

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

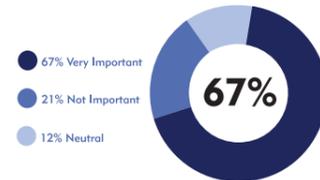
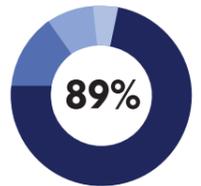


- Themes that emerged from the focus groups:
- Desire for more east-west transit routes
 - Need for increased frequency of existing transit service
 - Need for better connections to FrontRunner

TELEPHONE SURVEY

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

- 8% Not Enough Options
- 8% Location Isn't Convenient
- 9% Transit Service Is Good
- 10% Don't Know/Don't Use
- 10% Scheduling Inconvenient
- 11% Location Inconvenient



- 67% Very Important
- 21% Not Important
- 12% Neutral

- 71% Definitely Agree
- 18% Somewhat Agree
- 4% Somewhat Disagree
- 3% Definitely disagree

67% stated that public transportation is important to community economic growth.

89% agreed that public transportation is part of the solution to Utah's air quality problem.

OPEN HOUSE

December 2013 & April 2014



36 Comments

North Salt Lake
City Hall
93 Attendees

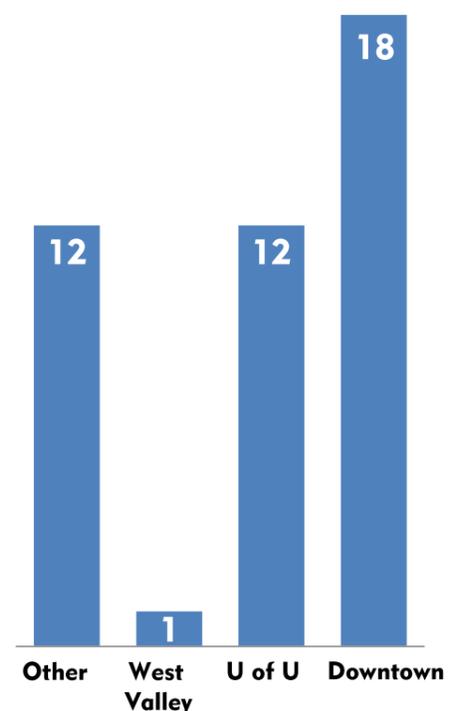
These themes were the most prevalent:

- 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

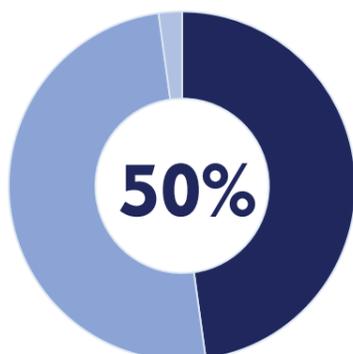


FUTURE DESTINATIONS



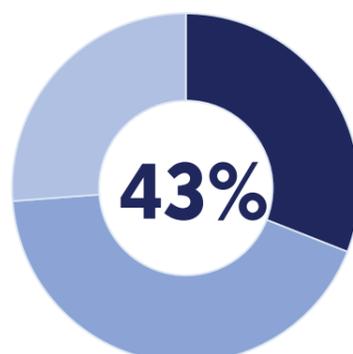
NORTHERN ALIGNMENTS

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



SOUTHERN ALIGNMENTS

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



CONCLUSIONS

