

Contract: 2023-2024 On-Board Survey (Resource Systems Group Inc.)



Federal Requirement

- Title VI regulations (49 CFR part 21) require that *“passenger surveys shall be employed by transit providers on a schedule determined by the transit provider but no less than every five years.”*
- The primary purpose of these surveys is to allow UTA to develop demographic profiles with trip and fare usage information.



Data Collection Requirements

- Title VI regulations (49 CFR part 21) require at a minimum the following information be collected during the survey:
 - Race
 - National origin
 - Language other than English spoken at home
 - English proficiency
 - Household income
 - Travel patterns, including origin and destination, routes used etc.
 - Fare usage by fare type



Additional Benefits to UTA

- Informs agency decision making
- Longitudinal data shows changes in travel behavior over time
 - Previous surveys in 2006, 2011, 2015, 2019
- Origin and Destination (OD) data supports updates to regional travel demand model



2023 – 2024 OBS Survey Details

- Administered by Resource Systems Group, Inc. (RSG).
 - RSG has extensive transportation surveying experience
 - Consultant for 2015 and 2019 UTA OBS.
- Will be administered during peak ridership times in the winter of 2024 through the spring of 2024.
- Will not be administered during holiday periods and when schools and universities are not in session.
- Will include all bus and rail, as well as UTA On Demand.



Recommendation

Authorize the Executive Director to execute the contract and associated disbursements in the amount of \$674,998.00 with Resource Systems Group Inc to conduct an on-board survey of UTA riders.



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Recommended Action (by acclamation)

Motion to approve the contract with Resource Systems Group Inc.
for the 2023-2024 On-Board Survey, as presented

