

UTA On Demand Service Update





On Demand Service Update:

Tooele County, South Davis County, Southern Salt Lake County and Salt Lake City Westside

Presented by

**Shaina Quinn
Hal Johnson**

01/24/2024



Contents Covered

- **Ridership Overview**

- ✓ **Total Ridership**
- ✓ **Met Demand**

- **Performance Measure**

- ✓ **Seat Availability**
- ✓ **On Time Performance**

- **Trip Analysis**

- **Why Microtransit?**

- ✓ **Coverage**
- ✓ **First & Last Mile Connection:
Impact on Fixed Route Ridership**
- ✓ **Future**

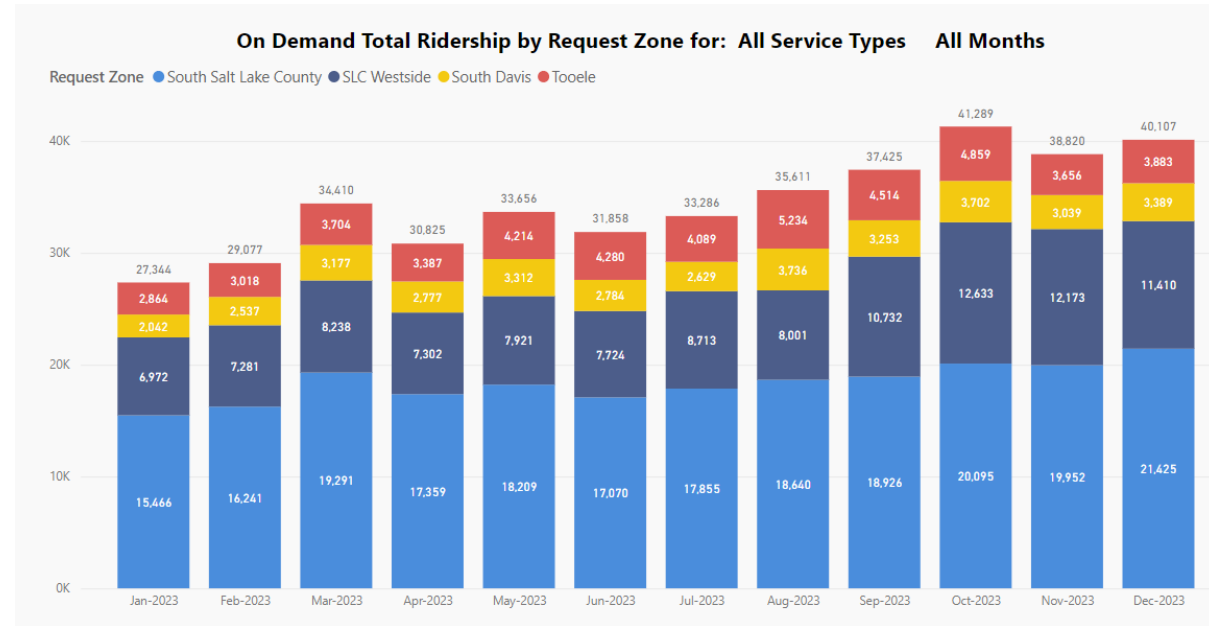


Ridership Overview

Zone Name	Total Demand	Met Demand
Southern Salt Lake County	324,798	300,573 (92.5%)*
SLC (Salt Lake City) Westside	196,430	170,625 (86.9%)*
Tooele County	58,879	55,084 (93.6%)
South Davis County	48,194	47,171 (97.9%)

Data range on this slide: Jan to Dec 2023

*Expect improvements in 2024 thanks to additional driver hours



All Zone Overview

Total Demand **677,376**

Total Met Demand **573,455 (91.3%)**

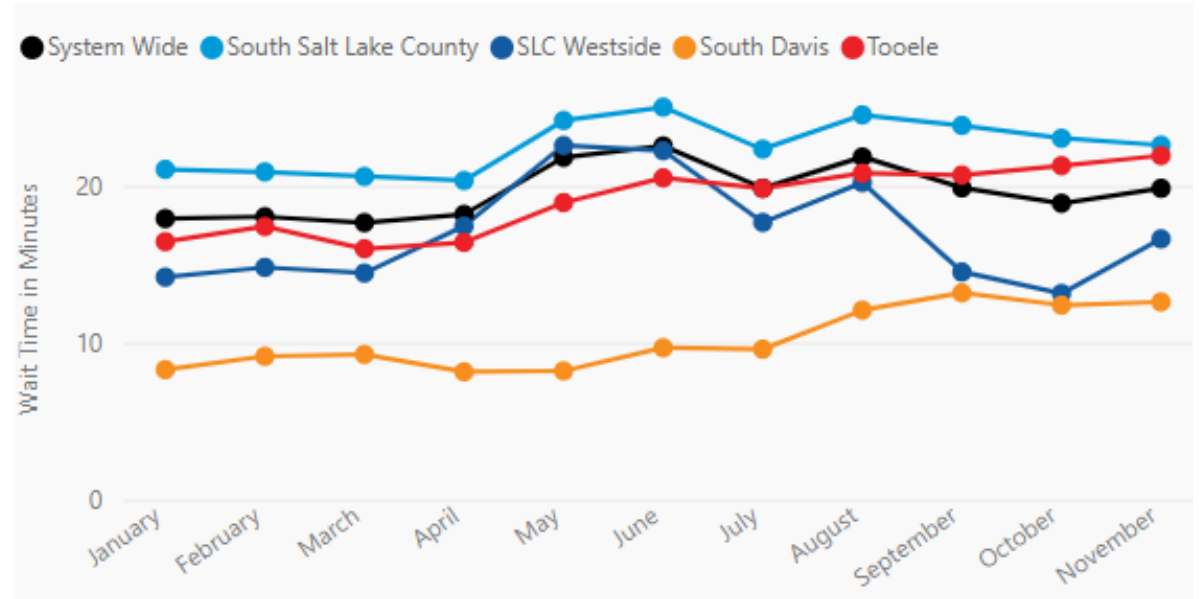


Performance Measure

On Time Performance & Average Wait Time

- Average Wait Time goal is 15 – 20 minutes
- On Time Performance also shows a similar result
- Average wait time for commercial service is 7 minutes (all zone)

Average Wait Time Comparison



Performance Measure

Customer Service Spectrum:

Average Rating

4.8 out of 5

5 Star Rating

91.4%



"It is just a very awesome service it helps me to accomplish things in my life that not having a vehicle has hindered me in making progress in my life and it allows me a way to get back and forth to work the stores a doctor visits all kinds of things it's a great service."



Trip Analysis

Top 10 Trip Destinations in Southern Salt Lake County & SLC Westside

Southern Salt Lake County Zone

Destination Address	Number of Passengers
Daybreak Parkway TRAX Station	8710
Draper FrontRunner Station	4151
Draper Town Center TRAX Station	3361
Crescent View TRAX Station	2843
South Jordan FrontRunner Station	1598
Kimballs Lane TRAX Station	1157
Walmart Supercenter, South Jordan Gateway, South Jordan	968
Herriman High School, Mustang Trail Way, Herriman	886
Walmart Supercenter, South Hamilton View Road, Riverton	815
South Jordan Parkway TRAX Station	762

Salt Lake City Westside Zone

Destination Address	Number of Passengers
Arena Station	3338
West High School, North 300 West, Salt Lake City	2670
1940 W North Temple Station (North Side)	1297
Northwest Middle School, West 1700 North, Salt Lake City	1176
Salt Lake Central Station	1037
West High School, N 300 W, Salt Lake City	834
Northwest Recreation Center, West 300 North, Salt Lake City	739
North Temple Station	699
Rancho Market, 900 West, Salt Lake City	625
Domino's Pizza Shop & Smith's Market	543

*Data range on this slide: July to December 2023



Trip Analysis

Top 10 Trip Destinations in Tooele County Zone & South Davis County Zone

Tooele County Zone

Destination Address	Number of Passengers
Benson Grist Mill Park & Ride	753
Walmart Supercenter, West 1280 North, Tooele	584
Deseret Industries Thrift Store & Donation Center, North 30 West, Tooele	541
Northpointe	501
Walmart at 99 W	434
Tooele Senior Center	278
Walmart, North 30 West, Tooele	249
Stansbury Park & Ride	243
Private Property: Residential	228
Walmart at 99 W	228

South Davis County Zone

Destination Address	Number of Passengers
Woods Cross Station	2710
Woods Cross High School, West 2200 South, Woods Cross	509
Smith's Bountiful	303
499 North 200 West, Bountiful	246
753 South 1100 West, Woods Cross	220
Smith's Woods Cross	198
Walmart Supercenter, West Parrish Lane, Centerville	198
1252 S 1300 W, Woods Cross	177
Lakeview Hospital	162
2551 Orchard Drive, Bountiful	157

*Data range on this slide: July to December 2023

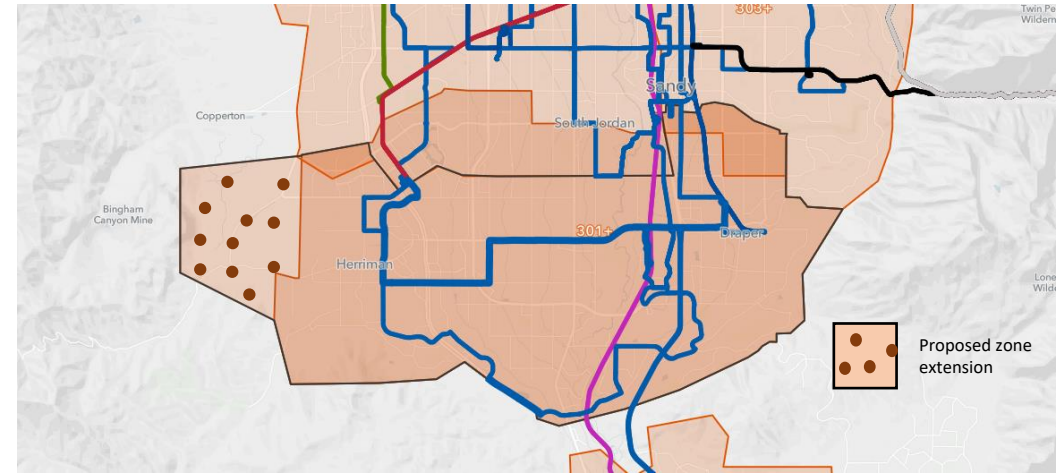


Why Microtransit: Coverage

The Future: Southern Salt Lake County zone

Vision Routes Proposed	Population Served within 0.25 mile
248 (extension: new)	38,600
F126	7,900
146+	14,600
201+ (extension)	23,100
218 South Jordan	12,700
871+ (extension)	2,200
F514 (extension)	5,200
Total	104,300**

5-year service plan and prospective fixed route ideas



Microtransit connects to 246K people* > Fixed Route could cover 104K people**
As the population and commercial land uses grow fixed route coverage will become more viable

*Population of the zone

**Population within a quarter mile of the proposed route



Why Microtransit SLC Zone: Impact on Fixed Route Ridership

- Low ridership of fixed route bus services resulted in repurposing of several routes
- Since microtransit was introduced, ridership has increased in all zones
- Microtransit ensures first and last mile connections too, such as 20-25% trips in SLC Westside are to train stations
- Preliminary data shows that microtransit *may* have a beneficial impact on fixed route ridership
- For example, after launching the service in Westside fixed route ridership increased 23% in the month of September (2021 to 2022)

September Data Comparison: SLC Westside Zone

Route#	2021 Riders (Before)	2022 Riders	2023 Riders	% Change in 2022 since 2021	% Change in 2023 since 2021
Route 1	0	44,276	64,00	n/a	n/a
Route 2	0	37,000	40,000	n/a	n/a
Route 4	15,948	21,657	28,000	+36%	+76%
Route 9	30,080	40,441	48,000	+34%	+60%
Route 205	19,301	29,070	43,000	+51%	+123%
Route 217	64,299	67,619	84,000	+5%	+31%

Since Launching On-demand fixed route ridership increased **24.3%**



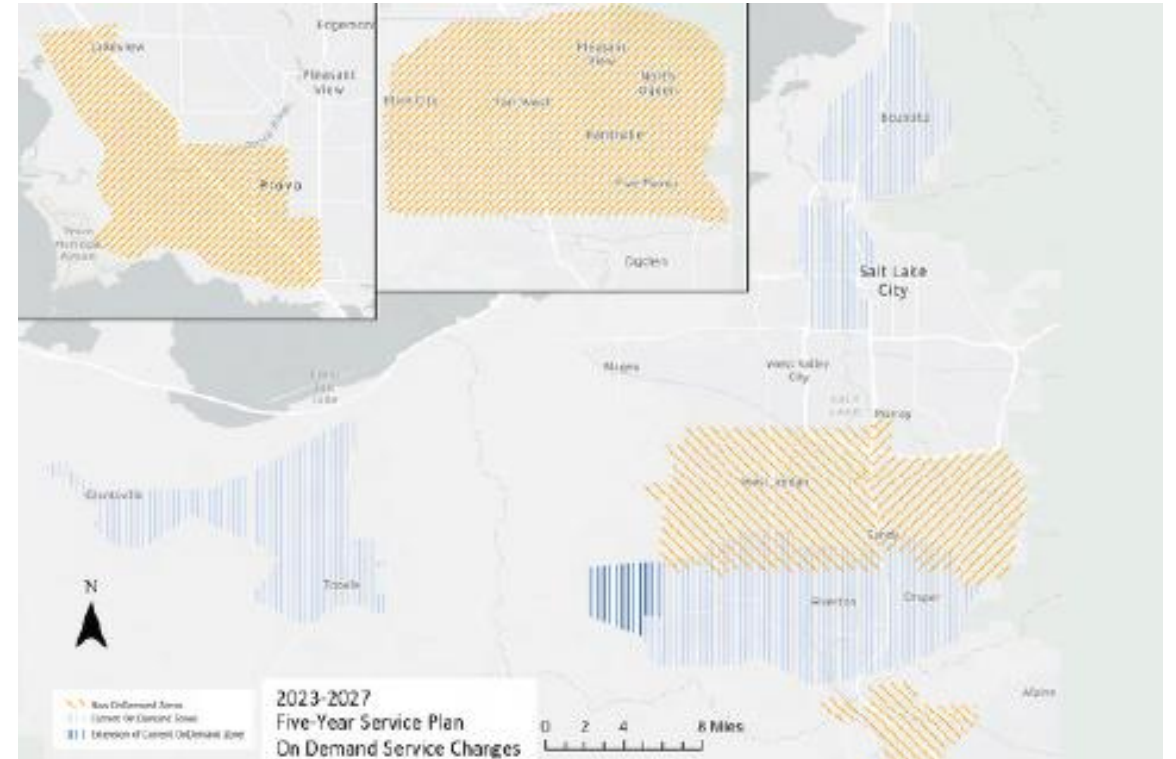
On Demand Service in 5 Year Plan: 5 New Zones + Expansion of Southern Salt Lake County Zone

Proposed Zones

- North Weber County
- Sandy/ Cottonwood Heights
- West Provo
- South Jordan/ West Jordan
- Lehi

Summary...

- On Demand supports the overall transit system from numerous dimensions-
 - enhancing fixed route ridership
 - connecting first & last mile
 - creating trip density distribution
- Top destinations are rail stations and grocery shops



Any Questions?

