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?
What Should UTA Do?

Transit is asked to serve many different goals, including:

- Manage and reduce traffic congestion
- Lower cost per rider
- Reduce emissions and improve air quality
- Serve dense, urban areas
- Serve rural, suburban and developing areas
- Serve people in need
- Stimulate development in urban centers
- Serve every community
- Provide a transportation alternative to driving

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
Ridership Considerations When Planning Transit

Characteristics of:

**Service**
- How often it runs
- Where it runs
- When it runs

**Land Use**
- Density
- Walkability
- Linearity
- Proximity
**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
Network Frequency

Northern Region Counties

- Weber
- Davis
- Box Elder
Network Frequency

Central Region Counties

➢ Salt Lake
➢ Tooele
Network Frequency

Southern Region

➢ Utah County
Where is UTA’s bus service today?

- **100% Ridership, 0% Coverage**
  - Central Region Bus Services (Salt Lake and Tooele Counties)
  - 60% Ridership, 40% Coverage

- **75% Ridership, 25% Coverage**
  - Southern Region Bus Services (Utah County)
  - 60% Ridership, 40% Coverage

- **50% / 50% Ridership / Coverage**
  - All Existing Bus Services
  - 40% Ridership, 60% Coverage

- **75% Coverage, 25% Ridership**
  - Northern Region Bus Services (Davis, Box Elder, Weber Counties)

- **100% Coverage, 0% Ridership**

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**Ridership**

**Coverage**
Service Choices Public Engagement
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