



# Phase 2 Public Engagement Summary Report

March 31, 2026

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# Table of Contents

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Phase 2 Outreach Summary.....	3
Planning.....	3
Tactics .....	3
Promotion .....	3
Engagement Opportunities .....	4
Papel Picado Workshop.....	4
Neighborhood House Resource Fair - Tabling .....	4
Geraldine E. King Women’s Resource Center Workshop - Tabling.....	5
Wheatpaste Art Workshop .....	5
West High School – AVID Classroom Workshop .....	6
Papel Picado Installation Celebration and Press Event .....	7
Community Open House 1 .....	7
Glendale – Mountain View Learning Center Morning Coffee - Tabling.....	9
Northwest Recreation Center - Tabling.....	9
Stained Glass Workshop 1.....	10
East High School – AVID Classroom Workshop .....	11
Horizonte Instruction & Training Center – Classroom Workshop.....	12
University Neighborhood Partners Staff Meeting.....	12
East High School – Student Government Workshop.....	13
Glendale – Mountain View Learning Center Food Bank Distribution - Tabling.....	13
Community Open House 2.....	14
Stained Glass Workshop 2.....	15
Online Scavenger Hunt.....	16
Stained Glass Workshop 3.....	17
Summary of Key Findings and Themes.....	18

## Phase 2 Outreach Summary

Phase 2 outreach was designed to engage westside residents through a variety of tactics to increase representation across demographics. The engagement strategy employed throughout this phase involved the Community Advisory Board (CAB) and Arts Engagement Group (AEG), businesses, schools and other community organizations to promote and provide a diverse array of opportunities to engage residents in solutions ideation activities where they are—at home, in schools, online, and at community gatherings. Additionally, AEG members added arts-based opportunities to attract community members who might be interested in participating in a different way.

### Planning

These tactics were co-created by the CAB in September 2025 and refined by the CAB and AEG in October 2025. The WE Connect engagement team met with several trusted community organizations in December 2025 to identify opportunities to reach people where they felt comfortable and safe.

### Tactics

Tactics applied during Phase 2 engagement included:

- On-site Engagement – *Voces al Viento* art installation
- Youth Engagement – tabling, open houses, High School class workshops
- Neighborhood Engagement – tabling, community organization workshops, open houses, art workshops
- Online Engagement – Interactive comment map “Scavenger Hunt”

### Promotion

The events were promoted in several ways to reach a broad audience of westside residents and included:

- **City Information Sources:** the project e-newsletter and webpage, ShapeSLC page and newsletter, and @SLCMoves social media channels
- **City Council Updates:** City Council District 1 and 2 newsletters and social media channels
- **Traditional Media:** A press event celebrating the installation of *Voces al Viento* and post-event press release promoting Phase 2 engagement opportunities occurred and garnered two media stories.
- **Direct Mail:** Postcards were distributed to every address in the study area
- **Paid Advertisements** targeting the study area zip codes. See Appendix A for dates:
  - Static ads were placed on google
  - Audio ads were placed on Spotify, Pandora, Amazon Music, and Soundcloud.
  - Live read ads ran on the top two Spanish language radio stations in the market (KBMG 106.3 FM and KDUT 102.3 FM) and Avanza, NPR’s Spanish Language public radio station.
  - A television ad ran on Telemundo
  - A radio interview with Councilmember Eva Lopez Chavez ran on KBMG 106.3 FM.
- **Posters:** 500 posters were distributed across the study area in community centers, libraries and local businesses.

# Engagement Opportunities

## Papel Picado Workshop

December 17, 2025, 5:30-7:30 p.m.

Sorenson Unity Center

The Art Engagement Working Group hosted an art workshop for the public to help design the papel picado patterns that would eventually be used in the art installation in February.

**Feedback Summary:** The submitted designs expressed the participants' views about transportation on the Westside. These views included pedestrian and cyclist safety, support for the Rio Grande plan, frustration with the divide, and pride in the Hispanic culture of the Westside.



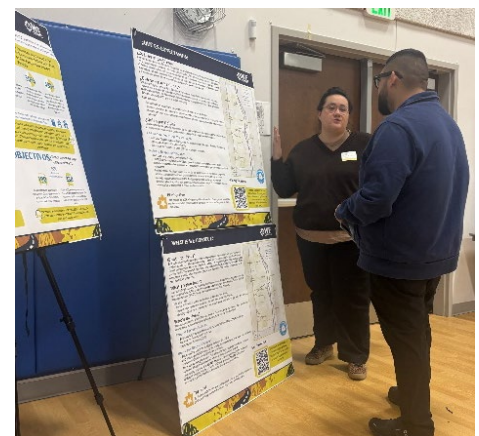
## Neighborhood House Resource Fair - Tabling

January 20, 5 – 7 p.m.

The WE Connect team joined other community organizations in tabling at this opportunity for Neighborhood House patrons to shop at a thrift shop and learn more about community resources. The team spoke with about 20 people, primarily in Spanish, and asked for their ideas about ways to solve for the divide by using stickers to indicate their preferred solution on the precedent image board or by adding written comments with sticky notes.

**Feedback Summary:** Of the 58 stickers, the top votes were (5) Bury the Train, (4) New High School west of I-15, and (4) Community Services. Other comments included:

- Fix 800 South train crossing
- Accessible public restrooms and drinking fountains
- Make transit feel safe
- Duplicate the S-line type walking path on other transit lines
- Mitigate homelessness
- TRAX from SLC Central to Rose Park & Glendale
- More frequent bus on Redwood Road



## Geraldine E. King Women’s Resource Center Workshop - Tabling

January 23, 11 a.m. – 1 p.m.

Geraldine E. King Women’s Resource Center

The WE Connect team was invited to meet with resource center clients. The team spoke with about 20 women, in English and Spanish, and asked for their ideas about ways to solve for the divide by using stickers to indicate their preferred solution on the precedent image board or by adding written comments with sticky notes.

**Feedback Summary:** Of the 63 stickers, the top votes were (6) Health Services, (5) Lighting, and (5) More Housing. Many comments focused on transit accessibility and included more routes, 24-hour transit service, adding TRAX to the west side, expanding the UTA on-demand service area and adding seating and shelters to transit stops. Several comments requested free bus passes for the unsheltered.



## Wheatpaste Art Workshop

January 28, 11 a.m. – 1 p.m.

Fairpark Family Learning Center

The Art Engagement Working Group hosted an art workshop for unsheltered persons at the Fairpark Family Learning Center on Wednesday, January 28. The artist hoped it was an ideal time and location for the unsheltered to attend because the facility is adjacent to the Jordan River Trail, an important pedestrian connection. The adjacent Northwest Recreation Center also opens its showers to the unsheltered on Wednesday afternoons. We offered to pay for their showers and provide a free lunch if they attended the workshop. Nobody who considered themselves unsheltered attended the workshop, but five people (a mix of rec center employees and patrons of the senior center) participated. Their art was recorded by Kate, the artist, and will be distributed throughout the Westside.

**Feedback Summary:** Participants used collage to modify photos of locations around the Westside to express their frustrations and suggestions for improvements.

- The 900 South Railroad Crossing & Overpass was identified as inconvenient, frustrating and dangerous. Suggestions for that area included burying the train or an app that notifies travelers about the train.
- The I-15 is seen as the main obstacle between East and West that holds the Westside back. Suggestions included removing or burying the freeway or at least making overpasses more artistic and welcoming.
- An image of Redwood Bus Stop 117025 elicited frustrations with pollution and littering on the Westside. There were requests for incentives for locals and the city to keep the area clean and more trees in concrete spaces.
- The 800 South Railroad Crossing again brought out feelings of frustration with delays caused by trains. They suggested replacing trains with green and public spaces.



## West High School – AVID Classroom Workshop

February 4, 2026

The WE Connect team was invited to present to West High School students in their classroom. The team discussed transportation planning and public engagement as professions, then presented information about the WE Connect study. About 18 students were invited to share their ideas about ways to solve for the divide by using stickers to indicate their preferred solution on the precedent image board or by adding written comments with sticky notes.

**Feedback Summary:** Of the 77 stickers placed, the top vote-getters were (12) Walkable Neighborhood shops/restaurants, (11) Lighting and (10) Health Services – medical clinics, fitness, & childcare.

The comments focused on adding a nearby public park with a turf field, adding a popular fast-food location close to the school, and health services for all ages on the Westside. Many of the students mentioned they already use UTA’s on-demand service.



## Papel Picado Installation Celebration and Press Event

February 5, 2026, 10-11 a.m.

9 Line Trail near 600 West

The WE Connect project team introduced a community-created art installation, *Voces al Viento*, along 900 South between 500 West and 900 West. The installation visually represents the divide within the city and helps inform residents and passersby about the purpose of the WE Connect Study. It served as both a storytelling element and an invitation to learn more about the project. Members of the project team, the artist, a member of the Community Advisory Board and Council Member Alejandro Puy E. offered brief remarks and afterwards spoke with the press.

This event generated two media stories:

- [“Art installation spotlights Salt Lake City’s east–west divide”](#) Axios, Feb. 5
- [“This half-mile art piece highlights Salt Lake City’s longest transportation challenge”](#) KSL, Feb. 5



## Community Open House 1

February 5, 5:30 – 7:30 p.m.

*The Other Side Village*

The WE Connect Study hosted their first open house of phase 2 on Thursday, February 5. Dinner was provided. Approximately 40 people attended the open house, not including the project team.

The open house was hosted by the Other Side Village in their new facility. Information boards about the study were displayed around the room in English and Spanish, as well as a video summary of the project’s findings so far played on a loop. Guests were asked to sign in as they arrived by placing a sticker on their neighborhood on a map of the Westside. About one third of the participants were residents at the Other Side Village.

A very large, printed map was available for guests to place ‘precedent images’, or photos of real-life examples of transportation improvements, on areas that they thought needed those improvements. Poster-sized vision maps were also provided to guests who wanted to suggest a more general

pattern of improvement in specific areas of the Westside. Together Arts Utah also hosted an art activity for guests who wanted a creative outlet for their frustrations with the divide and hopes for improvement.



**Feedback Summary:** Appendix B: *Reconnection Vision Activity Summary* details the results and patterns from the game boards at this event.

Art pieces created by participants expressed frustration with delays caused by trains and envisioned a world where more green space and housing were built over that space instead.

112 precedent images and comments were left on the map. The most common themes were adding bridges or tunnels to I-15 and/or railroad crossings, creating walkable neighborhoods, building more housing, and improving bike lanes and transit. Notes were left all over the map but most frequently on railroad crossings, especially 800 South and 900 South, and I-15 overpasses, including 1300 South and 2100 South. Other comments include:

- 900 W/North Temple: activate the potential commercial spaces on north temple
- 200 S & 600 W: Better intercity transportation options both via rail and by bus
- Indiana/Redwood Road: complete 9-Line trail
- 1000 W North Temple: Fairpark access from TRAX! (access into fairgrounds from North Temple)
- I-15 ramp to W Temple: Freeway ramp slingshots cars onto W Temple right where the 9-line crosses, biker hit in Jan 2026
- 900 W & 200 S: Huge hole in transit service north-south disconnects Poplar Grove and Glendale to North Temple
- 300 N /I-15: I love the 300 N cycle lanes. More please!
- 400 S Navajo: ridership on route 4 bus well above pre-pandemic ridership, yet hasn't see any serious expansion on the westside
- 800 S / 900 W: smiths in rose park is centrally located but the one in poplar grove is on the eastern edge, making too difficult to access
- Indiana/Redwood Road: we need sidewalks on Indiana west of I-15

## Glendale – Mountain View Learning Center Morning Coffee - Tabling

February 6, 2026

The WE Connect team was invited to present to the Glendale Learning Center’s monthly Morning Coffee meeting. About 40 people attended this meeting, including the Center’s Director and administrators from Mountain View Elementary Schools. The presentation was translated into Spanish for participants and then participants were invited to share their preferred solutions on the precedent image board or add new ideas.



**Feedback Summary:** Voters placed 67 stickers. By far the most popular category was New High School West of I-15 (11), with Green Spaces (6) in second. Trees, landscape & street furniture, Lighting, and Better Bikeways each got 5 votes. Voters indicated that they wanted improved outdoor spaces for themselves and their families.

## Northwest Recreation Center - Tabling

February 7, 2026

The WE Connect team was invited to table at the Northwest Recreation Center on a Saturday when a lot of youth sports games and other events were happening. The team tabled in both the recreation center (9am-1:30 pm) and the Community Center (10-noon) buildings and engaged with about 50 people.

**Feedback Summary:** Of the 97 votes cast, the top two vote-getters were (12) Bury the Train and (9) Health Services – medical clinics, fitness & childcare. Walkable Neighborhood shops/ restaurants and Bridge or Tunnel each received 7 votes. Multiple comments requested more affordable housing options, more buses on north/south routes and more parks or other spaces for recreation.

There were also several comments citing safety in public areas as a major concern. Other comments included:

- Using I-215, redwood, 300 W to avoid railroad crossing and slower routes
- Fix potholes in neighborhood
- Quality grocery in Rose Park
- Fix damaged sidewalks and make them wider
- Car wash (slim olsens) in Bountiful not Rose Park

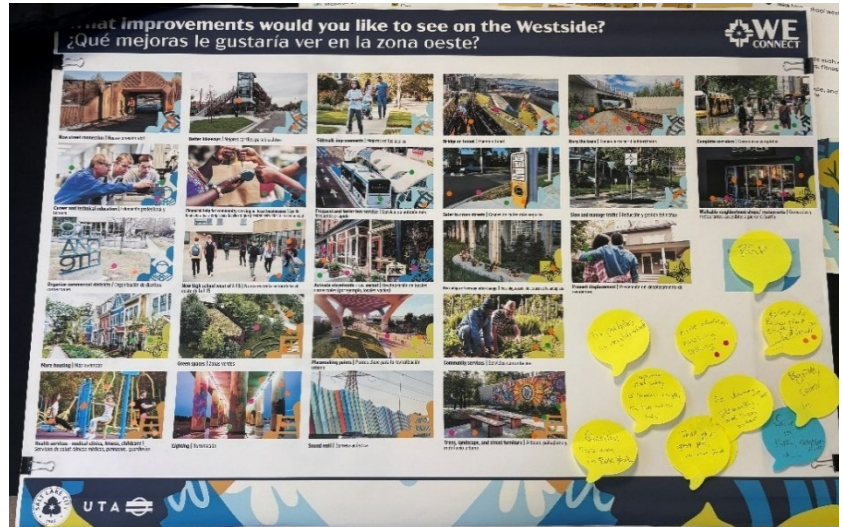
## Stained Glass Workshop 1

February 7, 12 – 2 p.m.

All Chay restaurant

This art workshop was the first in a series intended to engage renters who live on the Westside. Kate from Together Arts Utah organized and led this event. This location was chosen for its popularity as a local restaurant and the owner's support of the study. Five people attended. Lunch was provided for participants. Participants were invited to create art expressing their experience with transportation on the Westside, including their frustrations with the divide and their hopes for improvement. Those unfamiliar with the study were given project information and encouraged to participate further.

**Feedback Summary:** Participants identified industrial pollution as a major health issue on the Westside and suggested relocating those businesses elsewhere. Road safety was also a concern for cyclists and pedestrians. Better lighting, protected bike lanes regulating e-scooters to keep them off sidewalks were all recommended solutions.



## East High School – AVID Classroom Workshop

February 10, 2026

The WE Connect team was invited to present at East High School to students in their classroom. The team discussed transportation planning and public engagement as professions, then presented information about the WE Connect study. About 20 students were invited to share their ideas about ways to solve for the divide by writing their ideas on the project gameboards in teams of three to four. This activity was designed for participants to think about corollary solutions and how they work together to support the overall project goals in a neighborhood or small area. Students then shared the outcomes of their groups work, with a class wide discussion following.



**Feedback Summary:** Students collectively completed six gameboards. Comments made on the boards relating to the project categories. Students were asked to prepare a summary theme for their boards. These were:

- “Fostering community through prioritizing safety and accessibility”
- “A safe and vibrant community”
- “We aspire to put better lighting and more crosswalks on the west side of Salt Lake City. Additionally, we went to put a hospital and a high school in our neighborhood.”
- “This vision uses all four categories (Travel Choice, Access to Opportunity, Community Vibrancy, Health and Wellness) to benefit the population of the Glendale community through infrastructure choices that bridges the gap between west and east. Students highlighted: Frequent and fast bus service, safer streets to cross, community services, walkable neighborhood shops and restaurants, organize commercial districts, new high school west of I-15, health services such as medical clinics, fitness, childcare, trees, landscape, and green spaces.
- “To better the community we want more walkability, more buses, and soundwalls by burying trains.”
- We envision a west side that prioritizes people’s safety in a timely manner.”



## Horizonte Instruction & Training Center – Classroom Workshop

February 11, 2026

The WE Connect team was invited to present to Horizonte students in their classroom. This school supports alternative education options for high-school aged students. The team discussed transportation planning and public engagement as professions, then presented information about the WE Connect study. About 20 students attended and were invited to share their ideas about ways to solve the divide by using stickers to indicate ideas on a neighborhood map. This activity was designed for participants to think about corollary solutions and how they work together to support the overall project goals in a neighborhood or small area.

**Feedback Summary:** Many of the students indicated that they lived on the Westside and took public transit to get to school. Those students expressed frustration that there wasn't a bus stop near their high school. Several students expressed support for a new high school on the Westside so they wouldn't need to travel as far. Several of the students from this class attended the WE Connect Public Open House at the Sorenson Multi-Cultural Center, which took place the following evening. Appendix B: *Reconnection Vision Activity Summary* details the results and patterns from the game boards at this event.

## University Neighborhood Partners Staff Meeting

February 11, 2026

The WE Connect team was invited to present to the University Neighborhood Partners staff meeting. The team provided an overview of the project, phase 1 findings, and asked for solution ideas from approximately 20 people who attended. This organization brings together University and west side people and resources in reciprocal learning, action, and benefit, and serves as a convener, bringing partners to the table to share ideas, identify common goals, and create their own initiatives. Many of the staff present are westside residents and all of them are deeply embedded in community initiatives. Participants were given 11x17 printouts of the preference boards and asked to identify their top 5 solutions, or to add new ideas.

**Feedback Summary:** 60 sticker votes were placed. (7) New High School West of I-15, (6) Prevent Displacement, (5) Walkable Neighborhood shops/restaurants, and (5) Frequent and Faster Bus Service were the most popular themes. Of the 19 written comments, the most common theme was traversing the divide between East and West. This includes suggestions for adding flex lanes and moving the switchyard, complaints about the lack of “low stress” walking/biking and chokepoints under freeways, and requests for more accessible transit schedules. There were also multiple comments about affordability, especially concerning housing and groceries, and creating neighborhoods with more public spaces for families and gardens for residents. Other comments include:

- I am not sure what some or all of these ideas mean
- partnership with Hospitals or community health clinics
- Are these projects for people who live on the Westside now?

## East High School – Student Government Workshop

February 12, 2026

The WE Connect team was invited to present to the East High School student government group in their classroom. The team discussed transportation planning and public engagement as professions, then presented information about the WE Connect study. About 30 students were invited to share their ideas about ways to solve the divide by using stickers to indicate ideas on a neighborhood map. This activity was designed for participants to think about corollary solutions and how they work together to support the overall project goals in a neighborhood or small area. Most students were in favor of burying the rail but were concerned about the costs and timeline. Several students thought it would be fairer to have a high school on the Westside for those who live there, so they don't need to commute as far to get to school.

**Feedback Summary:** Students collectively completed six gameboards. Comments made on the boards relating to the project categories. Students were asked to prepare a summary theme for their boards. These were:

- Small changes, big impacts, more convenience
- Uniting the west side through healthcare, schooling and transportation
- We envision more opportunities, access to necessities, greener communities, and safer neighborhoods
- Expensive and beautiful new parts of our amazing community
- Socioeconomic equality for all through education and connection! 😊
- Making a brighter and safer environment for the west side

## Glendale – Mountain View Learning Center Food Bank Distribution - Tabling

February 12, 2026

The WE Connect team was invited to table during the Utah Food Bank's distribution day hosted at the Glendale Mountain View Learning Center. Participants were invited to share their preferred solutions on the precedent image board or add new ideas. About 40 people participated in the activity, most of which occurred in Spanish.



**Feedback Summary:** Nearly a quarter (18) of the 73 votes were placed on New High School West of I-15. In second place with 7 votes each were Bridge or Tunnel and New Street Connection. Written comments included:

- We need a bridge at 1700 S
- bridge N/S at 900 W RR Xing
- 900 S Bus
- need a supermarket in Glendale
- more ped bridges generally
- Change the train lines to underground or tunnel



## Community Open House 2

February 12, 5:30 – 7:30 p.m.

Sorenson Multi-Cultural Center

The WE Connect Study held their second open house of phase 2 on Thursday, February 12. Dinner was provided. Approximately 60 people attended the open house, not including the project team.

The open house was hosted by the Sorenson Multicultural Center in their gym. Information boards about the study were displayed around the room in English and Spanish, as well as a video summary of the project’s findings so far played on a loop. Guests were asked to sign in as they arrived by placing a sticker on their neighborhood on a map of the Westside. A very large, printed map was available for guests to place ‘precedent images,’ or photos of real-life examples of transportation improvements, on areas that they thought needed those improvements. Poster-sized vision maps were also provided to guests who wanted to suggest a more general pattern of improvement on the Westside. Together Arts Utah also hosted an art activity for guests who wanted a creative outlet for their frustrations with the divide and hopes for improvement.



**Feedback Summary:** Appendix B: *Reconnection Vision Activity Summary* details the results and patterns from the game boards at this event.

109 precedent images and comments were left on the map. The most common themes were *adding bridges or tunnels to I-15 and/or railroad crossings, more community art and placemaking, slowing*

and managing traffic, and improving bike lanes. Notes were left all over the map but most frequently at the railroad/I-15 crossing with 900 South, California Avenue/1300 South, 800 South and 600 North. Other comments include:

- All grade separated crossings are freeway interchanges. Can we put forward other options?
- Cottonwood & Sherwood Parks: functional restrooms
- Gillespie Ave / Concord St: Generally more art on walls or structures around the neighborhood
- Warm Springs yard: greenway over the RR tracks
- Sherwood Park: hospital on the west side
- Area around 800 South/1300 West: I understand these aren't thru streets but many people, especially kids, cross at these spots and right now it's super dangerous when cars won't stop because it's not a crosswalk. Put in more crosswalks (there's a long stretch on Indiana Ave with no red brick crosswalks, but kids cross all the time)
- 900 South at I-15 and train tracks: Not safe biking for families! No more railroad crossings!
- 1300 South /I-15: Ped x-ing at ramp signal takes a long time and crossing time is short
- North Temple /Fairpark Station: Pedestrian bridge at all train station on North Temple
- 200 South at train tracks: post train schedule on signs giving people a chance to change route in advance

Guests made art expressing safety concerns with bike lanes and railroad crossings, frustration with train delays, and a desire for more green space and art in their community.

## Stained Glass Workshop 2

February 13, 6 – 8 p.m.

All Chay restaurant

This art workshop was the second in a series intended to engage renters who live on the Westside. Kate from Together Arts Utah organized and led this event. This location was chosen for its popularity as a local restaurant and the owner's support of the study. Thirteen people attended. Dinner was provided for participants. Participants were invited to create art expressing their experience with transportation on the Westside, including their frustrations and their hopes for improvement. Those unfamiliar with the study were given project information and encouraged to participate further.

**Feedback Summary:** Many roads on the Westside are not considered safe for cyclists or pedestrians. There were also concerns about the lack of affordable housing. Like the first workshop, there were concerns about the Westside having too many industrial/polluted spaces and not enough public green spaces.



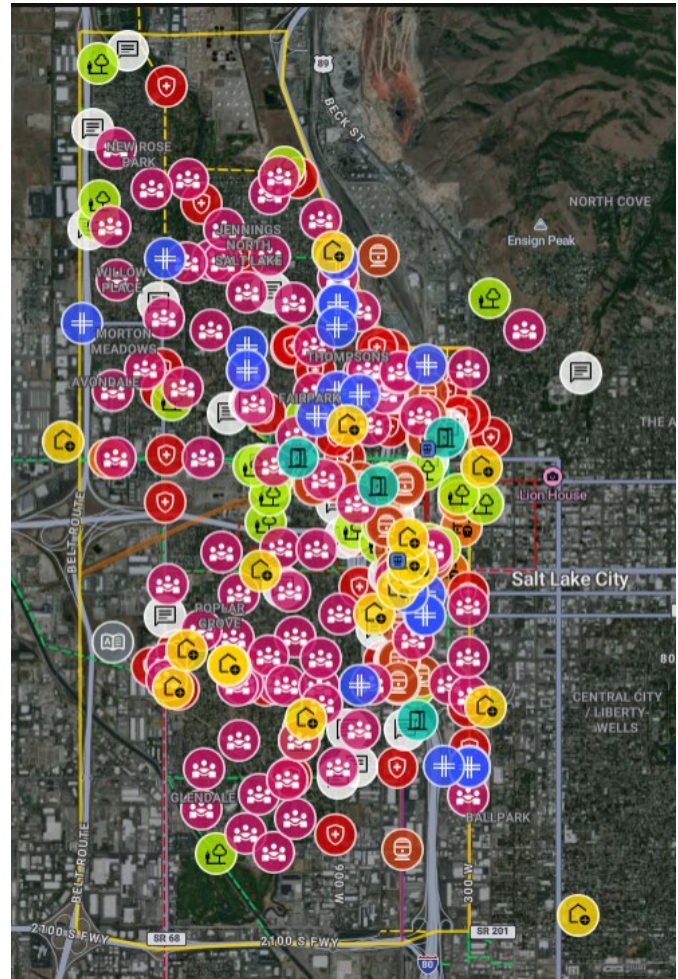
## Online Scavenger Hunt

Opened January 6 closed February 15, 2026

This online comment map was hosted in ShapeSLC, the City's engagement platform. Participants were invited to share pain points and ideas for solutions by placing a pin or a line of the map and leaving a comment detailing the issue and how they thought it could best be solved. This comment map was marketed as a "scavenger hunt" and participants were encouraged to upload photos of problems within the study area.

**Feedback Summary:** Over 500 comments were added to the online comment map, about half of which were ideas for solutions that the team had heard in phase 1 or identified from other plans and about half of which were new ideas. The most common project ideas suggested on the online map are:

- Transit improvements
- Improved bicycle facilities on key corridors (North Temple, 400 S, California Ave, Redwood Rd, 300 W, 900 W)
- Rio Grande Plan/Bury the tracks
- Improved railroad crossings and address train delays at 800 S, 900 S, 1700 S, North Temple
- Pedestrian facilities, especially under/over freeway and train tracks
- Street and intersection safety
- Parks and community amenities
- Micromobility / GREENbike options near 9 Line, and libraries, community centers
- Trail improvements
- Housing and Land use
- Lighting and maintenance at crossings and parks



## Stained Glass Workshop 3

February 19, 6 – 8 p.m.

### Alta Vue Apartments

This art workshop was the third in a series intended to engage renters who live on the Westside. Alta Vue management advertised this workshop to their residents. Kate from Together Arts Utah organized and led this event. Nine people attended and four others RSVP'd but did not attend. Dinner was provided for participants. Participants were invited to create art expressing their experience with transportation on the Westside, including their frustrations and their hopes for improvement. Those unfamiliar with the study were given project information and encouraged to participate further.

**Feedback Summary:** Participants again cited the need for affordable housing and suggested legal protections against gentrification. The art they produced requested more natural spaces, not just parks, and trees on the Westside. Some participants were glad that the city is consulting with the community about potential changes and encourage that to continue, especially with minority groups. Again, road safety was an important issue and implementing traffic control measures was suggested.



## Summary of Key Findings and Themes

Of the 19 events, about 350 people engaged in-person, and the 500 online comments, commonalities and key findings emerge.

- Interstate 15 and the railroad are seen as the main obstacles between East and West that holds the Westside back.
- Most people do not understand why trains stop and are frustrated that they can't access information to avoid delays. Many people seemed to take this as a known issue for living on the westside and something they must work around. Suggestions included removing or burying the freeway or at least making overpasses safer, more comfortable and more welcoming.
- Adding new transit routes and improving access to transit was a common theme across many of the activities, regardless of location.
- Many participants recognize that economic development and commercial districts exist in other parts of Salt Lake City and support adding them on the westside.
- Road safety was a common concern for cyclists and pedestrians. Better lighting, protected bike lanes, pedestrian bridges and intersection improvements were common.
- There is concern about adding housing or other amenities that might displace existing residents, and a general sentiment that improvements to the westside are not meant for existing residents, but for new people who might move there because of those planned amenities.

### By Neighborhood:

- Rose Park neighbors seemed less concerned with adding I-15/rail crossings than with improving the neighborhood in general – comments focused on street safety, adding public space amenities and greening, and adding more community services.
- Poplar Grove neighbors are particularly frustrated with trains stopping and backing on both the eastern and northern edges of their neighborhoods.
- Glendale residents are highly supportive of adding a West Side high school to reduce commute times and extend the sense of community they have built at the lower schools for High School students and their families.

## Appendix A. Paid Ad Run & Net Reach

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Salt Lake City Transportation Division  
 Project: West-East Connections  
 Paid Media: January/February 2026

		January				February														Budget	Spots	Net Reach / Freq A 18+								
		28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18							
Radio	KBMG 106.3 FM (Spanish Top 40)	:15 Danette Endorsement	3	3	2	2	3	3	3	3	3	2	2	3	3	3	3	3	2	2					\$ 150.00	48				
		:15 Recorded as Live	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	4	4	4	3					\$ 600.00	60			
		5 Minute Live Interview								1																\$ -	1			
	KDUT 102.3 FM (Mexican Regional)	:15 Manuel Endorsement	3	3	2	2	3	3	3	3	3	2	2	3	3	3	3	3	3	2	2					\$ 150.00	48			
		:15 Recorded as Live	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	4	4	4	3					\$ 600.00	60			
		5 Minute Live Interview															1									\$ -	1			
	Avanza (NPR Bilingual Station)	:15 Underwriting		2	2	1	1	2	2	2	2				2	2	2	2	2	1	1					\$ 805.00	28	20,200		
Television	Telemundo	:30 Television Ad (station produced)	4	4	2	2	4	4	5	4	4	2	2	4	4	4	4	5	2	2					\$ 3,920.00	62	48,000 hh			
		2-minute Live Interview		1					1					1						1										
Digital	Facebook / Instagram Ads	1200 x 628, 1440 x 1800, 1080 x 1080, 1080 x 1920																							\$ 1,500.00		125,000 imp			
	Programmatic Audio (Spotify, Pandora, Amazon Music, Soundcloud, e	:30 Produced																							\$ 3,000.00		160,000 imp			
	Programmatic Display (Google Networks)	100 x 600, 300 x 250, 320 x 100, 970 x 90, 728 x 90, 970 x 250																							\$ 2,000.00		250,000 imp			
Copywriting	Spot writing, editing and QA/QC	Variety																							\$ 2,275.00					
																									\$ 15,000.00	308				

This table shows where ads were placed by channel, what type of ad it was, when it ran, how much the total run per each channel cost, the total number of spots run and the reach or impressions each channel had

## Appendix B: Reconnection Vision Activity Summary



# Activity Summary

As part of the two Phase 2 open houses, the project team developed the WE Connect Reconnection Vision activity. Using a colorful two-foot-square game board and themed stickers, participants created their vision for reconnecting across Salt Lake City’s divide. The activity was designed as a simple, fun way to begin “putting the pieces together” — exploring how individual strategies could combine into a cohesive, complementary whole.



The board featured a map of the project area and 25 solutions distilled from the longer list developed for the Project Atlas. These solutions were organized into the four project planning themes, Access to Opportunity, Community Vibrancy, Travel Choice and Health and Wellness.

Participants received a full set of theme-colored stickers, each with a unique icon, and were asked to select solutions from each theme and place them on the map where they felt they belonged. Afterward, they summarized their vision in one sentence.

There were 41 total game boards completed by a wide diversity of participants - at the two open houses, at a tabling event at the Northwest Community Center, and at visits to East, Horizonte and West High Schools.

In general, the activity appeared to engage participants in thinking closely about the Westside and its relationship to the rest of the city. Many of the individuals and groups spent a lot of time doing the activity and appeared to have fun doing it.

## Sticker Placement and Patterns

The project team created a composite of all the stickers placed. The team organized these stickers by planning theme, shown to the right, and by specific strategy to understand their popularity and locations of their placement.

- Travel Choice
- Health and Wellness
- Community Vibrancy
- Access to Opportunity

It is interesting to look at the frequency of placement of the stickers both by planning theme and overall. There was quite a bit of variation in how frequently each sticker was placed.

The top five stickers placed – bury the train; walkable neighborhood shops and restaurants; better bikeways; bridge or tunnel, and trees, landscape; and street furniture – seem to speak to emphasis on the physical overcoming the divide but also complementary pieces such as local services, biking, and greening.

# VISION ACTIVITY GAME BOARD



USE STICKERS from ALL FOUR CATEGORIES to ASSEMBLE YOUR VISION OF RECONNECTION!

## TRAVEL CHOICE

- Better bikeways
- Sidewalk improvements
- Bridge or tunnel
- Bury the train
- New street connection
- Complete corridors
- Frequent and faster bus service
- Safer to cross streets
- Slow and manage traffic

## COMMUNITY VIBRANCY

- Community art and gateways
- Prevent displacement
- More housing
- Community services
- Walkable neighborhood shops and restaurants
- Reconfigure freeway interchange



## ACCESS TO OPPORTUNITY

- Career and technical education
- Financial help for community-serving businesses
- Activate vacant storefronts
- Organize commercial districts
- New high school west of I-15

## HEALTH & WELLNESS

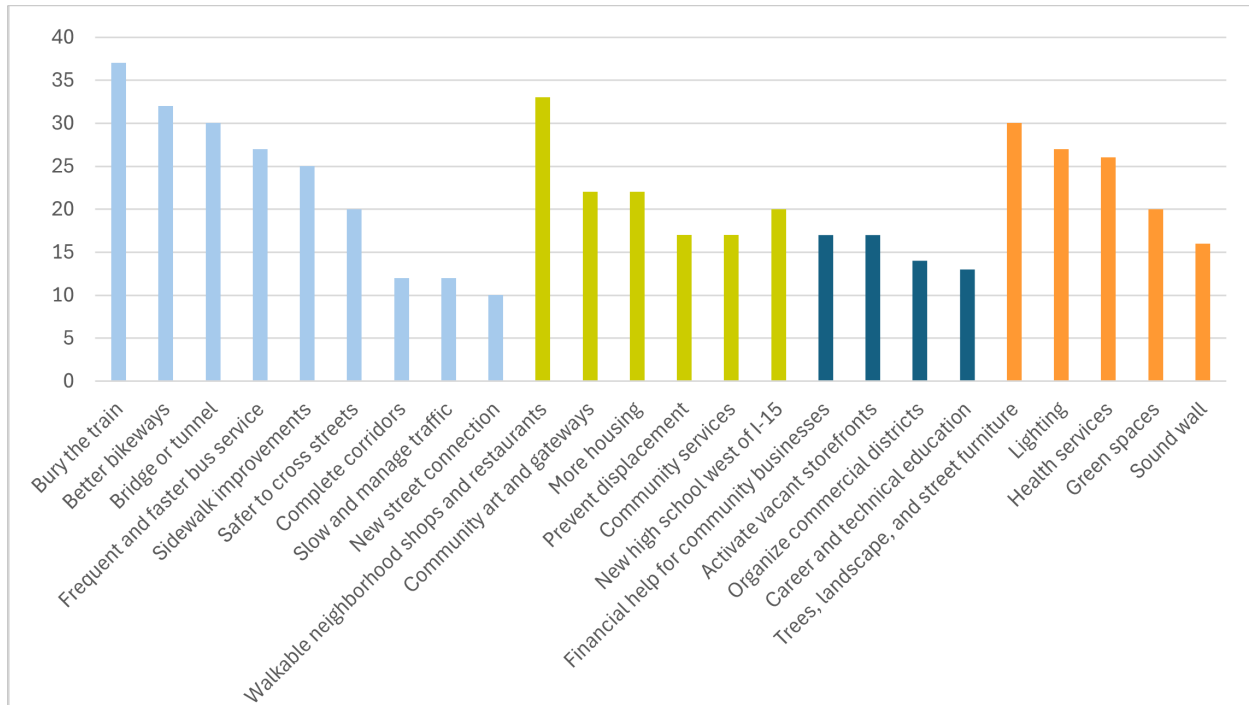
- Health services such as medical clinics, fitness, childcare
- Lighting
- Trees, landscape, and street furniture
- Green spaces
- Sound wall



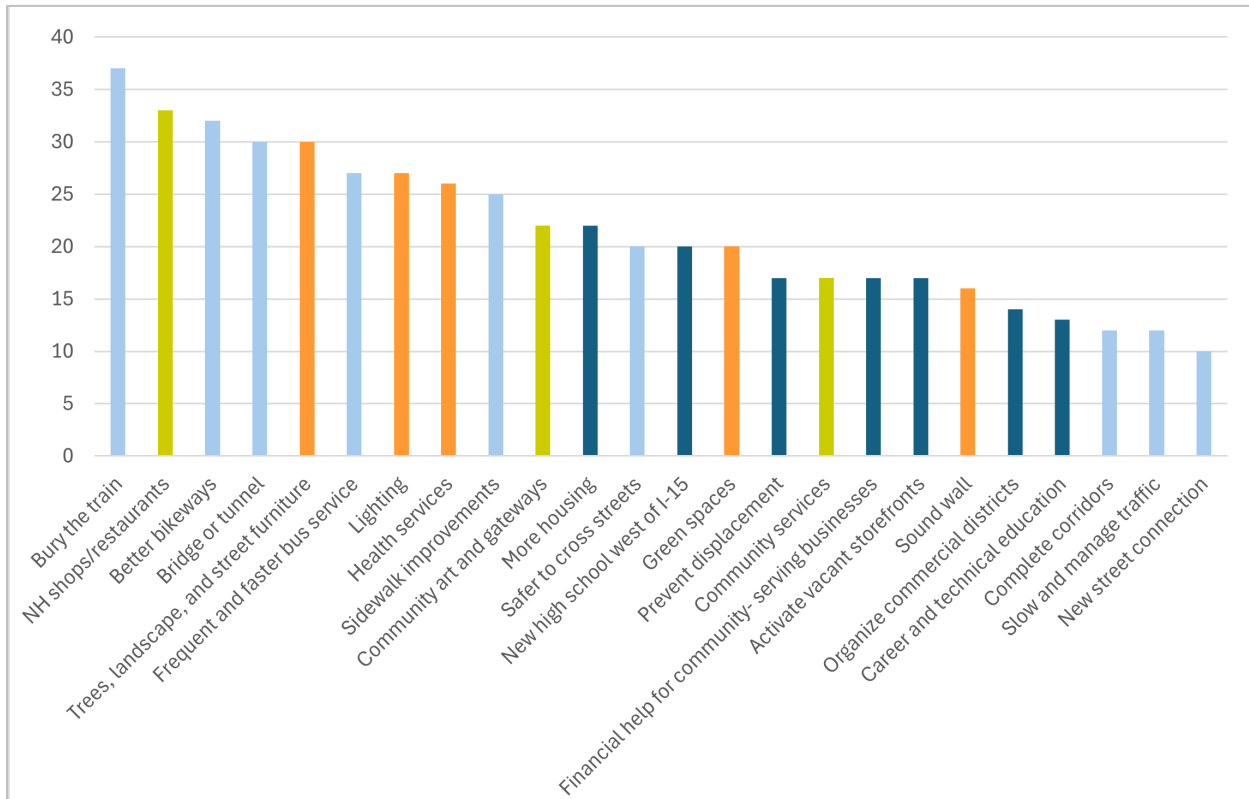
Describe your vision you created in one sentence!

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### USE OF STICKERS BY PLANNING THEME



### OVERALL USE OF STICKERS

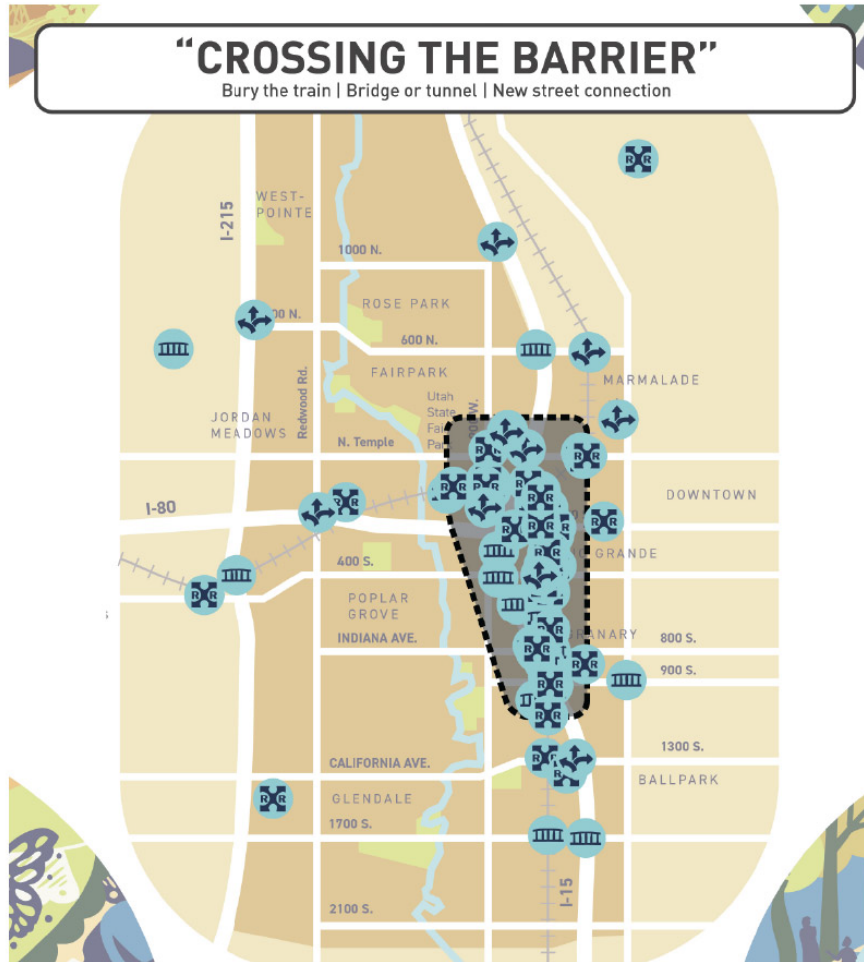


## Reconnection Stories

To use this activity to begin to create a holistic reconnection vision, the team analyzed the board's patterns and statements. Out of these patterns and supporting visions, the team pulled out six Reconnection "Stories" that group solutions into bigger moves they can achieve; separate out distinct patterns of how these groups of solutions were placed on the boards; and identify potential emerging narratives of a reconnection vision for Salt Lake City. These stories are:

- "Crossing the Barrier"
- "Multi-Modal Corridors"
- "Safe Streets"
- "Neighborhood Business"
- "Beautify"
- "Institutions for the Westside"

These Reconnection Stories are summarized in the following pages.



# “CROSSING THE BARRIER”

Bury the train | Bridge or tunnel | New street connection

## STORY OVERVIEW

Stickers representing direct barrier crossings were 2 of the top 4 most used overall. Game board players clustered these solutions tightly on I-15 and the north-south rail corridor from North Temple to 900 South. These seem to be a foundation for the reconnection vision - other stories orient to this one.

## STICKERS

- Bridge or tunnel (30)
- Bury the train (37)
- New street connection (10)

### Patterns:

- Most solutions clustered between North Temple and 900 South.
- Mix of buried rails, bridges/tunnels, and new street connections.
- Some identification of I-215 and I-80 as barriers.

## VISION STATEMENTS

CROSSING THE BARRIER themes mentioned **7** times

### Vision statement themes:

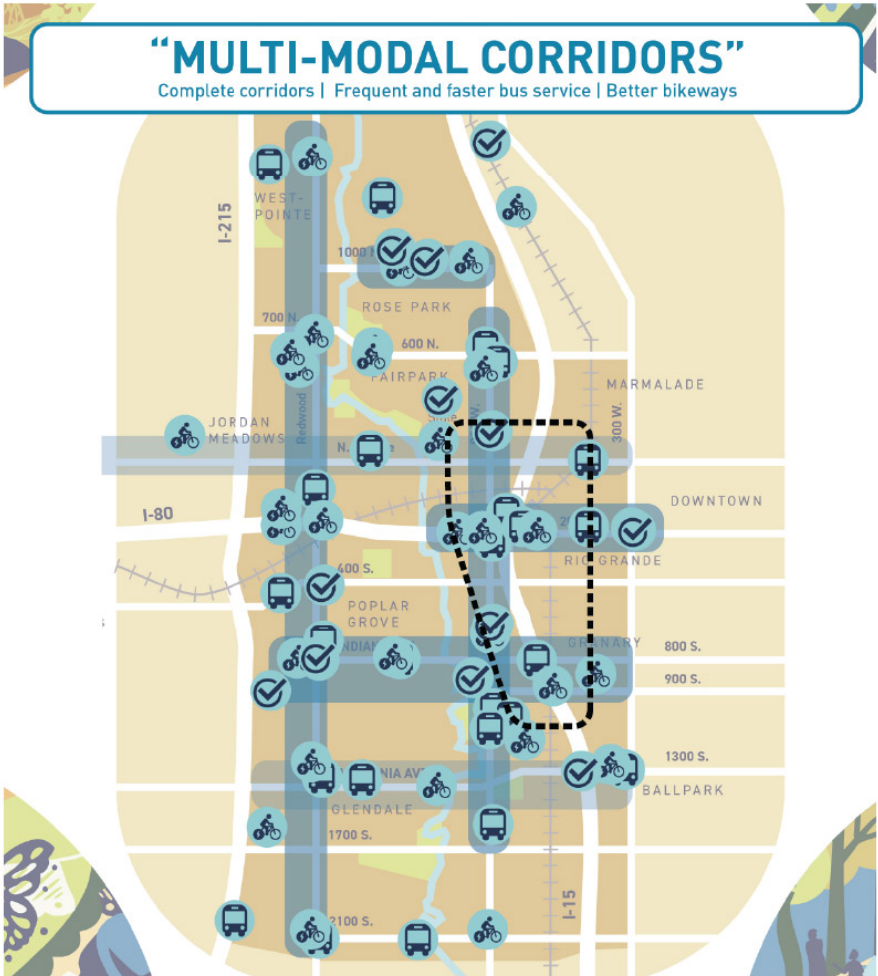
- Bury the train (6 mentions)
- Bridge - tunnel over train tracks (1 mention)

### Example statements:

“Bury the rails. Build the infrastructure.”

“Bury the rails from North Temple / 900 West to 1700 South.”

“There always problems on 9th West with trains backing up traffic. Let’s bury the train tracks on 9th and North Temple. Make it a lot easier going west to east.”



# “MULTI-MODAL CORRIDORS”

Complete corridors | Frequent and faster bus service | Better bikeways

## STORY OVERVIEW

Game players selected stickers for solutions to make traveling along major Westside streets by a range of modes easier and safer - especially bike and bus improvements. These solutions show a pattern along key east-west corridors like 200 South, 800/900 South - leading to the barrier crossing area - and at key nodes along Redwood Road.

## STICKERS

- Better bikeways (32)
- Complete corridors (12)
- Frequent and faster bus service (27)

**Patterns:**

- North-south and east-west corridors called out, especially Redwood Rd., 900 W., 200 S., 800/900 S.
- Consider how these feed into the area of barrier crossings, different roles for N-S and E-W

## VISION STATEMENTS

**MULTI-MODAL CORRIDORS** themes mentioned **6** times

**Vision statement themes:**

- Better transit - primarily bus (4 mentions)
- Convenience/timeliness (2 mentions)

**Example statements:**

“Better bike lanes (love 300 North improvements) and more frequent, more woven through neighborhoods, bus service.”

“My main idea is a [north-south] bus.”



**“SAFE STREETS”**  
 Slow and manage traffic | Safer to cross streets | Sidewalk improvements | Lighting

### STORY OVERVIEW

Even more than multi-modal corridors, game players emphasized safety on streets through a suite of solutions. This was most seen along Redwood Road but also in/around the “Crossing the Barrier” story area (shown in dashed area).

### STICKERS

- Sidewalk improvements (25)
- Safer to cross streets (20)
- Slow and manage traffic (12)
- Lighting (27)

**Patterns:**

- Major emphasis on Redwood Road for all solutions included in the story.
- Similar emphasis on 900 West.
- Lighting needed in Glendale?
- Much of the emphasis aligns with the “Crossing the Barrier” story - barrier crossing combined with safety.

### VISION STATEMENTS

**SAFE STREETS** themes mentioned **23** times

**Vision statement themes:**

- Safe to walk, walkable neighborhoods (7 mentions)
- Safe to bike, better bike facilities (6)
- General safety (5)
- Better lighting (2)
- Better street crossings (2)
- Calm traffic (1)

**Example statements:**

“To live in a neighborhood that feels safe to walk/use transit with better lighting, safer streets.”

“The ability to get around on foot or by bike in a safe manner, accessing needed services.”

“We aspire to put more lighting and better crosswalks on the Westside of Salt Lake City.”

## “NEIGHBORHOOD BUSINESS”

Walkable shops & restaurants | Community services | Activate vacant storefronts | Organize commercial districts | Financial help for community-serving businesses



### STORY OVERVIEW

Game players prioritized walkable shops, and expressed a desire for local business and services primarily along east-west corridors. There is lots of interplay between this story and “Safe Streets” - with walkability/bikeability interrelated with local services and amenities.

### STICKERS

- Community services (17)
- Walkable neighborhood shops and restaurants (33)
- Activate vacant storefronts (17)
- Financial help for local businesses (17)
- Organize commercial districts (14)

#### Patterns:

- These solutions cluster along east-west corridors, especially 1000 North, 600/700 North, North Temple, and 1300 South.
- They also seem to radiate from the western edge of the barrier crossing cluster area, through Poplar Grove, Glendale, and Fairpark.

### VISION STATEMENTS

NEIGHBORHOOD BUSINESS themes mentioned **14** times

#### Vision statement themes:

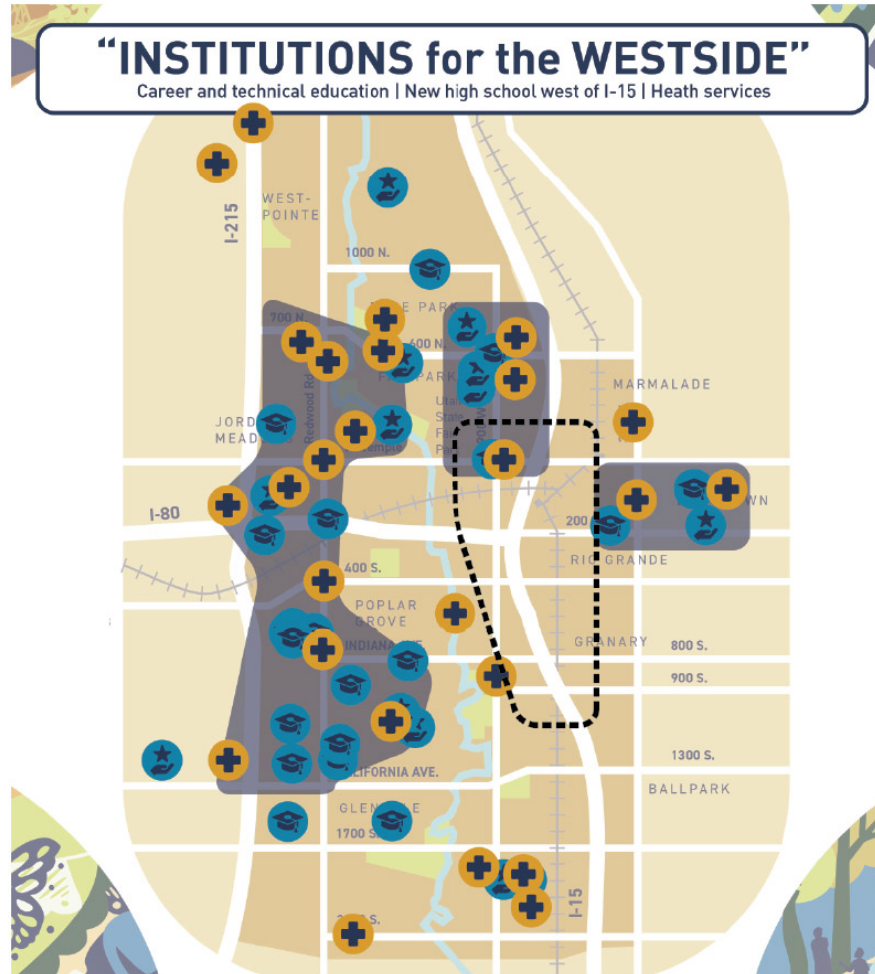
- Access services (4 mentions)
- Need neighborhood business districts (4)
- Services on the Westside (3)
- Complete neighborhoods (2)
- Amenities (1)

#### Example statements:

“Develop a community node for Glendale, we get cut off from the city and need local services.”

“Bikeable, walkable Westside where we don’t have to go to the Eastside.”

“Our own Westside with everything we need!”



# “INSTITUTIONS for the WESTSIDE”

Career and technical education | New high school west of I-15 | Health services

## STORY OVERVIEW

The presence and accessibility of health and educational institutions for Westside residents was important for game players, with a strong desire shown for new services in the Westside on available land between Redwood Road and I-215.

## STICKERS

- Career and technical education (13)
- New high school west of I-15 (20)
- Health services such as medical clinics, fitness, childcare (26)

### Patterns:

- The clusters of these solutions are the most removed from the “Crossing the Barrier” area.
- The largest cluster aligns with the area between Redwood Road and I-215.
- There are other smaller clusters along the 900 West corridor and in Downtown.
- Consider the relationship between these in the west, the barrier, and multi-modal corridors.

## VISION STATEMENTS

INSTITUTIONS FOR THE WESTSIDE themes mentioned **15** times

### Vision statement themes:

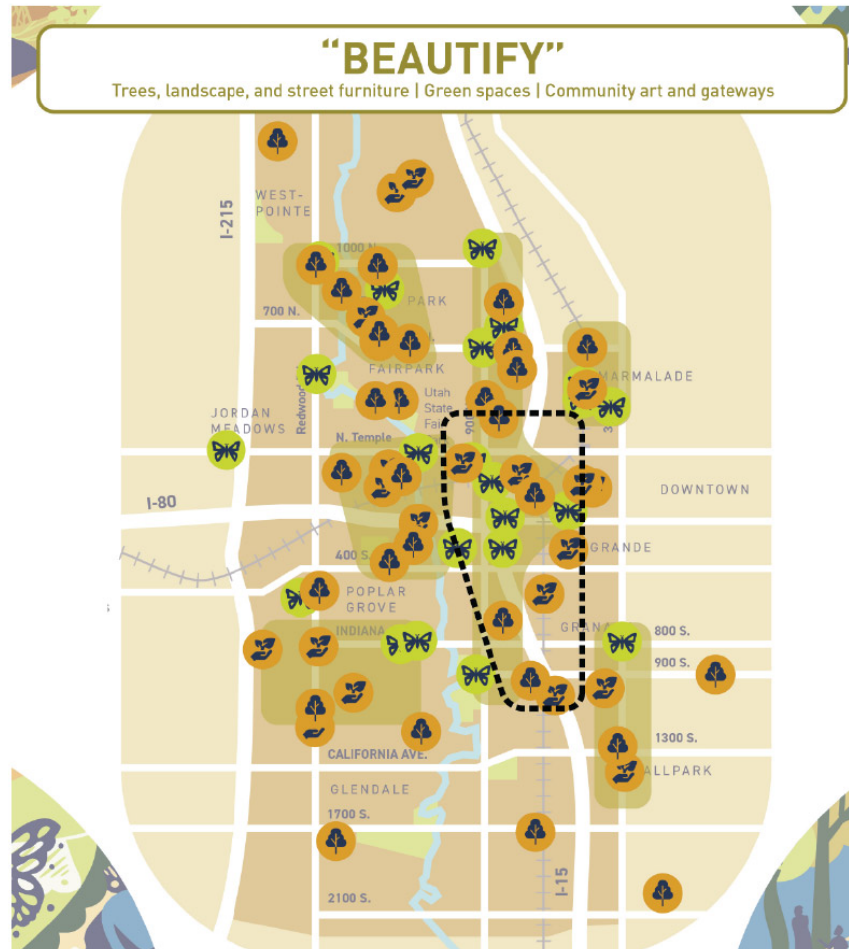
- Hospital on the Westside (4)
- Education as a unifying Westside theme (3)
- High school on the Westside (2)
- Institutions and services that serve both east and west (2)
- Revitalize existing institutions (1)
- Use underutilized land for community assets (1)
- Tech school on the Westside (1)
- Improve westside education (1)

### Example statements:

“Unify the Westside through healthcare, schooling, and transportation.”

“We want to put a hospital and high school in our neighborhood.”

“Need healthcare on the westside but how do we get it to serve both east and west?”






**“BEAUTIFY”**  
Trees, landscape, and street furniture | Green spaces | Community art and gateways

**STORY OVERVIEW**

Game players placed solutions relating to making the Westside greener and conveying a positive identity for it in clusters throughout the district - aligning along the Jordan River and 900 West, and also into the surrounding neighborhoods.

**STICKERS**

-  Community art and gateways (22)
-  Trees, landscape, and street furniture (30)
-  Green spaces (20)

**Patterns:**

- These solutions seem to be oriented somewhat north-south.
- 900 West and the Jordan River corridor could be interpreted as being the framework for these desired improvements.
- These solutions are also somewhat concentrated in the “Crossing the Barrier area,” especially the gateways.

**VISION STATEMENTS**

**BEAUTIFY** themes mentioned **9** times

**Vision statement themes:**

- Green space (6 mentions)
- General beautification (1)
- Create a gateway (1)
- Street art (1)

**Example statements:**

“Activate a Grand Gateway into the city through Fairpark on North Temple, establish businesses.”

“Updated parks - Riverside needs help...Greenspace in Ballpark.”

“Changing the look, keeping the history.”

## Overall takeaways

- The Reconnection Stories, though distinct, can be **linked together** to forge an **overall, multi-layered reconnection vision**.
- The **barrier itself** is the ground zero of the reconnection, especially in a central segment.
- Other stories **relate to the barrier crossings** through themes such as accessibility, safety, convenience, and identity.
- **Corridors** – streets, paths, creeks/rivers - are **critical for both transportation and land use** aspects of the reconnection, and there can be lots of synergy among these.
- Different corridors seem to **mean different things** for the community.
- **North-south corridors** have a major role to play.
- The need for **new institutions and accessible services** is an important and distinct layer for the reconnection vision.
- There is a **close relationship** between **walkability/accessibility** and **local shops and services**.
- The **biggest themes** that are mentioned in stickers and vision statements are **access and safety**.
- Ultimately, these patterns could boil down to the vision for:
  - A dense network of connectivity, placemaking, and gateway in the barrier crossing area;
  - A network of corridors throughout the westside (east-west and north south) that safely, conveniently, and beautifully lead into the barrier crossing area; and
  - A set of new institutions, services, and other destinations in the Westside along and connected by these corridors.