

Executive Director Report: 2024 Ridership Report





Jay Fox - UTA Executive Director



Strong Transit Investment Year

- Determined **UTA's \$1=\$5.11 ROI on Utah's economy** through third-party study
- Kicked off construction on the **Midvalley Express (MVX)** and secured a **\$62.8 million** federal grant
- Developed the **10-Year Capital Plan and 5-Year Service Plan** that will **add 9 million service miles** to the UTA system
- Met 80% FrontRunner peak ridership threshold for **federal capital investment grant eligibility**
- Awarded **Stadler U.S.** contract to build up to **80 light rail vehicles** for replacement and expansion of UTA's TRAX fleet
- Showcased transit's role for the **2034 Winter Games**
- **Refinanced \$432.9M** of Build America bonds



Positive Ridership Highlights

- **UTA On Demand** innovative mobility service reached one million boardings
- **Ogden Express (OGX)**, celebrated its one-year anniversary with nearly one million boardings
- Reached **30-year historical high for Vanpool** groups and vehicles, including ski resort partnership (employee transportation)
- **4% Ski Bus 2023-2024 season ridership increase** and exceeded 400,000 boardings
- Moved **57,300 riders in one weekend** at Warriors Over Wasatch air show, the Arts Festival, and George Strait concert at Rice Eccles Stadium
- Overall **public favorability score of UTA** increased from 68% to 74%



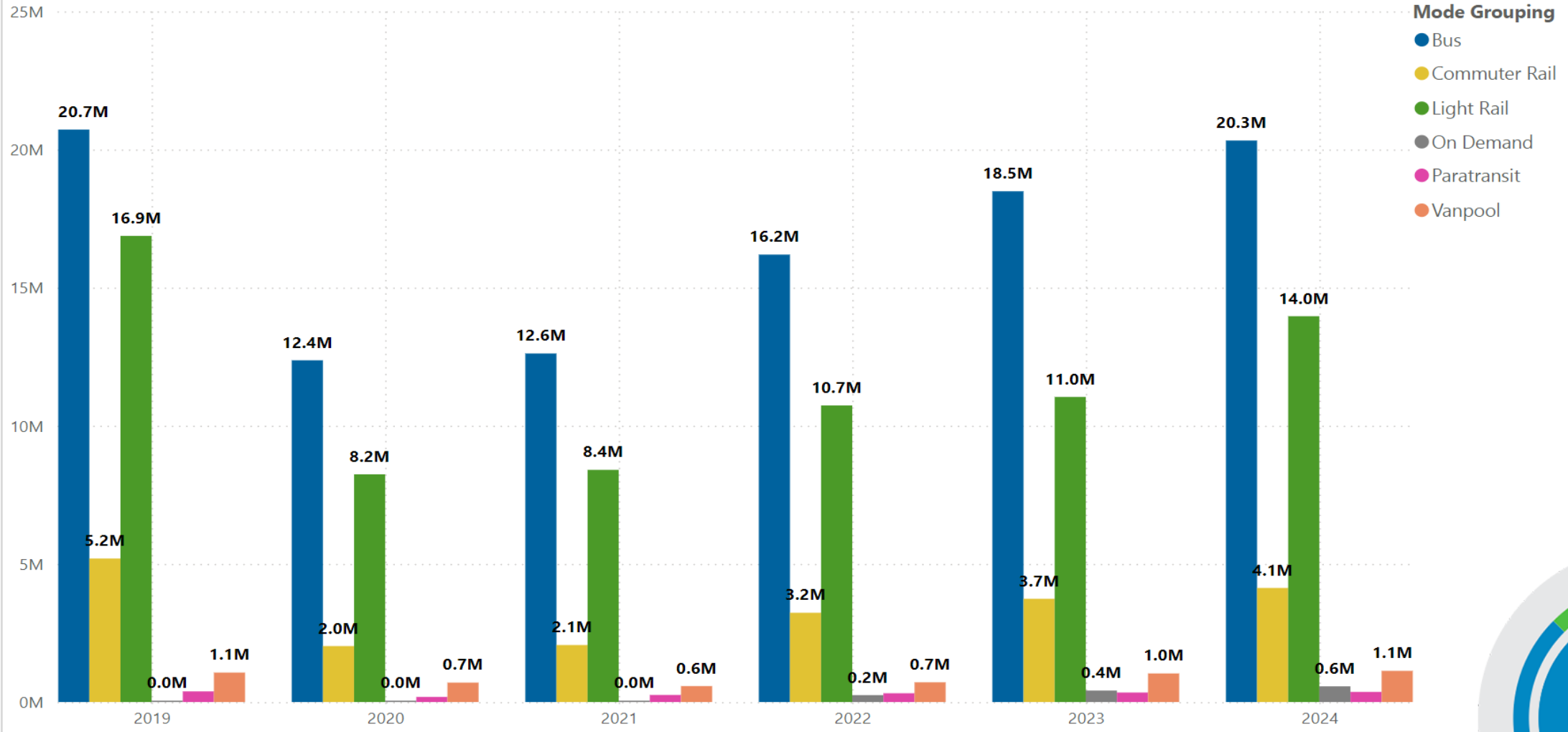
High Gains in 2024 Ridership

Service Type	2023 Ridership	2024 Ridership	Year Over Year Change
All UTA Services	35,059,930	40,478,945	+15.5%
Bus Service	18,079,307	20,163,298	+10.1%
Commuter Rail	3,736,621	4,128,459	+10.5%
Light Rail	10,677,306	13,509,954	+26.5%
Streetcar	366,423	454,887	+24.1%
Paratransit	343,532	366,096	+6.6%
Vanpool	1,033,123	1,127,566	+9.1%
Microtransit	415,010	567,908	+36.8%



Ridership Recovery Since 2019

YTD Total Ridership by Year & Mode, Active Filters: All Service Type

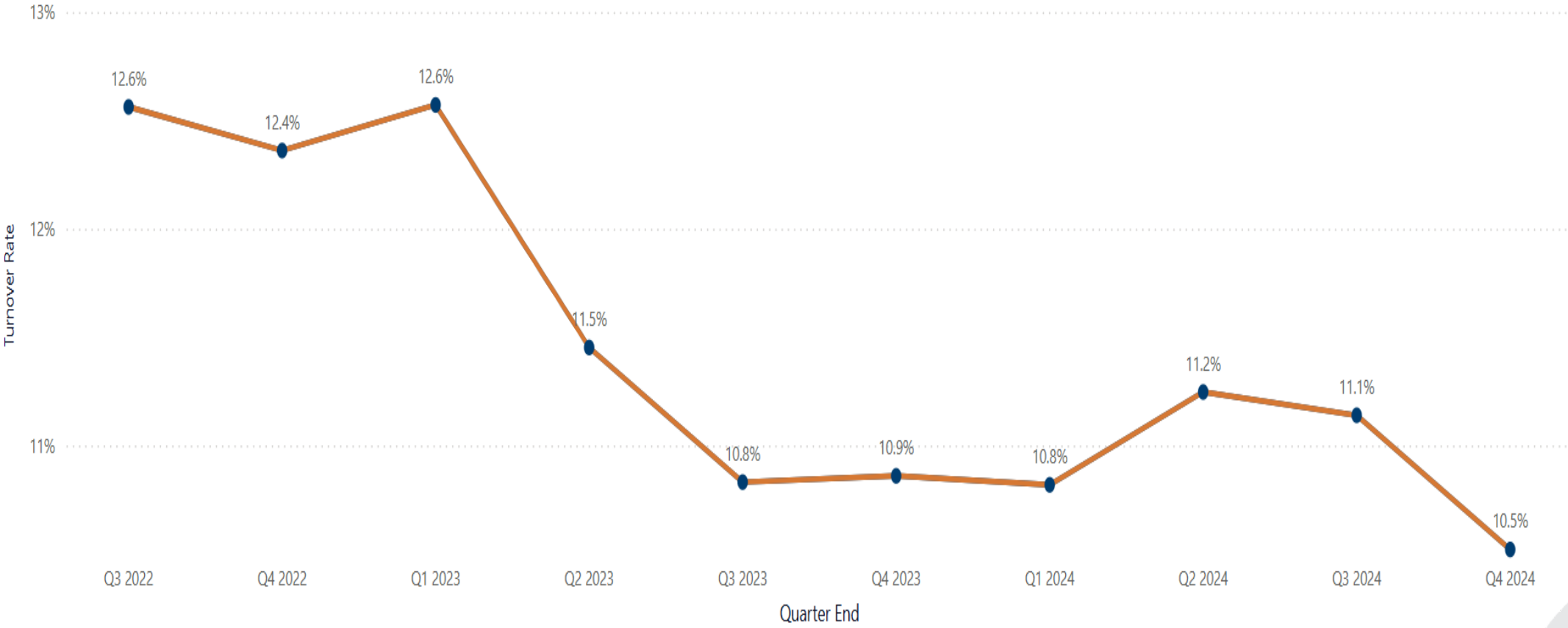


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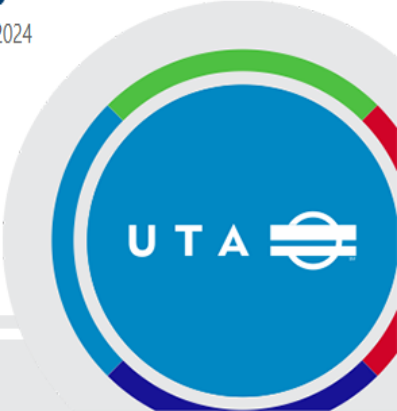


Workforce Stability – 12-Month Rolling Turnover Rate

● Slicer Selections Turnover Rate ● Overall UTA Turnover Rate



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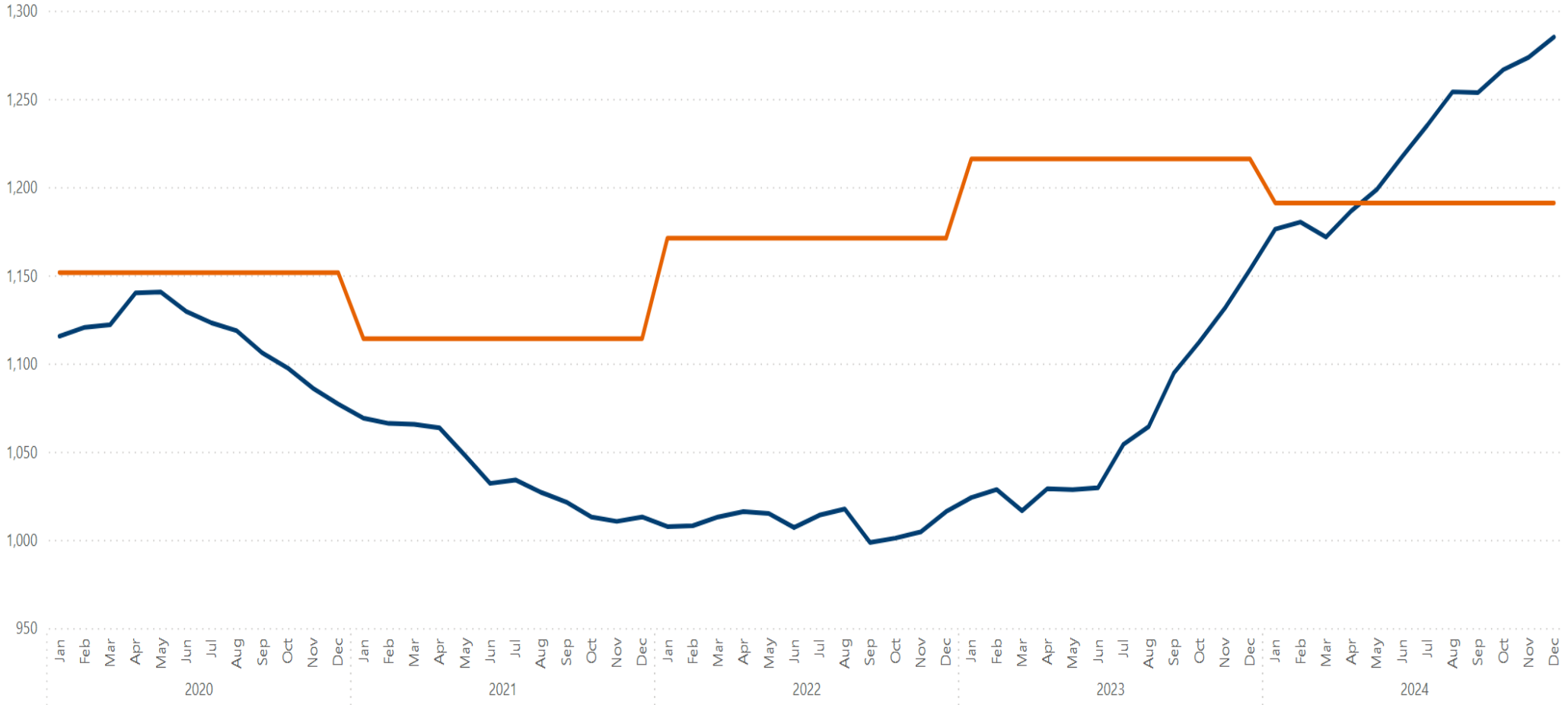


Operator Headcount vs. Actual

Does not include Trainee Operators

● Actual ● Budget

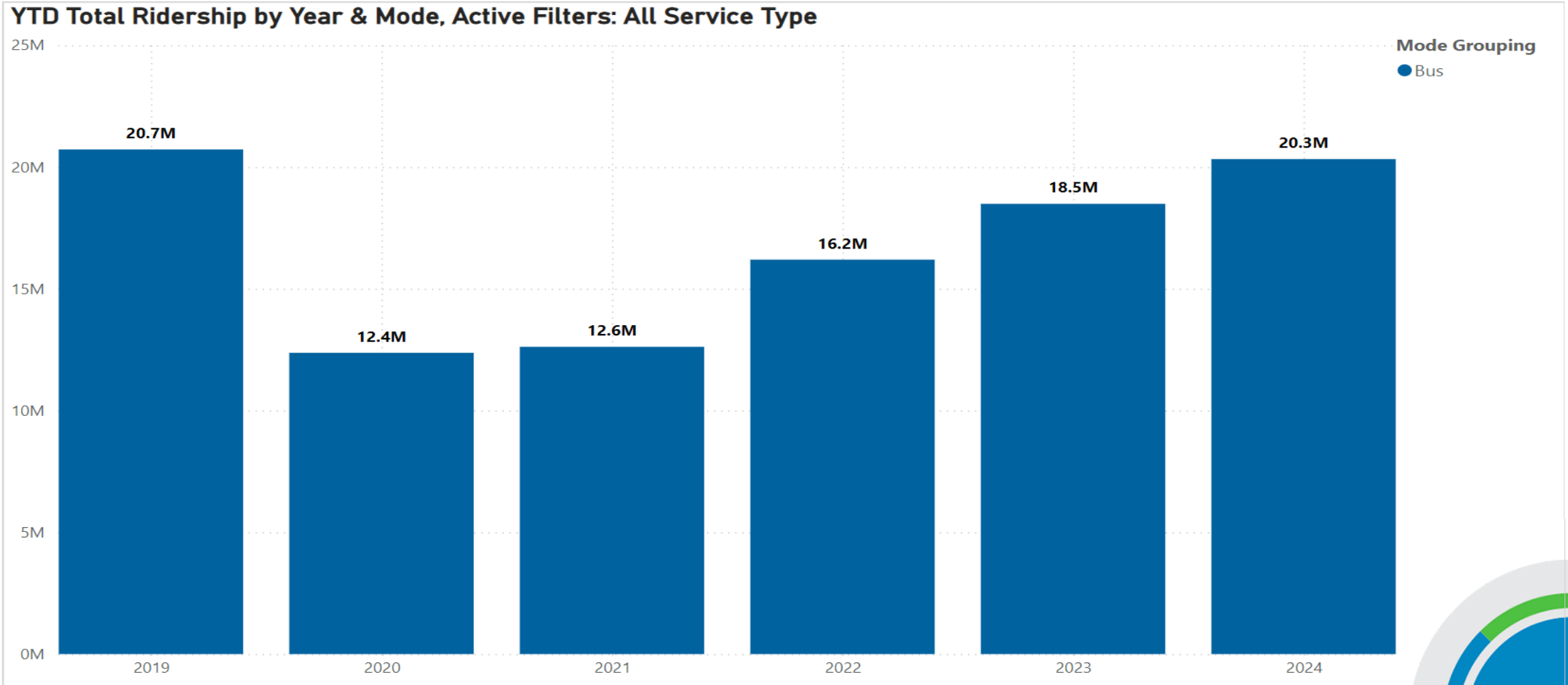
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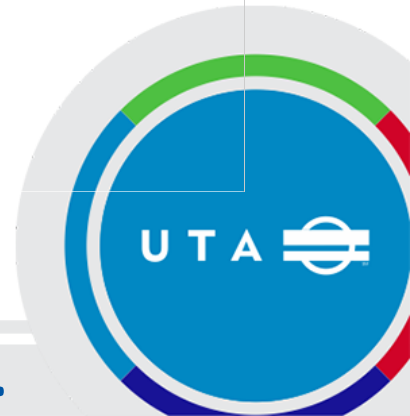
Agenda Item 10. a.



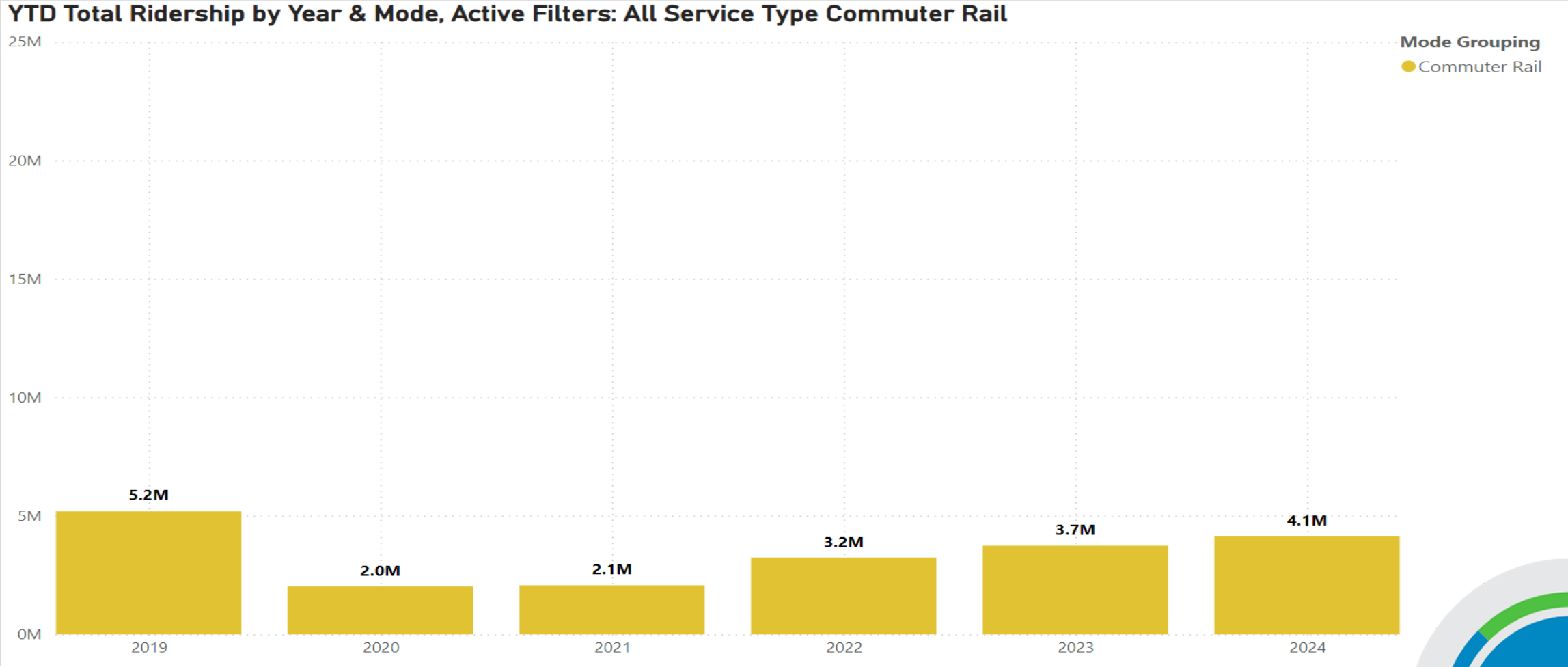
Bus – Fastest Recovery



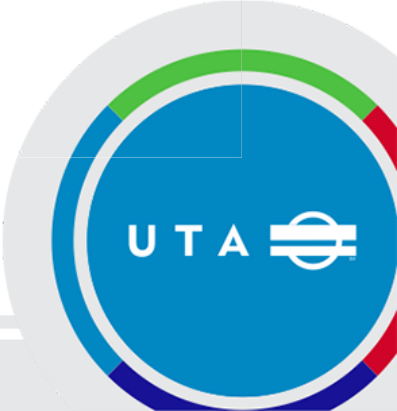
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Commuter Rail – Steady Climb



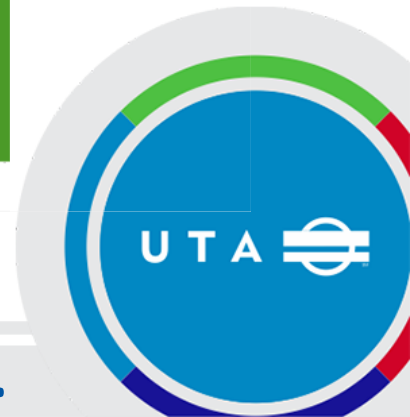
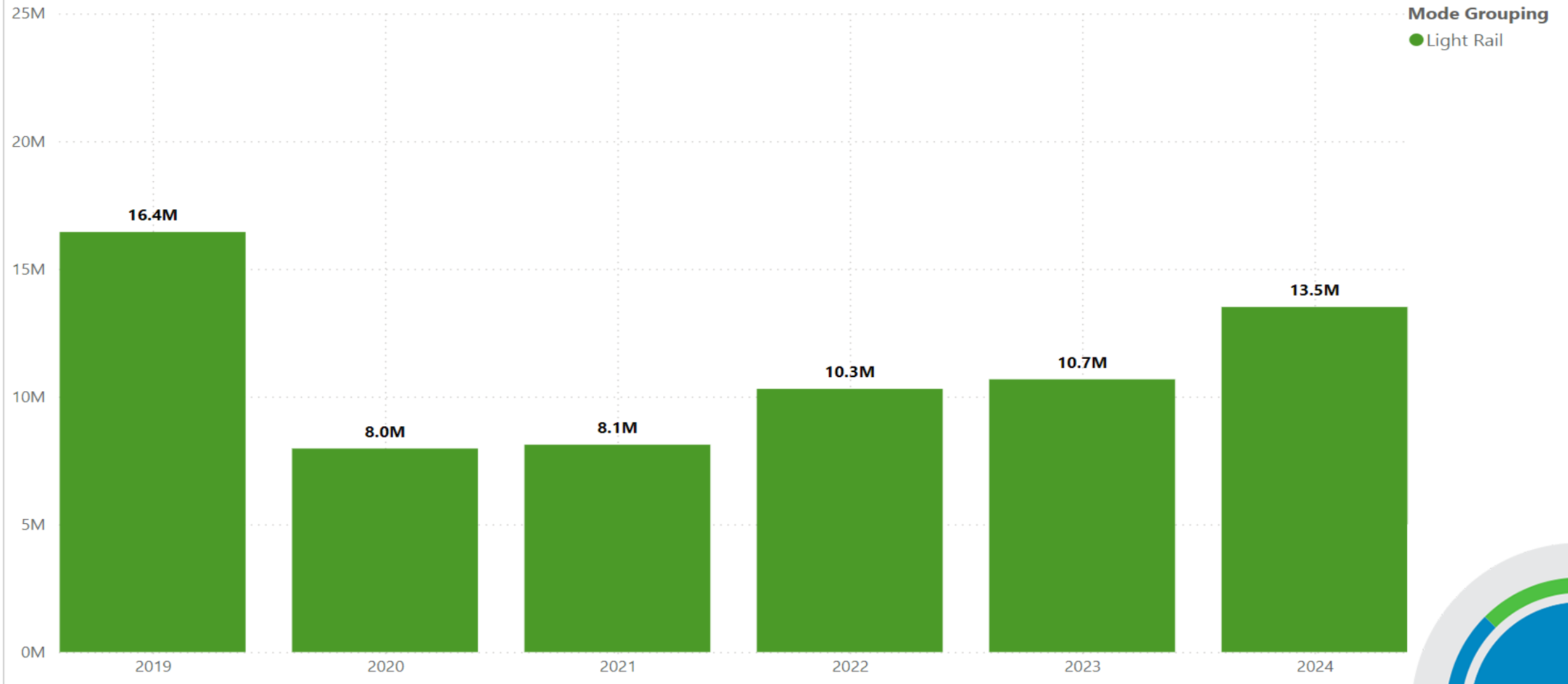
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TRAX Light Rail – Post-SGR Bounce Back

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YTD Total Ridership by Year & Mode, Active Filters: All Service Type Light Rail



2025 Ridership Opportunities

- Strategic target to **increase ridership by 11%**
- **Adding and restoring service** and frequency across the entire system on April Change Day
- Expanding **UTA On Demand service to west Provo**, including Provo Airport
- Opening a **new TRAX station in South Jordan at Daybreak Field** in time for the Salt Lake Bees first pitch
- Launching 15-minute service or faster **Go Route buses** in Salt Lake City



2025 Ridership Opportunities

- **Extra ski service** with Canyon Service contracted routes
- Adding a **new Utah Valley Express (UVX) 900 East station** on BYU campus
- Installing **new ticket and tap machines** and **upgrading payment technology** across the system
- Improving detours processes for **significant SGR** this summer

