



# **New UTA Transit Service Scenarios**

***UTA Board Committee Meetings***

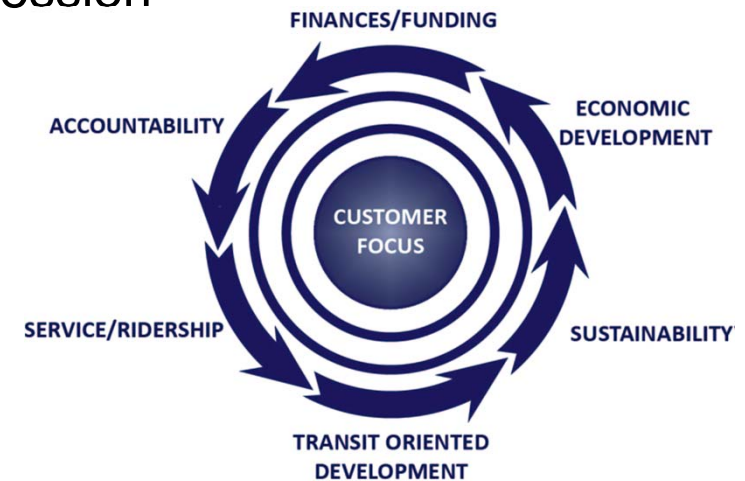
***August 12, 2015***



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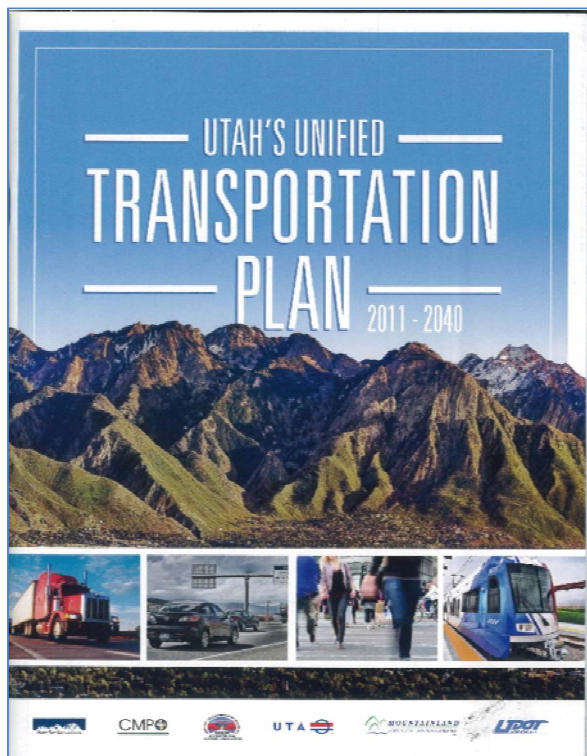
## Overview of Discussion

- HB 362 Overview from 2015 Legislative Session
- Overall Transit Priorities
  - Analytical and technical input
  - Customer feedback
  - Big picture priorities
  - Snapshot of *Baseline Transit Additions*
  - Non-Bus/Rail components
- Benefits of New Transit Investments
- Next Steps and Action Items



***UTA's 2020 Strategic Plan***

# HB 362 and the Unified Transportation Plan



## Comprehensive Funding Package

- Fuel Tax Reform
- State Roads
  - Local Roads (City/County)
  - Transit
- } Local Option

### Local Option Component (0.25 cent sales tax\*)

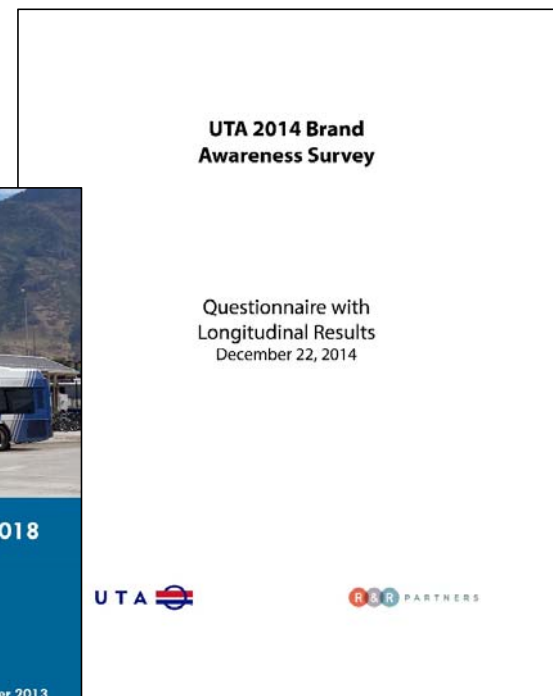
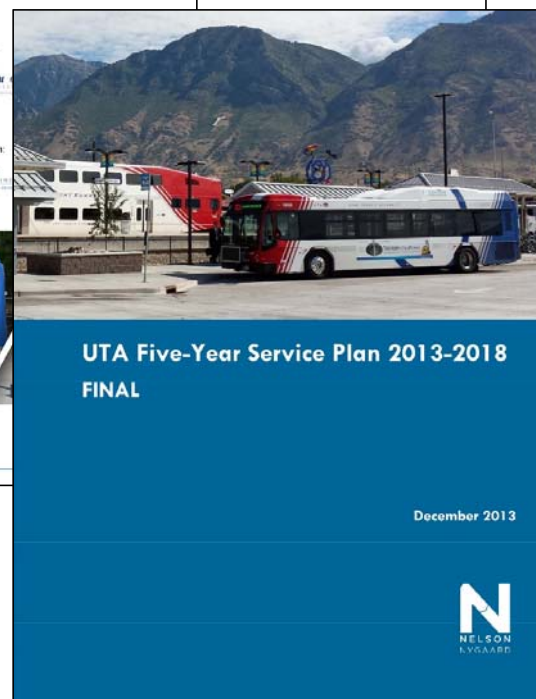
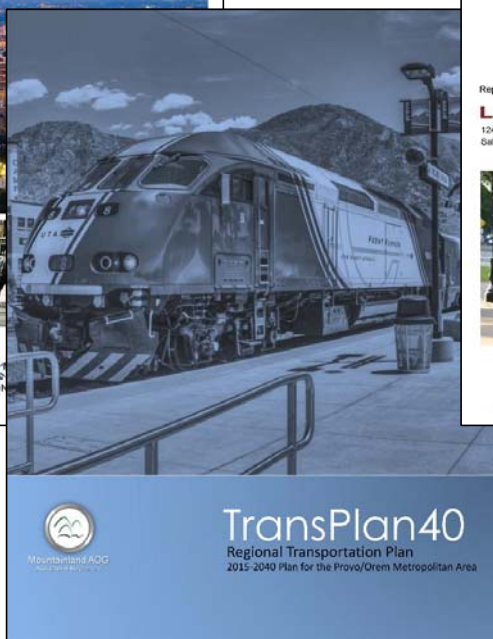
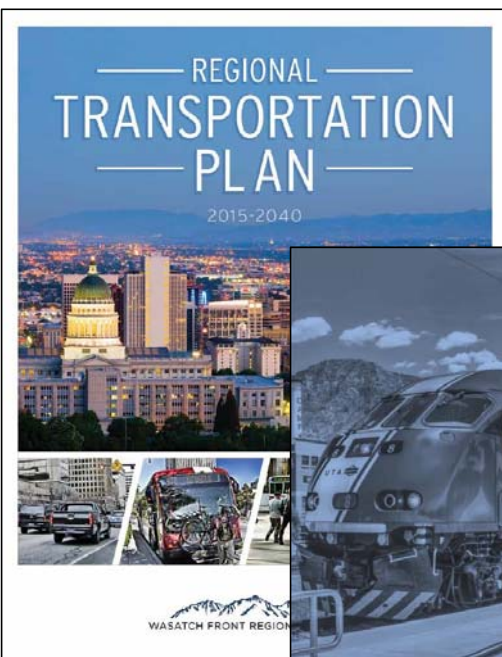
- 40% to Cities, 40% to UTA, 20% to Counties
- No restrictions on uses
- 1/10<sup>th</sup> cent for transit in HB 362 is approximately a 13% increase in UTA funding

\*subject to voter approval



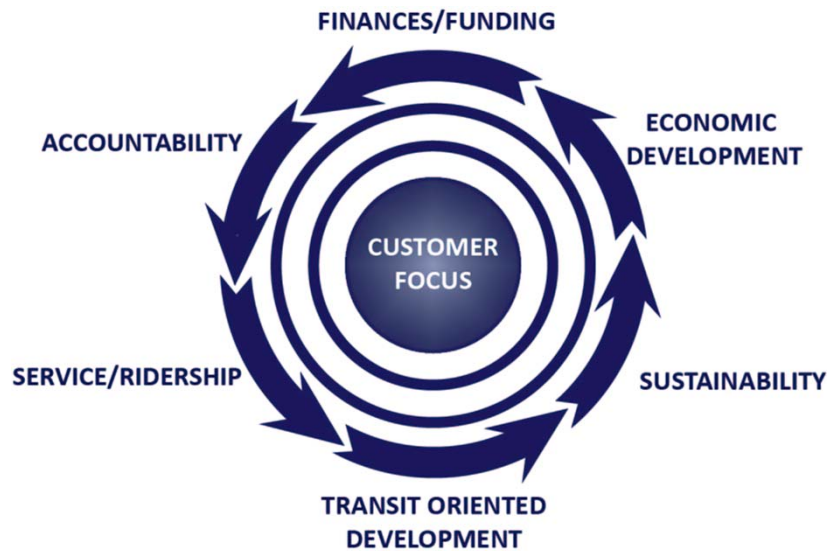
# The Big ?

- What would UTA do with new resources?



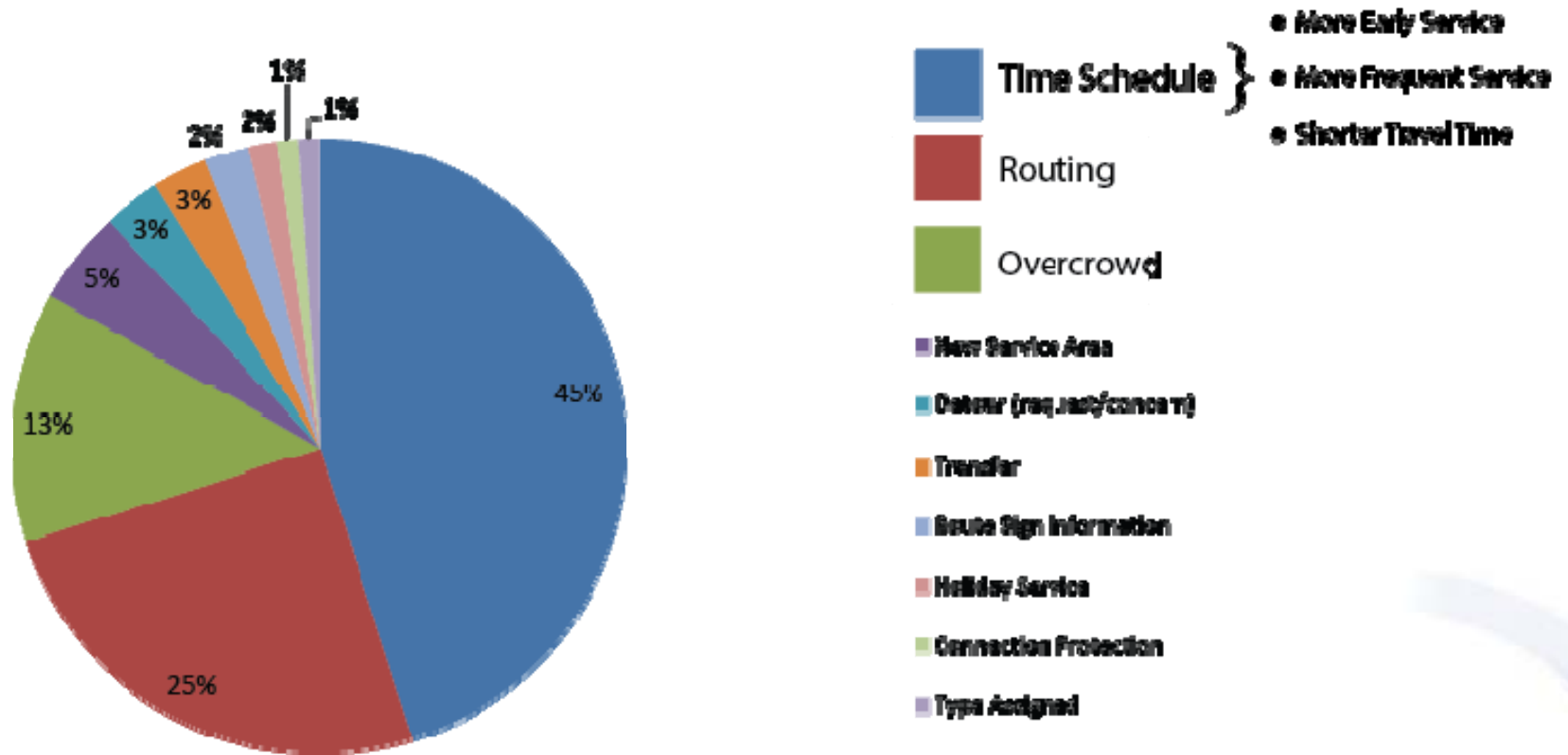


# What do UTA customers want?



## *UTA's 2020 Strategic Plan*

# What do UTA customers want?



Customer Concerns, 2004-2014

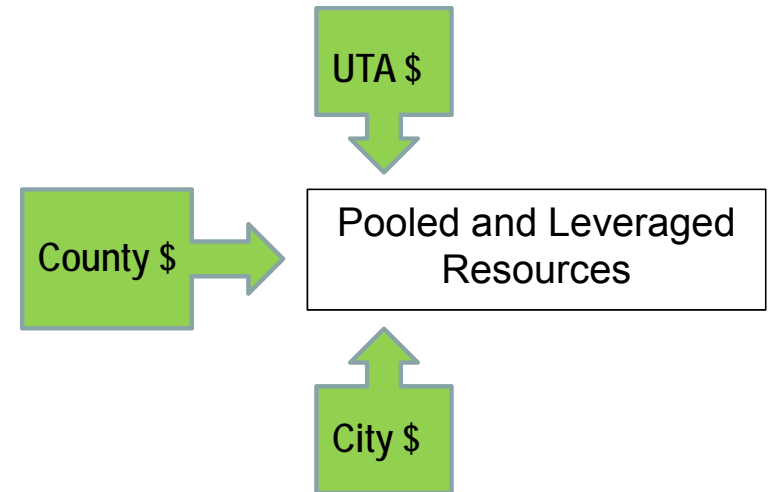
# Overview of Additional UTA Transit Priorities

## *Service, Service, Service*

1. Expanded Frequency
2. Extended Service Hours (Span of Service)
3. More Weekend Service
4. “Non-traditional” Community Connecting Service
  - Mobility Management (Dial-a-Ride, community shuttles)
  - Vanpools (three different types)
  - Expanded, Regional BikeSharing + First/Last Mile
5. Passenger Amenities (Bus Stops)
  - Double the number of shelters



# Shared Transit/Community Priorities



What **UTA** can do for bikes in your community:

- Design and paint bike lanes leading to a transit station
- Provide bike stations with repair stands and pumps
- Provide bike lockers and racks
- Shorten your ride via bus or train

**We need your help!**  
UTA is looking for community partners to help design and complete new projects.



## Big Picture: UTA Service Improvements

- 15-20% More Bus Service by 2020
- 40- 50% More Bus Service by 2026
- 20% More TRAX Service to Airport
- 4x the number of bus routes that run past 8 pm
- Core Bus Routes (Frequent/Early/Late Service): Increase by 30%



- More Connectivity
- More Convenience
- More Transit Options

ROI (New Bus Service per Investment)  
**1.5:1**



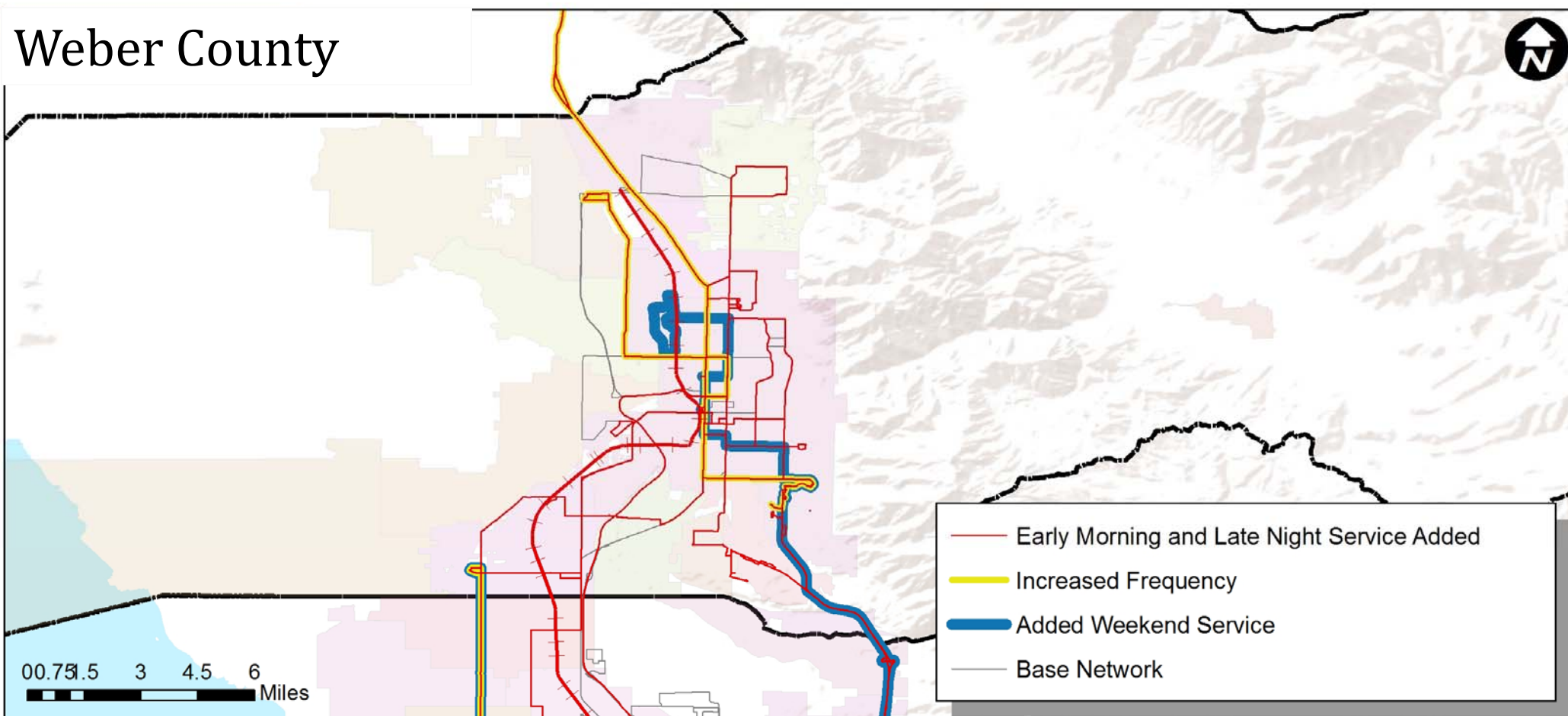
# Benefits



## Air Quality

- Boosts Ridership by 15%
- Removes another 2.3 million cars from the road every year

# Weber County



- Early Morning and Late Night Service Added
- Increased Frequency
- Added Weekend Service
- Base Network

0 0.75 1.5 3 4.5 6 Miles

# Davis County

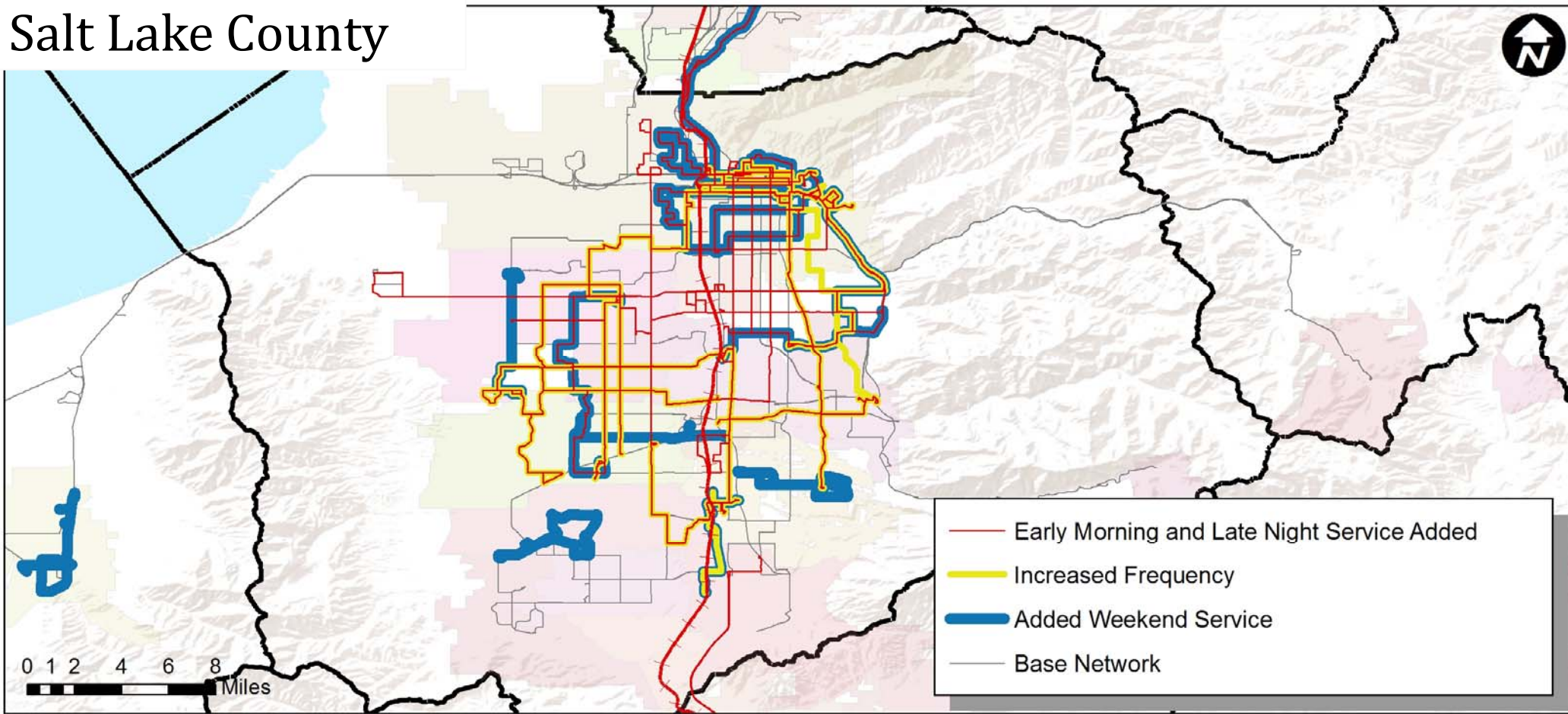


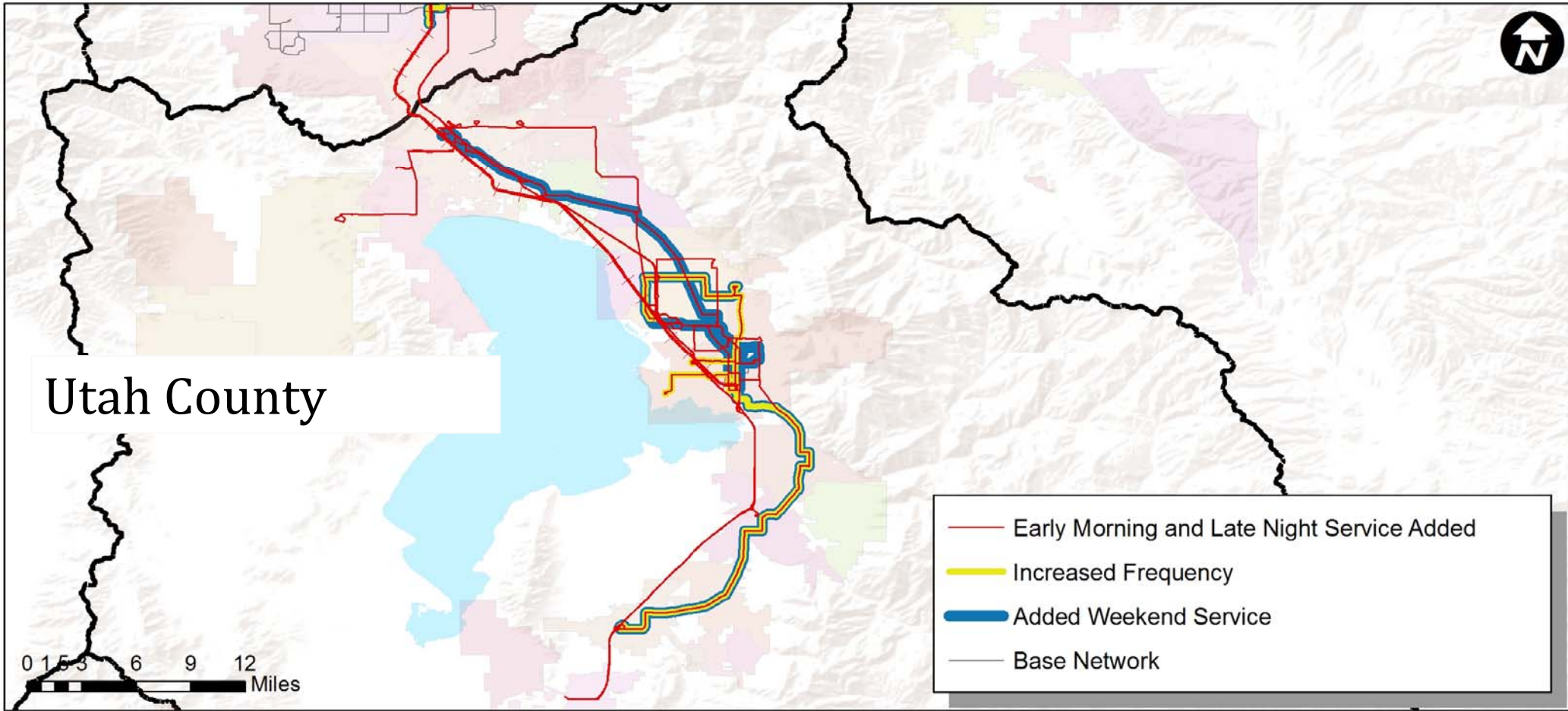
0 1 2 4 6 8 Miles

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# Salt Lake County







# Transit Benefits:

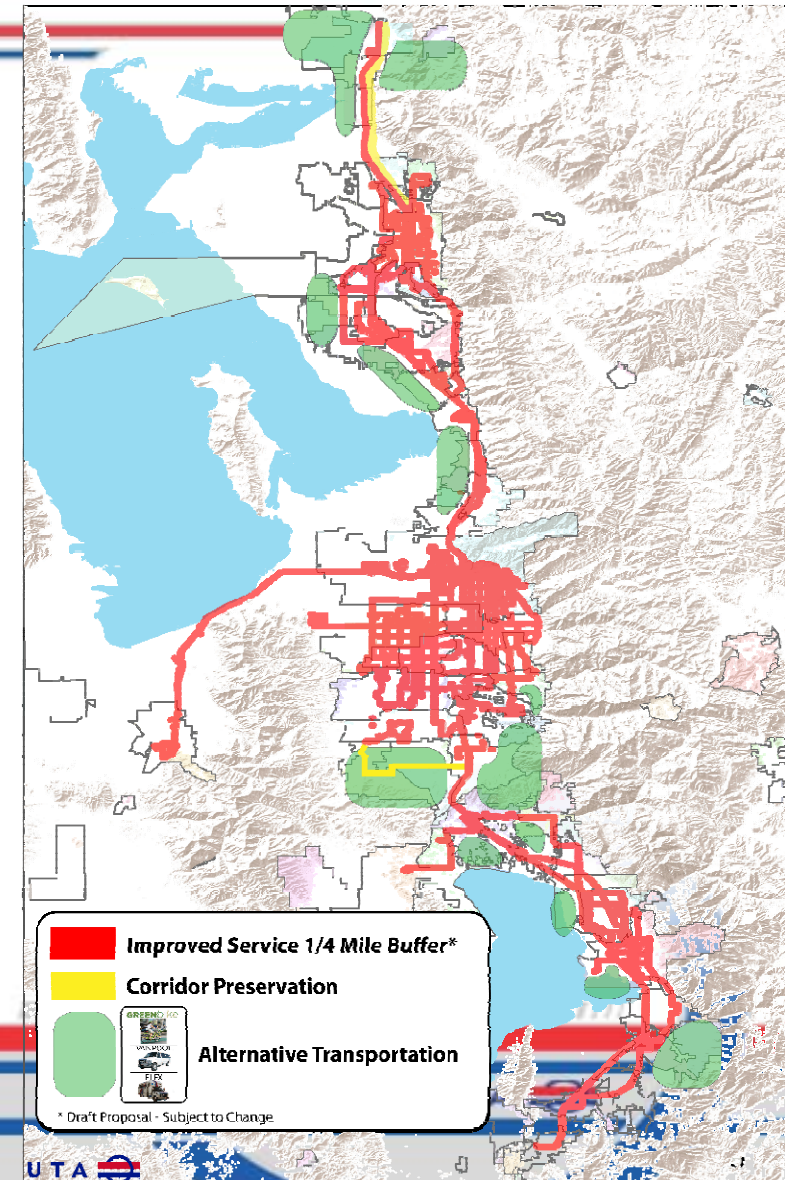
## *by the Numbers*

<i>Overall UTA Service Area</i>		
Population Type	Population with Improved Service	% Positively Impacted
General	1.2 million	89% <sup>(1)</sup>
<i>Salt Lake County</i>		
Low-Income	86,200	70% <sup>(2)</sup>
Minority	97,400	68% <sup>(2)</sup>
Zero-Car HH	15,600	78% <sup>(2)</sup>

(1) Within ¼ mile buffer of existing service

(2) Within entire County

Sources: 2010 U.S. Census, 2012 ACS, WFRC  
Travel Demand Model Socio-Economic Data



### Future Service Improvements

## PUBLIC INVOLVEMENT PLAN

#### Rider Survey



#### Market Segmentation



#### Open House



#### City Meetings



#### Social Media



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## Next Steps and Action Items

- Councils of Governments
- Grassroots Feedback
- Transportation Coalition
- ULCT
- UAC
- City/County Councils
- Online Feedback

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# Your Thoughts?