



Salt Lake City Utah



BUSINESS

+

TRANSIT

the perfect relationship

Business For Transit

If we wait to build more TRAX, roads and commuter rail, congestion will bury us.

YES! **FOR #3**
RAIL & ROADS
Salt Lake County

The longer we wait for traffic solutions... the longer we wait.

Keep Utah Moving!

With one touch you can speed up your commute.





Proposition 3 Support

Transportation Projects

57% (Salt Lake Chamber)

61% (KSL/Deseret Morning News)

Source: Dan Jones & Assoc.



Business Rocks the Vote For Transit

- Nov. 2006 elections in two counties
 - Proposition 3 passes, 63.7% in favor
 - Opinion Question, 68.6% in favor
- Second transit referendum in six years
- Expedited massive transit development

DESERET MORNING NEWS/POLL

PROPOSITION 3: Sales and use tax for corridor preservation, congestion mitigation and expansion of capacity for regionally significant transportation facilities - which is the public transit and road

Shall Salt Lake County be authorized to impose a .25 percent sales (quarter cent) and use tax for corridor preservation congestion mitigation or to expand capacity for regionally significant transportation facilities?

DEFINITELY FOR	
PROBABLY FOR	39%
PROBABLY AGAINST	21%
DEFINITELY AGAINST	8%
DON'T KNOW	21%
	9%

A poll of 501 Salt Lake County residents was conducted Oct. 26-Nov. 2, 2006, by Dan Jones & Associates. It has a margin of error of +/- 4.4 percentage points.

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Congestion Impacts Business

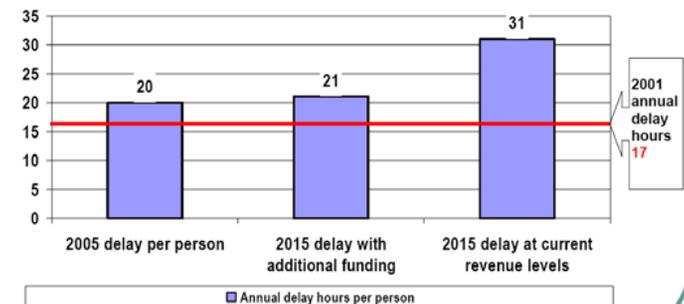
- Transportation is the backbone of our economy and quality of life
- Transporting goods to and from Utah is a \$100 billion a year industry – 70% travel by truck



2015 congestion level



- But failing to meet the needs means congestion increases dramatically in 10 years



Congestion Impacts Business

- Increases the cost of business from lost time in traffic
- Creates an economic disadvantage to competitors
- Reduces business productivity
- Creates a more stressful, less-desirable place to live and work
- Increases air pollution and related health costs



Business Values Transit

- Community Saw Success of TRAX
 - TRAX ridership exceeded projections
 - Olympics gave encouragement to try transit
 - More than 60% of residents use transit annually



Public/Private Support

- Business Community
 - Recognized link between transportation and the economy
 - Salt Lake Chamber's "Economic Strategic Initiatives" identifies transportation as critical priority
 - Chamber passes "Resolution on Mobility"
 - Chamber hosts "Mobility Summit"
 - Local business and community leaders participate in UTA Advertising Campaign



Business Rallies for Transit

- Chamber of Commerce Took Active Role
 - Lobbied for special session to change law
 - Raised \$750K for campaign
 - Rallied a successful vote and initiatives pass!
 - Chamber President Lane Beattie receives APTA award



Getting There—University Line

- The University Line project opened door to partnering
- Kicking off the Interlocal Agreement
 - Salt Lake City, University of Utah, UDOT, UTA
 - Key Support from Chamber of Commerce



Business Impact Mitigation

- Formation of the Community Coordination Team of business and community leaders
 - Incentive Fee Program--\$1.4M incentive to minimize impacts
 - Business Impact Mitigation Fund--\$500K for marketing



University Line--Successes

- Completed Ahead of Schedule and On Budget
- Ridership Exceeds Projections
- Winner of National and International Awards
 - American Consulting Engineers Council Award Recipient
 - International Association for Public Participation Core Values Award Recipient
- TRAX is Iconic
 - TV news stations regularly show TRAX Trains
 - KSTU 2 relocated across from TRAX Station



Getting There—FrontRunner

- Davis & Weber chambers of commerce initiated efforts for a 2000 Referendum
- Referendum passes in Davis, Weber and Salt Lake counties
- Commitment for commuter rail: “FrontRunner”
- Historic purchase of UPRR right of way
- Master Interlocal Agreement with 43 jurisdictions



FrontRunner

- Continuing public participation with CRIT
- Dynamic incentive fee program
 - Contractor put up \$1M at risk
 - Stakeholders including UDOT and UPRR determine quarterly performance and fee



Lessons

- Networking with other cities
- Planning & dialogue with community & stakeholders
- Setting goals/meeting objectives
- Partnering



