

UTA On Demand Service





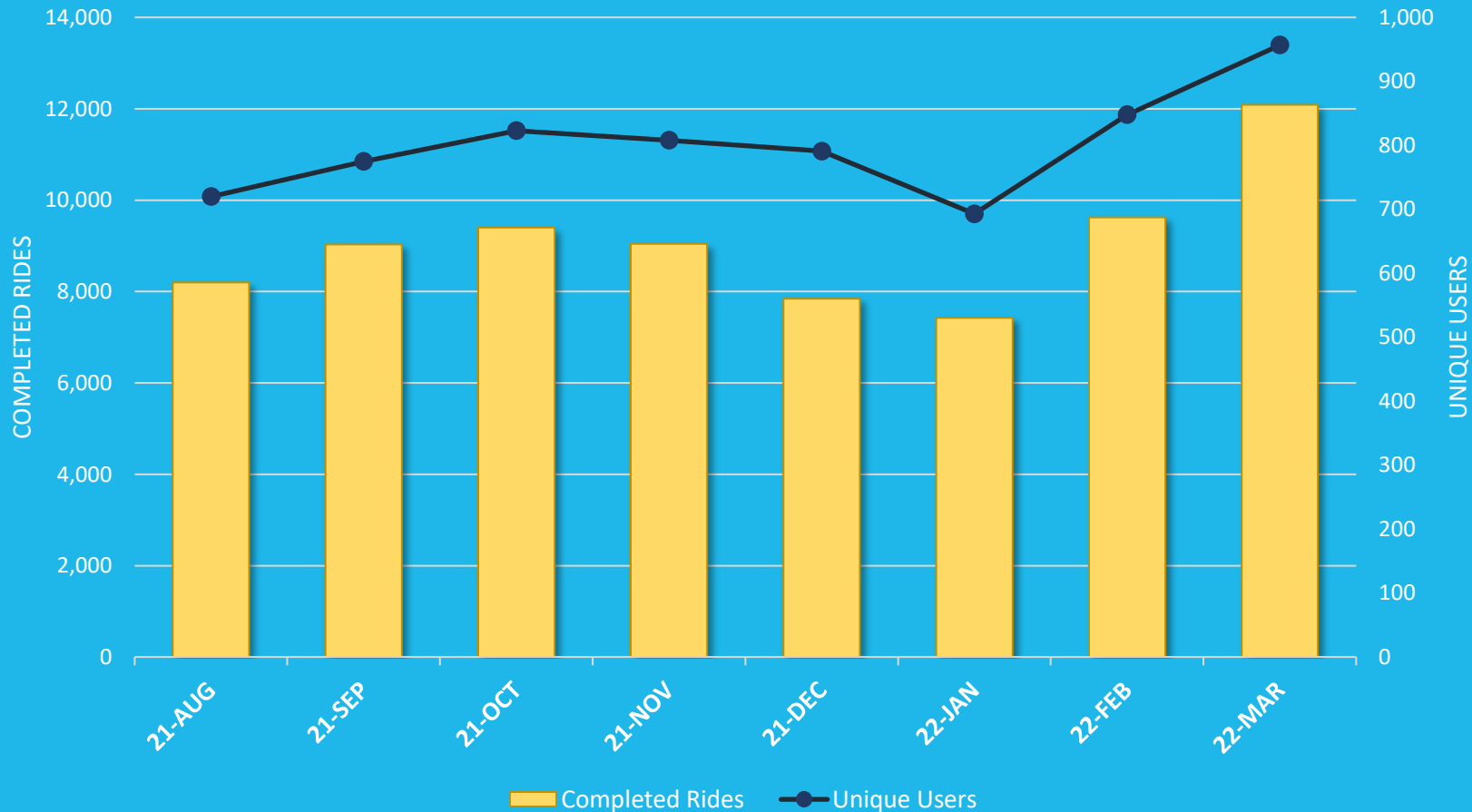
UTA
ON DEMAND



Service Updates:

- **Southern Salt Lake County**
- **SLC Westside**
- **Tooele County EV Microtransit**
- **South Davis County Microtransit**

Southern SL County Monthly Ridership Trends



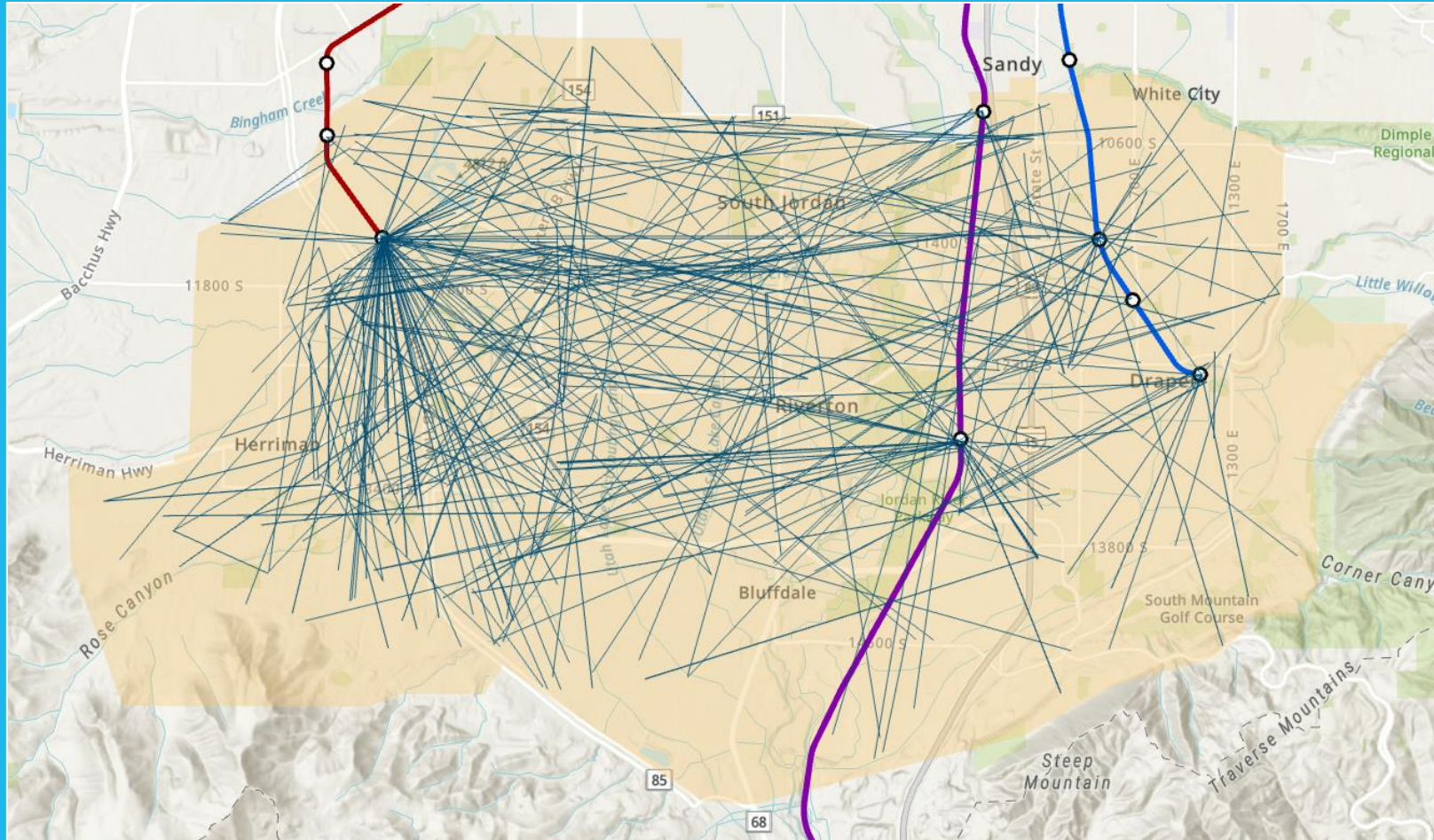
March Averages

- WKD Rides: 476
- SAT Rides: 284
- Unique Users: 957
- Cost per rider: \$27

KPIs March 2022

- FMLM: 37%
- Shared Rides: 27%
- Avg. Rating: 4.8 / 5.0
- Avg. Wait Time: 19 min

Daily Trips Sample: Southern SL County



March 17th Ridership

- Completed: 532
- Unique Riders: 298
- WAV Rides: 13

- Avg. Trip Distance: 4.7 mi
- Avg. Pickup ETA: 19.6 min
- Avg. Trip Rating: 4.8

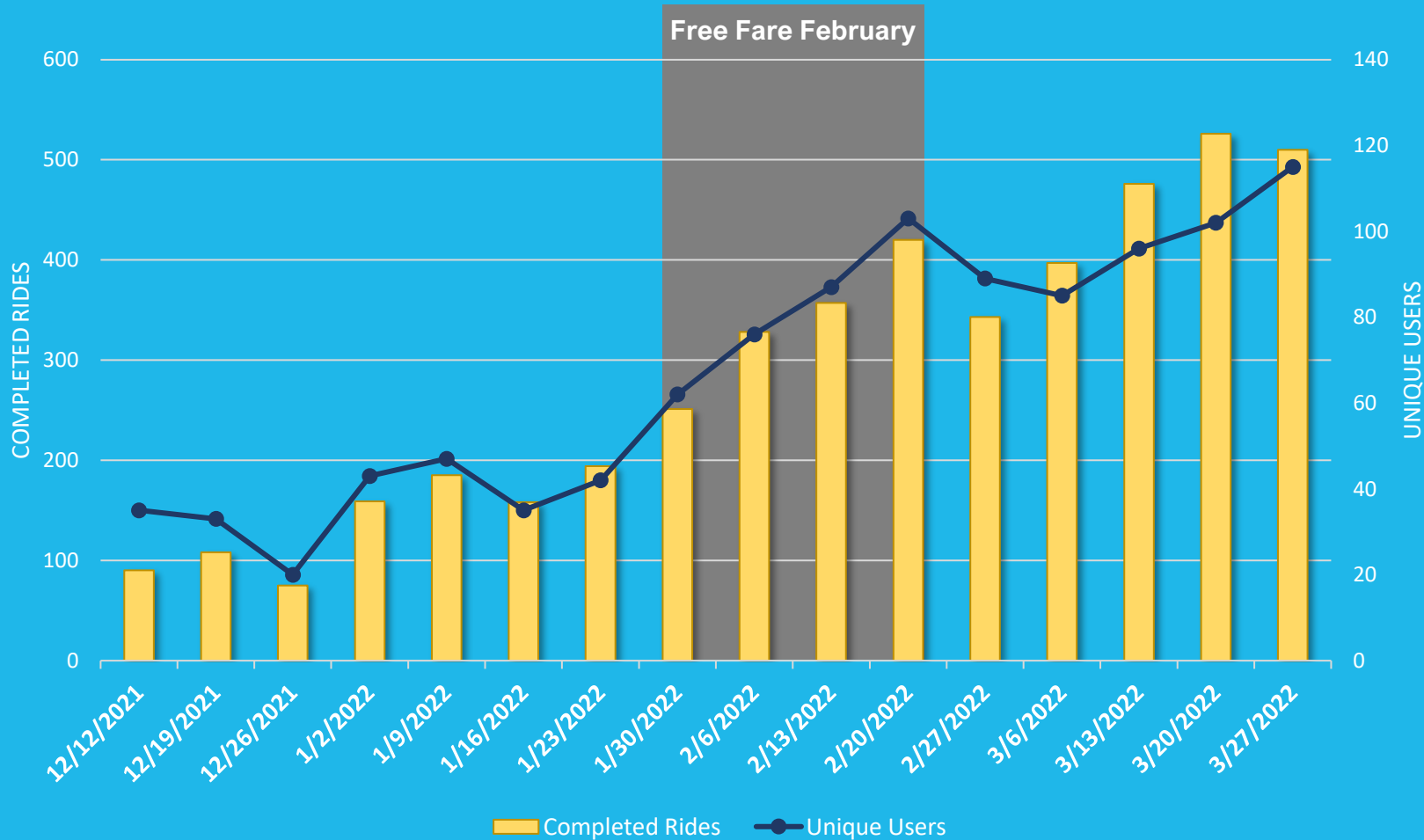
UTA On Demand-Paratransit Connections

	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22
Completed Trips	239	370	438	368	379	342	397
Missed Connections	0	1	16	31	27	15	10
Unique Users	19	23	25	23	19	20	21

- Starting August 2021, UTA On Demand has been providing pre-scheduled Paratransit connection trips within the Southern Salt Lake County zone
- Pre-scheduled trips using the Via fleet created disruptions to both Paratransit and UTA On Demand customers and limited WAV availability during peak demand hours
- In April 2022, UTA On Demand-Paratransit connections pilot suspended due to fragmented fleet utilization and poor service quality during peak demand hours
- UTA Special Services will be piloting all Paratransit connections in the southern county zone over the next 12 months



SLC Westside Weekly Ridership Trends



March Averages

- WKD Rides: 75
- SAT Rides: 48
- Unique Users: 215
- Cost per rider: \$63

KPIs March 2022

- FMLM: 43%
- Shared Rides: 20%
- Avg. Rating: 4.6 / 5.0
- Avg. Wait Time: 7.6 min

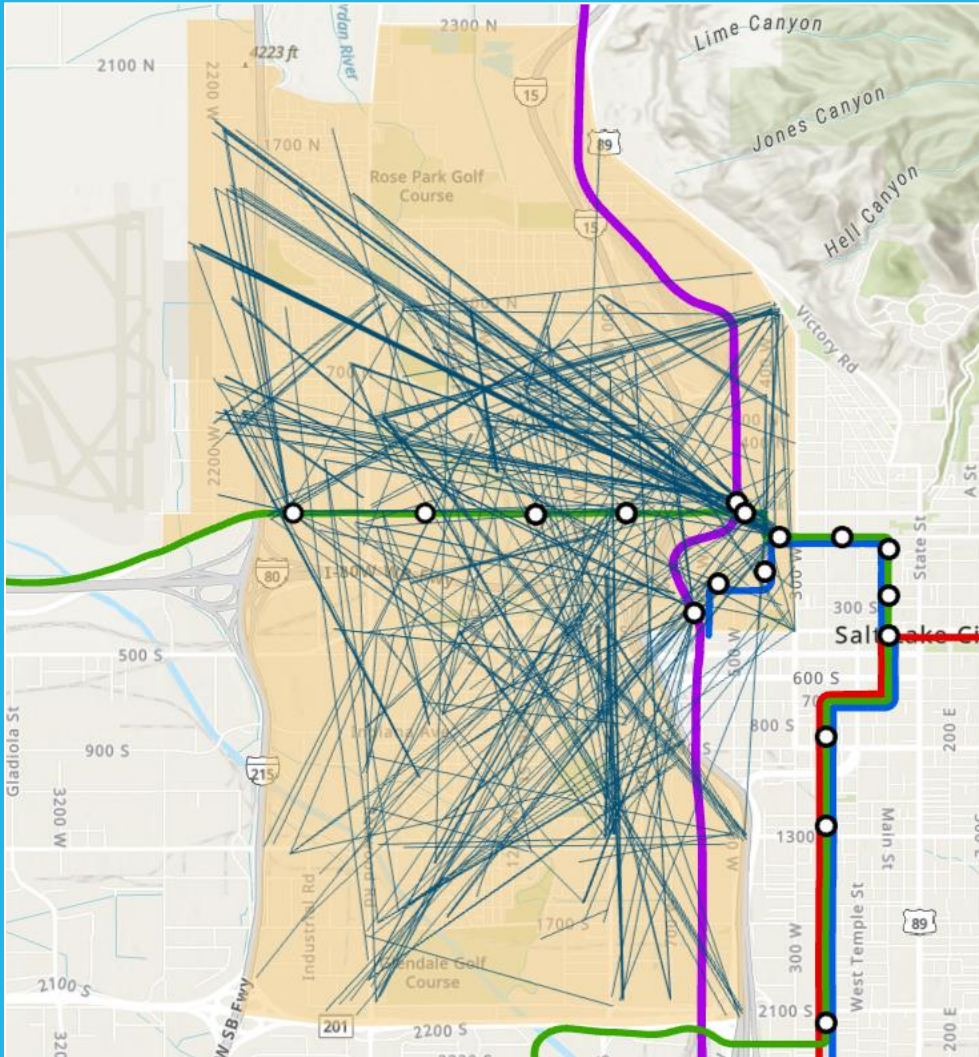


Weekly Trips Sample: SLC Westside

March 20-26 Ridership

- Completed: 526
- Unique Riders: 102
- WAV Rides: 8

- Avg. Trip Distance: 3.3 mi
- Avg. Pickup ETA: 7.9 min
- Avg. Trip Rating: 4.7



Marketing & Communications



SLC Westside

- First 10 rides free campaign
- Via street marketing teams
- Geolocation digital ad targeting
- Postcard mailer to residential addresses
- UTA Community Engagement & SLC outreach
- UTA Travel Training

Southern Salt Lake County

- Extensive marketing efforts ended in Nov. 2021

Successes & Challenges

Successes

- Free Fare February stimulated ridership and new user growth
- New zone improved access to opportunities in SLC Westside neighborhoods
- Southern County zone performing better than pre-COVID ridership
- Existing microtransit zones will support future bus route changes

Challenges

- UTA On Demand-Paratransit connection disruptions
- Slow SLC Westside service zone growth
- Southern County zone fleet constraints
- Mobile driver app bugs and updates



Planned Tooele County EV Microtransit



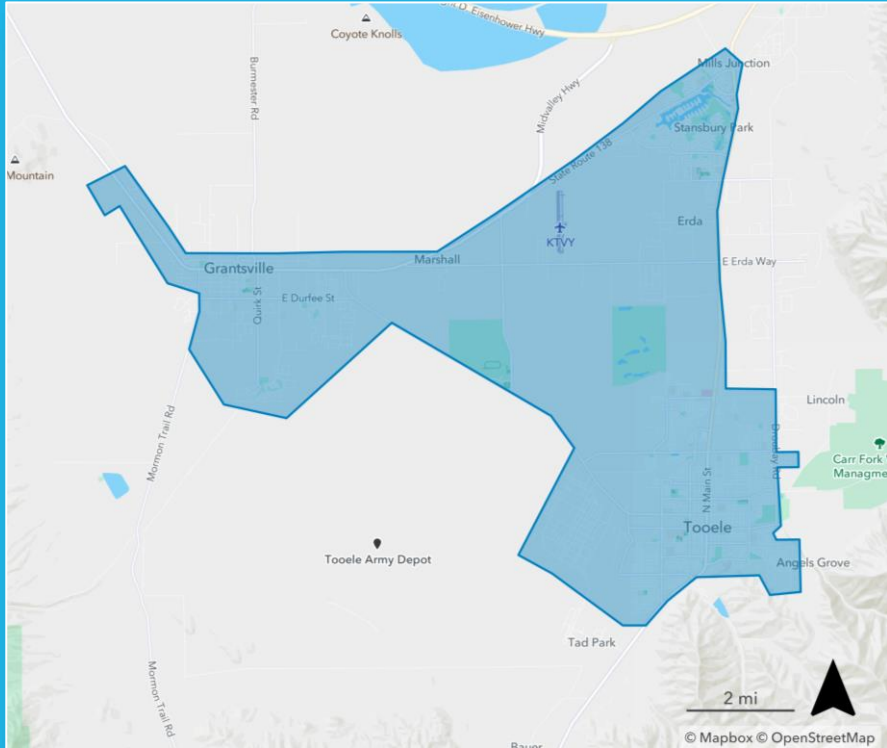
- Awarded an FTA Low or No Emission Vehicle Program grant to fund electric vehicles and Level 2/3 charging infrastructure
- Replacing 6 gas-powered vehicles used for Flex Route and Dial-a-Ride services with a fully zero-emission electric vehicle fleet
- Partnership with Tooele County to transition Flex Route and Dial-a-Ride services to UTA On Demand microtransit
- UTA's first Software as a Service (SaaS) deployment for Tooele County to operate and schedule on demand rides

Planned Tooele County EV Microtransit

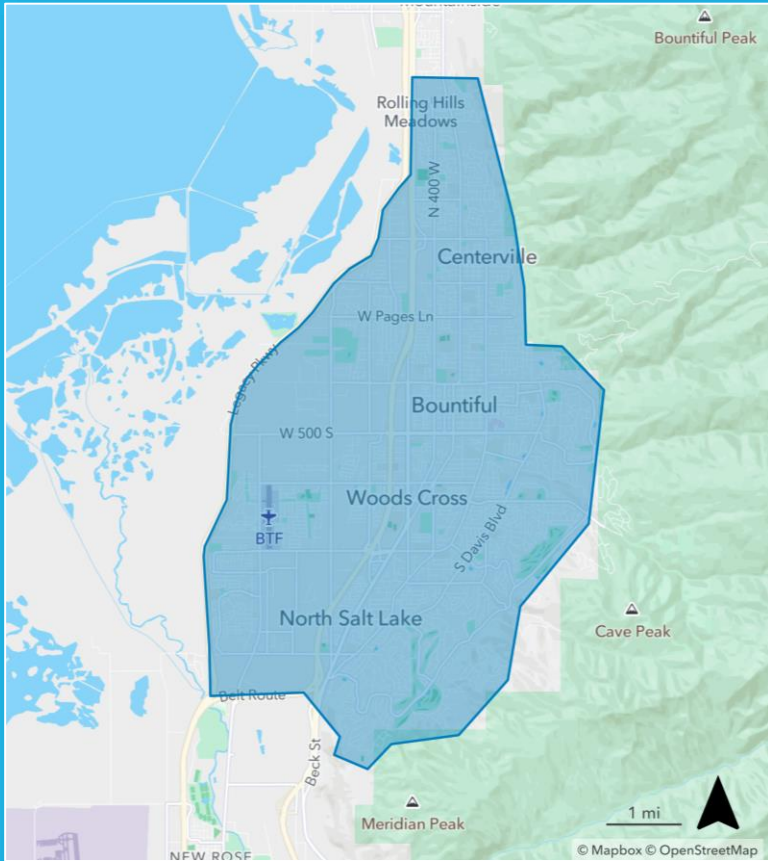
- Launching August Change Day 2022
- Replaces Flex Routes F400 and F402
- Improves connections between Tooele City, Grantsville, and Stansbury Park
- Tooele County to manage daily service and operations
- Projected ridership: 500-1,000 rides per week

Key Microtransit Zone Statistics:

Zone Size	Population	Pop. Density	Employment
51.7 sq. mi	61k people	1.2k people per sq. mi	8.6k jobs



Planned South Davis County Microtransit



- Launching August Change Day 2022
- Replaces Routes 460, 461, 462, 463, 471, and F605
- Improves east-west connections and access to the Woods Cross FR Station
- Transportation as a Service (TaaS) microtransit zone
- Projected ridership: 1,000-1,500 rides per week

Key Microtransit Zone Statistics:

Zone Size	Population	Pop. Density	Employment
28.8	100k	3.5k	31k
sq. mi	people	people per sq. mi	jobs



UTA
ON DEMAND

