

SUGAR HOUSE STREETCAR

extension into the center of sugar house



SLCRDA

HOW DID WE GET HERE?

process

An Alternatives Analysis (AA) for transit considers a range of modes and alignments to meet community goals and transportation needs in an area. In addition, an AA considers practical issues such as cost, ridership and constructibility.



technical analysis

ANALYSIS CRITERIA

Ridership

Cost

Engineering & Operations

Environmental Impacts

Support for Economic Development

Timing with Phase 1 Streetcar

Public Support

Fehr & Peers developed a Direct Ridership Model (DRM) calibrated and validated using regression analysis of existing streetcar systems for ridership forecasting. Ridership was predicted at individual stations based on local station characteristics such as population and retail employment densities, transit connections and distance to nearest stations.

WHY THE 1100 EAST ALIGNMENT?

- **Supported** by professional analysis, community members and merchants, local developers and Westminster College
- **Westminster** provides a greater potential demand for transit ridership due to enrollment and likelihood of transit usage
- Serves streets and neighborhoods that are already pedestrian-friendly and have demonstrated ridership patterns that show a predisposition toward **using and supporting transit**
- Provides **connectivity** to a future potential streetcar network and TRAX
 - Serves a **higher density** of population and employment
 - Ridership modeling shows **greater boardings/mile**
 - **Consistent** with Wasatch Front Regional Council Long Range Plan



PUBLIC OUTREACH

OPPORTUNITY	DATE
Community Council (Sugar House)	May 2011
Open House	July 2011
Community Council (East Central)	September 2011
Community Council (Sugar House)	October 2011
Open House	October 2011
Community Council (East Liberty)	February 2012
Sugar House Merchants Meeting	March 2012
Open House	March 2012

"I think the 1100 East alignment is sweet."

"Need to keep the alignment on 1100 East to serve businesses on 1100 East. Ultimately have streetcar run through 9th & 9th."

"I like the couplet idea--as a property owner, this alignment benefits us; as a visitor in the area, I like the visibility of the street car and seeing the interaction and combining of different modes of transportation."

"I would like to see Phase 2 go from Sugar House to Westminster College to the University of Utah and possibly ... to downtown to connect with the SLCRDA's other streetcar proposal!"

"We live close to 1300 S and 1100 E (Highland). We would use the streetcar to travel back and forth to restaurants — mostly quality restaurants/ bars in Sugar House shopping. Would be awesome."

"I would strongly support extension of the streetcar north on 11th East. Please also consider a further extension on 11th East to 9th South."

WHAT PEOPLE ARE SAYING

FIND OUT MORE, GET INVOLVED

www.shstreetcar.com/files/SugarHouseFAQ.pdf

