

Appendix D

Public Involvement

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Public Involvement Plan

Public Involvement Plan

JULY 18, 2013



INTRODUCTION

The Utah Transit Authority (UTA) has embarked on a study of future transit investment alternatives in the Davis County – Salt Lake City area. The purpose of this study is develop a transit analysis performed for this area, with the goal of identifying a locally-preferred alternative (LPA) that can be advanced for environmental review, engineering design, and ultimately construction and operation.

Meaningful public involvement is a key component of any planning process. Public and stakeholder input as alternatives are considered for connecting communities in the Davis-Salt Lake area is crucial to a successful outcome, and UTA is committed to engaging the public and targeted stakeholders throughout the development of alternatives.

The intent of UTA's public involvement program is to provide affected residents, including traditionally under-represented populations,

with opportunities to learn about potential alternatives and provide feedback to help inform decisions made by the UTA Policy Board.

This plan will help project team members and stakeholders understand communication protocols, roles and responsibilities, and public outreach strategies, in order to accomplish these objectives:

- Foster open and honest communication
- Understand jurisdictional concerns/wish list/expectations.
- Manage expectations
- Reduce duplication of efforts
- Identify roles and responsibilities
- Share information with appropriate audiences at the appropriate times.

CONSISTENT MESSAGING

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Project team members must deliver a unified and consistent message when communicating with the public. This will help the general public understand the reasons for conducting this study and the transportation problems we are trying to solve. The following objectives should guide any messaging developed for the project:

- Improve Regional Connectivity – provide connections to regional transit services and to downtown Salt Lake City
- Match Transportation Solutions to Potential Markets
- Revitalize Highway 89
 - Improve land use opportunities
 - enhance community environments
- Create Jobs – Increase the tax base through development of community centers
- Improve Travel Through the Study Area
- Increase Ridership
 - Attract more local riders with improved access to the overall transit system
 - Improve system reliability as a whole

A consistent, focused message will help the project team communicate effectively with elected officials, the business community, and the public as a whole. Project team members should follow the communication protocol outlined later in this document to ensure appropriate communication channels are used.

COORDINATION AND COMMUNICATION

UTA staff, key stakeholder agency staff and members of the DEA team will all have roles in the public involvement process for the project. To orchestrate the activities of multiple project representatives performing various outreach functions, a well-defined process for close collaboration is essential.

The following roles, responsibilities and communication protocol will be strictly followed for the flow of project information, both internal to the project team and with stakeholder groups and the general public as the work moves forward.

ROLES AND RESPONSIBILITIES

UTA

UTA Management. UTA upper management will provide the guidance, support, and resources required to enable the below identified individuals to deliver a successful project and ensure success of future project phases.

UTA Project Manager – Brett Coulam. UTA's Project Manager (UTA PM) is the central point of contact for all coordination and communication with UTA Executives, UTA Project Team, Stakeholders, Policy makers and elected officials, consultants, etc. UTA PM will assign and schedule consultant team work, monitor progress, and manage change.

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UTA PI Lead – Marc Bowman. PI lead is responsible for coordination of public outreach materials with UTA PM and Consultant Team. Specifically management of project website and website content, social media (i.e. Twitter, City Hall), e-newsletters, newsletters, public meeting materials, etc.

UTA Business Unit Lead – Kent Jorgenson. BU lead will assist with coordination of stakeholder outreach and communication. Specifically working under UTA PM and in conjunction with PI lead, Bill Knowles, and Consultant PI lead to provide communication and project updates to stakeholders, businesses, and other interested or affected parties. BU lead will report back to the project team on a regular basis and keep all apprised of issues when they arise.

Agency Stakeholders

Partner Agency Staff. Key agency stakeholders include staff from Davis County, North Salt Lake, Salt Lake City and Wasatch Front Regional Council (WFRC). Agency staff representatives are expected to participate in regularly scheduled project meetings and to disseminate information internally to their policy makers and elected officials. Agency staff members are also expected to fully participate in public outreach efforts such as providing links to the UTA project website, advertising for public meetings, attending public meetings, facilitating meetings within their jurisdiction, etc. All project issues internal to each stakeholder's organization will be communicated to the Project Team.

Project Consultants

David Evans & Associates (DEA). DEA is the prime firm retained by UTA to perform the Davis-SLC Community Connector Study. DEA's Project Manager, Zafar Alikhan, (DEA PM) is responsible for coordination and communication with UTA PM, assigning and scheduling the work of the DEA team, monitoring progress, and managing change. DEA PM is responsible for providing leadership in some key areas, as well as issues and resolutions tracking. All consultant team communication and coordination flows through DEA PM unless otherwise arranged in advance and with approval of both UTA PM and DEA PM.

DEA PM will assign task leaders to each of the major project components. Task leaders are responsible to direct the work of subordinate staff, and to deliver the work as scoped within the budget provided for their task. Issues affecting the scope, budget or delivery schedule for individual tasks which cannot be resolved by the task leader shall be raised immediately to DEA PM.

DEA Subconsultants. As sub-consultants to DEA, J-U-B Engineers and the Langdon Group will be assisting with planning and scheduling public involvement activities, preparing materials used for outreach, supporting activities for public meetings, and other activities as assigned by DEA PM.

Lighthouse Research as a vendor to DEA, will host Focus Groups, locate participants, and facilitate 4 sessions.

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Business Partnering & Outreach - Bill Knowles.

Mr. Knowles is an independent consultant directly contracted with UTA. Mr. Knowles will provide engagement strategies and lead outreach activities within the regional business community. Mr. Knowles' role includes:

- Working with businesses along the corridor to create project ownership,
- Visiting with and educating individual business/property owners on project options and processes while logging their input on opinions and concerns,
- Seeking input on current problems, and identifying solutions that meet their needs.

In addition, Mr. Knowles will inventory all properties along the corridor and maintain a database of property owners to ensure all affected stakeholders are contacted. If necessary, Mr. Knowles will also visit businesses door-to-door to make sure no one is left out.

COMMUNICATION PROTOCOL

Internal Team Communication

DEA PM is the primary point of contact for all communication between the DEA Team and UTA. Communication between UTA and the DEA Team will be initiated with DEA PM, who will assign follow-up actions by other team members as needed.

Data, analysis, spreadsheets, maps, etc. can be shared directly between the consultant team

and project stakeholders; however, formal deliverables outlined in the scope of work should be submitted to DEA PM for review before submitting to the UTA PM. Deliverables from one consultant team member can be submitted to the entire consultant team at once.

In the event that a member of the DEA Team receives requests or communications from UTA or external stakeholders directly, the team member will route the inquiry to DEA PM before responding. Team members assigned to follow up on communications with UTA or external stakeholders are responsible to document their conversations and forward to DEA PM. DEA PM should be cc'd on all communications to UTA PM.

Communications with other stakeholders should first be approved by UTA PM and performed only by team members with designated external coordination responsibilities.

All project communication and coordination is through PMs unless otherwise arranged in advance and with approval of PMs.

Project Team Meetings. Bi-weekly project meetings are conducted by DEA PM or a designee. The purpose of these meetings is to provide a forum for internal coordination between members of the consultant and client team, monitor task progress and work quality. Following each project coordination meeting, an updated action item/work assignment list will be emailed to team task leaders.

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External Communication Responsibilities

The DEA Team, with assistance from UTA, Bill Knowles, and other stakeholders, will produce a project contact list. The project contact list will contain point of contact information for all stakeholders and team members such as role and responsibility, phone numbers, e-mail, mailing address, etc. Most importantly this list will identify who within that specific stakeholder/group is the main point of contact and clearing house for contact with other members within their organization.

UTA PM is the primary point of contact for all external communications. External communications will be initiated with UTA PM, who will assign follow-up actions by other team members as needed. Project team members may make external contacts after receiving approval from UTA PM and only after the reason for contact has been approved. Team members may receive permission for continuous contact from UTA PM once initial external contact has been made by UTA PM and external contact has given permission for continued communication.

PUBLIC OUTREACH

OUTREACH GOALS

UTA has established the following public outreach goals for this project:

- Inform, educate, and engage the public, businesses, political leaders, resource agencies, and other stakeholders

- Determine resource agency coordination levels
- Ensure all audiences receive consistent, accurate and up-to-date information
- Provide citizens with easy access to accurate project information and ongoing opportunities for input
- Keep stakeholders and policy makers updated at key milestones throughout the project
- Derive key project decisions from a broad group of informed participants

OUTREACH TEAM COORDINATION

Project team members with anticipated outreach assignments include:

- Marc Bowman, UTA
- Kent Jorgeson, UTA
- Bill Knowles
- Andy Neff, Langdon Group

These team members will convene every other week to prepare for upcoming activities, assemble materials needed and confirm key messages.

UTA PM and/or DEA PM may participate in these coordination meetings and will be copied on all outreach team communications and meeting requests. All press releases and other public informational materials proposed must be approved by UTA PM and DEA PM prior to distribution.

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STAKEHOLDERS, PARTICIPANTS AND AUDIENCES

The Davis-SLC Community Connector project will affect a variety of regional interests. Strategies and activities will be needed to effectively engage citizens at several levels.

Policy Committee

Ultimately UTA's Board of Trustees will be responsible for final approval of plan recommendations. To provide policy-level guidance as the project work progresses, a Policy Committee has been established consisting of elected representatives from:

Bret Millburn – Davis County

Louenda Downs – Davis County

John Petroff – Davis County

Andrew Gruber – Wasatch Front Regional Council

Ralph Becker – Salt Lake City

Len Arave – City of North Salt Lake

Joe Johnson – Bountiful City

Kent Parry – Woods Cross City

Kris Peterson – Utah Department of Transportation

Jim Smith – Davis County Chamber of Commerce

Mike Allegra – Utah Transit Authority

Matt Sibul – Utah Transit Authority

Bruce Cardon – Utah Transit Authority

The importance of providing up-to-date, accurate project information on a regular basis to policy makers cannot be understated. A monthly project briefing sheet will be prepared by UTA PM, for distribution to policy makers. Project information will be synthesized and summarized by the project team, so that essential details are communicated in a manner that respects the significant demands on policy makers' time.

Policy Meetings. Approximately quarterly or at major milestones, policy meetings will be conducted by UTA with assistance from the DEA Team and Stakeholder Advisory Committee members. The purpose of these meetings is to update policy makers and elected officials on project status, present milestone deliverables, and provide an opportunity for policy-level input and feedback on major decisions. The DEA project scope includes 4 Policy Meetings (Two to occur concurrently with the Advisory Committee Meetings).

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Stakeholder Advisory Committee (SAC)

A Stakeholder Advisory Committee has been established for the project in order to tap the collective expertise of key agency and community members with valuable knowledge and abilities related to the project. Productive meetings with these groups will be timed to coincide with key input and decision points on the project.

Agencies with representatives serving in a key stakeholder or technical advisory role include:

Barry Edwards – City of North Salt Lake

Julianne Sabula – Salt Lake City

Kent Sulser – Davis County

Scott Hess – Davis County

Greg Scott – Wasatch Front Regional Council

Muhammad Furhan – Wasatch Front Regional Council

Aric Jensen – Bountiful City

Gary Uresk – Woods Cross City

Darin Frstrup – Utah Department of Transportation

Chuck Gates – Utah Transit Authority

Hal Johnson – Utah Transit Authority

The Stakeholder Advisory Committee will play a key role as a sounding board as alternatives are examined. Committee members will also serve as ambassadors for the project within the community and liaisons with their individual agencies. Consistent messaging and accurate talking points are important for this group, to keep agency partners on the same page. The DEA project scope includes 4 Advisory Committee Meetings (Two to occur concurrently with the Policy Committee Meetings).

SAC Meetings. Agency stakeholder meetings will be conducted by DEA PM or a designee. The purpose of these meetings is to review the project status and discuss issues which may impact the project's scope, schedule or budget. DEA PM, or a designee, will create a summary of items discussed at each SAC meeting and distribute the summary by email to UTA PM within the specified time after the meeting. Meeting summaries will be provided to committee members for their use in conveying accurate project information.

SAC members are also encouraged to attend monthly consultant project team meetings with

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UTA, to help stay up to date on project progress. .

Active Participants

For a successful project, property and business owners who may be directly affected by project decisions must be engaged as active participants from the onset. Strategies for collecting information about property and business owner values and needs, and for educating and engaging these stakeholders through the planning process are key. Affected interests who participate - or have the opportunity to participate - in an agency's planning process are less likely to oppose recommended outcomes as those who have been completely outside the planning process.

In addition to property and business owners, there may be other community members who are interested in actively participating in the development of the plan, providing input and feedback.

Community meetings are a time-proven method for engaging active participants. Public meeting options range from a simple open house format to interactive workshops designed to capture more detailed input and better understand individual and collective perspectives. Targeted meetings designed specifically for business and property owner engagement may also be warranted.

Casual Participants

A fourth group includes community members who are casually interested, but may not have the time or desire to attend meetings.

Websites, social networking and similar strategies can facilitate the exchange of information and feedback in a way that is sensitive to the public's time. A project website also allows posting of schedules and calendars, and periodic study updates as well as easy distribution of study documents for review.

Greater Public

Finally, making information available to the greater public is important. Public meeting notices and paid advertisements as well as press releases timed to coincide with major findings or decision points can help to cover the project for the general public.

Outreach to minority/low incomes, disabled, or limited English proficient (LEP) populations is also important, and will be conducted by UTA in accordance with their existing policies and procedures.

BACKGROUND RESEARCH AND ANALYSIS

As needed by UTA, the project team will review previous public comments received during the Draft ESR process and provide an update to the draft comment response previously created.

PROJECT MESSAGING

Public education is needed to explain the need for an additional study. A project fact sheet will be prepared by the DEA Team and provided to UTA PM, to explain the study's purpose and intended outcomes.

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As the project moves forward, clear consistent public messaging will help to avoid misunderstandings and protect UTA's legitimacy as the most reliable and accurate source of project information.

OUTREACH STRATEGIES

Project consultants will assist UTA with brainstorming an approach for coordinating with stakeholders and the public and will attend outreach meetings to create consistency between previous studies and the current project.

Key Strategies

The following key strategies will be used to promote consistent, reliable public information:

- Point of Contact – Team personnel as identified above will be listed on all distribution items and will be available to answer project specific questions. These personnel will direct individuals to the designated website/social media to submit comments.
- Website/Social media – UTA will provide a link to the project website. All stakeholders are expected to provide the link on their respective home websites.
- Monthly PI Report – An internal PI memo will be produced by UTA monthly, to update the Project Team on specific comments, trends, groups mobilizing etc.
- Email Updates – UTA will assemble a robust email database, and disseminate project information to foster the project's success and defray controversy.
- Direct Mailer – UTA will send project flyers to businesses and residences within the study area.
- Targeted Advertisements – UTA will advertise public meeting at locations to be determined.
- Newspaper Advertisements – UTA will use newspaper advertisements to provide notice of public meetings and to encourage individuals to sign up for the email database and access the project website.
- Press Releases – UTA will prepare and issue press releases at key milestones.
- Outreach to Community Councils – UTA will perform outreach to community/neighborhood councils and groups
- Business Specific Outreach – UTA and Bill Knowles will collaboratively develop tactics for business community interaction.
- Project team members with public involvement responsibilities will work closely to ensure outreach is coordinated and messaging is consistent.

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- Public Open House – One Public Open House/meeting will be held within the study area. UTA will lead efforts to identify location of the meeting and provide public notice. DEA will provide input on the materials to be presented at the meeting as well as present at the meeting per UTA's request. DEA and JUB will produce meeting materials.
- Focus Groups – Four Focus Groups will be held for the project consecutively using the same session approach. This is necessary to attain an appropriate sample for the project items discussed. The Focus Groups will include residents of both the study area and the Area of Influence. Participants will reflect current users of transit in addition to non-transit users. DEA is the lead for this effort. UTA staff will provide technical assistance to the facilitator during the decisions, but will not be visible to participants. Focus Group efforts are a collaboration between the Consultant Team, UTA PI Team, and Lighthouse Research Group.
- Leveraging public transportation online portal.
- Distributing information at locations that assist underserved populations – churches, food-banks, homeless shelters, Health and Welfare offices, etc.
- Advertising public meetings in the general circulation newspaper and regional Spanish speaking newspaper.
- Translating bureaucratic or technical documents into lay language and describe why minorities and other groups should be interested in participating.
- Developing a list of agencies who serve identified populations, identifying information needs and issues of concern, and providing information on meetings and events to these organizations. This may require providing information to people with visual impairments, non-English and LEP speakers, or to persons without extensive formal schooling.
- Posting public meeting notices on UTA's website
- Developing a list of minority civic groups and distributing information through these groups; and
- Holding public meetings at convenient times and locations throughout the

Title VI Compliance

UTA will also perform targeted outreach to minority residents and business owners, and other under-represented groups. Strategies may include:

- Dispensing material through transit and paratransit services.

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community if possible. For example, meetings held in minority areas in the evening encourage minority attendance at far higher levels than meetings in downtown offices during the day.

Media Outreach

All public/media outreach involving this project will be approved by UTA prior to release. This includes printed and electronic materials. This also includes social media outlets and websites.

OUTREACH ACTIVITY SCHEDULE

Table 1 shows the activities planned by study phase, including the party responsible for leading each activity and an anticipated timeline.

USING PUBLIC INPUT

Input and suggestions collected through public and stakeholder involvement activities will provide technical project staff with the information they need to produce study findings that are most responsive to stakeholder and community needs. While project decisions must be founded on technical merit and feasibility, community input is essential to gauge the potential for successful acceptance of the recommended alternative.

Information collected during the outreach process will be documented and summarized for consideration by the project team, advisory groups and policy committee as decisions are made.

Table 1 Outreach Activity Schedule

Study Phase	Strategy/Activity	Target Audience	Purpose	Timeline	Lead
ALL STUDY PHASES	Policy Committee Updates	Elected officials	Provide elected officials with one-page of concise key messages regarding the current project status and findings	Monthly	UTA with support from DEA
	Policy Committee Meetings	Elected officials	Provide presentation on project status and solicit policy-level feedback and guidance.	Quarterly and/or at key decision points.	UTA with support from DEA
	Stakeholder and Advisory Committee Meetings	Staff members from UTA, affected cities and counties, WFRC and other resource agencies	Keep SAC members updated and knowledgeable about the project. Solicit technical guidance and coordinate the transfer and sharing of technical information.	SAC meetings are anticipated at these points in the project: 1. Project Kickoff 2. Needs Assessment 3. Initial Alternatives 4. Detailed Alternatives	DEA
	Website Updates	General Public	Provide current information about project purpose, intended outcomes, status and opportunities for input.	Monthly/Starting August/September 2013	UTA/Marc
ALL PHASES	PI Summaries	Project Team	To keep project team updated on public involvement activities	Monthly, Starting August 2013	UTA/Marc

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Study Phase	Strategy/Activity	Target Audience	Purpose	Timeline	Lead
	Email Updates	Active and Casual Participants	To provide periodic project status information and notice of upcoming events.	Quarterly	UTA/Marc
	Project Updates via Social Media	Active and Casual Participants	To provide regular project status information and notice of upcoming events.	Monthly/As Needed	UTA/Marc
	Business Community Meetings #1	Affected business groups and individuals/ influential community business leaders	Provide update to community leaders, solicit input for future consideration and build support for future project.	Ongoing, starting July 2013	Bill Knowles
	Two Focus Group Sessions	Representative cross-section of citizens	To gauge community acceptance of project alternatives and to collect insights for messaging during implementation stage.	August 2013	DEA
	Local Print Media Story Pitch	Davis County Clipper/Standard-Examiner/General Public	Put message out about study, set facts straight from earlier Clipper story.	July 2013	UTA/Marc, Remi Barron
	Chamber of Commerce Meetings/Presentations	Local Chamber Leaders and Business Leaders	Build support and facilitate discussion with local chambers of commerce.	Starting August 2013	Bill with assistance from Kent
	City Council Presentations/ Elected Official Meetings	City Councils, People Running for Office	Provide update to community leaders, solicit input for future consideration and build support for future project.	July/August 2013	UTA/Chuck Gates

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Study Phase	Strategy/Activity	Target Audience	Purpose	Timeline	Lead
	Key Local Staff Meetings/Outreach	City staff members, planning commission, WFRC	Provide update to community leaders, solicit input for future consideration and build support for future project.	Ongoing	UTA/Brett/Hal
	Community Council Presentations/Service Clubs	Neighborhood leaders	Provide initial project overview, fact sheet, and invitation to participate in future public activities.	Ongoing, starting August 2013	UTA/Kent & Bill Knowles
	Special Event Booths/Outreach	General Public	To provide updates, answer questions and have opportunities for discussion with the general public.	Summer/Fall 2013	UTA/Kent
	Special Interest Group Presentations/Outreach	Clear the Air Sierra Club Bike groups Trail groups	Provide update to community leaders, solicit input for future consideration and build support for future project.	August/September 2013	UTA/Kent
	Direct Mailer #1	General Public	Raise public awareness about the study, convey project purpose and need, direct interested parties to website for project info, encourage email sign-up, advise on future public comment opportunities	August/September 2013	UTA/Marc
	Public Opinion Surveys	General Public	Gauge public perception; obtain data and insights for future messaging.	Spring 2014	UTA with support from DEA in survey development
	Commuter Executives Meetings/Outreach	Executives that live in Davis County and Commute to SLC	Meet with and obtain feedback from influential executives who commute to SLC (e.g. Lane Beattie, SL Chamber, Curtis Child, VP., RC Willey).	September 2013	UTA/Bill, Kent

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Study Phase	Strategy/Activity	Target Audience	Purpose	Timeline	Lead
	Downtown Commuter Meetings/Outreach	Eco/Ed Pass Holders, LDS Church, Downtown SL Businesses, U of U	Obtain feedback from large UTA pass accounts in the downtown area.	September 2013	UTA/Bill, Kent
ALTERNATIVES DEVELOPMENT	Business Community Update #2	Affected business groups and individuals	Provide updated fact sheet, information on performance of alternatives, and invitation to attend open house.	October/November 2013	Bill Knowles
	Neighborhood Council Updates	Neighborhood leaders	Provide updated fact sheet, information on performance of alternatives, and invitation to attend open house.	October/November 2013	UTA
	Elected Official/City Council Updates	City Councils	Provide update to community leaders, solicit input for future consideration and build support for future project.	November 2013	UTA/Chuck Gates, Bill Knowles
	Direct Mailer #2	General Public	Overview of project alternatives and invitation to attend public open house.	October/November 2013	UTA/Marc
	Press Release, Newspaper Advertisement, Public Notice	General Public	Public notice for upcoming open house.	November 2013	UTA/Marc, Remi Barron
	UTA Blog Feature with Social Media Promotion	General Public/Media	Generate interest in upcoming public comment opportunities.	November 2013	UTA/Marc

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Study Phase	Strategy/Activity	Target Audience	Purpose	Timeline	Lead
	Twitter Chat	General Public	To collect public input/comment before final selection of LPA.	November 2013	UTA/Marc
	Public Open House	General Public	To present the findings of the detailed alternatives analysis and collect public input before final selection of LPA.	November 2013	UTA with DEA & JUB Support
LPA APPROVAL	Press Release	Media/General Public	Notify public of LPA approval.	March 2014	UTA/Marc, Remi Barron
	UTA Blog Feature with Social Media Promotion	General Public/Media	Inform public/media of LPA approval.	March 2014	UTA/Marc

Appendix D - 2

Public Comment Report (The Langdon Group)



Davis-Salt Lake
COMMUNITY CONNECTOR Study

Davis - Salt Lake Community Connector Study

PUBLIC COMMENT REPORT

January 23, 2014

Prepared by The Langdon Group, Inc.

Open House

The Utah Transit Authority (UTA) hosted a public open house for the Davis-SLC Community Connector from 5:30 p.m. to 7:30 p.m. on Wednesday, December 11, 2013 at North Salt Lake City Hall. Fifty-seven attendees signed in at the event.

Publicity

The event was publicized via the following resources:

- Email blast to study database, stakeholder & advisory committees, businesses and special interest groups
- UTA and municipal web/social media sites and newsletters
- US-89 marquee at North Salt Lake City Hall
- Flier distribution at FrontRunner stations and posted on UTA Express buses
- Press releases and subsequent newspaper articles in local media outlets

Comment Summary

Twenty-one written comment sheets were returned at the open house. Most comments were received from Bountiful residents (10). The following themes were represented:

More Frequent

- Significant opposition to rail options on Bountiful's historic Main Street and rail in general – perception that it will negatively impact the community's character and business viability, bring transients and disrupt existing infrastructure, access, parking and community events
- Significant support for Enhanced Bus system (most economical) and improved east-west connections & connections to FrontRunner stations
- Modes in order of preference: Enhanced Bus (with mobile app to track), bus, LRT, BRT, Streetcar
- Selected alternative should minimize impacts to existing infrastructure as much as possible
- Few who favor rail options perceive that buses are currently underused and no one will ride them (sexy/modern alternative is preferred)
- Additional service is needed to the foothills and west side of I-15 (e.g., Foxboro and industrial park)
- Perception from a few that existing ridership doesn't warrant any additional transit service (personal motor vehicles are preferred transit mode and projected ridership increase of 3,000 by 2040 doesn't warrant any changes)
- Some interest noted in extending transit services north of the study area
- Mode should be determined first and that should drive what corridor is selected
- Already major traffic congestion on 500 South – adding anything other than buses

would further add to congestion

- 200/500 West – mixed support (500 West already too congested)

Less Frequent

- Terminus at Main/500 South not desirable – terminate instead at Woods Cross Frontrunner station
- I-15 interchange expansion at Center St. needed
- Traffic congestion at Center Street rail crossing is a problem
- 300/400 West preferred over Victory Road - Capital Hill neighborhood group will oppose Victory Road option
- Few mentioned I-15 as preferred transit corridor
- North-South high frequency route needed with east-west feeders to Bountiful and WX Frontrunner station
- Evaluate North Temple to State Street for BRT feasibility
- Natural gas or electric powered buses and motor vehicles would help with air quality
- Purchase old Bountiful Fresh Market property for future park-n-ride, transfer station, Transit-Oriented-Development (TOD)

OPEN UTA

Following the open house, UTA opened an online forum, Open UTA, from Jan. 15-21, 2014 to receive additional public comments. The forum was advertised via an email blast to the project email database. Twenty-five comments were submitted via Open UTA and an additional five emailed comments were received. Most identified respondents were SLC residents (13). Eleven respondents did not indicate a city of residence. The following themes were represented:

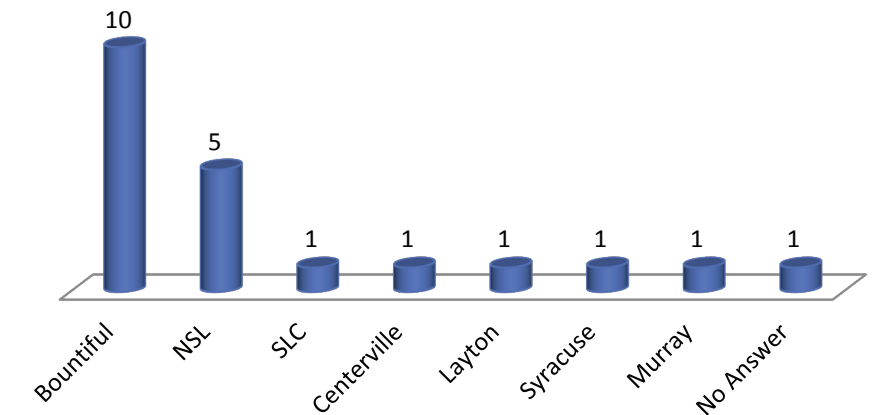
- Significant support for corridor Alternative 5B (serves most potential riders)
- Significant support for LRT amongst primarily SLC residents, followed by Enhanced Bus and BRT
- Perception that LRT is best mode for speed, reliability, economic development, ridership potential and air quality
- Perception that buses/Enhanced Bus/BRT are most cost-effective, flexible mode choices
- Important selection criteria are cost-effectiveness, flexibility, economic development potential, timeliness, ease of transfer between modes/systems/alignments, access to transit trunk lines and air quality
- Opposition to Victory Road alignment
- Support for 400 W. option in SLC, although 300 W. was mentioned several times as well

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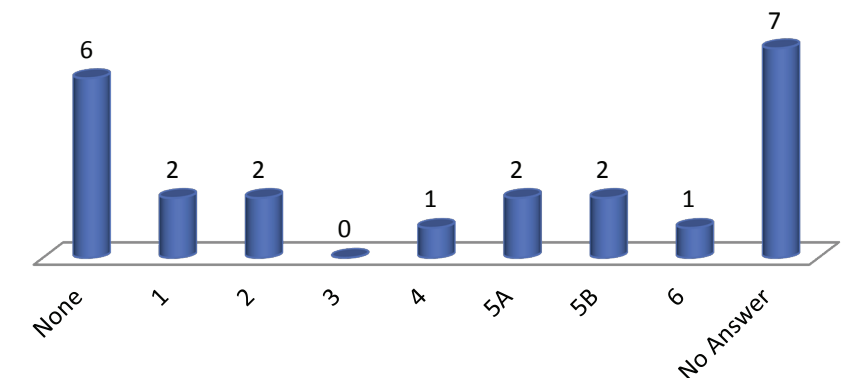
Open House Comments

OPEN HOUSE			
Origin	Corridor	Mode	Comments
Bountiful	None	EB, BRT	Modifications to current system would address stated need; against TRAX or Streetcar; don't affect existing road infrastructure; buses OK and welcome
Bountiful	5A	EB	Like 5A only if terminates @ WX FrontRunner station or loops on 500 W.; oppose terminus @ 500 S. & Main St.; against rail and infrastructure impacts on Main St.; Enhanced Bus is flexible & best addresses need for E/W connections
Bountiful	NA	EB	Against TRAX & Main St. alignment; support Enhanced Bus
Bountiful	2	EB	Support collector routes to increase ridership to FrontRunner stations; against rail options &
Bountiful	None	EB	Against TRAX as it will hurt business, tear up streets & bring transients; more buses is best option
Bountiful	NA	EB	Against TRAX; Enhanced Bus is most cost-effective
Bountiful	None	EB	No additional transit need east of 500 W.; against terminus @ 500 S. & Main St.; focus on west side & access to Foxboro
Bountiful	1	EB	Against TRAX & any Main St. alignment; Main St. alignment will hurt business & hometown feel & bring homeless to community; don't want to pay for TRAX; 500 S. too congested; Foxboro access needed
Bountiful	NA	Bus	Against rail options on Main St. & any changes to major infrastructure; like suburban nature & don't want to become urban
Bountiful	1, 2	EB	Service to W. Bountiful needed; favor extending alignment northward past 500 South; favor electric or natural gas buses
NSL	5B	LRT, SC	200 W. best option in Bountiful since residential and there is opposition to Main St.; nobody will ride buses
NSL	None (I-15)	LRT, Express Bus	Prefer LRT or Express Bus along I-15 corridor; US-89, Beck St. & Redwood Rd. are also good options; avoid Bountiful Main St. & 500 S.; protect small business
NSL	None	Bus (E/W), LRT (N/S)	None of the alignment options fully meet the need; like loop option east & west of I-15; more service needed to foothills & west of I-15
NSL	5A, 5B	Express Bus	More access to bus routes & FrontRunner stations needed; west side & Foxboro need attention; FrontRunner crossing on Center St. causes traffic congestion
NSL	NA	NA	NB I-15 exit @ Center St. needed; currently have to drive through neighborhoods to go north which causes traffic congestion
SLC	NA	Bus (now), LRT or SC (future)	Favor E/W collectors in S. Davis County & commuter service to downtown SLC & hub; 300 W.
Centerville	NA	Bus	Prefer more efficient use of existing bus system; 500 S. & 500 W. too congested; avoid Main St.; Alts. 1 & 2 have least residential impacts
Layton	4	BRT	N/S high-frequency & separate E/W feeder routes needed to WX FrontRunner Station & Foxboro; consider purchase of old Bountiful Fresh Market property for park-n-ride, transfer station, future TOD; evaluate N. Temple to State St. for BRT feasibility
Syracuse	6	BRT, Express Bus	Top priority should be E/W routes, especially FrontRunner connections; like 200 S. service in SLC
Murray	NA	NA	3 N/S routes: Redwood Rd. BRT, DRGW or FrontRunner local LRT or electric heavy rail, Bamberger Streetcar
NA	None	None	Existing bus system is underutilized; Options on Main St. in Bountiful don't address needs & would hurt local business; 500 W. is an option

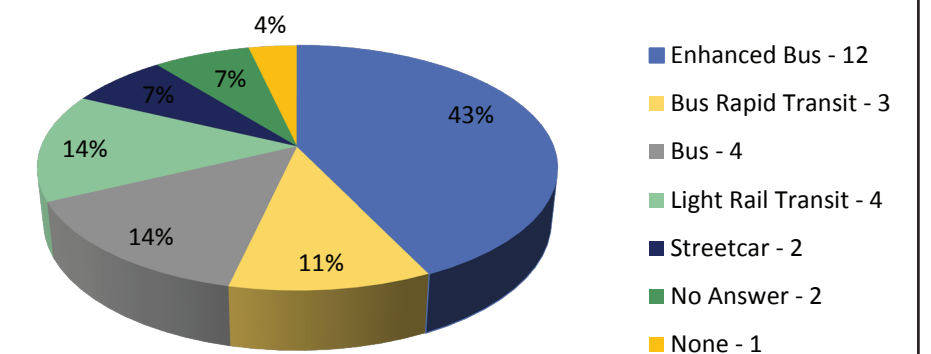
Origin of Open House Comments



Open House - Corridor Preference



Open House - Mode Preference

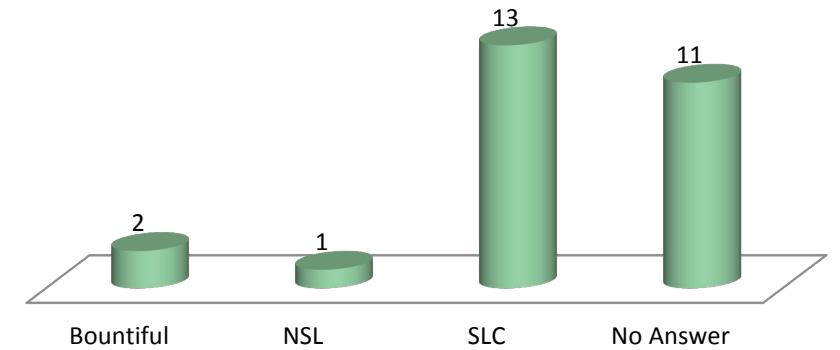


OPEN UTA			
Origin	Corridor	Mode	Comments
SLC	3A	LRT	More transit options needed east of I-15; currently too time consuming to access FrontRunner stations from east side; LRT is most dependable & efficient mode, especially in bad weather, easy transfer to other systems
SLC	2	BRT	No alignment options provide service to high employment centers of S. Davis Community & Lakeview Hospitals; BRT is most cost-effective mode
SLC	5B	BRT	Alt. 5B loop option would provide flexible, timely connections; Alt. 2 Victory/State St. option too congested; BRT most flexible, cost-effective mode; high cost of TRAX construction in SL County has cut bus service in some areas & reduced overall system efficiency
SLC	4	LRT	400 W. in SLC is best alternative; LRT best option for speed, reliability, air quality
SLC	4	EB	Alt. 4 central to more commercial & community services
SLC	2	BRT	Combination of Alts. 2 & 5B preferred; more BRT options better than limited LRT options; BRT most cost-effective
SLC	2	LRT	Alt. 2 opens opportunities for Avenues & Capitol residents to access TRAX
SLC	4	LRT	Alt. 4 best option for connections to existing transit stations, although 300 W. best for economic development potential; LRT most timely, reliable & fast; second option is BRT
SLC	4	LRT	Alt. 4 provides connections to downtown SLC and TRAX @ 400 W. & N. Temple; higher cost of rail worth it for economic development potential
SLC	5B	LRT	Alt. 5B balances access to WX community & US-89 corridor and provides economic development potential; LRT flexible; Streetcar is option for loop
SLC	NA	EB	Difference between Alts. 3A/3B is not apparent; Enhanced Bus is cheap & flexible; BRT too inflexible where you can't predict future development
SLC	NA	NA	Provide incentives for the purchase & use of electric vehicles
SLC	None (I-15)	Bus	Buses on I-15 via the 600 N. interchange would be the fastest alternative & minimize pedestrian impacts on already busy SLC streets
NSL	3A	LRT	LRT faster & increased economic development & ridership potential, lower long-term maintenance costs
Bountiful	3A	EB	Bus routes are flexible & low cost; need to have way to bring residential areas to N/S transit line
Bountiful	NA	BRT	Best route is dependent on mode selected & availability of dedicated right-of-way; preferred solution is dedicated bus lane along 300 W., Beck St., I-15 frontage road & US-89; BRT is most cost-effective mode & would provide flexibility to expand to LRT in future as ridership warrants; Bus Route 470 could be the stand-alone solution if frequency were increased; building incrementally could result in an incomplete line that doesn't quite work but would have if it extended further northward to Centerville & Farmington
Layton	4	BRT	400 W. in SLC best alternative for transit connections; Streetcar w/ higher speeds could work along US-89
NA	NA	NA	Least expensive options preferred
NA	5B	EB	Enhanced Bus now will permit future growth & system flexibility
NA	5B	BRT	Buses are most cost-effective
NA	5B	LRT	Alt. 5B serves the most potential riders; LRT is most publically recognized & consistent mode
NA	3A	EB	Victory/State St. not good option; Main St./500 W. are good central options in Davis County but rail would hurt business so Enhanced Bus would work better; 300 W. good option in SLC
NA	5B	EB	Alt. 5B serves the most people in Davis County; 400 W. is best development option for SLC; SLC plans to build medians on 300 W.; Enhanced Bus is most efficient mode for loop system
NA	5B	LRT	400 W. option is best for SLC; city has scheduled median/ped. improvements for 300 W.
NA	None	LRT	LRT best mode for air quality, ridership & U of U connection
NA	5A	EB	Cost & convenience are addressed by Alt. 5A & Enhanced Bus option
NA	4	LRT	Alt. 4 would ease parking along Main St. & terminate close to TRAX and the arena; LRT can accommodate standing passengers & provides smoothest ride for those with motion issues
NA	5B	LRT	Alt. 5B provides good access to major business hubs & FrontRunner access for transfers; LRT is faster for long-distance travel; Buses are difficult to travel on with strollers, luggage, groceries, etc.

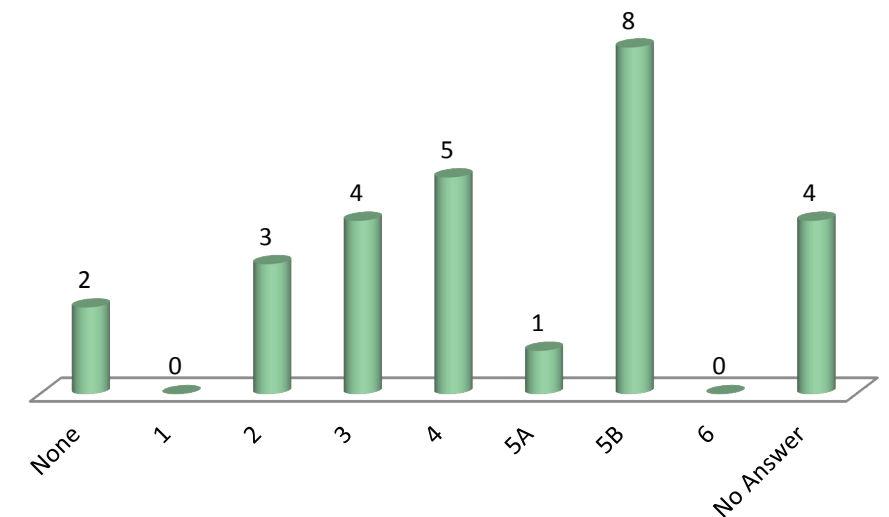
PUBLIC COMMENT REPORT

Open UTA Comments

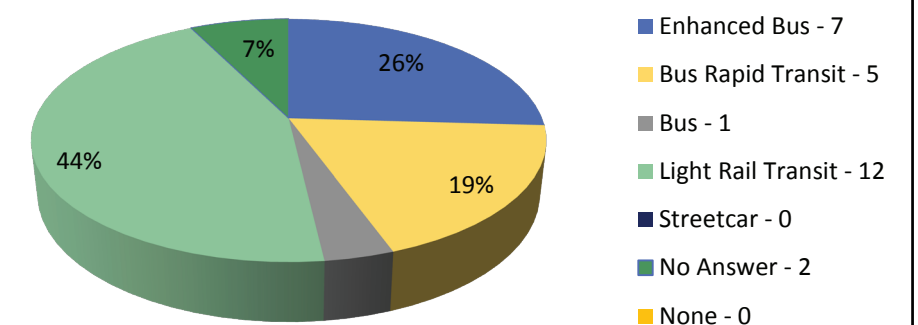
Origin of Open UTA Comments



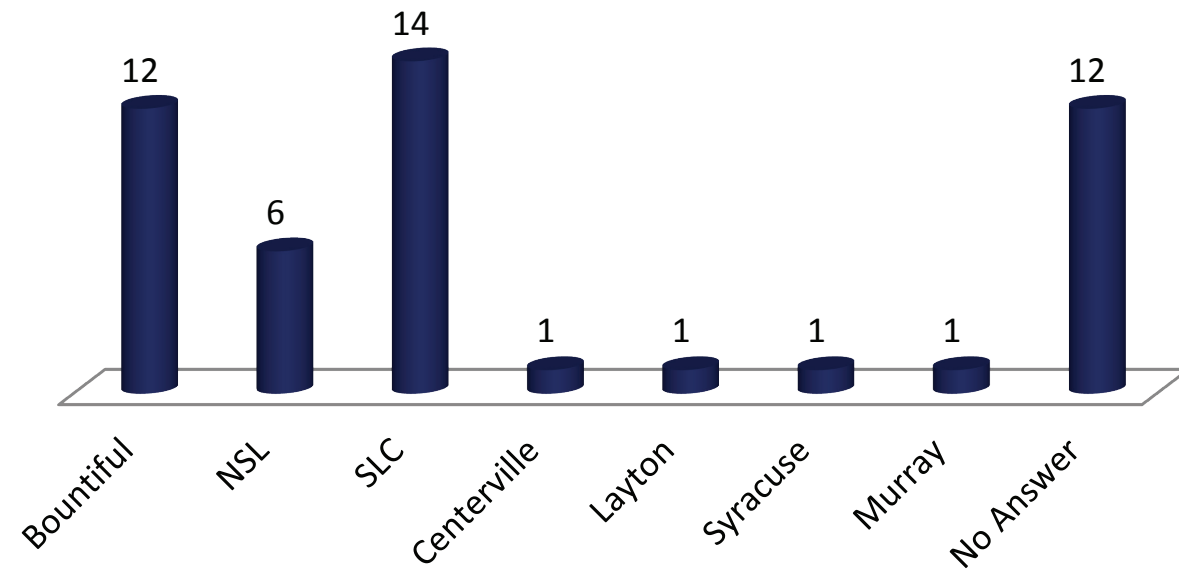
Open UTA - Corridor Preference



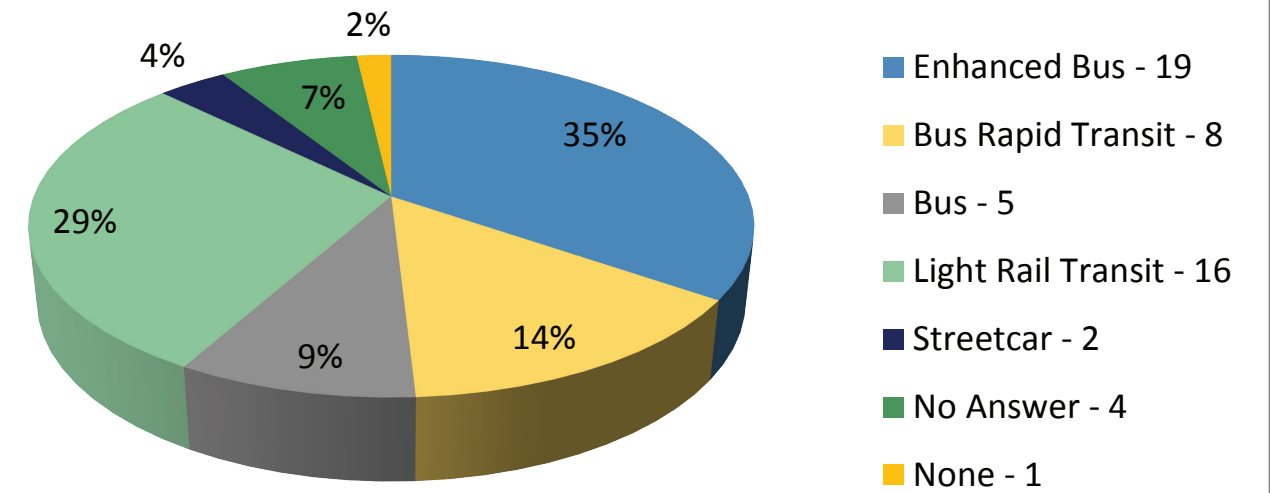
Open UTA - Mode Preference



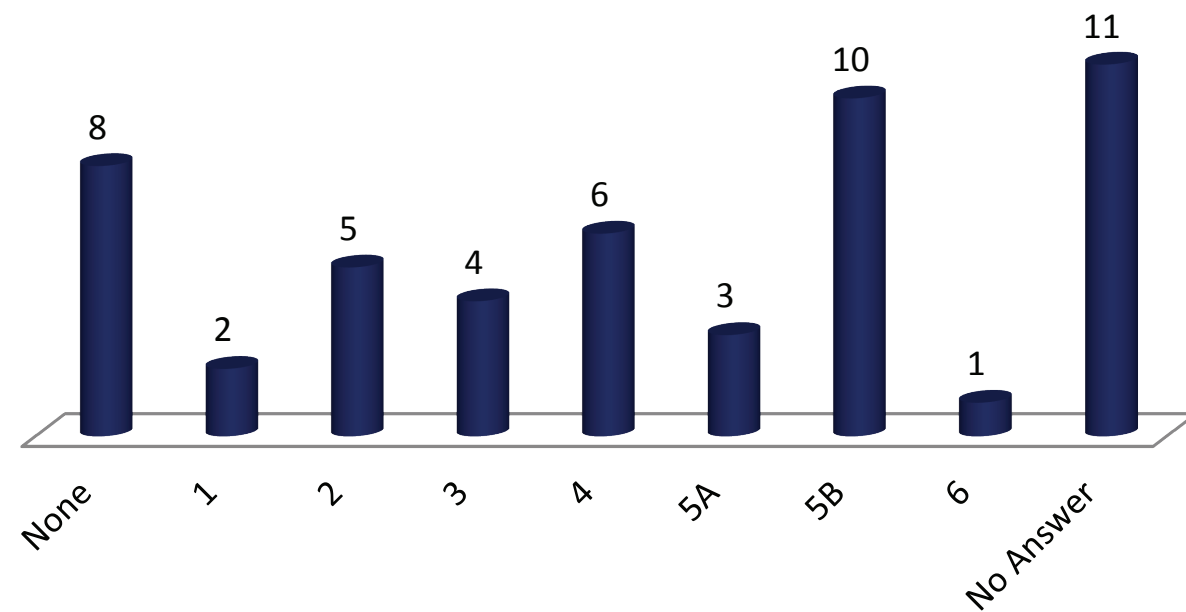
Origin of All Comments Received



Total - Mode Preference



Total - Corridor Preference



Anonymous _____

Company: _____

Title: _____

Address: _____

City _____

Home Phone: _____

Work Phone: _____

Cell Phone: _____

Email: _____

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team	Other	12/11/2013	Open House Comment
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Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. - No. I see buses come down Main Street in Bountiful and they are not full.

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs? - Fifth West; Main Street in Bountiful does not address needs and will destroy local business on Main Street.

Brandon _____ Davis _____ Company: _____

Title: _____

Address: _____ 215 Lyman Lane _____ City Bountiful

Home Phone: _____

Work Phone: _____

Cell Phone: _____ (801) 809-2416 _____

Email: _____ bd222@q.com _____

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. - Yes, I would like to see Route 471 become a full-day service route to help better move people on west side of Bountiful into Salt Lake.

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs? - Alternative 2 and Alternative 1 because they favor service to the west part of Bountiful that I feel is lacking service.

Alternative 1 - Like: It services the west part of Bountiful. Dislike: Extend it past 500 South in Bountiful. Don't stop it there.

Alternative 2 - Like: It services the west part of Bountiful. Dislike: Don't like that it stops at 500 South in Bountiful - please extend it northward.

Modes - Which transit mode do you feel best addresses community transit needs? - Enhanced bus service. Electric or natural gas buses.

Cecilee Price-Huish Company:

Title:

Address: 1048 Woodmoor Drive City Bountiful

Home Phone:

Work Phone:

Cell Phone: (801) 673-3975

Email: cecileeph@gmail.com

Notes on Correspondence

Received By: Received Via: Date of Call Subject of Call

Project Team Other 12/11/2013 Open House Comment

Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. Most pressing mass transit need is enhanced bus service and routes going east/west in Bountiful, West Bountiful and NSL.

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs? 5A only if the route terminates at the Woods Cross Front Runner station or loops south on 500 West.

Alternative 1 - Like: I like this route with enhanced bus service. Observations: This route should turn west and terminate at the Front Runner station.

Alternative 2 - Like: Same as Alternative 1 comment.

Alternative 3 - Dislike: Absolutely not! Unless the mode is enhanced bus with no modification of existing streets. Observations: Any permanent mode requiring rails or permanent changes to existing nature on Main Street. No TRAX or terminus on Main Street.

Alternative 4 - Please refer to comments on Alternative 3.

Alternative 5A - Like: I would only support this alternative if the loop turns West on 500 West and utilized the more flexible use of enhanced bus.

Alternative 5B - Dislike: Don't want to see a terminus at 500 South and Main Street. Observations: Refer to comments on Alternative 5B.

Alternative 6 - I dislike this alternative.

Modes - Which transit mode do you feel best addresses community transit needs? Enhanced bus - flexible and goes where need is. Also would best address the need for East/West connections.

Cecilee Price-Huish *Company:*

Title:

General Comments - No permanent structure/rails on Main Street.

Eliot Setzer *Company:*

Title:

Address: 4739 South Brown *City* Murray
 Street

Home Phone: _____

Work Phone: _____

Cell Phone: _____

Email: top@eliot-setzer.ni.yoru.to

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 12/11/2013 Open House Comment

Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. - Three north-south routes: Redwood Road BRT, DRGW or FrontRunner local light rail or electric heavy rail, Bamberger streetcar.

Modes - Which transit mode do you feel best addresses community transit needs? - Any of the routes described in "Purpose and Need" response that can be built first (followed eventually by the other two).

General Comments - See the map at http://yoru.to/loy/2013/slcomap/0.sug#VIEW_ROUTE_074
 Try clicking on things.

Eric Klotz Company:

Title:

Address: 205 N. Woodhill Lane City North Salt Lake

Home Phone:

Work Phone:

Cell Phone: (801) 510-0348

Email: ericklotz@live.com

Notes on Correspondence

Received By: Received Via: Date of Call Subject of Call

Project Team Other 12/11/2013 Open House Comment

Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. Yes, we need more choices instead of just a car.

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs? 5B

Alternative 1 - Like: Simple. Dislike: Need to change modes to go eastbound.

Alternative 2 - Refer to comments in Alternative 1.

Alternative 3 - Refer to comments in Alternative 1.

Alternative 5B - Like: More coverage. Dislike: None. Observations: Well thought out.

Modes - Which transit mode do you feel best addresses community transit needs? I would prefer TRAX it a streetcar, I know BRT is cheaper but a bus is not as cool as trains. Nobody will ride a bus!

General Comments - Go up 200 West in Bountiful since it is residential and so many people are against a line up Main Street.

Evan Willie *Company:*

Title:

Address: 3377 South 930 *City* Syracuse
 West

Home Phone: _____

Work Phone: _____

Cell Phone: (801) 643-9394

Email: evanjaywillie@gmail.com

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 12/11/2013 Open House Comment

Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. - More focus on connecting FrontRunner stops to other places. Especially east-west.

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs? - Alternative 6: Goes east-west and goes to the FrontRunner.

Alternative 1 - Like: Like the 200 South service in Salt Lake. Dislike: Lack of east-west.

Alternative 2 - Dislike: Lack of east-west.

Alternative 3 - Like: Like the 200 South in Salt Lake service. Dislike: Lack of east-west.

Alternative 4 - Like: 200 South in Salt Lake service. Dislike: Lack of east-west.

Alternative 5A - Like: east-west and 200 South Salt Lake service. Dislike: Doesn't go to FrontRunner.

Alternative 5B - Like: East-west and 200 South Salt Lake service. Dislike: Not a fan of loop style routes.

Alternative 6 - Like: East-west and 200 South Salt Lake service.

Modes - Which transit mode do you feel best addresses community transit needs? - BRT and Fast Bus (less stops).

General Comments - East-west routes ought to be the highest priority, especially connecting to the FrontRunner.

Helene _____ Prodan _____ Company: _____

Title: _____

Address: 631 East Lacey _____ City North Salt Lake
Way _____

Home Phone: _____

Work Phone: _____

Cell Phone: (801) 397-0553 _____

Email: classicpro@juno.com _____

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 12/11/2013 Open House Comment

Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. - We need a north bound (I-15) on Center Street, North Salt Lake, Utah. A lot of people work North - have to drive through neighborhoods.

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs? - A north bound I-15 exit on Center Street, North Salt Lake, Utah.

Modes - Which transit mode do you feel best addresses community transit needs? - Going northbound - neighbors drive to work. Thank you for this opportunity to share our needs - Thank you!

General Comments - Neighbors who live up on Lacey Way, etc. have to drive through neighborhoods to get to the northbound 2600 South exit. It is a waste of time plus gas, creates street congestion.

Jana and Sean Monson *Company:*

Title:

Address: 1934 South 850 *City* Bountiful
 East

Home Phone: _____

Work Phone: _____

Cell Phone: (801) 663-3336

Email: monson.sean@yahoo.com

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 12/11/2013 Open House Comment

Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. - I am in support of enhanced bus. I am firmly against a TRAX system and against Main Street.

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs? - I think let's enhance the current bus system.

Alternative 1 - Like: 200 West or 500 West

Modes - Which transit mode do you feel best addresses community transit needs? - Enhanced bus . Strongly against TRAX line.

General Comments - Main Street merchants are AGAINST the alignment on Main Street. We would support enhanced bus system.

Krista Simonson *Company:*

Title:

Address: 1043 Woodmoor *City* Bountiful

Home Phone: _____

Work Phone: _____

Cell Phone: _____

Email: kristameth@gmail.com

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 12/11/2013 Open House Comment

Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. - Buses

Alternative 6 - Dislike: Too congested, businesses will be harmed with TRAX. Other Observations: Buses.

Modes - Which transit mode do you feel best addresses community transit needs? - More buses.

General Comments - We do not want our streets torn up with TRAX. We don't want the transients coming in from Salt Lake City. Don't want TRAX near schools etc. We drive our cars.

Larry Groves *Company:*

Title:

Address: 1024 North *City* North Salt Lake
 Adelburg Drive

Home Phone: _____

Work Phone: _____

Cell Phone: (801) 928-7558

Email: classicalnut47@yahoo.com

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 12/11/2013 Open House Comment

Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. - YES.
 Especially west of Main Street in North Salt Lake and West Bountiful. Only Route 460 serves the North and South Foxboro subdivisions in North Salt Lake and there are only 2 buses into SLC in the morning and 2 buses at night. The last Route 460 leaves 200 South State Street at 5:06 p.m. and if I don't leave work at the UofU by 4:30 p.m. I don't get home. I work at the UofU and transfer to and from Routes 2 in the morning or 220 at night.

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs? - 5A and 5B. Since I live 3 blocks west of Redwood Road and 1100 North in North Salt Lake. I like the idea of an express bus.

Alternative 1 - Dislike: Too far away.

Alternative 2 - Dislike: Too far away.

Alternative 3 - Dislike: Too far away.

Alternative 4 - Dislike: Too far away.

Alternative 5A - Like this alternative.

Alternative 5B - Like this alternative.

Alternative 6 - Dislike: Too far away.

Modes - Which transit mode do you feel best addresses community transit needs? - More bus routes and better access to FrontRunner.

General Comments - Can something be done about the constant clogging of traffic on Center Street by the railroad arms or

Larry Groves *Company:*

Title:

trains? It is a real inconvenience and has happened many times in the last 6 months.

Lynn Bascom *Company:*

Title:

Address: 195 North 100 East *City* Bountiful

Home Phone: _____

Work Phone: _____

Cell Phone: _____

Email: lynn@deseretinsurance.com

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 12/11/2013 Open House Comment

Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. - No TRAX - bus service only.

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs? - Enhanced bus service, lowest cost and great service!

Modes - Which transit mode do you feel best addresses community transit needs? - Enhanced bus service.

Martha **Felt** **Company:**

Title:

Address: 827 East 1050 North **City** Bountiful

Home Phone:

Work Phone:

Cell Phone: (801) 682-3810

Email: themarf19@html.com

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 12/11/2013 Open House Comment

Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. - Yes, I believe more buses. I don't want to pay extra money to have TRAX put in. While being here the main complaint I heard was a need for buses to come around more frequently.

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs? - The growth is very prominent in Foxboro (west area). Any extra transport help for them? Bountiful has the FrontRunner.

Alternative 1 - Like: The only one I see usable to help with the west if they even need it! But nothing into Bountiful passing Costco.

Alternative 2 - Like: none. Dislike: I can't speak for SLC residents. For Bountiful I want TRAX to stay out of my town. Add more buses if needed!

Alternative 3 - Like: none. Dislike: Main Street will become a ghost town. Historic - unable to close off for festivals and celebrations. Too many small business and homes, dance company. Will this bring homeless creepy people? Bountiful is not a college town, it has a Park city feel.

Alternative 4 - Like: none. Dislike: Too many businesses, churches, schools, traffic dangerous!

Alternative 5A - Like: none. Dislike: 500 South is too busy, too many high school on 500 South and small businesses.

Alternative 5B - Like: none. Dislike: Main Street and 500 South too many small businesses, homes, schools, churches.

Alternative 6 - Like: none. Dislike: Please stay off of 500 South. Too congested unless a bus.

Modes - Which transit mode do you feel best addresses community transit needs? - Bus. Fun idea let's invest in double decker buses or a fun trolley! Spice it up!

Martha Felt *Company:*

Title:

General Comments - Please do not ruin beautiful Bountiful with TRAX. Our town is historic and "home" feel. Bringing TRAX would cause a problem to business, family communities, schools, churches! No one rides the FrontRunner to begin with, so why add and assume another transportation to solve the problem.

Mike and Tammy Willhard *Company:*

Title:

Address: 181 Gary Way *City* North Salt Lake

Home Phone: _____

Work Phone: _____

Cell Phone: (801) 936-2526

Email: willhard@gmail.com

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team	Other	12/11/2013	Open House Comment
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Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. - Yes. More service to foothills and west of I-15.

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs? - We don't think any meet the needs. Service should cover foothills as well as west of I-15.

Alternative 5B - Like: The loop covering west of I-15 as well as east of I-15. Dislike: No service to the foothills.

Modes - Which transit mode do you feel best addresses community transit needs? - Need both buses to cover foothills and light rail through the center of South Davis.

General Comments - Historically, South Davis has gotten the shaft from UTA related to providing appropriate service. The work area map should show entire Wasatch Front together. Where people work, I work in Sandy.

Nicola Nelson *Company:*

Title:

Address: 36 Ironwood Drive *City* North Salt Lake

Home Phone: _____

Work Phone: _____

Cell Phone: (801) 231-7326

Email: nickie.nelson@gmail.com

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 12/11/2013 Open House Comment

Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain.

Yes, I would like to see lightrail or express buses along I-15.

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs? Very hard to discuss alternatives without data - traffic patterns, projected costs, sources of electrical energy (i.e. coal, yuk!). Use 89 and Beck Street. Not Bountiful Main Street. Not 500 South. Don't destroy small businesses. Redwood Road is a possibility.

General Comments - I think all mass transit should be free. Pay for it with incurred gas taxes and parking fees. We get cleaner air. Low income people could save money and could be given a subsidy if they absolutely had to drive.

Open House Alternative Posters *Company:*

Title:

Address:

City

Home Phone:

Work Phone:

Cell Phone:

Email:

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 12/11/2013 Alternatives Poster Comments

Notes on Call

<Maps of each alternative were displayed on the wall of the 12-11-13 open house. As attendees viewed the alternatives, comments could be written on post-it notes and stuck to the maps.>

Alternative 1

1. Need to connect to Woods Cross FrontRunner station. Yes!
2. Need east-west lines! Even if it's just one bus.
3. Please no trains on historic Main Street.
4. Increase bus frequency if necessary but Bountiful doesn't need tracks.

Alternative 2

1. 500 West is congested enough. Costco shoppers won't ride TRAX.
2. UDOT has a diverging diamond interchange planned at 500 South and 2600 South. Difficult bike/pedestrian access and safety.
3. Terminate at FrontRunner Station.

Alternative 3

1. No rail or streetcar on Main Street in Bountiful.

Alternative 4

1. Bountiful Main Street merchants need to be engaged.
2. What about North Temple for BRT?
3. Absolutely no light rail or track system on Bountiful Main Street - too narrow, businesses dependent on street parking, disruptive of all community festivals, parades, events, and encourages big box stores.
4. 400 West is walkable to North Temple FrontRunner and greenline station.

Alternative 5A

1. No trains on Bountiful historic Main Street.
2. No BRT or rail on Centerville Main Street! Disrupts residential, historic and community events.
3. Railroad gate blocks Center Street.
4. Terminate at FrontRunner.

Open House Alternative Posters *Company:*

Title:

5. No rail on historic Main Street. It will destroy the "personality."
6. No TRAX on Main Street - historic. TRAX kills business. No one is going to park their Range Rover to ride TRAX. Buses great.

Alternative 5B

1. FrontRunner at Center Street.
2. East-west corridors.

Alternative 6

1. Circulator service.
2. It doesn't go far enough north! Need service to Centerville.

General Comments

1. Buses - yes. Trains - no in Bountiful.
 2. Shuttle at FrontRunner at Woods Cross.
 3. Need service to the foothills in Bountiful.
 4. The corridor depends on what mode is picked.
 5. No TRAX on Main Street - buses okay.
 6. Stay away from Main Street (historic!) in Bountiful.
-

Peter Sommer Company:

Title:

Address: 2212 N Main Street City Centerville

Home Phone:

Work Phone:

Cell Phone: (801) 295-8067

Email: ptsmmr@pasplope.com

Notes on Correspondence

Received By: Received Via: Date of Call Subject of Call

Project Team Other 12/11/2013 Open House Comment

Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. - No, just more efficient use of existing buses, parking for use.

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs?

Alternative 1 - Like: Less residential impact.

Alternative 2 - Like: Less impact on residential. Dislike: congestion on 5th West impossible.

Alternative 3 - Dislike: Main Street travel.

Alternative 4 - Dislike: Main Street travel.

Alternative 5A - Dislike: 5th South too congested. Too far west in Woods Cross.

Alternative 5B - Dislike: Running on Main Street.

Alternative 6 - Dislike: 5th South already a nightmare traffic.

Modes - Which transit mode do you feel best addresses community transit needs? - Buses

Philip **Sauvageau** *Company:*

Title:

Address: 545 West 230 North *City* Layton

Home Phone:

Work Phone:

Cell Phone: (801) 444-0446

Email: sauvageaupc@gmail.com

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 12/11/2013 Open House Comment

Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. - East-west FrontRunner to Temple.

Alternative 4 - Like: BRT direct and familiar to 470 riders.

Modes - Which transit mode do you feel best addresses community transit needs? - BRT with feeder east-west separate routes.

General Comments - BRT will work best.

Philip Sauvageau Company:

Title:

Received By: Received Via: Date of Call Subject of Call

Project Team Email 12/12/2013 Project Comment

Notes on Call

<Philip sent the project team an email comment on 12-12-13.>

It may be worthwhile to see about purchasing the old Bountiful Fresh Market store. It could be re-developed as a park and ride, bus transfer, and space for some small businesses (doctors offices, restaurant, ECT).

<Philip sent a follow-up comment on 12-13-13.>

I did not write down my complete thoughts at the open house because I needed to catch the next bus home. After reviewing the online maps and information, here is some additional input to my comments.

I live north of the study area, but have needs to visit this area occasionally. I feel that not one route can handle the multiple needs of this area. There needs to be a north-south high frequency route and then a separate route to take care of the east-west and Foxboro travel.

For north-south travel alternative 4 will work the best, but add in an option for 200 West in Bountiful depending on mode and feedback from those who live downtown. A transfer station and park and ride could also be added at the old Bountiful Fresh Market.

Two additional routes could be created, one from Woods Cross FrontRunner to Bountiful and another from Woods Cross FrontRunner to Foxboro (and serve Center Street or Redwood to North Temple). If the North-South route was frequent enough these East-West routes could easily transfer. Also, at peak hours these separate east west routes could continue into Salt Lake City.

For mode, BRT seems the most flexible for Bountiful's narrow roads. If rail options are considered maintenance needs, emergency response, and connections to rail yards/existing tracks need to be evaluated. If BRT is selected it should be one route from Salt Lake City to Farmington, understanding that north of Bountiful just won't have as fancy of stops. For BRT in Salt Lake City, North Temple to State Street should be evaluated.

Rebecca Thompson Company:

Title:

Address: 147 North 200 East City Bountiful

Home Phone:

Work Phone:

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Email: rebeccathomp@gmail.com

Notes on Correspondence

Received By: Received Via: Date of Call Subject of Call

Project Team Other 12/11/2013 Open House Comment

Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. The UTA study says there will be a need of +30000 between now and 2040? So modified current system yes, otherwise no.

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs? None-especially if any would be considered for TRAX, which is not needed in our community.

Alternative 1 - Like: Nothing but does stay away from Main Street Bountiful. Dislike: 500 West is already congested -do not need TRAX messing things up.

Alternative 2 - Like: Nothing but does stay away from Bountiful Main Street. Dislike: 500 West is already congested - do not need TRAX messing things up.

Alternative 3 - Like: Nothing. Dislike: any impact on Main Street Bountiful. Observations: Bus is okay - TRAX is not.

Alternative 4 - Like: Nothing. Dislike: Any potential impact on Main Street in Bountiful - especially if that includes anything to do with TRAX. Buses are okay and welcome.

Alternative 5A - Like: Nothing - but does serve Foxboro NSL. Dislike: Any potential impact on Main Street in Bountiful - especially is that includes anything to do with TRAX. Buses are okay and welcome.

Alternative 5B - Like: Nothing - but does serve Foxboro NSL. Dislike: Any potential impact on Main Street in Bountiful - especially is that includes anything to do with TRAX. Buses are okay and welcome.

Alternative 6 - Like: Nothing. Dislike: Any potential impact on Main Street in Bountiful - especially is that includes anything to do with TRAX. Buses are okay and welcome.

Modes - Which transit mode do you feel best addresses community transit needs? Enhanced Bus Service and/or BRT - NO need to change existing road infrastructure - especially any potential for TRAX coming to South Davis County.

General Comments - Any changes will be for mostly commuters and no residents moving about that local area. We are just

Rebecca Thompson *Company:*

Title:

too narrow and small of a community to think of services like TRAX. That is not needed and not wanted. Buses can easily fill any needs now and into the future.

Do not want any impact on the historical Bountiful Fort area - other than enhanced bus services - but TRAX just takes it too far! Even a streetcar system is not favored.

Richard Starley Company:

Title:

Address: 480 Wall Street City Salt Lake City
A202

Home Phone:

Work Phone:

Cell Phone:

Email: rstarley@xmission.com

Notes on Correspondence

Received By: Received Via: Date of Call Subject of Call

Project Team Other 12/11/2013 Open House Comment

Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. - Yes. Especially east-west collectors in South Davis and commuter services into/out of Salt Lake City downtown and HUB.

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs? - 300 West is the corridor to consider, not Victory Road.

Alternative 2 - Dislike this alternative. Other observations : This is a definite NO. Im sure that is chosen, Capital Hill folks will fight this.

Modes - Which transit mode do you feel best addresses community transit needs? - Bus service now, light rail or streetcar longer term.

General Comments - Capital Hill Neighborhood Council wants to decrease traffic of all kinds up to and over Capital Hill. 300 and 400 West streets are better for handling rush hour volumes.

Ryan and Tiffani Smith *Company:*

Title:

Address: 176 East 550 North *City* Bountiful

Home Phone: _____

Work Phone: (801) 529-7815

Cell Phone: (801) 529-7451

Email: smithro@ldschurch.org; tifs

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team	Other	12/11/2013	Open House Comment
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Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. - Additional, no. Modified, yes. I support collector routes to increase ridership to FrontRunner. I do not support BRT and Streetcar services to South Davis County.

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs? - Enhanced bus service.

Alternative 1 - Like: Yes. Dislike: Distance from work.

Alternative 2 - Like: Closer to my work.

Alternative 3 - Dislike: Distance from work.

Alternative 4 - Dislike: Distance from work.

Alternative 5A - Dislike: Distance from work.

Alternative 5B - Dislike: Distance from work. Other Observations: I don't like the circular route which involves Main Street.

Modes - Which transit mode do you feel best addresses community transit needs? - Bus

General Comments - Improve your marketing campaigns. I happened across this meeting by going to rideuta.com. Provide a real time app that tracks buses to provide a more realistic arrival time. I dislike the potential impact to parking along Main Street with all of the presented options.

Tanya and Lynn Bascom *Company:*

Title:

Address: 195 North 100 East *City* Bountiful

Home Phone: _____

Work Phone: _____

Cell Phone: (801) 298-2199

Email: basfam6@mstar.net

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team	Other	12/11/2013	Open House Comment
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Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. - "Our community is too small." No, as in your study, you have stated "only" 3,000 increase of riders in "2040."

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs? - If you need improvement "west" of Mian Street, 500 West and West - maybe - but it doesn't seem to be needed. Maybe improve by Foxboro.

Alternative 1 - "NONE." Most end on Main and 500 South.

Alternative 2 - "NONE." Most end on Main and 500 South.

Alternative 3 - "NONE." Most end on Main and 500 South.

Alternative 4 - "NONE." Most end on Main and 500 South.

Alternative 5A - "NONE." Most end on Main and 500 South.

Alternative 5B - "NONE." Most end on Main and 500 South.

Alternative 6 - "NONE." Most end on Main and 500 South.

Modes - Which transit mode do you feel best addresses community transit needs? - The existing bus routes. Enhanced bus service and an "app." No infrastructure cost.

General Comments - Poorly advertised! We found out 15 minutes before meeting by email. We know if it was better advertised more people would have been here. *Bountiful City didn't put it in newsletter or utility bill. Who goes to "rideuta.com?" Maybe "uta.com."

Tiffani Smith Company:

Title:

Address: 176 East 550 North City Bountiful

Home Phone:

Work Phone:

Cell Phone:

Email: tifsmith@gmail.com

Notes on Correspondence

Received By: Received Via: Date of Call Subject of Call

Project Team Other 12/11/2013 Open House Comment

Notes on Call

Purpose and Need - In your opinion, are additional transit services needed in the study area? Please explain. - Perhaps enhanced bus service, not anything that involves changes in major infrastructure.

Alternatives - Which of the proposed alternatives (corridor alignments) do you feel best addresses the community transit needs? - None. I absolutely do not want to see trains, TRAX, rail of any sort on Main Street.

Modes - Which transit mode do you feel best addresses community transit needs? - Buses! Add more buses and make an app that gives real time information as to when a bus will arrive and if delays are expected.

General Comments - Bountiful is a suburb. That is what is so wonderful about it, the fact that it isn't urban, don't change our infrastructure to force us to be something we're not.

Archie Phillips *Company:*

Title:

Address: 534 E Ramona Avenue *City* Salt Lake City

Home Phone: _____

Work Phone: _____

Cell Phone: _____

Email: archiephillips@comcast.net

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team	Email	12/12/2013	Project Comment
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Notes on Call

<Archie sent the project team an email comment on 12-12-13.>

The very best thing to do would be to come up with ways to simplify, enhance, and reward the purchase and use of electric vehicles in Davis County and Utah. Please add this to your Agenda.

Archie Phillips

Eric Hobday Company:

Title:

Address: 355 Quince St. City Salt Lake City

Home Phone:

Work Phone:

Cell Phone:

Email: ehobday@msn.com

Notes on Correspondence

Received By: Received Via: Date of Call Subject of Call

Project Team	Email	12/25/2013	Project Comment
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Notes on Call

<Eric sent the project team an email comment on 12-25-13.>

Dear UTA,

I am very curious why none of your options show I-15 as the corridor? Route 89 is the only option for bus routes. Seems to me the fastest way from Davis County to SLC would be for the buses to use I-15 and the 600 North Interchange in SLC. Furthermore, this routing would minimize the amount of time the buses spend in SLC residential and commercial areas where there are pedestrians who already have a difficult enough time crossing busy streets.

Best regards,

Eric Hobday

Mike Christensen Company:

Title:

Address: City Salt Lake City

Home Phone:

Work Phone:

Cell Phone:

Email:

Notes on Correspondence

Received By: Received Via: Date of Call Subject of Call

Project Team Other 1/15/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 4

Why do you think the corridor you selected is the best option?: Corridor 4 connects downtown SLC with downtown Bountiful. It also connects to TRAX at 400 W and North Temple.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Light Rail Transit

Why do you think the mode of transportation you selected is the best option?: I feel that the higher cost of rail modes is worth it in order to generate high economic development. Given the distances involved LRT makes more sense than a streetcar. I also envision a future LRT system that will extend south to Provo and north to

Open UTA Response Unknown Company:

Title:

Address: City Unknown

Home Phone: _____

Work Phone: _____

Cell Phone: _____

Email: _____

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: NA

Why do you think the corridor you selected is the best option?: Do what is ever the least expensive for the tax payer who is paying for all of this, along with the big pension the retired UTA president is living off of.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: NA

Why do you think the mode of transportation you selected is the best option?: Do the least expensive!

Received By: **Received Via:** **Date of Call** **Subject of Call**

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 5b

Why do you think the corridor you selected is the best option?: 5b balances access to the Woods Cross community with access along the US 89 corridor. These areas have great potential for growth and future demand.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Light Rail Transit

Why do you think the mode of transportation you selected is the best option?: LRT has a proven track-record of success in Salt Lake County. This mode is flexible and works well along higher-speed corridors like US 89, but can still work in some of the quieter areas, such as within parts of Woods Cross. If residents of the Woods Cross community are leaning towards the slower modes of transport, I would recommend considering running LRT along corridor 3 and adding streetcar to complete the "loop" in 5b.

Open UTA Response Unknown Company:

Title:

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 1/15/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 5b

Why do you think the corridor you selected is the best option?: NA

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Enhanced Bus

Why do you think the mode of transportation you selected is the best option?: These maps do not show what is being serviced , where they need to go and where they are going now and or where growth will be. choosing with such poor info I chose the type of transport that will allow for change.

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 1/15/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 5b

Why do you think the corridor you selected is the best option?: NA

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Bus Rapid Transit

Why do you think the mode of transportation you selected is the best option?: Busses get you closer to destination cost less than trains to purchase and maintain

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 1/15/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 5b

Why do you think the corridor you selected is the best option?: covers the major densities, crosses freeway, circles Woods Cross, and returns. Will cover more possible riders.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Light Rail Transit

Why do you think the mode of transportation you selected is the best option?: Consistency, public recognition and branding.

Open UTA Response Unknown Company:

Title:

Received By: Received Via: Date of Call Subject of Call

Project Team	Other	1/16/2014	Open UTA Response
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Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 3a

Why do you think the corridor you selected is the best option?: I grew up in Woods Cross. I rode front runner for 2 years doing my undergrad at the U. I think for sure that the connector should not go up victory road and down state street. That only shows up in corridor 2.

In terms of the WX/Bountiful, Main street makes sense because it is a good centerpoint for both WX and Bountiful residents. (500 W would work as well). I remember catching on occasion a bus at the Maverik on 1500 S/Main to head to SLC.

In terms of SLC, 300 W makes more sense than 400 W. 400 W is a super sketchy road. Not well lit at night. 300 W has a large ROW and isn't overly trafficked. I suppose the best reason for 400 W is that it is a 'side road' that could support higher levels of transit.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Enhanced Bus

Why do you think the mode of transportation you selected is the best option?: We should built Front Runner. I loved riding Front Runner. It is smooth. On time. Comfortable. Safe environment. As a student, I loved the Wi-fi option. In fact, i did an online class ENTIRELY on front runner. Back then (2008-2010), it was easy to jump on to trax and go to the University. I understand now, you have to make a transfer at the courthouse now. That adds time to the commute. To me that undercuts students taking Front Runner. When I rode it seemed there were only professionals heading downtown or students like myself. I'd be curious to know how south Davis County students are getting to school. There are plenty of students there that commute to SLCC campuses.

Anyway, enhanced bus is plenty good. Bus routes that are reliable and that come at decent towns. DO NOT run LRT or BRT down main street in Bountiful. It destroys left access. It hurts business. ESPECIALLY between 500 S/ 1500 S. LRT makes ALOT of sense in downtown SLC. I just cringe imagining historic Bountiful with a LRT. I think the streetcar could work but not like the picture. In fact, a streetcar should look historic. It should be fun. If UTA's goal is simply to move bodies faster....stick with the nice buses.

I'll get off my box but hey, you wanted responses.

thanks!

Open UTA Unknown Company:
Response

Title:

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 1/16/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 5b

Why do you think the corridor you selected is the best option?: 5B serves the most people in Davis County. BUT in Salt Lake City 400 West is the better route. 400 West was designed to lessen traffic on 300 West, and Salt Lake City plans to build medians in 300 West Street. A better 300 West street coupled with transit on 400 West Street would spur residential and economic development in the entire area.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Enhanced Bus

Why do you think the mode of transportation you selected is the best option?:

A loop served by a streetcar would be too slow. A loop served by BRT or light rail would be too fast. A loop served by enhanced buses with reasonable headways would be just right.

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 1/16/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 5b

Why do you think the corridor you selected is the best option?: 5b is the best option. But instead of going up 300 West in SLC, use 400 West. SLC is in the process of designing medians and pedestrian enhancements for 300 West up to 1000 North.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Light Rail Transit

Why do you think the mode of transportation you selected is the best option?: BRT

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Project Team Other 1/17/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 5a

Why do you think the corridor you selected is the best option?: NA

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Enhanced Bus

Why do you think the mode of transportation you selected is the best option?: cost and convenience.....

Open UTA Response Unknown Company:

Title:

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 1/17/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: NA

Why do you think the corridor you selected is the best option?: None of the above. The next additions to the north should be with the TRAX system and it should be connected to the U of U.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Light Rail Transit

Why do you think the mode of transportation you selected is the best option?: It is the most efficient in reducing the air pollutants as it supports more riders and can add to the U of U connection bringing back the efficient the SLC residents.

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 1/21/2014 Open UTA Reponse

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 5b

Why do you think the corridor you selected is the best option?: Access to major business areas. Access to front runner for transfers.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Light Rail Transit

Why do you think the mode of transportation you selected is the best option?: Faster speeds for longer distance of travel. Disappointment that the Sline only has 1 car. Buses are very difficult to travel on with strollers, groceries, or luggage.

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 1/21/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 4

Why do you think the corridor you selected is the best option?: Parking along Main Street would be easier and the ending point is close to Trax at the Arena.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Light Rail Transit

Why do you think the mode of transportation you selected is the best option?: Can accommodate many people with standing room and is smoother, for those of us who have motion issues with the bus.

Richard Middleton Company:

Title:

Address:

City Salt Lake City

Home Phone:

Work Phone:

Cell Phone:

Email:

Notes on Correspondence

Received By: Received Via: Date of Call Subject of Call

Project Team Other 1/15/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: NA

Why do you think the corridor you selected is the best option?: In the absence of any information on projected ridership or destinations it is not possible to make an informed comment about this! Also, there is no apparent difference between, for example, 3A and 3B. I'm baffled (and I'm a professional engineer!).

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Enhanced Bus

Why do you think the mode of transportation you selected is the best option?: I have loved BRT ever since Curitiba in the 1970s, but I think it is too inflexible for an area in which you cannot predict future development and usage. Enhanced Bus is cheap and flexible. Not streetcar, ever - too slow and inflexible.

Unknown _____*Company:**Title:**Address:**City* Salt Lake City*Home Phone:* _____*Work Phone:* _____*Cell Phone:* _____*Email:* _____

Notes on Correspondence**Received By:** **Received Via:** **Date of Call** **Subject of Call**

Project Team	Other	1/15/2014	Open UTA Response
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Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 5b

Why do you think the corridor you selected is the best option?: 5b balances access to the Woods Cross community with access along the US 89 corridor. These areas have great potential for growth and future demand.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Light Rail Transit

Why do you think the mode of transportation you selected is the best option?: LRT has a proven track-record of success in Salt Lake County. This mode is flexible and works well along higher-speed corridors like US 89, but can still work in some of the quieter areas, such as within parts of Woods Cross. If residents of the Woods Cross community are leaning towards the slower modes of transport, I would recommend considering running LRT along corridor 3 and adding streetcar to complete the "loop" in 5b.

Christopher Diezma *Company:*

Title:

Address:

City Salt Lake City

Home Phone: _____

Work Phone: _____

Cell Phone: _____

Email: _____

Notes on Correspondence

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Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 2

Why do you think the corridor you selected is the best option?: all trains now run around the 400w area but none along state. this option opens opportunities for avenues and Capitol residents to get on Trax.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Light Rail Transit

Why do you think the mode of transportation you selected is the best option?: Trax works well. it should be used all over the city.

Eric Hamren Company:

Title:

Address: City Salt Lake City

Home Phone:

Work Phone:

Cell Phone:

Email:

Notes on Correspondence

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Project Team Other 1/16/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 4

Why do you think the corridor you selected is the best option?: I am a downtown SLC resident so my opinion is only really valid for this area, I don't know Davis county well enough to speak specifics for that county.

I chose 4. I always prefer to see connections to existing transit to make a more user friendly system for passengers, especially visitors. It makes more sense to me for it to continue west on 200 south the extra block and connect to an existing station and allow for future growth by having a direct rail connection to the central station and to utilize the existing line and station along 400 west and have more connection to the gateway. 400west also allows you to still access the high profile venues such as the arena, west high ballet west, ksl, and lds bc but it also adds in an easier connection to front runner at north temple. 400 west is just as wide but has less car traffic thus making it more friendly to pedestrians/passengers as they cross the street.

Ideally, and this was not a listed option, I would love to see trax continue west on 400 south after Main Street and connect to central station and to follow the line through old Greektown, planetarium, and arena stations AND THEN head north along 300 west at south temple. It would utilize existing rail as well as offering direct transfers with ALL existing lines. Blue line, green line, red line and frontrunner. It would also open up a direct connection from Davis county to the university of Utah with a direct connection from frontrunner to the u of u. Slightly roundabout but it allows for passengers going the further distance to never have to transfer and the rest have easier transfer options to downtown and any south destinations along trax at the arena station.

I'll admit chose 4 purely so that it connects directly with existing transit at existing stations. The 300 west corridor north of south temple makes a lot more sense for development and business growth similar to what has happened and continues to happen along 400 south.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Light Rail Transit

Why do you think the mode of transportation you selected is the best option?: LTR, as said in other comments, has a proven track record of success. People trust rail better because they always know the station will be there and it can't move like buses. I can't tell you how many times I've gone to get on a bus only to discover the route has changed or it's an alternative route for construction and the stop I'm at will have no pickups. Light rail also runs more on time And is also faster.

Eric _____ Hamren _____ Company: _____

Title: _____

Option b would be bus rapid transit.

Utilize streetcars and enhanced buses branching out from the trax or rapid transit stations.

Unknown

Company:

Title:

Address:

City Layton

Home Phone:

Work Phone:

Cell Phone:

Email:

Notes on Correspondence

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Project Team Other 1/16/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 4

Why do you think the corridor you selected is the best option?: I like 400 West in Salt Lake City for connections to other transit modes. If BRT is chosen North Temple/State is better. 200 West would be best in Bountiful if Rail, Main Street would be good for Bus. East-West travel would be best as a separate route if the North-South was frequent enough.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Bus Rapid Transit

Why do you think the mode of transportation you selected is the best option?: Bountiful roads are too narrow for Light Rail. Streetcars would work if you could get the faster speeds along US 89. BRT gives the most flexibility and could be a one seat option from Farmington to Salt Lake. I still don't have enough information about the capacity of the LRT intersections where switching would be required.

Unknown

Company:

Title:

Address:

City Salt Lake City

Home Phone:

Work Phone:

Cell Phone:

Email:

Notes on Correspondence

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Project Team Other 1/16/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 2

Why do you think the corridor you selected is the best option?: I would like to see a combination of 2 (servicing the Capitol) and 5b (allows more options in Bountiful). The more location options we have, the more we can use public transit. Increased ridership will help keep it cost effective.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Bus Rapid Transit

Why do you think the mode of transportation you selected is the best option?: Go for the middle cost BRT. I love TRAX, but it is more expensive to build. The bus (option 4) costs even less, but doesn't increase travel time that much. IT seems wider use our money to create many more BRT options, rather than a few light rail options. We should have enough public transit choices to take us anywhere we want to go.

Unknown

Company:

Title:

Address:

City Salt Lake City

Home Phone:

Work Phone:

Cell Phone:

Email:

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 1/16/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 4

Why do you think the corridor you selected is the best option?: Central to more commercial and community services

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Enhanced Bus

Why do you think the mode of transportation you selected is the best option?: NA

Unknown _____

Company:

Title:

Address:

City Salt Lake City

Home Phone: _____

Work Phone: _____

Cell Phone: _____

Email: _____

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 1/17/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 4

Why do you think the corridor you selected is the best option?: 400 West in Salt Lake City is the better alternative because it moves the rail or bus service away from a mostly residential street, onto a route that is currently bordered on the west by industrial uses and vacant lots. It would also be closer to the Frontrunner N. Temple Station and could link directly with the existing Trax line.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Light Rail Transit

Why do you think the mode of transportation you selected is the best option?: Light rail is by far the best option in regards to reducing air pollution in the Salt Lake Valley since it is electric. Adding additional buses would create more air and noise pollution. Light rail is also more reliable and faster than the bus.

Unknown

Company:

Title:

Address:

City Bountiful

Home Phone:

Work Phone:

Cell Phone:

Email:

Notes on Correspondence

Received By:

Received Via:

Date of Call

Subject of Call

Project Team

Other

1/18/2014

Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 3a

Why do you think the corridor you selected is the best option?: Corridor 3a would be the fastest route, but you have got to figure out how to get people out of the residential areas of West Bountiful, Woods Cross, North Salt Lake and Bountiful to the transit line. I am not sure any of the proposals are any better than the current bus system especially if it was redesigned to take the most direct routes from/to residential areas to/from Salt Lake downtown. I rode the old route 60 Woods Cross for 15 years when it ran from the northeast Bountiful residential area through Woods Cross and into downtown. It was quick and had tons of riders. The current bus routes are slow and circuitous to reduce costs but they provide poor service.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Enhanced Bus

Why do you think the mode of transportation you selected is the best option?: For the study area, buses work the best because their routes are flexible and low cost. Davis county residents do not want their heritage streets disturbed by the other options.

PS: This survey site is so hard to use that I doubt you will get enough comments to be helpful.

Unknown

Company:

Title:

Address:

City North Salt Lake

Home Phone:

Work Phone:

Cell Phone:

Email:

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 1/18/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 3a

Why do you think the corridor you selected is the best option?: Further increases transit options along an already busy corridor in the SL area as well as the South Davis area.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Light Rail Transit

Why do you think the mode of transportation you selected is the best option?: Light Rail will encourage and enhance developments that are already underway or planned along this route. This will further increase potential ridership. LRT also has a higher ridership potential than any of the other options. It has also been shown that LRT initial ridership is higher than other modes of transit as well as higher ridership retention.

The higher speeds of LRT will also convince people to use the service as it is highly comparable to driving.

Capacity can be nearly instantly increased with the addition of another car to the train. This further reduces personnel costs as you reduce the need for additional drivers/operators. Over the course of 15 years, this benefit easily reduces the overall costs.

Long range costs area also lower on Light Rail than they are with other transit options. Light Rail is also built for today and tomorrow while the other options are primarily built for today and don't handle growth well at all.

Matt **Miller** *Company:*

Title:

Address:

City Salt Lake City

Home Phone:

Work Phone:

Cell Phone:

Email:

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 1/20/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 2

Why do you think the corridor you selected is the best option?: Corridor 2's South end is ridiculous--too sharp for light rail or streetcar, but connects well to State-street buses. 400w seems simply to connect to TRAX then 300w. The 'loop' on 5a/5b is madness--to much cost/mile for rail. In Bountiful, Alignment 2 is preferred for job access--not sure what the intent of 3a/3b--high density housing? Corridor 6 doesn't get close enough to the high-density residential to make it worthwhile. Corridor 3a/3b are decent, as are 1 & 4. Ideally (for light rail) I'd want the bottom of 4 and the top of 1. Irritatingly, none of the alignments reach South Davis Community Hospital, or Lakeview hospital, both of which are major employment centers.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Bus Rapid Transit

Why do you think the mode of transportation you selected is the best option?: For mode, the distance (~10 miles) is too far for streetcar. For a 'bare field' city, BRT would beat light rail hands down, but UTA already has the maintenance center and vehicles for LRT, which should make it cheaper per mile than normal. But it's hard to make the call on mode without knowing how much is going to be exclusive right of way, and where the stations are going to be. At \$30m/mile, and nothing worth stopping for along Beck street, BRT seems like the better option. And thus, alignment 2.

Unknown

Company:

Title:

Address:

City Salt Lake City

Home Phone:

Work Phone:

Cell Phone:

Email:

Notes on Correspondence

Received By: **Received Via:** **Date of Call** **Subject of Call**

Project Team Other 1/20/2014 Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 5b

Why do you think the corridor you selected is the best option?: As a resident of SLC, I reject Corridor 2 because it comes down Victory/State St, which is already far too congested N of South Temple. I am not as clear on the northern (Davis City) portions, but Corridor 5b containing the loop seems to provide more flexible, timely connections.

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Bus Rapid Transit

Why do you think the mode of transportation you selected is the best option?: I based the selection on cost & future flexibility. The fixed-rail options (LRT & streetcar) require more costly construction & generally don't seem as scalable in terms of adding routes. SLCo experience with TRAX has been that the high construction costs have cut bus service to the point that it impairs public transportation overall, given that the state support for public transit is so stingy and conditioned on real estate development. Although I applaud the TRAX system in general and think it functions wonderfully, it's too limited without a much wider net of smaller connections. Hopefully a BRT system could provide this wider net.

Jenna Simkins Company:

Title:

Address: 481 East 1130 North City Bountiful

Home Phone:

Work Phone:

Cell Phone: (801) 295-3804

Email: jenn.simkins@gmail.com

Notes on Correspondence

Received By: Received Via: Date of Call Subject of Call

Project Team Email 1/21/2014 Email Comment

Notes on Call

<Jenna sent the project team an email on 1-21-14.>

Hello,

The following began as a response to the two questions posed on the peak democracy website: which route should be chosen, and why, and which mode do you prefer, and why? I decided to send an email because my response didn't correspond to the questions very well. Sorry about the disorganization and length.

Which route is best depends upon the mode and whether or not there is a dedicated ROW (right of way) for transit. More information, such as estimated ridership and travel times with or without a ROW, to and from SLC, would have been helpful. There is also no information about the span of service (when it would start and end running) or the frequency (15, 20, 30, 60 min headways) or what the number of stops would be for this new route. I am assuming they all will be limited stop. There is also no comparison between existing routes (and their performance) and these proposed routes.

I think a cheap, "easy," way to improve service between Davis county and SLC is to have a dedicated bus lane along 300 W, Beck St, the frontage road beside I-15, and, if you could get it, part of US89. Current UTA routes, like the 470, 455, and the commute 460s, and some express buses like the 472 and 473, could all use this lane, which would be most beneficial during the congested commute times. (Although there may be bus bunching, I am guessing it would still be an improvement to mixed traffic.) Could also be mixed traffic as an HOV lane, although it may be difficult to enforce. There also could be just a northbound lane because (based just upon my experiences) it is really the evening commute congestion that slows down the bus.

For 5a and 5b, I think a local stop bus is best, I doubt it can support a 15 minute frequency or limited stop. I also strongly dislike routes which are a loop. They are ok as neighborhood circulators, but, as a cost of covering more area, they are slower. Please do not build BRT or LRT for 5a or 5b.

Corridor 3 (I can't see a difference between 3a and 3b) is closest to the 470 route, so I think it would be best for BRT because it has an established ridership. For LRT, the 400 W, Beck St, US89 and 200 W is better because of the opposition to light

Jenna

Simkins

*Company:**Title:*

rail on historic Main street (400 North to 500 South). I do not oppose LRT on Main north of 400 N. I would rather have LRT on 300 W in SLC because I think it is closer to more residences and businesses, but I recognize that it is probably more expensive to do and the cost outweighs the benefits.

The mode is much less important than other, unseen, things, such as the frequency, span, the route, ROW, and the number of stops (or stations). I am against the streetcar and the enhanced bus because they do not have a ROW, so I don't see it as an improvement over a regular bus with limited stops. Capacity is one major difference between modes: light rail can add another car if needed, a bus cannot. Still, I (slightly) prefer BRT because it is cheaper to build, and, if done correctly, I think it can be a way to build ridership and support for a more expensive light rail line in the future, when ridership numbers warrant it.

I worry, that by building incrementally, we will be left with an incomplete line that doesn't quite work but would have if it reached Centerville or Farmington. I also worry that UTA will cut the 470 route, either the frequency or the length. I would rather things stay as they are if a new route results in cutting the 470. I also think it may be adequate to just increase the frequency of the 470--or make it a regular schedule that people can remember (currently the time between buses ranges from 10 minutes to 65 minutes, a majority of the time it is 20-30 minutes apart), with additional buses threaded into the regular schedule for peak service. Like the 455, there could be some 470s that end earlier, like in Farmington or 500 S Bountiful.

I know the feds give money for building things, not for operations. Although there hasn't been any mention of applying for federal money, I assume that is the end goal.

As an aside, the framing of the question really bothers me--it makes it sound like there is no public transit between Davis County and SLC currently. I went to the open house and I was pretty frustrated with the format--the people at each station were monopolized, and no doubt had to answer the same question over and over again. A short presentation, maybe every 15 or 20 minutes, followed by a question and answer session as a small group would have been more productive. I think each route needed its own station, with a list of its positives and negatives--it was a headache to look to that long list of characteristics and ratings and try to remember which one was corridor 4 or whatever. It was also difficult to even see the routes as people had to stand right next to them to look. There were no landmarks on the maps (like the Woods Cross FR station) or references to other transit routes, like the 470.

Thank you for reading.
Jenna Simkins

Unknown

Company:

Title:

Address:

City Salt Lake City

Home Phone:

Work Phone:

Cell Phone:

Email:

Notes on Correspondence

Received By:

Received Via:

Date of Call

Subject of Call

Project Team

Other

1/21/2014

Open UTA Response

Notes on Call

Along which transit route should Southern Davis County and Salt Lake City be connected?: Corridor 3A

Why do you think the corridor you selected is the best option?: East of I-15 needs more mass transit option - many co-workers do not use frontrunner because it takes too long to get to the stations from east of I-15

By which mode of transportation should Southern Davis County and Salt Lake City be connected?: Light Rail Transit

Why do you think the mode of transportation you selected is the best option?: most dependable and cost efficient - especially in bad weather situations. can move more people than busses. easy transfer to other SL area rail systems.

Appendix D - 3

Summary of Outreach Activities (UTA)

DAVIS-SLC COMMUNITY CONNECTOR STUDY

PUBLIC INVOLVEMENT REPORT – MASTER



ACTIVITY/DELIVERABLE	PROJECT UPDATE	LOOK AHEAD
Collaterals	<ul style="list-style-type: none"> Finalized public involvement plan: 7/2013 Developed project talking points: 8/2013 Developed project fact sheet: 8/2013 Developed project overview PowerPoint and Prezi: 8/2013 Created open house promotional flier: 11/2013 Created email template: 11/2013 Created Open UTA template: 12/2013 Drafted public comment response (FAQ): 1/2014 	<ul style="list-style-type: none"> Update fact sheet with LPA information
Community Outreach & Meetings	<ul style="list-style-type: none"> Meeting with Jim Smith (Davis County Chamber): 7/2013 Meeting with Lane Beattie (Salt Lake County Chamber): 7/2013 Developed list of business community influencers: 7/2013 Four focus group sessions (conducted by Light House Research): 8/2013 Meeting with Ken Leatham (NSL): 8/2013 Grassroots meetings with NSL (US-89) business owners: 8/2013 Meeting with Lane Beattie (assistant): 8/2013 Concluded initial grassroots meetings/surveys with NSL businesses: 9/2013 Meeting with Eaglewood Lofts development ownership: 9/2013 Meeting with Orbit Irrigation ownership: 9/2013 Presentation to Davis County Chamber: 9/2013 Telephone survey (400 respondents): 10/2013 Presented study update to Stakeholder Advisory Committee 10/2013 Grassroots meetings/surveys with Bountiful businesses: 10/2013 Completed telephone survey: 11/2013 	<ul style="list-style-type: none"> Stakeholder Advisory Committee Presentation to UTA board Bountiful Business Alliance update Bountiful Rotary Club update Capitol Hill Community Council update Additional outreach to historic Bountiful Main Street as needed

Davis-SLC PI Contacts: Bill Knowles 801.580.2626 bill.knowles@slcgov.com | Kent Jorgenson 801.510.1484 kjorgenson@rideuta.com | Andy Neff 801.419.9554 aneff@langdongroupinc.com | Marc Bowman 801.867.4573 mbowman@rideuta.com |

	<ul style="list-style-type: none"> • Bountiful Rotary Club presentation: 11/2013 • Bountiful Merchants Association presentation: 11/2013 • Capitol Hill Community Council presentation: 11/2013 • Project open house #1: 12/2013 • Davis County COG presentation: 1/2014 • Stakeholder Advisory Committee Update: 2/2014 • Presentation/booth at Centerville transit open house: 2/2014 • Project update/discussion with Bountiful Business Alliance (historic Main St. businesses): 2/2014 • Bountiful City Council presentation: 2/2014 • Presentation/project update to Davis County Chamber: 3/2014 • Project open house #2: 4/2014 • NSL City Council presentation: 4/2014 	
Public Information	<ul style="list-style-type: none"> • Launched project webpage: 9/2013 • Compiled project-specific email list: 10/2013 • Delivered fact sheets for public to key community locations: 10/2013 • Worked with study area cities to have links to the study posted on their websites: 10/2013 • Introductory email to email list: 11/2013 • Open house reminder email to email list: 11/2013 • Posted open house fliers on bus routes: 11/2013 • Handed out fliers at key transit stations: 11/2013 • Worked with cities to get open house information on their websites: 11/2013 • Updated UTA website with all materials from open house: 12/2013 • Email update to subscribers and commenters with FAQ response to comments received: 1/2014 • Open UTA invitation email to project email list: 3/2014 • Open house #2 promotional emails to the project email list: 3/2014 • Updated UTA website with all materials from open house #2: 4/2014 	<ul style="list-style-type: none"> • Continued project-specific email updates: ongoing • Continue to update UTA website with latest materials

Social Media & Media Relations	<ul style="list-style-type: none"> • Posted project story on UTA blog (letsrideuta.com): 11/2013 • Promoted blog story on Facebook, Twitter: 11/2013 • Sent open house news release: 11/2013 • Media coverage in <i>Deseret News, Standard-Examiner, Davis Clipper</i>: 11/2013 • Promoted open house using Facebook, Twitter: 12/2013 • Supplemented open house #1 through additional public comment forum (Open UTA): 1/2014 • Promoted Open UTA on UTA social media channels: 1/2014 • Supplemented open house #2 through additional public comment forum (Open UTA): 4/2014 • Promoted project open house #2 via Facebook, Twitter: 4/2014 • Sent open house news release: 4/2014 • Open house news stories in <i>Deseret News, Davis Clipper</i>: 4/2014 	<ul style="list-style-type: none"> • Announce LPA on UTA blog/website • Post outcome information on Open UTA • Social and traditional media to announce LPA
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Appendix D - 6

April 2014 Public Comment Report (UTA)

APRIL
2014

DAVIS-SLC COMMUNITY CONNECTOR

PUBLIC COMMENT REPORT

OPEN HOUSE

The Davis-SLC Community Connector project team hosted a public open house from 4:30 p.m. to 6:30 p.m. on Tuesday, April 1, 2014 at the North Salt Lake City Hall. Thirty-three people attended the event. This was the project's second public open house.

PUBLICITY

The event was publicized via the following resources:

- Email blast to study database (200+ subscribers), stakeholder and advisory committees, business and special interest groups
- UTA and municipal websites, social media and newsletters
- US-89 marquee at North Salt Lake City Hall
- Flier distribution at FrontRunner stations and posted on UTA buses (routes 455, 470)
- Press release to local media outlets

COMMENT SUMMARY

Fifteen written comments were submitted in conjunction with the open house. Thirteen were hand written and submitted the night of the open house and two were emailed after the open house. Most of the comments were from Bountiful residents (8), followed by North Salt Lake (3), unspecified (3) and Farmington (1). The following themes were represented:

- The majority of open house commenters were from Davis County. They favored 200 West in Bountiful as a potential northern alignment and 300 West in Salt Lake City as a potential southern alignment.
- There was continued opposition from Main Street business owners to major transit improvements on Bountiful's historic Main Street.
- Commenters from the historic Main Street area indicated that do not want BRT on Main Street because it would interfere with community events and festivals. They also indicated that they were

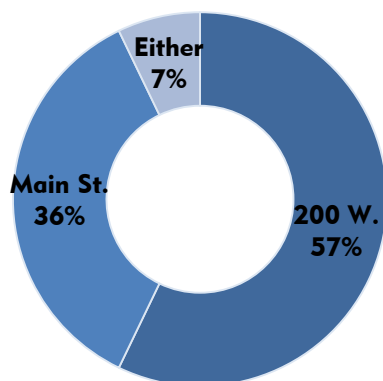


concerned about parking impacts and the safety of the children who attend classes at a dance studio on historic Main Street.

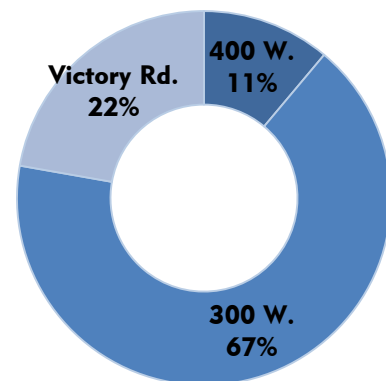
- Commenters expressed a need for increased east-west connectivity via bus routes that connect the east side neighborhoods with the Woods Cross FrontRunner Station and the Foxboro community on Redwood Road. Suggested possible routes included: Center Street (North Salt Lake), 2600 South (Bountiful) and 500 South (Bountiful).
- A few commenters indicated that they would prefer a Main Street option because it would encourage more pedestrian traffic, revitalize the area and generate economic development.

OPEN HOUSE PUBLIC PREFERENCES

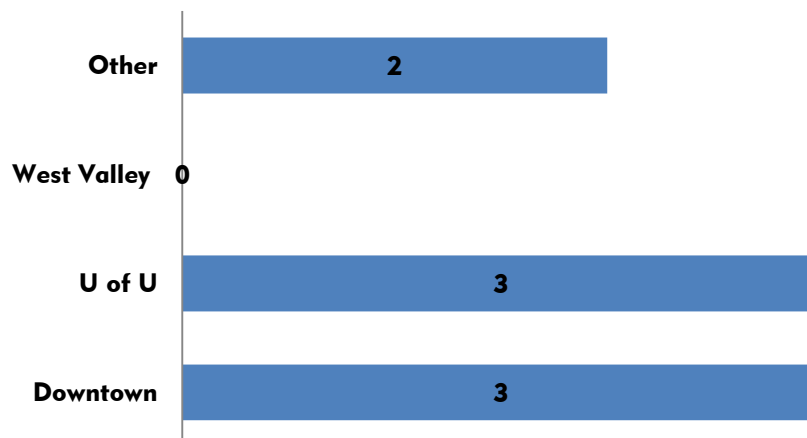
Northern Alignments



Southern Alignments



Future Destinations

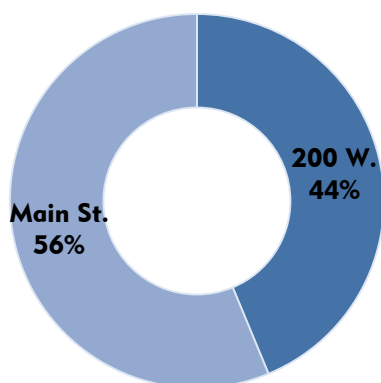


OPEN UTA

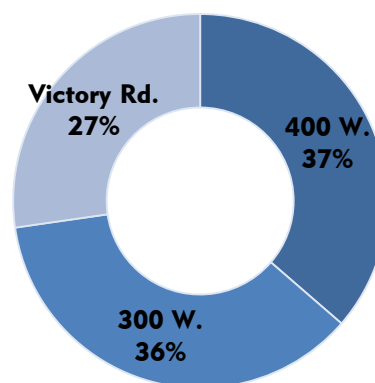
Prior to the Open House, the public involvement team launched the project's second Open UTA topic. The topic was active from March 19 – April 5 and asked commenters to choose with routes they preferred for the northern and southern segments of the project. The Open UTA topic was advertised via an email blast to the project subscription list and to Salt Lake City's Open City Hall subscribers. During the time that the topic was open for public comment, the topic received 182 unique visitors who left 37 comments. Preferences for potential northern alignments and southern alignments were very evenly distributed. Commenters preferred downtown Salt Lake City as their top future destination, followed by the University of Utah.

OPEN UTA PUBLIC PREFERENCES

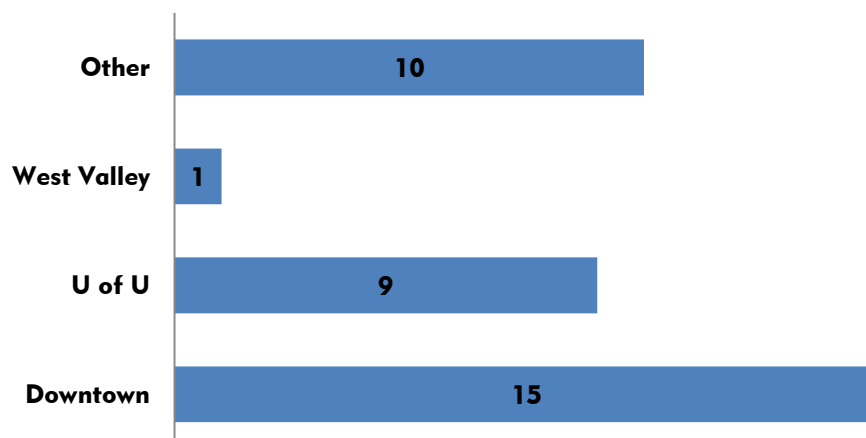
Northern Alignments



Southern Alignments

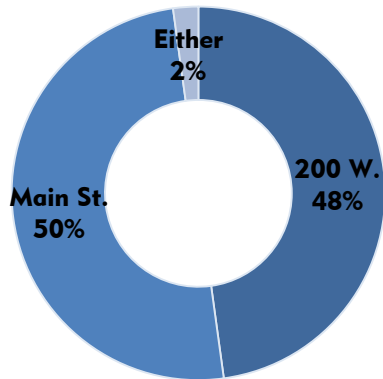


Future Destinations

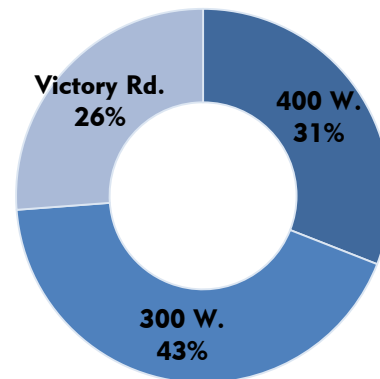


OVERALL (COMBINED) PUBLIC PREFERENCES

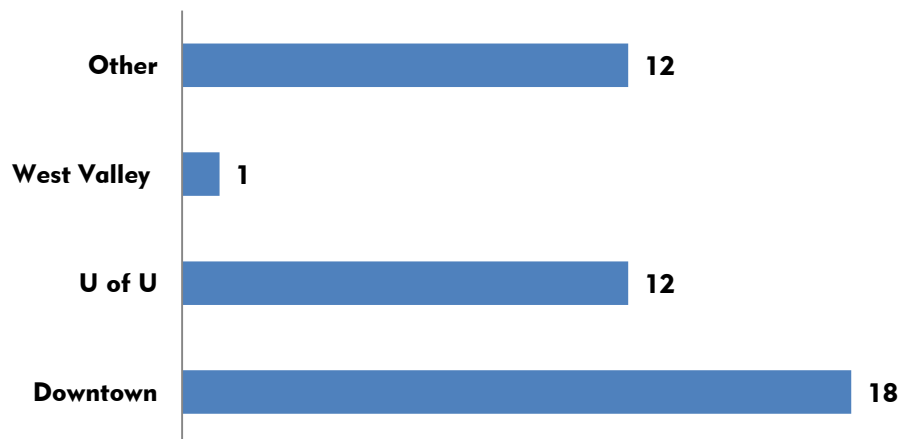
Northern Alignments



Southern Alignments



Future Destinations



Open House Comments

Name: N/A

Address: N/A

Email: N/A

Which northern alignment do you prefer?

200 West

Which southern alignment do you prefer?

N/A

Which mode do you prefer?

Enhanced Bus

Please let us know where you would like to see increased east-west bus service.

N/A

Which southern destination is best for potential future phases of this project?

N/A

General comments: N/A

Name: Rebecca Thompson

Address: 147 N. 200 E. Bountiful, UT 84010

Email: rebeccathomp@gmail.com

Which northern alignment do you prefer?

200 West – frees up Main Street for community functions, and is still close enough to provide good access. Also is closer to businesses on 500 West.

Which southern alignment do you prefer?

#1 300 West – puts riders more into areas of SLC that are needed

#2 Victory Road – will put riders closer to and in downtown SLC

Which mode do you prefer?

Enhanced Bus – does NOT require changes to roads to accommodate fancy in-the-way of roads/traffic stops. Keep it plain and simple with Enhanced Bus!

Please let us know where you would like to see increased east-west bus service.

N/A

Which southern destination is best for potential future phases of this project?

Downtown!

General comments:

N/A

Name: James Keeler

Address: 33 W. Center St. Unit 3, North Salt Lake, UT 84054

Email: artmodelman@gmail.com

Which northern alignment do you prefer?

I prefer 200 West. It has access to businesses I shop at.

Which southern alignment do you prefer?

300 West would be faster than Victory Road and Main Street. Less snow in the winter also.

Which mode do you prefer?

Seems like BRT is the best way to go for faster service to and from SLC.

Please let us know where you would like to see increased east-west bus service.

Center Street to industrial park.

Which southern destination is best for potential future phases of this project?

The University route would provide nonstop service to the U.

General comments:

We need a FrontRunner train station on Center Street between the freeway and the rail line. We have little access to I-15, Legacy Parkway and I-215. A train station would benefit a lot of people who would use it to go to work.

Name: Rod Mortensen

Address: 778 W. 3800 S. Bountiful, UT 84010

Email: rod@rodmortensen.com

Which northern alignment do you prefer?

Main Street. This will revitalize Bountiful's Main Street and bring real economic development to that downtown.

Which southern alignment do you prefer?

Victory Road. Many employees at capitol and church office complexes.

Which mode do you prefer?

BRT or trolley!!

Please let us know where you would like to see increased east-west bus service.

2600 South, Bountiful; 3800 South connect to NSL Main Street north of I-15; 500 South, Bountiful

Which southern destination is best for potential future phases of this project?

University of Utah

General comments:

I'm looking forward

Name: David E. Petersen

Address: 160 S. Main St. Farmington, UT 84025

Email: dpeterson@farmington.utah.gov

Which northern alignment do you prefer?

Main Street. It will capture more multiple-family development/commercial areas.

Which southern alignment do you prefer?

Vicory Road, but it must go down Main Street. State Street is too narrow.

Which mode do you prefer?

BRT. It works in WVC, and it should be more reliable. More people will ride it.

Please let us know where you would like to see increased east-west bus service.

In the 500 South corridor or 400 N. corridor.

Which southern destination is best for potential future phases of this project?

Farmington

General comments:

Hopefully BRT will be extended to Farmington someday (or fixed rail).

Name: Alex Ali

Address: 393 E. 400 N. Bountiful, UT 84010

Email: lonecoltut@gmail.com

Which northern alignment do you prefer?

Main Street because it's a central point and will help service more people. Also, it's closer to where I live now and I'd wager more people, too.

Which southern alignment do you prefer?

300 West because it's a middle ground and I prefer going more towards downtown Salt Lake over the University.

Which mode do you prefer?

Bus Rapid Transit. It seems like that would help reach more people over a newer bus type. Plus, I've ridden on Enhanced Bus and didn't find it too beneficial in the past.

Please let us know where you would like to see increased east-west bus service.

N/A

Which southern destination is best for potential future phases of this project?

University of Utah because classes are offered around the clock and it would be nice if buses matched that.

General comments:

N/A

Name: Elaine Bennion

Address: 55 W. Center St. #151 North Salt Lake, UT

Email: elainebennion@gmail.com

Which northern alignment do you prefer?

Main Street – I would like to see more foot traffic/pedestrian friendly shopping.

Which southern alignment do you prefer?

400 West – Great access to Gateway shopping and TRAX/FrontRunner east-west connections.

Which mode do you prefer?

BRT – pedestrian friendly – walkability. I have small children. I like to see safer options for pedestrians.

Please let us know where you would like to see increased east-west bus service.

Woods Cross – 1500 S. – Access to FrontRunner Station. NSL – 1100 N. – accessibility for Foxborough residents

Which southern destination is best for potential future phases of this project?

Downtown

General comments:

N/A

Name: N/A

Address: N/A (Bountiful – assumed)

Email: N/A

Which northern alignment do you prefer?

200 West – Parking is extremely limited on Main St.

Which southern alignment do you prefer?

N/A

Which mode do you prefer?

Enhanced Bus

Please let us know where you would like to see increased east-west bus service.

N/A

Which southern destination is best for potential future phases of this project?

Downtown. Once people are downtown, there are many options.

General comments:

Main Street Bountiful is my concern. Parking is already limited. It's used for many street festivals and activities, increased traffic would change the area from an activity/festival/parade location. We want to preserve the atmosphere of the area and street.

Name: Nancy Tarbet

Address: 29 S. 1250 E.

Email: nancy.tarbet@gmail.com

Which northern alignment do you prefer?

200 West! The revitalization of Main Street in Bountiful has been a huge success. Having the alignment go down Main Street would ruin this! With all of the businesses, parking would be a worse than it already is! With a huge dance studio (over 800) as one of the businesses it would be a huge safety issue as well!

Which southern alignment do you prefer?

N/A

Which mode do you prefer?

Enhanced Bus

Please let us know where you would like to see increased east-west bus service.

N/A

Which southern destination is best for potential future phases of this project?

N/A

General comments:

N/A

Name: Linn Bergeson

Address: 103 S. 1225 E. Bountiful, UT 84010

Email: linnbergeson@gmail.com

Which northern alignment do you prefer?

For the safety of all 600 children who attend the dance studio on Main Street, the buses that come and go and the extra people coming and going, two blocks west would be a better option.

Which southern alignment do you prefer?

N/A

Which mode do you prefer?

Enhanced Bus.

Please let us know where you would like to see increased east-west bus service.

N/A

Which southern destination is best for potential future phases of this project?

N/A

General comments:

N/A

Name: N/A

Address: N/A (Bountiful – assumed)

Email: N/A

Which northern alignment do you prefer?

200 West

Which southern alignment do you prefer?

300 West

Which mode do you prefer?

Enhanced Bus

Please let us know where you would like to see increased east-west bus service.

N/A

Which southern destination is best for potential future phases of this project?

N/A

General comments:

N/A

Name: Jana Monson

Address: 1934 S. 850 E. Bountiful, UT

Email: monsoon.sean@yahoo.com

Which northern alignment do you prefer?

200 West. Main Street would be a terrible option. There are many businesses and festivals and activities which would be affected. I am strongly against Main Street option and I know most people would be against it.

Which southern alignment do you prefer?

300 West.

Which mode do you prefer?

Enhanced Bus. BRT would be too invasive.

Please let us know where you would like to see increased east-west bus service.

1800 South.

Which southern destination is best for potential future phases of this project?

N/A

General comments:

N/A

Name: Larry Groves

Address: 1024 N. Adelburg Dr. North Salt Lake, UT 84054

Email: classicalnut47@yahoo.com

Which northern alignment do you prefer?

Doesn't matter. There are no east-west connections in Davis County (see below) only the 460.

Which southern alignment do you prefer?

300 West of Victory Road.

Which mode do you prefer?

Bus Rapid Transit from Highway 89 and 2600 S. Woods Cross to and from the U of U with east-west connection from Foxhollow/Foxboro area on Redwood.

Please let us know where you would like to see increased east-west bus service.

Yes – Davis County

Which southern destination is best for potential future phases of this project?

N/A

General comments:

N/A

Name: Philip Savagaeu (via email)

Address: N/A

Email: sauvageaupc@gmail.com

Which northern alignment do you prefer?

Main Street

Which southern alignment do you prefer?

N/A

Which mode do you prefer?

BRT

Please let us know where you would like to see increased east-west bus service.

N/A

Which southern destination is best for potential future phases of this project?

N/A

General comments:

I was not able to go to the open house last week, but was just able to review the materials posted on rideuta.com. I am in favor of the Alternate B BRT option.

Now that I see you are adding additional pedestrian improvements and possible re-alignment at Main and US-89 I am liking Main Street at the north end. The potential with [a 600 South](#) stop will help those in the higher density housing and the added bike/pedestrian access will help to get to the shopping at Smiths Marketplace. There is still flexibility north of 500 South to use other roads if the neighborhood does not want it on the historic section of Main Street.

An additional BRT stop on 500 South would be helpful for transferring with other routes and to give an additional stop along the retail section of town.

Route 455 could be re-designed to take care of the State Capital area, easy transfers could happen at the Center Street BRT stop.

Name: Jeff Anderson (via email)

Address: N/A

Email: jeff.sycamorecottage@gmail.com

Which northern alignment do you prefer?

N/A

Which southern alignment do you prefer?

N/A

Which mode do you prefer?

N/A

Please let us know where you would like to see increased east-west bus service.

N/A

Which southern destination is best for potential future phases of this project?

N/A

General comments: I understand that there was a meeting held at the North Salt Lake City offices last night seeking comments on transit options for our area. I would like to comment. I know that the trains look pretty and shiny, but I have a number of colleagues who travel from the south on Trax and the Frontrunners. Virtually everyone who has shifted from a bus to the train reports that their commute times have often doubled with the change. Many have taken to driving. One colleague said that after a new Trax line was introduced, that they petitioned to keep their bus line. UTA reluctantly agreed and then assigned the poorest bus to the line. They found themselves stuck several times on the freeway sitting for several hours on a broken down bus. That does not speak well for your customer service. Knowing this, and seeing the reality of those connections, as they would have to be laid out, I would vigorously oppose any effort to run a light rail line into Davis County. it is overly expensive, takes up valuable highway space, and will in the end lengthen the commute rather than help it. I currently take the 462. There is a stop 50 feet from my front door. I would have to walk up to a mile to catch Trax. I noticed that the Deseret News had a huge spread with comments from a neighbor who was a strong advocate for a light rail. He lives across the street from me, and he has never ridden the bus in his life. He talks a good talk, but he has not walked very far in the shoes of someone who rides the bus every day. I work downtown, and I know that commuters who work downtown or at the U do pretty well. I think UTA could better serve the community by enhancing the connections to the outlying areas via bus rather than spending lots of money on rail lines.

Name not shown (on forum)

April 3, 2014, 7:34 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

No Response

Why do you think the street you selected is the best option?

This decision should be based on serving the greater population in Bountiful while allowing sound engineered alignments for extending the service further north.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

No Response

Why do you think the street you selected is the best option?

It should tie into the existing Main Street Trax line to establish the connection of the CBD and the University of Utah, including the hospital, anything else would be a compromise.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

University of Utah

Name not available (unclaimed)

April 2, 2014, 2:14 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

Main Street

Why do you think the street you selected is the best option?

Having more public transportation going through main street would probably boost the amount of people transiting in that area.
On the other hand it might get too packed with so much going on? I don't know if that's a problem, but at least a variation of a stop off of main could be a great idea.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

300 West

Why do you think the street you selected is the best option?

300 west is more direct, and takes you to a closer front runner/trax station on north temple and by the Gateway. Plus most downtown locations start in that area, wider streets are by 300 west than victory road, and the Capitol Hill area. Plus capitol hill is subject to too much traffic on state by the capitol, and its such a residential area, no one would really benefit from the bus service unless they lived up that area.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Downtown Salt Lake City

Name not available (unclaimed)

April 2, 2014, 11:49 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

200 West

Why do you think the street you selected is the best option?

200 West because it is only two blocks off of main street, and within easy walking distance between main and 500 West, both major arteries in South Davis. Also it spreads out bus traffic between the roads not bottle necking Main St.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

Victory Road

Why do you think the street you selected is the best option?

A lot of riders work either at the government offices or church offices. Both are located within walking distance of the Victory Road route. This route also puts people into the downtown area. If someone is going further south they would take Front Runner or Trax to get further south. So to eliminate people from making the trip in a car to a short area from home, you need to make it easier to traverse that short area. Why do I want to take a 15-20 minute car ride and turn it into an hour long commute with multiple transfers to go just a few miles?

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Downtown Salt Lake City



Dan Donahoe (on forum)

April 2, 2014, 9:16 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

Main Street

Why do you think the street you selected is the best option?

1. I am a candidate for Utah House in District #19 (Bountiful), but I was unaware of your meeting.
2. I hold a monthly pass for UTA
3. I keep my experiences using UTA on my campaign website at www.utahdan.com
4. I can't discern the streets on your map, but I am quite concerned. There are few safe pedestrian crossings across 89.
5. Service does not run late enough as-is. We tried to take UTA to a Bees game and found it was impossible.
6. I phoned Les and he said the planning department would phone me.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

No Response

Why do you think the street you selected is the best option?

I can't read your maps. So I don't understand the question.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Other (I want to get all over town via UTA. Currently there are destinations that are essentially impossible. For example, the hotels West of the airport are excluded mid day.)

Name not available (unclaimed)

April 2, 2014, 9:15 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

Main Street

Why do you think the street you selected is the best option?

1. I am a candidate for Utah House in District #19 (Bountiful)
2. I hold a monthly pass for UTA
3. I keep my experiences using UTA on my campaign website at www.utahdan.com
4. I can't discern the streets on your map, but I am quite concerned. There are few safe pedestrian crossings across 89.
5. Service does not run late enough as-is. We tried to take UTA to a Bees game and found it was impossible.
6. I phoned Les and he said the planning department would phone

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

No Response

Why do you think the street you selected is the best option?

I can't read your maps. So I don't understand the question.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Other (I want to get all over town via UTA. Currently there are desitinations that are essentially impossible. For example, the hotels Wet of the airport are excluded mid day.)



David Miller (on forum)

April 2, 2014, 8:39 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

Main Street

Why do you think the street you selected is the best option?

Main Street provides better access for a larger number of potential riders than 200 West but it doesn't have a natural connection to Highway 89. If the option were BRT with a dedicated bus lane then 200 West would clearly be the better street.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

400 West

Why do you think the street you selected is the best option?

400 West might provide access to more potential riders than Victory Road and 300 West is already well served by existing routes.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

West Valley City

Name not available (unclaimed)

April 2, 2014, 8:00 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

Main Street

Why do you think the street you selected is the best option?
It is closer to the center of Bountiful and its Main Street business district.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

300 West

Why do you think the street you selected is the best option?
I think that would serve more people once the bus left the Davis County section of the route.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

University of Utah

Name not available (unclaimed)

March 27, 2014, 11:29 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

200 West

Why do you think the street you selected is the best option?

Many improvements have been made on Main St and I don't want to see those disrupted with construction. Additionally, my opinion hinges on which mode of transportation is selected.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

Victory Road

Why do you think the street you selected is the best option?

This route is closer to my work.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Downtown Salt Lake City

Name not available (unclaimed)

March 27, 2014, 10:40 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?
Main Street

Why do you think the street you selected is the best option?
No Response

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?
300 West

Why do you think the street you selected is the best option?
Better for rail stop development in the future. Less disruptive of existing neighborhoods. Seems like it would be the least expensive.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?
Downtown Salt Lake City

Name not shown (on forum)

March 27, 2014, 8:54 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

Main Street

Why do you think the street you selected is the best option?

It just makes sense to me.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

400 West

Why do you think the street you selected is the best option?

There are fewer houses on 400 West. Too much traffic already exists on 300 West and it splits the neighborhood in half with so much traffic.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Downtown Salt Lake City

Name not available (unclaimed)

March 27, 2014, 7:53 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

200 West

Why do you think the street you selected is the best option?

Further from existing Frontrunner for residents that live to the east.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

Victory Road

Why do you think the street you selected is the best option?

Further from existing trax lines for residents who live east.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Downtown Salt Lake City



Christophe Diezma (on forum)

March 27, 2014, 3:41 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

Main Street

Why do you think the street you selected is the best option?

not too close to the alternative: frontrunner.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

Victory Road

Why do you think the street you selected is the best option?

same as above. Every train line goes around the west side. State Str. may give avenues/ capital hill residents the opportunity to have direct access to Trax

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Other (Avenues)

Name not shown (on forum)

March 26, 2014, 6:38 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?
200 West

Why do you think the street you selected is the best option?
It would serve better residents living further west.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?
400 West

Why do you think the street you selected is the best option?
We need to start connecting not just north and south but east and west. Residents living further west have difficulty moving around.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?
Other (There is a need to connect residents living in the 'west side'. This affects such residents not just in mobility but in opportunities to where we can work or study. Connect: West Pointe, Rose Park, Redwood Road.
)



Matt Miller (on forum)

March 26, 2014, 6:17 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

Main Street

Why do you think the street you selected is the best option?

Main preferred. Land uses along 300 W. between 1500 S. and 500 N. face away from the street, with poor connectivity.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

300 West

Why do you think the street you selected is the best option?

Depends on the mode. For LRT: 400>300>Victory. For BRT: Victory>300>400. Victory road is not viable for LRT. TRAX already on 400 W, makes sense to continue that way. 300 W. gets Marmalade development site, but depreciated industrial along 400 W. also viable. 300 W requires passing under/through Salt Palace, which adds complication.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

University of Utah



John Hewes (on forum)

March 26, 2014, 6:01 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

200 West

Why do you think the street you selected is the best option?

I believe this will minimize the effects of construction on Main Street and also provide new opportunities for business growth on 200 West

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

400 West

Why do you think the street you selected is the best option?

Victory Road is too busy of a road to even think about a major construction project. Also I worry about having Trax travel on the side of the mountain. 400 West links up directly to the existing Trax line, and seems the best option.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

University of Utah

Name not available (unclaimed)

March 26, 2014, 2:02 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

Main Street

Why do you think the street you selected is the best option?

Bountiful Main Street needs mass transit more than 200 West.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

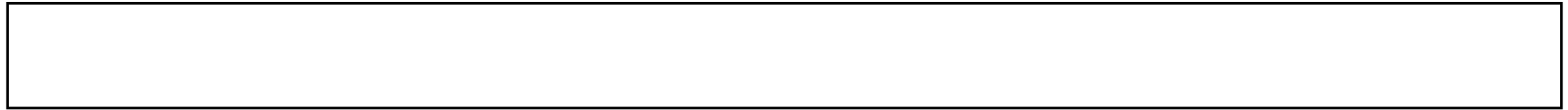
300 West

Why do you think the street you selected is the best option?

Little existing mass transit on 300 West; good complement to TRAX on 400 West. Victory Road is too close to foothills.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Downtown Salt Lake City



Name not shown (on forum)

March 26, 2014, 1:18 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

200 West

Why do you think the street you selected is the best option?

Better Balance and doesn't disturb Bountiful's Main Street.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

400 West

Why do you think the street you selected is the best option?

400 West would line up with the existing Trax at 400 W/North Temple and FrontRunner. It would also effect car traffic less. Capitol might be better served by a Streetcar or BRT.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Other (Westpointe, Rose Park , SL West 900 WEST, REDWOOD RD.)

Name not shown (on forum)

March 26, 2014, 12:41 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?
200 West

Why do you think the street you selected is the best option?
More shopping located along 200 West

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?
Victory Road

Why do you think the street you selected is the best option?
We really need a route to go up to the Capitol building. However, I also encourage another route for the west side of Salt Lake like Redwood road/ 900 West

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?
Other (West side of Salt Lake)



Name not shown (on forum)

March 26, 2014, 12:32 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

Main Street

Why do you think the street you selected is the best option?

Motorists are already familiar with using 200 west for driving. The connection between 89 and Main is currently messy. The Connector going through there might clean it up. Also, it's a straight line that way!

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

400 West

Why do you think the street you selected is the best option?

My question would be - what route will lessen traffic in Marmalade/West Capitol Hill? Motorists already filter through Marmalade/West Capitol in a twice daily rush to avoid 300 W and Victory Road traffic. If any particular route can somehow loosen the bottleneck of traffic, then that's the one I want. My guess is that no route will accomplish that, so 400 W is probably the lesser evil.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

University of Utah



Derek Hardman (on forum)

March 26, 2014, 12:24 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

200 West

Why do you think the street you selected is the best option?

No Response

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

300 West

Why do you think the street you selected is the best option?

300 West has better features than 400 West, which, beyond North Temple, is largely a residential area.

300 West also included better alignment potential with Beck Street than 400 West.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

University of Utah

Name not shown (on forum)

March 26, 2014, 12:14 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?
200 West

Why do you think the street you selected is the best option?
keep main walkable

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?
400 West

Why do you think the street you selected is the best option?
Victory road should be left alone. Any increase in traffic through marmalade, and Capitol hill would not be good. It is very busy already.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?
Downtown Salt Lake City



marie taylor (on forum)

March 26, 2014, 11:55 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

No Response

Why do you think the street you selected is the best option?

i do not want either. i think the front runner is enough.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

No Response

Why do you think the street you selected is the best option?

No Response

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

No Response



Robert Alexander Jones (on forum)

March 26, 2014, 11:45 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

No Response

Why do you think the street you selected is the best option?

Main Street, it has the best redevelopment potential.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

300 West

Why do you think the street you selected is the best option?

While I prefer 300 West because of the Marmalade Library (and future residential and shops), other condos and shops nearby, I would like to see a little jog over to 400 West to connect with the N Temple Frontrunner station. After a block or two on 400 W, it could go back to 300 West the rest of the way.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Downtown Salt Lake City

Name not shown (on forum)

March 26, 2014, 11:44 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?
200 West

Why do you think the street you selected is the best option?
Because it is closer to the freeway, and in my experience, trax lines take you no where. So I think this route will give me more opportunities to catch a bus or ride.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?
300 West

Why do you think the street you selected is the best option?
Because State street is already too busy to add more traffic to it.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?
Other (All of the above, that is: make them conect.)

Name not available (unclaimed)

March 26, 2014, 11:43 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

No Response

Why do you think the street you selected is the best option?

I prefer Main Street, more potential for redevelopment.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

300 West

Why do you think the street you selected is the best option?

300 West has condos, the new Marmalade Square Library (and future residential and shops). Other new shops across the street. Although, I would like a little jog over to 400 West to connect to the N Temple Frontrunner station. It could go back to 300 West after a block or two on 400 W.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Downtown Salt Lake City

Name not shown (on forum)

March 26, 2014, 11:36 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

Main Street

Why do you think the street you selected is the best option?

It looks like a straight shot!

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

Victory Road

Why do you think the street you selected is the best option?

Working at the Capitol, I would love to see this connector go through State to Victory.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Downtown Salt Lake City

Name not available (unclaimed)

March 26, 2014, 4:23 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

Main Street

Why do you think the street you selected is the best option?

This alternative will breathe life back into downtown Bountiful Main Street's commercial viability and is the proper place for more dense development that a transit line needs to be viable.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

Victory Road

Why do you think the street you selected is the best option?

I believe a large majority of the commuters this will serve work around SLC Main Street especially around the intersection of South Temple and at the Capital. A connection between the Capital and downtown will better serve other downtown needs than side neighborhoods that are close enough for walking or bus routes.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

University of Utah

Name not available (unclaimed)

March 25, 2014, 6:58 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?
200 West

Why do you think the street you selected is the best option?
No Response

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?
Victory Road

Why do you think the street you selected is the best option?
No Response

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?
Downtown Salt Lake City



Mike Christensen (on forum)

March 25, 2014, 12:36 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

Main Street

Why do you think the street you selected is the best option?

I feel that there are better redevelopment opportunities along Main Street.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

400 West

Why do you think the street you selected is the best option?

I feel that 400 West provides an ideal connection with the existing TRAX line at 400 West and North Temple. (Although the Victory Road route does present some interesting possibilities that I had never thought of.)

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

University of Utah

Name not shown (on forum)

March 25, 2014, 10:06 AM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

Main Street

Why do you think the street you selected is the best option?

Citizens who live on the benches (Lacey Way) in NSL need an easier access to the front runner and other. Also, we need an I-15 North ramp (preferbly on Center Street) in NSL) for those of us who work for Davis Schools and District, and North. Right now, we have to drive in between neighborhoods to get to the I-15 Wood Cross exit.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

300 West

Why do you think the street you selected is the best option?

Because it's closer to the East side of the city.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Downtown Salt Lake City

Name not available (unclaimed)

March 24, 2014, 11:19 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?
200 West

Why do you think the street you selected is the best option?
Hate to see it go down main street in Bountiful it's a Landmark.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?
400 West

Why do you think the street you selected is the best option?
No Response

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?
No Response

Name not available (unclaimed)

March 24, 2014, 8:20 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

Main Street

Why do you think the street you selected is the best option?

I don't understand the need for a Front Runner connection so distance to the FR station seems irrelevant.

Main has a higher density as well as the library.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

300 West

Why do you think the street you selected is the best option?

300 is the most direct and provides access to both the ESA and Gateway.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Other (Whichever option has the easiest transfer to the airport. My employer is very close the Trax line on North Temple.)



Verlon Duncan (on forum)

March 24, 2014, 7:31 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?
200 West

Why do you think the street you selected is the best option?
No Response

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?
300 West

Why do you think the street you selected is the best option?
No Response

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?
Other (Going to trax central then provides rider flexibility to make the transportation connections to their destination.)

Name not available (unclaimed)

March 24, 2014, 4:54 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

Main Street

Why do you think the street you selected is the best option?

I think there are more businesses and homes along Main Street that could be serviced by a transit option. Although both roads are pretty close to each other, so it might not make that much of a difference.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

400 West

Why do you think the street you selected is the best option?

State St/Main St/Victory Road is just too crowded for more transit, especially near the capitol building.

300 West isn't bad, but it's also a main thoroughfare for private vehicles. Even though we want more people on transit and less in their own vehicles, it actually makes air quality worse if private vehicles have to idle all the time.

I like 400 West the best because it takes the transit along some business/school areas (Gateway, West High,); it's closer to FrontRunner connections at North Temple; it doesn't slow down the private vehicle traffic as much; and it could connect with the existing rail lines on 400 West.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

University of Utah

Name not shown (on forum)

March 24, 2014, 4:16 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

Main Street

Why do you think the street you selected is the best option?

Further from existing Frontrunner for residents that live to the east.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

Victory Road

Why do you think the street you selected is the best option?

Further from existing trax lines for residents who live east.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Downtown Salt Lake City

Name not shown (on forum)

March 24, 2014, 3:37 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

200 West

Why do you think the street you selected is the best option?

Both work well. 200 West is good for me because it goes by Smith's Marketplace. Main Street may be good for others because it has more high density housing.

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

400 West

Why do you think the street you selected is the best option?

400 West has better connection options for FrontRunner North Temple station. Although, I prefer North Temple over 200 South.

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Other (Merge with Route 200 State Street BRT)

Name not available (unclaimed)

March 24, 2014, 2:32 PM

Of the two streets currently being studied as potential routes for the northern section of the Davis-SLC Community Connector project, which do you prefer?

No Response

Why do you think the street you selected is the best option?

Isn't it 300W?

Of the three streets currently being studied as potential routes for the southern section of the Davis-SLC Community Connector project, which do you prefer?

400 West

Why do you think the street you selected is the best option?

No Response

We're interested in hearing feedback on where this project could potentially go in the future. Which destination do you prefer?

Downtown Salt Lake City

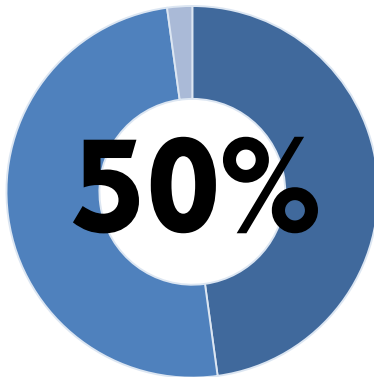
OVERALL RESULTS AND PUBLIC PREFERENCES

215 visitors (33 open house attendees, 182 unique Open UTA visitors)

52 public comments (15 open house, 37 Open UTA)

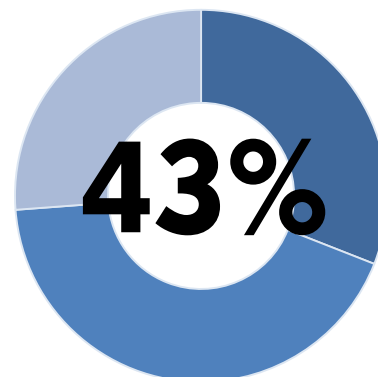
Northern Alignments

■ 50% 200 W. ■ 48% Main St. ■ 2% Either

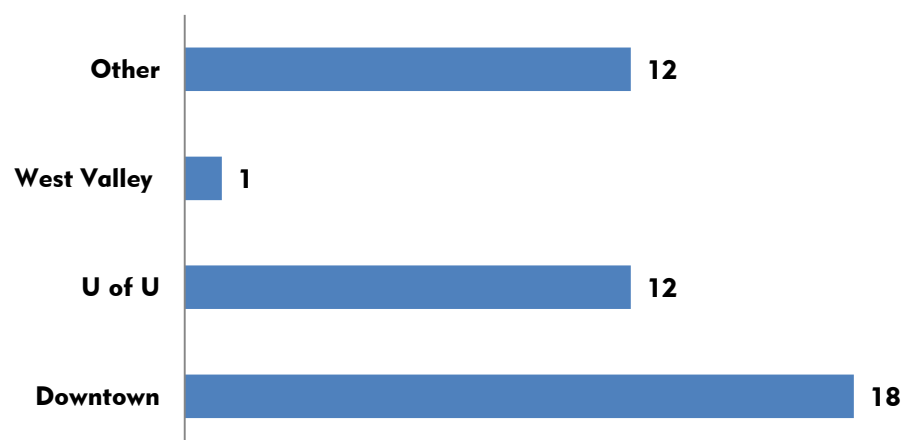


Southern Alignments

■ 31% 400 W. ■ 43% 300 W. ■ 26% Victory Rd.



Future Destinations



PUBLIC INVOLVEMENT UPDATE

Public involvement has been a key component of the Davis-SLC Community Connector transit study since day one. The project team has reached out to the public through a mix of extensive grassroots outreach and innovative social media techniques. Here's what we've heard so far:

FOCUS GROUPS

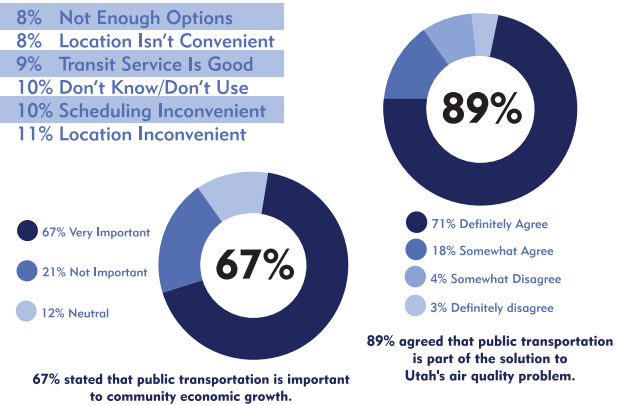
4 Groups of 6 People
Ages 20 - 70



- Themes that emerged from the focus groups:
- Desire for more east-west transit routes
 - Need for increased frequency of existing transit service
 - Need for better connections to FrontRunner

TELEPHONE SURVEY

This is what we heard from a phone survey of 400 respondents from the study area and area of influence:



OPEN HOUSE

December 2013 & April 2014



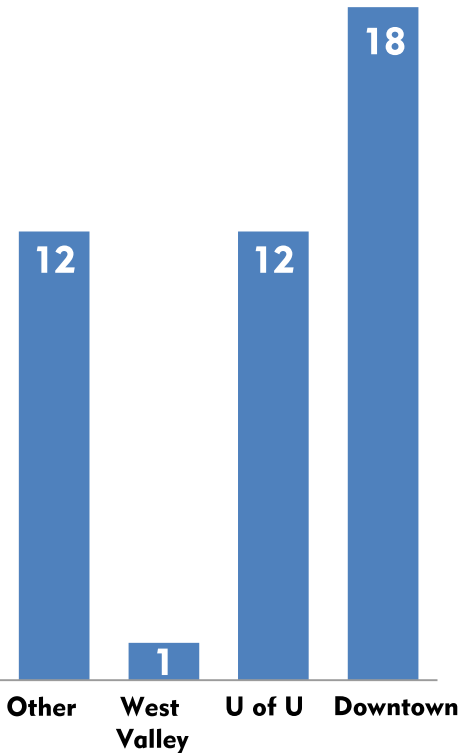
These themes were the most prevalent:

- People wanted east/west service to support the north/south alignment
- People wanted connections to FrontRunner
- People supported enhanced bus in the area
- People who had concerns about changing the character of Main St.

OPEN UTA

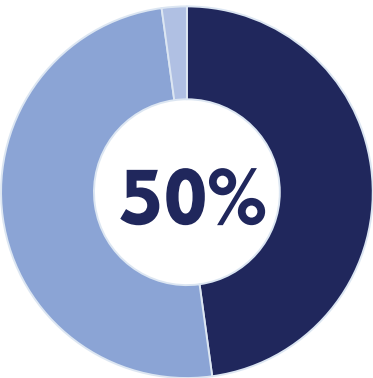


FUTURE DESTINATIONS



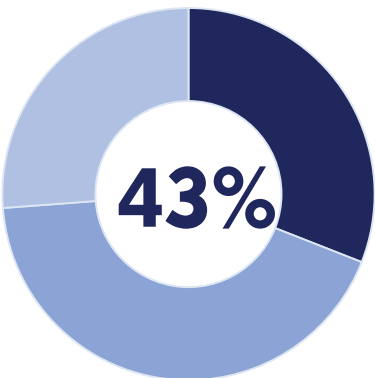
NORTHERN ALIGNMENTS

■ 50% 200 W. ■ 48% Main St. ■ 2% Either

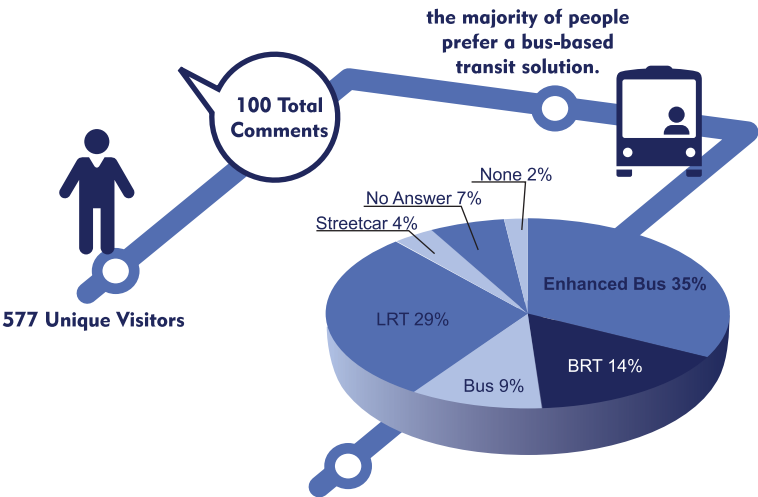


SOUTHERN ALIGNMENTS

■ 31% 400 W. ■ 43% 300 W. ■ 26% Victory Rd.



CONCLUSIONS



Appendix D - 4

Focus Group Summary (The Langdon Group)

UTA Transportation Focus Group Report

August 2013

Prepared for

The Langdon Group



Lighthouse Research & Development, Inc.

www.go-lighthouse.com

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UTA Transportation Focus Group Report

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Introduction

Lighthouse Research & Development, Inc. was contracted by The Langdon Group and Utah Transit Authority to conduct four focus groups designed to evaluate the transportation needs of residents in Salt Lake City, North Salt Lake, and Davis County.

Objectives

The main objective of this research project was to identify the transportation needs within the target market and to gauge public perceptions of specific transportation modes. The target market for this project included individuals within 1) the study area (Salt Lake City, North Salt Lake, and Bountiful) and 2) the area of influence (Woods Cross, Centerville, and Farmington). To accomplish the project objectives, participants were guided through a discussion that encompassed the following topics and themes:

Identifying Consumer Habits and Transit Perceptions

- Discover if participants have used public transit in the last two years
- Determine the reasons participants have or have not used public transit in the last two years
- Discover top-of-mind perceptions of public transit
- Identify the benefits and drawbacks of using public transit systems
- Determine the pros and cons of using various modes of transportation (i.e. SOV, Urban Rail, Commuter Rail, bus transit, walking, and biking)

Defining the Impact of Public Transit on Local Communities

- Identify the perceived transportation challenges facing Davis County in the future
- Discover aspects of other transit systems that appeal to individuals
- Determine if participants perceive transit systems as a means for creating vitality in surrounding communities

Identifying Transportation Needs and Expectations

- Identify the most important elements of a transit system, as perceived by participants
- Define characteristics and attributes the ideal transit system would include
- Identify obstacles a transit system could potentially face and identify solutions for overcoming these challenges

Evaluating Possible Transit Modes

- Evaluate and compare the benefits of Bus Rapid Transit (BRT) and Urban Rail
- Discover which form of transit is preferable to participants

Project Overview

The research report provides the results of this qualitative research study consisting of four focus groups. The specific scope of work for this portion of the research project is described below:

- Recruitment of six to eight participants for each group
- Confirmation emails and reminder telephone calls to each participant
- **Development of a moderator's guide and handout, including specific discussion topics, questions, and ratings**
- Facilitation of the focus groups
- Development of a written report of results, including the findings organized according to the topic areas

Research Methodology

The research methods used to complete the project are outlined in detail below.

Screening Design and Development

Lighthouse Research, in consultation with Utah Transit Authority personnel, prepared the participant screener. The information collected during the screening process was used to verify participant eligibility and gather demographic information. For a copy of the screener, please refer to Appendix A.

Sampling Procedures

The recruiting for the focus groups was conducted by using general public sample and the Lighthouse Research database.

Recruiting

Experienced executive recruiters from the Lighthouse Research facility in Riverton, Utah, conducted the recruiting. Interviewers were briefed thoroughly on the screener before proceeding with recruiting. Calling hours for this recruit were between 9 a.m. and 9 p.m. on weekdays. Participants received personal emails confirming their invitation to participate in the focus group, indicating the date and time of the group. Careful attention was paid during the recruiting process to ensure only qualified individuals were invited.

Development of Moderator's Guide

Lighthouse Research designed the moderator's guides for the focus groups. The questionnaire encompassed the following topic areas:

- Introduction and Greeting
- Identifying Consumer Habits and Transit Perceptions
- Defining the Impact of Public Transit on Local Communities
- Identifying Transportation Needs and Expectations
- Evaluating Possible Transit Modes
- Conclusion

For more details and to see the complete discussion guide, please refer to Appendix C.

Focus Group Fulfillment

A total of four focus groups were facilitated by Christie Leake, who guided participants **through the topic areas outlined in the moderator's guide. The focus groups were held August 8, 2013 and August 13, 2013 at the offices of Lighthouse Research & Development, Inc., located in Salt Lake City, Utah.**

Organization of the Report

Data collected during the interviews was analyzed for reporting. The results were compiled and are presented in this report, organized by the following areas:

- Introduction
- Conclusions and Opportunities
- Detailed Results
- Appendices

The Conclusions and Opportunities section of this report provides the most pertinent findings of the focus groups. This section includes a summary of the research findings and provides recommendations based on the conclusions of the research.

The Detailed Results portion of this report presents the complete findings of the research organized by topic area.

The Appendices section provides frequency of results for pre-questionnaire and handout questions and verbatim open-ended responses provided by participants.

This report represents the deliverable for this portion of this contract and is presented respectfully to the project sponsors.

Detailed Results

Identifying Consumer Habits and Transit Perceptions

Commuter Characteristics

Participants reported residing in the following areas:

Area of Influence

- Centerville (2)
- Farmington (4)
- West Bountiful (2)
- Woods Cross (3)

Study Area

- Bountiful (4)
- North Salt Lake (2)
- Salt Lake City (6)

Overall, one-half of participants (11 of 23) reported commuting to downtown Salt Lake City on a “daily” basis. On average, respondents in both the study area and the area of influence reported commuting to downtown Salt Lake City “at least once or twice a week” (2.26 average mean, 2.00 median).

When asked to define the modes of transportation they have used to commute to Salt Lake City in the past year, all participants (23 of 23) reported using a car; one-half (12 of 23) reported using Front Runner; two-fifths *each* reported using a bus (10 of 23) or Trax (10 of 23); and one-quarter (6 of 23) reported using a bicycle.

Participants who have ridden a bus, Trax, or Front Runner in the last year, on average, used these modes of transportation “at least once or twice a week” (2.36 average mean, 3.00 median).

Transit Usage

Multiple participants reported using public transit on a daily or weekly basis. These participants typically use public transit as a means to get to work. Other participants reported using public transit on a more infrequent basis, but participants as a whole were familiar with and have used Utah’s public transit systems.

Participants most frequently identified Front Runner as the mode of public transit they use most. Multiple participants reported using a combination of Front Runner and Trax or Front Runner and buses to get to their final destinations.

Participants reported using public transit to get to work; the University of Utah; sporting events; the Capitol building; restaurants and shops; and other destinations.

Barriers & Drawbacks Preventing Participants from Using Public Transit

Increased Commute Time

Participants most frequently cited lengthy commute times as a drawback that prevents individuals from using public transportation more frequently. Many participants stated it takes much longer to get to their destinations when riding the bus, Trax, or Front Runner than if they were to just drive to their destinations instead. One participant **specifically said, "It takes me three times longer to ride the bus to work than it does to drive. It takes me longer to drive to Front Runner stop than it does to drive to work. It doesn't make it very user friendly."** One participant said, **"I work full time. When I'm done, I just want to go home. I don't want to sit and wait anywhere."**

Other participants agreed that public transit requires more time. One participant said, **"Whether I use public transit or not depends on where I am going and how much time I have."** Multiple participants indicated it often takes significantly longer to ride public transit than to use a single occupant vehicle. One participant said, **"It would be too inconvenient to try use it with the two little girls I nanny. I've used the website that tells how to get from here to here the quickest way. You plug it in and trying to get picked up, it would be like 40 minutes for a 5-minute drive."** One other participant said, **"It takes more time and it doesn't necessarily have an easy spot to get off where I work. I have to be at work at 5:30, find a bus to get from here to there, and then walk to get to my final destination. It would take me an extra two or three hours."**

Public Transit Schedules

Participants expressed frustration with public transit schedules. While some participants felt public transit services should be available on all days, including Sundays, others complained that transit schedules end too early and that public transit should be available to passengers late at night. Still, others felt that service should be available 24 hours a day, 7 days a week. One participant said, **"As a family, we like to go downtown to the Gateway on Sunday and see a movie and they don't run on Sunday. The one day we could really use it, it's not available."** Another said, **"They don't run 24 hours a day. People who work shift jobs could really use it."** One other participant said, **"Front Runner only comes certain times. We've gone to baseball games and had to leave the game early to catch the train."**

For many participants, coordinating schedules and transfers is too much of a hassle. One participant said, **"I mostly use Front Runner to get into town and Trax to get around downtown. If I'm going anywhere else, it's just too hard to coordinate."** Another participant said, **"With scheduling, we just hop in the car and go. It's more stressful riding it, especially with kids."** One other participant said, **"It's inconvenient if you have to transfer and figure out how to get from Point A to Point B. You can only get to Point A-and-a-half."**

Multiple participants also **perceive public transit to be "frustrating" or "confusing."** Such participants specifically stated it is **"nerve-wracking" to figure out transit schedules, stops, and transfers.** In fact, multiple participants avoid using public transportation for

this very reason. One participant said, "You have to know which bus, which train; you have to have your schedules down. That can be frustrating."

Public Transit Availability & Connectivity

Many participants commented on the availability of public transit and connections available for commuters. Specifically, participants mentioned there are not enough connections to Front Runner, and there are too few connections for those traveling outside the hours of 9 a.m. and 5 p.m. Many participants commented on their frustrations with seeing their connection leave without them and having to wait a lengthy amount of time before another connection arrives. Regarding their frustrations **with transfers and connections, one participant said, "There have been times where Front Runner has been delayed coming into town and the connecting bus will leave at their scheduled time, whether there are people on it or not. To me, it seems when it comes to a bus connecting to Front Runner, they should be a little flexible. To pull into the station and the bus you need pulls out is beyond frustrating."**

Participants, in general, indicated public transit is an excellent way to commute to Salt Lake City, but they are unable to effectively travel within their own communities using public transportation. **One participant shared these sentiments: "It serves limited areas. I tried to get my brother to get back to my house on public transit, and there was no way to get him to my house. I didn't know where the stops were and it was in an industrial area. It was easier for me to drive out there and get him."**

Cost of Using Public Transit

Multiple participants stated they refrain from using public transit because of the cost. **One participant said, "The prices are higher. Our public transportation costs more than that in New York City. You almost have to pick one. Drive a car or use public transportation."** Another participant said, **"It can be more expensive for me to get downtown with my entire family. It's cheaper for us to drive our own personal vehicle."**

Many participants consider passenger fares to be too expensive, especially if they are traveling for only a short distance. **One participant said, "\$2.50 for one trip? Going from 800 South to 3300 South or 5300 South, I'd rather have the convenience of my car than pay the \$2.50 each way."**

Public Transit Passengers

Multiple participants associate feelings of anxiety when riding public transit due to the types of people they might encounter when traveling. Such participants expressed concern with **riding next to strange, "creepy," or "scary" passengers who choose to travel via public transit. One participant said, "It can be scary. The last time I rode the bus there was someone who was talking to himself. He appeared somewhat scary. Once in a while it's intimidating; you're nervous."**

Others said they avoid using public transit because of the morning crowds on commuter trains. One participant said, "In the morning, the train can pull up to the station full. You're going to have to stand. Maybe they don't mind, but I do."

Free Fare Zone

Though participants love the free fare zone, some frustration exists among participants, due to confusion about where the free fare zone begins and ends. Multiple participants in various groups mentioned the free fare zone is not clearly defined and it is difficult to know where the free fare boundaries lie. One participant said, "The free fare zone needs to be clearly defined," while another said, "If you were traveling here, you wouldn't know it existed. They don't have it posted anywhere."

Benefits of Public Transportation

Overall, participants identified a wide variety of benefits to using public transportation. Participants most frequently identified benefits associated with being a transit *rider*, as opposed to the *driver* of a single occupant vehicle. Specifically, participants said public transit eliminates traffic concerns such as congestion, incidents with angry drivers or intoxicated drivers, and accidents. Multiple participants described public transit as a **"less stressful," less frustrating way to travel. Some participants even stated they prefer using public transit, as it allows them to read, relax, or enjoy the scenery while traveling. Regarding public transit, one participant said, "I think it's less stressful sometimes because you don't have to worry about traffic and congestion or parking." Another participant said, "It can be relaxing. You don't have the stress of traffic or driving."**

Multiple participants cited the environmental benefits of public transit. Specifically, participants indicated public transit reduces pollution, which in turn, contributes to better air quality in Salt Lake City and its surrounding areas.

Multiple participants prefer using public transit because of the quick commute time. Participants also found public transit (specifically commuter rail) to be reliable and on-schedule the majority of the time.

Many participants cited cost savings as a benefit of using public transportation. While some participants indicated public transit is a less expensive option, especially when compared to using single occupant vehicles, others mentioned having transit passes that are subsidized by their employers; these participants especially find public transit to be an extremely affordable option.

Finally, multiple participants commented on the camaraderie that exists when using **public transportation. Some participants mentioned having bus or train "buddies" when commuting to work, while others mentioned camaraderie exists among passengers who use public transit to get to a game on game days.**

One participant reported having a son with high-functioning autism. This participant indicated public transit has been especially beneficial for her child, as the routine of the bus schedule **has helped her child become more independent. She said, "The routine of the bus: it stops, the door opens... He knows what to expect every time. He has had more independence. He's definitely been able to go more places this summer. He's been able to go out with a brother and friend and hasn't needed me to drive him."**

Transit System Successes

When asked to indicate what the transit system in their communities does well, many participants agreed the current transit system is successful at getting commuters into Salt Lake. However, multiple participants indicated the current transit system is limited in that **only gets commuters in and out of Salt Lake. One participant said, "They're very good at getting people downtown to Salt Lake, but that's all the bus and train does in my community." Another participant said, "I think if you live downtown and work**

downtown it's set up really well for downtown, but if you're out a little bit you're handicapped. It's not worth taking public transportation."

Participants, in general, felt the transit schedules are fairly consistent and reliable; that the trains are "beautiful and comfortable"; that the transit stations are well maintained; and that the drivers are "courteous and conscientious" of passengers' safety.

Multiple participants perceive the current transit system is successful at providing for the needs of Paratransit or handicapped individuals.

Others mentioned the current transit system does well at handling the needs of individuals traveling to and from ball games on game day.

Transit Improvements Needed

When asked what improvements need to be made to the current transit system in their communities, participants frequently commented on the need for expanded transit. One participant said, "It would take a lot of money and a lot more resources, but I'd get it to go to more places; go east and west, and to more destinations."

Participants also expressed a need for increased frequency in transit schedules. One participant said, "Twice an hour or once an hour is not effective to use. The bus that goes by my house only goes by during the commuter hours, that is the only time it comes through. The train comes once every hour-and-a-half. It's not most effective to get me where I need to go."

In addition, participants indicated a need for consistent transit schedules. One participant said, "If they say they're going to be there at 4:28, they need to be there at 4:28." Other participants want better coordination between transit connections, as one participant said, "The connections from the train to the bus are not well lined up."

Multiple participants suggested charging a more affordable passenger fare. One participant said, "For one person, it's cheaper to use public transit, but for two or three people, the car is cheaper." Another participant said, "To handle the price and how extreme it is, I feel they need to develop a system where you pay as you go. If I'm only going four or five blocks, I pay for four or five blocks. If I'm going from the beginning of the Trax line to the end, I'd say that's worth \$2.50."

When commenting on additional features or benefits that could be improved, one participant said, "Improved Wi-Fi would make it a better trip for me. I have an iPad, and for me to do anything meaningful would require decent Wi-Fi, and currently, I can't get it to work properly."

A couple of participants suggested increasing the number and frequency of routes to accommodate skiers. One participant said, "There should be more buses that go up the canyons. People should not drive up the canyons as much as we do." Another said, "I ski and I tried getting on a bus this winter, but the bus stopped at a certain point in the day. It doesn't synchronize well with lift passes." One participant also commented:


"We're in Utah; this is such a Mecca for skiing. We need to coordinate our public transportation with that."


Finally, participants suggested utilizing "mini buses instead of full-blown buses." One participant said, "A large bus is a waste of resources. It's a shame to watch the bus driver be the only one on the bus after 7:30 p.m. I think a smaller vehicle could get in and out of more designated places for pickups."


Benefits and Drawbacks of Specific Modes of Transit


In their pre-questionnaires, participants were asked to identify the perceived benefits and drawbacks of using various modes of public transit. Summaries of participant responses are found in the tables below.


Single Occupant Vehicles (SOVs)	Pros	Cons
	<ul style="list-style-type: none"> • Convenience • Comfort • Flexibility • Freedom • Independence • Quicker commute • "You can go where you want to go when you want to go." • "You don't have to rely on someone else." 	<ul style="list-style-type: none"> • Adds to congestion • Cost of fuel • Cost of vehicle maintenance • Parking • Pollution • Poor use of time • Stress • Traffic • Wear and tear on vehicle


Urban Rail: Light Rail / Street Car	Pros	Cons
	<ul style="list-style-type: none"> • Ability to multitask in transit • Camaraderie • Convenience • Cost efficient • Environmentally friendly • Free fare zone • Frequent stops • No parking concerns • Quick • Reduces pollution • Regular schedule • Relaxing • Safe 	<ul style="list-style-type: none"> • Crowded • Doesn't run at night • Doesn't run on Sundays • Expensive • Inconvenient stops • Limited range of service • Longer commute time • Too many stops • Uncomfortable • Undesirable passengers

Commuter Rail	Pros	Cons
	<ul style="list-style-type: none"> • Ability to multitask • Camaraderie • Comfortable • Convenient • Environmentally friendly • Fast • Less expensive than SOV • Less pollution • Limited number of stops • No parking concerns • No traffic concerns • On schedule • Relaxing • Wi-Fi 	<ul style="list-style-type: none"> • Crowded • Doesn't run on Sundays • Expensive • Exposed waiting areas • Having to transfer to bus or light rail • Limited areas served • Limited arrival and departure times • Limited number of stops • Longer commute time • Possibility of missing connections • Transfers at inconvenient locations

Bus Rapid Transit (BRT)	Pros	Cons
	<ul style="list-style-type: none"> • Easy to use • Frequent stops • Less pollution • More flexible stops • No traffic concerns • Quick • Reduces number of SOVs on the road • Regular service • Routes can be altered 	<ul style="list-style-type: none"> • Cost • Limited arrival and departure times • Limited number of stops • Longer commute • Schedules • Uncomfortable

Local Bus Service	Pros	Cons
	<ul style="list-style-type: none"> • Ability to multitask or meditate • Convenient • Easily accessible • Economical • Flexible routes • Less expensive than SOV • Less stressful than SOVs • No parking concerns • No traffic concerns • Reduces number of SOVs on the road • "The service can get you just about anywhere in the Salt Lake City area." 	<ul style="list-style-type: none"> • Crowded • Expensive • Exposed stops • Fear for safety • Inconsistent • Inconvenient • Limited arrival and departure times • Limited routes in outlying areas • Longer commute times • Requires effort to figure out timing • Slow • Too many empty seats = more pollution • Too many stops downtown • Uncomfortable • Undesirable passengers • "Smelly"

Walking	Pros	Cons
	<ul style="list-style-type: none"> • Ability to discover new places (i.e. shops, restaurants) • Convenient • Environmentally friendly • Exercise • Feel happier • Flexibility • Fresh air • Inexpensive • No need to adhere to transit schedules • Reduces number of SOVs on the road 	<ul style="list-style-type: none"> • Can only go a limited distance • Can't wear heels • Exertion • Exposure to elements • Slower • Time consuming • Unsafe at night • "Utah is too wide open to walk far."

Biking	Pros	Cons
	<ul style="list-style-type: none"> • Ability to discover new places (i.e. shops, restaurants) • Cost efficient • Designated bike lanes • Environmentally friendly • Exercise • Faster than walking • Flexibility • Fun • No traffic concerns • Quick • Safe • "I feel good about myself when I go for long rides." 	<ul style="list-style-type: none"> • Can only travel a limited range • Dangerous around vehicles • Exertion • Exposure to elements • Finding a place to leave bike upon arriving at destination • Inability to carry things or passengers • Inappropriate for some wardrobes • Longer commute time • Possibility of popped tires

Defining the Impact of Public Transit on Local Communities

Growth Projections and Future Transportation Challenges

Participants, as a whole, acknowledge growth in and around their communities and perceive that such growth will present transportation challenges in the future. One participant said, "Living in Davis County, there is a lot of growth out west. With all of that, you're going to get more commuters coming to downtown. There will be a lot more traffic, a lot more congestion." Another participant said, "There will be more congestion. More people equal more cars."

Participants do not, however, perceive their current communities as being capable of sustaining such growth and handling the transportation needs of its members. One participant said, "I don't feel there has been good planning. These cities are so crunched. We can't get in from the west." Another said, "Getting out of Woods Cross is a nightmare. They did not plan that well. If there was a natural disaster – and there is a refinery there – it would be a nightmare; people would die."

A few participants felt increased growth could potentially worsen the air quality in Utah. As such, participants felt public transit could be a viable solution for 1) meeting the transportation needs of individuals and 2) decreasing the number of cars on the road, thus improving the air quality. One participant said, "The air quality in the winter is absolutely carcinogenic; it is the worst in the nation. The air here will kill you in the winter. If we're going to be able to create an environment for future generations to exist here at all, a big part of it is public transportation."

Usage of Public Transit in Other Areas

More than three-quarters of participants (18 of 23) reported using public transit in other states or cities. Specifically, participants mentioned using public transit in New York, Washington DC, Boston, Seattle, Chicago, Portland, and San Francisco. In addition, a couple of participants reported using public transit systems in Europe and Japan.

When discussing what they liked about the public transit systems in other areas, participants most frequently mentioned that they were convenient and easy to use. Specifically, participants mentioned that transit stations were easily accessible; the routes were clearly defined; the systems ran 24 hours a day, 7 days a week; the stops and schedules were frequent (thus eliminating wait times); the travel was speedy; and they could easily get from one destination to another. As such, participants mentioned "everybody uses [public transportation]" in these areas. Participants also liked that other cities' public transit systems were safe and reasonably priced, and felt that using public transit was preferable to the hassle of driving. In addition, participants indicated using public transit saved them money on parking.

Some participants did, however, mention aspects of public transit in other areas that they disliked. Such participants disliked the overcrowding of transit systems; the inability to find a seat; the lack of cleanliness in stations and trains; the concern for their safety

during evening or late hours; and the fact that large transit systems can often be confusing.

The Impact of Public Transit on a Community

When asked how public transit can impact a community, multiple participants mentioned certain camaraderie exists among those who use public transit. One participant said, "You become more social and talk to people," while another said, "I have bus buddies; that's the only time I see them, but we're friends on the bus." Another said, "Have you ever been to Chicago and ridden the bus to the ball game? It's fun! It's a big party! It's just as fun as tailgating parties."

Participants also felt public transit can impact a community in regard to progression. One participant said, "It makes you look more progressive," while another said if public transit were more convenient, "I would be more confident in my community."

Participants also agreed certain businesses can be positively impacted by public transit, which, in turn, impacts the community economically.

Public Transit's Impact on Salt Lake City

When asked how public transit has impacted Salt Lake City, participants mentioned public transit has been effective at bringing people into the city. One participant said, "If you're going downtown, it's great," while another said, "It's brought a lot of people downtown."

Participants also mentioned that public transit is effective at fostering camaraderie. One participant said, "I've gone to Jazz games for years; I've noticed a lot more people taking Trax to the game. You usually make a friend next to you."

Participants also indicated that public transit has been effective at getting people around more efficiently within Salt Lake City. One participant said, "When we're downtown, we'll hop on the train and zip over to different parts of the city." Another participant said, "You are usually able to get from Point A or Point B, or close to it."

Identifying Transportation Needs and Expectations

Transit Destinations

When asked to define the destinations they would use public transit to get to, participants mentioned the following venues or attractions:

- Bars
- Christmas attractions
- Concerts or plays
- Events at the University of Utah
- Hogle Zoo
- Ski resorts
- Sporting events
- Work

The majority of participants reported they would have to drive in order to reach their transit connection. A few participants did, however, mention they are close enough to walk or bike.

When asked which destinations in South Davis County they would like to get to via public transit, participants mentioned the following:

- Boondocks
- Bountiful Rec Center
- Farmington Station
- Industrial sites
- Lagoon
- Lakeview North Canyon Care Center
- Main Street
- Shopping centers
- The mall
- The new theater
- Walmart

Impact of Increased Frequency and Reliability

Participants, in general, felt that more individuals would be motivated to use public transit if a transit service were to have increased frequency and reliability.

However, participants felt that other factors also influence an individual's decision to ride public transit or not. Participants indicated they would also consider factors such 1) transit arrival times; 2) length of time to get from Point A to Point B; 3) proximity of stops to their destinations; and 4) cost of passenger fares before deciding to use public transit more frequently.

A Need for Improvement

When asked if their communities need improved transit service, one participant said, **"It's a definite yes!"** Participants indicated in its current form, the transit system is ineffective at getting people around within their own communities. One participant said, **"In my community, it's just a commuter thing. It's not effective for local use."**

Multiple participants indicated their most pressing transit concern is getting people to and from the Front Runner stations. One participant said, **"We need a shuttle just to get people around. We need more than just a Lagoon shuttle. We need something to get people back and forth from Front Runner."**

Participants also indicated a need for additional parking at Front Runner stations. One participant shared this experience: **"During the big ice storm there wasn't enough parking. People were parking in my neighborhood. It was scary. If there aren't enough buses to get them to their connection, there needs to be enough parking."**

Participants also mentioned the bus and Trax stops could be improved to protect riders from the elements. One participant said, **"The stops are very unprotected; at the Trax stops, there are no sidewalks. If it's windy or snowy, you're getting hit. I've seen people look like they're going to die waiting. You better be in good health if you're going to ride UTA."**

In addition, participants felt public transit could be improved by clearly defining transit routes. Multiple participants reported having to call UTA to find out transit schedules and had difficulty getting assistance. One participant said, **"In other cities, you don't have to call for a schedule. It is clearly marked. A kid can figure out how to get around in Chicago."**

Participants also felt the development of a mobile app could improve public transit within their communities and encourage individuals to use public transit on a more regular basis. One participant said, **"With today's cell phones, there's no excuse for UTA to not have an app that shows where the bus is. They could have a map; you touch the area where you are at, you can zoom and go right to the address you want, and there is your schedule."** Though a couple of participants indicated this information is available on UTA's website or mobile app, multiple participants indicated in its current form, the technology available is inadequate and difficult to use.

Individuals Benefiting from Public Transit

When asked which individuals benefit from public transit, some participants said, **"Everybody."** One participant said, "Everybody that breathes. It cuts down on pollution."

Other participants indicated those who use public transportation benefit from its service.

Many participants indicated disabled or special needs riders are among those who benefit from public transit. One participant said, "A lot of disabled riders I know are pleased with it," while another said, "It's really helpful for handicapped people." One participant, who mentioned having a son with high-functioning autism said, "Part of my son's routine is using the bus to get around. That's a way for him to gain independence and do things on his own."

Participants also mentioned University of Utah students benefit from public transit, as many have access to transit passes.

Unfortunately, multiple participants felt certain individuals or groups within their communities who should benefit from public transit, are unable to do so due to cost. One participant said, "I think families should benefit more, but it's cost prohibitive for my family. Why would I spend \$20 a day for my family to ride a train?" Another participant said, "It's not really helpful for low-income people. Some of the people I work with have no income whatsoever except from social security or disability. They are trying to live on \$1,200 or \$1,500 a month or less. \$2.50 to ride the bus uptown; they can't afford to do it. They walk or ride bikes, but basically they don't go anywhere; they can't afford to."

Finally, a couple of participants felt "highly-paid UTA executives" benefit too much from public transit systems.

Perceptions of Tax Increases to Improve Transit

Participants, in general, would be in favor of a tax increase to fund additional transportation within their communities. However, in order to support a tax increase, participants would need to know 1) what the proposed changes would be, and 2) that the proposed changes would directly benefit them. One participant said, "It depends on how it's done and how it's use; we've heard stories about misappropriation of funds. We're going to panic if you're going to raise our taxes and we don't know what it's going to pay for. I want to know I'm going to be able to benefit from this." Another participant said, "It would have to be enough to make a difference in order for me to support it. I wouldn't want to see a tiny little increment that would raise the director's salary and buy a few more buses."

Participants also suggested lowering the cost of fares in order to fund public transit improvements. Participants felt lower fares would encourage more riders to use public transit, thus bringing in additional revenue. One participant said, "Do like the stores do; you can sell 100 watermelons at 75 cents and make more money than selling watermelons at \$5 because no one's going to buy them."

Perceptions of Non-Users

Participants, in general, felt there is a negative stigma associated with riding public transit. Participants especially felt this stigma is enhanced among those who **don't use or are unfamiliar with Utah's public transit system.**

Multiple participants perceive that non-riders are afraid to use public transit. One participant said, **"They're afraid they're going to get on the bus and go the wrong direction."** However, other participants perceive that non-riders fear for their safety. One participant said, **"My son has been trying to get his friends to go to Salt Lake; their parents won't let them go because they're afraid for their kids. Lack of use equates with fear. They see Chicago and the L and the shady characters are always there."**

Participants also believe the general public's negative perceptions of public transit are perpetuated by what they see in the news. One participant said, **"They see on the news the negative things about it; that's what forms their opinions. They see the accident that happens once in ten years; 99.9% of the time it's not going to happen."**

Though participants perceive there to be a negative stigma associated with public transit, they don't think these same perceptions exist with Front Runner.

Think, Pair, Share Activity: Ideal Transit Systems

During this portion of the focus groups, participants were asked to design their ideal transit systems. The following table summarizes participants' suggestions relating to their ideal transit systems within their communities.

	Area of Influence	Study Area
Types of System	<ul style="list-style-type: none"> Buses Trolleys Bus Rapid Transit System Shuttles to Front Runner Stations 	<ul style="list-style-type: none"> Buses Street cars Full-sized buses during peak hours; mini buses during off-peak hours Combination of Trax, bus, and trolley system
Suggested Features	<ul style="list-style-type: none"> More connectivity to Front Runner stations Increased frequency of stops 	<ul style="list-style-type: none"> 24-hour service to the airport Increased number of stops Increased number of connections to Trax Free fare zone extended to 900 South Creation of "smaller and more nimble" bus and rail connections More room for bikes on public transit Park & Ride at the top of Beck Street at the Capitol Increased frequency of "hop on, hop off" destinations Lower cost options for less frequent travelers Transferable fares between Front Runner and Trax
Suggested Routes	<ul style="list-style-type: none"> Multiple east / west routes Route from NSL to Woods Cross Station Route from Centerville to Woods Cross Station Route from Farmington to Woods Cross Station Circuitous routes: Main Street in Bountiful, down 15th, and into Woods Cross 	<ul style="list-style-type: none"> Route along Highway 89 through Bountiful Route along Redwood Road Additional Trax line along 700 East Trolley along Sunnyside Avenue Trax line from NSL to Centerville North / south bus route on 700 East

	Area of Influence	Study Area
Suggested Stations and Destinations	<ul style="list-style-type: none"> • 500 South in Bountiful • Parrish Lane • 800 West in Bountiful • Shepherd Lane • 200 South and 200 West in Farmington • Clark Lane • Foxboro in Woods Cross 	<ul style="list-style-type: none"> • Additional stations in NSL and Centerville • Trax station west of I-15 at I-89 and Center Street • Parrish Lane • Station by the post office near Sunnyside Avenue and Research Park • Stations near highly-populated areas • Center Street • Centerville Front Runner stop • Trax stop between the library and Trolley Square • 9th and 9th • 15th and 15th • Near In-N-Out in Centerville • 500 West and 500 South • Center Street in NSL
Suggested Attraction Hot Spots	<ul style="list-style-type: none"> • Restaurants • Shopping centers • Movie theaters • Medical establishments • Banks • Grocery stores • Malls 	<ul style="list-style-type: none"> • Increased access to work buildings and pedestrian-dense areas • The Capitol • The Zoo • Research Park • Lakeview Hospital and medical offices • Bountiful Rec Center • Shopping at 500 South in Bountiful • Industrial areas
Suggested Passenger Fares	<ul style="list-style-type: none"> • \$1 local use • \$1 to \$2 local use • \$1.25 • \$4 for commuter or long-distance use 	<ul style="list-style-type: none"> • \$1 for short distances • \$1 all day • \$1.50 for short distances • \$2.50 one way, \$4 roundtrip • \$2.50 each ride, \$5 each day • Free for children under 16 • Fare based on distance traveled (greater distances = higher fares)

Participants were especially engaged in creating an affordable solution for increasing ridership among the general public. As such, participants provided the following comments and suggestions regarding passenger fares:

- "\$1 is reasonable to just go from here to there. I could give my kid a dollar and say, 'Go to the library.' If it was more than that, I couldn't get all of my kids there. We would just drive."
- "\$1 would be awesome! A short jaunt for me into Woods Cross to the grocery store? I would so do that. But I'm okay with commuter use being a little bit more."
- "I would prefer having a summer pass. When my kids are out of school, my wife takes the kids to the Rec Center in Bountiful all the time. For a family, I think \$100 seems reasonable. If you know it stops at the movie and at the gym we would go more."
- "If you're just going short distances in your area, \$4 seems extreme."
- "There's got to be some way to make it fair for every way. It's going to cost me \$5 to ride to Gateway, but I can hop in my car and it's only going to cost me \$2."
- "They make it so much to get on, and then there's the return fare. If you pay more you can get an all day pass. But if you remove a restriction like that, it might encourage more people to get an all day pass."

Overcoming Obstacles of Ideal Transit Solutions

Participants acknowledged their ideal transit systems would face public opposition. However, participants provided solutions for overcoming such obstacles.

Multiple participants suggested emphasizing the benefits of public transit so the general public would be more favorable toward expanded transit options. One participant said, "We'd talk about public merits, what it offered to the community," while another said, "Make the positive changes known to the public with a really good PR campaign."

Participants also suggested promoting public transit through school programs. One participant said, "If you're going to change someone's mind, start with the younger generation. If my kids are nagging me to go via the shuttle, I'm going to be more inclined to go." Another participant said, "I think they should go into schools and give them a free rider day. If the kids think it's cool, they're going to push their parents to do it. They'll start them early. Start a program getting these kids to think about public transportation."

Multiple participants liked the idea of promoting public transit through free or decreased fares to members of a particular community. One participant said, "If we were subsidizing it for disadvantaged groups, you could look to charities to offset the cost. In exchange, you could donate free transit to disadvantaged groups. You can also promote lower fares during off peak hours. In those off peak hours, some money is better than no money. Go to Station Park for 25 cents today or a rate of when UTA first opened. Offer promo days like that." Participants also felt the free fare zone should be promoted more overall, among riders and non-riders alike.

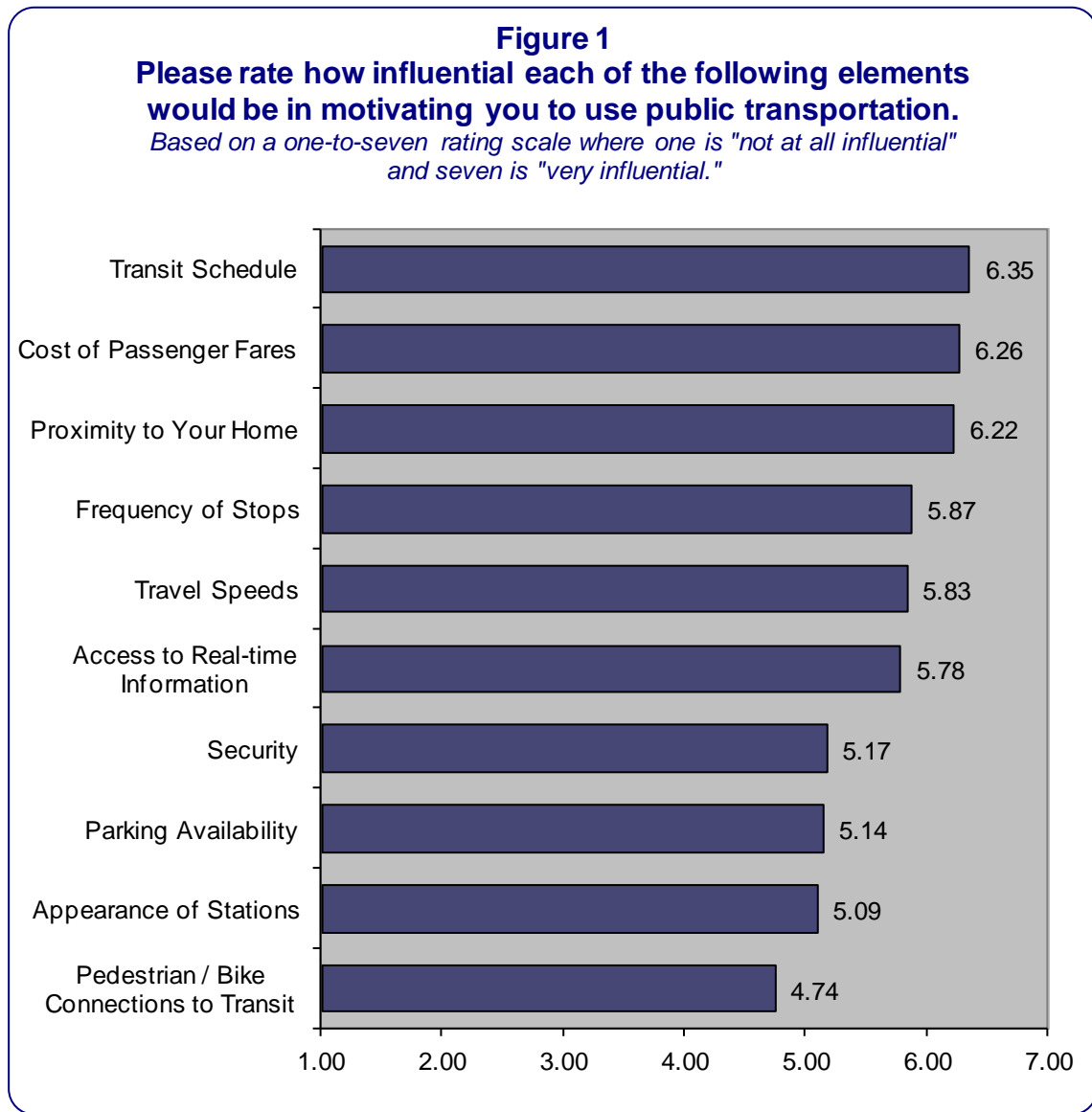
Many participants suggested partnering with large corporations or businesses to promote public transit. One participant said, "Create partnerships with the hospital; offer free trips to the hospital." Another participant said, "I'd like to see more businesses contacted and partnerships with more businesses; state government, LDS church, some places that bring in workers day in and day out." One other participant said, "If you're working someplace and you have a cooperative agreement, maybe you can get a monthly bus pass at a certain rate so you can have large groups purchase them. It would be nice to encourage them to encourage their employees to use them."

Other participants suggested improving UTA's image within the community. One participant said, "You get on the good side. Show yourself up for being generous in the community, you're helpful, help the community, and make fares more affordable."

Rating and Prioritization Activity

To determine the importance of various aspects of a transit system, respondents were asked to rate how influential certain features are in their decision to use public transportation. Respondents were asked to rate each factor by using a one-to-seven rating scale where one is "not at all influential" and seven is "very influential."

As Figure 1 illustrates, respondents gave the highest average mean ratings to "transit schedule" (6.35 average mean), "cost of passenger fares" (6.26), and "proximity to [their] homes" (6.22), indicating these factors are most influential in motivating them to use public transportation. "Pedestrian / bike connections to transit" (4.74) and "appearance of stations" (5.09) received the lowest average mean ratings in terms of influencing passengers to ride public transit.



Participants were then asked to rank the top three most important factors to them in a public transit system. As Table 1 illustrates, participants clearly identified “transit schedule” and “cost of passenger fares” as the most important elements of a public transit system. As illustrated, approximately one-third of participants *each* identified “cost of passenger fares” (8 of 23) or “transit schedule” (7 of 23) as the most important feature in a public transit system.

TABLE 1
Please identify the three elements you feel are most important in a public transit system.

	Rank 1	Rank 2	Rank 3	Rank Score
Frequency of Stops	1	1	5	11
Transit Schedule	7	6	4	38
Appearance of Stations	0	0	0	1
Access to Real-time Information	3	0	0	10
Security	0	3	1	8
Travel Speeds	2	4	3	18
Proximity to Your Home	0	4	3	12
Parking Availability	1	0	1	5
Pedestrian / Bike Connections to Transit	0	0	2	3
Cost of Passenger Fares	8	4	3	36

Evaluating Possible Transit Modes

During this portion of the focus group, participants were asked to highlight the benefits and drawbacks of Bus Rapid Transit (BRT) and Urban Rail, and identify which transit mode is most preferable to them.

Bus Rapid Transit

The biggest perceived benefit of a BRT system is the speed at which the bus is able to **transport passengers. Participants specifically cited “fewer stops” and “faster speeds” as appealing aspects of a BRT system.**

However, participants had a somewhat negative perception of BRT systems, due to the fact that these systems create dedicated corridors on which to travel. Participants believe these lanes will cost more and increase road construction. In addition, participants were not able to distinguish the differences between a BRT system and an Express bus, and were therefore unable to grasp the full benefits of Bus Rapid Transit.

Urban Rail

When identifying the benefits of Urban Rail, participants mentioned the convenience to downtown Salt Lake City, the frequency of stops, and the consistency in scheduling.

However, participants cited the following as drawbacks of Urban Rail:

- Dedicated tracks lines
- Inability to detour in the event of an accident
- Limitations in the areas it can serve
- Potential for increased accidents (i.e. with pedestrians, cars, and cyclists)
- Railway construction
- Too great of a distance between stops

Preferred Transit System

Overall, participants were mixed in terms of their preference of a transit system. In general, participants felt the current bus system has a negative stigma among members of the general public, particularly among those who **don’t use public transit. As such,** participants perceive Urban Rail to be the more attractive option for many. One participant **said, “Urban Rail is faster and more slick,” while another participant said, “We, as Utahans, perceive that Trax is more acceptable than the bus. It’s newer.”**

Still, others consider Urban Rail to be a more expensive – and thus unappealing – option. In addition, many participants were opposed to the cost and construction that **would accompany the installation of a railway. One participant said, “It’s a lot more intrusive,” while another said, “It seems like Bus Rapid Transit would take less to put in place.”**

Though participants recognized the need for improved transit within their communities, it was unclear if a BRT system or Urban Rail would be most preferable to residents.

Conclusion

Encouraging Ridership

To encourage ridership, many participants suggested offering public transit at a free or reduced cost. One participant said, **"When Front Runner came in, they let you have free rides to a certain point; my children loved it. But then it became so expensive. I think there should be more positive promotion that you can get on it and it wouldn't be that expensive."** Another participant said, **"Have more promotions, a free ride day for a city. Launch a localized campaign, don't just do a statewide campaign. Go to Farmington; give them free rides to visit Farmington Station and get a free ride downtown."**

Participants also suggested promoting the advantages of using public transit. One participant said, **"I think they could use a bad situation to promote public transit. Like when the freeway was shut down between Bountiful and Farmington, and there was no other way to get around? If everyone was riding mass transit, everyone would have gotten home in an hour instead of waiting for three hours."**

Some participants suggested the general public avoids using public transit because it is unfamiliar. Such participants suggested inviting communities to use public transit to become more familiar with it. One participant said, **"Have an open house day where it's free, you can try it out and get more familiar with it. For people who don't have to use it to get to and from work, they're not so inclined to use it because it's unfamiliar to them and trying to figure it out can be challenging."**

Participants suggested promoting public transit heavily on poor air quality days. One participant said, **"I think they should encourage people to get on Trax on red air days by reducing the cost. The state should subsidize it."** Another participant said, **"On bad air days, UTA should just allow people to ride free. If they were to take a 30-day period or two-week period and do it three times during the year and have free transit during that 30 days, a lot of people are going to use it."** Participants suggested promoting public transit on poor air quality days via radio and television news.

Participants also suggested partnering with businesses in order to promote public transit. One participant said, **"People who want their patrons to come – University of Utah, Energy Solutions, etc. – could support the buses."** Another participant said, **"If they got with local businesses that are near bus or Trax stops and said, 'Would you guys be willing to offer a promotion to anyone who shows you their bus transfer or Trax pass a free drink?' or 'If you came here on the bus, we'll hook you up.' UTA doesn't have to pay anything for that. The businesses are happy to bring in more people. It gets people more comfortable with bringing people into their favorite spots."**

Participants also suggested improving transit service so it better meets the needs of individuals in the community. Specifically, one participant said, **"My biggest pet peeve is no service on Sunday,"** while another said, **"My biggest pet peeve is it doesn't always go where I need it to go."**

Improving Communication

As a concluding question, participants were asked:

"If you were a key decision-maker at UTA, what would you do to inform the general public of transportation studies and recommendations affecting their communities?"

In response to this question, participants provided the following suggestions for communicating with members of the community:

- Advertise using the following mediums
 - Billboards
 - Buses
 - Brochures and flyers
 - Direct mail pieces
 - Internet
 - Movie theater previews
 - Newspaper
 - Radio
 - Television
- Create an online forum to communicate with residents in the community
- Host community meetings and open houses to better communicate with the general public
- Improve transit services
 - Affordable cost
 - Better stops and locations
 - Improved schedules and later times
 - Increased frequency of bus service
 - Sunday service
- Emphasize the benefits of using public transportation
- Promote public transit in schools and send information home with students
- Promote public transit through Free Fare Days
- Provide the general public with a free and improved phone app
- Send mailers or brochures to homes, summarizing information, including a web address residents can visit for additional information
- Utilize the following social media tools to inform the general public
 - Facebook
 - Twitter
 - Text messaging

Participant Demographics

Overall, there was an even distribution of male and female participants, as one-half of participants were men (12 of 23) and the other one-half (11 of 23) were women.

There was an even distribution of participants among all age groups. Overall, the average age of participants was 45 years (44.78 average mean, 45.00 median). However, study area participants (43.08 average mean, 40.50 median) tended to be younger, on average, than did participants in the area of influence (46.64 average mean, 45.00 median).

Overall, two-fifths of participants (9 of 23) have a college degree, while nearly one-third (7 of 23) completed graduate school. Four participants reported having a high school diploma, while three reported having some college education.

Overall, three-quarters of participants (18 of 23) reported working full-time, while three participants were homemakers, and one participant *each* reported working part-time or being retired.

Conclusions & Opportunities

Lighthouse Research & Development, Inc. makes the following conclusions and recommendations based on the findings of the research.

Improving Public Transit

- Consider making the following changes to current transit systems, as these were the reasons participants cited most frequently for not using public transit more regularly, and as many of these are perceived to be reasons non-riders avoid public transit:
 - Make it easy for riders to find and coordinate schedules and transfers
 - Reduce the amount of time it takes to use public transit
 - Reduce the cost of passenger fares
 - Extend the hours and days of operation
- Consider making the following transit improvements, as participants cited these areas as needing improvement in their communities:
 - Expand service to more areas
 - Increase frequency of transit service
 - Increase consistency of transit schedules
 - Increase the number of transit routes
 - Reduce the cost of passenger fares
- Consider mimicking public transit systems in other major cities, as multiple participants expressed satisfaction with using transit systems in other parts of the country, or even in other countries.
- Consider providing more transit connections to and from Front Runner in Davis County, as participants **cited this as one of their communities' main** transportation needs, and as multiple participants have to drive to a Front Runner station in order to make their connection.
- Increase the amount of parking at Front Runner stations, as driving is the only viable option many people have for getting to Front Runner, and as parking (specifically during bad weather) is not adequate in its current form.
- Consider charging higher fares for longer distances and lower fares for shorter distances, as such a fee structure was more appealing to participants.
- **Consider implementing participants' suggestions provided in the Think, Pair, Share activity.**

- Consider conducting more research to determine whether Bus Rapid Transit (BRT) or Urban Rail is a more viable solution for improved transit, as participants were mixed in their preferences. Though participants prefer rail transit, they considered BRT to be less intrusive and costly to implement.

Improving Perceptions of Public Transit

- Through media campaigns, consider combating the notion that public transit is “confusing,” “inconvenient,” and “scary,” as these are perceptions many people in the general public have for public transit.
- As Salt Lake City and southern Davis County expand, offer public transit as a viable option for 1) commuting locally and 2) improving air quality.
- Consider implementing a media campaign that combats the negative stigma associated with using public transit, as participants perceive non-riders avoid using public transit due to their negative perceptions.

Promoting Public Transit

- Consider emphasizing the benefits of public transit, as participants cited the following reasons for using public transportation:
 - Less stressful
 - Relaxing
 - Allows riders to multitask (i.e. work, read, study, etc.)
 - Environmentally friendly
 - Allows for a quick commute
 - Reliable
 - Can often be cost effective
 - Promotes camaraderie and a sense of community
- Consider reducing the cost of passenger fares, as
 - Many participants avoid using public transit due to the cost of fares
 - Many individuals within the community are unable to benefit from public transit, as they cannot afford to use it
 - Public transit is too expensive for families to use
- Consider developing a proprietary user-friendly mobile app that provides the following information:
 - Transit schedules
 - Transit routes
 - Quickest and most convenient connections and transfers
 - Passenger fares
 - Real-time information about buses and trains

- Promote and clearly define the free fare zone, as participants considered this to be an appealing feature of public transit.
- Should a tax increase be proposed to improve transit in Salt Lake City and southern Davis County, consider 1) clearly informing the general public of the proposed changes, and 2) ensuring the proposed changes directly benefit residents. Many participants would be in favor of a tax increase to fund improved transit; however, they want to know what the tax increase will be funding and want to benefit from such a tax increase.
- Consider promoting public transit through school programs, as participants considered this to be a successful way to inform the public of public transit and increase ridership.
- Consider partnering with businesses and corporations to promote public transit.
- Consider promoting public transit heavily on poor air quality days.
- **Consider implementing participants' suggestions for increasing public transit ridership.**
- **Consider implementing participants' suggestions for communicating with members of the general public.**

APPENDIX A: PARTICIPANT SCREENER

Hello, my name is _____ and I'm calling from Lighthouse Research. We are conducting a study about transportation. We are not trying to sell anything, and the discussion will be used for research purposes only. Individuals who qualify and participate in the groups will receive \$65.00 at the end of the groups as a thank you for their participation. May I ask you a few questions to see if you qualify?

1. Record gender by observation.

	Area of Influence	Study Area	Overall
Male	5	7	12
Female	6	5	11

2. What is your exact age please?

	Area of Influence	Study Area	Overall
18 to 29	1	2	3
30 to 39	1	4	5
40 to 49	4	2	6
50 to 59	3	2	5
60 to 74	2	2	4
<i>Average Mean</i>	<i>46.64</i>	<i>43.08</i>	<i>44.78</i>
<i>Median</i>	<i>45.00</i>	<i>40.50</i>	<i>45.00</i>

3. Have you ever participated in or are you scheduled to participate in a paid research discussion group with this firm or any other firm?

☐ Yes

☐ No

(This question asked for verification purposes only.)

4. *If 'Yes' in Q3:* When was the last time you participated in a paid research discussion?

(This question asked for verification purposes only.)

5. Do you or has anyone in your immediate family ever worked in the following:

- ☐ Marketing Research
- ☐ Advertising
- ☐ Utah Department of Transportation
- ☐ Utah Transit Authority
- ☐ Media
- ☐ None of the above

(This question asked for verification purposes only.)

6. In which City do you reside?

	Area of Influence	Study Area	Overall
Salt Lake	0	6	6
North Salt Lake	0	2	2
Bountiful	0	4	4
West Bountiful	2	0	2
Woods Cross	3	0	3
Centerville	2	0	2
Farmington	4	0	4

7. *If 'Salt Lake' in Q6:* Do you live north of 900 South and east of 700 West?

	Area of Influence	Study Area	Overall
Yes	0	6	6
No	0	0	0

8. How frequently do you commute into the downtown Salt Lake area?

	Area of Influence	Study Area	Overall
0 = Don't Commute	0	0	0
1 = At Least Once or Twice a Month	4	1	5
2 = At Least Once or Twice a Week	3	4	7
3 = Daily	3	7	11
<i>Average Mean</i>	<i>2.00</i>	<i>2.50</i>	<i>2.26</i>
<i>Median</i>	<i>2.00</i>	<i>3.00</i>	<i>2.00</i>
Other (Specify)	0	0	0

9. In the past year, have you used any of the following modes of transportation to **commute** into Salt Lake? (Check all that apply)

<i>Participants who said "Yes"</i>	Area of Influence	Study Area	Overall
Car	11	12	23
Bicycle	0	6	6
Bus	3	7	10
Trax	3	7	10
Front Runner	8	4	12
Other (Specify)	0	0	0

10. If used 'Bus,' 'Trax,' or 'Front Runner' in Q9: How often have you used _____ in the past year?

	Area of Influence	Study Area	Overall
1 = At Least Once or Twice a Month	0	2	2
2 = At Least Once or Twice a Week	2	1	3
3 = Daily	2	4	6
<i>Average Mean</i>	<i>2.50</i>	<i>2.29</i>	<i>2.36</i>
<i>Median</i>	<i>2.50</i>	<i>3.00</i>	<i>3.00</i>
Other (Specify)	4	1	5

Other

Area of Influence

- Once at Christmas
- One time for a special event
- Ten times per year or more
- Two or three times in the last year

Study Area

- Two to three times a year for special events

11. And what is the last level of formal education you have completed?

	Area of Influence	Study Area	Overall
Finished High School	1	3	4
Some College	2	1	3
Finished College	5	4	9
Graduate School	3	4	7

12. Which of the following best describes your profession?

	Area of Influence	Study Area	Overall
Full Time	8	10	18
Part Time	0	1	1
Not Employed / Unemployed	0	0	0
Retired / Part-time	0	1	1
Homemaker	3	0	3

INVITATION [FOR THOSE WHO QUALIFY]:

We're interested in learning more about your thoughts and opinions. You do not need any special skills to participate. We would like to invite you to participate in a group discussion that will take place on _____ at Lighthouse Research located at our Salt Lake Office located at 375 E 500 S.

Again, I assure you we are not selling anything and you will not be asked to share any personal information, only your opinions and ideas. As we mentioned earlier, you will receive \$65.00, in cash, as a thank you for your participation at the conclusion of the focus group. Would you be willing to participate on _____ at _____?

Great! We would like to be able to send you directions and a reminder before the group. Can you please confirm you name, address, and contact information? **(Collect participant contact information below)**

If you have any questions or find that you can't attend, please call us right away at **(801) 446-4000** so that we can find a replacement. If you care for children, please do not bring them with you because we are unable to provide child-care at our facility. Thank you for your time and for agreeing to participate in the discussion.

CONTACT INFORMATION

NAME _____

MAILING ADDRESS _____

MAIN PHONE _____ **ALTERNATE PHONE** _____

E-MAIL ADDRESS _____ **CELL PHONE** _____

RECRUITED BY _____ **DATE & TIME RECRUITED** _____

APPENDIX B: PRE-GROUP QUESTIONNAIRE

1. What are the pros and cons of using the following modes of transportation?

Single Occupant Vehicle



- *Motor vehicles with only one occupant: the driver*
- *Driving alone is the most common form of commuting among American workers*
- *May include cars, vans, pick-up trucks, SUVs and motorcycles*
- *Does not include human-powered vehicles such as bicycles*

Pros

Area of Influence

- Flexibility; Comfort
- Freedom to choose destinations / time frame; flexibility; faster
- Get there in less time; less problems; enjoy that time
- If you're on a motorcycle, you can move quickly. In California, they don't ride in a lane; they ride in between.
- Maybe less distraction; independence
- My time table; have a car for errands, etc., during the day; I'm in control
- Personal flexibility in times and places you can go; own space; cargo space
- The driver can follow their own schedule. The driver is not forced to face **"strange" individuals.**
- You can come and go as you wish; if needed, you can run errands during the commute; if needed, you can make private phone calls; you can choose which music to listen to while driving
- You can go where you want to go when you want to go
- **You don't have to rely on someone else, you** can make your own hours, and you can run errands on your way to and from

Study Area

- Come and go as you please; transport stuff if needed; able to deal with emergencies if needed
- Convenience; quiet time; quick; spontaneous
- Convenience; saves time
- Convenient
- Convenient; quick; easy; all hours

- Customizable; always fits your schedule; allows for small trips; sometimes cost; often faster
- Faster; door to door; cuts down on driving times
- Go anywhere anytime; take you where you want to be; freedom of choice
- Ready when you are; not waiting; you control the climate; direct to destination
- Time management; alone time; adapts to weather issues
- You control the departure and arrival; faster than other forms of travel; listen to music; privacy; responsible for your own safety; environment controlled by driver
- You get where you are going quickly

Cons

Area of Influence

- Adds to congestion; cost of gas and maintenance; car accidents
- Cost of fuel and maintenance; parking
- More cars on the road, traffic congestion, more pollution, more wear and tear on the roads
- Motorcycle accidents; not economical; too much gas used; pollution
- My vehicle doesn't get great gas mileage; spend one hour commuting; money on gas and wear and tear
- Parking, traffic
- Pollution; congestion; inefficiency; poor use of time (usually have to focus on driving)
- Pollution; cost of gasoline and insurance; traffic; parking
- Too many cars on the road; pollution; need larger parking lots
- Wear and tear on cars; gas
- You can't use the HOV lane; single drivers = more cars at rush hour; pollution of more cars on the road; hard on your car with the constant stop and go

Study Area

- Expensive; causes pollution
- Expensive; environmentally detrimental; risk of accident; maintenance and upkeep; parking cost and other expenses; stressful in traffic
- Expensive; pollution; congestion; peak hours
- Gas is pricey
- Gas prices; pollution; car payment; insurance cost; accident risk
- More dangerous; more expensive; worse for environment typically
- Pollution; crowds; dangerous drivers; costly with insurance, gas and upkeep
- Pollution; traffic congestion
- Pollution; traffic issues
- Pollution; uses a lot of fuel; very limited range
- Safety and emissions; insurance; maintenance; takes up space
- Traffic; unable to multi-task (shouldn't)

Urban Rail: Light Rail / Street Car



- *Rapid transit rail system*
- *Uses a steel track or other fixed-guide way system*
- *May operate as single units or trains of cars*
- *May operate in shared lanes mixed with traffic, or on an elevated structure or dedicated right of way.*
- *Typically has more frequent service and more stops than commuter rail*
- *e.g. TRAX*

Pros

Area of influence

- Ability to work/study while commuting; don't have to sit in traffic; a day ticket can be used all day long; great way to avoid finding parking downtown
- Don't have to find a parking spot; don't have to worry about other drivers
- Fairly regular schedule; flexible capacity
- Frequent stops
- I don't have to drive so I can do other things while traveling. I don't have to find parking. It connects with buses and Front Runner.
- It's great if you're going downtown. You don't have to pay for parking, you don't have to drive if you've been drinking, and it's cheaper.
- Many people ride these trains; it's nice and convenient.
- No parking; great for getting around city
- Reduces pollution; large groups can often travel together; reduces the need for parking in congested areas
- Regular schedule; improved air quality; better use of time (reading computer or iPhone); often faster than the freeway; overall probably more fuel efficient than comparable number of cars and trucks
- With a free transit pass, it's the cheapest alternative.

Study area

- Can multi-task
- Convenient; inexpensive
- Environmentally friendly; avoid parking fees and hassle; avoid traffic; meet new people
- I prefer this type of transportation.
- Less pollution; community camaraderie; safety; can multi-task and get stuff done; think time
- On time
- Quick; usually reliable; clean; environmentally responsible; get to meet people; usually safe; can relax during transit
- Relaxing; no stressing in traffic; free ride zones
- Safer during bad weather days
- Spacious; quick between stops; cuts through downtown traffic; Wifi sometimes

Cons

Area of influence

- Can get crowded; bound by schedule; limited range; no detours
- Can't control time table
- Frequent stops if you're in a hurry
- Frequent stops; add to commute time; may not be dropped off at desired location; may require a walk
- Have to wait for them to come pick you up; don't go to where you need to go
- It doesn't run on Sundays. It's great if you're destination is nearby, but it's hard if not.
- It has a lot of stops and it's not always a quick ride.
- Less comfortable than a single occupant vehicle; have to deal with other commuters; schedules that don't often coincide with mine
- Limited in areas served; timing is determined by the rail schedule; could be crowded
- **Riders need to follow a set schedule; route availability; possible "awkward" moments with strangers**

Study area

- Can take longer; limited routes; poor times; missing
- Crowded; slow when there are lots of stops; limited access
- Expensive; not always on your time schedule
- Have to confirm the schedule
- I have never had much to do with this at all. I, personally, hate to share the vehicle lane with the streetcar.
- Limited schedule, especially late nights and Sundays; limited distance
- Not always direct; sometimes late; can be dangerous to pedestrians
- Rude police officers; faulty payment machines; occasionally but rarely off schedule; vagrants; exposed waiting areas; expensive (more than most cities)
- Schedule is not always good in off hours; additional time required to arrive on time; not easily accessible for me
- Takes longer; fear; weirdoes; expensive

Commuter rail



- *Passenger rail transport*
- *Usually operates between city centers, suburbs and bedroom communities*
- *Travels longer distances with lower frequency of service than light rail or rapid transit*
- *E.g. Front Runner*

Pros

Area of influence

- Don't have to worry about traffic; can relax
- Fantastic way to get downtown; don't have to find parking; may be cheaper than driving
- Fast transit times; comfortable; can link with other transportation; Wifi
- Fast; not a confusing way to travel for tourists since it only travels north and south; work; avoid traffic
- It's great if you're going downtown. You don't have to pay for parking, you don't have to drive if you've been drinking, and it's cheaper.
- It's wonderful; it doesn't stop often; it's fast; you use less gas; and gives less pollution
- Less parking in congested areas since parking is at outlying stations; reduces pollution
- Mostly on schedule
- Quick; allows time for other things
- Regular schedule; improved air quality; better use of time (reading computer or iPhone); often faster than the freeway; overall probably more fuel efficient than comparable number of cars and trucks
- Speed; with transit pass, it's the cheapest

Study area

- Comfort while commuting; sleep, read
- Comfortable; fast; avoid traffic
- Environmentally friendly; avoid traffic; can work or read during the commute
- Fast for travel across the valley; spacious; Wifi
- Fast travel to a general location
- Get you far
- Less pollution; community camaraderie; safety; can multi-task and get stuff done; think time; convenient for travel if you have transportation to and from; decompression time
- Relaxing; able to multi-task; limited stops
- Speed of travel; roomy; comfortable
- Used extensively on vacations; good on an established route; nice to read and let someone else drive

Cons

Area of influence

- A lot of people; may not have another form of transportation to get specifically where you need to go.
- After you get off, you have to get to the destination by bus or light rail
- Connectivity is sometimes tricky or time consuming; frequency
- Expense?
- Frequency
- Getting to and from the station
- It doesn't run on Sundays. You have to time the train schedule so you don't miss an appointment.
- Limited stops; spread schedule; potential for shutdown due to accident
- Long stops; finding a desirable place to sit
- Schedules aren't always convenient; transfers are required between the train and the bus or Trax; often not convenient locations; route availability; possible "awkwardness"
- Time schedule is very limited; very central, limited areas served; expensive

Study area

- Departures are not always convenient; have to drive to location to catch rail
- Expensive; not on your time
- Expensive; takes longer to get to a stop than drive to work
- Few stops; more costly
- Frequency of service
- It is just at general locations
- Leaving car in lot; getting to station; conforming to schedule
- May need car once you arrive; takes some planning; time; expensive
- Not many departure / arrival times; expensive
- Very expensive; exposed waiting areas
- Very limited times; limited stops; cost

Bus rapid transit (BRT)



- *High capacity, high performance bus service*
- *Uses roadways or dedicated lanes to more efficiently transport passengers*
- *Typically features frequent service throughout the day with limited stops to reduce travel time*
- *Fewer stops than local bus.*
- *May incorporate features like enhanced stations, off-vehicle fare collection, and traffic signal priority systems*

Pros

Area of influence

- Don't have to worry about traffic
- Easy to use, routes can be changed
- Frequency; less stops; nothing to pay at stops; speed
- It takes a lot of drivers off the road
- More flexible stops with rapid transit time
- More specific area to be dropped off; speed; bus pass
- Quicker mode of transportation if the schedules match; reduced pollution; reduced need for parking in congested areas
- Seems similar to Trax

Study area

- Avoid traffic
- Bypasses many stops; moves many people at the same time
- I don't use it here, but it works great in big cities.
- Improves air quality; increases options for public transit
- I've never heard of or seen this.
- I've never seen this.
- Quicker
- Regular service to varied locations; environmentally less impactful; frequent stopping options
- Transportation if you don't have a car; great for commuting

Cons

Area of influence

- Cost
- Schedules
- Schedules; limited route availability; possible awkward encounters
- Seems similar to Trax
- Sits in traffic / can't avoid rush hour; shares the road with cars
- Still limited stops
- Takes longer than driving

Study area

- Disrupts pathways
- Expensive; uncomfortable; exposed stops
- Learning schedule and routes
- Limited times; lack of knowledge

Local bus service



- *Most universally recognized form of urban public transit*
- *Shares existing roadways with other vehicles*
- *Allows flexibility in routing*
- *Supports spontaneous travel and shorter trips*

Pros

Area of influence

- Cheaper than a car (maintenance free); avoid parking fees; work/study/whatever
- Economical; flexible routes
- Fantastic in high route areas; don't have to drive or park
- Good way to get around
- It's very convenient. It saves fuels and parking fees. It frees up space on the roads.
- More stops; can often walk to stop from home; no parking needed
- Nice to get where you are going specifically; less gas used; not as many cars on the road
- Not convenient
- With a free transit pass, it's the cheapest.

Study area

- Accessible; more direct than trains sometimes; cuts pollution
- Avoid stress of driving in traffic
- Critical linkages to other transit systems
- **Handy if you don't have a car**
- Less pollution
- Lots of stops in town
- Meditate; less pollution; community camaraderie; can get stuff done like reading and writing; multi-task
- Regular service to varied locations; environmentally less impactful; frequent stopping options
- The service can get you just about anywhere in the Salt Lake City area. You will pretty much always be on time to wherever you're going.
- Usually cost effective; more variability in routes; multi stops

Cons

Area of influence

- Dealing with a lot of people; gas; the smell can make you sick
- Figuring out what bus to take, timing
- Hard to figure out which one to board to get where you need to go
- Less comfortable; often causes motion sickness; sometimes fear for safety
- Limited routes in outlying areas; time
- May not be conducive to your schedule; sit in traffic
- More economical
- Schedules are not always convenient; routes don't always meet the needs of the commuter; possible awkward encounters
- Slow; can be inconsistent

Study area

- Expensive; doesn't go everywhere you need
- Expensive; uncomfortable; exposed stops
- Finding out how much, routed, etc.; having the right change; rubbing shoulders with unclean people
- I think the fares have become too high. It's too crowded sometimes and I don't like having to wait.
- Late or early often; doesn't take freeways usually
- Limited still in times / areas
- Lots of stops in town; took three times longer than to drive
- Never where they're supposed to be; have to buy a bus pass; stops often; time consuming, scary people
- Pollution; limited schedule (no late night); expensive
- Takes twice as long to get to destination
- Too many empty seats; hard to plan out using your bike

Walking



- *Pedestrian commuters*
- *Walking as a mode of transportation to places of work, study, worship or other activities of daily living*

Pros

Area of influence

- Exercise; environmentally friendly
- Exercise; flexibility
- Exercise; fresh air
- Good exercise; takes pressure off you; feel happier
- Good if not for a long distance
- Good on environment; good for body; good if you live close; reduces cars on the road
- Great exercise; see the sites; discover new places (shops, restaurants, etc.)
- No schedules; no parking; convenient; exercise; anyone can do it

Study area

- Best! Good exercise; fun
- Can go wherever you want; healthy
- Cheap; good for you; on your own time
- Exercise; save money
- Fresh air; health benefits
- Go wherever you want; doesn't cost anything; exercise
- Health
- Healthy for your body
- Healthy; time to think; free!
- It's great for you; you get out and get active.
- No congestion

Cons

Area of influence

- Exertion; slower; elements
- Heat; cold; weather
- Limited distance; weather factors
- Only good for shorter distances
- Slow
- Takes a lot of time to walk a mile
- Time; safety; long distance
- Utah is too wide open to walk far
- Weather

Study area

- Bad weather; temperature extremes
- Getting wet in inclement weather; time-consuming
- Hard in inclement weather; can't travel quickly
- It's not much fun in bad weather.
- Limited range; weather (rain)
- Need to live close to town
- Not good for long distances
- Slower mode of getting around; weather issues
- Takes time; at the mercy of weather and drivers
- Time consuming; can't wear heels; can't do this too late at night; can't be too far away
- Time-consuming; can't meditate

Biking



- *Use of bicycle as means of transportation: to home, work, study or other activities of daily living*
- *In contrast to the use of a bicycle for sport, recreation, or touring*

Pros

Area of influence

- Exercise; a little more distance; safety
- Exercise; environmentally friendly
- Exercise; flexibility; faster than walking
- Good on environment; good for body
- Great exercise to go to work; wonderful form of travel for many people
- Great exercise; see the sites; discover new places (shops, restaurants, etc.); avoid a lot of traffic
- It's too far from the suburbs.
- No schedule; no parking (can usually find a place for a bike); convenient; exercise
- Save on gas; good exercise

Study area

- Designated lanes
- Exercise; save money
- Faster than walking; free (except cost of bike and maintenance); exercise
- Fun
- Good for you; on your own time; not as slow as walking
- Great! Good exercise; fun; quick; great parking
- Healthier way of being; speed; independence
- Healthy; good on environment
- Healthy; time to think; free!
- I feel good about myself when I go for long rides.

Cons

Area of influence

- A little dangerous with cars and distracted drivers
- Dangerous
- Exercise-induced sweating; weather factors
- Have to worry about drivers
- Not always good with wardrobe (i.e. dresses, suits, etc.); not always depending on the location of home and work; expensive (bike)
- Place to store bike at destination
- Safety; distance; parking / security
- Slower than driving; can be dangerous; elements
- You would have to get up earlier, and getting to work would take longer.

Study area

- Bike tires are always popped; not a very easy city to bike through; unsafe; can't wear a dress
- Can be dangerous
- Dangerous; get sweaty; need to carry stuff? Kids / carpool
- Dangerous; hard to know what to do when sharing road with bikers
- Dangers; sweaty; time
- Driver don't see riders
- It's too close to vehicle traffic and open to severe accidents
- Limited range; park bike / risk of theft; flat tires
- Takes time; at the mercy of weather and drivers

Other modes of transportation

Area of influence

Method

- Carpool?

Method

- Motorcycle

Pros

- Cheaper transportation

Cons

- Dangerous

2. Have you ever used public transit in other states or cities?

	Area of Influence	Study Area	Overall
Yes	8	10	18
No	3	1	4

3. *If 'Yes' in Q2:* If yes, please describe your experience.

Area of Influence

- I didn't have to wait long.
- In Belgrade, Serbia I used public transportation to get around for several years.
- In Boston, it added to our Boston experience and it's a great way to get around; parking is expensive! In New York, it was an easy way to get around the city. In San Francisco, the trolleys are, again, a great way to get around the city.
- In California, I went to work with a friend. In Japan, many people use it; everybody uses it. I loved it.
- It was cheap and got us to our hotel without any problems.
- I've used it in DC and New York and it's great. I love DC and New York.
- I've used subways in DC and New York; they were convenient though not always clean. I've also used buses, which have the same limitations, such as available routes, etc.
- I've used transit in Washington, specifically Seattle.

Study Area

- I have used public transit in New York City and Europe. It was very easy to use, reasonably priced, and it went everywhere.
- I like the trains in Boston and the cabs in New York.
- In New York it was fast and relatively cheap, and areas were well lit.
- In San Francisco I had an excellent experience and it was convenient. In Chicago, it was a good experience. In Portland, it was an excellent experience. In New York City it was a fair experience; I enjoyed the extended hours.
- It's good and easy to use. It has an easy-to-use website to find routes. It's easy with clear instructions.
- It's great and effective. In New York City, it was the only form of transportation I used.
- I've used public transportation in Washington DC, London, Vienna, San Francisco, New York, etc. It's well-lit, patrolled, has easy ticket kiosks, information, help, on-time, route maps posted to easily find, patrolled cars added to security. I prefer public transport to the hassle of driving and finding/paying for parking, but the line has to go where major sites go.
- I've used it in San Francisco and it was convenient, in Chicago it felt safe, and I've used it in New York.

- The Bart, what more can you say? The Bay Area has it down to a science.
 - The Washington DC Metro is an incredibly well designed rail system. You can quickly and efficiently get everywhere.
4. *If 'Yes' in Q2:* When using public transportation in other areas, what aspects of the transit system did you like? What did you dislike?

Likes

Area of Influence

- Access
- Can avoid rush hour traffic; can do other things other than worrying about driving
- Frequent trains; not too long to wait; enjoyed finding the best routes to and from activities; didn't need to rent a car
- I could go pretty much anywhere with reasonable frequency and ability to reach my destination; ticket purchasing
- Many people used it; this was their mode of transportation because they didn't have a place to park their car. I liked that it took you right down in a big city.
- Quick, convenient, easy, not stressful
- Subsidized transit fees make it cheap.
- We didn't have to drive there, and try to find the spot where we were going.

Study area

- 24-hour service, reliability, meeting new people
- Availability
- Cheap, clear maps made finding destinations easy, regular and frequent service, police were friendly
- Easy routes, frequent stops, low cost
- Easy to use with the website, clear instructions, easy to follow directions, didn't have to rent a car
- Frequency, duration, intensity
- Frequent times, very easy to use, reasonably priced
- I like cabs in New York. I like the speedy nature of the t in Boston.
- Stations announcements and information about where to change lines, heated stands
- The clear paths of the system, the number of routes/stops

Dislikes

Area of influence

- Costly to ride the train; the schedule may not be conducive to my schedule
- Crowded
- I didn't like how crowded it was. You cannot sit down; many times you had to stand for a long time while pushed up against someone you did not know.
- I was mostly a tourist, so I don't know how it would work for daily commutes or if it would get me to my destination within a reasonable time and distance.
- Lack of cleanliness (subway); sometimes you had to walk too far to access

Study area

- Crowds, underground
- Dirty subway
- Having to conform to their schedule
- I don't like biking in Boston and I don't like walking.
- Muffled announcements
- Pan handlers at larger stops, dimly lit platforms after certain evening hours, worry about leaving car in unsecured parking lot
- Pricey but necessary
- Underground stations were dangerous at night, the size of the system made it confusing

5. How would increased frequency and reliability of a transit service influence your decision of whether or not to use public transit?

Area of Influence

- A lot
- An increase in frequency would definitely cause me to use public transit more.
- As a teacher, I have too many things in my car to take on public transit service. I like the flexibility of a car. I like to be able to pick up my children having a car available.
- Cost of a daily/monthly pass
- Coupling that with cost effectiveness compared to driving costs, and I would.
- I would use it. They should offer free rides, promotions, and use a bad situation such as construction to promote the positives of mass transit.
- If it goes where I am going, I try to use it as much as possible.
- It wouldn't; I would still take it.
- The more frequent the options (reliability is a must) the easier and more likely its use. If I was sure I could get fairly close to my destination (in a reasonable time frame) I would be MUCH more include to use the service.
- Time
- You need a service that doesn't take a lot of time, and would get me close to my job location in early morning hours.

Study Area

- Good experiences and flexibility would equal more use.
- I would use it for > 2 mile destinations, otherwise Salt Lake City / University of Utah / downtown is pretty walkable.
- I would use it to get to work and it must have consistent arrival times to be useful. If there is no flexible start / arrival time, it's a problem. Run minivans after peak hours instead of a full-sized bus.
- I'd use it more.
- Increased frequency would help a lot
- It would be the same; I am usually able to get what I need from the current system.
- It would help
- It would strongly influence it. I need to be places at a certain time and I cannot be delayed.
- Probably not a whole lot
- Yes, but I already use UTA daily. My only big complaints are the aggressive police officers and the high prices. The bus schedules are also sometimes inaccurate as are stop locations. The buses come to some areas very infrequently.

APPENDIX C: DISCUSSION GUIDE

Objectives

The main objective of this research project is to identify the transportation needs within the target market and to gauge public perceptions of specific transportation modes. The target market for this project includes individuals within 1) the study area (Salt Lake City, North Salt Lake, and Bountiful) and 2) the area of influence (Woods Cross, Centerville, and Farmington). To accomplish the project objectives, participants will be guided through a discussion that encompasses the following topics and themes:

Identifying Consumer Habits and Transit Perceptions

- Discover whether participants have used public transit in the last two years
- Determine why participants have or have not used public transit in the last two years
- Discover top-of-mind perceptions of public transit
- Identify the benefits and drawbacks of using public transit systems
- Determine the pros and cons of using various modes of transportation (i.e. SOV, LRT, Commuter Rail, bus transit, walking, and biking)

Defining the Impact of Public Transit on Local Communities

- Identify the perceived transportation challenges facing Davis County in the future
- Discover aspects of other transit systems that appeal to individuals
- Determine whether participants perceive transit systems as a means for creating vitality in surrounding communities

Identifying Transportation Needs and Expectations

- Identify the most important elements of a transit system, as perceived by participants
- Define characteristics and attributes the ideal transit system would include
- Identify obstacles a transit system could potentially face and identify solutions for overcoming these challenges

Evaluating Possible Transit Modes

- Evaluate and compare the benefits of Bus Rapid Transit (BRT) and Urban Rail
- Discover which form of transit is preferable to participants

Part One: Introduction and Greeting

10 Minutes

Moderator Introduction

- Moderator introduction
- Ask participants to turn off cell phones
- Advise participants of video and audio taping
- Inform participants there is someone viewing the group to take notes and ensure participant ideas and opinions are recorded correctly

Purpose of Focus Group

"The reason we are here today is to gather your impressions regarding transportation issues and solutions within your community. Specifically, we will be discussing this area:

- *[Study Area]*: North Salt Lake, Salt Lake City, and Bountiful
- *[Area of Influence]*: Woods Cross, Centerville, and Farmington

"I will be leading you through some discussion questions and activities to help us learn more about what you think. We are very interested in each of your personal thoughts and opinions. Please try not to let the comments of others in the group influence what you share during the discussion."

Moderator Role

- To introduce the discussion topics, ask probing questions, and guide the discussion through each of the relevant issues
- The moderator is not to guide the participants' responses or give advice

Discussion Rules

- Speak one at a time; we want to hear all of your ideas.
- **Everyone needs to participate; we need everyone's ideas and comments.**
- There are no wrong or right answers; we invited each of you here so we could understand what you know and how you feel about these topics. This is your opportunity to express your opinions, regardless of what others think.
- I am not an expert on the topic we will discuss. You are the experts, so please speak freely.

Participant Icebreaker

Participants will be asked to introduce themselves, including the following items in their introductions:

- Names
- Occupations
- Where they live
- How they arrived at the focus group

Part Two:

Identifying Consumer Habits and Transit Perceptions

10 Minutes

This portion of the focus group is designed to engage participants in conversation and discover their usage and perceptions of public transit.

Warm-up

- Q1. How many of you have used public transit in the last two years?
- Q2. *[For those that have used transit]:* How frequently do you use public transit?
- Q3. *[For those that have used transit]:* What type of transit have you used, and why did you choose that particular mode of transportation?
- Q4. *[For those that have not used transit]:* Why have you not used public transit in the last two years?

Word Association Activity

To determine top-of-mind perceptions of public transit, the moderator will ask participants the following question and record responses on the flipchart.

- Q5. What words or phrases come to mind when you think of the term “public transit”?

Pros vs. Cons of Public Transit

To identify the perceived benefits and drawbacks of public transit, the moderator will draw a T-chart, labeling the chart with “Pros” on one side and “Cons” on the other. The moderator will ask the following question and record participants’ responses on the flipchart.

- Q6. What are the positive and negative aspects of public transportation? (The moderator will probe for reasons as to why certain aspects are perceived as beneficial or detrimental.)
- Q7. What does the transit system in your community do well?
- Q8. What does the transit system in your community do poorly?
- Q9. What would you do to improve the transit system in your community?

Due to time constraints, the following question will be asked in the pre-questionnaire, but will not be discussed as a group.

Pre-questionnaire: If you needed to get somewhere, what are some of the pros and cons of using the following methods of transportation?

- Single Occupant Vehicles (SOVs)
- Urban Rail: Light Rail/Streetcar (LRT; i.e. Trax)
- Commuter Rail (i.e. Front Runner)
- Bus Rapid Transit
- Local Bus Service
- Walking
- Biking
- Other (specify)

Part Three: Defining the Impact of Public Transit on Local Communities

5 Minutes

- Q10.** Thinking about growth projections for Salt Lake City and its surrounding areas, what transportation challenges do you think your community will face five to ten years from now? During your lifetime? During future generations?

Due to time constraints, the following question will be asked in the pre-questionnaire, but will not be discussed as a group.

- Q11.** How many of you have ever used public transit in other states or cities? Please describe your experience.

Due to time constraints, the following question will be asked in the pre-questionnaire, but will not be discussed as a group.

- Q12.** *[For those that have used public transit in other areas]:* When using public transit in other areas, what aspects of the transit system did you like? What did you dislike?

- Q13.** In what ways can public transit positively impact a community? (Moderator will probe to determine if participants perceive public transit as a means of creating vitality in their communities.)

- Q14.** In what ways has public transit impacted downtown Salt Lake City specifically in recent years?

Part Four: Identifying Transportation Needs and Expectations

30 Minutes

This portion of the focus group is designed to discover residents' needs and expectations for future public transit.

- Q15.** In which situations would you use public transportation? (Moderator will probe to determine where participants would go and why?)
- Q16.** If you were to commute locally, via public transit, how would you arrive at your transit connection? (Moderator will probe to determine whether participants walk, bike, or drive to their transit connections.)
- Q17.** Is improved transit service needed in your community?

Due to time constraints, the following question will be asked in the pre-questionnaire, but will not be discussed as a group.

- Q18.** How would increased frequency and reliability of a transit service influence your decision of whether or not to use public transit?
- Q19.** Who benefits from transit service? Who should benefit from public transit service?

Think, Pair, Share Activity

Participants will be given a map of their particular area of interest:

- *[Study Area]:* North Salt Lake, Salt Lake City, and Bountiful
- *[Area of Influence]:* Woods Cross, Centerville, and Farmington

Participants will then be paired into groups of two or three to work together on the following activity.

- Q20.** Imagine you are part of a team that has been asked to design a transit system specifically for this area. In pairs, design your ideal transit system. Consider the following when designing your system.
- What type of transit system would it be?
 - What features would the transit system include?
 - At which destinations would your transit system stop?
 - Where would your transit stations be located?
 - What would you charge for passenger fares?

Participants will be asked to complete **Page 1** of their handouts. *(The moderator will use this time to consult briefly with clients.)*

Participants will then be asked to share their ideal transit systems with the group.

Rating and Prioritization

Participants will be asked to complete **Pages 2 and 3** of their handouts. Due to time constraints, the following question will be asked in the handout, but not discussed as a group.

Q21. Please rate how important the following elements of a transit system are to you, using a one-to-seven **rating scale where one is “not at all important” and seven is “very important.”**

- Frequency of Stops
- Transit Schedule
- Appearance of Stations
- Access to Real-time Information
- Security
- Travel Speeds
- Proximity to Your Home
- Parking Availability
- Pedestrian / Bike Connections to Transit
- Cost of passenger fares

Q22. Which three elements do you feel are most important in a public transit system? Please explain.

Identifying and Resolving Obstacles

Q23. Now that you have designed your ideal transit system, what obstacles might your transit system face? (Moderator will probe to determine whether participants perceive public opposition as a barrier to improving transportation.)

Q24. How would you overcome the obstacles your transit system faces?

Part Five: Evaluating Possible Transit Modes

15 Minutes

One at a time, the moderator will present participants with images and descriptions of the following transit:

- Bus Rapid Transit (BRT)
- Urban Rail

For each system, the moderator will draw a T-chart, labeling the chart with “Likes” on one side and “Dislikes” on the other and ask the following question:

- Q25.** What do you like and dislike about the Bus Rapid Transit (BRT)? (The moderator will probe for reasons as to why certain aspects are perceived as beneficial or detrimental.)
- Q26.** What do you like and dislike about Urban Rail? (The moderator will probe for reasons as to why certain aspects are perceived as beneficial or detrimental.)
- Q27.** Assuming the two systems operated similarly, which transit system would you prefer? Why?

Part Six: Conclusion

5 Minutes

- Q28.** Prior to attending this focus group, have you participated in or attended any other meetings regarding transportation in your area? If so, please explain your experience.
- Q29.** What three things would entice you to use Utah's public transit system more often?

The moderator will assign one participant to act as a group leader and ask participants to discuss the following question. *(The moderator will use this time to briefly consult with the client.)*

- Q30.** If you were a key decision-maker at UTA, what would you do to inform the general public of transportation studies and recommendations for improving their communities?
- Q31.** After tonight's discussion, have your perceptions changed regarding the public transit needs in your community? If so, how?

Dismissal

Moderator will ask participants if they have any additional comments.

Moderator will also thank participants for their participation and remind them to pick up incentive envelopes.

APPENDIX D: PARTICIPANT HANDOUT

1. Imagine you are part of a team that has been asked to design a transit system specifically for the area of interest. In pairs, design your ideal transit system. Consider the following when designing your system.

- *What type of transit system would it be?*
- *What features would the transit system include?*
- *At which destinations would your transit system stop?*
- *Where would your transit stations be located?*
- *What would you charge for passenger fares?*

Area of Influence

- Have buses run west to east so you can use Front Runner; Have frequent stops through main roads like current pulls; 500 S Parrish Lane; \$1 - \$2 local use
- Include more connectivity with Front Runner stations (local use bus) in Bountiful and Farmington; 8th West in West Bountiful to Front Runner station in Woods Cross; Shepherd Lane to Front Runner station and 200 South 200 West (Farmington Dr.) to Clark Lane across to Front Runner station; \$1 local fare
- It would be a bus trolley or a bus rapid transit. It would have many and frequent stops at movies, restaurants, and shopping. It would stop at shopping centers, medical establishments, restaurants, banks, and typical errand places. It would be located in Centerville. It would raise taxes, but the upgrade must be seen, AND NOT FOR YOUR SALARIES!
- It would be a shuttle bus. It would include lots of stops and frequency of the stops. It would stop at shopping malls, theaters, restaurants. It would also be located at shopping malls, theaters, and restaurants. I would charge passengers \$1.25.
- It would be an inter-city shuttle through south Davis County. It would feature one shuttle from North Salt lake / Woods Cross (Foxboro, etc.) to the Woods Cross station. There would be one shuttle that loops from the Woods Cross station through Centerville. Possible add a third shuttle to service Farmington or Farmington to the Woods Cross station?
- Local bus system / shuttle to link to existing Front Runner stations.
- They would be local buses that run east/west direct to the Front Runner; Farmington east/west, 500 S. in Bountiful; \$1 - \$2 for a short trip, \$4 for a commuter

Study Area

- 24 hour transportation to the airport; More stops - especially between Salt Lake City and the Woods Cross station, Center St. in North Salt Lake, and a link to a Trax line; Have Trax along Highways 89 through Bountiful; Add more street cars in the Salt Lake City area (Sugarhouse, etc.); Add Centerville Front Runner stop; Extend the free fare to 900 South in Salt Lake City; Add another Trax stop between the library and Trolley Square; Add a street car to the 9th/9th and 15th/15th areas; Have \$1 Trax from Salt Lake City to Fashion Place; Make fares transferable between Front Runner and Trax
- Have bus lines up and down Redwood at regular intervals. Provide full-size buses at peak hours and minivan-size buses during other hours. Front Runner should have an additional stop in Centerville (near In N Out). It should cost \$2.50 each way or \$4 roundtrip.
- Have smaller and more nimble bus/rail connections. Provide more room for bikes. Provide more access to work buildings and areas where there are a lot of pedestrians. Have stations near the rail systems. Make the fare \$5 per day per person or \$2.50 per ride.
- It would be a Trax line / bus / trolley with 24-hour service. It would stop at the Capitol, the zoo, and Research Park. Transit stations would be located in North Salt Lake and Centerville. It would be \$1 or free for children under 16. They need to add Trax along 700 East, and add a Trax station west of I-15 at 89 / Center Street. They need to add a station at Parrish Lane, a Park & Ride at the top of Beck St. / Capitol, add a trolley up Sunnyside Avenue, add a station by the post office near Sunnyside and Research Park, and add a Trax line from North Salt Lake to Centerville.
- It would be more bus routes with a hop on/off feature at frequent times. It would stop at Lakeview Hospital and medical offices, 500 West and 500 South, Center St. in North Salt Lake, and around 2600 South. Provide lower cost options for less frequent travelers.
- Stay with a bus system and offer smaller buses for off-peak hours. Have stops at the Rec center, 500 South shopping, and the industrial areas. Have stations at the edges of neighborhoods. Make fares \$1 for all day, track the distance traveled and change the fare based on distance.
- There would be a train and a bus system with bike rentals so it's environmentally friendly. The fare would be \$1.50 for basic short travel then you'd pay per stop. The bus would run north and south on 700 East.

2. Please rate how influential each of the following elements would be in motivating you to use public transportation. Please use a one-to-seven rating scale where one is "not at all influential" and seven is "very influential." (Please place a check mark next to *one* number per element.)

Frequency of Stops

	Area of Influence	Study Area	Overall
1 = Not At All Influential	0	0	0
2	2	0	2
3	1	0	1
4	0	2	2
5	0	0	0
6	4	2	6
7 = Very Influential	4	8	12
<i>Average Mean</i>	<i>5.36</i>	<i>6.33</i>	<i>5.87</i>
<i>Median</i>	<i>6.00</i>	<i>7.00</i>	<i>7.00</i>

Transit Schedule

	Area of Influence	Study Area	Overall
1 = Not At All Influential	0	0	0
2	0	1	1
3	0	0	0
4	0	0	0
5	1	0	1
6	6	2	8
7 = Very Influential	4	9	13
<i>Average Mean</i>	<i>6.27</i>	<i>6.42</i>	<i>6.35</i>
<i>Median</i>	<i>6.00</i>	<i>7.00</i>	<i>7.00</i>

Appearance of Stations

	Area of Influence	Study Area	Overall
1 = Not At All Influential	0	0	0
2	0	0	0
3	1	0	1
4	2	2	4
5	5	7	12
6	2	2	4
7 = Very Influential	1	1	2
<i>Average Mean</i>	<i>5.00</i>	<i>5.17</i>	<i>5.09</i>
<i>Median</i>	<i>5.00</i>	<i>5.00</i>	<i>5.00</i>

Access to Real-time Information

	Area of Influence	Study Area	Overall
1 = Not At All Influential	0	0	0
2	0	0	0
3	0	0	0
4	2	1	3
5	3	4	7
6	3	2	5
7 = Very Influential	3	5	8
<i>Average Mean</i>	<i>5.64</i>	<i>5.92</i>	<i>5.78</i>
<i>Median</i>	<i>6.00</i>	<i>6.00</i>	<i>6.00</i>

Security

	Area of Influence	Study Area	Overall
1 = Not At All Influential	0	0	0
2	0	1	1
3	0	2	2
4	2	2	4
5	3	3	6
6	4	1	5
7 = Very Influential	2	3	5
<i>Average Mean</i>	<i>5.55</i>	<i>4.83</i>	<i>5.17</i>
<i>Median</i>	<i>6.00</i>	<i>5.00</i>	<i>5.00</i>

Travel Speeds

	Area of Influence	Study Area	Overall
1 = Not At All Influential	0	0	0
2	1	0	1
3	0	1	1
4	1	0	1
5	3	3	6
6	2	1	3
7 = Very Influential	4	7	11
<i>Average Mean</i>	<i>5.55</i>	<i>6.08</i>	<i>5.83</i>
<i>Median</i>	<i>6.00</i>	<i>7.00</i>	<i>6.00</i>

Proximity to Your Home

	Area of Influence	Study Area	Overall
1 = Not At All Influential	0	0	0
2	0	0	0
3	0	0	0
4	0	0	0
5	2	3	5
6	5	3	8
7 = Very Influential	4	6	10
<i>Average Mean</i>	<i>6.18</i>	<i>6.25</i>	<i>6.22</i>
<i>Median</i>	<i>6.00</i>	<i>6.50</i>	<i>6.00</i>

Parking Availability

	Area of Influence	Study Area	Overall
1 = Not At All Influential	0	1	1
2	0	1	1
3	0	1	1
4	1	4	5
5	1	1	2
6	4	3	7
7 = Very Influential	4	1	5
<i>Average Mean</i>	<i>6.10</i>	<i>4.33</i>	<i>5.14</i>
<i>Median</i>	<i>6.00</i>	<i>4.00</i>	<i>6.00</i>

Pedestrian / Bike Connections to Transit

	Area of Influence	Study Area	Overall
1 = Not At All Influential	1	0	1
2	0	0	0
3	2	3	5
4	3	3	6
5	1	0	1
6	2	4	6
7 = Very Influential	2	2	4
<i>Average Mean</i>	<i>4.55</i>	<i>4.92</i>	<i>4.74</i>
<i>Median</i>	<i>4.00</i>	<i>5.00</i>	<i>4.00</i>

Cost of Passenger Fares

	Area of Influence	Study Area	Overall
1 = Not At All Influential	0	1	1
2	0	0	0
3	0	0	0
4	0	0	0
5	2	0	2
6	2	5	7
7 = Very Influential	7	6	13
<i>Average Mean</i>	<i>6.45</i>	<i>6.08</i>	<i>6.26</i>
<i>Median</i>	<i>7.00</i>	<i>6.50</i>	<i>7.00</i>

3. Please identify the three elements you feel are most important in a public transit system. (Place a "1" next to the most important element; a "2" next to the second most important element; and a "3" next to the third most important element.)

Area of Influence

	Rank 1	Rank 2	Rank 3	Rank Score
Frequency of Stops	0	0	2	10
Transit Schedule	4	4	1	37
Appearance of Stations	0	0	0	0
Access to Real-time Information	1	0	0	9
Security	0	1	1	7
Travel Speeds	0	1	2	17
Proximity to Your Home	0	3	2	11
Parking Availability	1	0	1	4
Pedestrian / Bike Connections to Transit	0	0	1	2
Cost of Passenger Fares	5	2	1	35

Study Area

	Rank 1	Rank 2	Rank 3	Rank Score
Frequency of Stops	1	1	3	8
Transit Schedule	3	2	3	16
Appearance of Stations	0	0	0	0
Access to Real-time Information	2	0	0	6
Security	0	2	0	4
Travel Speeds	2	3	1	13
Proximity to Your Home	0	1	1	3
Parking Availability	0	0	0	0
Pedestrian / Bike Connections to Transit	0	0	1	1
Cost of Passenger Fares	3	2	2	15

Overall

	Rank 1	Rank 2	Rank 3	Rank Score
Frequency of Stops	1	1	5	11
Transit Schedule	7	6	4	38
Appearance of Stations	0	0	0	1
Access to Real-time Information	3	0	0	10
Security	0	3	1	8
Travel Speeds	2	4	3	18
Proximity to Your Home	0	4	3	12
Parking Availability	1	0	1	5
Pedestrian / Bike Connections to Transit	0	0	2	3
Cost of Passenger Fares	8	4	3	36

4. If you were a key decision-maker at UTA, what would you do to inform the general public of transportation studies and recommendations affecting their communities?

Area of Influence

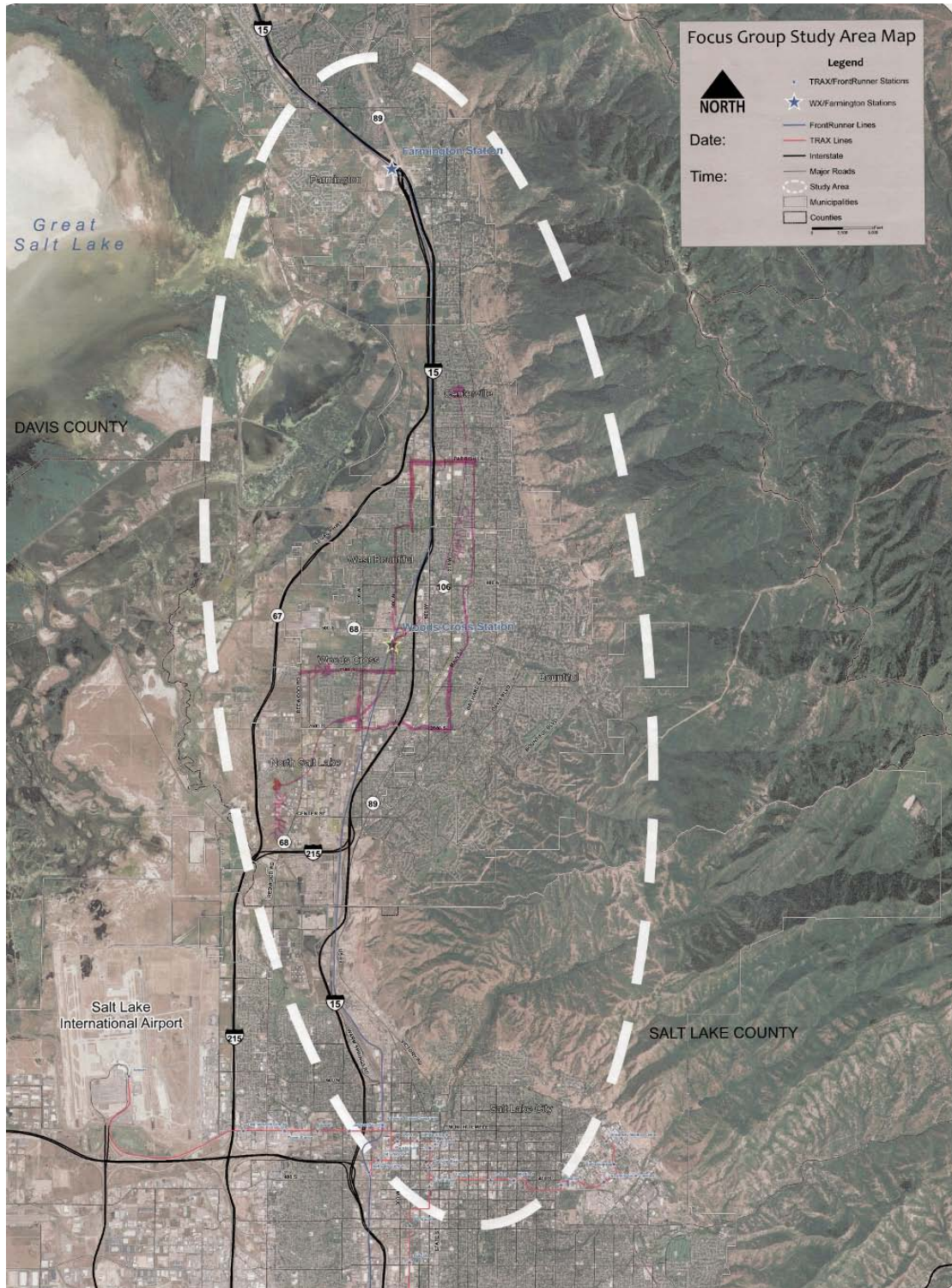
- A mailer summarizing the information with a reference to an Internet link with more information
- Campaign to show the benefits and comfort of UTA, paint a picture of public transportation outside of the negative stories occasionally on the news
- Commercial ads, a Facebook account, Twitter feed, instant messaging (receive a text if a bus/train is running late), go into schools, hand out flyers / brochures
- Get information to the schools so it can trickle up to the parents. Get information out about how costs could be reduced by volume use so we have a good reason to wait to use public transportation (as well as potential savings for public transpiration vs. driving, parking, etc.). Do things that would encourage us to use the services such as Sunday service, stop locations/schedules, cost, frequency
- Mailers, more education in the schools
- News commercials, newspaper, billboards, free tickets, reasons to go to Salt Lake City or Ogden
- Open houses, social media, use city newsletters
- Phone app, newspaper, television
- Provide more information on what is available. Have more public forums to let people tell us what they need.
- Public meetings, social media
- Social media, grassroots involvement, plenty of notice, public Q&A, commentary

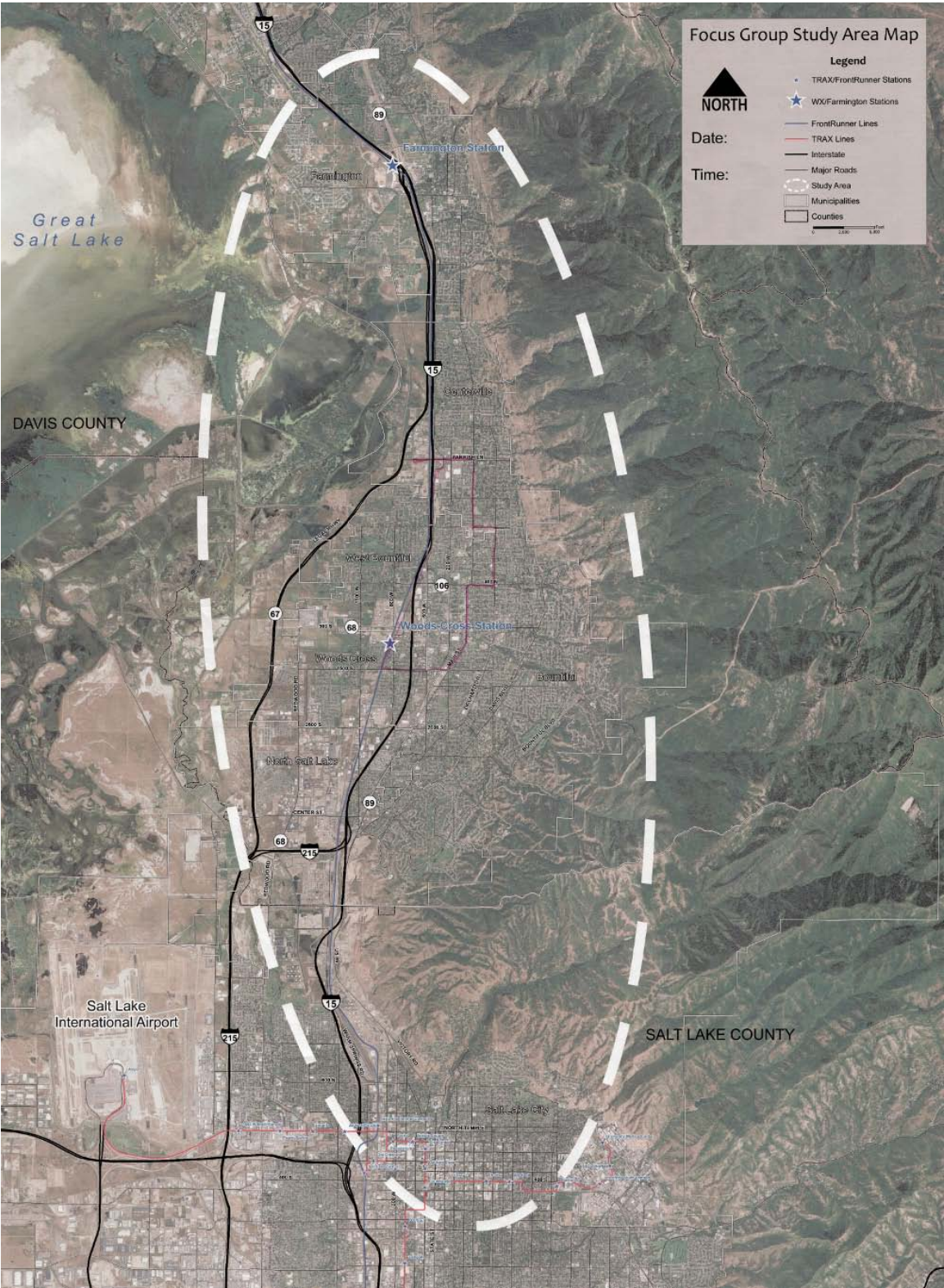
Study Area

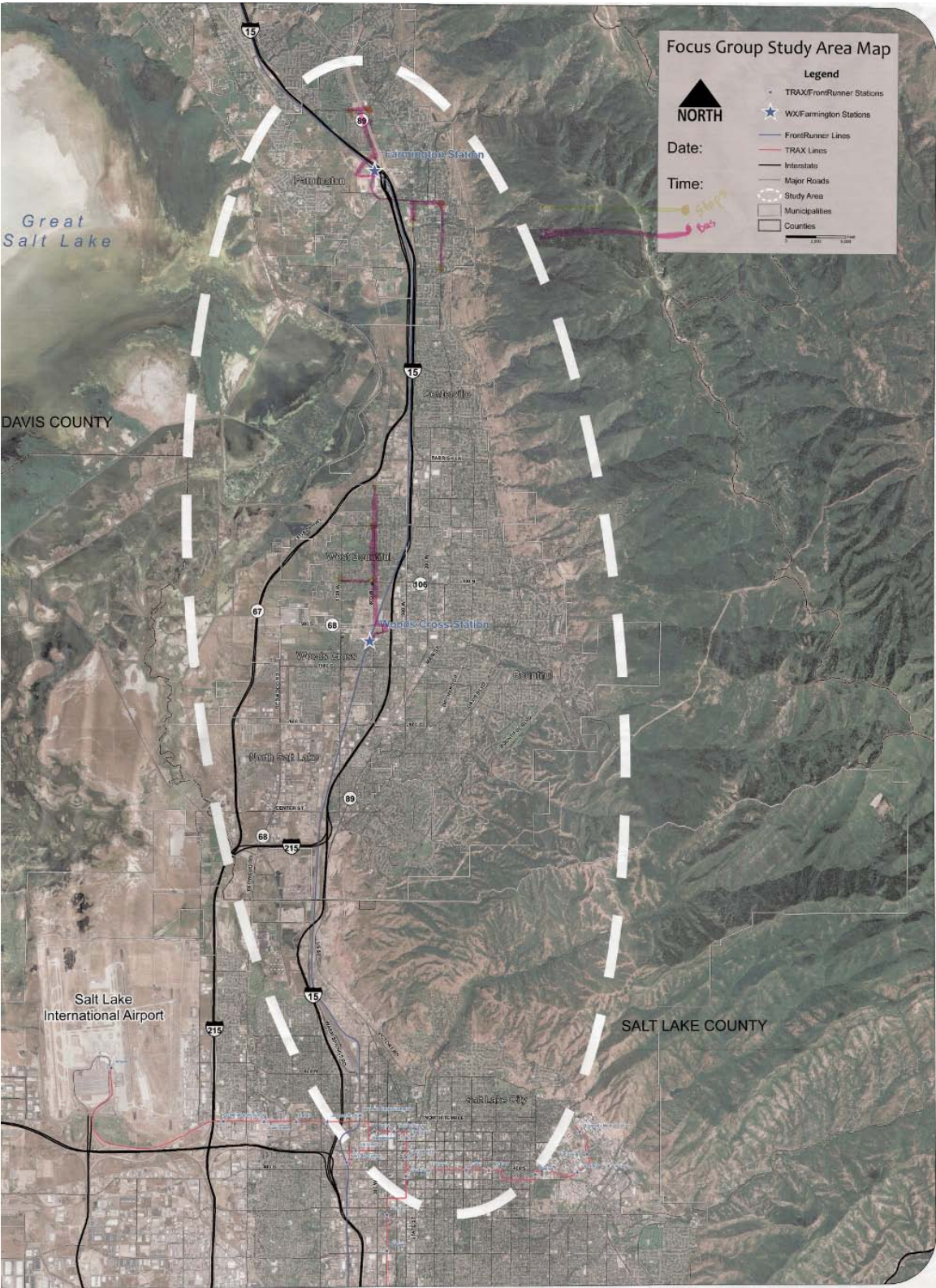
- Advertise, make information easily accessible, have free fares on certain days, programs in schools, ads on public radio, wait times for rides on an app, UTA involved in community meetings, no police (public service), validations for free rides similar to parking
- Advertising (commercials, pre-movie commercials)
- Commercials, brochures, friendly public agents on the trains to give information, get rid of UTA police and put security/public service agents in, public meetings, online forum
- Post it on buses or make periodic announcements on the PA, send out flyers in the mail with information, as well as a free day pass
- Programs in all the schools and in church groups, ads on public TV and radio, community council meetings, press conferences
- Public ads on TV, radio, billboards, and station signage; town meetings; bill inserts (gas, electric, water)
- Research studies, online questionnaires
- Schools, news (*Deseret News* and *Salt Lake Tribune*), Internet, promote riding to events
- Tell news media, post notices at all the stops and on buses/trains
- **TV news and other spots; postcards; free trial passes, free hot dogs, "open house" type days; bill insert; transport legislation up for discussion; commercials at movies**
- Use the Internet, apps, and iBooks.
- Web pages added on to UTA for more public interaction, media encouraging more interactions with the UTA website/app

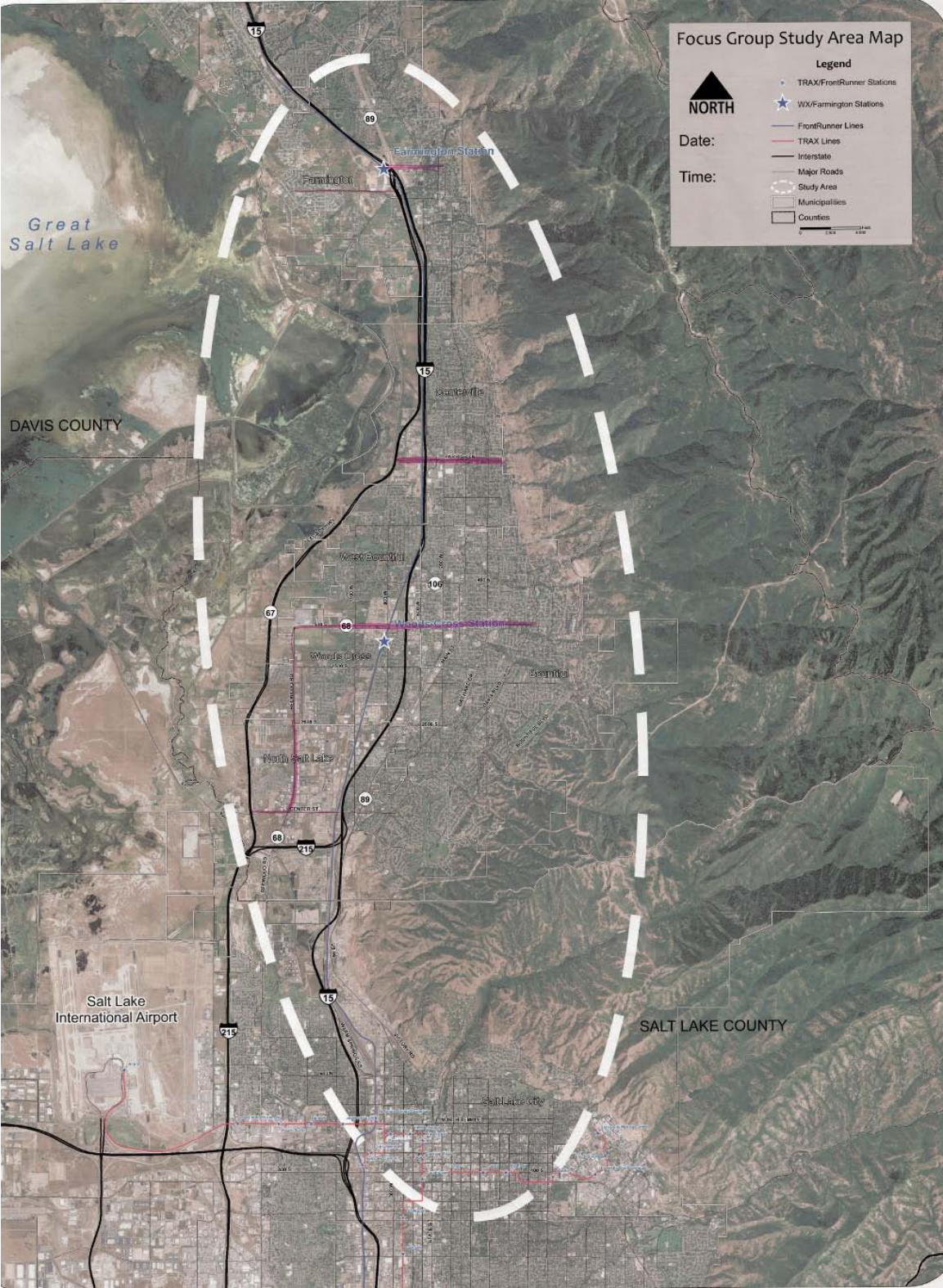
APPENDIX E: PARTICIPANT MAPS

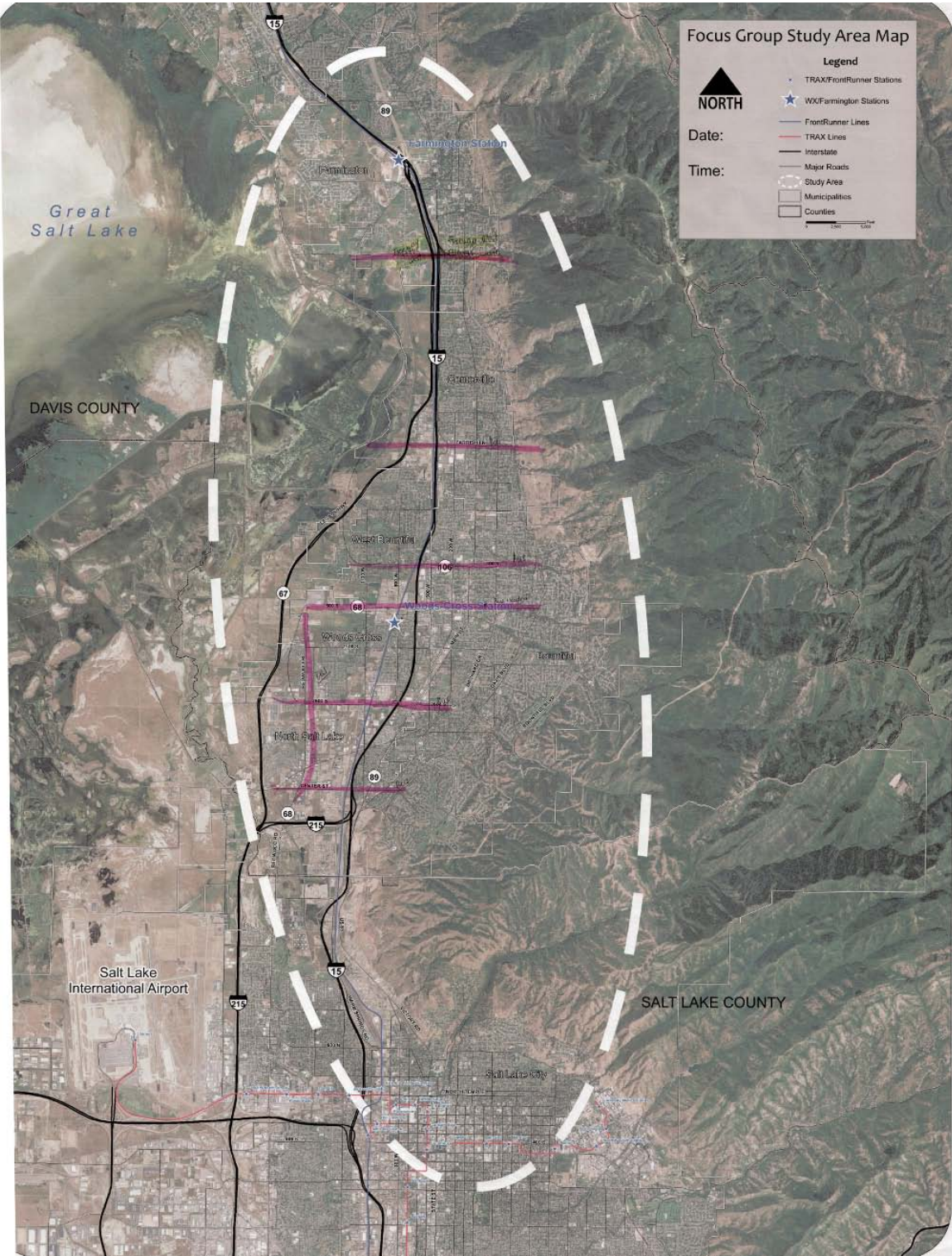
Area of Influence



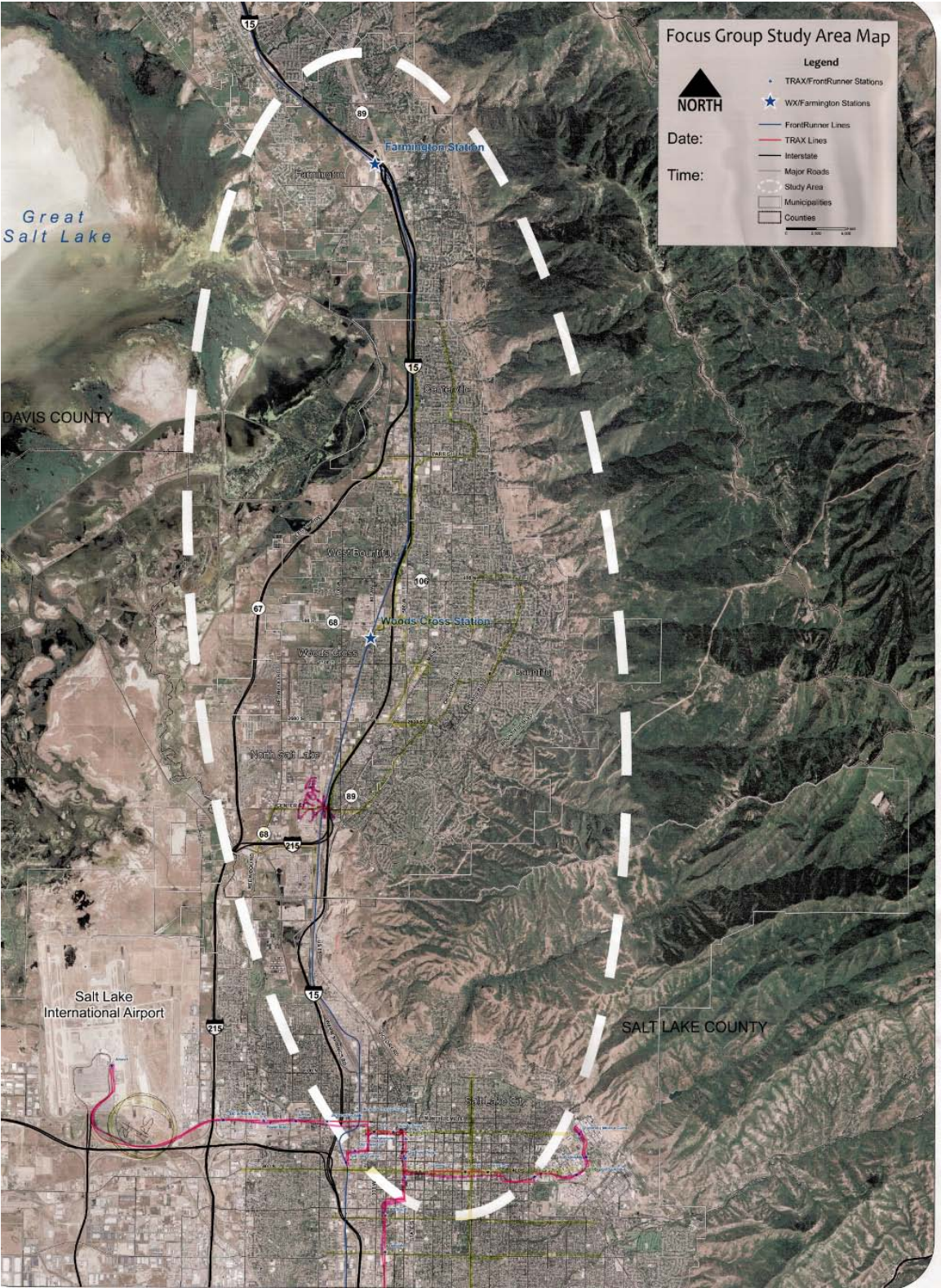




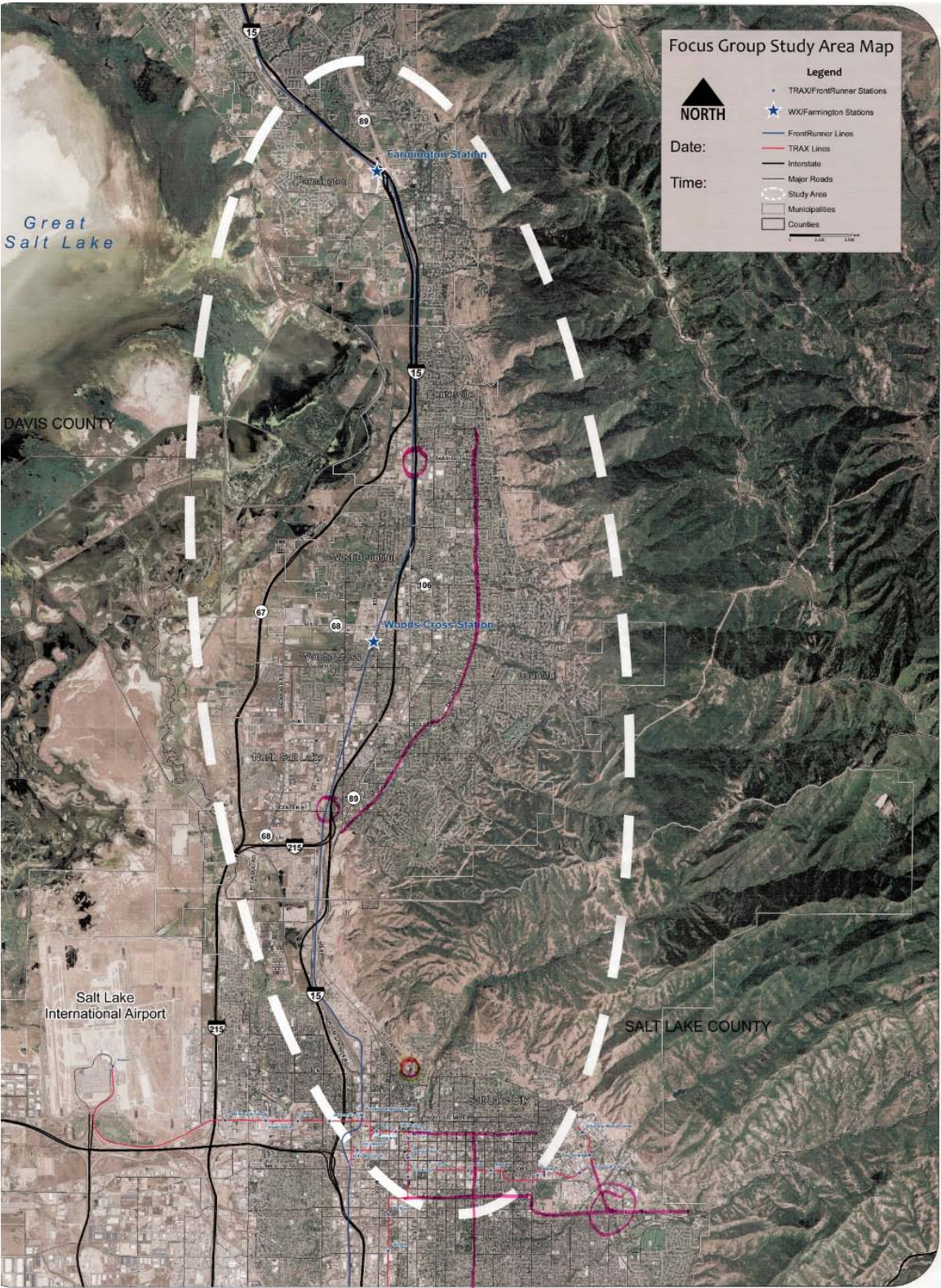




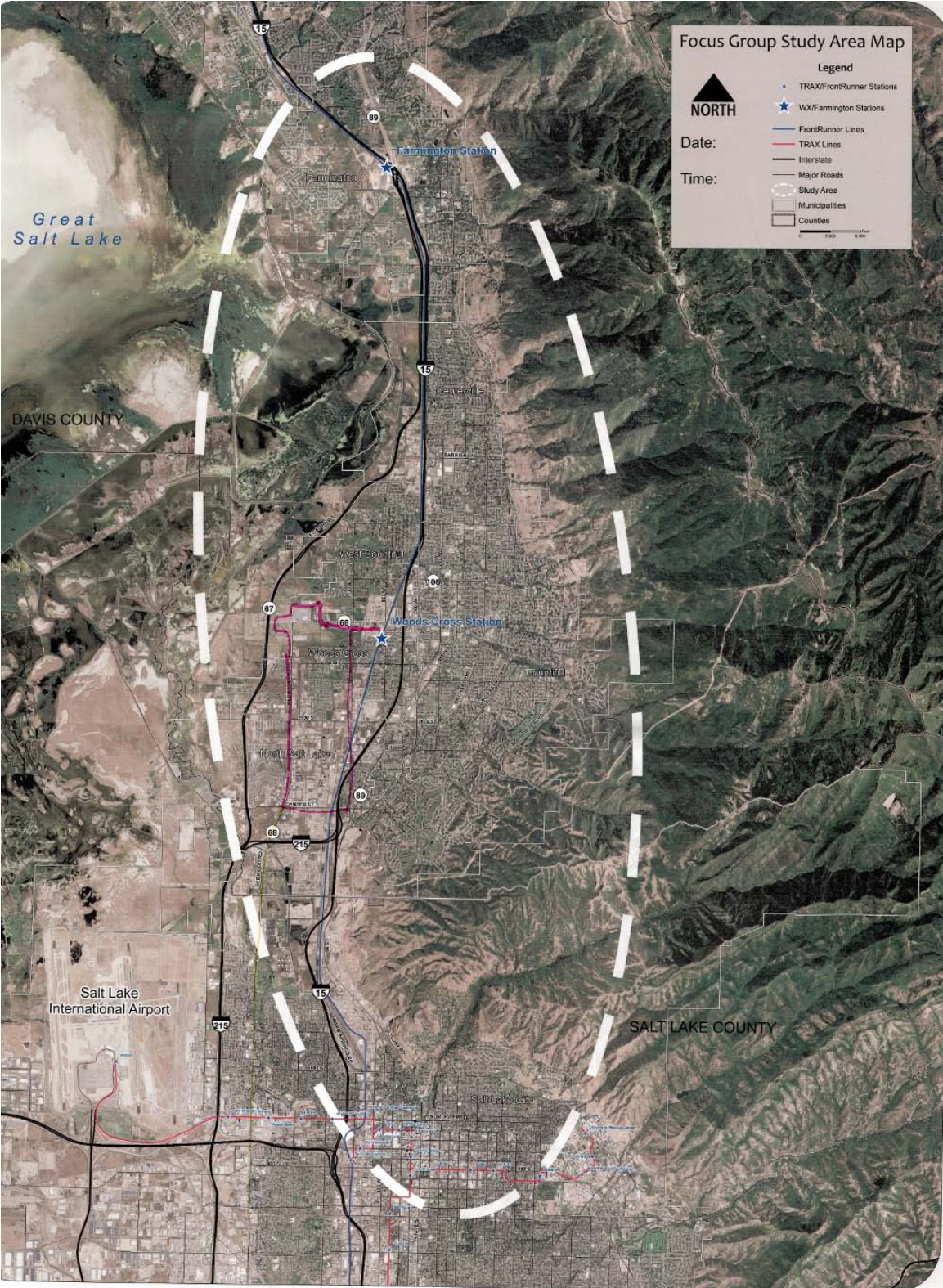
Study Area

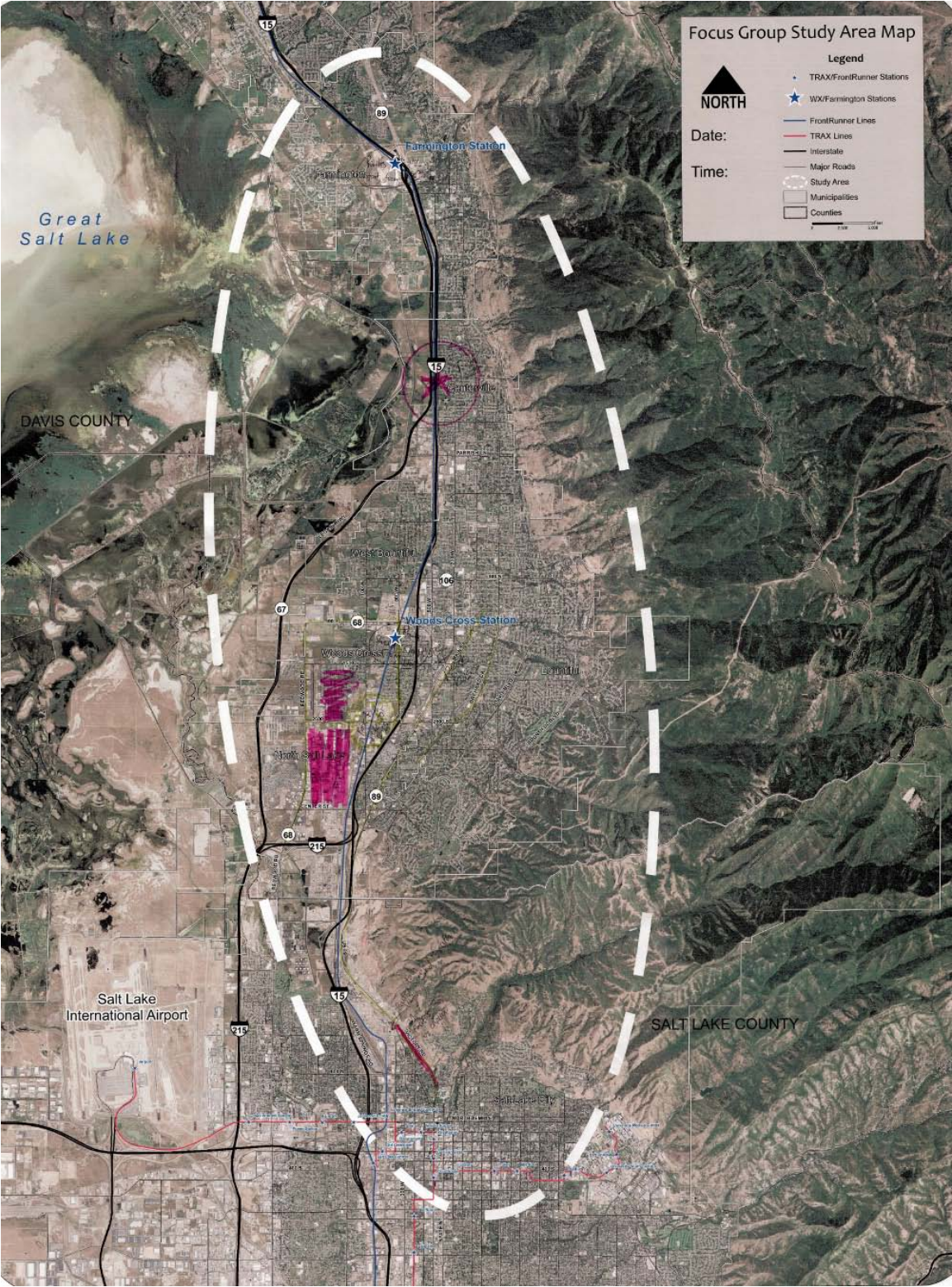












Appendix D - 5

Telephone Survey Summary (The Langdon Group)

Utah Transit Authority

Telephone Survey

November 2013

Prepared for

The Langdon Group



Lighthouse Research & Development, Inc.

www.go-lighthouse.com

801.446.4000

Utah Transit Authority Telephone Survey Report

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Introduction

Lighthouse Research & Development, Inc. was contracted by The Langdon Group and UTA to conduct a telephone survey with residents of North Davis County, South Davis County, and Salt Lake City regarding their public transit behaviors and perceptions.

Project Objectives

Specific objectives for each section of the report are outlined below.

- Identify the modes of transportation respondents have used in the last 12 months
- Determine how frequently respondents use various modes of transportation
- Discover respondents' occupational status
- Discover the distance respondents travel to get to work
- Identify the cities in which respondents work
- Discover whether respondents use public transportation to get to work, and if so, identify the modes of transit respondents typically use
- Evaluate respondents' satisfaction with current public transportation in Davis County
- Discover the likelihood of respondents increasing their ridership of public transit if public transit were improved
- Determine whether respondents think improved transit is needed in South Davis County and Salt Lake City
- Identify the greatest public transit needs in South Davis County
- Identify perceived reasonable timeframes to:
 - Travel to Downtown Salt Lake City
 - Travel to a FrontRunner Connection
 - Travel to a Trax Connection
 - Travel to a bus connection
- Determine whether respondents would be more likely to ride FrontRunner if there was increased frequency of shuttle or bus travel
- Determine the perceived impact of public transit on economic growth within communities
- Gather demographic information such as gender, age, education, annual household income, marital status, household size, and city of residence

Research Methodology

The research methods used to complete the project are outlined in detail below.

Sampling Procedures

A random sample of respondents was obtained by Lighthouse Research and used for data collection. Prior to data collection, the sample was randomized, using the WinCati program.

Pretest of the Questionnaire

A pretest of 24 interviews was conducted on October 16, 2013 to determine the need for any modifications to the survey questions or procedures. Following the pretest, adjustments to the survey were made in consultation with The Langdon Group.

Data Collection

Lighthouse Research completed 405 interviews with survey respondents, providing a statistical confidence rate of 95% with a $\pm 4.86\%$ margin of error.

All data collection was conducted by an experienced team of telephone interviewers at the Lighthouse Research interviewing facility located in Riverton, Utah. All field staff members were thoroughly briefed and trained on the survey before proceeding with data collection. Calling hours for the survey were between 9:00 a.m. and 5:00 p.m. on weekdays, and between 9:00 a.m. and 4:00 p.m. on Saturdays.

The survey was programmed in a Computer-Assisted Telephone Interviewing (CATI) format. Using the CATI system, survey responses were directly entered into the database by the interviewer as the interview was in progress. Interviews were automatically given a numeric code upon entry into the system to assist in the data analysis. All data collection for this survey was completed between October 16, 2013 and November 21, 2013.

Data Analysis

The data analysis provides the following statistics upon which the written interpretative report is based:

- The frequency and valid percent of responses to each of the survey questions
- Responses to open-ended questions, coded for all occurrences of five or more mentions
- Cross-tabular analysis to compare the significant differences in responses based upon demographic characteristics

Organization of the Report

The remainder of the report is organized under the following areas:

- Key Findings
- Detailed Results
- Segment Analysis
- Appendices

The Key Findings provides an overview of the most pertinent findings of the survey results.

The Detailed Results section includes charts and a written description of the results for that topic. The Detailed Results section includes average means and medians that exclude those respondents who selected "don't know" and those who refused response to the question.

The Segment Analysis section contains the results of the cross-tabular analysis.

The Appendices section of the report provides a copy of the survey questionnaire with frequencies of responses. The responses given by respondents who were placed in the "other" category when the response did not fit any of the options for that question are reported in the Appendices.

The following report represents the latter deliverable for this contract and is presented respectfully to the project sponsors.

Key Findings

Usage of Public Transportation

- Respondents identified “automobile or motorcycle” as the means they most frequently used within the last twelve months to travel to their destinations.
- On average, Overall respondents, Salt Lake City respondents, and North Davis respondents most frequently identified “Commuter Rail or FrontRunner” as the form of public transportation they most frequently use, while South Davis respondents most frequently reported using “Light Rail or Trax.”

Characteristics of Commuters

- Respondents most frequently reported being employed full-time.
- On average, respondents reported traveling five to ten miles to get to work.
- Respondents most frequently reported working in Salt Lake City.
- 14% of Overall respondents reported using public transit to get to work, as did 16% of Salt Lake City respondents, 12% of South Davis respondents, and 15% of North Davis respondents. Of these, Overall respondents, Salt Lake City respondents, and South Davis respondents most frequently reported riding the bus to work, while North Davis respondents most frequently reported riding “Commuter Rail or FrontRunner.”
- On average, respondents gave somewhat neutral ratings when rating their satisfaction with the transportation options in South Davis County.

Perceptions Transit Needs

- **On average**, respondents gave neutral ratings when rating their likelihood to use public transportation if travel were more frequent.
- When asked if public transportation options needed in South Davis County, 51% of Overall respondents, 55% of South Davis respondents, and 44% of North Davis respondents answered affirmatively.
- Respondents most frequently said South Davis County is most in need of increased east and west public transit.

Reasonable Timeframes for Travel and Connections

- Respondents, on average, indicated that 10 to 20 minutes is a reasonable timeframe to travel from Bountiful to Downtown Salt Lake City.

- 56% of Salt Lake City respondents said public transportation services need to be added to Salt Lake City.
- On average, respondents indicated 5 to 10 minutes is a reasonable amount of time to get to a FrontRunner connection.
- On average, respondents indicated 5 to 10 minutes is a reasonable amount of time to get to a Trax connection.
- On average, respondents indicated that fewer than five minutes is a reasonable amount of time to get to a bus stop.
- When asked if they would you be more or less likely to ride FrontRunner if there were an increased number of shuttles or buses traveling to and from FrontRunner stations, 55% of Overall respondents, 60% of Salt Lake City respondents, 52% of South Davis respondents, and 57% of North Davis respondents said "it makes no difference."

Perceptions of Public Transit

- On average, respondents gave fairly neutral ratings when rating the importance of improved public transportation on the economic growth of their communities.
- (Overall: 5.04 average mean, 5.00 median; Salt Lake City: 5.74 average mean, 6.00 median; South Davis: 4.81 average mean, 5.00 median; North Davis: 4.89 average mean, 5.00 median).
- On average, respondents indicated they "somewhat agree" with the statement, "Utah has an air quality problem that needs to be addressed."
- On average, respondents indicated they "somewhat agree" with the statement, "Public transportation is an important part of a shared solution to address Utah's air quality problem."

Participant Demographics

- More than one-half of respondents were women, while nearly another one-half of respondents were men.
- On average, respondents fell between the ages of 35 and 44.
- The average respondent reported having some college or technical training.
- On average, Overall respondents, South Davis respondents, and North Davis respondents reported having annual household incomes of \$50,000 to \$74,999, while Salt Lake City respondents reported having incomes of \$25,000 to \$49,999.

- The majority of Overall respondents, South Davis respondents, and North Davis respondents reported being married.
- On average, Overall respondents, South Davis, and North Davis respondents reported having three people residing within their homes, while Salt Lake City respondents reported having two people living in their homes.

Statistical Analysis Summary

The following tables and paragraphs summarize the findings from the statistical analysis of survey results. For more detailed results please see the Segment Analysis section of the report.

The table below summarizes the percentage of respondents who have used each mode of public transportation, or a combination of public transportation modes, in the past 12 months.

Public Transportation Mode Used (in the past 12 months)	%
Bus Only	3%
Light Rail / Trax Only	10%
Commuter Rail / Front Runner Only	4%
Bus & Trax	4%
Bus & Rail	1%
Trax & Rail	16%
Bus & Trax & Rail	12%
No Public Transit in the Past 12 Months	49%

Age

Respondents age 65 and older were less likely than younger respondents to have used various modes of public transportation in Utah during the past twelve months.

Usage of Various Modes of Transportation Compared by Age

	18 to 34	35 to 44	45 to 64	65 and Older
Bus Service	29%	20%	20%	9%
Light Rail/Trax	54%	46%	40%	21%
Commuter Rail/FrontRunner	36%	40%	37%	16%
Biking (Not Motorized)	43%	51%	38%	13%

Over half of respondents (52-64%) ages 18 to 54 have used some type of public transportation in the past 12 months, compared to only 21% of respondents age 65 and older.

City of Residence

The table below shows the differences among respondents from various cities with respect to the percentage who have used each mode of transportation in the past 12 months.

City of Residence	Bus	Light Rail/ Trax	Commuter Rail	Biking
Bountiful	16%	30%	27%	26%
Centerville	24%	31%	29%	33%
Farmington	22%	57%	55%	49%
North Salt Lake	15%	37%	35%	50%
West Bountiful / Woods Cross	13%	36%	29%	42%
Salt Lake City	31%	62%	33%	40%

Overall, 69% of both Farmington and Salt Lake City respondents have used some type of public transportation in the past twelve months (bus, Trax, or rail), compared to only 46% of North Salt Lake respondents, 36% of West Bountiful / Woods Cross respondents, and 38% of Bountiful respondents.

It is also interesting to note which cities felt an improved public transportation service is more important to economic growth in your community. The following table illustrates this point.

Average Ratings of the Importance of Improved Public Transit on Economic Growth

Based on a 1 to 7 scale

City of Residence	Average Rating
Bountiful	4.66
Centerville	4.03
Farmington	5.33
North Salt Lake	5.05
West Bountiful/Woods Cross	5.33
Salt Lake City	5.74

Transit Users

The following table shows the percentage of transit users who use public transportation to get to work and the differences among bus users, Trax users, and commuter rail users.

Transit Users	Bus Users	Trax Users	Commuter Rail Users
Use Public Transportation to Get to Work	44%	24%	28%
Do NOT Use Public Transportation to Get to Work	66%	76%	72%

Bus users, Trax users, and commuter rail users are all younger, on average, than those who do not use these transportation modes.

Also, bus users reported lower annual household incomes, on average, than non-users. It is interesting, however, that this same difference was not found between Trax users and non-users, as well as between commuter rail users and non-users.

Employment

While 60-61% of employed respondents said they have used some type of public transportation in the past twelve months, only 36% of unemployed respondents said the same.

Among Davis County residents, full time (55%) and part time (68%) employed respondents were more likely than respondents who are not employed (40%) to say additional public transportation options are needed in South Davis County.

Respondents who work in Salt Lake County differed from those who work in Davis/Weber counties in the following ways:

- They were more likely to have used some type of public transportation during the past twelve months (69% vs. 47%)
- They use non-motorized biking as a mode of transportation more frequently
- Among respondents in Davis County, those who work in Salt Lake County were less satisfied with current public transportation options in South Davis County

Likelihood of Using Public Transit

The following market segments gave a higher rating to their likelihood of using public transportation if new service options were more frequent and reduced travel time to downtown Salt Lake City.

- Respondents ages 18 to 44
- Bus users, Trax users, and Commuter Rail users
- Respondents who are employed full time and part time
- Respondents who work in Salt Lake County
- Unmarried respondents

Likelihood of Using Front Runner

The following market segments gave a higher rating to their likelihood of riding Front Runner if there were an increased number of shuttles or buses traveling to and from Front Runner stations.

- Respondents age 18 to 64
- Bus users and Commuter Rail users (it is interesting that Trax users did NOT give a higher rating than non-Trax users)
- Respondents who are employed full time and part time
- Respondents who have 3 or more people in their household (50% of respondents with 5 or more people in their household said they would be more likely to ride Front Runner)

Other Significant Findings

57% of men have used some type of public transportation service in the past twelve months, compared to only 46% of women.

62% of unmarried respondents have used some type of public transportation during the past 12 months, compared to only 47% of married respondents.

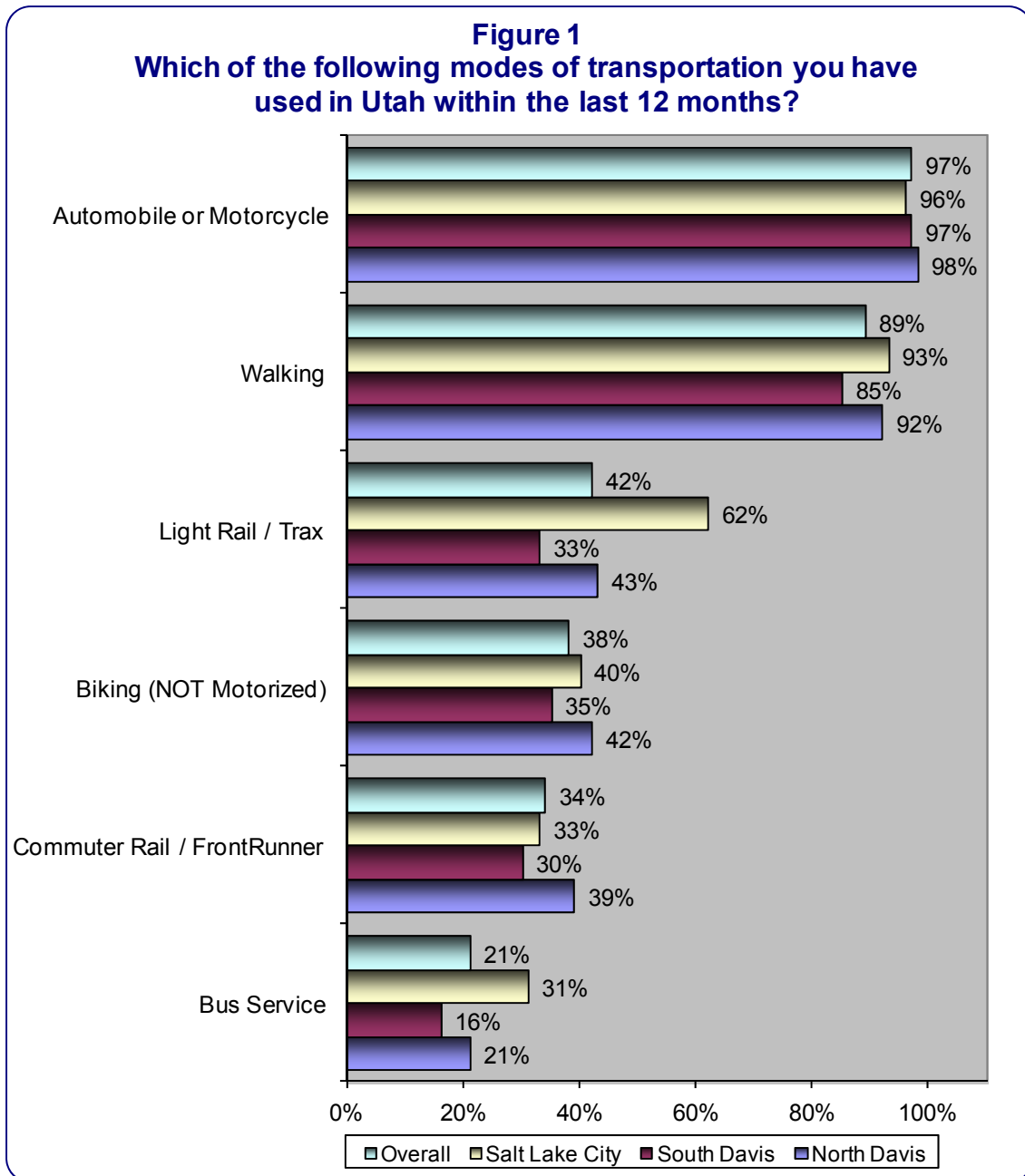
While 67% of unmarried respondents felt additional public transportation options are needed in South Davis County, only 48% of married respondents felt the same way.

It is interesting that respondents with incomes of \$100,000 or more (55%) were more likely than those with incomes of less than \$50,000 (29%) and \$75,000 to \$99,999 (31%) to say they use non-motorized biking as a mode of transportation.

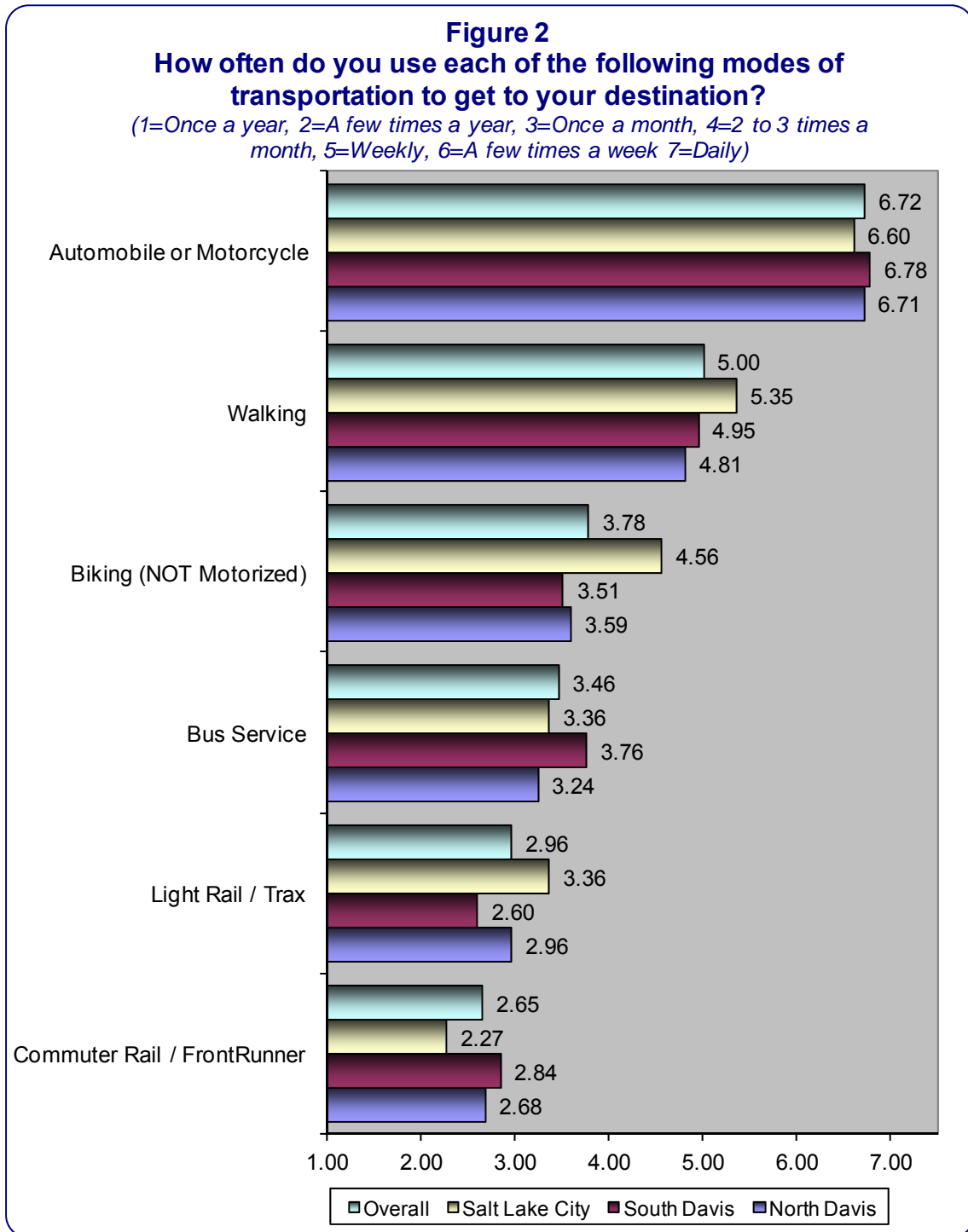
Detailed Results

Usage of Public Transportation

When asked which mode of transportation they have used in Utah during the last 12 months, nearly all respondents mentioned driving an automobile or motorcycle (Overall: 97%; Salt Lake City: 96%; South Davis: 97%; North Davis: 98%). The large majority of respondents also reported walking to their destinations within the last 12 months (Overall: 89%; Salt Lake City: 93%; South Davis: 85%; North Davis: 92%). Please refer to Figure 1 for details.

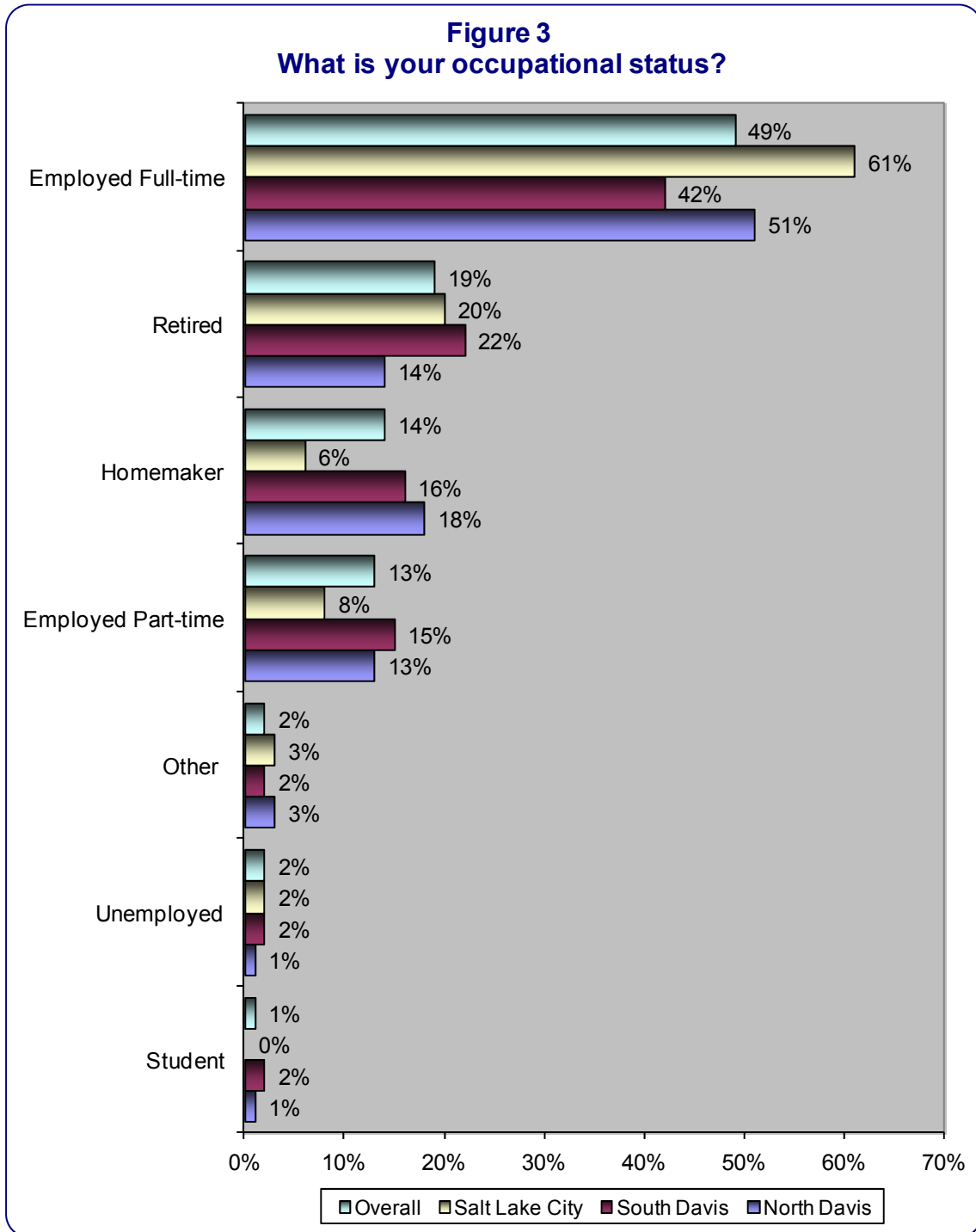


Respondents were asked to indicate how frequently they use various modes of transportation to get to their destinations. On average, all respondents reported using an "automobile or motorcycle," "walking," and non-motorized biking most frequently. In regards to usage of public transportation, "bus service" was the most frequently used public transportation for all areas. However, Salt Lake City respondents also reported using light rail/Trax services equally to bus services, on average. Please see Figure 2.

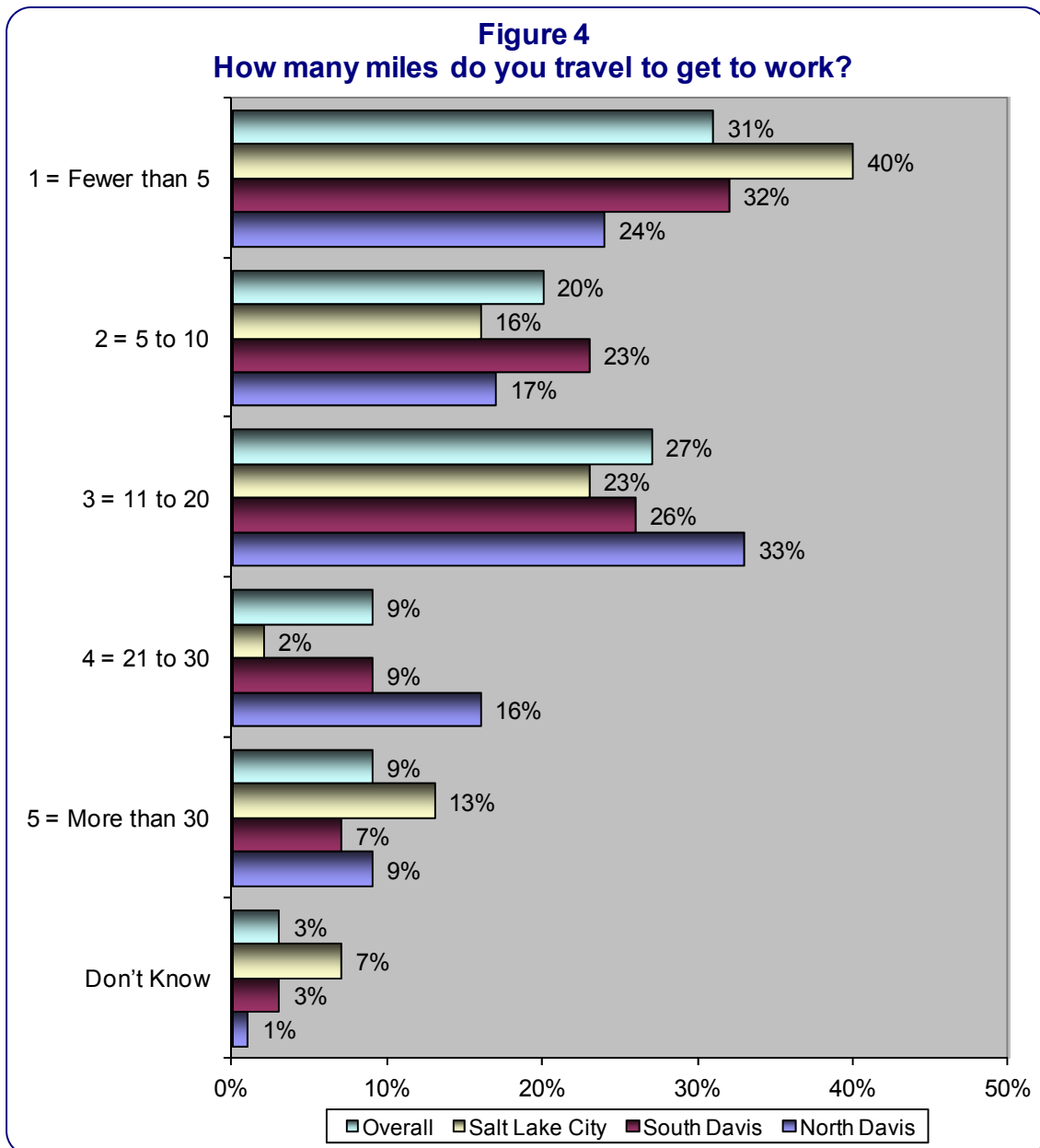


Characteristics of Commuters

As Figure 3 illustrates, 49% of Overall respondents, 61% of Salt Lake City respondents, 42% of South Davis respondents, and 51% of North Davis respondents *each* reported working full-time.

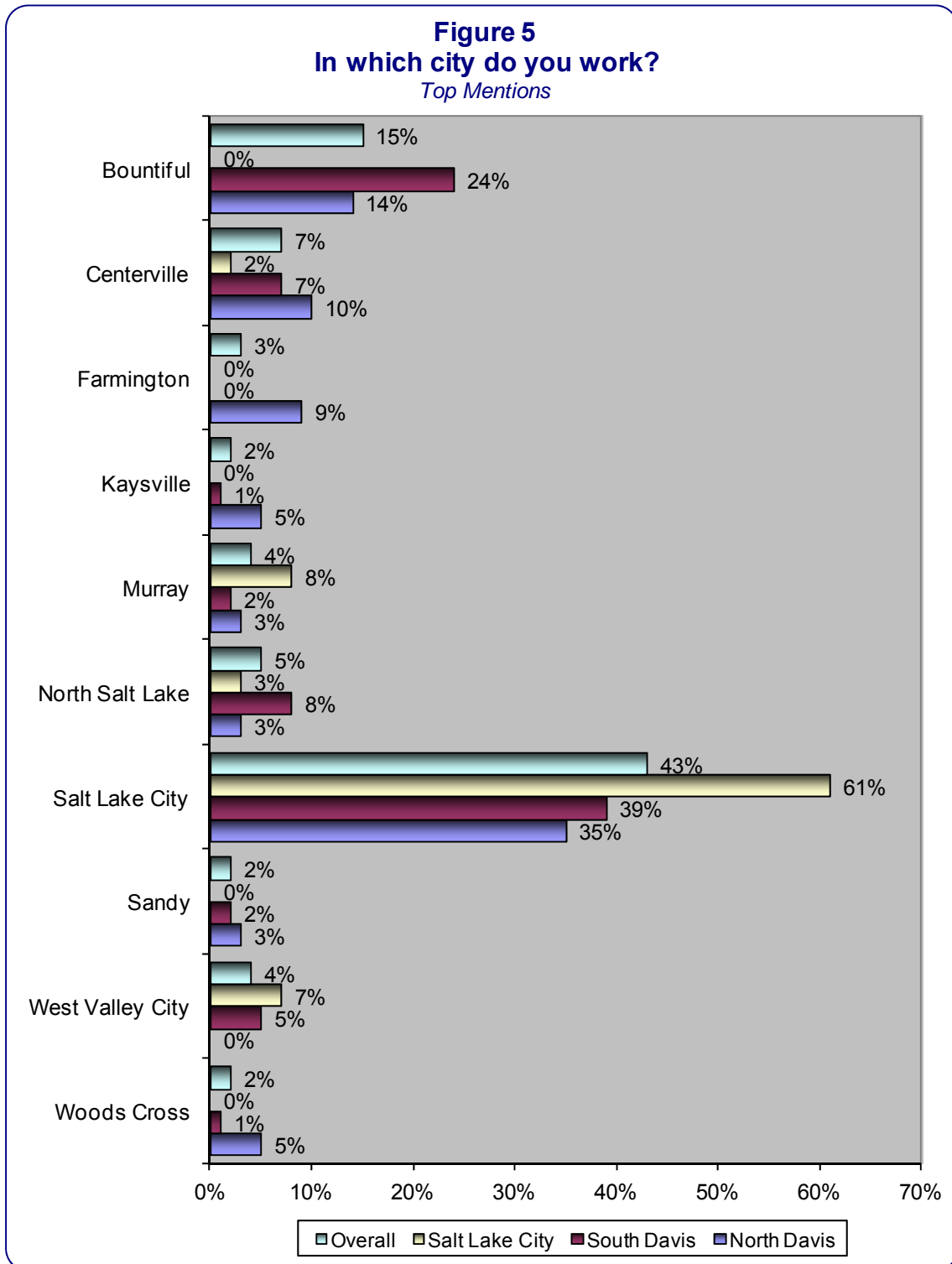


When asked to indicate the number of miles they travel to get to work, Overall respondents most frequently said they travel fewer than five miles (31%) or 11 to 20 miles (27%). Salt Lake City respondents (40%) most frequently said they travel fewer than five miles to get to work; South Davis respondents said they most frequently travel fewer than five miles (32%) or 11 to 20 miles (26%); and North Davis respondents said they most frequently travel 11 to 20 miles (33%). On average, respondents reported traveling five to ten miles to get to work (Overall respondents: 2.43 average mean, 2.00 median; Salt Lake City respondents: 2.26 average mean, 2.00 median; South Davis respondents: 2.34 average mean, 2.00 median; North Davis respondents: 2.69 average mean, 3.00 median). Please refer to Figure 4.



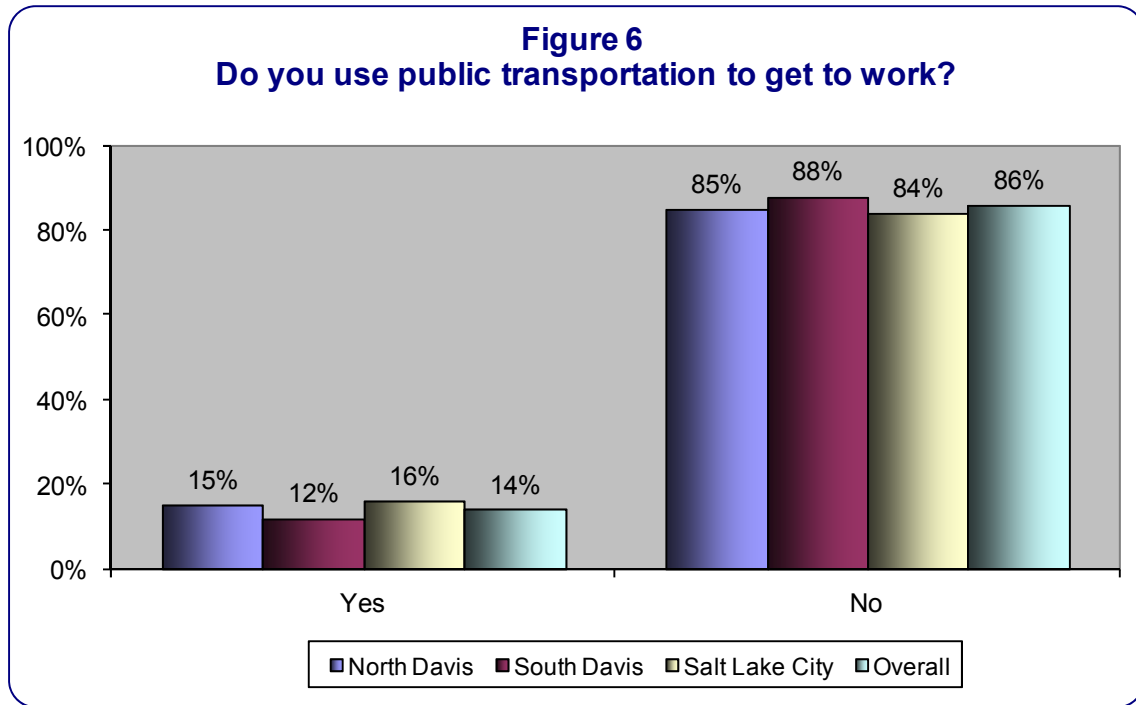
Note: Percentages in the above chart are based on those respondents who reported being employed.

As Figure 5 illustrates, respondents most frequently reported working in Salt Lake City (Overall respondents: 43%; Salt Lake City respondents: 61%; South Davis respondents: 39%; and North Davis respondents: 35%).



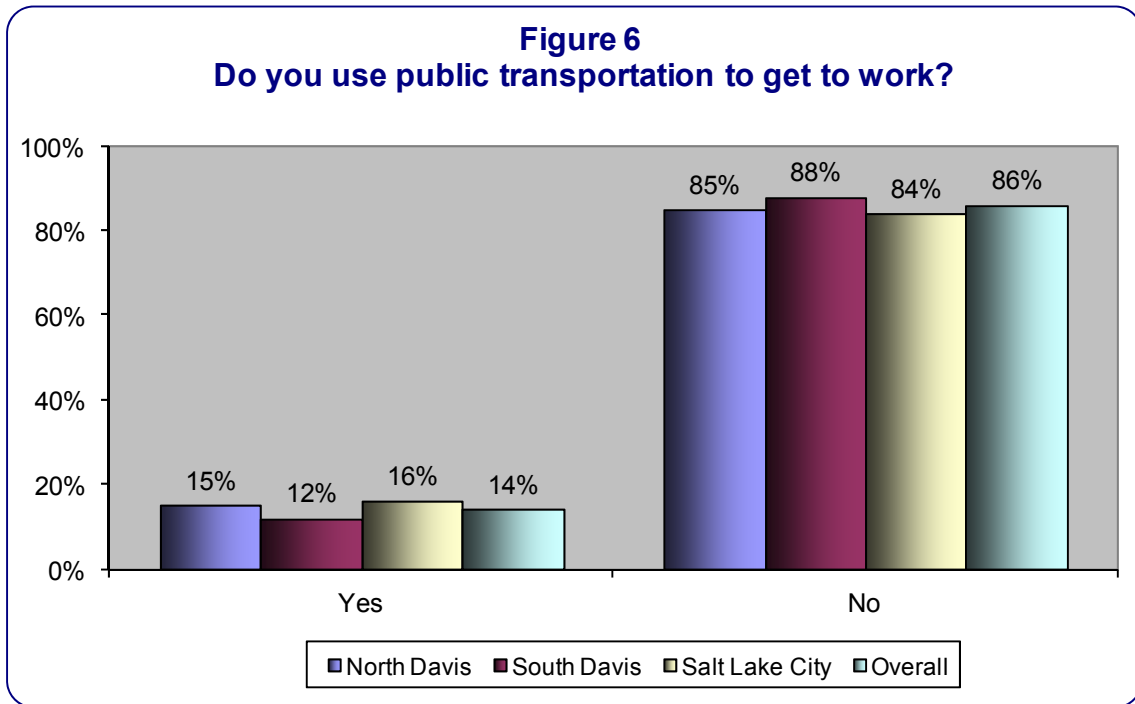
Note: Percentages in the above chart are based on those respondents who reported being employed.

When asked if they use public transportation to get to work, 14% of Overall respondents answered affirmatively. Sixteen percent of Salt Lake City respondents, 12% of South Davis respondents, and 15% of North Davis respondents reported using public transportation to get to work. See Figure 6.



Note: Percentages in the above chart are based on those respondents who reported being employed.

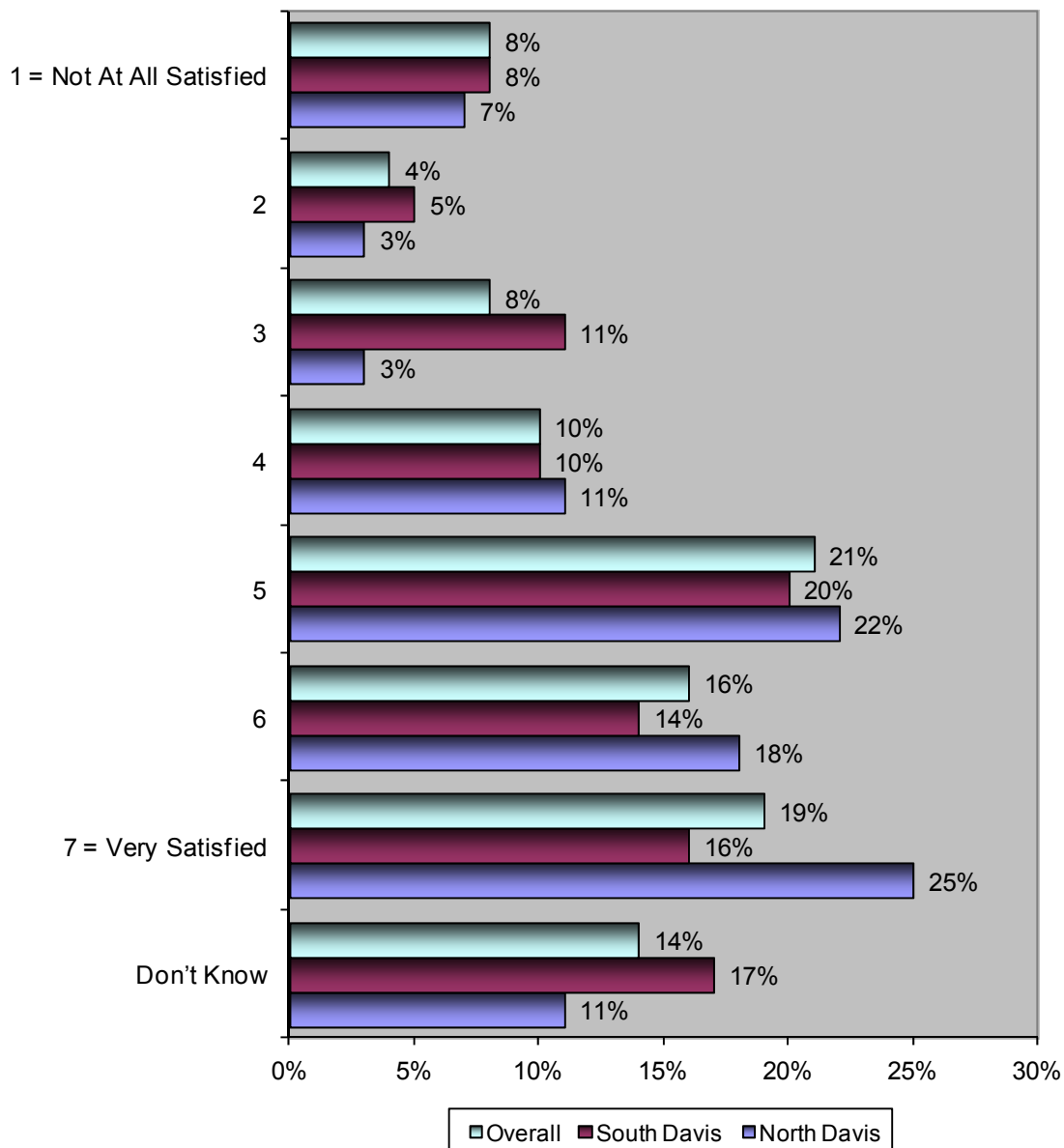
Respondents who use public transportation to get to work were asked to identify the means of transit they use to get to work. As Figure 7 illustrates, one-half of Overall (49%) and Salt Lake City (50%) respondents reported using the bus to get to work. Likewise, more than two-thirds of South Davis respondents (69%) ride the bus to work. North Davis respondents (58%) most frequently reported using "Commuter Rail or FrontRunner" to get to work. Thirty-one percent of overall respondents, 40% of Salt Lake City respondents, and 42% of North Davis respondents reported riding "Light Rail or Trax" to work, compared to only 15% of South Davis respondents who ride "Light Rail or Trax" to work.



Note: Percentages in the above chart are based on those respondents who reported being employed.

As Figure 8 illustrates, 19% of overall respondents, 16% of South Davis respondents, and 25% of North Davis respondents reported being “very satisfied” with current public transportation options in South Davis County. On average, respondents gave somewhat neutral ratings when rating their satisfaction with the transportation options in South Davis County; specifically, Overall respondents gave an average mean rating of 4.83 on the one-to-seven satisfaction scale, while South Davis respondents gave a rating of 4.60, and North Davis respondents gave a rating of 5.17.

Figure 8
How would you rate your satisfaction with current public transportation options in South Davis County?



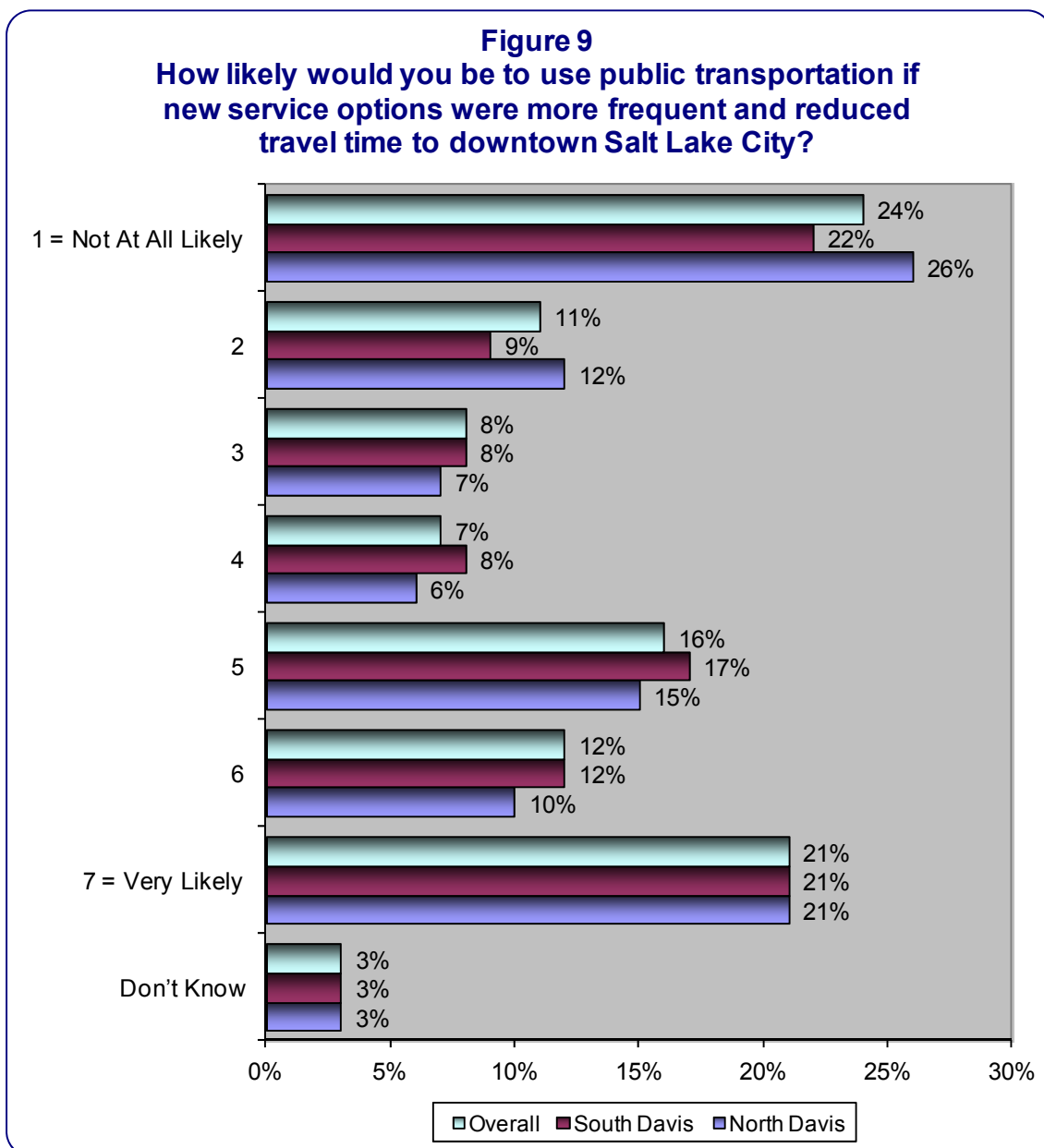
Overall, respondents who gave low ratings when rating their satisfaction with the public transportation options in South Davis County most frequently said that public transportation options are not conveniently located (11%), that scheduling is inconvenient (10%), and that they don't use public transit that often (10%). However, 9% of overall respondents said public transportation stations are "good" in South Davis County, while 8% said stations are conveniently located. Please see Table 1 for further details. Please refer to Appendix B for a categorized list of verbatim responses.

TABLE 1
Why did you give the rating you did to public transportation options in South Davis County?

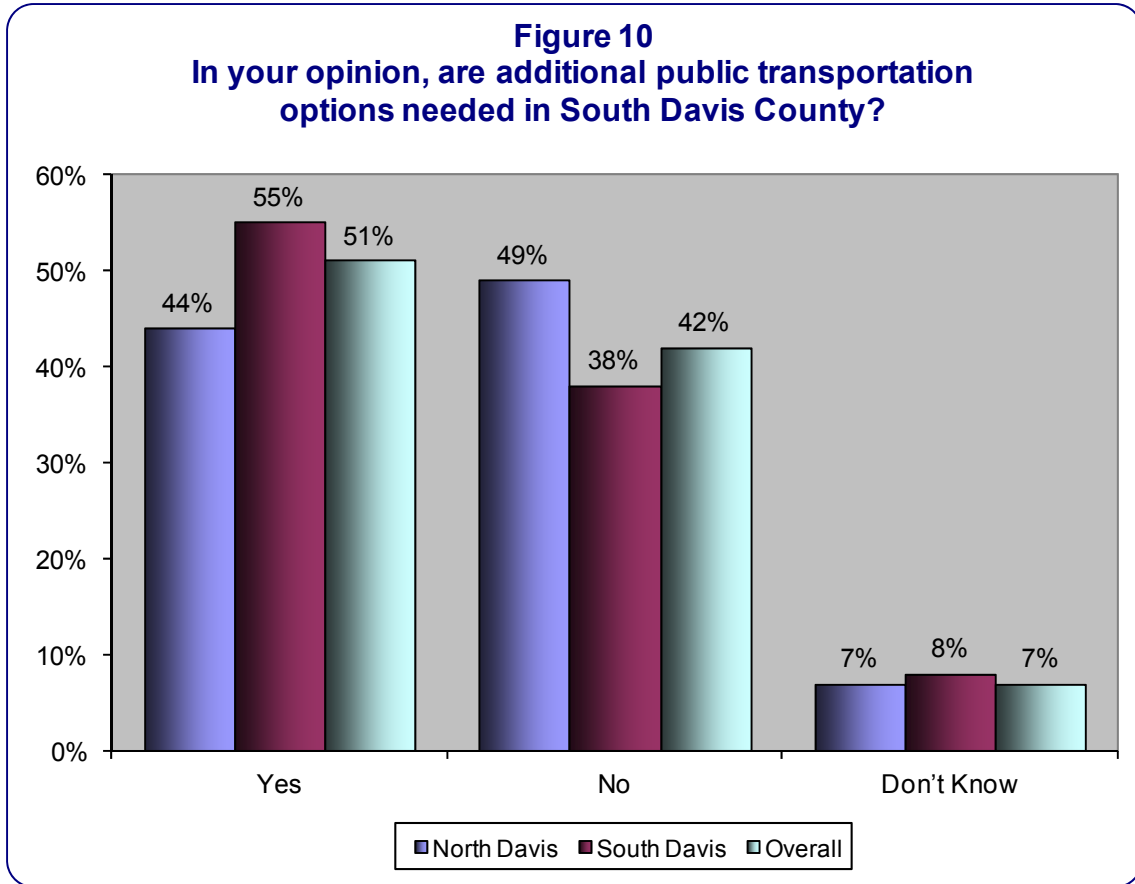
	North Davis		South Davis		Overall	
	Count	%	Count	%	Count	%
Not Conveniently Located	10	10%	18	12%	28	11%
Scheduling Is Not Convenient	5	5%	19	13%	24	10%
Do Not Use Public Transportation Often	10	10%	14	9%	24	10%
It's Good	12	12%	11	7%	23	9%
Is Conveniently Located	13	13%	6	4%	19	8%
Not Enough Options	3	3%	16	11%	19	8%
Convenient to Use	9	9%	2	1%	11	4%
Meets My Needs	5	5%	5	3%	10	4%
Cost Is Too High	5	5%	4	3%	9	4%
It Can Be Better	4	4%	5	3%	9	4%
There Are Lots of Options	1	1%	7	5%	8	4%
Not Enough Stations/Stops	2	2%	6	4%	8	3%
Doesn't Go Where I Need to Go	3	3%	3	2%	6	2%
Takes Too Long to Get to My Destination	2	2%	4	3%	6	2%
Not Enough Buses/Bus Routes	3	3%	3	2%	6	2%
Not Dependable	1	1%	4	3%	5	2%
Know Other People Who Use It	1	1%	4	3%	5	2%
Never Had Any Issues	2	2%	3	2%	5	2%
Reliable	2	2%	2	1%	4	1%
Miscellaneous	3	3%	12	8%	15	6%
Don't Know/No Reason	3	3%	4	3%	7	3%

Perceptions Transit Needs

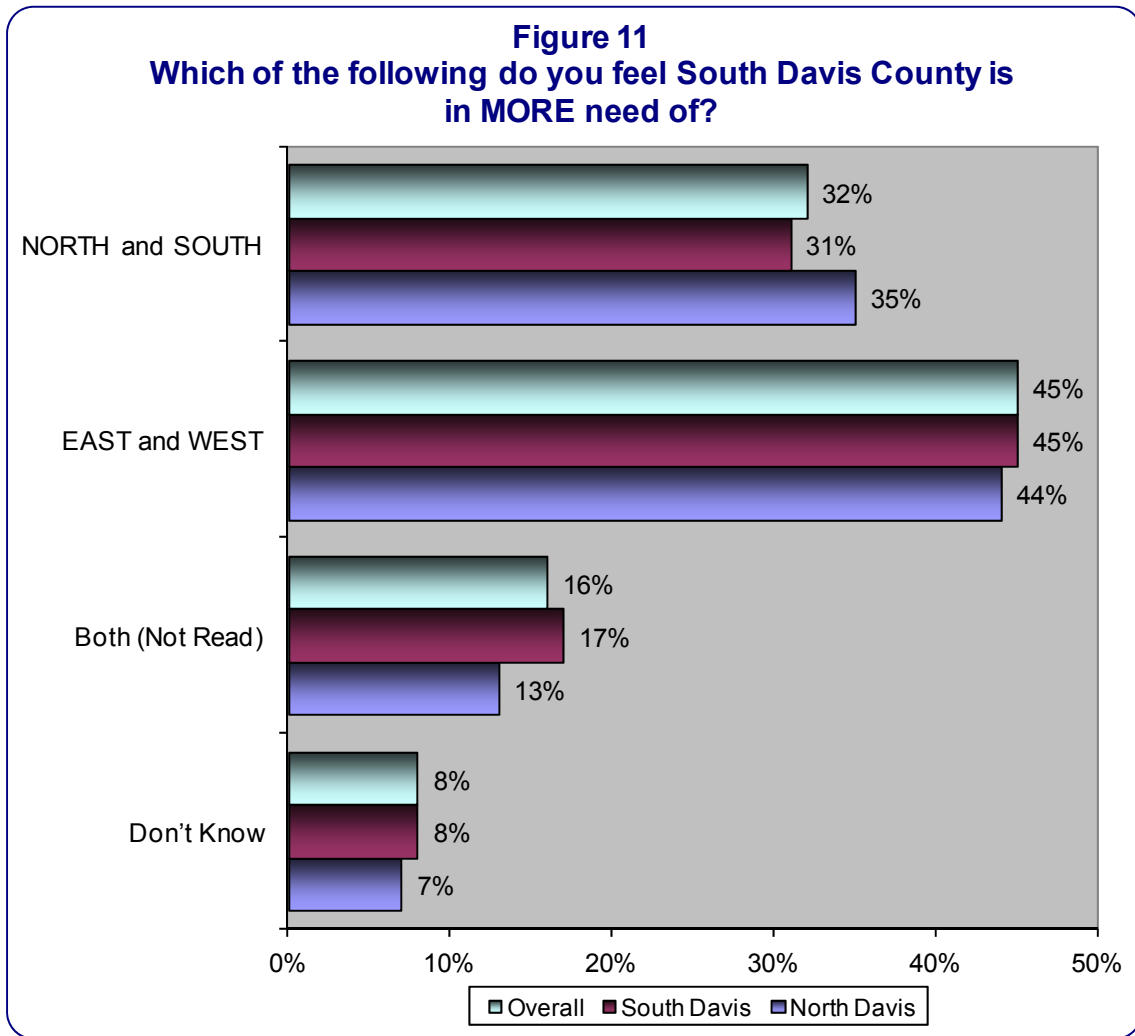
As Figure 9 illustrates, 21% *each* of Overall respondents and North and South Davis respondents indicated they would be “very likely” to use public transportation if new service options were more frequent and reduced travel time to downtown Salt Lake City. In contrast, 24% of Overall respondents, 22% of South Davis respondents, and 26% of North Davis respondents indicated they would be “not at all likely” to use public transportation if new service options were more frequent and reduced travel time to downtown Salt Lake City. On average, respondents gave neutral ratings when rating their likelihood to use public transportation if travel were more frequent (Overall respondents: 4.01 average mean; South Davis respondents: 4.11; North Davis respondents: 3.85).



When asked if public transportation options needed in South Davis County, 51% of Overall respondents, 55% of South Davis respondents, and 44% of North Davis respondents answered affirmatively. Please refer to Figure 10.



As Figure 11 illustrates, respondents most frequently said South Davis County is most in need of increased east and west public transit (Overall: 45%; South Davis: 45%; North Davis: 44%). Approximately one-third of respondents, however, indicated that South Davis County is most in need of north and south public transit routes (Overall: 32%; South Davis: 31%; North Davis: 35%).



When asked to identify the destinations in South Davis County they would like to access via public transportation, respondents, overall, most frequently said they would like to visit shopping areas (9%) and the Bountiful area (8%). For further details, please refer to Table 2. For a categorized list of verbatim responses to this open-ended questions, please see Appendix E.

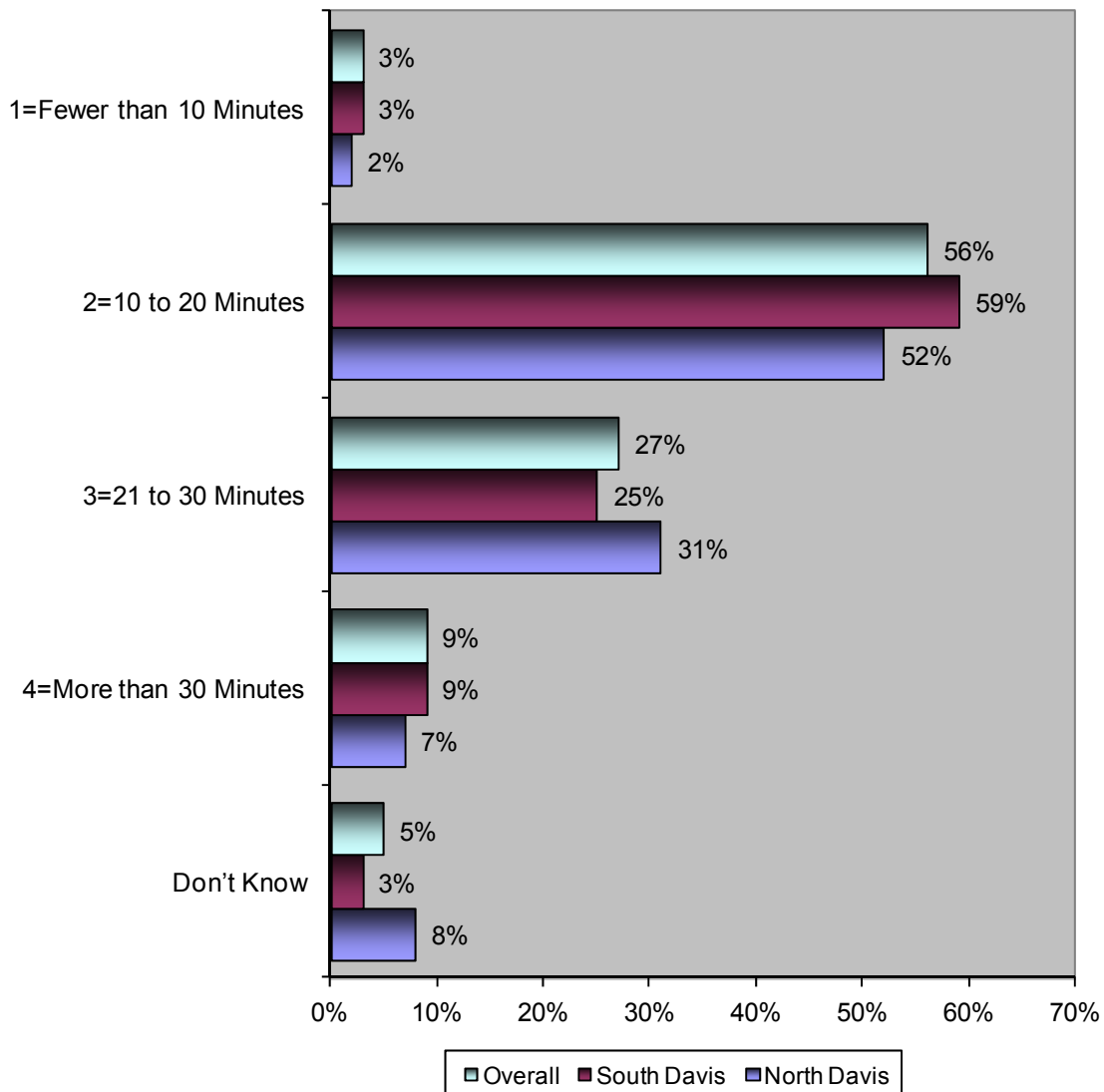
TABLE 2
What destinations in South Davis County would you like to access via public transportation?

	North Davis		South Davis		Overall	
	Count	%	Count	%	Count	%
Shopping Areas	12	10%	17	9%	29	9%
Bountiful Area	9	7%	15	8%	24	8%
Specific Streets and Addresses	3	2%	14	7%	17	5%
Centerville Area	11	9%	3	2%	14	4%
Recreation Centers	6	5%	7	4%	13	4%
Salt Lake Area	0	0%	9	5%	9	3%
My Home or Work	3	2%	7	3%	10	3%
FrontRunner Stations	2	2%	5	3%	7	2%
Farmington Station	3	2%	4	2%	7	2%
Farmington	5	4%	1	1%	6	2%
Woods Cross Area	2	2%	2	1%	4	1%
Temple	2	2%	2	1%	4	1%
Trax Service	3	2%	1	1%	4	1%
Lagoon	0	0%	3	2%	3	1%
Library	0	0%	3	2%	3	1%
Hospital	1	1%	2	1%	3	1%
Miscellaneous	6	5%	19	10%	25	8%
Don't Know	16	13%	32	17%	48	15%
None/Nothing More	38	31%	47	24%	85	27%

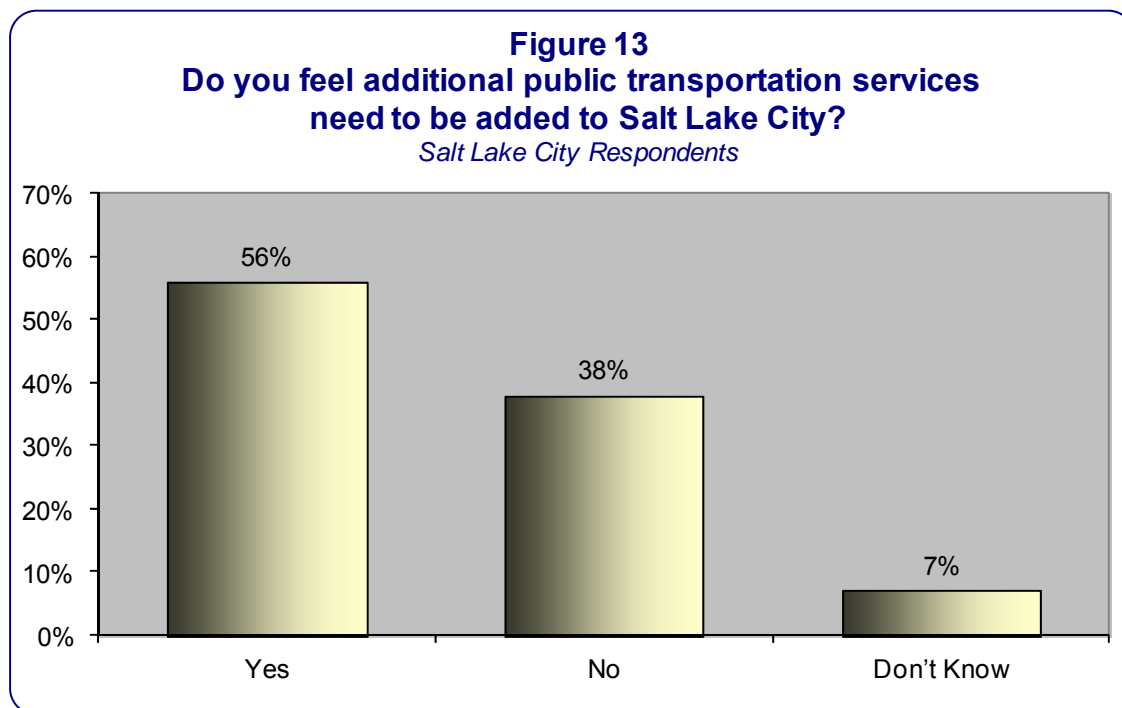
Reasonable Timeframes for Travel and Connections

When asked how much time would be reasonable to travel from Bountiful to Downtown Salt Lake City via public transportation, respondents most frequently said “10 to 20 minutes” (Overall: 56%; South Davis: 59%; North Davis: 52%). Respondents, on average, indicated that 10 to 20 minutes is a reasonable timeframe to travel from Bountiful to Downtown Salt Lake City (Overall: 2.44 average mean, 2.00 median; South Davis: 2.42 average mean, 2.00 median; North Davis: 2.48 average mean, 2.00 median). Please see Figure 12.

Figure 12
How much time would be reasonable to travel from Bountiful to Downtown Salt Lake City via public transportation?



When asked if they feel additional public transportation services need to be added to Salt Lake City, 56% of Salt Lake City respondents answered "yes." Refer to Figure 13.



As Table 3 illustrates, participants most frequently said that increased Light Rail services and bus service is needed in Salt Lake City. Please refer to Appendix F for a categorized list of verbatim responses to this open-ended question.

TABLE 3
What public transportation services should be added?

	Salt Lake City	
	Count	%
Light Rail Services	13	26%
Bus Services	12	24%
Expanded Schedule	9	18%
Better Connections	3	6%
More Services, In General	2	4%
Miscellaneous	7	14%
Something Needs to Be Added/Don't Know What	4	8%

Note: Percentages in the above table are based on Salt Lake City respondents who said increased public transportation in the city is needed.

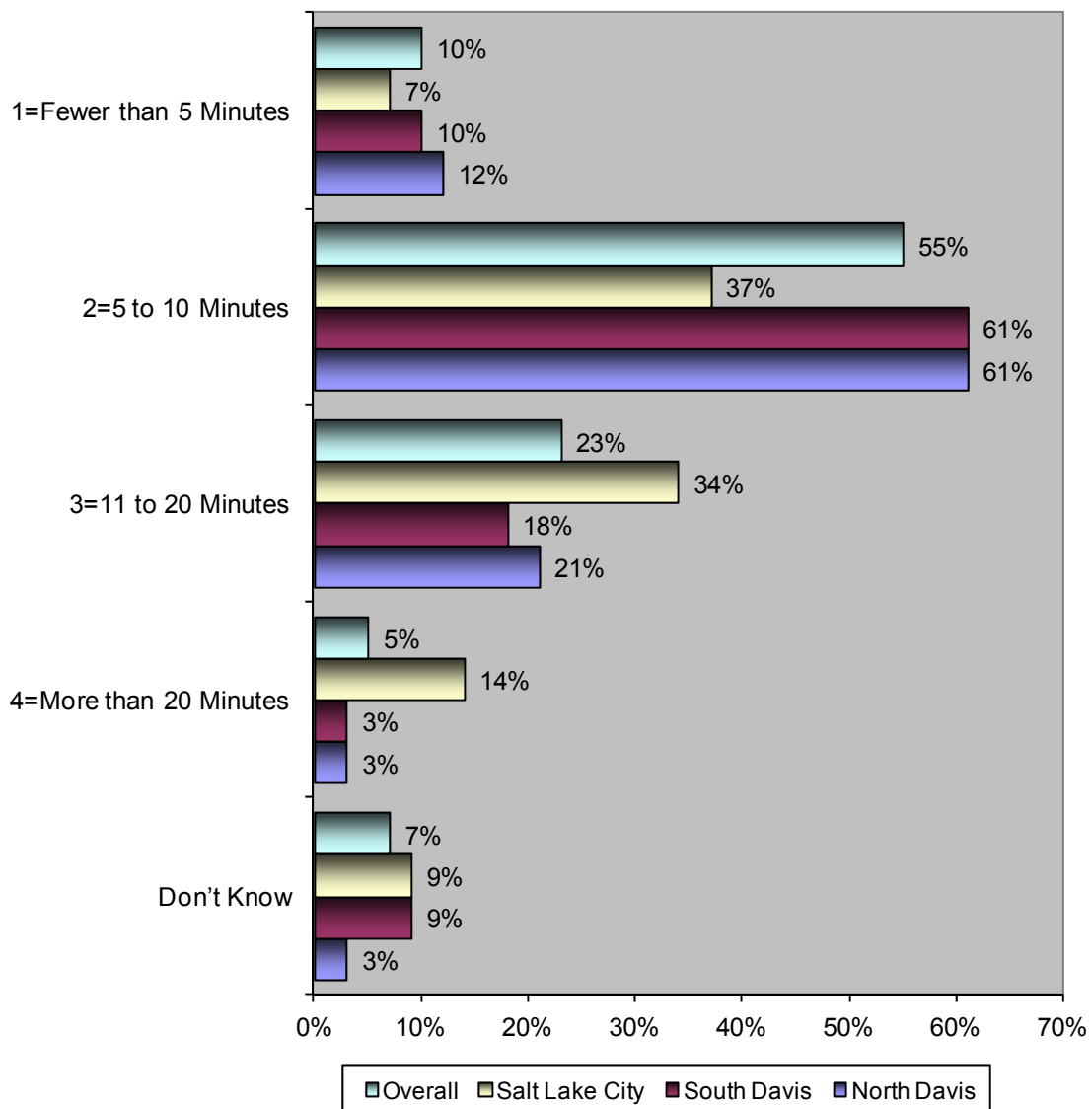
When asked which destinations in Salt Lake City they would like to access via public transportation, Overall respondents most frequently said they would like to access Downtown Salt Lake City (20%) or universities or colleges (7%). See Table 4. For a categorized list of verbatim responses to this open-ended question, please see Appendix G.

TABLE 4
What destinations in Salt Lake City would you like to access via public transportation?
Top Mentions

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
Downtown Salt Lake Area	30	27%	38	21%	7	8%	75	20%
Universities or Colleges	7	6%	16	9%	2	2%	25	7%
Specific Street, Address, or Area	4	4%	9	5%	4	4%	17	4%
Temple Square	5	5%	10	5%	0	0%	15	4%
City Creek	3	3%	11	6%	0	0%	14	4%
Shopping	1	1%	6	3%	5	6%	12	3%
Don't Use Salt Lake Public Transportation	4	4%	7	4%	0	0%	11	3%
Gateway	4	4%	6	3%	0	0%	10	3%
Need Improved/Expanded Transportation Services	2	2%	3	2%	5	6%	10	3%
All of Salt Lake	1	1%	2	1%	4	4%	7	2%
Energy Solutions Arena	2	2%	5	3%	0	0%	7	2%
Sugarhouse Area	1	1%	1	1%	5	6%	7	2%
West Salt Lake Valley Areas	1	1%	3	2%	3	3%	7	2%
Dining or Entertainment Venues	1	1%	5	3%	1	1%	7	2%
Miscellaneous	4	4%	9	5%	8	9%	21	5%
Don't Know	4	4%	9	5%	4	4%	17	4%
None/Nothing More	31	28%	36	20%	26	29%	93	24%

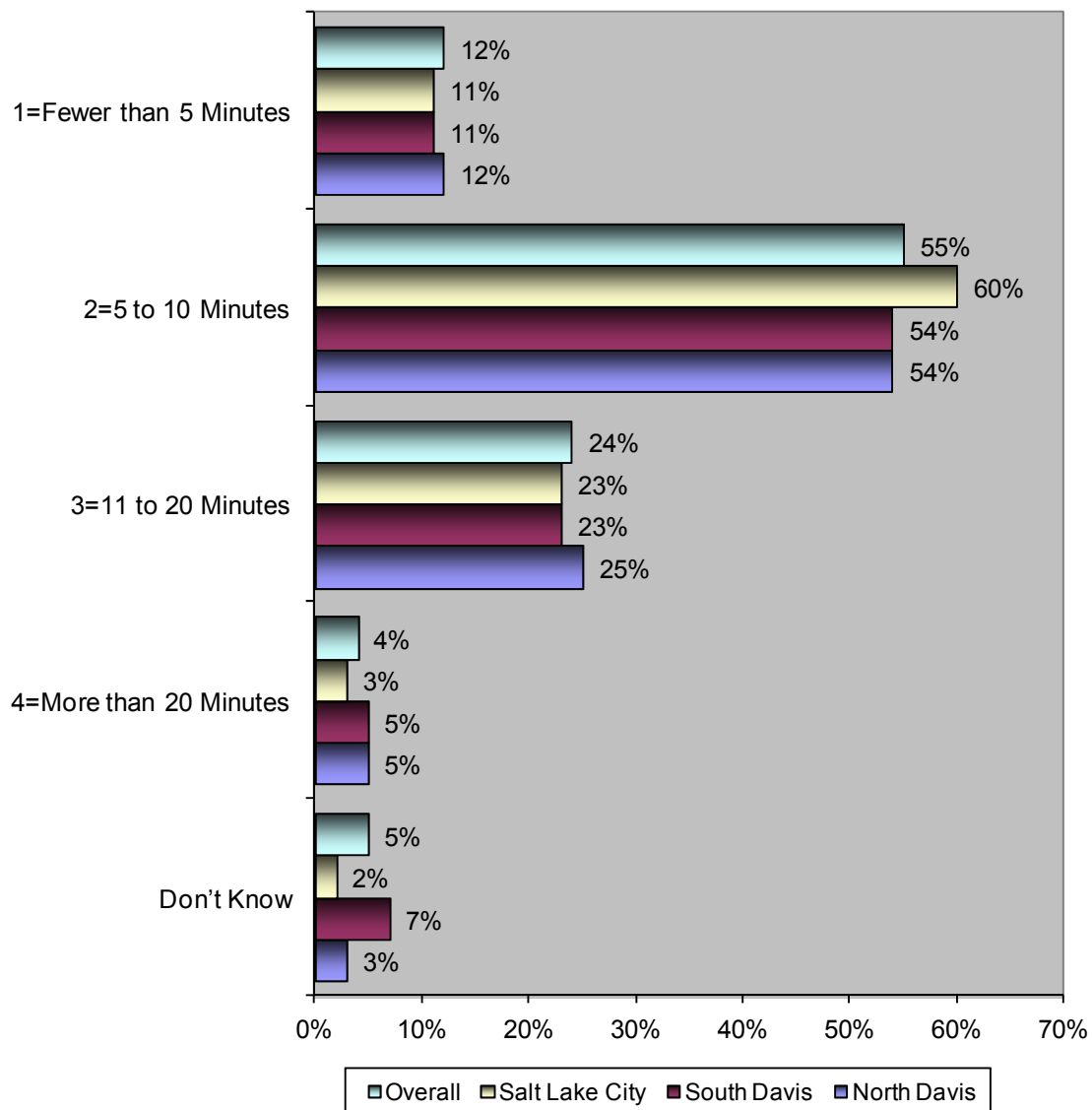
As Figure 14 illustrates, 55% of Overall respondents and 61% *each* of North and South Davis respondents said "5 to 10 minutes" is a reasonable timeframe to get to a FrontRunner connection, compared to 37% of Salt Lake City respondents who said this is a reasonable amount of time to get to a FrontRunner connection. On average, respondents indicated 5 to 10 minutes is a reasonable amount of time to get to a FrontRunner connection (Overall: 2.24 average mean, 2.00 median; Salt Lake City: 2.59 average mean, 3.00 median; South Davis: 2.15 average mean, 2.00 median; North Davis: 2.14 average mean, 2.00 median).

Figure 14
How much time would be reasonable to get to a FrontRunner connection?



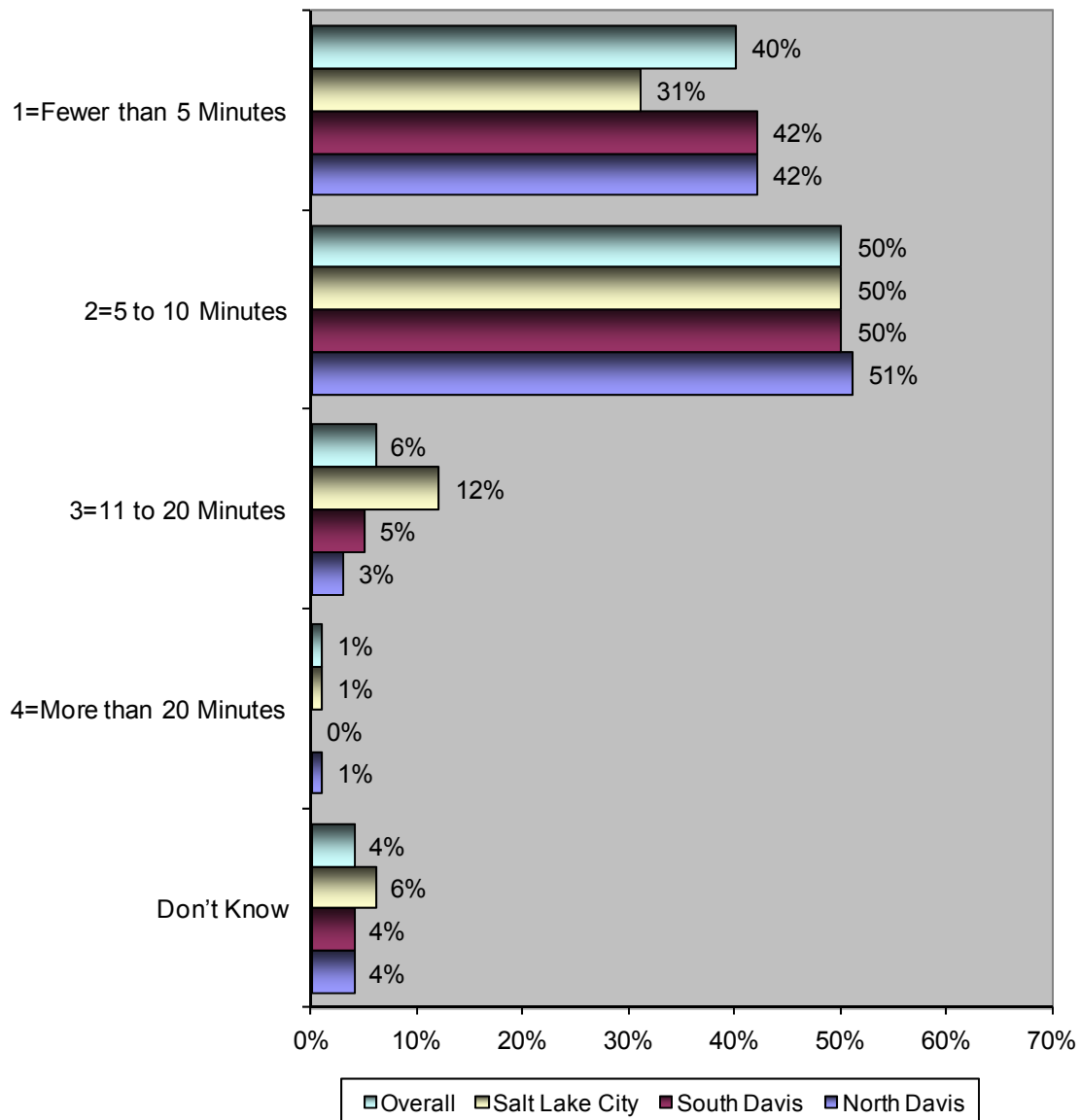
As Figure 15 illustrates, 55% of Overall respondents, 60% of Salt Lake City respondents, and 54% *each* of North and South Davis respondents indicated that 5 to 10 minutes is a reasonable amount of time to get to a light rail/Trax station. On average, respondents indicated 5 to 10 minutes is a reasonable amount of time to get to a Trax connection (Overall: 2.22 average mean, 2.00 median; Salt Lake City: 2.19 average mean, 2.00 median; South Davis: 2.22 average mean, 2.00 median; North Davis: 2.24 average mean, 2.00 median).

Figure 15
How much time would be reasonable to get to a Light Rail / Trax station?



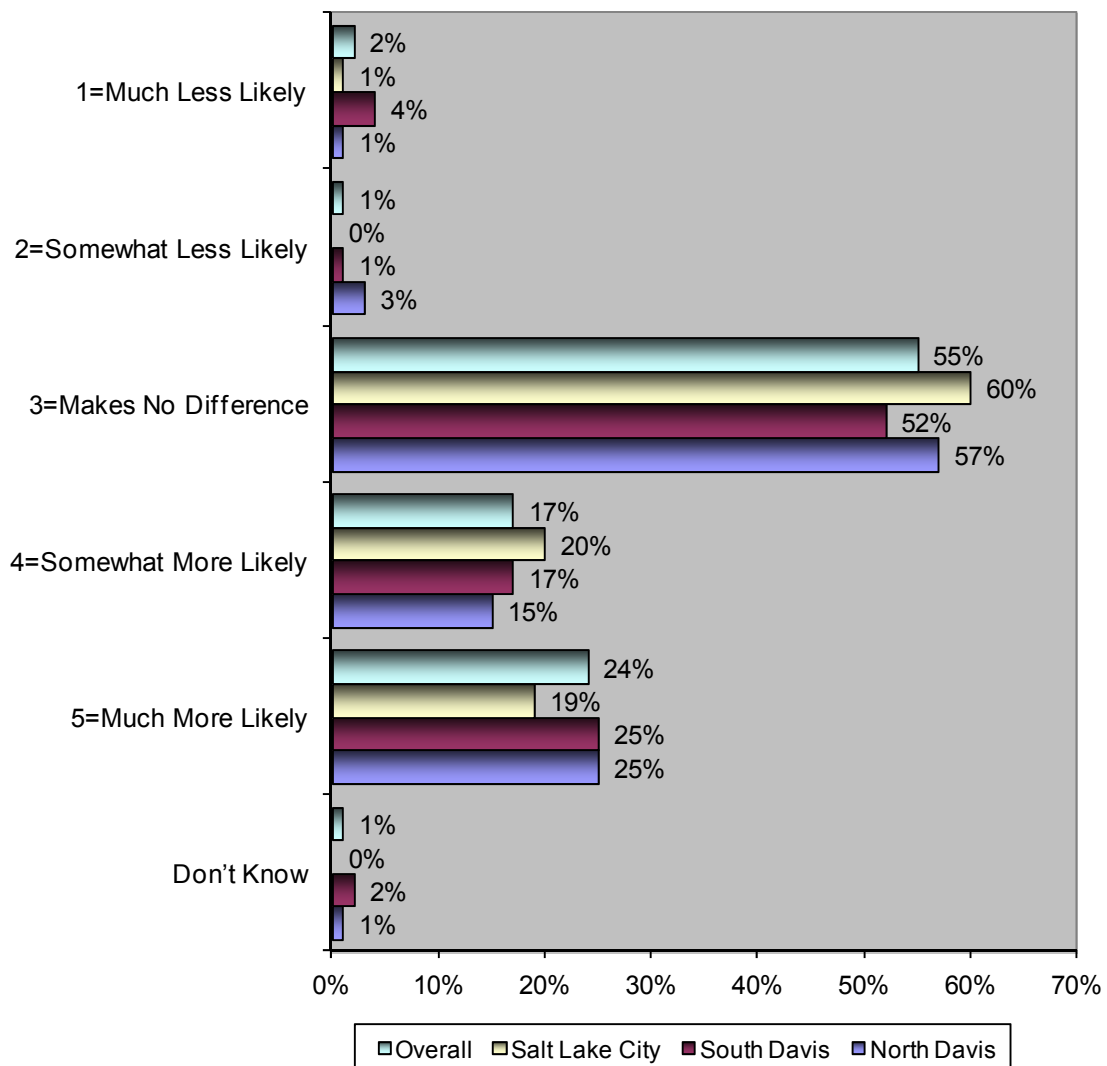
As Figure 16 illustrates, 50% of Overall respondents, 50% of Salt Lake City respondents, and 50% of South Davis respondents and 51% of North Davis respondents indicated that 5 to 10 minutes is a reasonable amount of time to get to a bus stop. On average, respondents indicated that fewer than five minutes is a reasonable amount of time to get to a bus stop (Overall: 1.66 average mean, 2.00 median; Salt Lake City: 1.82 average mean, 2.00 median; South Davis: 1.61 average mean, 2.00 median; North Davis: 1.61 average mean, 2.00 median).

Figure 16
How much time would be reasonable to get to a bus stop?



When asked if they would be more or less likely to ride FrontRunner if there were an increased number of shuttles or buses traveling to and from FrontRunner stations, 55% of Overall respondents, 60% of Salt Lake City respondents, 52% of South Davis respondents, and 57% of North Davis respondents said "it makes no difference." However, 41% of Overall respondents, 39% of Salt Lake City respondents, 42% of South Davis respondents, and 40% of North Davis respondents indicated they would be "somewhat likely" or "very likely" to ride FrontRunner if there were an increased number of shuttles or buses traveling to and from FrontRunner stations. Please see Figure 17.

Figure 17
Would you be more or less likely to ride FrontRunner if there were an increased number of shuttles or buses traveling to and from FrontRunner stations, or would that make no difference?



Perceptions of Public Transit

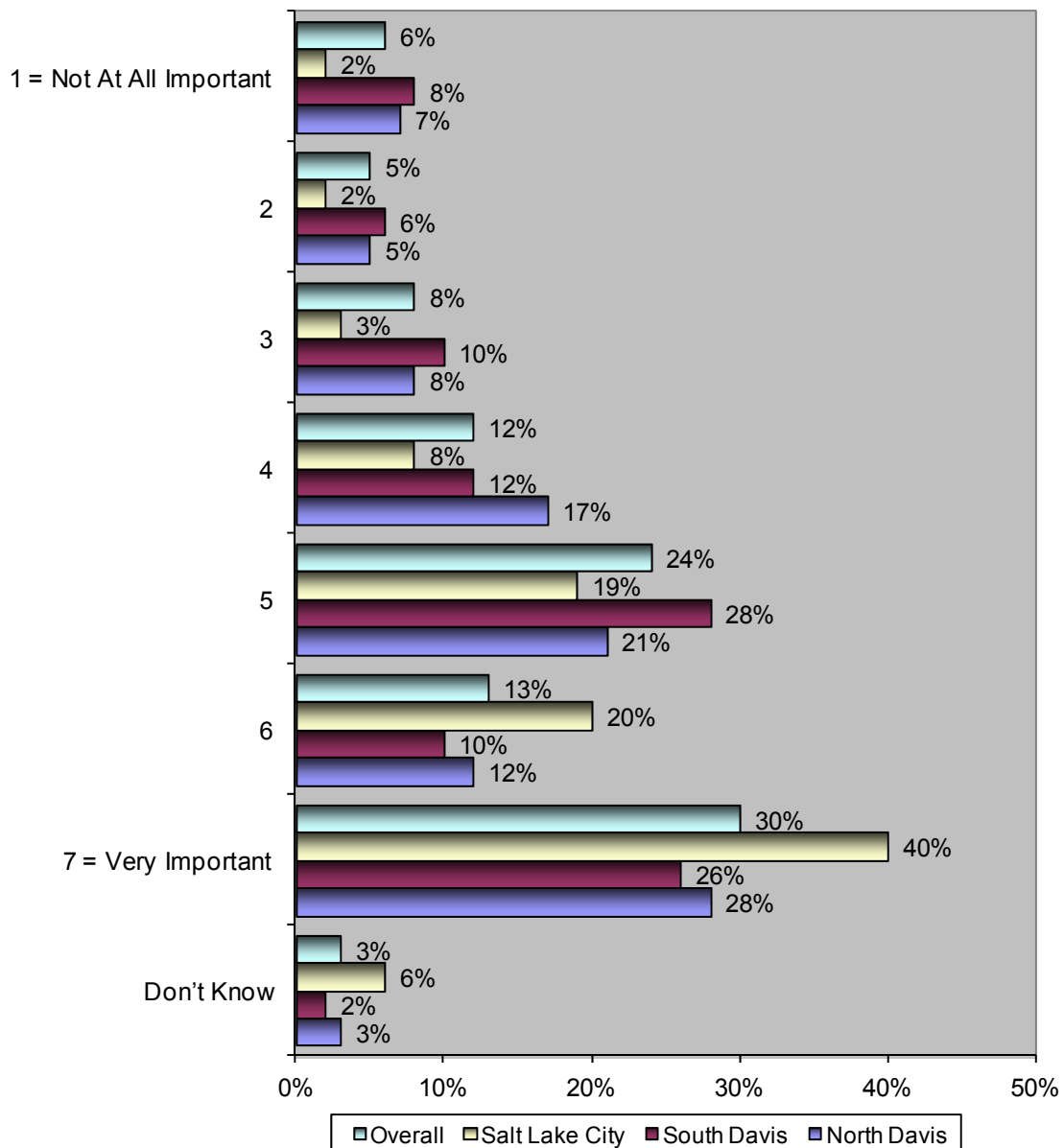
When asked how public transportation can positively impact their communities, Overall respondents most frequently said that public transit can decrease the amount of traffic and number of cars on the road (25%) and decrease air pollution or improve air quality (23%). Please see Table 5 for further details. For a categorized list of verbatim responses to this open-ended question, please see Appendix H.

TABLE 5
In what ways do you feel public transportation can positively impact your community?

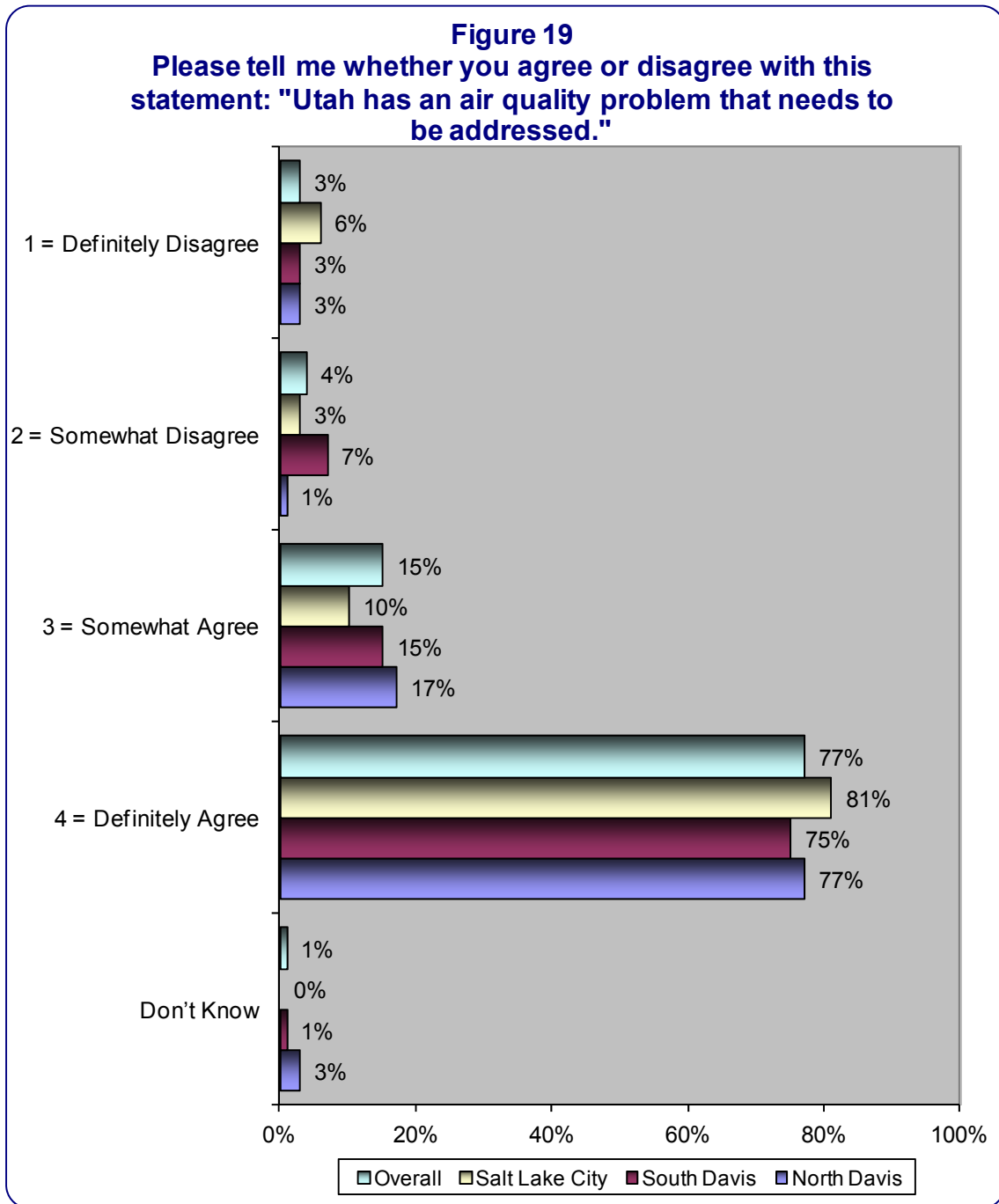
	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
Decrease Cars on Road / Traffic	32	26%	49	25%	19	21%	100	25%
Decrease Air Pollution / Improve Air Quality	22	18%	45	23%	26	29%	93	23%
Helps People Who Need It	11	9%	18	9%	8	9%	37	9%
Provides Better Access and Opportunities	11	9%	11	6%	7	8%	29	7%
Suggested Public Transportation Improvements	7	6%	13	7%	5	6%	25	6%
Cost Savings / Save on Gas	7	6%	11	6%	2	2%	20	5%
Positive Impact, In General	2	2%	9	5%	8	9%	19	5%
No Positive Community Impact / Negative Impact	4	3%	10	5%	2	2%	16	4%
Decrease Environmental Impact	3	2%	6	3%	3	3%	12	3%
Better Safety / Fewer Accidents	0	0%	2	1%	2	2%	4	1%
Helps Businesses	0	0%	1	1%	1	1%	2	0%
Miscellaneous	5	4%	5	3%	3	3%	13	3%
Don't Know	16	13%	12	6%	4	4%	32	8%
Refused	2	2%	1	1%	0	0%	3	1%

As Figure 18 illustrates, 30% of Overall respondents, 40% of Salt Lake City respondents, 26% of South Davis respondents, and 28% of North Davis respondents indicated improved public transportation service “very important” to the economic growth of their communities. On average, respondents gave fairly neutral ratings when rating the importance of improved public transportation on the economic growth of their communities (Overall: 5.04 average mean, 5.00 median; Salt Lake City: 5.74 average mean, 6.00 median; South Davis: 4.81 average mean, 5.00 median; North Davis: 4.89 average mean, 5.00 median).

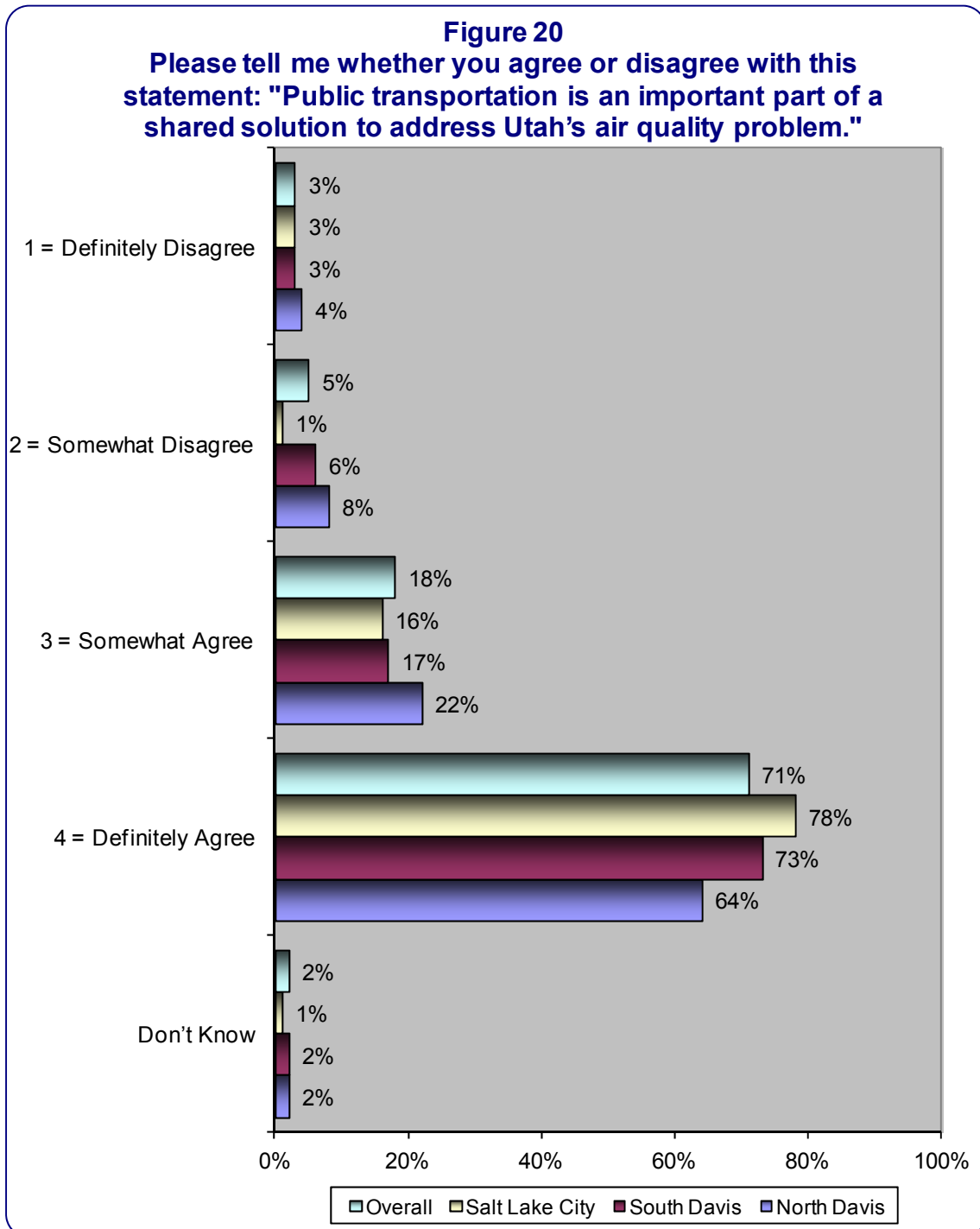
Figure 18
How important do you feel improved public transportation service is to economic growth in your community?



As Figure 19 illustrates, 77% of Overall respondents, 81% of Salt Lake City respondents, 75% of South Davis respondents, and 77% of North Davis respondents said they "definitely agree" with the statement, "Utah has an air quality problem that needs to be addressed." On average, respondents indicated they "somewhat agree" with this statement (Overall: 3.66 average mean, 4.00 median; Salt Lake City: 3.66 average mean, 4.00 median; South Davis: 3.63 average mean, 4.00 median; North Davis: 3.72 average mean, 4.00 median).



As Figure 20 illustrates, 71% of Overall respondents, 78% of Salt Lake City respondents, 73% of South Davis respondents, and 64% of North Davis respondents said they "definitely agree" with the statement, "Public transportation is an important part of a shared solution to address Utah's air quality problem." On average, respondents indicated they "somewhat agree" with this statement (Overall: 3.61 average mean, 4.00 median; Salt Lake City: 3.71 average mean, 4.00 median; South Davis: 3.63 average mean, 4.00 median; North Davis: 3.49 average mean, 4.00 median).



Participant Demographics

As Figure 21 illustrates, there was a fairly even distribution of male and female respondents; more than one-half of respondents were women, while nearly another one-half of respondents were men.

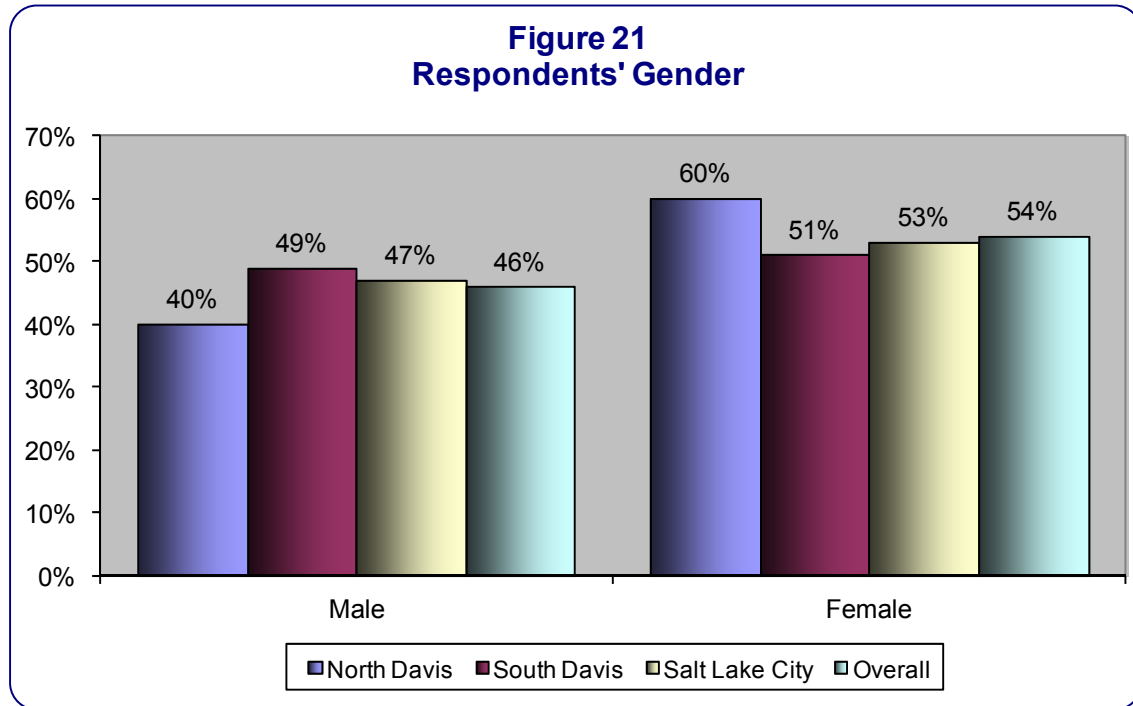


Figure 22 illustrates the percentage of respondents within each age category. On average, respondents fell between the ages of 35 and 44 (Overall: 3.61 average mean, 3.00 median; Salt Lake City: 3.46 average mean, 3.00 median; South Davis: 3.70 average mean, 4.00 median; North Davis: 3.60 average mean, 3.00 median).

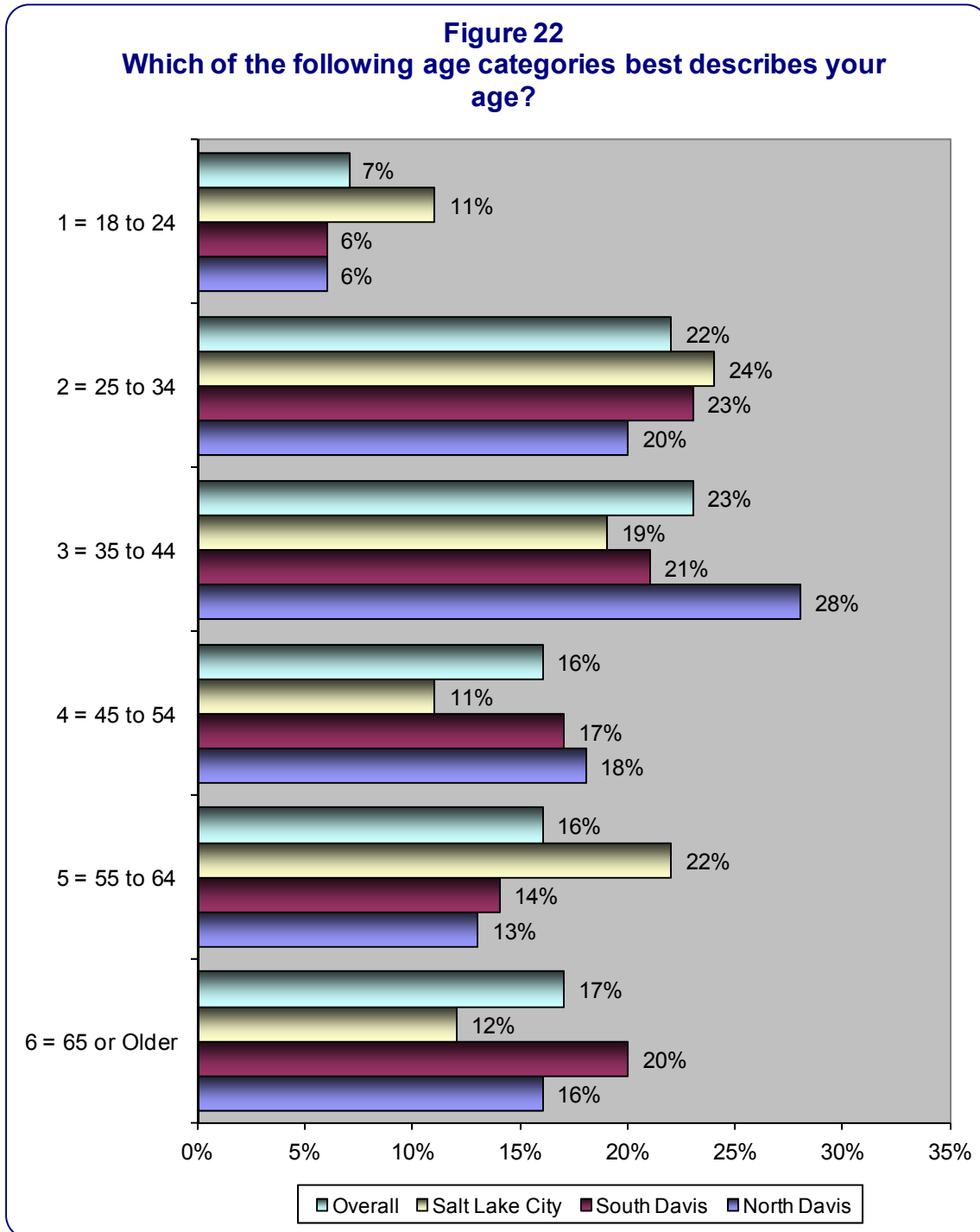


Figure 23 illustrates the percentage of respondents within each education category. The average respondent reported having some college or technical training (Overall: 3.59

average mean, 4.00 median; Salt Lake City: 3.63 average mean, 4.00 median; South Davis: 3.54 average mean, 3.00 median; North Davis: 3.63 average mean, 4.00 median).

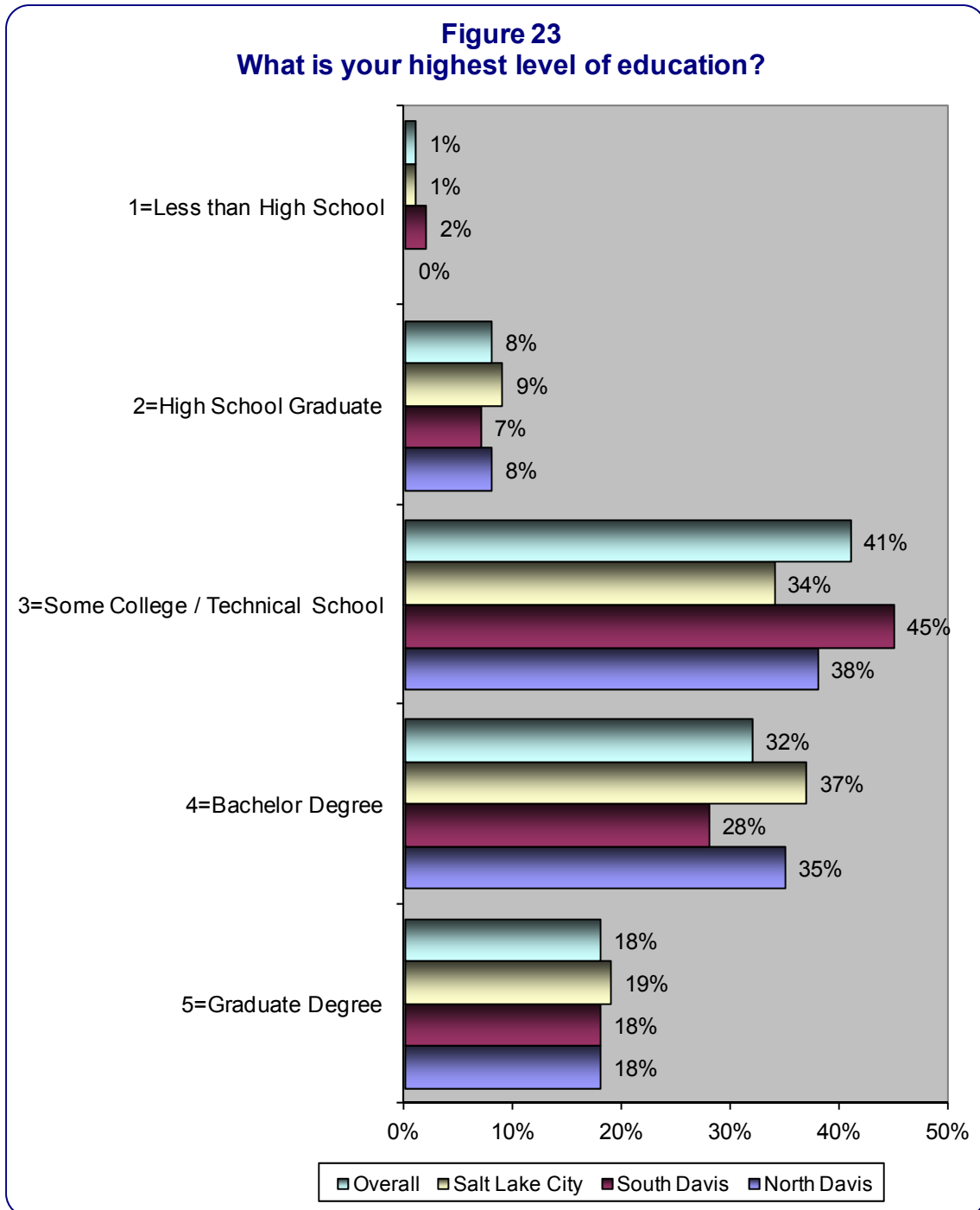
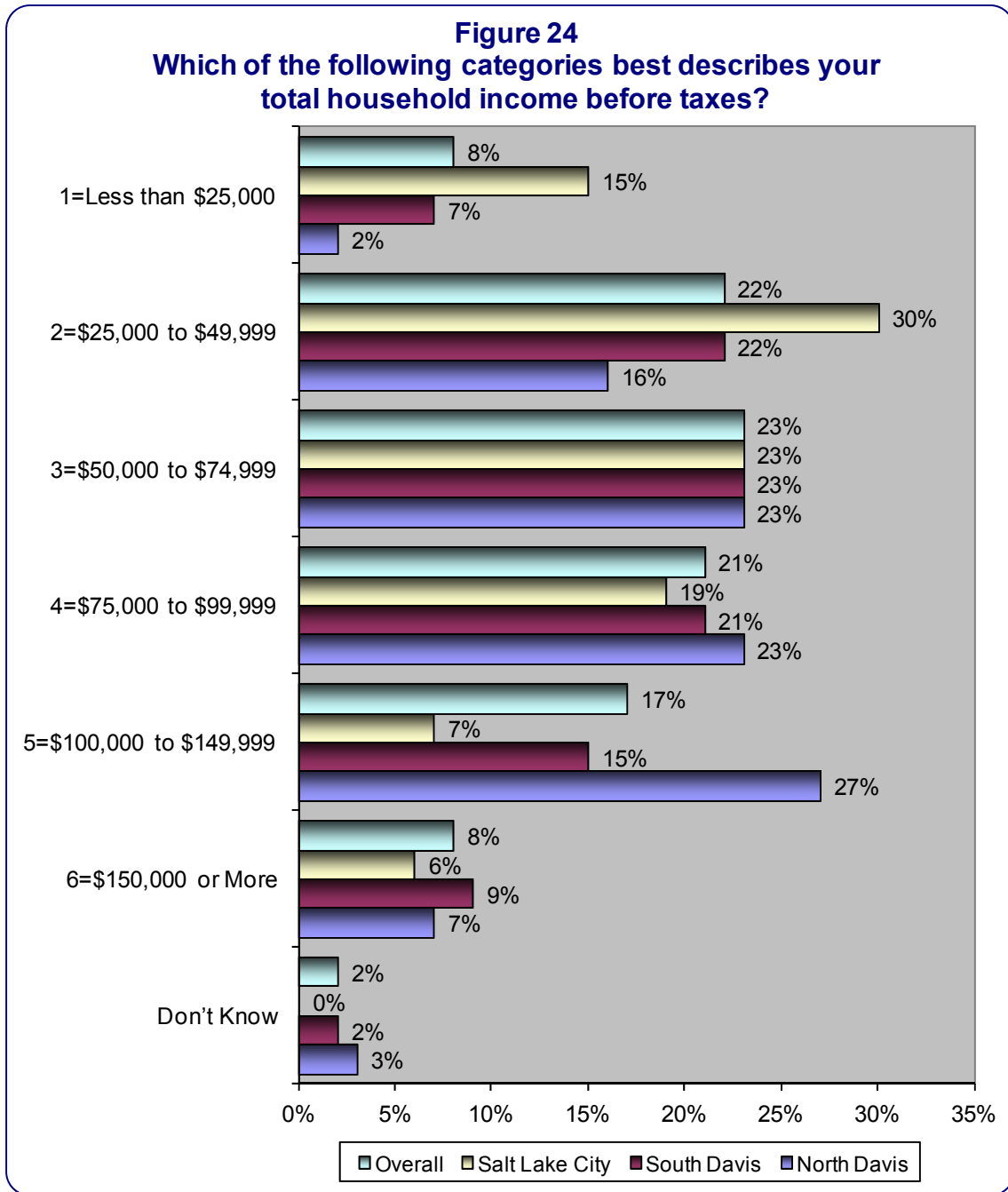


Figure 24 illustrates the percentage of respondents within each annual household income category. On average, Overall respondents (3.42 average mean, 3.00 median), South Davis respondents (3.43 average mean, 3.00 median), and North Davis

respondents (3.82 average mean, 4.00 median) reported having annual household incomes of \$50,000 to \$74,999, while Salt Lake City respondents (2.90 average mean, 3.00 median) reported having incomes of \$25,000 to \$49,999.



As Figure 25 illustrates, 74% of Overall respondents, 79% of South Davis respondents, and 88% of North Davis respondents reported being married, compared to 44% of Salt Lake City respondents who reported being married.

Figure 25
What is your current marital status?

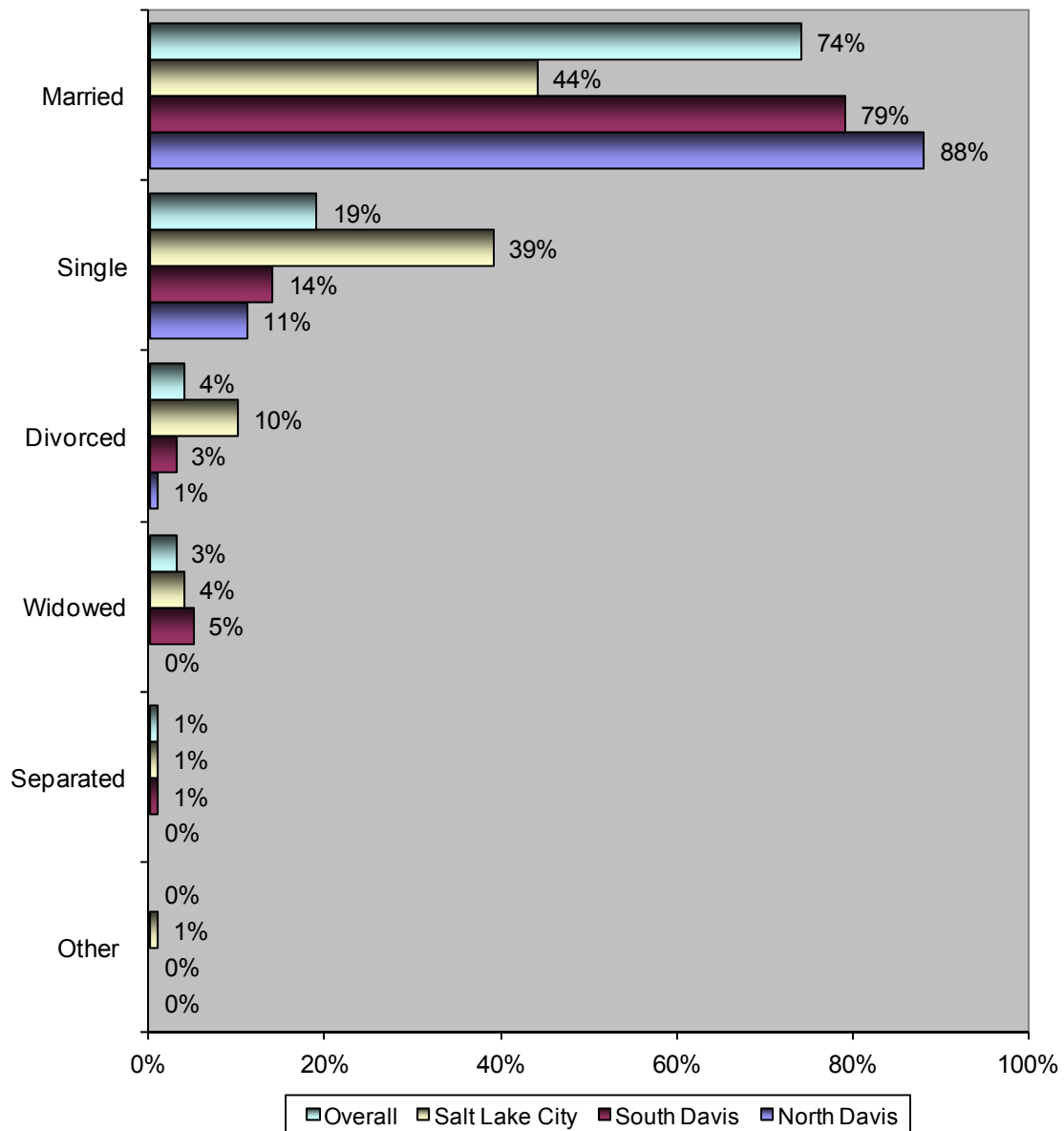


Figure 26 illustrates the number of people in respondents' households. On average, Overall respondents (3.40 average mean, 3.00 median), South Davis respondents (3.55 average mean, 3.00 median), and North Davis respondents (3.95 average mean, 4.00 median) reported having three people residing within their homes, while Salt Lake City respondents (2.36 average mean, 2.00 median) reported having two people living in their homes.

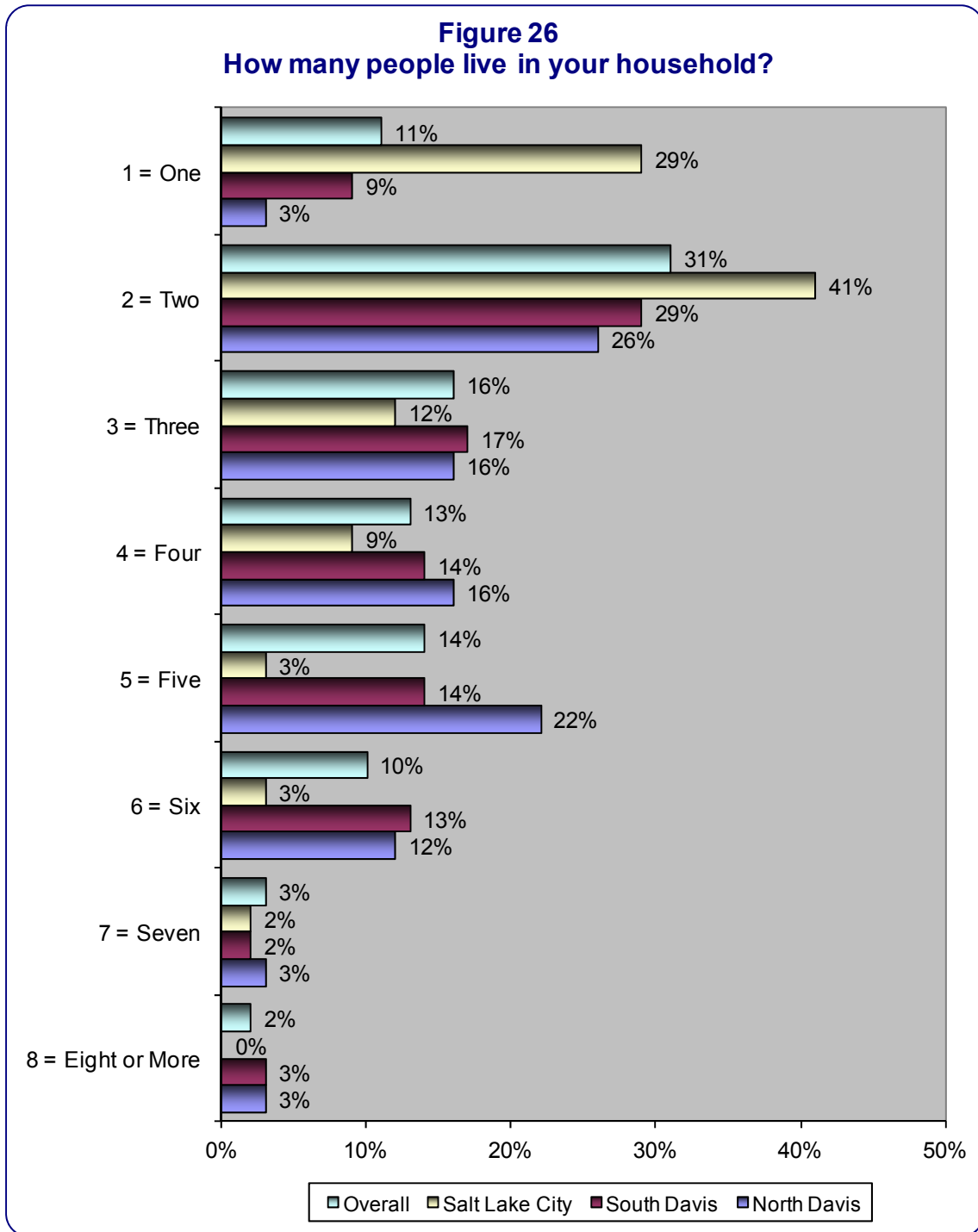
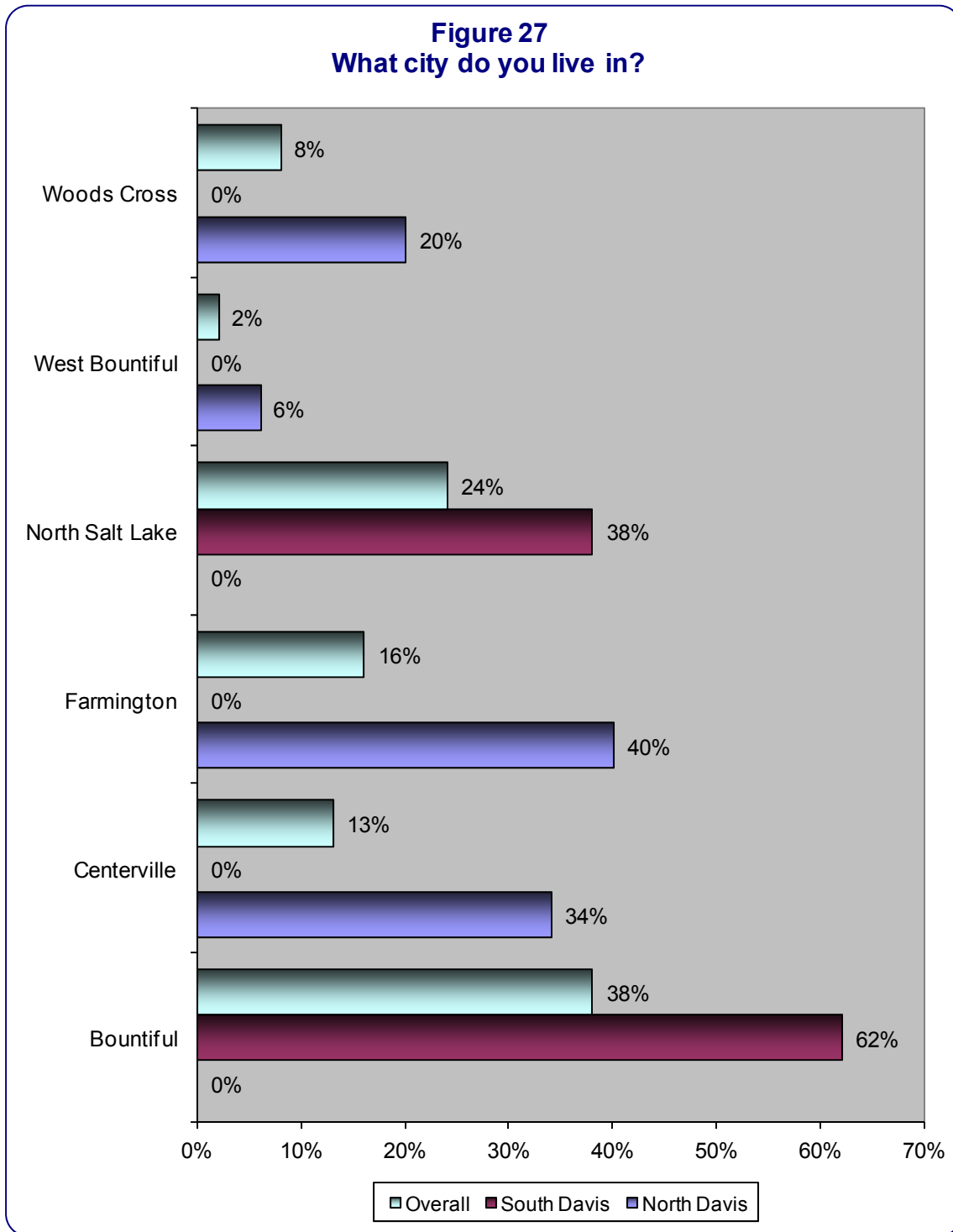


Figure 27 illustrates the breakdown of respondents within each city, per screening requirements.



Segment Analysis

In this section of the report, similarities and differences between segments within the survey population are examined. The following descriptions and charts present the statistically significant differences among respondents by segment. These include the following:

- Gender
- Age
- City of Residence
- Usage of Bus Services
- Usage of Trax Services
- Usage of Commuter Rail Services
- Frequency of Public Transit Use
- Employment Status
- Work Location
- Education Level
- Annual Household Income
- Household Size

Statistical significance is defined as a difference in value that is too large to be attributed to chance alone, thus describing the relationship that exists between the demographic variable of interest and the survey responses.

Segment Analysis by Gender

For this portion of the analysis, differences in responding are examined between male and female respondents.

Men (57%) were more likely than women (46%) to have used some type of public transportation service in the past twelve months.

Men (13%) were more likely than women (6%) to say a reasonable amount of time to travel from Bountiful to Downtown Salt Lake via public transportation would be "more than 30 minutes."

Men (49%) were more likely than women (35%) to say a reasonable amount of time to get to a bus stop would be "fewer than five minutes," while women (58%) were more likely than men (45%) to say a reasonable amount of time to get to a bus stop would be "five to ten minutes."

On average, men (3.20 average mean) use light rail or Trax more frequently than do women (2.75).

Segment Analysis by Age

In this section of the analysis, differences will be examined among respondents in the following age categories: 18 to 34, 35 to 44, 45 to 64, and 65 and older.

As shown in Segment Analysis Table 1 below, respondents age 65 and older were less likely than younger respondents to have used various modes of public transportation in Utah during the past twelve months.

Segment Analysis Table 1
Usage of Various Modes of Transportation Compared by Age

	18 to 34	35 to 44	45 to 64	65 and Older
Bus Service	29%	20%	20%	9%
Light Rail/Trax	54%	46%	40%	21%
Commuter Rail/FrontRunner	36%	40%	37%	16%
Biking (Not Motorized)	43%	51%	38%	13%

Respondents age 65 and older (21%) were less likely to have used any type of public transportation during the past twelve months than respondents age 18 to 34 (64%), 35 to 44 (55%), and 45 to 64 (52%).

While 46-47% of respondents age 18 to 44 said they were more likely to use Front Runner if there were an increase number of shuttles or buses traveling to and from stations, only 25% of respondents age 65 and older said the same.

On average, respondents age 65 and older (6.46 average mean) use automobiles or motorcycles to get to their destinations less frequently than do respondents age 18 to 34 (6.75), 35 to 44 (6.76), and 45 to 64 (6.80).

Respondents age 18 to 34 (4.61 average mean) and 35 to 44 (4.51) gave a higher rating than respondents age 45 to 64 (3.63) and 65 and older (3.04) to their likelihood of using public transportation if new service options were more frequent and reduced travel time to downtown Salt Lake City.

On average, respondents age 18 to 34 (3.69 average mean), 35 to 44 (3.74), and 45 to 64 (3.58) gave a higher rating than respondents age 65 and older (3.25) to their likelihood of riding Front Runner if there were an increased number of shuttles or buses traveling to and from Front Runner stations.

Segment Analysis by City of Residence

For this portion of the analysis, differences in responding are examined among respondents according to their city of residence: Bountiful, Centerville, Farmington, North Salt Lake, West Bountiful/Woods Cross, and Salt Lake City.

When asked whether or not they have used various modes of transportation in Utah during the past twelve months, the following significant differences were found:

- Salt Lake City respondents (62%) were more likely to have used light rail/Trax services than Bountiful (30%), Centerville (31%), North Salt Lake (37%), and West Bountiful/Woods Cross (36%) respondents.
- Farmington respondents (55%) were more likely to have used commuter rail/Front Runner services than Bountiful respondents (27%)
- Farmington (49%) and North Salt Lake (50%) respondents were more likely to have used non-motorized biking than Bountiful respondents (26%).

Overall, Farmington (69%) and Salt Lake City (69%) respondents were more likely to have used some type of public transportation during the past twelve months than Bountiful (38%), North Salt Lake (46%) and West Bountiful/Woods Cross (36%) respondents.

North Salt Lake (6.85 average mean) and West Bountiful/Woods Cross (6.90) respondents use an automobile or motorcycle as a mode of transportation more frequently, on average, than do Farmington (6.56) and Salt Lake City (6.60) respondents.

When asked to identify an amount of time that would be reasonable to travel from Bountiful to downtown Salt Lake via public transportation, Centerville respondents (49%) were more likely to say "21 to 30 minutes" than West Bountiful/Woods Cross (14%) and Salt Lake City (15%) respondents. West Bountiful/Woods Cross respondents (73%) were more likely to say "10 to 20 minutes" than Centerville respondents (39%).

When asked how much time would be reasonable to get to a Front Runner connection, Bountiful (72%), Farmington (70%), and West Bountiful/Woods Cross (71%) respondents were more likely than Salt Lake City respondents (41%) to say "5 to 10 minutes."

When asked how much time would be reasonable to get to a light rail/Trax station, West Bountiful/Woods Cross respondents (27%) were more likely than Farmington respondents (2%) to say "fewer than 5 minutes." Farmington respondents (71%) were more likely than Centerville respondents (35%) to say "5 to 10 minutes."

When asked to rate how important improved public transportation service is to economic growth in their communities, the following significant differences were found:

- Centerville respondents rated the importance lower, on average, than respondents from all other cities.
- Salt Lake City respondents rate the importance higher, on average, than North Salt Lake, Centerville, and Bountiful respondents.

Please see Segment Analysis Table 2 for details.

Segment Analysis Table 2
Average Ratings of the Importance of Improved Public Transportation Services to Economic Growth in Communities

Based on a 1 to 7 scale

City of Residence	Average Rating
Bountiful	4.66
Centerville	4.03
Farmington	5.33
North Salt Lake	5.05
West Bountiful/Woods Cross	5.33
Salt Lake City	5.74

Segment Analysis by Whether Respondent Uses Bus Services

In this section of the analysis, differences in responding are examined between respondents who use have used bus services in the past 12 months (Bus Users) and those who have not (Non-users).

Bus users were more likely than non-users to have also used light rail/Trax services and commuter rail/Front Runner services, while non-users were more likely to have used an automobile or motorcycle for transportation. Please see Segment Analysis Table 3 for details.

Segment Analysis Table 3
Usage of Various Modes of Transportation Compared by Whether the Respondent Uses Bus Services

	Bus Users	Non-users
Automobile or Motorcycle	92%	98%
Light Rail/Trax	80%	33%
Commuter Rail/FrontRunner	65%	26%

Bus users (44%) were more likely than non-users (5%) to say they use public transportation to get to work. It is also interesting to note that 66% of bus users do not use the bus to get to work, but rather use the bus for other purposes.

When asked to identify an amount of time that would be reasonable to travel from Bountiful to downtown Salt lake City via public transportation, bus users (22%) were more likely than non-users (7%) to say "more than 30 minutes," while non-users (62%) were more likely than users (45%) to say "10 to 20 minutes."

When asked to identify an amount of time that would be reasonable to get to a bus stop, non-users (44%) were more likely than bus users (31%) to say "fewer than 5 minutes."

Bus users (83%) were more likely than non-users (70%) to "definitely agree" with the statement: "Public transportation is an important part of a shared solution to address Utah's air quality problem."

On average, bus users (3.05 average mean) are younger than non-users (3.76).

On average, bus users (5.34 average mean) gave higher ratings than non-users (3.73) to their likelihood of using public transportation if new service options were more frequent and reduced travel time to downtown Salt Lake City.

Bus users (3.83 average mean) gave a higher rating than non-users (3.53) to their likelihood of riding Front Runner if there were an increased number of shuttles or buses traveling to and from stations.

On average, bus users (5.48 average mean) felt improved public transportation services are more important to economic growth in communities than did non-users (4.93).

Bus users (3.13 average mean) have lower annual household incomes, on average, than non-users (3.50).

Segment Analysis by Whether Respondent Uses Trax Services

In this section of the analysis, differences in responding are examined between respondents who have used Trax services in the past 12 months (Trax Users) and those who have not (Non-users).

As shown in Segment Analysis Table 4, Trax users were more likely than non-users to also have used bus services, commuter rail/Front Runner, walking, and non-motorized biking as modes of transportation in the past 12 months.

Segment Analysis Table 4
Usage of Various Modes of Transportation Compared by Whether the Respondent Uses Trax Services

	Trax Users	Non-users
Bus Services	39%	7%
Commuter Rail/Front Runner	67%	9%
Walking	95%	84%
Biking (Not Motorized)	49%	31%

Trax users (24%) were more likely than non-users (5%) to use public transportation to get to work. It is also interesting to note that 76% of Trax users do not use Trax to get to work, but rather use Trax for other purposes.

When asked to identify a reasonable amount of time to get to a Front Runner connection, non-users (66%) were more likely than Trax users (52%) to say "5 to 10 minutes."

As shown in Segment Analysis Table 5, Trax users were more likely than non-users to agree with statements about public transportation and its affect on Utah's air quality.

Segment Analysis Table 5
Respondents Who "Somewhat" or "Definitely" Agree with Statements
Regarding Public Transportation and Air Quality Compared by Whether the
Respondent Uses Trax Services

	Trax Users	Non- users
Utah has an air quality problem that needs to be addressed	97%	89%
Public transportation is an important part of a shared solution to address Utah's air quality problem	97%	87%

On average, Trax users (3.20 average mean) are younger than non-users (3.91).

Trax users (4.85 average mean) gave a higher rating than non-users (3.52) to their likelihood of using public transportation if new services were more frequent and reduced travel time to downtown Salt Lake City.

On average, Trax users (5.43 average mean) felt improved public transportation service is more important to economic growth in communities than did non-users (4.74).

On average, Trax users (3.70 average mean) reported higher levels of education than did non-users (3.51).

Segment Analysis by Whether Respondent Uses Commuter Rail Services

In this section of the analysis, differences in responding are examined between respondents who have used commuter rail/Front Runner services in the past 12 months (Commuter Rail Users) and those who have not (Non-users).

As shown in Segment Analysis Table 4, commuter rail users were more likely than non-users to also use bus services, Light Rail/Trax services, and non-motorized biking as modes of transportation.

Segment Analysis Table 6
Usage of Various Modes of Transportation Compared by Whether the Respondent Uses Commuter Rail Services

	Commuter Rail Users	Non-users
Bus services	40%	11%
Light Rail/Trax	84%	21%
Biking (Not Motorized)	52%	31%

Commuter rail users (28%) were more likely than non-users (5%) to say they use public transportation to get to work. It is also interesting to note that 72% of commuter rail users do not use the commuter rail to get to work, but rather use it for other purposes.

Commuter rail users (98%) were more likely than non-users (88%) to agree with the statement: "Public transportation is an important part of a shared solution to address Utah's air quality problem."

Commuter rail users (3.32 average mean) are younger, on average, than non-users (3.77).

Among Davis County residents, commuter rail users (5.32 average mean) were more satisfied with current public transportation options in South Davis County than were non-users (4.54).

Commuter rail users (4.91 average mean) gave a higher rating than non-users (3.54) to their likelihood of using public transportation if new service options were more frequent and reduced travel time to downtown Salt Lake City.

Commuter rail users (3.78 average mean) gave a higher rating than non-users (3.50) to their likelihood of riding Front Runner if there were an increased number of shuttles or buses traveling to and from stations.

On average, commuter rail users (3.74 average mean) reported having more people in their households than did non-users (3.22).

Segment Analysis by Frequency of Transit Use

In this section of the analysis, differences in responding are examined according to how frequently respondents use any type of public transportation: respondents who use public transportation once per month or more often (frequent users), respondents who use public transportation less than once per month (infrequent users), and respondents who do not use public transportation (non-users).

As shown in Segment Analysis Table 7, frequent and infrequent users were more likely than non-users to agree with statements regarding public transportation and its affect on Utah's air quality.

Segment Analysis Table 7
Respondents Who "Somewhat" or "Definitely" Agree with Statements
Regarding Public Transportation and Air Quality Compared by Frequency of
Transit Use

	Frequent Users	Infrequent Users	Non-users
Utah has an air quality problem that needs to be addressed	98%	97%	88%
Public transportation is an important part of a shared solution to address Utah's air quality problem	98%	97%	85%

Public transportation non-users (4.06 average mean) are older, on average, than frequent users (3.10) and infrequent users (3.19).

Frequent users (5.46 average mean) gave a higher rating than infrequent users (4.37), who, in turn, gave a higher rating than non-users (3.29) to their likelihood of using public transportation if new service options were more frequent and reduced travel time to downtown Salt Lake City.

Frequent users (3.83 average mean) gave a higher rating than non-users (3.45) to their likelihood of riding Front Runner if there were an increased number of shuttles or buses traveling to and from stations.

On average, frequent users (5.60 average mean) and infrequent users (5.23) felt improved public transportation service is more important to economic growth in communities than non-users (4.66).

Segment Analysis by Employment Status

In this section of the analysis, differences in responding are examined according to employment status: those employed full-time, those employed part-time, and those not employed in the workforce (i.e. unemployed, retired, homemaker, employed from home).

As shown in Segment Analysis Table 8, full time employed respondents were more likely than non-employed respondents to have used light rail/Trax in the past 12 months. Also, full time and part time employed respondents were more likely to have used commuter rail/Front Runner and non-motorized biking than respondents who were not employed.

Segment Analysis Table 8
Usage of Various Modes of Transportation Compared by Employment Status

	Full Time Employed	Part Time Employed	Not Employed
Light Rail/Trax	52%	39%	31%
Commuter Rail/Front Runner	39%	45%	23%
Biking (Not Motorized)	44%	45%	28%

Full time (60%) and part time (61%) employed respondents were more likely than those who were not employed (36%) to have used some type of public transportation in the past twelve months.

Among Davis County residents, full time (55%) and part time (68%) employed respondents were more likely than respondents who are not employed (40%) to say additional public transportation options are needed in South Davis County.

Full time (4.28 average mean) and part time (4.77) employed respondents gave higher ratings than respondents who were not employed (3.42) to their likelihood of using public transportation if new service options were more frequent and reduced travel time to downtown Salt Lake City.

Full time (3.66 average mean) and part time (3.78) employed respondents gave higher ratings than respondents who were not employed (3.44) to their likelihood of riding Front Runner if there were an increased number of shuttles or buses traveling to and from stations.

Segment Analysis by Work Location

In this section of the analysis, differences in responding are examined according to work location: respondents who work in Salt Lake County and respondents who work in Davis or Weber Counties.

Respondents who work in Salt Lake County (61%) were more likely than those who work in Davis or Weber Counties (32%) to have used light rail/Trax services in Utah during the past twelve months.

Respondents who work in Salt Lake County (69%) were more likely to have used some type of public transportation during the past twelve months than respondents who work in Davis or Weber Counties (47%).

Respondents who work in Salt Lake County (4.06 average mean) use non-motorized biking as a mode of transportation more frequently, on average, than do respondents who work in Davis or Weber Counties (3.29).

On average, respondents who work in Salt Lake County (3.27 average mean) use some type of public transportation more frequently than do respondents who work in Davis or Weber Counties (2.64).

Among Davis County respondents, those who work in Davis or Weber Counties (5.00 average mean) were more satisfied, on average, with current public transportation options in South Davis County than were respondents who work in Salt Lake County (4.48).

Respondents who work in Salt Lake County (4.75 average mean), gave a higher rating than respondents who work in Davis or Weber Counties (4.02) to their likelihood of using public transportation if new service options were more frequent and reduced travel time to downtown Salt Lake City.

Segment Analysis by Education Level

For this portion of the analysis, respondents were segmented according to their highest level of education completed: some college education or less, bachelor's degree, or graduate degree.

Respondents with graduate degrees (50%) were more likely to have used non-motorized biking as a mode of transportation during the past twelve months than were respondents with bachelor's degrees (43%) or some college education or less (31%).

On average, respondents with graduate degrees (3.19 average mean) and some college education or less (3.18) use light rail/Trax services more frequently than do respondents with bachelor's degrees (2.58).

Segment Analysis by Marital Status

For this portion of the analysis, differences are examined between respondents who are married and those who are not.

As shown in Segment Analysis Table 9, married respondents were more likely to have used an automobile or motorcycle as a mode of transportation during the past twelve months, while unmarried respondents were more likely to have used bus service or light rail/Trax service.

Segment Analysis Table 9
Usage of Various Modes of Transportation Compared by Marital Status

	Married	Unmarried
Automobile or Motorcycle	98%	93%
Bus Service	18%	29%
Light Rail/Trax	39%	52%

Unmarried respondents (62%) were more likely than married respondents (47%) to have used some type of public transportation during the past 12 months.

Unmarried respondents (43%) were more likely than married respondents (21%) to say they use walking as a form of transportation "daily," while married respondents (14%) were more likely than unmarried respondents (5%) to say they use walking for transportation only a few times a year or less often. Also, unmarried respondents (5.60 average mean) use walking as a mode of transportation more often, on average, than married respondents (4.79).

Unmarried respondents (67%) were more likely than married respondents (48%) to say additional public transportation options are needed in South Davis County.

When asked to identify a reasonable amount of time to get to a Front Runner connection, unmarried respondents (12%) were more likely than married respondents (3%) to say "more than 20 minutes."

On average, married respondents (5.00 average mean) are more satisfied with current public transportation options in South Davis County than unmarried respondents (4.06).

Unmarried respondents (4.72 average mean) gave a higher rating than married respondents (3.85) to their likelihood of using public transportation if new service options were more frequent and reduced travel time to downtown Salt Lake City.

On average, unmarried respondents (5.48 average mean) felt improved public transportation service is more important to economic growth in communities than did married respondents (4.87).

Segment Analysis by Income

For this portion of the analysis, differences are examined among respondents according to their annual household income: less than \$50,000; \$50,000 to \$74,999; \$75,000 to \$99,999; and \$100,000 or more.

Respondents with incomes of \$100,000 or more (55%) were more likely than those with incomes of less than \$50,000 (29%) and \$75,000 to \$99,999 (31%) to say they have used non-motorized biking in the past 12 months as a mode of transportation.

Segment Analysis by Household Size

For this portion of the analysis, differences are examined among respondents according to household size: those who have one or two people in their households, those who have three or four people in their households, and those who have five or more people in their households.

Respondents with 3 to 4 (40%) and 5 or more (41%) people in their household were more likely than those with 1 to 2 people in their household (25%) to say they have used commuter rail/Front Runner services in the past 12 months as a mode of transportation.

Respondents with 5 or more people in their household (49%) were more likely than those with 1 to 2 people in their household (31%) to say they have used walking in the past 12 months as a form of transportation.

Respondents with 3 to 4 people (6.78 average mean) or 5 or more people (6.84) in their household use an automobile or motorcycle for transportation more frequently, on average, than respondents with 1 or 2 people in their household (6.59).

When asked to identify a reasonable amount of time to get to a bus stop, respondents with 1 to 2 people in their household (63%) were more likely to say "5 to 10 minutes" than respondents with 3 to 4 people (49%) and 5 or more people (41%) in their household. Respondents with 3 to 4 people (45%) and 5 or more people (51%) in their household were more likely to say "less than 5 minutes" than respondents with 1 to 2 people in their household (31%).

Respondents with 5 or more people in their household (50%) were more likely than those with 1 to 2 people in their household (33%) to say they would be more likely to ride Front Runner if there were an increased number of shuttles or buses traveling to and from stations.

On average, respondents who have 3 to 4 people (3.65 average mean) or 5 or more people (3.79) in their household gave a higher rating than respondents with 1 to 2 people (3.41) in their household, to their likelihood of riding Front Runner if there were an increase number of shuttles or buses traveling to and from stations.

APPENDIX A: SURVEY RESULTS

North Davis consists of residents in the following cities: Farmington, Centerville, West Bountiful, and Woods Cross. South Davis consists of residents in Bountiful and North Salt Lake. Salt Lake City consists of residents who live east of I-15, north of North Temple, and west of Bonneville Boulevard in Salt Lake City.

Hello. I'm _____ calling from Lighthouse Research, a professional research company in Salt Lake City. We are conducting a survey of residents in your area about transportation issues.

1. Are you at least 18 years of age or older?

(This question asked for verification purposes only.)

2. Please stop me when I reach the age category that best describes your age.

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1 = 18 to 24	7	6%	11	6%	10	11%	28	7%
2 = 25 to 34	24	20%	44	23%	22	24%	90	22%
3 = 35 to 44	34	28%	40	21%	17	19%	91	23%
4 = 45 to 54	22	18%	33	17%	10	11%	65	16%
5 = 55 to 64	16	13%	27	14%	20	22%	63	16%
6 = 65 or Older	19	16%	38	20%	11	12%	68	17%
<i>Average Mean</i>	<i>3.60</i>		<i>3.70</i>		<i>3.46</i>		<i>3.61</i>	
<i>Median</i>	<i>3.00</i>		<i>4.00</i>		<i>3.00</i>		<i>3.00</i>	

3. Which county do you live in?

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
Davis County	122	100%	193	100%	0	0%	315	78%
Salt Lake County	0	0%	0	0%	90	100%	90	22%

4. If "Davis County" in Q3: What city do you live in?

	North Davis		South Davis		Overall	
	Count	%	Count	%	Count	%
Bountiful	0	0%	119	62%	119	38%
Centerville	42	34%	0	0%	42	13%
Farmington	49	40%	0	0%	49	16%
North Salt Lake	0	0%	74	38%	74	24%
West Bountiful	7	6%	0	0%	7	2%
Woods Cross	24	20%	0	0%	24	8%
Other	0	0%	0	0%	0	0%

5. If "Salt Lake County" in Q3: What city do you live in?

	Salt Lake City		Overall	
	Count	%	Count	%
Salt Lake City	90	100%	90	100%
Other	0	0%	0	0%

6. Do you live east or west of I-15?

	Salt Lake City		Overall	
	Count	%	Count	%
East	90	100%	90	100%
West	0	0%	0	0%

7. Do you live north or south of North Temple or 100 North?

	Salt Lake City		Overall	
	Count	%	Count	%
North	90	100%	90	100%
South	0	0%	0	0%

8. Do you live east or west of the line marked by Bonneville Boulevard, Memory Grove Park, Canyon Road, and City Creek Canyon?

	Salt Lake City		Overall	
	Count	%	Count	%
East	0	0%	0	0%
West	90	100%	90	100%

9. Record gender by observation.

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
Male	49	40%	95	49%	42	47%	186	46%
Female	73	60%	98	51%	48	53%	219	54%

10. Please tell me which of the following modes of transportation you have used in Utah within the last 12 months. Please say "yes" or "no" to each of the following:

% Who Said Yes	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
Automobile or Motorcycle	120	98%	187	97%	86	96%	393	97%
Bus Service	25	21%	30	16%	28	31%	83	21%
Light Rail / Trax	52	43%	63	33%	56	62%	171	42%
Commuter Rail / Front Runner	48	39%	58	30%	30	33%	136	34%
Walking	112	92%	163	85%	84	93%	359	89%
Biking (NOT Motorized)	51	42%	68	35%	36	40%	155	38%

11. How often do you use each of the following modes of transportation to get to your destination?

Automobile or Motorcycle

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1 = Once a Year	0	0%	0	0%	0	0%	0	0%
2 = A Few Times a Year	0	0%	1	1%	0	0%	1	0%
3 = Once a Month	0	0%	0	0%	2	2%	2	1%
4 = 2 to 3 Times a Month	5	4%	2	1%	1	1%	8	2%
5 = Weekly	5	4%	4	2%	2	2%	11	3%
6 = A Few Times a Week	10	8%	22	12%	19	22%	51	13%
7 = Daily	100	83%	158	85%	62	72%	320	81%
<i>Average Mean</i>	<i>6.71</i>		<i>6.78</i>		<i>6.60</i>		<i>6.72</i>	
<i>Median</i>	<i>7.00</i>		<i>7.00</i>		<i>7.00</i>		<i>7.00</i>	

Bus Service

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1 = Once a Year	4	16%	3	10%	1	4%	8	10%
2 = A Few Times a Year	8	32%	8	28%	12	43%	28	34%
3 = Once a Month	2	8%	2	7%	5	18%	9	11%
4 = 2 to 3 Times a Month	7	28%	5	17%	3	11%	15	18%
5 = Weekly	0	0%	3	10%	3	11%	6	7%
6 = A Few Times a Week	1	4%	7	24%	1	4%	9	11%
7 = Daily	3	12%	1	3%	3	11%	7	9%
<i>Average Mean</i>	<i>3.24</i>		<i>3.76</i>		<i>3.36</i>		<i>3.46</i>	
<i>Median</i>	<i>3.00</i>		<i>4.00</i>		<i>3.00</i>		<i>3.00</i>	

Light Rail / Trax

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1 = Once a Year	7	14%	10	17%	3	5%	20	12%
2 = A Few Times a Year	18	35%	26	43%	18	32%	62	37%
3 = Once a Month	10	20%	9	15%	13	23%	32	19%
4 = 2 to 3 Times a Month	10	20%	11	18%	10	18%	31	19%
5 = Weekly	1	2%	2	3%	5	9%	8	5%
6 = A Few Times a Week	2	4%	1	2%	4	7%	7	4%
7 = Daily	3	6%	1	2%	3	5%	7	4%
<i>Average Mean</i>	<i>2.96</i>		<i>2.60</i>		<i>3.36</i>		<i>2.96</i>	
<i>Median</i>	<i>3.00</i>		<i>2.00</i>		<i>3.00</i>		<i>3.00</i>	

Commuter Rail / Front Runner

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1 = Once a Year	12	26%	9	16%	9	30%	30	23%
2 = A Few Times a Year	16	34%	24	43%	13	43%	53	40%
3 = Once a Month	8	17%	7	13%	3	10%	18	14%
4 = 2 to 3 Times a Month	20	19%	20	13%	15	18%	55	16%
5 = Weekly	19	18%	19	13%	12	14%	50	15%
6 = A Few Times a Week	20	19%	32	21%	19	23%	71	21%
7 = Daily	23	22%	42	28%	27	32%	92	27%
<i>Average Mean</i>	<i>2.68</i>		<i>2.84</i>		<i>2.27</i>		<i>2.65</i>	
<i>Median</i>	<i>2.00</i>		<i>2.00</i>		<i>2.00</i>		<i>2.00</i>	

Walking

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1 = Once a Year	8	8%	8	5%	2	2%	18	5%
2 = A Few Times a Year	4	4%	14	9%	3	4%	21	6%
3 = Once a Month	11	11%	15	10%	6	7%	32	9%
4 = 2 to 3 Times a Month	20	19%	20	13%	15	18%	55	16%
5 = Weekly	19	18%	19	13%	12	14%	50	15%
6 = A Few Times a Week	20	19%	32	21%	19	23%	71	21%
7 = Daily	23	22%	42	28%	27	32%	92	27%
<i>Average Mean</i>	<i>4.81</i>		<i>4.95</i>		<i>5.35</i>		<i>5.00</i>	
<i>Median</i>	<i>5.00</i>		<i>5.00</i>		<i>6.00</i>		<i>5.00</i>	

Biking (NOT Motorized)

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1 = Once a Year	8	16%	6	10%	2	6%	16	11%
2 = A Few Times a Year	7	14%	18	29%	3	9%	28	19%
3 = Once a Month	8	16%	10	16%	4	12%	22	15%
4 = 2 to 3 Times a Month	11	22%	12	19%	6	18%	29	20%
5 = Weekly	5	10%	5	8%	7	21%	17	12%
6 = A Few Times a Week	9	18%	8	13%	8	24%	25	17%
7 = Daily	1	2%	4	6%	4	12%	9	6%
<i>Average Mean</i>	<i>3.59</i>		<i>3.51</i>		<i>4.56</i>		<i>3.78</i>	
<i>Median</i>	<i>4.00</i>		<i>3.00</i>		<i>5.00</i>		<i>4.00</i>	

12. What is your occupational status?

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
Employed Full-time	62	51%	81	42%	55	61%	198	49%
Employed Part-time	16	13%	28	15%	7	8%	51	13%
Homemaker	22	18%	31	16%	5	6%	58	14%
Retired	17	14%	43	22%	18	20%	78	19%
Student	1	1%	4	2%	0	0%	5	1%
Unemployed	1	1%	3	2%	2	2%	6	2%
Other (Specify)	3	3%	3	2%	3	3%	9	2%

Other Responses:

- Antique gallery owner
- Disabled (2)
- I'm just rich.
- I work from home.
- Handicapped
- Self employed, full time
- Self employed
- I'm a person who does whatever I want.

13. *If employed ask:* How many miles do you travel to get to work?

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1 = Fewer than 5	18	24%	34	32%	25	40%	77	31%
2 = 5 to 10	13	17%	25	23%	10	16%	48	20%
3 = 11 to 20	25	33%	28	26%	14	23%	67	27%
4 = 21 to 30	12	16%	10	9%	1	2%	23	9%
5 = More than 30	7	9%	7	7%	8	13%	22	9%
Average Mean	2.69		2.34		2.26		2.43	
Median	3.00		2.00		2.00		2.00	
Don't Know	1	1%	3	3%	4	7%	8	3%

14. *If employed ask:* In which city do you work?

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
Bountiful	11	14%	26	24%	0	0%	37	15%
Centerville	8	10%	7	7%	1	2%	16	7%
Clearfield	0	0%	0	0%	1	2%	1	0%
Farmington	7	9%	0	0%	0	0%	7	3%
Kaysville	4	5%	1	1%	0	0%	5	2%
Layton	0	0%	0	0%	1	2%	1	0%
Midvale	0	0%	2	2%	1	2%	3	1%
Murray	2	3%	2	2%	5	8%	9	4%
North Salt Lake	2	3%	9	8%	2	3%	13	5%
Ogden	1	1%	0	0%	0	0%	1	0%
Roy	1	1%	0	0%	0	0%	1	0%
Salt Lake City	27	35%	42	39%	37	61%	106	43%
Sandy	2	3%	2	2%	0	0%	4	2%
South Ogden	0	0%	0	0%	0	0%	0	0%
South Weber	0	0%	0	0%	0	0%	0	0%
West Bountiful	1	1%	0	0%	0	0%	1	0%
West Valley City	0	0%	5	5%	4	7%	9	4%
Woods Cross	4	5%	1	1%	0	0%	5	2%
Other (Specify)	7	9%	10	9%	9	15%	26	11%

Other Responses:

- All around
- American Fork
- Cottonwood Heights (3)
- Denver
- Depends where the work is
- Draper (3)
- Everywhere
- Herriman
- Holladay
- Lehi
- Magna
- Provo
- Riverton
- Salt Lake City, Murray
- Sara Cruz
- South Jordan (3)
- Taylorsville
- The whole valley
- Tooele
- West Jordan

15. *If employed ask:* Do you use public transportation to get to work?

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
Yes	12	15%	13	12%	10	16%	35	14%
No	66	85%	95	88%	52	84%	213	86%

16. *If Yes to Q15:* What modes of transportation do you typically use to get to work?

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
Bus Service	3	25%	9	69%	5	50%	17	49%
Light Rail / Trax	5	42%	2	15%	4	40%	11	31%
Commuter Rail / Front Runner	7	58%	4	31%	0	0%	11	31%
Other (Specify)	3	25%	3	23%	3	30%	9	26%

Other Responses:

- Airplanes
- Automobile (2)
- Bike, car
- Car (3)
- Vehicle
- Walking

South Davis County Respondents (Q29 – Q36)

17. On a scale of one-to-seven with one being "not at all satisfied" and seven being "very satisfied," how would you rate your satisfaction with current public transportation options in South Davis County?

	North Davis		South Davis		Overall	
	Count	%	Count	%	Count	%
1 = Not At All Satisfied	9	7%	15	8%	24	8%
2	3	3%	10	5%	13	4%
3	4	3%	21	11%	25	8%
4	13	11%	19	10%	32	10%
5	27	22%	39	20%	66	21%
6	22	18%	27	14%	49	16%
7 = Very Satisfied	31	25%	30	16%	61	19%
Average Mean	5.17		4.60		4.83	
Median	5.00		5.00		5.00	
Don't Know	13	11%	32	17%	45	14%

18. Why did you give a rating of ____ to public transportation options in South Davis County?

	North Davis		South Davis		Overall	
	Count	%	Count	%	Count	%
Not Conveniently Located	10	10%	18	12%	28	11%
Scheduling Is Not Convenient	5	5%	19	13%	24	10%
Do Not Use Public Transportation Often	10	10%	14	9%	24	10%
It's Good	12	12%	11	7%	23	9%
Is Conveniently Located	13	13%	6	4%	19	8%
Not Enough Options	3	3%	16	11%	19	8%
Convenient to Use	9	9%	2	1%	11	4%
Meets My Needs	5	5%	5	3%	10	4%
Cost Is Too High	5	5%	4	3%	9	4%
It Can Be Better	4	4%	5	3%	9	4%
There Are Lots of Options	1	1%	7	5%	8	3%
Not Enough Stations/Stops	2	2%	6	4%	8	3%
Doesn't Go Where I Need to Go	3	3%	3	2%	6	2%
Takes Too Long to Get to My Destination	2	2%	4	3%	6	2%
Not Enough Buses/Bus Routes	3	3%	3	2%	6	2%
Not Dependable	1	1%	4	3%	5	2%
Know Other People Who Use It	1	1%	4	3%	5	2%
Never Had Any Issues	2	2%	3	2%	5	2%
Reliable	2	2%	2	1%	4	1%
Miscellaneous	3	3%	12	8%	15	6%
Don't Know/No Reason	3	3%	4	3%	7	3%

(For a list of categorized verbatim responses, see Appendix B.)

19. On a scale of one-to-seven with one being "not at all likely" and seven being "very likely," how likely would you be to use public transportation if new service options were more frequent and reduced travel time to downtown Salt Lake City?

	North Davis		South Davis		Overall	
	Count	%	Count	%	Count	%
1 = Not At All Likely	32	26%	43	22%	75	24%
2	15	12%	18	9%	33	11%
3	9	7%	15	8%	24	8%
4	7	6%	15	8%	22	7%
5	18	15%	32	17%	50	16%
6	12	10%	24	12%	36	12%
7 = Very Likely	25	21%	40	21%	65	21%
Average Mean	3.85		4.11		4.01	
Median	4.00		5.00		4.00	
Don't Know	3	3%	6	3%	9	3%

20. In your opinion, are additional public transportation options needed in South Davis County?

	North Davis		South Davis		Overall	
	Count	%	Count	%	Count	%
Yes	54	44%	105	55%	159	51%
No	60	49%	72	38%	132	42%
Don't Know	8	7%	15	8%	23	7%

21. Which of the following do you feel South Davis County is in MORE need of?

- Increased public transportation routes running **NORTH and SOUTH** connecting Davis County to Salt Lake City (these routes would be separate from Front Runner)
- Increased public transportation routes running **EAST and WEST** connecting to Front Runner Stations

	North Davis		South Davis		Overall	
	Count	%	Count	%	Count	%
NORTH and SOUTH	19	35%	32	31%	51	32%
EAST and WEST	24	44%	47	45%	71	45%
Both (Not Read)	7	13%	18	17%	25	16%
Don't Know	4	7%	8	8%	12	8%

22. *If North and South Transportation Routes in Q32:* Where do you feel a North and South route should go to BEST serve South Davis County residents? In other words, which roads that run north and south need more public transit services in order to BEST serve South Davis County residents.

(For a list of categorized verbatim responses, see Appendix C.)

23. *If East and West Transportation Routes in Q32:* Where do you feel an East and West route should go to BEST serve South Davis County residents? In other words, which roads that run east and west need more public transit services in order to BEST serve South Davis County residents?

(For a list of categorized verbatim responses, see Appendix D.)

24. How much time would be reasonable to travel from Bountiful to Downtown Salt Lake City via public transportation?

	North Davis		South Davis		Overall	
	Count	%	Count	%	Count	%
1=Fewer than 10 Minutes	2	2%	6	3%	8	3%
2=10 to 20 Minutes	63	52%	114	59%	177	56%
3=21 to 30 Minutes	38	31%	48	25%	86	27%
4=More than 30 Minutes	9	7%	18	9%	27	9%
Average Mean	2.48		2.42		2.44	
Median	2.00		2.00		2.00	
Don't Know	10	8%	6	3%	16	5%

25. What destinations in South Davis County would you like to access via public transportation?

	North Davis		South Davis		Overall	
	Count	%	Count	%	Count	%
Shopping Areas	12	10%	17	9%	29	9%
Bountiful Area	9	7%	15	8%	24	8%
Specific Streets and Addresses	3	2%	14	7%	17	5%
Centerville Area	11	9%	3	2%	14	4%
Recreation Centers	6	5%	7	4%	13	4%
Salt Lake Area	0	0%	9	5%	9	3%
My Home or Work	3	2%	7	4%	10	3%
Front Runner Stations	2	2%	5	3%	7	2%
Farmington Station	3	2%	4	2%	7	2%
Farmington	5	4%	1	1%	6	2%
Woods Cross Area	2	2%	2	1%	4	1%
Temple	2	2%	2	1%	4	1%
Trax Service	3	2%	1	1%	4	1%
Lagoon	0	0%	3	2%	3	1%
Library	0	0%	3	2%	3	1%
Hospital	1	1%	2	1%	3	1%
Miscellaneous	6	5%	19	10%	25	8%
Don't Know	16	13%	32	17%	48	15%
None/Nothing More	38	31%	47	24%	85	27%

(For a list of categorized verbatim responses, see Appendix E.)

Salt Lake City Respondents (Q37 – Q39)

26. Do you feel additional public transportation services need to be added to Salt Lake City?

	Salt Lake City	
	Count	%
Yes	50	56%
No	34	38%
Don't Know	6	7%

27. If "Yes" in Q27: What public transportation services should be added?

	Salt Lake City	
	Count	%
Light Rail Services	13	26%
Bus Services	12	24%
Expanded Schedule	9	18%
Better Connections	3	6%
More Services, In General	2	4%
Miscellaneous	7	14%
Something Needs to Be Added/Don't Know What	4	8%

(For a list of categorized verbatim responses, see Appendix F.)

28. What destinations in Salt Lake City would you like to access via public transportation?

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
Downtown Salt Lake Area	30	27%	38	21%	7	8%	75	20%
Universities or Colleges	7	6%	16	9%	2	2%	25	7%
Specific Street, Address, or Area	4	4%	9	5%	4	4%	17	4%
Temple Square	5	5%	10	5%	0	0%	15	4%
City Creek	3	3%	11	6%	0	0%	14	4%
Shopping	1	1%	6	3%	5	6%	12	3%
Don't Use Salt Lake Public Transportation	4	4%	7	4%	0	0%	11	3%
Gateway	4	4%	6	3%	0	0%	10	3%
Need Improved/Expanded Transportation Services	2	2%	3	2%	5	6%	10	3%
All of Salt Lake	1	1%	2	1%	4	4%	7	2%
Energy Solutions Arena	2	2%	5	3%	0	0%	7	2%
Sugarhouse Area	1	1%	1	1%	5	6%	7	2%
West Salt Lake Valley Areas	1	1%	3	2%	3	3%	7	2%
Dining or Entertainment Venues	1	1%	5	3%	1	1%	7	2%
Hospitals	1	1%	2	1%	2	2%	5	1%
East Salt Lake Valley Areas	1	1%	1	1%	3	3%	5	1%
The Capitol	1	1%	2	1%	1	1%	4	1%
Canyons/Ski Resorts	0	0%	1	1%	3	3%	4	1%
Cities Outside of the Salt Lake Valley	0	0%	0	0%	4	4%	4	1%
Airport	0	0%	2	1%	1	1%	3	1%
My Home or Work	2	2%	0	0%	1	1%	3	1%
Miscellaneous	4	4%	9	5%	8	9%	21	5%
Don't Know	4	4%	9	5%	4	4%	17	4%
None/Nothing More	31	28%	36	20%	26	29%	93	24%

(For a list of categorized verbatim responses, see Appendix G.)

ALL Respondents

29. How much time would be reasonable to get to a **Front Runner connection**?

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1=Fewer than 5 Minutes	15	12%	19	10%	6	7%	40	10%
2=5 to 10 Minutes	74	61%	117	61%	33	37%	224	55%
3=11 to 20 Minutes	26	21%	35	18%	30	34%	91	23%
4=More than 20 Minutes	3	3%	5	3%	12	14%	20	5%
Average Mean	2.14		2.15		2.59		2.24	
Median	2.00		2.00		3.00		2.00	
Don't Know	4	3%	17	9%	8	9%	29	7%

30. How much time would be reasonable to get to a **Light Rail / Trax station**?

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1=Fewer than 5 Minutes	15	12%	22	11%	10	11%	47	12%
2=5 to 10 Minutes	66	54%	104	54%	54	60%	224	55%
3=11 to 20 Minutes	31	25%	44	23%	21	23%	96	24%
4=More than 20 Minutes	6	5%	9	5%	3	3%	18	4%
Average Mean	2.24		2.22		2.19		2.22	
Median	2.00		2.00		2.00		2.00	
Don't Know	4	3%	14	7%	2	2%	20	5%

31. How much time would be reasonable to get to a **bus stop**?

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1=Fewer than 5 Minutes	51	42%	81	42%	28	31%	160	40%
2=5 to 10 Minutes	62	51%	95	50%	45	50%	202	50%
3=11 to 20 Minutes	3	3%	9	5%	11	12%	23	6%
4=More than 20 Minutes	1	1%	0	0%	1	1%	2	1%
Average Mean	1.61		1.61		1.82		1.66	
Median	2.00		2.00		2.00		2.00	
Don't Know	5	4%	7	4%	5	6%	17	4%

32. Would you be more or less likely to ride Front Runner if there were an increased number of shuttles or buses traveling to and from Front Runner stations, or would that make no difference?

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1=Much Less Likely	1	1%	7	4%	1	1%	9	2%
2=Somewhat Less Likely	3	3%	1	1%	0	0%	4	1%
3=Makes No Difference	69	57%	101	52%	54	60%	224	55%
4=Somewhat More Likely	18	15%	33	17%	18	20%	69	17%
5=Much More Likely	30	25%	48	25%	17	19%	95	24%
Average Mean	3.60		3.60		3.56		3.59	
Median	3.00		3.00		3.00		3.00	
Don't Know	1	1%	3	2%	0	0%	4	1%

33. In what ways do you feel public transportation can positively impact your community?

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
Decrease Cars on Road / Traffic	32	26%	49	25%	19	21%	100	25%
Decrease Air Pollution / Improve Air Quality	22	18%	45	23%	26	29%	93	23%
Helps People Who Need It	11	9%	18	9%	8	9%	37	9%
Provides Better Access and Opportunities	11	9%	11	6%	7	8%	29	7%
Suggested Public Transportation Improvements	7	6%	13	7%	5	6%	25	6%
Cost Savings / Save on Gas	7	6%	11	6%	2	2%	20	5%
Positive Impact, In General	2	2%	9	5%	8	9%	19	5%
No Positive Community Impact / Negative Impact	4	3%	10	5%	2	2%	16	4%
Decrease Environmental Impact	3	2%	6	3%	3	3%	12	3%
Better Safety / Fewer Accidents	0	0%	2	1%	2	2%	4	1%
Helps Businesses	0	0%	1	1%	1	1%	2	0%
Miscellaneous	5	4%	5	3%	3	3%	13	3%
Don't Know	16	13%	12	6%	4	4%	32	8%
Refused	2	2%	1	1%	0	0%	3	1%

(For a list of categorized verbatim responses, see Appendix H.)

34. On a scale of one-to-seven, with one being "not at all important" and seven being "very important," how important do you feel improved public transportation service is to economic growth in your community?

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1 = Not At All Important	9	7%	15	8%	2	2%	26	6%
2	6	5%	11	6%	2	2%	19	5%
3	10	8%	19	10%	3	3%	32	8%
4	21	17%	22	12%	7	8%	50	12%
5	25	21%	53	28%	17	19%	95	24%
6	14	12%	20	10%	18	20%	52	13%
7 = Very Important	34	28%	49	26%	36	40%	119	30%
Average Mean	4.89		4.81		5.74		5.04	
Median	5.00		5.00		6.00		5.00	
Don't Know	3	3%	3	2%	5	6%	11	3%

35. Please tell me whether you agree or disagree with the following statements:

Utah has an air quality problem that needs to be addressed.

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1 = Definitely Disagree	3	3%	5	3%	5	6%	13	3%
2 = Somewhat Disagree	1	1%	12	7%	3	3%	16	4%
3 = Somewhat Agree	18	17%	28	15%	9	10%	55	15%
4 = Definitely Agree	83	77%	136	75%	70	81%	289	77%
Average Mean	3.72		3.63		3.66		3.66	
Median	4.00		4.00		4.00		4.00	
Don't Know	3	3%	1	1%	0	0%	4	1%

Public transportation is an important part of a shared solution to address Utah's air quality problem.

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1 = Definitely Disagree	4	4%	5	3%	3	3%	12	3%
2 = Somewhat Disagree	9	8%	10	6%	1	1%	20	5%
3 = Somewhat Agree	24	22%	31	17%	14	16%	69	18%
4 = Definitely Agree	69	64%	133	73%	68	78%	270	71%
Average Mean	3.49		3.63		3.71		3.61	
Median	4.00		4.00		4.00		4.00	
Don't Know	2	2%	4	2%	1	1%	7	2%

36. What is your highest level of education?

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1=Less than High School	0	0%	3	2%	1	1%	4	1%
2=High School Graduate	10	8%	14	7%	8	9%	32	8%
3=Some College / Technical School	46	38%	86	45%	31	34%	163	41%
4=Bachelor Degree	42	35%	54	28%	33	37%	129	32%
5=Graduate Degree	22	18%	35	18%	17	19%	74	18%
<i>Average Mean</i>	<i>3.63</i>		<i>3.54</i>		<i>3.63</i>		<i>3.59</i>	
<i>Median</i>	<i>4.00</i>		<i>3.00</i>		<i>4.00</i>		<i>4.00</i>	

37. What is your current marital status?

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
Married	105	88%	150	79%	40	44%	295	74%
Divorced	1	1%	5	3%	9	10%	15	4%
Separated	0	0%	1	1%	1	1%	2	1%
Widowed	0	0%	9	5%	4	4%	13	3%
Single	13	11%	26	14%	35	39%	74	19%
Other (Specify)	0	0%	0	0%	1	1%	1	0%

Other Responses:

- Cohabiting

38. Which of the following categories best describes your total household income before taxes?

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1=Less than \$25,000	2	2%	13	7%	13	15%	28	8%
2=\$25,000 to \$49,999	17	16%	38	22%	26	30%	81	22%
3=\$50,000 to \$74,999	25	23%	41	23%	20	23%	86	23%
4=\$75,000 to \$99,999	25	23%	36	21%	16	19%	77	21%
5=\$100,000 to \$149,999	30	27%	27	15%	6	7%	63	17%
6=\$150,000 or More	8	7%	16	9%	5	6%	29	8%
Average Mean	3.82		3.43		2.90		3.42	
Median	4.00		3.00		3.00		3.00	
Don't Know	3	3%	4	2%	0	0%	7	2%

39. How many people live in your household?

	North Davis		South Davis		Salt Lake City		Overall	
	Count	%	Count	%	Count	%	Count	%
1 = One	3	3%	16	9%	26	29%	45	11%
2 = Two	30	26%	55	29%	37	41%	122	31%
3 = Three	18	16%	32	17%	11	12%	61	16%
4 = Four	18	16%	26	14%	8	9%	52	13%
5 = Five	25	22%	26	14%	3	3%	54	14%
6 = Six	14	12%	24	13%	3	3%	41	10%
7 = Seven	4	3%	4	2%	2	2%	10	3%
8 = Eight or More	4	3%	5	3%	0	0%	9	2%
<i>Average Mean</i>	<i>3.95</i>		<i>3.55</i>		<i>2.36</i>		<i>3.40</i>	
<i>Median</i>	<i>4.00</i>		<i>3.00</i>		<i>2.00</i>		<i>3.00</i>	

40. What zip code do you live in?

(This question asked for verification purposes only.)

Those are all the questions I have today. Thank you very much for your responses.

APPENDIX B: REASONS FOR SATISFACTION RATINGS OF PUBLIC TRANSPORTATION OPTIONS IN SOUTH DAVIS COUNTY

On a scale of one to seven, with one being "not at all satisfied" and seven being "very satisfied," how would you rate your satisfaction with current public transportation options in South Davis County?

Why did you give a rating of ____ to public transportation options in South Davis County?

Not Conveniently Located (28) 11%

North Davis Area

- Front Runner's too far away. (Rating 1)
- I have to drive my car to get there. (Rating 1)
- I would love for there to be a Front Runner access point to Centerville. By the time you get to an access point, or the time to catch a bus, it takes too long to get to Front Runner. (Rating 5)
- I would only choose to walk or drive; the Front Runner is not very accessible. (Rating 5)
- It could be location for me. I have to travel north or south and it is not convenient. (Rating 4)
- Nothing is close to my work. (Rating 1)
- The Front Runner isn't set up for people in my area. (Rating 3)
- The transportation is good, just the spots where you get on and off are too far away from our house. (Rating 4)
- There are no buses near my home. (Rating 4)
- We can't catch it in Centerville. (Rating 1)

South Davis Area

- A lot of it doesn't apply to me; if it was more accessible I would use it more. (Rating 4)
- Front Runner is good, but not; it has two stations and I have to drive to Woods Cross. If I want to go to Salt Lake, I have to go two miles the opposite way. The transit stations are only for long distance trips. More flexible options in Davis County, such as a light rail, would be better. (Rating 1)
- I think there needs to be better access to transportation (Rating 6)
- I think they are below average; I have to depend on my car to get to work. There isn't a stop for the Front Runner where I work. My work is right next to the Trax, but there is no stop near there. (Rating 3)
- I think you have to travel quite a ways to actually get on the Trax/Front Runner. There is nothing close. (Rating 3)
- It doesn't come up to where I live. (Rating 2)

- It is inconvenient. (Rating 2)
- It's a distance from where we are, so we still have to use transportation to get to it, and it is not as convenient as just driving right to the place. (Rating 3)
- It's difficult to access from my house and it is difficult to get around in Davis County. (Rating 3)
- It's got the Front Runner, but really only one stop. It would be just as quick to drive my car. I've got one line for the bus in the morning in the afternoon. (Rating 4)
- My location: I have to drive to get to public transportation. (Rating 3)
- The distance to where I have to go to get to my destination is not very close, and time. (Rating 4)
- There is no way you can get around except on your own. Bountiful doesn't have a nice bus, like Salt Lake City. There are no local services. (Rating 1)
- They are not convenient. I would take it if it got me to my destination economically. (Rating 3)
- They aren't convenient for me. (Rating 1)
- We have to walk too far to get to a bus stop or to get on a Front Runner. (Rating 4)
- When I need it, it is available, but it's not close. (Rating 6)
- When I use Trax I have to drive there. (Rating 5)

Scheduling Is Not Convenient (24) 10%

North Davis Area

- It seems like the times aren't very frequent and they aren't very convenient. (Rating 4)
- Just the waiting (Rating 6)
- Sometimes the buses don't go where I want them to when I want them to. (Rating 5)
- We went to a Bees game and we had to wait an hour for a train. (Rating 1)
- Whenever I ride Trax, I have to wait a long time. (Rating 5)

South Davis Area

- I just don't think to take it to work. It just takes too long, inconvenient operations. The cost isn't very effective. (Rating 2)
- I just really hated the timing. When I'd miss the bus it would take like a half hour to an hour to wait. Just the time. (Rating 4)
- I wish that the Front Runner would come more often. (Rating 5)
- If I were going to take it, the times are not very convenient. (Rating 5)
- In order to get to work, I can take a bus that goes about right from my house to my work. But, it only makes one trip and doesn't fit my work hours. (Rating 4)
- It needs more frequency. (Rating 3)
- It's a bus. Going over to the light rail, it only goes by 4 times a day. (Rating 4)
- It's not as frequent as I would like. (Rating 5)
- Schedule (Rating 4)

- The bus doesn't come very often. There's not enough variety of when they come. It doesn't take us where we need to go. (Rating 2)
- The routes and schedules don't always meet everyone's needs. I think the options are there, just sometimes the scheduling isn't. (Rating 5)
- The time gaps are really bad for the bus routes. (Rating 3)
- The time seems funky. (Rating 6)
- The times I've thought about using it, it's been a bad time or doesn't go where I need it to. (Rating 5)
- They are good but the schedule isn't very convenient. (Rating 5)
- They don't have the smoothest hours. (Rating 5)
- They don't run late enough in the evening; they are not near enough from where I want to leave from. (Rating 3)
- They're not convenient to use. (Rating 4)
- We have a couple of places to get on, but if you miss them, then you have to wait awhile for the next. It's a long process and can have a long commute. (Rating 6)

Do Not Use Public Transportation Often (24) 10%

North Davis Area

- I don't have need of it and so it satisfies me. (Rating 7)
- I don't have any problems on the freeway. There's access to Front Runner close to me and buses. I don't utilize them, but I think it's important for other people. (Rating 5)
- I don't really use it very much and I know there is one like Trax or Front Runner line, but there's not Trax or anything like that where I am. (Rating 5)
- I don't use it and I am not happy that they are spending all that money. (Rating 1)
- I don't use it, but I don't have anything bad to say about it. (Rating 6)
- I don't use them. (Rating 7)
- I haven't used it, but I like that we have a Front Runner service nearby. I would like the bus service to be more convenient. (Rating 5)
- I think it is pretty good but I don't use it. (Rating 5)
- It seems like they have reasonably good options, but I don't use it enough to know how good it is. (Rating 5)
- They have some good options, but I don't need to use it as much. (Rating 5)

South Davis Area

- I don't need to use it, so I think if I had to use it, I might be more concerned with it. (Rating 7)
- I don't really use it. (Rating 1)
- I don't really use it. (Rating 5)
- I don't really use them. (Rating 5)
- I don't use them, but I know about the availability. I don't have a need for them, but they are good options. (Rating 7)
- I don't use them. I haven't heard any complaints. (Rating 7)
- I know how to use it if I need to. (Rating 5)

- I think there's a lot of options to choose from, but it's not something that I access regularly. (Rating 5)
- I use my car. (Rating 1)
- It's hard to say; I don't use them very much. (Rating 5)
- My husband and my children use it a lot, but I do not. (Rating 5)
- The number of times I've been on them (Rating 4)
- The train they've got up north. I don't really use it. (Rating 5)
- We don't use it anymore. (Rating 5)

It's Good (23) 9%

North Davis Area

- I am unaware of their bus services, but the Front Runner works well. (Rating 5)
- I think it is adequate. (Rating 7)
- I think the bus system is good; I just wish the Trax were closer. (Rating 6)
- I think they're just fine. (Rating 7)
- It seems good. I never use it, but when I do use it, it is adequate for me. (Rating 6)
- It seems you can get to places. (Rating 7)
- It works for work. (Rating 7)
- I've been to other cities and South Davis County is killing it. (Rating 7)
- My wife has used it and she says it's pretty good. (Rating 6)
- They seem fine. (Rating 7)
- They're good. (Rating 7)
- When I've needed them, they've been great. (Rating 7)

South Davis Area

- I like it, but it depends if they know the route system. (Rating 6)
- I think there are obviously things that could make it easier to use public transportation, but overall it is pretty good. I would use it more if monthly passes were less expensive. My son used to use public transportation to commute to school every day. I feel like refineries and the lack of properly moderating them is the biggest contributor to pollution, not transportation. (Rating 6)
- I'm satisfied; I haven't seen any problems. (Rating 5)
- I'm satisfied. (Rating 6)
- I'm sure transportation is fine. (Rating 3)
- It's pretty good, but they could maybe make it better, but I'm not sure. Maybe more frequent or more convenient locations. (Rating 6)
- It's pretty good. (Rating 5)
- I've been satisfied with everything I've used so far. (Rating 5)
- One time I used it, and it worked great. (Rating 7)
- There's actually a bus that picks up right outside my work, and so I see lots of people taking advantage of that, students, and otherwise. And my daughter used to travel up to Weber State and she would take the Front Runner and stuff, so it seems like it's doing well. (Rating 5)
- They have really great transportation. (Rating 5)

Is Conveniently Located (19) 8%

North Davis Area

- I like it because it is local, but it's inconvenient for work. (Rating 5)
- I live close to the Front Runner station. I didn't give a 7 because buses are very limited. (Rating 6)
- I love being really close to the Front Runner. (Rating 7)
- Most public options are close to my home. (Rating 5)
- The bus comes a few blocks from my house. I could get to Front Runner, but I don't. (Rating 7)
- The bus is right by my house, and there's not a lot of traffic. (Rating 7)
- The bus stop is up the hill from me. (Rating 6)
- The bus stops they have to get onto Trax; it is good for us, there is a bus pretty close to every block, and it gets us to Front Runner and Trax. (Rating 6)
- The public transportation is very available and one could walk to the station. I had a family member who used public transportation daily and it worked very well for them. It's a great mode of transportation. (Rating 7)
- The station is close. (Rating 6)
- There's bus service and Front Runner close by. (Rating 7)
- Trax is just across the freeway from me. (Rating 6)
- We have the Front Runner within a few miles of us. (Rating 7)

South Davis Area

- I loved how they have strategically put their pick up spots. You don't have to go down to Main Street; the buses come up the mountain. Years ago you'd have to go clear down to Main Street; now they have stops clear up the mountain. (Rating 7)
- It is readily available; everything is close. (Rating 7)
- It's not that hard to find. (Rating 6)
- The location is accessible. (Rating 6)
- There is a Front Runner station close and bus stops. (Rating 7)
- We live near the Front Runner station. (Rating 7)

Not Enough Options (19) 8%

North Davis Area

- I would like there to be more, and there to be a light rail that extends from Salt Lake City to South Davis. (Rating 2)
- Mostly because we don't have much in town right here (Rating 6)
- There's not a lot in our area. (Rating 4)

South Davis Area

- I think it could be better in South Davis County; there are not enough UTA lines. (Rating 5)
- It doesn't go where we need to go. (Rating 2)

- It seems like there are not as many options where I am. The nearest Trax station is too far to walk, and I don't even know where the nearest bus stop is. (Rating 5)
- Not a lot of options (Rating 1)
- Recently, we couldn't rent out our house because the potential renter didn't have the public transportation options needed to get to the University of Utah. (Rating 3)
- The only option is the bus, and the bus stinks. It's a pain to use. (Rating 5)
- There aren't any. (Rating 2)
- There is nothing but the Front Runner. (Rating 1)
- There is nothing to use. As far as using Front Runner, I would have to drive just as far to get to the Front Runner as I would to get to Salt Lake. (Rating 1)
- There isn't a Trax system in South Davis, so to just get around town there aren't many options besides driving. (Rating 4)
- There's not any for my needs. (Rating 1)
- There's not much here. (Rating 4)
- There's nothing here, not enough options; very, very minimal. (Rating 1)
- They don't do very much. We only have like three routes. (Rating 3)
- They don't have public transportation options where I live. (Rating 5)
- We don't have all of the stuff that are available to us like they are in Salt Lake. (Rating 5)

Convenient to Use (11) 4%

North Davis Area

- I can get to where I want to get quickly. Sometimes I-15 gets a little crazy. (Rating 6)
- In spite of not using it much, I do know how to access them and where to go to use them along the Wasatch Front. (Rating 5)
- It is convenient. (Rating 7)
- It is very convenient and my daughter rides it every day to get to school (northbound). (Rating 7)
- It's convenient and efficient. (Rating 7)
- It's convenient and there are a lot of options. (Rating 5)
- It's easy for me to use, especially the Farmington station. (Rating 7)
- It's really convenient. (Rating 6)
- It's very convenient, and they have regular stops. But, if I lived further, it probably wouldn't be so convenient. (Rating 6)

South Davis Area

- I use the 470 and 455, and buses come every 15 minutes. (Rating 7)
- It's convenient for a lot of other people. (Rating 6)

Meets My Needs (10) 4%

North Davis Area

- I live close to transportation and it goes pretty much everywhere I need to go. It doesn't go everywhere I want, but it is still very beneficial to me. (Rating 6)
- I never need anything else. (Rating 6)
- I think there are plenty of different ways to travel. (Rating 6)
- I think we have plenty of what we need. I work from home, so I don't use it, but my kids do for school. (Rating 6)
- I think we have pretty much everything that everyone uses. We have Trax and buses and it's good. (Rating 6)

South Davis Area

- Everything I need it to do (Rating 7)
- I can get wherever I need to go in a lot of ways, it cuts down on fuel, and it's fast. (Rating 7)
- I think it is sufficient and there are good options and stops. (Rating 6)
- I think that it has what it needs to have. (Rating 7)
- I think there is everything available that I would need. (Rating 6)

Cost Is Too High (9) 4%

North Davis Area

- I do not think there needs to be another freeway out here; public transportation is too expensive. (Rating 3)
- It costs more to take Front Runner than to drive. They don't have buses to get you to Front Runner. They don't have early enough times, and it's not convenient. We would love to take Front Runner regularly. (Rating 1)
- The cost of Front Runner is too high. (Rating 5)
- The expense; I can drive to work, and it costs 11 dollars to ride the bus to and from work. I can drive to work cheaper than that. (Rating 2)
- The price is too high for public transportation. I would have to get rid of my car to afford it. (Rating 2)

South Davis Area

- Because of high prices, but I am glad of the different options. (Rating 6)
- Cost (Rating 3)
- Expenses are high, it is hard to pick up at (Rating 4)
- They are getting so much from taxes, yet the rates they charge to ride are extremely high, compared to Cache County. (Rating 1)

It Can Be Better (9) 4%

North Davis Area

- I think there's room for improvement. (Rating 4)
- I think they can do better with their service. (Rating 4)
- More will be needed in the future (Rating 5)

- You can always do something better, but it's good for what it is. I'm tired of construction during the busiest time of the year. (Rating 6)

South Davis Area

- I understand that we're going to have to keep finding ways to improve mobility, the ways people travel, including public transportation as the area grows. (Rating 5)
- It meets my needs, but there are improvements. (Rating 5)
- Oh there's always some room for improvement. You could always do better. (Rating 5)
- There is room for improvement. (Rating 5)
- They could do better. There's not a lot of options for other people. There should be a way to get to Costco or the mall. (Rating 5)

There Are Lots of Options (8) 3%

North Davis Area

- There are quite a few options, and if I need them I can get to them. (Rating 6)

South Davis Area

- A lot of people don't really work around here so people need to get to downtown, and there are a lot of options to commute there. (Rating 7)
- I've heard a lot of good things. Lots of places you can use it to get to. Front Runner is really close in Davis County. (Rating 6)
- The variety and the service from the Front Runner which goes all the way down to Utah County now. Some of my friends use it. (Rating 7)
- There are a lot of options available, but there's a little room for improvement. (Rating 6)
- There are lots of options to choose from. (Rating 7)
- There are so many different options, I can get anywhere I need to get. (Rating 7)
- They have lots of them. (Rating 7)

Not Enough Stations/Stops (8) 3%

North Davis Area

- I think it needs more access to the commuter rail and the Trax. (Rating 5)
- There is no place near my work to drop off at. (Rating 1)

South Davis Area

- I don't think that it covers enough area. (Rating 5)
- I'm blind and so I ride the bus all the time, and obviously we don't have light rail out here. But when I'm in Salt Lake, I use it. The only thing is that Front Runner runs about a half a block from our house, but the nearest stop is about two miles away. So, for that reason it's hard to use for us. (Rating 6)
- There aren't a lot of places where they pick up. (Rating 3)

- There's not a whole lot of bus stops in West Bountiful areas that I know of. (Rating 5)
- There's only one bus stop and it only comes a few times. (Rating 3)
- They should have more stops. (Rating 1)

Doesn't Go Where I Need to Go (6) 2%

North Davis Area

- I wish there were more direct routes to work. I would definitely use the public transportation if it took me directly where I need to be. (Rating 4)
- I'd rather drive my car when I have to get some place and the public transportation can't usually get me where I need to go. (Rating 5)
- It is there. I can't take it to work, I work too far out west. I could use it if I wanted to, but it is inconvenient. (Rating 5)

South Davis Area

- I cannot get to my destination. (Rating 2)
- I haven't found there have been many routes to get me to where I need to go. It's not convenient. (Rating 4)
- I'm ok with transportation like to far places like Bountiful, to Provo, or Downtown Salt Lake. However, in West Valley, there is zero way, no way at all, for me to get from my home to my work, and I'm only 17 miles away. So the only way I could do it is to get a bus in Downtown Salt Lake and get another bus or I could move around in Salt Lake and try to get another bus, and it's like two hours on the bus trying to go somewhere that takes me twenty-five minutes to drive. Then, with the routes and stuff, there isn't even a way for me to get home. I can't even stay at work for more than like six or eight hours because there's not routes to get me home. So, the north/south routes are good. The east/west routes are good. But if you have to go north/south and east/west in your travel, it's horrible. I haven't found a good way to do it. I would love to take public transportation more often, but I literally am not able to do so because of that. (Rating 4)

Takes Too Long to Get to My Destination (6) 2%

North Davis Area

- I believe there are enough people who work in Downtown Salt Lake and the proximity from the public transportation is available for them. However, I also feel that the timeframe involved in transfers and that kind of thing is not a very efficient use of resources. (Rating 5)
- I have Trax basically from my house to work, but it takes over an hour. (Rating 3)

South Davis Area

- I have little kids and my own schedule, so I don't have the time. I would like to ride my bike more, though. (Rating 5)
- I think they build too much, and they promote growth, and I am tired of growth. I want a nice quiet little town. Traffic is terrible, and even with

commuter rail, mass transit, you can't get downtown to get to the grocery store; it takes ten minutes even if it is only two minutes away. (Rating 3)

- There are some places I go to, but there are some other places that are too long to get to. (Rating 7)
- They are nice to have, but a little slow getting you from point A to point B. (Rating 5)

Not Enough Buses/Bus Routes (6) 2%

North Davis Area

- I think compared to other cities, like if there were more connecting lines, it would be easier for people to get around and maybe do shopping and stuff. (Rating 5)
- I think there should be more bus routes than there are currently. (Rating 5)
- There needs to be more bus service and there needs to be more bus service in South Davis County. (Rating 7)

South Davis Area

- I want a single bus route. There are not many bus routes. (Rating 3)
- It seems like there aren't a lot of buses, and they are at inconvenient times. (Rating 4)
- There are just not enough buses. (Rating 4)

Not Dependable (5) 2%

North Davis Area

- It hasn't been on time. (Rating 5)

South Davis Area

- Bus scheduling is not reliable, management is not taken care of, they re-route unexpectedly. (Rating 5)
- Not dependable enough, and not often enough (Rating 3)
- They're not very reliable. I have to be to the train 10 minutes early. They have a schedule, but they always leave early. (Rating 6)
- They're not very reliable. The price for riding a bus isn't very good. (Rating 3)

Know Other People Who Use It (5) 2%

North Davis Area

- I know others who like it and do well with it. (Rating 7)

South Davis Area

- I know people who use it and they're very happy with it. (Rating 7)
- I see lots of people using it. (Rating 7)
- It's good to have. My sister uses it and she likes it. (Rating 7)
- Just from what I see when I'm out on the road, and Trax are running, and there seem to be quite a few people on it. (Rating 5)

Never Had Any Issues (5) 2%

North Davis Area

- I never really had too many hiccups. There were a few times I was confused about which train to board. (Rating 6)
- No complaints (Rating 4)

South Davis Area

- I have no complaints. (Rating 7)
- I haven't been disappointed. (Rating 7)
- I've never had any problems with them. (Rating 7)

Reliable (4) 1%

North Davis Area

- They are on time and very quick. (Rating 7)
- They're on time and we don't have many problems with them at all. (Rating 7)

South Davis Area

- I think it is very reliable. (Rating 6)
- They've been on time and the cost is good. (Rating 7)

Miscellaneous (15) 6%

North Davis Area

- Better accessibility (Rating 4)
- I think it takes a lot of cars off the road. (Rating 7)
- We've talked a lot that it would be nice to have the west corridor. (Rating 4)

South Davis Area

- I can't get my daughter to and from high school on a bus. (Rating 2)
- I can't walk very well anymore. (Rating 1)
- I don't use it because I don't feel like it's safe to use. (Rating 6)
- I drive against traffic. (Rating 6)
- I just really enjoy getting to my destination in a short amount of time, and Utah has a really good system like that. (Rating 6)
- I think the roads are maintained. (Rating 7)
- It is too small of a community to put in transportation. (Rating 4)
- It reduces congestion in Davis County. (Rating 7)
- It's much better than it used to be and with the Front Runner, it covers very well. (Rating 5)
- They don't tell us what we're really paying. (Rating 7)
- They have increased service and made it easier for a lot of people. (Rating 7)
- They're not bad, but they aren't good enough to be interested in. (Rating 4)

Don't Know/No Reason (7) 3%

North Davis Area

- I don't know. (Rating 7)
- Just because (Rating 5)
- None (Rating 7)

South Davis Area

- I have no idea. (Rating 7)
- No reason (Rating 2)
- No reason (Rating 6)
- No reason (Rating 6)

APPENDIX C: BEST PLACE FOR NORTH/SOUTH ROUTE IN SOUTH DAVIS COUNTY

Where do you feel a North and South route should go to BEST serve South Davis County residents? In other words, which roads that run north and south need more public transit services in order to BEST serve South Davis County residents?

North Davis Area

- 400 East
- 5 points
- 800 North
- 800 or 1100 West
- Around Main Street
- Between Farmington and Kaysville
- From Ogden to Salt Lake
- Highway 89, 500 South in Bountiful
- I couldn't say; I am not familiar with the routes.
- I don't know. (3)
- I don't really know.
- I don't have a specific route
- I don't know the routes, but there needs to be more frequency.
- I don't know.
- I have no idea.
- I just feel it would be easier if they just went to their locations.
- I-15
- It would be great if they came from the middle of Bountiful to Farmington on the east side of the freeway.
- Kaysville and Centerville could definitely benefit.
- Left of Main Street
- Residential roads
- Something close to I-15 corridor and I-215 maybe
- The north and south ones are okay for now.
- Through the South Davis area

South Davis Area

- 200 West in Bountiful
- 500 South and 500 West needS more buses that go into the Front Runner station or down around the highway.
- A connection at Terrace Lane in Centerville
- A route that's already here but runs more often
- A Trax stop in North Salt Lake and Centerville or Farmington
- Certainly into downtown, into Farmington or Centerville
- Davis Boulevard
- Davis Boulevard, Bountiful Boulevard (2)

- Eagle Ridge, Highway 89, Beck Street
- East side of the hill
- Highway 89 (5)
- Highway 89, Orchard
- Highway 89, Orchard Drive, Davis Boulevard
- I am not sure.
- I don't know. (5)
- I don't know where they run now; Highway 89
- I think it's more about the time; there is a bus that comes right in front of my house, but it only comes twice in the morning and it would take too long.
- I think something maybe like a Trax line that runs by Highway 89
- I-15
- It should be connect to the communities further west
- It would be nice if Trax extended up here.
- It's kind of hard to fit much more; so where? I don't know.
- It's pretty good at where it's at.
- More buses on Highway 89
- More public service on Orchard and Highway 89
- North Salt Lake and Bountiful need Front Runner stations
- One in Centerville
- Orchard
- Orchard 4th East Hwy 89
- Orchard Drive
- Redwood Road (2)
- Redwood Road, neighborhoods west of Redwood Road
- Right along the corner of I-15
- Run later; we can't go into Salt Lake for a program and get back after it.
- The east bench
- There are not really many places you can go north to south, maybe just more frequent on Highway 89.
- There are times I need to be there, but it's shut down.
- They need more stations in North Salt Lake at Center Street.
- To Salt Lake (2)

APPENDIX D: BEST PLACE FOR EAST/WEST ROUTE IN SOUTH DAVIS COUNTY

Where do you feel a East and West route should go to BEST serve South Davis County residents? In other words, which roads that run east and west need more public transit services in order to BEST serve South Davis County residents?

North Davis Area

- 1500 South, 2600 South, 500 South
- 400 North
- 500 South and Bountiful to connect to the benches.
- 500 South in Bountiful (2)
- 500 South in Bountiful, 1500 South
- 500 South in Bountiful, 1800 South from Bountiful, 400 North
- 500 South, 400 North, 1500 South
- 5th South, 1500 South, 2600 South
- All streets
- Antelope in Layton, Parrish in Centerville
- Bountiful
- Center Street, Parrish Lane, Pages Lane
- Draper
- East and west in Bountiful
- I don't even care where they go. It would be more something to get me to a Front Runner station without having to make a bus connection, since none run within a few blocks of my house.
- I don't know. (5)
- I live on the mountains, more on the west side of things
- I wouldn't think that would be useful.
- I'm not familiar with the streets.
- I'm not familiar.
- I'm not sure.
- I'm unsure.
- More options with Trax
- Parrish Lane, 500 South, Center Street, Main Street
- Probably through Bountiful
- To the Trax station in Farmington

South Davis Area

- 1800 in Bountiful
- 1800 South, 500 South, and 400 North in Bountiful; anything North of Centerville and Foxboro up to Front Runner
- 201 South or 3500 South, which would be best in West Valley
- 2600 South, 500 South
- 2600 South going down to 1100 North, 500 South in Centerville and Farmington

- 2600 South, 1500 South, Center Street
- 2600 South, 500 South
- 2600 South, 500 South, 400 North
- 2600 South, 500 South, Center Street
- 2600 South, 600 South, Parrish Lane, Park Lane
- 400 North (2)
- 400 North in Bountiful
- 4th North to south 2100, Parrish Lane in Centerville
- 500 South (3)
- 500 South and 2600 South down there to North Salt Lake
- 500 South and 2600 South in Bountiful, Center Street in North Salt Lake
- 500 South in Bountiful (3)
- 500 South, 2600 South
- 500 South, 400 North (2)
- 500 South, 400 North, 2600 South
- 5th South or 4th East
- 5th, 2600, 4th
- Along Redwood Road, all the major roads that cross over to Trax, and a place to park.
- Center Street (2)
- Center Street in North Salt Lake (2)
- Center Street to North Salt Lake, actually just kind of the main east and west like, 1500 South and Bountiful's 500 South
- Center Street, North Salt Lake, 2600 South
- Closer to where I am, Woods Cross and Centerville
- Connecting the west side to be able to get up to Highway 89, one taking riders up to Front Runner stations
- Eagle Ridge Drive, Bountiful Boulevard
- Eagle Wood Drive
- Farther east
- I don't know. (6)
- I have no idea.
- In Bountiful
- In Bountiful, the eastern part near Woods Cross
- It should go down the south and to the west and to the front of the station.
- It's got to connect with Salt Lake and Ogden.
- Main Street North Salt Lake
- Near Front Runner
- North Temple
- Pages Lane, 500 South, 2600 South
- Parrish Lane
- Redwood Road, any major through street
- Salt Lake to West Valley
- Since Layton is the one with the largest population, if you get one that goes through Hill Air Force Base, I think you could get more people to use it.
- Some west of Redwood
- The stand of the general area
- The Trax station on 700 South

- To the Front Runner and bus routes
- Up to the Bountiful Bench
- West of Redwood Road and east of Highway 89

APPENDIX E: SOUTH DAVIS COUNTY DESTINATIONS RESPONDENTS WOULD LIKE TO ACCESS VIA PUBLIC TRANSPORTATION

What destinations in South Davis County would you like to access via public transportation?

Shopping Areas (29) 9%

North Davis Area

- Bountiful shopping area
- City Creek, The Gateway, The Maverick Center
- Downtown and shopping areas
- General shopping areas
- Go from Centerville to Layton Hills Mall. I think you have to transfer two different times. I would like that without transfer.
- Grocery stores and where the schools are at
- Major shopping areas
- Shopping areas
- Target in Centerville, Station Park, Costco in Bountiful
- The Costco shopping center area, Station Park, Farmington, and maybe the Centerville Parish Lane shopping, Walmart
- The Farmington shopping area
- The Layton Hills Mall

South Davis Area

- Bountiful shopping areas
- Centerville shopping district
- Centerville to Dick's Market and Walmart and schools
- Costco
- Grocery store, Costco, Harmons
- Grocery stores and recreation center
- Grocery stores, doctors' offices, schools
- Layton Hills Mall
- Maybe like the Target area in Centerville and near Costco in Bountiful
- Shopping center on 5th West and Center Street
- Shopping centers
- Shopping, grocery stores, my husband's work, hospital
- Stores/shops
- The grocery stores and to shopping centers
- The Square on 26th South, the theatre in Centerville, and the new shopping center in Farmington
- The stores like Walmart and Home Depot
- Various shopping areas, right within two miles of Bountiful

Bountiful Area (24) 8%

North Davis Area

- Bountiful (4)
- Bountiful High School or 2600 South or Temple or any food places on 500 South
- Bountiful, Centerville, and downtown
- More Bountiful
- Pretty much where I'm at, Bountiful, Salt Lake
- West Bountiful

South Davis Area

- Bountiful (2)
- Bountiful downtown
- Bountiful, Centerville, Farmington, Layton
- Bountiful/Woods Cross area
- Downtown Bountiful (3)
- Downtown Bountiful, and connecting the intersects of Center Street or Main Street in downtown Farmington to where they're shopping would be nice, and have that line continue down to Salt Lake.
- Downtown Bountiful, Center Point Theatre, rec center, etc.
- Just Bountiful to Salt Lake
- Just downtown Bountiful is fine, but it already exists. I could get there in 15 to 20 minutes.
- More downtown Bountiful
- South end of Bountiful
- The West Bountiful Woods Cross location

Specific Streets and Addresses (17) 5%

North Davis Area

- I think what is important is for people to meet their doctors, the 400 North and Main Street doctor.
- Main Street or Costco
- The area between 1800 South and 400 North by 500 West where there are no public transportation options

South Davis Area

- 500 South 2600 South
- 500 South and 500 West by Costco and maybe the rec center
- 500 South in Bountiful and 500 West
- 5th South
- 5th South, Parish Lane, Farmington Station
- East of I-15
- East/west routes up to the freeway, a mile up to 5th South
- I live west of Redwood Road, so west of Redwood Road
- Main Street
- Main Street and Orchard Drive

- Parish Lane and Farmington station
- Parish Lane, Farmington Station, the Temple, and to 5th South Bountiful and Main Street
- Something near 5th South where it is a central location
- Terrace Lane in Centerville

Centerville Area (14) 4%

North Davis Area

- It's all pretty accessible. I don't know if there's a Centerville stop, so maybe that.
- Centerville (3)
- Centerville and Bountiful
- Centerville and North Salt Lake
- Centerville, Bountiful, Salt Lake City
- Centerville, Kaysville, Farmington, Bountiful
- Downtown Centerville
- More Centerville stuff, Woods Cross in Farmington
- Somewhere in Centerville

South Davis Area

- Anywhere within Centerville or West Bountiful area
- Centerville to North Salt Lake
- Centerville, Bountiful, and North Salt Lake

Recreation Centers (13) 4%

North Davis Area

- My house to my office is really all I travel, but probably the South Davis Recreation Center.
- South Davis Recreation Center
- South Davis Recreation Center, Costco
- The recreation center (2)
- The recreation center and high schools

South Davis Area

- I guess the rec center in Bountiful.
- Rec center
- Recreation center
- The rec center
- The rec center, the theatres in Centerville
- The recreation center
- The recreation center and shopping center

Salt Lake Area (9) 3%

South Davis Area

- Downtown Salt Lake, 600 South-ish area
- Downtown Salt Lake, center of Salt Lake
- I'd like to see one in North Salt Lake.
- Mostly just downtown Salt Lake, Bountiful too
- North Salt Lake
- North Salt Lake, Bountiful, Woods Cross
- North Salt Lake; there isn't anything here.
- Not so much in Davis County, but going to Salt Lake
- Salt Lake

My Home or Work (10) 3%

North Davis Area

- Door to door
- I don't know; my house.
- Somewhere near my home

South Davis Area

- Bus stops within walking distance of my house
- Just having connectors from where I live along Redwood Road to Trax or even the west side of Bountiful
- My front door
- My house and the movie theatre in Centerville
- Our home
- Where I live
- Work

Front Runner Stations (7) 2%

North Davis Area

- Front Runner station, shopping centers
- Mainly a Front Runner station, and some of the main shopping in Bountiful and new shopping center in Centerville

South Davis Area

- Front Runner
- Front Runner station (2)
- Front Runner station in Woods Cross
- Front Runner stations

Farmington Station (7) 2%

North Davis Area

- Farmington Station (2)
- Station Park in Farmington and out to the Legacy Trail

South Davis Area

- Farmington Station
- Station Park in Farmington
- The Farmington station and the shops there
- The Front Runner station

Farmington (6) 2%

North Davis Area

- Farmington (3)
- Farmington and Bountiful
- Farmington, Layton

South Davis Area

- Farmington

Woods Cross Area (4) 1%

North Davis Area

- Woods Cross
- Woods Cross, west by Legacy

South Davis Area

- East and west of Woods Cross
- Stations in Woods Cross that are close

Temple (4) 1%

North Davis Area

- The Bountiful Temple
- The LDS temple in Bountiful

South Davis Area

- A loop that takes you up around the hill and everything to go up to the temple area and all the way back down through Centerville and Farmington
- The temple, shopping centers

Trax Service (4) 1%

North Davis Area

- Probably a light rail, second would be bus
- Trax
- Trax station in Farmington

South Davis Area

- Trax

Lagoon (3) 1%

South Davis Area

- I'd probably like to access Lagoon, Centerpoint Theatre, shopping hubs, Boondocks, and Sportsplex down in Kaysville
- Lagoon
- Lagoon and rec centers

Library (3) 1%

South Davis Area

- Library
- Library, medical facilities, and grocery store/pharmacy
- Salt Lake Public Library, University of Utah

Hospital (3) 1%

North Davis Area

- Just the VA

South Davis Area

- The hospital (2)

Miscellaneous (25) 8%

North Davis Area

- All of Davis County
- Clearfield
- I would like to be able to get to all of the areas via bus. There just isn't enough bus service in South Davis County.
- Layton
- U of U campus
- University of Utah, airport

South Davis Area

- Delta Center, Gateway Mall, City Creek
- Doctor's office
- Foxboro
- I would like to get to the courthouse, Farmington Station, and city offices in every city, and the library.
- I would like to see them going north.
- I'm too old; I don't use it.
- Kaysville
- Light runner stops at Woods Cross. I need to travel more north before I even head to where I need to go.
- More bus routes to Front Runner stations
- Mostly Provo and Downtown Salt Lake
- Movie theaters and shopping areas

- No where, as long as I can get to Salt Lake
- Not one in particular, just the various cities
- Not too far west
- *[Refused]*
- Roy
- School
- The Foxboro community
- Very few

Don't Know (48) 15%

North Davis Area

- I can't think of any.
- I don't know. (11)
- I don't know. No answer.
- I'm not sure about that one either.
- No opinion
- Unsure

South Davis Area

- Everything is in walking distance, so I don't know.
- I am not sure.
- I can't think of any. (2)
- I don't have any.
- I don't know. (22)
- I don't know. I use the ones that I use.
- I have no idea.
- I'm not sure. (2)
- Not sure

None/Nothing More (85) 27%

North Davis Area

- Already access just a few blocks from me
- Current ones
- I am good. I don't need it.
- I don't have anything to say about that.
- I don't need any in South Davis.
- I don't think I can think of one that's not already in place.
- I really don't use it.
- I'm satisfied with where it goes now.
- None (23)
- None, because I don't use it.
- Nothing
- Really, nowhere
- There aren't any.
- There's nowhere really that I would take the public transit to.

- We use Front Runner from Woods Cross; there are no other places we could want to access.
- We're getting everything.

South Davis Area

- I don't have any.
- I don't need it to get anywhere in Bountiful.
- I don't use it local.
- I live in North Salt Lake; that is where I spend most of my time.
- I think it is pretty much taken care of now, I don't see anything needed to be put anywhere.
- I wouldn't really need to use it.
- I wouldn't use it.
- I'm not going to ride any transportation.
- No comment. We don't use it.
- None (29)
- None I guess.
- None that I am aware of.
- None; I would have to drive too far to get to a station.
- None, just more often
- Nothing (5)

APPENDIX F: PUBLIC TRANSPORTATION SERVICES THAT NEED TO BE ADDED TO SALT LAKE CITY

Do you feel additional public transportation services need to be added to Salt Lake City? What public transportation services should be added?

All Salt Lake City Area Respondents

Light Rail Services (13) 26%

- A Trax station in Kearns or Taylorsville
- I'd just like them to extend the Trax line.
- Light rail
- Light rail so I could reach my work
- More light rail
- More Trax
- More Trax and longer hours
- More Trax line
- More Trax to the west side, more secure parking
- More Trax, more buses
- Trax
- Trax going north and south of 300 West
- Trax stations and expand the hours on the weekends

Bus Services (12) 24%

- A bus should run just a few times a day at least
- Bus service, Trax
- Bus stops
- Bus, street car
- Buses and Trax that go to and from the Front Runner station
- I think we need more bus routes. We need to continue with light rail and Front Runner.
- More bus routes
- More bus routes, more thorough routes
- More buses more frequently, Front Runner expansion
- More buses, more private mass transit
- More routes, more buses
- The bus system needs to be better.

Expanded Schedule (9) 18%

- Any; the time needs to be better.
- Expand the schedule.
- Have them run later.
- I think the buses should run 24 hours or at least a lot later.
- I would say probably increase the frequency of bus stops to the trains
- It'd be nice if they could extend some of the services. The buses stop at 6, but I get off work at 7, so it would be nice if they were open until 8 and also on

Sundays. Also, the Trax doesn't leave until 9:30 and I have to be at work at 7:30, so I would have to wait. For Trax, you have to switch trains; it would be nice if there were direct trains.

- Sunday and Saturday services
- The buses should run earlier and on Sundays.
- Trax needs to run later and it would be nice to have more lines and more hours.

Better Connections (3) 6%

- I can't wait for a bus, a more regular and direct way to get to Trax
- More connections on the Trax and the bus services; there are none in my neighborhood.
- The buses should be easier to get to.

More Services, In General (2) 4%

- Expanding out
- More, in general

Miscellaneous (7) 14%

- I think we're doing a great job of adding to what we've got planned out. I think we're the most progressive and planned transportation in the nation.
- Make it cheaper.
- Replace trains with buses.
- The public bicycle
- There's no way to get north of the Capitol with public transportation.
- Trolley service, more buses in the Capitol Hill district
- Woods Cross

Something Needs to Be Added/Don't Know What (4) 8%

- I can't answer.
- I don't know. (2)
- No idea

APPENDIX G: SALT LAKE CITY DESTINATIONS RESPONDENTS WOULD LIKE TO ACCESS VIA PUBLIC TRANSPORTATION

What destinations in Salt Lake City would you like to access via public transportation?

Downtown Salt Lake Area (75) 20%

North Davis Area

- Downtown (12)
- Downtown and the Avenues
- Downtown area (2)
- Downtown area, Church Office Building, Temple Square and Downtown Salt Lake
- Downtown area, Energy Solutions, Bee's games
- Downtown hub
- Downtown Salt Lake, also the local areas around there, neighborhood areas, especially West Salt Lake
- Downtown Salt Lake; I'm happy with how it is.
- Downtown stuff, Energy Solutions Arena
- Downtown, airport
- Downtown and maybe the University of Utah
- Downtown, City Creek area, the U of U, and the Zoo
- Downtown; I work at University Healthcare, so that would be great.
- Downtown, Intermountain Medical Center, Southtowne Mall, University of Utah, and the airport
- Downtown, or by the U of U
- Just downtown or like the big places, like maybe the family friendly places
- Just downtown, and the University of Utah
- The downtown area

South Davis Area

- Anywhere Downtown
- Downtown (11)
- Downtown area
- Downtown area where I work
- Downtown Salt Lake
- Downtown Salt Lake City, Energy Solutions, U of U; once you're in, there's a lot of options.
- Downtown up to the U
- Downtown, airport, ski resort
- Downtown, City Creek, Temple Square, University
- Downtown, Gateway

- Downtown; I'd say Red Butte Gardens, University of Utah. I don't know how much further South; maybe the hospital, Medical Center in Murray. The Zoo, Tracy Aviary, downtown shopping like City Creek or Gateway, and you know the places where you have concerts: the Delta Center the USANA Amphitheatre.
- Downtown, malls
- Downtown, maybe even Draper
- Downtown or the Gateway
- Downtown, shopping areas, and 3300 South
- Downtown, Sugarhouse
- Downtown, U of U and Airport and Sandy, West Jordan, and Draper
- Downtown, University
- I'm pretty much just downtown really.
- It depends downtown.
- Just downtown (3)
- Just downtown, generally
- The downtown area
- The downtown Trax
- The hub downtown
- The main area of downtown Salt Lake

Salt Lake City

- Downtown (2)
- Downtown and city services
- Downtown area and the U of U
- Just downtown, U of U too
- More downtown
- Travel around downtown and airport

Universities or Colleges (25) 7%

North Davis Area

- By the U and Primary Children's
- The University of Utah (2)
- U of U
- U of U campus
- University of Utah
- University of Utah and downtown

South Davis Area

- I already use, the U and downtown
- I guess the U of U, Gateway and some parks
- Research Park up at the University of Utah
- The schools
- The stuff that's already there: the U of U and Temple Square
- The University, the main malls
- U of U (4)
- U of U, large business areas

- University and downtown
- University of Utah
- University of Utah, maybe Capitol Theater, and Energy Solutions
- University of Utah, the two malls downtown
- Westminster College

Salt Lake City

- Generally school campuses, residential areas, and work areas
- University of Utah

Specific Street, Address, or Area (17) 4%

North Davis Area

- Main and State Street, and 4th South
- Main places: Gallivan, the opera house
- Somewhere between the Central stop and 53rd South; I wish there was a stop between there.
- The intersection on California Ave and 4800 West

South Davis Area

- 2400 South and Bangerter, my workplace
- 3rd South and State Street
- 600 South in the downtown Salt Lake area
- Better access to 70th South 13th East
- City Center
- City Center, Energy Solutions arena
- I have a doctor on 9th East and about 3rd South.
- More 7th East and 33rd South
- North Temple

Salt Lake City

- More on South Temple, east/west, and the U of U History Park
- More on the east side from Cottonwood Heights to the U of U
- The Avenues
- The main places I go are around the 400 South area

Temple Square (15) 4%

North Davis Area

- Salt Lake Temple
- Temple Square
- Temple Square and that surrounding area
- Temple Square area, City Creek Center
- Temple Square, City Creek

South Davis Area

- Temple Square (4)
- Temple Square downtown

- Temple Square and Gateway areas, as well as Trolley Square
- Temple Square, City Creek, theaters
- Temple Square, Downtown Salt Lake
- Temple Square, Gateway, City Creek, University of Utah
- The Salt Lake City Temple

City Creek (14) 4%

North Davis Area

- City Creek Center
- City Creek, Gateway
- The new City Creek Mall and Gateway

South Davis Area

- City Creek (2)
- City Creek and the Gateway
- City Creek and the mall on 4th West. My husband works at RC Willey on 21st South and it would be nice if there was a station by there or more stations in South Salt Lake, rather than the city.
- City Creek area
- City Creek Center, Gateway
- City Creek, Gateway
- City Creek, Gateway, U of U
- City Creek, Temple Square, University of Utah, and the hospital. The big one would be getting up to the hospital.
- City Creek, Trolley Square
- The new shopping center, City Creek

Shopping (12) 3%

North Davis Area

- The grocery stores like Whole Foods and Trolley Square or the mall

South Davis Area

- Shopping centers (2)
- Shopping, medical things, and work
- Shopping, my husband's work, the U hospital
- The mall area and the temple grounds
- The malls

Salt Lake City

- Home Depot, Walmart, just different addresses like in Cottonwood, the zoo, and Midvale
- In Murray; I would like to access the mall.
- Shopping
- Shopping areas, grocery stores
- Shopping malls

Don't Use Salt Lake Public Transportation (11) 3%

North Davis Area

- I don't ever go to Salt Lake.
- I don't know; I never use it, so it's hard to say.
- I really don't use it.
- I wouldn't want to go into Salt Lake.

South Davis Area

- I couldn't tell you the last time I was down there.
- I don't go to Salt Lake very often.
- I don't use it that much.
- I don't use it.
- I would never use it.
- I'm too old; I don't use that. You're asking the wrong person.
- Wouldn't ride any

Gateway (10) 3%

North Davis Area

- Gateway Energy Solutions
- Gateway or City Creek
- Gateway, movies
- The Gateway, City Creek, and the library

South Davis Area

- Gateway and City Creek
- Gateway, City Creek, the U, the airport
- Gateway, downtown, City Creek, baseball field
- I don't care, Gateway, City Creek
- Probably Gateway, City Creek, downtown area, Sugarhouse area
- The Gateway and City Creek

Need Improved/Expanded Transportation Services (10) 3%

North Davis Area

- The only thing I can think of is to take Trax a little further south in Daybreak
- There is no way to get the Trax to go to where I work.

South Davis Area

- Front Runner on weekends, more transit on weekends
- Light rail
- Once you get there, it has a lot of options, but it's hard to get into Salt Lake City.

Salt Lake City

- It's not the number of stops, it's the frequency, like it takes forever to get somewhere.

- More affordable and to South Jordan for the Front Runner
- More direct routes would be ideal
- More Front Runner
- Out to Daybreak; I know there is a Trax line, but they don't leave early enough. More secure parking in Salt Lake City.

All of Salt Lake (7) 2%

North Davis Area

- Salt Lake City itself or Great Salt Lake

South Davis Area

- All over Salt Lake, shopping and doctor
- Salt Lake

Salt Lake City

- All of Salt Lake County and up to Davis County or Weber
- All over Salt Lake
- Anywhere really
- Everything

Energy Solutions Arena (7) 2%

North Davis Area

- Energy Solutions Center
- The ones I already do: the Energy Solutions Center, also Rio Tinto

South Davis Area

- Delta Center, City Creek, etc.
- Energy Solutions, hard to say
- Energy Solutions, restaurants
- Energy Solutions, the Conference Center, and Symphony Hall
- The Delta Center, Main Street, City Creek, it is all already pretty good.

Sugarhouse Area (7) 2%

North Davis Area

- Sugarhouse

South Davis Area

- Sugarhouse, downtown, and South Salt Lake

Salt Lake City

- Salt Lake to Sugarhouse
- Sugarhouse
- Sugarhouse and throughout, between State Street and the U
- Sugarhouse, the Foothill area, farther east than Sugarhouse
- The Sugarhouse area, the Holladay area, the Avenues

West Salt Lake Valley Areas (7) 2%

North Davis Area

- West Valley

South Davis Area

- More on the west side
- West Valley
- West Valley, and just downtown Salt Lake

Salt Lake City

- West Jordan/Kearns area
- West Salt Lake and the industrial areas
- Work, but that's in West Valley

Dining or Entertainment Venues (7) 2%

North Davis Area

- Symphony Hall, Gateway, City Creek, Conference Center, Library

South Davis Area

- Entertainment
- Hale Theater
- Night spots
- Restaurants
- The baseball field, downtown, Sandy, Draper, and Sugarhouse

Salt Lake City

- Theatres, West Jordan end, Park City

Hospitals (5) 1%

North Davis Area

- University Hospital, that area

South Davis Area

- University Hospital and Holy Cross Hospital
- VA Hospital

Salt Lake City

- The hospital, a Sugarhouse line up to Park City, the Highland area, east 33rd, the Canyons to go skiing
- The VA

East Salt Lake Valley Areas (5) 1%

North Davis Area

- Destinations that are more eastern rather than the freeway

South Davis Area

- Fort Union area, Sandy and Draper

Salt Lake City

- Foothill Village, Sugarhouse, 33rd South
- Foothills area, Cottonwood Heights
- More east side access

The Capitol (4) 1%

North Davis Area

- The Capitol

South Davis Area

- By the Capitol
- Capitol

Salt Lake City

- State Capitol

Canyons/Ski Resorts (4) 1%

South Davis Area

- The mouth of canyons

Salt Lake City

- Canyon, Downtown, and the parks
- Ski resorts
- Up the canyon to the ski resorts, not just Cottonwood Canyon, like Park City

Cities Outside of the Salt Lake Valley (4) 1%

Salt Lake City

- I would like to see more public transportation going up to Park City. Public transportation going up from Parley's Canyon.
- Nothing in SLC, but more going out of Salt Lake City or going out from like Provo and Orem and Ogden more or maybe West Valley, West and South Jordan
- Orem and Provo
- Park City

Airport (3) 1%

South Davis Area

- Airport
- Airport and downtown

Salt Lake City

- Trax to the airport

My Home or Work (3) 1%

North Davis Area

- My work (2)

Salt Lake City

- My home

Miscellaneous (21) 5%

North Davis Area

- Probably more of the Mormon stuff, sporting events
- Southtowne Expo, the U
- The train station, Temple Square
- West Bountiful to Draper

South Davis Area

- I can get anywhere I needed to go. I used to take the bus to the U and I took Trax up to the U and it took too long. I just started driving.
- I work at the University of Utah and that's pretty convenient, but anything that is not downtown, is a little hard.
- It would be nice to hit Central Station because you can go anywhere from there.
- Parking lots
- Rio Tinto, Conference Center, Utah County
- The city library, Ninth and Ninth
- The library
- The Trax station, City Creek, The Gateway
- West High School, City Creek

Salt Lake City

- I feel like they do a good job. Most of the places are covered. They go through Gateway, City Creek, and the U of U campus. Trax does a great job. I have never used the bus system; it stresses me out. However, Front Runner goes to Provo and that is great because I can visit my brother without worrying about traffic.
- If I walk or drive a couple minutes, I can get to anywhere I want to go.
- Rail through towns
- The museum
- The Salt Lake International Center
- The zoo or gyms
- We can just walk.
- Woods Cross

Don't Know (17) 5%

North Davis Area

- I don't have an opinion.
- I don't know. (2)
- I'm not sure about that one either, sorry.

South Davis Area

- I can't think of any.
- I don't have a response.
- I don't know. (5)
- I'm not sure on that.
- Not sure

Salt Lake City

- I can't think of any.
- I can't think of anything.
- I don't know.
- It doesn't matter.

None/Nothing More (94) 24%

North Davis Area

- Already available
- Already can
- Everything is already covered.
- I don't have any. The public transportation is fine.
- I feel like everything is accessible that I want to go to.
- I think they're pretty adequate there.
- I'm okay with what there is.
- It's taken care of.
- No opinion
- None (16)
- Not applicable
- Nothing
- Nothing; everything seems to be covered pretty adequately.
- There are already routes there that I would take to get pretty much anywhere I would like to get to.
- We're satisfied.
- What they currently have

South Davis Area

- Already accessible
- Already has it, get into Salt Lake itself
- I have all the access that I need.
- I think I have good access right now to everywhere I want to go.
- I think Salt Lake is pretty covered.
- It is taken care of already.

- No current complaints with current situation
- None (22)
- Nothing (2)
- Pretty much all the big places are already covered
- That's all covered; I don't think there are any more places.
- There is access for everything there already. They have everything.
- They have all of them.
- We have everything we need to access.

Salt Lake City

- Downtown is well setup
- Everything is pretty accessible, so nothing really
- Good as it is
- I don't know. The Trax station is really close to me, so I am fine.
- I have none.
- I think it's pretty easy already.
- I'm fine with what's there.
- I'm satisfied with the way it is right now.
- Just the ones I already go to
- None (11)
- None that I can think of.
- Nothing
- Nothing really
- Nothing; the only place I would want to get to is the University, but that is already covered.
- There's not any that I can't currently get to.
- There's nothing that's not already accessible.
- What we have is already pretty good. I haven't felt like it's missing anything.

APPENDIX H: WAYS PUBLIC TRANSPORTATION CAN POSITIVELY IMPACT COMMUNITIES

In what ways do you feel public transportation can positively impact your community?

Decrease Cars on Road / Traffic (100) 25%

North Davis Area

- Again, it means less cars and less pollution.
- Creating less traffic
- Cut down traffic
- Cuts down on cars and pollution
- Decrease traffic
- Decrease traffic, decrease pollution
- Get the cars off the road so I can get to my destination faster. There is not as much pollution.
- Gets more cars off the road, reduces pollution
- I think it has by cutting down traffic on highway and it will continue to do so.
- It can help our traffic.
- It can help traffic, and it can help with parking issues and pollution.
- It can reduce traffic. It can reduce air pollution. It can save money.
- It can take a lot of traffic off the road so it's less busy. It can make it more safe for people to walk around and ride bikes. It can make the air a little cleaner and reduce accidents; that's a perception, not a fact.
- It cuts down on commuters and pollution.
- It cuts down on the number of people on the road and lightens traffic and emissions.
- It helps when people are off the road
- It helps with the cut down of traffic and the cleaner air.
- It makes the roads less congested and helps with pollution.
- It takes a lot of cars off the road.
- It takes cars off the road.
- Less congestion
- Less traffic
- Less traffic would make for a shorter driving time, less pollution. I want my kids to get used to it.
- Lessens traffic on the freeway
- Make roads less used, be proactive in being environmentally friendly, more ability for public use
- Reduce traffic (2)
- Reduce traffic, and reduce pollution
- Reduce traffic, bad weather
- Reduces traffic

- Relieve congestion on the highways, environment
- Two things: avoid driving, reduce traffic congestion and pollution

South Davis Area

- Cut down congestion on streets, cut down on the inversion
- Cut down on traffic congestion and pollution.
- Cut down on traffic, less cars on roads, less pollution
- Decrease traffic, decrease pollution
- Get cars off the road
- Get more cars off the road
- Gets cars off the road
- Getting more cars off the road
- Getting more cars off the road, less pollution
- Getting where I need to go without traffic issues
- Give people an opportunity to use public transit vs. their vehicles, stop people from using up more gas or more energy
- I would say public transportation could probably impact the community by less cars, and you know, just easier access to the places people frequent.
- If people would do it, it would be less traffic on the roads.
- It cuts down on the number of drivers.
- It helps on the number of vehicles and parking areas, with events and parking areas.
- It takes a lot of cars off the roads, saves gas, and decreases pollution.
- It takes a lot of traffic off the road.
- It will help with the traffic load.
- It would take away vehicles.
- Less automobile traffic
- Less cars
- Less cars on the freeway
- Less cars on the road (3)
- Less cars on the road is better
- Less cars on the road and less pollution
- Less cars on the road, better for the environment
- Less cars, less pollution
- Less people using cars, better environmentally
- Less people would be driving, less pollution
- Less traffic and congestion, less pollution
- Less traffic and congestion, less use of gas, less pollution
- Less traffic, less headaches
- More cars off the road
- More travel, less traffic
- Reduce congestion and air pollution
- Reduce congestion and repair maintenance on roads
- Reduce congestion on freeways, reduce pollution
- Reduce congestion, make it more affordable
- Reduce how many cars are on the road
- Reduce number of cars
- Reduce traffic, improve air quality

- Reduced traffic, provide more options for where my children can go for education
- Reduces cars on the interstate
- Reduces congestion and pollution with vehicles, a healthier place to live
- There won't be as many cars on the road.
- We can get cars off the freeway.
- You could get some bad drivers off the road, so that would be a good thing.

Salt Lake City

- A greater usage of public transportation could lead to a decrease in fuel usage and pollution, an increase health, and a decrease in traffic congestion.
- Cut back on traffic
- Cutting the number of cars on the road, providing access for those who don't have cars
- Decrease traffic
- Decreases car traffic, provides transportation to those who don't have cars, public transportation is more friendly to business development
- Getting more cars off the road, helping with air pollution
- I get reduced traffic.
- It helps cut down on cars and air pollution, makes things more accessible
- It leads people to drive less, which leads to cleaner air.
- It would allow people to leave their cars in the garage.
- Less cars on road
- Less cars on the road, less pollution
- Less traffic
- Less traffic on I-15. I think it would be nice because I could spend a lot less money and time on traveling.
- Less traffic, less air pollution
- Less traffic, less pollution
- Reduced traffic, air pollution
- Traffic,
- Traffic, pollution, car accidents

Decrease Air Pollution / Improve Air Quality (93) 23%

North Davis Area

- Air pollution would decrease.
- Bad air quality days, traffic
- Cut down on pollution
- Decrease in pollution
- Decrease pollution, decrease congestion, help businesses
- Decreases carbon emissions
- Emissions and pollution
- Helping the air quality with fewer vehicles on the road
- It can reduce the fumes going into the air, reduce car accidents, make it easier for parking.
- It could help with pollution and congestion.

- It cuts down on pollution, especially in winter. It's good for people who don't have vehicles.
- Less pollution
- Less pollution, less bad driving and accidents
- Minimizing exhaust for one, possibly helping with the inversion months we have in the winter
- Pollution, cut down on personal use of automobiles
- Reduce air pollution and accidents
- Reduce pollution
- Reduce some of this bad air we've got, free up the roads
- Saving on air quality
- The pollution, traffic, time spent on road
- To clean the air, more in the winter
- With not as much emissions in the air

South Davis Area

- Air pollution
- Air pollution would be cut down.
- Air pollution, increased cost
- Cut down on air pollution
- Cut down on pollution
- Cut down pollution
- Get rid of a lot of pollution
- Helping out with the inversion, getting people off the road, helping people who can't afford gas be able to get to and from work
- Helps the air quality, parking would be better
- Helps with increasing air pollution
- I guess it could reduce pollution and congestion on roads.
- I think it is especially good for this area and the air quality. It's going to help reduce traffic, and there will be fewer accidents and less need for law enforcement.
- I think it's good; the more you commute the less muck is in the air. Buses can cause problems with traffic, though.
- Improve air quality
- Improved air quality
- Improving pollution levels
- It can help with air quality.
- It cleans up the air.
- It could reduce pollution.
- It cuts back on driving, so the pollution and the convenience of it.
- It helps with air quality.
- It reduces emissions and inversions.
- It would help with pollution and traffic.
- It would help with pollution.
- Keeps pollution down
- Less air pollution (2)

- Less gas emissions, better health, more people walking, less inversions in the wintertime, happier people, better advertising, better feedback from people, better jobs
- Less pollution
- Less pollution, less congestion
- Less pollution, less congestion downtown
- Less smog, less noise
- Pollution (2)
- Prevent more pollution
- Reduce air emissions and traffic load
- Reduce air pollution, reduce number of resources being used for roads
- Reduce emissions, help people save money
- Reduce pollution
- Reduce pollution, saves money on gas
- Reducing amount of pollution
- Reducing pollution, especially in wintertime; if I could not own a car it would be amazing, so it helps out a lot. Public transportation makes it easier to not own a car.
- Reduction in car emissions
- The main issue is air quality
- With pollution and everything, fewer cars

Salt Lake City

- Air quality; feeling of community; easy ways to find out information about transportation; go to one website, type in my destination, and find out how to get there; bus schedules are too complicated
- Air quality, helps us get to know our neighbors and community, gives us common place
- Cut down on air pollution
- Cuts down on pollution, fewer vehicles, fewer accidents
- I feel like air pollution is important on my list. It helps people who can't drive everywhere. It's economic and will provide support for our economy. I also feel like it creates an easier way for people who are visiting to explore, from The Gateway to the zoo to the canyons.
- I know it can help with pollution and help people without personal transportation.
- Improved air quality, beneficial for elderly/disabled/etc.
- In a lot of ways, pollution, easy transportation
- It helps with pollution.
- It's already cutting exhaust and congestion.
- It's cleaner for the air and less crowded on the roads.
- It's good for our polluted air and those who are older and can't drive.
- Keeping admissions down
- Less emissions, so better air quality, less traffic in general
- Less pollution (3)
- Less pollution and less traffic
- Less pollution, more parking available
- Make air better

- No emissions
- Pollution, accessibility
- Pollution, traffic, access
- Reduce pollution, get a lot more people downtown, reduce parking
- The air
- There would be less pollution, less cars on the road, and it would be safer. With Trax running later, there would be less DUIs and drunk driving.

Helps People Who Need It (37) 9%

North Davis Area

- Enable those who don't have a vehicle, create jobs
- Helping people who don't have arrangements to get to work
- Helps people get around when they do not have access to a vehicle, reduces traffic
- I gives those who don't have access to a vehicle a way to get to work and a better sense of accomplishment.
- I have two daughters with disabilities and it would be a great asset to them as they become adults because they cannot drive.
- If it's affordable it makes it easier for people who can't drive.
- If people have a set job
- It can give people that have limited ways of transportation a way to get around, keeps the air cleaner, and congestion on the roads will be limited.
- It can help people who don't have cars.
- It can provide ways to getting from here to there if you do not have a car or cannot drive.
- It gives more buses for the older people.

South Davis Area

- For those who don't want to drive, they have an option.
- Great for commuters
- Help a lot of people
- Help people get places
- Help people who work in Salt Lake
- Helping people who don't have automobiles get somewhere
- I think it can provide extra mobility to those with no vehicles, providing service for business travel, and get better air quality.
- If it makes peoples' lives easier
- It just helps people work and get around, and helps the stores as well.
- It keeps people getting to work.
- It will benefit people who have set schedules.
- It would help people get around the stormy and heavy traffic times.
- Lower class
- Making it easier on people
- People around me who work in Salt Lake use it, but I haven't had that good of luck with it.
- Possibility for those who don't drive

- Serve the population, limited opportunity, it would help people without cars to get to work
- Since I am not using public transportation, I can't tell you, but some people come to the senior center, using public transportation.

Salt Lake City

- Gets people places they need to
- Help people to get to work and to downtown events
- It gives people the opportunity to get to and from work, less necessity for people to have a car. You don't have to worry about premium parking fees. You can get a UTA pass to save money. You don't have to have a car.
- It will enable people a way to transport themselves if they don't have a vehicle.
- It's good for people visiting out of town.
- Mobility for individuals who don't have cars
- More people going through the area
- People using a mode of transportation. Gets people off the road that "shouldn't" be driving.

Provides Better Access and Opportunities (29) 7%

North Davis Area

- Easier to get around, save on gas
- Elementary school has utilized Front Runner for trips to Salt Lake
- Getting the world out there more.
- I think it is easier to get around, especially for me, and it reduces pollution.
- It adds another flavor of enhancement of ability to get places.
- It can get people to places and reduce gas consumption.
- It helps us get to places; we can get to Ogden for school and Salt Lake for work.
- It provides people with more options.
- It's convenient and economical. It helps us be healthier.
- More access (2)

South Davis Area

- Being able to get around, less traffic
- Better access to outlying areas, more people would use it, not for most people, more east and west transportation, too far in between stops
- Easy access to housing
- Greater access, greater connectivity
- I think it would make it easier to get into Salt Lake or head North.
- I would say easy access, and transportation to and from work, and some people don't have more than one vehicle.
- Increased accessibility
- It makes the things more accessible for people.
- It would give people a better opportunity to spread their time so they can go.
- It would make it so we have more options, drive less, use less gas, and support Middle Eastern companies less. It just trickles down.

- People would go to Salt Lake.

Salt Lake City

- Gets you places that are hard to walk to
- Having access to public transportation increases mobility.
- It gives more people the opportunity to travel through the Wasatch Front.
- It helps people get to work and school.
- It makes it easier to get around. If it is timed right, people will go more.
- Linking downtown to the outskirts of different areas or communities outside the downtown area
- Makes it more convenient for people in the city

Suggested Public Transportation Improvements (25) 6%

North Davis Area

- As long as it's a bus station, it would be fine, but not additional rails
- By not putting light rail on Main in Centerville
- More available, here in Woods Cross it isn't as available, morning and night commute
- More bus routes to get to Front Runner
- More routes
- More stops
- Stay off of Main Street. It's okay to have the buses, but I really do wish they would widen Main Street at 400 North so that when they do that left turn there, it's safer for the bus. Just going through the intersections, it's not safe for the buses if there's a lot of traffic.

South Davis Area

- Education and more of it
- Everyone needs more commuter parking, run 24/7, charge reasonable rates
- I just think if they add more they would help the elderly. They need the help and it's not there.
- I think it's fine, but I think it's far too expensive. The people who really need it can't afford it. I have a daughter who is handicapped and could really use the public transportation to use for work, but she just simply cannot afford it.
- I think the shuttle launch would be good. More frequent bus routes on the east side of South Davis, and the west side also. UTA doesn't have the capacity to support new routes out there right now I don't think.
- It needs to be made sexy (well dressed people or boy scouts).
- Make transportation more accessible to people in need
- More east-west routes from Front Runner
- More stops
- Providing more of the east-west routes
- They just need to entice people to use it more; it is already pretty convenient, but I don't ever even think of using public transportation.
- They used to have a bus that went all the way up to Layton. It would be nice if they traveled a bit further. It would be nice if they went to the Walmart in Centerville. The buses only come in the late evenings.

- We need bus transportation out west, we have millions of new homes.

Salt Lake City

- Have more frequent connections for people to go where they want to go with any way of transportation
- Having them run later
- If they made it free
- In some cases, it's hard to get to some places, so more bus times running and more Trax stations.
- The community needs to use more taxis.

Cost Savings / Save on Gas (20) 5%

North Davis Area

- Besides pollution, it can help people save money.
- It can save gas, help out environment, and save time.
- It helps a lot of people financially, better for the atmosphere
- It saves people money on gas and clears up the roads.
- Reduction of gas
- Saves on gas and global warming
- Saves on gas and pollution; it is too expensive and some people are riding for free and they need something that regulates things that show someone paid when they got on. You cannot base it on the honor system, and fares go up due to the fact that some people do not pay. They need a better way to track if people have paid or not.

South Davis Area

- Cheaper, more affordable
- Definitely fuel consumption and air quality
- For those who need it, saves on costs
- Gas, pollution, traffic
- It can lower automobile insurance and can save lives in snow.
- It is economically friendly; if more people knew about it, it would be better.
- Lower the price
- More people could take advantage of them, can save money on gas, can help pollution
- Saving costs
- Those who can't afford to drive, the environmentally minded
- Those who have a hard time owning a car or getting gas money, usually university students and apartments

Salt Lake City

- Less expensive, less pollution
- Make it cheaper so poor people can use it more. A lot of people can't even afford to go places. It would be cheaper to use gas instead of buy a bus pass.

Positive Impact, In General (19) 5%

North Davis Area

- It can definitely impact it.
- It would help the general public.

South Davis Area

- I think it is pretty good myself.
- I think it's great the way they have it.
- I think they are doing great.
- I think they should keep doing what they are doing.
- I think they're doing fine.
- It makes a lot of difference.
- It's great. My driver's license is medically suspended so it works out great. I think there's a lot of people who don't have the money and it helps out a lot.
- It's very important; it's not important to us, but I'm sure it would be to the community.
- User-friendly options

Salt Lake City

- I think it's good if it's managed properly.
- I think it's wonderful, myself. In past years, I've traveled on Trax and the bus; lately, I'm just not going anywhere to ride the bus.
- It could have a positive impact.
- It's important.
- It's positive over all.
- It's very convenient and the bus schedule is good.
- Keep doing what they're doing
- Trax has been a wonderful addition.

No Positive Community Impact / Negative Impact (16) 4%

North Davis Area

- I don't see any impacts.
- I don't think it makes a difference.
- None
- The way I feel about it is it's an unnecessary expense for the taxpayer.

South Davis Area

- Alternate choice, cuts down on economy because they don't have to pay for gas
- I don't believe it will.
- I don't know that it can in my community.
- I don't see how it could.
- I don't.
- I think until something else comes along in our future, it's killing us.
- I'm not a big fan of public transportation.
- None at all
- Overpriced

- There's a benefit to use less transit.

Salt Lake City

- I don't see where it would
- None

Decrease Environmental Impact (12) 3%

North Davis Area

- Cuts down on environmental impacts
- Environmental impact, raise revenue, use less resources
- It is good for the environment.

South Davis Area

- Better for the environment
- Better for the environment, better for all kinds of traffic issues, community events
- Environmental
- I think it's good for the environment.
- I think that it would be environmentally friendly. People would save gas and it would be convenient.
- Reduce impact on the environment

Salt Lake City

- Environment
- Good for the environment
- The environmental part of it like pollution from cars

Better Safety / Fewer Accidents (4) 1%

South Davis Area

- Safe, reliable service
- Safety, limited transportation and more often

Salt Lake City

- Keeps drunk drivers off the road
- Less accidents, fewer people driving who don't know how to drive

Helps Businesses (2) 0%

South Davis Area

- It can positively influences businesses and tourists.

Salt Lake City

- Bring business in

Miscellaneous (13) 3%

North Davis Area

- Better master plan
- Don't disrupt the wetlands and migration of the bald eagles, going green such as air quality and pollution
- European model
- I can see the bus stop from my kitchen, but I have no suggestions.
- Like it or not, the population keeps growing and you have to have that infrastructure there.

South Davis Area

- I don't think we can get to the point where we won't use our vehicles.
- I know some people who use it, but it takes a few minutes for them to get to there and more stops.
- It would be great; reduce drive time, reduce pollution.
- I've gotten to know some great people on the bus.
- Less crowded buses, quicker arrival time

Salt Lake City

- I don't like their parking meters.
- I like the fact that Trax uses natural gas; I think that is good. It would help with cutting down on the traffic, especially where I live, especially during bad times, like Conference. I can't park in front of my house.
- Life quality

Don't Know (32) 8%

North Davis Area

- I don't know. (11)
- I have no idea.
- I'm not sure. (2)
- No idea
- No opinion

South Davis Area

- I don't know. (10)
- I'm not sure.
- No opinion

Salt Lake City

- I can't think of any.
- I don't know. (2)
- I don't use it enough to say.

Refused (3) 1%

North Davis Area

- I don't have anything to say about that.
- [Refused]

South Davis Area

- *[Refused]*