

UTA Service

We Move You

Presentation to the
Salt Lake County Council
April 23, 2024

Carlton Christensen
UTA Board of Trustees Chair

Jay Fox
UTA Executive Director



1. Current Service, Ridership, and Expansion

Service Type	2023 Ridership	Year Over Year Change
All UTA Services	35,059,930	+11.5%
Bus Service	18,079,307	+14.4%
Commuter Rail	3,736,621	+15.7%
Light Rail	10,677,306	+3.6%
Streetcar	366,423	-14.8%
Paratransit	343,532	+8.4%
Vanpool	1,033,123	+44.7%
<u>Microtransit</u>	415,010	+68.2%



UTA Service



**Responsive planning
yields more ridership**

Maintaining a State of Good Repair



Microtransit

More service,
better service quality



UTA On Demand—Southern Salt Lake County

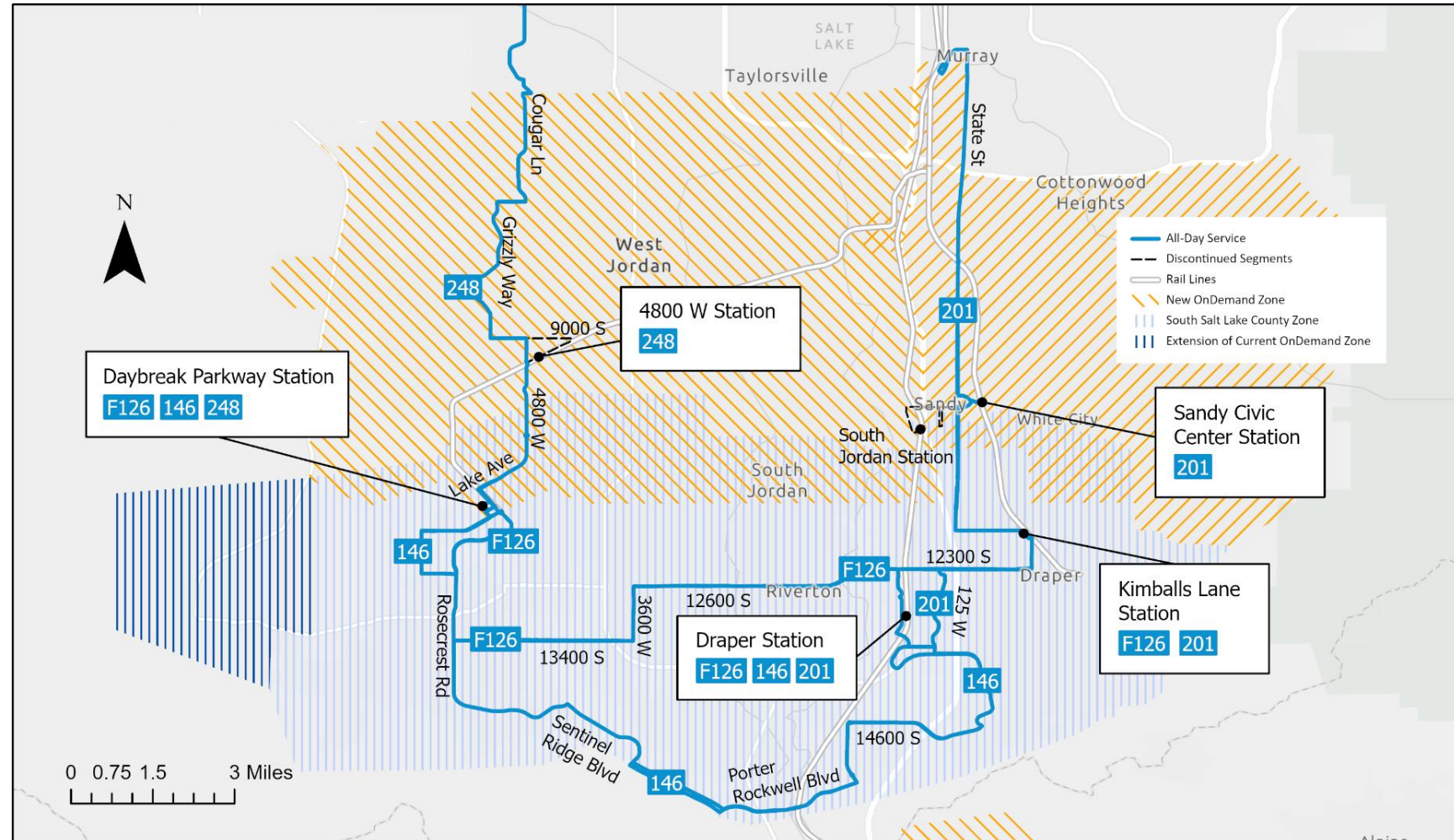
Top 10 Passenger Destinations in 2023

Destination Address	Number of Passengers
Daybreak Parkway TRAX Station	15952
Draper FrontRunner Station	7201
Crescent View TRAX Station	5190
Draper Town Center TRAX Station	4950
South Jordan FrontRunner Station	2640
Walmart Supercenter, South Jordan Gateway, South Jordan	1752
Kimballs Lane TRAX Station	1649
Walmart Supercenter, South Hamilton View Road, Riverton	1386
South Jordan Parkway TRAX Station	1259
The Shops at South Town, State Street, Sandy	1113

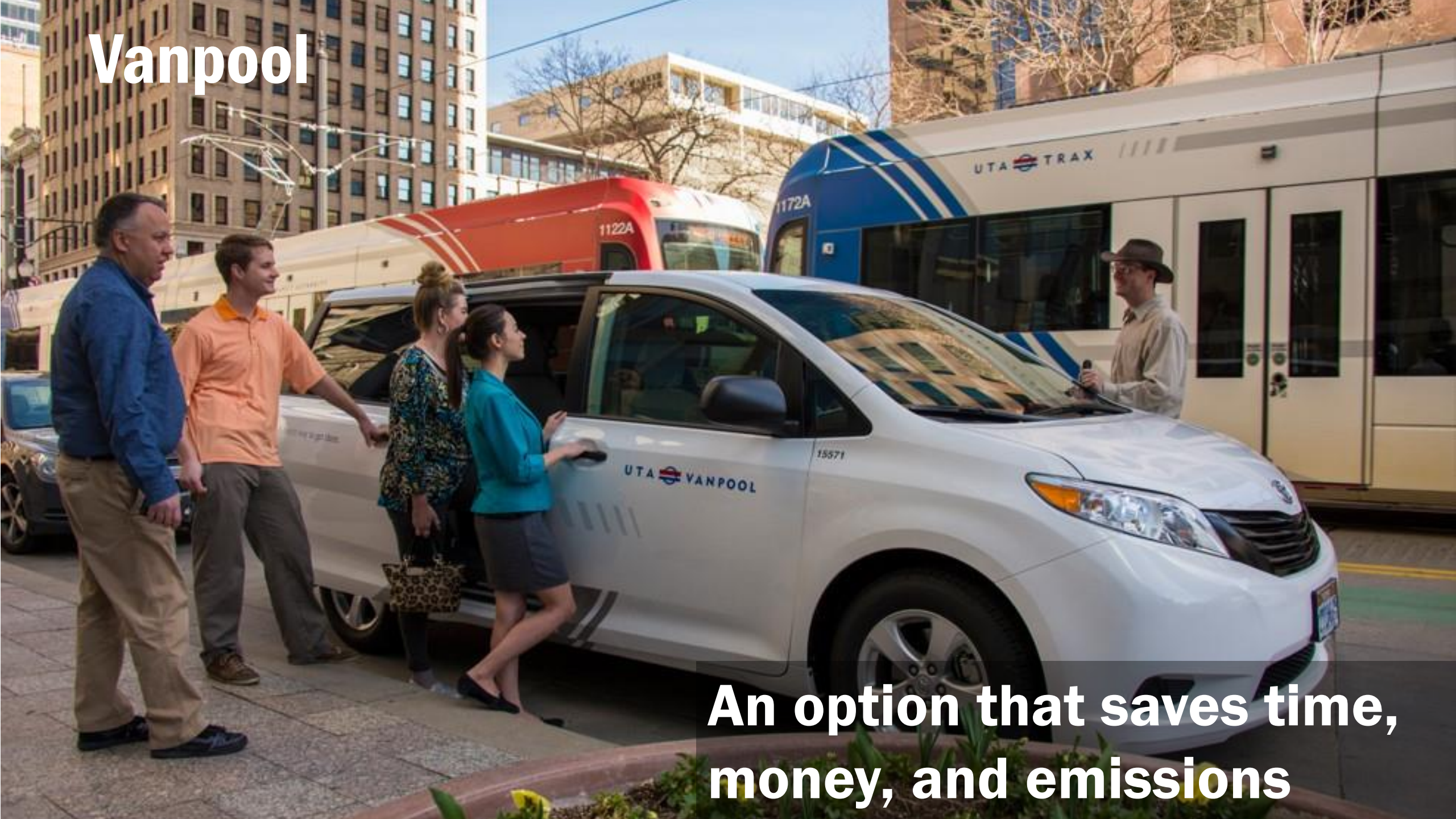


UTA On Demand Vision—Southern Salt Lake County

- New UTA On Demand Zones
- Increased Fixed Route service to handle demand
- Increased Paratransit coverage



Vanpool

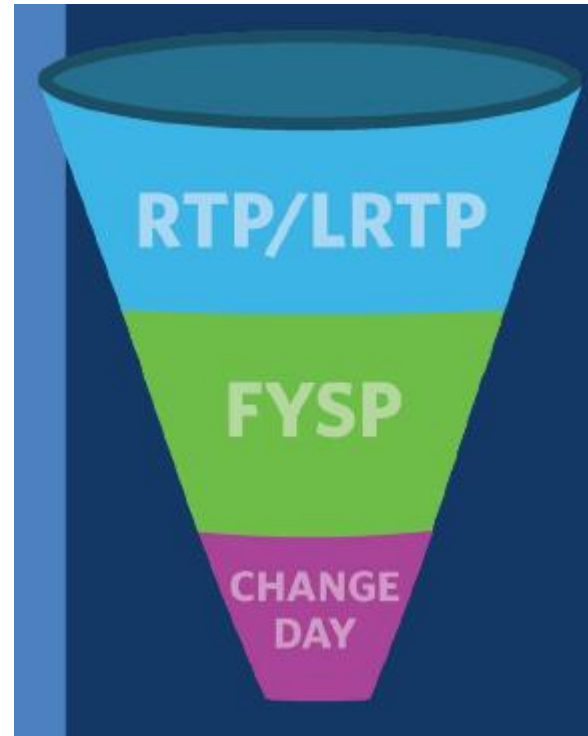


**An option that saves time,
money, and emissions**

2. UTA's Transit Plans and Partnerships



Service Planning at UTA

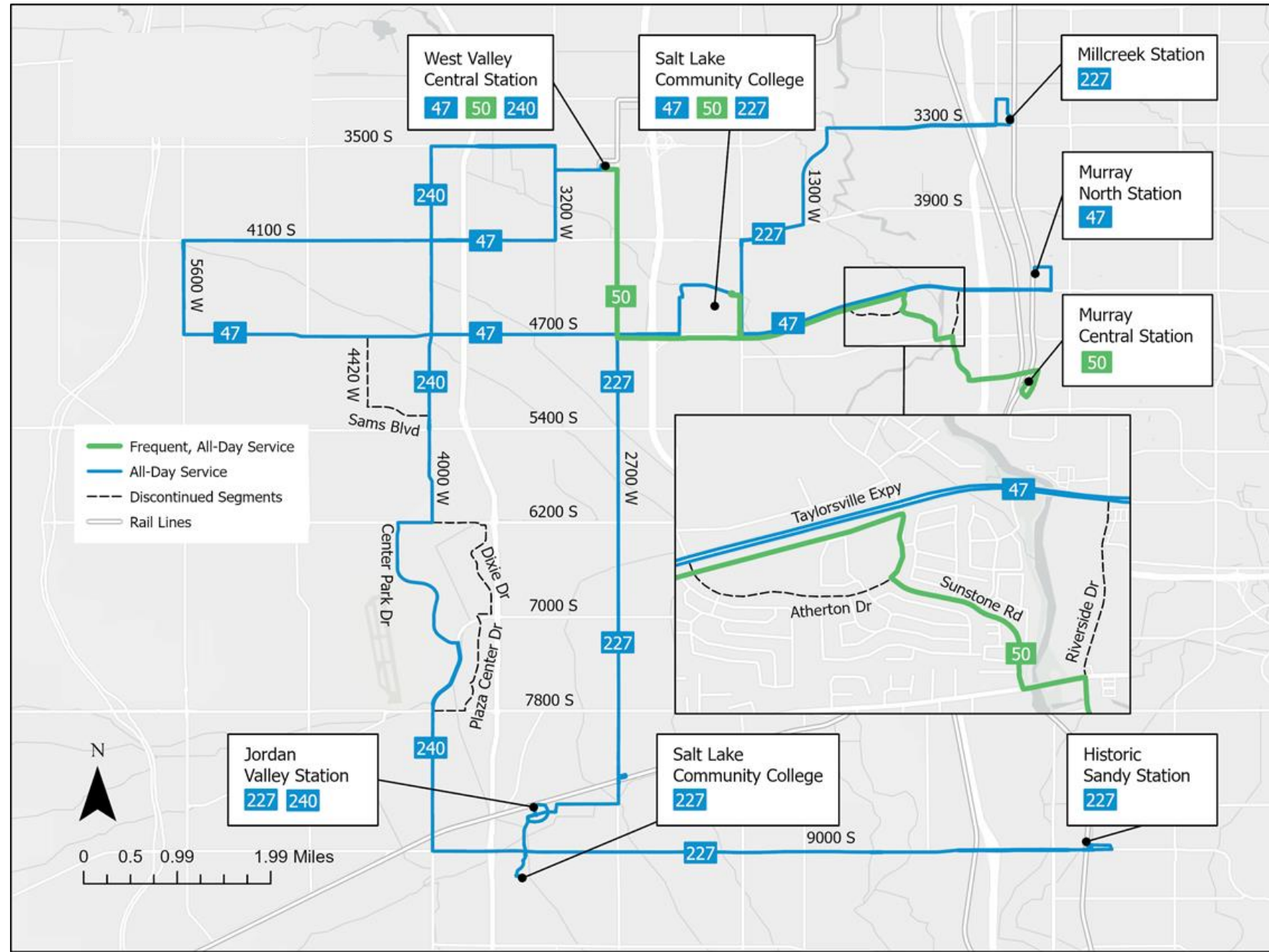


- Regional Transportation Plans
- UTA Long-Range Transit Plan
- Five-Year Service Plan
- Change Day—refine, finalize, and implement operation changes



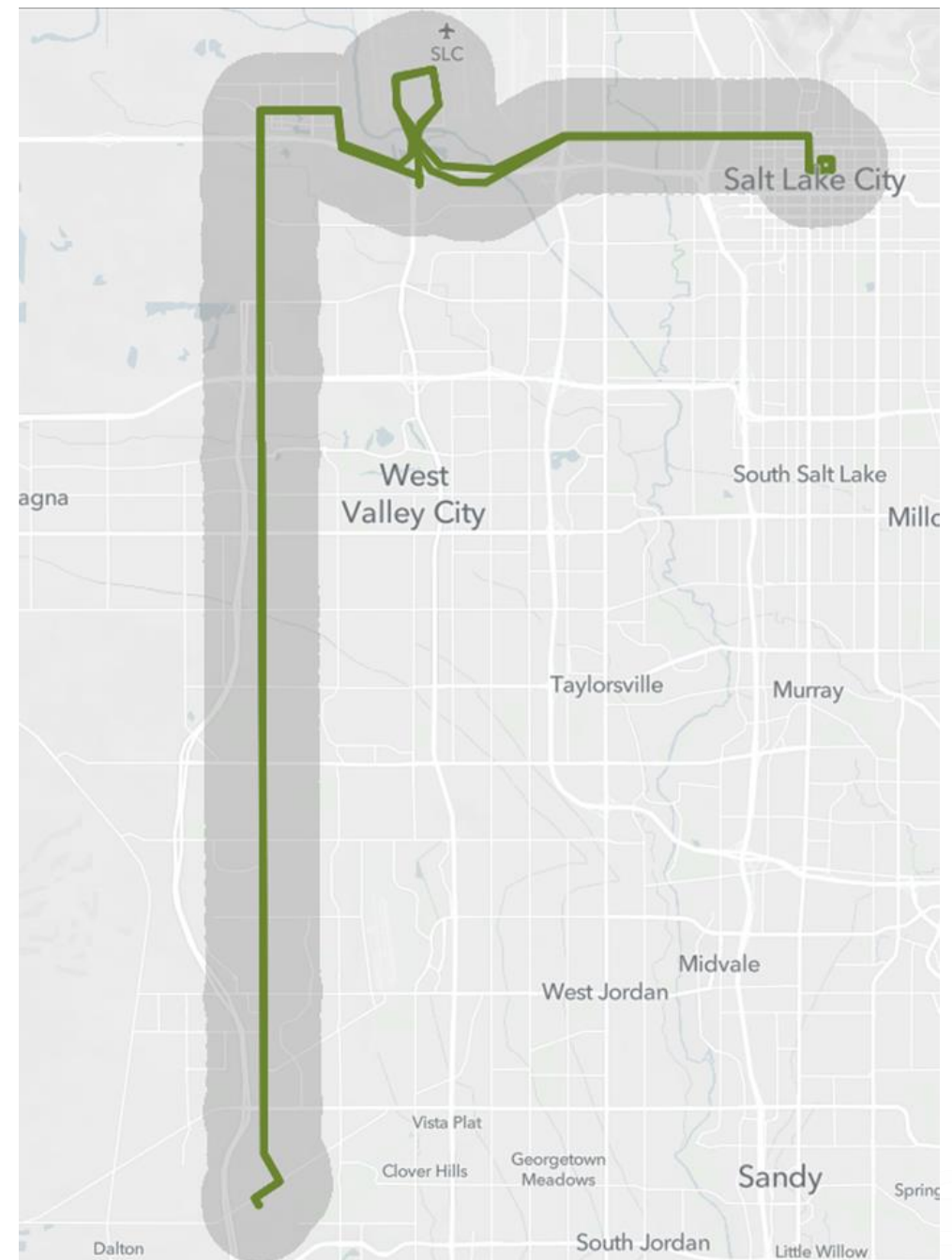
3500 S to 9000 S Service

- Route changes to prepare for Midvalley Connector
- Route 227 extended to SLCC-WJ, SLCC-Redwood, and 9000 S



5600 West Service

- New frequent service on 5600 W, the International Center, North Temple and Downtown SLC
- Increase to Paratransit Service Area



3. Successful Recruitment of Transit Operators

- Year-long hiring campaign
- Recruited 405 bus operators and 180 rail operators
- Met hiring goals
- Focus on quality service, retention



Multimedia Blitzes Referral Incentives

ATTEND OUR BUS OPERATOR HIRING FAIR!

\$1000
hiring
incentive



Saturday, April 23, 2022

The Utah Transit Authority
669 West 200 South,
Salt Lake City

10 a.m. – 2 p.m.

Get behind the wheel of a great career. If you've got what it takes, you'll be interviewed and hired

on the spot:

No CDL license required
Starting wage is \$20.94 an hour
Paid training is \$17 an hour

Get Behind the Wheel of a Great Career!

\$1000
hiring
incentive



ATTEND OUR SAME DAY
BUS OPERATOR HIRING EVENT

Saturday, November 6, 2021

The Utah Transit Authority
669 W. 200 South,
Salt Lake City

10 a.m. – 3 p.m.

DRIVE A BUS FOR UTA - and it begins by attending this important on day hiring event! If you've got what it takes, you'll be interviewed and hired on the spot:

- Receive a \$1,000 hiring INCENTIVE!
- No CDL license required
- Starting wage is \$19.57 an hour
- Paid training is \$17 an hour

Drive the Bus Hiring Event

Hiring for Ogden, Orem & Salt Lake City

Saturday, April 15th
From 9am - 3pm

Join us at
669 W. 200 S., Salt Lake City

Earn \$20-\$25/hr
with a \$2,000 incentive



UTA



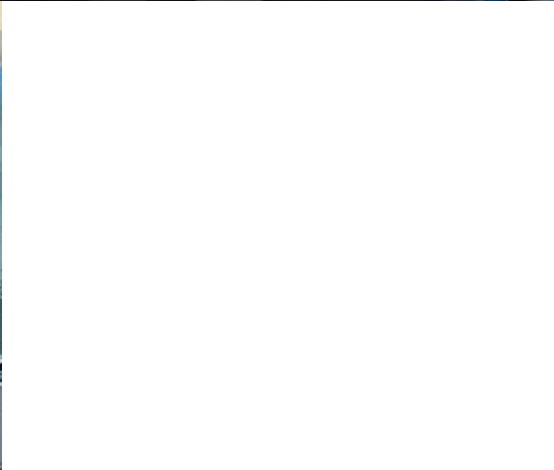
Scan the
QR code to
learn more

Join on Saturday, April 23

on, visit rideuta.com/applynow

UTA

Creative Engagement



2023 Utah Transportation Conference
Transforming Transportation Together

RECRUITING FAIR

Thursday, October 26, 2023

- Mechanics
- Construction Inspectors
- Accountants
- Heavy Equipment Operators
- Drivers
- Engineers

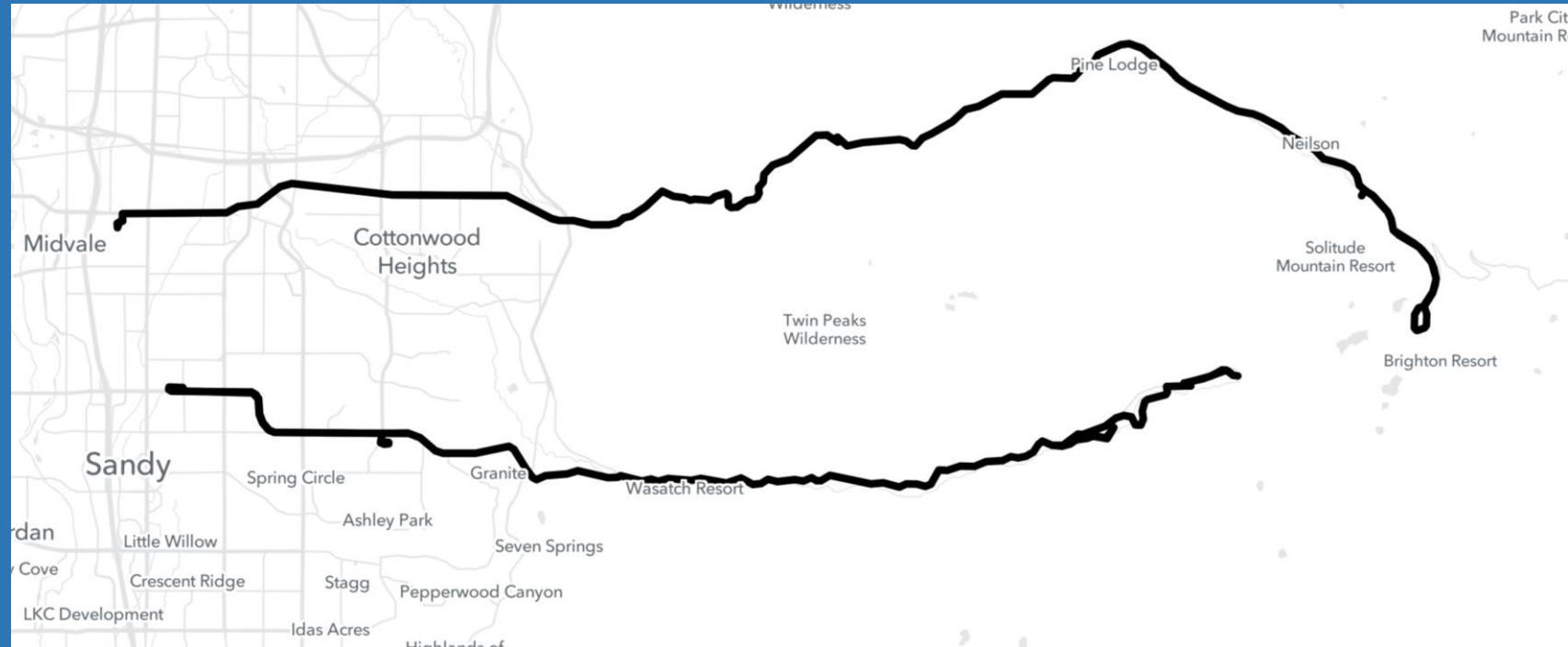
AND MORE!

Stop by to learn more about the transportation industry!

TAG US ON SOCIAL MEDIA
#UtahTransportation

Salt Lake County Ski Service

- Increased ridership on Routes 972, 994
- Invested in Cottonwood Connect



4. Transit as a Regional Investment



Questions

