

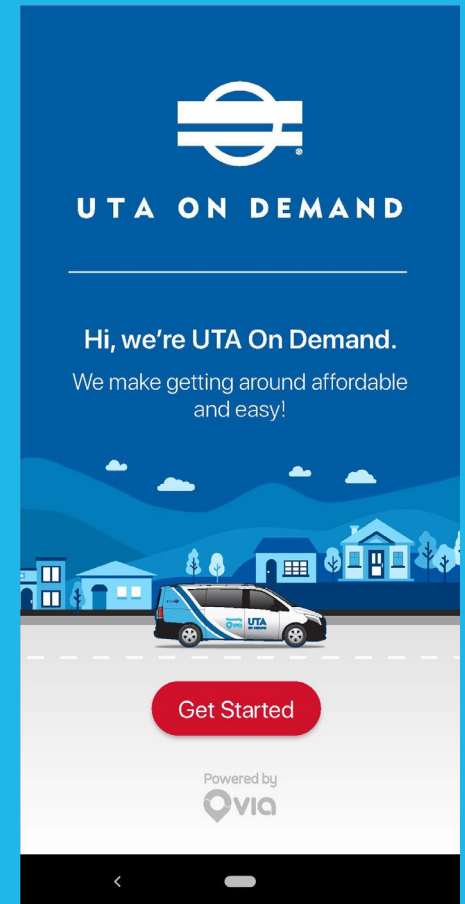
UTA On Demand: South Salt Lake County Service Update



Overview of Service Changes

August 2021 Change Day

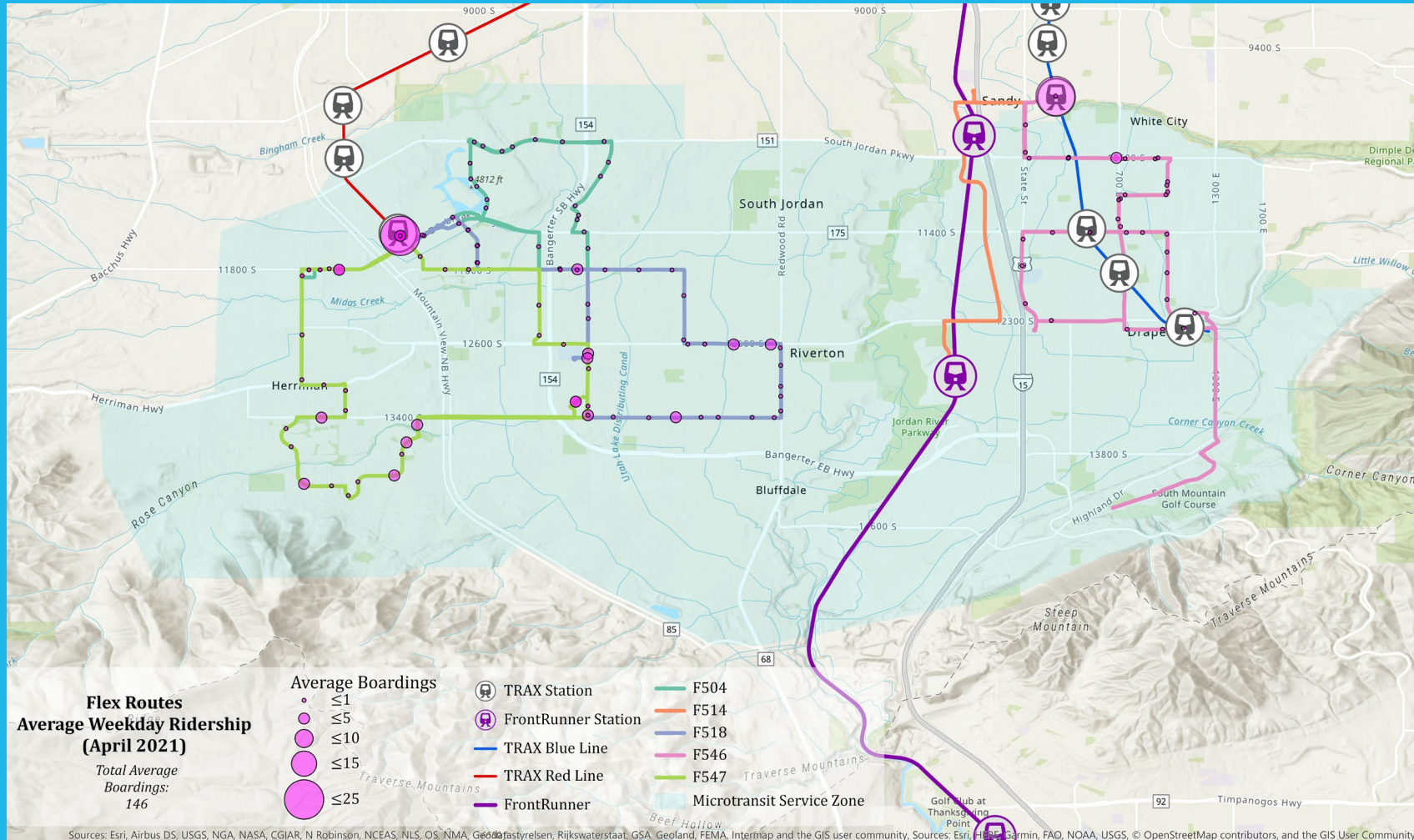
- Permanent implementation of service
- Discontinuation of Flex Route services
- Expanded hours: Monday – Friday
- New Saturday service
- New UTA On Demand app
- New UTA On Demand to Paratransit connection services



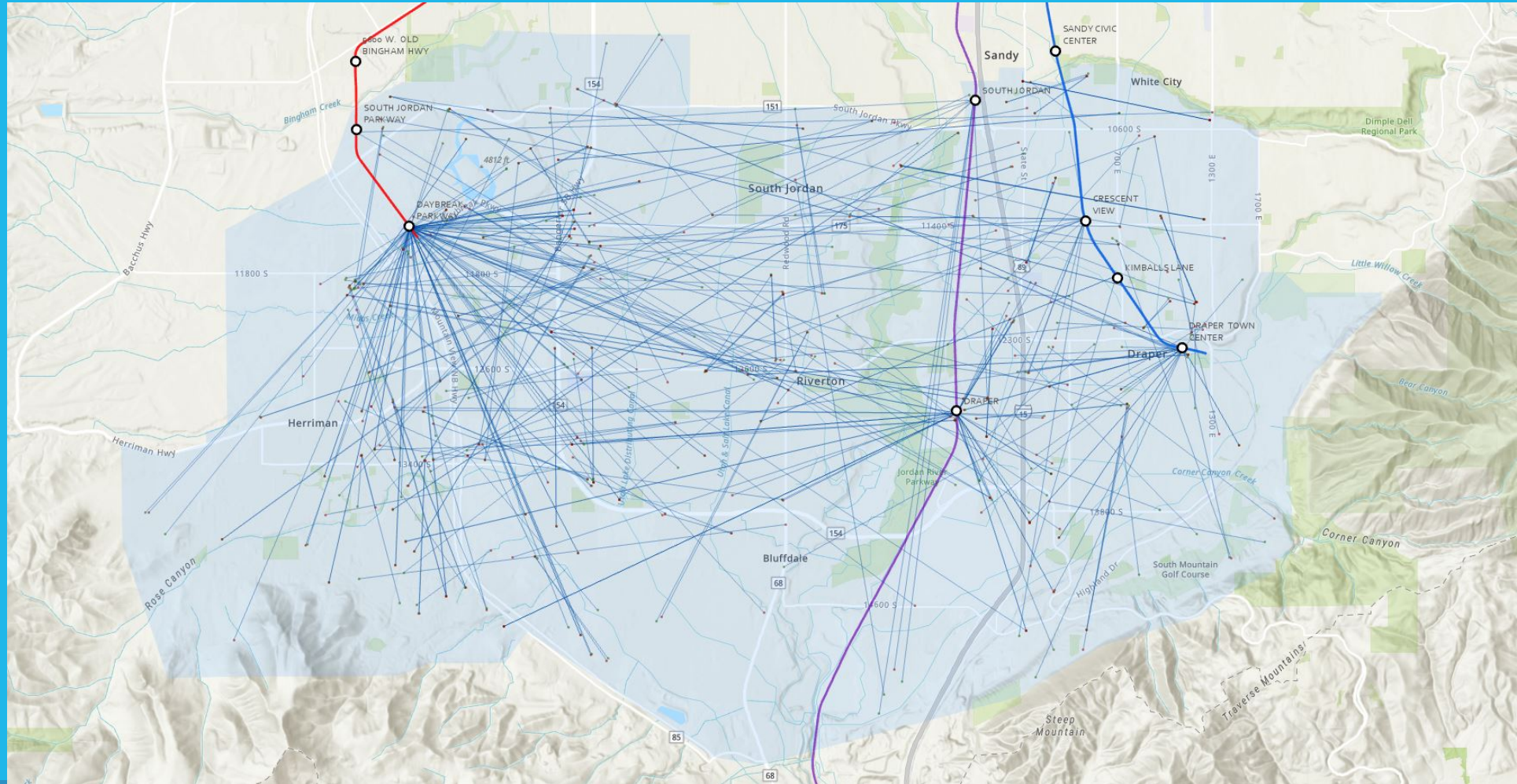
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Flex Route Avg. Daily Boardings



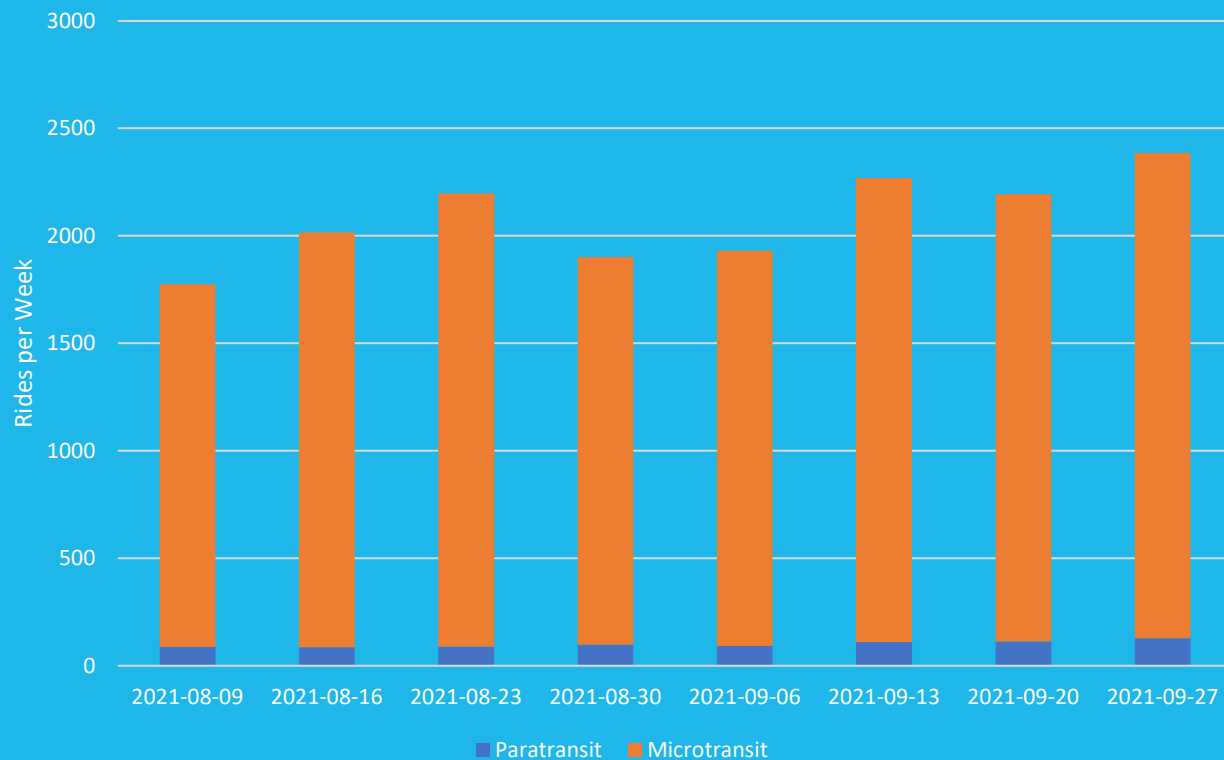
UTA On-Demand Avg. Daily Ridership



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Weekly Ridership Trends



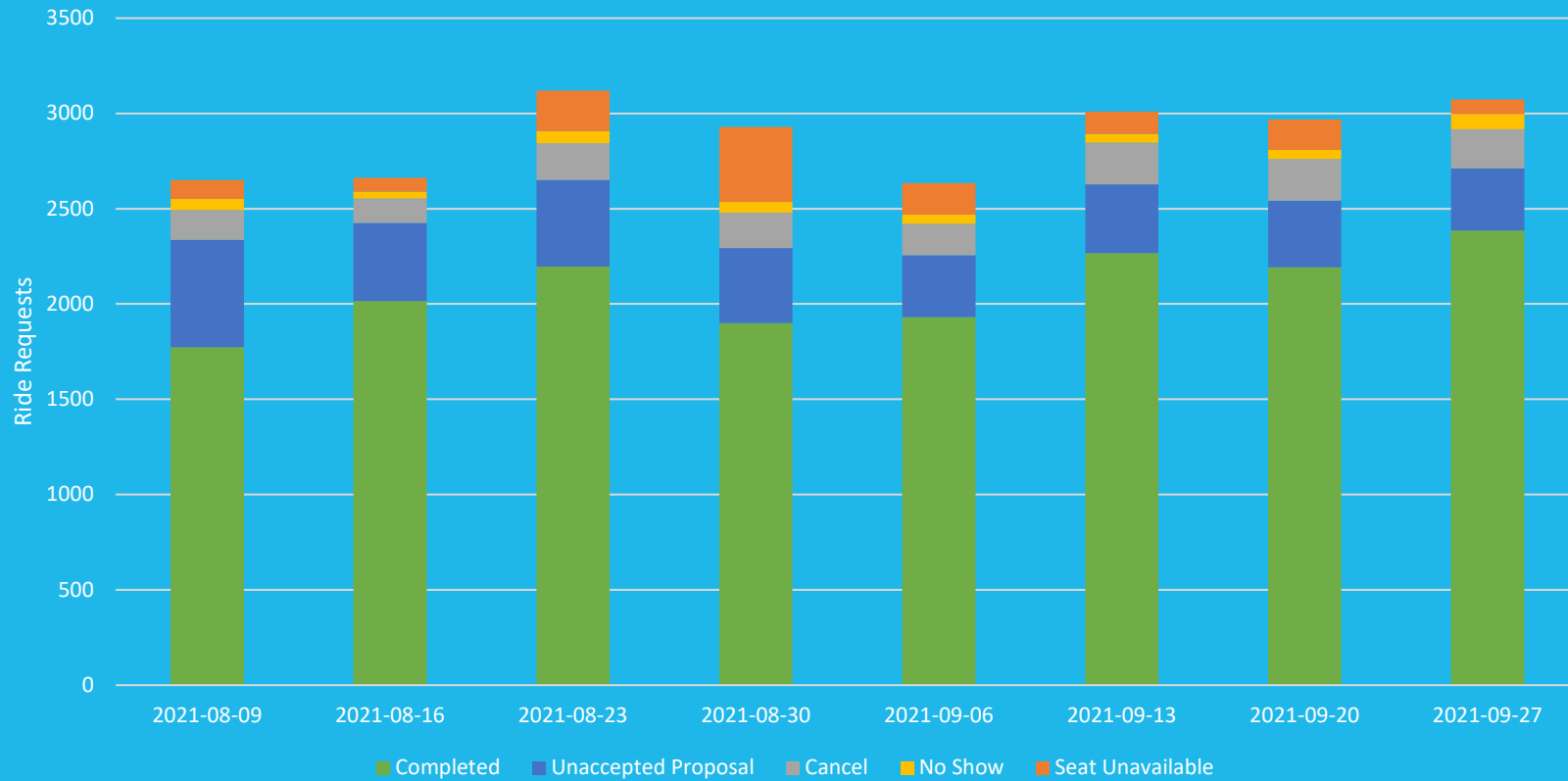
September Averages

- WKD Rides: 396
- SAT Rides: 180
- Para Rides: 22
- WAV Rides: 13

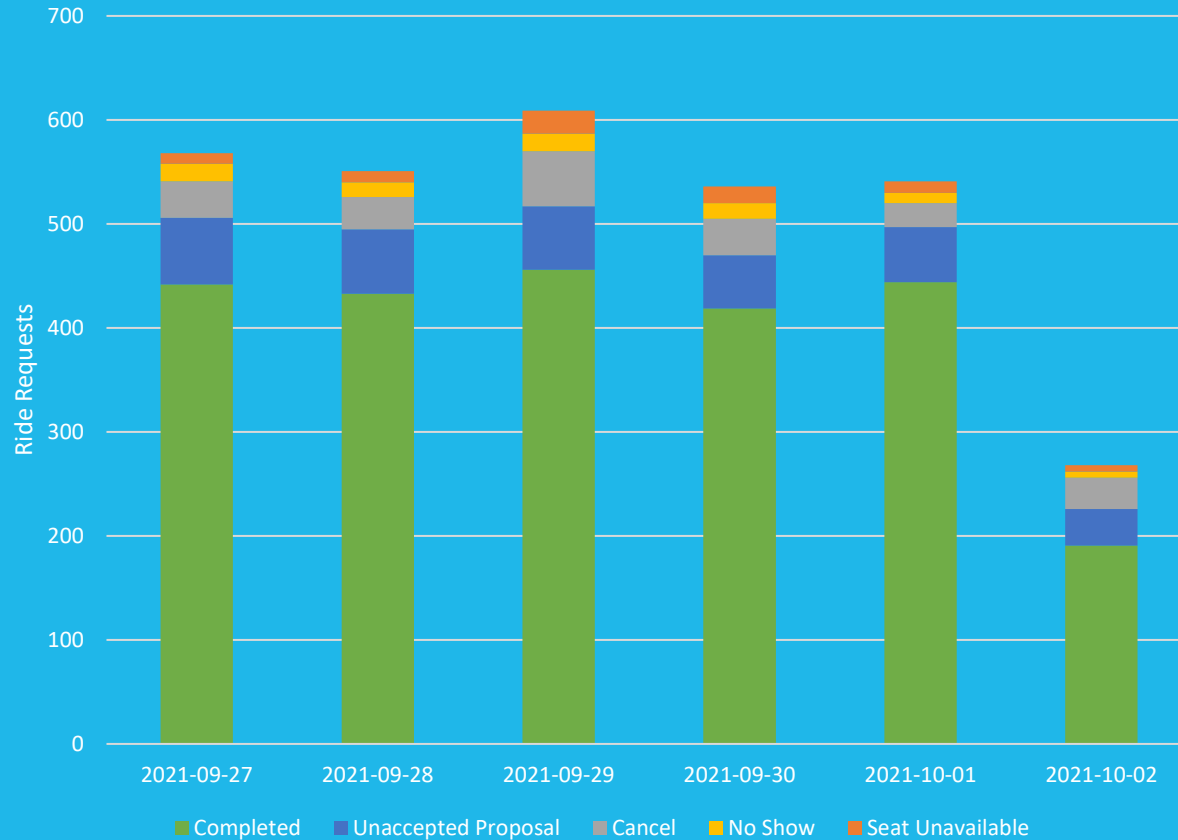
September KPIs 2021

- FMLM: 47%
- Shared Rides: 25%
- Avg. Rating: 4.7 / 5.0
- Avg. Wait Time: 19 min

Ride Requests Status by Week



Ride Requests Status Monday - Saturday



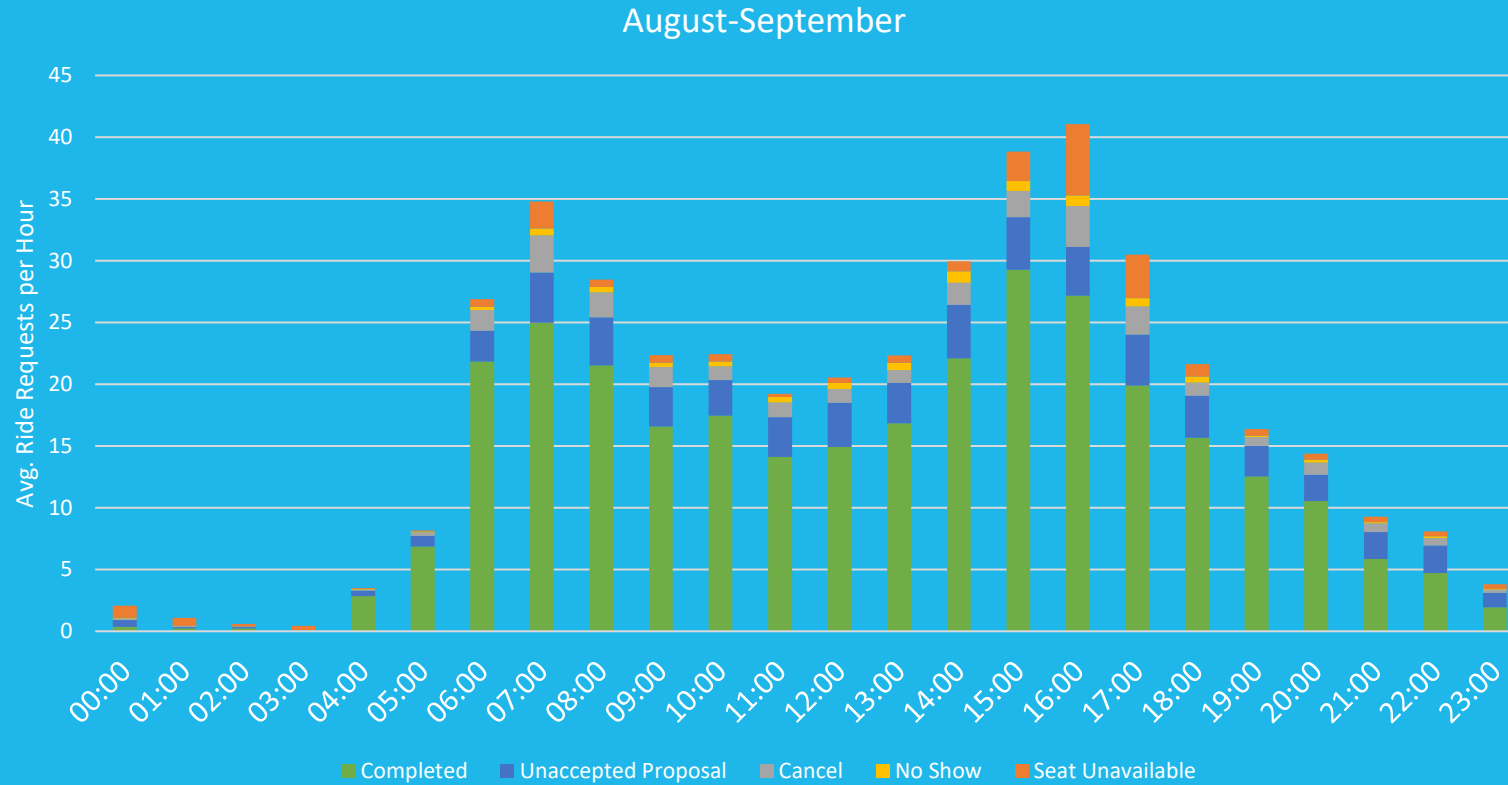
Totals Week of 9/27

- Rides: 2385
- Microtransit: 2257 (95%)
- Para: 128 (5%)
- WAVs: 65

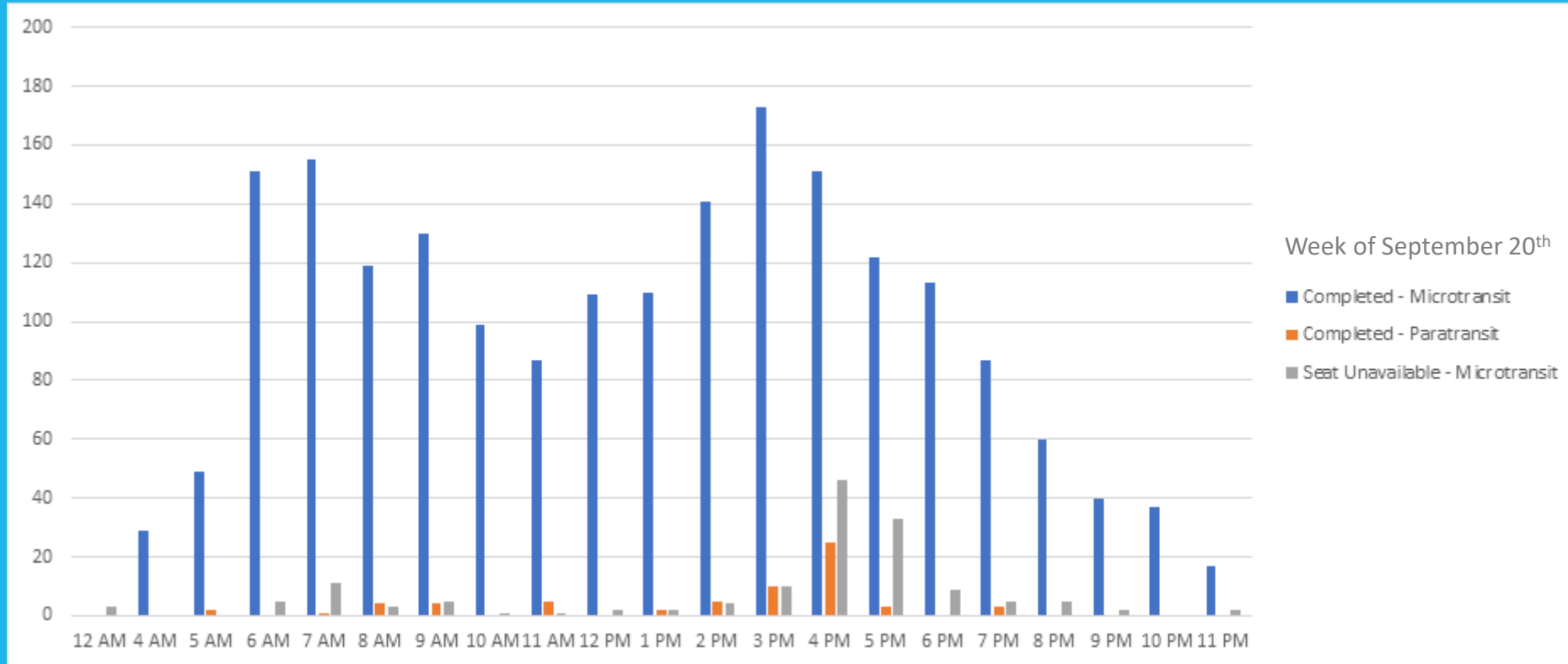
Weekly Avg. of 9/27

- Avg. WKD Rides: 438
- Sat. Rides: 191
- Avg. WKD Para Rides: 25
- Avg. WKD WAV Rides: 13

Ride Request Status by Time of Day



Microtransit and Paratransit Connections



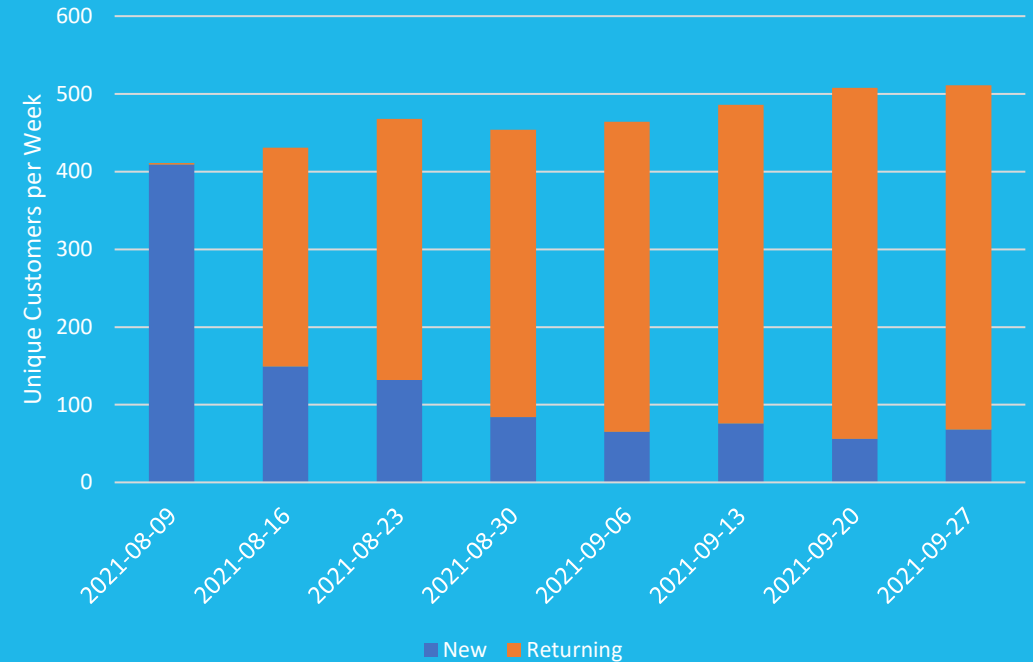
Customer Trends & Feedback

Total Accounts Created: **2,800**

- 60% at least 1 ride request
- 40% at least 1 ride

Recent Comments:

- “The caller would like to request that the UTA on demand service are be extended to reach into West Jordan.” – 10/1
- “Driver was very nice and friendly. The pick up time for via were very long this morning. I was 15 minutes late for work.” – 9/30
- “Yolfrun (forgive me if I misspelled that) was extremely kind. Also a safe driver. Thank you for your service!!” – 9/22



Successes and Challenges

Successes

- Ridership growth and demand
- Better access to opportunity
- UTA On Demand to paratransit connections

Challenges

- Meeting peak hour demand
- Peak hour wait time
- Mobile app bugs and fixes



Marketing and Communications

Ongoing

- Rider referrals and free trials
- UTA Travel Training

August 16th – September 30th

- Geo-targeted mobile/display advertisements
- Google digital advertisements
- City Journals
- Social media
- Via street marketing teams

Pre-Change Day

- Flyers and information on Flex Routes
- Via street marketing teams
- Public outreach/change day process



**STAY
ON-THE-GO
WITH ON DEMAND**

Going places has never been so easy. With UTA On Demand, your destination is just a few clicks away. It's the convenient way to flex your ride on UTA.

Here's how it works:

- Download the new UTA On Demand app.
- Request a ride—we'll pick you up nearby in minutes!
- Get on and go.



Designed to get you to your destination, you can conveniently get around town and transfer to other UTA services with your fare.*

Download the UTA On Demand app

GET YOUR FIRST 2 FREE RIDES WITH CODE: **RIDEVIA**
EXPIRES 12/31/21

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or call 385-217-8191 to book

*Pay with the UTA On Demand app or with your UTA ticket or pass. Cash excluded.

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South Salt Lake County Service Update