

2024 Onboard Survey (OBS) Key Takeaways for Local Leaders



Conducting Onboard Surveys

Why?

- Meets federal Title VI requirements
- Informs strategic decisions
- Supports regional travel demand modeling

How?

- Survey administration timeframe:
February-April 2024
- Conducted by RSG and ETC consultants
- Digital tablets with real-time geocoding



Who Our Riders Are

Young, diverse, and income-constrained

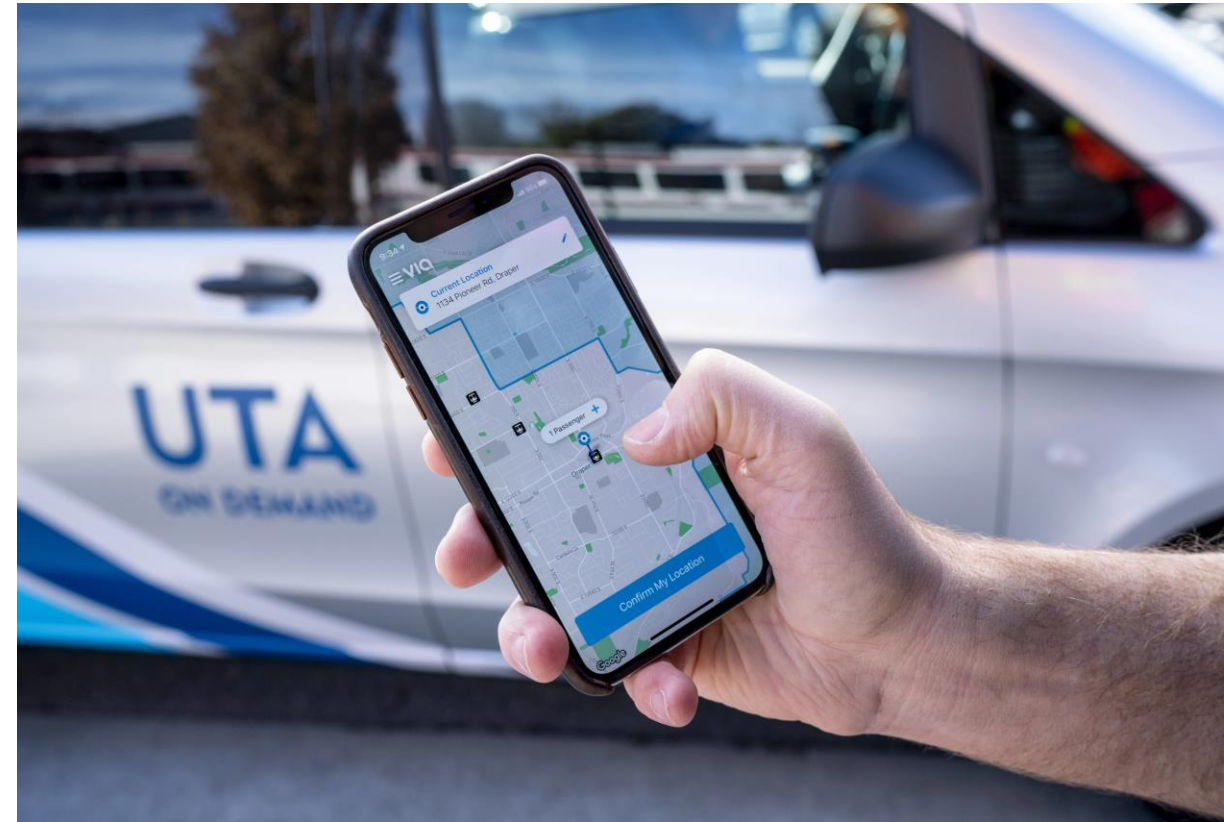
- 62% of riders are age 34 or younger
- 54% of riders earn under \$45,000/year
- Ridership continues to variegate



Mobility Access

More riders are transit-dependent

- Increase in riders from zero-vehicle households since 2019
- UTA On Demand: 76% are transit-reliant
- 78% of UTA On Demand users do not have a driver's license



Fare and Payment Trends

Fare payment insights reflect accessibility needs

- Electronic fare use is down 3% since 2019
- Cash use on buses is up 7% since 2019
- 35% still use electronic cards



Why This Matters for Cities

How cities can support equitable transit

- Allow walkable access to transit stops
- Partner with UTA On Demand and infrastructure expansion
- Support awareness of low-income fare options

