

CEEn-2019CPST-008

UTA INNOVATIVE MOBILITY SOLUTIONS PROJECT SUPPORT

ACE Engineering

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Introduction

UTA Microtransit Pilot

- Service area is South Salt Lake County
- Collaboration with VIA
- Began November 2019

Evaluation

- 1st quarter of 1 year pilot program
- Ridership data
- Is it effective?

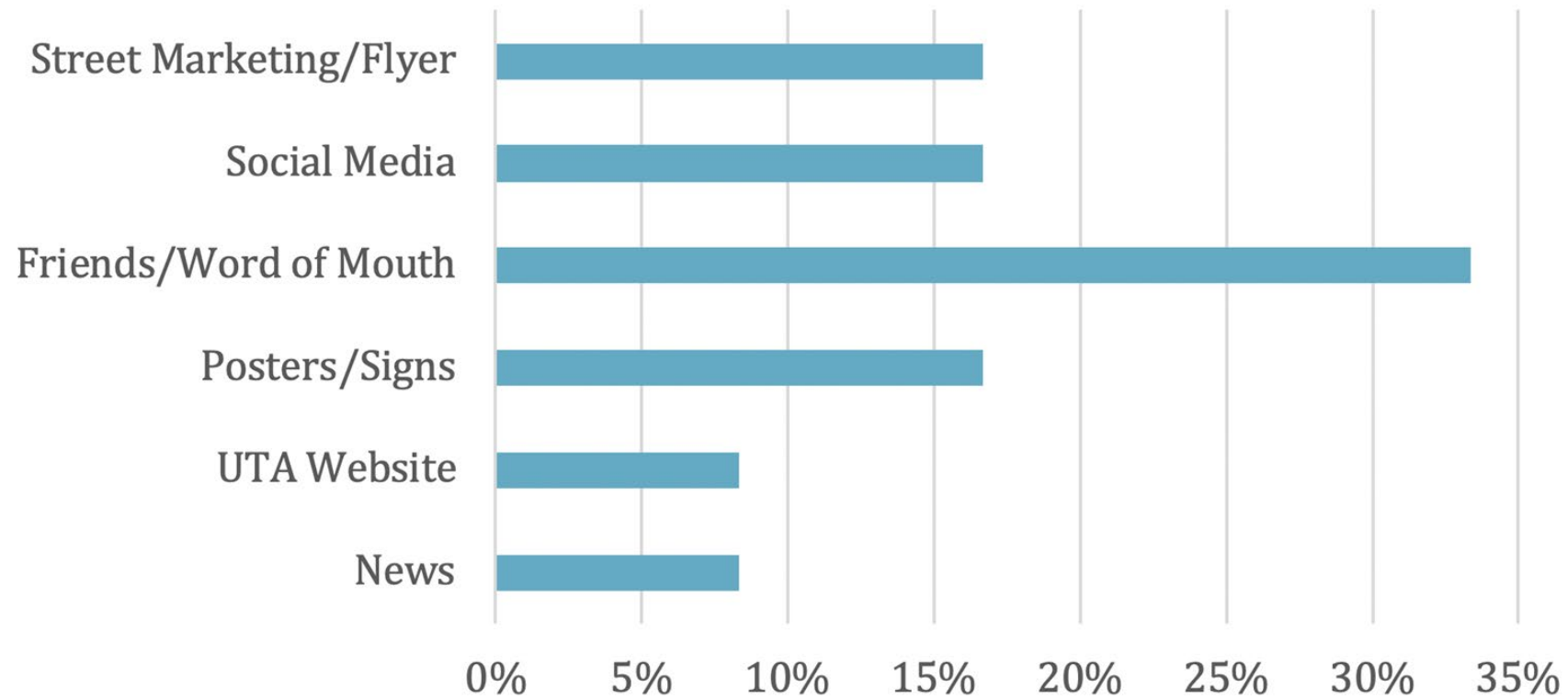
Project Tasks and Deliverables

- **Baseline Survey and Analysis**
 - Create survey aimed at current UTA riders
 - Conduct surveys at transit stations in the pilot service area
 - Prepare a report discussing survey results
- **Ridership Statistics**
 - Compare actual ridership and costs with expectations
 - Evaluate ridership on competing local bus routes
- **First Quarter Survey and Analysis**
 - Create two surveys, one aimed at current UTA users and another for VIA riders
 - Conduct surveys at transit stations in the pilot service area
 - Prepare a report discussing survey results

Design and Analysis

VIA Stop Results - Current UTA on Demand Customers

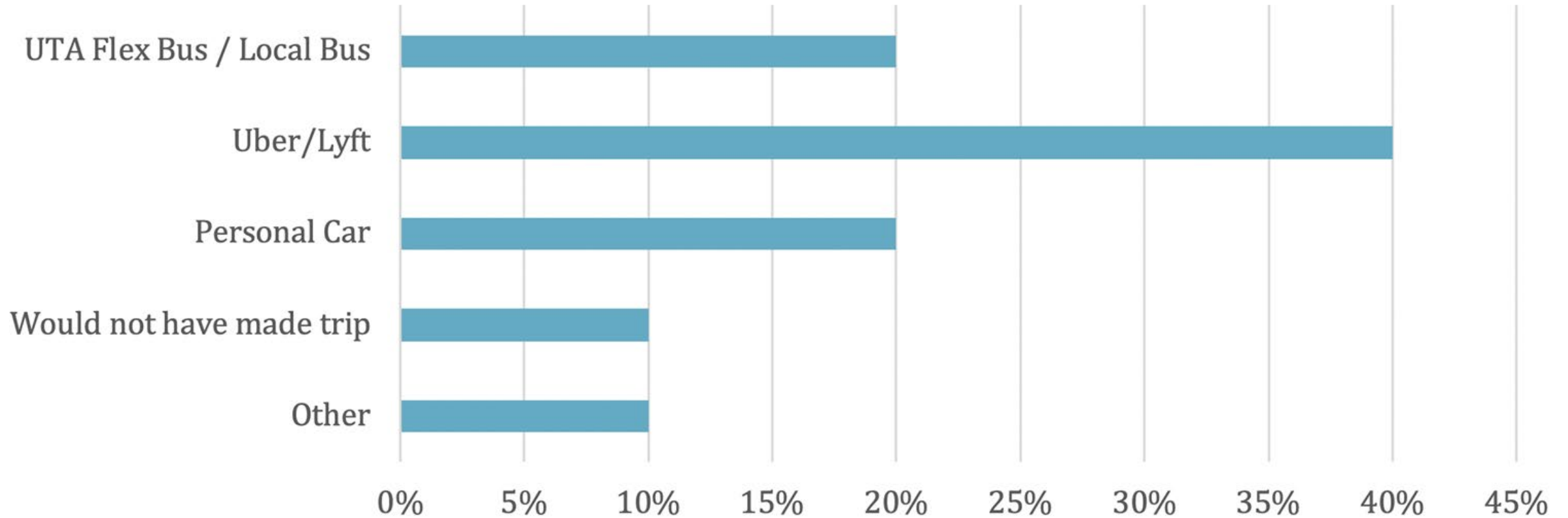
- How did you hear about UTA on Demand?



Design and Analysis Cont'd

VIA Stop Results - Current UTA on Demand Customers

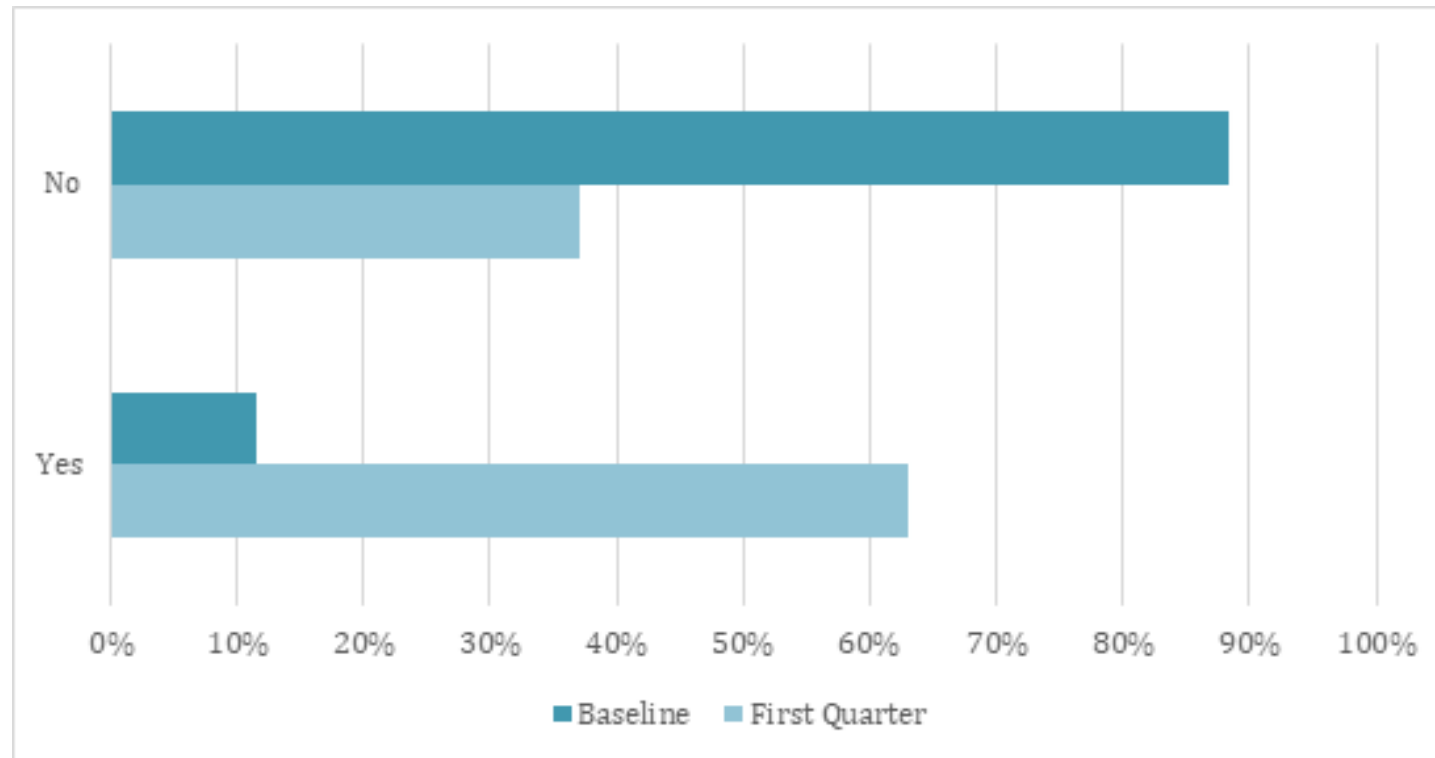
- How would you have made this trip without UTA on Demand?



Design and Analysis Cont'd

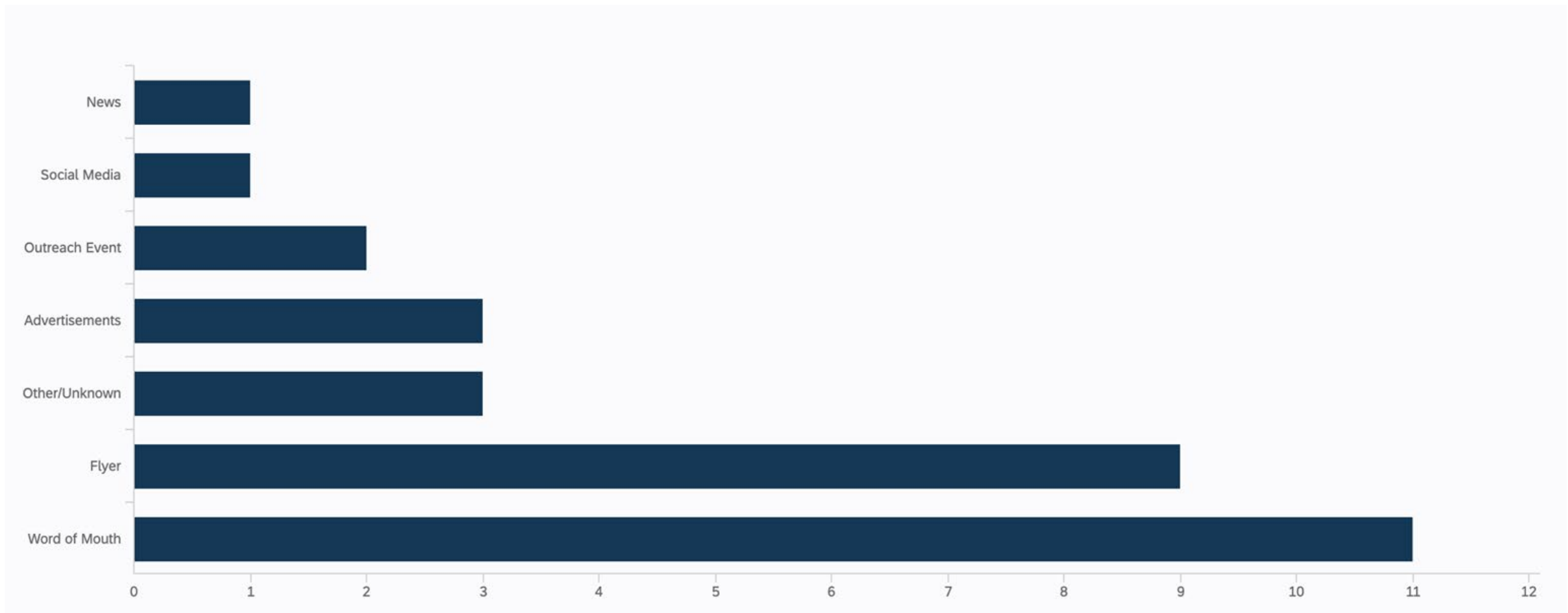
Comparison between general UTA customer survey results
Highlighted Questions and results:

- Had you heard about UTA on Demand before today?



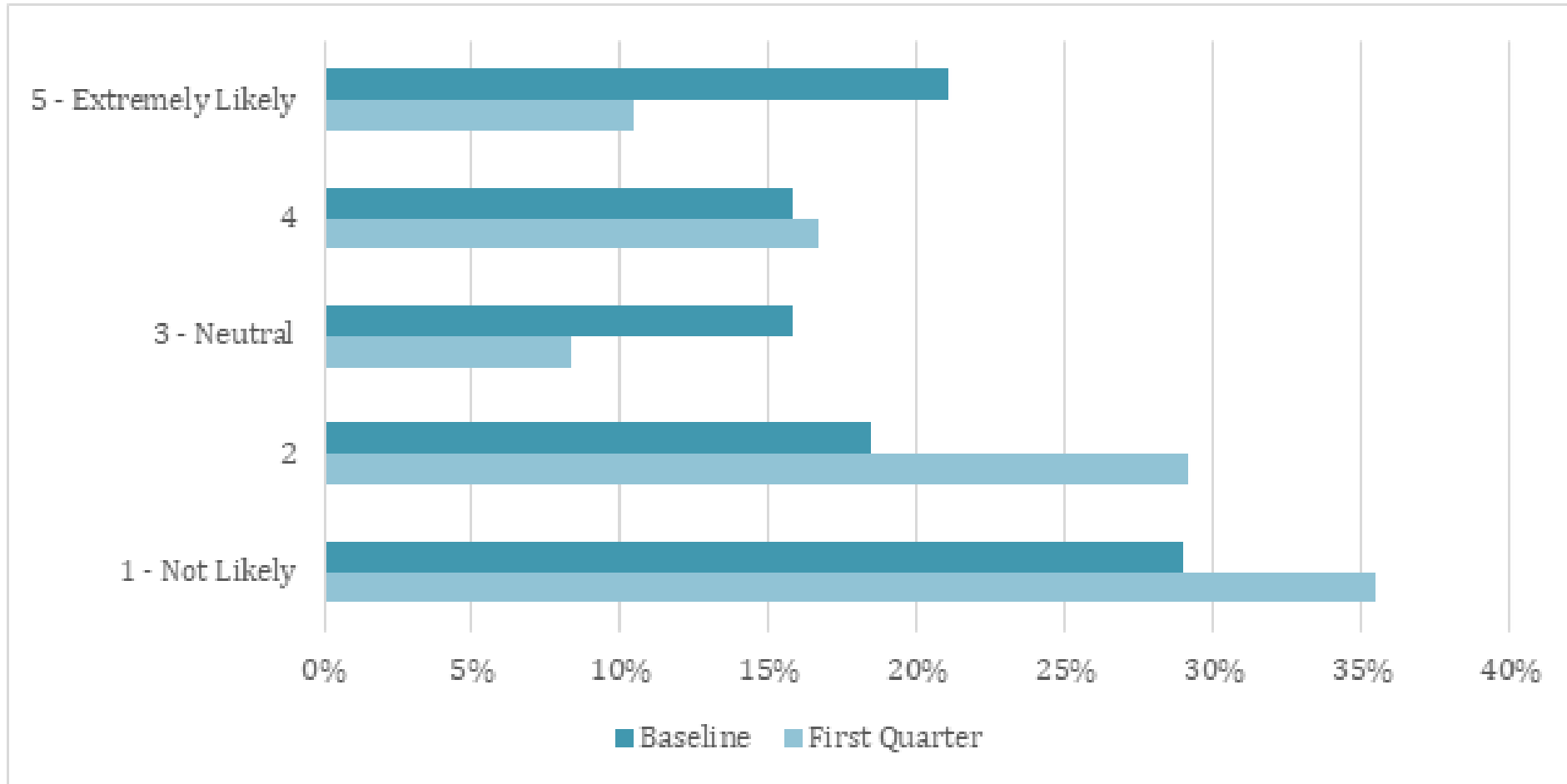
Design and Analysis Cont'd

- How did you hear about it? (Gathered from text responses)



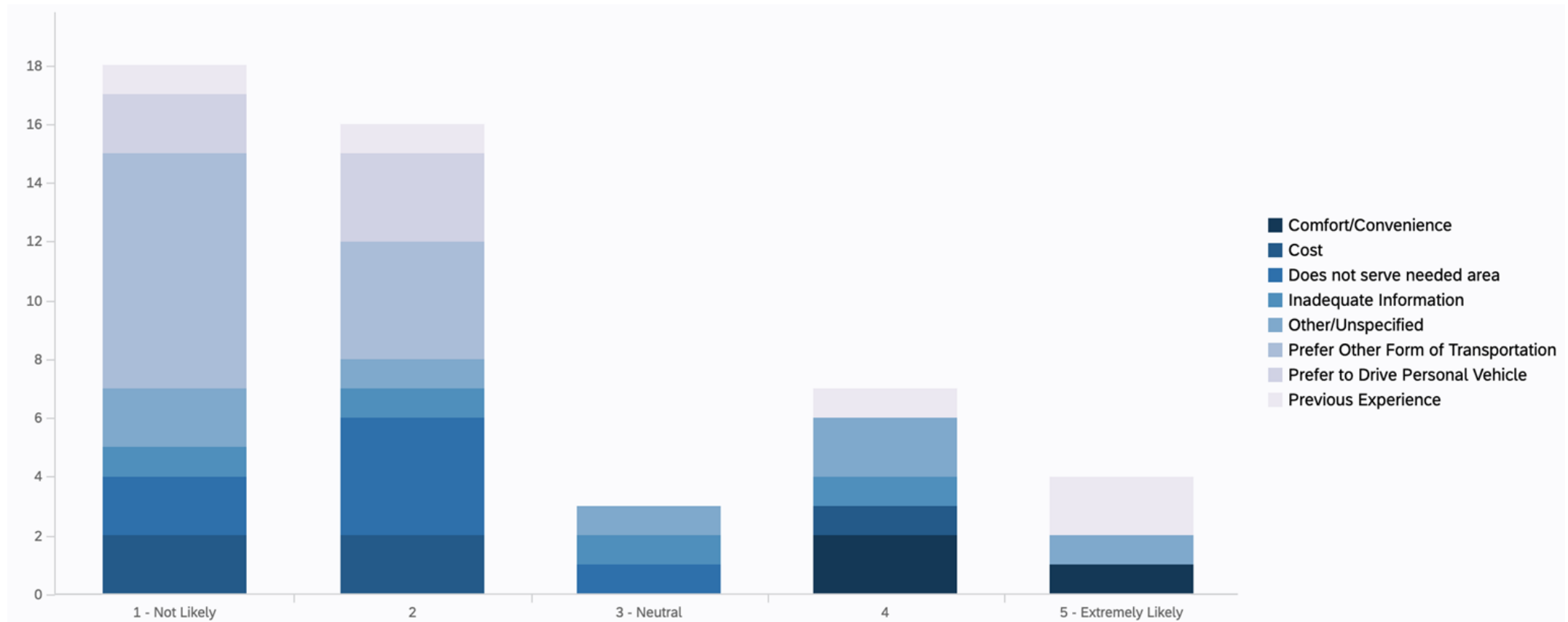
Design and Analysis Cont'd

- How likely would you be to download the VIA app and use UTA on Demand?



Design and Analysis Cont'd

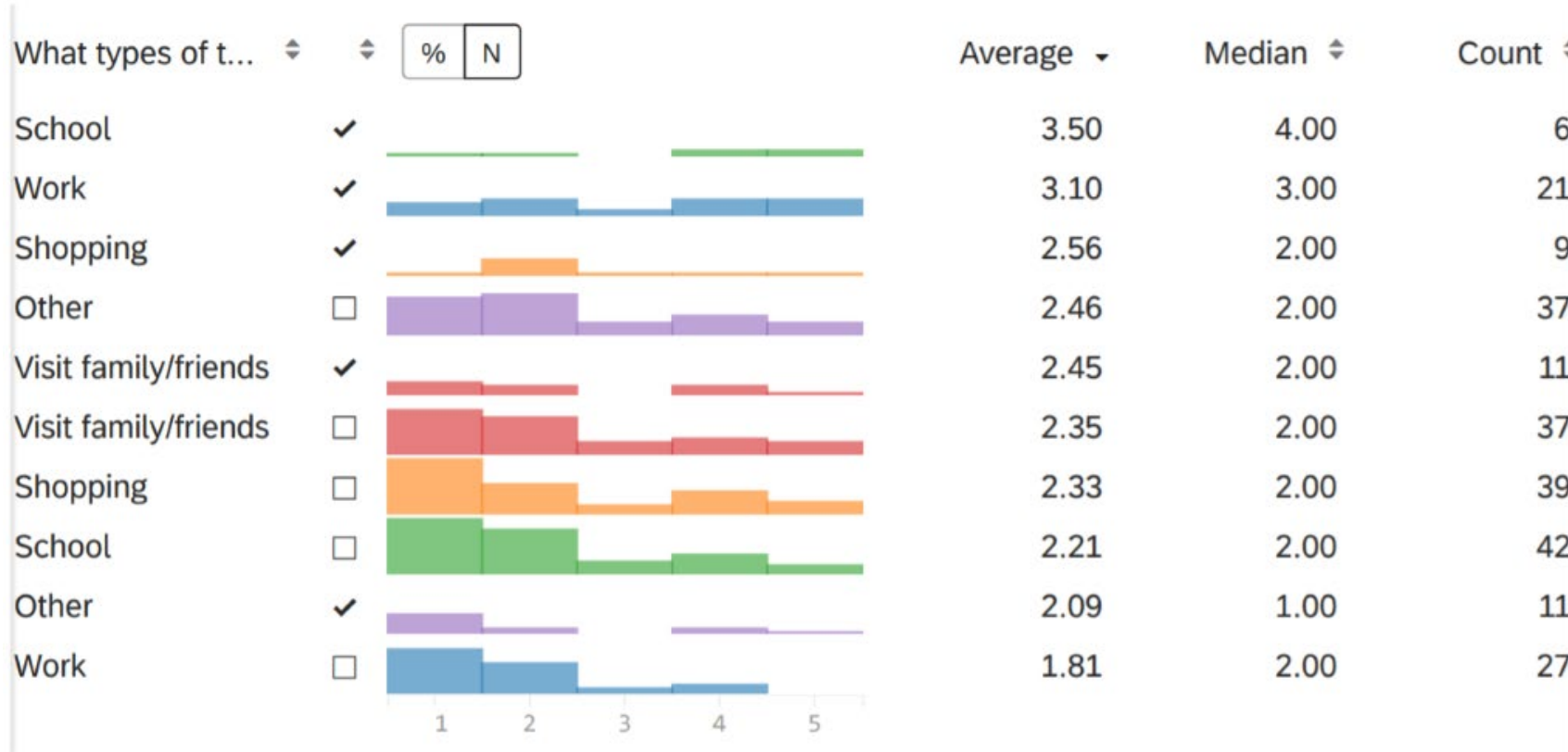
- Why did you choose that ranking? (Gathered from text responses)



Design and Analysis Cont'd

Relations between questions

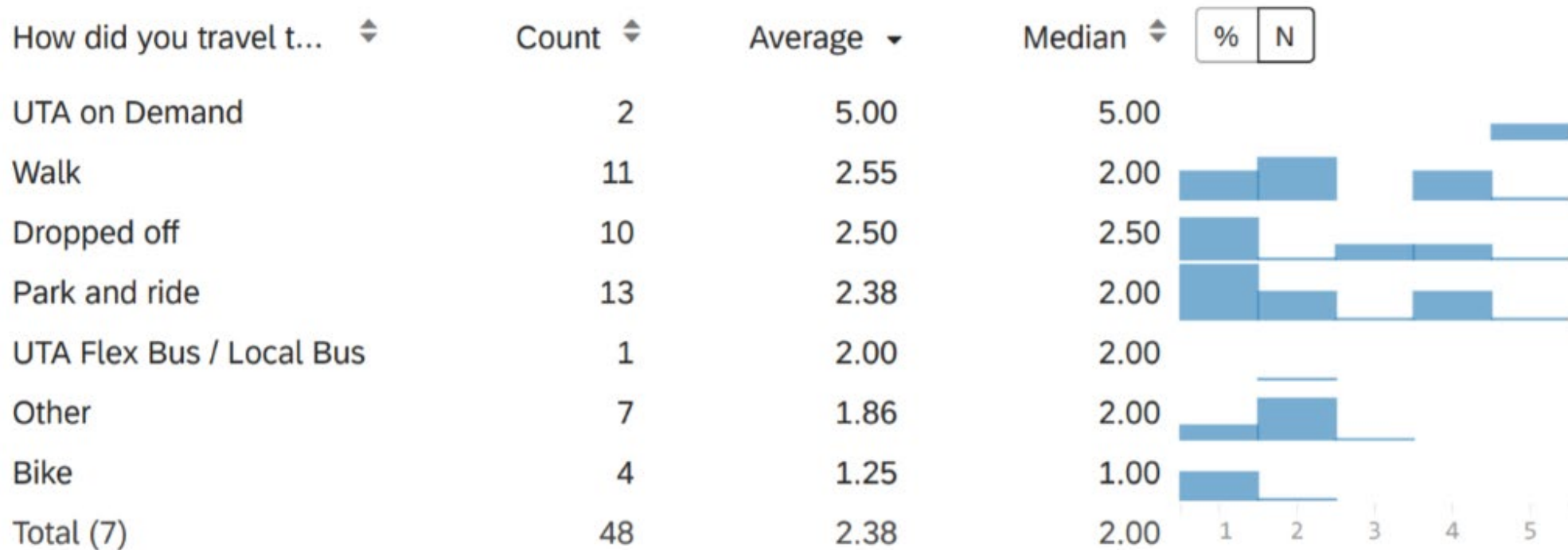
- What type of trips do you think you could use it for? vs. How likely are you to use UTA On Demand?



Design and Analysis Cont'd

Relations between questions

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



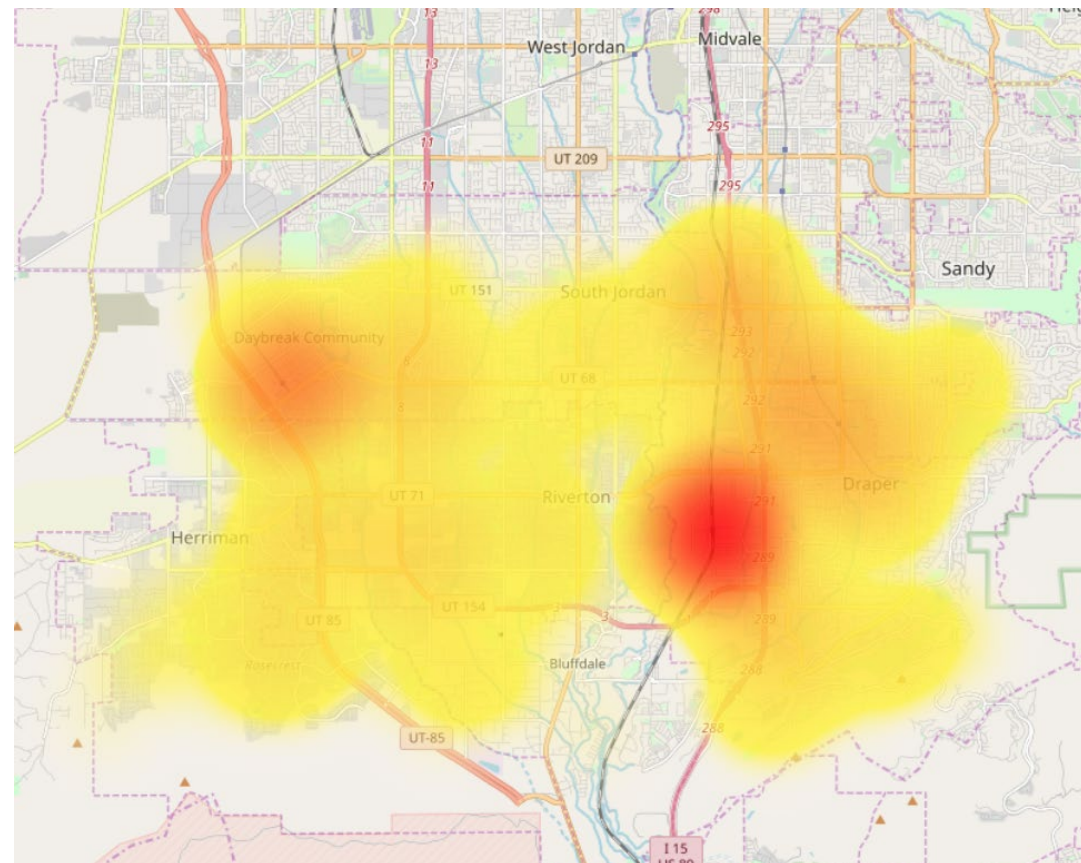
Design and Analysis Cont'd

Ridership Goals

Metric	Goal	Actual (February)
Average Weekday Ridership	350-450	392
Average Riders per Hour	2.5-4.5	2.3
Shared Rides %	25%	29.3%
Customer Rating	4.8	4.8
Total Operating Cost	\$147,517.00	\$ 121,876.00
Cost Per Rider	\$ 13.08	\$ 15.54

Design and Analysis Cont'd

Pickup and Dropoff Heat Map



Conclusions

Surveys

- Increased awareness
- A smaller percentage said they were less likely to use it
- People with larger households and fewer cars are more likely to use it
- Many thought that they could use it for work or school
- Barriers include limited service area, cost, and inadequate understanding of how to use a student UTA pass with the VIA app

The first quarter performance of the pilot met expectations in terms of raising public awareness and satisfactorily meeting the needs of the residents.

Recommendations

- Continue gathering data, try to implement a survey through the VIA app to better reach current customers
- Continue informing the public
 - Flyers and word of mouth were the top ways in which people had heard of the service
 - Many people had heard of the service, but didn't understand key details

Example quotes from surveyed customers:

- "I don't know if I can use my student ID to pay for it and I can't find that info anywhere"
- "...don't want to pay an extra \$5-\$10 per day on my transit"

The End

Any Questions?