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
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

2018: Routes 830, 838
2019: UVX
Invest in Bus System and Increase Frequency

FrontRunner
Average Weekday Boardings
2008-2019

North Line Opens
South Line Opens
UVX Opens
Areas of Opportunity

▪ Invest in bus system and increase frequency
▪ Nurture development near transit stops
Nurture Development Near Transit Stops

- 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
Areas of Opportunity

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▪ Treat low income and heavily dependent users the same as corporate pass users
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▪ Enhance coordination with social service providers
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- Improve ease of accessing the system
Areas of Opportunity

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- Improve ease of accessing the system
- Integrate new transportation innovations into the system
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- Streamline customer experience
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- 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.”

(Source: Impacts of Bus Stop Improvements, Report No. UT-18.04, Utah Department of Transportation Research Division)
Thank You