

Service Update

- a. Free Fare February Report
- b. Small Area Studies



Free Fare February Report



Thanks to our Stakeholders & Pass Partner Programs for their contributions!

- Wasatch Front Regional Council
- Mountainland Association of Governments
- Salt Lake City
- Salt Lake County
- Utah Division of Air Quality
- University of Utah
- Solitude
- Brigham Young University
- Utah Valley University
- Snowbird
- Fidelity
- Weber State University
- The Church of Jesus Christ of Latter-day Saints
- High Valley Transit
- State of Utah
- Brighton
- Salt Lake City (Hive Pass)
- Salt Lake Community College
- Intermountain Healthcare
- Alta
- Utah Association of Public Charter Schools
- Powder Mountain
- Snowbasin Resort
- Lucid Software
- Zions Bank
- ARUP
- Work Activity Center
- And more!

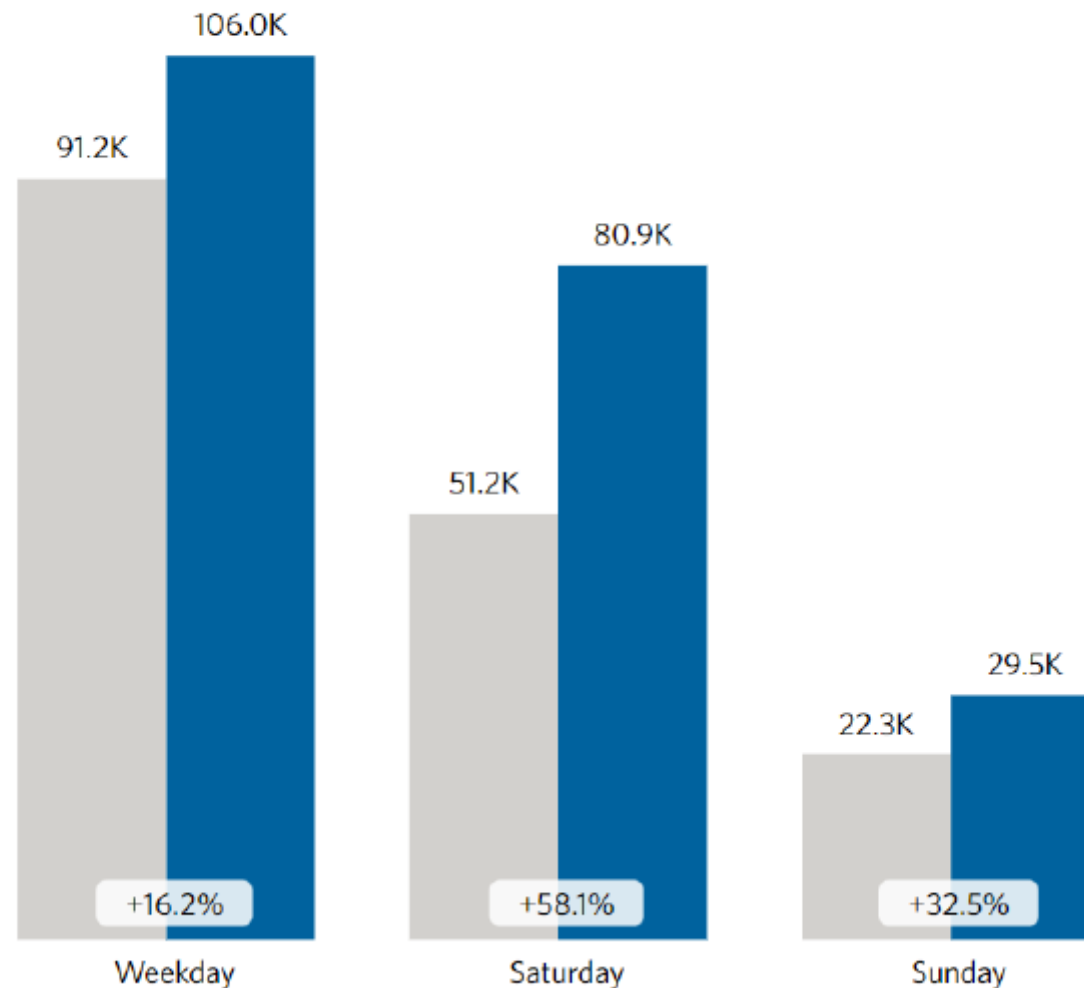


Ridership

- Ridership increased on all modes on most days (with the exception of UVX)
- Largest increases were observed on weekend days

UTA Average Daily Ridership – All Modes

Month ● Jan 2022 ● Feb 2022



Rider Survey

- 5,238 surveys were submitted
- 95.2% of survey participants indicated that they were aware that all UTA services were free during February.
- Over 1/5 of survey participants indicated they were new to riding UTA
- Over 3,000 survey participants submitted an open-ended response. Over 80% of the comments were positive in nature!



Free Fare February Discussion & Questions

Access full report at rideuta.com/freefare



Small Area Studies



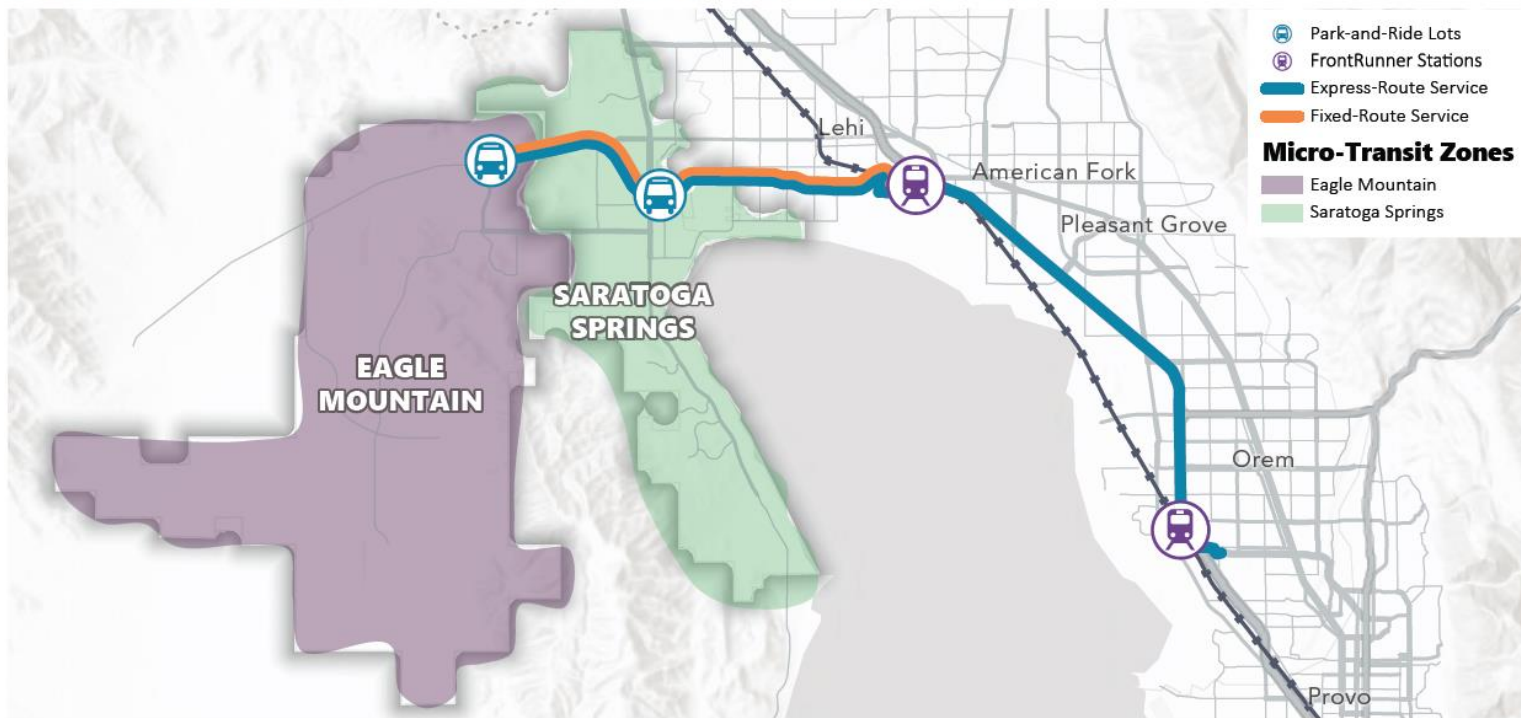
Small Area Studies

- Objectives
 - Evaluate performance of current transit service
 - Verify if current service plans adequately meet needs, or whether additional service may be needed
 - Develop recommendations which could include expanded options such as Travel Demand Management, first/last mile improvements, microtransit, or other solutions
 - Share information about Five-Year Service Plan and get input from the community and stakeholders

- Past, Current, and Future Studies:
 - Northwest Utah County Transit Study
 - South Davis Small Area Study
 - Falcon Hill Small Area Study
 - West Bench Small Area Study
 - South Jordan/Sandy Circulator Small Area Study



RECOMMENDED SERVICE SCENARIOS



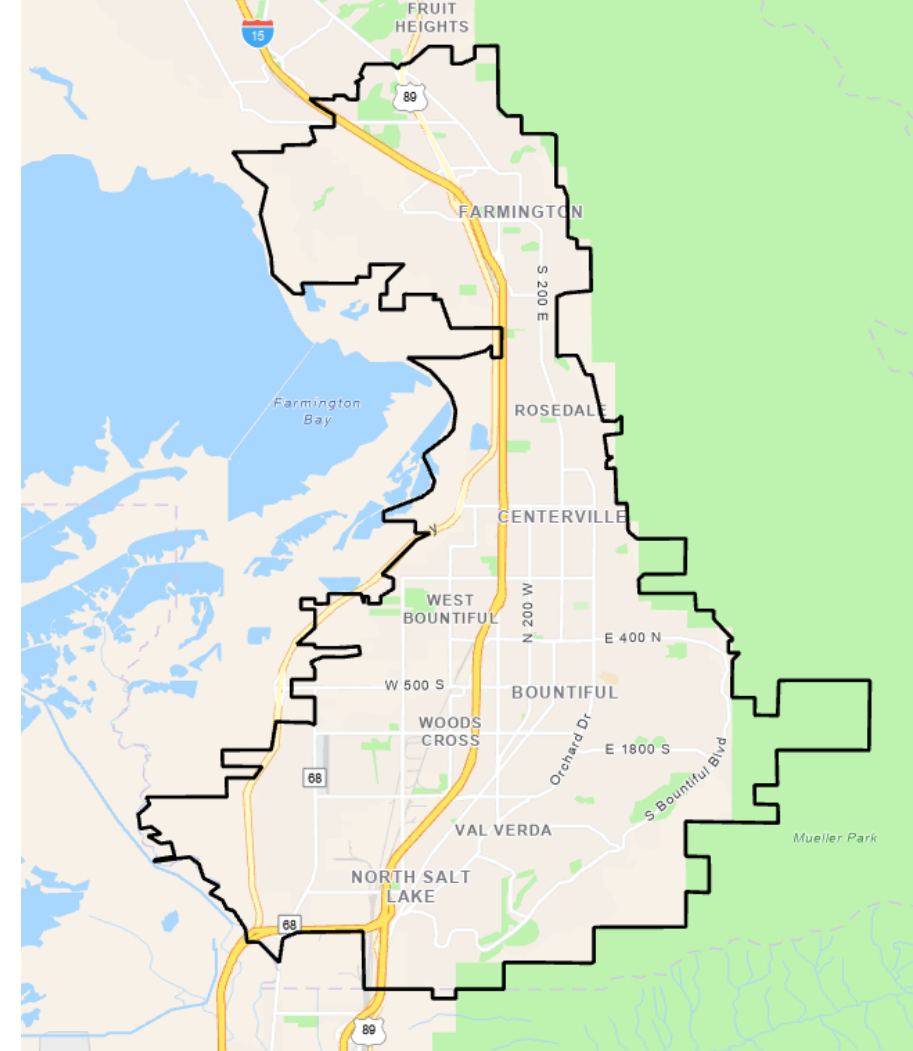
Northwest Utah County Transit Study

- Study conducted 2020-2021
- Recommended service:
 - Park-and-Ride lots
 - Bus connection to FrontRunner
 - Microtransit service
- Medium to long-term actions:
 - Express bus service to UVU
 - Bus Rapid Transit



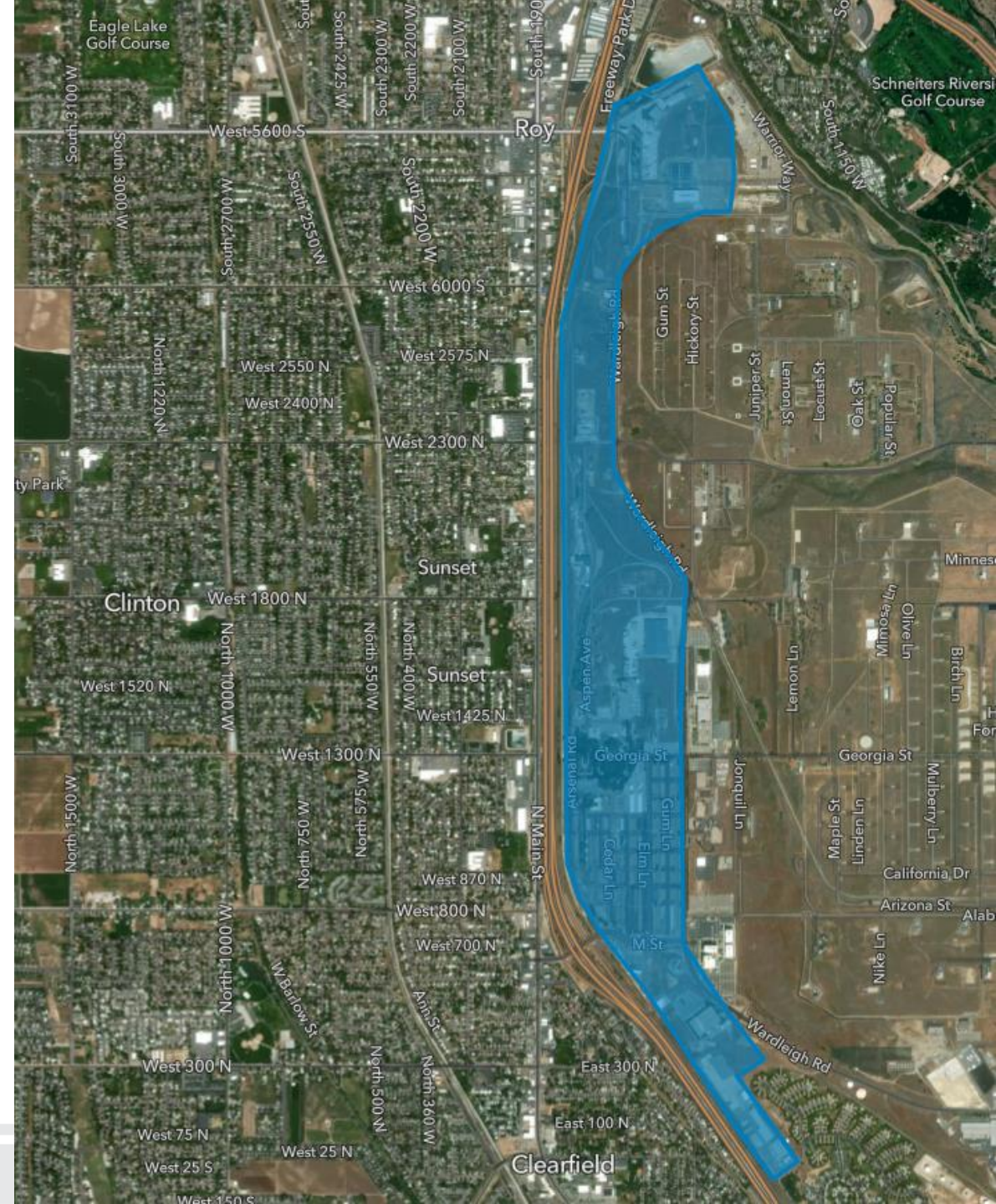
South Davis Small Area Study

- Meetings with the Technical Advisory Committee
 - Kickoff (Oct 19)
 - Review technical analysis/existing conditions, and brainstorm solutions (Jan 11)
 - Draft recommendations (Mar 16)
- Community and stakeholder outreach
 - To reduce planning fatigue, UTA staff participated in I-15 study walking audits and virtual workshops (east/west connectivity and First/Last mile barriers)
 - Survey to underrepresented groups in progress
 - Public outreach to broader community in April
- Completion in May 2022



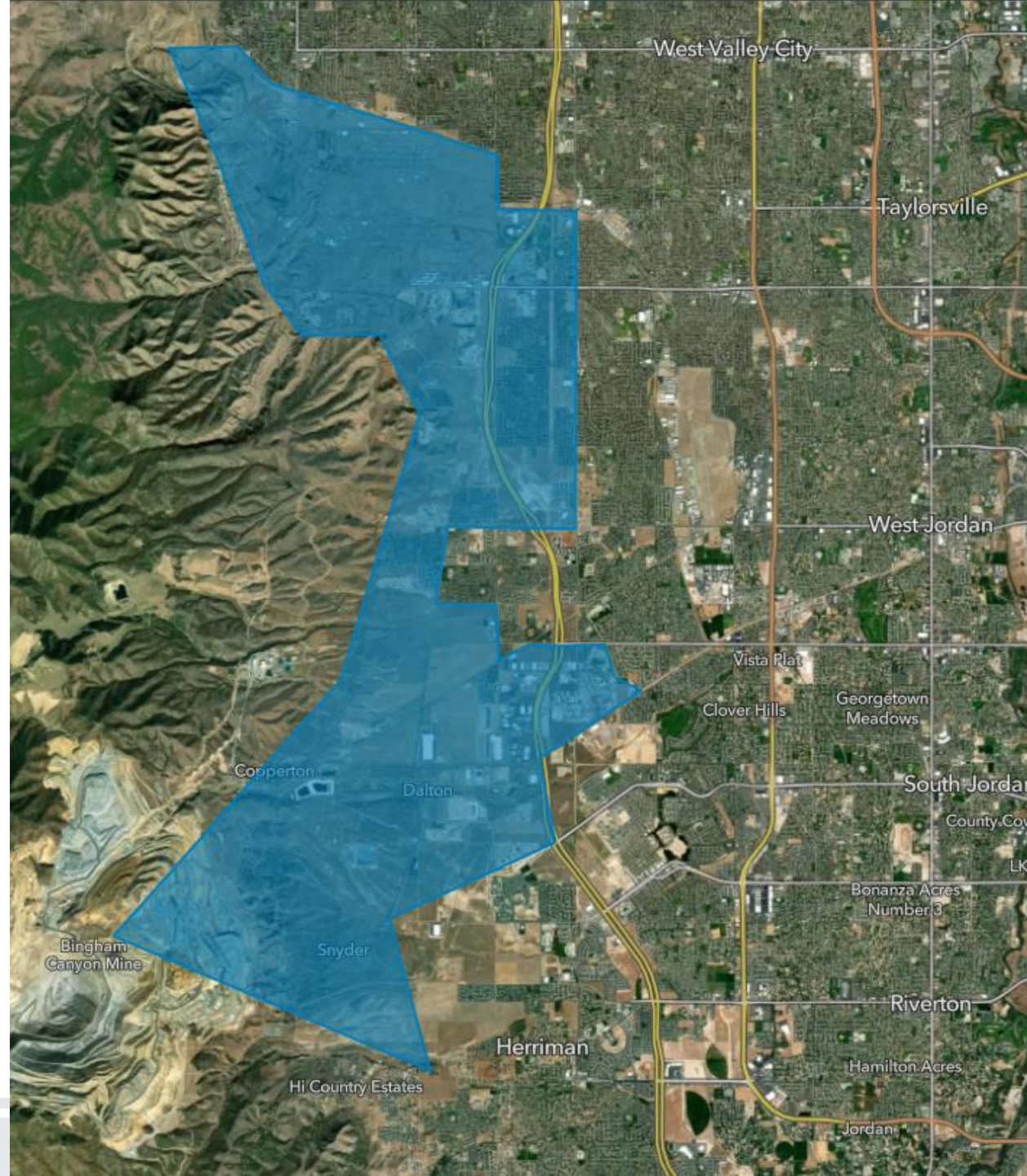
Falcon Hill Small Area Study

- Kickoff meeting with Steering Committee (Feb 4)
- Currently working on:
 - Technical analysis, existing and future conditions
 - Public outreach plan and draft survey
- Completion in July 2022



West Bench Small Area Study

- Study Area TBD: focus on undeveloped land on the west bench of Salt Lake County
- Identify best locations for transit-supportive greenfield development
- Completion in November 2022



Coming Up Next

- Sandy/South Jordan Circulator
- Southwest Salt Lake County
- Provo Airport/Westside

