

Preliminary Analysis of Peak Season 2023

City Council Workshop 09/26/23

Attachment 1

Total Passengers

Moab Area Transit (MAT) began its pilot service on March 16, 2023, with the peak season service and schedule. The peak season service has included two microtransit “on-demand” vehicles, and one fixed route vehicle, operating seven days a week from 9AM to 9PM. Through the end of August, a total of 31,027 passengers have utilized this fare free service. Microtransit accounted for 93% of all rides with 28,765 passengers versus the fixed route count of 2,262.

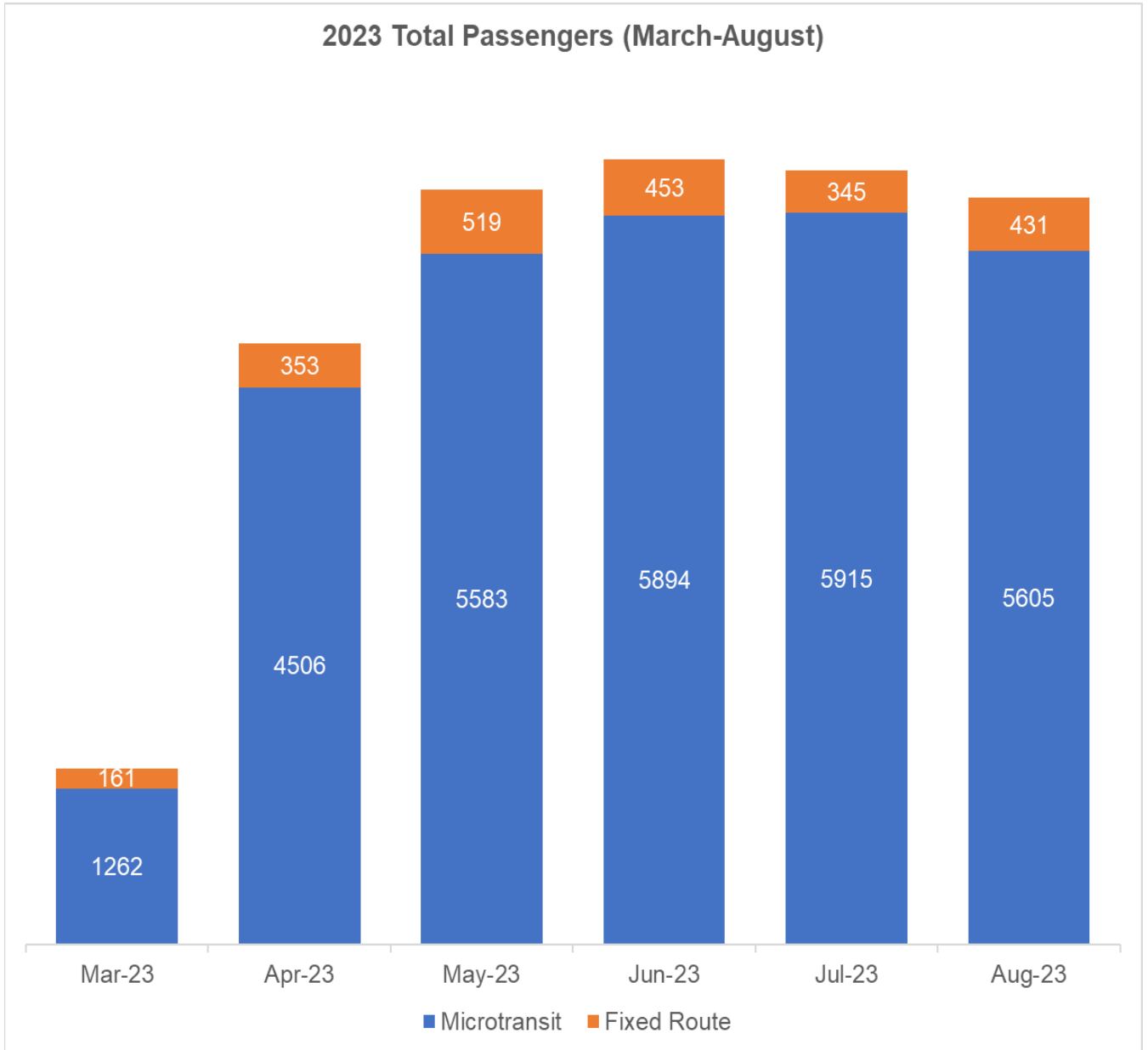


Figure 1

Requests per hour

A per hour analysis of microtransit requests (one or more passengers) shows high usage at 9AM and 3PM. Notably, and addressed later, fixed route ridership is highest from 3PM to 7PM. When analyzing the microtransit requests in 30-minute increments (figure 3), it's apparent that there is immediate demand at 9AM, dropping off at 9:30AM, suggesting an earlier start could be beneficial.

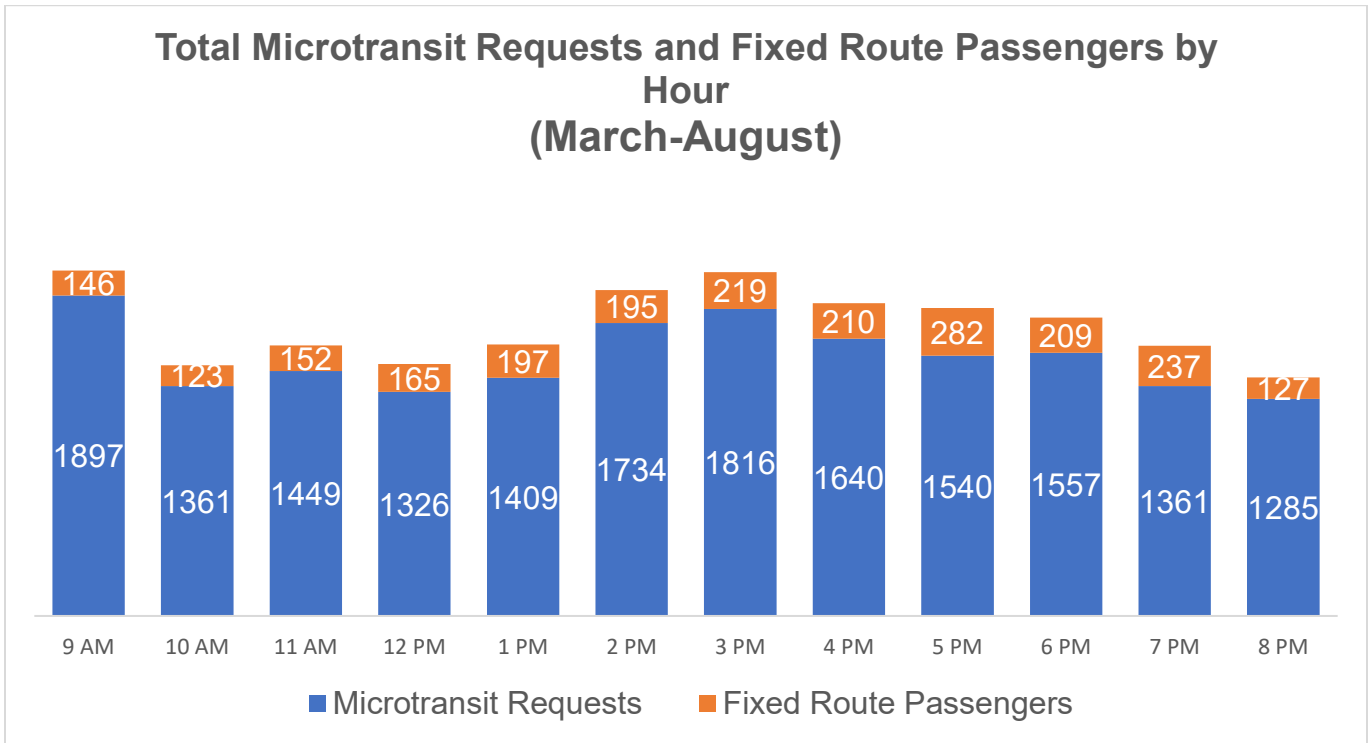


Figure 2

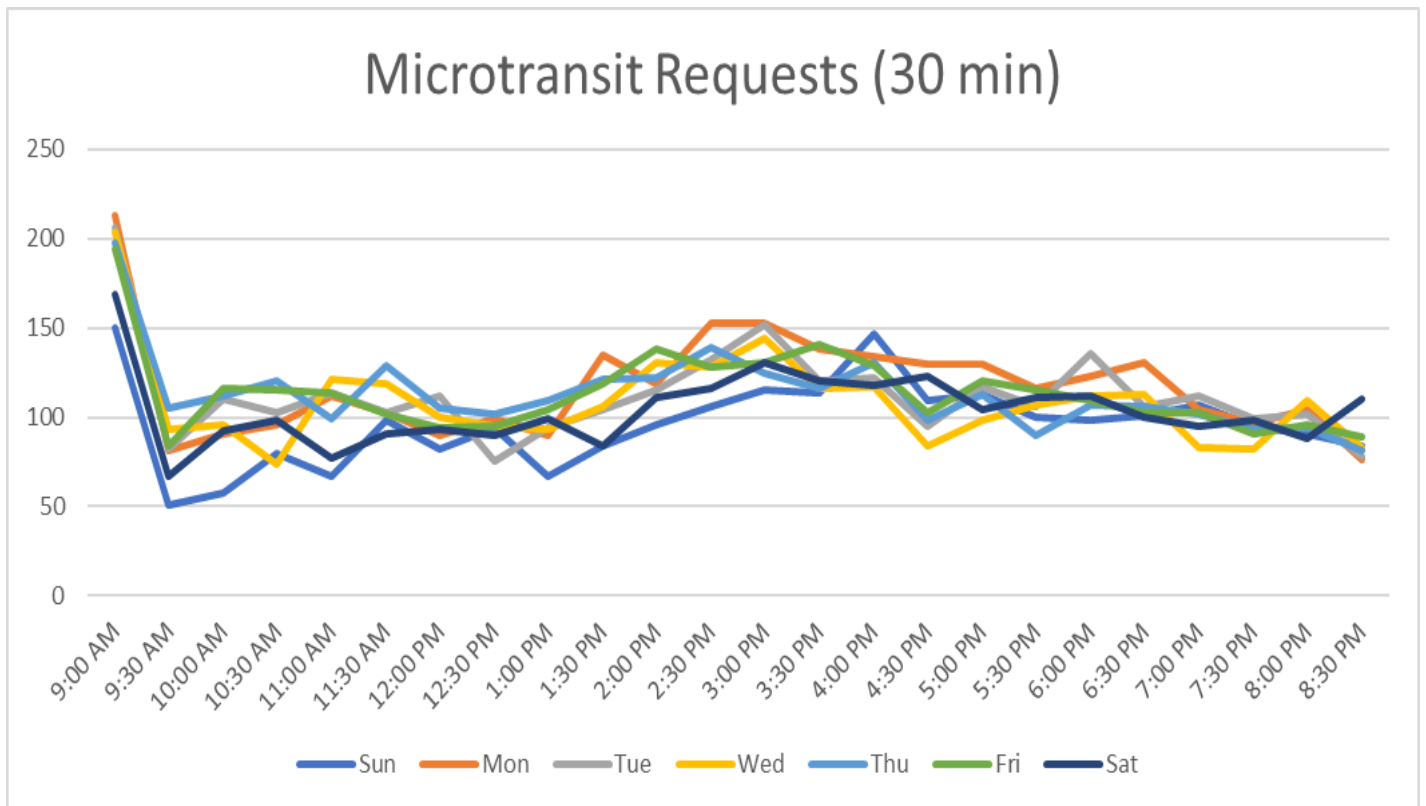


Figure 3

Microtransit Demand by Hour

Downtowner collects data when the application is opened, or the phone center is called, even if a request isn't made. This data is interpreted as interest in the service and is correlated with demand. As seen in figure 4, the demand per hour does not sync with the actual microtransit requests per hour. Instead of a peak at 9AM and 3PM, the peak demand is at 4PM and 5PM. This coincides with high wait times. With only two microtransit vehicles operating at a time, wait times can soar up to one hour, dissuading would be microtransit requests. Some of the potential riders turned away by the microtransit wait times during these peak hours seem to opt for the fixed route. This could explain why fixed route ridership increases during these peak demand hours.

Demand by Hour

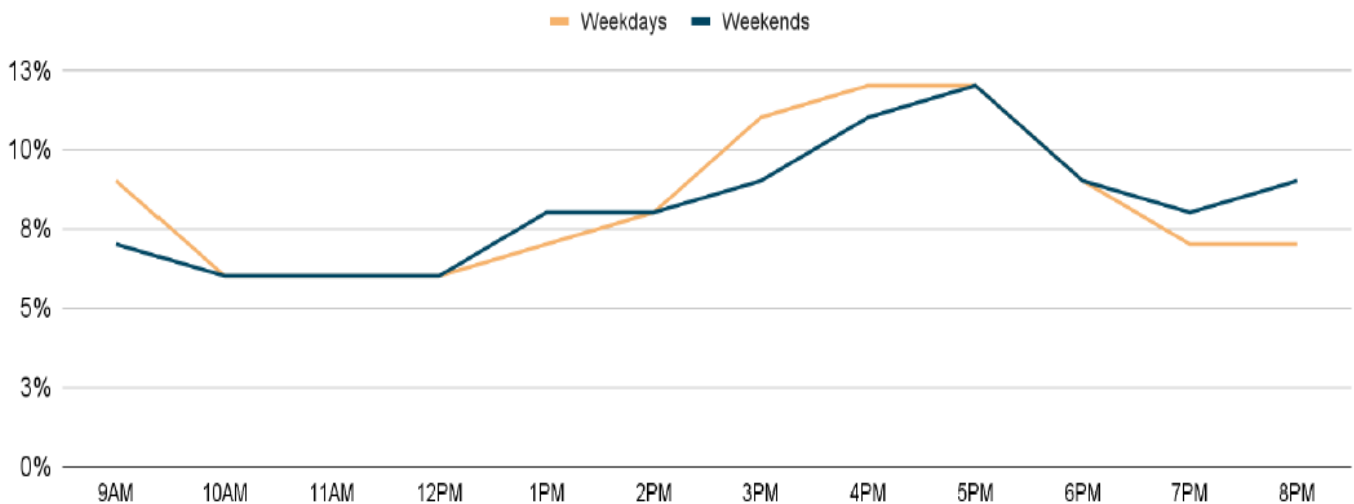


Figure 4. August data, consistent with other months.