

2024 On Board Survey (OBS)

**Board of Trustees Presentation
March 2025**



Why Do We Conduct On Board Surveys?

- Fulfill Federal Requirements
 - Title VI regulations (49 CFR part 21) require that *“passenger surveys shall be employed by transit providers on a schedule determined by the transit provider but no less than every five years.”*
 - Previous surveys in 2006, 2011, 2015, 2019
- Develop demographic profiles with trip and fare usage information
 - Informs agency decision making
 - Origin and Destination (OD) data supports updates to regional travel demand model



2024 OB Survey Administration Details

- Timeframe: **February through April 2024**
- Conducted by Resource Systems Group, Inc. (RSG). and ETC Consultants
 - Consultants for 2015 and 2019 UTA OBS
- Surveys were conducted on Bus, Rail, and On Demand using digital tablets with real time geocoding



What is new in the 2024 Survey?

- On Demand surveying
- Weekend surveying



Survey Target and Actual Samples

○ Origin-Destination Survey (OD)

- Tablet-based survey provides information on demographic profiles and travel patterns
- Target sample: 9% weekday bus and rail, 1.5% weekend bus and rail, and 50 On Demand
- Actual sample: 10% weekday bus and rail, 2% weekend bus and rail, 74 On Demand

TOTAL: 13,795 responses

7,347 bus; 4,486 Trax; 1,770 FrontRunner; 118 S-Line; and 74 On Demand

○ On to Off Survey (O2O)

Target Sample: 20% of ridership for rail, and 20% bus routes surveying more than 2,800 riders

TOTAL: 22,353 on-to-off pairs were collected

6,440 (31%) bus and 15,913 (30%) Trax



Highlights from the Survey

GENDER

- 41% Female, 58% Male, 1% Other.
 - Consistent with 2019 OBS.

AGE

- Over 1/2 of riders are 34 and under (62%)
 - Consistent with 2019 OBS.

Age	2019	2024
Under 16	2%	2%
16-17	3%	4%
18-24	34%	31%
25-34	24%	25%
35-44	15%	19%
45-54	9%	11%
55-64	8%	6%
65+	4%	3%



Highlights from the Survey

INCOME

- 54% of our riders earn less than \$45,000 per year.

RACE

- Riders who identify as White/Caucasian had the highest response rate (64%) decreased by 12%.

Annual Household Income (\$)	2024
< 18K	21%
18-24.999K	11%
25-35.999K	12%
36-44.999K	10%
45-74.999K	17%
75-99.999K	8%
100-149.999K	6%
150-249.999K	3%
250K +	1%
Refused/No Answer	11%



Highlights from the Survey

Vehicles Per Household

- Since 2019, there has been an increase in zero vehicle households across bus and rail.

Transit Reliant Riders by Mode	2024	% Change between 2019 and 2024
Bus	34%	2%
Light Rail	30%	3%
FrontRunner	11%	4%
OnDemand	33%	N/A



Highlights from the Survey

FREQUENCY OF USE

- Riders using the system five or more days a week (58%) decreased by 6%.

TRANSFERS

- Rider trips with 0 transfers increased by 5%.
 - Transit-Reliant riders are more likely than choice riders to have more than one transfer on their trip

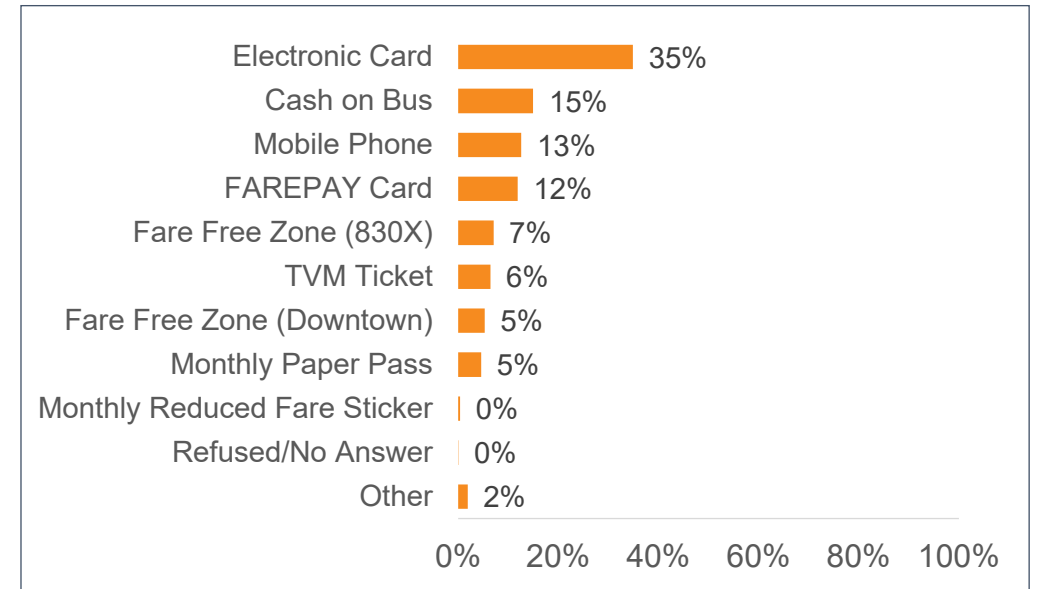
Transfers	2024	% Change between 2019 and 2024
0	77%	5%
1	20%	-4%
2	3%	-1%
3+	0%	0%



Highlights from the Survey

FARE PAYMENT

- 35% selected electronic card as their method of fare payment.
 - 3% decrease from 2019
- 15% indicated use of cash for fare payment on bus.
 - 7% increase from 2019



Fare Payment (n=12,016)



Highlights from the Survey

ACCESS AND EGRESS MODES

- Most respondents access and exit transit by walking.

Top 4 Access & Egress Modes	Access 2024	% Change between 2019 and 2024	Egress 2024	% Change between 2019 and 2024
Walking	83%	6%	84%	4%
Drove Alone and Parked	6%	-4%	5%	-4%
Dropped off/Picked up by someone	5%	-1%	5%	0%
Personal Bike	3%	-1%	3%	-1%



On Demand Highlights

2024 is the first year On Demand was included in the On Board Survey

- In 2024, 74 origin-destination surveys were collected on UTA's On Demand service

Innovative Mobility Zones surveyed:

- South Davis
- Salt Lake City West Side
- South Sale Lake County
- Tooele

Of all the modes, On Demand has the greatest reporting of transit-reliant riders

- 76% of On Demand riders are transit-reliant

On all other modes, more than 50% of riders possessed a driver's license

- 78% of On Demand riders do not have a driver's license



Weekend Highlights

The following modes were surveyed on the weekend

- Bus
- Trax
- FrontRunner (Saturday only)
- S-Line
- **Weekend Transfers**
 - 23% of weekend respondents had 1 or more transfer on their journey
- **Weekend Annual Income**
 - 74% (Sat) & 80% (Sun) of respondents earn an annual income less than \$45K



Next Steps >>>

- The On Board Survey is conducted every four years.
- The next On Board Survey will be conducted in 2028.

Thank you

