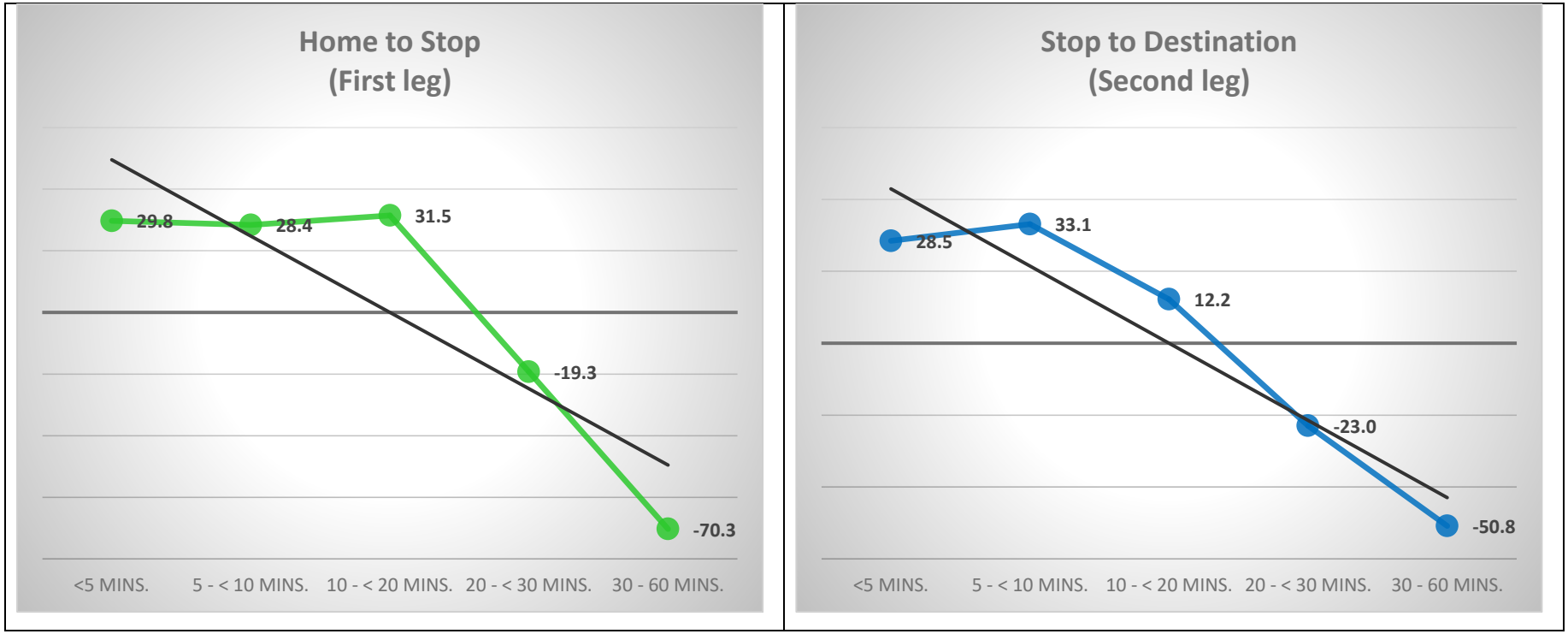
Travel Time Home to Stop and Stop to Final Destination

The next step in the analysis is to determine the sensitivity to the levels within each attribute.

- While the most important attribute overall, participants are **relatively insensitive** to the length of time it takes to do the first leg of the trip up to 20 minutes. At 20 minutes or more, likelihood of choosing public transportation drops significantly. Beyond 30 minutes it is virtually nonexistent.
- While less important overall and consistent with the qualitative input regarding total trip time, participants are **more sensitive** to the amount of time required to get from their stop to their destination. In this case, they appear to be willing to have to travel up to 10 minutes from their stop to the final destination before it drops off significantly.

These findings are consistent with the amount of time community members described when outlining the maximum amount of time they would be willing to spend traveling to and from stations or stops. In addition, it is consistent with their statements that they are more sensitive to travel time from stop to final destination than they are from home to stop (see page 66).

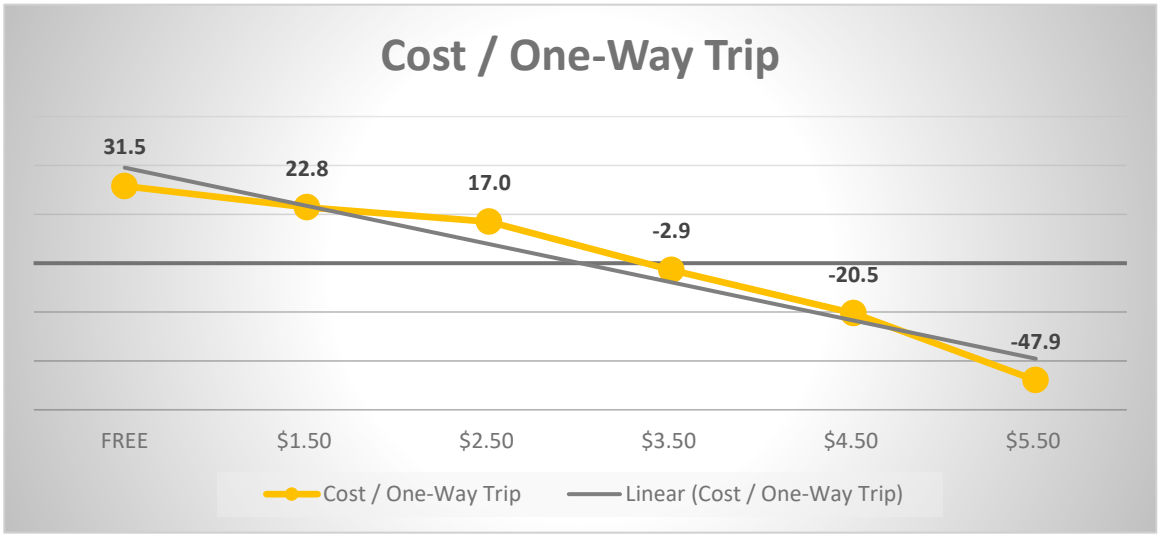
Figure 42: Conjoint Analysis: Sensitivity to Distance Willing to Travel from Home to Stop and Stop to Destination



Cost

As would be expected, participants are price sensitive. However, it appears that they are willing to pay for a transit trip that costs the same amount or less as the current cost of a one-way trip on FrontRunner ($2.50).

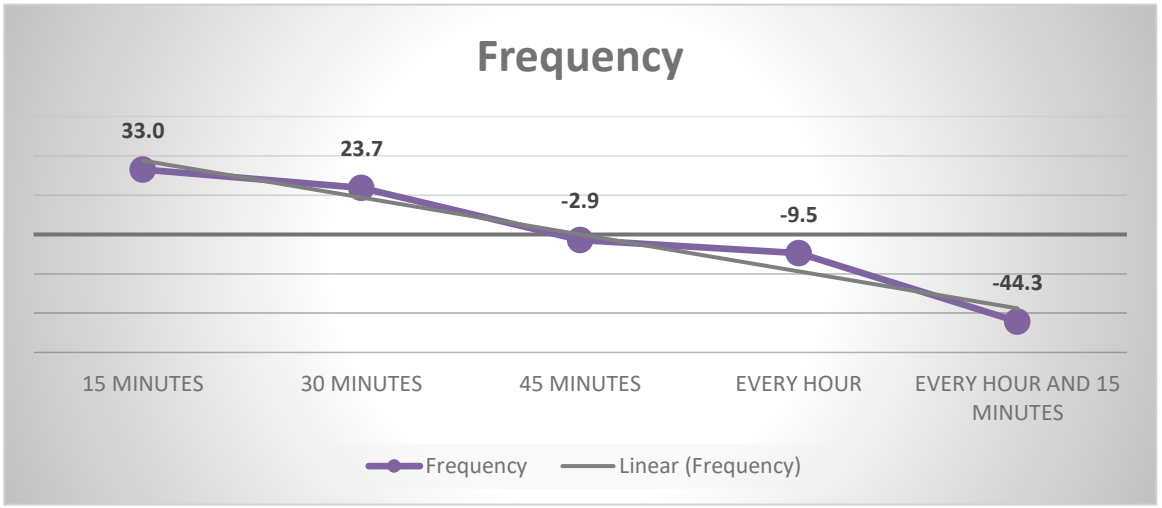
Figure 43: Conjoint Analysis: Sensitivity to Cost of One-Way Trip



Frequency

Similarly, participants demonstrate a relatively high degree of sensitivity to the frequency of service. It is clear that they would prefer more frequent FrontRunner service than is currently available. But they are willing to accept service every 30 minutes (peak level service under normal conditions).

Figure 44: Conjoint Analysis: Sensitivity to Frequency of Service



Scenario Testing

One of the most powerful aspects of conjoint analysis is the ability to run simulations, or "what-if / tradeoff" scenarios. The simulators allow us to develop scenarios with varying levels of service and determine the preference for each scenario. Following are several comparisons (tradeoffs) that illustrate the tool.

What-if / Tradeoff: Frequency and Cost

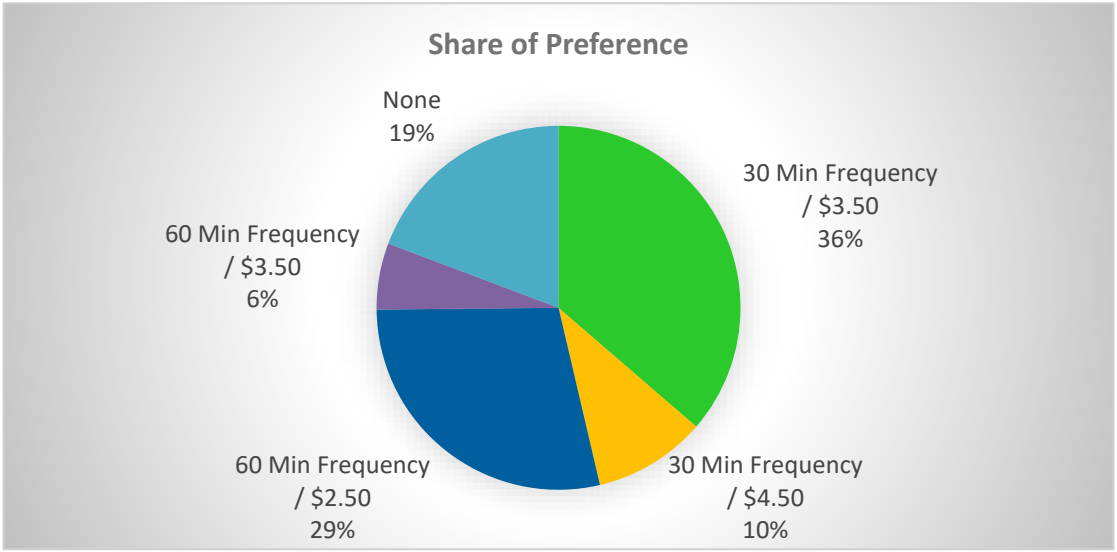
In these scenarios we hold proximity of FrontRunner Station to home and destination constant, set at the levels before share of preference drops significantly. We then vary frequency of service

Label	Proximity of FrontRunner Station to Home	Frequency of FrontRunner Service	Proximity of FrontRunner to Destination	One Way Cost
Scenario 1	10 to less than 20 minutes	Every 30 minutes	5 to less than 10 minutes	$3.50
Scenario 2	10 to less than 20 minutes	Every 30 minutes	5 to less than 10 minutes	$4.50
Scenario 3	10 to less than 20 minutes	Every hour	5 to less than 10 minutes	$2.50
Scenario 4	10 to less than 20 minutes	Every hour	5 to less than 10 minutes	$3.50

It is clear from this analysis that residents are willing to pay somewhat more (up to $3.50) than the current fare to get more frequent service.

Alternatively, they are willing to accept less frequent service at the current fare ($2.50).

Figure 45: Conjoint Analysis: Share of Preference for Different Service Frequency at Different Costs



Share of preference is percentage of respondents who would choose this option if these were only choices available; none represents percentage of respondents who would choose none of these options.

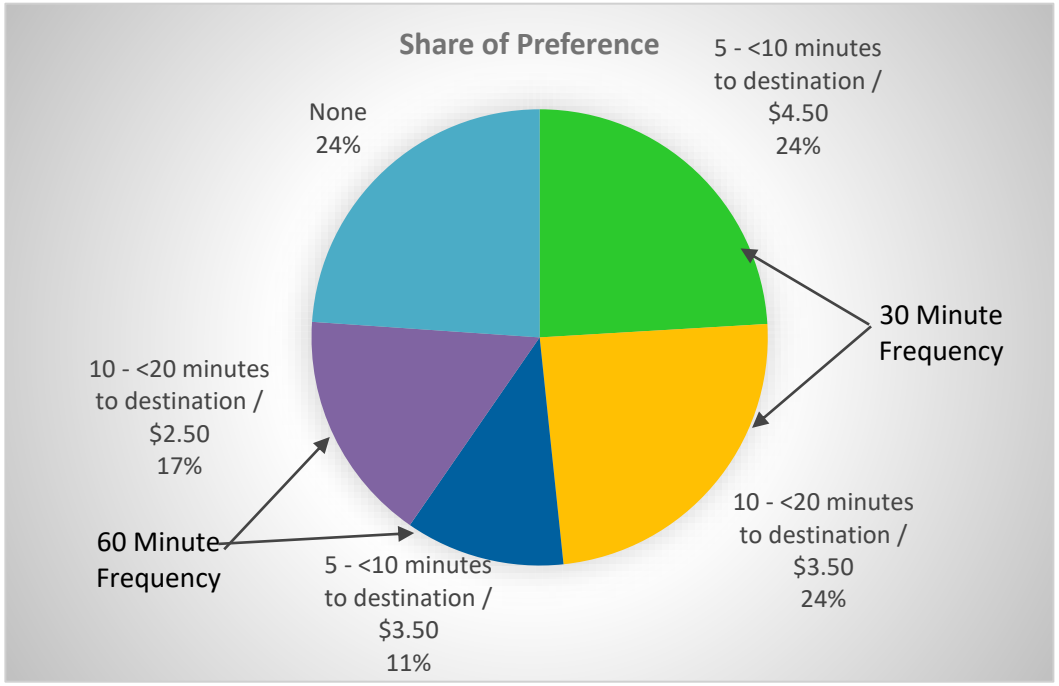
What-if / Tradeoff: Frequency of Service versus Proximity of FrontRunner to Destination and Cost

In these scenarios, the focus is on the proximity of FrontRunner to destination, varying between the level before share of preference drops significantly (5 to less than 10 minutes) and where it drops (10 to less than 20 minutes). In exchange for proximity, we vary the price—that is, greater proximity, higher cost—at two levels of frequency.

Label	Proximity of FrontRunner Station to Home	Frequency of FrontRunner Service	Proximity of FrontRunner to Destination	One Way Cost
Scenario 5	10 to less than 20 minutes	Every 30 minutes	5 to less than 10 minutes	$4.50
Scenario 6	10 to less than 20 minutes	Every 30 minutes	10 to less than 20 minutes	$3.50
Scenario 7	10 to less than 20 minutes	Every hour	5 to less than 10 minutes	$3.50
Scenario	10 to less than 20 minutes	Every hour	10 to less than 20 minutes	$2.50

This analysis suggests that while cost and proximity of station to destination are somewhat more important than frequency of service, residents are willing to pay more for frequency of service even if they have to walk further to their destination.

Figure 46: Conjoint Analysis: Share of Preference for Different Service Frequency at Different Costs and Proximity of FrontRunner to Destination



Share of preference is percentage of respondents who would choose this option if these were only choices available; none represents percent of respondents who would choose none of these options

What-if / Tradeoff: Proximity of FrontRunner to Home and Cost

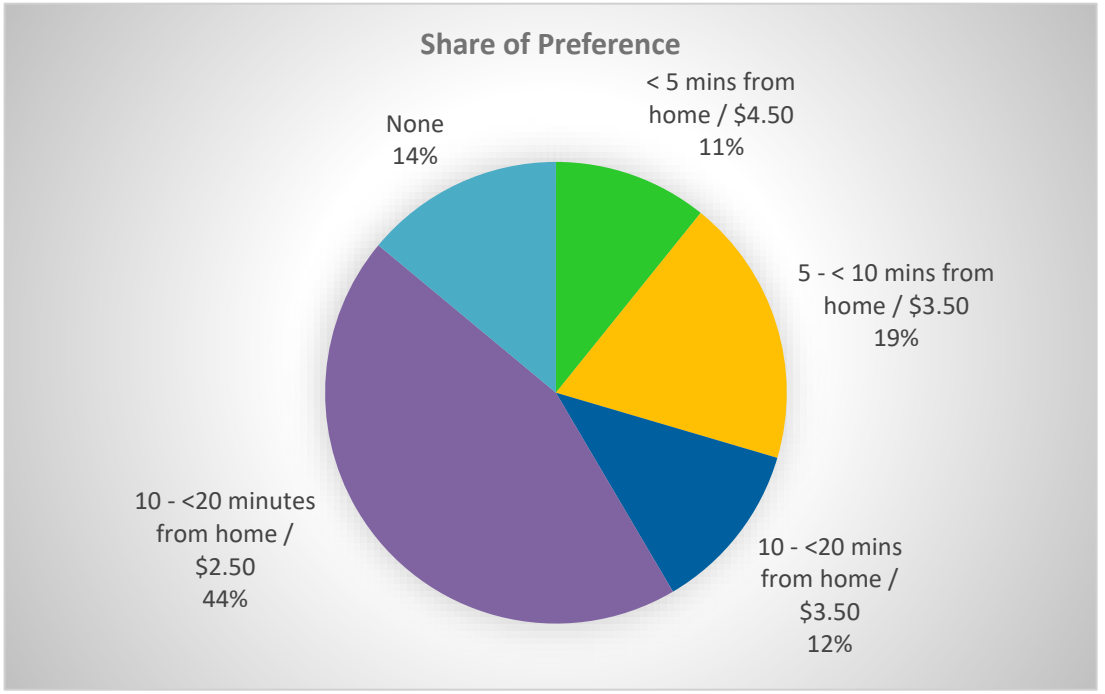
In these final scenarios, the focus is on the proximity of FrontRunner to home, varying between the three levels of distance before share of preference decreases. In exchange for proximity, we vary the price—that is, less proximity, lower cost. Frequency of service is constant, as is proximity of FrontRunner to destination.

Label	Proximity of FrontRunner Station to Home	Frequency of FrontRunner Service	Proximity of FrontRunner to Destination	One Way Cost
Scenario 5	Less than 5 minutes	Every 30 minutes	5 to less than 10 minutes	$4.50
Scenario 6	5 to less than 10 minutes	Every 30 minutes	5 to less than 10 minutes	$3.50
Scenario 7	10 to less than 20 minutes	Every 30 minutes	5 to less than 10 minutes	$3.50
Scenario	10 to less than 20 minutes	Every 30 minutes	5 to less than 10 minutes	$2.50

In this case, while proximity to home is the most important attribute, residents are willing to travel further from their home to their destination to achieve a lower fare. This holds true even if we decrease the proximity of FrontRunner to their destination.

As noted earlier this is consistent with their statements that they are less sensitive to travel time from home to stop than they may be to other factors (see page 66).

Figure 47: Conjoint Analysis: Share of Preference for Proximity of FrontRunner to Home and Cost



Share of preference is percentage of respondents who would choose this option if these were only choices available; none represents percent of respondents who would choose none of these options

Qualitative Descriptions of Ideal Trip

After completing the tradeoff exercise, community members were asked one last question to gain additional qualitative insights into their ideal transit trip.

Think about everything you have told us about a world-class public transportation system serving the Point of the Mountain community. If you were to describe your ideal trip from where you live to downtown Salt Lake City using public transportation, what would that trip be like?

While it is clear from the scenario testing that residents are willing to pay more for more frequent service, when it came to describing their ideal trip, most focused on getting from their home to the station and then providing details of the trip itself—for instance, travel time, comfort, reliability.

Getting from Home to Station

- *"I would be able to walk to a TRAX station near the Traverse Mountain Outlets that takes me to the FrontRunner station that takes me to the North Temple station. Ideally, this whole process would take an hour or less. It would be incredibly useful if there were trains that ran twice an hour. One train could stop at all the stops going into downtown, the other could run directly to Salt Lake Central and North Temple after picking up passengers in Lehi."*
- *"My ideal trip would look like a quick drive to a TRAX or FrontRunner Station, with ample well-lit parking, to catch a train within 10 minutes of arrival to travel, with no more than one transfer and 5 minutes of waiting, and no more than 25 minutes travel downtown, then to only have no more than one more quick (less than 5 minutes waiting) transfer to my final destination. All transit would be clean, well-lit, and safe and have reliable and safe WIFI and cell service. All purchases/transfers would happen on one electronic card for a total cost not more than $4.50 a person (just because traveling with a family could be very pricey) from arrival to destination. There would be a public safety presence and plenty of accommodations and access to restroom, first aid, and hygiene services to minimize spread of illness."*
- *"I'd walk to a station that wasn't far away and be downtown 20 minutes later. I'd have a seat during the ride; it would be clean and comfortable. The car would be appropriately air conditioned. I'd be able to pay for the trip confidently. There would be only a few stops along the way."*
- *"[I'd] bike/walk to closest Frontrunner or TRAX station on safe, well-lit bike/walker friendly paths. Frequent Frontrunner stops make for easy selection of which train to get on. Plenty of room on trains for bikes. If connections are necessary, reliable connection schedule. Overall inexpensive/affordable cost (cheaper than driving a personal vehicle). Overall time can be higher than driving a personal vehicle, but not exponentially so—probably not more than twice the total time it would take to drive."*

Others focused on ease of getting from their home to the station **and** from the station to their final destination as well as overall travel time.

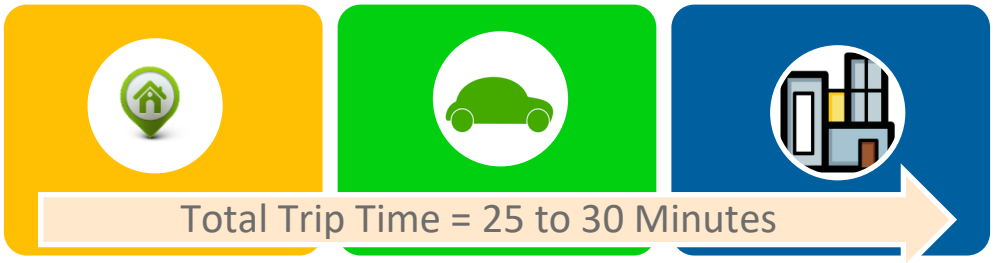
Getting from Home to Station and to Final Destination

- *"It would look like a 5-minute drive in the car to board a high speed train that got me to downtown SLC in less than 20 minutes and stopped within 5 walking minutes or less of my destination."*
- *"Walk five to ten minutes to bus stop if I'm in a neighborhood of homes or to TRAX if I am in a business area and transfer from there straight onto the Frontrunner. Then walk 5 minutes to my destination. This would all take less time than it would for me to drive myself downtown."*
- *"I would be able to walk 1 or 2 blocks to a stop where frequent buses would take me to either my final destination (close by) or to a transportation hub where I could connect to another vehicle that would take me on to either my destination or to another hub where I could get a ride to my destination. The trip would involve no more than 3 changes."*
- *"I'd drive no more than 5 minutes to the station. Then I'd wait no more than 5-10 minutes for the transportation. The transportation would take me to where I want to go in the same amount of time (or less) than it would take me to drive. And I wouldn't have to transfer--it would take me directly there. In an ideal world, there would be no stops along the way. Once I got there, I'd be able to walk to my destination within 5 minutes or less."*

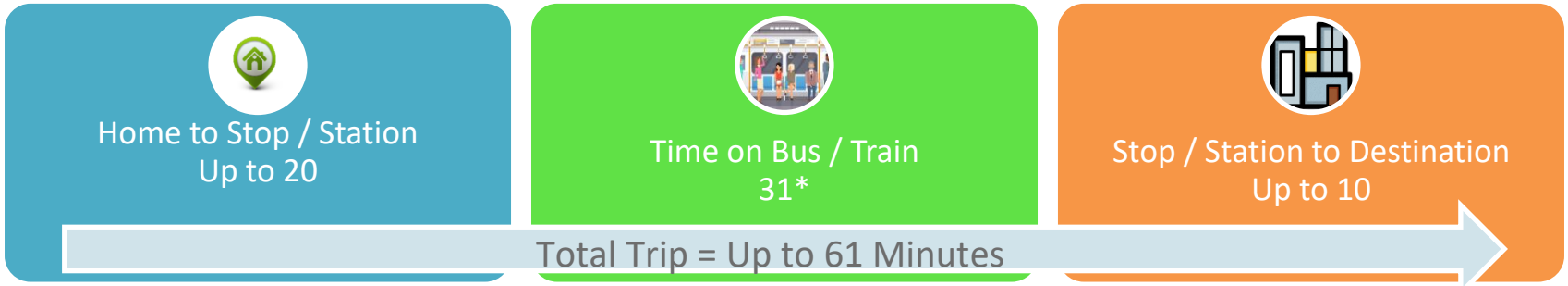
ACCEPTABLE TRAVEL TIME ON TRANSIT

As noted in the section on factors influencing use of public transportation (page 55), travel time is by far the most important factor. As a follow-up to the conjoint exercise and to better understand how people think about and calculate travel time on transit, members of the Community Panel on Transit Issues were asked to indicate the maximum amount of time each stage of a transit trip could take. In addition, questions were included in the Survey on Transit Issues to gain insights into this question. To put the transit trip in context, community members also provided the average amount their current commute trip and/or a trip from their home to downtown Salt Lake City would take by car.

Community members travel an average of 25 to 30 minutes by car to get from home to work or school and an average of 30 minutes to get from their home to downtown Salt Lake City. When averaging the two trips together, travel time for a typical trip by car is 29.3 minutes.



While travel time is an important consideration, community members described a transit trip that was on average twice as long as the same or similar trip by car. The time spent on the bus or train is approximately the same as the total reported trip time by car.



**Time on train includes wait time at station and/or time to transfer as well as time riding*

When asked how long, in minutes, they would be willing to travel to get to a bus stop or train station, on average study area residents suggest they would be willing to walk or drive between six and eight minutes. Current transit users are willing to travel further than nonusers. Eight percent of nonusers indicated they would be unwilling to walk or drive any distance to get to a bus stop or train station.

How long, in minutes, would you be willing to travel to get to a bus stop or train station?						
	0–5 Minutes	6–10 Minutes	11–20 Minutes	21+ Minutes	Average (Median)	Average (Mean)
All Residents	50%	35%	13%	1%	6 mins.	8.1 mins.
Transit Users	44% ↓	38%	16% ↑	1%	10 mins.	8.6 mins.
Nonusers	58% ↑	31%	9% ↓	2%	5 mins.	7.4 mins.

Source: Community Survey on Transit Issues Base: All respondents (n = 799)
↑ or ↓ indicates a significantly higher or lower value than other segments.

The conjoint results, discussed in the previous section, suggest that they may be willing to travel up to 20 minutes to get from their home to a stop or station. Not all, however, are willing to take this additional time.

While the average maximum travel time given by community members from stop to final destination is equal to maximum time willing to travel from home to stop or station, the results of the conjoint exercise as well as open-ended comments from participants suggest they are less tolerant of this factor.

"This is key to be able to be within walking distance of your final destination. Nobody wants to have to arrange another way to get to your final destination after spending over an hour already."

"If transportation can't get me withing 5 minutes of where I need to be it is not practical for me."

"I wouldn't have a car if I took transit, so I would have to be able to safely walk to my final destination. If it's more than 5 minutes, I might as well drive."

"The last leg is why I don't use public transportation. The train was fine, but getting from the train to my office always took way too long."

Community members are willing to spend an average of 31 minutes on the train or bus itself (including wait time at the station and possible transfers or delays). It is interesting to note that this is only somewhat greater than the total travel time by car.

"I don't want it to take longer than it would for me to drive to my final destination."

"It takes twice as long for TRAX to get downtown than it does in a car, even if you don't include getting to and from the station and wait time."

"Too many stops slows the process considerably, but this is a Catch 22 because ideally more stops means less travel and wait time for others."

Two out of five community members indicated that they would be unwilling to spend any amount of time transferring, suggesting that they would expect direct service (no transfers) to their destination to minimize travel time.

"Can be really cold during winter. Annoying to 'waste' time."

"It's inconvenient to transfer, and it requires that the other routes I transfer to are up and running and not delayed."

"I would want to just get on one mode of transportation and go. I feel weird saying it, but the idea of transferring and using multiple types of transit just makes it sound like a huge hassle."

Finally, more than one out of four community members indicated that they would be unwilling to spend any amount of time due to delays or disruptions. While occasional delays or disruptions could be acceptable, it creates an impression of unreliability or uncertainty.

"One major advantage of trains is not needing to worry about traffic, the biggest unknown/delay of travel. Delays or changes to routes ruin that."

"Unexpected delays or changes make it feel unreliable, and too much of it would make me not want to trust it if I'm on a schedule."

"Changes that result in longer times are deal breakers. Delays that happen more than about once a month make me question taking public transit" particularly when those delays add more than about ten minutes."

POM ALTERNATIVE TESTING

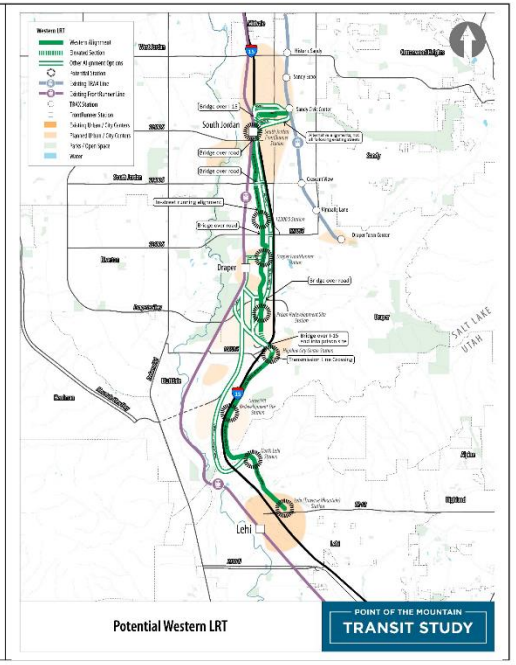
As a final activity, members of the Community Panel on Transit Issues were asked to provide their input into the five transit alternatives that are being considered for the study area. They were invited to view a video providing an overview of the project and the alternatives. They were then provided with a description and map illustrating each of the alternatives and asked to provide in-depth feedback on each alternative (e.g., advantages / benefits, concerns, questions) as well as rating each alternative on six different dimensions. The alternatives were displayed in random order, minimizing the effect of order bias on responses. Thirty-nine community members completed this activity.

Initial / Detailed Reactions

Alternative: Western Light Rail Transit (LRT) Alternative

Western Light Rail Transit (LRT) Alternative

- Starts at the Sandy Civic Center Station, heads west and crosses I-15, then south to the South Jordan FrontRunner Station, roughly parallels I-15, continuing south to the Draper FrontRunner station. Then crosses the Prison Redevelopment site to the southeast, crosses I-15 to the east to the Highline/Pluralsite development at 14600 South in Draper. The alignment then joins the UTA owned right of way and travels south to Lehi along this corridor, terminating near the Adobe office complex, just north of SR-92.
- The LRT concept was developed to minimize travel times.



This alternative received the highest overall ratings. Notably, this alternative has the highest level of agreement that it is headed in the right direction by increasing the transportation options available in the region.

In addition, it does better than the Western BRT Alternative in terms of being the alternative that would encourage more people living in the area to use public transportation and, to a lesser extent, best fit participants' personal needs for public transportation services

Finally, participants are more likely to strongly agree that the Western LRT alternative would be more effective than the Eastern LRT in encouraging other residents living both within and outside the study area to use public transportation.

Figure 48: Detailed Ratings of Western Light Rail Transit Alternative from Community Panel on Transit Issues

This alternative. . .	Completely Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Completely Agree	Mean
Is headed in the right direction by increasing transportation options in the POM region.	8%	5%	15%	49%	23%	3.74
	13%			72%		
Would have a positive economic impact on the community	5%	10%	18%	36%	**31%**	3.77
	15%			67%		
Would have a positive impact on the quality of life in the community.	3%	8%	21%	44%	26%	3.82
	10%			70%		
Would encourage more people living in this area to use public transportation.	5%	8%	15%	36%	36%	3.90
	13%			72%		
Would encourage more people living outside of this area but travel into the area to use transit.	3%	13%	21%	31%	33%	3.79
	16%			64%		
Would best fit my personal needs for public transportation services.	3%	10%	23%	46%	18%	3.67
	13%			64%		

Row may not sum to 100% due to rounding.

The western alignment is seen as benefiting the technology firms and workers in the area.

"Benefits high wage tech workers (west of freeway) over low wage retail workers (mostly east of freeway). No good for Sandy and Sandy businesses, Southtowne area unless you can provide a shuttle or trolley from station under the freeway to connect them from west or from Sandy Civic area from the north."

"I like that it connects a bunch of the tech company offices because I imagine many of the employees of those companies will be more likely to ride public transit. Also, many of the tech conferences are at or near the Sandy Civic Center, so it will be great for traveling to and from those."

Participants also seemed to feel that the western alignment provides greater coverage of the area than the eastern alignment.

"I like this option a lot. I think it has a longer reach, but potentially better access to business areas than the current system."

"It finally breaks into Utah County. My immediate reaction is that it unfortunately does not go far enough south. As someone that lives in Utah County, this is of little benefit to me."

"[I like] the scale. It's a much larger solution that the others."

"This is the ideal alternative option. It allows easier access to both light rail and FrontRunner in similar locations and provides easier access to public transportation for the west side of the valley, as well as Utah county. It's also a more direct route from the Point of the Mountain to the Sandy Station."

"Having any type of transit come through 14600 is great. I live right off 14600 s and I hate how isolated I feel out here. This will make me feel connected to the surrounding communities."

Finally, light rail is seen as a benefit over Bus Rapid Transit (BRT). Participants seem to feel it offers lower travel times and greater reliability. However, this may be due to perceptions and lack of knowledge of BRT options rather than a strong preference for light rail.

"Minimized travel times seem great. I think light rail is more likely to be preferred to bus stations. I think more people would be willing to use this system. I think it would be fast, efficient."

"Similar approach to the RapidBus. Similar concerns as well, but the advantage of not needing to have traffic concerns and avoiding more highway construction."

"I like trains. :) As with the BRT alternative, the stations seem to be placed pretty well for maximum coverage. Personally, I prefer trains to buses when it comes to public transportation (I'm not entirely sure why), so I like this option."

While this was the most favored option overall, some suggested that it would not benefit them personally due to stop placement or where they live.

"[This alternative is] still a ways away from me to nearest stop which is a big negative for me personally. Even though I live within 1/4 mile of the alignment, it's still 2 to 3 miles to a stop."

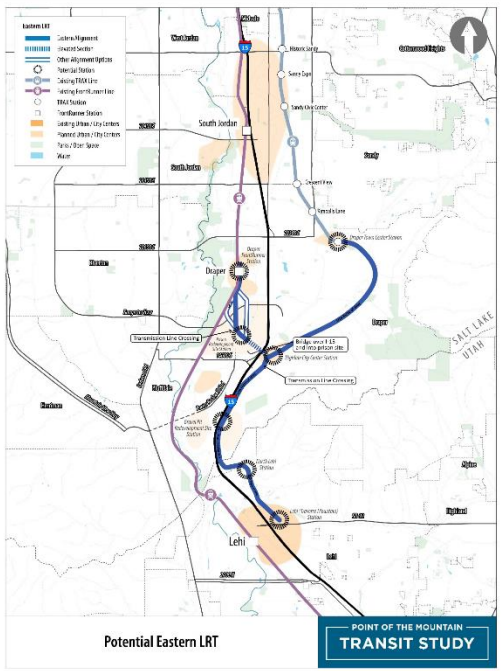
"This does nothing to serve the people LIVING on the far west end of the valley. There are A LOT of us out here!"

"Stops are in weird spots. Putting them at more central crossroads would be more challenging but would make walking to the station more accessible. So far I've yet to see a solution that has a station within walking distance of my house I live near 700 West and 12300 South so it isn't like I'm out in the middle of nowhere."

Alternative: Eastern Light Rail Transit (LRT) Alternative

Eastern Light Rail Transit (LRT) Alternative

- Starts at the Draper Town Center TRAX station and travels south along UTA's right of way to the Highline/Pluralsite development near 14600 South. The alignment continues south to Lehi along this corridor. Terminates near the Adobe office complex, just north of SR-92.
- A spur is included to provide connections to the Prison Redevelopment Site and Draper FrontRunner. This LRT spur was developed to minimize travel times.



While this alternative does nearly as well as the western LRT alternative in meeting participants' personal needs for public transportation, it is not viewed as positively in terms of encouraging more people living in the region to use transit

In addition, it is seen as having less of a positive impact on the quality of life in the community than the western LRT alternative. Notably, participants felt that this alignment does not serve communities that need public transportation, instead serving communities less likely to want, need, or use transit.

"My immediate reaction is I don't think it is useful. While it would be helpful to connect Draper (and everything else north) to Lehi (East) it really doesn't connect much else. The southward loop from FrontRunner to Draper TRAX will probably deter people from using it as it will be easier to drive."

"I don't see this as very necessary. I think a straight connection between Draper TRAX and Draper FrontRunner would be less expensive and more often used. Draper is a very wealthy area and I don't see the residents making the most use of public transport."

"This [alternative] will not serve the areas most in need of rapid transit. I like the idea of east-west connections much better."

"Seems like a smaller project than the other light rail one. Still accomplishes a lot but without the longer connection to Sandy. Not sure what the needs are in the middle but this seems to still get people to the area and helps them get to major points and final destinations"

Figure 49: Detailed Ratings of Eastern Light Rail Transit Alternative from Community Panel on Transit Issues

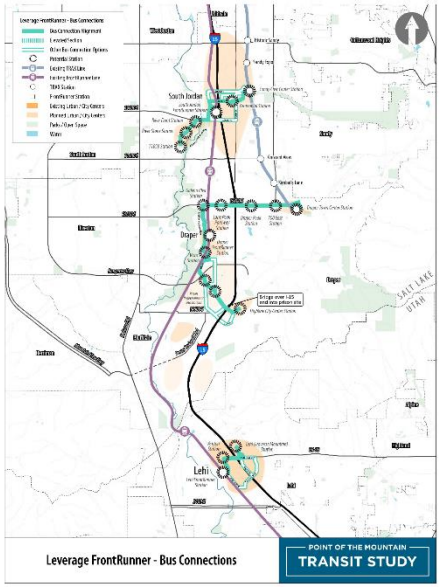
This alternative. . .	Completely Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Completely Agree	Mean
Is headed in the right direction by increasing transportation options in the POM region.	13%	3%	28%	38%	18%	3.46
	16%			56%		
Would have a positive economic impact on the community	13%	10%	13%	49%	15%	3.44
	23%			64%		
Would have a positive impact on the quality of life in the community.	13%	10%	13%	41%	23%	3.51
	23%			64%		
Would encourage more people living in this area to use public transportation.	5%	18%	18%	44%	15%	3.46
	23%			59%		
Would encourage more people living outside of this area but travel into the area to use transit.	13%	15%	26%	38%	8%	3.13
	28%			46%		
Would best fit my personal needs for public transportation services.	8%	5%	28%	41%	18%	3.56
	13%			59%		

Row may not sum to 100% due to rounding.

Alternative: East-West Connections that Leverage FrontRunner

East-West Connections that Leverage FrontRunner

- This alternative was developed based on feedback received from technical advisory group members, and also the public that expressed interest in a series of east west connections that provide access to FrontRunner.
- There are three connections as part of this alternative:
  - Northern connection – runs from Sandy Civic Center Station, west to South Jordan FrontRunner, and south to RiverPark in South Jordan
  - Middle connection – runs west from Draper Town Center Station, to Draper Front Runner, southeast to the Prison Redevelopment Site, and then east to the Highline/Pluralsite development near 14600 S
  - Southern connection – Provide connection from Adobe area north of SR-92 west to Lehi FrontRunner station
- These connections are all proposed to be made with enhanced bus (nicer stations, transit signal priority – but no exclusive lanes –this is not a BRT option).



This alternative was also rated positively. It is equally likely as the two light rail alternatives to be seen as the alternative that would best fit participants' personal needs for public transportation services.

On the other hand, this alternative is seen as being less effective than the two light rail alternatives in terms of having a positive economic impact on the community; this is noteworthy when compared to the western LRT alternative.

This alternative is also seen as being less effective than the western LRT alternative in encouraging other residents in the study area to use public transportation.

It appears that the biggest perceived benefit of this alternative is that it may be the simplest and most effective solution—meeting the need for connectivity for the lowest cost.

"It would be a quick, less expensive system to implement and leverage existing options (FrontRunner). Still little benefit to me, but should help those in the area to leverage Frontrunner."

"My immediate reaction is that this seems so logical to implement. Using a system we already have and just providing more access to that system must be cheaper, less intrusive from a construction perspective in an area that has had an immense amount of construction impact, and easier to implement."

"It seems like this [alternative] strips down a bunch of unnecessary stuff to rely on the FrontRunner. That plus fixing the FrontRunner would likely be best."

Participants also liked the idea of both east and west connections. However, some suggested that longer travel times or having to take a bus and transfer would be viewed negatively.

"[While] it addresses real problems, it addresses them incompletely. The buses will be vulnerable to the existing problems of east–west congestion. If these were TRAX lines it would be a home run."

"I believe this solves several problems that people encounter and could make using transit easier. the travel times to follow some of these routes could be fairly long without designated lanes."

"I like the idea of connecting the east–west routes to TRAX and FrontRunner as well as the different business hubs. However, I do not believe many commuters will choose to ride the bus."

Figure 50: Detailed Ratings of East–West Connections that Leverage FrontRunner Alternative from Community Panel on Transit Issues

This alternative. . .	Completely Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Completely Agree	Mean
Is headed in the right direction by increasing transportation options in the POM region.	8%	13%	15%	46%	18%	3.54
	21%			64%		
Would have a positive economic impact on the community	8%	18%	28%	33%	13%	3.26
	26%			46%		
Would have a positive impact on the quality of life in the community.	5%	10%	21%	38%	26%	3.69
	15%			64%		
Would encourage more people living in this area to use public transportation.	3%	15%	21%	44%	15%	3.46
	18%			59%		
Would encourage more people living outside of this area but travel into the area to use transit.	8%	10%	23%	38%	21%	3.54
	18%			59%		
Would best fit my personal needs for public transportation services.	8%	10%	15%	46%	21%	362
	18%			67%		

Row may not sum to 100% due to rounding.

Alternatives: Bus Rapid Transit (BRT)

Two BRT alternatives were tested—one western and one eastern alignment. Both alternatives tested significantly lower than the comparable light rail alternative. In addition, the western BRT alternative did better than the eastern BRT alternative for much the same reasons as the western versus eastern LRT alignments.

There is great variation in how residents define BRT, including how it differs from LRT. At one end of the spectrum, they are totally unaware or see it as regular bus service with a few enhancements. At the other, residents actually understand what BRT means. The "rapid" part of BRT's name clearly gives a general impression that whatever it is, BRT offers faster service than regular buses.

"A bus that has very few stops and is designed for a more direct route between destinations. In other words, it's like an express bus."

"Fully dedicated lanes, prominent stations at good locations, frequent buses. I would say that UVX is an example of a good BRT and the MAX is a bad example. UVX has more than 50% dedicated right-of-way and has frequency during rush hour that exceeds even TRAX (which makes up for its reduced capacity). MAX, on the other hand, feels like a regular express bus with very little dedicated lanes and fancy looking stops."

When asked to compare BRT with light rail, residents generally assign BRT positive attributes they see in regular bus service: more flexible; runs closer to where you live; you can add stops or change schedule more easily than with TRAX.

"Advantages are the bus can change routes based off growth, so stops would have a higher chance of being closer to more people."

"Possibly faster? Can possibly get you closer to your destination."

"BRT may be faster than TRAX if there are more frequent buses or express buses that can skip stops."

On the other hand, in comparison with light rail they associate BRT with all the negatives they see in regular bus service: adds to and gets caught in traffic; less reliable; less efficient; more polluting; dirty, less comfortable, less fun to ride.

"Not as much capacity, not as much notoriety since it just feels like regular ol' bus on steroids, and most buses are still dependent on fossil-fuels."

"Traffic sucks, adding more buses isn't going to make that much better."

"Susceptible to traffic jams, more likely to be involved in accidents, less likely to run on time."

All of this said, BRT is perceived widely as having significant potential use. It is seen by many as less expensive to build and, were it done "right," would offer a realistic alternative to driving.

"Better than the expense of building train infrastructure and Adobe gets its link as promised."

"BRT is cheaper than rail and there is greater flexibility on final alignments of stations. It also connects to the rest of the TRAX blue line."

"This would be less expensive, theoretically, than the train option in the same area. I still don't think it is very efficient. [It would} probably be much faster to get up and running."

Differences in residents' core perception of BRT depend largely on their "use case," the typical way they would see themselves using a well-designed BRT system (as described by the survey/interview materials). Residents fell into various, typical categories: older, settled, without much use for transit; already established in a single family home community with no intentions of changing that; open to innovative transit options and opportunities, including relocating to a TOD; jaded view of transit based on past experience; pessimistic view of transit capabilities based on living in a new, congested area like Saratoga Springs. These use cases seem to drive much of the potential support or opposition to whatever residents perceive as BRT's promise.

Figure 51: Detailed Ratings of Western and Eastern Bus Rapid Transit Alternatives from Community Panel on Transit Issues

The western BRT alternative. . .	Completely Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Completely Agree	Mean
Is headed in the right direction by increasing transportation options in the POM region.	8%	13%	21%	44%	15%	3.46
	21%			59%		
Would have a positive economic impact on the community	10%	13%	26%	36%	15%	3.33
	23%			51%		
Would have a positive impact on the quality of life in the community.	13%	10%	18%	44%	15%	3.38
	23%			59%		
Would encourage more people living in this area to use public transportation.	8%	10%	28%	41%	13%	3.41
	18%			54%		
Would encourage more people living outside of this area but travel into the area to use transit.	13%	23%	13%	33%	18%	3.21
	36%			51%		
Would best fit my personal needs for public transportation services.	10%	21%	23%	38%	8%	3.13
	31%			46%		
The eastern BRT alternative. . .						
Is headed in the right direction by increasing transportation options in the POM region.	10%	18%	13%	51%	8%	3.28
	28%			59%		
Would have a positive economic impact on the community	21%	3%	33%	36%	8%	3.08
	24%			44%		
Would have a positive impact on the quality of life in the community.	13%	10%	28%	36%	13%	3.26
	23%			49%		
Would encourage more people living in this area to use public transportation.	21%	13%	15%	38%	13%	3.10
	34%			51%		
Would encourage more people living outside of this area but travel into the area f to use transit.	18%	15%	18%	41%	8%	3.05
	33%			49%		
Would best fit my personal needs for public transportation services.	15%	21%	23%	28%	13%	3.03
	36%			41%		

Row may not sum to 100% due to rounding.

Final Evaluations of POM Transit Alternatives

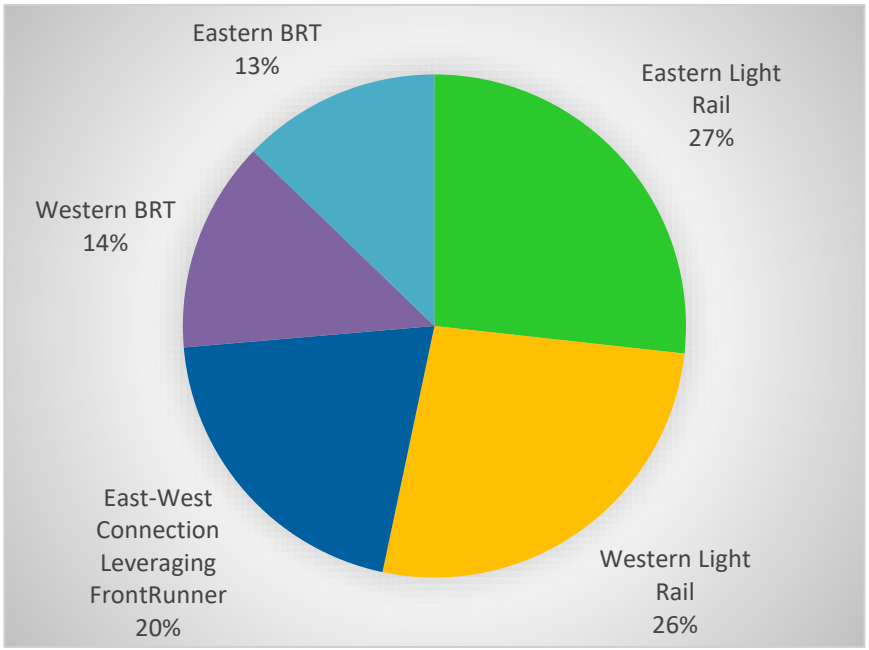
After providing detailed ratings of all five alternatives, members of the Community Panel on Transit Issues provided one final evaluation of the alternatives by allocating 100 points across the five alternatives.

Again, it is evident that participants show a clear preference for the light rail alternatives over Bus Rapid Transit.

Contrary to the detailed ratings, however, there is no clear preference for the western versus eastern alignments. This holds true for both LRT and BRT.

Finally, an east–west connection leveraging FrontRunner does well.

Figure 52: Final Evaluations of Transit Alternatives



Lack of support for BRT (compared to light rail) is in part due to lack of awareness and existing perceptions of what BRT is, how it works, and the similarities or differences from light rail.

Vision of What BRT is

- *"[A] bus that has very few stops and is designed for a more direct route between destinations. In other words, it's like an express bus."*
- *"I'm envisioning a road with a bus specific lane for rush hour traffic that will travel the posted speed limit any time of day since traffic won't slow it down."*
- *"Something like TRAX, but without the rails."*
- *"A bus system traveling a frequent route and skipping stops—going quickly."*
- *"Fully dedicated lanes, prominent stations at good locations, frequent buses. I would say that UVX is an example of a good BRT and the MAX is a bad example. UVX has more than 50% dedicated right-of-way and has frequency during rush hour that exceeds even TRAX (which makes up for its reduced capacity). MAX, on the other hand, feels like a regular express bus with very little dedicated lanes and fancy looking stops."*

Compared to Light Rail

- *"Shifting schedules. Not very 21st century."*
- *"Less flexible but faster than traditional bus."*
- *"Is bound by traffic conditions and has more potential for delays, fewer passengers."*
- *"Probably very similar but more flexible in terms of route as it is not tied to a track."*
- *"It [BRT] is similar because stations are farther apart, travel is faster, and take payment before boarding. They also offer larger capacity and better frequency than regular buses. They also usually have dedicated right-of-way so there are little obstructions when traveling."*

Key Findings: Support for Funding

In conclusion, the Survey on Transit Issues provided insights into the extent to which residents support the use of public funds to provide public transportation options in the study area. The Community Panel on Transit Issues provides some critical, in-depth insights into what participants would consider to be the "world-class" public transportation system they hope to see.

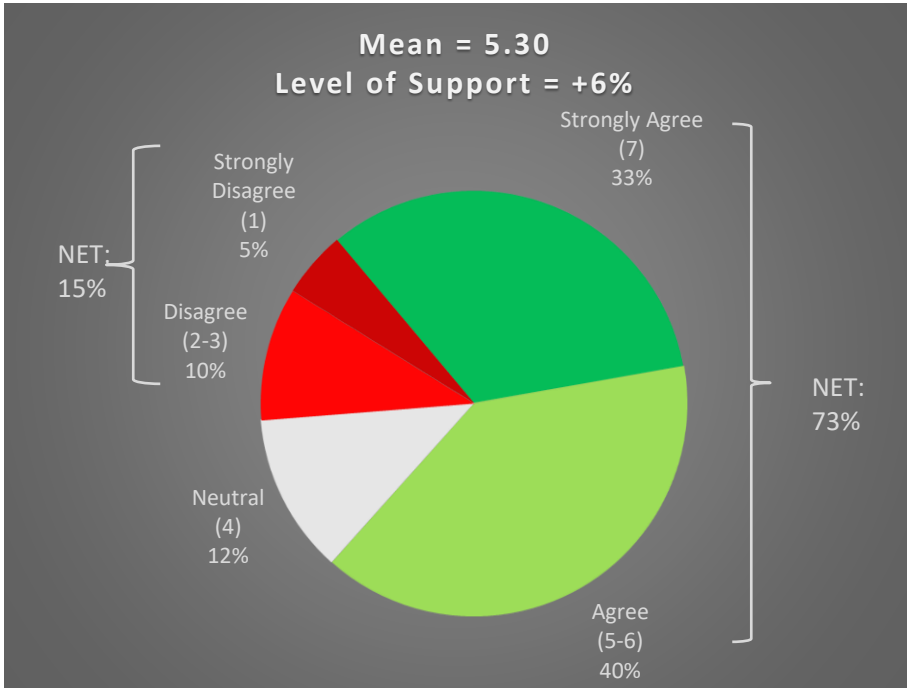
Support for Using Public Funds to Develop Public Transportation

Most residents **agree** that developing public transportation in the region is a good use of public funds—one out of three strongly agree.

While support for public funding to develop public transportation is high across the study area, those living south of 11400 South are somewhat less supportive.

- Those living south of 11400 South are less likely to agree that it is a good use of public funds to develop public transportation. Notably, only 30 percent of those living south of 11400 South "strongly agree" that developing public transportation options is a good use of public funds, leading to a level of support score of just 15 percent.
- While there are no significant differences based on whether they live east or west of State Street within this geographic area, level of support for using public funds to develop transportation options in this region is lowest among those living south of 14400 South and east of State Street.

Figure 53: Developing Public Transportation Options Is a Good Use of Public Funds

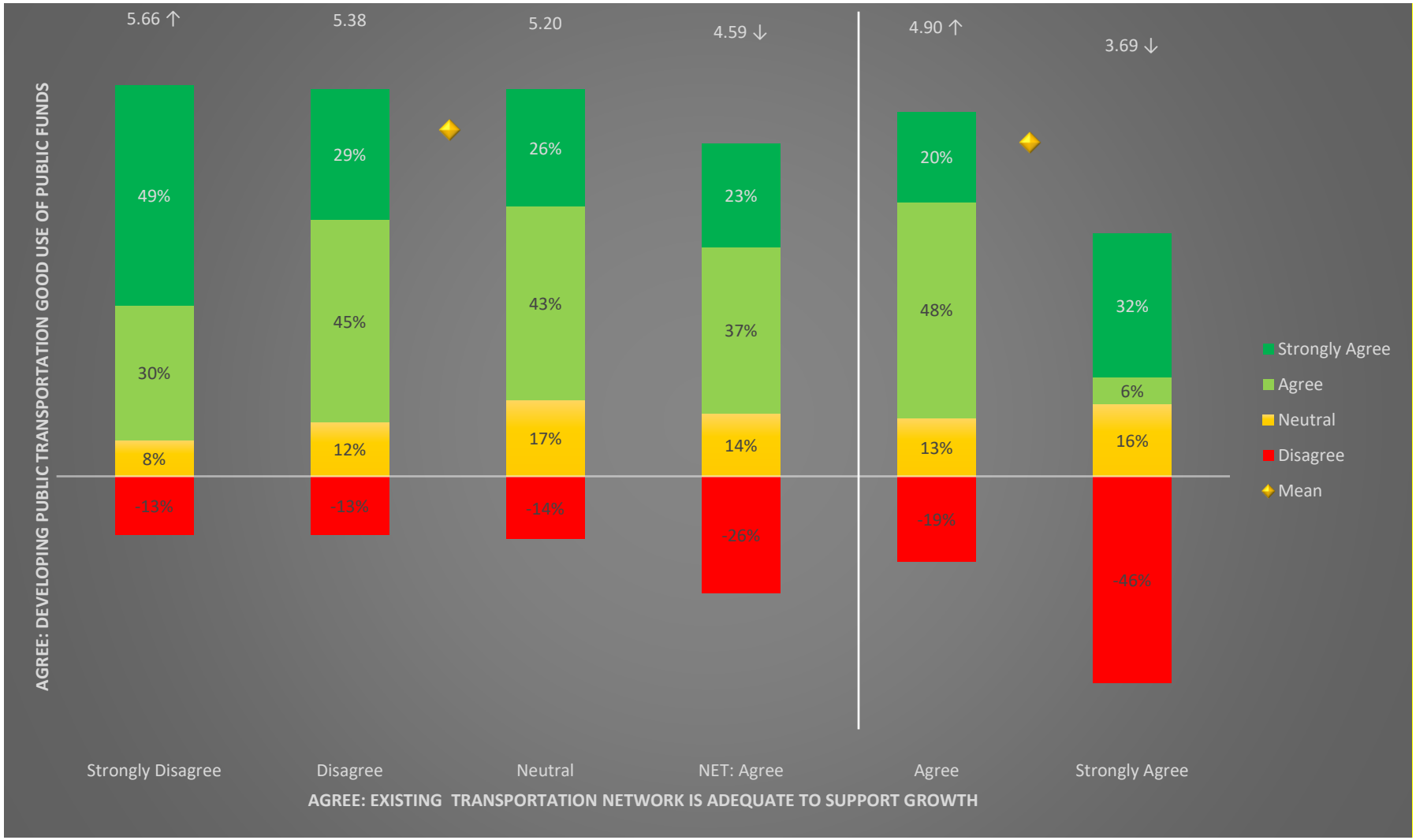


	Live North of 11400 South			Live South of 11400 South		
	Total	**East of State St.**	**West of State St.**	**Total**	**East of State St.**	**West of State St.**
Agree	81%↑	82%	80%	70%↓	67%	73%
Neutral	7%↓	6%	8%	14%↑	14%	13%
Disagree	12%	12%	12%	17%	19%	14%
Mean	5.63↑	5.79	5.55	5.19↓	5.04	5.35
Level of Support	+23%	+31%	+18%	+1%	-5%	+7%

Mean is based on 7-point scale where "1" means "strongly disagree" and "7" means "strongly agree"; ↑ or ↓ indicates a significantly higher or lower value between total living north versus south of the prison site.
Level of support (LOS) is computed by subtracting the percentage of respondents who are neutral or disagree with funding from the percentage who strong agree.

Those who currently feel that the existing transportation network is **inadequate** to support growth are the most likely to support the use of public funds to address this issue.

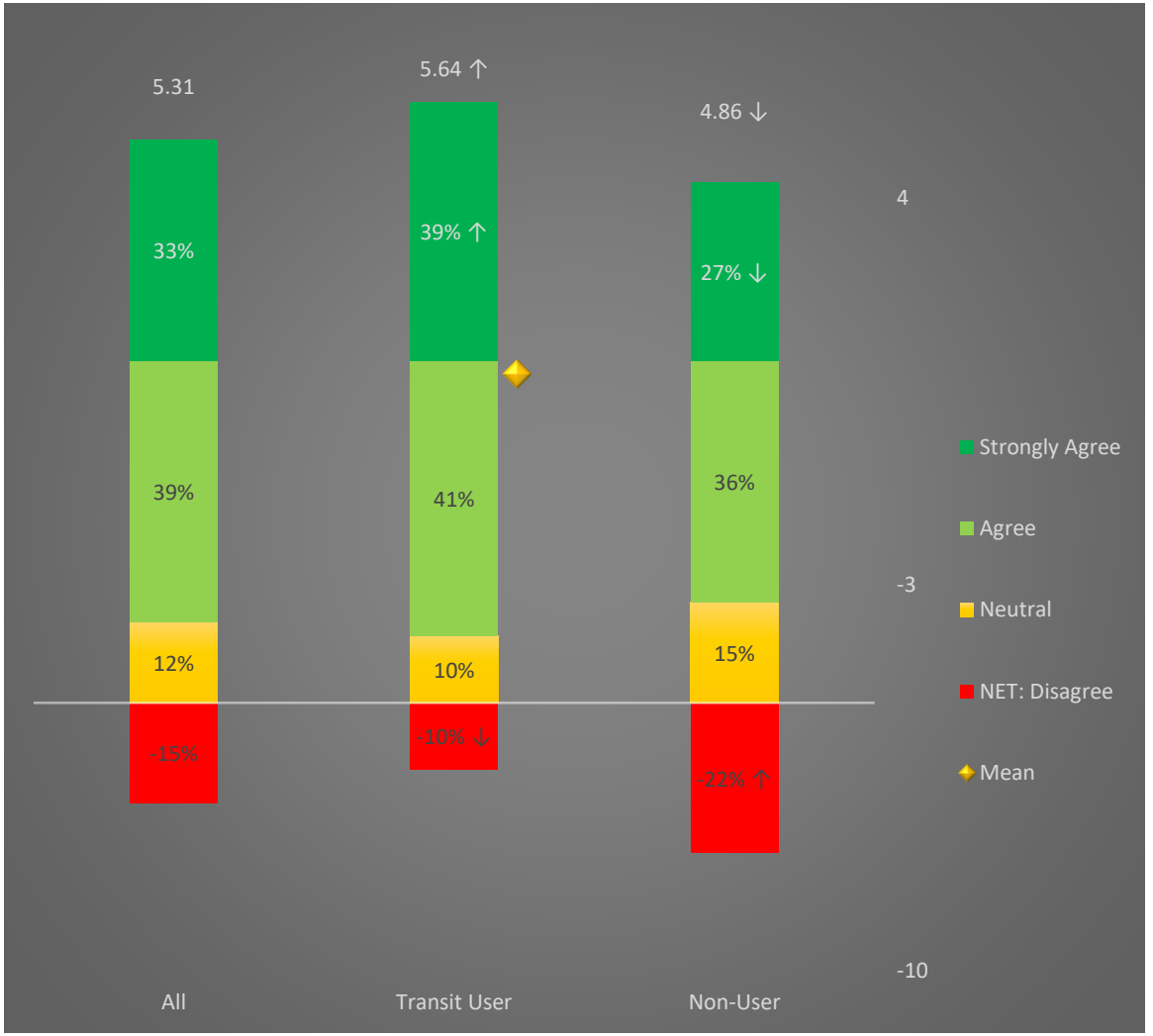
Figure 54: Support for Use of Public Funds to Develop Public Transportation by Extent to Which Residents Feel Existing Transportation Network Is Adequate



Mean is based on 7-point scale where "1" means "strongly disagree" and "7" means "strongly agree."
↑ or ↓ indicates a significantly higher or lower value than other segments.

While support for the use of public funds for public transportation is stronger among current transit users (80% agreement), it is still relatively strong among those who do not currently use transit (63% agreement).

Figure 55: Support for Use of Public Funds to Develop Public Transportation by Current Transit Use



Mean is based on 7-point scale where "1" means "strongly disagree" and "7" means "strongly agree."
↑ or ↓ indicates a significantly higher or lower value than other segments.

Many of the members of the Community Panel on Transit Issues were familiar with other systems in the United States and internationally and provided insights into their perceptions of what would constitute a “world-class” transit system that could potentially warrant the investment of public funds.

World-class public transportation means. . .

- *"That I could conveniently get from home to work and from work back home again without taking much more additional time and energy than just driving both ways. It would mean I could walk or bike to the bus stop in a matter of minutes, hop on a bus that is on time and runs at close intervals, connect to the train that would drop me at my work. Or, it means I could drive to a nearby TRAX station and commute via train to town."*
- *"That you can have many options to get somewhere that are safe, convenient, reliable, and affordable. I picture many big cities where you are able to have options that are easy and consistent. You can walk, take a train, take the bus, take a cab, ride a bike. The more affordable and convenient options you provide the less likely it is people will feel the need to drive."*
- *"Designing a place with humans in mind, not cars. Giving people affordable and free options for transportation, instead of defaulting to cars and driving everywhere, not only takes cars off the road, but also opens up transportation options for those who can't afford a car, who can't drive themselves (children, elderly, etc.), and who choose to not use a car. By incorporating all these different forms together, we can create a cohesive network full of different choices, instead of digging ourselves deeper into our car-centric society."*
- *"A system where it is easy to use, affordable, and very reliable. It means the connections are easy to make to other forms of transit, and a person can travel just about anywhere in the metro area."*
- *"A system that can easily get me to where I needed to go. It also means that there is a cohesive, regional plan, rather than letting each city or county plan separate of each other. "*
- *"It [world-class public transit] would make me proud to be a Utah resident because it would demonstrate we value equality and the environment. It liberates us from the daily accidents and stress of commuting on I-15 and instead allows us to use the time productively or to relax. It makes our growth sustainable and attractive for future residents."*

Appendix

Stakeholder Interviews Meeting Summary

Overview

The Point of the Mountain Development Commission was established in 2016 by the Utah Legislature and was tasked with constructing a vision of growth for the Point of the Mountain area while preserving the state's elevated quality of life. As part of this task, qualitative and quantitative research will be conducted to understand population views on specific public transit issues related to Point of the Mountain area land use and development, transportation, and local/regional connection.
The research will complement a public outreach effort that is part of the transit study.

Stakeholder interviews were conducted with representatives from the different agencies and municipalities involved in the project. The majority of interviews were held on-site at UTA on January 30 – 31, 2020.

PERSON	ORGANIZATION
GRANT CROWELL	Economic Development / Planning & Community Development, City of Bluffdale
BERT GRANBERG	Wasatch Front Regional Council
RUSS FOX	City Manager, City of Draper
MEGAN WATERS	Community Engagement, New Hire at UTA
JORY JOHNER	Manager of Long-Range Planning, Wasatch Front Regional Council
LAUREN VICTOR	Transportation Planner, Wasatch Front Regional Council
CHAD ECCLES	Senior Planner, Transit & Public Involvement, Mountainland Regional Council
RICHARD BROCKMYER	Planning Manager, Utah Department of Transportation
ERIC RASBAND	Planner
GRANT FARNSWORTH	Traffic Mobility Engineer, Utah Department of Transportation
JAMES SORENSEN	City of Sandy Administration
BRITNEY WARD	Transportation Engineer, City of Sandy
PAUL DRAKE	Manager Real Estate and Transportation Oriented Development, UTA
ALEX ROY	Transportation Planner, Wasatch Front Regional Council
MARK APKER	Procurement Category Manger: Employee Workplace Experience, Adobe
MARY DELORETTO	Director of Capital Projects, UTA
MARK JOHNSON	Mayor, City of Lehi

In addition, Salt Lake County organized a meeting with eight employees representing a number of different departments. Finally, two follow-up interviews were conducted by phone with Alan Matheson on February 5 and Carolyn Gonot on February 13.

Stakeholders were presented with a brief overview of the project and ComEngage's role. They were then asked to provide their insights into the overall background of the project, key issues, and information needs.

Key Themes

Project Scope

Several stakeholders emphasized that the development and some form of supporting public transportation will happen. They emphasized that the study should avoid looking at resident support for the project. Instead, the scope of the project should be on questions such as:

- What do current residents and employees in the area know about the project?
- What are the perceived—public and personal—benefits of the project? Alan Matheson and several others wanted to have a "ranking" of the twelve signature elements of the proposed development—(1) highly trained workforce; (2) improved air quality and natural resource use; (3) connected network of trails, parks, and open spaces; (4) vibrant urban centers; (5) variety of community and housing types; (6) new north-south boulevard including dedicated right-of-way for public transportation; (7) connected street network; (8) world-class public transportation; (9) improved north / south, east / west throughput; (11) job core and urban center at the prison site; and (12) a nationally recognized research and university presence.
- What are community concerns about the project? What do residents need to know to alleviate their concerns?
- What will make the project(s) acceptable / more acceptable? Are there possible mitigation strategies that would be effective in alleviating these concerns?

Several interviewees indicated that other research has been conducted and should be considered when designing the current research—e.g., use same or similar measures for tracking.

Some discussions also centered on the actual survey design / logistics itself, specifically. . .

- Who should be surveyed? The consensus was that the survey should include both residents and those living outside of the study area but who work at major employers / employment sites in the study area.
    - Some also suggested including small business owners.
    - One stakeholder suggested including major business and community leader stakeholders.
- What are the geographic boundaries of the study area? The general consensus was that the geographic boundaries as drawn are correct and should be the focus of the study.
    - There was some discussion about how far east or west of the I-15 corridor the study area should extend due to low-density development in some areas. It is recommended that when drawing the sample, the study area be further divided into a primary area consisting of those communities with a specified radius of the proposed transit corridors and a secondary consisting of the balance of the study area.
- When discussing the sample size, several communities expressed concern / interest in ensuring a large enough sample size to understand the needs and expectations of their individual community members.

- Three of the four communities represented in the stakeholder interviews (Bluffdale, Sandy, and Lehi) expressed an interest in supplementing the broad-based survey effort through additional outreach to their residents—e.g., an open invitation to complete the survey online, supplemental mailings to their community members, etc.

Several of the individuals represented at Salt Lake County represented different segments of the community—multi-cultural, low income. Discussions focused on need for inclusion and best strategies to ensure inclusion.

Public Transportation

Stakeholders generally agreed that in addition to the more broad-based measures discussed above, a major component of the research should be resident and employee current use of and willingness to use public transportation. Topics of interest included:

- Current use of public transportation—if use, frequency of use, trip purpose, destinations?
- Willingness to use public transportation—what are current barriers to use, where we would they like to go, what are critical elements of service?
- How do people currently put trips together—e.g., single seat ride versus multiple modes?
- What is the tipping point—family or personal threshold—that would result in behavior change—e.g., service frequency, trip length, cost.

Stakeholders also indicated they had heard at the open houses that there were many concerns about expanded public transportation that should be explored further. These include:

- What are the perceived public benefits of public transportation? Is public transportation a good investment?
- What are community concerns about expanded public transportation services? How will it impact the community / my life?

Related to expanded public transportation was how land around major transit centers would be developed. Stakeholders wanted additional insights into:

- Perceived benefits of transit-oriented developments
- What they would like to see in these developments—land use, amenities, housing types, etc.

Finally, stakeholders wanted additional information into specific elements of the proposed alternatives.

- What are differences in perceptions of Light Rail versus Bus Rapid Transit? What are the advantages / disadvantages of each?
- How important are / what are the trade-offs between travel time, number of stops, frequency, access, type of service, cost.
- What are the perceived benefits versus disadvantages of the proposed alignments? How do these vary by where residents live?

Questionnaire

Survey Introduction and Screening

INTRO Thank you for agreeing to complete this important survey for the Utah Transit Authority. Your input will be used to help your City, UTA and other agencies plan for future development, mobility, and sustainable growth and quality of life in southern Salt Lake County and northern Utah County.

Your household is one of a small number of households randomly selected to participate in this survey, so your participation is vital. Your responses will be kept confidential.

SCR1 How many years have you lived at your current address?

___ ENTER NUMBER OF YEARS
998 Don't know
999 Prefer not to answer

D1 Including yourself, how many people currently live in your household in each of the following age categories?

____ Under 5
____ 5 – 15
____ 16 – 17
____ 18 – 34
____ 35 – 54
____ 55 and over
999 PREFER NOT TO ANSWER

AGE Just to make sure that our study is representative of community, what is your age?

___ ENTER AGE [RANGE 18:110]
998 DON'T KNOW
999 PREFER NOT TO ANSWER

ASK AGE_CAT IF (AGE=998 | 999)

AGE_CAT Which of the following categories does your age fall into?

01 18-24
02 25-34
03 35-44
04 45-54
05 55-64
06 65 or older
998 Don't know
999 Prefer not to answer

GENDER Do you identify as...

01 Male
02 Female
03 Transgender
04 Gender Neutral
888 Other *(Please tell us)*
998 Don't know
999 Prefer not to answer

General Attitudes

PDINT For this research, we are focusing on an area sometimes referred to as The Point of the Mountain, which includes where you live. This area extends from Sandy on the north to Lehi on the south and from Draper on the east to Redwood Road on the west. Communities such as Sandy, Draper, Bluffdale, Lehi, and part of South Jordan are in this area.

GA1 Using a scale from 1 to 7 where "1" means the quality of life in the Point of the Mountain geographic area "Does Not Meet Your Expectations at All" and "7" means the quality of life "Greatly Exceeds Your Expectations," how would you rate the overall quality of life in the Point of the Mountain area?

Does Not Meet Your Expectations at All							Greatly Exceeds Your Expectations
1	1	2	3	4	5	6	7

998 Don't know
999 Prefer not to answer

GA2 Now using a scale from 1 to 7 where "1" means "Strongly Disagree" and "7" means "Strongly Agree," please indicate the extent to which you agree or disagree with each of the following statements.

GA2.3 The current transportation network is adequate to support expected growth in this region.

GA2.4 I am able to easily get where I need to go within the Point of the Mountain region.

GA2.5 Public transportation is available from where I live to where I need to go.

GA2.6 Developing public transportation options in the Point of the Mountain Region is a good use of public funds.

Strongly Disagree							Strongly Agree
1	1	2	3	4	5	6	7

998 Don't know
999 Prefer not to answer

GA4A To what extent did your household's daily transportation needs influence your choice of where you currently live? Please use scale from 1 to 7 where "1" means "No Influence at All" and "7" means "Significantly Influenced."

GA4B If you were to move tomorrow and had an affordable choice, to what extent would your household's daily transportation needs influence your choice of where you would live?

No Influence at All							Significantly Influenced
1	1	2	3	4	5	6	7

998 Don't know
999 Prefer not to answer

Proposed Development

PD1 Have you seen, read, or heard anything about any of the following plans that are being considered for the Point of the Mountain area... *(Select all that apply)*

01 Redevelopment of the Draper prison site
02 A professional sports arena
03 Expanded TRAX light rail service
04 New Bus Rapid Transit service *(high-quality, bus-based system that may include dedicated lanes, traffic signal priority, elevated platforms and enhanced stations)*
05 More frequent FrontRunner service
06 Microtransit service *(such as UTA on demand by Via)*
07 Driverless, autonomous shuttle service at FrontRunner stations
08 None of the above
09 Prefer not to answer

PD2A One proposed project is the redevelopment of the Draper prison site. There is a proposal to develop this 700-acre site to create a high-quality urban center that attracts employers, employees, and residents. Have you seen, read, or heard anything about this proposed development?

01 Yes
02 No
03 Not sure
999 Prefer not to answer

PD2B One proposed project is the expansion of existing TRAX Blue Line light rail service in this area. This expansion would provide service between south Salt Lake County and Lehi. Have you seen, read, or heard anything about this proposed development?

01 Yes
02 No
03 Not sure
999 Prefer not to answer
04 **PD2C** One proposed project is the addition of Bus Rapid Transit service in this area. This service would provide service between south Salt Lake County and L Yes
05 No
06 Not sure
999 Prefer not to answer

PD3A People have many different ideas as to what is important for new developments around the Point of the Mountain. These next few questions are designed to gather your input into what is most important.
Below is a list of 12 criteria for development.
Which of the following are most important? Check all that apply
Of those selected as important, which **ONE** is the **MOST** important?
Of those **NOT** selected, which **ONE** is the **LEAST** important?

Improved air quality
Connected trails, parks, and open spaces
Vibrant urban centers
Jobs close to where people live
Variety of housing choices such as single and multi-family homes
Transit oriented development which includes mixed use housing and retail near public transit
Convenient connections to I-15 or FrontRunner
Connected transportation network that incorporates cars, shuttles, walking, bicycling and public transportation
World class public transit which will make driving unnecessary
Space and accommodation for small, local businesses
An economic center to attract major employers and innovative startups
Higher education campus

PD5 Based on everything you have seen, read, or heard about the development in this region and using a scale from "1" to "7" where "1" means "Strongly Headed in The Wrong Direction" and "7" means "Strongly Headed in The Right Direction," would you say that plans for increasing transportation options in the Point of the Mountain area will lead the region in the right or wrong direction?

Strongly Headed in The Wrong Direction l							Strongly Headed in The Right Direction
1	1	2	3	4	5	6	7

998 Don't know
999 Prefer not to answer

Current Travel / Public Transportation

CTINT For these next few questions we want to ask you about your typical travel prior to current social distancing and stay at home rules. and specifically, your use of public transportation.

CT1A Did you usually commute to a fixed worksite or school outside your home one or more days per week?
(Select all that apply)

01	Yes, Work
02	Yes, School
03	No
998	Don't know
999	Prefer not to answer

CT1B In which city did you usually commute to [WORK/SCHOOL]?

[Open end]

CT2 Which of the following modes have you used to get to [WORK/SCHOOL] when you traveled there?
(Select all that apply)

01	Drive alone
02	Carpool / Vanpool
03	TRAX
04	FrontRunner
05	Other public transportation
06	Walk
07	Bike
08	Ridesharing Service *(such as Uber, Lyft, Taxi)*
09	Microtransit *(such as UTA on Demand by Via)*
10	Work from Home
11	Paratransit
888	Other *(Please tell us)*
998	Don't know
999	Prefer not to answer

CT2A **[IF MORE THAN ONE SELECTED IN CT2]** Which of the following modes did you use the MOST to get to [WORK/SCHOOL]?

SAME LIST AS CT2

CT3A Have you used public transportation in the past 12 months [IF THEY INDICATED THEY USED TRAX FRONTRUNNER, MICROTRANSIT, PARATRANSIT, OR OTHER PUBLIC TRANSPORTATION IN CT2A ADD "for reasons other than going to [WORK/SCHOOL]?
(Select all that apply)

01 Yes, I have ridden TRAX
02 Yes, I have ridden FrontRunner
03 Yes, I have used Microtransit
04 Yes, I have used Paratransit
05 Yes I have used other public transportation *(Please tell us)*
06 No, I have not used any public transit [MUTUALLY EXCLUSIVE]

CT3B For what purposes did you use [INSERT CT3A LOOP N]?

01 **To go shopping**
02 **To attend a special event *(such as a concert, show, or conference)***
03 **To attend a sporting event**
04 **Visit family or friends**
05 **Medical appointment**
06 **Some other reason *(Please specify)***

CT3C To which town or city did you go when using [INSERT CT3A LOOP N]?

[Open end]

CT5A To the best of your knowledge how far is it from your home to the nearest train station or bus stop? Is it…

01 Less than a quarter mile
02 Between one quarter and one-half mile
03 One-half mile up to 1 mile
04 More than one mile
05 I don't know
06 Prefer not to answer

CT5B How long, in minutes, would you be willing to travel to get to a bus stop or train station?

NUMBER OF MINUTES: _____[

CT5C **[ASK CT5C IF CT2A <> 3,4,5,9,11]** To the best of our knowledge, do you currently have public transportation available from where you live to where you work / go to school?

01 Yes
02 No
03 Don't know
04 Prefer not to answer

CT6 Below is a list of 13 possible transit improvements that would increase transit use. Please indicate which of these would most correctly complete the sentence, "I would ride public transportation more if..."
(Select all that apply)
Of those selected which **ONE** would be the **MOST** likely to increase your use of public transportation?
Of those **NOT** selected which **ONE** would be the **LEAST** likely to increase your use of public transportation?

It took less time than driving
It was clearly the least expensive transportation option
Service was more reliable
I lived closer to a bus stop
It was easier to use the bus
It was easier to get to FrontRunner
It was easier to get to TRAX
It ran more frequently
Buses / trains were cleaner / nicer
Hours of operation were extended
More parking was available at the station / near stops
Seats were more comfortable
I didn't need to worry about my personal safety

CT7 Thinking about the current level of public transportation where you live and where you need to go and using a scale from 1 to 7 where "1" means the quality of current public transportation services "Does Not Meet Your Expectations at All" and "7" means the quality of current public transportation services "Greatly Exceeds Your Expectations," how would you rate the quality of current public transportation services?

USE SAME LIST AS CT6; RATE ONLY THOSE SELECTED AS IMPORTNT

Does Not Meet Your Expectations at All							Greatly Exceeds Your Expectations
1	1	2	3	4	5	6	7

998 Don't know
999 Prefer not to answer

CT8 Using a scale from 1 to 7 where "1" means "not at all likely" and "7" means "extremely likely," how likely would you be to use public transportation (more often) for each of the following reasons if service in the Point of the Mountain region was improved to better meet your expectations?

CT8A To commute to work / school

CT8B For non-work travel

Not at All Likely							Extremely Likely
1	1	2	3	4	5	6	7

998 Don't know
999 Prefer not to answer

Demographics / Household Characteristics

DINT The following questions are asked to help group your responses with others in the community with similar characteristics. This information is kept confidential and is not directly associated with you personally or your household.

SCR2 Do you own or rent your residence?

01 Own
02 Rent
998 Don't know
999 Prefer not to answer

SCR3 Do you live in a ...

01 Single-family detached house *(A house detached from any other house)*
03 Single-family attached house *(A house attached to one or more houses)*
04 Apartment or Condominium with Two or more units
888 Other *(Please tell us)*
998 Don't know
999 Prefer not to answer

D2 Are you...

01 Employed full-time
02 Employed part-time
03 Student *(full-time)*
04 Unemployed
05 Retired
06 Other *(Please specify)*
999 Prefer not to answer

D3 Do you identify yourself as...
(Select all that apply)

01	White or Caucasian
02	Hispanic or Latino
03	Black or African American
04	Asian or Asian American
05	American Indian or Alaska Native
06	Native Hawaiian or Pacific Islander
07	Other *(Please specify)*
999	PREFER NOT TO ANSWER

D4 How many vehicles do you have in your household that you use on a regular basis?

NUMBER OF VEHICLES: _____

D5 Do you have a valid driver's license?

01	Yes
02	No

D6 Is the approximate total annual family income of all members of your household...

01	Less than $10,000
02	$10,000 to $14,999
03	$15,000 to $19,999
04	$20,000 to $24,999
05	$25,000 to $34,999
06	$35,000 to $49,999
07	$50,000 to $74,999
08	$75,000 to $99,999
09	$100,000 to $149,999
10	$150,000 to $199,999
11	$200,000 or more
999	I'd prefer not to say