

UTA SERVICE CHOICES



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.



Timeline

Spring 2019 Service Choices Public Engagement

Fall 2019 Draft Network Plan

Winter 2019 – 2020 Outreach on Draft Plan

2020 Refine Draft Plan
Begin Implementation Planning

Fall 2021 Planned Implementation Date

What are the Key Choices?



April 19

What Should UTA Do?

Transit is asked to serve many different goals, including:



UTA has a limited budget, so doing more of one thing can mean doing less of another. That's why we need to hear about your priorities!

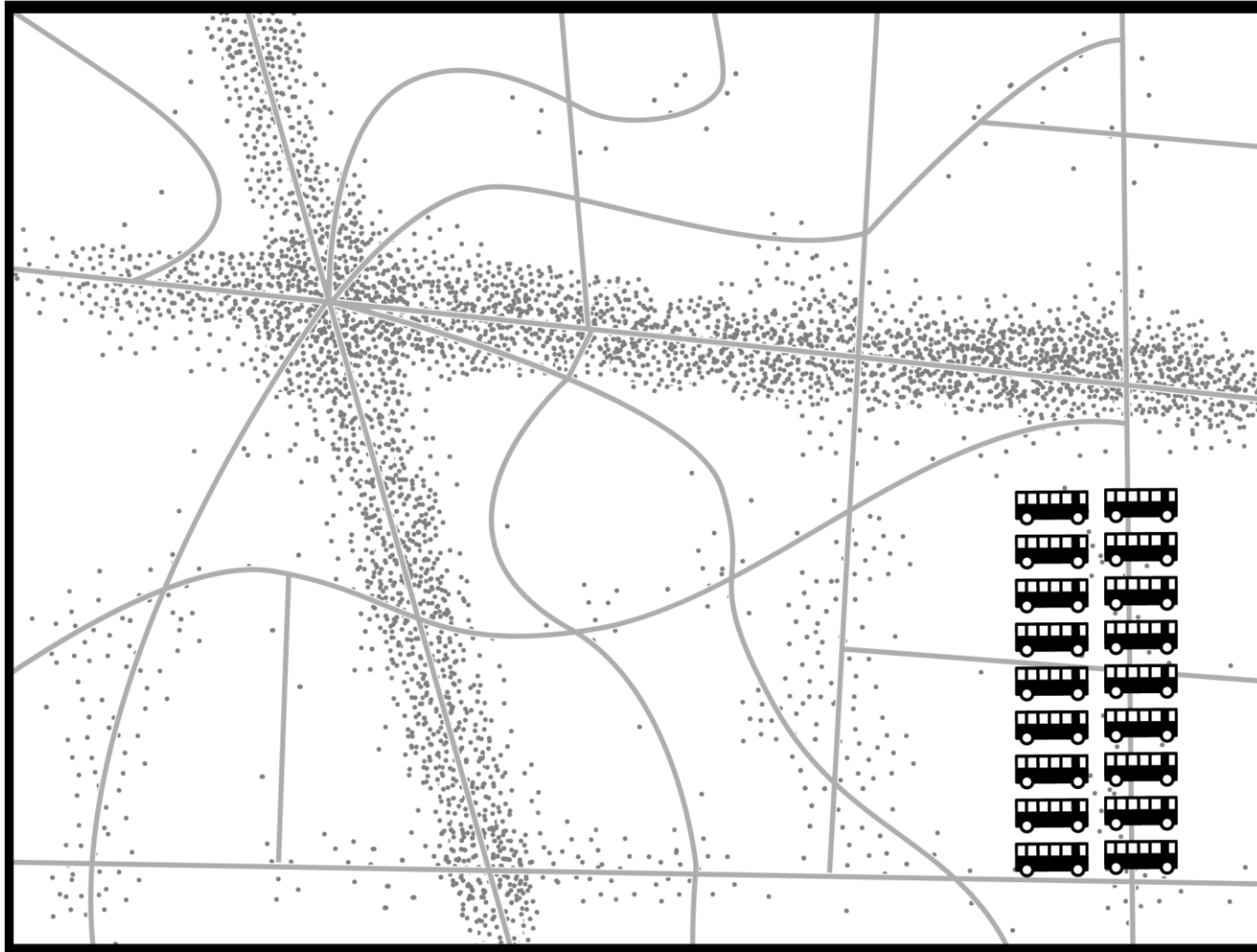
Ridership or Coverage?

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

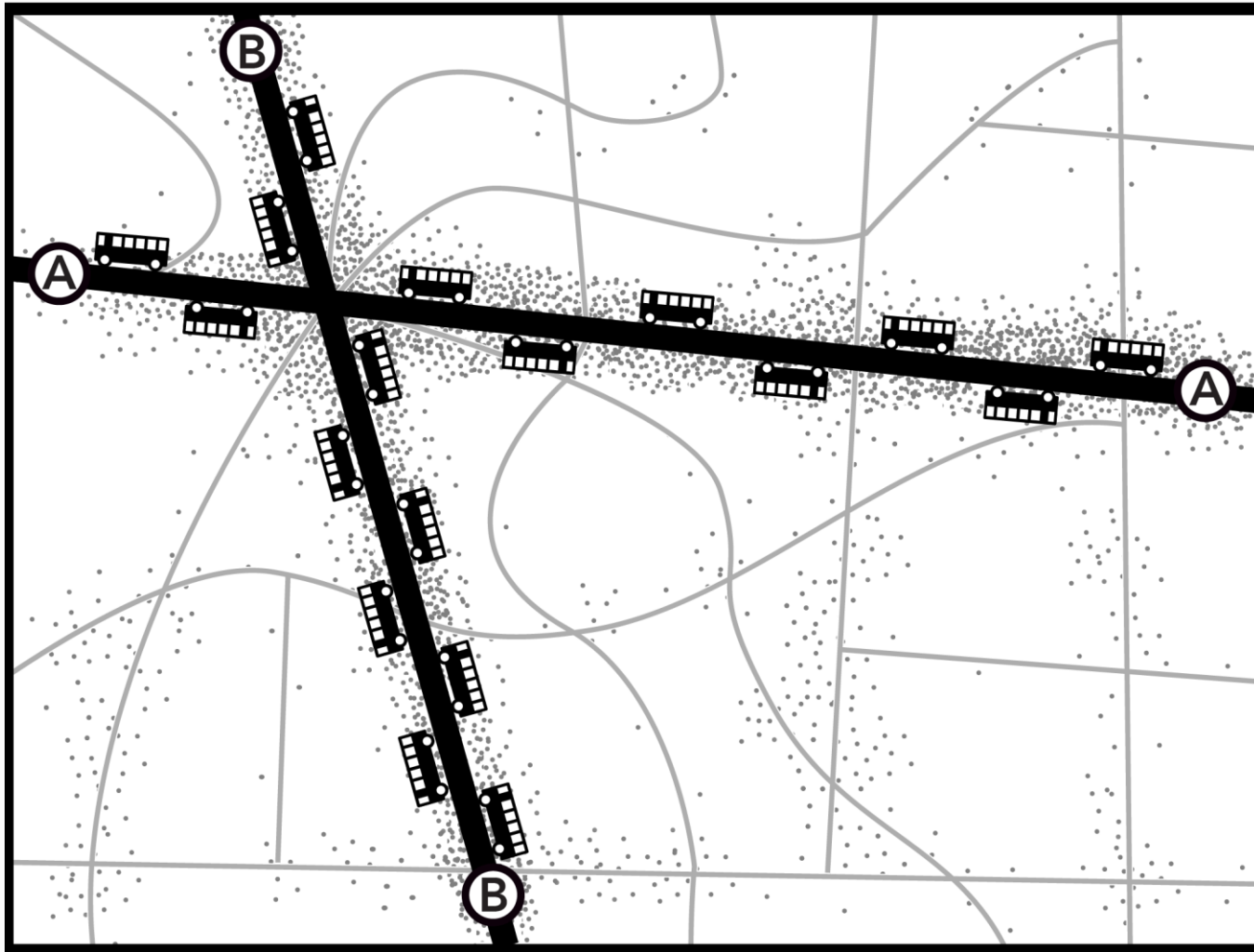
Ridership means attracting as many riders as possible

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

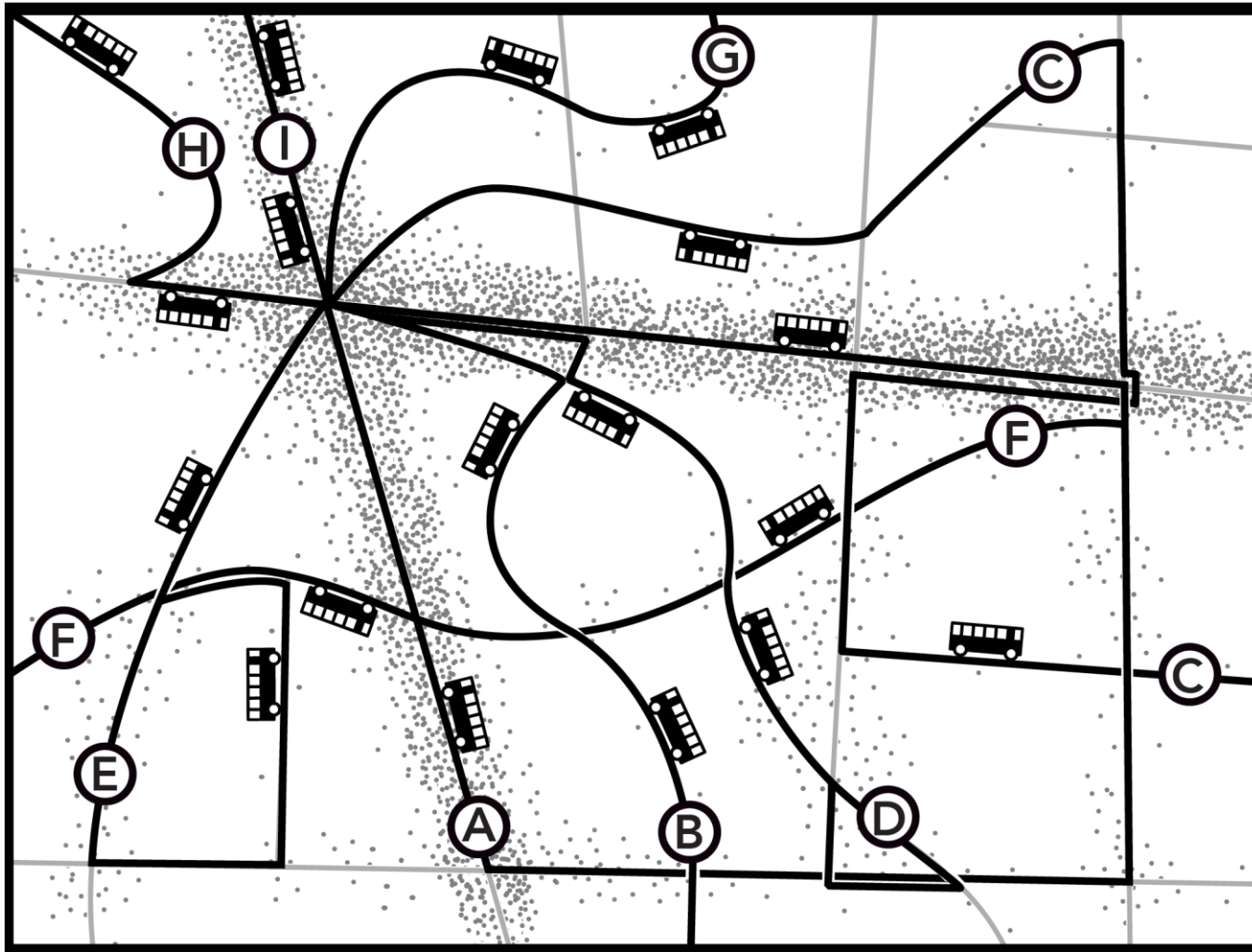
Different Goals, Different Service



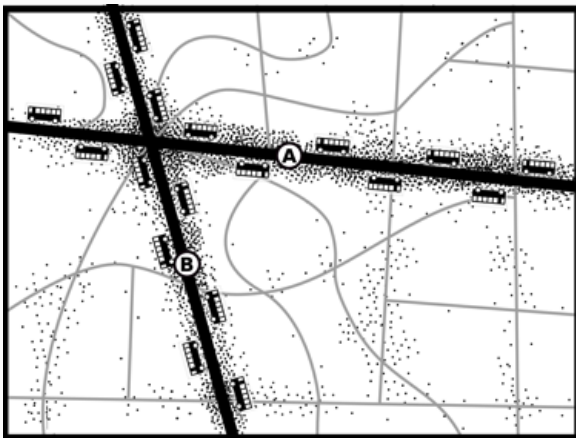
Ridership Goal



Coverage Goal



Both goals are important ... but they lead opposite directions!



Ridership

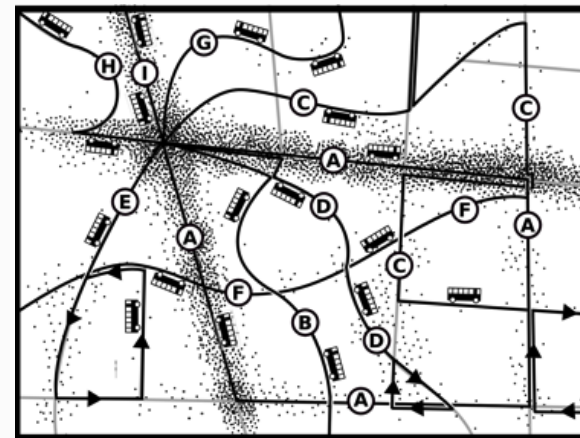
Think like a business

Focus on highest ridership potential

Support dense, walkable development

Compete with cars

Reduction in vehicle miles traveled



Coverage

Think like a public service

Focus on access for all

Support low-density development

Lifeline access

Service to every community

Ridership or Coverage Planning Choices



April 19

Ridership Considerations When Planning Transit

Characteristics of:

Service

- How often it runs
- Where it runs
- When it runs

Land Use

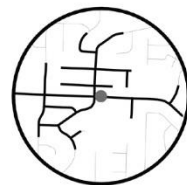
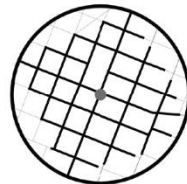
- Density
- Walkability
- Linearity
- Proximity

Land Use

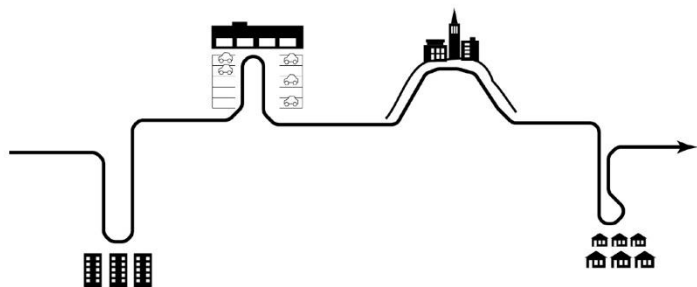
DENSITY *How many people, jobs, and activities are near each transit stop?*



WALKABILITY *Can people walk to and from the stop?*



LINEARITY *Can transit run in reasonably straight lines?*



PROXIMITY *Does transit have to traverse long gaps?*



Coverage Considerations When Planning Transit

What do you want to achieve?

- Serving People with No Transportation Alternative
- Responding to Growth
- Directly Serving Everyone Who Pays Taxes

Existing Conditions



UTA Services

Prevailing weekday midday frequencies

	Rail
	Frontrunner
	Streetcar
	10 minutes or better
	15 minutes
	30 minutes
	60 minutes
	Flex routes
	Limited or peak-only
	One-way split
	Multiple routes of the same frequency
	End of route
	Route terminates

Ogden Station
800 850 870 804
850 850 850 850
818 FrontRunner

Network Frequency

Northern Region Counties

- Weber
- Davis
- Box Elder

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April 19

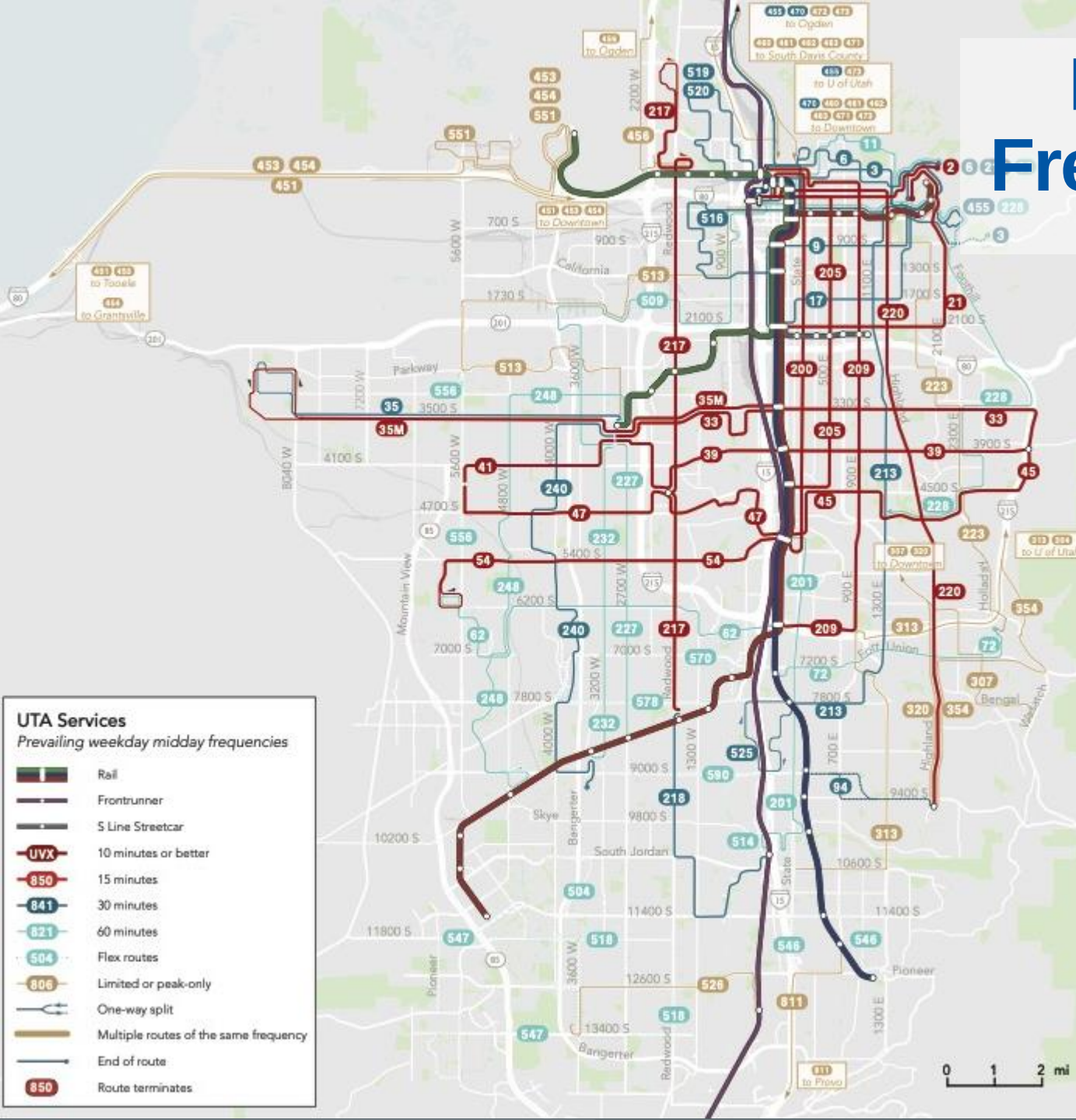
16

Network Frequency

Central Region Counties

- Salt Lake
- Tooele

SERVICE CHOICES



Network Frequency

Southern Region

➤ Utah County

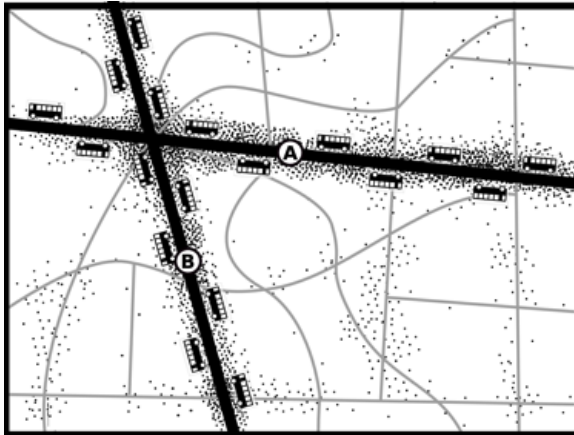
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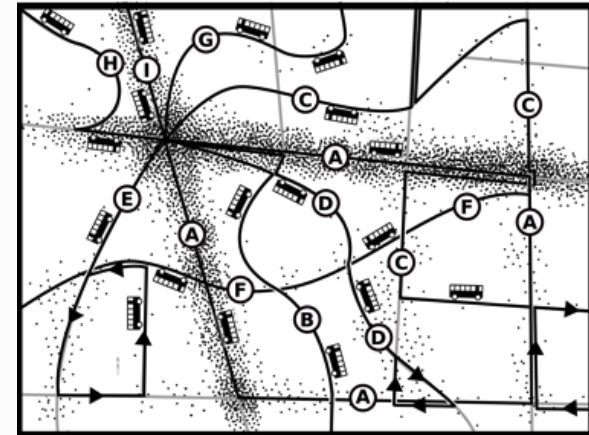
Where is UTA's bus service today?



100% Ridership
0% Coverage

75% Ridership
25% Coverage

50% / 50%
Ridership / Coverage



75% Coverage
25% Ridership

100% Coverage
0% Ridership

Ridership

Coverage

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

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

All Existing
Bus Services
55% Ridership,
45% Coverage

Northern Region Bus Services
(Davis, Box Elder, Weber Counties)
40% Ridership, 60% Coverage

Service Choices Public Engagement



April 19

Spring 2019 Engagement

General Public

- Online survey
- Open house events

Community Leaders

- Focused, ½ day workshops with community leaders representing medical, social service, faith, educational, and business institutions

Elected Officials and Partner Agency Staff

- “Road show” briefings and Q/A sessions with elected officials, staff and committee members from jurisdictions throughout UTA’s service area



Questions For the Community

What do you think the percent 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



April 19

23