

# Moab Area Transit 5-year Pilot

February 10, 2026

CITY COUNCIL  
Update

# Overview

- Analysis of ridership
- Potential changes
- Funding summary
- Discussion

2018

UDOT Hotspot funds  
decrease in traffic  
congestion

2022

Downtowner  
selected

2024

- Bike racks added
- Morning hours shifted
- Fixed route shortened

2026

- 4<sup>th</sup> Peak season
- Apply recommendations
- Consider state planning

2021

- 1. Dispersed parking
- 2. Moab Area Transit

2023

1<sup>st</sup> Season

2025

- Pilot stop painting
- BEAR assistance
- Applied for FTA funding

# Services



FARE-FREE TRANSPORTATION  
FOR MOAB RESIDENTS & VISITORS

## Downtown Route

Service to transit stops along Main Street

**Peak:** Mar. 16 - Oct. 15  
11 AM - 9 PM daily, every 50 minutes

## On-Demand

Door-to-door service in the Moab area

**Peak:** Mar. 16 - Oct. 15  
8 AM - 9 PM, daily

**Off-Peak:** Oct. 16 - Mar. 15  
9 AM - 5 PM, Mon-Fri



### Download the MAT App to:

Locate the stops and track the shuttle.  
See the year-round on-demand  
service area and request a ride.  
Or call 833-628-3733  
[moabcity.gov/MAT](http://moabcity.gov/MAT)

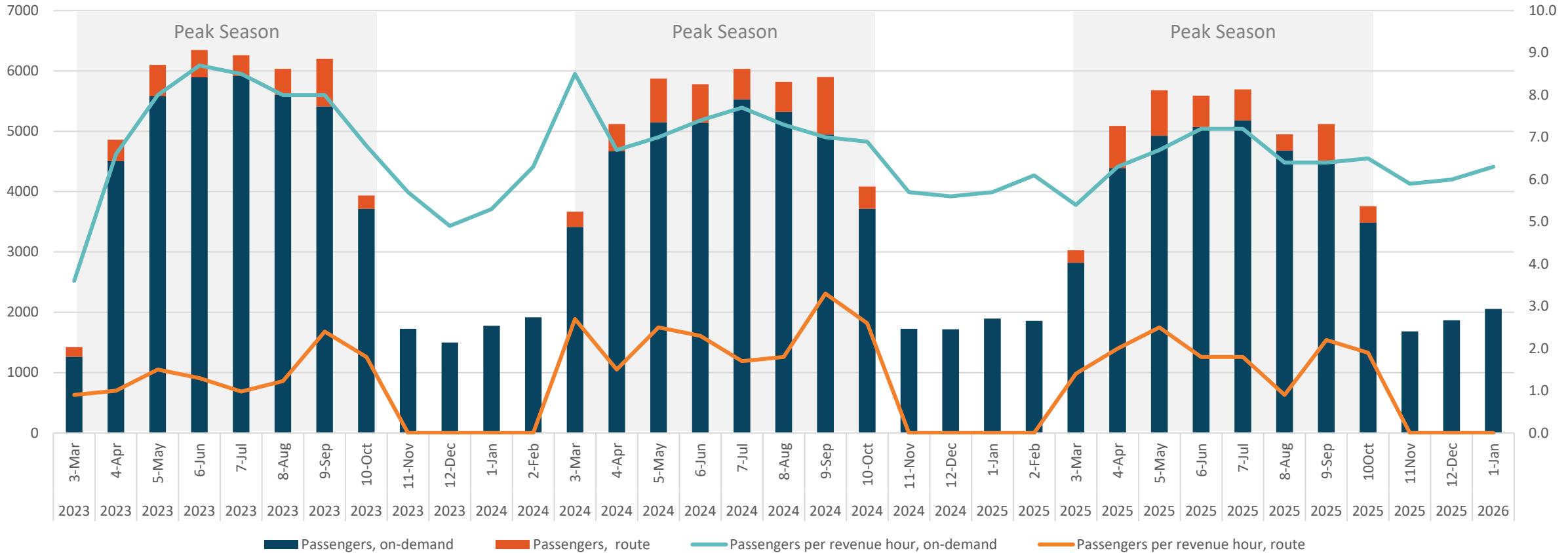


# Totals

4.9/5 *ridership rating*

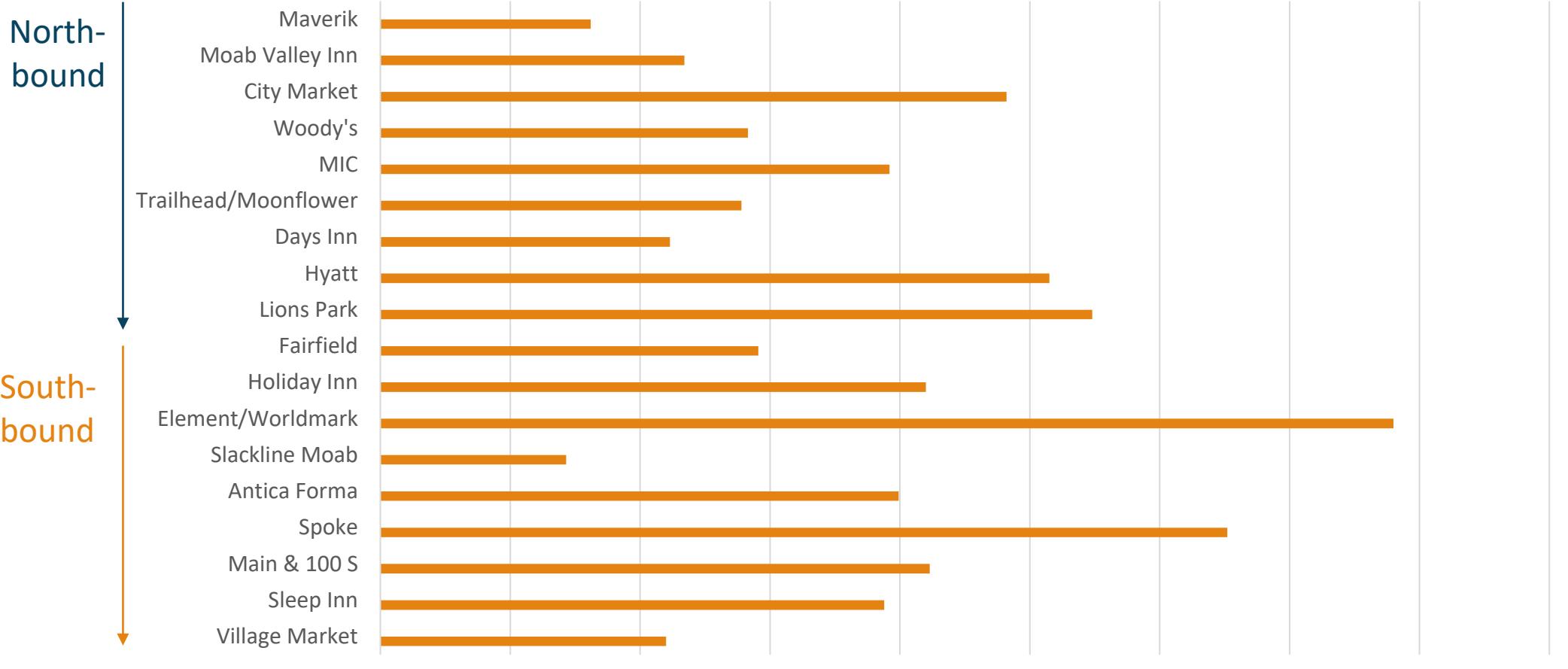
	On-Demand	2023-24	2024-25	2025-26	(Missing February)
Passengers	44,809	45,082	40,649		
Passengers/day	123	124	121		
Wheelchair rides	156	165	69		
Wait time	18 min	21 min	22 min		
No Shows	99	119	114		
Unique riders/mo.	490	506	513		
Fixed Route					
Passengers	3,273	4,397	3,875		
Passengers/day	15	21	18		
Loop time	55 min	42 min	48 min		

# Total passengers by month



# Geographic Use

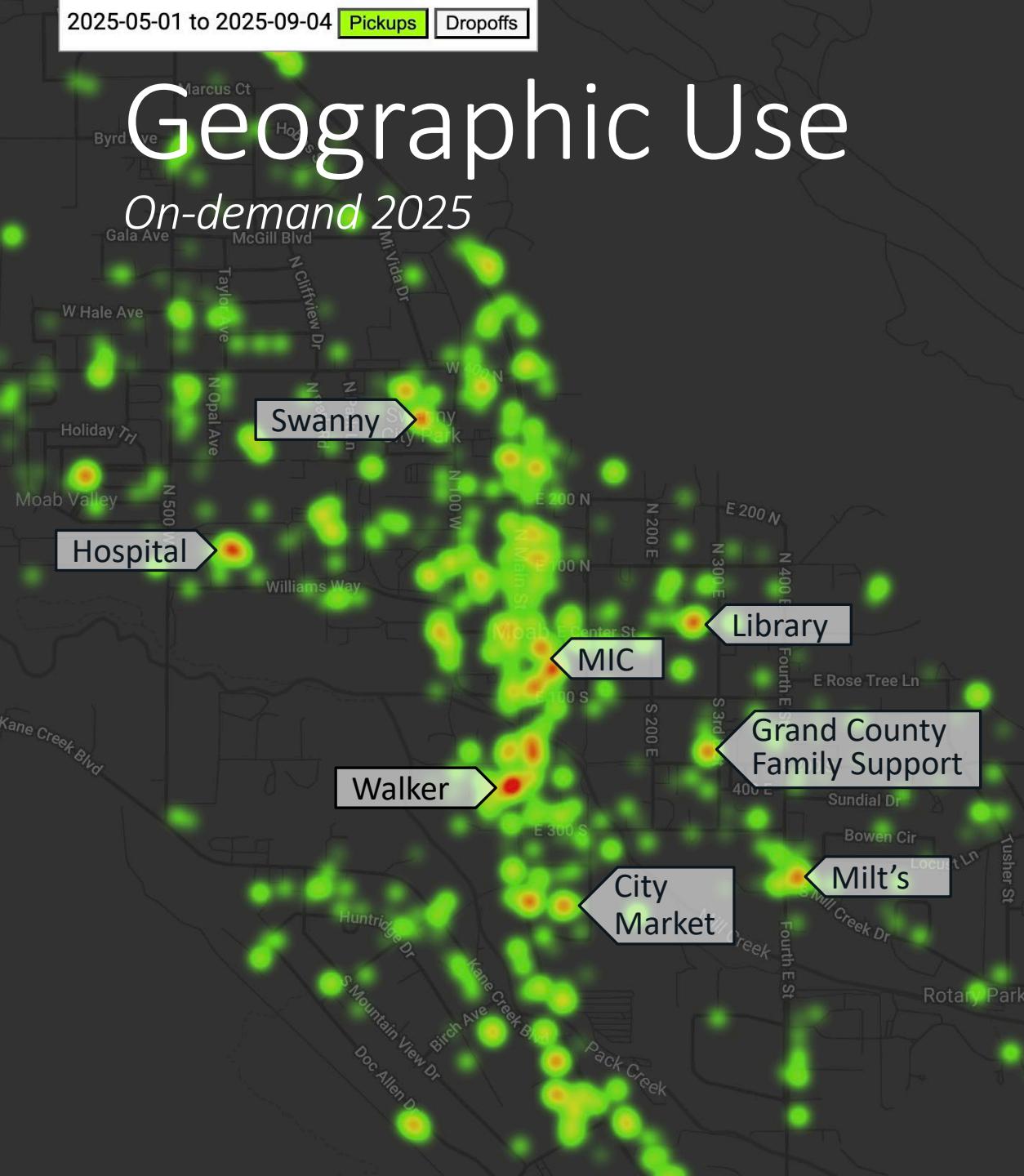
*Riders by Route Stop 2025*



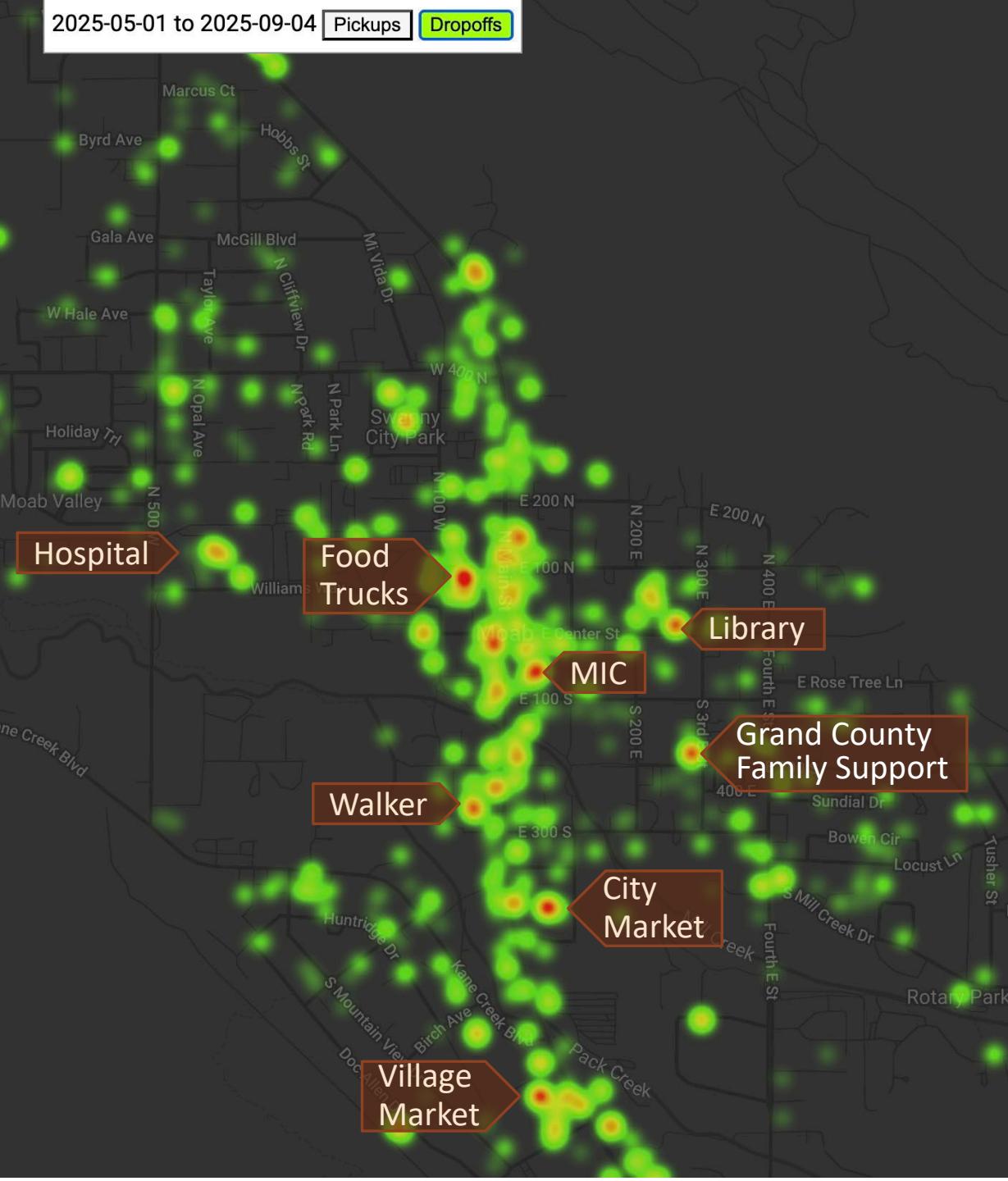
2025-05-01 to 2025-09-04 Pickups Dropoffs

# Geographic Use

On-demand 2025



2025-05-01 to 2025-09-04 Pickups Dropoffs



# Projects in 2025-26

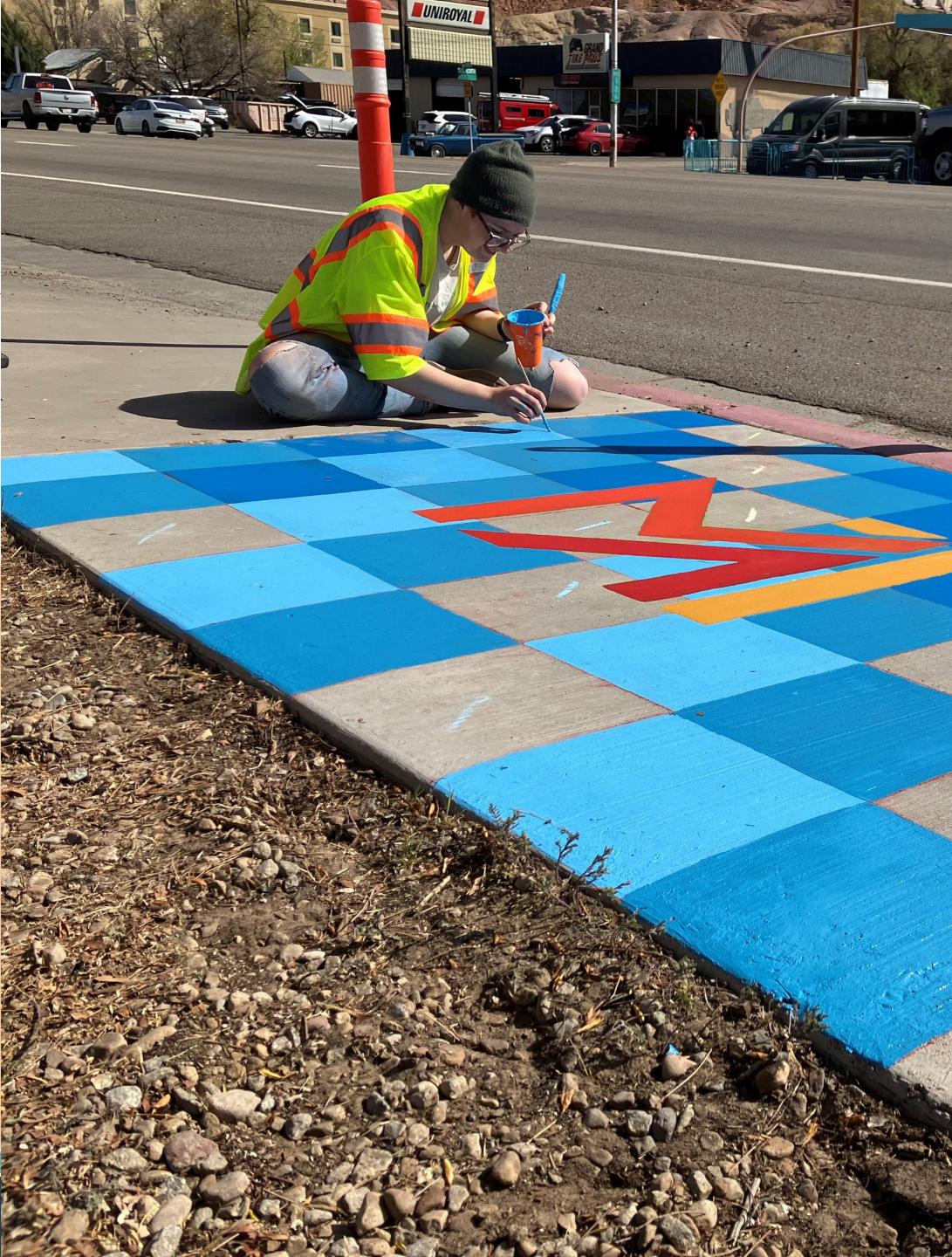
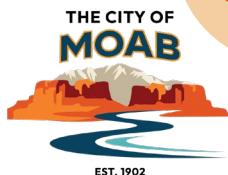
- Painted stops
- Temporary maps at stops
- Timepoint trial
- Evaluation of stops for shade & benches

## BEARhub Technical Assistance

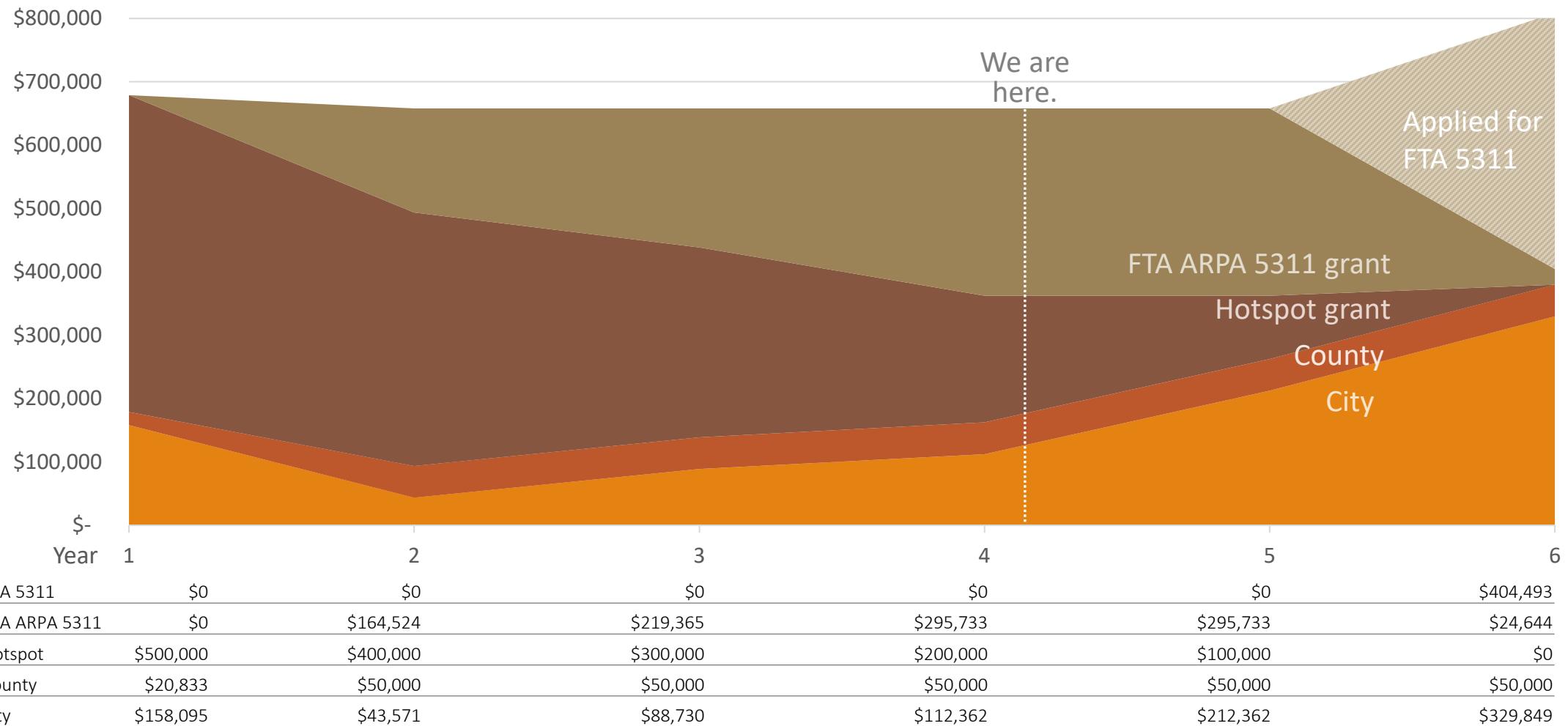
Behavior | Action | Energy | Research

### Coming soon—

- Google map listing of downtown route
- More consistent materials
  - Naming of stops
  - “Downtown route” and “On demand”
- More maps at stops
- Magnets on buses to identify service type



# Current MAT funding



# Prospective funding options

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## 1. State & Federal

### Planning

- Utah Technical Planning Assistance, 6.77% match
- Safe Streets for All Planning Assistance, 20% match
- FTA 5304 for planning, 20% match

### Operations

- Federal FTA 5310 & 5311, 50% match on operations, 20% on capital

### Capital

- Utah Transit Transportation Investment Fund for capital projects, 40% match
- FTA 5339 for buses & facilities, 20% local match
- Earmarks

## 2. Bus fare

## 3. Sales tax