Bucking the Trend: Strategies to Increasing Ridership

Carlton Christensen, Board Chair, Utah Transit Authority | July 21, 2019

Barriers to Increasing Ridership

- Stable gas prices
- Change in workplace dynamics
- Complexity of work centers
- Lack of education on how to use the system
- Ineffective trip planning platforms
- Poor integration of services with other forms of transportation
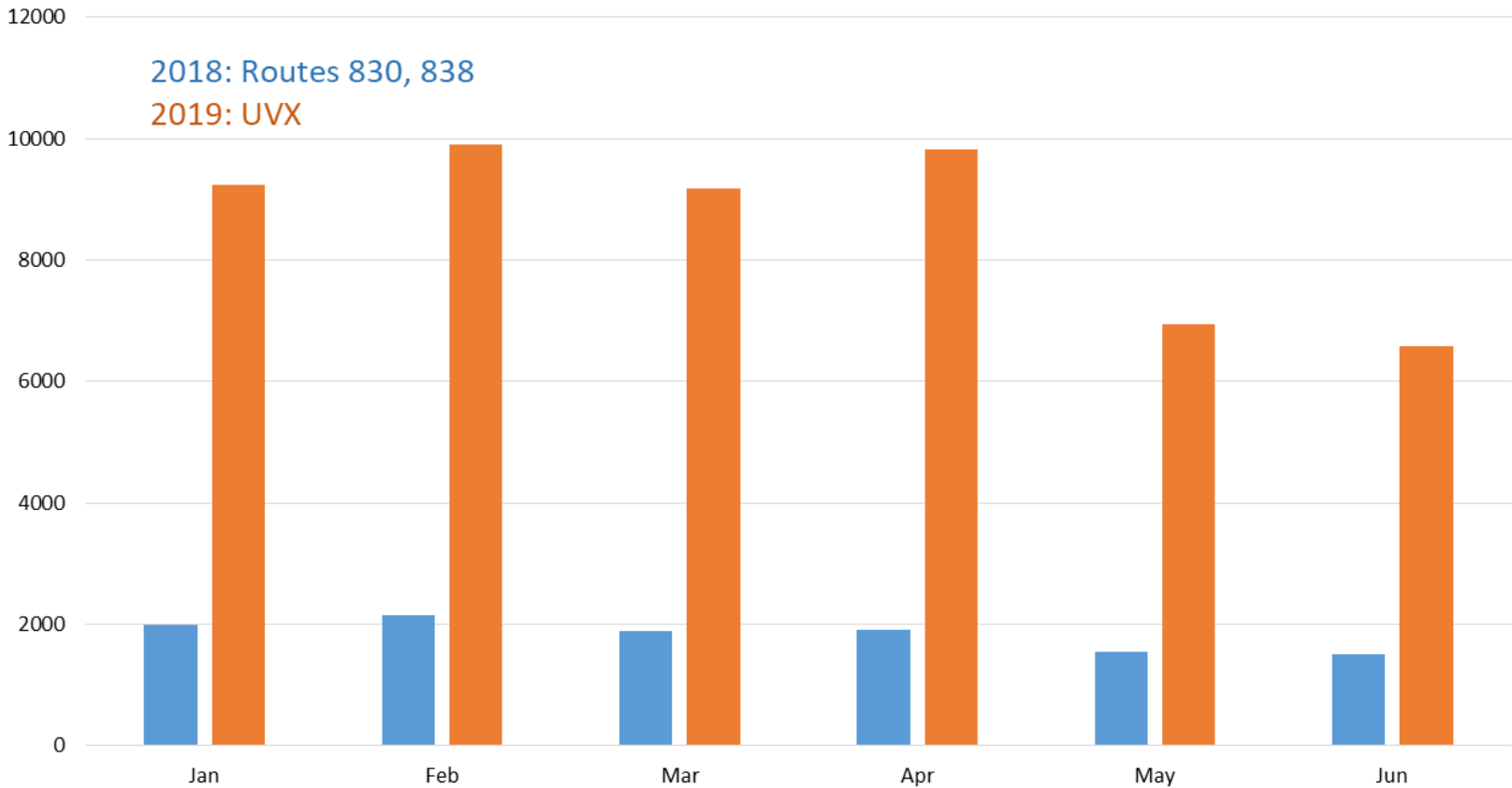- Low frequency
- Fares

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Areas of Opportunity

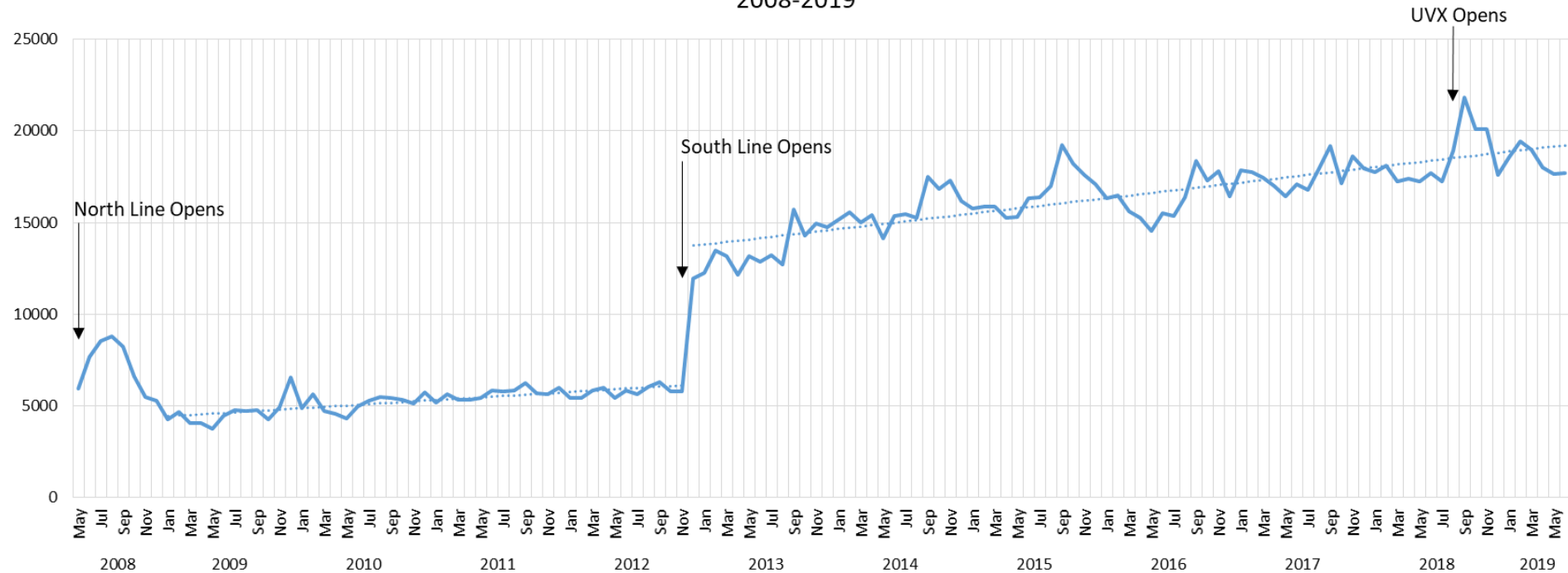- Invest in bus system and increase frequency

Invest in Bus System and Increase Frequency

Average Weekday Boardings
UVX Corridor
2018 vs 2019

Invest in Bus System and Increase Frequency

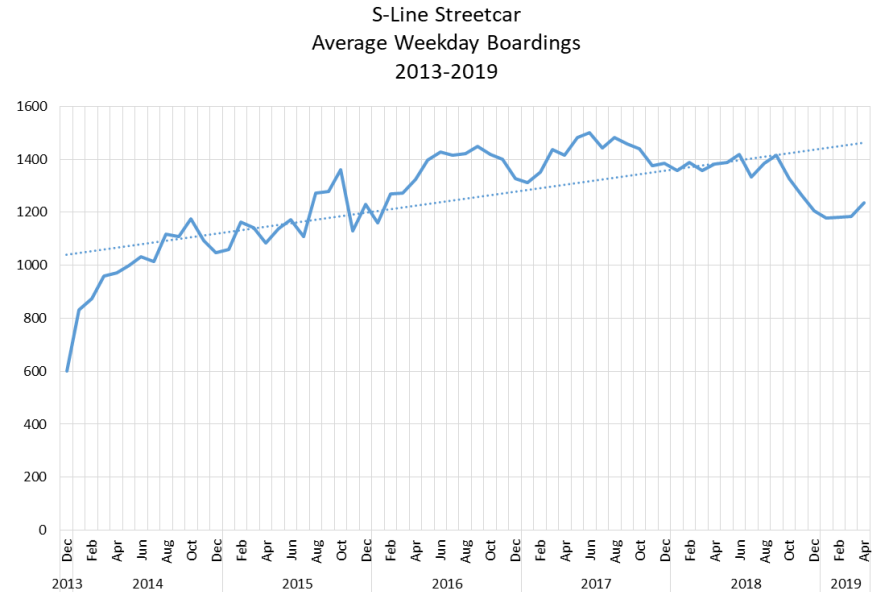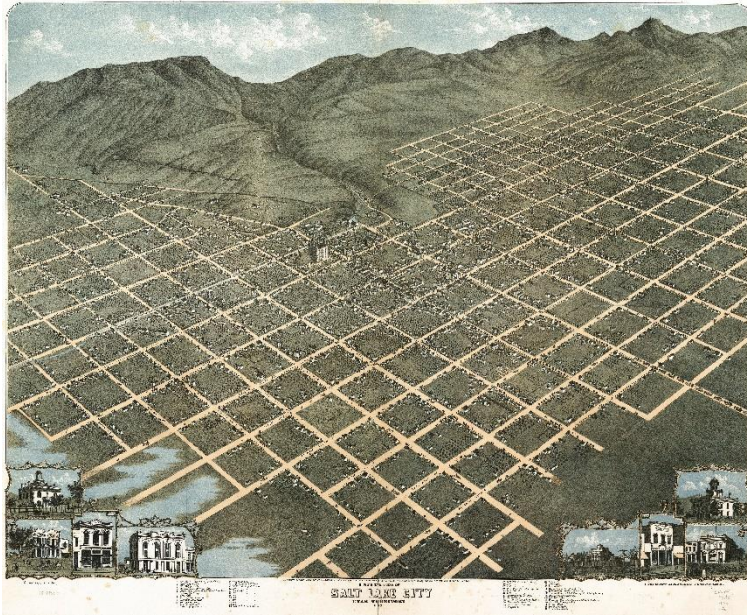FrontRunner
Average Weekday Boardings
2008-2019

Areas of Opportunity

- Invest in bus system and increase frequency
- Nurture development near transit stops

Nurture Development Near Transit Stops

S-Line Streetcar
Average Weekday Boardings
2013-2019

- Encourage smart planning and land use decisions through public outreach

- Provide resources to communities for transit and station area planning

Areas of Opportunity

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- Nurture development near transit stops
- Expand influence with businesses

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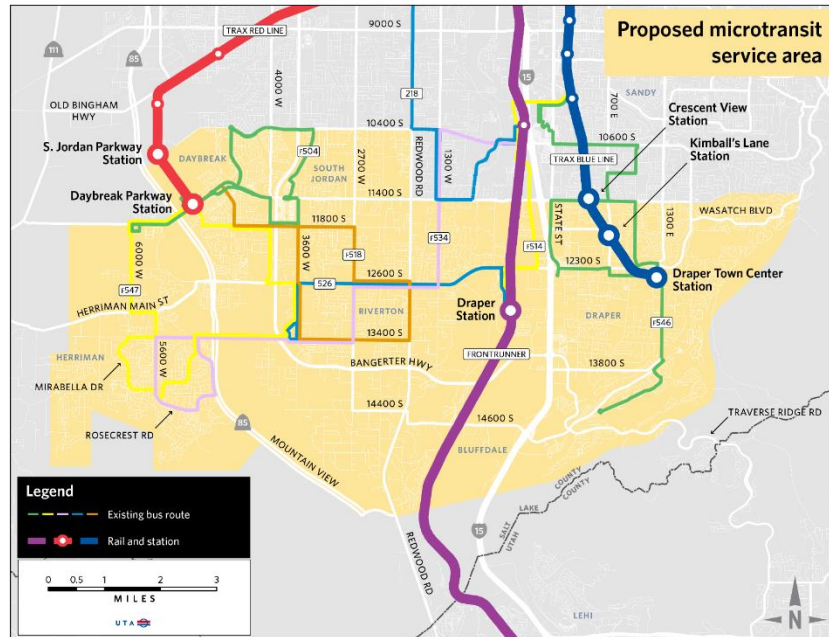- Improve ease of accessing the system

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- Invest in bus system and increase frequency

- Nurture development near transit stops

- Expand influence with businesses

- Treat low income and heavily dependent users the same as corporate pass users

- Enhance coordination with social service providers

- Improve ease of accessing the system

- Integrate new transportation innovations into the system

Integrate New Transportation Innovations into the System

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- Integrate new transportation innovations into the system
- Streamline customer experience

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- Enhance coordination with social service providers
- Improve ease of accessing the system
- Integrate new transportation innovations into the system
- Streamline customer experience
- Remove physical barriers to transit

Remove Physical Barriers to Transit

Before

After

Remove Physical Barriers to Transit

- "Improved bus stops are associated with a statistically significant increase in overall ridership and a decrease in paratransit demand…"

- "Specifically, between 2013 and 2016, improved bus stops saw ridership increases that were 92% *higher* than increases at the control group stops, while also experiencing ADA paratransit demand increases that were 94% *lower* than at the control stops."

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Thank You