



Ogden Onboard Draft Vision and Plan Review Open House

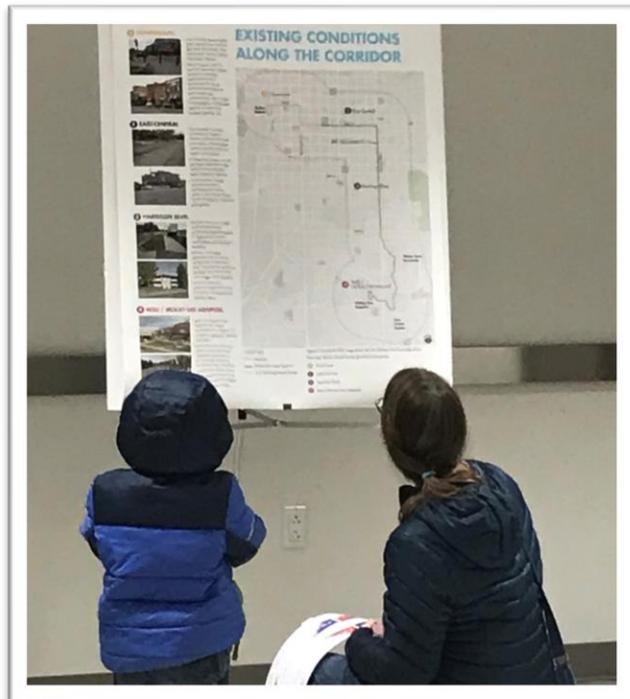
February 7, 2019

Ogden City and UTA held the Draft Vision and Plan Review Open House at Ogden Main Library on February 7, 2019 from 4:00 p.m. – 7:00 p.m. The event allowed members of the public to view and discuss materials from the draft document, as well as advertise the online comment feature available on the project website, at ogdenonboard.com.

Overview

The Open House included information boards highlighting work that spanned from the beginning of the project to the draft plan. The materials showcased the public engagement opportunities, types of comments received, and described how the project team used this information to develop the plan.

Attendees also had the opportunity to talk one-on-one with the project team and submit a comment in person. Comments were also being accepted online between February 7-15, 2019.



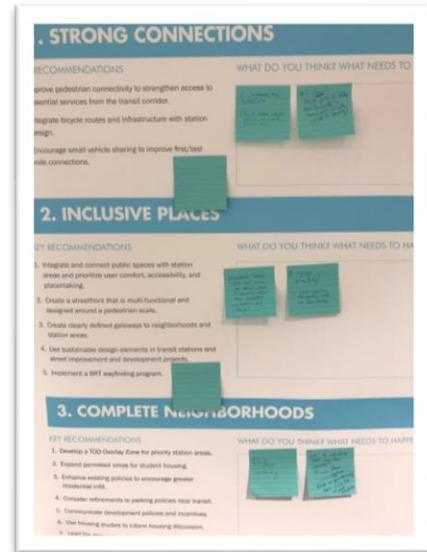
Event Advertising and Promotion

- Two emailed project newsletters sent to a list of over 250 individuals and organizations
- Press release distributed by Ogden City
- Facebook invitation managed by UTA
- Emails sent from members of the project team to their colleagues

Results

Approximately 50 community members attended the open house. Much of the conversation revolved around the operation of the BRT line itself. There was interest from some attendees to see it up and running, as well as some questions and concerns about BRT operations. In terms of Ogden Onboard, the discussions were generally positive, with specific interest in the priority station areas, including Ogden Station.

Written comments received from the event included several sticky-notes posted to the draft recommendations display (right), that asked participants what they thought, and what would be needed to occur first. All comments received from the open house will be combined with comments received online and will be used by the project team to develop the final plan. The photo above right shows the comments, which are also listed below.



1. Strong Connections

- Try to place essential services along route (when/if poss)
- Integrate bike routes/lanes
- How are you going to offer fare discount? Free passes for ride co-op or sharing?

2. Inclusive Places

- Excellent ideas! Put “art” money into design (these 5 elements) rather than unrelated sculptural art “things.”
- Signage? Branding?
- Storm sewers are pretty old on this route.

3. Complete Neighborhoods

- Better zoning
- Lots of nebulous ideas, very few concrete. If _____ then _____ happens. Focus on brainstorming how. I see lots of good intentions