

**UTA INNOVATIVE MOBILITY SOLUTIONS PROJECT
SUPPORT**

PROJECT ID: CEEN_2018CPST_008

by

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A Capstone Project 100% Report

Submitted to

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March 13, 2020

Executive Summary

PROJECT TITLE: UTA INNOVATIVE MOBILITY SOLUTIONS PROJECT SUPPORT

PROJECT ID: CEE_n_2018CPST_008

PROJECT SPONSOR: UTA

TEAM NAME: ACE Engineering

In November 2019 UTA began a new type of service called UTA On Demand. This service has flexible routes and schedules to increase the efficiency and accessibility of UTA transit in the study area. To evaluate this new service, UTA partnered with our BYU capstone team and WSP to create an evaluation process that compares various transit-related metrics from before and after the launch of UTA On Demand. This report details the project scope, schedule, and findings from surveys administered before and after the microtransit launch. In the first quarter, UTA on Demand met its ridership goals and the majority of people we surveyed in the region were aware of its availability. Those who had used it were satisfied and reported that it had increased their mobility.

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Introduction

UTA recently implemented a pilot microtransit service in the Draper area of south Salt Lake County in partnership with WSP. This service is a collaboration between UTA and VIA that provides an app allowing users to select a pickup and drop off location. The purpose of the pilot project is to evaluate whether this system is a more effective form of transit in low-density areas such as where the pilot program is taking place. UTA began the pilot in November 2019, and the BYU team has been asked to provide support in determining a baseline from existing services (fixed and flex routes) and in collecting and analyzing ridership data now that the new service has begun. The microtransit service will run for one year as a pilot program, overseen by WSP. Our analysis will help UTA determine if it is effective at meeting the transit needs of the area.

WSP is overseeing a larger project involving new mobility solutions and organized that project into several tasks. The microtransit evaluation work we are undertaking contributes to Task 2 of that scope. For ease of communication among the various project teams, we will refer to them by the same names as indicated in WSP's scope.

Task 2.1: Define the Evaluation Framework

An existing fixed-route bus system runs in the project area, but is ineffective at meeting the needs of residents. Our team will determine a baseline for transit use based on the existing services. We will design a survey and gather qualitative data from current riders, and then use these data and other quantitative data such as ridership numbers to create a report on the existing transit network in the study area. Data gathering was completed by the time the project launched in November.

Task 2.2: Gather, Synthesize, Analyze, and Evaluate Data

Once the new service begins, our team will gather data by preparing an additional survey and interacting with riders on additional site visits. We will then analyze both these data and data provided by the client to determine how effectively the service is working in its first stage. We will submit this information to the client in a quarterly report by February 20, 2020.

Task 2.4: Prepare an Interim Project Report

This report will be prepared by WSP, but our team will contribute analysis of data collected and analyzed in tasks 2.1 and 2.2. Our contribution to the interim report will be completed by late March 2020.

Schedule

Figure 1 below shows the overall schedule for the project. As described in the proposed work plan, the BYU team will be responsible for Tasks 2.1, 2.2, and 2.4 until March 2020.

	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020
Task 2.1 - Define Evaluation Framework						
Task 2.2 - Gather, Synthesize, Analyze, and Evaluate Data						
Task 2.4 - Prepare Interim Project Report						

Figure 1: Task Schedule

Project Milestones and Deadlines

October 1, 2019 - Initial conference call with client

October 7, 2019 - Draft of Statement of Work submitted to client for review

October 8, 2019 - Conference call with client to clarify statement of work

October 11 - December 12 - Weekly meetings with client, Friday at 2 pm

November 20, 2019 - Microtransit Project Launches - Baseline evaluation completed and submitted

December 2019 - Determine weekly meeting times for next semester

February 20, 2020 - First quarter report - Initial ridership evaluated

(Modified due to delay in surveying until after advertising push in February – March 13, 2020)

March 20, 2020 - BYU Capstone Team final report submitted

Assumptions & Limitations

This project gathers data from South Jordan and Draper and should not be used to establish a baseline in other areas without additional data. We are assuming that the people we survey represent the target population, which may not be fully accurate, especially given the limited sample sizes on each survey.

Design, Analysis & Results

UTA on Demand Customer Surveys

Our purpose in this project was to evaluate the pilot UTA on Demand in its first quarter. We created a survey, the results of which are included in Appendix A, to gauge how well the service was meeting the needs of its customers. Unfortunately, due to the nature of the service, it was difficult to gather a large number of responses. Three different surveys were administered. The first was completed to establish a baseline and 52 responses were collected. The second and third surveys were administered in February and March 2020 with 53 responses collected from Frontrunner stations and 9 from the UTA On Demand stop. The data we did collect is presented but should be looked at with the understanding that it may not be an accurate representation of all customers.

One of the questions we asked was “How did you hear about UTA on Demand?”, the results of which are displayed in Figure 2. This information is particularly interesting in connection with the general UTA customer survey results discussed further in the section *Comparison with Baseline Survey Data*.

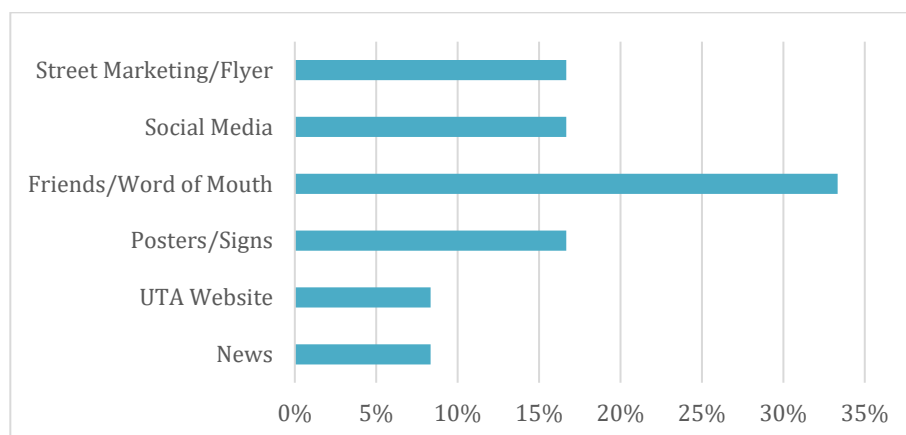


Figure 2 - Results of "How did you hear about UTA on Demand?"

We also asked customers how likely they would be to recommend UTA on Demand to a friend, based on their experience. The people we spoke to all spoke favorably of it, with a mean score of 9.11 out of 10 and a lowest reported score of 5 out of 10.

A major goal of the UTA on Demand service is to provide mobility to those who would have difficulty making trips with existing services. We asked customers how they would have made their trip without UTA on Demand and the results are shown in Figure 3. This chart shows that the service is meeting its goal of increasing mobility. The person who responded “other” wrote that they would have made their trip at a different time that day.

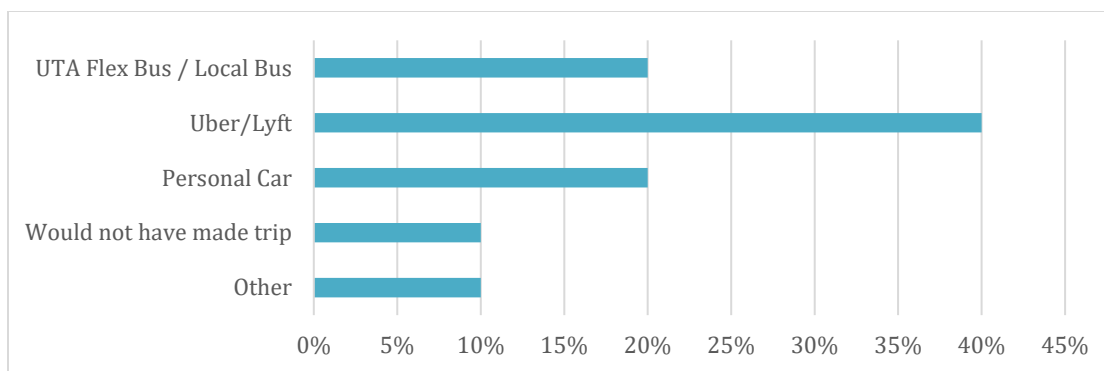


Figure 3 - Results for "How would you have made this trip without UTA on Demand?"

Comparison with Baseline Survey Data

In Fall of 2019 we conducted surveys to evaluate public knowledge of the UTA on Demand Service prior to its November launch. Question 4 of this survey gave a short description of UTA on Demand and asked, "Had you heard about UTA on Demand before today?". We included the same description and question in our first quarter surveys with the comparison between the two sets of results shown in Figure 2.

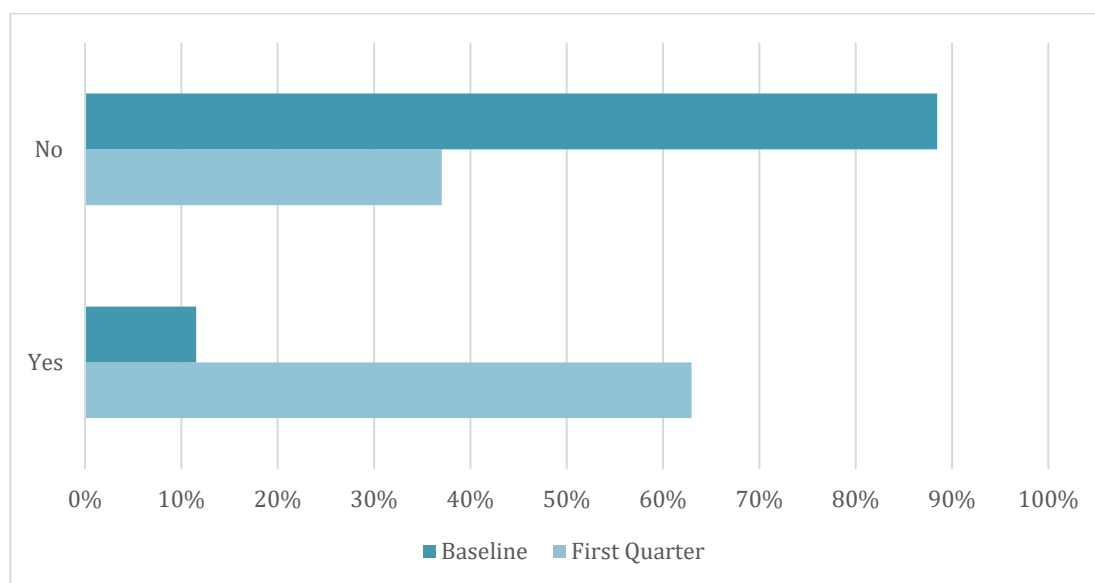


Figure 4 - Question 4 Baseline and First Quarter Results

As shown, the percentage of respondents that had heard of the UTA on Demand service dramatically increased from before launch to the first quarter. In February and March, nearly 60% of people surveyed said that they had heard of the service. If the respondent answered yes to question 4, they were asked how they had heard of it. Most responded that they had learned about the service through flyers or word of mouth, indicating that the advertising push this quarter was successful. A full list of responses is included in the appendix.

We also included the question "How likely would you be to download the VIA app and use UTA on Demand?" on both surveys. The results from this question are shown below in Figure 4.

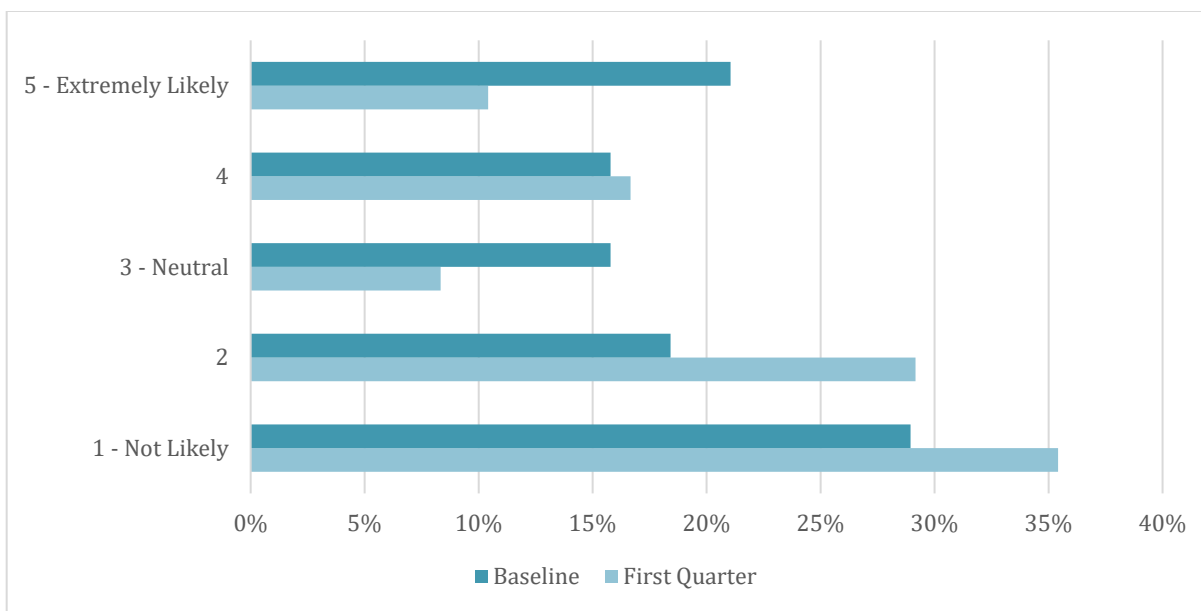


Figure 5 - Question 5 Baseline and First Quarter Results

As you can see, those who responded to the first quarter survey felt that they were less likely to use UTA on Demand. Question 6 asked why they had chosen that ranking. A full list of their responses sorted by rank in question 5 is included in the appendix. In general, those who responded that they were unlikely to use UTA on Demand did so because of the service’s higher cost compared with their other available forms of transportation, a lack of accessible information about how to use it with UTA passes, and unavailability of the service in the area they needed.

Overview of First Quarter Survey Data

With the data gathered from the first quarter, we felt like the most relevant analysis we could draw from the surveys was how likely someone is to ride UTA On Demand. By comparing the likelihood of respondents using the service to how they responded to other survey questions, we were able to find trends that suggest groups of people who are more likely to use UTA On Demand. The data used in the following figures comes from the February/March 2020 survey. Respondents rated their likelihood of using the service on a scale of 1 to 5, 1 being “Not Likely” and 5 being “Extremely Likely”, referred to previously in Figure 5. Since the sample size was relatively small, most of the correlations are considered statistically insignificant. However, valuable information can still be gathered from the represented trends.

There are a few notable relations when comparing some general data about the number of vehicles available and number of people in a household to the likelihood of using the service. First, the respondents with zero available vehicles rated the likelihood much higher than those with one or more. Few people with two plus vehicles said they were likely to use the service, as shown in Figure 6. There is also a general upward trend with the number of people per household and the rating given, as shown in Figure 7.



Figure 6: How Many Vehicles are in your household? vs. How likely are you to use UTA On Demand?

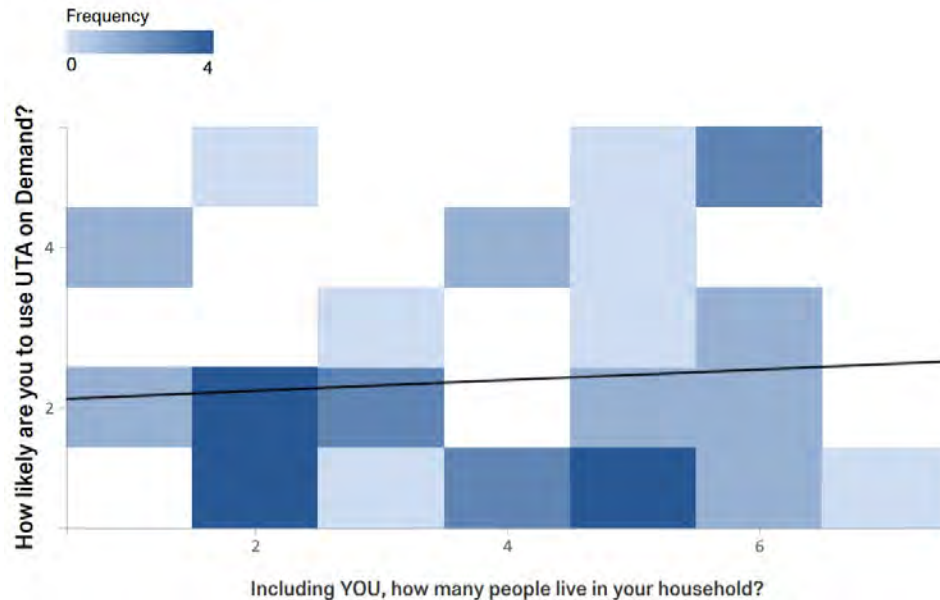


Figure 7: How many people live in your household? vs. How likely are you to use UTA On Demand?

Figure 8 compares what types of trips people think they could use the service for and how likely they are to use it. Those that selected school and work trips tended to rate their likelihood higher, at an average of 3.5 and 3.1. Those that did not select work gave an average rating of 1.81.

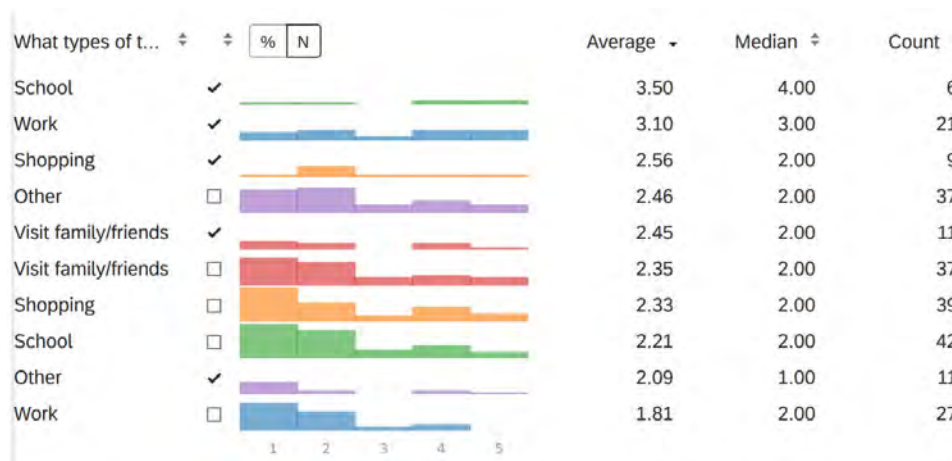


Figure 8: What type of trips do you think you could use it for? vs. How likely are you to use UTA On Demand?

Figure 9 is focused on how often people ride UTA and shows similar results to Figure 8, since school and work are often on a weekday schedule. The majority of respondents said they ride UTA 5 days per week and gave an average rating of 2.84. The only higher rating was 3.33 for 1 day per week and came from a much smaller sample size.

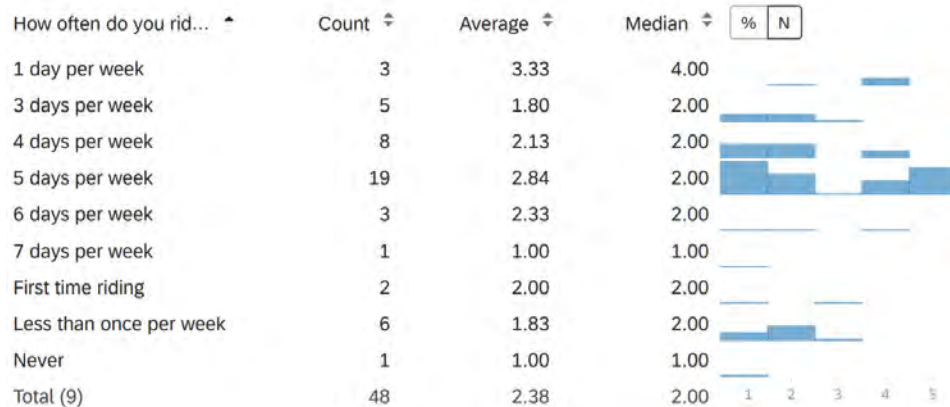


Figure 9: How often do you ride UTA? vs. How likely are you to use UTA On Demand?

The last questions that we compared to how likely someone is to ride UTA On Demand were where they were headed that day and how they arrived at the stop/station. There are three destinations that were rated above 2.5. School was rated the highest at 3.2, followed by visiting family/friends at 2.83, and work at 2.58, as shown in Figure 10.

Finding out how someone traveled to the stop/station and comparing it to how likely they are to use the service can give a good idea of what kinds of trips UTA On Demand could replace. Other than arriving by UTA On Demand, the highest two categories were walking, with a rating of 2.55, and dropped off, with a rating of 2.5, as shown in Figure 11.

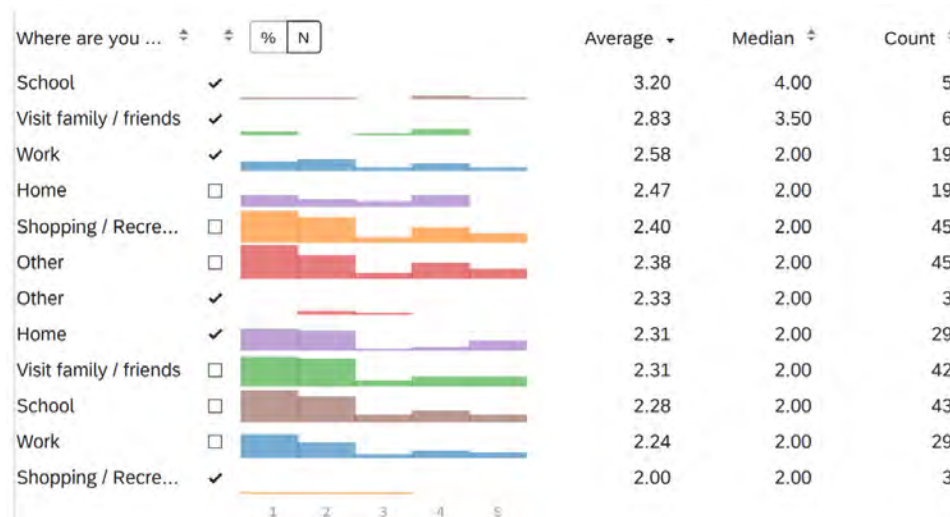


Figure 10: Where are you headed today? vs. How likely are you to use UTA On Demand?

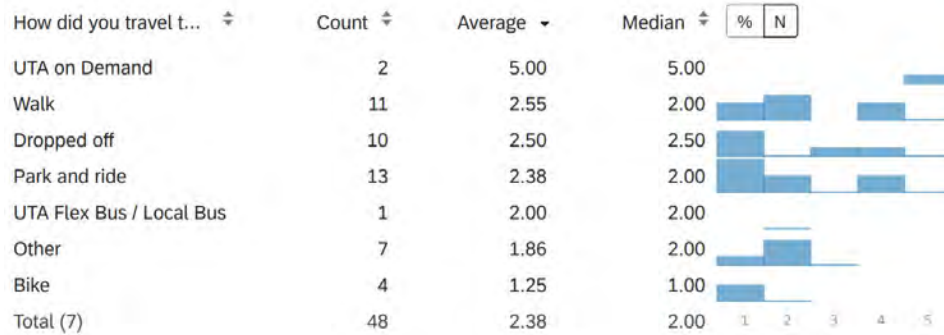


Figure 11: How did you travel to your UTA stop/station today? vs. How likely are you to use UTA On Demand?

Ridership Data Comparison – Baseline to First Quarter

Ridership data for the existing buses in the pilot area were obtained from UTA and are summarized below. The intent of the microtransit pilot program is to evaluate microtransit and decide if the service should be continued either in tandem with local bus service or on its own. Baseline information such as current ridership and costs per rider can be used to compare the performance of the new service with the existing service in the region and inform decisions about the future of microtransit at UTA.

Route	Route Type	Passengers Per Hour
F514	Flex Bus	9.11
218	Fixed Bus	12.7
526	Fixed Bus (Peak Only)	4.94
F504	Flex Bus	4.29
F518	Flex Bus	4.01
F534	Flex Bus (Peak Only)	0.66
F546	Flex Bus	3.56
F547	Flex Bus	4.57

Figure 12 - Baseline Ridership Data

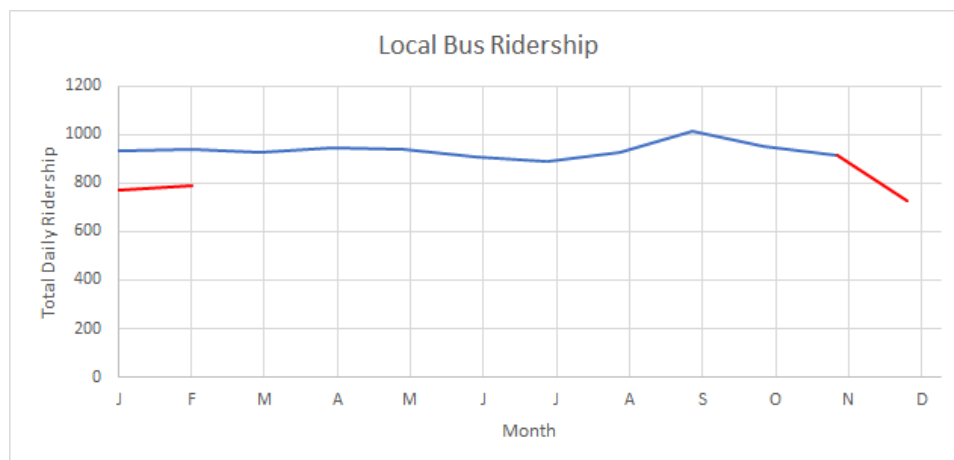


Figure 13: Local Bus Ridership, 2019-2020

As shown in Figure 13, the average weekday ridership on all bus routes in the region decreased significantly after the launch of the pilot program in November. However, the decrease was by less than 200 riders, meaning that the additional ridership of the microtransit service outweighed the loss of bus riders.

Trip Destinations

Finally, a map showing where users were riding the service is shown in Figure 14.

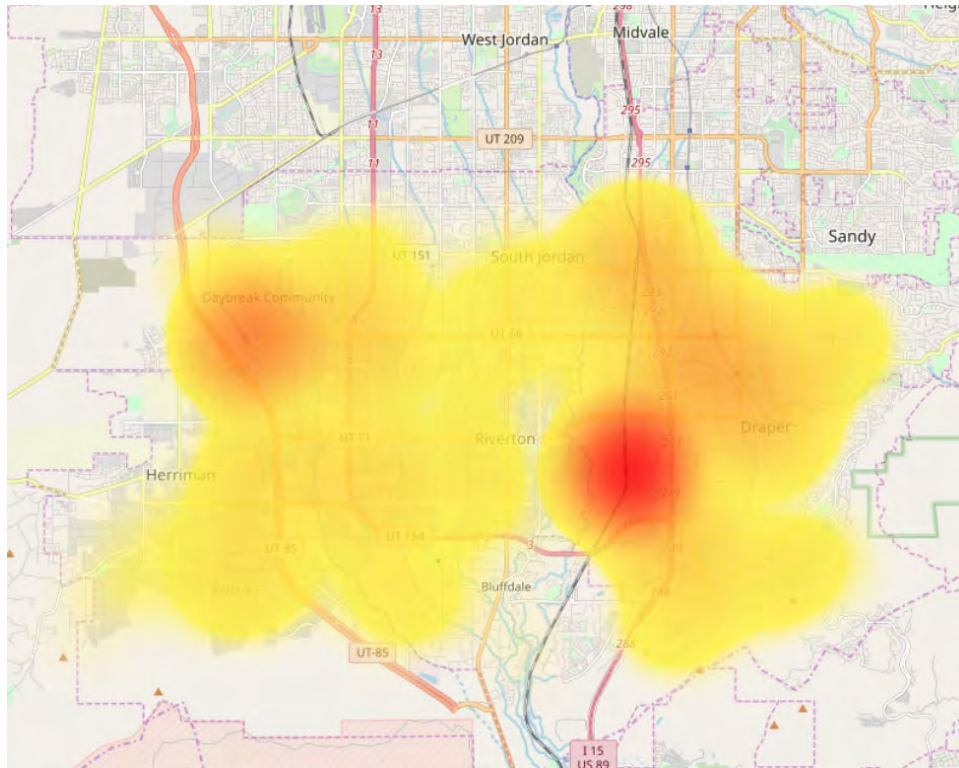


Figure 14: Origin and Destination Heatmap

As can be seen in this map, the Draper Frontrunner station was the most common start or end point for riders of the pilot program, followed by the Daybreak TRAX station on the Red Line and the other TRAX stations on the Blue Line in Draper. Outside of these station hotspots, ridership was fairly evenly distributed, showing that the service is attracting riders throughout the various residential and commercial areas currently being served by microtransit.

Lessons Learned

Throughout this project we have faced various challenges and have found ways to resolve them to produce results. At first, we struggled defining our scope of work and converting the required tasks into reasonable amounts of time for our budget. This was resolved by going through the minor tasks step by step to come up with reasonable time estimates. Coordinating times to meet as a team and with our client was also difficult with so many conflicting schedules. Times for meetings were adjusted a few times to better accommodate schedules and reduce conflicts. Another challenge involved creating a useful survey to create a baseline for the project and finding metrics that would apply to the current system and the future microtransit system. We went through a process of brainstorming, requesting additional information from UTA, testing, and refining questions. In addition to creating the survey, finding a way to distribute it brought other difficulties. After going through different options, we decided to distribute it offline through UTA tablets using Qualtrics software accessible to BYU students. As expected, there were technical difficulties with the software, account permissions, and offline app issues that we had to work through. We were then able to successfully distribute the survey at Frontrunner and TRAX stations in the study area. After collecting the survey responses, we had to find a way present the data. This was done by obtaining a file with all the raw data and creating graphics that showed useful information. After finishing with the first survey, we again had to make changes to improve it to gather needed information from the second round of surveys. Figuring out how to analyze the new data and present it in the report was also a challenge. We received helpful feedback from our capstone mentor that was useful in narrowing down what to focus the analysis on. Coordination was key throughout the project and especially during winter semester. Meetings were not held as often so we relied on text and email to communicate and make sure everything necessary was being completed.

Conclusions

Based on the survey results, the team learned that awareness about the upcoming microtransit launch increased dramatically among current UTA rail riders between the baseline and first quarter evaluations. This indicates that the advertising campaign was successful. However, some survey respondents who indicated that they were unlikely to use UTA on demand continued to report not knowing how to use it with an existing UTA pass and also did not know where to find that information.

Our first quarter survey results indicated that although more people were aware of the service, a smaller percentage of them thought that they were likely to use it. People with larger household sizes and fewer cars were more likely to plan on using it, as were people who thought it could be used to get to work or school. Barriers to using it included the limited service area, extra cost, and inadequate understanding of how to use a student UTA pass with the VIA app.

With the advertising campaign, we saw a major increase in public awareness of this service. The customers who had used UTA on Demand spoke highly of their experience and seemed enthusiastic about its potential. The origin/destination data shows use over the entire region, with more concentrated use at transit stations.

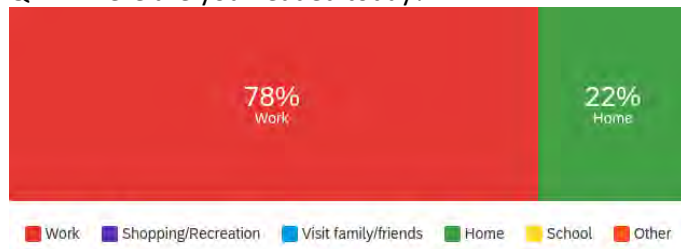
We conclude that the first quarter performance of the pilot met its expectations in terms of raising public awareness and satisfactorily meeting the needs of the first customers. The pilot was already meeting most goals by February or was quickly progressing towards them. We anticipate continued growth and integration of the service into resident's routines as the year progresses.

Recommendations

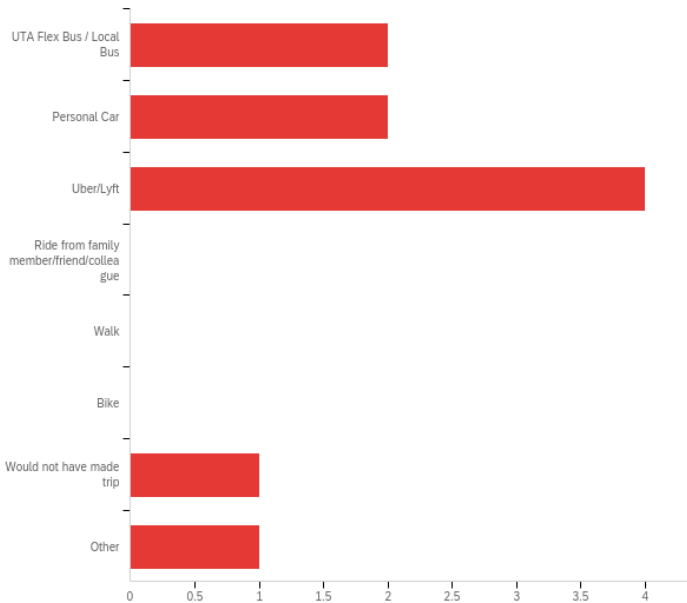
We recommend continued evaluation of the new service, through collection of both quantitative and qualitative ridership data during the remainder of the pilot period. As of now, the service is meeting its ridership and mobility goals; however additional public awareness could further increase the service's benefit. In particular, we recommend increasing public understanding of the actual fare costs, especially how they change with an existing pass or purchased ticket. We also recommend conducting additional customer surveys through the VIA app to gather more complete data on the changes UTA on demand is making to users' transportation methods.

Appendix A – UTA on Demand Customer Survey Results

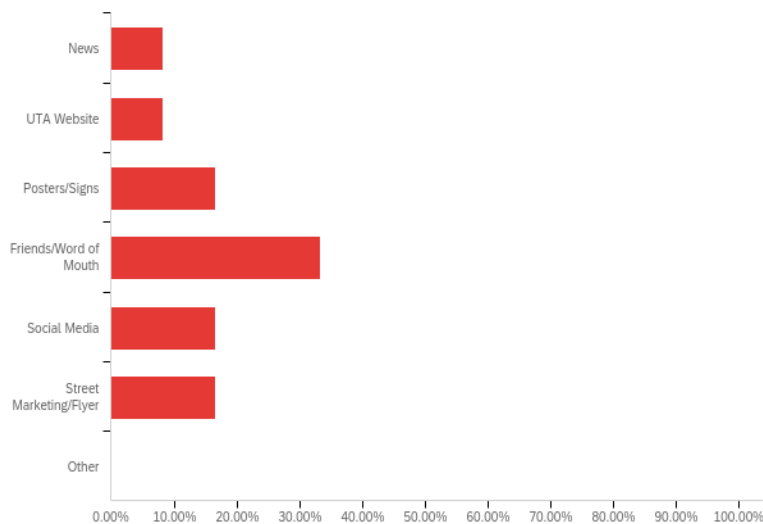
Q1 - Where are you headed today?



Q2 - How would you have made this trip without UTA on Demand?



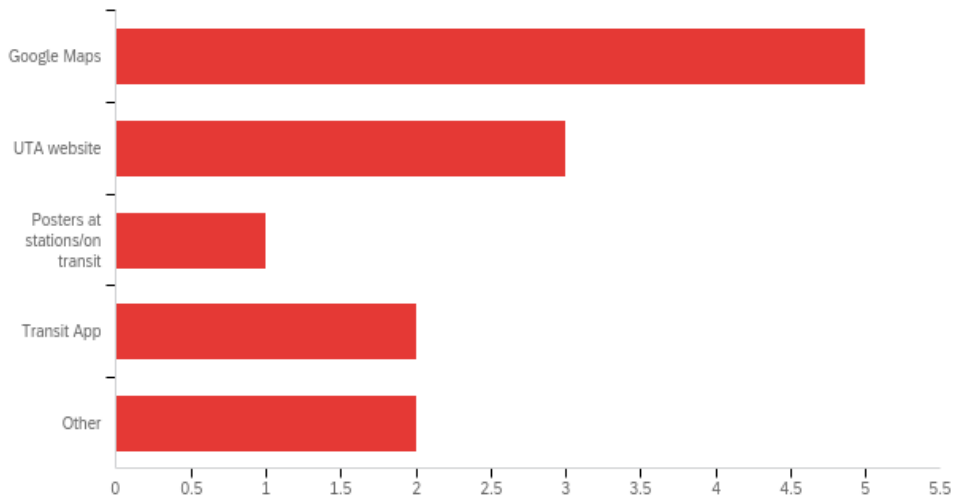
Q3 – How did you hear about UTA on Demand?



Q4 - What types of trips do you use it for?



Q5 - From where do you usually receive your information about how to travel on UTA or other services?

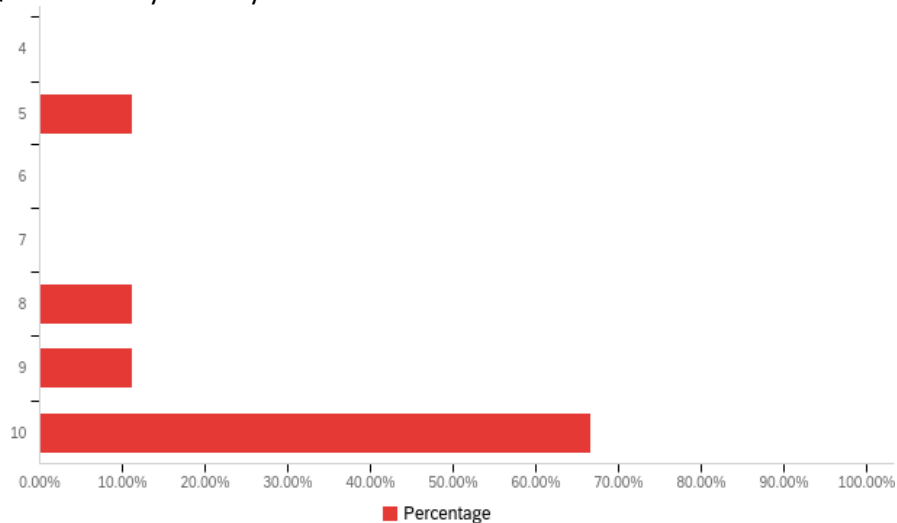


Q5 – Other Responses

Work

Family and friends

Q6 - How likely would you be to recommend UTA on Demand to a friend?



Q7 - Why did you choose to ride UTA on Demand today?

Work

It's free with the Frontrunner pass I already pay for

I liked enjoy the experience

For work

Flexible schedule

Ease of use

Q8 - How was your experience using UTA on Demand today?

Great

Very good

Excellent

Amazing

Good, never have any serious issues

Q9 - How has UTA on Demand affected your travel?

Its good fast and easy

Made it more pleasant

Provides more flexibility

Made it easier

Improved it

I don't share a car with my wife anymore, so life is less stressful

Q10 - What about UTA works for you?

How far it goes

Everything

Cost, consistent travel times

Easy to use

Convenient

Via comes to my house and takes me to the train, which takes me to a bus, which takes me to work. I haven't dealt with traffic in months.

Q11 - What needs to be improved for you?

Nothing

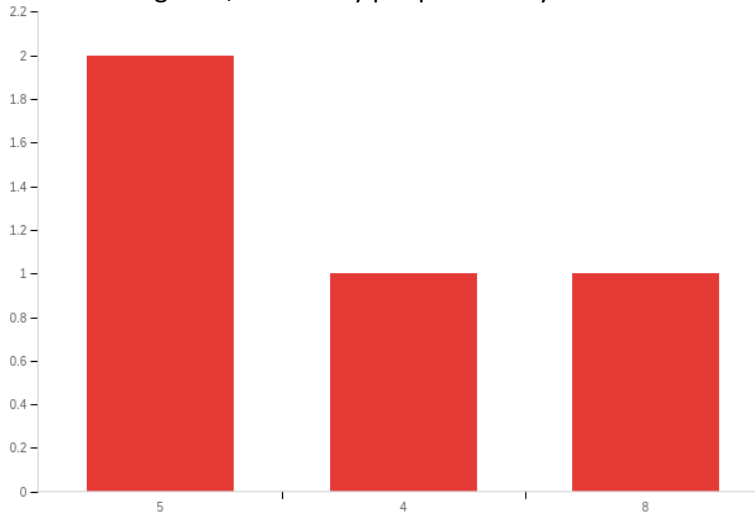
More frontrunner times

Wider coverage map/ weekend services

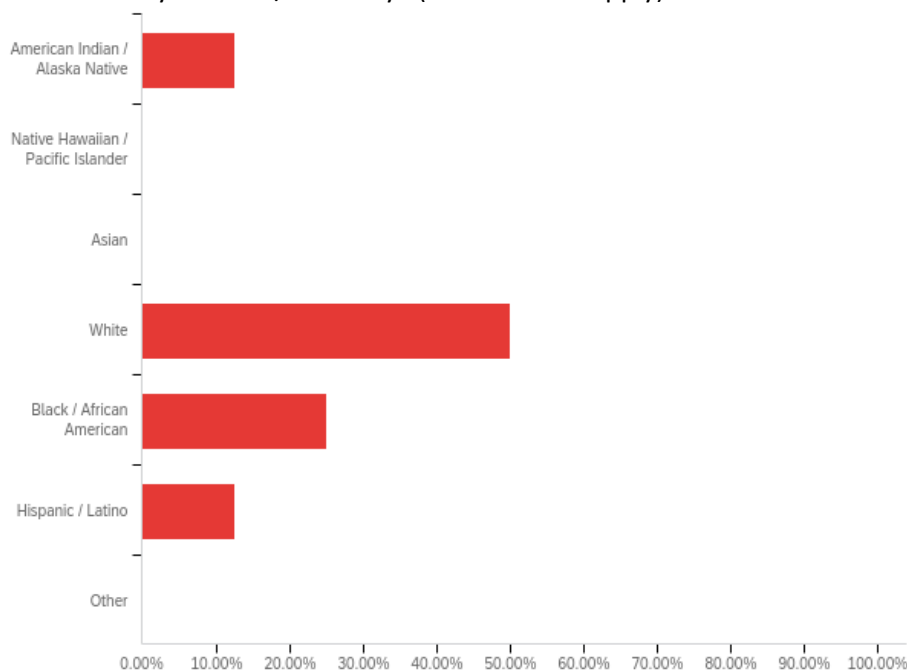
The route calculation in the Via app can be screwy.

Q12 - Other comments?

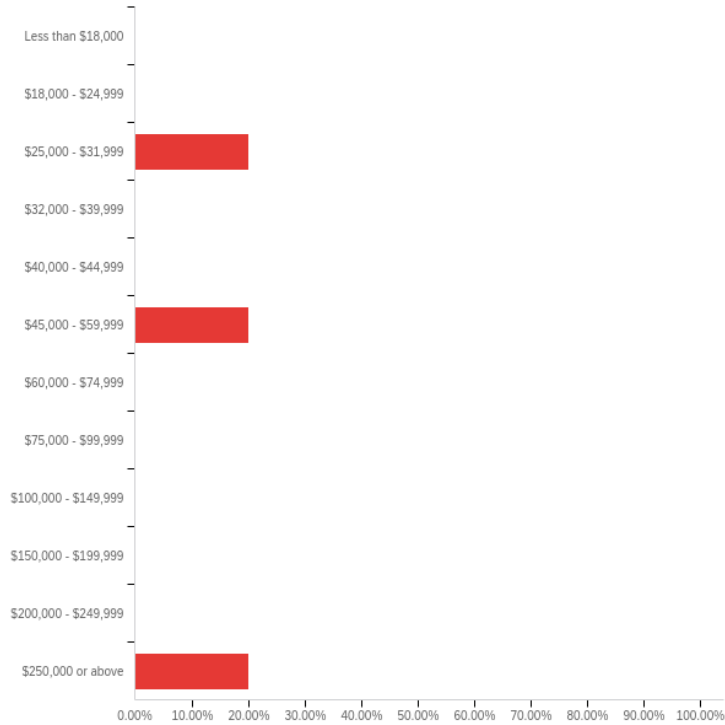
Q13 - Including YOU, how many people live in your household?



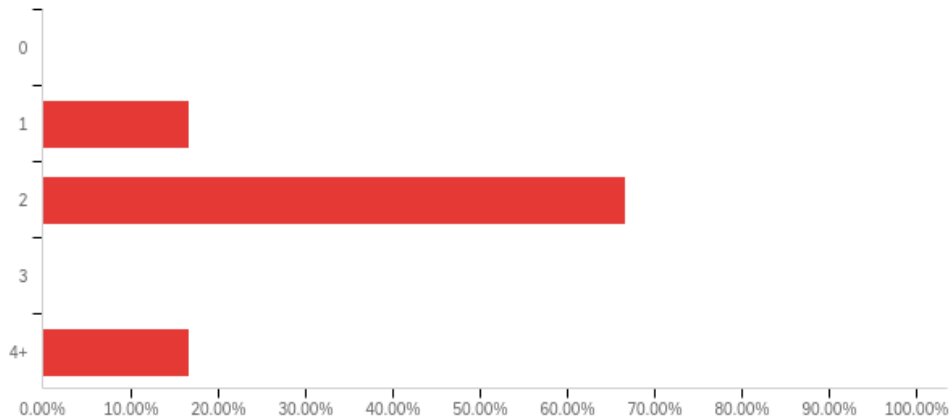
Q14 - What is your race / ethnicity? (check all that apply)



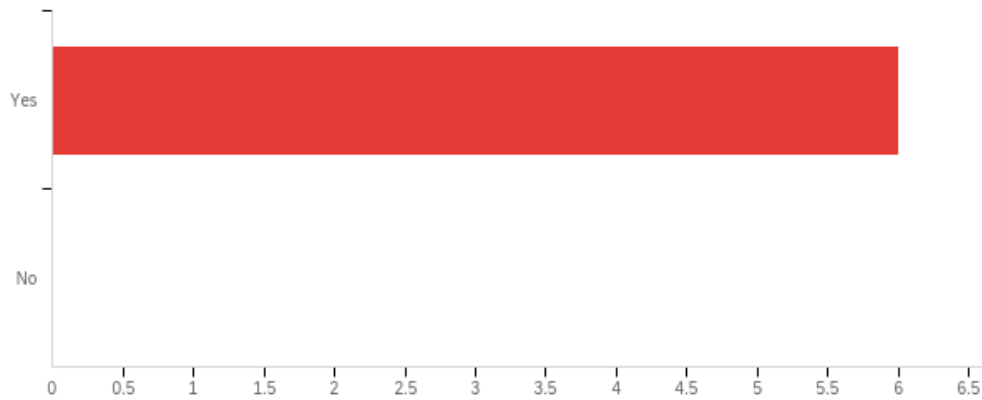
Q15 - Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2019 before taxes?



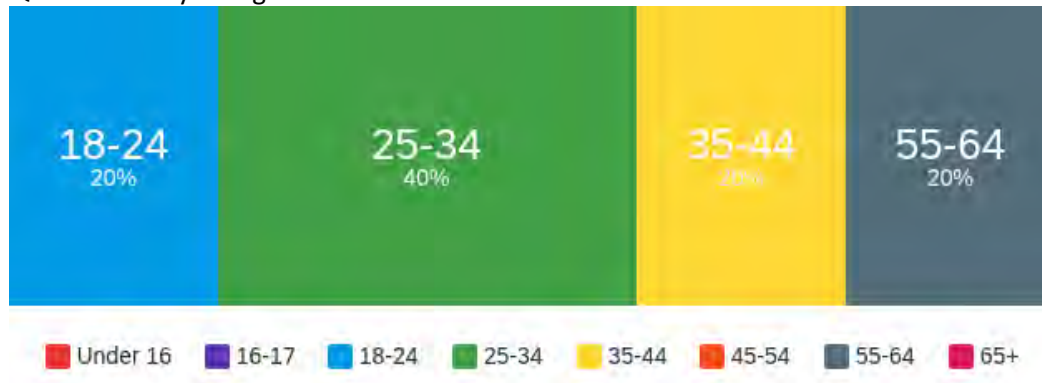
Q16 - How many vehicles (cars, trucks or motorcycles) are available in your household?



Q17 - Do you have a smartphone?

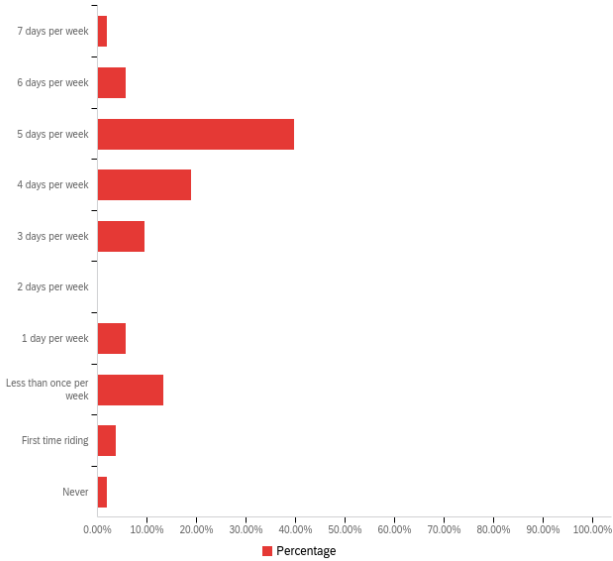


Q18 - What is your age?

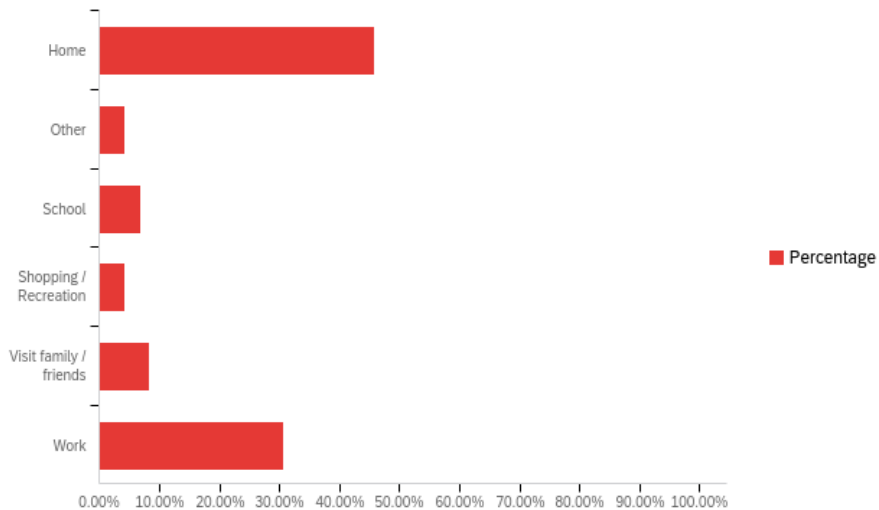


Appendix B – General UTA Customer Survey Results

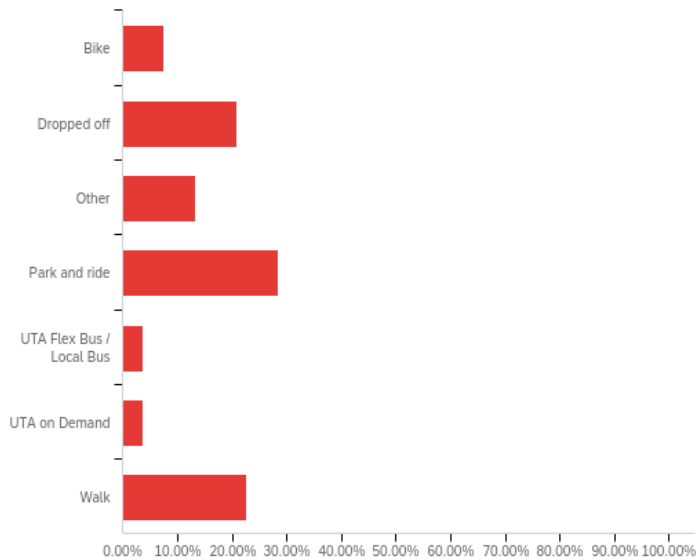
Q1 - How often do you ride UTA?



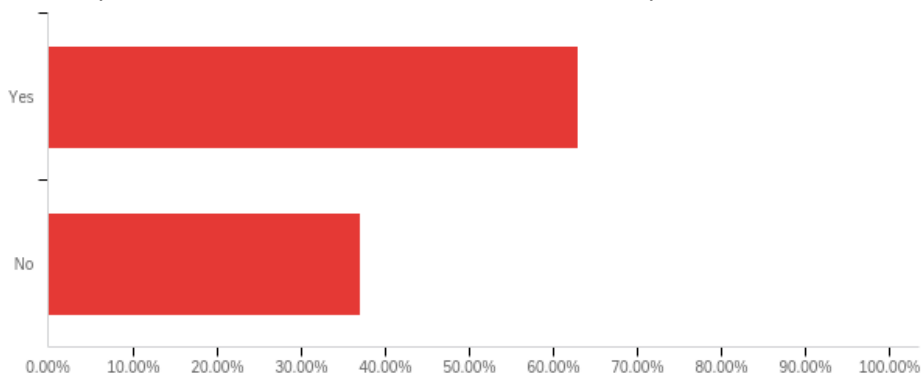
Q2 - Where are you headed today?



Q3 - How did you travel to your UTA stop/station today?



Q4 - Had you heard about UTA On Demand before today?



Q 4 - How did you hear about it? What do you know about it?

Work ads

Work

Word of mouth

Uber driver

UTA passed out flyers when it was introduced

UTA had a hot chocolate and donut day at the Draper stop a few months ago

Tried it, coworkers

Saw the vans. Knew it had an extra fee

Saw an ad. Nothing.

Got a flyer when they debuted it

Pass along card

Older brother rode the front runner

My renter

KSL?

I've seen it, my mom mentioned something about it. I don't know much.

I tried to download and use the app but Couldn't.

I got a flyer about it at work. From what I understand, the service is basically like Uber but you can pay with a Tap and Pay card I think.

Heard at work

Got a flyer a while back, I've seen the vans as well

From weird freaky handing pamphlets a few months, creeping on girls. Never forget that

Friend told me

Friend

Flyer, they're able to pick me up from designated stops and take me closer to my destination

Fliers at work

Facebook post

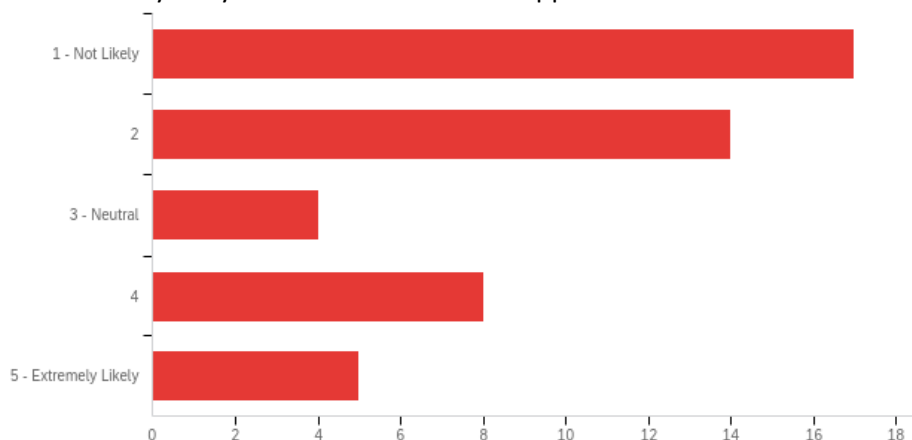
Don't remember

Coworkers and flyers.

Booth at the FrontRunner station.

Advertisement

Q5 - How likely are you to download the VIA app and use UTA On Demand?



Q6 - Why did you choose that ranking?

1

I don't used it very much

I drive myself.

Idk

I travel to provo and draper every day and it sounds like that's a bit further than this app would typically go

I live right next to the station and a work shuttle take we from the station to work but even then it's only a 10 minute walk

I ride my bike to get to and from my UTA stops. I also don't want to pay an extra \$5-\$10 per day on my transit. I would end up spending the same amount or more on the new service compared to the cost of my train ticket.

I don't need to walk anywhere

I typically ride the train instead

No need for the service

Buses should fill the need of this new shuttle.

I do not live in that area of service

I work at ebay across the street

I'll just drive myself

Not applicable to me

I ride my bike to and from the train station and I don't want to pay extra for the shuttle service. My office also has a ride share van already, so I would take that if I had to...

2

I'm not in draper often

No need

I have a free option

I downloaded the app but I live in Ogden/ work in Draper so there's little reason for me to use it since I just walk across the street to work at eBay

I usually like riding or walking between spots. But also I don't know if I can use my student Id to pay for it and I can't find that info anywhere

I drive

I prefer to drive my car

I don't need to commute around draper or sandy

Don't use UTA a ton

My company shuttle is free

I normally just drive

I just don't see a need to use service in S & W Jordan

3

Why did you choose that ranking?

I'm kinda indifferent

Don't live in the area

I'm open to learning more about it

4

Cause it saves me time and money

I would probably use it often

When it's cold I don't want to walk

It's very useful

Because I reload card through app

Tried it

5

I have not used it myself but it seems like a good thing

I have already downloaded it

It's awesome, convenient

Bc I have the app

Q7 - What types of trips do you think you could use it for?



Q9 - Why did you choose to ride UTA today?

Work is easier commute

Work commute

Work

UTA has a monopoly on public transit in this area, and Uber is too expensive.

To save money

To go home

To get to work

To get home

To commute

That's how I get to and from work. It's out of necessity

That's how I get to and from work and I don't have other commuting options.

Save on high gas prices

Save gas

Regular commute

Price difference between driving

Parking convenience

Only way I could get to work

No ride passed the point of the mountain

No car

Meet husband

It's convenient to commute using the train

I use it to go to work and to go back to home

I needed to get to Salt Lake but I didn't have a car today.

I don't want to drive to work from Ogden

Have a pass, less stress than driving

Going to school

Frontrunner works great for me trip from Layton to South Jordan where the stop is right by my work.

Free

Easier than driving

Dinner downtown

Didn't want 2 cars in one spot

Convenient

Cheaper than driving

Because commuting is easier if you can sleep :)

Because is it the only one

Travel from Ogden to draper for work and have a pass from SLCC

Q10 - What about UTA works for you?

Usually on schedule

Ummmmm it's there

The schedule of the trains are good and not having to commute through SLC traffic is good

The location of the Frontrunner stations in Draper and Murray

That its free with my student id

Short connections, stress less commute

SO convenient. My company provides a commuter reimbursement so my monthly commuting costs are very low

Price

Ok

No wait between train and bus

No traffic, work on train

No traffic to deal with and extra parking

Needed a one way ride

Less traffic

Leaves me close to work

It's clean and my work has a deal

I don't have to deal with traffic

I can work on the train. If it gets much more crowded this won't be the case. I need a table to work and only two people can use a table with laptops.

I can work on my ride

I can study while on the train

Frontrunner stations are reasonably close to the places I have worked. The trains usually run on time, which means I almost always get to work at the same time each day.

Free school pass

Free

Faster, saves gas, no traffic

Easy and fast

Ease

Convenient

Convince, and I can put money on card pre-tax through work

Cheaper

Cheap

Can get me down to provo and to the BYU salt lake center easily

Availability

Almost everything

Accessibility

A lot

Q11 - What needs to be improved for you?

The smell

Its amazing

Double tracks, a stop in Vineyard and less delays would be nice

I would like the train platforms to only be accessible through pay stiles so you wouldn't need to have cops on the trains. Or take the guns away from the cops on the trains. There is no reason for the person inspecting fares to be carrying deadly weapons

Train hosts that slam doors and are super inconsiderate, or do nothing to stop bad rider behavior. Also, speakers that buzz and are broken

Nothing

More services to areas not covered

Regularity and dependability

On time of trains

Nothing

Cheaper

Second rail

The app sometimes glitches and doesn't show the train times and Sunday service would be nice to see

More cars per train. More frequent trains.

More times and areas

A more efficient online website

Nothing

More frequent trains and more reliable

The bus routes in Draper

Nothing at this moment

Time

Yes

Less delays

Stay clean

Space

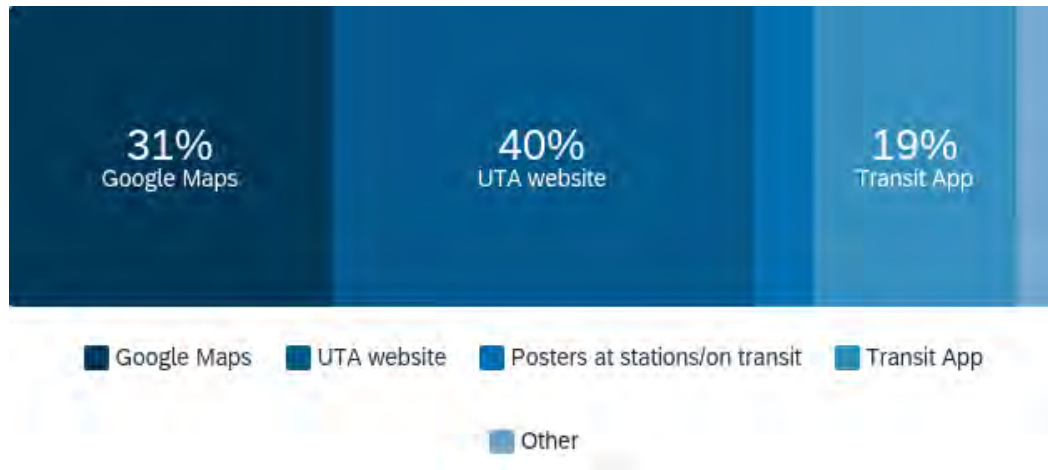
More frequent

Extend to Springville, and UTA apps stink. Need to have locations and times built in for IOS. There should be only one app

Delays waiting for train coming other way.

More tables, more room during busy times

Q12 - From where do you usually receive your information about how to travel on UTA or other services?



Q12 - Other Responses

The paper maps and schedules available on each vehicle

Family

Printed train schedules or the Transit Tracker app on Android

Q13 - Other comments?

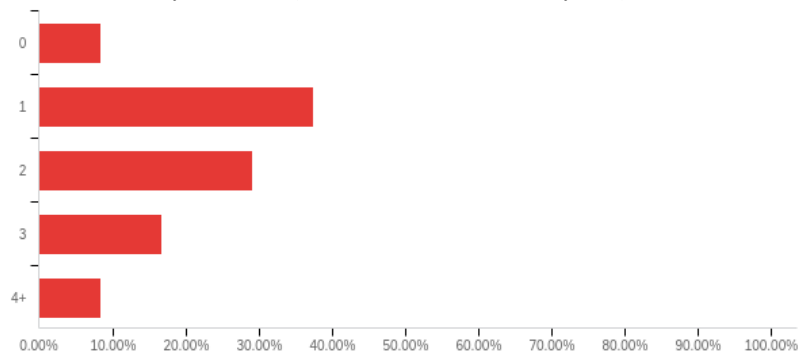
Na

None

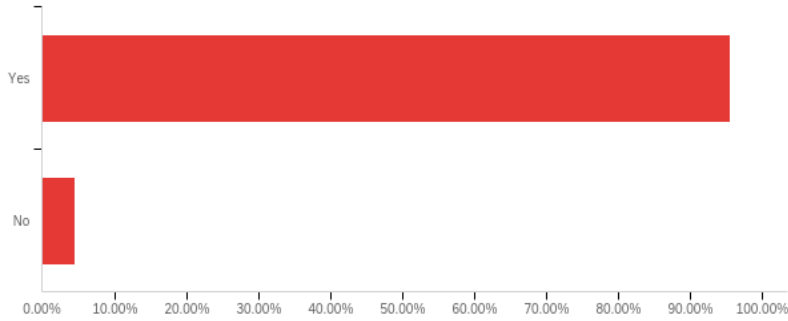
Need more frequency. They need incentive people use public transportation and dint too much car

I'd totally be down to use public transportation if it were more available!

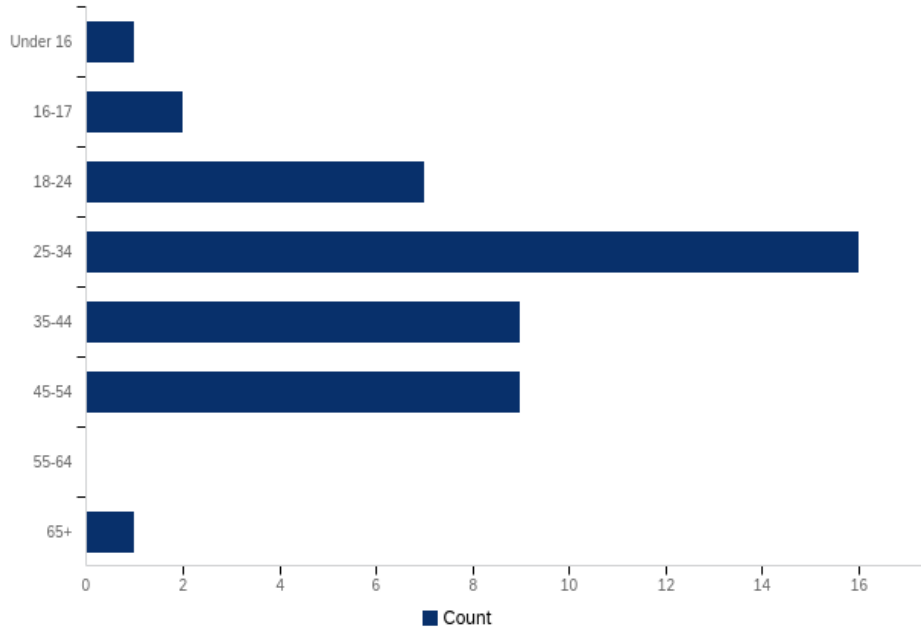
Q14 - How many vehicles (cars, trucks or motorcycles) are available in your household?



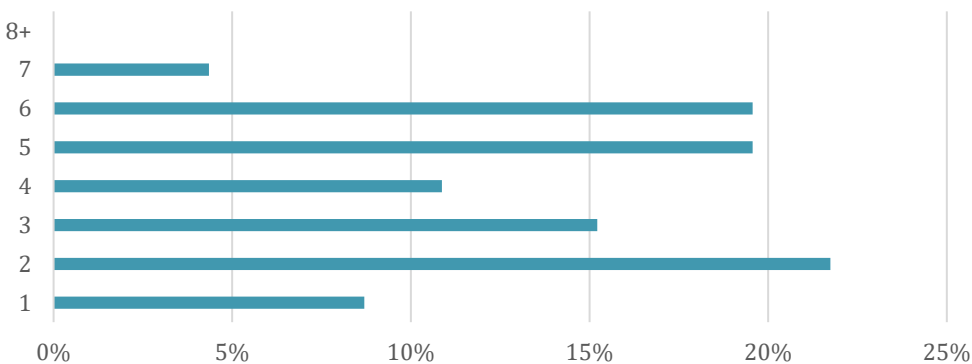
Q15 - Do you have a smartphone?



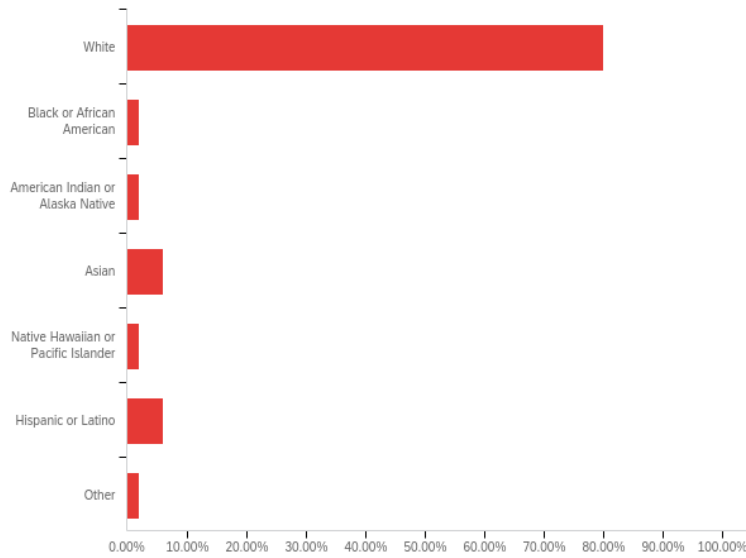
Q16 - What is your age?



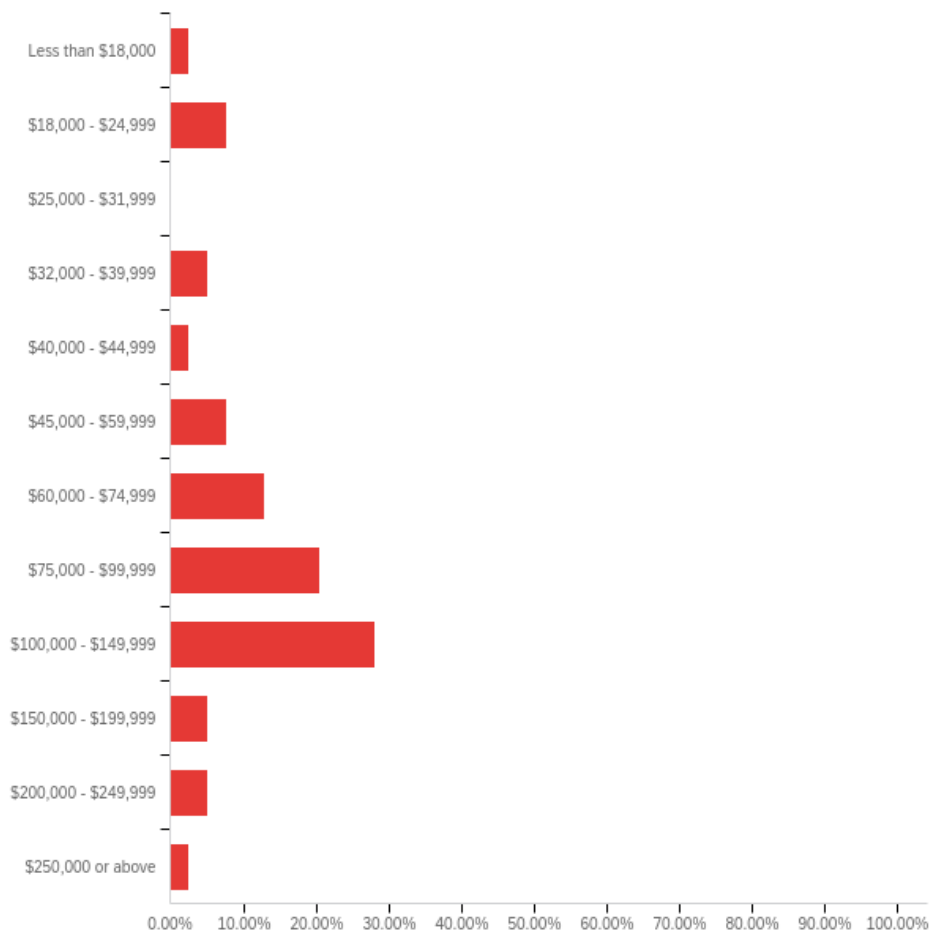
Q22 - Including YOU, how many people live in your household?



Q23 - What is your race / ethnicity? (check all that apply)



Q24 - Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2019 before taxes?



Appendix C – 2019 Baseline Survey Report

We created a baseline survey to evaluate general awareness of the microtransit service before it launched, as well as to gather ridership expectations for that service. This survey is included in the appendix. We visited the Draper and South Jordan Frontrunner Stations as well as the Daybreak Trax station. From these visits we received 55 survey responses.

The survey was created using Qualtrics and distributed either through a QR code or on tablets which UTA provided. We analyzed the data using both Qualtrics and Excel. Summaries of the most interesting findings are included below. All of the raw data, as well as an expanded report, was sent to UTA previously.

Questions 1 through 3 asked about general interaction with UTA services. The results of these questions are shown in Figure 2 to Figure 4. This may indicate a bias towards working people, which represent many of the potential riders of microtransit, but are not the only group it is intended for. Responses to question 3 indicate that park and ride is currently the most popular way to travel to these stations, trips that UTA hopes may be replaced by this microtransit service.

Q1 - How often do you ride UTA?

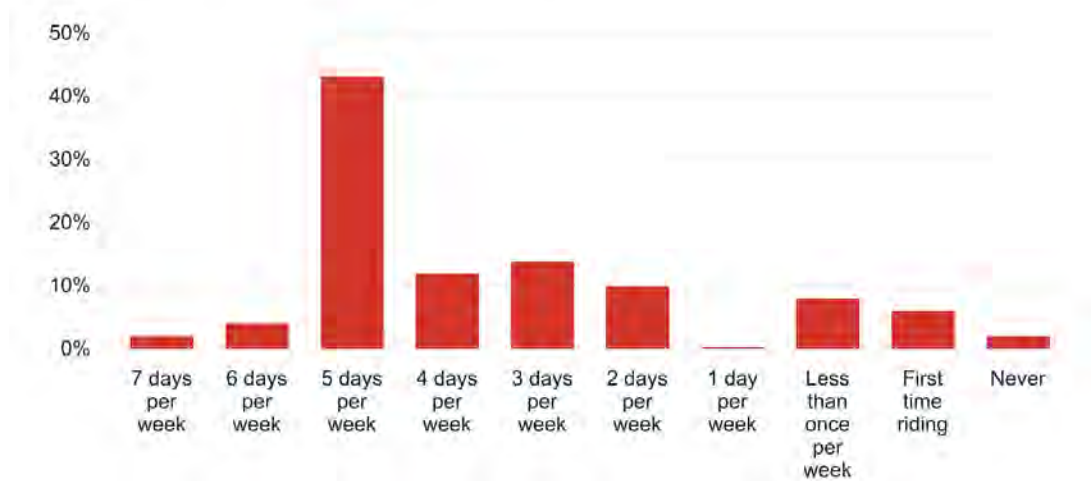


Figure 15 - Question 1 Results

Q2 - Where are you headed today?

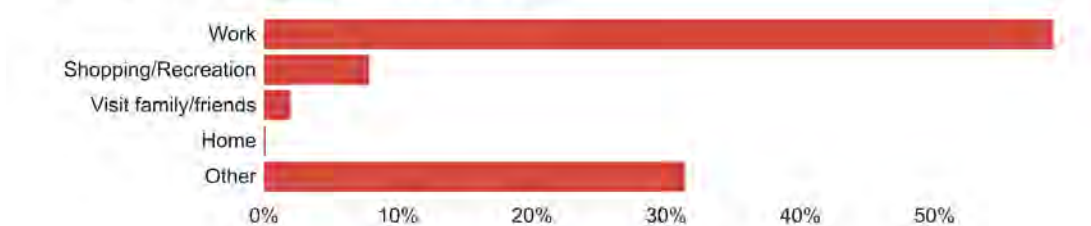


Figure 16 - Question 2 Results

Q3 - How did you travel to your UTA stop/station today?

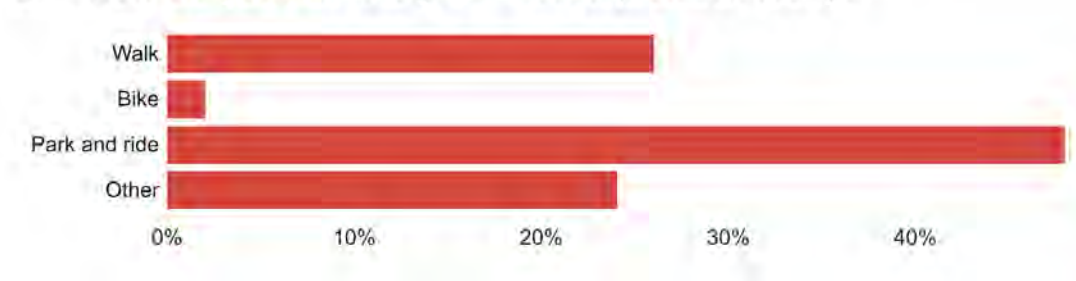


Figure 17 - Question 3 Results

We conducted this survey about a week before the microtransit service officially launched. UTA had made some efforts to advertise the service, but did not expect that most people would be aware of it. As shown in Figure 5, this was an accurate prediction. Nearly 90% of the people we surveyed indicated that they were unaware of the microtransit service. Those who had heard of it describe their source in Table 1.

Q4 - Had you heard about UTA On Demand before today?



Figure 18 - Question 4 Results

Table 1 - Question 4b Results

Q4b - How did you hear about it? What do you know about it?

How did you hear about it? What do you know about it?

KSL online. I know it's a shared Uber-like service.

Signs in frontrunner

Uta rep

After describing the service, we asked everyone to rate how likely they would be to use it. Their responses are shown in Figure 6. Question 6 asked them to explain why they chose that ranking, a sample of responses for each ranking are shown in Table 2 (corrected for spelling).

Q5 - How likely are you to download the VIA app and use UTA on Demand?

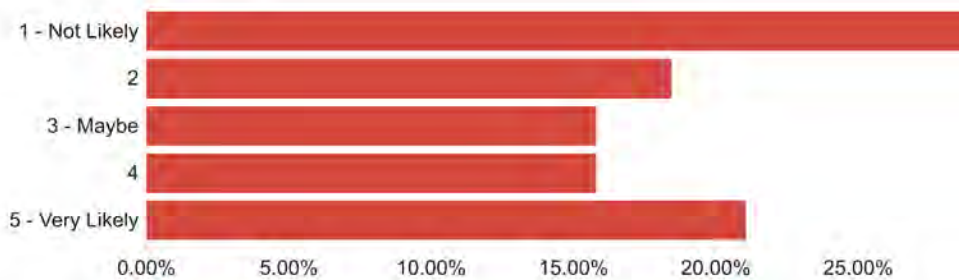


Figure 19 - Question 5 Results

Table 2 - Question 6 Sample Responses

Q6 - Why did you choose that ranking?

1 - Not Likely <i>I mostly stay at home</i> <i>It's more convenient for me to drive to my stop.</i> <i>Prefer driving</i> <i>Walk to the office</i> <i>I walk from my apartment to the Frontrunner station and then drive to work. I need a car at work, so I wouldn't be able to use the service.</i> <i>Usually I drive</i> <i>I don't travel far enough in the service area to justify using it.</i> <i>I have a pass provided by work</i>
2 <i>Usually drive to TRAX</i> <i>Because I never ride</i> <i>Don't really need it.</i> <i>Live too far! Park and ride is easier</i> <i>I already pay \$200 for my monthly pass I don't want to pay more for services.</i> <i>Generally, the only time I'm using public transportation, it's because the station is close enough I can walk.</i>
3 - Maybe <i>I would probably save time by driving myself to the frontrunner station.</i> <i>It could come in handy but I don't need it right now</i> <i>I like the idea, but my employer offers a shuttle which accommodates my riding need if I choose not to walk.</i> <i>Not sure yet</i> <i>Does not cover my work area</i>
4 <i>The buses here are currently inconvenient</i> <i>I frequently use UTA, so I'm in favor of more travel options</i> <i>I think it would be a great opportunity to have cheap and reliable transportation</i> <i>Because I like the service</i> <i>I at least will try it once</i> <i>Because it was accurate</i>

5 - Very Likely

*Convenience and need
Convenience
Been looking for a cheaper but more efficient way to get from Frontrunner to my
workplace
Sounds like a great idea
It sounds like a better usage of my money than using Lyft.
because I really need that
Way more convenient for me to get places*

Question 9 asked “Why did you choose to ride UTA today?”. The full list of responses is included in the appendix, but a few common themes were convenience, environmental considerations, avoiding traffic, and more productive use of commute time.

The final question we want to highlight in this report is question 12, “From where do you usually receive your information about how to travel on UTA or other services?”. The responses are shown in Figure 7.

Q12 - From where do you usually receive your information about how to travel on UTA or other services?

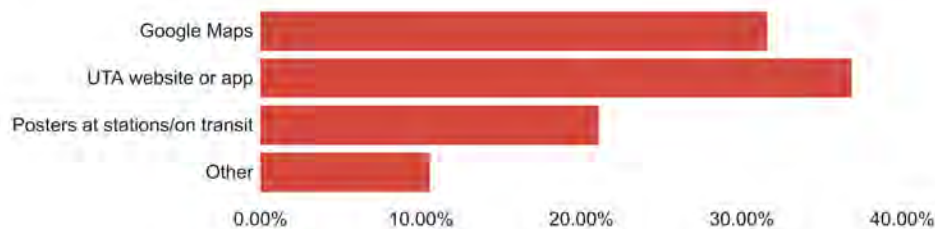


Figure 20 - Question 12 Responses