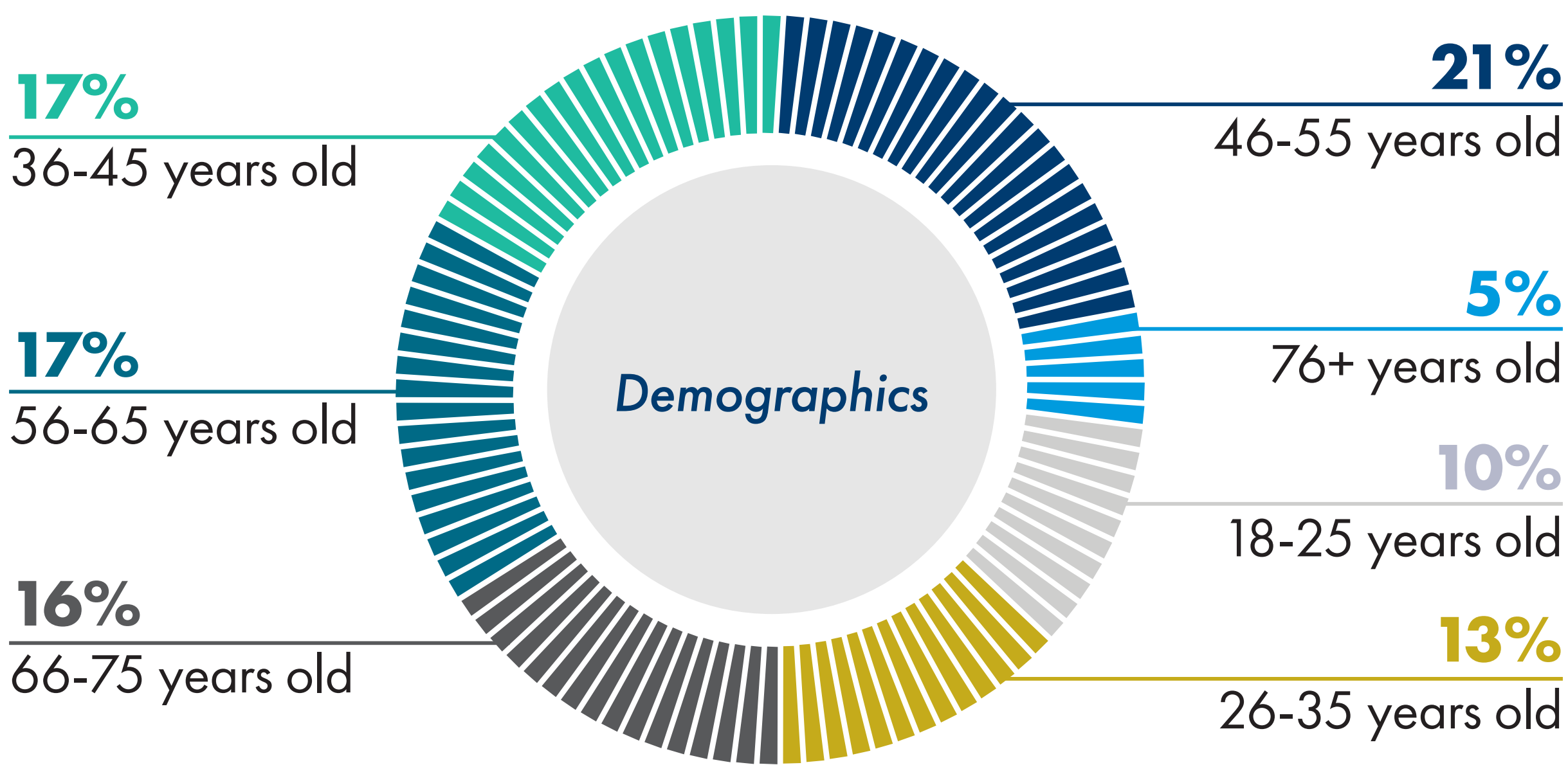




WHAT WE HEARD

During Outreach #1

Who Took the Survey



Key Themes

The NRV Passenger Rail Project is highly supported.

- ✓ **Top priorities for the new service**
 - Accessible by public transportation
 - Operational as soon as possible
 - Minimize impacts to natural resources
- ✓ **Support for the new station**
 - Connectivity to other cities and airports
 - Alternative mode of public transportation
 - Accessibility for the aging community
 - Reducing traffic congestion on I-81
 - Convenience for commuting students
 - Boosting economic development
- ✓ **Current transportation patterns**
 - Majority travel by personal vehicle
- ✓ **How would travelers access a future passenger rail station**
 - Needs a drop off zone
 - Desire for bus service to the station
 - Want more transportation choices

Project Messaging



Project Website



Social Media




Media Coverage/
Interviews




Open House

Outreach by the Numbers


More than  **150** community members attended the open house.

 **750** rack cards distributed in the NRV region.

 **35,293** organic impressions received on all four social media channels.



1,947
surveys total completed; 99 surveys at the open house.



500+
comments submitted with the survey.