Advisory Council of the Utah Transit Authority

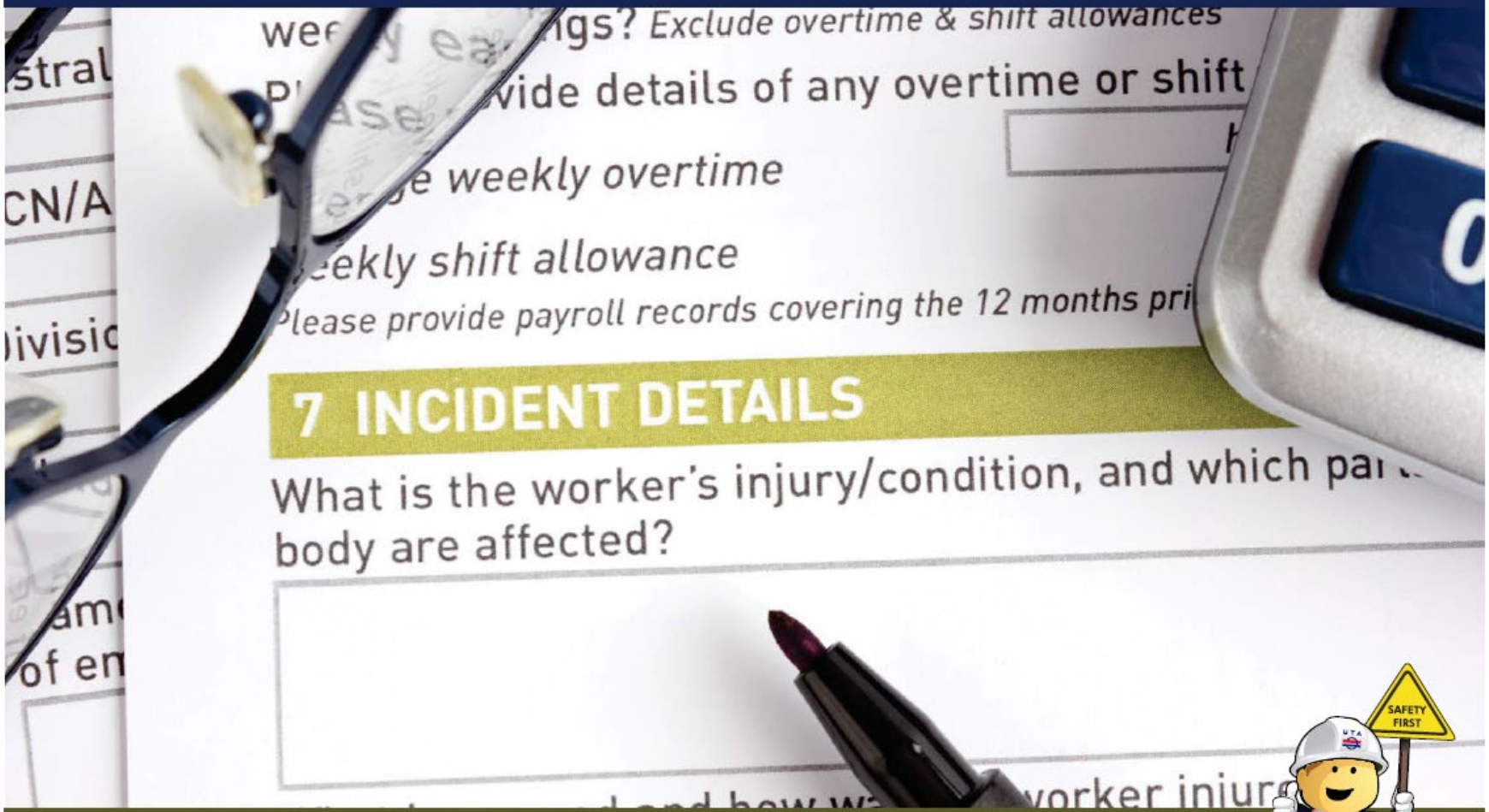
July 17, 2019

Call to Order
and Opening Remarks

Pledge of Allegiance

Safety First Minute

The Close Call reported today, is the accident that does not happen tomorrow.



UTA SAFETY & SECURITY

July 2019

Public Comment Period

Public Comment Guidelines

- Each comment will be limited to two minutes per citizen or five minutes per group representative
- No handouts allowed

Approval of June 12, 2019 Advisory Council Meeting Minutes

Recommended Action (by acclamation)

Motion to approve

Advisory Council Chair Report

Board of Trustees Report

Agency Report

Transit Announced as Official UTA Trip Planning App

AR2019-07-01 Resolution Approving the MidValley Connector Bus Rapid Transit Project Locally Preferred Alternative (LPA)

PROJECT

- **New BRT project to connect:**
  - **Murray Central TRAX/FrontRunner station**
  - **SLCC Redwood campus (on 4700 S)**
  - **West Valley Central TRAX station (via 2700 W)**
- **Exclusive bus lanes on 4500/4700 S**
- **Local Project (followed non-federal environmental process)**

Midvalley Connector
Locally Preferred Alternative

Mode	BRT
Length (miles)	7
Dedicated miles	1.4
Stations	15
Frequency	10-15 min
Bus type	40 ft
# of buses	11
Daily ridership	2,200 – 2,700
Opening Day	2021
Capital Cost	$45.4 M
Annual O&M*	$4.71 M

*includes leasing buses

LPA Status

- Adopted by City of Taylorsville on January 16, 2019
- Adopted by West Valley City on March 12, 2019
- Adopted by Murray City on April 16, 2019
- Included in WFRC 2019-2050 Regional Transportation Plan
- Requesting Advisory Council approval today
- Next step is UTA Board of Trustees approval

Capital Funding

$53,095,600	Total Project Capital Cost (Design, Right of Way, Construction
$3,409,000	Land donations (SLCC, UDOT, WVC, Taylorsville
$4,286,600	Property purchases (State, Taylorsville)
$3,800,000	UDOT Transportation Bond Proceeds
$3,000,000	SL County Regional Transportation Choice Fund
$200,000	Murray City
$400,000	West Valley City
$4,000,000	Federal Funds (SLCC Transit Hub, 1780 West)
$19,095,600	Available Capital Funds
$34,000,000	Additional Funding Needed for Construction
$4,700,000/yr	Annual O&M and bus leasing

Next Steps

- LPA adoption by UTA Advisory Council and Board of Trustees will allow Decision Document to be signed
- Once partner funding commitments are finalized, Capital Project plan will be presented
- UTA Advisory Council and Board of Trustees approval of capital project plan needed for project to proceed to construction, as required by UTA policy

Recommended Action (by roll call)

Motion to approve AR2019-07-01:

Resolution Approving the MidValley Connector Bus Rapid Transit Project Locally Preferred Alternative (LPA)

Consultation

Board Policy 4.1 – Fare Policy

FARE POLICY PURPOSE

Establish and maintain an effective fare system

FARE PRICING

Fare Pricing Element	Policy			
	Resolution R2011-03-02 & Public Fare Table	Resolution R2018-06-07	Corporate Policy No. 1.1.18	Corporate Policy No. 3.2.4
Base Fare	See Public Fare Table			
Discounts	1) Seniors/Disabled/Medicaid (50%) 2) Youth (25%) 3) Token 10 Pack (10%)	1) FAREPAY (20 - 40%) 2) Homeless (50%) 3) Co-Op (20%)	N/A	N/A
Free Fare	1) Paratransit Freedom Access Pass	1) Travel Training Program	1) Free Fare Zone 2) Childen 5 & Under 3) Employees 4) PC Attendant 5) Swore Peace Officers 6) Fire Fighters	1) Complimentary Passes
Special Pricing	1) Period Passes a. Day Pass b. Month Pass (Regular/Premium) 2) Special Priced Products a. Group Pass 3) Prepaid Fare Products a. 10 Punch Card (Route Deviation) b. 10 Punch Card (Paratransit) c. 10 Pack Token	1) Pilots/Promotions 2) Bulk Fare a. ECO/ED b. Ski Program c. Ticket-as-Fare d. Residential e. Government 3) Special Programs a. Medicaid Punch Pass b. DSPD c. U of U Event	N/A	N/A

BASE FARE RATES

1) Evaluate and establish base fare rates in compliance with federal and state requirements

Fare Pricing Element	Policy			
	Resolution R2011-03-02 & Public Fare Table	Resolution R2018-06-07	Corporate Policy No. 1.1.18	Corporate Policy No. 3.2.4
Base Fare	See Public Fare Table			
Discounts	1) Seniors/Disabled/Medicaid (50%) 2) Youth (25%) 3) Token 10 Pack (10%)	1) FAREPAY (20 - 40%) 2) Homeless (50%) 3) Co-Op (20%)	N/A	N/A
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OTHER PRICING

2) Approve discounts to base fare rates, free fare and special fare rates

Fare Pricing Element	Policy			
	Resolution R2011-03-02 & Public Fare Table	Resolution R2018-06-07	Corporate Policy No. 1.1.18	Corporate Policy No. 3.2.4
Base Fare	See Public Fare Table			
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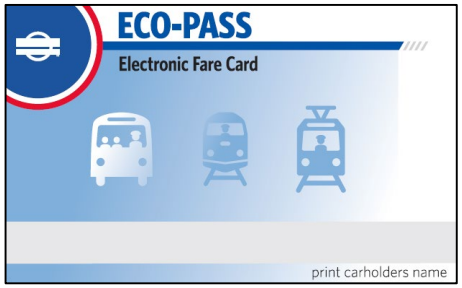
FARE MEDIA

3) Approve changes to new and existing fare media



CONTRACT NEGOTIATIONS

4) The Executive Director will notify the Board of Trustees of contract negotiation status for the following:

a. Educational Programs

b. Bulk Pass Purchases (Over $200,000)

DELEGATION AUTHORITY

5) The Board of Trustees may delegate its approval authority

OTHER POLICY ITEMS

6) The Board of Trustees will approve requests for sponsored service, complimentary service, charter service, and sponsored fare

7) The Executive Director will provide notice to the Board of Trustees for complimentary pass requests over $5,000

2019 Budget Amendment

Proposed Budget Amendments

- Capital
  - Salt Lake County 4th Quarter Capital Projects
  - E-Voucher Software Purchase

Salt Lake County 4th Quarter Capital

Category	Proposed Amendment
Sales Tax	$6,000,000
State of Good Repair – TRAX	2,000,000
State of Good Repair – SD Overhauls	1,500,000
Capital Project – Depot District	1,000,000
Capital Project – Meadowbrook Expansion	300,000
Capital Project – Operator Restroom	200,000
Capital Project – Bus Stop Impr. & Signage	1,000,000
Total	$6,000,000

E-Voucher Software Capital

Category	Proposed Amendment
UTA Current Year Funding	$166,000
Grants	84,000
Total Revenue	$250,000
Other Capital Projects	$250,000

2019 Capital Budget Amendment Revenue

Description	Current Budget	Amendment Amount	Amended Budget
UTA Current Year Funding	$23,113,000	$166,000	$23,279,000
2018 UTA Carryover Funding	21,238,438		21,238,438
Sales Tax		6,000,000	6,000,000
Grants	62,398,278	84,000	62,482,278
Local Partner Contributions	17,013,733		17,013,7333
State Contribution	5,065,699		5,065,699
2018 Bond Proceeds	25,077,792		25,077,792
Leasing	11,103,282		11,103,282
Totals	$165,010,222	$6,250,000	$171,260,222

2019 Capital Budget Amendment Expense

Description	Current Budget	Amendment Amount	Amended Budget
Provo-Orem TRIP	$10,591,896	$0	$10,591,896
Airport Station Relocation	2,650,000		2,650,000
State of Good Repair	47,144,243	3,500,000	50,644,243
Other Capital Projects	104,624,083	2,750,000	107,374,083
Totals	$165,010,222	$6,250,000	$171,260,222

Next Step

- July 31 Board meeting

Service Choices Report Presentation

UTA Service Choices

The UTA Service Choices project aims to fully review, and if necessary redesign, the pattern of bus service across the UTA network, as well as setting standards for future service changes.

The first report in this project was released in Spring 2019, and the initial engagement period closed at the end of May.

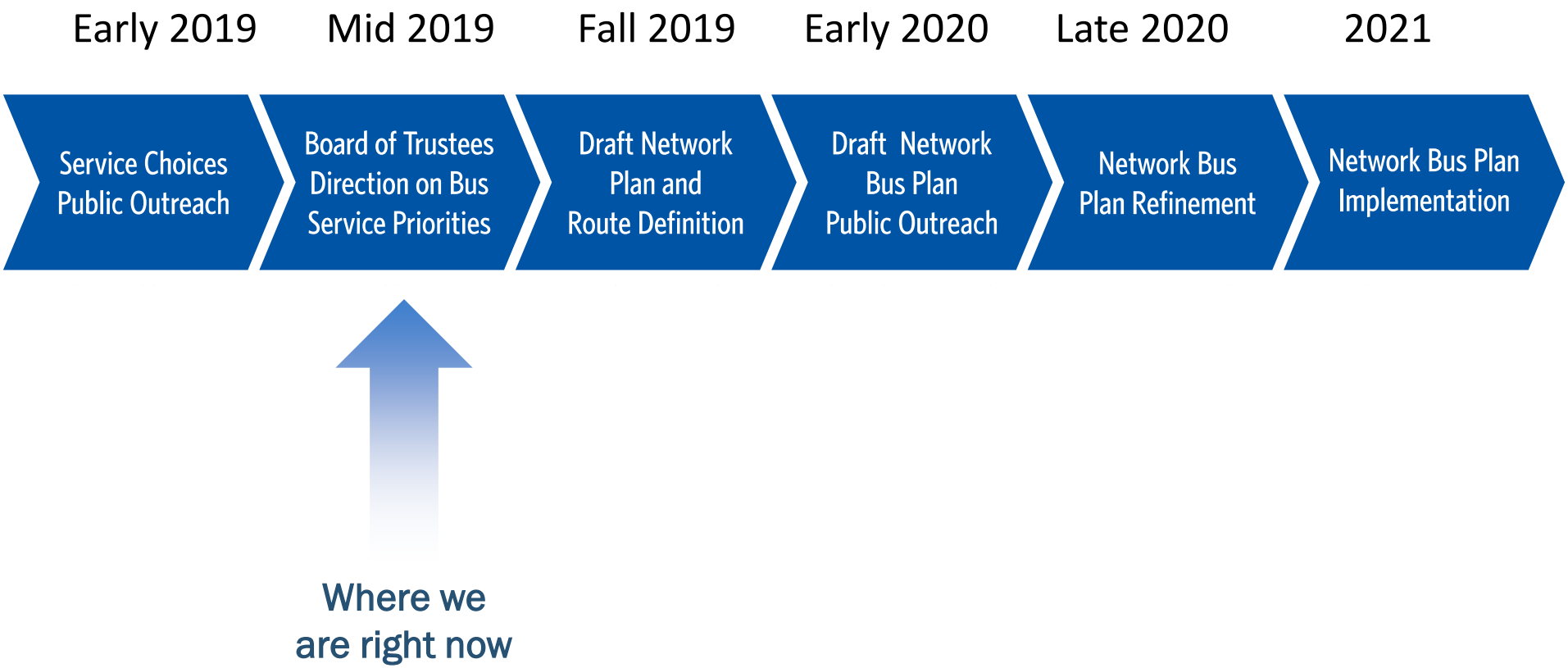
Beginning in August, UTA staff and the consultant team will design a Draft Network Plan.

Today's Choice

Today, we will provide information to help the Board of Trustees give their direction on the goals and desired outcomes of the Draft Network Plan.

This direction will directly shape the network design emerging from the next step in this process.

Project Timeline



The Key Questions

Three critical questions must be answered to shape the design of the Draft Network Plan:

1. When deploying the existing operating budget (potentially moving service from one place to another), how should UTA balance the competing goals of **ridership** and **coverage**?

2. When deploying new resources, how should UTA balance the competing goals of **ridership** and **coverage**?

   (Especially relevant in the Salt Lake Business Unit, where new resources for bus service are available.)

The Key Questions

3. When deploying service with a coverage goal – in expectation of low ridership – what should be the primary principle governing that service design:

   – **Serving people with no alternatives**, including seniors, youth, and people with low incomes.

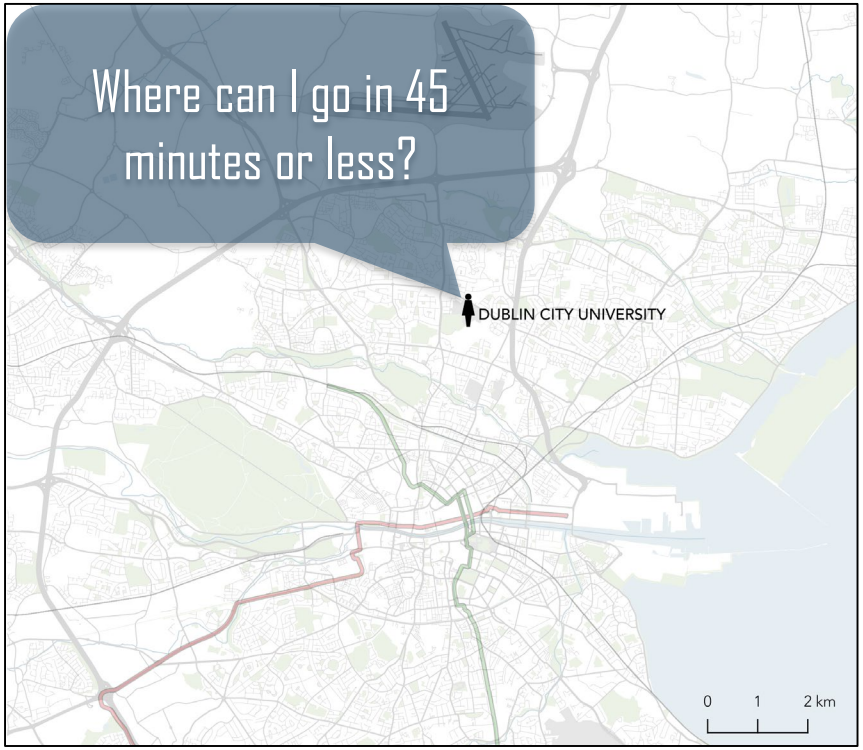
   – **Responding to growth**, by extending service to newly developing communities.

   – **Serving everyone who pays taxes**. This principle would lead us to try to provide some service to everyone in the service area.

High-ridership transit is highly useful

What is useful transit?

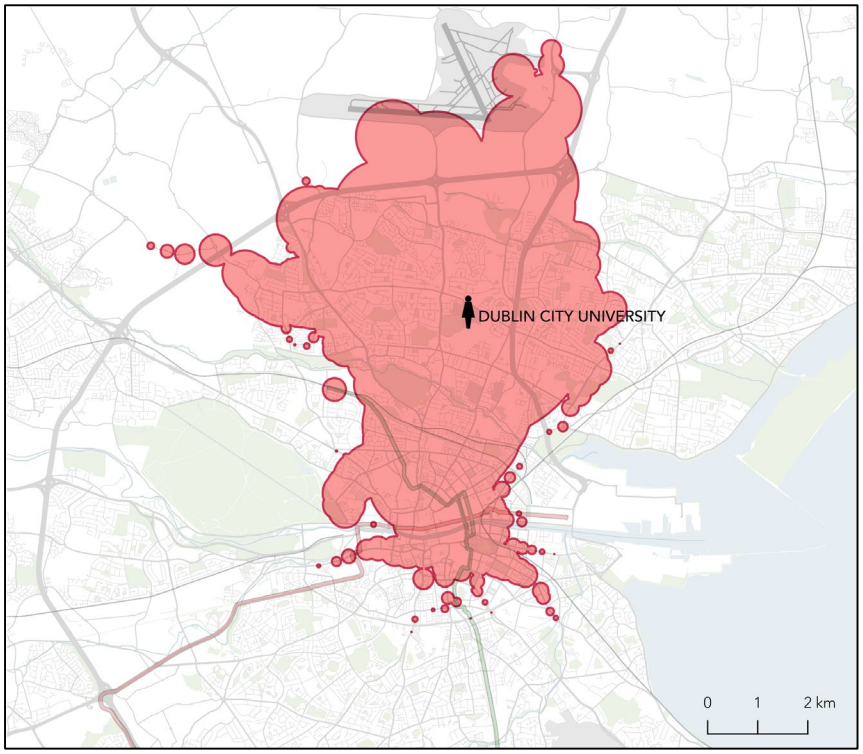
Is transit useful?



Transportation planning is freedom planning.

“Where can I go?” = “What could I do?”

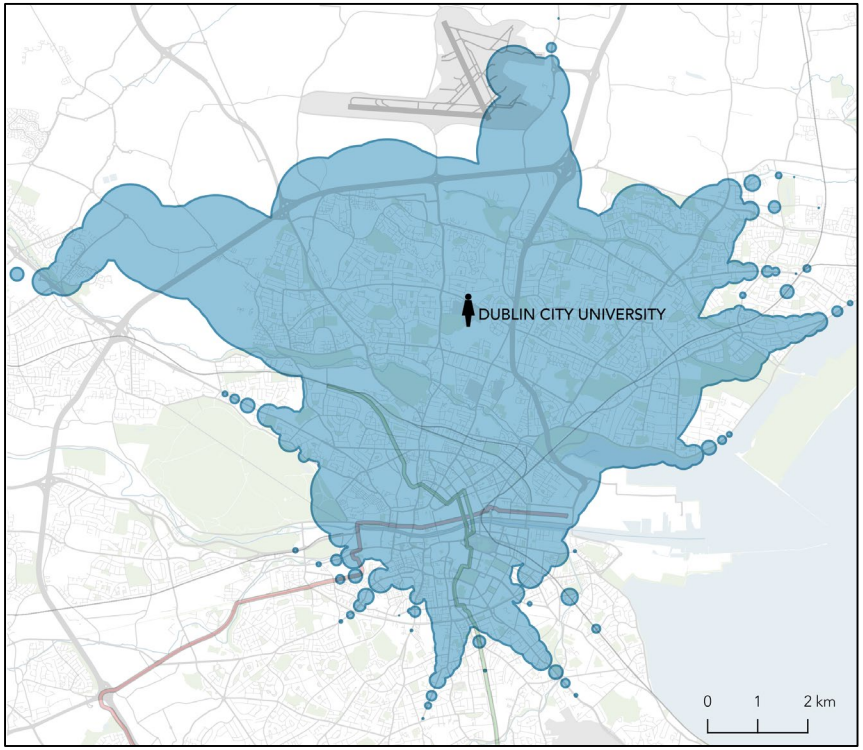
Where could I be in 45 minutes?



"isochrone" – a map shape enclosing the area that can be reached in a given travel time.

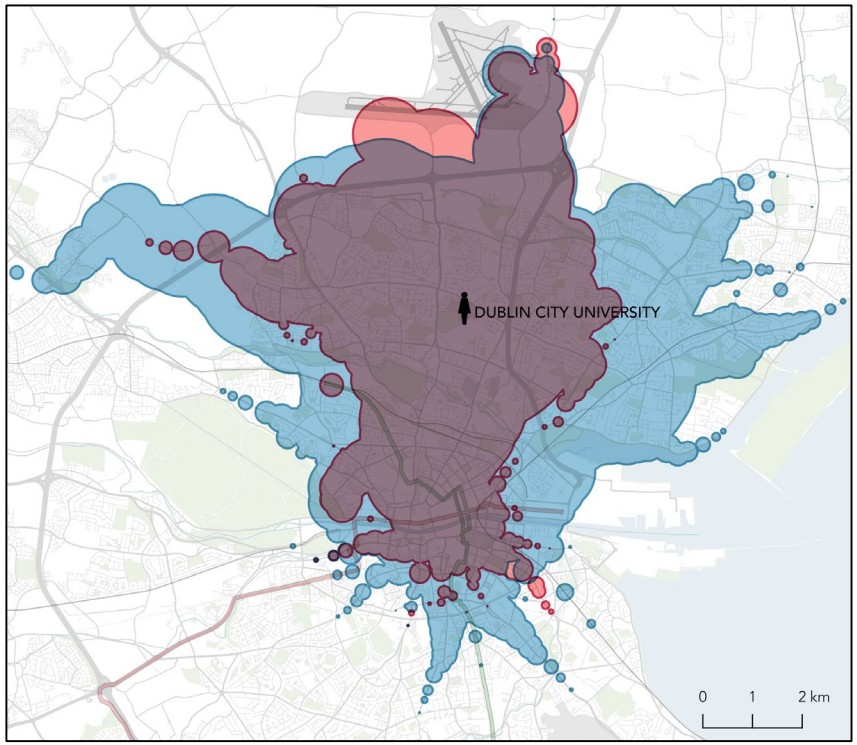
Where could I be in 45 minutes or less?

Where can I go with the new network?



The differences in the design of the new network produce a different isochrone.

To expand ridership, expand freedom



With the redesigned network, what new opportunities are open to me using transit?

Everywhere in blue is newly accessible by transit with this plan.

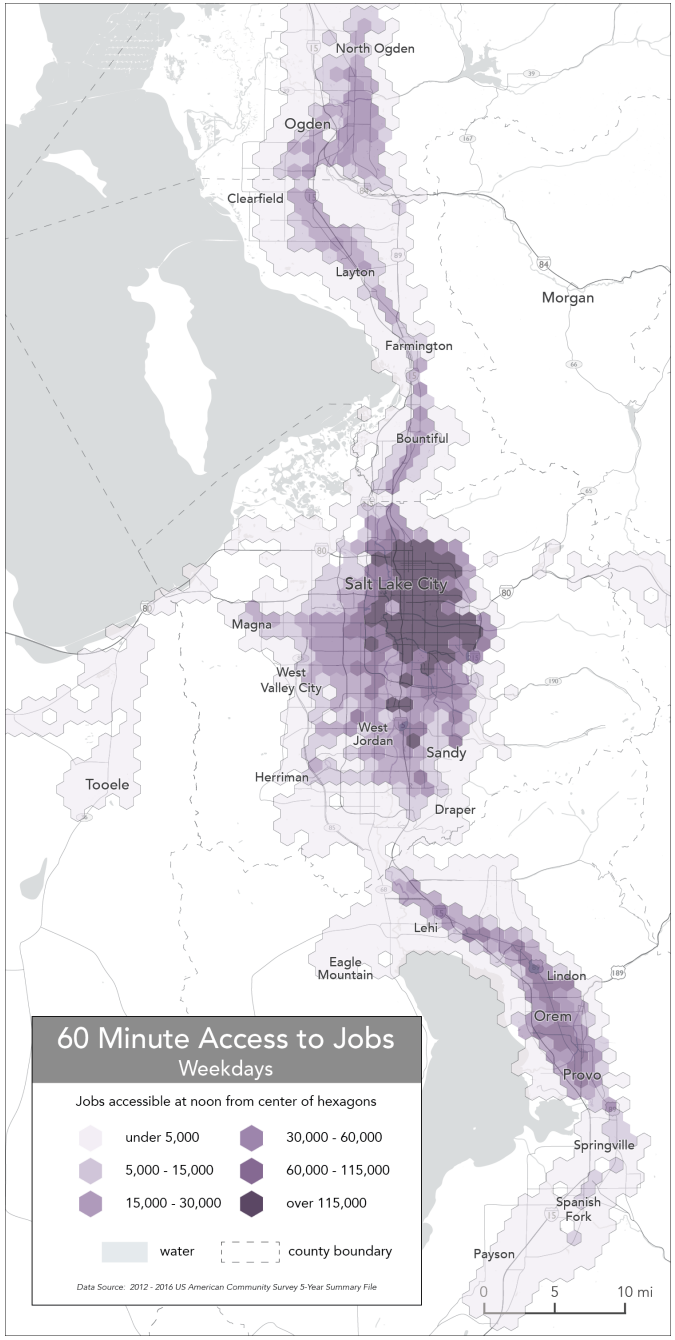
Everywhere in red is no longer accessible.

95,000 more jobs (+43%)

149,000 more residents (+68%)

How useful are UTA's services?

The map shows the number of jobs within the county reachable at midday from the center of each hexagon by transit in 60 minutes.

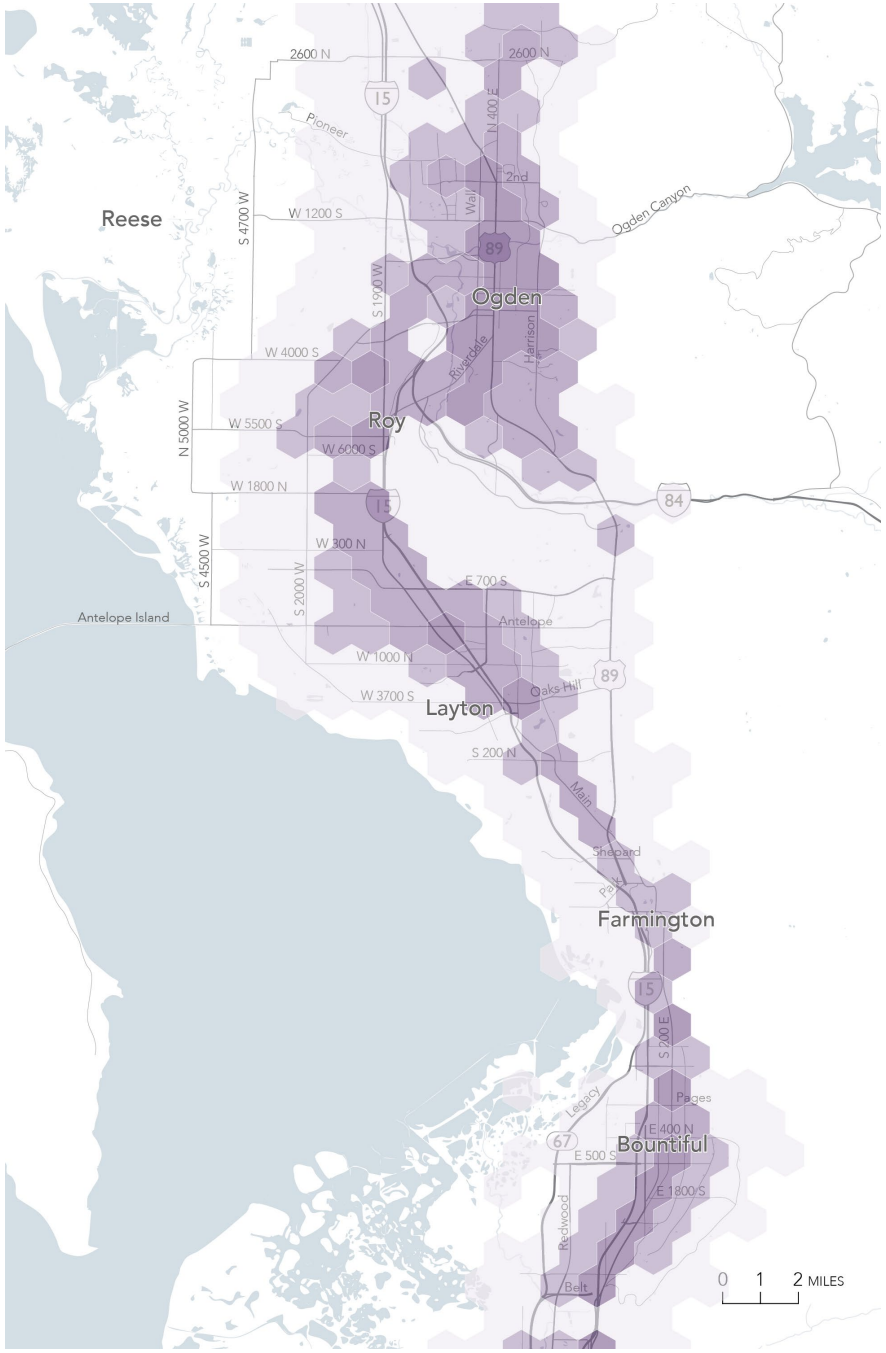


60 Minute Access to Jobs
Weekdays
Jobs accessible at noon from center of hexagons
under 5,000
5,000 - 15,000
15,000 - 30,000
30,000 - 60,000
60,000 - 115,000
over 115,000
water
county boundary
Data Source: 2012 - 2016 US American Community Survey 5-Year Summary File

How useful are UTA's services?

North

The map shows the number of jobs within the county reachable at midday from the center of each hexagon by transit in 60 minutes.



60 Minute Access to Jobs
Weekdays

Jobs accessible at noon from center of hexagons

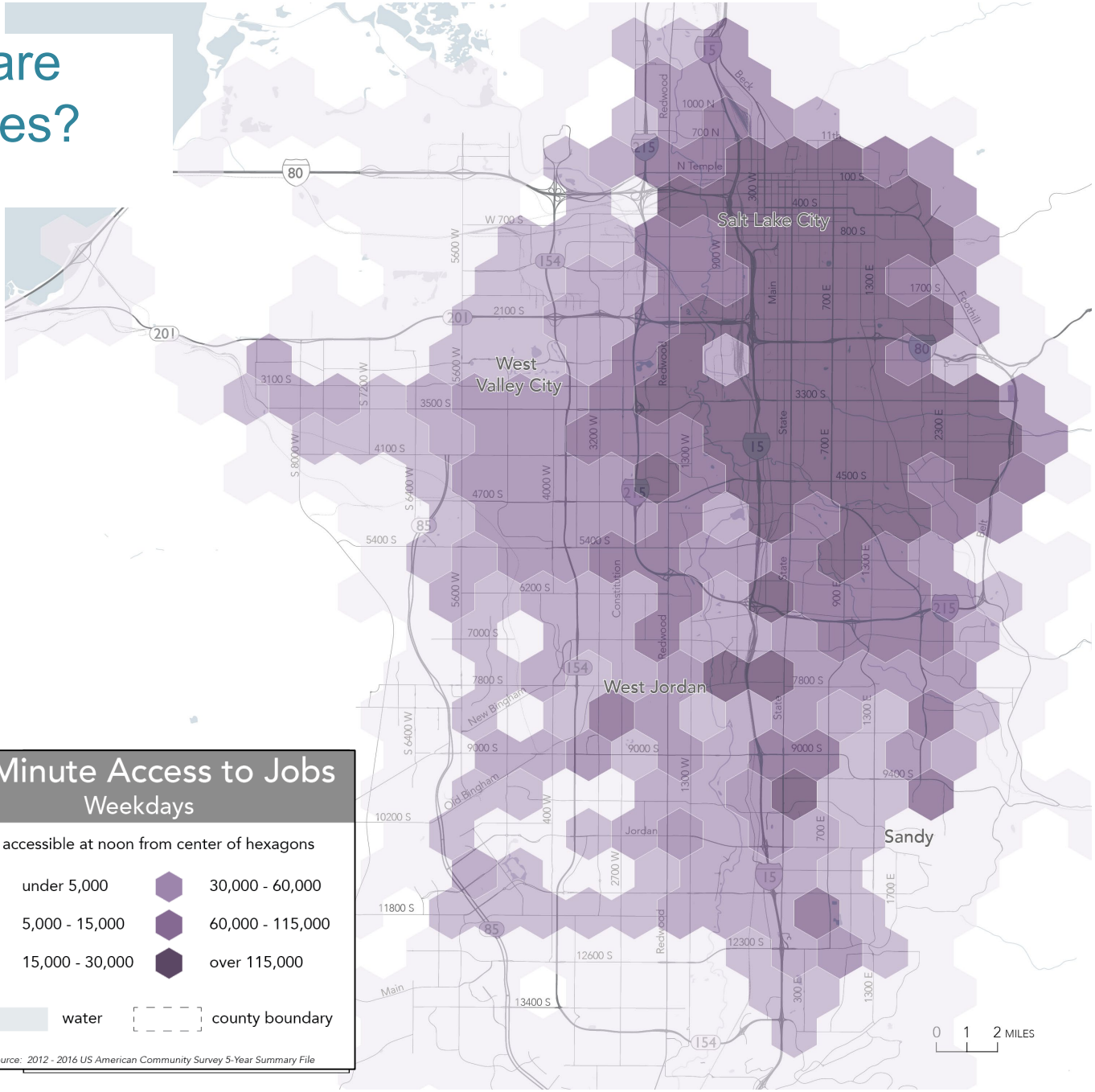
- under 5,000
- 5,000 - 15,000
- 15,000 - 30,000
- 30,000 - 60,000
- 60,000 - 115,000
- over 115,000
- water
- county boundary

Data Source: 2012 - 2016 US American Community Survey 5-Year Summary File

How useful are UTA's services?

Central

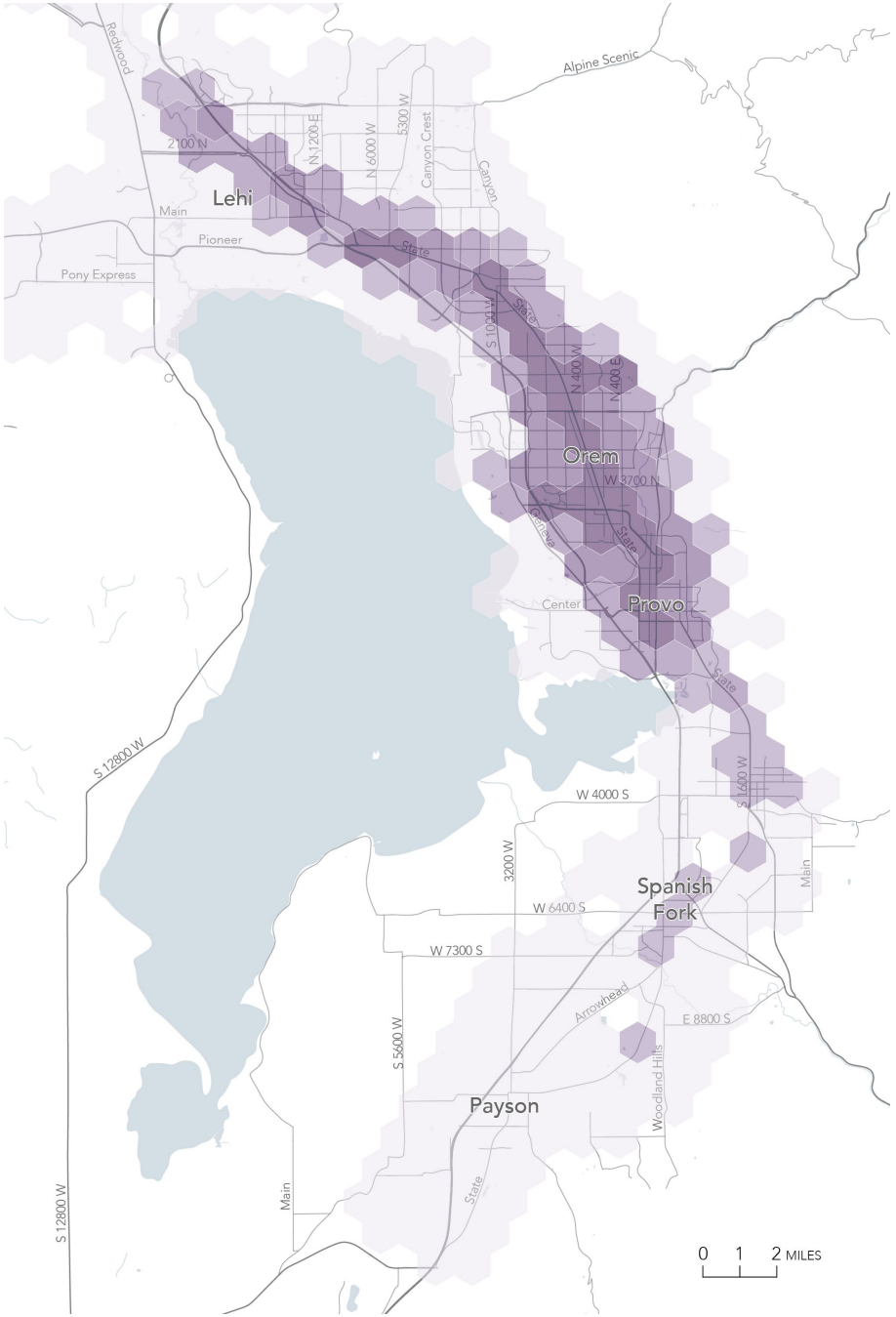
The map shows the number of jobs within the county reachable at midday from the center of each hexagon by transit in 60 minutes.



How useful are UTA's services?

South

The map shows the number of jobs within the county reachable at midday from the center of each hexagon by transit in 60 minutes.



60 Minute Access to Jobs
Weekdays

Jobs accessible at noon from center of hexagons

- under 5,000
- 5,000 - 15,000
- 15,000 - 30,000
- 30,000 - 60,000
- 60,000 - 115,000
- over 115,000
- water
- county boundary

Data Source: 2012 - 2016 US American Community Survey 5-Year Summary File

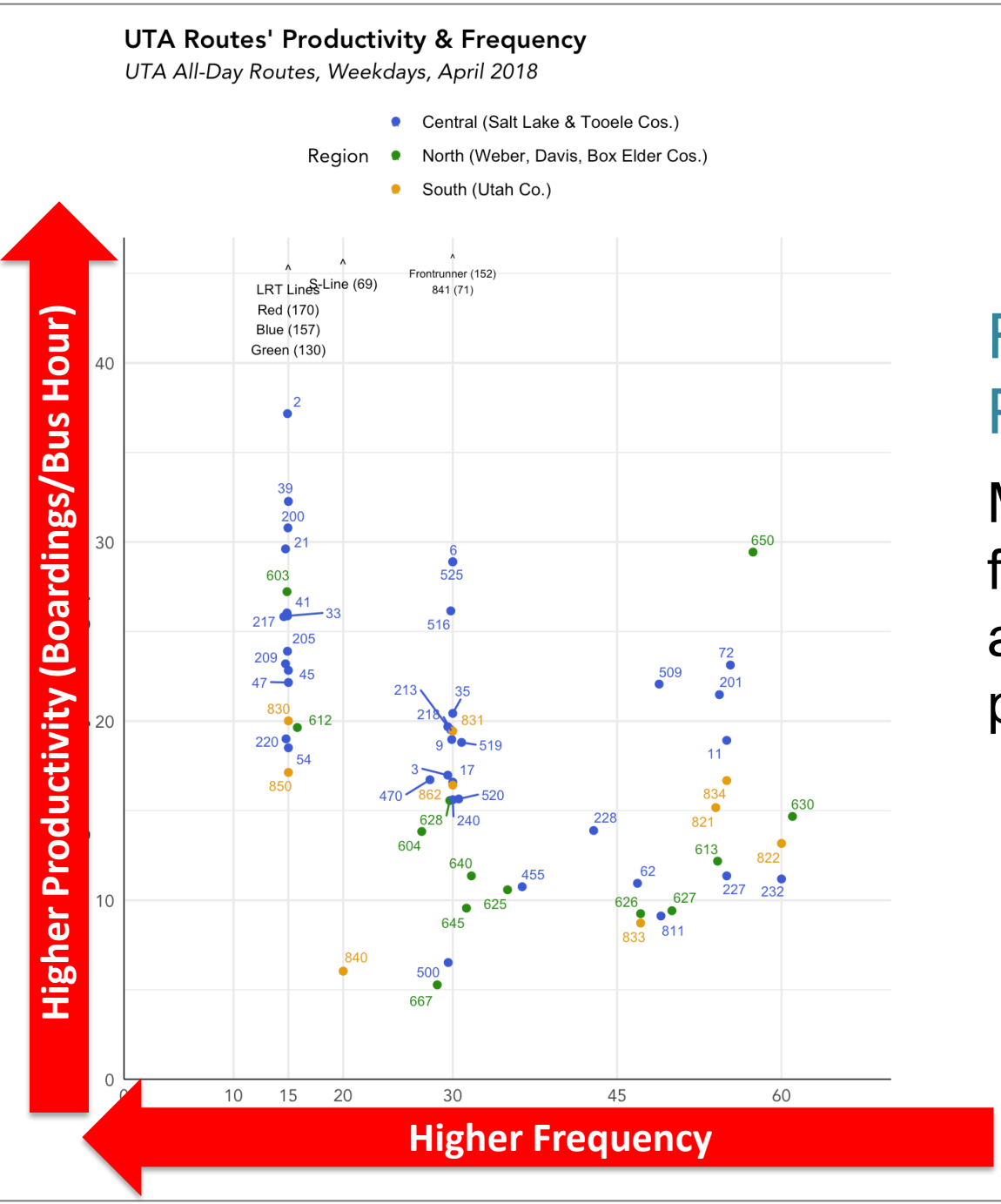
How to design for high ridership?

Provide useful, liberating service …

- Frequent
- Available when you need it (span of service)

… in places where transit can compete for many trips

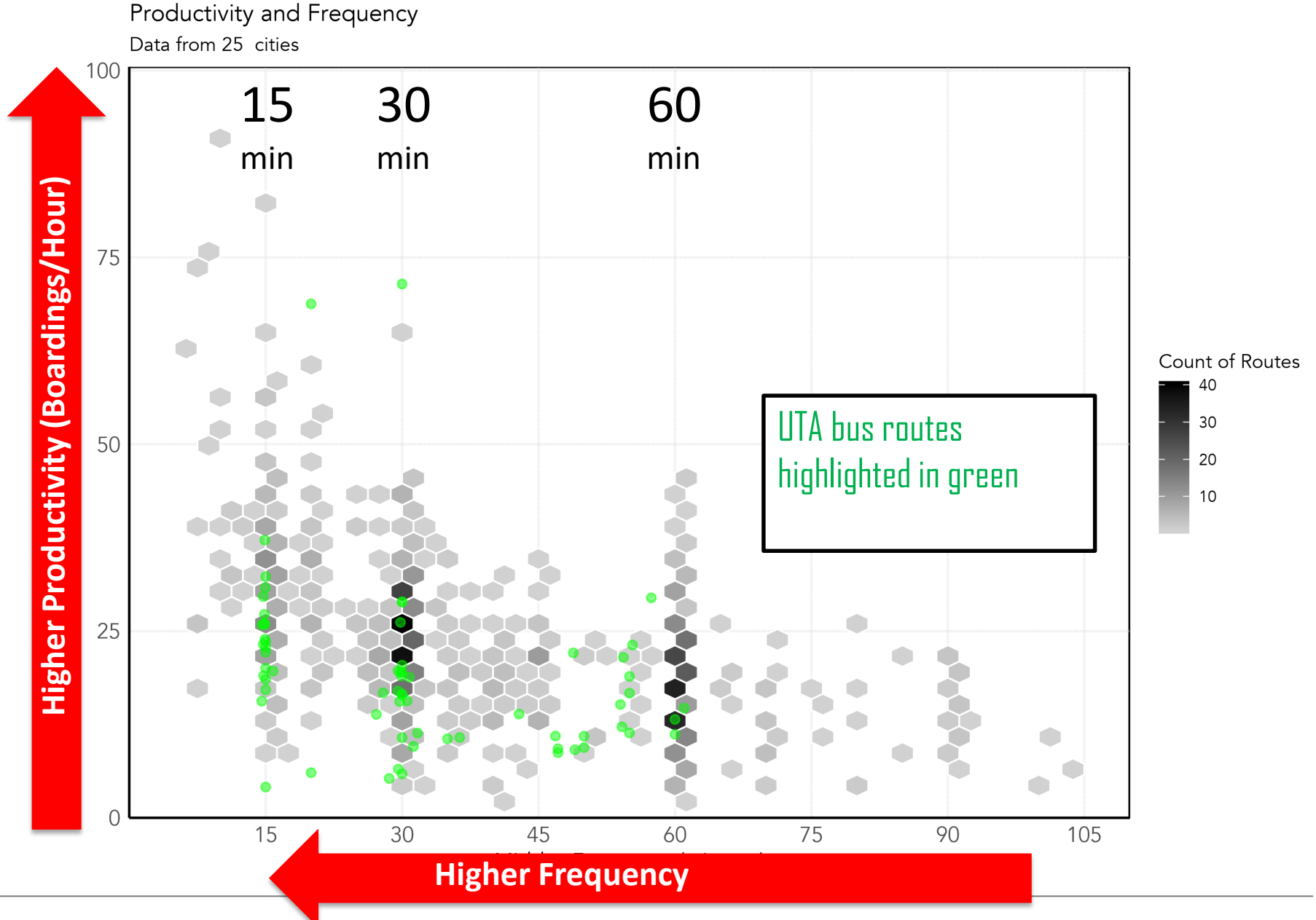
- Density
- Walkability
- Linearity (transit can follow straight paths)
- Proximity (transit does not have to cross long stretches of empty space)



Frequency and Productivity at UTA

Many of UTA's most frequent routes are also among its most productive.

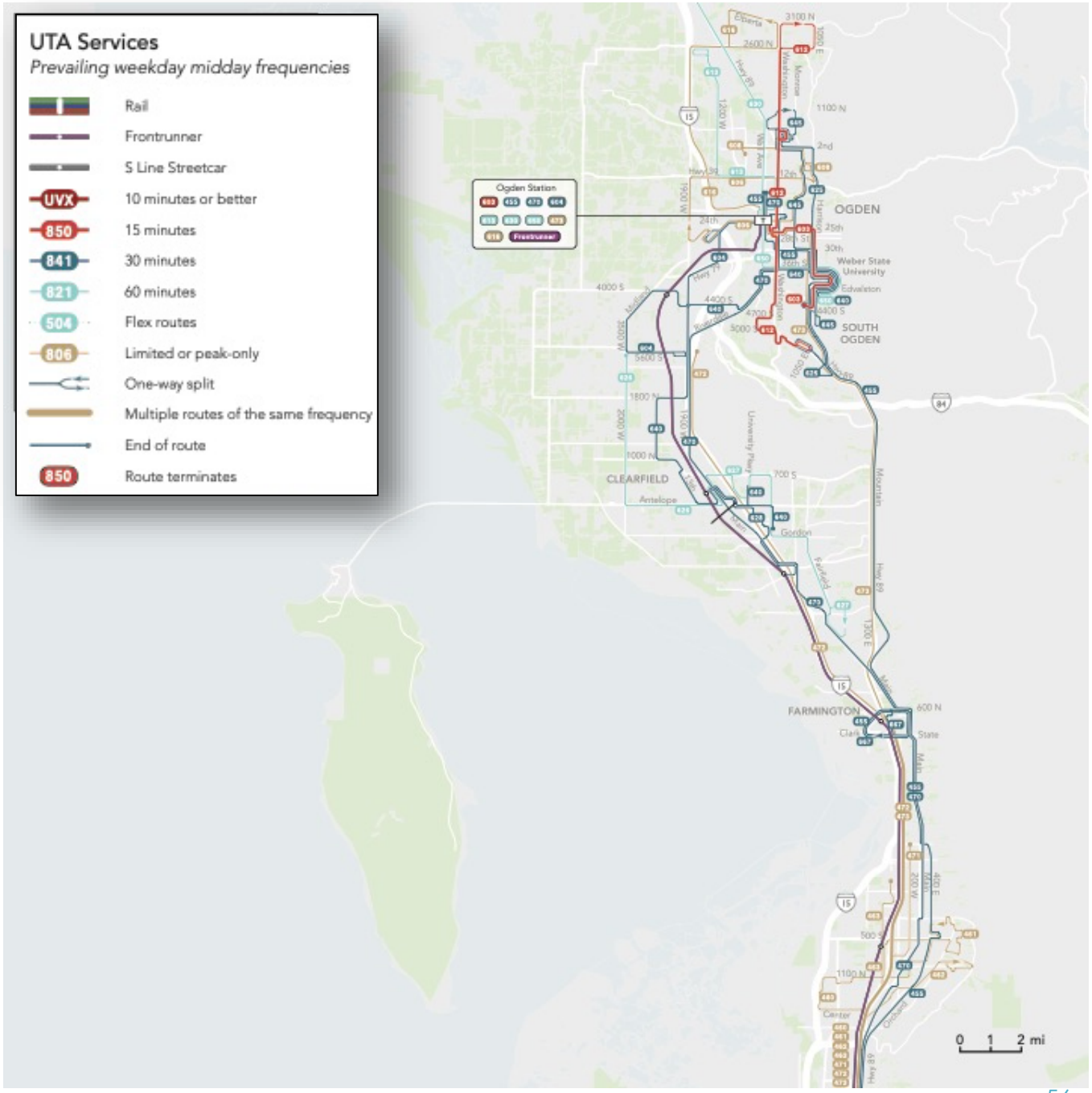
HIGH FREQUENCY → HIGH PRODUCTIVITY



Network Frequency

North

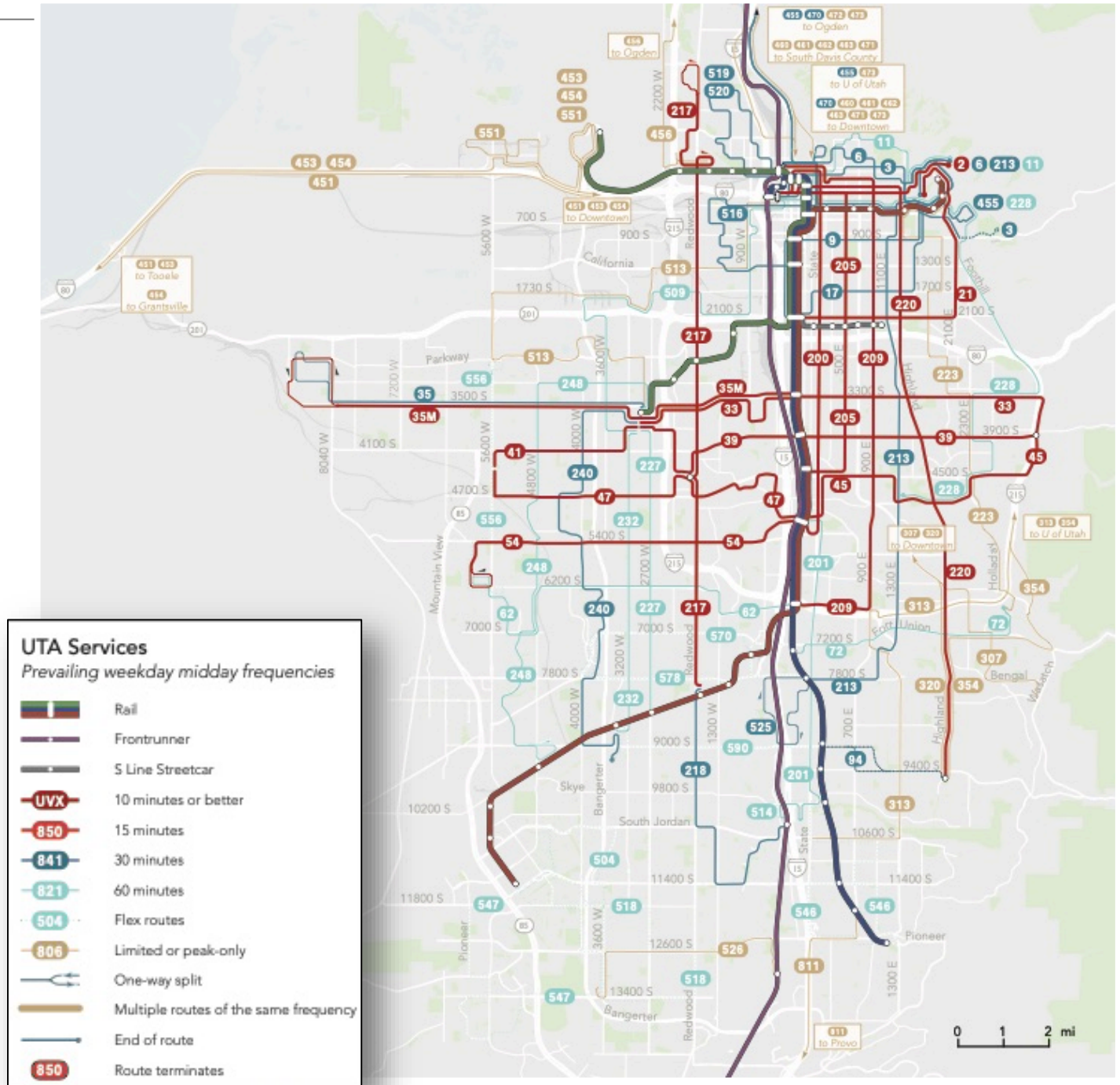
Red = service every 15 minutes or better at midday



Network Frequency

Central

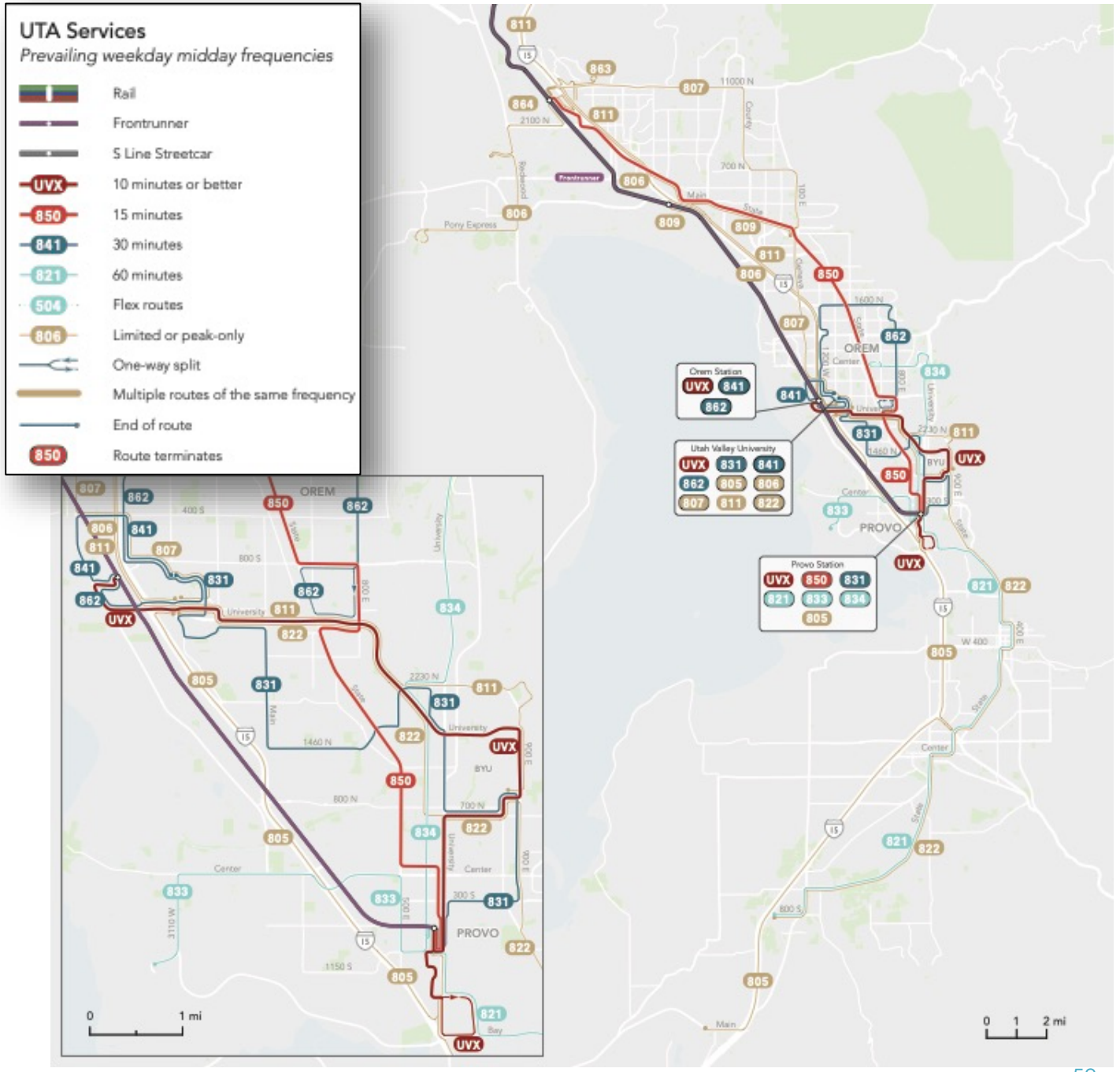
Red = service every 15 minutes or better at midday



Network Frequency

South

Red = service every 15 minutes or better at midday



Frequent Service Where?

Frequency is expensive, so to get the most useful transit to the most people, we have to focus it where the most people benefit. This is why it is a hard decision.

Density

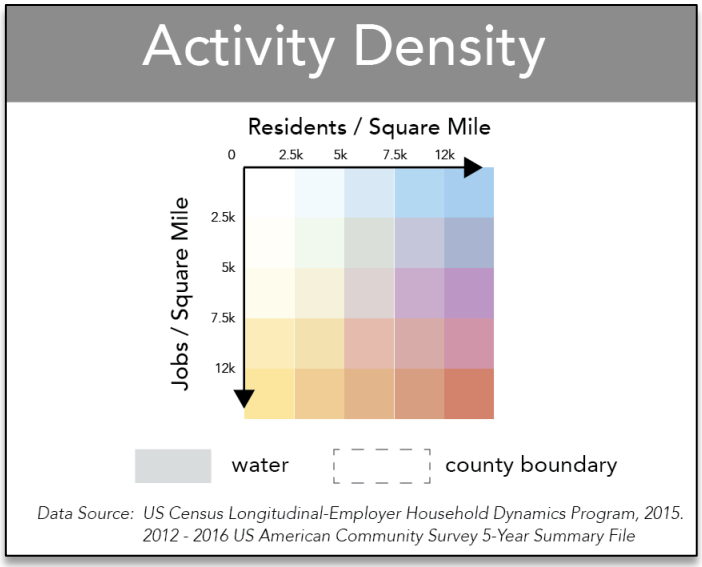
DENSITY *How many people, jobs, and activities are near each potential transit stop?*

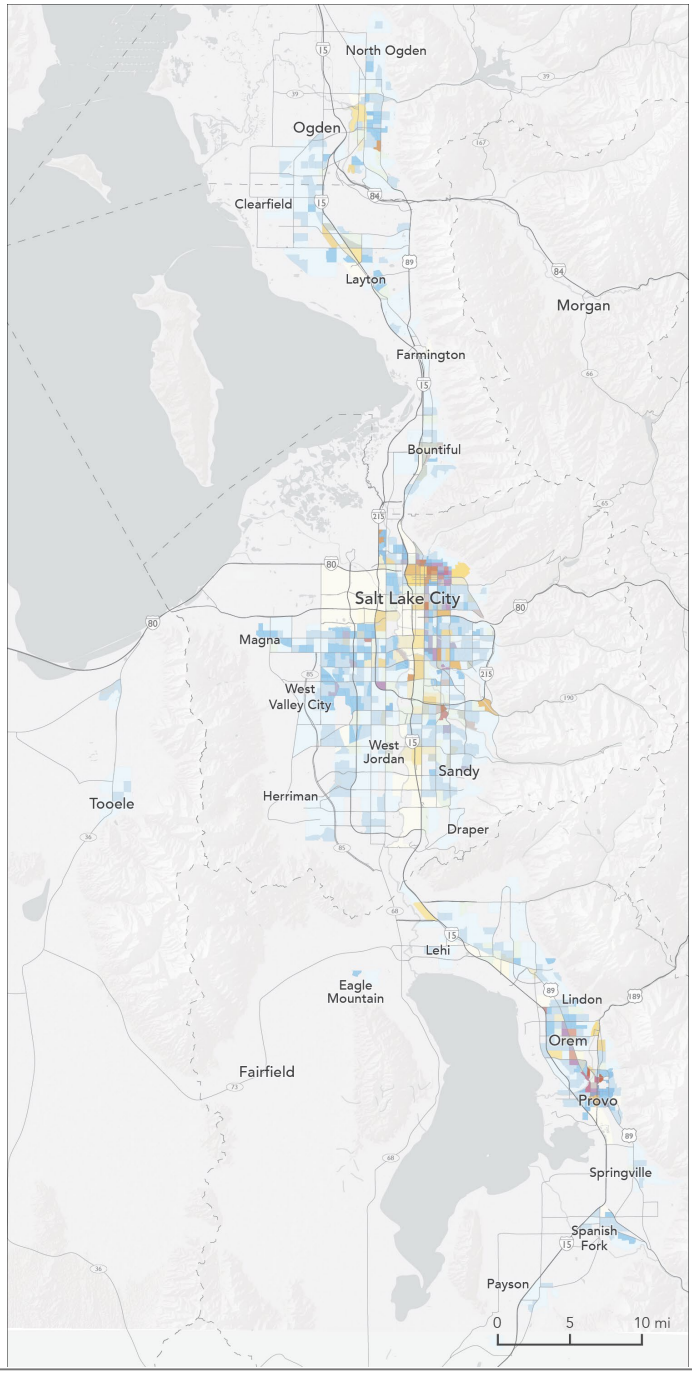
\+ Many people and jobs are within walking distance of transit.

\- Fewer people and jobs are within walking distance of transit.

Density

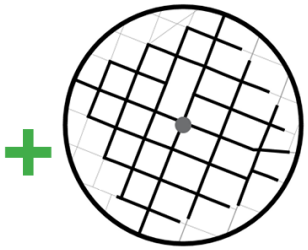
How many people, jobs, and activities are near each potential transit stop?

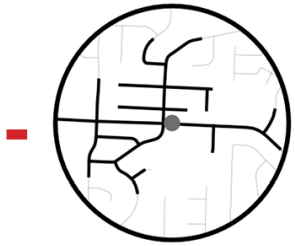




Walkability

WALKABILITY *Is it possible to walk between the stop and the activities around it?*

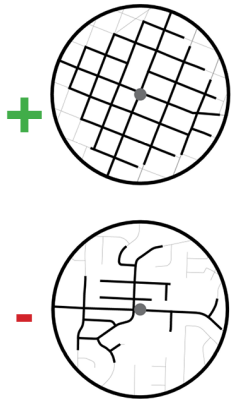




\+ It must also be safe to cross the street at a stop. You usually need the stops on both sides for two-way travel!

WALKABILITY

Is it possible to walk between the stop and the activities around it?



\+ It must also be safe to cross the street at a stop. You usually need the stops on both sides for two-way travel!

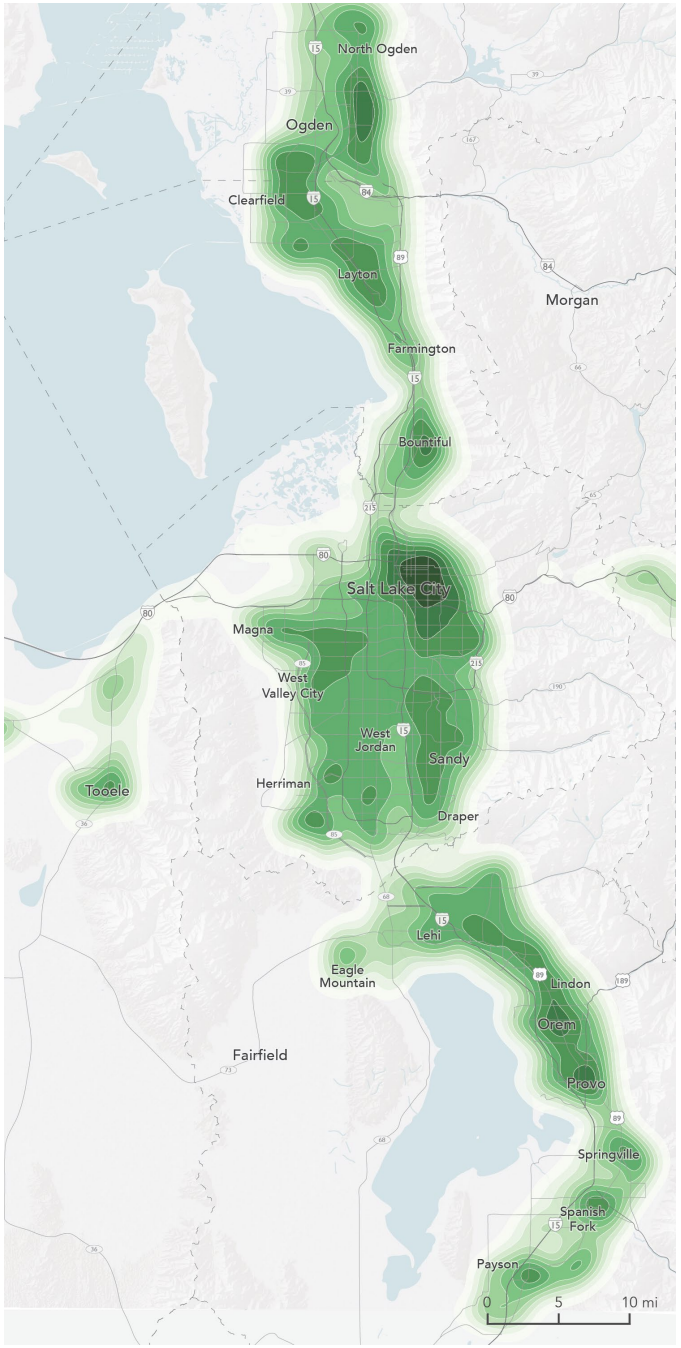
Walk Network Connectivity

Less Walkable → More Walkable

Lower Street Connectivity → Higher Street Connectivity

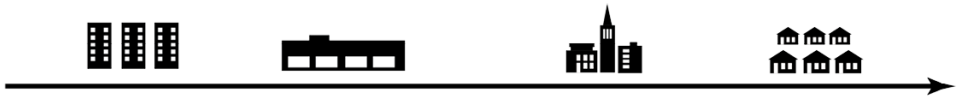
water county boundary

Data Source: Walkability calculated using Open Trip Planner & Open Street Maps



Linearity

LINEARITY *Can transit run in reasonably straight lines?*



\+ A logical transit line is a direct path between any two destinations on it.

\- Destinations located off the straight path force transit to deviate, discouraging those who want to ride through and increasing cost.

Linearity

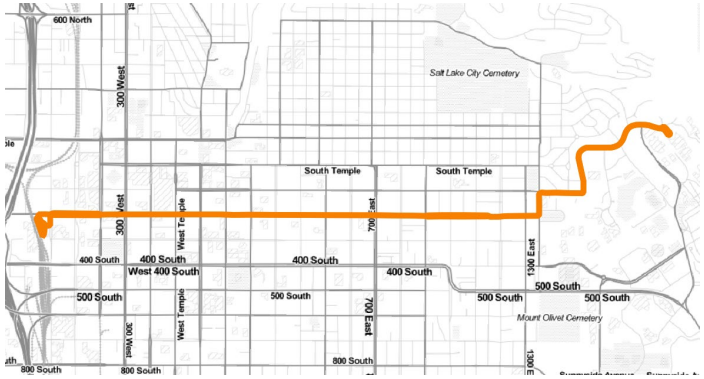
UTA's most productive routes are typically able to traverse relatively straight, direct paths through dense areas and between major destinations.

The arterial grid structure of much of UTA's service area provides a strong foundation for highly linear service.

One example from the existing network:

2 – 200 South

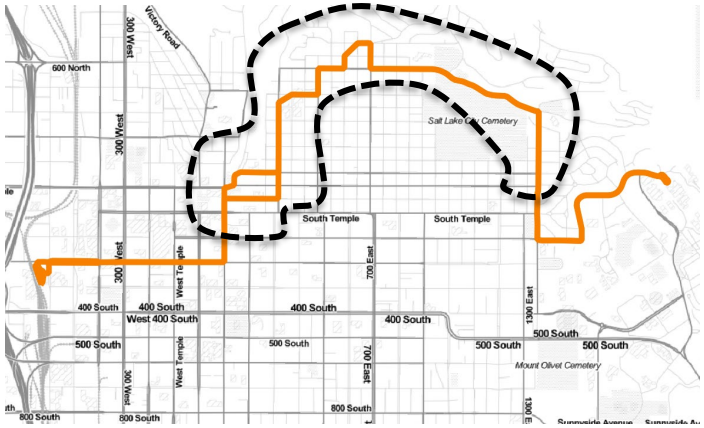
Over 35 boardings per revenue hour



11 – 11th Ave

~20 boardings per revenue hour

Provides coverage along the deviation, but increases travel times between the ends.



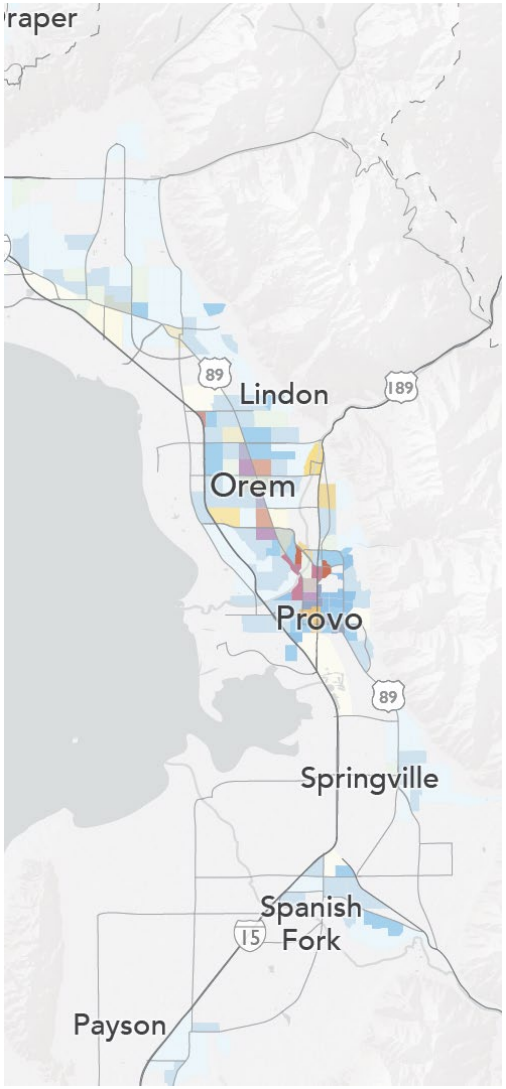
Proximity

PROXIMITY *Does transit have to traverse long gaps?*

\+ Short distances between many destinations are faster and cheaper to serve.

\- Long distances between destinations means a higher cost per passenger.

Proximity

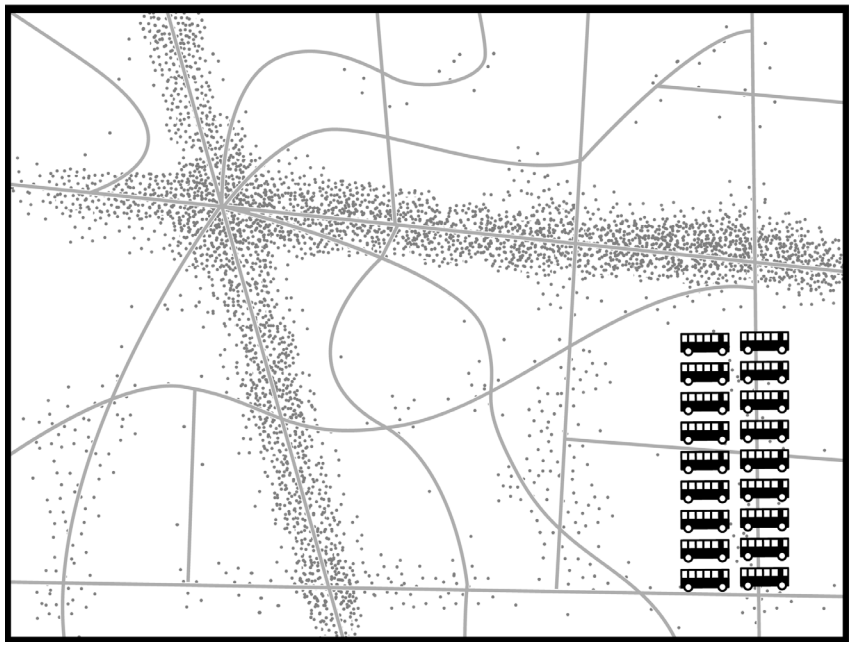


- Activity centers like central Orem and Provo that are close together and developed continuously are cheaper to serve.
- Connecting Provo to Spanish Fork is more expensive, because transit must drive a long distance through very low-density or undeveloped land.

Ridership or Coverage?

Different goals, different service.

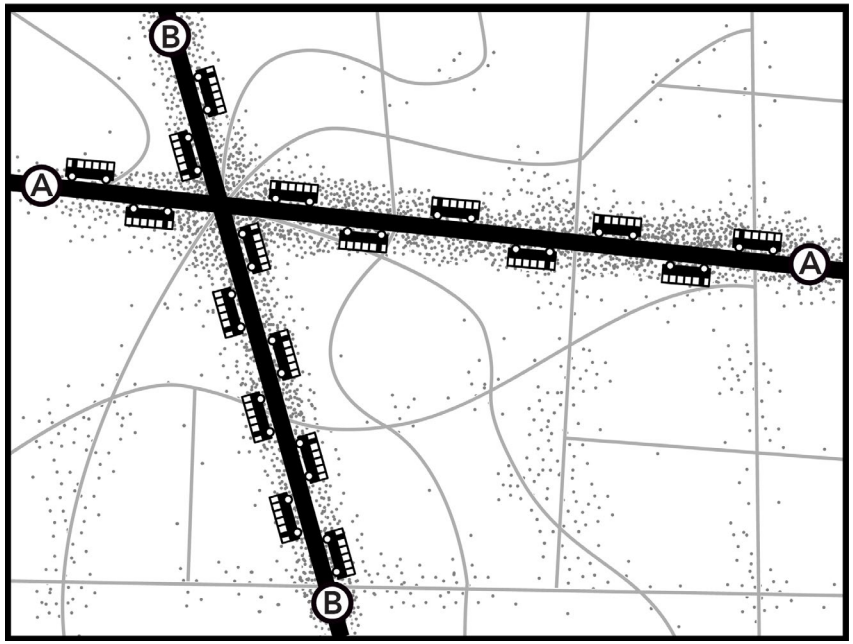
Different Goals, Different Service



Imagine you had 18 buses to serve this fictional town.

Dots are the locations of residents and jobs.

Ridership Goal



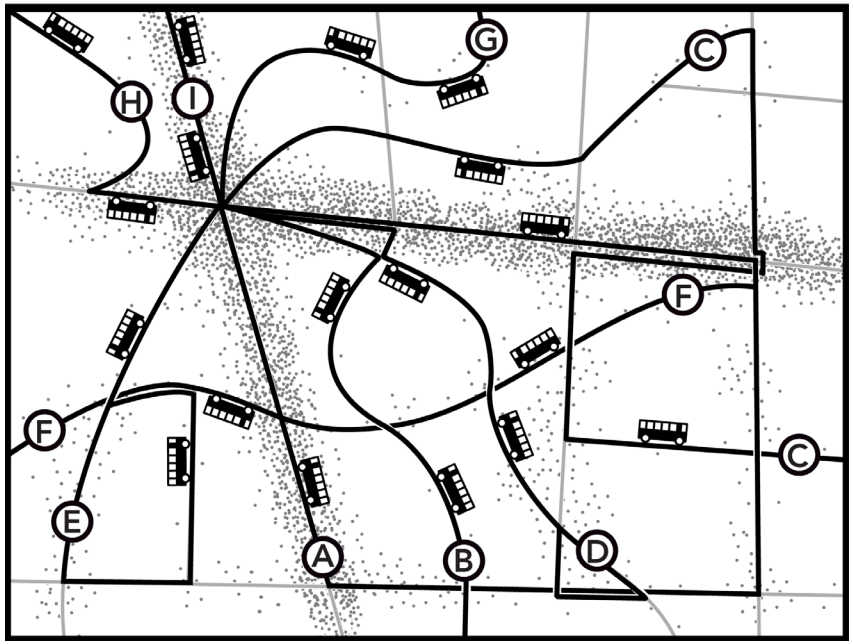
If your <u>only</u> goal was ridership, you would focus on service that generates the most ridership for the least cost.

That means high frequency in places that are dense, walkable, and linear, but no service elsewhere.

The Ridership Goal

Useful service in places where many people and nearby, and can compete for as many trips as possible.

Coverage Goal



The Coverage Goal

Some service near everyone who needs it.

If your only goal were Coverage, you would spread service out.

So you'd have a lot of routes …

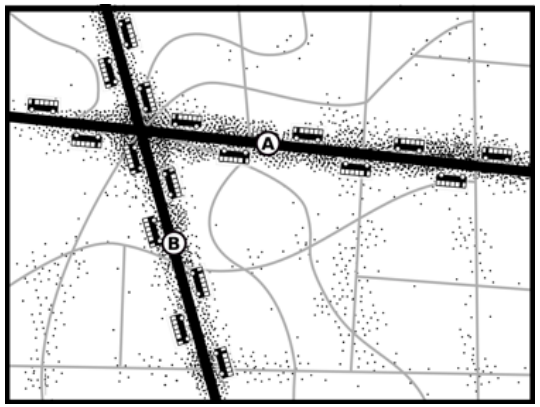
which means you couldn't afford to run them very frequently …

which makes them not very useful …

which means not many people ride.

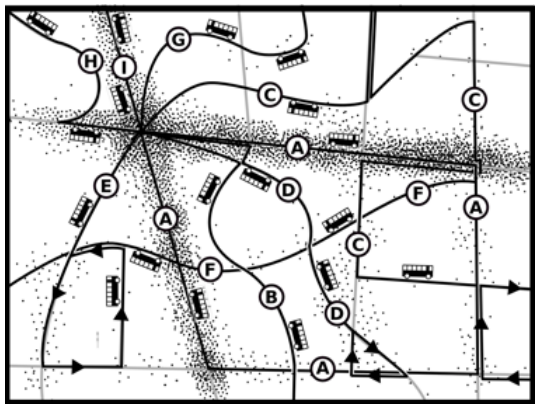
Spreading it out = spreading it thin.

Both goals are important,
… but they lead opposite directions!



Ridership Goal

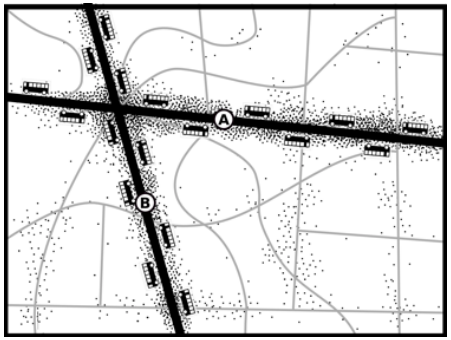
- "Think like a business."
- Highest fare revenue.
- Support dense and walkable development.
- Max. emissions reduction
- Maximum reduction of vehicle miles traveled

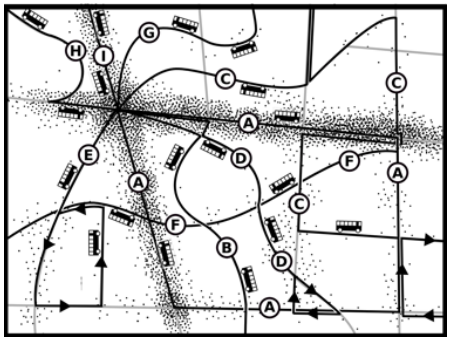


Coverage Goal

- "Think like a public service."
- "Access for all".
- Lifeline access for everyone.
- Service to <u>every</u> member city or electoral district.

So it helps to choose a point on the spectrum …





100% Ridership
0% Coverage

75% Ridership
25% Coverage

50% Ridership
50% Coverage

25% Ridership
75% Coverage

100% Coverage
0% Ridership

Ridership — **Coverage**

Central UTA Region Bus Services
(Salt Lake and Tooele Counties)
60% Ridership, 40% Coverage

Southern UTA Region Bus Services
(Utah County)
60% Ridership, 40% Coverage

All Existing UTA Bus Services
55% Ridership
45% Coverage

Northern Region
(Davis, Box Elder, Weber Counties)
40% Ridership / 60% Coverage

Public and community leader engagement

What did we hear?

What did we hear?

Engagement efforts included:

- A public web survey
  - 3374 total responses
- 4 community leader workshops
  - 2 in central region, 1 in north, 1 in south
  - 114 total attendees
- 3 public open houses
- Tabling at public events on 14 days

What did we ask?

- The public and community leaders answered the same questions we are asking the board today:
  - Where is the right balance between ridership and coverage goals?
    - Existing resources
    - Additional resources
  - When we design coverage service, what should we prioritize?

- Both the public survey and community leader workshops were organized by region / UTA business unit

Ridership or Coverage?

	Public Web Survey		Community Leader Workshops	
	Existing Resources	Additional Resources	Existing Resources	Additional Resources
North	50/50	50/50	50/50	60/40
Central	60/40	60/40 50/50*	70/30	70/30
South	60/40	50/50	70/30	70/30

Red = input suggests move towards ridership

Blue = input suggests move towards coverage

Grey = input suggests maintain existing balance

Labeled with median response (ridership % / coverage %)

**When weighted by zip code population (to normalize for oversample and under sampled areas), the median response in the Central region to the question of the balance of existing resources was to focus slightly more on coverage.*

Coverage Priorities

	Public Web Survey			Community Leader Workshops		
Region	Service for people with no transportation alternative	Service responding to growth or new development	Service to all taxpayers	Service for people with no transportation alternative	Service responding to growth or new development	Service to all taxpayers
North	1	2	3	1	3	2
Central	1	2	3	1	2	3
South	2 1*	1 2*	3	1	2	3

Top Priority

Second Priority

Third Priority

**When weighted by zip code population, in the South region, the top priority was "service for people with no alternative".*

What would it look like to change the balance of service?

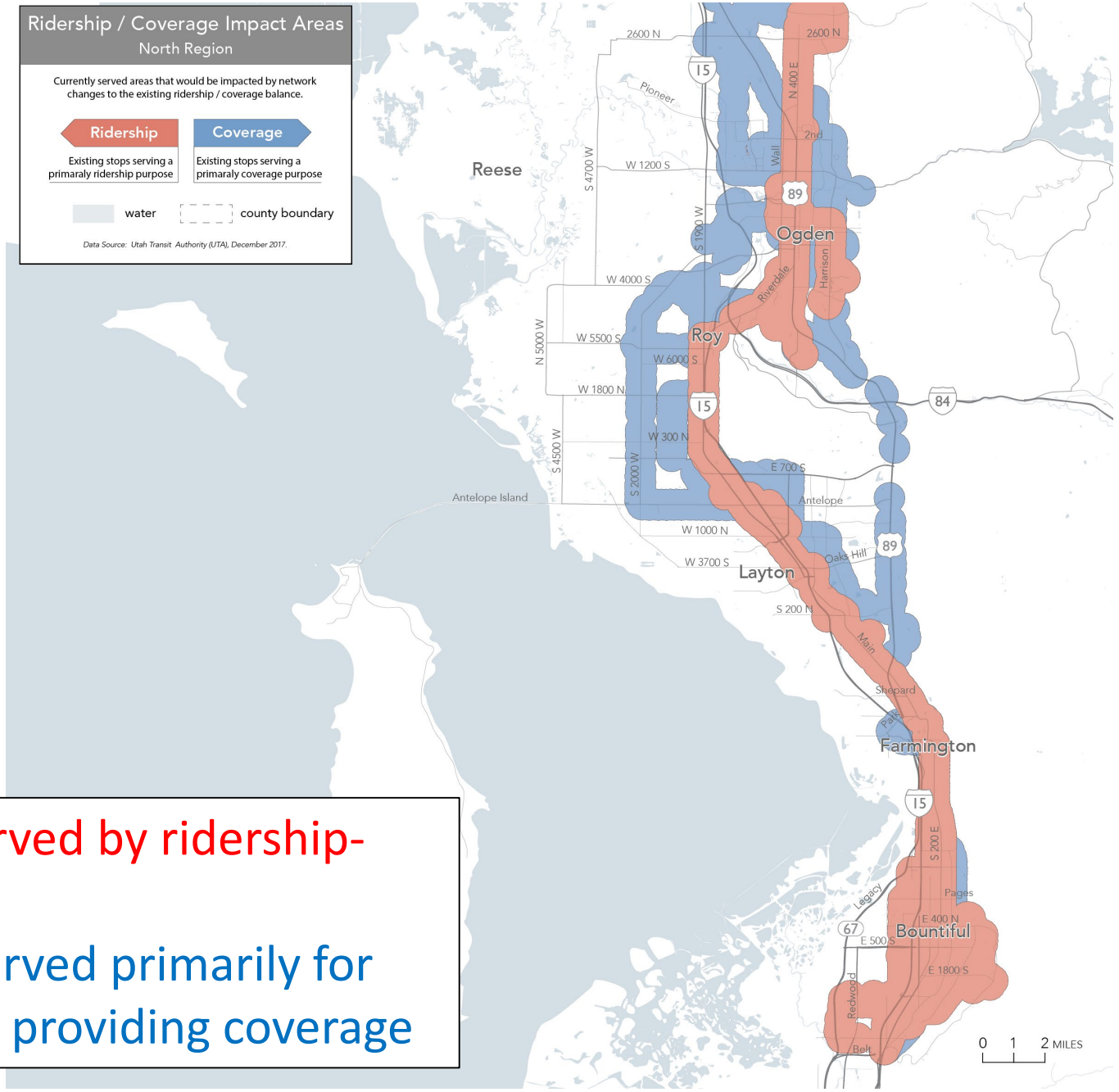
Shifting the balance

- Changing the balance of **existing service** means taking service from one place and putting it somewhere else.

- With **additional resources**, it means investing new service in one place over another.

- Each of the **maps on the next three slides** show a rough sense of where in each area bus service is focused on generating high ridership (in red) or providing coverage (in blue).

- Put simply, changing the balance means reducing service in one color, and increasing it in the other.

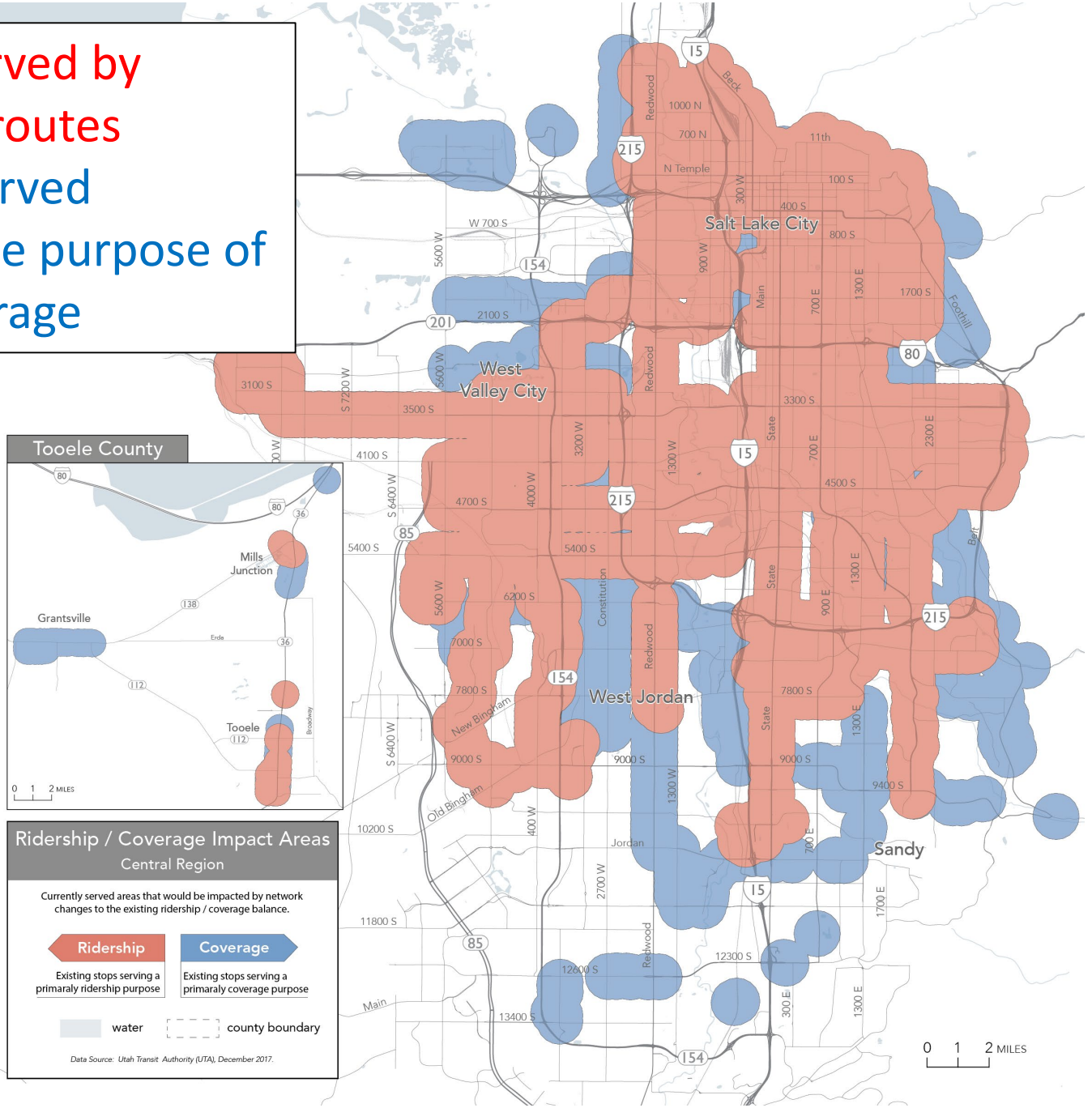


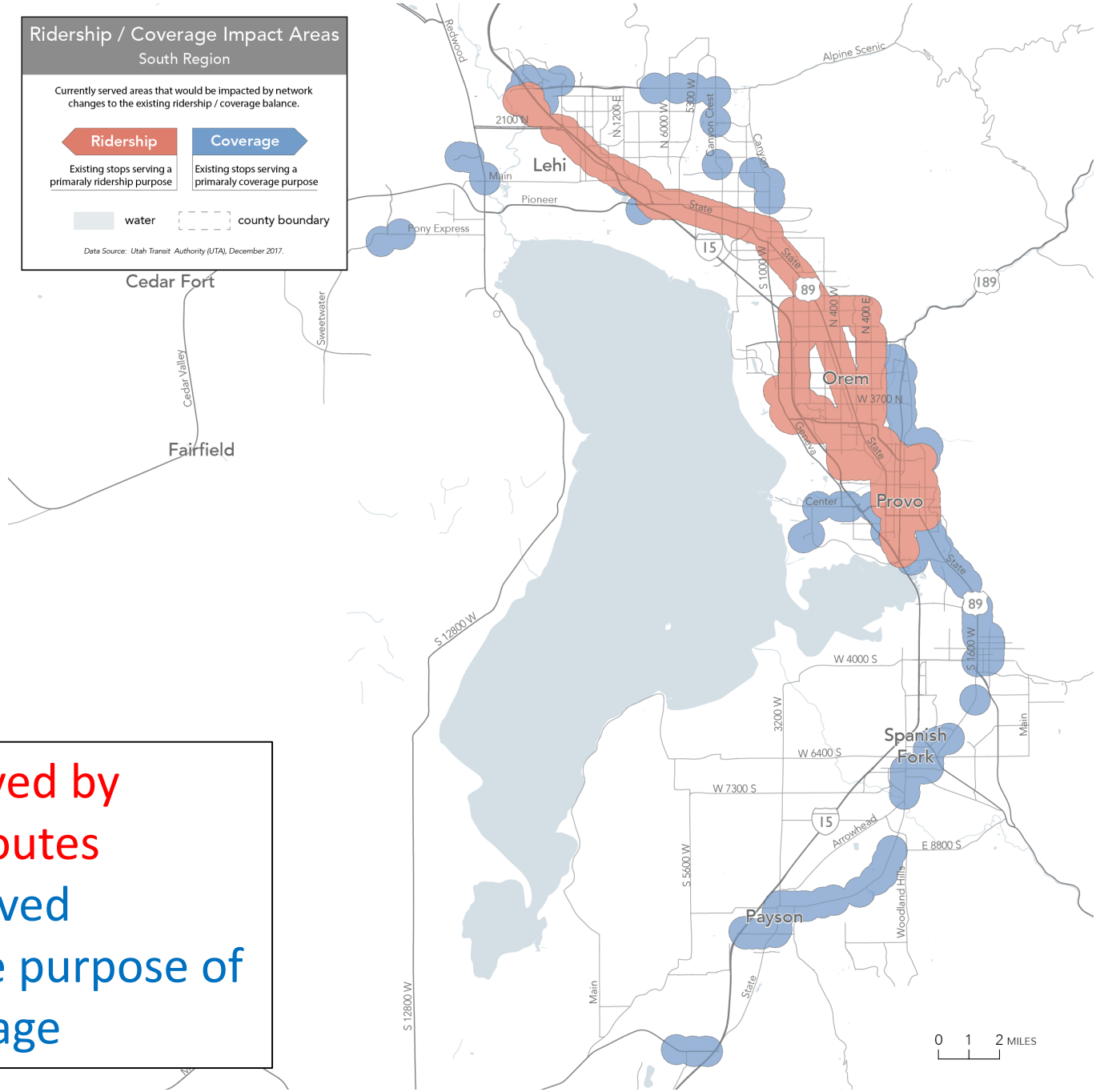
Red = areas served by ridership-goal routes

Blue = areas served primarily for the purpose of providing coverage

Red = areas served by ridership-goal routes

Blue = areas served primarily for the purpose of providing coverage





Red = areas served by ridership-goal routes

Blue = areas served primarily for the purpose of providing coverage

What have other agencies done?

Other agencies

Every community must make this decision for themselves, but we can share some examples of how it has worked in other places.

	Original Split			After Redesign				
Metro Area	Ridership	Coverage	Duplication	Ridership	Coverage	Duplication	Implemented	Ridership Change
Houston	55%	30%	15%	80%	20%	0%	2015	+3%
Columbus	70%	20%	10%	70%	30%	0%	2017	+3%
Fresno	85%	15%	0%	90%	10%	0%	Late 2018	*Too soon to tell*
San Jose	70%	30%	0%	90%	10%	0%	*Not yet implemented*	
Richmond, VA	50%	50%	0%	70%	30%	0%	2018	+17%

Questions for the Board

Do you feel that you have enough information to make a decision?

Ridership or Coverage?

In the northern **Mt. Ogden Business Unit** (Davis, Weber and Box Elder Counties), about 40% of bus service resources are now deployed for a ridership goal, while the other 60% serves a coverage goal.

When deploying **existing resources**, this balance should be:

- Unchanged, or
- Shifted to a split of __% ridership, __% coverage.

In the context of **future service growth**, this balance should be:

- Unchanged, or
- Shifted to a split of __% ridership, __% coverage.

Ridership or Coverage?

In the central **Salt Lake Business Unit** (Salt Lake and Tooele Counties), about 60% of bus service resources are now deployed for a ridership goal, while the other 40% serves a coverage goal.

When deploying **existing resources**, this balance should be:

- Unchanged, or
- Shifted to a split of __% ridership, __% coverage.

In the context of **projected service growth**, this balance should be:

- Unchanged, or
- Shifted to a split of __% ridership, __% coverage.

Ridership or Coverage?

In the southern **Timpanogos Business Unit** (Utah County), about 60% of bus service resources are now deployed for a ridership goal, while the other 40% serves a coverage goal.

When deploying **existing resources**, this balance should be:

- Unchanged, or
- Shifted to a split of __% ridership, __% coverage.

In the context of **future service growth**, this balance should be:

- Unchanged, or
- Shifted to a split of __% ridership, __% coverage.

Coverage Priorities

When we design coverage service (service that is not designed to maximize ridership), how should we prioritize the following:

- **Meeting needs**, by focusing in places where people are especially likely to not have access to cars due to age or income. This priority would tend to generate coverage service specifically where these groups are concentrated.

- **Serving new communities** that are just being built.

- **Providing some service to everyone who pays taxes**. This priority would spread service thinly across the entire developed region, since there is someone paying taxes everywhere in the transit district.

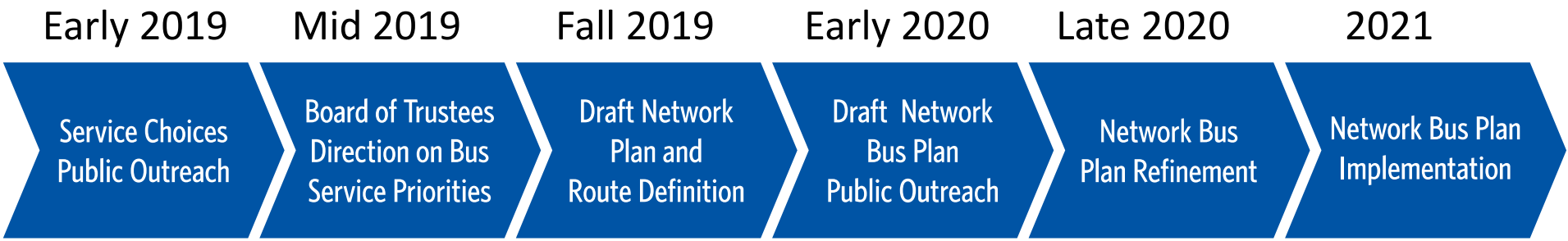
Next Steps

Next Steps

In August, UTA staff and the consultant team will design a Draft Network Plan.

This plan will be based on your decision about resource splits and coverage priorities.

Maps, analysis of outcomes, and a detailed report on the draft plan will be completed in Fall / Winter 2019, with the next round of outreach on the Draft Plan to begin in early 2020.

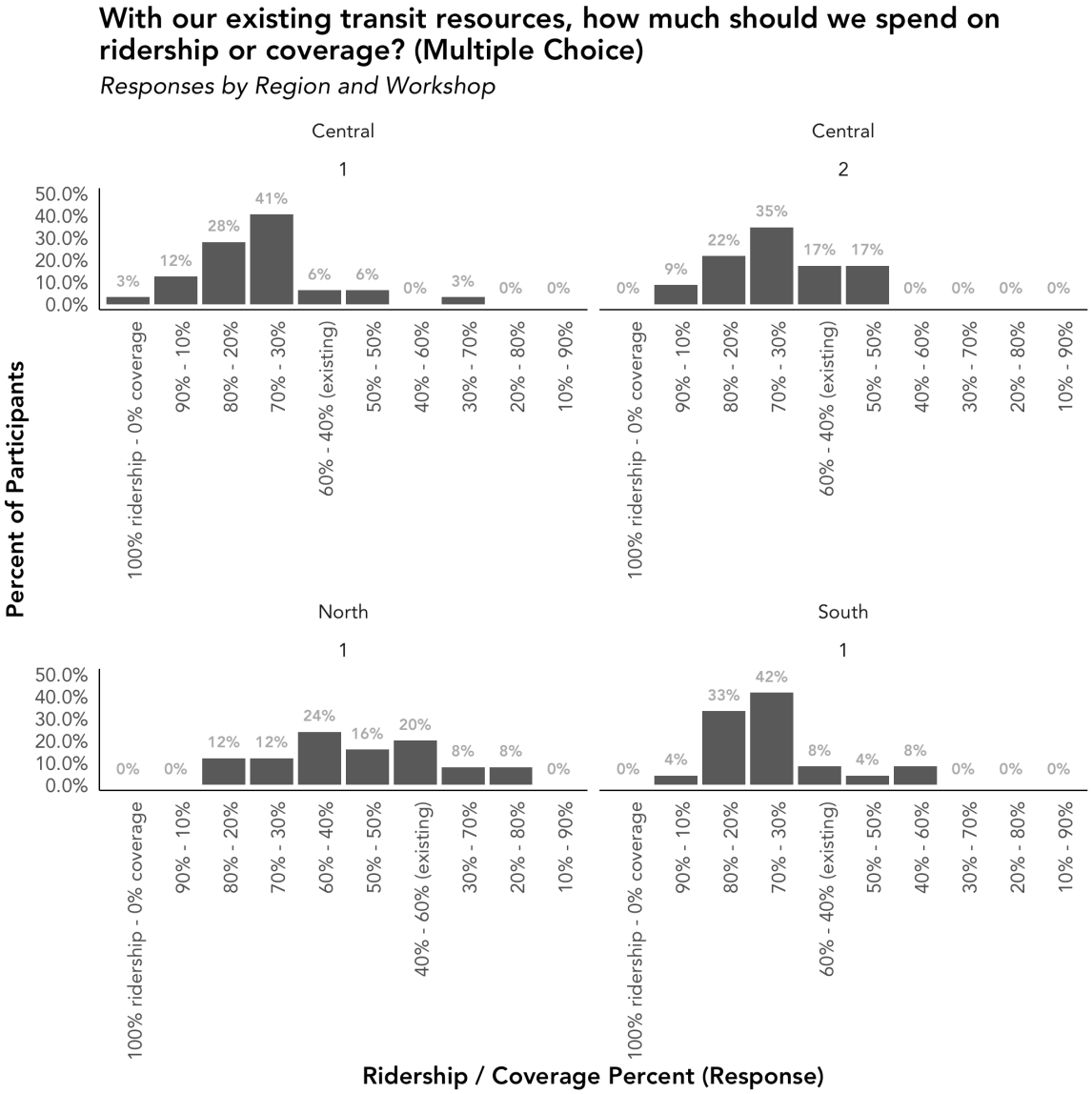


Backup Slides

Community Leader Charts

Balance of Existing Resources

Community Leader Workshops

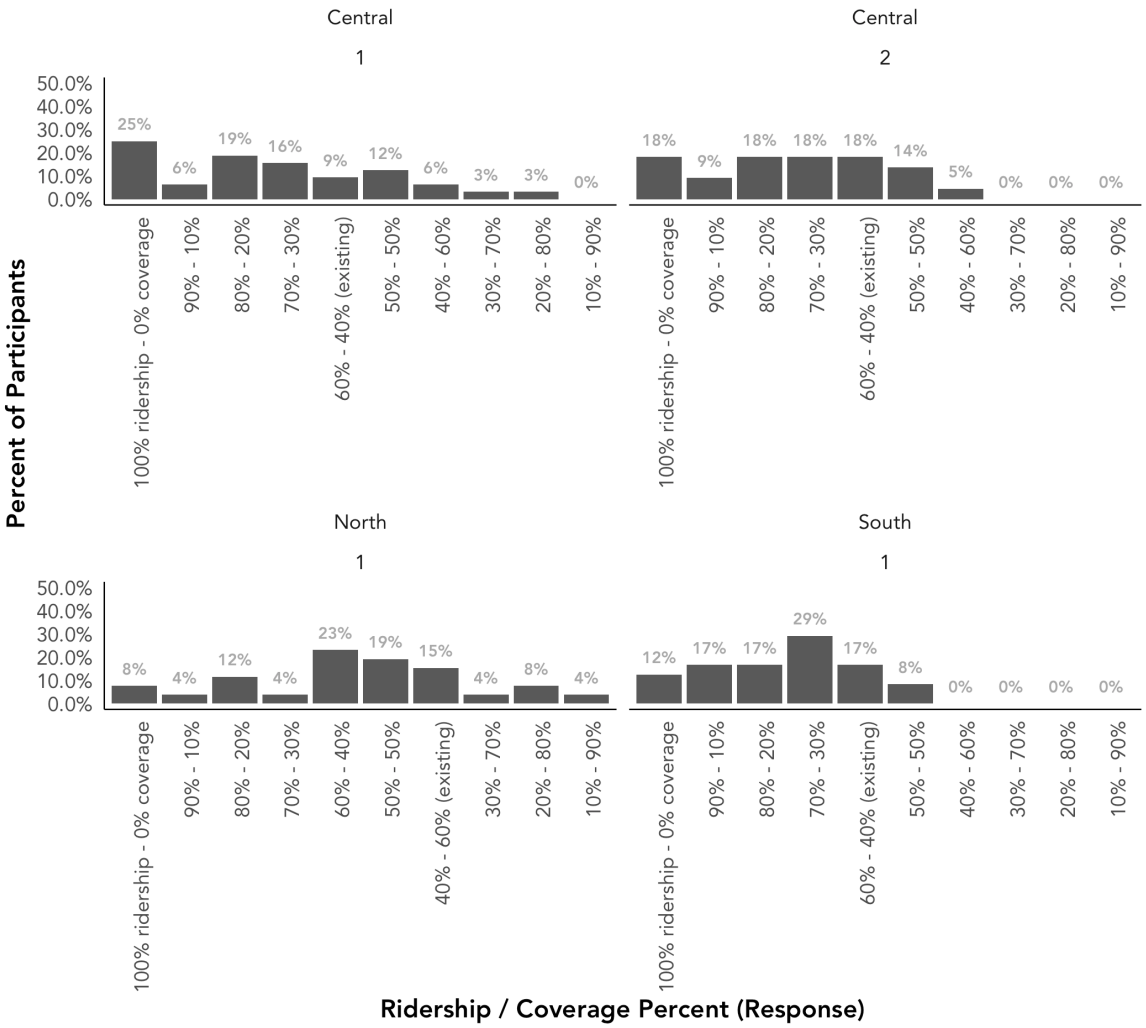


Balance of Additional Resources

Community Leader Workshops

If we had additional funds for transit service, how should those funds be divided between ridership and coverage? (Multiple Choice)

Responses by Region and Workshop

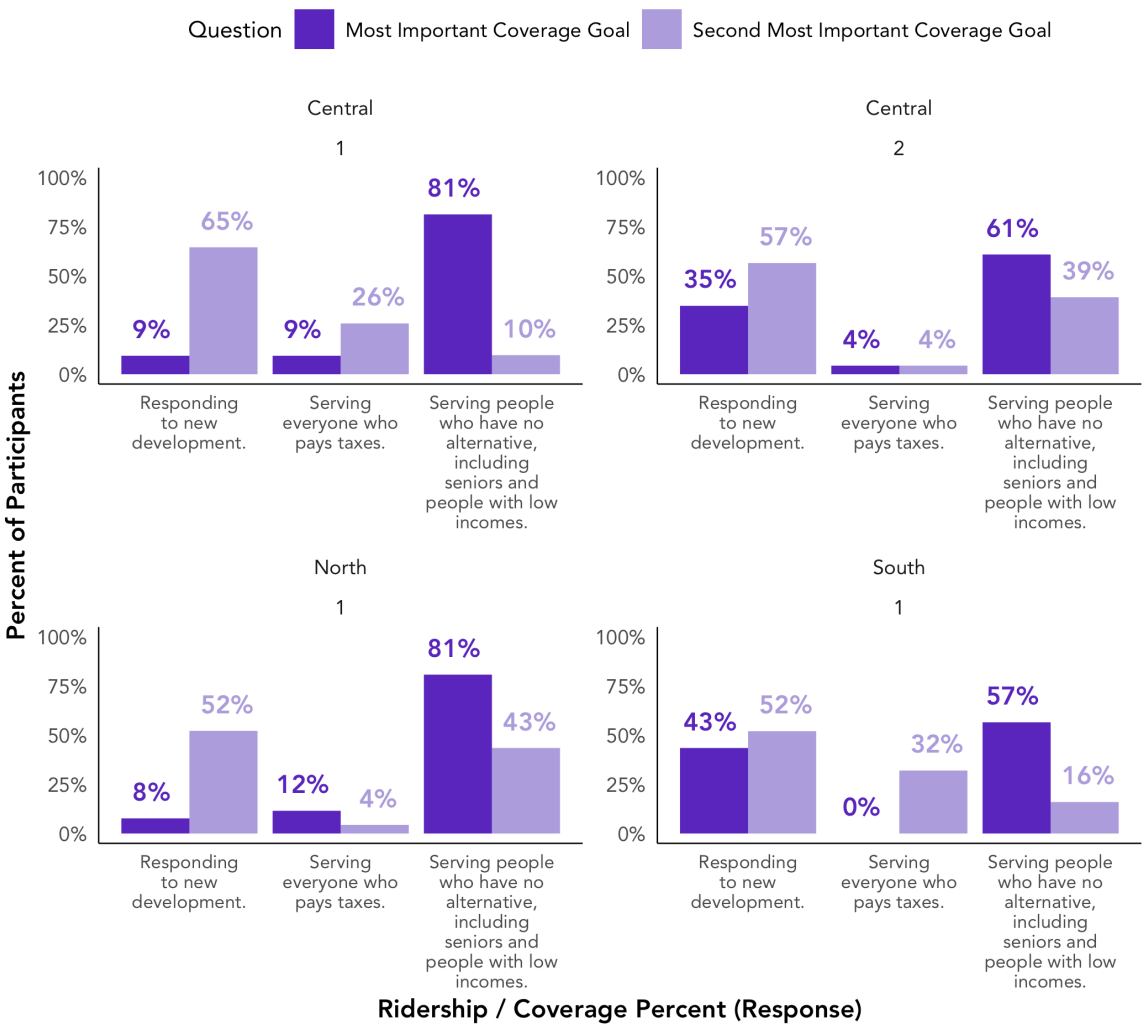


Coverage Priorities

Community Leader Workshops

When we design coverage service, which of the following is the most important goal we should pursue? (Multiple Choice)

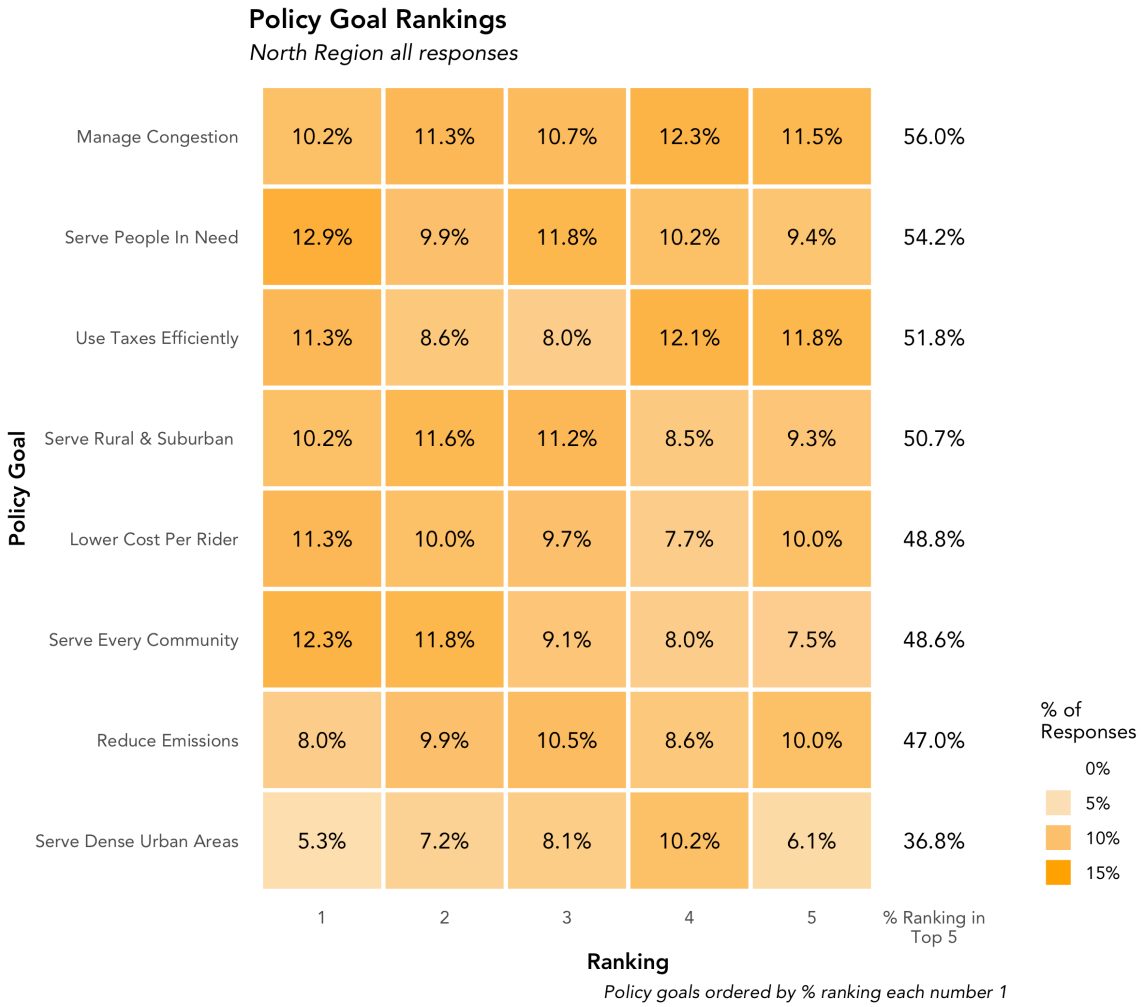
Responses by Region and Workshop



Public Web Survey Charts

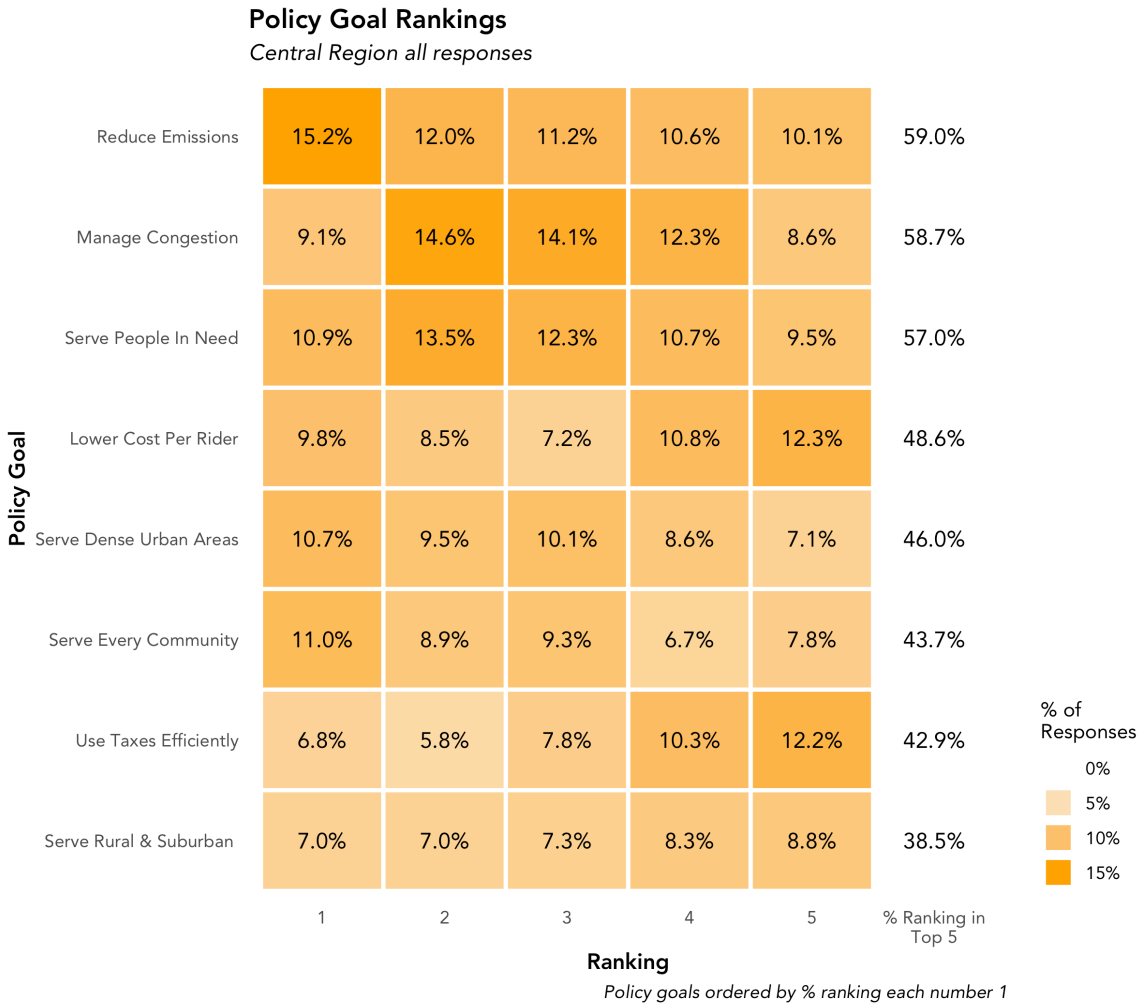
Policy Goals – North

Public Web Survey



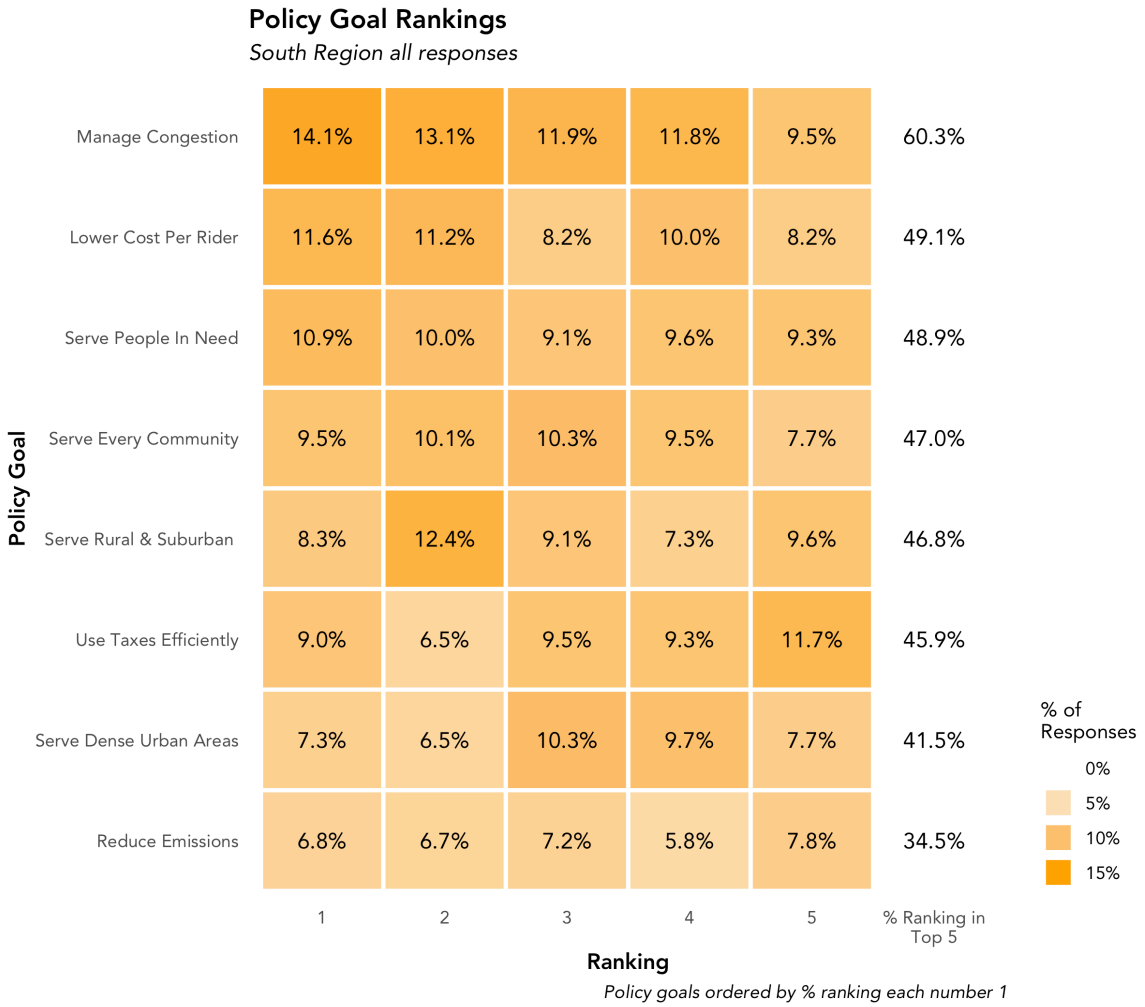
Policy Goals – Central

Public Web Survey



Policy Goals – South

Public Web Survey



Existing Resources – North

Public Web Survey

Existing Balance:

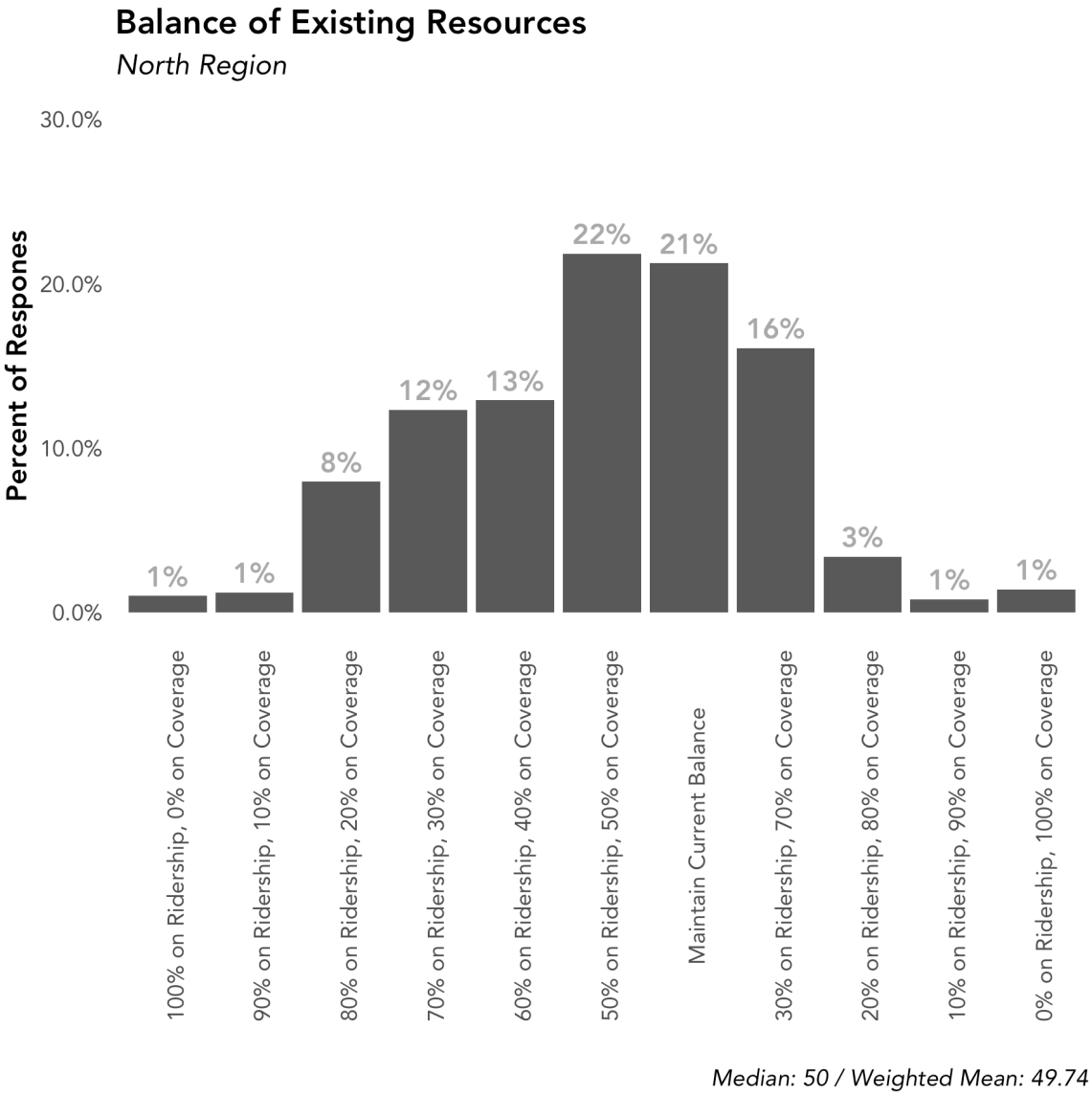
40% Ridership / 60% Coverage

Median Response:

50% Ridership / 50% Coverage

Conclusion:

Focus slightly more on ridership service



Median: 50 / Weighted Mean: 49.74

Existing Resources – Central

Public Web Survey

Existing Balance:

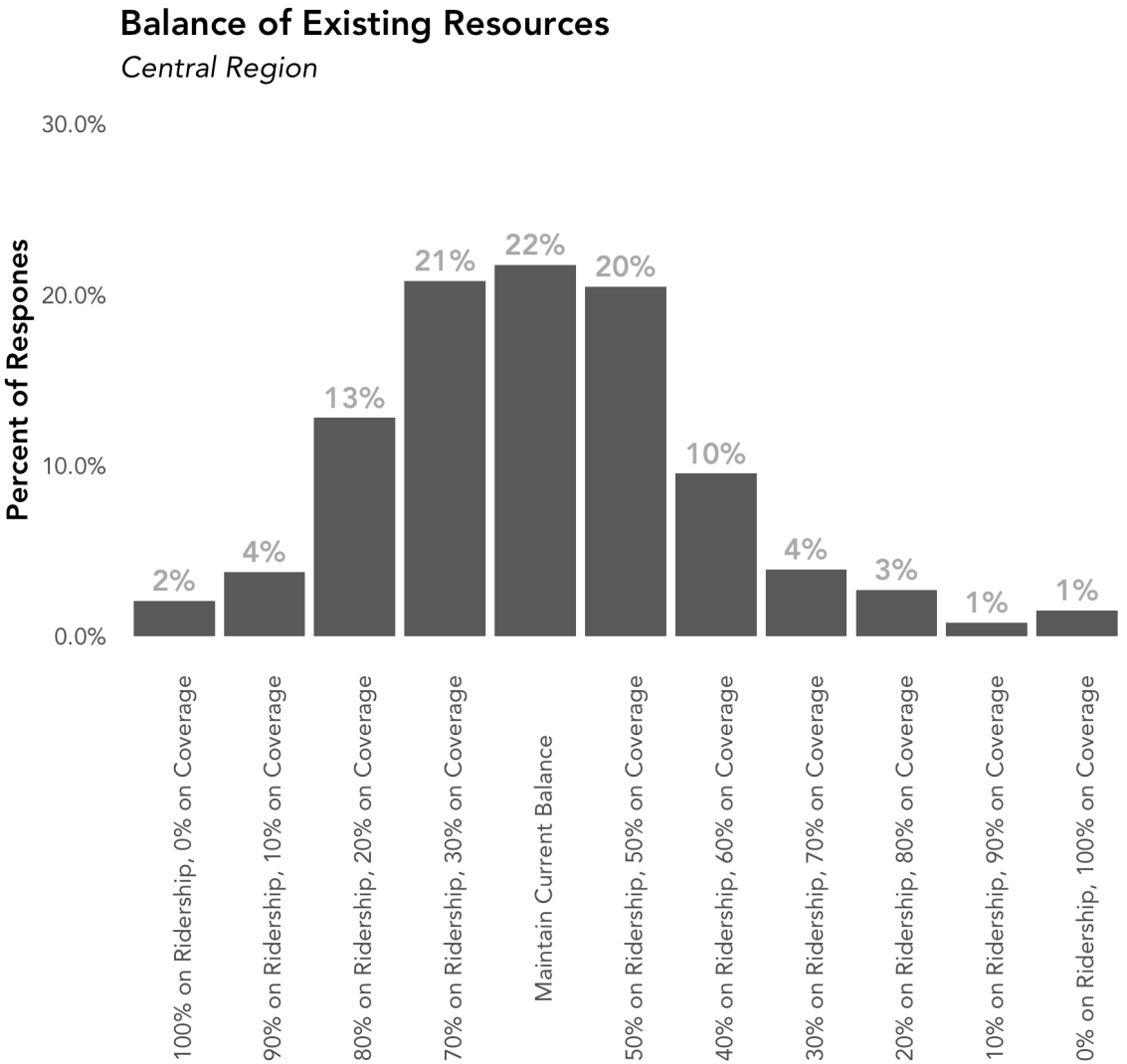
60% Ridership / 40% Coverage

Median Response:

60% Ridership / 40% Coverage

Conclusion:

Maintain existing resource split



Median: 60 / Weighted Mean: 59.11

Existing Resources – South

Public Web Survey

Existing Balance:

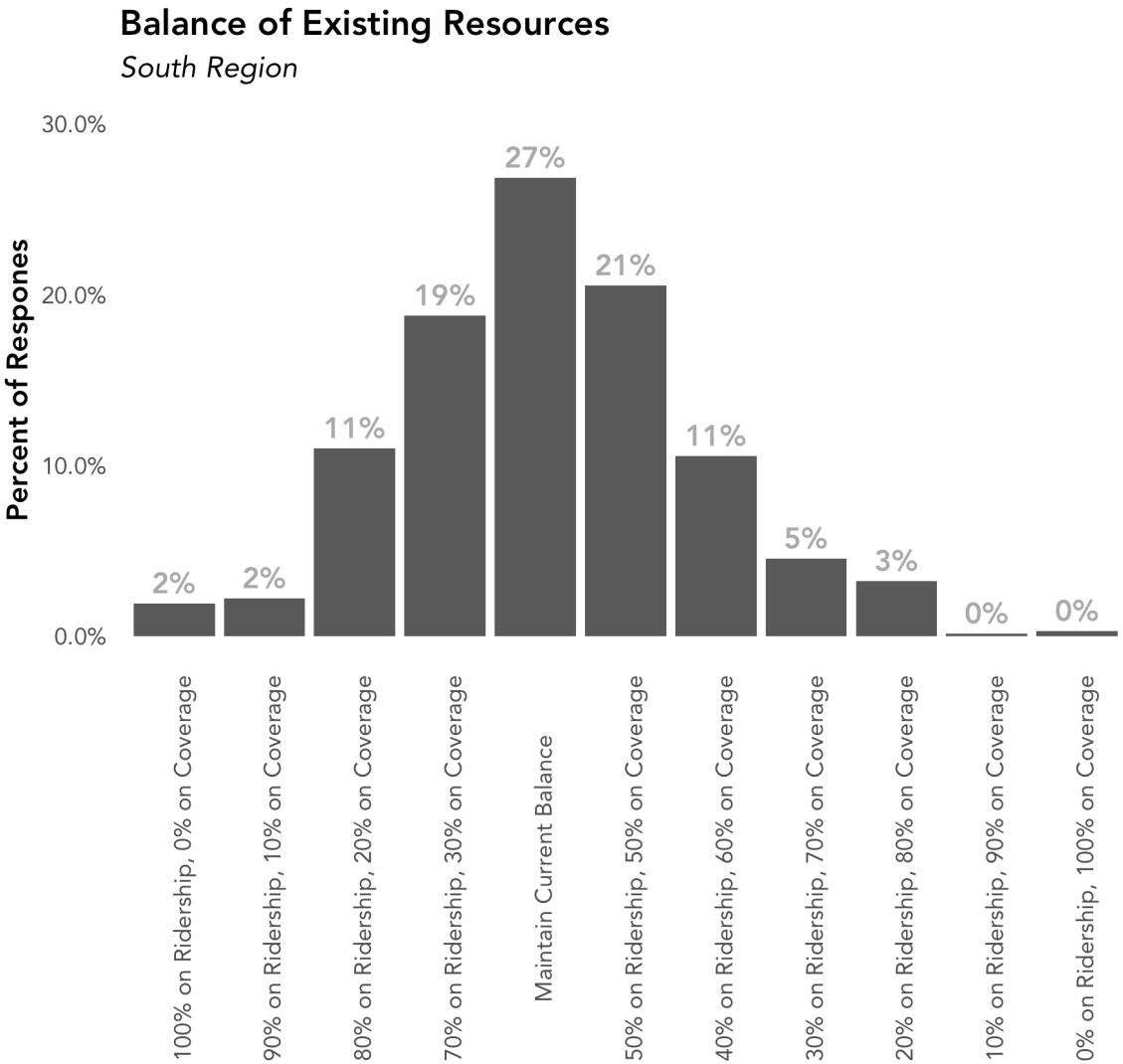
60% Ridership / 40% Coverage

Median Response:

60% Ridership / 40% Coverage

Conclusion:

Maintain existing resource split



Median: 60 / Weighted Mean: 58.43

Additional Resources – North

Public Web Survey

Existing Balance:

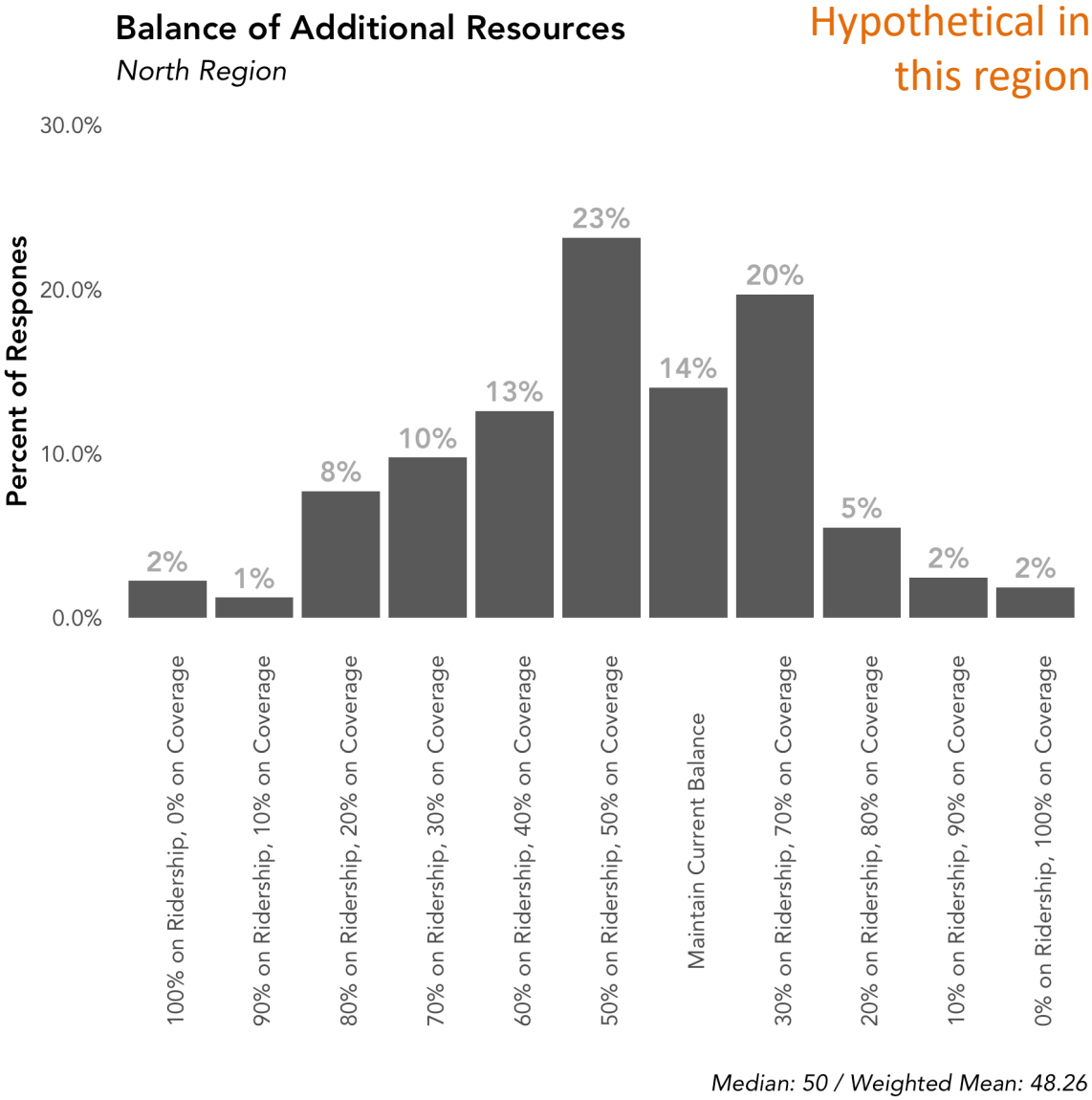
40% Ridership / 60% Coverage

Median Response:

50% Ridership / 50% Coverage

Conclusion:

Focus slightly more on ridership service



Additional Resources – Central

Public Web Survey

Existing Balance:

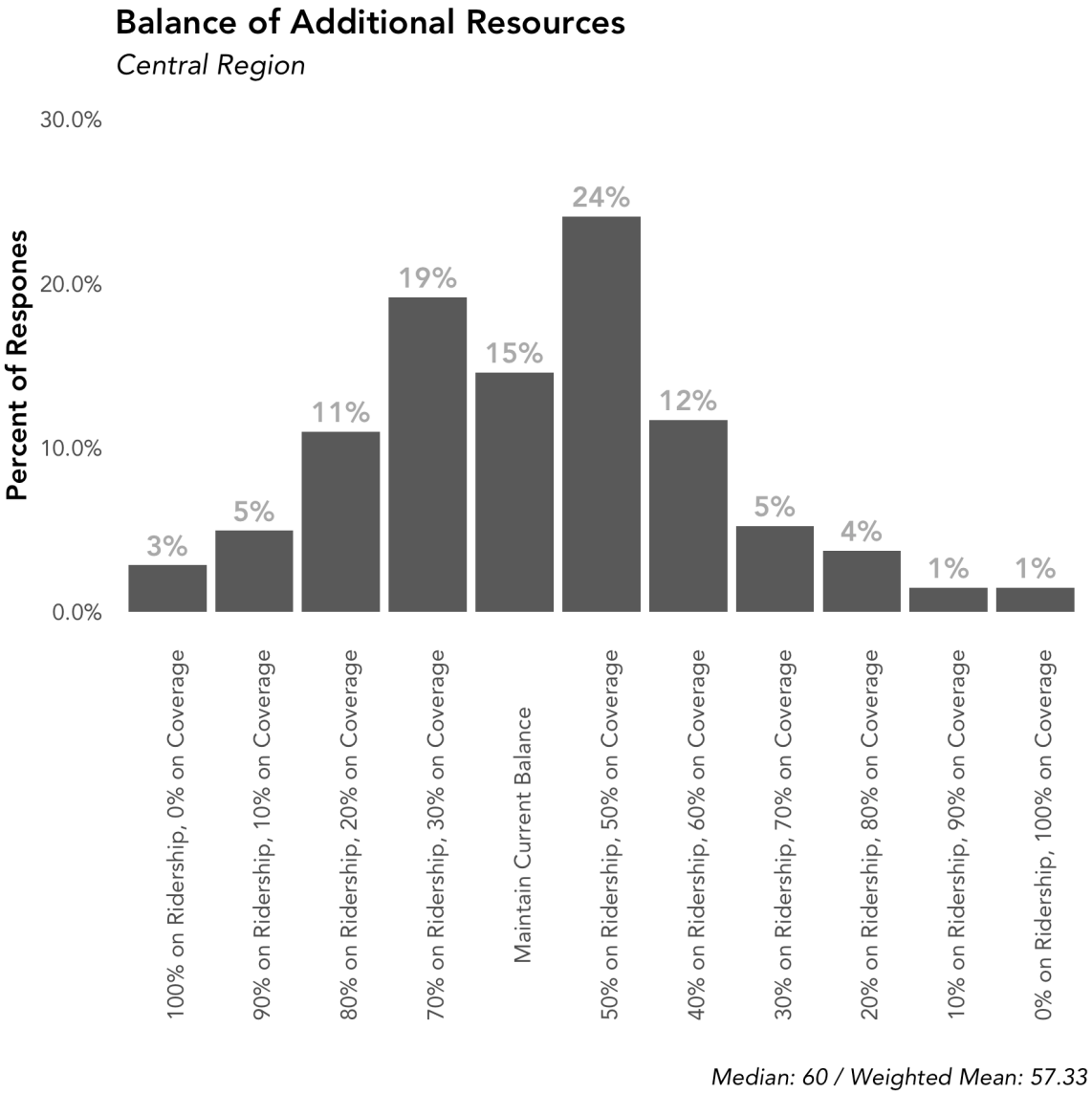
60% Ridership / 40% Coverage

Median Response:

60% Ridership / 40% Coverage

Conclusion:

Maintain existing resource split



Median: 60 / Weighted Mean: 57.33

Additional Resources – South

Public Web Survey

Existing Balance:

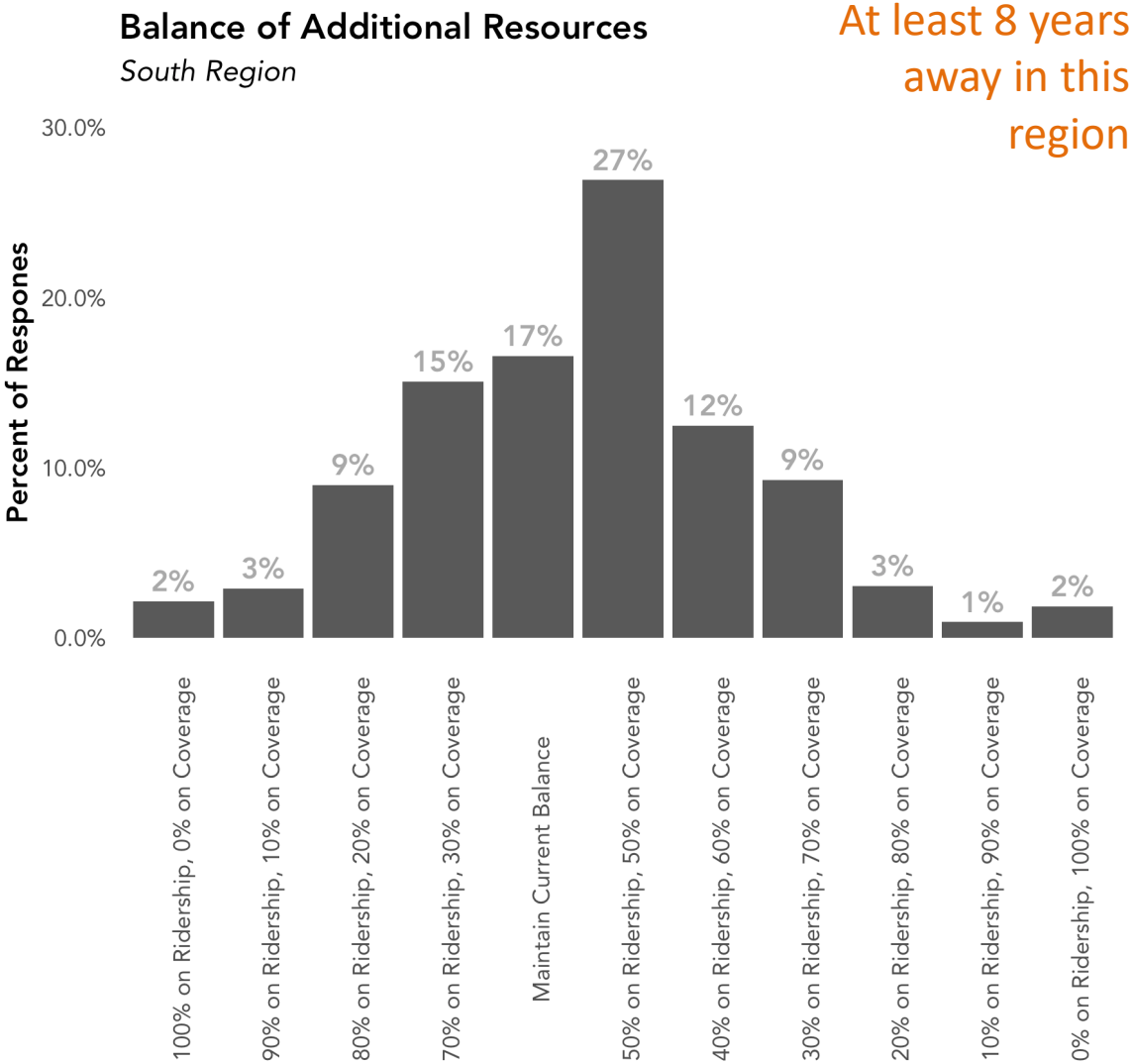
60% Ridership / 40% Coverage

Median Response:

50% Ridership / 50% Coverage

Conclusion:

Focus slightly more on coverage service

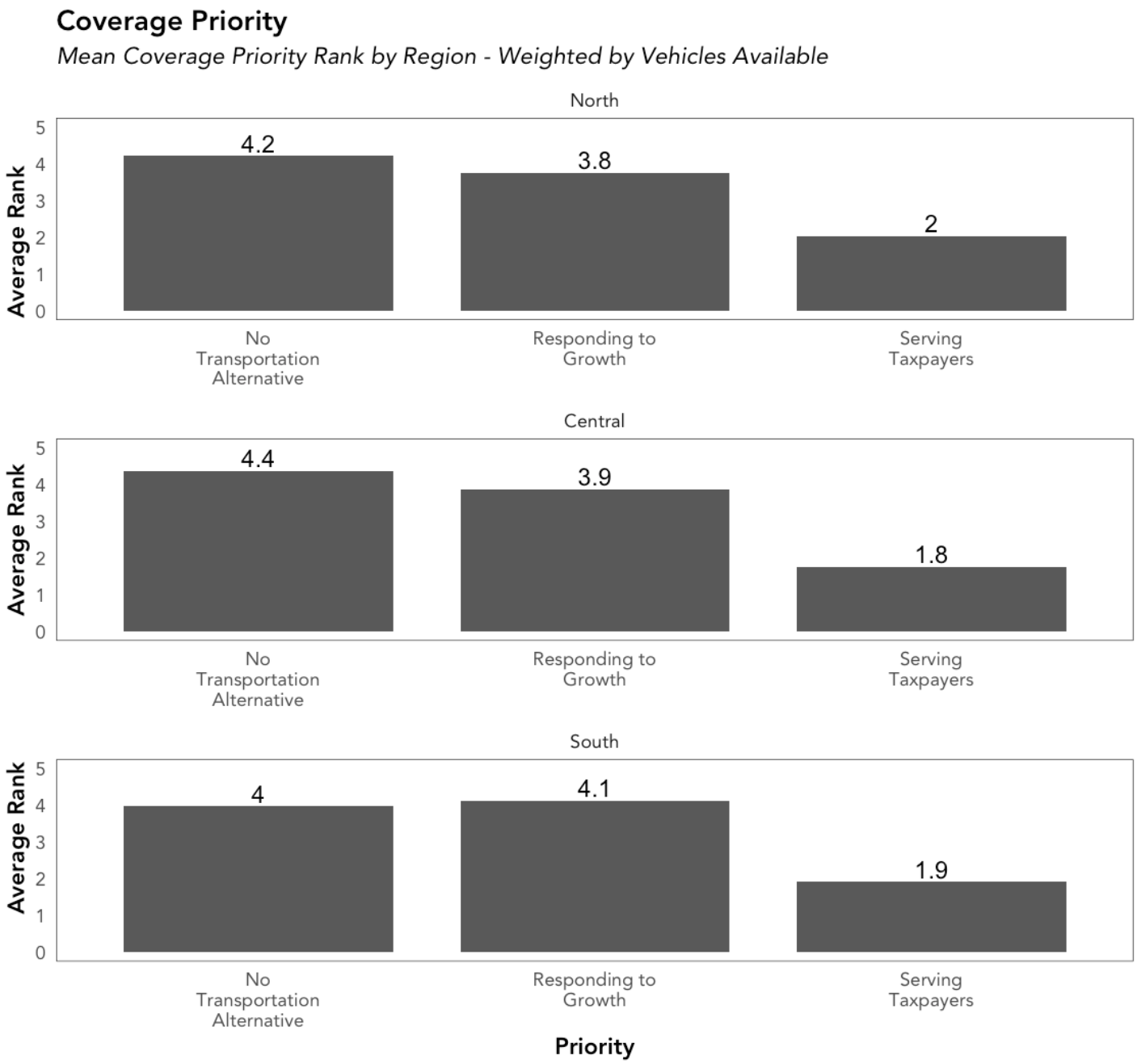


At least 8 years away in this region

Median: 50 / Weighted Mean: 54.29

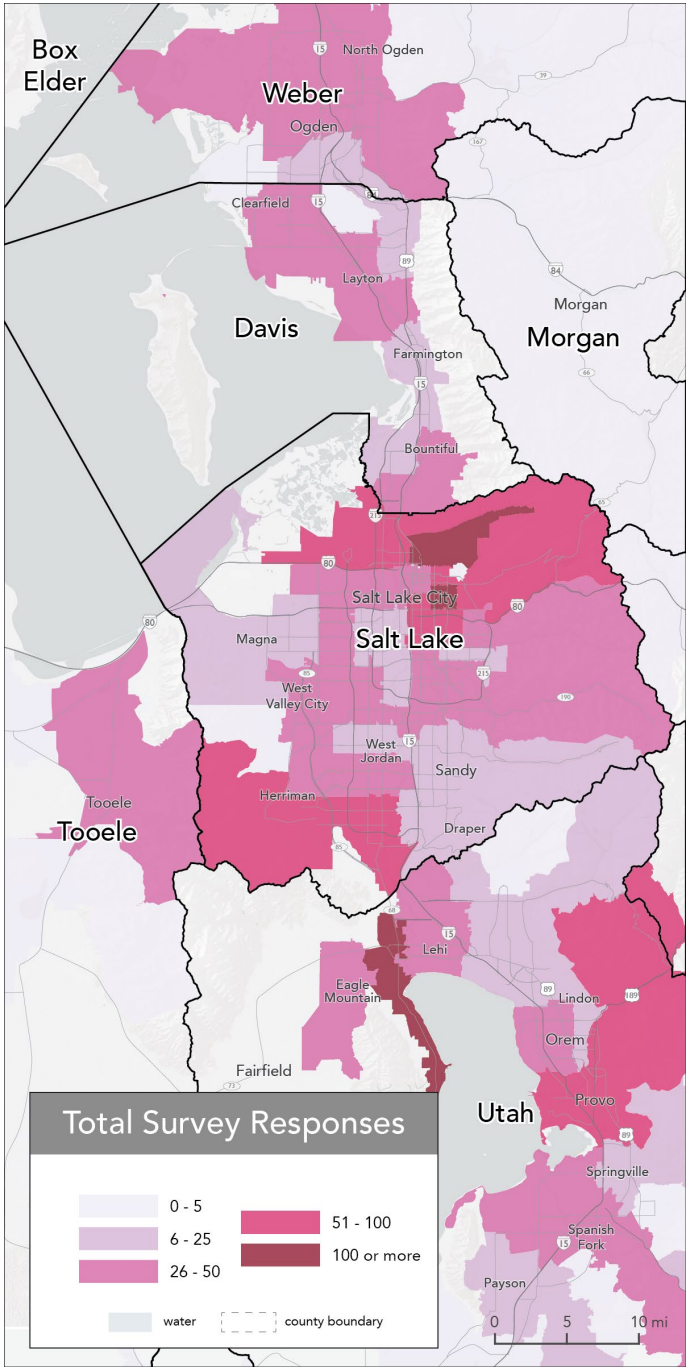
Coverage Priorities

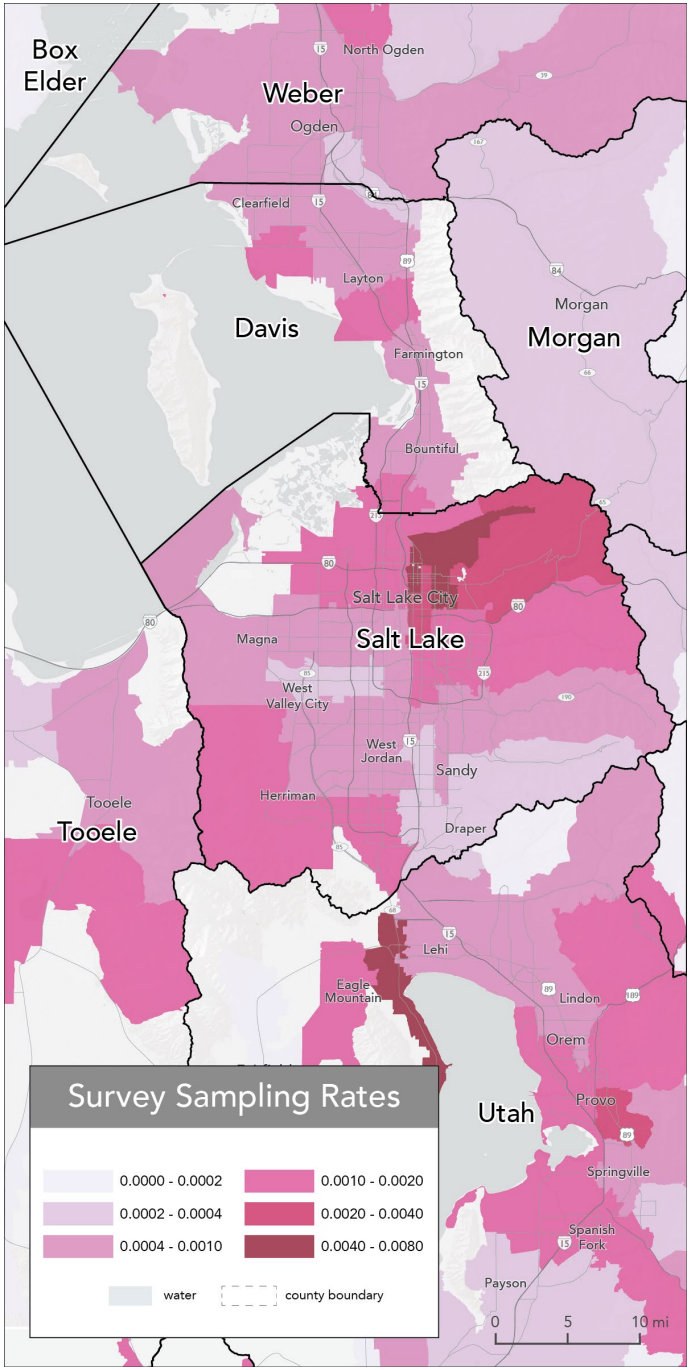
Public Web Survey



Where did our responses come from?

Public Web Survey





Other Business

a. Next Meeting: Wednesday, September 25, 2019 at 1:00 p.m.

Adjourn