



CONNECT

TRANSPORTATION MASTER PLAN

MEMORANDUM

To: Salt Lake City
From: Nelson\Nygaard
Date: January 28, 2022
Subject: Connect SLC Community Transportation Values and Priorities Survey Report

Background

Connect SLC is in the process of updating the City's Transportation Master Plan based on current conditions and the broader community's vision and priorities for transportation. As early community input into the Connect SLC process, Salt Lake City collected public feedback on transportation values and priorities through an online public survey and using an interactive Community Values Tapestry activity. These activities occurred at both in-person and virtual public events. The online survey was available between November 4, 2021 through January 9, 2022 in English and Spanish and promoted on social media, on Salt Lake City's website, through email notifications to city agencies and public advisory bodies, and via in-person outreach, like on-street promotion and at COVID vaccination clinics. Salt Lake City worked with the Connect SLC Community Advisory Committee and Avenue Consulting to promote the survey to communities across the city to ensure participants are representative of the city's diverse population with a particular emphasis on underrepresented communities.

This Connect SLC Community Transportation Values and Priorities Survey Report (Survey Report) includes three sections: (1) Who We Heard From describes who was reached by initial outreach efforts, (2) What We Heard summarizes public input received to shape the plan's vision, values, and issues, and (3) Attachments presents detailed analyses of self-reported participant information, open-ended responses, and survey instruments used.

Who We Heard From

A total of 879 people responded to the City's online survey and approximately 60 people participated through in-person outreach. While demographic information was not consistently collected for in-person participants, these events focused on reaching communities who were under-represented in online survey responses, particularly people who live in SLC's Westside neighborhoods.

Who participated?

Most online survey participants reported being between 25 to 60 years old and earning household incomes of \$60,000 or higher. Over 80% of survey participants identify as white, including people who identify as white and another race/ethnicity. Figure 1 shows the self-reported demographic composition of survey participants compared to Salt Lake City's population. Based on self-reported demographic characteristics, people who are under 18 years old,

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women, who identify as Latino/a/x or Hispanic, and who earn lower incomes may be underrepresented relative to their composition of the city's population. For detailed online survey participant information, see Attachment 1.

Figure 1 Summary of Key Demographics of Online Survey Participants

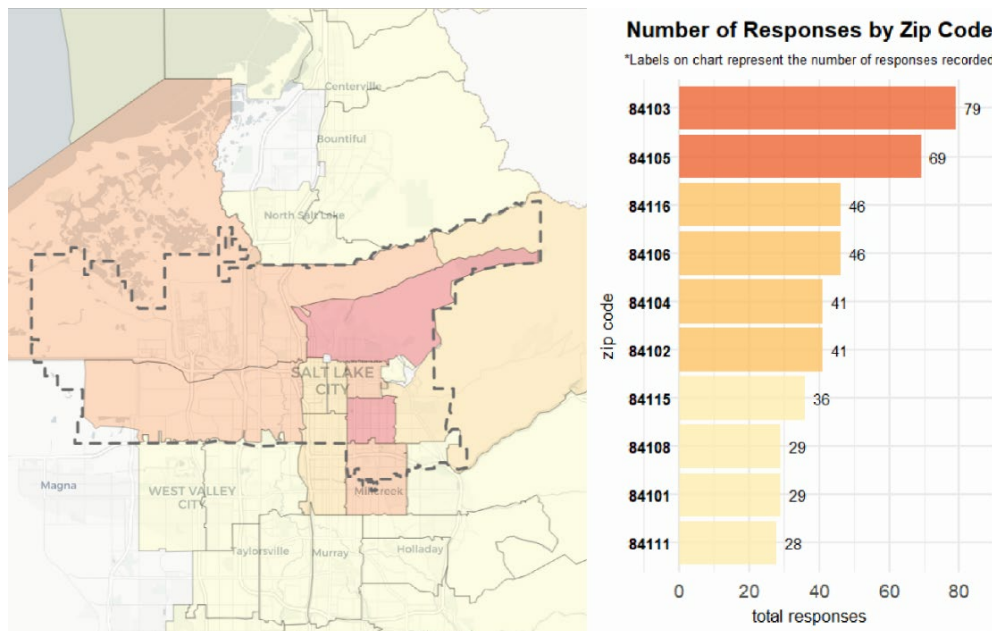
Population Characteristic	Citywide ¹ (n=199,723)	Respondents (n=879)
Under 18 years old**	20.2%	1.0%
Over age 60	15.4%	16.3%
Identify as female**	49.1%	45.0%
Live with a disability	7.7%	8.6%
Black or African American	2.6%	2.1%
American Indian or Native American	1.5%	3.0%
Asian or Asian American	5.4%	5.2%
Latina/o/x or Hispanic**	21.8%	12.0%
Annual household income of less than \$100,000**	72.0%	57.3%

** Indicates this group may be under or over-represented compared to proportion of citywide population

Where do participants live?

Out of the 567 participants (64.5% of total) who shared their home location, over 80% of online survey participants said they live in Salt Lake City, and over 60% of respondents work in the city. Figure 2 shows that most participants report living across the zip codes within city boundaries.

Figure 2 Home Zip Code of Online Survey Respondents



¹ Source: American Community Survey 5-Year Estimates, 2019

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What We Heard

This section presents highlights from public input on transportation values that should guide the city's transportation master plan update as well as current user experience with existing conditions. Attachment 2 offers a detailed analysis of top value rankings by participant characteristic and Attachment 3 presents a detailed analysis of open-ended responses received for all survey questions. Attachment 4 presents the English and Spanish language survey questionnaires used to collect public input.

What is the community's vision for improving streets and transportation?

Online survey participants were asked to describe their vision for how Salt Lake City's streets and transportation should feel and look in the future. The following key themes emerged as potential inspiration for the transportation master plan's vision statement and its policy options:

- **Enhanced Safety:** Participants envision a city with safe, convenient, and efficient road network that serves all people who travel, like transit riders, vehicle drivers, pedestrians, bicycle users, and skateboard users, people with disabilities and/or with mobility devices. Participants want to have well-lit, highly visible, and delineated areas for people of all ages and abilities to comfortably travel without fear of being hit by a car.
- **Better Transit:** Participants envision a city with an expansive transit system that enables riders to conveniently access their desired destinations with fewer transfers and throughout more times of day, every day of the week. Participants want to have consistently reliable and quality transit service enabled by bus rapid transit (BRT) routes, transit-only lanes, and transit signal priority.
- **Fewer Car Trips:** Participants envision a city that prioritizes active mobility and sustainable transportation to help address the city's growing congestion, air quality and emissions, and safety concerns. Participants want roadways designed for people and not vehicles, featuring narrower lanes, shorter crossing distances, and lower speeds, and less private vehicle parking to discourage driving.
- **Connected Bikeways:** Participants envision a city connected by a network of well-maintained and safe bikeways, especially protected bicycle lanes, and adequate bicycle parking options. Participants want a bicycle network that connects to the transit system to improve first- and last-mile access and partnerships with bicycle advocacy groups to inform future bicycle projects and programs.

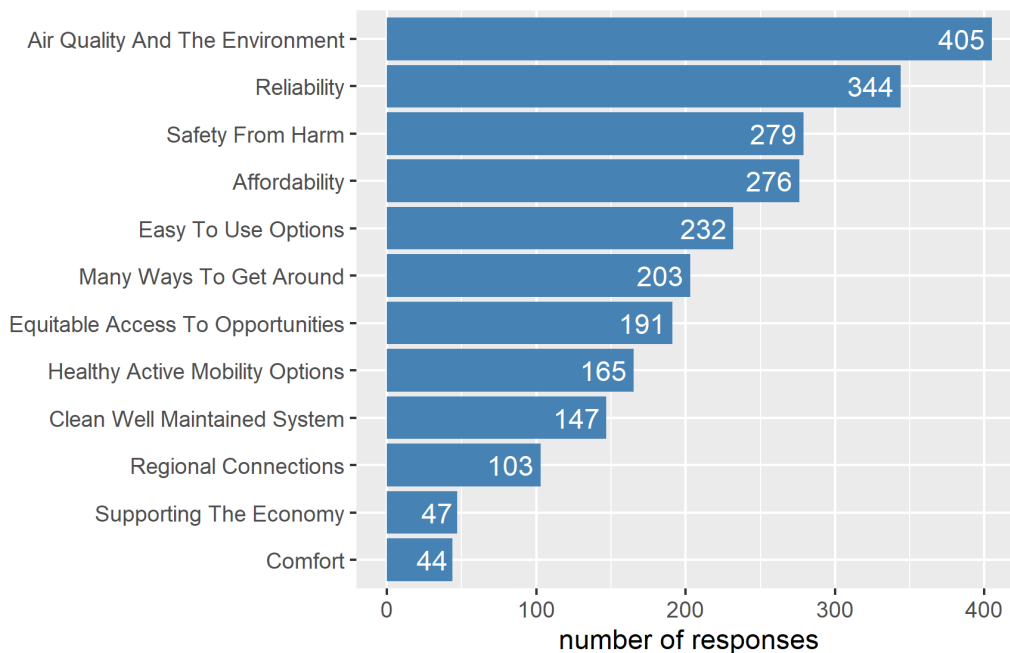
What are the community's transportation values?

Salt Lake City has gathered public input on values for transportation that should guide transportation improvements in the city. Specifically, the online survey and in-person interactive activity asked participants to rank successful transportation outcomes they value the most from a list of twelve value options. Figure 3 shows the number of times each option appears in participants' top three choices.

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Figure 3 Count of Overall Top Ranked Transportation Values



The top four transportation values for all overall participants and common reasons are:

1. **Air Quality & the Environment** – People who selected this option want healthy air quality and natural environment protection to improve human health and community well-being today and for future generations.
2. **Reliability** – People who selected this option want consistent, predictable, and easy to use transportation options that get people where they want to go throughout the day and every day are important to access jobs, education, appointments, and essential destinations.
3. **Safety from Harm** – People who selected this option want roads and connections that are safe for people of all ages, abilities, and using non-car modes to support human health and mobility.
4. **Affordability** – People who selected this option want affordable, quality transportation options help increase access to opportunities and essential destinations for people with less means, including workers who earn low incomes, students, older adults, and people with disabilities.

Although the top four values of Air Quality & the Environment, Reliability, Safety from Harm, and Affordability were highly ranked by all outreach participants, there were some differences in value rankings by participant characteristics that should be weighed against the representation of these groups in overall participation. Notable differences in value rankings by group are:

- **Affordability** was the top value for Asian and Hispanic/Latino/a/e participants, participants who reported earning less than \$60,000 in annual household income, and participants with disabilities. This confirms that affordable transportation is important to supporting the travel needs of people of color, people living on low incomes, and people with disabilities.
- **Air Quality and the Environment** was the most popular choice for participants who live in the northeast and southeast parts of the city, who live and work or attend school in the city, who are between 25 to 39 years or 60 or more years old, and who are white. This is likely due to the outsized online survey response rate of participants with these characteristics compared to their composition of the city's population.

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- **Easy to Use Options** was selected over Safety from Harm by people between the ages of 18 and 24 and who identify as Hispanic or Latino/a/e, selected over Affordability by people who live in the city but work or attend school outside the city, and the third-most selected value for people who live in northeast Salt Lake City over Safety from Harm and Affordability. This indicates that people who share these characteristics may experience difficulties or friction using the options currently available to them.
- **Equitable Access to Opportunity** was chosen more often than Air Quality and the Environment by people who identify as non-gender binary and over Safety from Harm by Hispanic or Latino/a/e participants. In many cities, gender and ethnic minorities tend to have fewer or lower quality housing, job, and other opportunities available to them due to disparities in wealth, resources, and belonging, thus prioritizing equitable access would benefit these communities in Salt Lake City.
- **Reliability** was the first-most selected value by people who participated in in-person outreach, which is different than the most popular value overall of Air Quality and the Environment.
- **Safety from Harm** was the second-most popular value for people ages 60 years or older and first-most popular value those living on household income of \$29,999 or less. This indicates that prioritizing transportation safety would support the travel needs of older adults and people living in extreme poverty.

What are community ideas for advancing top values?

Participants were encouraged to share why these values are important to them, and what actions the city could take to advance these. Figure 4 highlights common ideas from participants for what Salt Lake City could do to advance each of the top ranked values.

Figure 4. Summary of Participant Ideas by Top Ranking Value

Top Value	Frequent Participant Ideas
Air Quality & the Environment	<ul style="list-style-type: none"> ▪ Grow transit ridership ▪ Reduce car use and trips ▪ Increase and improve zero-emissions options (e.g., walking, bicycling, clean vehicle fleets).
Reliability	<ul style="list-style-type: none"> ▪ Increase the number of transit stops ▪ Expand transit hours of operations ▪ Enhance transit frequency and reliability ▪ Increase on-demand shared options ▪ Provide real-time information
Safety from Harm	<ul style="list-style-type: none"> ▪ Invest in protected bicycle lanes ▪ Lower vehicle speeds ▪ Improve road pavement conditions ▪ Enhance street lighting, especially around transit stops ▪ Widen sidewalks and create pedestrian connections
Affordability	<ul style="list-style-type: none"> ▪ Reduce transit fares for people with less means (workers who earn low incomes, students, older adults, and people with disabilities) ▪ Make transit fare-free for all

What are issues and opportunities for the plan to address?

Online survey participants were asked to share their current and recent experiences with transportation in Salt Lake City. The following key themes were detected in user feedback that should be addressed by the transportation master plan:

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- **Transit Riders:** Participants who ride transit expressed that transit can be unreliable, slow, infrequent, feel unsafe, and not available when it is needed, especially during late nights, early mornings, and on weekends. Bus riders mentioned the system can be difficult to navigate and too many transfers are required to get where they want to go.
- **People Who Walk:** Participants who use pedestrian infrastructure mentioned feeling very unsafe when moving throughout the city. Frequently mentioned ideas to improve people's experience walking or rolling on pedestrian networks include lowering vehicle speeds, shortening and protecting pedestrian crossings, and improving pedestrian areas to be universally accessible and free of obstructions, like scooters.
- **Bicycle and Personal Mobility Vehicle Users:** Participants said that bikeways should be designed and maintained for user safety, like separating on-street curbside parking from bike lanes to prevent conflicts between people riding bicycles and opening car doors.

Attachments

- **Attachment 1: Demographic Profile of Online Survey Participants** presents responses to a series of optional questions asked to understand community representation in the data.
- **Attachment 2: Value Rankings by Participant Characteristic** presents a detailed analysis of the importance of each value option by: zip code, self-described relationship to the city, age group, gender identity, race and ethnicity, annual household income, and disability status to understand differences across communities.
- **Attachment 3: Analysis of Open-Ended Responses** presents qualitative responses to survey questions soliciting perspectives on values, ideas for improving transportation, and experiences with getting around in Salt Lake City.
- **Attachment 4: Survey Questions** presents the online survey questionnaire in English and Spanish.

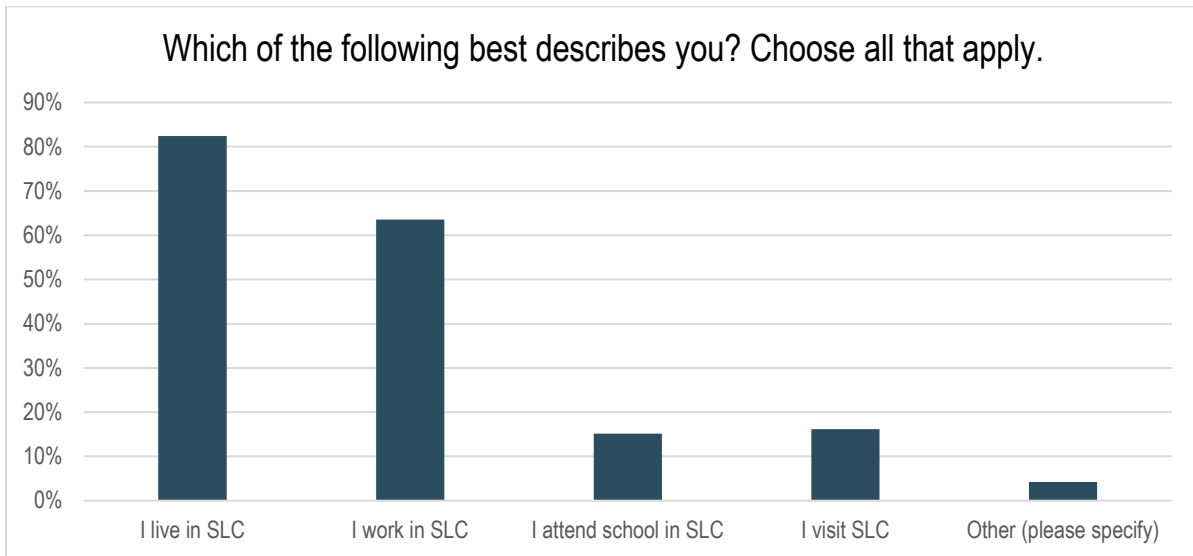
Attachment 1

Demographic Profile of Survey Participants

People who took the survey online were asked to answer a series of optional demographic questions to help Salt Lake City staff understand who was well represented and who was not. The charts in this section show the responses to those questions.

Relationship to Salt Lake City

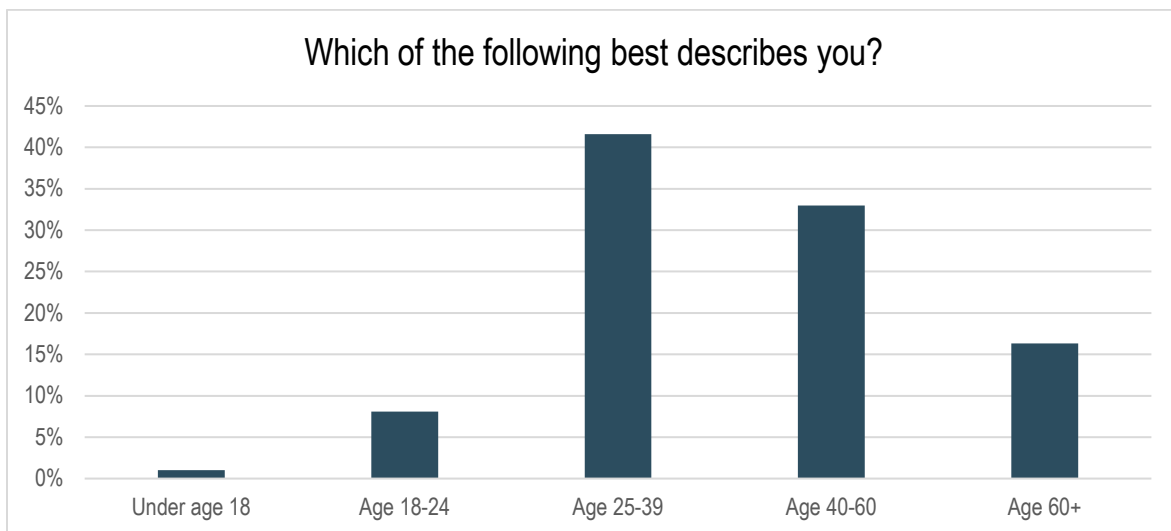
Figure 5 Relationship to Salt Lake City



Answered by 587 survey respondents

Age

Figure 6 Respondent Age

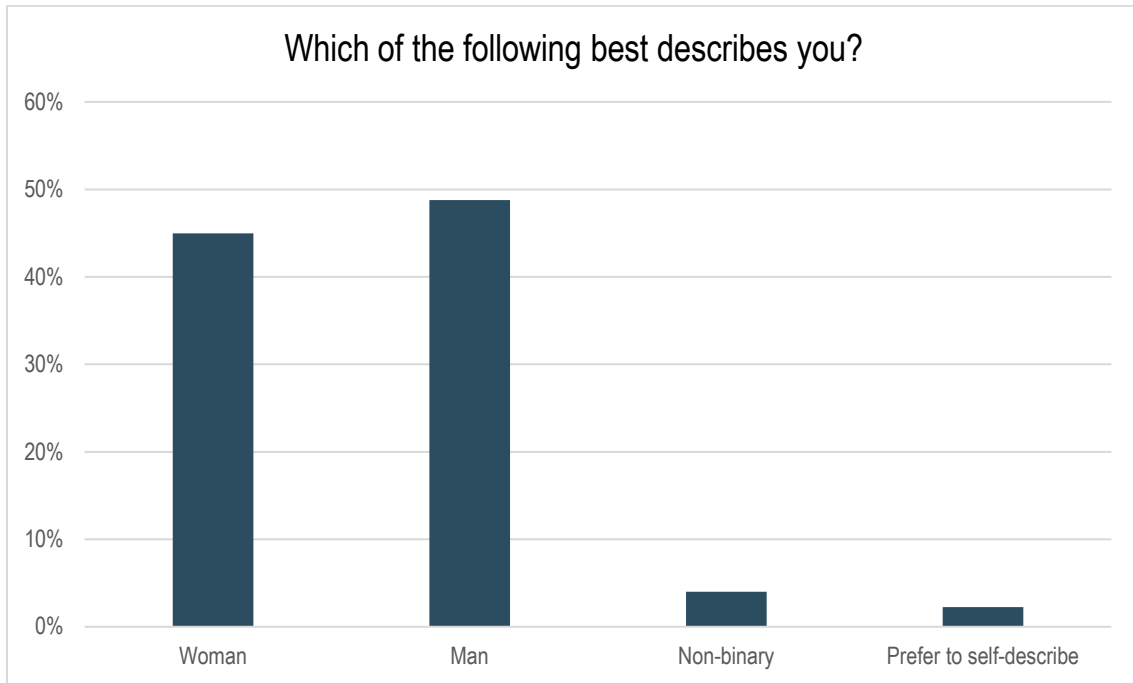


Answered by 582 survey respondents

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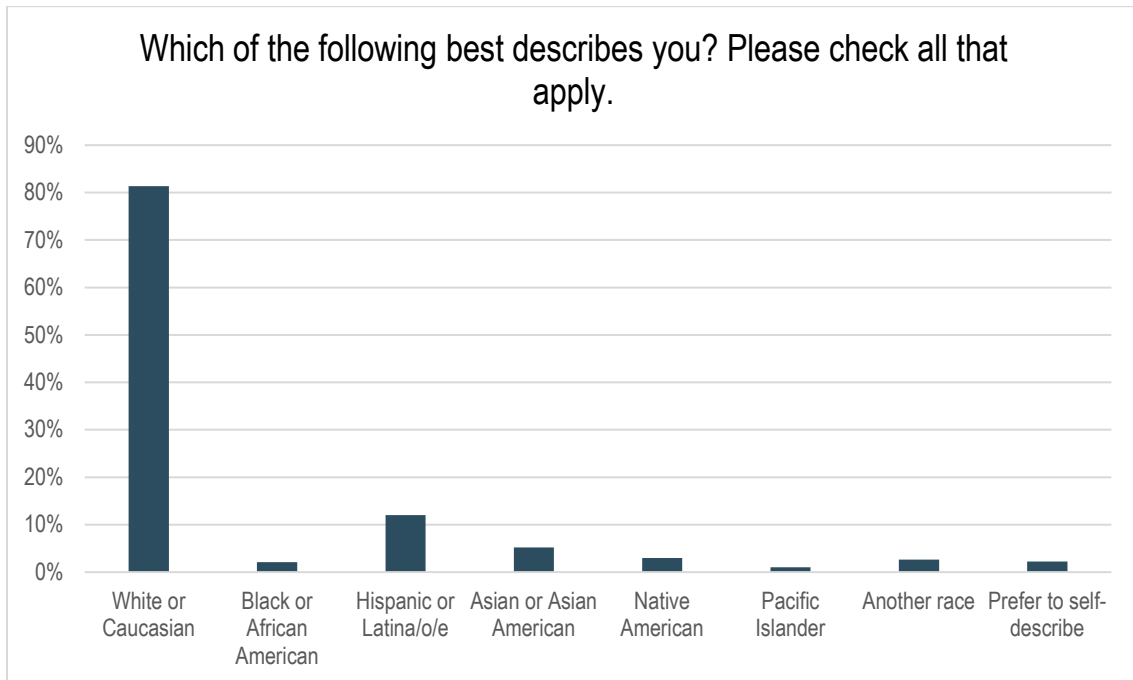
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Gender



Answered by 576 survey participants

Race and Ethnicity

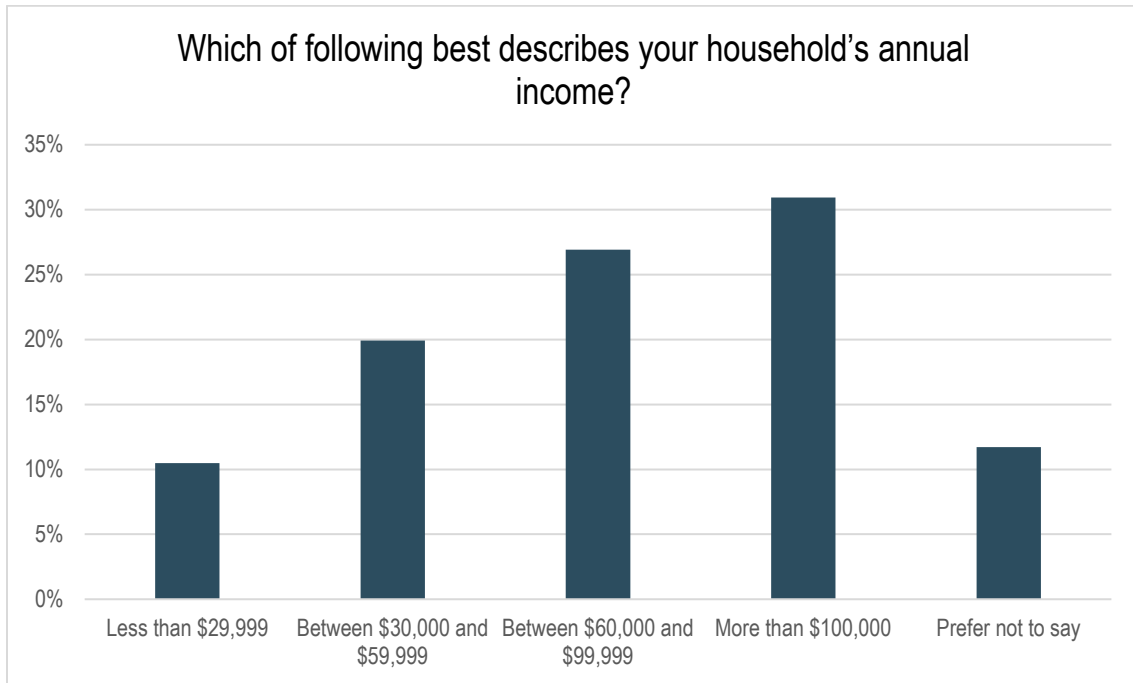


Answered by 575 survey participants

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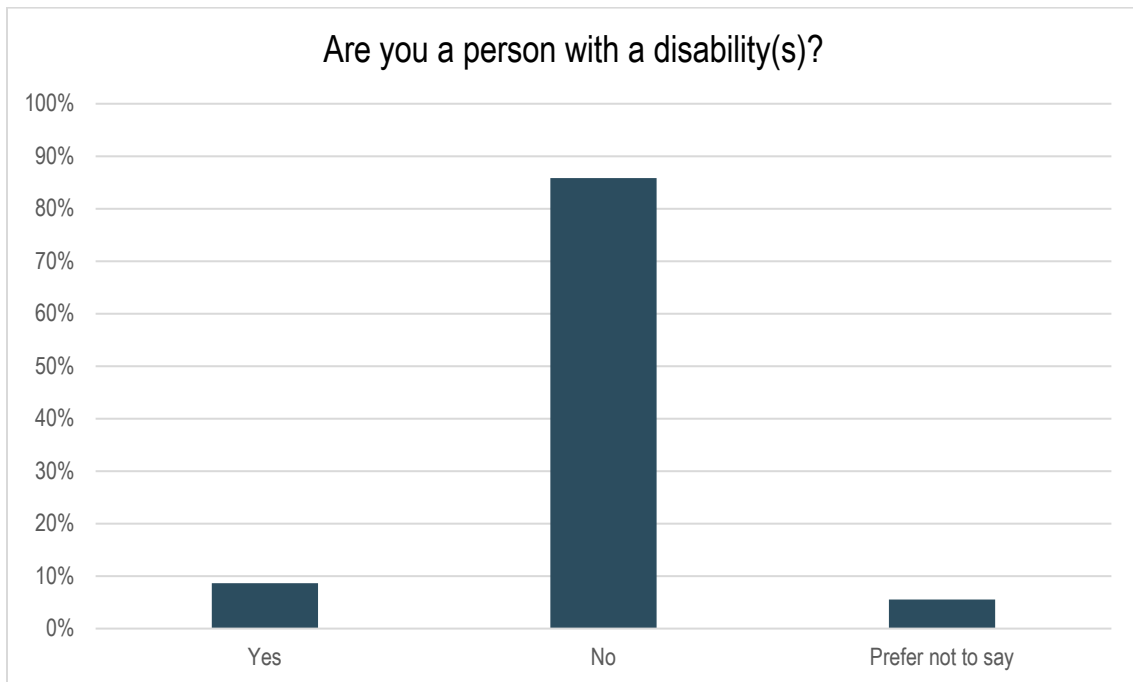
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Income



Answered by 572 survey participants

Disability status



Answered by 580 survey participants

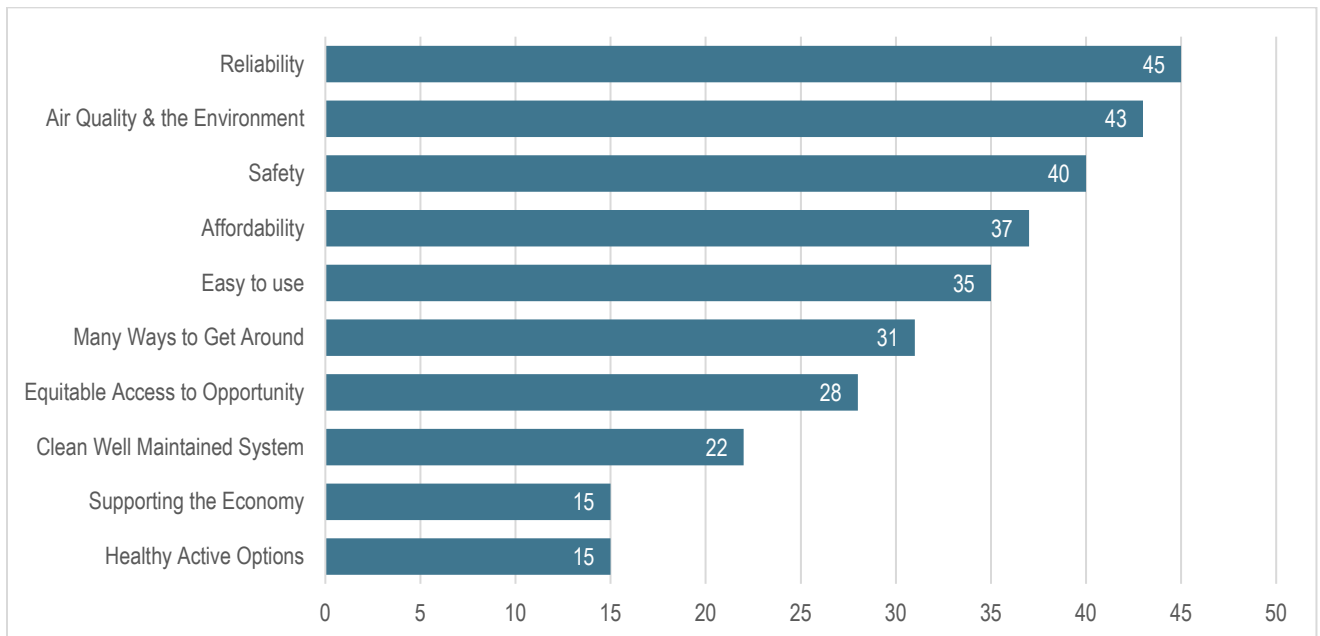
Attachment 2

Top Values by Group

Focus Groups and Pop-Up Outreach

People who participated in the Transportation Values activity in focus groups and at community events chose the same top values overall as people who took the survey online. Their responses differed in that Reliability was the most popular value, while Air Quality and the Environment was the most popular overall.

Figure 7 Top Values for Focus Group and In-Person Participants



Home Location

Respondents were asked to provide their home zip code. The zip codes were aggregated to larger regions to explore any differences in values by home location. Within Salt Lake City, the regions are Northwest, Northeast, Southwest, and Southeast, with boundaries corresponding as closely as possible to City Council Districts. Respondents who live in nearby communities are grouped in a single area called Outside of Salt Lake City.

The main differences between groups are:

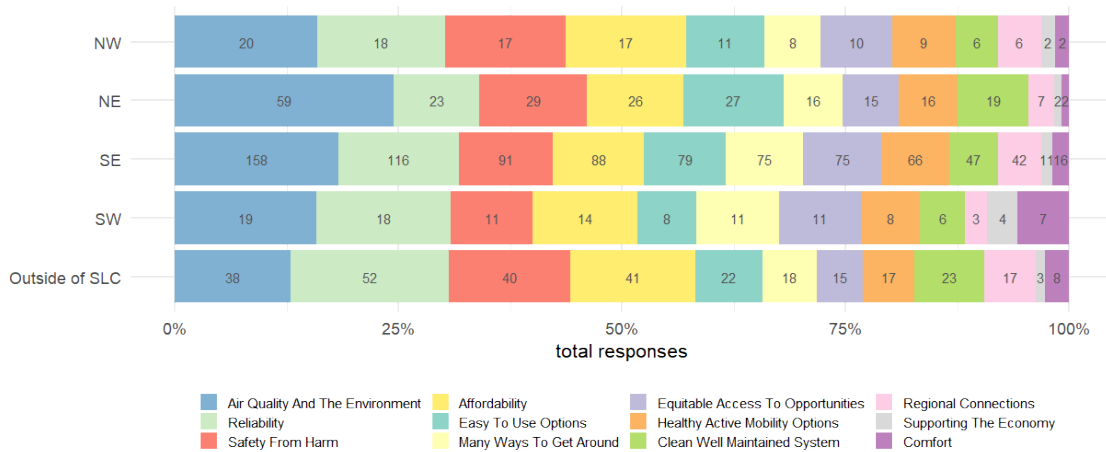
- People who live outside of Salt Lake City put Reliability, Safety, and Affordability over Air Quality and the Environment.
- People who live in northeast Salt Lake City selected Easy to Use Options as the third-most selected value.

The chart in Figure 8 represents the percent of people in each geographic area who put each value in their top three. The bars in the chart area labeled with the number of times each value was chosen.

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Figure 8 Top Values by Home Location



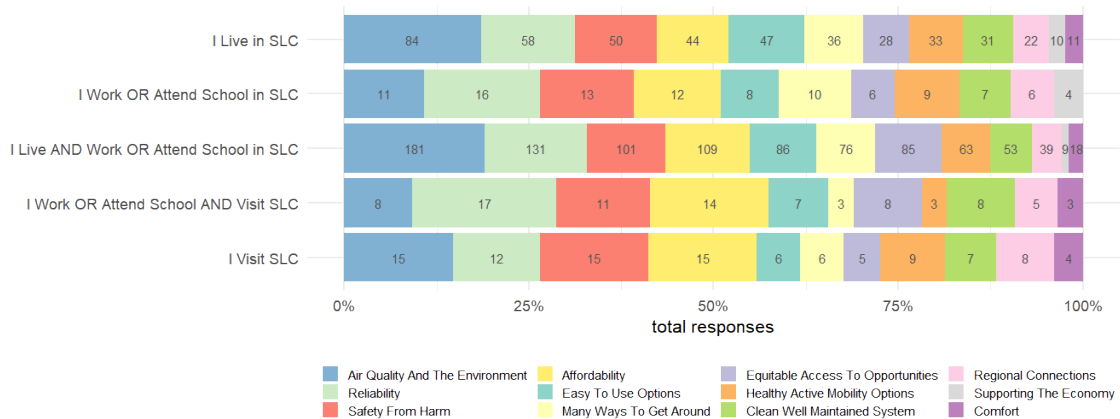
Relationship to Salt Lake City

The survey asked respondents whether they live, work, attend school in, or visit Salt Lake City. People could choose more than one option. The chart in Figure 9 groups responses by the most common combinations of responses, including: people who said they live in SLC only; people who said they work and/or attend school in SLC but do not live there; people who both live in and work or attend school in SLC; people who work or attend school and visit SLC; and people who visit SLC only.

The main difference between groups are:

- People who work, attend school and/or visit SLC but do not live in the city chose Reliability over the other top values.
- People who live in SLC but do not work or attend school there chose Easy To Use Options over Affordability.

Figure 9 Top Values by Relationship to Salt Lake City



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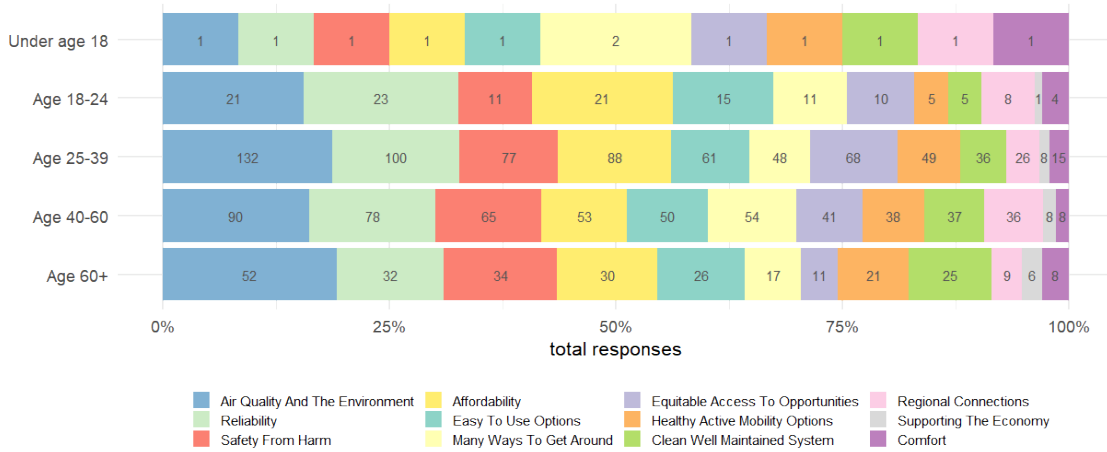
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Age

People from different age groups chose the same top overall values, except for:

- People under age 18 chose Many Ways to Get Around most often, however there were not very many respondents in this age group
- People between the ages of 18 and 24 chose Easy to Use Options over Safety

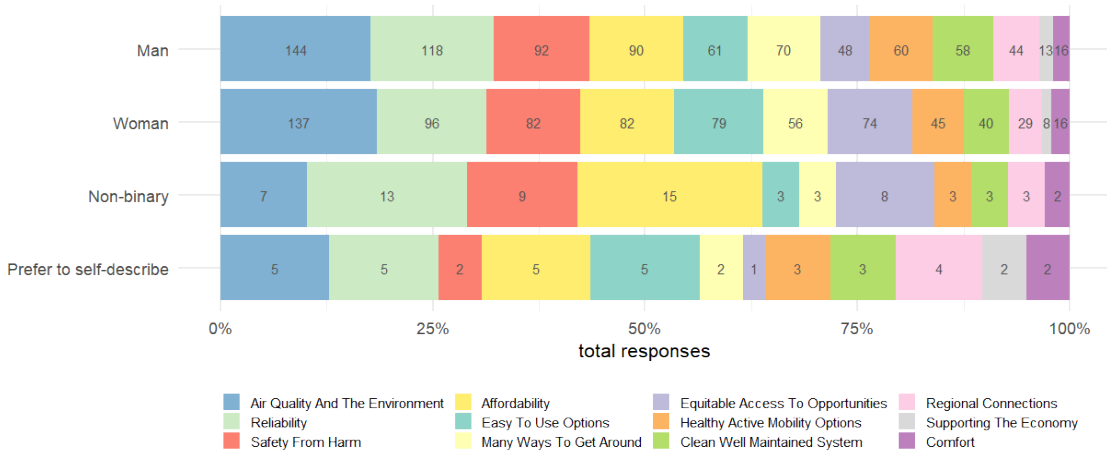
Figure 10 Top Values by Age Group



Gender

Respondents' top values varied by gender identity, with non-binary respondents selecting Equitable Access to Opportunity more often than Air Quality and the Environment, and choosing Affordability most often of all.

Figure 11 Top Values by Gender



Race and Ethnicity

The chart in Figure 12 shows the differences in how people with different racial and ethnic identities rated their top three values. Survey participants could choose more than one option for the race and ethnicity question. In the chart, people who chose more than one option are represented in each of the categories they identified with. For example, a single respondent's answers might be shown in the White category, the Black category, and the Hispanic/Latino/a/e category, if they identify as all three.

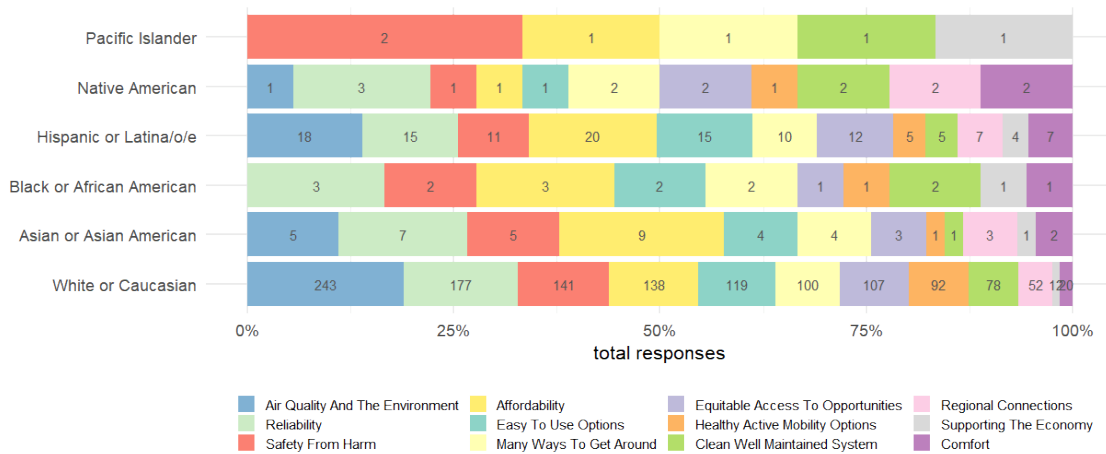
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The main differences between groups are:

- Easy to Use Options was chosen more often than Safety by people who identified as Hispanic/Latino/a/e
- Affordability was the top value for Asian, Hispanic/Latino/a/e and Black respondents (tied with Reliability for Black respondents)
- Many values were equally popular for Black, Native American, and Pacific Islander respondents; this is related to the fact that the total number of responses was low for these groups

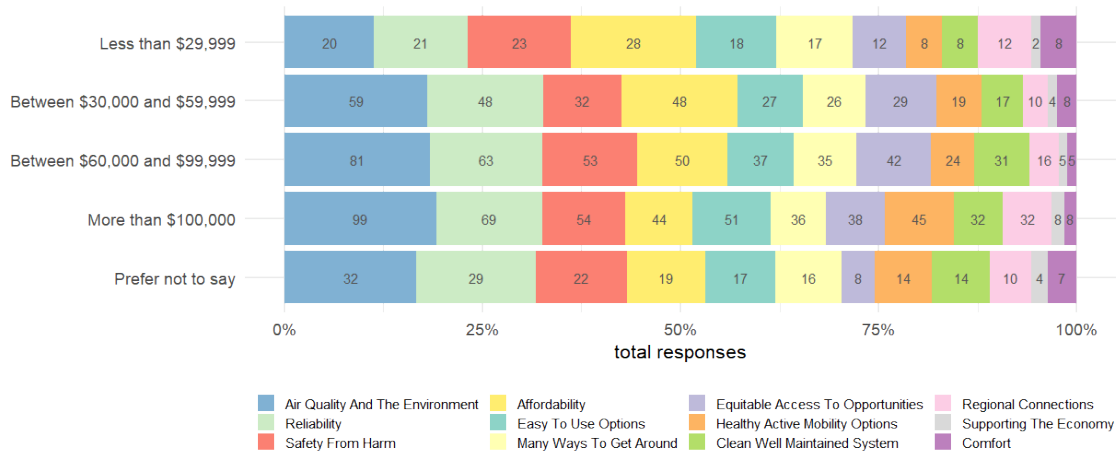
Figure 12 Top Values by Race/Ethnicity



Income

The top values selected did not vary much by income category, but respondents in the lowest two income brackets selected Affordability more often than respondents with higher incomes, as shown in Figure 13.

Figure 13 Top Values by Income



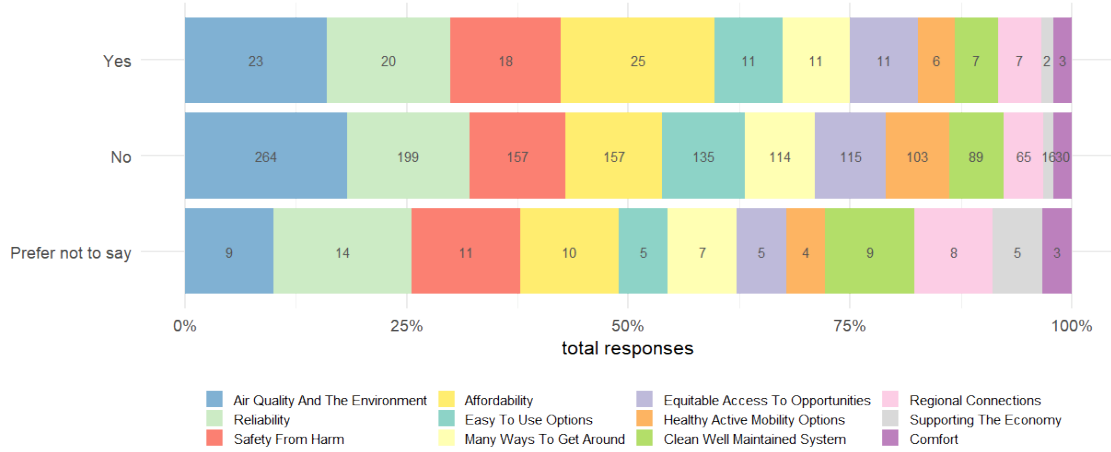
Disability Status

There were not any major differences in top values by disability status, but people with disabilities selected Affordability more often than people without disabilities, as shown in Figure 14.

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Figure 14 Top Values by Disability Status



Attachment 3

Analysis of Open-Ended Responses

Key takeaways from open-ended responses received are organized by the top four transportation values most important to in-person outreach and online survey participants and summarized below:

Air Quality & the Environment

Open-ended responses of participants who ranked “Air Quality & the Environment” as their top transportation value were coded by key subthemes to understand what specific transportation outcomes and priorities matter most in relation to this value. Figure 15 summarizes the number of times key subthemes appeared in these open-ended responses.

Figure 15 Air Quality & the Environment Subthemes

Subtheme	Description	Number of Mentions
Transit Use & Improvements	▪ Mention buses, bus rapid transit, streetcars, and heavy/light rail	43
Car Use/Trip Reduction	▪ Mention reducing single occupancy vehicle ownership and overall trips taken	25
Health & Quality of Life Effects	▪ Mention individual health, comfort, and safety	20
Greenhouse Gas (GHG) Emissions Reduction	▪ Mention improving air quality through the reduction of GHG emissions	18
Clean Vehicles/Fleet	▪ Mention vehicles with fewer GHG emissions and waste	11
Multimodal Use	▪ Mention seamless integration of several transportation modes	8
Bicycle Use	▪ Mention bicycles and bicycle infrastructure (e.g., bicycle lanes, bicycle parking, bicycle signals, etc.)	7
Pedestrian Experience	▪ Mention walking and pedestrian infrastructure (e.g., crosswalks, sidewalks, etc.)	4
Sustainable Growth	▪ Mention growth that is repeatable, ethical, and responsible to, and for, current and future communities	4
Traffic Calming	▪ Mention lowering speed limits through various safety treatments (e.g., road diet, curb extensions, etc.)	2
Parking Management	▪ Mention public/private parking, parking removal/adjustments	2
General	▪ General responses not categorized in the subthemes listed above	48

Survey participants mentioned the following ideas and concepts within the most common subthemes:

- **Transit Use & Improvements**
 - Many participants are motivated to ride transit due to the negative environmental impact associated with driving
 - Desire more frequent and reliable transit so people can choose this option without worrying about being “stranded” at bus stops

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- **Car Use/Trip Reduction**
 - Note the city’s dependence on single occupancy vehicle trips as key contributor to the city’s precarious air quality
 - Encourage strategies and policies to reduce congestion and car ownership will be crucial for improving the city’s overall air quality
 - Desire a more robust transit system (more accessible stops and routes) to get around the city without needing to own a single occupancy vehicle, especially for those who earn low incomes
- **Health & Quality of Life Effects**
 - Mention short- and long-term effects of air pollution on human health and well-being—especially for individuals with respiratory health concerns—have significant consequences for current and future generations if unaddressed

Reliability

Open-ended responses of participants who voted “Reliability” as their top transportation value were coded by subtheme. Figure 16 summarizes the number of times key subthemes appeared in these open-ended responses and describes ideas and concepts mentioned for the most common subthemes.

Figure 16 Reliability Subthemes

Subtheme	Description	Number of Mentions
Transit System & Service Expansion	▪ Mention transit system expansion (more routes/stops), increased operational hours, more consistency of schedule/timetables	32
Transit Frequency & Speed	▪ Mention transit speed and frequency through operational and policy improvements (e.g., bus only lanes, bus rapid transit, transit signal priority)	24
More Travel Options	▪ Mention reducing reliance on single occupancy vehicles	24
Access to Jobs, Education, Appointments	▪ Access to employment centers, educational institutions, appointments, and essential services	10
Ease of Use	▪ Degree to which riders affective and cognitive effort on a trip by public transit	6
Real-Time Information	▪ Information available to transit providers or customers about the status of vehicles, including approximate locations and predictive arrival times	2
General	▪ General responses not categorized in the subthemes listed above	12

Survey participants mentioned the following ideas and concepts within the most common subthemes:

- **Transit System & Service Expansion**
 - Desire for greater number and locations of transit stops and routes
 - Desire for expanding transit operating hours to accommodate those who need to travel early morning or late at night
 - Some participants shared that they would like increased transit service during the weekend (Saturday and Sunday), holidays, and special events

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- Desire for transit timetables that are consistent and predictable so riders can feel confident they will get to their destinations on schedule
- **Transit Frequency & Speed**
 - Participants hesitate to use transit because they feel it is often infrequent and slow
 - More frequent and faster transit service is crucial for riders that take transit to access key employment, education, and essential services destinations
- **More Transportation Options**
 - Participants choose to drive their cars or use other modes because transit does not consistently get them to their destinations on-time. This is especially important for people who rely on transit to travel to work, school, appointments, and other essential services.

Safety from Harm

Open-ended responses of participants who voted “Safety from Harm” as their top transportation value were coded by subtheme. Figure 17 presents the number of times each subtheme appears in these responses and highlights ideas mentioned within frequent subthemes.

Figure 17 Safety from Harm Subthemes

Subtheme	Description	Number of Mentions
Bicycle User Experience	▪ Mention bicycles and bicycle infrastructure (e.g., bicycle lanes, bicycle parking, bicycle signals, etc.)	26
Transit User Experience	▪ Mention buses, bus rapid transit, heavy/light rail, streetcars	17
Pedestrian User Experience	▪ Mention walking and pedestrian infrastructure (e.g., crosswalks, sidewalks, etc.)	11
Car/Trip Reduction	▪ Mention reducing single occupancy vehicle ownership and overall trips taken	9
Onboard Enforcement	▪ Mention enforcement presence onboard and while waiting at stations and stops	9
Traffic Calming	▪ Mention reducing roadway speed limits through various safety treatments (e.g., road diet, curb extensions, etc.)	6
Road Improvements	▪ Mention construction and maintenance improvements of the existing roadway	6
Multimodal	▪ Mention integration of several modes of transportation	3
Americans with Disabilities Act (ADA) Accessibility	▪ Mention accessibility for persons with disabilities and older adults	2
General	▪ General responses not categorized in the subthemes listed above	34

Survey participants mentioned the following ideas and concepts within the most common subthemes:

- **Bicycle User Experience**
 - Desire for the city to do more to improve bicycle safety on its roadways
 - Suggest city remove Class III bicycle lanes (i.e., sharrows) and blender zones, invest in more protected bicycle lanes, and lower city speeds at key corridors

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- Want city to investigate increasing the number of free and safe bicycle parking locations (e.g., corrals, lockers, etc.) in the city
- Two participants shared that they have been involved in a traffic crash in the past and are no longer comfortable bicycling in the city
- Some roadways are dilapidated, hazardous for bicyclists, and need maintenance
- **Transit User Experience**
 - Some participants shared that they often choose not to take transit because they feel unsafe when traveling to/from and waiting at the stop.
 - Improve lighting at stops and the immediate area surrounding stops so that riders feel safe and comfortable.
 - Concerns with safety from harm while onboard transit, there is general interest for increasing onboard enforcement to address safety onboard transit
- **Pedestrian User Experience**
 - Cars are often traveling too fast and too close to the sidewalk
 - Want safer sidewalks/streets and drivers to drive with caution and care to advance this value
 - Consider identifying streets that have enough space to widen the sidewalk and reduce the number of travel lanes in each direction

Affordability

Open-ended responses of participants who voted “Affordability” as their top transportation value were coded by subtheme. Figure 18 Figure 16 presents the number of times each subtheme appears in these responses and highlights ideas mentioned within frequent subthemes.

Figure 18 Affordability Subthemes

Theme	Description	Number of Mentions
Lower Fares/Free Transit	▪ Mention lowering transit fares or making transit completely free for city residents	15
Jobs, Education, Appointments	▪ The ability to access key employment, educational, and essential service destinations without worrying about expensive fares.	2
General	▪ General responses not categorized in the subthemes listed above	16

Survey participants mentioned the following ideas and concepts within the most common subthemes:

- **Lower Fares/Free Transit**
 - Many participants felt that the city should have much more affordable fares to increase accessibility of transit for all, especially for lower income riders.
 - There is also agreement that transit should be free for all residents. If that is not possible, there is interest in making transit free for low-income riders, students, persons with disabilities, and older adults.
- **Jobs, Education, Appointments**
 - A couple of participants shared that affordable fares are extremely crucial for people, particularly workers, students, persons with disabilities, and older adults, who utilize transit daily.

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Key takeaways from open-ended responses received to the question “*What would you like streets and transportation in Salt Lake City to feel and look like in the future to better serve you?*” (Question 10) are summarized in Figure 19 below:

Figure 19. Key Themes from Open-Ended Responses on Vision

Theme	Description	Number of Mentions
Safety	Safety for all roadway users	35
Better Transit	Buses, Bus rapid transit, heavy/light rail, streetcar	23
Car ownership & trip Reduction	Behavior change, incentives to use non-car modes of travel, removal of travel lane(s)	20
Bicycle Connections	Bicycles and bicycle infrastructure (e.g., bicycle lanes, bicycle parking, bicycle signals, etc.)	20
Air Quality Improvements	Air quality, clean vehicles (e.g., CNG, electric, etc.)	15
Equity/Accessibility	Ease of use, alternative options available, proximity to transit/other modes of travel, equitable access to resources/key destinations	14
Multimodal Trip Supports	Integration of several modes of transportation	13
Pedestrian Connections	Walking and pedestrian infrastructure (e.g., crosswalks, sidewalks, etc.)	12
Transit Speed & Reliability	Transit speed and reliability through operational and policy improvements (e.g., bus only lanes)	11
Speed Limit	Reducing roadway speed limits to increase safety and comfort for all roadway users	9
Connectivity	Connectivity of the overall transportation network, including all modes of travel	9
Street Trees	Public trees, street landscape	5
Parking	Public/private parking, parking removal/adjustments	5
Community Engagement	Empowering community members, consulting with key community-based organizations (CBOs), inclusive planning	4
Street Lighting	Lighting on the streets and at transit stops.	3
Street Typology	Street types/definitions, Street Typology Guidelines	2
Road Improvements	Construction and maintenance improvements of the existing roadway	2
Signal Timing	Vehicle/transit/bicycle signal infrastructure and timing improvements	2
Americans with Disabilities Act (ADA) Accessibility	Accessibility for persons with disabilities and older adults	2
Affordability	Free/cheaper fares, equity	2
Technology	Technology improvements, information sharing	1
General	General responses not categorized in the subthemes listed above	2

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- **Safety:**
 - Many participants envision a safer, more convenient, and efficient transportation system that considers all modes of travel, such as transit, vehicles, pedestrians, bicycles, and skateboards.
 - Participants would like to see more well-lit and marked areas to improve roadway visibility and comfort.
 - There is an opportunity to foster a more inclusive planning process that considers the specific needs of the disabled and elderly communities in Salt Lake City.
- **Transit:**
 - Participants want an expanded transit system so that all riders can conveniently access their desired destinations without having to make multiple transfers.
 - The implementation of more transit speed and reliability improvements, such as bus rapid transit service, transit-only lanes, and transit signal priority, would improve the consistency and quality of service.
 - Participants who take transit early in the morning and late at night would like to see more frequent service and expanded operating hours (i.e., early in the morning, late at night, and weekend).
- **Car/Trip Reduction:**
 - Participants envision a city that prioritizes more sustainable forms of transportation (such as transit, walking, bicycling, rolling, etc.) to help address the city’s growing congestion, sustainability, and safety concerns.
 - Salt Lake City’s roadways should be designed for people and not vehicles. When applicable, roadways should be narrower and have lower speeds.
 - Removing the abundance of private vehicle parking could be an effective strategy to discourage driving.
- **Bicycle:**
 - Participants envision a connected network of bikeways, especially protected bicycle lanes, and adequate bicycle parking options.
 - Participants are interested in a bicycle network that connects to the transit system to improve first- and last-mile trips.
 - Participants encourage the city partner with bicycle advocacy groups when planning future bicycle projects and programs in the city.

Key takeaways from open-ended responses received to the question “*Is there anything else you’d like us to know about your experiences with transportation in Salt Lake City?*” (Question 11) are summarized in Figure 20 below:

Figure 20 Key Transportation User Feedback Themes

Theme	Description	Number of Mentions
Transit Use	Buses, Bus rapid transit, heavy/light rail, streetcars	25
Safe Streets	Safety for all roadway users	16
Travel Options	Ease of use, alternative options available, proximity to transit/other modes of travel, equitable access to resources/key destinations	14

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Theme	Description	Number of Mentions
Transit Speed & Reliability	Transit speed and reliability through operational and policy improvements (e.g., bus only lanes, bur rapid transit, transit signal priority, etc.)	9
Multimodal	Integration of several modes of transportation	6
Connectivity	Connectivity of the overall transportation network, including all modes of travel	6
Car Reduction	Behavior change, incentives for other modes of travel, removal of travel lane(s)	6
Bicycle	Bicycles and bicycle infrastructure	5
Affordability	Free/cheaper fares, equity	4
Speed Limit	Reducing roadway speed limits to increase safety and comfort for all roadway users	4
Road Improvements	Construction and maintenance of the existing roadway	4
Sustainability	Air quality, GHG reduction, clean vehicles (e.g., CNG, electric, etc.)	3
Pedestrian	Walking and pedestrian infrastructure (e.g., crosswalks, sidewalks, etc.)	3
Community Engagement	Empowering community members, consulting with key CBOs, inclusive planning	3
Parking	Public/private parking, parking removal/adjustments	3
Signal Timing	Vehicle/transit/bicycle signal infrastructure and timing improvements	2
Micromobility	Shared bicycles, scooters, etc.	2
Street Trees	Public trees, street landscape	1
Street Typology	Street types/definitions, Street Typology Guidelines	1
General	General responses not categorized in the subthemes listed above	14

- **Transit:**

- “Bus transportation can be unreliable at times, dangerous, and in some cases non-existent. I've had to run from one stop to the next because my regular stop didn't exist anymore. Make public transportation more reliable so people are more willing to use it.”
- “Transportation for after hours when establishments like bars close would increase the safety in our community by offering a more affordable and safe option.”
- “I do not own a car, and bus is my primary mode of transportation.”
- “The buses are good, but very slow.”

- **Safety:**

- “I love Salt Lake City's bicycle network. But I hate "car door bicycle lanes" to be honest. I wish Salt Lake City wouldn't create so many scary doors zone bike lanes.”

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- “Allowing electric scooters and other motorized mobility devices in downtown and especially on the sidewalks has created a dangerous situation for pedestrians. I do appreciate that there are now only two scooter companies operating in Salt Lake City.”
- “I really value the many different travel options that exist. I just wish I didn’t feel like I was risking my life every time I cross a street.”
- **Accessibility:**
 - “I love the train, and Trax, and even the buses are pretty good. But sometimes, it’s just too far between different connections, or there’s just too much time to wait if I miss a connection.”
 - “I love how easy it is to navigate in Salt Lake City, and I love the steady increase in sophisticated active transportation routes.”
 - “Presently, I have very little use for Trax despite living two blocks from a green line stop. It just doesn’t go anywhere useful without an awkward transfer. Its limited hours of operation and frequency on the weekend makes this even worse.”
 - “I would love more linked transport options between SLC, South Salt Lake and surrounding areas.”
 - “I find the bus system difficult to navigate.”

Attachment 4

Survey Questions

English Language Version

Salt Lake City is launching Connect SLC, a process to develop a new citywide Transportation Master Plan. The plan will lay out how transportation can support the needs of everyone in Salt Lake City over the next 20 years. As we kick off the process, we want feedback on what YOU VALUE in creating a transportation system for the coming decades.

Your input will help the city shape a vision for transportation and set goals for the new Transportation Master Plan that will help inform decisions about future investments. Just a few minutes of your time can go a long way in helping shape the future!

What do YOU VALUE most as you think about investing in Salt Lake City transportation?

The city wants to know what aspects of a successful transportation system you VALUE most. We are interested to know:

- What is most important to you when it comes to your daily transportation needs?
- How should Salt Lake City improve the transportation network to better serve you?
- How can Salt Lake City government and our partners better improve transportation for you?

Share your feedback

1. Did you participate in an activity facilitated by the Connect SLC team?
2. No, I did not participate in an activity. Take me to the full questionnaire.
3. Yes, I participated in an activity. Take me to the additional questions
4. For completing this survey, you can enter an opportunity drawing to receive a one-time mobility benefit! Please select your preferred option:
 - a. A five-day ride pass from Utah Transit Authority (UTA)
 - b. A deeply discounted annual pass from SLC GREENbike (Account Required)
 - c. \$10 scooter ride credit from SPIN (Account Required)
 - d. I prefer to not to be entered in the opportunity drawing.
5. If you would like to enter the drawing, please provide us your name and email or phone number to reach you should you be selected: [Open-ended]
6. Please rank your top three transportation values from the following list:
 - a. Healthy, active mobility options
 - b. Air quality and the environment
 - c. Clean, well-maintained system
 - d. Easy to use options
 - e. Regional connections
 - f. Affordability
 - g. Equitable access to opportunities
 - h. Comfort

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- i. Safety from harm
 - j. Many ways to get around
 - k. Reliability
 - l. Supporting the economy
7. Please share why your #1 ranked transportation value is important to you. What does it mean to you? Is there one thing that Salt Lake City could do to advance this value?
 8. Please share why your #2 ranked transportation value is important to you. Is there one thing that Salt Lake City could do to advance this value?
 9. Please share why your #3 ranked transportation value is important to you. Is there one thing that Salt Lake City could do to advance this value?
 10. What would you like streets and transportation in Salt Lake City to feel and look like in the future to better serve you? [open-ended]
 11. Is there anything else you'd like us to know about your experiences with transportation in Salt Lake City? [open-ended]

We'd like to know a little more about you!

All these questions are optional, and your responses are anonymous. We are asking because we want to know how well we are reaching different types of community members.

12. Where do you live (i.e. zip code, nearest street intersection, neighborhood, etc.)?
 - a. Open-ended
13. Which of the following best describes you? Please check all that apply.
 - a. I live in SLC
 - b. I work in SLC
 - c. I attend school in SLC
 - d. I visit SLC
 - e. Other
14. Which of the following best describes you?
 - a. Under age 18
 - b. Age 18-24
 - c. Age 25-39
 - d. Age 40-60
 - e. Age 60+
15. Which of the following best describes you? Please check all that apply.
 - a. Asian or Asian American
 - b. Pacific Islander
 - c. Black or African American
 - d. White or Caucasian
 - e. Hispanic or Latina/o/e
 - f. Native American
 - g. Prefer to self-describe: [open-ended]

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16. Which of the following best describes you?
 - a. Woman
 - b. Man
 - c. Non-binary
 - d. Prefer to self-describe: [open-ended]
17. Which of following best describes your household's annual income?
 - a. Less than \$29,999
 - b. \$30,000 to \$59,999
 - c. \$60,000 to \$99,999
 - d. More than \$100,000
 - e. Prefer not to say
18. Are you a person with a disability(s)?
 - a. Yes
 - b. No
 - c. Prefer not to say
19. Is there anything else about yourself you want to share with the Connect SLC team?
 - a. [Open-ended]

Thanks for your input! Want to stay informed about Connect SLC? Visit us at the link below! Scroll down to sign up for the project email list. <https://www.slc.gov/transportation/plans-studies/tmp/>

Spanish Language Version

Encuesta De Valores Y Prioridades Comunitarias De Connect SLC

Salt Lake City está lanzando Connect SLC, un proceso para actualizar el Plan Maestro de Transporte de la ciudad. El plan establecerá cómo el transporte puede satisfacer las necesidades de todos en Salt Lake City durante los próximos 20 años.

Al iniciar el proceso, queremos comentarios sobre lo que USTED VALORIZA en la creación de un sistema de transporte para las próximas décadas.

Su opinión ayudará a la ciudad a dar forma a una visión para el transporte y establecer metas para el nuevo Plan Maestro de Transporte que ayudará a informar las decisiones sobre inversiones futuras.

¡Solo unos minutos de su tiempo pueden ayudar mucho a dar forma al futuro!

¿Qué es lo más importante para moverse por Salt Lake City?

La ciudad quiere saber qué aspectos de un sistema de transporte exitoso valora más. Nos interesa saber:

- ¿Qué es lo más importante para usted cuando se trata de sus necesidades de transporte diarias?
- ¿Cómo debería Salt Lake City mejorar la red de transporte para servirle mejor?
- ¿Cómo pueden el gobierno de Salt Lake City y nuestros socios mejorar sus opciones de transporte?

Comparte sus comentarios

1. ¿Participó en una actividad facilitada por el equipo de Connect SLC?

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- a. No, no participé en una actividad. Llévame al cuestionario completo.
- b. Sí, participé en una actividad. Llévame a las preguntas adicionales.
2. Al completar esta encuesta, puede ingresar un sorteo de oportunidades para recibir un beneficio de movilidad por única vez. Seleccione su opción preferida:
 - a. Prefiero un pase de viaje de cinco días en servicios de tránsito de Autoridad de Tránsito de Utah (UTA)
 - b. Prefiero un pase anual con gran descuento de SLC GREENbike bicicletas compartidas (se requiere una cuenta)
 - c. Prefiero un crédito de \$10 por viaje en scooter de SPIN (se requiere una cuenta)
 - d. Prefiero no participar en el sorteo.
3. Proporcione su nombre y correo electrónico o número de teléfono para contactarlo, en caso de ser seleccionado: [abierto]
4. Clasifique sus tres valores principales para el sistema de transporte de la siguiente lista:
 - a. Opciones de transporte activas y saludables
 - b. Calidad del aire y medio ambiente
 - c. Sistema limpio y bien mantenido
 - d. Opciones fáciles de usar
 - e. Conexiones regionales
 - f. Opciones económicas
 - g. Acceso equitativo a oportunidades
 - h. Comodidad
 - i. Seguridad
 - j. Varias formas de moverse
 - k. Opciones confiables
 - l. Apoyo a la economía de la región
5. Comparta por qué es importante para usted el valor de transporte que ocupa el primer lugar. ¿Hay algo que Salt Lake City pueda hacer para aumentar este valor?
6. Comparta por qué es importante para usted el valor de transporte que ocupa el segundo lugar. ¿Hay algo que Salt Lake City pueda hacer para aumentar este valor?
7. Comparta por qué es importante para usted el valor de transporte que ocupa el número 3. ¿Hay algo que Salt Lake City pueda hacer para aumentar este valor?
8. ¿Cómo le gustaría que se sintieran y se vieran las calles y el transporte en Salt Lake City en el futuro para mejorar sus opciones de transporte? [abierto]
9. ¿Hay algo más que le gustaría compartir sobre sus experiencias con el transporte en Salt Lake City? [abierto]

¡Nos gustaría saber un poco más de ti!

Todas estas preguntas son opcionales y sus respuestas son anónimas. Preguntamos porque queremos saber qué tan bien estamos llegando a diferentes tipos de miembros de la comunidad.

10. ¿Dónde vive (código postal, intersección de calles más cercana, vecindario, etc.)?
 - a. Abierto

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11. ¿Cuál de las siguientes le describe mejor? Por favor marque todos los que apliquen.
 - a. Yo vivo en SLC
 - b. Yo trabajo en SLC
 - c. Asisto a la escuela in SLC
 - d. Yo visito SLC
 - e. Otro
12. ¿Cuál de las siguientes le describe mejor?
 - a. menor de 18 años
 - b. 18-24 años
 - c. 25-39 años
 - d. 40-60 años
 - e. 60+ años
13. ¿Cuál de las siguientes le describe mejor? Por favor marque todos los que apliquen.
 - a. Asiático/a o asiático/a americano/a
 - b. Isleño del pacífico
 - c. Negro/a o afroamericano/a
 - d. Blanco/a o caucásico/a
 - e. Hispana/o o Latina/o
 - f. Nativo/a Americano/a
 - g. prefiero autodescribirme: [abierto]
14. ¿Cuál de las siguientes le describe mejor?
 - a. mujer
 - b. hombre
 - c. no binario
 - d. prefiero autodescribirme: [abierto]
15. ¿Cuál de las siguientes opciones describe mejor los ingresos anuales de su hogar?
 - a. Menos de \$29,999
 - b. \$30,000 a \$59,999
 - c. \$60,000 a \$99,999
 - d. Más de \$100,000
16. ¿Es una persona con alguna discapacidad?
 - a. Sí
 - b. No
17. ¿Hay algo más sobre usted que quiera compartir con el equipo de Connect SLC?
 - a. [abierto]

¡Gracias por tu contribución! ¿Quiere mantenerse informado sobre Connect SLC? ¡Visítanos en el link de abajo! Regístrese para nuestra lista de correo electrónico a continuación. <https://www.slc.gov/transportation/plans-studies/tmp/>