

# 2024 UTA On Board Survey



# 2024 On Board Survey (OBS)

## Board of Trustees Presentation August 2024



## Why Do We Conduct On Board Surveys?

- Fulfill Federal Requirements
  - 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.”*
    - Previous surveys in 2006, 2011, 2015, 2019
- Develop demographic profiles with trip and fare usage information
  - Informs agency decision making
  - Origin and Destination (OD) data supports updates to regional travel demand model



# 2024 OB Survey Administration Details

- Timeframe: **February through April 2024**
  - During peak ridership times
  - Excluded holiday periods and school/university closures
- Conducted by Resource Systems Group, Inc. (RSG). and ETC Consultants
  - Consultants for 2015 and 2019 UTA OBS
- Surveys were conducted on Bus, Rail, and On Demand using digital tablets with real time geocoding



## What is new in the 2024 Survey?

- On Demand surveying
- Weekend surveying



## What did we ask in the 2024 survey?

- 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



# Initial Findings from Data Collection: On-to-Off Surveys

SERVICE MODE	RIDERSHIP	% SAMPLE	O2O SURVEYS	O2O SURVEYS	O2O SURVEYS
			SAMPLE PLAN TARGETS	ACTUAL # COMPLETED	ACTUAL % RIDERSHIP
<b>Bus</b> (5 routes greater than 2,800 riders)	20,464	20%	4,093	6,440	31%
<b>TRAX and FrontRunner</b>	53,848	20%	10,570	15,913	30%
<b>On Demand</b>	-	-	50	-	-
<b>Total</b>			<b>14,712</b>	<b>22,353</b>	<b>-</b>

\*These numbers are preliminary and subject to change during the data cleansing phase



# Initial Findings from Data Collection: Origin-Destination Surveys

SERVICE TYPE	RIDERSHIP	% SAMPLE	OD SURVEYS	OD SURVEYS	OD SURVEYS
			SAMPLE PLAN TARGETS	ACTUAL # COMPLETED	ACTUAL % RIDERSHIP
<b>Weekday Bus and Rail</b>	116,271	9%	11,000	11,946	10%
<b>Weekend Bus and Rail (Sat+Sun)</b>	106,459	1.50%	1,700	1,775	2%
<b>On Demand</b>	-	-	50	148	-
<b>Total</b>			<b>12,750</b>	<b>13,869</b>	<b>-</b>

\*These numbers are preliminary and subject to change during the data cleansing phase



## Next Steps

- Continue data cleansing
- Perform analysis of survey results
- Develop study report

**Anticipated Study Completion: December 2024**

