MEMORANDUM TO THE BOARD

TO: Utah Transit Authority Board of Trustees
THROUGH: Carolyn Gonot, Executive Director
FROM: Mary DeLoretto, Chief Service Development Officer
PRESENTER(S): Laura Hanson, Director of Planning

BOARD MEETING DATE: July 22, 2020

SUBJECT:	**August 2020 Change Day Service Plan Approval**
AGENDA ITEM TYPE:	**Approval**
RECOMMENDATION:	Approve the August 2020 Service Plan
BACKGROUND:	On April 5, 2020, UTA implemented service reductions in response to the decreased ridership during the COVID-19 pandemic. The Executive Director established a Recovery Task Force and part of their mission is to guide restoration of service during the changing landscape of the pandemic and reopening of activities. UTA service planning during this recovery phase considers both the short-term demands and long-term outcomes with a focus on ridership and financial stability. In the presentation at the July 15, 2020 Board Meeting, staff provided an overview of the changes planned for the August Change Day scheduled for August 23, 2020, and the process through which these changes were identified.
DISCUSSION:	With universities planning reopening for fall and other activities gradually reopening, UTA staff has developed a service plan to initiate on August 23, 2020. This new service plan primarily restores much of the service that was reduced in April. This will be an important change day for UTA and staff will communicate and prepare for this change day similar to other UTA "change days". As a temporary service change in response to the Coronavirus, these service changes do not rise to the level of a major service change that would require a Title VI service equity analysis. However, UTA service planning did review the proposed August 2020 service for equity to prevent unintentional discrimination, as requested by the Federal Transit Administration. In addition, staff requested public comments on the service plan July 15 through July 21. Comments can be submitted through email, rideuta@rideuta.com or telephone 801-RIDE-UTA (801-743-3882.
ALTERNATIVES:	The Board could choose to not implement the proposed service plan, meaning that many of UTA's routes would remain at reduced service levels. The UTA Board may also choose to implement only portions of the August 2020 plan, and hold off on others

	until further analysis can be completed. In either scenario, UTA may not be able to keep up with public demand for restored transit service and customers may experience crowding on transit vehicles.
FISCAL IMPACT:	The service restoration plans for August Change Day are estimated to cost approximately $129 million over the course of the next year. This falls well within the agency's operational budget and includes a 2.5% contingency.
ATTACHMENTS:	• August 2020 Service Plan Summary

August 2020 Service Plan

On April 9, 2020, UTA reduced its service levels in response to the coronavirus pandemic. This was an effort to minimize exposure to the virus for UTA operators, to respond to a dramatic decrease in ridership, and to ensure that UTA would have the resources to continue to provide a baseline of essential service to the region.

Since that time, UTA has carefully monitored ridership on all of its services, and has added additional trips back into service as ridership levels began to impact the ability for UTA customers to socially distance while on board.

The economy has continued to reopen and this August 2020 Service Plan is a corresponding restoration of transit service to meet the demands of an active Wasatch Front. While, not yet a full restoration of all of UTA's services, the August 2020 Service Plan is a significant step in that direction.

<u>August 2020 Service Plan Highlights</u>

1. 91% of pre-COVID service miles and hours are being restored.
    - % of pre-COVID Hours: 86% WKD, 100% SAT, 96% SUN
    - % of pre-COVID Miles: 82% WKD, 96% SAT, 85% SUN

2. 53 routes (46% of UTA's total number of routes) will have higher or the same service as pre-covid levels.
    - 9 routes will experience higher service levels than pre-covid
    - 44 routes will resume their pre-covid service levels

3. 9 routes (8%) will experience a partial restoration of service.

4. 32 routes (28%) will remain temporarily reduced. These routes are primarily those serving commuter markets that have been slow to return to transit.

5. 20 routes (18%) will remain suspended until further analysis and alternative methods of service can be properly evaluated.

6. Operator working conditions have been improved significantly by extending the span of service on certain routes allowing for better blocking.

7. TRAX and bus schedules better align on weekends to allow for smoother transfers.

Improved beyond pre-covid levels	Restored to pre-covid levels		Partial Restoration	Hold at Reduced Levels		Remain Suspended
33	2	606	612	3	F570	2X
35	4	F618	626	11	F590	35M
72	6	F620	627	17	604	307
201	9	628	701 (Blue)	41	F605	313
217	21	630	703 (Red)	45	613	320
509	39	F638	704 (Green)	47	625	354
520	F94	640	720 (S-Line)	54	645	F402
821	200	650	750 (FR)	62	833	456
871	209	667	830 (UVX)	205	834	460
	213	805		220		461
	218	806		223		462
	240	807		227		463
	451	822		232		471
	F453	831		248		472
	455	841		F400		526
	470	850		454		F534
	519	862		473		608
	F522	902		F504		616
	525	919		F514		809
	551	920		F518		864
	F578	953		F546		
	601			F547		
	603			F556		

Current UTA Routes July 2020

Route #	Type	Route Name	Key Destinations Served or Notes
2	Fixed	200 South	Salt Lake Central Station, Downtown SLC, University of Utah. Sponsored service with SLC
2X	Fixed	200 South Express	Salt Lake Central Station, University of Utah. Currently Suspended
3	Fixed	3rd Avenue	North Temple Station, Downtown SLC, University of Utah, VA Hospital, Research Park, This is the Place State Park
4	Fixed	400 South/Foothill Drive	Poplar Grove, Downtown SLC, University of Utah, VA Hospital, 3900 S/Wasatch Blvd Park 'n' Ride
6	Fixed	6th Avenue	Salt Lake Central Station, Downtown SLC, LDS Hospital, University of Utah
9	Fixed	900 South	Poplar Grove, Glendale, University of Utah. Sponsored service with SLC
11	Fixed	11th Avenue	Salt Lake Central Station, Downtown SLC, LDS Hospital, University of Utah
17	Fixed	1700 South	Central Pointe Station, SLCC-South City, University of Utah
21	Fixed	2100 South-2100 East	Central Pointe Station, Sugar House, University of Utah. Sponsored service with SLC
33	Fixed	3300 South	West Valley Central Station, Millcreek Station, 3900 S/Wasatch Blvd Park 'n' Ride
35	Fixed	3500 South	West Valley Central Station, Magna
35M	Fixed	MAX-3500 South	West Valley Central Station, Magna. Currently suspended
39	Fixed	3900 South	West Valley Central Station, SLCC-Redwood, Meadowbrook Station, Granite Peaks Learning Center, 3900 S/Wasatch Blvd Park 'n' Ride
41	Fixed	4100 South	West Valley Central Station, Hunter HS
45	Fixed	4500 South	Murray Central Station, Holladay Town Center, 3900 S/Wasatch Blvd Park 'n' Ride
47	Fixed	4700 South	Murray Central Station, SLCC-Redwood, Hunter HS
54	Fixed	5400 South	Murray Central Station, Taylorsville City Center, 5600 West
62	Fixed	6200 South	Fashion Place West Station, 5600 West
72	Fixed	7200 South	Midvale Ft Union Station, Cottonwood Corporate Center
200	Fixed	State Street North	North Temple Station, State Capitol, Downtown SLC, SLCC-South City, Murray Central Station
201	Fixed	State Street South	Murray Central Station, Sandy Cairns, Sandy Civic Center Station, South Jordan Station
205	Fixed	500 East	Salt Lake Central Station, St. Joseph's Villa, Granite Peaks Learning Center, Murray North Station
209	Fixed	900 East	North Temple Station, Downtown SLC, Sugar House, Fashion Place West Station
213	Fixed	1300 East-1100 East	Midvale Center Station, Sugar House, University of Utah
217	Fixed	Redwood Road	West Jordan City Center Station, Taylorsville City Center, SLCC-Redwood, Redwood Junction Station, Power Station, 1940 West Station, Westpointe
218	Fixed	Sandy - South Jordan	South Jordan Station, River Park Corporate Center, West Jordan City Center Station
220	Fixed	Highland Drive-1300 East	Salt Lake Central Station, Downtown SLC, University of Utah, East HS, Sugar House, 9400 S 2000 E Park 'n' Ride
223	Fixed	2300 East-Holladay Blvd	University of Utah, Holladay Town Center, Cottonwood Corporate Center
227	Fixed	2700 West	West Valley Central Station, UDOT Rampton Complex, Sugar Factory Road Station
232	Fixed	3200 West	West Valley Central Station, Jordan Valley Station
240	Fixed	4000 West-Dixie Valley	West Valley Central Station, Jordan Landing, Jordan Valley Station, SLCC-West Jordan
248	Fixed	4800 West	West Valley Central Station, 4800 West Station
307	Fixed	Cottonwood Heights Fast Bus	Cottonwood Heights, Downtown SLC. Currently suspended
313	Fixed	South Valley-U of U Fast Bus	Sandy, Research Park, University of Utah. Currently suspended
320	Fixed	Highland Drive Fast Bus	9400 S 2000 E Park 'n' Ride, Downtown SLC. Currently suspended
354	Fixed	Sandy - U of U Fast Bus	9400 S 2000 E Park 'n' Ride, 3900 S/Wasatch Blvd Park 'n' Ride, University of Utah. Currently suspended
451	Commuter	Tooele Fast Bus	Tooele, Stansbury Park, Downtown SLC
454	Commuter	Grantsville - Salt Lake	Grantsville, International Center, Airport, Downtown SLC
455	Commuter	U of U-Davis County-WSU	University of Utah, Downtown SLC, Lakeview Hospital, Farmington Station, Weber State University, Ogden Station, Ogden Garage
456	Commuter	Ogden-Unisys-Rock Mountain Express	Ogden Station, Rocky Mountain Power. Currently suspended
460	Commuter	Woods Cross	Woods Cross Station, Downtown SLC. Currently suspended
461	Commuter	Bountiful via State Capitol	Woods Cross Station, State Capitol, Downtown SLC. Currently suspended
462	Commuter	North Salt Lake	North Salt Lake, Downtown SLC. Currently suspended
463	Commuter	West Bountiful	Woods Cross Station, State Capitol, Downtown SLC. Currently suspended
470	Commuter	Ogden-Salt Lake Intercity	Downtown SLC, DTC, Clearfield Station, Downtown Ogden, Ogden Station, Ogden Garage
471	Commuter	Centerville	Centerville, Downtown SLC. Currently suspended
472	Commuter	Riverdale-/Salt Lake Express	Davis County, Downtown SLC. Suspended in August 2020

Route #	Type	Route Name	Key Destinations Served or Notes
473	Commuter	Ogden-Salt Lake Express via Highway 89	Ogden Station, Weber State University, Farmington Station, Downtown SLC, University of Utah, Research Park
509	Fixed	900 West Shuttle	Salt Lake Central Station, Welfare Square, UDOT TOC, West Valley Central Station
513	Fixed	Industrial Business Park Shuttle	Salt Lake Central Station, Directors' Row, UDOT TOC, Lake Park, West Valley Central Station
519	Fixed	Fairpark	Rose Park, Salt Lake Central Station
520	Fixed	Rose Park	Rose Park, Salt Lake Central Station
525	Fixed	Midvale Shuttle	Midvale Center Station, Sandy Pkwy
526	Fixed	12600 South	Draper Station, Riverton Office Complex
551	Fixed	International Center	1940 West Station, International Center
601	Fixed	Ogden Trolley	Ogden Station, Downtown Ogden
603	Fixed	Weber State University-McKay Dee	Ogden Station, Downtown Ogden, Weber State University, McKay-Dee Hospital
604	Fixed	West Ogden	Ogden Station, West Ogden, Roy Station
606	Fixed	Enable Industries	Enable Utah. Currently suspended
608	Fixed	2nd St-DTSI	DTSI. Currently suspended
612	Fixed	Washington Blvd	North Ogden, Ogden ATC, Downtown Ogden, Washington Terrace
613	Fixed	Weber Industrial Park	Ogden Station, BDO, Weber Industrial Park
616	Fixed	North Weber FrontRunner Shuttle	Pleasant View, Pleasant View Station, Ogden Station. Currently suspended
625	Fixed	ATC - Harrison Blvd - WSU	Ogden ATC, Weber State University
626	Fixed	West Roy-WSU Davis	Clearfield Station, West Roy
627	Fixed	WSU Davis-DTC	Clearfield Station, WSU Davis, Layton Hills Mall NUAMES, DTC
628	Fixed	Midtown Trolley	Clearfield Station, Layton Hills Mall, Layton Station
630	Fixed	Brigham City-Ogden Commuter	Brigham City, Ogden Station
640	Fixed	Layton Hills Mall - WSU Ogden	Layton Hills Mall, Clearfield Station, Freeport Center, Weber State University
645	Fixed	Monroe Blvd	Weber State University, McKay Dee Hospital, Ogden ATC
650	Fixed	WSU Fast Bus	Ogden Station, Weber State University
667	Fixed	Lagoon/Station Park Shuttle	Farmington Station, Station Park, Lagoon
674	Ski	Powder Mountain	Ogden Station, Powder Mountain. Seasonal only
675	Ski	Snowbasin	Ogden Station, Snowbasin. Seasonal only
677	Ski	Layton/Snowbasin	Layton Station, Snowbasin. Seasonal only
701	LRT	TRAX Blue Line	Salt Lake Central Station, Salt Lake City, South Salt Lake, Millcreek, Murray, Midvale, Sandy, Draper
703	LRT	TRAX Red Line	University of Utah, Salt Lake City, South Salt Lake, Millcreek, Murray, Midvale, West Jordan, South Jordan, Daybreak
704	LRT	TRAX Green Line	Airport, North Temple Station, Salt Lake City, West Valley City, West Valley Central Station
720	SRT Car	S-Line	Central Pointe Station, South Salt Lake, Sugar House
750	CRT	FrontRunner	Ogden, Roy, Clearfield, Layton, Farmington, Woods Cross, Salt Lake City, Murray, South Jordan, Draper, Lehi, American Fork, Orem, Provo
805	Commuter	Sanataquin-Payson-Spanish Fork-Provo Station-UVU	Santaquin, Payson, Spanish Fork, Provo Station, Utah Valley University
806	Commuter	Eagle MTN-Saratoga Springs-Lehi Station-UVU	Eagle Mountain, Saratoga Springs, Lehi Station, Utah Valley University. Currently suspended
807	Commuter	North County -Lehi Station-UVU	Lehi Station, Highland, Alpine, Pleasant Grove, Vineyard, Utah Valley University. Currently suspended
809	Commuter	Pleasant Grove / American Fork	Pleasant Grove, American Fork, American Fork Station. Currently suspended
821	Fixed	South County-Provo Station	Payson, Salem, Spanish Fork, Springville, Provo Station
822	Commuter	South Utah County-BYU-UVU Limited	Payson, Salem, Spanish Fork, Springville, Brigham Young University, Utah Valley University
830X	BRT	UVX	Provo Station, Provo Towne Centre, East Bay, Downtown Provo, Brigham Young University, University Place, Utah Valley University, Orem Station
831	Fixed	Provo Grandview	Provo Station, Brigham Young University, Utah Valley University
833	Fixed	Airport-Provo Station	Provo Station, Provo Airport
834	Fixed	Riverwoods-Provo Station	Provo Station, Riverwoods, Orem Library
841	Fixed	Orem Station	Orem Station, Utah Valley University
850	Fixed	State Street	Provo Station, University Place, Orem, Lindon, Pleasant Grove, American Fork, Lehi, Thanksgiving Park, Lehi Station
862	Fixed	Orem East-West	Orem Station, Utah Valley University, Canyon Park Technology Center, University Place

Route #	Type	Route Name	Key Destinations Served or Notes
864	Fixed	Lehi Station / Thanksgiving Point	Thanksgiving Park, Lehi Station
871	Fixed	Tech Corridor Rail Connector	Lehi Station, Thanksgiving Park, Draper Town Center Station
880	Ski	Sundance	University Place, Sundance. Seasonal only
901	Express	PC-SLC Connect	Meadowbrook Station, 3900 South/Wasatch Park 'n' Ride, Kimball Junction, Park City. Seasonal only
902	Express	PC-SLC Connect	Park City, Kimball Junction, University of Utah, Downtown Salt Lake City, Salt Lake Central Station
919	Fixed	Fairpark / West HS	West High School
920	Fixed	Rose Park / West HS	West High School
953	Ski	Midvale Ft Union Station to Snowbird/Alta	Midvale Ft Union Station, Snowbird, Alta
972	Ski	Midvale Ft Union Station to Solitude/Brighton	Midvale Ft Union Station, Solitude, Brighton. Seasonal only
994	Ski	Historic Sandy Station to Snowbird/Alta	Historic Sandy Station, Snowbird, Alta. Seasonal only
F94	FLEX	Sandy Flex	Historic Sandy Station, 9400 South 2000 East Park 'n' Ride
F400	FLEX	Tooele Flex	Tooele
F402	FLEX	Tooele City Circulator	Tooele, Tooele ATC. Currently suspended
F453	FLEX	Tooele-SLC Flex	Tooele, Stansbury Park, 1940 West Station
F504	FLEX	South Jordan Flex	Daybreak, Daybreak Parkway Station
F514	FLEX	300 West Flex	Sandy Civic Center Station, South Jordan Station, 300 West, Draper Station
F518	FLEX	Riverton Flex	Daybreak Parkway Station, Riverton Office Complex
F522	FLEX	2200 West Flex	1940 West Station, 2200 West
F534	FLEX	Herriman Flex Shuttle	Herriman, Riverton, South Jordan, South Jordan Station
F546	FLEX	Draper Flex	Sandy Civic Center Station, 1300 East, Draper Town Center Station
F547	FLEX	Herriman Flex	Daybreak Parkway Station, Herriman
F556	FLEX	5600 West Flex	5600 West
F570	FLEX	7000 South Flex	Midvale Ft Union Station, Bingham Junction Station, Jordan Landing
F578	FLEX	7800 South Flex	Midvale Center Station, Bingham Junction Station, Jordan Landing
F590	FLEX	9000 South Flex	Historic Sandy Station, SLCC-West Jordan
F605	FLEX	Bountiful / Centerville Flex	Woods Cross Station, Lakeview Hospital, Bountiful, Centerville
F618	FLEX	Ogden BDO Flex	Ogden Station, BDO
F620	FLEX	West Haven Flex	Ogden Station, West Haven, Roy Station
F638	FLEX	Brigham City Flex	Brigham City

NOTICE OF PUBLIC HEARING AND COMMENT PERIOD

UTAH TRANSIT AUTHORITY

RE: Proposed Fare Changes. The Utah Transit Authority (UTA) is proposing several changes to the fare policy and structure. The goals of the proposed changes are to streamline and simplify fare options and payment, including incorporating consistent multipliers on the base fare to determine daily, monthly, and premium service fares. Proposed changes also include implementing consistent discount rates and eliminating several fare products to simplify options. A 30-day public comment period will occur July 22 through August 21 and one virtual public hearing will be held to gather feedback.

Public Comments:

Relevant information about the proposed changes will be available at the Public Hearing and on the UTA Website at www.rideuta.com/farechanges. The proposed fares changes will be available for public review and comment from **July 22, 2020 – August 21, 2020**. Comments must be received, postmarked or electronically submitted to UTA through one of the following methods by **5 p.m. on August 21, 2020** to be considered as part of the public comment record.

- **Email:** hearingofficer@rideuta.com
- **Phone:** 801-743-3882
- **Mailing:** Utah Transit Authority, C/O Megan Waters, 669 W 200 S, Salt Lake City, UT 84101
- **Website:** www.rideuta.com/farechanges

Public Hearing Date & Format:

There will be a public hearing held on **Thursday**, **August 6 at 6pm**. Due to COVID-19 gathering restrictions, and in compliance with Governor Herbert's executive order regarding open meetings laws, this will be an all-electronic Zoom meeting with **no anchor location**. The public hearing meeting will provide an overview of proposed changes, take questions, and accept public comment from participants.

If you wish to view and listen (only) to the formal meeting, you can do so live at the following UTA platforms:

YouTube: https://www.youtube.com/channel/UCjbc4Pt4VyJWg9GnT0LgSuA

Facebook: https://www.facebook.com/RideUTA/

If you would like to provide a public comment during the public hearing on August 6, please register to join via Zoom any time prior to the hearing's conclusion:
https://us02web.zoom.us/webinar/register/WN_-hIc1GeVQFeLcLmIEyyE5Q

Registered participants will be given an opportunity to speak in a specified order. To ensure all participants have an opportunity to speak, comments are limited to two minutes per person. If you wish to leave additional comments, please call 801-743-3882, or send your comments to hearingofficer@rideuta.com. All who wish to view the hearing following the event may do so through our YouTube channel or Facebook page. A link to the public hearing recording will be made available on the website.

Public Open Houses

UTA Customer Service locations will host information about proposed fares changes onsite in an informal public open house format during the public comment period from July 22 through August 21. Members of the public who wish to learn more and leave a comment in-person can do so at the following locations during the hours listed:

Timpanogos
1110 S. Geneva Rd
Orem, UT 84058
(801) 227-8923
Hours: Monday-Friday, 8:30 a.m. to 5 p.m.

Downtown Salt Lake City
250 South 600 West
Salt Lake City, UT 84101
(801) 287-4664
*Lost and Found Location
Hours: Monday-Friday, 8:30 a.m. to 5 p.m.

Meadowbrook
3600 South 700 West
Salt Lake City, UT 84119
(801) 262-5626
Hours: Monday-Friday, 8:30 a.m. to 5 p.m.

Ogden Transit Center
2393 Wall Avenue
Ogden, UT 84401
(801) 626-1207
Hours: Monday-Friday, 8:30 a.m. to 5 p.m.

To assure full participation at the hearing and during the public comment period, accommodations for effective communication such as a sign language interpreter, printed materials in alternative formats or a **language interpreter** for non-English speaking participants must be requested at least five (5) working days prior to the date of the scheduled event by contacting the UTA Hearing Officer at **801-244-3271**. Requests for **ADA accommodations** should be directed to UTA's ADA Compliance Officer at **801-262-5626 or dial 711** to make a relay call for deaf or hearing impaired persons.

Proposals are as Follows:

1. Goals of fare changes at UTA:
    a. Apply a uniform base fare multipliers to simplify fare structure
    b. Create a single fare for premium bus services
    c. Change current discount structures to align with other discount levels
    d. Eliminate some fare products for simplification
2. Key Terms

a. Base fare is not changing = $2.50. Base fare is what is charged for base adult one-way fare.
b. Premium Bus Services = Express Bus, Ski Bus, and Park City Express
    i. Premium Services are two times base fare = $5.00 (or 2 X $2.50)
c. Monthly and Day Pass Fares:
    i. Regular Monthly Fare (Bus & TRAX) = $2.50 x 34
    ii. Premium Monthly Fare (Bus, TRAX, & FrontRunner) = $5.00 X 34
    iii. Day Pass Fare = $2.50 X 2

3. Proposed Changes to Fares

Current Pass Type	New Pass Type	Proposed Fare Change	Current Cost	New Cost	Why?
Express Bus Route	Premium Bus	**Decrease in cost**	$5.50	**$5.00**	2 X Base Fare ($2.50)
Ski Bus & Park City Express	Premium Bus	**Increase in cost**	$4.50	**$5.00**	2 X Base Fare ($2.50)
Regular Monthly Pass (Bus & TRAX)	Regular Monthly Pass	**Increase in cost**	$83.75	**$85.00**	34 X Base Fare ($2.50)
Premium Monthly Pass (Bus, TRAX, & FrontRunner)	Premium Monthly Pass	**Decrease in cost**	$198	**$170**	34 X Premium Fare ($5.00)
Round Trip	Day Pass	**Decrease in cost**	$6.25	**$5.00**	2 X Base Fare ($2.50)

4. Proposed Changes to Discounts

Pass Type	Current Discount	New Discount	Proposed Fare Change	Why?

Youth	25% on regular monthly passes = $62.75	50% off Example: Regular bus fare = $1.25	Decrease cost, more savings	Align with senior/ reduced discounts
Horizon Cardholder Pass	25% on regular monthly passes = $62.75	50% off Example: Regular monthly pass = $42.50	Decrease cost, more savings	Align with senior/ reduced discounts
FAREPAY Card	40% off regular Bus fare = $1.50 one-way	20% off regular Bus fare = $2.00 one-way	Increase in cost	Align discount with other modes

5. Proposed Fare Product Elimination

Eliminated Fare Type	**Replacement Option(s)**
Premium monthly upgrade pass	Monthly Premium Pass
Tokens, including 10- and 50-packs	Monthly Pass, FAREPAY Card, Cash, Mobile App, One-way ticket
Park City 30-day pass	FAREPAY Card, Cash
Flex Route Deviations Punch Pass	Cash
Monthly passes sold on Ticket Vending Machines (TVMs)	Monthly passes sold at Customer Service outlets, online, or through mobile app

MEMORANDUM TO THE BOARD

TO: Utah Transit Authority Board of Trustees
THROUGH: Carolyn Gonot, Executive Director
FROM: Mary DeLoretto, Chief Service Development Officer
PRESENTER(S): Mary DeLoretto, Chief Service Development Officer

BOARD MEETING DATE: July 15, 2020

SUBJECT:	**Federal Transit Administration FY19 Transit Oriented Development (TOD) Planning Grant Awards for UTA Corridors at South Utah County FrontRunner and Point of the Mountain**
AGENDA ITEM TYPE:	**Grant Agreements**
RECOMMENDATION:	Approve the acceptance of two Federal Transit Administration (FTA) Transit Oriented Development (TOD) grant awards and authorize the Executive Director to execute the grant agreements with the FTA in the grant amounts of $250,000 for South Utah County FrontRunner Station Area Plans and $275,000 for Point of the Mountain Station Area Plans.
BACKGROUND:	The FTA Pilot Program for Transit Oriented Development provides funds for comprehensive planning work to integrate land use and transportation planning associated with a Capital Improvement Grant-eligible capital project, a new fixed guideway project, or a core capacity improvement project.
DISCUSSION:	UTA was awarded grants for two projects under FTA's FY2019 TOD Pilot Program. The projects are described below. **South Utah County FrontRunner – TOD Analysis and Implementation Plan:** This project will study the UTA owned corridor from Provo UT south to Payson UT. Three nodes along this corridor have been identified by area cities and MPOs as transit-critical, and there is consensus about the need for planning work to be done to ensure these sites become hubs for the future. A market analysis and community-led visioning work (Station Area Plans) will be performed to prepare for transit-oriented-development and to create achievable but impactful goals and strategies for implementation. **Point of the Mountain – TOD Analysis and Implementation Plan:** This project will study the UTA owned corridor from Draper UT south to Lehi UT. Four nodes along this corridor have been identified by cities and development partners, and there is excitement around the future of this area. A market analysis and community-led visioning work (Station Area Plans) will be performed to prepare for transit-oriented-development and to create catalytic goals and strategies for implementation.

ALTERNATIVES:	If these grants are not executed, the funds will not be available for the TOD Analysis projects.
FISCAL IMPACT:	**South Utah County FrontRunner:** The award amount for this grant is $250,000, with a required local match of $62,500, for a total project cost of $312,500. Payson City, Spanish Fork City, and Springville City have each committed to contribute $5,000 for this study. The remaining $47,500 will come from UTA Planning department's operating budget. **Point of the Mountain:** The award amount for this grant is $275,000, with a required local match of $70,000, for a total project cost of $350,000. Adobe, Lehi City, and Clyde Companies have each committed financial support of $10,000 for the study. Draper City committed financial support of $35,000 for the study. The remainder will be contributed as in-kind match from UTA staff.
ATTACHMENTS:	• None

MEMORANDUM TO THE BOARD

TO: Utah Transit Authority Board of Trustees
THROUGH: Carolyn Gonot, Executive Director
FROM: Nichol Bourdeaux: Chief Marketing and Communications Officer
PRESENTER(S): Jaron Robertson: Director Innovative Mobility Solutions
Shaina Quinn: Researcher Innovative Mobility Solutions

BOARD MEETING DATE: July 15, 2020

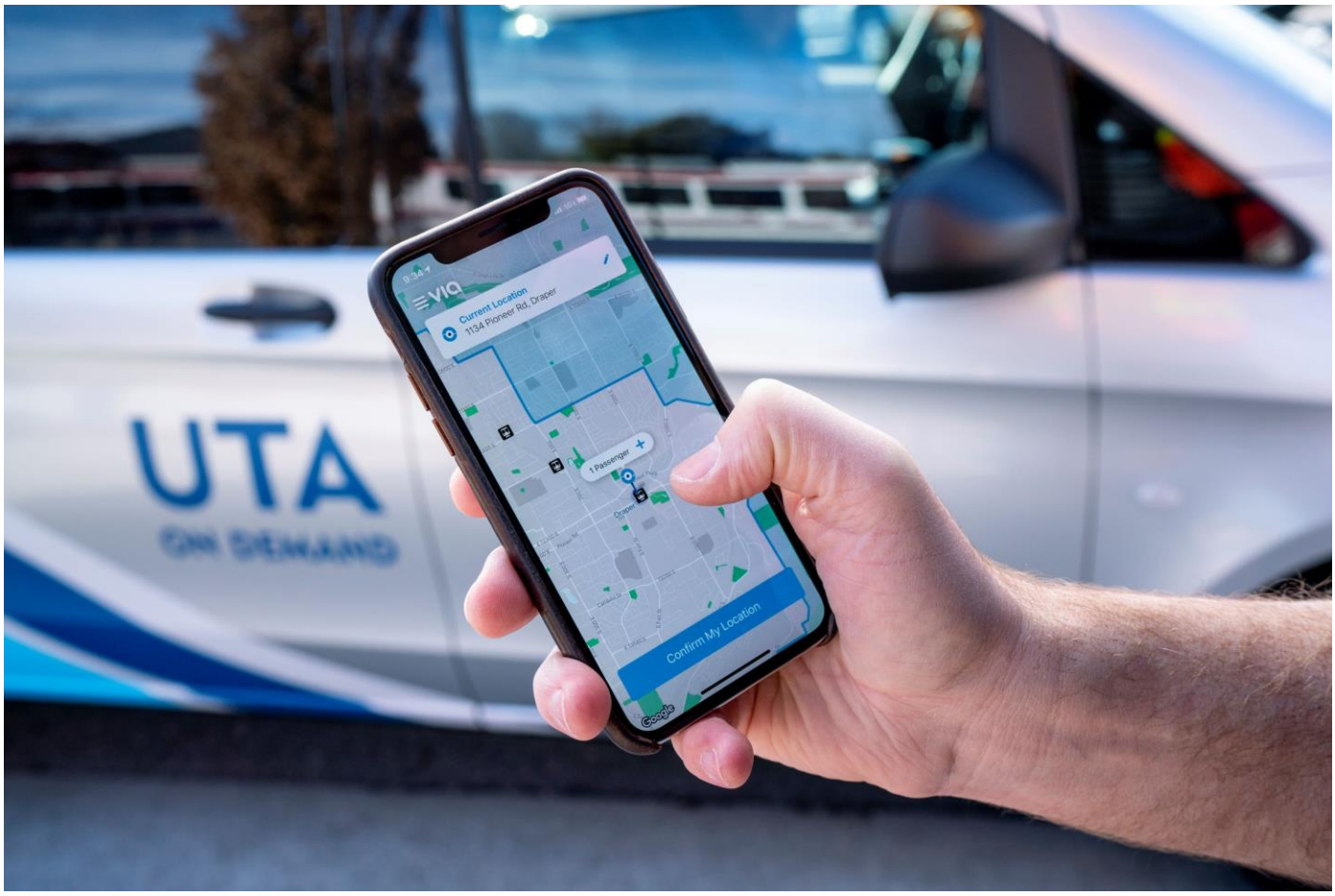
SUBJECT:	**South Salt Lake County Microtransit Pilot Quarterly Report**
AGENDA ITEM TYPE:	**Report**
RECOMMENDATION:	Informational Report for Discussion
BACKGROUND:	The South Salt Lake Microtransit Pilot (UTA on Demand by Via) is a 12-month pilot to demonstrate and test innovative transit services and technologies for improved operations, customer experience, and transit coverage. The pilot was launched on November 20, 2019 as part of a public private partnership with Via. The service area includes a 65 square mile geo-fenced service area in the cities of Bluffdale, Draper, Herriman, Riverton and sections of Sandy and South Jordan. Operating hours are Monday – Friday from 6am to 9 pm. In addition, all existing UTA fixed route and flex route services continue to operate within the service area. Via is providing a Transportation as a Service (TaaS) solution, which includes mobile phone technology, drivers, vehicles, and administrative services for day-to-day operations. UTA and Via are partnering to providing joint customer service and marketing services. As part of the Pilot objectives, the IMS team is evaluating performance metrics to determine if microtransit can provide a valuable and cost-effective service which meets the needs of UTA and the communities in the service area. This includes continued performance monitoring of flex route services in the area. Upon completion of the pilot, IMS will make a recommendation regarding the future of the microtransit and other UTA services within South Salt Lake County.
DISCUSSION:	UTA staff will provide an update regarding the performance of microtransit services and flex route services for the second quarter operations of the pilot, March 2020 through May 2020. Discussion topics include: • Projected trends and performance (what if projections if COVID-19 had not occurred)

	• Impact on the pilot due to COVID-19 • Quarterly trends and performance • Customer experience • Flex route performance • Next steps
ALTERNATIVES:	N/A
FISCAL IMPACT:	Budget for the Pilot is included in the 2020 budget year. Financial performance will be included in discussion topics.
ATTACHMENTS:	1) UTA Q2 Microtransit Pilot Project Evaluation Report

UTAH TRANSIT AUTHORITY QUARTERLY MICROTRANSIT PILOT PROJECT EVALUATION

SOUTH SALT LAKE COUNTY, 2ND QUARTER OPERATIONS
FOR THE MONTHS OF: MARCH 2020 / APRIL 2020 / MAY 2020

Prepared by UTA Innovative Mobility Solutions under the Office of Communications & Marketing



EXECUTIVE SUMMARY

BACKGROUND

Utah Transit Authority's Innovative Mobility Solutions Team has partnered with Via to deploy a Microtransit Pilot (Pilot) for one year beginning on November 20, 2019. This on-demand, shared-ride Pilot is designed to expand access to UTA services throughout the zone, to improve mobility for all users, and to provide a quality customer experience. In general, the project team is interested in understanding whether Microtransit provides a valuable and cost-effective service to meet the needs of customers in the region, as well as future deployment potential for Microtransit Services in UTA's Five Year Mobility Plan.

OVERALL HEALTH OF PILOT PROJECT: Q2 UPDATE

In the second quarter of the Pilot, hundreds of riders continued to use the microtransit service for thousands of essential trips throughout the COVID-19 outbreak. As the state of Utah eased the health risk guidance from red to orange to yellow, the Pilot's ridership experienced a step drop in March and then a gradual recovery in May as customers again felt more comfortable booking rides. Top learnings at this stage are:

- Customer travel needs changed when the health crisis hit, and the Pilot service flexibly adapted in real time.
- While the general population is slower to resume travel, customers in wheelchairs are using microtransit at record rates.
- Early pre-COVID results and projections show solid potential for microtransit service.

The Pilot has achieved Q2 targets for customer experience and public support. While the pre-COVID targets for ridership, utilization, and cost per rider are more challenging now, projections indicate targets would have been achieved in normal conditions.[1]

Figure 1: Key Performance Indicators (KPIs)

Pilot Objective	Metric	Q1	MAR	APR	MAY	Q2
Ridership	Avg. weekday ridership	316	275	105	124	**169**
	Utilization[2]	1.88	1.52	0.67	0.79	**1.02**
Customer Experience	Avg. wait time (minutes)	11	10	8	9	**10**
	Avg. customer rating[3]	4.8	4.8	4.8	4.8	**4.8**
Overall Performance	Cost per rider	$19.10	$23.27	$52.22	$44.14	**$34.30**
	Public support	✓	N/A	N/A	N/A	✓
	Days of operation	63	22	22	21	**65**

Key:

= On target	= Approaching 6-month target, on track	= Not on target, requires mitigation or change

[1] See "What If" Projections on Page 7 for details
[2] Utilization – Average riders per hour per vehicle
[3] Average customer rating – Based on a scale of 1-5

HOW COVID-19 HAS IMPACTED UTA & THE MICROTRANSIT PILOT

UTAH DIRECTIVES, PUBLIC HEALTH AND TRANSPORTATION

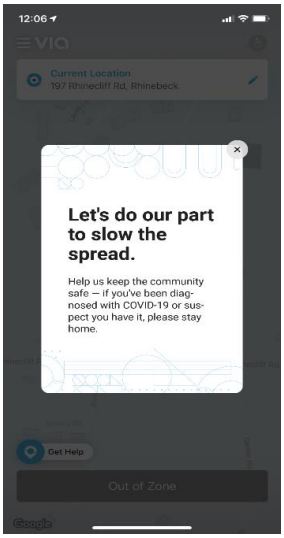
These are extraordinary times here in Utah and throughout the world. On March 11th, the World Health Organization declared COVID-19 a global pandemic. On March 27th Utah Governor Herbert issued a "Stay Safe, Stay Home" directive to all Utahns to reduce the risk of COVID-19 transmission and minimize impact on local hospitals. [4] According to the Wasatch Front Regional Council, the pandemic has decreased traffic volumes to transit stations by 38%, reduced congestion and travel times, and limited transit use.[5]

IMPACT TO UTA[6]

As part of the ongoing effort to limit the spread of the COVID-19 virus and ensure fiscal responsibility, UTA implemented temporary service reductions beginning April 5th until further notice. In addition, UTA has taken several measures to promote social distancing during the COVID-19 pandemic to protect riders and employees. UTA advised people to limit their transit use to the essential trips outlined by local and state leadership. Changes included:

- Encouraging passengers to wear a face mask
- Rear door bus boarding
- Asking passengers to stay 6-feet back from bus operators
- Daily cleaning and disinfecting of all vehicles

Like other transit agencies across the country, UTA has seen a significant decrease in ridership due to the COVID-19 pandemic. Average weekday ridership declined by -68% in April and by -66% in May compared to last year.



IMPACT TO THE MICROTRANSIT PILOT

The microtransit Pilot adopted social distancing and right-sizing of services similar to UTA's adjustments in response to the pandemic. Changes included:

- Encouraging passengers to sit in the seat farthest from the driver
- Reduced maximum passengers allowed from 6 to 3
- Reduced vehicle supply to meet demand and achieve cost savings
- Providing face masks to drivers and riders
- Daily cleaning and disinfecting of all vehicles

Like other UTA services, the microtransit Pilot ridership declined significantly due to COVID-19. Average weekday ridership fell by -62% in April compared to the previous month. In May ridership recovered slightly (+18%) compared to April. On May 1st Governor Herbert moved most of Utah from the high risk into the moderate risk category, and on May 15th into the low risk category.

[4] Utah COVID-19 response website: https://storymaps.arcgis.com/stories/cabf07b39a6046ee992f1630949a7c80
[5] WFRC report: https://docs.google.com/document/d/1yfrLHwpmEERRZzXZd-3uATTlUv-ZBLd7vIODi8gmCi0/edit
[6] UTA COVID-19 update website: https://www.rideuta.com/Rider-Info/Coronavirus-COVID-19-Updates

BEYOND METRICS – DETERMINING SUCCESS

OBJECTIVE SUMMARY

While tracking to KPIs is essential, quantitative metrics alone cannot tell the whole story. The prime qualitative objectives of the Pilot and status are:

	OBJECTIVE	STATUS
1.	Improve mobility and enhance the customer experience.	*On target*
2.	Provide expanded access for all users in the area, especially for users with disabilities.	*On target*
3.	Improve overall transit ridership by providing first and last mile connections to UTA TRAX and FrontRunner stations.	*On target*
4.	Provide trips to other important destinations in the area such as job sites, hospitals, and grocery stores.	*On target*
5.	Present economically sustainable models for scaled implementation.	*On target* [7]
6.	Engage the public and garner public support for the Pilot.	*On target*

Status is currently on target for six out of six objectives as assessed by the Pilot team, even with COVID-19 significantly affecting Pilot operations. Pilot Objectives are referred to throughout this report to check progress towards a successful Pilot project.

SUCCESS

For UTA, the Pilot will be successful if after 12 months:

1. UTA can measure the Pilot's performance using quantative and qualitative data.
2. The Pilot Objectives are achieved.
3. UTA can make informed, data-driven decisions on whether to continue the Pilot and to extend UTA's contract with Via, determine the future of Flex Routes in the service area, and the potential for microtransit in the UTA Five Year Mobility Plan.

EVALUATION PROCESS

To evaluate the Pilot, performance metrics, as identified in the Microtransit Evaluation Plan, will be collected and reported out monthly. Comprehensive quarterly reports will take place at three-month intervals throughout the project. A final evaluation report will be prepared upon Pilot completion.

PUBLIC SUPPORT

The hardest objective to gauge is public support. The Pilot team must estimate the level of public approval based on direct engagement, ridership trends, customer satisfaction scores and inferences. In Q2 public support for the Pilot can be inferred from generally positive feedback from riders, media coverage, and recovering ridership numbers. The Pilot team aims to build on this early support through continued community outreach and quality service delivery.

[7] See Cost Effectiveness Figure 14 on Page 9 for details

QUARTERLY PERFORMANCE DETAIL

Figure 2: Q2 Data Table

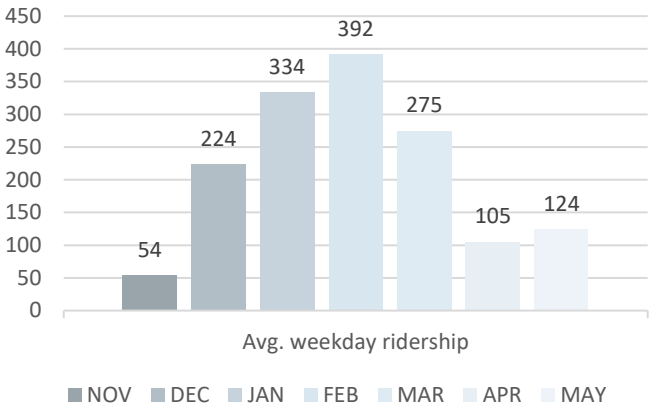
Pilot Objective	Metric	Goal	MAR 2020	APR 2020	MAY 2020	Q2 Total	Q2 WAV[8] Only
Ridership	Total ridership	N/A	6,058	2,304	2,600	10,962	208
	Avg. weekday ridership	350 - 450 (at 6 months)	275	105	124	169	3
	Avg. riders per hour per vehicle (utilization)	2.5 - 4.5 (at 6 months)	1.5	0.7	0.8	1.02	N/A
	WAV request %	2% - 5%	1.1%	1.6%	4.0%	N/A	1.9%
	First mile / last mile connections to transit	25%	49%	39%	36%	N/A	N/A
	Shared rides %	25% (at 6 months)	23%	4%	6%	N/A	N/A
Customer Experience	Avg. customer rating	4.8 out of 5.0	4.82	4.80	4.85	4.82	4.82
	Average wait time	< 15 minutes	11	8	9	10	13
	On time pick up %	95%	94%	96%	93%	94%	88%
	Avg. minutes per ride	N/A	10	9	10	9	11
	Avg. miles per ride	N/A	3.7	3.6	3.9	3.7	3.2
	Avg. travel time	< 3 minutes per mile	2.7	2.5	2.6	2.4	3.4
Overall Performance	Operating cost[9]	$479,430 (Q2 Budget)	$140,969	$120,317	$114,752	$376,038	N/A
	Operating hours	13,022 (Q2 Budget)	3,978	3,456	3,289	10,724	N/A
	Operating miles	N/A	54,678	30,497	32,213	117,955	N/A
	Cost per hour	$36.82 (Q2 Budget)	$35.44	$34.81	$34.89	$35.07	N/A
	Cost per rider	< $13.08	$23.27	$52.22	$44.14	$34.30	N/A
	Cost per mile	N/A	N/A	N/A	N/A	N/A	N/A
	Safe operations (avoidable accidents)	< 1 per 100,000 miles	0	0	0	0	N/A
	Trips booked through Via's call center	N/A	3%	4%	6%	4%	27%
	Fares from credit cards[10]	N/A	$2,313	$2,213	$1,483	$6,009	N/A

[8] WAV – Wheelchair Accessible Vehicle. Three of the 17 total Via vehicles are WAVs.
[9] Operating cost – Fully allocated; includes operating and capital costs. Excludes marketing expenses.
[10] Fares from credit cards – Includes credit card, debit card, Apple Pay and Google Pay.

RIDERSHIP

Average weekday ridership declined by 47% in Q2 due to the health crisis. At the end of Q2, May average weekday ridership recovered slightly and increased by 18% over April as shown in Figure 3. Similarly, utilization fell by 46% compared to Q1. Given social distancing requirements and configured limits to 3 riders per vehicle, it is not currently possible to meet the pre-COVID **utilization** target. The percentage of **shared rides** d-ecreased from 23% in March to 4% in April and rebounded slightly to 6% in May.

Figure 3: Average Weekday Ridership by Month



As shown in Figure 4, customers seeking wheelchair accessible vehicles are not only back on microtransit, usage in May was higher than ever. Figure 5 reveals that most riders took interlocal trips in Q2. Microtransit is being tested as a coverage solution, meaning the entire zone receives service. In Q2 the Pilot served approximately 1,400 unique origin points and 1,300 unique destination points highlighting the wide array of trip purposes throughout the zone. Figure 6 displays the top origin (pick up) and destination (drop off) points during the second quarter of the Pilot. The data shows that riders are using the service to connect to UTA TRAX and FrontRunner trains for **first and last mile** connections, plus travelling within the zone to local businesses for work, shopping, and recreation. Together this data demonstrates that **mobility has improved** in the Pilot service area for a diverse set of needs and for users with disabilities.

Figure 4: Trips on Wheelchair Accessible Vehicles (WAVs)

	MAR	APR	MAY
TOTAL RIDES WAV	67	37	104
AVG. WEEKDAY WAV RIDERS	3.0	1.7	5.0

Figure 5: First Mile v. Interlocal Trips

	MAR	APR	MAY
FIRST MILE / LAST MILE	49%	39%	36%
INTERLOCAL TRIPS	51%	61%	64%

Figure 6: Top Locations in Q2

Top 10 Origin (Pick Up) Locations				Top 10 Destination (Drop Off) Locations				
#	Origin	City		#	Destination	City		
1	TRAX, Daybreak Parkway	South Jordan		1	TRAX, Daybreak Parkway	South Jordan		
2	FrontRunner, Draper	Draper		2	FrontRunner, Draper	Draper		
3	TRAX, Draper Town Center	Draper		3	TRAX, Crescent View	Sandy		
4	TRAX, Crescent View	Sandy		4	Business	Riverton		
5	Business	Riverton		5	TRAX, Draper Town Center	Draper		
6	Business	Riverton		6	FrontRunner, South Jordan	South Jordan		
7	FrontRunner, South Jordan	South Jordan		7	Business	South Jordan		
8	Residential Apartments	Draper		8	Residential Apartments	Draper		
9	Residential	Herriman		9	Business	Riverton		
10	TRAX, Kimball's Lane	Draper		10	Business	South Jordan		

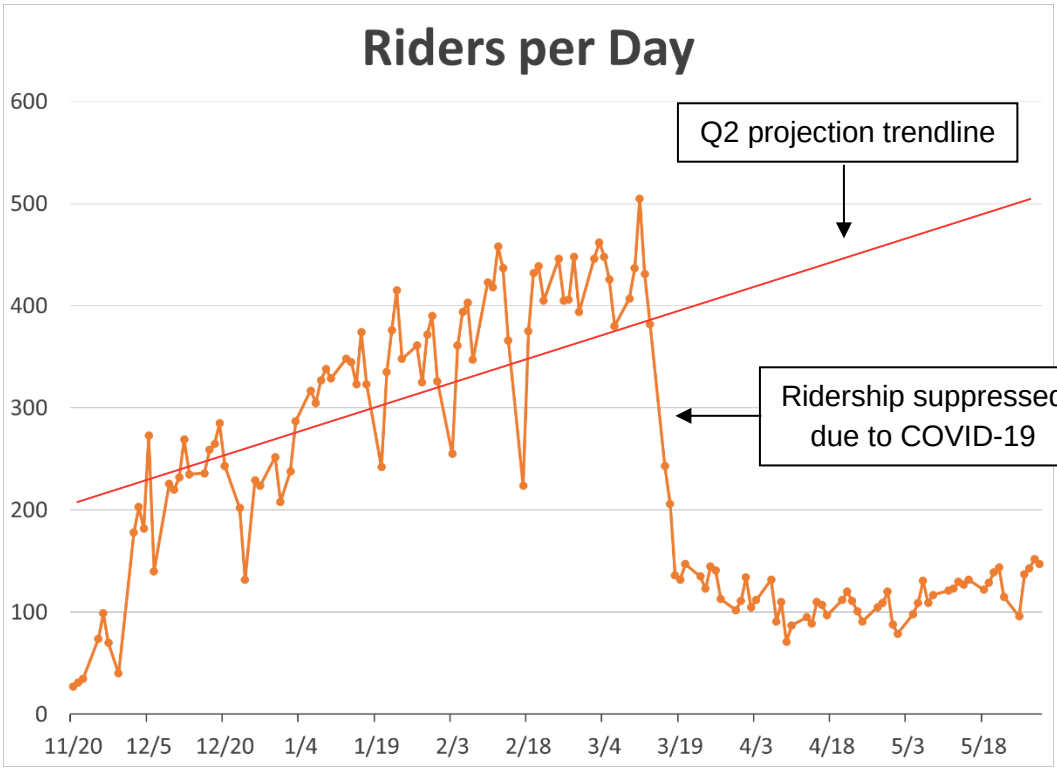
"WHAT IF" PROJECTIONS

Given the extraordinary impact on the Pilot due to the COVID-19 pandemic, the Pilot team wanted to explore a "what if" scenario. This scenario projects the last 90 days of normal pilot costs and daily ridership out to the end of Q2 using historical data. Another factor to consider is the seasonality of transit ridership. UTA ridership typically dips in the spring and summer when students travel less often. Using historical data and adjusting for seasonality results in an estimated range of 450 – 500 average weekday daily ridership, thus achieving the Pilot's cost and ridership objectives by the end of Q2. As shown in Figure 8, actual results reported for March, April, and May 2020 are quite different from these projections due to COVID-19. Still, Pilot stakeholders may find this alternative scenario helpful when evaluating the potential of future microtransit services.

Figure 7: KPI Projections Under Normal Circumstances

Pilot Objective	Metric	Q1 Actual	Q2 Actual	Q2 Projection	Target Met?
Ridership	Avg. weekday ridership	316	**169**	450 – 500	✓
	Utilization[11]	1.88	**1.02**	2.5 – 2.7	✓
Customer Experience	Avg. wait time (minutes)	11	**10**	12 – 13	✓
Overall Performance	Cost per rider	$19.10	**$34.30**	$12 – $13	✓

Figure 8: Actual Daily Riders with Trendline Projection



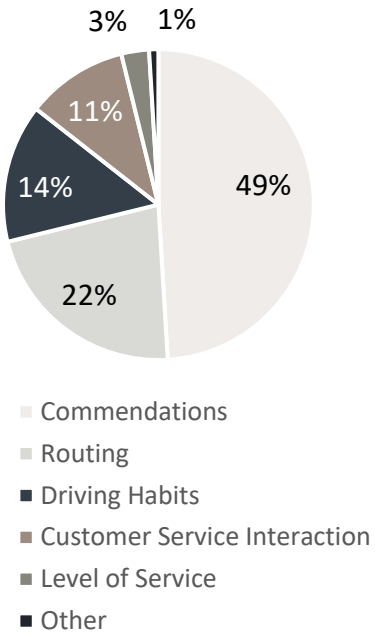
[11] Utilization – Average riders per hour per vehicle

CUSTOMER EXPERIENCE

Providing an **enhanced customer experience** is one of the Pilot's primary objectives. This is being measured by customers rating their experience in the Via app immediately after their ride. Approximately 37% of riders rated their trips in the second quarter, giving the Pilot service an average score of 4.8 out of 5.0 stars and meeting the Pilot's stated goal of 4.8.

Formal **customer feedback** was collected mainly through the Via app and by UTA customer service representatives. Over the quarter there were 104 total comments logged, mainly through Via's app. Figure 9 shows that there were more commendations than any other type of feedback. Praise for the service was followed by complaints about vehicle routing, concerns about driving habits, and complaints about driver behavior. Requests to expand the level of service (i.e. longer hours, larger zone) and other types of issues (i.e. fares, app usage) rounded out the feedback. These comments are reviewed by the Pilot team and with Via to continuously improve the service. In addition to the formally logged and tracked feedback, the Pilot team is listening to customers on social media and through an Open UTA survey.

Figure 9: Customer Comments, Q2



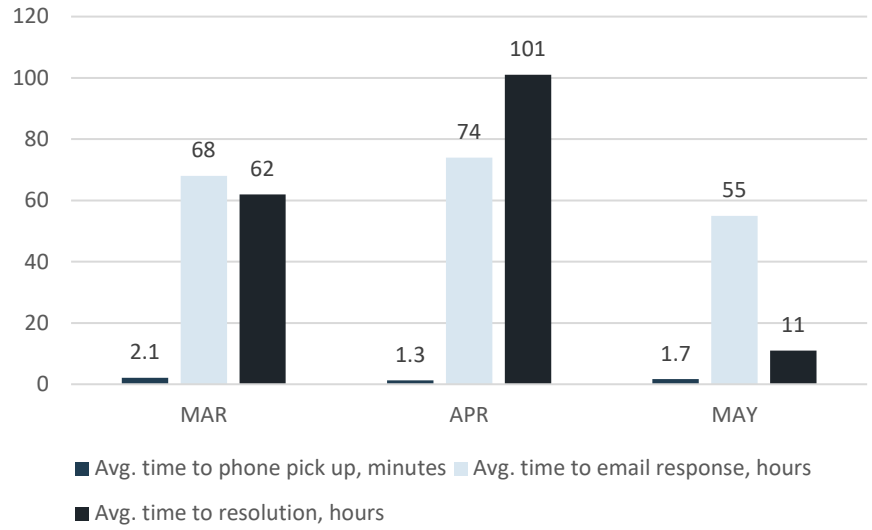
An **average ride** is short in both distance and duration. A typical ride is 3-4 miles and lasts 9-10 minutes from pick up to drop off. The average travel speed is 2.4 minutes per mile, or approximately 25 MPH. This compares favorably to travel times on mainly 25-40 MPH roads and non-highway auto trips. **On-time pickups** improved a little from 93% in Q1 to 94% in Q2. Since the Via service uses a corner-to-corner routing, customers are typically asked to walk to the nearest intersection. The average walking distance was 0.14 miles total per trip.

Figure 10: Sample Rider Feedback by Category

Sample Comment	Category
"Very helpful thank you so much" "He's amazing" "Really helpful and very professional he actually makes me look at UTA more positively" "Ian was very nice! Great conversation and excellent driver!" "She was very kind to wait for me after calling her when I couldn't find her."	Commendations
"I missed my 4 pm train because she was delayed in picking me up. Now I have to wait an additional half an hour for the next train. Very disappointed."	Routing
"Driver of UTA van with Utah plate V52 9XG operating recklessly…"	Driving Habits
"I wish UTA had the Via thing in Davis County."	Level of Service
"Smelt like cigarette smoke."	Customer Service Interaction

When customers need to book a ride over the phone or resolve a problem, they dial into a Via-operated call center. Figure 11 shows that average phone pick-up times are holding steady around two minutes or less throughout Q2. After higher than normal resolution times in April, service levels have improved since the start of the quarter.

Figure 11: Via Customer Call Center Service Levels



"Ride was grrrrrrrrrreat!" – Customer comment March 17th

"I love the VIA service. My greatest hope is that it will operate on weekends and be available earlier in the mornings." – Customer comment April 2nd

"He went out of his way to keep us safe" – Customer comment April 22nd

COST EFFECTIVENESS

The Pilot team analyzes costs per the Pilot Objectives to present economically sustainable models for scaled implementation. Operating microtransit under a Transportation-As-A-Service (TAAS) model, UTA's cost to run each hour of service is a fixed **cost per hour** as negotiated in the UTA-Via agreement. Adding fuel expenses, total operational costs in Q2 averaged $35.07 per hour which compares favorably to a UTA benchmark system cost of $45.93 per hour as shown in Figure 12.

UTA's Flex Routes set the basis for the Pilot's **cost per rider** goal. In general, microtransit cost per rider is expected to be higher than fixed route bus but lower than paratransit bus. UTA's Flex Route operating costs per rider fall into that range. In 2018 Flex Routes in the service area had an average investment per rider (IPR) of $16.35. The Pilot aims to be more cost effective than existing service by cutting costs 20% from $16.35 to $13.08 per microtransit rider. In Q2 the Pilot averaged $34.30 per rider as shown in Figure 12.[12] Note that projections using pre-COVID data estimate a $12 – $13 cost per rider per Figure 7.

Figure 12: Cost Effectiveness Tracking

	PILOT TARGET	PILOT Q1	PILOT Q2	Q2 PROJECTIONS	UTA BENCHMARK	BENCHMARK BASIS
COST PER RIDER	< $13.08	$19.10	$34.30	$12.00 - $13.00	$16.35	UTA Flex Route Bus
COST PER HOUR	$36.82	$36.18	$35.07	N/A	$45.93	UTA System
COST PER MILE	N/A	N/A	N/A	N/A	N/A	UTA System

[12] Unique to microtransit, this Pilot is tracking fully allocated costs that include both capital and most operating expenses, while all other UTA services track only operating expenses making it difficult to compare costs across service types. Cost per mile does not apply because these costs are already included in the hourly rate.

The Pilot finished Q2 under **budget** by 2,298 hours and $103,392 (19%). Cost savings are due to the Pilot's ability to quickly reduce hours as customer demand fell in Q2 due to the health crisis. Cumulative tracking shows a total of 4,417 hours and $188,149 under budget.

FLEX ROUTES

As part of the Pilot, UTA seeks to understand if microtransit can be an alternative mode of transit to traditional bus services in low density and harder to serve areas. During the Pilot planning phase, routes F504, F518, F534, F546, and F547 were identified as routes which do not meet UTA service and performance standards.[13] These standards include low ridership and a high IPR. While the Flex Routes remain in operations during the Pilot, the project team continues to monitor and evaluate their performance as part of the overall recommendations regarding the future of the microtransit service.

Like other UTA services, Flex Route ridership declined significantly due to COVID-19. Q2 Flex Route performance data indicates a year over year 70% total reduction in ridership across routes F504, F518, F534, F546, and F547. Route F534 was suspended and frequency on other routes was reduced to 60 minute all day service on April 14th along with many other COVID-19-related service reductions. While the project team does not have supporting quantitative or qualitative data to support a mode shift from the Flex Routes to the microtransit service, it can be inferred that some UTA customers are likely changing modes as microtransit ridership continues to increase.

Figure 13: Selected Flex Route Trends

	MAR	APR	MAY	Q2 TOTAL
LAST YEAR	MAR 2019	APR 2019	MAY 2019	
F504	2,160	2,068	2,179	
F518	1,775	1,940	1,957	
F534	337	373	377	
F546	1,877	2,050	1,864	
F547	2,226	2,492	2,562	
FLEX ROUTE RIDERSHIP	**8,375**	**8,923**	**8,939**	**26,237**
THIS YEAR	MAR 2020	APR 2020	MAY 2020	
F504	1,421	537	604	
F518	963	385	446	
F534	180	22	0	
F546	829	336	353	
F547	1,098	334	412	
FLEX ROUTE RIDERSHIP	**4,491**	**1,614**	**1,815**	**7,920**
YEAR OVER YEAR FLEX ROUTE RIDERSHIP CHANGE	-3,884	-7,309	-7,124	-18,317
% CHANGE	-46%	-82%	-80%	-70%
FOR COMPARISON, Q2 MICROTRANSIT RIDERSHIP	*6,058*	*2,304*	*2,600*	*10,962*

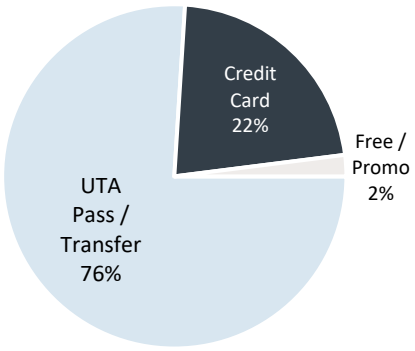
[13] The microtransit service area was subsequently modified prior to launch. The F514, which meets UTA service and performance standards for Flex Routes, was included in the modified service area but is not included in the Flex Route Performance Indicators.

OVERALL PERFORMANCE

The microtransit Pilot is testing a **coverage service model** by providing on-demand access to everyone in the area. The Pilot nearly doubled the coverage area with an 80% increase from 36 square miles to 65 square miles. Over the remaining months, the Pilot team will determine if microtransit is working as an efficient and effective coverage service by measuring against the KPIs in Figure 1 and Pilot Objectives on page 3.

The majority (76%) of riders **pay** with a UTA pass, ticket, or transfer as shown in Figure 14. Credit card payment (22%) includes credit cards, debit cards, Apple Pay, and Google Pay. Free and promotional fares (2%) include free ride credits tied to a single-use promotional code and fares waived to smooth out customer service issues.

Figure 14: Fare Payment by Type



The Pilot's **safety** goal is less than one unavoidable accident per 100,000 miles. In the second quarter of Pilot operations there were zero unavoidable accidents over 117,955 total miles surpassing the safety metric. Customer comments that touch on safety typically fall under Driver Habits (i.e. driving too fast) and Routing (i.e. unsafe drop off point). The Pilot team has developed an Incident Response Plan to define and report any safety incidents.

The Pilot is designed to deliver **accessible and equitable** service for all riders in the service area. The team is focusing on these key components to measure accessibility and equity:

- **WAV trips** – UTA estimates that 2-5% of fixed route transit riders use a wheelchair ramp to board a train or bus. The Pilot's goal is to fall within that same 2-5% range. In the second quarter, an average of 1.9% of Pilot riders requested WAVs almost reaching the quarterly target. More recently, in May the Pilot had a 4.0% WAV usage rate achieving the target for the first time.
- **Equivalent service** – The Pilot team logs quality of service data specific to WAV trips such as average wait time and customer satisfaction ratings. This data is then compared to the overall Pilot statistics, as shown in Figure 2, to check if AV customers are receiving an equivalent customer experience. In the second quarter, the service achieved equivalent customer satisfaction scores. Average wait times for WAV vehicles were two minutes longer at 13 minutes and still below the 15-minute goal. WAV customers generally took trips that were shorter in distance but with longer travel times because of extra time needed to deploy the ramp, board the vehicle, and secure the wheelchair. On time pickup rates were less reliable at 88% for WAVs compared to 94% overall.
- **CAT committee feedback** – Due to COVID-19 interaction with the Committee for Accessible Transportation (CAT) was temporarily curtailed. Outreach efforts are being planned now to gather CAT feedback on the Via app through online meetings. The team also plans to demonstrate a microtransit WAV at the September CAT meeting.

MARKETING AND PROMOTIONS

CURRENTLY ON HOLD. All advertising and marketing campaigns have been suspended since mid-March due to COVID-19. Marketing is an essential element to raise awareness of the new service and to encourage trial. To date the most productive marketing sources are organic growth, clicks to UTA's Pilot webpage, referrals from other riders, and community outreach / street marketing efforts.

The UTA Pilot webpage is seeing less traffic this quarter due to suspended advertising, yet it still receives approximately 24 hits per day. The Pilot's Via app has been downloaded by over 6,200 total users. It is currently downloaded approximately 5 times per day. Most of the app download sources are from organic growth (word of mouth).

CHALLENGES

No new service will launch without challenges. Operational **gaps** that temporarily hinder this Pilot are:

- **Paratransit connections**. Initial testing and implementation of Paratransit connections and scheduling software began this quarter, but Via has not yet transported any paratransit customers. The team is learning from the first two test rounds and adjusting accordingly based on early results. The team has also identified WAV capacity issues due to higher than anticipated demand and is developing an alternatives analysis to address the issue.
- **DSPD certification**. The Pilot team relies on Utah's Division of Services for People with Disabilities (DSPD) program to vet driver eligibility to transport DSPD clients. On June 1st DSPD revised its screening process and some drivers will need to resubmit applications using the new process.
- Other Pilot challenges include fare reconciliation, refining the routing and ETAs, pick up / drop off points, and ongoing driver training.

NEXT STEPS

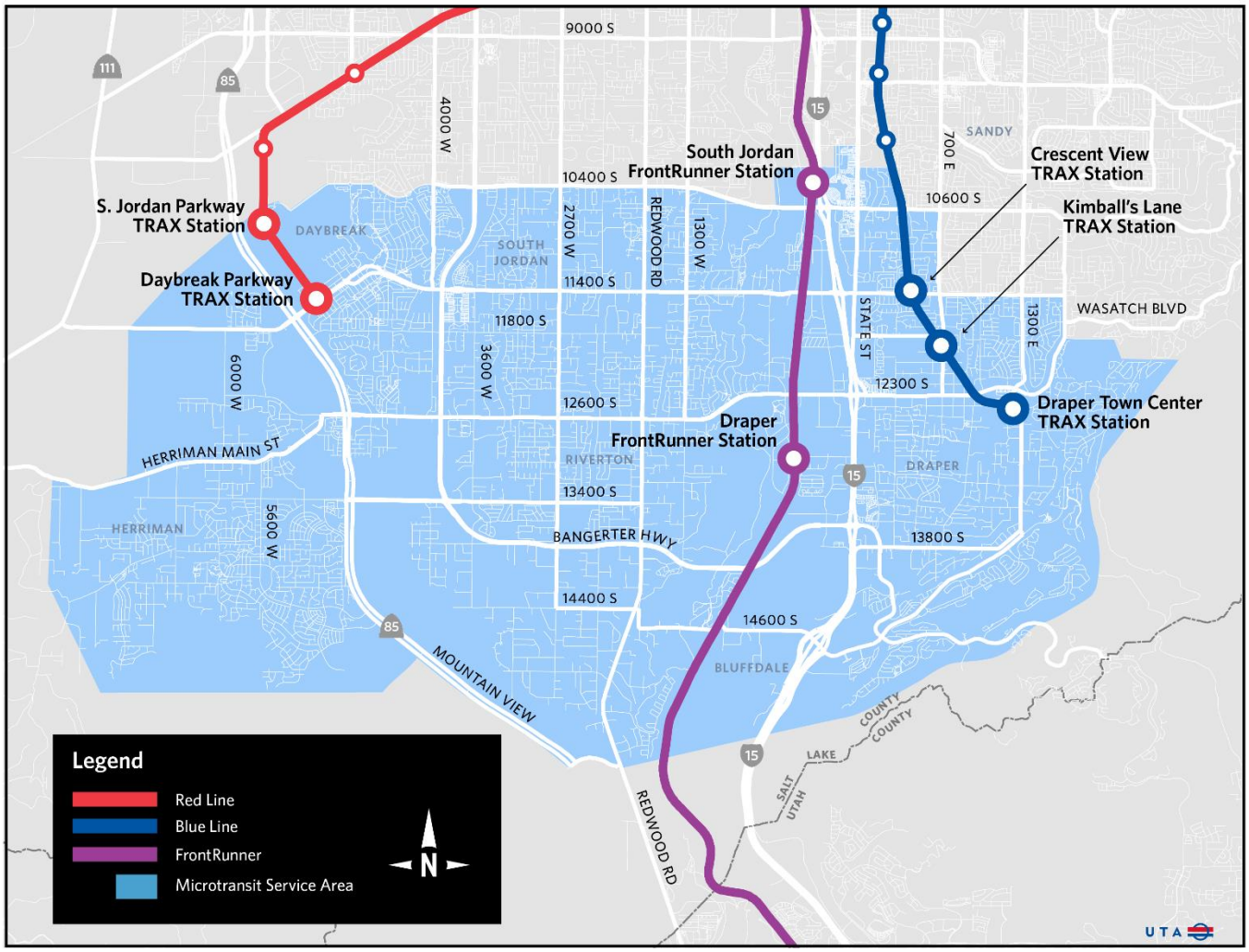
It's worth noting that even with COVID-19, there are no significant changes recommended by the Pilot team because the Pilot is currently achieving its stated Objectives. The Pilot Team recommends continuing the Pilot as riders gradually return in greater numbers. Via continues to train drivers and respond to new feedback and data. The Pilot team continues to learn and fine-tune the service delivery. Priorities over the next quarter include:

- Continued testing of **paratransit connection scheduling** software and procedures to make timed transfers between Via and Paratransit vehicles at designated service points. Finalize and implement service recommendations or changes as identified in the alternatives analysis. This is a critical component of the Pilot.
- Throughout the second quarter the Pilot team has been planning integration for **electronic fare cards**. This enhancement is being scoped out now and will next move to the contracting and software development phase. September 1, 2020 is the planned completion date.
- Revised **marketing** and outreach to key customer groups. In March, all advertising campaigns for the service were put on hold due to COVID-19. The Pilot team is now refining a marketing budget for the rest of 2020 that aligns with UTA's health and safety-focused communication plans. Later campaigns will concentrate on building ridership.
- Exploring planned **enhancements** for integrated trip planning with Transit App and inclusion of electric vehicles. The Pilot partners will develop time and cost estimates for options that could be implemented in 2020 or later.
- Determining how to evaluate potential **changes** to the Pilot. For example, should the operating hours or days be expanded? Should the service boundaries be modified? What are the cost and quality of service impacts?

The **contract** with Via has a base term of one year, with two options to extend for two additional years. In the coming months, UTA will determine if the contract should be extended for a second year.

APPENDIX A

PILOT SERVICE AREA



APPENDIX B

MEDIA COVERAGE

SELECTED NEWS FEATURING THE MICROTRANSIT PILOT, 2ND QUARTER

— UTA's 'microtransit' experiment working well, offers flexibility during COVID-19 outbreak
https://www.sltrib.com/news/2020/04/09/utas-microtransit/

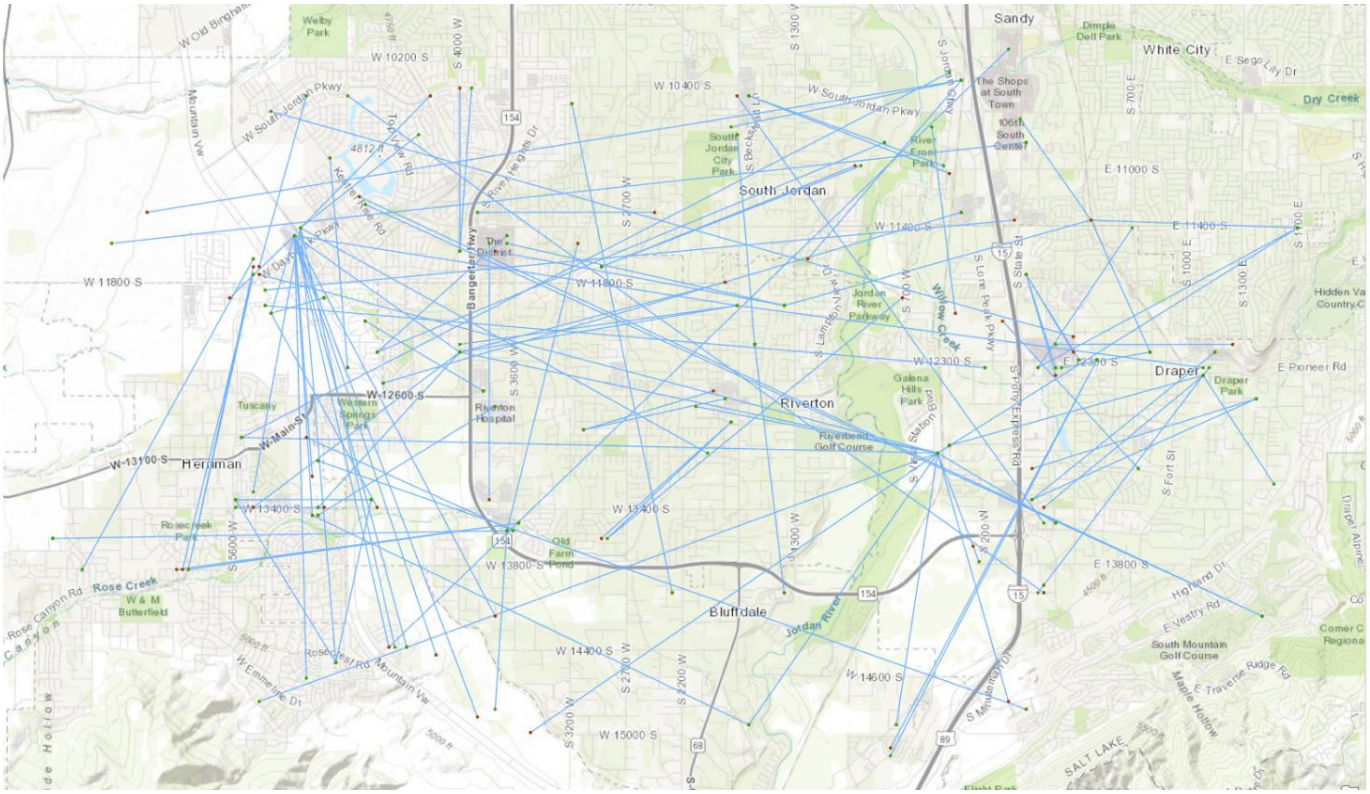
SOCIAL MEDIA

SELECTED TWEETS TO #UTAONDEMAND

APPENDIX C

SAMPLE TRIP MAP

Figure 15: Map illustrates trips taken on Thursday, May 28, 2020



UTA Refunding, Long-term Financial Plan, and Board Outlook

State Bonding Commission

July 16, 2020

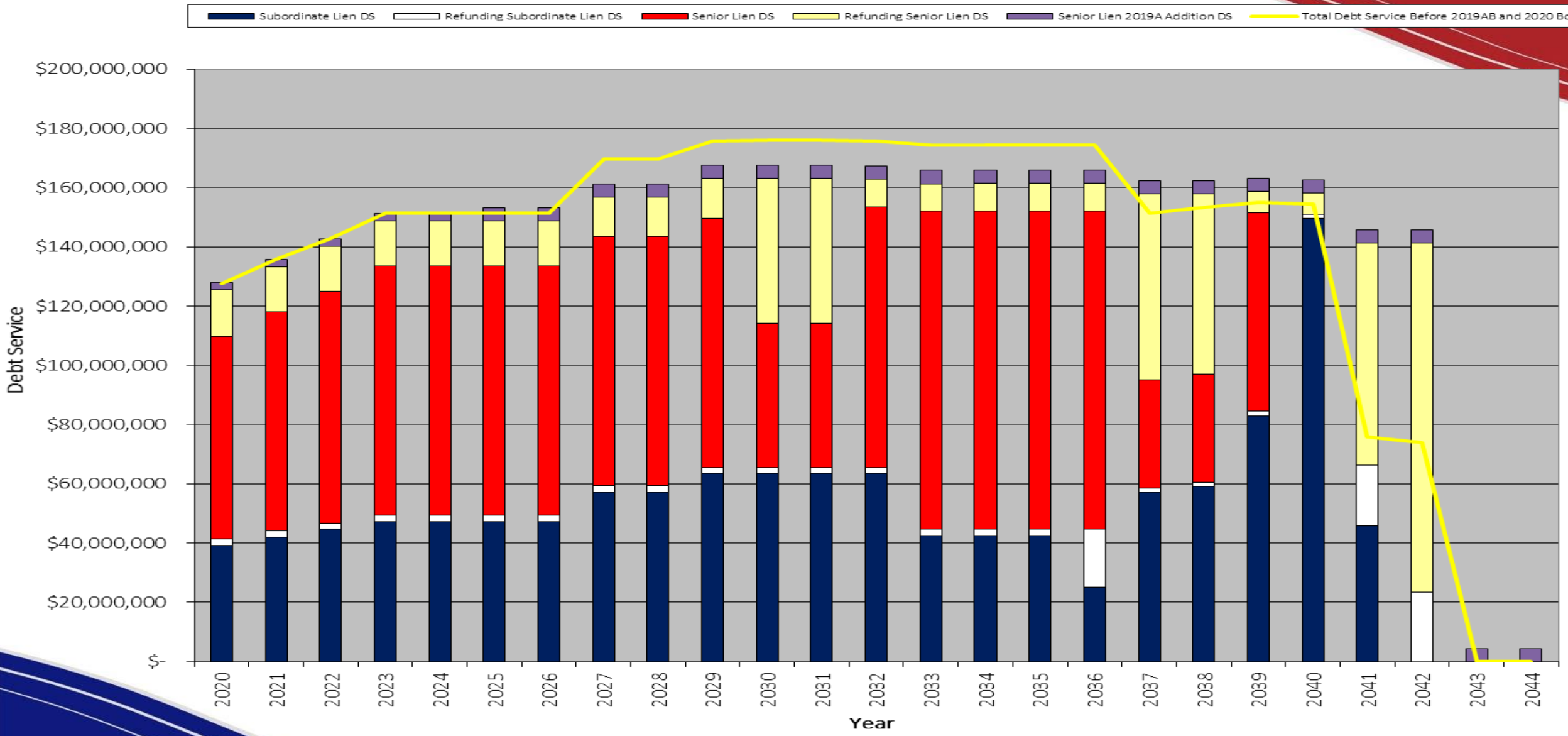
2019 and 2020 Bonding Results

Taxable Refundings	Principal Refunded	Principal Issued	TIC	NPV Savings
2019	$223,135,000	$247,880,000	3.502%	$11,698,210
2020	176,010,000	216,650,000	2.452%	17,464,464
Totals	$399,145,000	$464,530,000		$29,162,674

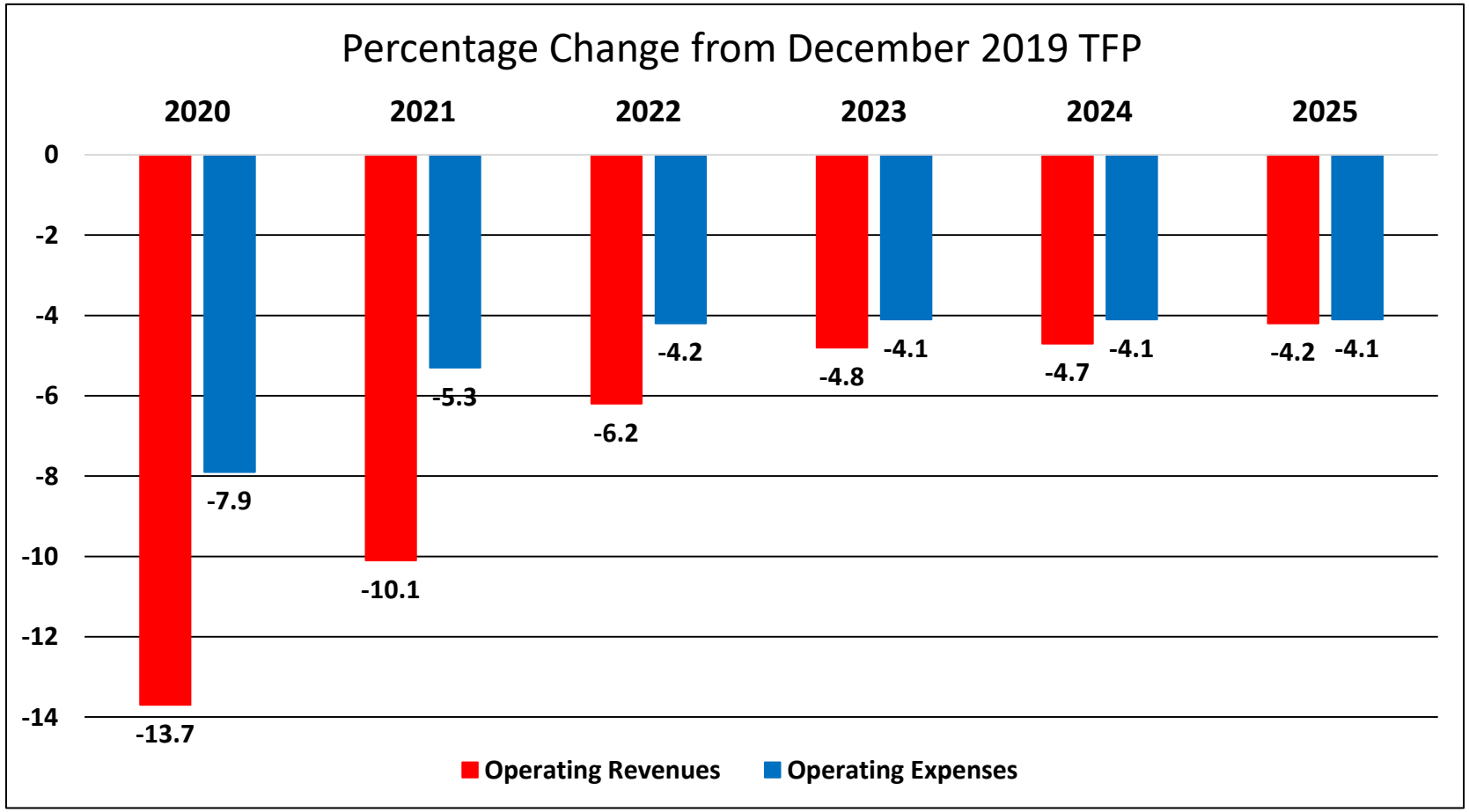
Overall NPV savings were 7.3%

New Money	Authorization	Actual	TIC
2019	$75,000,000	$61,830,000	2.452%

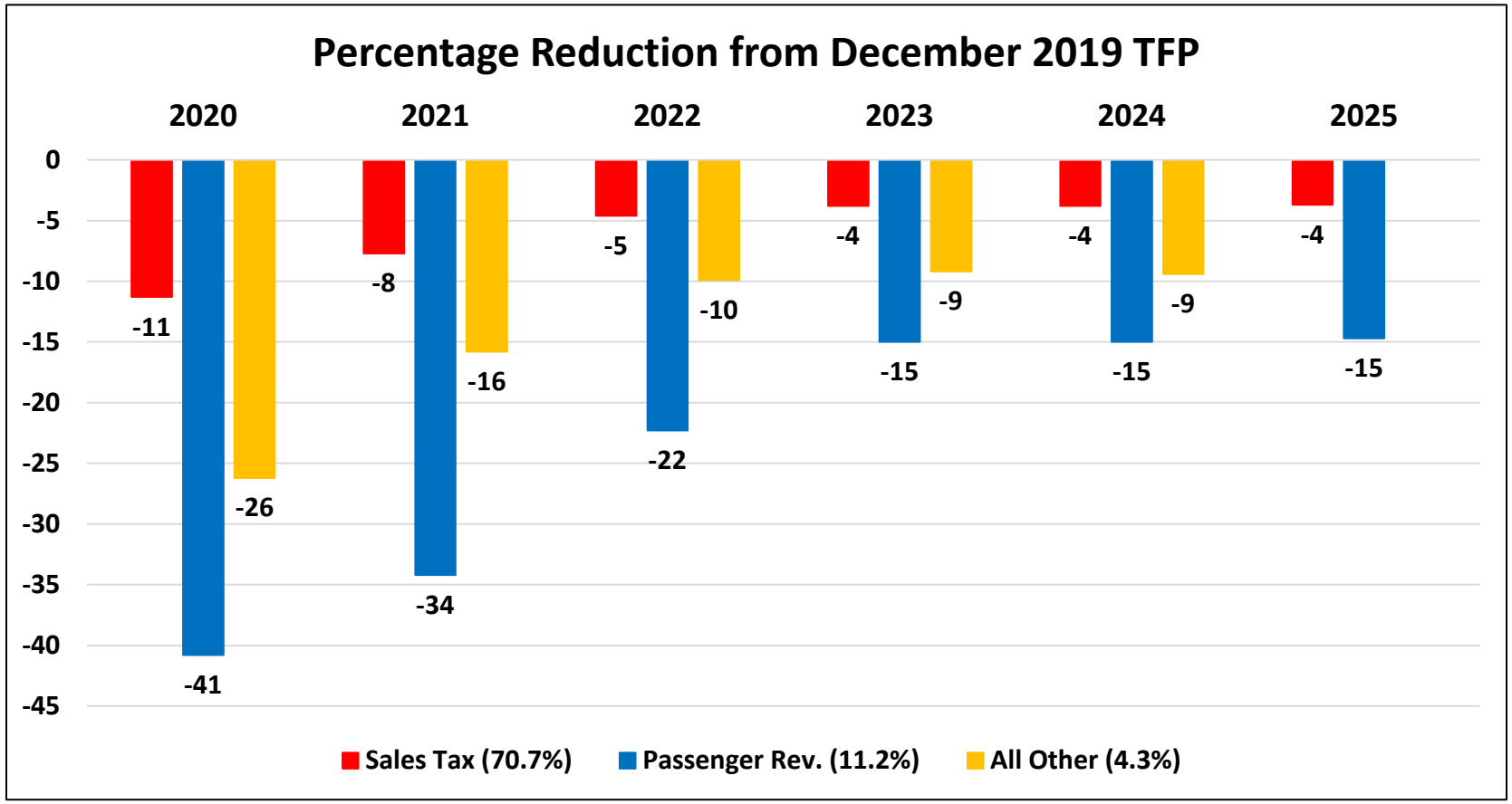
Senior and Subordinate Debt Comparison



Key Assumptions Review – Operating Budget



Key Assumptions Review – Operating Revenues

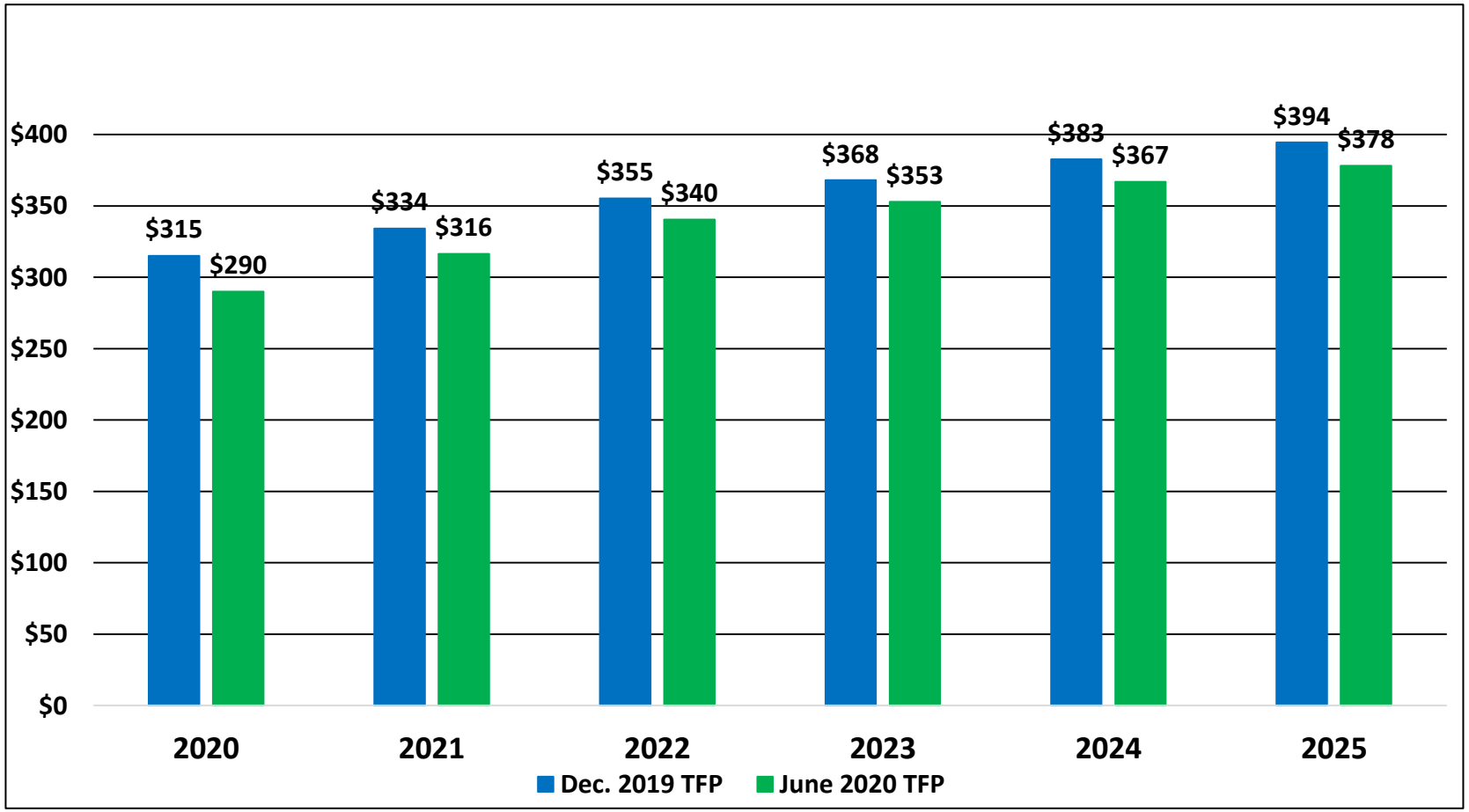


Preventative Maintenance (13.8%) excluded; no change in assumption.

Key Assumption Review – All Revenues (in millions)

	2020	2021	2022	2023	2024	2025
Sales Taxes	($39.2)	($28.2)	($17.7)	($15.1)	($15.9)	($16.6)
Prevent. Maint.	0.0	0.0	0.0	0.0	0.0	0.0
Passenger	(22.5)	(20.1)	(13.2)	(9.0)	(9.2)	(9.3)
All Other	(5.6)	(4.4)	(3.0)	(2.8)	(2.9)	0.3
Total	(67.3)	(52.7)	(33.9)	(26.9)	(28.0)	(25.6)
CARES Act Funds	100.0	87.2	0.0	0.0	0.0	0.0
Total Change in Revenues	$32.7	$34.5	($33.9)	($26.9)	($28.0)	($25.6)

Key Assumption Review – Operating Expense (in millions)



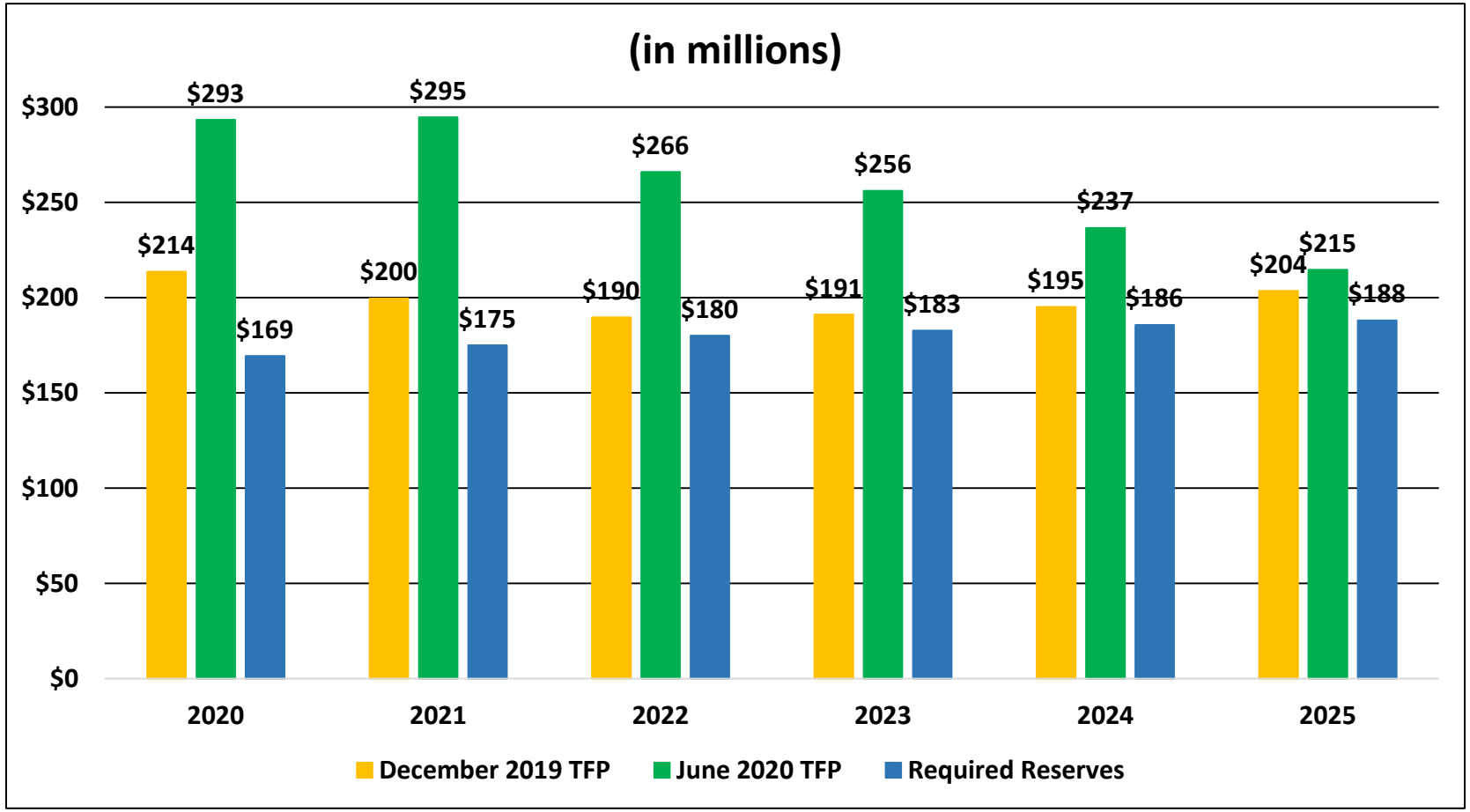
Draft June 2020 TFP: Summary

(in millions)

	2020	2021	2022	2023	2024	2025
Operating Revenue	$524.6	$556.5	$509.9	$539.8	$561.6	$587.3
Operating Expense	290.0	316.4	340.4	352.9	366.9	378.1
Net Operations	234.6	240.1	169.5	186.9	194.7	209.2
Debt Service	143.5	155.4	167.0	173.6	188.8	189.2
Net Available	91.1	84.7	2.5	13.3	5.9	20.0
Capital Revenue	129.8	120.3	52.2	61.0	68.6	16.7
Capital Expense	223.9	203.6	83.3	84.3	93.9	58.5
Net Change	(3.0)	1.4	(28.6)	(10.0)	(19.4)	(21.8)
January 1 Balance	296.3	293.3	294.7	266.1	256.1	236.7
December 31 Balance	$293.3	$294.7	$266.1	$256.1	$236.7	$214.9

Dec. 31, 2026 and 2027 - $212.6 and $222.4, respectively

Key Assumption Review – Change in Ending Balances



Draft June 2020 TFP: Reserves at Year End

(in millions)

	2020	2021	2022	2023	2024	2025
Restricted - Bond	$32.5	$32.5	$32.5	$32.5	$32.5	$32.5
Designated:						
General Operating	53.1	57.8	62.2	64.5	67.0	69.1
Service Stabilization	8.8	9.6	10.4	10.7	11.2	11.4
Capital Replacement	45.0	45.0	45.0	45.0	45.0	45.0
Debt Reduction	30.0	30.0	30.0	30.0	30.0	30.0
Total Designated	136.9	142.4	147.6	150.2	153.2	155.5
Undesignated	123.9	119.8	86.0	73.4	51.0	26.9
Ending Balance, Dec. 31	$293.3	$294.7	$266.1	$256.1	$236.7	$214.9

Board Outlook

- Monitoring fiscal matters monthly
  - Sales tax collections
  - Ridership and associated revenue
- Proceeding with capital projects
- Adding back service
  - Demand- and data-driven
  - Maximize ridership and service frequency
  - As finances permit
  - Explore new roles for microtransit and other demand-responsive services in coverage areas