



UTA
ON DEMAND



UTA On Demand – New Zone
South Davis County

Beth Holbrook, *UTA Board of Trustees*

Why Microtransit?



**Improve flexible
mobility options**



**Repurpose
underperforming
bus routes**



**Expand transit
access and service
coverage**



**Provide first and
last mile
connections**

How Microtransit Works

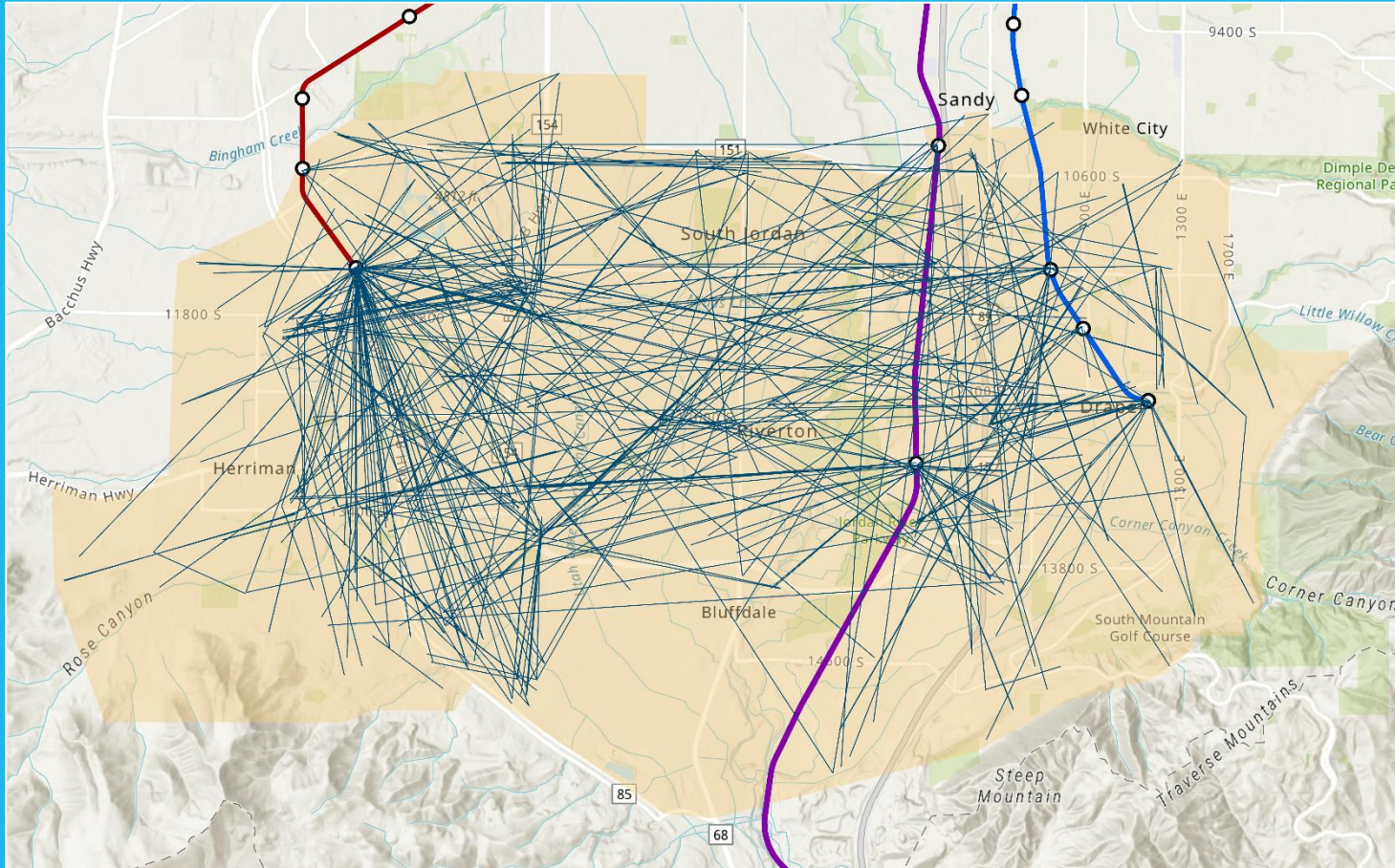


- Corner to corner service within zone boundaries
- Curb to curb service for eligible customers
- Shared/aggregated rides
- Wheelchair accessible vehicles available
- Smartphone app trip requests and payments
- Telephone call-in ride booking option
- Standard UTA fares (\$2.50) transferable to other UTA modes

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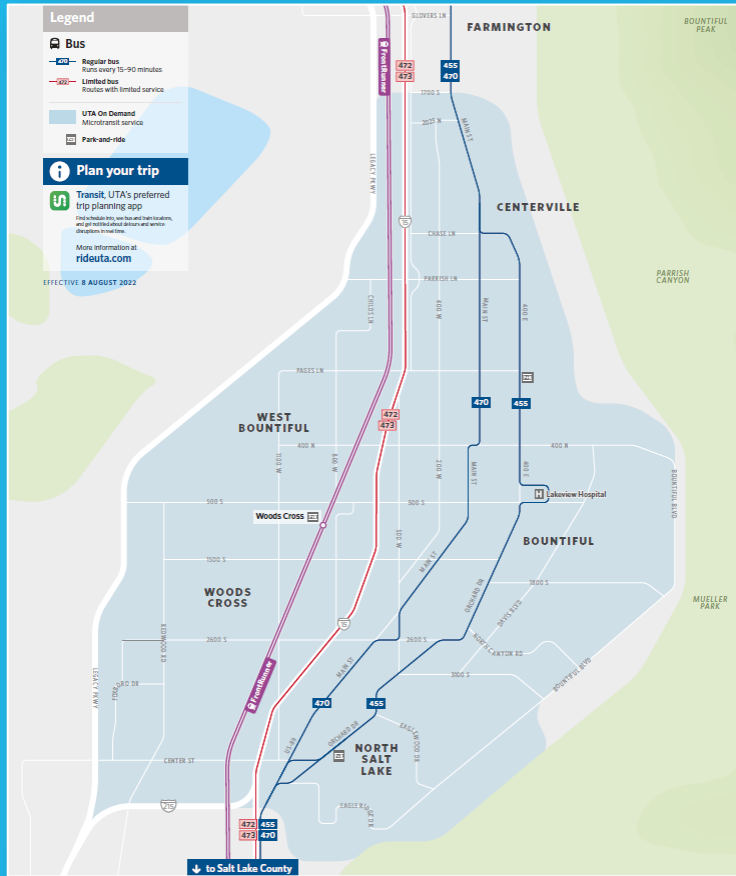
Daily Trips Sample: Southern Salt Lake County



May 5th Ridership

- Completed: 600
- Unique Riders: 316
- WAV Rides: 12
- Unique WAV Riders: 9
- Avg. Trip Distance: 4.9 mi
- Avg. Pickup ETA: 18.6 min
- Avg. Trip Rating: 4.9

Planned South Davis County On Demand



Microtransit Zone Specifics

- Launching August Change Day 2022
- Repurposing Routes 460, 461, 462, 463, 471, and F605
- Operating Days/Hours
 - Monday – Friday
 - 6:00 am – 9:00 pm

Key Microtransit Zone Statistics

Zone Size	Population	Pop. Density	Employment
28 sq. mi	92k people	3.3k people per sq. mi	29k jobs

Planned South Davis County On Demand

Microtransit Zone Goals

- Provide better access to Woods Cross FrontRunner Station
- Build support for and increase transit ridership
- Promote local economic growth and development
- Provide low-cost wheelchair accessible rides
- Improve east-west mobility connections
- Test new and emerging technologies





Questions?

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