

**Moab City Council Agenda Item**  
Meeting Date: September 26, 2023

**Title:** Moab Area Transit Non-Peak Season Workshop

**Disposition:** Discussion and possible action

**Staff Presenters:** Chuck Williams, City Engineer

Richard Lory, Transit Coordinator

**Attachment(s):**

Attachment 1 – Preliminary Analysis of Peak Season 2023 Data

**Recommended Motion:**

To Be Determined

**Background/Summary:**

Moab Area Transit (MAT) began as an alternative use for UDOT Hotspot funding. With a transit study completed, and additional funding allocated through FTA and City/County contributions, a budget of \$3,735,000 was apportioned into a 5-year pilot program. The turnkey operator, Downtowner, won the bid and is operating with a 5-year budget of \$3,455,000. Currently, the service is free for all users.

On March 16, 2023, the pilot program began with the first Peak Season (March 16<sup>th</sup>-October 15<sup>th</sup>). Two microtransit vehicles, and one fixed route vehicle, have been operating from 9AM to 9PM, every day of the week. Through the end of August, a total of 31,027 passengers have utilized this no-fare service. A significant majority of them, 93%, utilized the microtransit service. Attachment 1 provides a closer look at the data. The first Peak Season is set to end on October 15<sup>th</sup>, beginning the first Non-Peak season (October 16<sup>th</sup> -March 15<sup>th</sup>). Per the agreed upon schedule detailed in the Request for Proposals, the Non-Peak season microtransit service hours will be reduced to 9AM to 5PM, Monday through Friday, with no fixed route service.

Residential versus visitor ridership was not able to be recorded, but feedback suggests that many residents, especially the young and elderly, are taking advantage of the microtransit service. The success with residents has prompted Staff and Downtowner to consider ways in which the Non-Peak season service can be enhanced within the bounds of the approved budget.

The primary purpose of the Workshop is to:

- 1) Review the information from the partially completed Peak Season.
- 2) Discuss the forthcoming Non-Peak Season schedule and services.
- 3) Receive input from Council regarding the schedule for the Non-Peak season.

A future Council Workshop will be scheduled after the first of the year to discuss the results of the completed first Peak Season and discuss any potential modifications to next year's Peak Season schedule and services.