

— Salt Lake City Transit Master Plan | 2016 —

EXECUTIVE SUMMARY

DRAFT



Key Moves

To achieve the Transit Master Plan goals and desired community outcomes, the top priorities of the Plan include:



Implement a frequent transit network (FTN) to provide reliable, efficient, and frequent transit service that takes advantage of the City's strong street network grid. Initial priorities are to enhance evening service on key routes, which will make transit more usable for both work and non-work trips, and to implement frequent service in the 200 S corridor.



Develop pilot programs and partnerships for employer shuttles and on-demand shared ride services that extend the reach of fixed route service for employment areas or neighborhoods that lack sufficient density or demand to support cost-effective frequent transit service.



Develop enhanced bus corridors that help transit run faster and more reliably, and offer high quality stop amenities that make riding transit comfortable and attractive. An initial priority is to implement coordinated capital and service improvements on 200 S, a primary east-west transit corridor for bus (and potentially future bus rapid transit and/or streetcar) service between downtown and the University.



Implement a variety of transit-supportive programs and transit access improvements that overcome barriers to using transit in terms of information, understanding, and access (including pedestrian and bicycle facilities and affordability). Initial plan priorities include developing a highly visible frequent service brand and focusing access improvements, rollout of real-time transit information, and targeted transit marketing programs on corridors that will be prioritized for FTN service enhancements.

Acknowledgments

The Salt Lake City Transit Master Plan was prepared by the Salt Lake City Division of Transportation in coordination with the Utah Transit Authority (UTA) and multiple City departments and other community and regional organizations.

Members of the Transit Master Plan Steering Committee provided valuable expertise and assistance throughout development of the Plan. The Planning Commission, City Council, and the Mayor also provided important guidance.

The City would especially like to thank the people of Salt Lake City and the region who provided input through outreach events, online surveys, and other channels during development of the Plan.

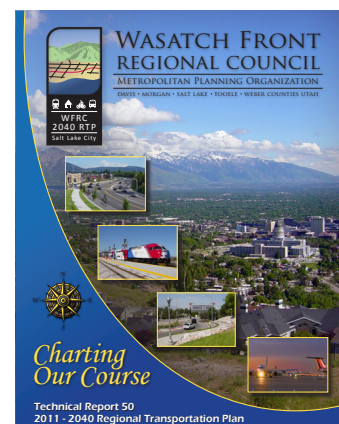


Why a Transit Master Plan

The Salt Lake City Transit Master Plan is a blueprint for the future of public transportation in Salt Lake City. It addresses public transit service, facilities, and policies and programs, just as the Pedestrian and Bicycle Master Plan addresses active transportation elements for the city. The Transit Master Plan emphasizes providing choices in travel and reducing dependence on the single occupant automobile. The Plan builds on numerous Salt Lake City and regional plans (see sidebar) that have identified the availability of safe, high quality, and convenient transportation choices as a critical tool to support achievement of broader outcomes (e.g., health, economic competitiveness, and quality of life). The Plan identifies key corridors for high frequency transit; intermodal opportunities to enhance linkages between the pedestrian environment and transit corridors, nodes, and centers; shared mobility options to improve access to transit and serve lower demand neighborhoods; and policies and programs that will leverage investments in transit and support transit ridership.

The Transit Master Plan builds on previous planning efforts including:

- » Plan Salt Lake
- » Sustainable Salt Lake
- » Pedestrian and Bicycle Master Plan
- » Downtown Plan
- » Northwest Quadrant Master Plan
- » 2040 Regional Transportation Plan
- » Utah's Unified Transportation Plan 2011-2040



How far we've come

From its humble beginnings as a handful of rival independent streetcar operators, the incorporated Utah Transit Authority (UTA) became the fastest growing transit agency in the country by the 1980s. The following two decades were defined by developing and implementing plans for bringing light rail and commuter rail transit to Salt Lake City and the region. The future brings a renewed focus to improve the quality of both bus and rail transit in Salt Lake City through implementation of UTA's Core Route Network and the Salt Lake City Transit Master Plan recommendations.

1889
Electric streetcar begins operating on the mule-drawn lines that were established by SLC Railroad Co. in the 1870s.



Source: Utah Historical Society

1908
Trolley Square is constructed and the streetcar system is expanded. For 37 years, the Square is home to over 140 trolley cars.

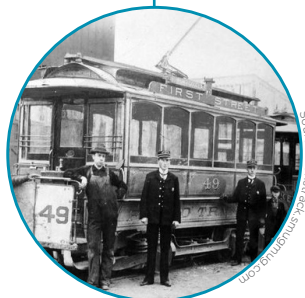


Source: Utah Historical Society

1940s
National City Lines buys out and decommissions the trolleys from the Utah Light and Traction Company. Buses fast become the dominant transit mode.

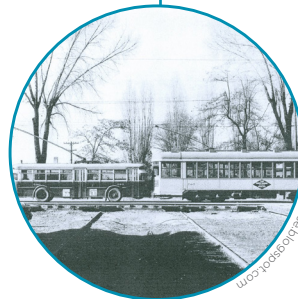


Source: slcity.com



Source: dontrack.saltlakesun.com

1890s
Several streetcar companies form, including Salt Lake Rapid Transit Company. Rail lines are built along major spurs, creating Sugar House as SLC's first streetcar suburb.



Source: slcity.com

1920s - 1930s
The transit system in Salt Lake City continues to expand, and while still primarily served by streetcars, electric coaches and gas buses begin to appear. Streetcar lines are increasingly replaced with bus routes.

1970s - 1980s

UTA is incorporated and farebox revenue is halved, causing an increase in ridership. UTA becomes the fastest growing transit agency in the country.

1995

Winning the bid for the 2002 Winter Olympics makes Salt Lake City a high priority for federal transit funding, and sets the stage for building a rail network.



1969

The Utah State Legislature passes enabling legislation called the Utah Public Transit District Act.

2010s

The recession's impact on sales tax revenues, at the same time that massive rail expansion is underway, results in cuts to bus service.



2008

FrontRunner begins operating in 2008 from Salt Lake City to Ogden.



1999

The first TRAX light rail line opens from Downtown SLC to Sandy.

1950s - 1960s

Low gas prices and highway construction causes a precipitous decline in transit ridership over the next 20 years.

2013

Streetcars return to the City with the S Line. The Salt Lake City Council commits funding to the creation of the City's first-ever Transit Master Plan.

Our goals

The Transit Master Plan goals support broader community outcomes that are important to Salt Lake City and clearly define all the desired elements to improve the transit system in Salt Lake City. These goals guided the evaluation of investment options and development of the Plan's recommendations.

1

IMPROVE AIR QUALITY

- » Reduce vehicle miles traveled per capita

2

INCREASE THE NUMBER OF PEOPLE RIDING TRANSIT

- » Make transit useful for more types of trips
- » Improve competitiveness of transit with auto travel

3

PROVIDE A SAFE AND COMFORTABLE TRANSIT ACCESS AND WAITING EXPERIENCE

- » Improve bicycle and pedestrian access to transit
- » Improve the transit waiting experience and universal accessibility of stops and stations



4 PROVIDE A COMPLETE TRANSIT SYSTEM THAT SUPPORTS A TRANSIT LIFESTYLE

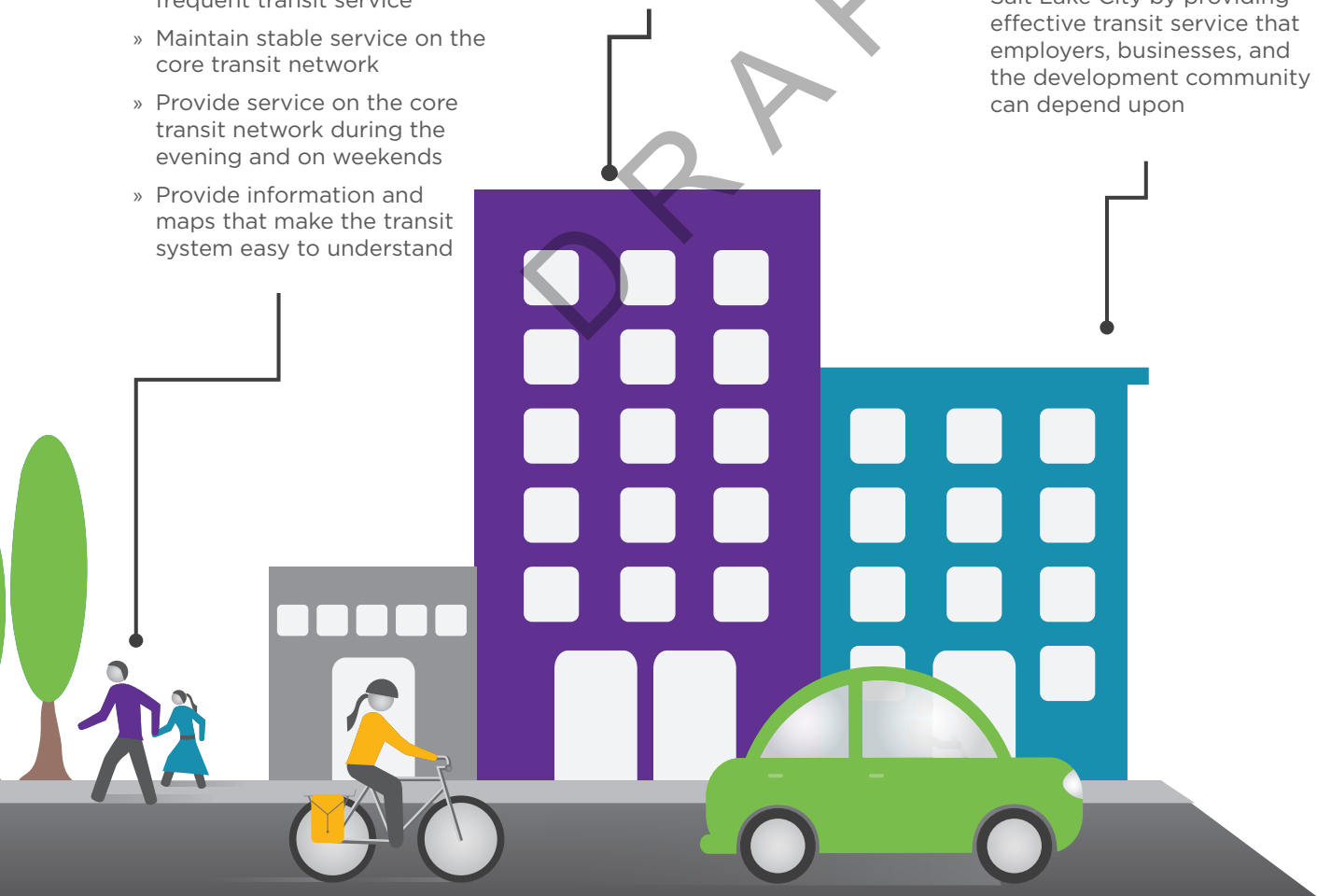
- » Provide reliable, efficient, and frequent transit service
- » Maintain stable service on the core transit network
- » Provide service on the core transit network during the evening and on weekends
- » Provide information and maps that make the transit system easy to understand

5 PROVIDE ACCESS TO OPPORTUNITY FOR VULNERABLE POPULATIONS

- » Design a transit network that supports access to jobs, education, daily needs, and services for transit dependent populations
- » Provide affordable transit options, particularly for low-income households

6 CREATE ECONOMICALLY VIBRANT, LIVABLE PLACES THAT SUPPORT USE OF TRANSIT

- » Align transit investments with transit-supportive land use policies and development
- » Catalyze economic development and jobs in Salt Lake City by providing effective transit service that employers, businesses, and the development community can depend upon



Why now

With changes in demographics, socioeconomic conditions, and transportation preferences, there is an increasing need to reassess how transit service can best serve Salt Lake City's residents, employees, and visitors. The Salt Lake City Transit Master Plan sets a vision to improve transit service to best meet changing preferences and future needs.

1

Transit supports our growing population and economy

Expanded transit service is needed—particularly during times of peak travel—to maintain commute times that are competitive with auto travel, retain and attract businesses, and support the efficient movement of freight.



2

Transit carries more people, reducing emissions and improving air quality

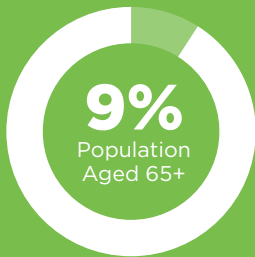
On-road transportation accounts for over 15% of total emissions in Salt Lake City. If current trends continue, vehicle miles traveled are expected to increase 1.4% per year.

Source: Salt Lake City Community Carbon Footprint (2010).

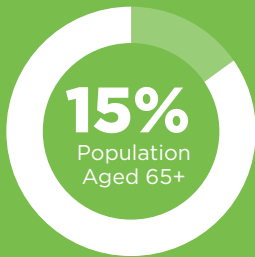


3 Transit supports changing transportation preferences

The Millennial generation (approximately those born between 1981 and 1997) is driving less and using transit, biking, and walking more.



2014



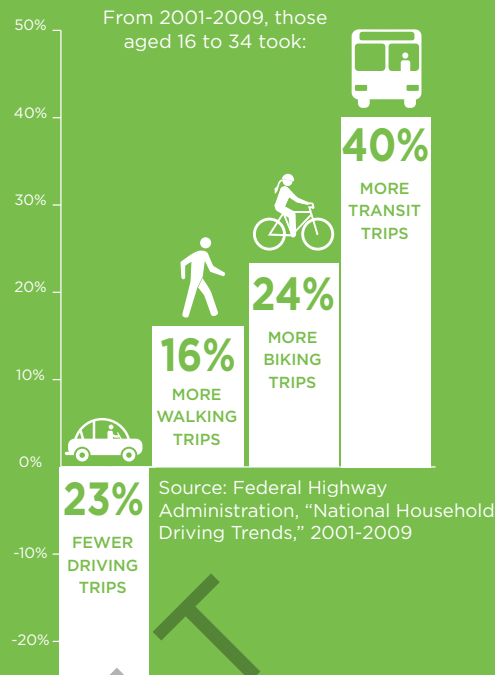
2040

Source: 2014 ACS 5-year Estimates and Utah Governor's Office of Planning and Budget

4 Transit accommodates an aging population of Baby Boomers

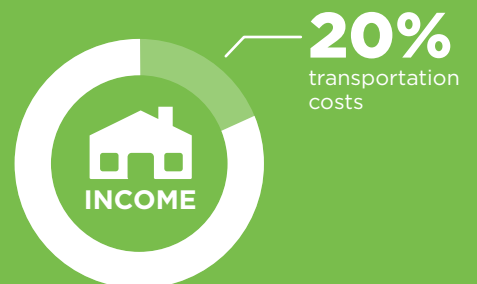
As the City's Baby Boomers reach retirement, they will require safe and affordable transit options to stay active and engaged in their communities and access daily services and medical appointments.

THE MILLENNIALS ARE TRAVELING DIFFERENTLY



5 Transit provides an affordable transportation option

Salt Lake City residents spend an average of 20% of their household income on transportation; transit provides an affordable option for those who most need it.



Source: Housing and Transportation Affordability Index. Transportation Costs as % of Income. <http://htaindex.cnt.org/map/>

6 Transit keeps us healthy

Taking transit can help increase physical activity and improve health. The current obesity rate in Salt Lake County is 27%.

Source: Utah Department of Health. Public Health Indicator Based Information System (IBIS). 2016. Retrieved from https://ibis.health.utah.gov/indicator/complete_profile/Obe.html



SOURCE: Besser, Lilah, and Andrew Dannenberg. "Walking to Public Transit: Steps to Help Meet Physical Activity Requirements." American Journal of Preventive Medicine 29:4 (2005): 273-80.

What we heard

The Salt Lake City Transit Master Plan public outreach process engaged broad and diverse segments of the population. Opportunities for public involvement occurred throughout the process, from goal setting, to identifying issues and opportunities, to weighing in on priorities. **This is what we heard.**

1 What are your desired outcomes for transit?

Outreach Method: Stakeholder Interviews

of Participants: 16 organizations

What did we hear? The community's goals for transit were documented through stakeholder interviews and a questionnaire made available to the general public at the outset of the Transit Master Plan. Common themes are listed below:

- To attract riders, public transit must be competitive with private automobile (in time and convenience)
- Support current and future growth areas
- Be a regional destination for culture/commerce
- Meet local and commuter needs
- Build a “transit culture”

2 What are the opportunities to improve transit?

Outreach Method: Mobile Outreach Events

of Participants: Hundreds of people at 18 events

What did we hear? Key findings from the comment boards are summarized below:

- 18% want improved east-west connections
- 12% want more frequent transit
- 9% want service to run later in the evenings and on weekends

Outreach Method: Open House

of Participants: 60

What did we hear? Participants were invited to identify which of the Salt Lake City Transit Master Plan's service design principles was the most important to the success of the project.

- Almost 50% of respondents identified “provide simple citywide connections on a high-frequency network” as the most important service design principle

3 What are your priorities?

Outreach Method: Open City Hall Questionnaire

of Participants: 535

What did we hear?

- 41% of respondents selected transit system convenience and reliability as the most important outcome
- Pedestrian and bicycle access to stops (28%) was the highest ranking improvement
- A citywide network is the most important big idea for a majority of respondents (51%)

Outreach Method: Design Your Transit System Online Tool

of Participants: 1,400

What did we hear?

The Design Your Transit System tool asked the community to prioritize different levels of service, where transit should be improved, and what capital and other improvements are needed. Key findings are outlined below:

- Improved convenience: 49% selected “Making transit easier and more convenient to use” as their primary decision factor in designing their transit system
- Faster, and more reliable: 56% of survey respondents don't take transit because it takes too long
- Improved connectivity: 54% of survey respondents can't get where they need to go via transit
- Weekend and later service: 70% of survey respondents said they want evening transit service; 58% want more transit service on Saturdays
- Regional and local priorities: Salt Lake City residents want investments in a bus based system; respondents who live outside of Salt Lake City want investments in a bus and rail system
- Improved bicycle and pedestrian access: 43% of survey respondents want improved bike and pedestrian access to transit

Our challenges

Using key findings from the State of the System report, stakeholder input, and public outreach, a gaps analysis was conducted to identify opportunities to improve the transit system in Salt Lake City. **This is what we found.**

Transit service is limited outside of the standard commute. Frequent service is very limited outside of standard commute times, particularly in the evening and on weekends. Some areas of the city with high propensity to use transit have low transit mode share and are not well-served by the existing transit system. For example, of the 44 bus routes that operate in Salt Lake City, only about half operate outside commute periods and provide midday service.*

Transit is not the preferred option. Approximately 6% of Salt Lake City residents take transit to work; only 2% of all trips are made on transit.

Transit boardings outside of Salt Lake City are outpacing boardings inside Salt Lake City. Total transit ridership on all lines that touch Salt Lake City increased by 28% between 2011 and 2014 whereas boardings in Salt Lake City on these lines only increased by 13%.*

Bus stop amenities are limited. There are limited amenities for passengers at bus stops—83% of bus stops do not have a bench or a shelter for people to wait for the bus to arrive.*

“I used transit regularly for daily commute for about 6 months. It more than doubled my commute time, and I was constantly worrying about missing the ‘last bus.’ The (bus) system worked; it was just slow.”

-Design Your Transit System Survey Respondent

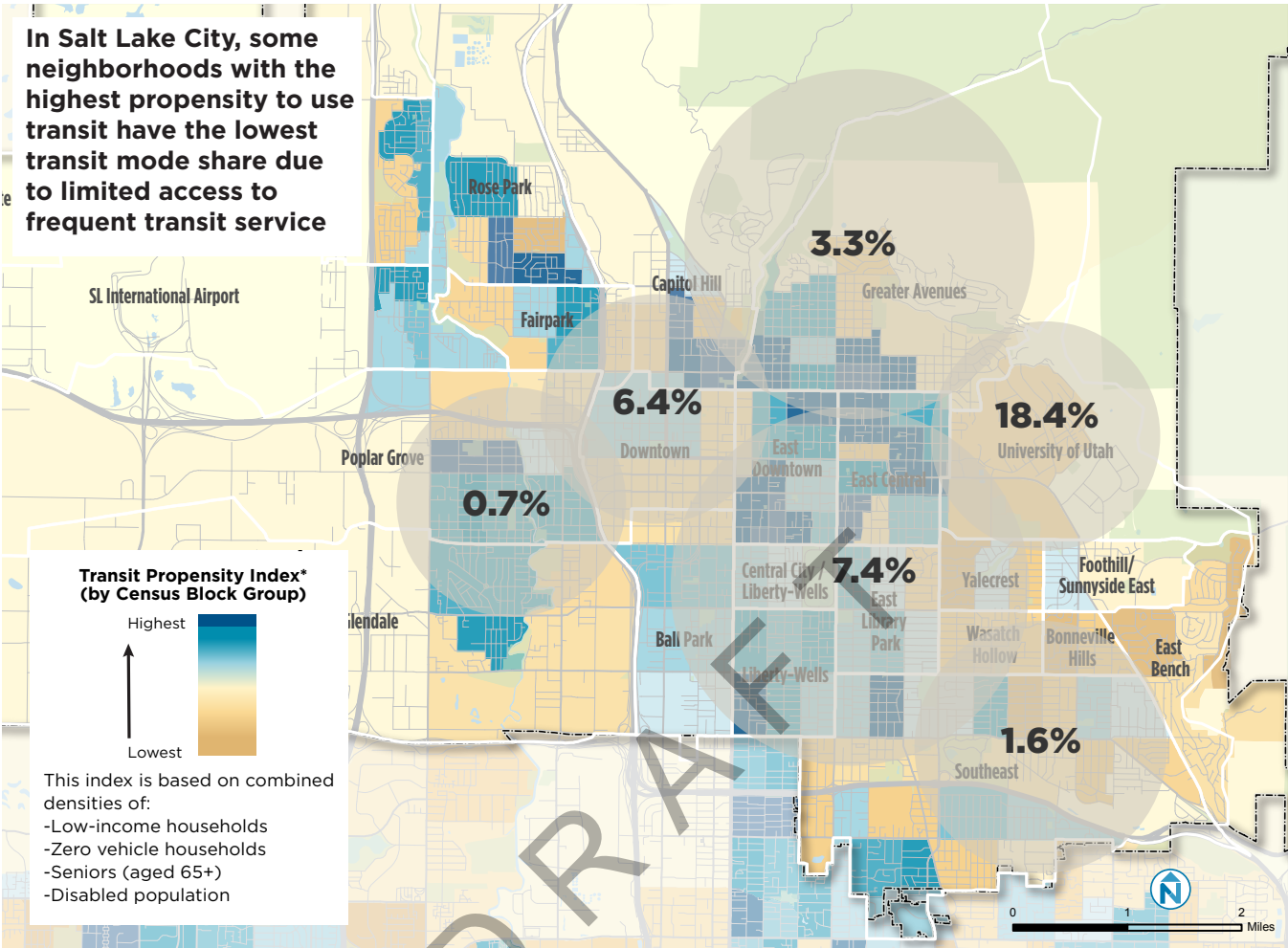
Access to transit is a challenge. Access to transit is challenging in Salt Lake City due to the wide streets and large blocks.

System information is limited. Improved information (e.g., maps, online schedules, and trip planning, etc.) is needed to help residents, employees, and visitors understand how to use the transit system.

Cost of transit is burdensome for some. The cost of transit is particularly burdensome on large families, youth, and transit dependent populations—low-income, older adults, persons with disabilities, and zero car households.

* Note: Based on the State of the System report, which was produced in June 2015 using the best data available at the time.

The Percent of Transit Riders Varies Across Salt Lake City



Building a complete transit system

The Transit Master Plan supports a complete transit system. The policies, programs, and service improvements that support a complete transit system leverage investments in transit service, maximize the benefits of transit, and bring Salt Lake City closer to meeting the goals set forth in the Transit Master Plan. **How does a complete transit system benefit people?**

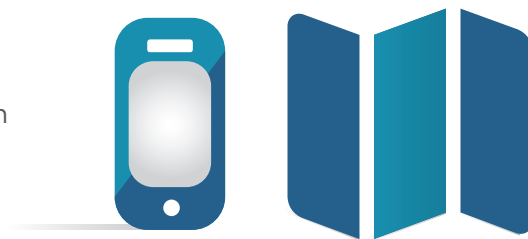
1

Expanded frequent transit service that is fast, reliable, and permanent allows people to ride transit without a schedule and transfer with ease



2

Transit information and legibility lets riders know when transit will arrive and makes using the system intuitive



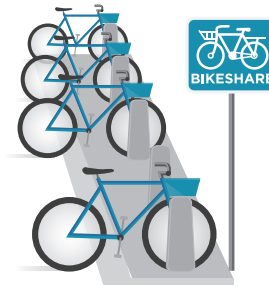
3

Safe and convenient pedestrian and bicycle access connect people to transit stops and key destinations



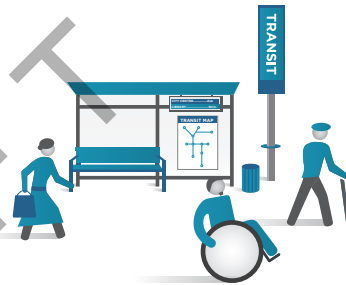
4

On-demand services (e.g., Lyft and Uber) and bike share serve first and last mile needs and expand service hours



5

High-quality stops and stations make transit accessible, comfortable, and convenient



6

Flexible fare and pass programs make transit easy to use and affordable for families and low-income people



7

Coordinated land use, parking, and placemaking policies help transit connect people to destinations efficiently



8

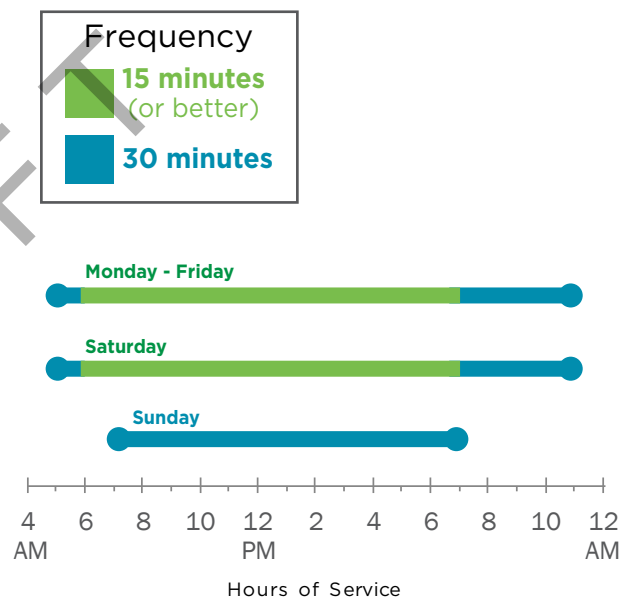
Education and outreach improve awareness and understanding of how to use the transit system



Frequent Transit Network

The Transit Master Plan provides a vision for an expanded Frequent Transit Network (FTN); it is a long-term, 20-year vision that identifies the corridors where high-frequency service should be provided in Salt Lake City. Building off the existing grid network, the FTN is a set of designated transit corridors that offers frequent and reliable service connecting major destinations and neighborhood centers seven days a week throughout the day and evening. The lines on the FTN map (following page) do not represent individual routes, but are corridors where frequent service would be provided by a combination of bus or rail technologies. Defining an FTN vision allows Salt Lake City to work closely with Utah Transit Authority (UTA) to set priorities for service provision now and in the future.

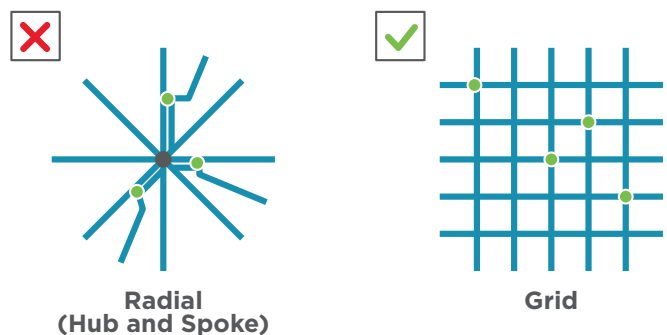
FTN Frequency and Span

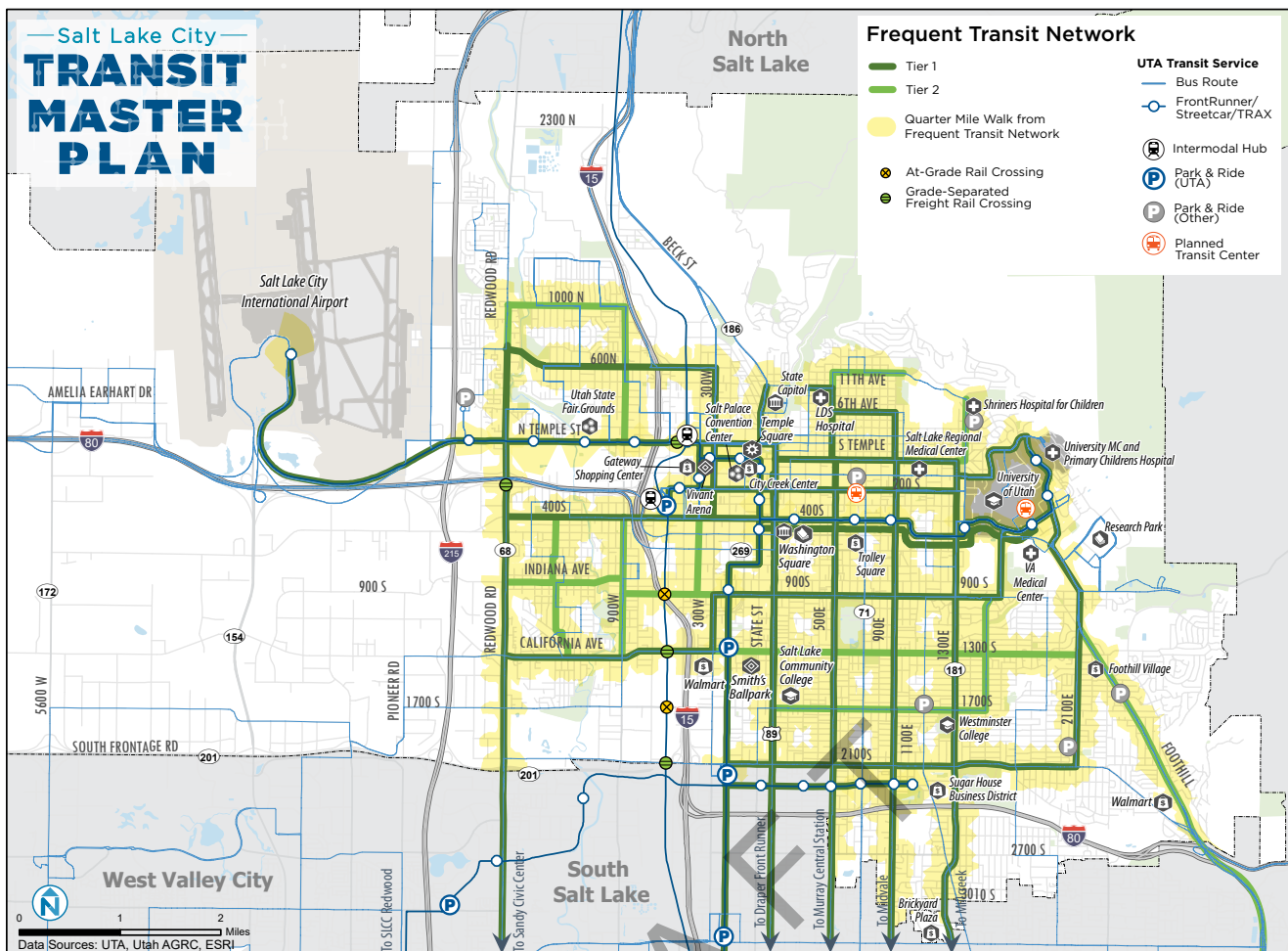


Why a Grid Network?

Salt Lake City's existing, centralized hub model is effective for regional connections but is inefficient for some local trips. Currently, many of UTA's routes terminate at Central Station, which provides good connectivity to commuter rail service, but creates challenges for people who need to travel to other destinations throughout the city, necessitating multiple transfers and/or indirect trips. The FTN builds on Salt Lake City's strong street network grid.

Radial vs. Grid Network





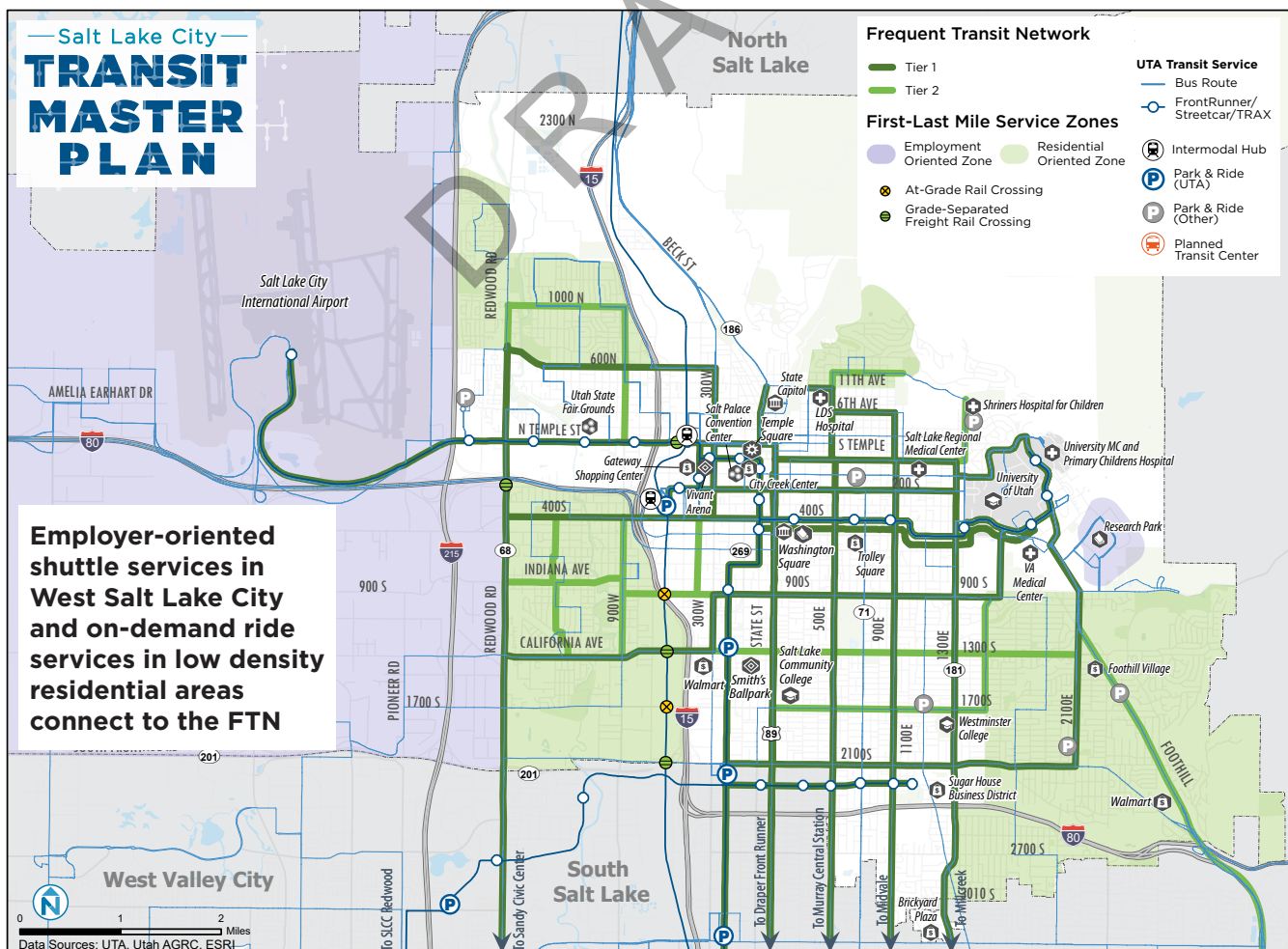
The map above illustrates phased implementation of the corridors that are recommended to create a grid-based Frequent Transit Network in Salt Lake City. The lines on the map do not represent individual routes, but rather provide a sense of the quantity, structure, and geography of coverage that Salt Lake City envisions for the future FTN. The yellow shading represents a quarter mile walking distance from the FTN.

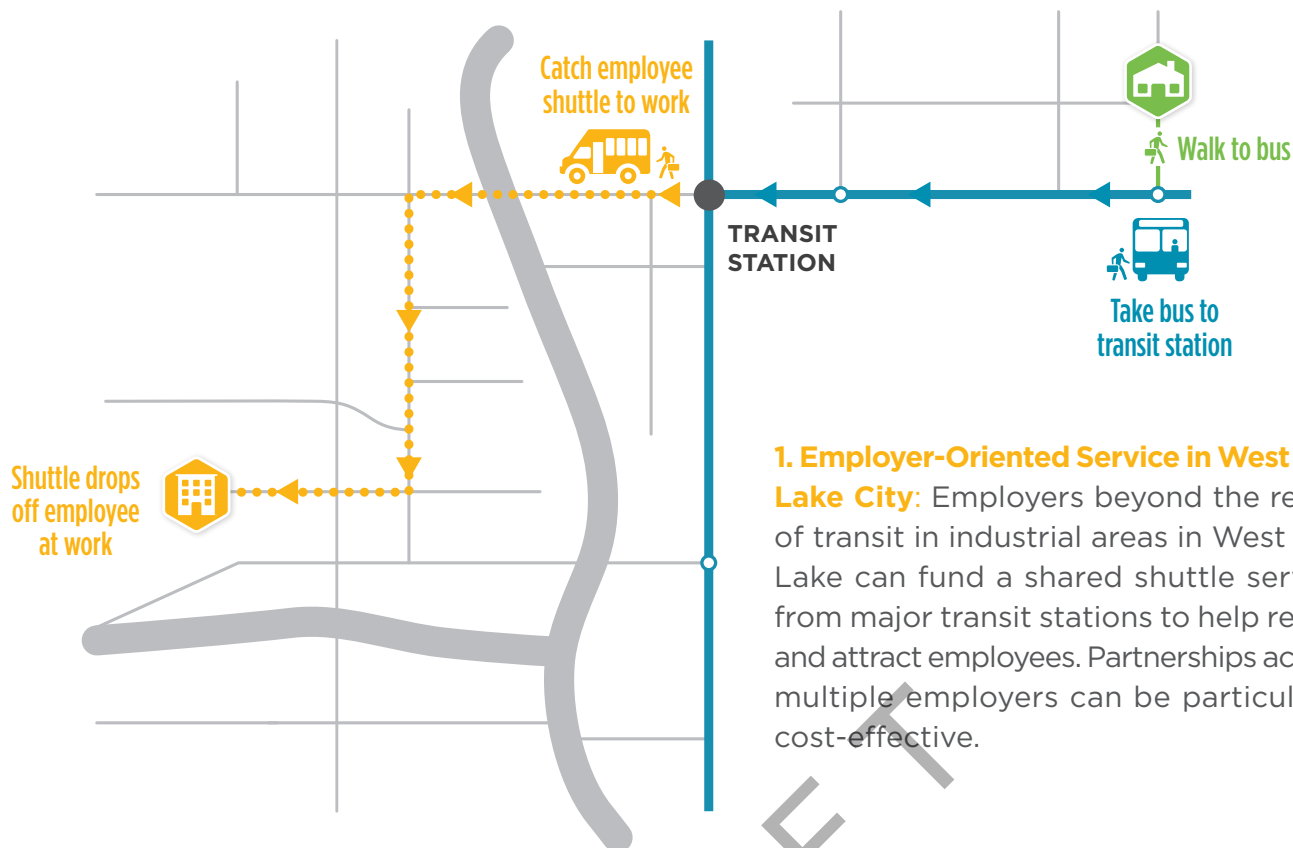
The Frequent Transit Network is:

- **Fast and Reliable:** Operate transit on arterial streets/transit priority streets where it will be most rapid and reliable; make improvements that reduce transit travel time and make it more competitive with automobile travel.
- **Frequent:** Connect major destinations and neighborhood centers with all-day service, 15 minutes or better. Service that operates every 15 minutes or less is considered the minimum service level that allows people to use transit without consulting a schedule.
- **All Day:** A service frequency of 15 minutes or better, between at least 6 a.m. - 7 p.m. on weekdays and Saturdays, with 30-minute service in the evening and on Sundays.
- **Every Day:** Service running 7 days per week maintains a basic level of frequent service on weekends.
- **Stable and Permanent:** Once adopted, it is critical that the FTN become a stable, relatively unchanging part of the transit system that offers riders the same level of reliability as the TRAX system.

Connecting neighborhoods and employment to the FTN

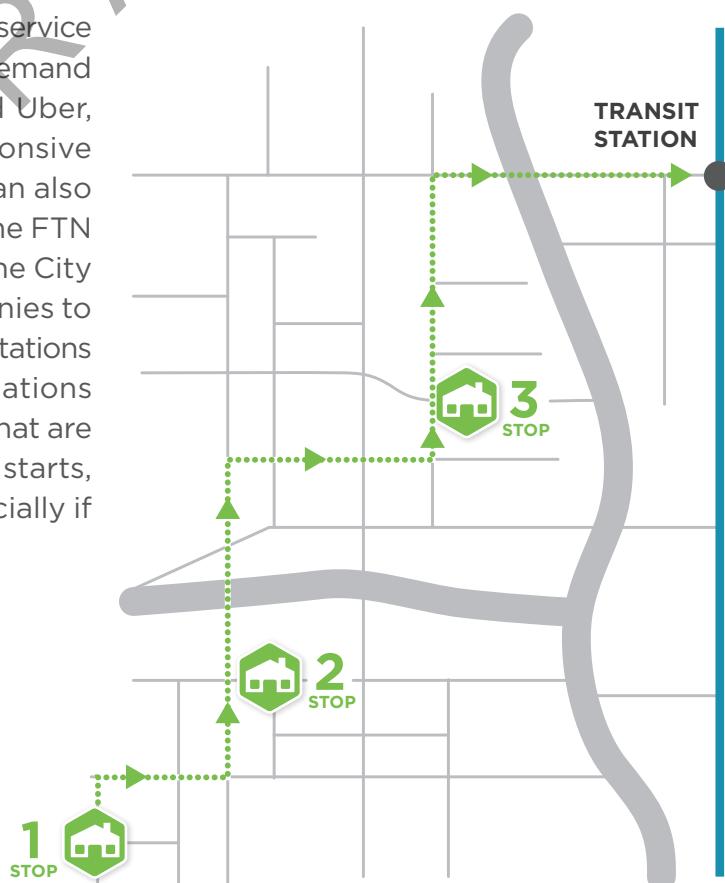
Local transit service extends the reach of transit to neighborhoods and employment areas that are not within walking distance of the Frequent Transit Network. While the FTN (including TRAX light rail, BRT, and other frequent bus modes) serves long, direct citywide corridors, local service routes are designed to connect neighborhoods and employment areas to the FTN. As the FTN is implemented, the local service network should be adjusted to complement the FTN, and maintain a basic level of local service (minimum 60-minute frequency for 12 hours per day) to within a half mile of most residents. **By 2040, 73% of the people projected to live and/or work in Salt Lake City will be within a quarter-mile walking distance of the FTN.** Two additional types of local service are recommended to extend the reach of transit in Salt Lake City.





1. Employer-Oriented Service in West Salt Lake City: Employers beyond the reach of transit in industrial areas in West Salt Lake can fund a shared shuttle service from major transit stations to help retain and attract employees. Partnerships across multiple employers can be particularly cost-effective.

2. On-Demand Ride Services in Low-Density Residential Areas: Some neighborhoods in Salt Lake City lack sufficient density or demand to make it cost-effective to provide FTN and/or local service but still have important transit needs. On-demand ride service companies, such as Lyft and Uber, can provide cost-effective demand-responsive shared ride service in these areas. They can also help meet citywide needs to connect to the FTN outside of local transit operating hours. The City and UTA would partner with these companies to provide a discounted fare on trips to transit stations or other identified neighborhood destinations such as a grocery store. Utilizing vehicles that are already on the road reduces traffic, cold starts, and the need for park-and-ride lots, especially if several people can share a ride.



The dials illustrate conceptually that on-demand shared ride services can improve transit access and cost-effectiveness.

Making transit fast and reliable

Capital Investment Principles

The following principles were used, along with a Transit Master Plan analysis of current and potential transit corridors, to guide where Salt Lake City should prioritize capital improvements to make service faster and more reliable.

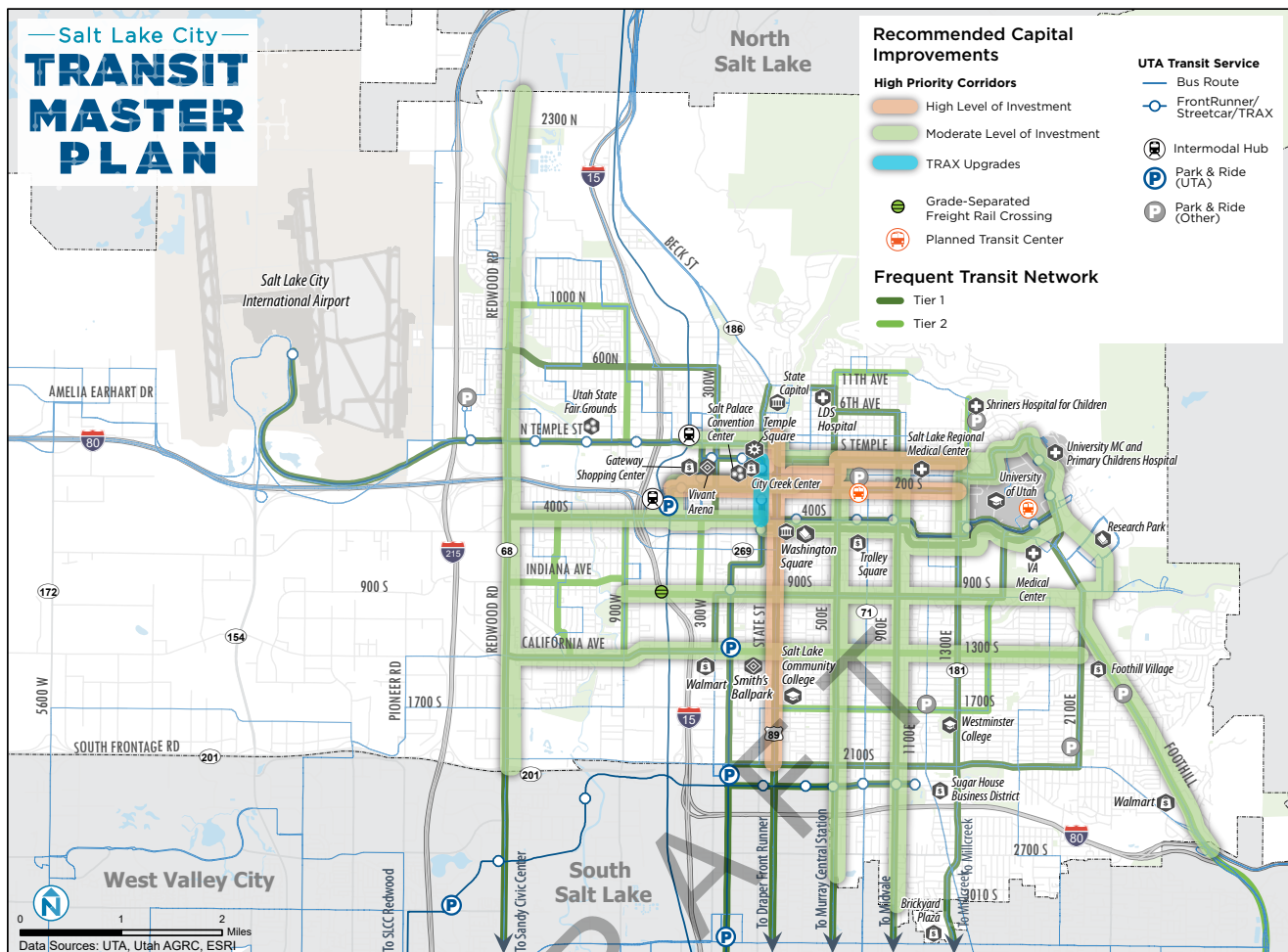
- **Ridership potential**—enhance transit experience for existing riders and attract new riders.
- **Cost-effectiveness**—investment per passenger.
- **Land use**—corridor land use/density that supports a particular mode or level of investment.
- **Corridor conditions**—potential (need) for travel time savings, and right-of-way opportunity or constraint.

Priority Corridors

Capital investments in transit corridors support investments in frequent service and long hours of operation, and help address challenges identified through the Transit Master Plan gaps analysis.

Recommended corridors for transit capital improvements include:

- **200 S**—key east-west bus (and potentially, future bus rapid transit and/or streetcar) corridor between downtown and the University.
- **State Street/500 E/900 E**—north-south enhanced bus corridors spaced about a half mile apart extending from southern city limits through downtown to major destinations, including the State Capitol and LDS Hospital, and into the Avenues neighborhood.
- **400 S**—continuous east-west bus corridor between Redwood Road and the University.
- **900 S and 1300 S/California**—continuous east-west cross-town bus corridors in the center of the city, including service to the Poplar Grove and Glendale neighborhoods.
- **TRAX light rail improvements**—capital improvements to resolve capacity issues that preclude direct service between the Airport and the University.
- **Regional access corridors**—support regional transit on corridors such as Redwood Road, Foothill Blvd, and Beck Street (to South Davis County).



Salt Lake City's highest priorities for capital investments include facilities and corridor management strategies that enhance transit speed and reliability and amenities that improve passenger comfort.

Implementing Priority Corridors

The plan identifies a transit priority toolbox of treatments that can be applied to transit corridors to improve speed and reliability, including dedicated lanes, transit signal priority, queue jumps, off-board fare collection, level boarding, and context-appropriate stop spacing. The toolbox is generally consistent with the NACTO Transit Street Design Guide*, which provides additional design options and implementation details.

Implementation of the Transit Master Plan priority corridors should integrate recommendations in the City's other modal plans, including the Pedestrian and Bicycle Master Plan. This approach recognizes the importance of safe walking and biking access to transit and the cost-effectiveness of coordinating improvements. A first step

Enhanced Bus Corridors

Two proposed transit modes for Salt Lake City are enhanced bus corridor and bus rapid transit (BRT). The main difference is that bus rapid transit includes dedicated lanes. Both types of bus service make transit run faster, more reliably, and provide high quality amenities at bus stops and stations. The graphic on page 21 highlights the key elements of enhanced bus corridors.

in developing capital improvements on these corridors would be to conduct a more detailed corridor study to refine the mode, specific alignment, and design.

* <http://nacto.org/publication/transit-street-design-guide/>

Making transit comfortable and convenient

Access and Amenities

Capital investments help improve the transit experience, providing safe and convenient access to the system and comfort on vehicles and at stops and stations. For many potential transit users, a lack of comfort, convenience, and safe access deters them from using transit. Expanding the current program to enhance amenities at transit stops would address a key system gap—83% of bus stops do not have a bench or a shelter where people can more comfortably wait for the bus to arrive.* Transit investments, such as branding, enhanced stations, and bike parking, can help achieve the Transit Master Plan goal of providing a safe and comfortable transit access and waiting experience. The graphic on the following page illustrates investments in enhanced bus corridors and stations.

Secondary Transit Centers

Salt Lake Central Station is the city's primary intermodal transportation hub. It connects TRAX, FrontRunner, numerous bus routes, and intercity services. However, it requires out-of-direction travel for some bus routes and its bus layover facilities are at capacity. North Temple Station has similar issues in addition to first and last mile challenges. The Transit Master Plan recommends developing two new transit centers:

- **East Downtown, vicinity of 200 S and 700 E**—would support current high transit demand in east downtown and provide additional layover capacity to support implementation of the FTN.
- **The University of Utah campus**—The University has obtained funding to develop dedicated layover facilities on the campus, needed to expand service to and from the University.

Note: * Based on the State of the System report, which was produced in June 2015 using the best data available at the time.

BEFORE IMPROVEMENTS:



AFTER IMPROVEMENTS:



Preliminary data show an increase in ridership related to capital improvements on 200S

Mobility Hubs

Located at the intersection of frequent transit corridors, mobility hubs integrate the transit network with multimodal access and connections. They include pedestrian and bicycle improvements and other sustainable modes (e.g., car or bike sharing) designed to connect transit passengers to adjacent neighborhoods and nearby land uses.

ELEMENTS OF HIGH QUALITY BUS CORRIDORS



A TRANSIT SIGNAL PRIORITY

Intersection improvements including transit signal priority (TSP) allow buses to bypass congestion. TSP gives buses earlier and/or longer green lights.



B BRANDING AND VEHICLES

Unique designs make buses and stations more visible, raising awareness and increasing customer expectations for higher levels of service.



Martijn van Ewel, Flickr

C ENHANCED STATIONS

Enhanced amenities include raised platforms, off-board fare payment, real-time arrival information, larger shelters, bike parking, and other passenger amenities.



D ENHANCED FARE COLLECTION SYSTEMS

Off-board fare collection using ticket vending machines, card readers, and other tools at stations allow passengers to load without waiting in line to pay their fares.



E BIKE PARKING

Bike parking and GREENbike bike share at stations increase the reach of transit.



F RUNNING WAY IMPROVEMENTS

Could include bus-only lanes that separate transit from traffic and are clearly marked or queue jumps.



Supporting the complete transit network

Fast, reliable, and connected transit service is only one element of a complete transit network in Salt Lake City. Safe and comfortable bicycle and pedestrian access, legible transit information, education and outreach campaigns, affordable pass programs, and supportive land use policies leverage investments in transit service, ensuring more people ride transit more often. Key supportive strategies and recommendations are outlined below.

Bike and Pedestrian Access



A safe and connected network of pedestrian and bicycle facilities are a foundation of a good transit system. Additional

mid-block crossings, GREENbike integration, and bike/transit integration can help support a complete transit network. Key recommendations include:

- Create pedestrian and bicycle routes using mid-block crossings and passageways, wide sidewalks, and signage; prioritize mid-block crossings along the FTN
- Treat bike share as an extension of the transit system and prioritize expansion of bike share to provide connections to the FTN



- In partnership with the City's Pedestrian and Bicycle Program, designate a network of multiuse paths; neighborhood byways; and bike lanes that provide direct connections between local destinations and the FTN
- Strengthen the City's existing Complete Streets Ordinance (per the Pedestrian and Bicycle Master Plan) by integrating transit

Transit Information



For people to be able to use transit, they must first know what services exist and understand how to use those services. Providing clear and concise information in multiple formats is critical for a high quality transit system.

Salt Lake City should support UTA in providing real-time information at stops and stations and developing a unique FTN brand. Key recommendations include:

- Provide real-time information displays at bus stops along the FTN
- Establish a Frequent Transit Network brand that is in line with UTA's updated branding efforts and is highly visible and distinguishable from other service types; the brand should expand UTA's existing frequent service branding to include: printed and web/app-friendly maps and schedule information, as well as vehicles, stations, and stops

Education and Outreach



A lack of knowledge and understanding is often the greatest barrier to transit use. Building a “transit culture” through education and promotional programs is a powerful way for Salt Lake City to increase the number of people riding transit for more trips. Key recommendations include:

- Expand on UTA's existing public information campaign to educate Salt Lake City residents, employees, and visitors on the benefits of transit
- Continue to develop an individualized marketing/SmartTrips program that targets neighborhoods along the FTN as service improvements are made; a “New Resident” program is also an effective way to reach new residents

Fare and Pass Programs



Fare and pass programs provide a seamless and more affordable way for passengers—particularly large families, youth, and

low-income residents—to access the transit system. Salt Lake City can further promote and expand the HIVE Pass program and work with UTA to improve fare affordability. Key recommendations include:

- Improve fare affordability; work with UTA to determine next steps for establishing more affordable fare options for trips within Salt Lake City
- Promote and expand the HIVE Pass Program to get more passes into hands of people who are not currently using transit

Parking and Land Use Policies



Parking management and land use policies are needed to fully leverage the City's transit investments to ensure a symbiotic

connection between development and transit service. Key recommendations include:

- Initiate additional parking studies for areas beyond Downtown and Sugar House to support the FTN
- Establish density thresholds that indicate when certain frequency levels are justified
- Standardize Transit Area Zones to foster appropriate development along the Frequent Transit Network
- Create community gathering places around transit stops and stations (such as plazas, parklets, squares, or parks)

Implementing the Transit Master Plan

Achieving the enhanced transit services, facilities, and supportive programs set forth in the Transit Master Plan will require:

- **Strengthening the City's partnership with UTA.** Implementing the Transit Master Plan will require the City and UTA to continue to build a close partnership. Regular meetings will provide a forum for the two agencies to define their roles related to implementation of the plan, determine the level of local control, and articulate the outcomes of interagency consensus building.
- **New local transit funding sources.** Funding from a variety of public and private sources will be needed to enhance Salt Lake City's transit system and reflect the vision of the Transit Master Plan. The plan identifies potential funding options including expanding existing sources and developing innovative new sources. Private sector opportunities include sponsoring stops and funding employee shuttle services.
- **Establishing new public-private partnerships.** Contracting arrangements for residential on-demand services will need to specify when and where the service will be available, and resolve fare payment, equity, accessibility, and technology considerations. The City could encourage private sector participation by expanding the Transit Station Area Zoning District to include the FTN corridors, and factoring additional transit and transit-supportive investments into its point system.
- **Coordination between City departments.** The plan's recommendations will require support from a variety of City departments—with responsibilities ranging from streets, sidewalks, bicycle facilities, traffic signals, land use, and urban design. Specific early action items will be to standardize design guidance using the NACTO Transit Street Design Guide and to revise the Complete Streets Ordinance to explicitly include transit.
- **Adapting to changing circumstances.** The plan is a flexible, "living" document and the City can apply its principles to evolving needs. For example, the prison that is planned for the northwest quadrant of the city is a major new land use that will generate transit demand.

For more information, or to get in touch, contact the Salt Lake City Transportation Division at (801) 535-6630 or slcrides@slcgov.com