

RIDERSHIP

THE FUTURE OF LIGHT RAIL STUDY

RIDERSHIP

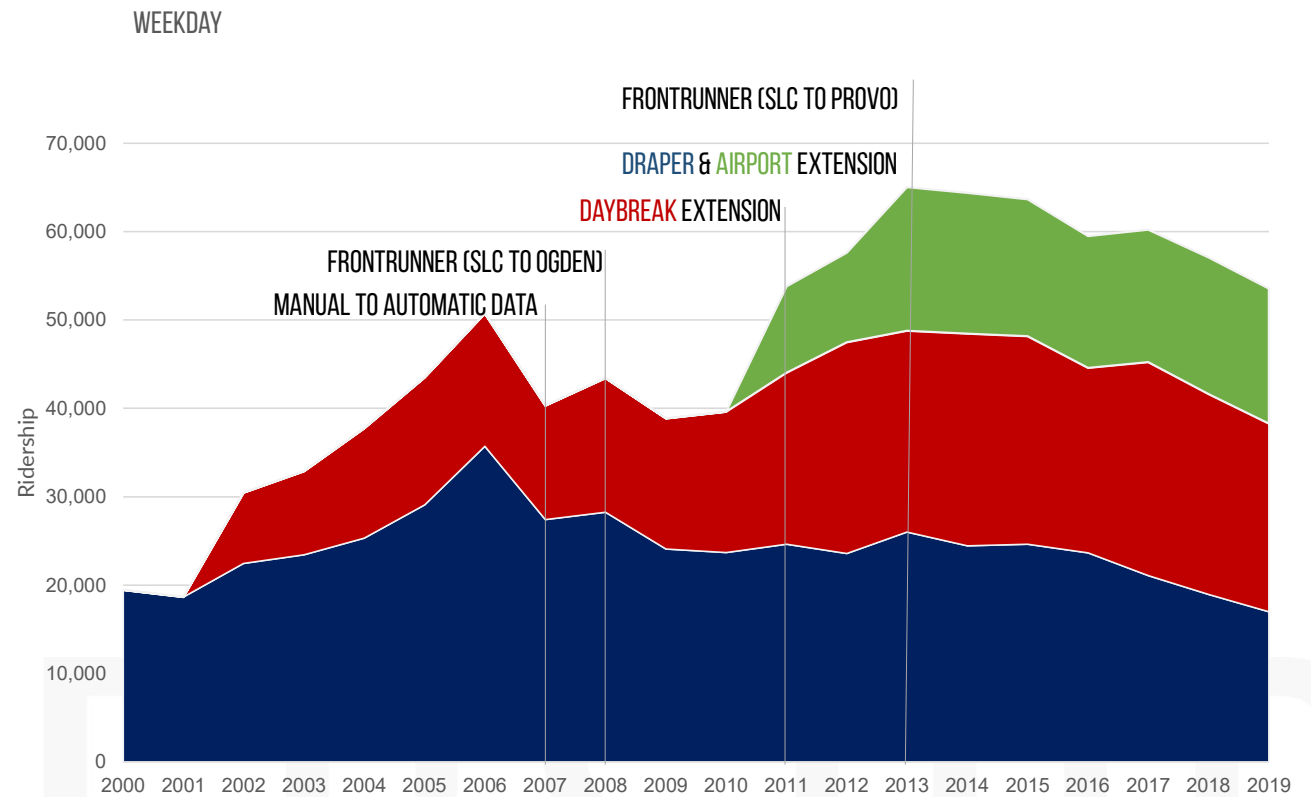
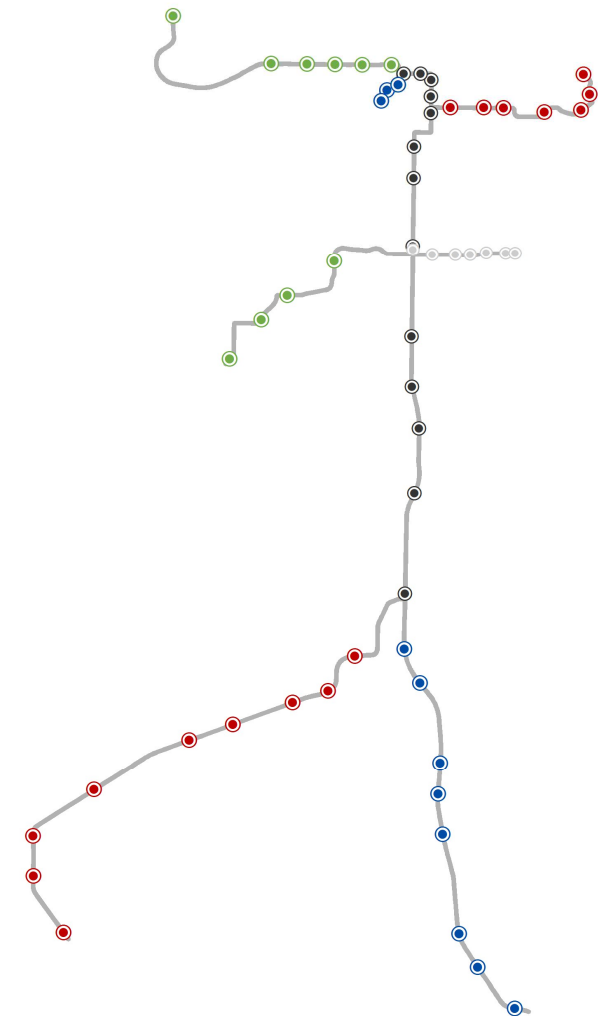
OVERVIEW

- Daily Annual Ridership (2000-2019)
- Potential Factors related to Ridership Decline
- Station Ridership by Line (2014-2019)
- Transit Oriented Development and Ridership

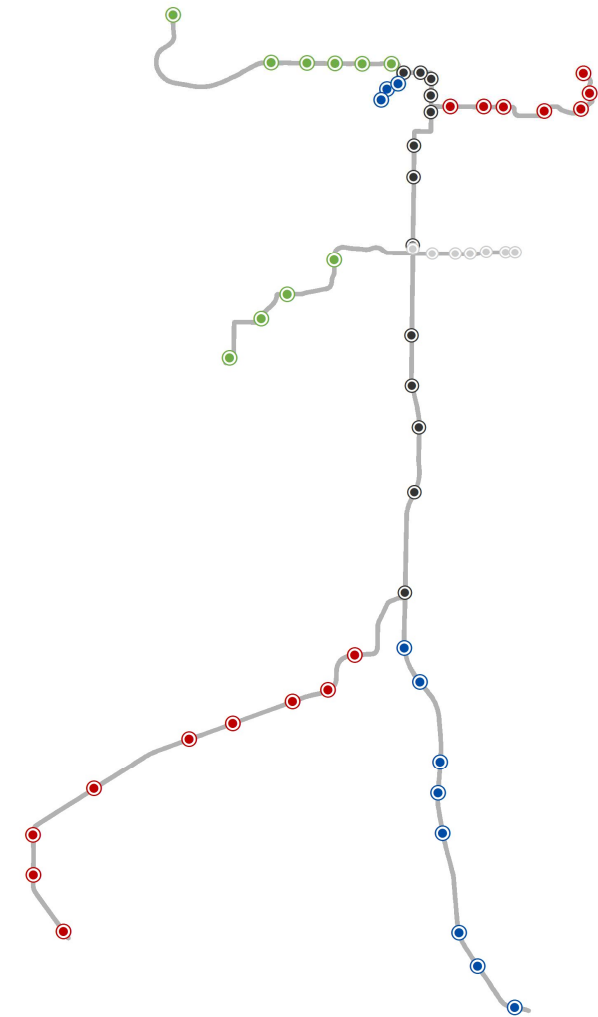
KEY TAKEAWAYS

- Ridership has been decreasing since the full system was opened (2013)
- Areas with higher proportions of low income and/or minority households have retained ridership
- While development has occurred around transit stations, it does not seem to be drawing transit riders to the system

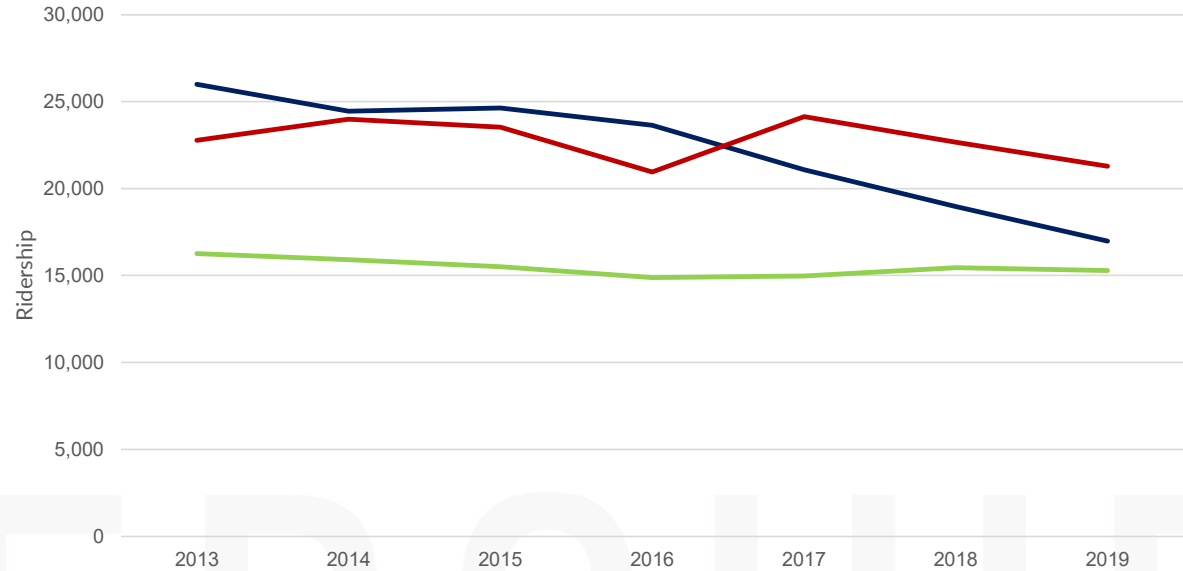
AVERAGE RIDERSHIP BY TRAX LINE



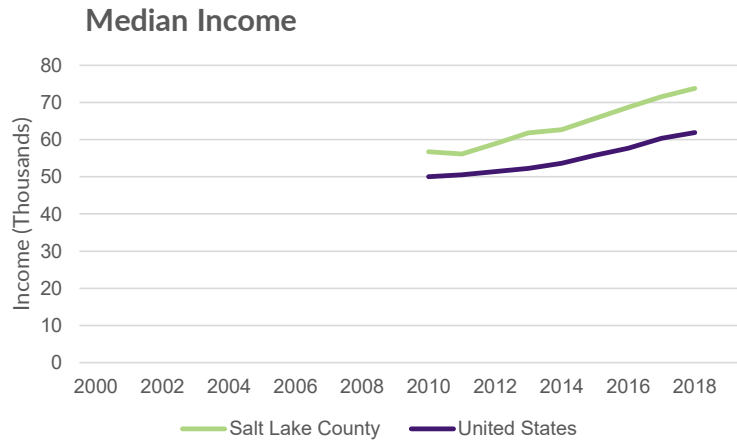
AVERAGE RIDERSHIP BY TRAX LINE



WEEKDAY AVERAGE RIDERSHIP BY LINE, 2013-2019



POTENTIAL FACTORS RELATED TO RIDERSHIP DECLINE

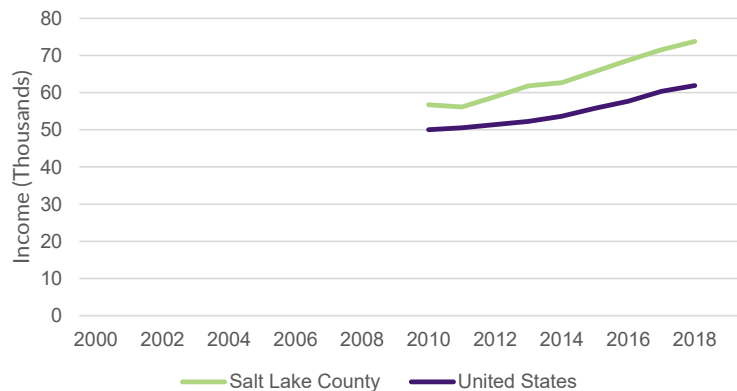


- Median income has been increasing in the last decade (\$17K between 2010-2018)
- The median income in Salt Lake County is higher than the nation

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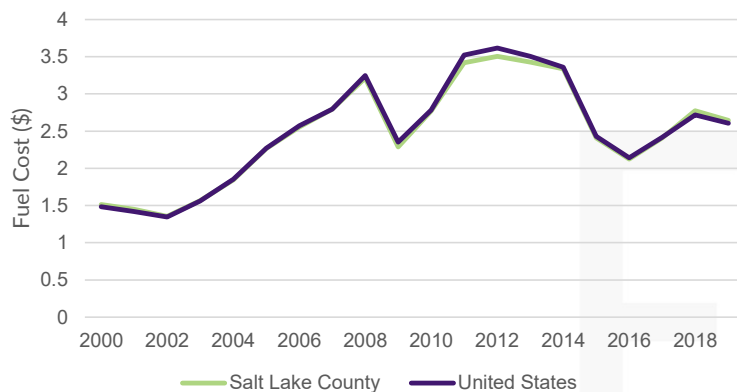
POTENTIAL FACTORS RELATED TO RIDERSHIP DECLINE

Median Income



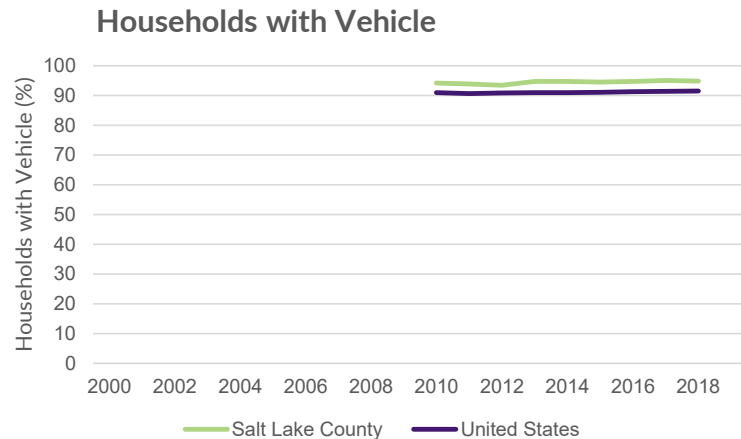
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Fuel Costs



- The cost of owning/operating a car has increased 20% between 2006-2016 and it's still perceived as affordable since gas prices are so low
- Starting in 2014, fuel cost has been going down with some increase but overall, fuel cost is cheaper than in the past

POTENTIAL FACTORS RELATED TO RIDERSHIP DECLINE



- A higher percentage of households in Salt Lake County have a vehicle compared to the United States.
- In 2018, almost 95% of households in Salt Lake County had a vehicle.

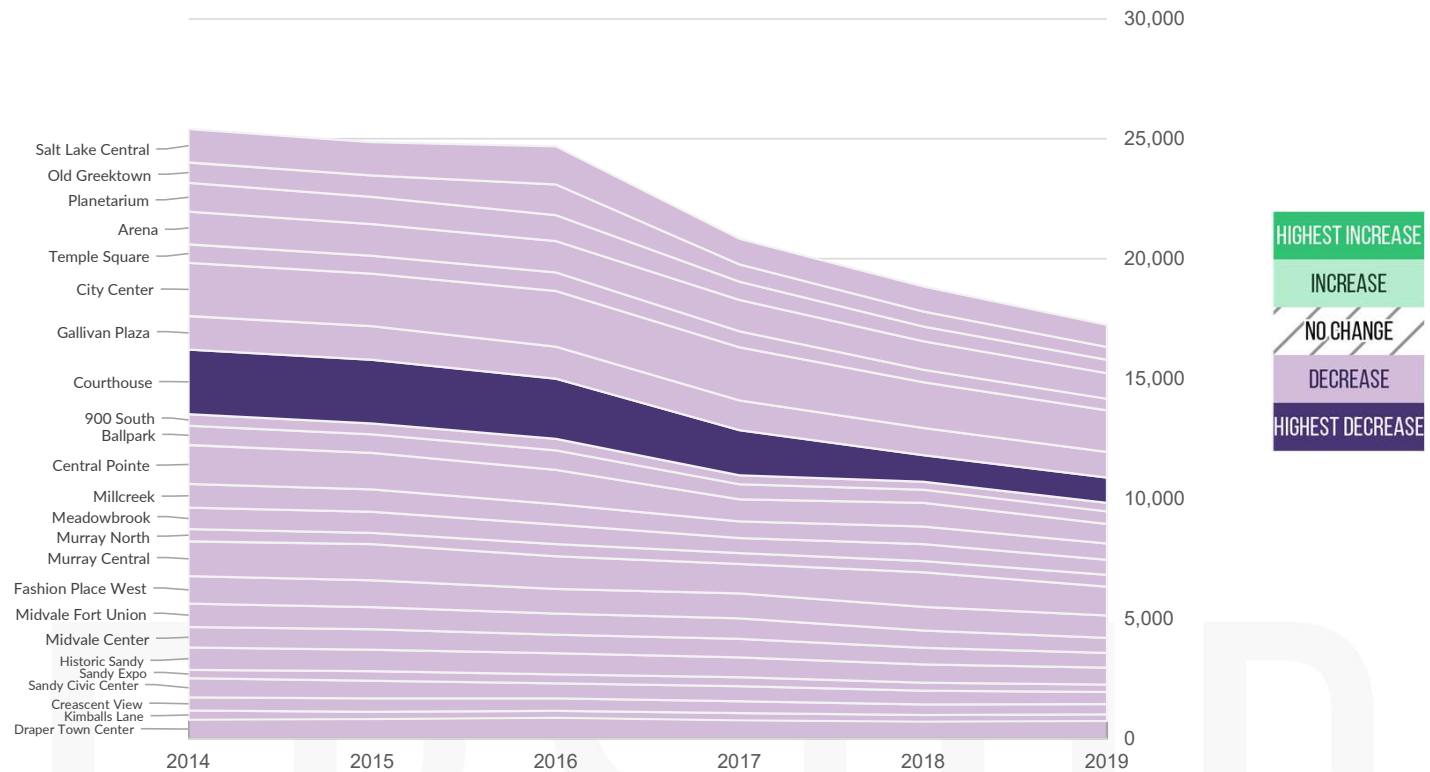
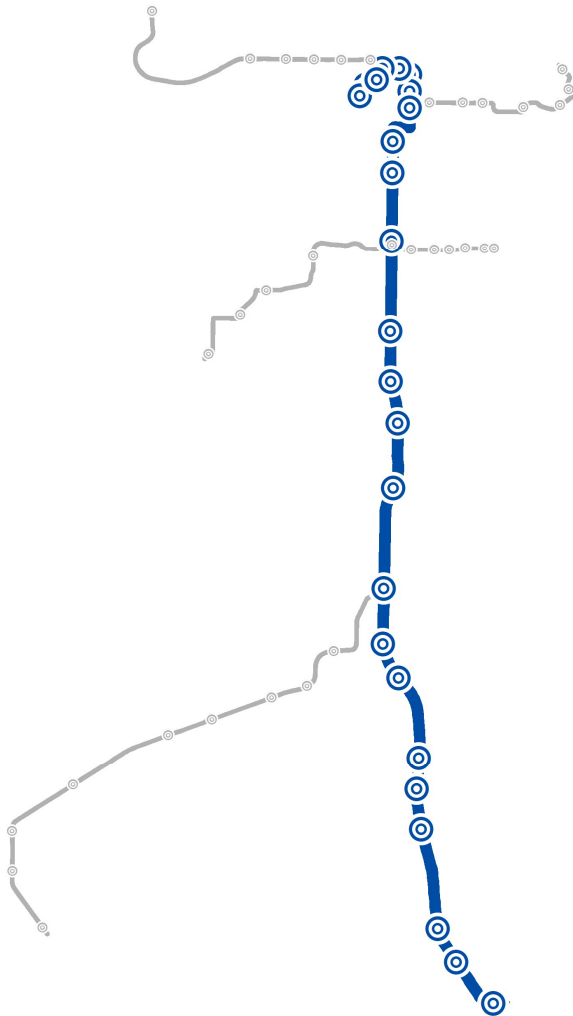
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POTENTIAL FACTORS RELATED TO RIDERSHIP DECLINE – HIGHWAY INVESTMENTS

- I-15 Reconstruction, which added an HOV lane and a general purpose lane (ended 2001)
- Continuous Flow Intersections (CFI) on several Bangerter Highway intersections (e.g. 3500 South, 4100 South, 4700 South, 13400 South)
- 6 new interchanges on Bangerter Highway (5400 South, 7000 South, 7800 South, 9000 South, 11400 South, and 600 West)
- Mountain View between Redwood and 5400 South built in 2012 and between 5400 South and 4100 South in 2017
- One southbound lane added to I-15 between 7800 South and Bangerter in 2018

BLUE LINE AVERAGE RIDERSHIP BY STATION

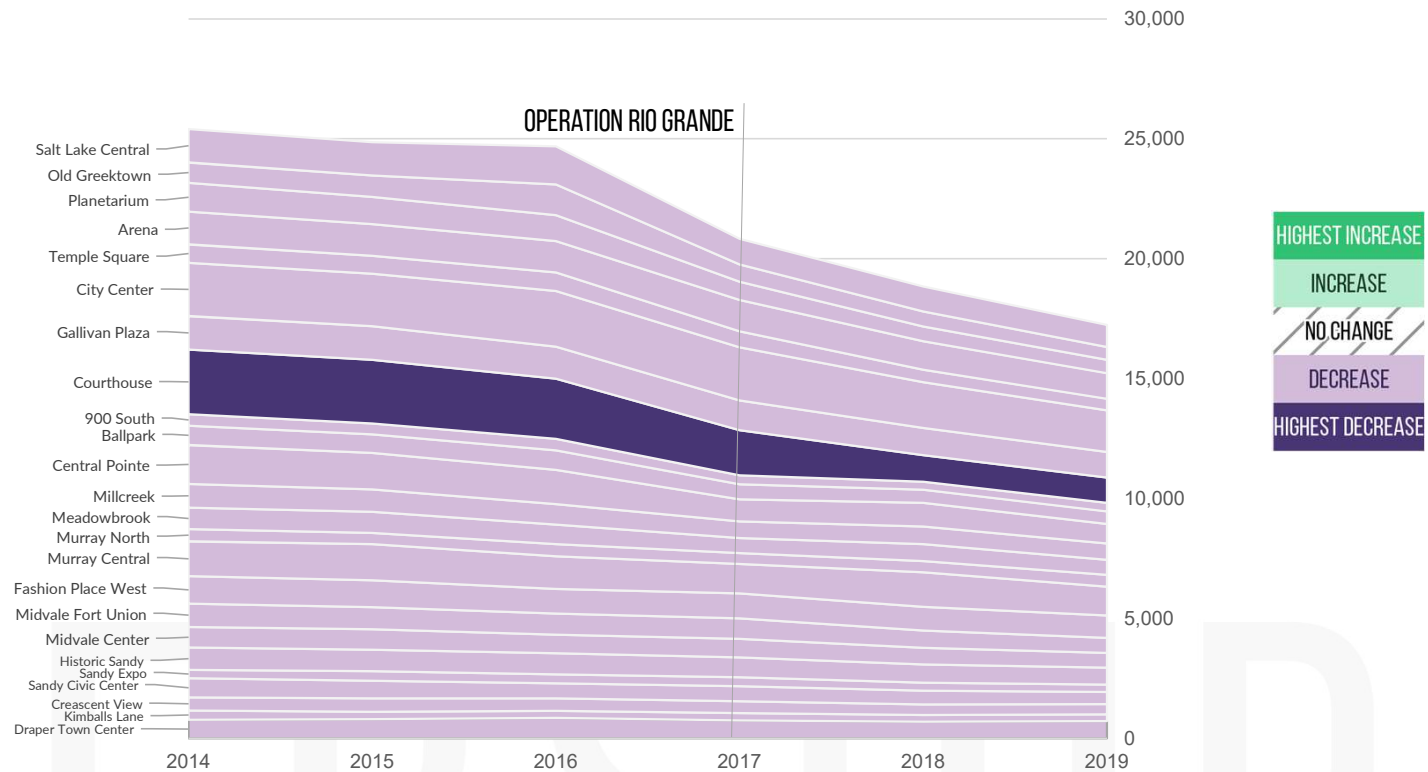
AUGUST CHANGE DAY - WEEKDAY



BLUE LINE AVERAGE RIDERSHIP BY STATION

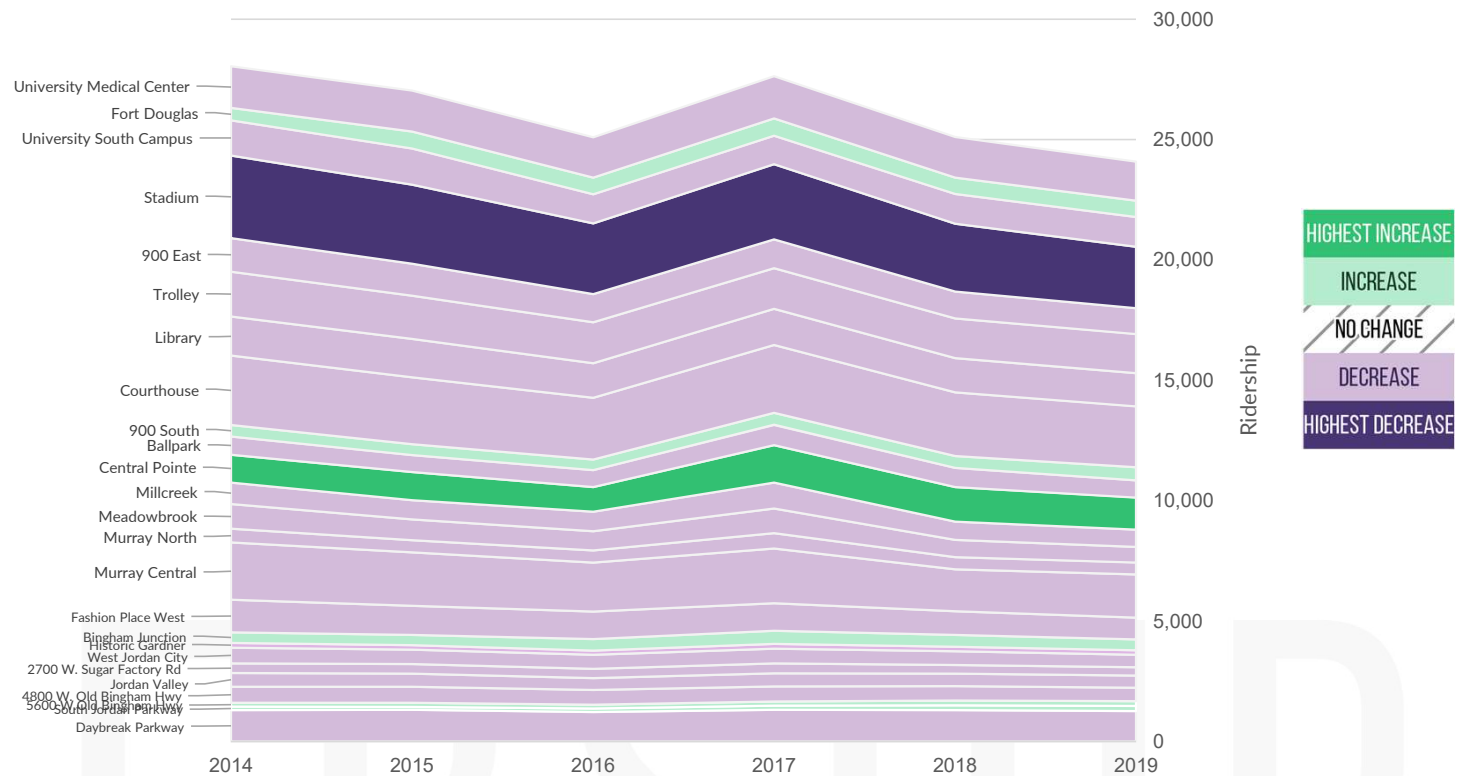
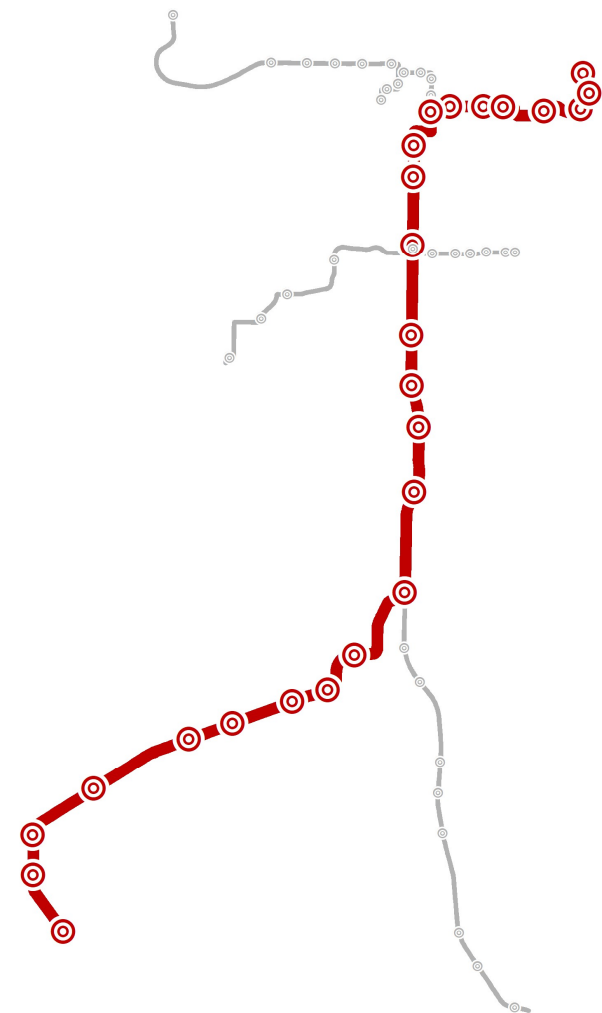
AUGUST CHANGE DAY - WEEKDAY

- All stations in the Blue Line experience a decrease in ridership
- Overall, stations in the suburbs tend to have lower ridership than stations closer to downtown
- Courthouse experiences the highest decrease
- Stations near the Road Home and in the free fare zone experienced a decrease in 2017



RED LINE AVERAGE RIDERSHIP BY STATION

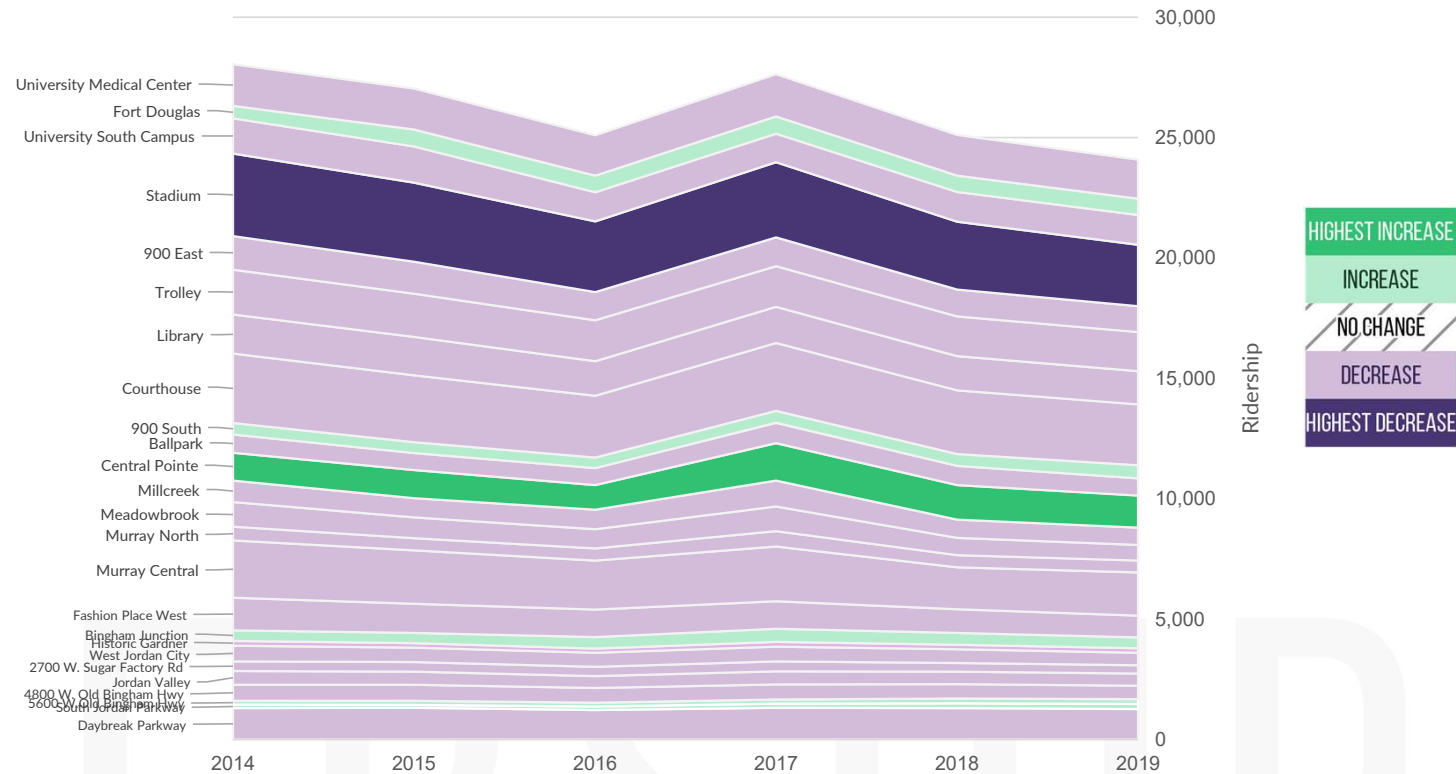
AUGUST CHANGE DAY - WEEKDAY



RED LINE AVERAGE RIDERSHIP BY STATION

AUGUST CHANGE DAY - WEEKDAY

- Overall, stations in the suburbs tend to have lower ridership than stations closer to downtown or near I-15
- Central Pointe experiences the highest increase
- Stadium experiences the highest decrease
- There is an increase in ridership between 2016 and 2017



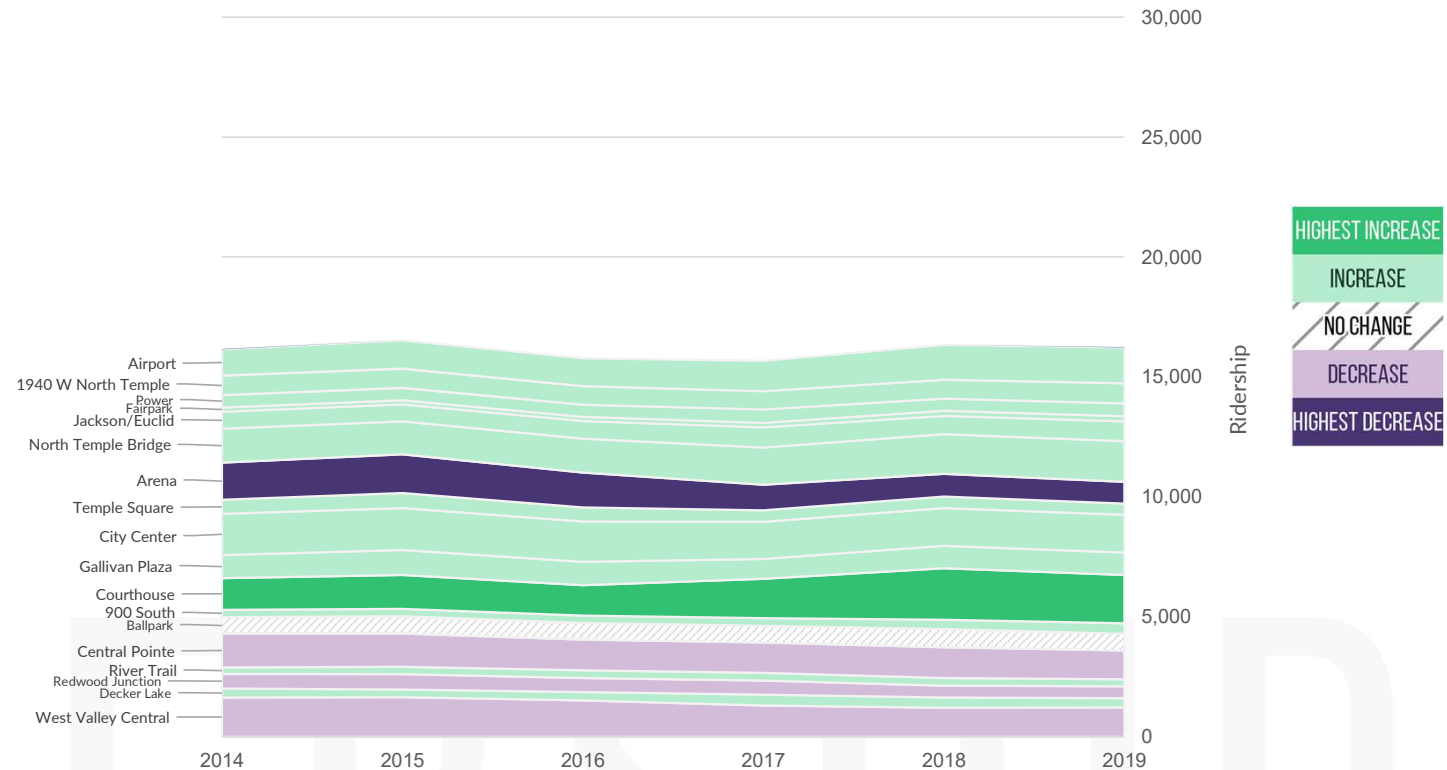
Ridership Trends by Station (2014-2019)

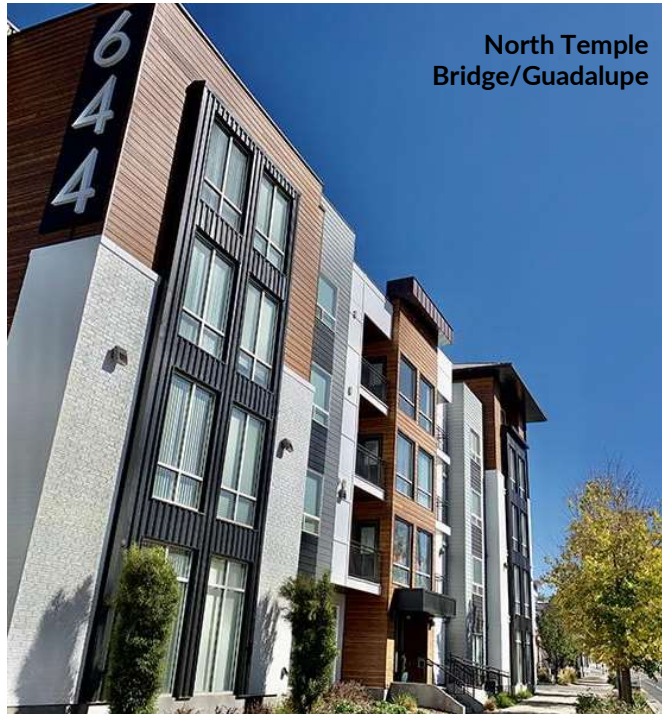
Station	2014	2015	2016	2017	2018	2019	Trend
Airport	~15,500	~16,000	~15,000	~15,000	~16,000	~16,000	Increase
1940 W North Temple	~14,500	~15,000	~14,000	~14,000	~15,000	~15,000	Increase
Fairpark	~13,500	~14,000	~13,000	~13,000	~14,000	~14,000	Increase
Jackson/Euclid	~12,500	~13,000	~12,000	~12,000	~13,000	~13,000	Increase
North Temple Bridge	~11,500	~12,000	~11,000	~11,000	~12,000	~12,000	Increase
Arena	~10,500	~11,000	~10,000	~10,000	~11,000	~10,500	Decrease
Temple Square	~9,500	~10,000	~9,000	~9,000	~10,000	~9,500	Decrease
City Center	~8,500	~9,000	~8,000	~8,000	~9,000	~8,500	Decrease
Gallivan Plaza	~7,500	~8,000	~7,000	~7,000	~8,000	~7,500	Decrease
Courthouse	~6,500	~7,000	~6,000	~6,000	~7,000	~6,500	Decrease
900 South	~5,500	~6,000	~5,000	~5,000	~6,000	~5,500	Decrease
Ballpark	~4,500	~5,000	~4,000	~4,000	~5,000	~4,500	Decrease
Central Pointe	~3,500	~4,000	~3,000	~3,000	~4,000	~3,500	Decrease
River Trail	~2,500	~3,000	~2,000	~2,000	~3,000	~2,500	Decrease
Redwood Junction	~1,500	~2,000	~1,000	~1,000	~2,000	~1,500	Decrease
Decker Lake	~1,000	~1,500	~500	~500	~1,500	~1,000	Decrease
West Valley Central	~500	~1,000	~0	~0	~1,000	~500	Decrease

GREEN LINE AVERAGE RIDERSHIP BY STATION

AUGUST CHANGE DAY - WEEKDAY

- Most stations experience an increase in ridership
- Stations along North Temple, which tend to be near households with lower income and minorities, experience an increase in ridership
- Courthouse experiences the highest increase
- Arena experiences the highest decrease





TRANSIT ORIENTED DEVELOPMENT: STATION LIVING

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- How much is rent along TRAX? An informal survey...
 - Green Line: \$958/month (less in the sections in SLC)
 - Red/Blue Lines in South Salt Lake, Millcreek, or Murray: \$1,014/month
 - Blue Line in Midvale or Sandy: \$1,078/month
 - Red Line in West Jordan or South Jordan: \$1,140/month
- Average across TRAX lines: \$1,029/month

FRESHIP

TRANSIT ORIENTED DEVELOPMENT: STATION LIVING AND AFFORDABILITY

- HUD affordability index: no more than 30% of household income should be spent on housing
- Average monthly rent (not including utilities) for 1 bed/1 bath apartment of \$1,029
- This represents 30% of income (after taxes) for households making ~\$53,000 annually
- 31% of Salt Lake County households made less than \$50,000 annually in 2018
- Housing + Transportation (H+T) Index: 45% affordability threshold

DISCUSSION

- What challenges do we experience when developing around transit?
- What do our communities need in terms of housing supply near transit?
- What can communities do to build transit-supportive land use?

F.R.S.H.I.P