200 South Community Feedback

The survey was conducted between May 5 - June 30, 2020, receiving 984 responses. This was during a stay at home period during the COVID-19 pandemic. Therefore, the survey may be missing responses from individuals who could not access the Online survey and may reflect altered preferences based on a change in routines.

What brings people to 200 South?
The majority of survey respondents visit businesses on this street, use this street occasionally, or commute on this street.

Responses from low-income and minority populations were analyzed separately and compared to the overall results. The low-income and minority populations selected live on this street and/or park on this street at higher rates than the group with all responses.

How do survey takers travel on 200 South?
Although there are many drivers on 200 South, the combined responses for active transportation and transit users (✔️) almost doubles the number of drivers.

Responses from low-income and minority populations further emphasized this trend, with this group identifying active transportation and transit 2.3 times more than driving.

*How is roadway space divided?*
On a typical block, approximately 61% of the space prioritizes car movement and storage and 39% of the space prioritizes active transportation and transit users.
Survey takers think there is already a lot to like about 200 South...

... but they also have ideas for how 200 South could be better for those who use it.

Outlined words ranked proportionately higher for low-income and minority survey respondents than the overall respondents.
Prioritization of Right-of-Way Functions

**OVERALL RANKING**

1. **Person Mobility**
   - The movement of people walking, using mobility devices, and bicycling

2. **Greening**
   - Livability, shade, and environmental sustainability goals through street trees and vegetation

3. **Place-Making**
   - Activity, vibrancy, and streets as places to be rather than just to travel through

4. **Curbside Uses**
   - Bus stops, street parking, pick up/drop off, bike parking, and deliveries of goods

5. **Vehicle Mobility**
   - The movement of vehicles and goods (including transit, automobiles, and freight)

**RANKING BY TOPIC**

- Person Mobility: 52% Most Important
- Greening: 43%
- Place-Making: 40%
- Curbside Uses: 31%
- Vehicle Mobility: 23%

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**LOADING ZONE**

1. **Person Mobility**
2. **Greening**
3. **Place-Making**
4. **Curbside Uses**
5. **Vehicle Mobility**

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The movement of people walking, using mobility devices, and bicycling.

Livability, shade, and environmental sustainability goals through street trees and vegetation.

Activity, vibrancy, and streets as places to be rather than just to travel through.

Bus stops, street parking, pick up/drop off, bike parking, and deliveries of goods.

The movement of vehicles and goods (including transit, automobiles, and freight).

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**OVERALL RANKING**

**BUS STOP**

**LOADING ZONE**

**200 South Corridor Plan**
Prioritization of Transit Corridor Funding

**OVERALL RANKING**

1. **Pedestrian Facilities**
   - Crossing islands, creative cross-walks, sidewalk enhancements, street lighting, wayfinding signs

2. **Place-Making**
   - Landscaped medians, green space, parklets, public art, sidewalk games, street furniture

3. **Bicycle Facilities**
   - Bike lanes, bike parking, floating bus stops, wayfinding signs

4. **Transit Priority**
   - Transit only lanes, transit signal priority, transit queue jumps, floating bus stops

5. **Improved Waiting & Boarding Facilities**
   - Bus stops/shelters, off-board fare collection, real-time transit signs

6. **Curbside Uses**
   - Street parking, freight loading zones, passenger pick up/drop off

**RANKING BY TOPIC**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Most Important</th>
<th>Least Important</th>
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<tr>
<td>Transit Priority</td>
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<td>32%</td>
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<tr>
<td>Improved Waiting &amp; Boarding Facilities</td>
<td>27%</td>
<td>32%</td>
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<tr>
<td>Curbside Uses</td>
<td>30%</td>
<td>23%</td>
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**200 South Corridor Plan**
Prioritization of Transit Hub Funding

**OVERALL RANKING**

1. **Place-Making Elements**  
   Place-Making and community building to ensure a welcoming and useful experience through public art, landscaping, retail outlets, parklets, interactive design, and connections to the neighborhood

2. **Sheltered Waiting Areas**  
   Sheltered waiting areas with seating and lighting to provide comfort for wait times and real-time arrival/departure schedules

3. **Visual Wayfinding**  
   Visual wayfinding that clearly directs users to the different transportation options, nearby businesses and landmarks, hub amenities, and information on how to sign up for and use all the modes

4. **Secure Bike Parking**  
   Secure bike parking for storage longer than a few hours

5. **Drinking Fountains & Bathrooms**  
   Drinking fountains and/or bathrooms to enhance comfort and desirability of space

6. **Carshare & Bikeshare**  
   Carshare and bikeshare for 'last mile' connections

7. **Electric Vehicle Charging**  
   Electric vehicle charging for use by shared or privately owned electric vehicles

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<td>Visual Wayfinding</td>
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YOU ARE HERE!

200 S

OVERALL RANKING

Most Important

Place-Making Elements
Sheltered Waiting Areas
Visual Wayfinding
All-Day Secure Bike Parking
Drinking Fountains & Bathrooms
Carshare & Bikeshare
Electric Vehicle Charging

Least Important

Place-Making Elements
Sheltered Waiting Areas
Visual Wayfinding
All-Day Secure Bike Parking
Drinking Fountains & Bathrooms
Carshare & Bikeshare
Electric Vehicle Charging
77% of survey takers said that these draft goals capture the elements that are important to them.

20% of survey takers disagreed with these draft goals for 200 South.

*3% did not respond

**Draft Project Goals**

1. Transform 200 South into an iconic corridor for Salt Lake City.
2. Reconstruct the corridor so that it becomes a transit-priority street.
3. Organize complete streets elements to integrate active transportation, transit mobility, and place-making.

“I'd like to see foot and bicycle traffic be the focus of 200 S.”

“Don't change the street.”

“I'd like to see foot and bicycle traffic be the focus of 200 S.”

“I value the potential of turning 200 South into a corridor that draws people to it.”

“We don't need green space medians. Keep traffic flowing.”

“I support transit priority but keep the feel of a walkable street.”

“Every street doesn't need to be iconic.”

“Iconic corridors bring more patrons than cars.”

“400 South is already a transit priority street.”

“I don't understand the terminology of the listed goals.”

“Street might become hard to navigate like 300 South.”

“I support transit priority but keep the feel of a walkable street.”

“I don’t understand the terminology of the listed goals.”
Survey takers believe these elements will make 200 South an iconic road and destination.