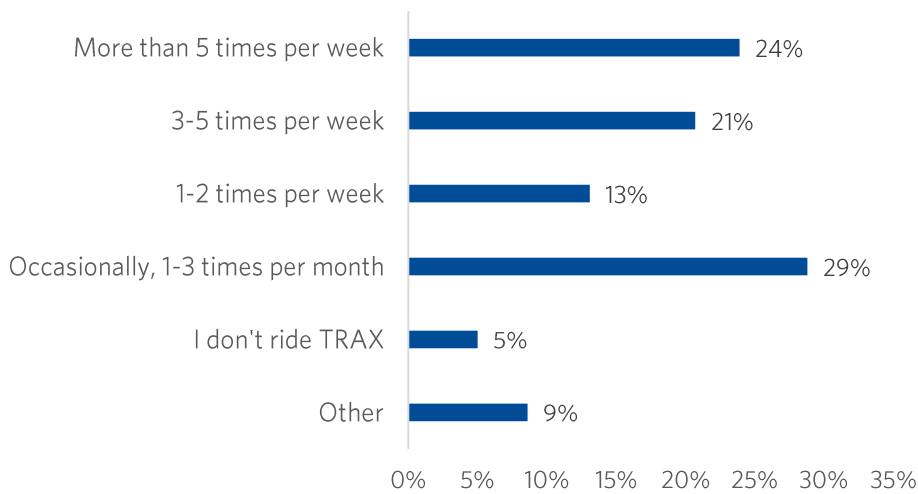


## Background

From February 8 through March 14 UTA collected feedback from the public via online survey through the Open UTA platform. Public survey responses were gathered to inform priorities for light rail system improvements in the years to come. The input opportunity was promoted via social media, UTA’s website, and through email notification to partners. 227 people responded to the request, providing a helpful pulse on the community’s interests regarding light rail.

## Ridership

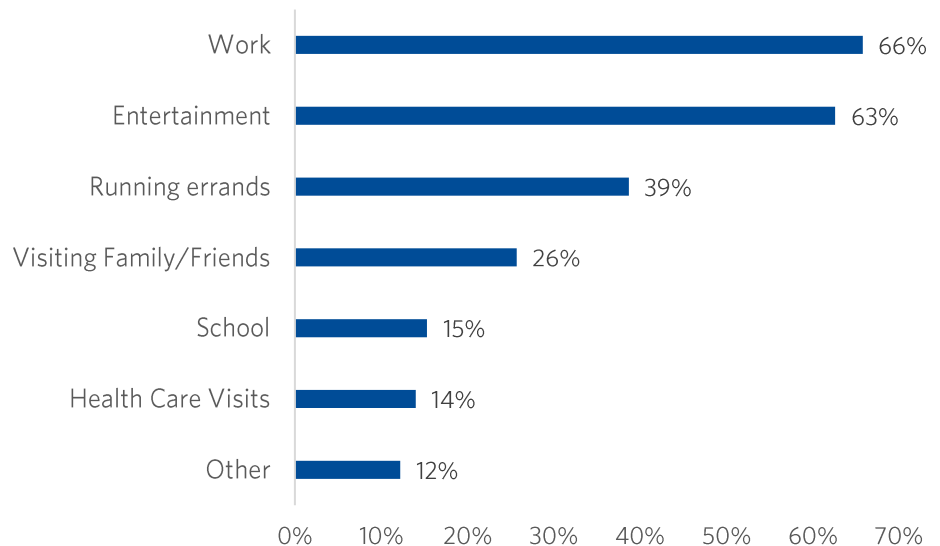
**Frequency of S-Line/TRAX Use Prior to COVID-19**



Over half of the participants rode S-Line & TRAX at least once per week prior to COVID-19 (58%); 45% indicated they rode more than 3 times per week.

The top reasons for riding TRAX/S-Line included work and entertainment. Responses categorized as “Other” included necessity (don’t have a car, transit is primary mode), volunteer work, and other extracurriculars. Other trip purposes include airport trips, avoiding parking and traffic, recreation, and other meetings.

**Top Reasons for Using TRAX**



## Non-Service Factors

To understand which non-service features were most important to the participants, they were asked to rank four factors. The participants ranked the factors as follows:

**1<sup>st</sup>** Places I want to go/things I want to do are near stations

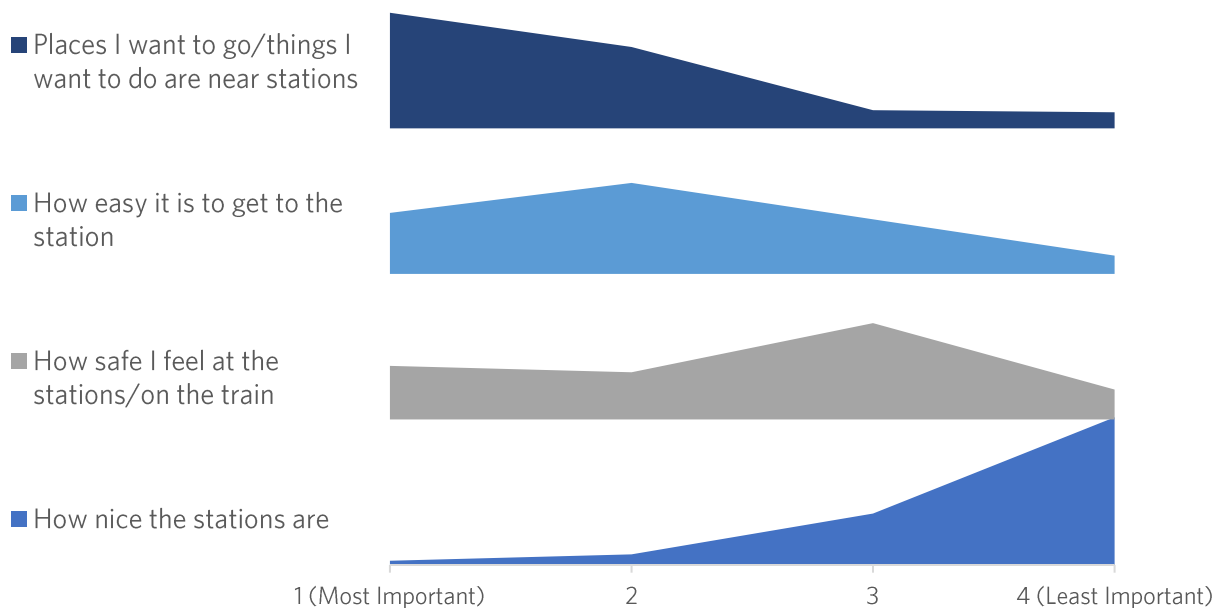
**3<sup>rd</sup>** How safe I feel at the stations and on the train

**2<sup>nd</sup>** How easy it is to get to the stations

**4<sup>th</sup>** How nice the stations are

The figure below shows the distribution of the ranking data across the four non-service factors. This provides more detail in understanding the importance of these factors: “Places I want to go/thing I want to do” is clearly higher in priority for survey participants, while “How nice the stations are” is decidedly the least important of the four factors among survey participants. The two middle factors have more spread and so we can better understand that these factors have varying levels of importance to the community.

### Ranking Importance of Non-Service Factors



## **Service Factors**

Participants were also asked to rank seven service characteristics in order of importance. The participants ranked the factors as follows:

**1<sup>st</sup>** How often it comes

**5<sup>th</sup>** How it connects to other services  
(Bus, FrontRunner, bike share,  
scooters, etc.)

**2<sup>nd</sup>** How reliable it is

**6<sup>th</sup>** Whether it's available on the  
weekends (Saturdays, Sundays)

**3<sup>rd</sup>** How much time it takes

**7<sup>th</sup>** Not having to transfer

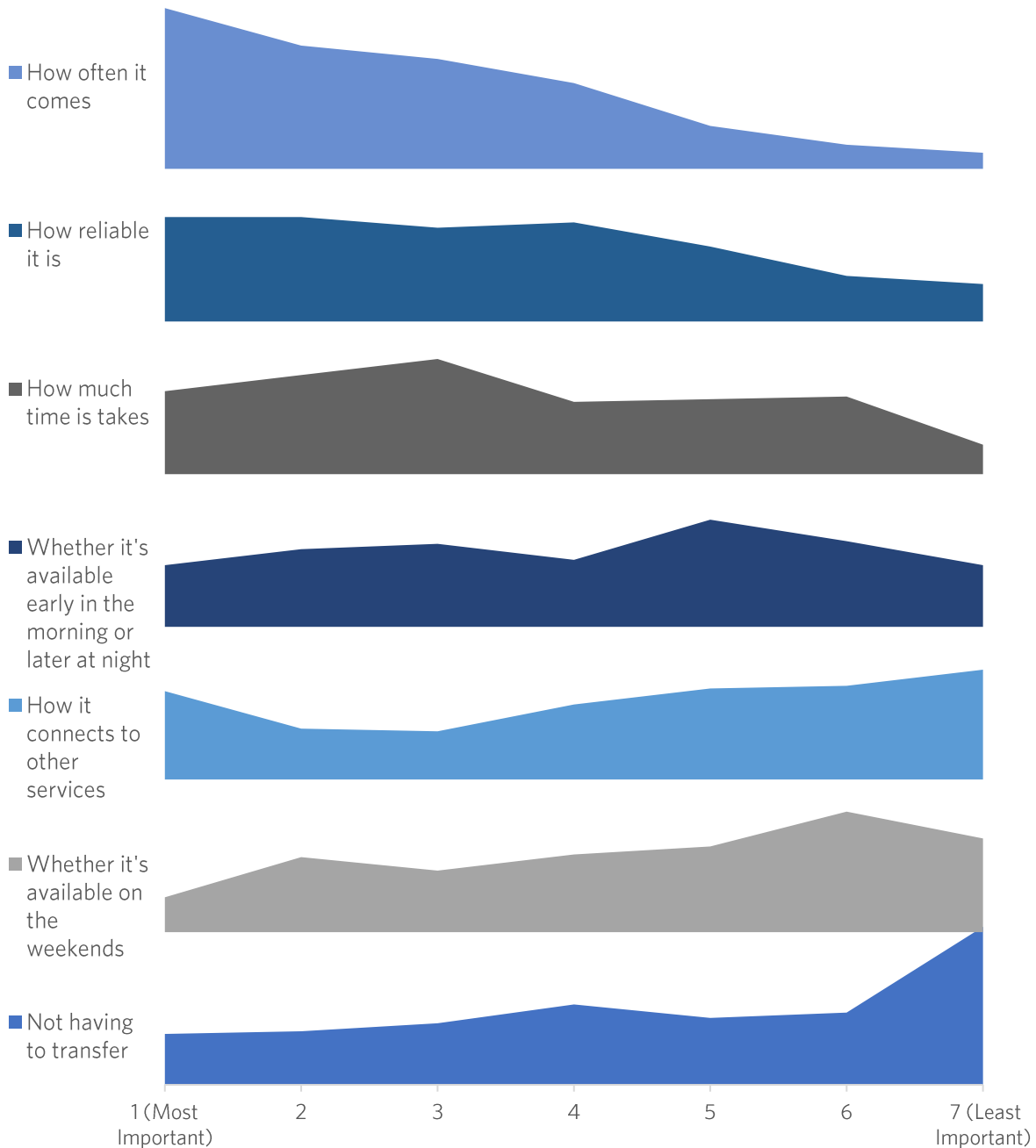
**4<sup>th</sup>** Whether it's available early in the  
morning or later at night

# Future of Light Rail Public Survey Report, April 2021



The figure below shows the distribution of the ranking data across the seven service factors. This provides more detail in understanding the importance of these factors. There is a great deal of spread in the responses, so it's difficult to say definitively the rank order of the factors, but we can see "how often it comes" is leading in importance, while "not having to transfer" appears the least important to most.

## Ranking Importance of Service Factors



## **Stakeholder Perspectives**

Stakeholders were asked the following: “How do you think city residents would rank the following non-service attribute to increase ridership (1 most important, 4 least important)”

1. Better passenger sense of security
2. Land use at the stations
3. Ease of access to the stations
4. Better passenger amenities

Their assessment differed from survey participants on the factor of safety/security. While stakeholders indicated they thought safety/security would rank first, survey participants ranked safety third, after the land use (Places/Things) and ease of access.

Stakeholders were also asked: “Please rank what you think is the most important service attribute for increasing ridership (1 most important, 6 least).”

1. More frequent service
2. Faster travel times
3. Better multimodal connections
4. No transfers
5. More reliable service
6. Service earlier and later at night

For the public survey one additional factor was included to understand if weekend service was important to riders. Stakeholders and survey participants were aligned on the top factor being frequency. After that, there are observable differences in the rank order between stakeholders and survey participants, including transfers, which ranked last on the public survey, reliability which ranked second, and earlier/later service which ranked fourth.

## Using & Improving Light Rail

We asked survey participants to tell us what other ideas they had for using and improving TRAX or S-Line. A total of 32 comments were submitted in this open-ended format (the complete list is included in Appendix 1 of this document). Many of the comments expressed multiple ideas or themes. The table below displays the themes identified, additional detail from the comments, and the number of times each theme was mentioned in the comments. Many comments contained more than one theme.

The top three themes from this open-ended response were 1) Light Rail Extensions & Increased Coverage; 2) Cost; and 3) Span of Service & Frequency (tie).

The themes identified here are in line with both the non-service and service factors ranked above where we saw emphasis on connectivity and coverage (non-service) and frequency and reliability (service). Both cost and span of service stand out in the themes as important factors that were not as prominent in the ranking exercise.

<b>Theme</b>	<b>Detail</b>	<b>Number of Mentions</b>
Extensions & Coverage	Black line, S-Line, General extensions, additional stops/stations	11
Cost	Free or reduced cost to ride	8
Span of Service	Longer hours, more days	7
Frequency	More frequent service, particularly during peak	7
Customer Information & Signage	Improved navigation, route information	5
Reliability & Traffic Priority	Traffic signal priority, reduced bottleneck downtown, avoid delays/disruptions	4
Wait Times & Transfers	Reduced wait times, particularly between transfers	3
Customer Amenities	Amenity improvements including bike racks and technological improvements for usability	3
Connectivity & Active Transportation	Ability to connect to other modes, including active transportation networks	3
Safety	Physical safety onboard the system (UTA police, passenger loads, and handholds)	2
Fare Collection	Ease of payment	2
ADA & Accessibility	Wheelchair access, language access, special seating	2
Other Comments	Make 1st choice; Improve cleanliness	2

## **Summary of Findings & Conclusions**

Availability and accessibility that support usefulness of transit stood out as important factors for light rail riders. Survey participants indicated the most important non-service features of light rail are places they want to go/things they want to do are nearby and that the stations are easy to access.

Service factors that are most important to participants also indicate convenience is essential – frequency, reliability, and travel/wait times all topped the list.

Usefulness of transit seems prominent in the qualitative responses as well – participants indicate they want to be able to go more places, at more times, more frequently, and at reduced costs. Additional information from this section should also be considered in light rail improvements including customer information and experience, accessibility, connectivity, and reliability.

## **Attachments**

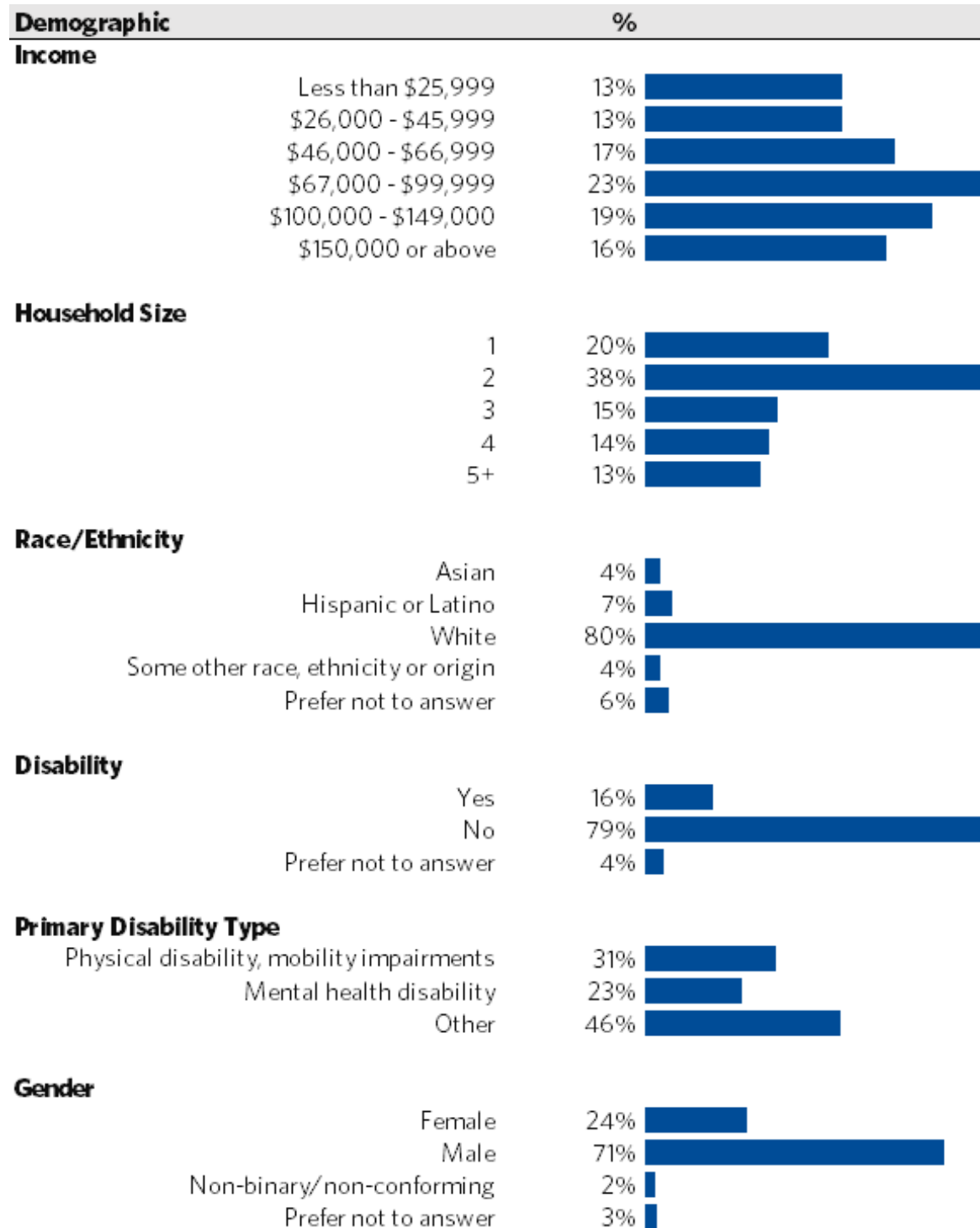
- **Attachment 1: Demographic Information (page 8)**
  - Survey participants were asked to complete an optional 6-question demographic module to understand community representation in the data.
- **Attachment 2: Ranking Factors by Trip Purpose (page 9)**
  - Detailed analysis of the importance of non-service and service factors by light rail trip purpose.
- **Attachment 3: Open-ended Responses (page 14)**
  - Qualitative responses to survey question soliciting ideas for improving light rail transit service.
- **Attachment 4: Survey Questions (page 17)**

## **Next Steps**

1. Report back to the community on this engagement process and next steps for the study.
2. Plan for additional engagement as the study progresses and new information is available to be shared.
3. Involve the community in the planning and decision-making processes as possible.

## Attachment 1

### Demographic Information





## **Attachment 2**

### **Top Ranking Factors by Trip Purpose**

The top-ranked non-service factor for all trip purposes on light rail was “Places I want to go/Thing I want to do are near stations”. The top-ranked service factor for all trip purposes on light rail was “How often it comes.” The only exception to this is for “Other” trip purposes, the top-ranked non-service factor was “How easy it is to get to the stations” and the top-ranked service factor was “How much time it takes.”

<b>Trip Purpose</b>	<b>Top Non-Service Factor</b>	<b>Top Service Factor</b>
Work	Places I want to go/Things I want to do are near stations	How often it comes
School	Places I want to go/Things I want to do are near stations	How often it comes
Health Care	Places I want to go/Things I want to do are near stations	How often it comes
Errands	Places I want to go/Things I want to do are near stations	How often it comes
Visiting Friends/Family	Places I want to go/Things I want to do are near stations	How often it comes
Entertainment	Places I want to go/Things I want to do are near stations	How often it comes
Other	How easy it is to get to the stations	How much time it takes

### **All Ranking Factors by Trip Purpose**

The following table shows the ranking of each factor by trip purpose. The rankings were estimated based on sum. Low sum scores translate to a higher priority, using a scale of 1-4 for the non-service factors and 1-7 for the service factors. Survey participants across all trip purpose types seem to agree on the order of importance of non-service factors with Places/Things topping the list, followed by easy access, perceptions of safety, and how nice stations are.

Across trip purposes, there are some differences in the ranking of importance of some service factors. Span of service factors appear to rank higher for those not traveling for work. Frequency and reliability, however, remain top factors across all trip types.

# Future of Light Rail Public Survey Report, April 2021



	Rank by Purpose						Overall Rank (N=227)
	Work (N=146)	School (N=34)	Healthcare (N=31)	Errands (N=86)	Entertainment (N=139)	Visiting (N=57)	
<b>Non-Service Factors</b>							
Places I want to go/Thing I want do to are near stations	1	1	1	1	1	1	<b>1</b>
How easy it is to get to the stations	2	2	2	2	2	2	<b>2</b>
How safe I feel at the stations/on the train	3	3	3	3	3	3	<b>3</b>
How nice the stations are	4	4	4	4	4	4	<b>4</b>
<b>Service Factors</b>							
How often it comes	1	1	1	1	1	1	<b>1</b>
How reliable it is	2	2	2	2	2	2 (tie)	<b>2</b>
How much time it takes	3	4	5	5	3	6	<b>3</b>
Whether it's available early in the morning/late at night	4	3	4	3	4	2 (tie)	<b>4</b>
How it connects to other services	5	5	7	6	6	5	<b>5</b>
Whether it's available on the weekends	7	6	3	4	5	4	<b>6</b>
Not having to transfer	6	7	6	7	7	7	<b>7</b>

**List of Trip Purposes & Ranking of Factors by Sum**

**Work Purpose - (N=146)**

*Non-service Factors*

1. Places I want to go/things I want to do are near stations (253)
2. How easy it is to get to the stations - (294)
3. How safe I feel at the stations/on the train - (332)
4. How nice the stations are - (473)

*Service*

1. How often it comes - (361)
2. How reliable it is - (434)
3. How much time it takes - (484)
4. Whether it's available early in the morning/late at night - (577)
5. How it connects to other services - (598)
6. Not having to transfer - (616)
7. Whether it's available on the weekends - (643)

**School Purpose - (N=34)**

*Non-service*

1. Places I want to go/things I want to do are near stations - (55)
2. How easy it is to get to the stations - (73)
3. How safe I feel at the stations/on the train - (79)
4. How nice the stations are - (122)

*Service*

1. How often it comes - (78)
2. How reliable it is - (105)
3. Whether it's available early in the morning/late at night - (125)
4. How much time it takes - (127)
5. How it connects to other services - (142)
6. Whether it's available on the weekends - (149)
7. Not having to transfer - (165)

**Health Care Purpose - (N=31)**

*Non-service*

1. Places I want to go/things I want to do are near stations - (47)
2. How easy it is to get to the stations - (70)
3. How safe I feel at the stations/on the train - (74)
4. How nice the stations are - (94)

*Service*

1. How often it comes - (81)
2. How reliable it is - (106)
3. Whether it's available on the weekends - (110)
4. Whether it's available early in the morning/late at night - (115)
5. How much time it takes - (125)
6. Not having to transfer - (134)
7. How it connects to other services - (138)

**Errands Purpose - (N=86)**

*Non-service*

1. Places I want to go/things I want to do are near stations - (131)
2. How easy it is to get to the stations - (167)
3. How safe I feel at the stations/on the train - (217)
4. How nice the stations are - (263)

*Service*

1. How often it comes - (219)
2. How reliable it is - (279)
3. Whether it's available early in the morning/late at night - (305)
4. Whether it's available on the weekends - (314)
5. How much time it takes - (316)
6. How it connects to other services - (335)
7. Not having to transfer - (394)

**Visiting Purpose - (N=57)**

*Non-service*

1. Places I want to go/things I want to do are near stations - (87)
2. How easy it is to get to the stations - (116)
3. How safe I feel at the stations/on the train - (157)
4. How nice the stations are - (188)

*Service*

1. How often it comes - (158)
2. How reliable it is - (215\*)
3. Whether it's available early in the morning/late at night - (215\*)
4. Whether it's available on the weekends - (217)
5. How it connects to other services - (225)
6. How much time it takes - (228)
7. Not having to transfer - (260)

**Entertainment - (N=139)**

*Non-service*

1. Places I want to go/things I want to do are near stations - (222)
2. How easy it is to get to the stations - (285)
3. How safe I feel at the stations/on the train - (347)
4. How nice the stations are - (465)

*Service*

1. How often it comes - (391)
2. How reliable it is - (484)
3. How much time it takes - (499)
4. Whether it's available early in the morning/late at night - (517)
5. Whether it's available on the weekends - (554)
6. How it connects to other services - (592)
7. Not having to transfer - (615)

# Future of Light Rail Public Survey Report, April 2021



Other - (N=27)

*Non-service*

1. How easy it is to get to the stations - (43)
2. Places I want to go/things I want to do are near stations - (50)
3. How safe I feel at the stations/on the train - (67)
4. How nice the stations are - (75)

*Service*

1. How much time it takes - (79)
2. How often it comes - (80)
3. Whether it's available early in the morning/late at night - (86)
4. How reliable it is - (96)
5. How it connects to other services - (98)
6. Whether it's available on the weekends - (118)
7. Not having to transfer - (123)

## Attachment 3

### Open-Ended Responses

1	Later trains, possible 24/7 service with trains going every hour from midnight to 5am
2	Creating a Black Line service from the U to the airport. It's possible, and it's way overdue.
3	Cost needs to be lowered because I'm not paying 2.50 if I'm going one stop
4	TRAX is one of my favorite things about living in Salt Lake City. I think there should be more consistent efforts to make it accessible to everyone regardless of ability to pay for tickets. I also wish it would run more often on weekends. Prior to COVID-19, I took TRAX every weekday, and I would have done so more on weekends had the times been more available. I can't wait to use TRAX again!
5	Extend the S-Line down 1100 east
6	A university to airport or downtown line would help reduce barriers to using TRAX for me. 15-minute service on each line makes it hard to spontaneously use TRAX. I know there is line capacity problems, but I would love to see 5-10 minute service on the blue and red lines. I would also like to see an expansion of the free fare zone to cover most of Salt Lake City, maybe in partnership with the City.
7	Signage
8	Shorter waits for transfers. Transfers from green line to red line are especially bad as green line arrives at transfer point just as red line has departed which leads to a 15-minute wait in each direction. That is especially problematic in bad weather.
9	It would be awesome to not have the bottleneck downtown with all three lines sharing the same track to improve reliability and re-route trains if one is disabled. However, it is also awesome to not have disabled trains and a fast way to go retrieve it and replace it.
10	In the downtown and U areas, need to sync the train with the stoplights so the train doesn't stop at every light a car would, and then also at the station, making it much slower to take the train than drive. It's also frustrating all three lines use the same track for such a long stretch because one accident takes out the entire system.
11	Please make it safer and cleaner. There are way too many homeless people that make the trains unsafe and unsanitary. I used to UTA police monitoring the trains frequently, but since covid-19 the UTA police are nowhere to be found. I used to feel safe. I feel unsafe and uncomfortable on the trains now.
12	More lines outside of SLC
13	Get to the point where public transportation is 1st source of getting to work, school, health care visits, running errands, visiting family or friends and entertainment.
14	Run it until after 1am so that people can take it home instead of drinking and driving.
15	Cost is huge. I've always wanted to use UTA for environmental reasons before, but I couldn't justify paying \$2.50 for a one-way ticket when I could buy a gallon of gas for the same price. It was only once I got a UTA Pass for working at Westminster that I began riding. I feel like more affordable options (plus improved ease of purchase by setting up kiosks ON the train) would help increase ridership.
16	Frequency is the biggest one. I hate missing a train and then having to wait 15 to 20 minutes. I wish they came every 10 minutes. I also wish we had more access outside of downtown. I live in rose park and I don't take the TRAX anymore because it's out of the way. Bus or shuttle routes would help.

**Future of Light Rail  
Public Survey Report, April 2021**



17	<p>I know so many people that I work (airport) and passengers alike that would utilize the TRAX if we had early morning and late service to match airlines schedule!</p> <p>The other thing lacking is bus service to TRAX. It takes me 1 hour to go from 400s (Salt Lake City) to the airport... that's crazy.</p>
18	Please make more affordable for Salt Lake residents.
19	I would love for an Airport to U of U line (aka, the black line) to be a reality. Removing the transfer at Courthouse would be great. Better frequencies are also important.
20	More bike racks and more access to the TRAX by bike lanes. There are many where I have to ride on the sidewalks in order to be safe to get there.
21	<p>Please increase frequency during rush hour times. The 15-minute frequency is great for all other times of the day, but a higher frequency during rush hour will help space people out more on trains when we all start going back to the office.</p> <p>Also, I live in Daybreak, but can't use TRAX if I want to go out to dinner on a Friday or Saturday night...the last train of the night is WAY too early. Rideshare is too expensive to take from downtown back to SLC and I wish the train operated later.</p>
22	Expand, westside, frequency
23	<p>GPS Tracking, Flat fee for a day, "walkable region" or zones noted on maps at stations, train connecting the avenues (3rd Ave to university and downtown?) and sugarhouse (S-line up 11th or 13th by street car? Maybe just go up and down 9th E or along foothill) so its all one ticket (Bus and train tickets clash), Discounts for apartment dwellers to increase walkability of the city or to drive less, Pay through an app and not just by tapping (e.g. iPhones have "transit" cards through the apple wallet), Take a line to the bottom of the Ski Canyons, Take the S-Line Subway. I think for me the largest issue with the TRAX/S-line was the increased pressure required to get towards the 9th+9th/ Yalecrest/ Zoo area, it's about 35 min to an hour walk from any train stop. Just having the connection from S-line to University doesn't do enough, it takes less time to take the bus (which is more confusing and less convenient) than the TRAX.</p>
24	Upgrade the trains, add more stops in the western part of the Salt Lake Valley
25	<ul style="list-style-type: none"> <li>* Add New Lines &amp; have one new line cover between 3 to 5 bus routes.</li> <li>* More Frequent Trips Per Hour.</li> <li>* Add Express Lines to New &amp; Existing Lines.</li> <li>* 24/7 365 Days Per Year Service on ALL Lines (Other cities like San Diego have services ALL Days of the year).</li> <li>* Call-In Bus Info for full hours that any transit vehicle is on the road or 24/7 365 day's per year.</li> <li>* Better ADA Wheelchair Seating Areas &amp; making it so bikes and scooters are not parking in these ADA Wheelchair Seating Areas.</li> <li>* Faster and Better Bus Bridges when a train has problems and you have to connect people it currently is not as good when it comes to Wheelchair Accessibility when using a bus bridge</li> </ul>

# Future of Light Rail Public Survey Report, April 2021



	and this must improve. Everything from Ramps that are way too steep or having to drive my chair over broken and grassy ground etc.
26	Make sure it is separated from car travel lanes, live time info at stations.
27	It's difficult to use TRAX when it's very full because there aren't enough handholds inside the actual cars to allow everyone a safe grip.
28	Extending it and adding more stations
29	Signs that are easy to see
30	Free
31	<ul style="list-style-type: none"><li>&gt; Minimizing costs (especially fares) as much as possible</li><li>&gt; Upgrading signs to English, Spanish, and whatever the indigenous dialect is in Salt Lake City</li><li>&gt; Adding more special-needs/disabled and parent-with-child seating</li></ul>



## **Attachment 4**

### **Survey Questions**

1. Prior to the start of the COVID-19 pandemic in March 2020, how often did you use UTA's TRAX or S-Line?
  - a. More than 5 times per week
  - b. 3-5 times per week
  - c. 1-2 times per week
  - d. Occasionally, 1-3 times per month
  - e. I don't ride TRAX
  - f. Other
2. Rank the following **NON-SERVICE** features in order of importance to you when considering future improvements to TRAX or S-Line. (1 is the most important, 4 is the least important)
  - a. How easy it is to get to the stations
  - b. How safe I feel at the stations and on the train
  - c. How nice the stations are
  - d. Places I want to go/things I want to do are near stations
3. Rank the following **SERVICE** characteristics in order of importance to you when considering future improvements to TRAX or S-Line. (1 is the most important, 7 is the least important)
  - a. How much time it takes
  - b. Not having to transfer
  - c. Whether it's available early in the morning or later at night
  - d. How reliable it is
  - e. How it connects to other services (bus, FrontRunner, bike share, scooters, etc.)
  - f. How often it comes
  - g. Whether it's available on the weekends (Saturdays, Sundays)
4. What is your top reason(s) for using TRAX? (Select all that apply)
  - a. Work
  - b. School
  - c. Health care visits
  - d. Running errands
  - e. Visiting family or friends
  - f. Entertainment
  - g. Other
5. In a few words, tell us what other ideas you have for using and improving TRAX or S-Line. (For example, cost, signage, seats, etc.)
6. What is your home zip code?
7. If you would like to sign up to get periodic updates about this project, please enter your email below (we won't spam you or share your contact information!):

*The following questions are optional but very helpful to UTA in understanding who is represented in this feedback. We want to improve inclusion in feedback opportunities to better represent more people who*

*ride transit. The information will not be used for discriminatory purposes in any way. Thank you for participating!*

8. Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2020 before taxes?
  - a. Less than \$19,000
  - b. \$19,000-\$25,999
  - c. \$26,000-\$32,999
  - d. \$33,000-\$39,999
  - e. \$40,000-\$45,999
  - f. \$46,000-\$53,999
  - g. \$54,000-\$59,999
  - h. \$60,000-\$66,999
  - i. \$67,000-\$79,999
  - j. \$80,000-\$99,999
  - k. \$100,000-\$149,999
  - l. \$150,000-\$199,999
  - m. \$200,000-\$249,999
  - n. \$250,000 or above
9. How many people, including you, are in your household?
  - a. 1
  - b. 2
  - c. 3
  - d. 4
  - e. 5
  - f. 6
  - g. 7
  - h. 8+
10. What is your race and ethnicity? (Select all that apply)
  - a. American Indian or Alaska Native
  - b. Asian
  - c. Black or African American
  - d. Hispanic or Latino
  - e. Native Hawaiian or other Pacific Islander
  - f. White
  - g. Some other race, ethnicity, or origin
  - h. Prefer not to answer
11. Do you have a disability?
  - a. Yes
  - b. No
  - c. Prefer not to answer
12. If yes, what is your primary type of disability?
  - a. Physical disability, including mobility impairments
  - b. Blindness or other visual impairment
  - c. Deafness or hard of hearing

**Future of Light Rail  
Public Survey Report, April 2021**



- d. Intellectual and/or developmental disability
  - e. Learning disability
  - f. Mental health disability
  - g. Other
13. What is your gender? (Select all that apply)
- a. Female
  - b. Male
  - c. Non-binary/non-conforming
  - d. Prefer not to answer
  - e. Prefer to self-describe
  - f. If you prefer to self-describe your gender: