

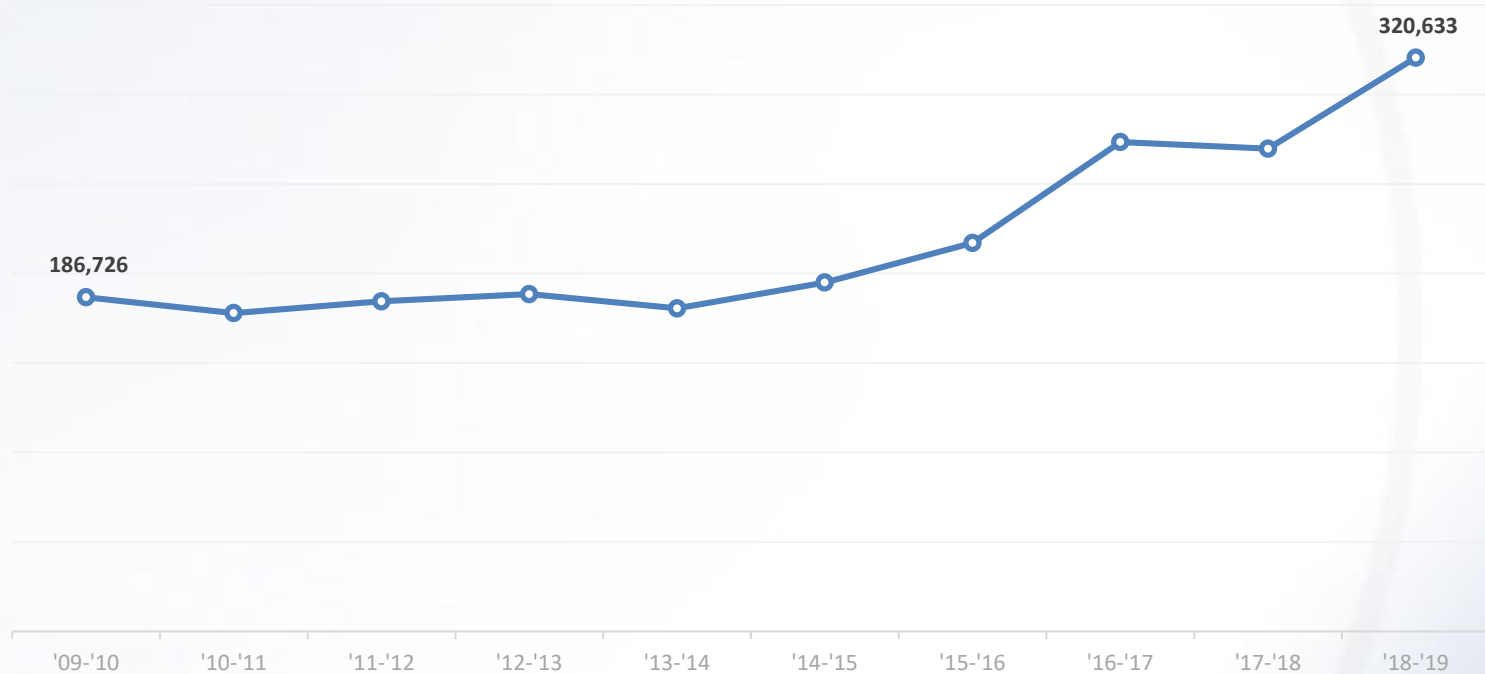


Ski Analysis

Salt Lake Ski Ridership

Ridership increases over time

Data Source: Operator Count/Automatic Passenger Counter



** Ski Ridership includes ridership for all ski routes in Salt Lake county for the months of December to April.

UTA SERVICE CHOICES

The Right Service for Your Community



April 19



What is UTA Service Choices?

This community engagement and service planning process is:

1. **Asking** the public to prioritize how bus service resources should be distributed.
2. **Gathering** the public's feedback through surveys, public events, and community leader workshops to form a clear view on the public's priorities for bus service.
3. **Developing** a bus network plan which incorporates the public's priorities from the engagement process.



Ridership or Coverage Planning Choices



April 19

Ridership or Coverage?

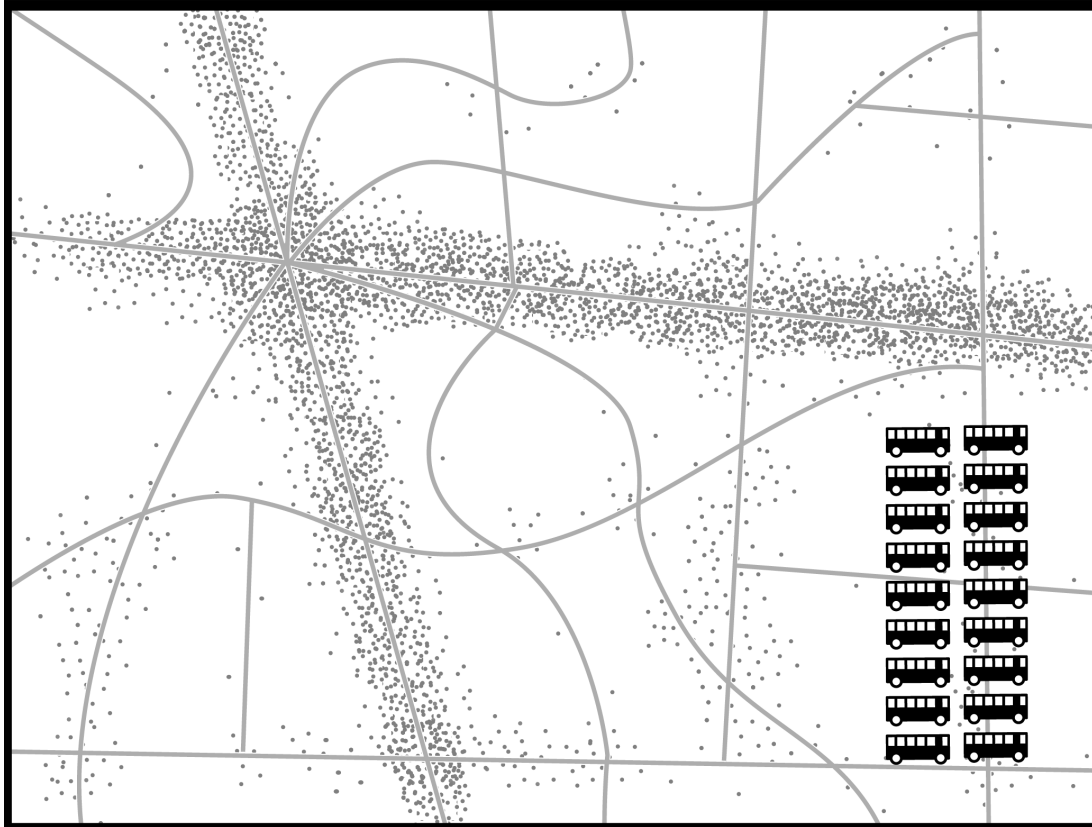
The many different goals of transit service can be sorted into two major categories

Ridership means attracting as many riders as possible

Coverage means being available in as many places as possible, even if not many people ride



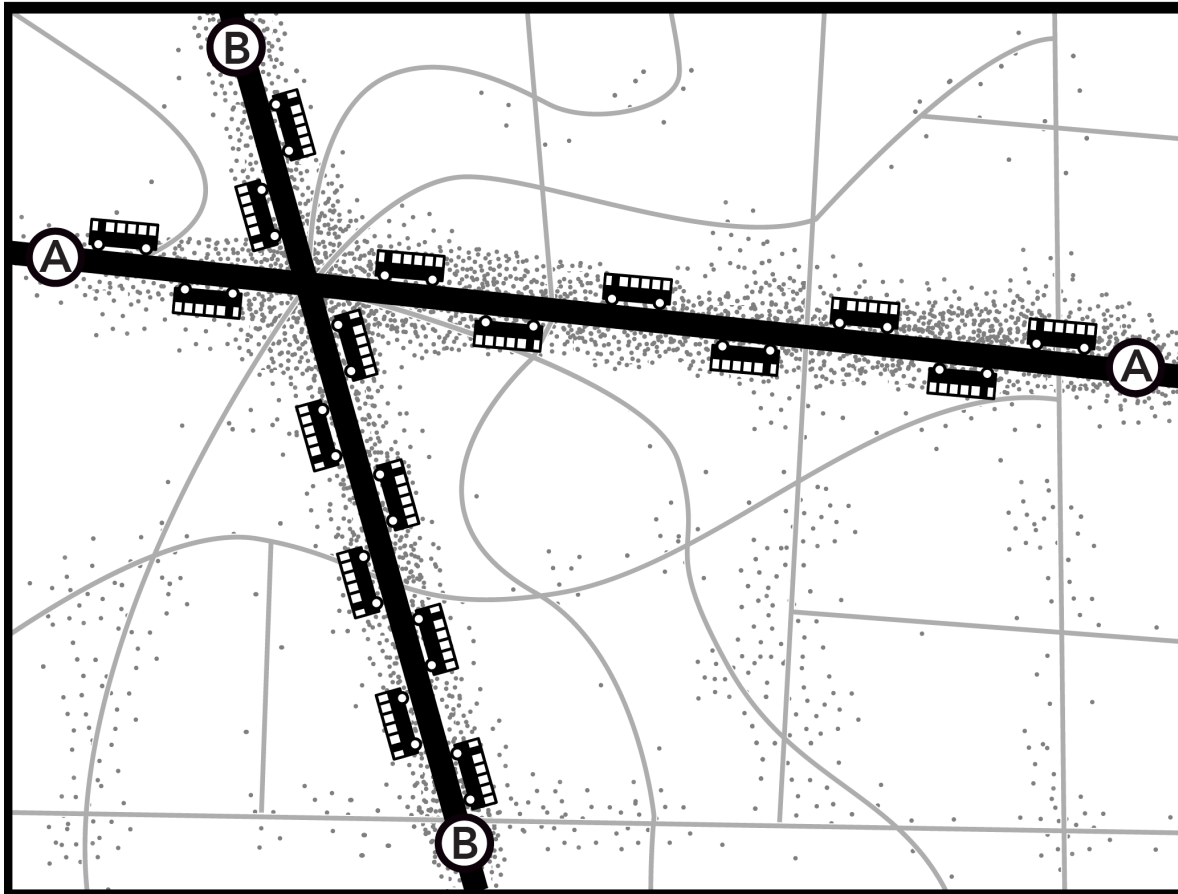
Different Goals, Different Service



- This is a fictional town, with 18 buses to deploy
- Dots are residents or jobs.



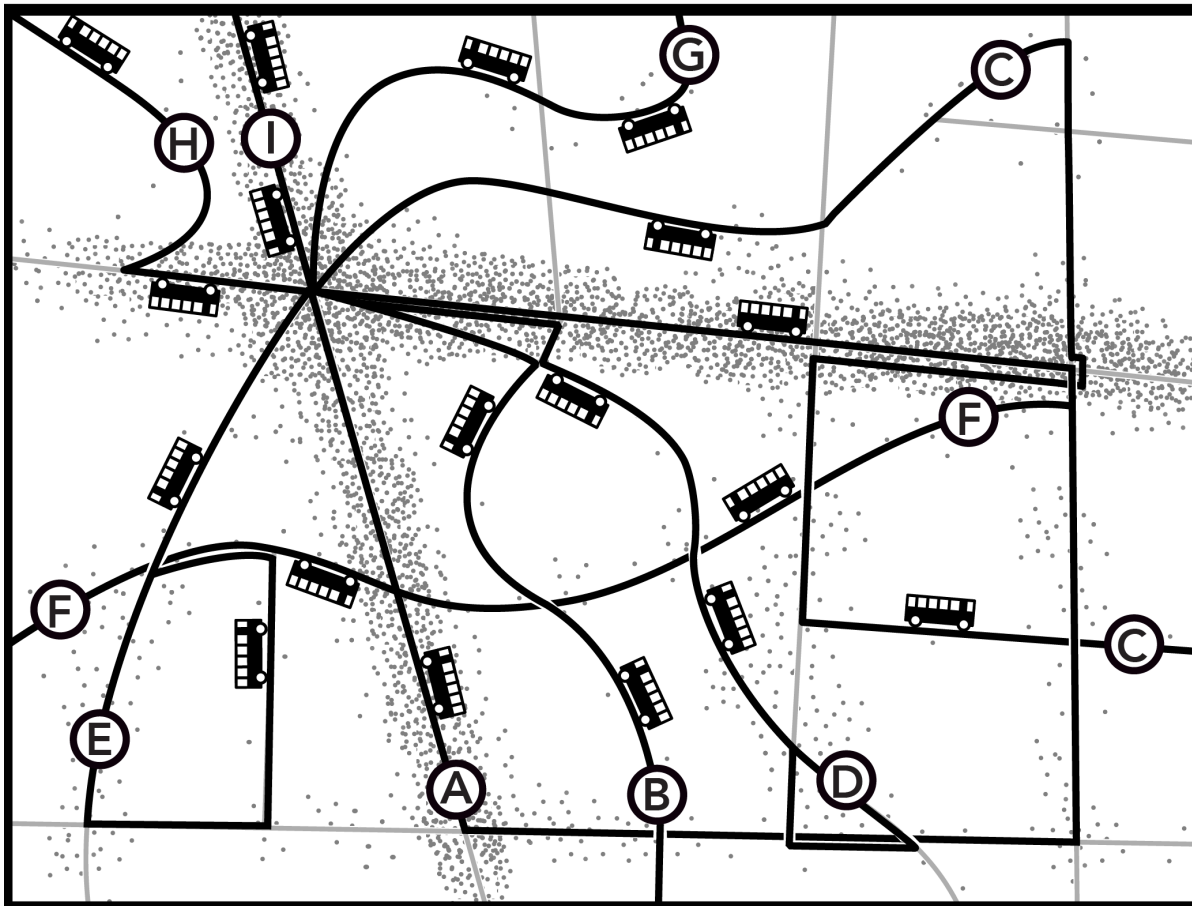
Ridership Goal



Focusing solely on service that generates the most ridership at the least cost

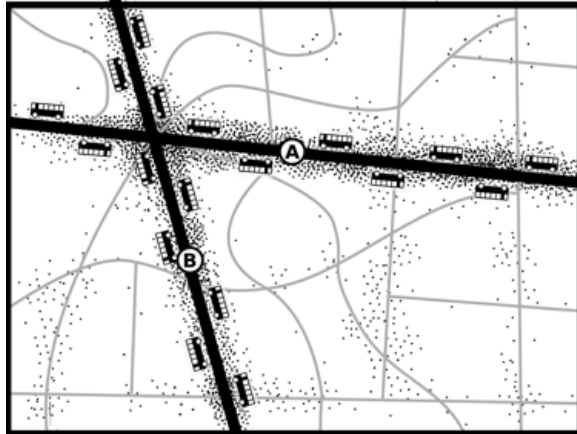


Coverage Goal



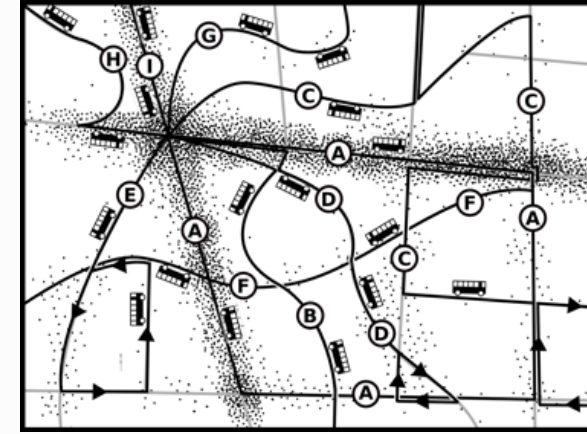
Focused on ensuring access to the transit system is available to all residents of the town

Both goals are important, but they lead opposite directions!



Ridership

- Think like a business
- Focus on highest ridership potential
- Support dense, walkable development
- Compete with cars
- VMT reduction

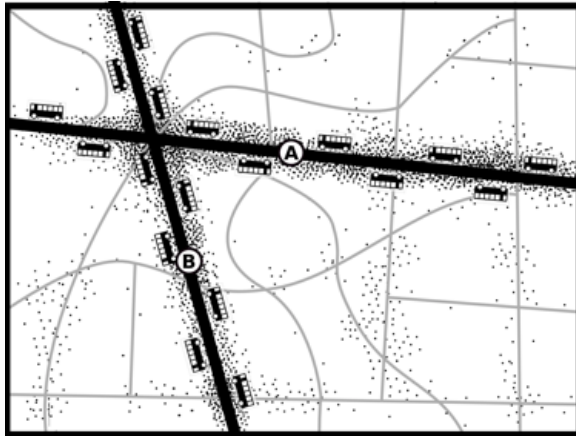


Coverage

- Think like a public service
- Focus on access for all
- Support low-density development
- Lifeline access
- Service to every community



Where is UTA's bus service today?



100% Ridership
0% Coverage

75% Ridership
25% Coverage

50% Ridership
50% Coverage

25% Ridership
75% Coverage

100% Coverage
0% Ridership



Central UTA Region Bus Services
(Salt Lake and Tooele Counties)
60% Ridership, 40% Coverage

Southern UTA Region Bus Services
(Utah County)
60% Ridership, 40% Coverage

All Existing UTA Bus Services
55% Ridership
45% Coverage

Northern Region
(Davis, Box Elder, Weber Counties)
30% Ridership, 63% Coverage
7% Duplication



Choices Public Engagement



Questions For the Community

What do you think the % funding split should be between ridership and coverage service?

1) For existing service

2) If new service is added

3) If UTA runs coverage service, what do you think should be the priority for that service?

a) People who can't drive

b) Everyone who pays taxes

c) Newly developing areas



More Information

rideuta.com/service-choices

