

# 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!

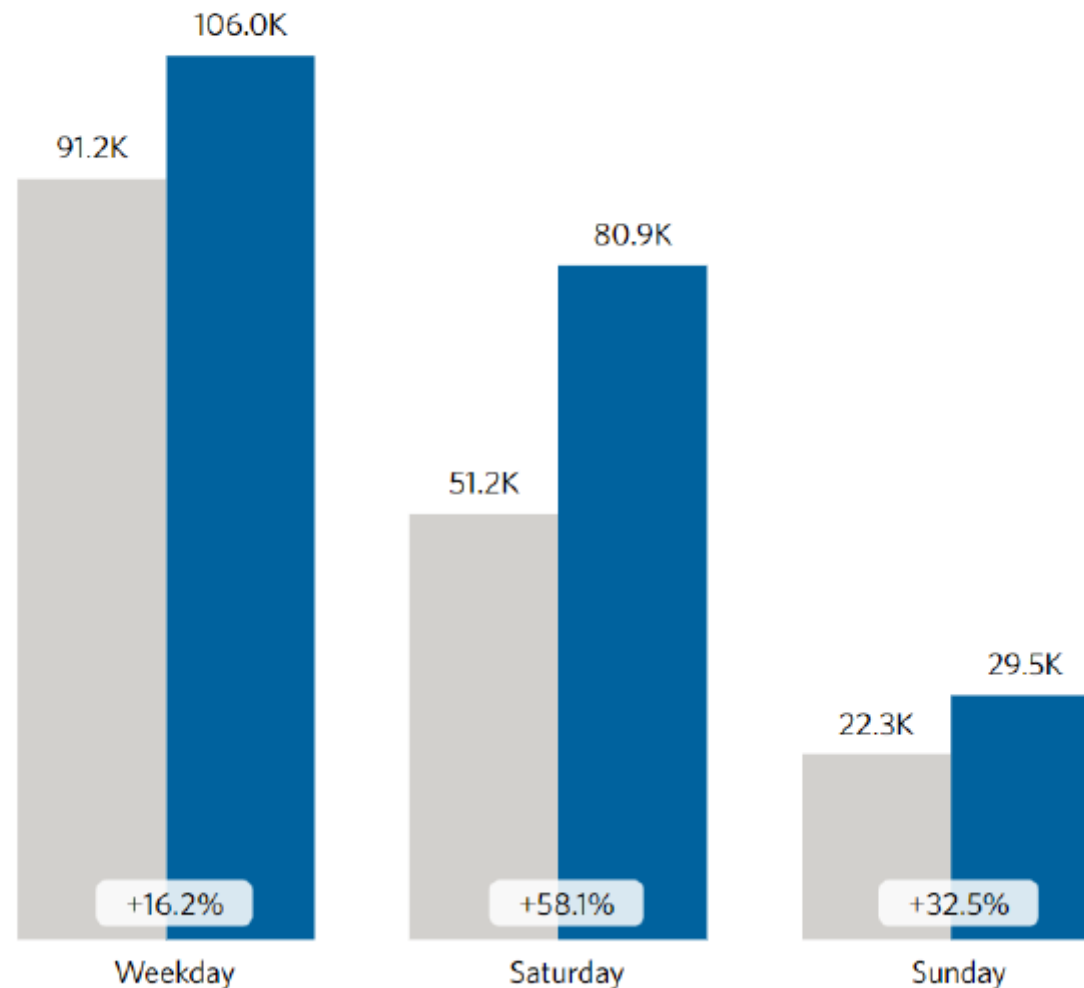


# Ridership

- 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](https://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



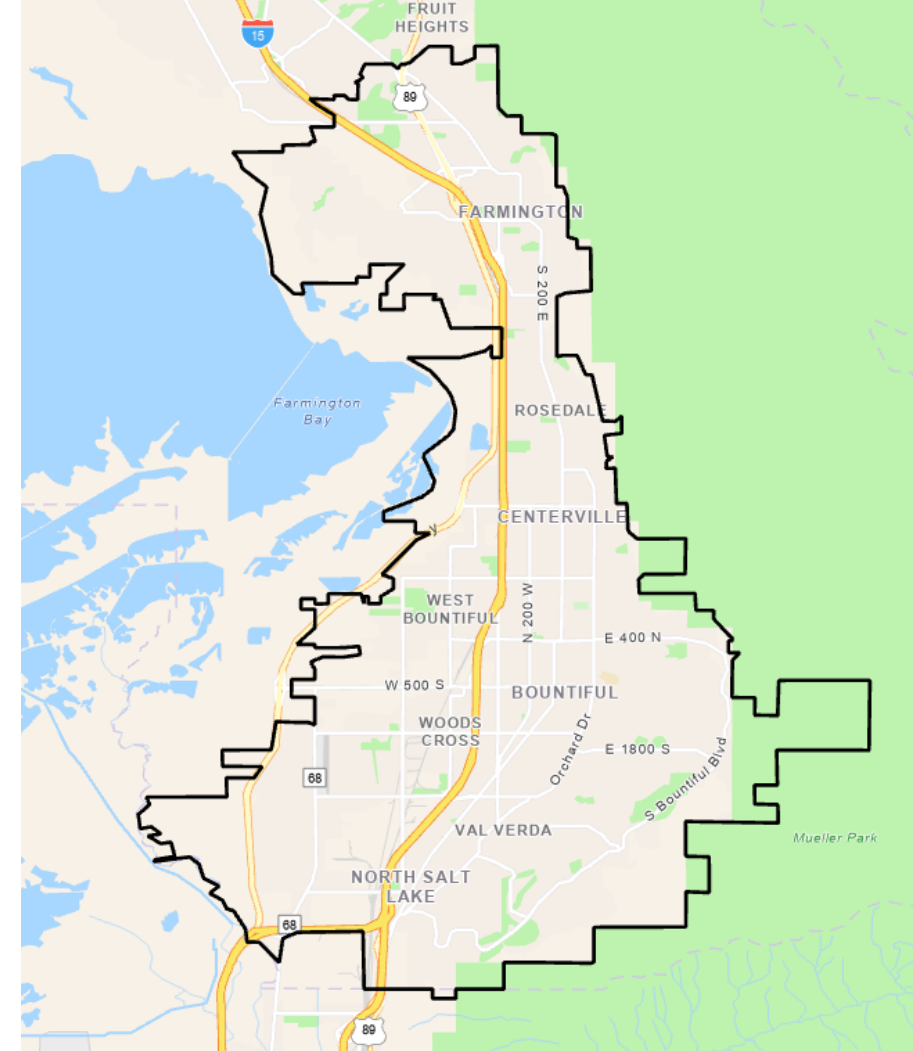
## Northwest Utah County Transit Study

- 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

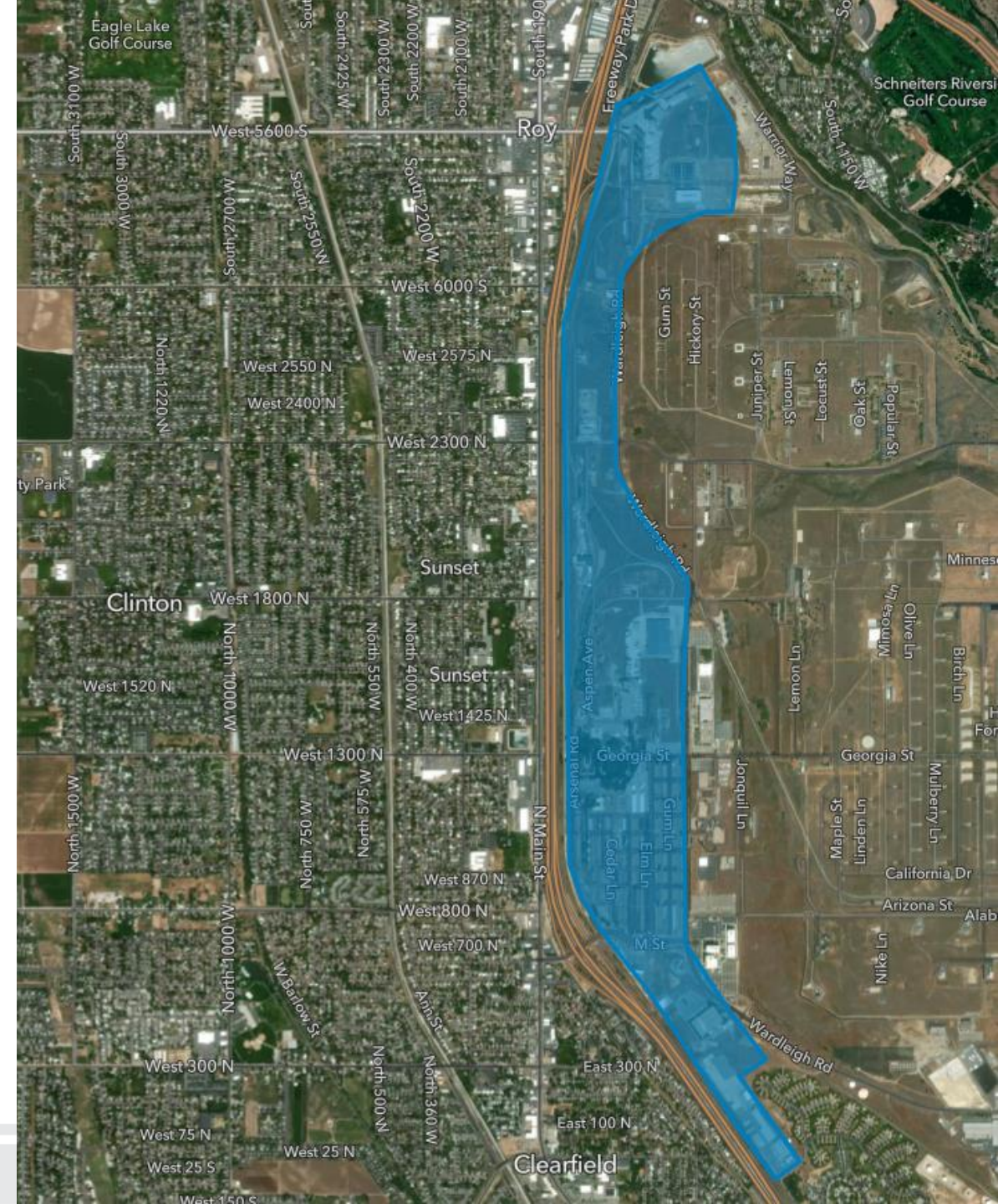
- Meetings with the Technical Advisory Committee
  - Kickoff (Oct 19)
  - Review technical analysis/existing conditions, and brainstorm solutions (Jan 11)
  - Draft recommendations (Mar 16)
- Community and stakeholder outreach
  - To reduce planning fatigue, UTA staff participated in I-15 study walking 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

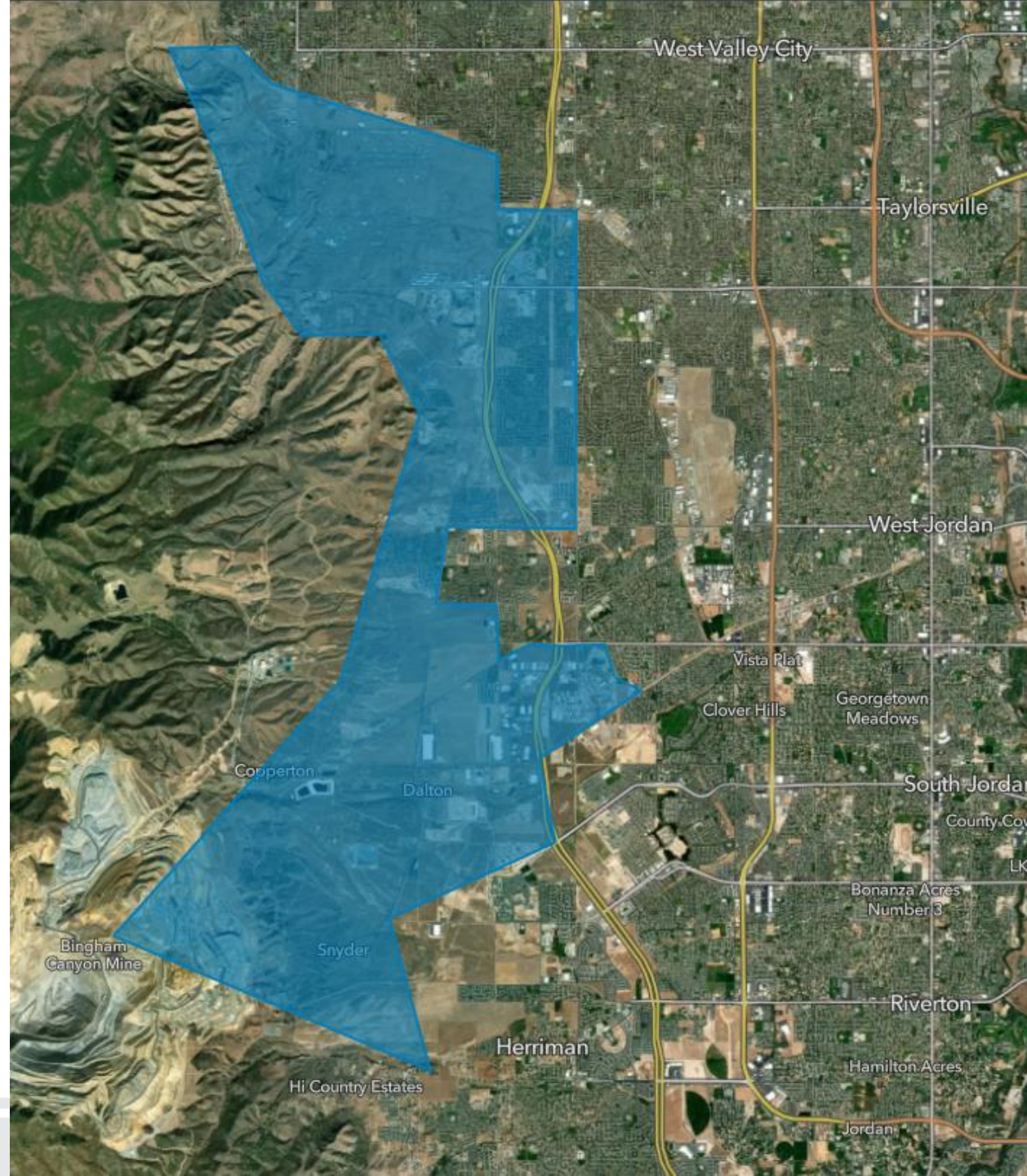
- Kickoff meeting with Steering Committee (Feb 4)
- Currently working on:
  - Technical analysis, existing and future conditions
  - Public outreach plan and draft survey
- Completion in July 2022





# 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

