

Article

Rider Perceptions of an On-Demand Microtransit Service in Salt Lake County, Utah

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Abstract: On-demand microtransit services are frequently seen as an important tool in supporting first and last mile operations surrounding fixed route high frequency transit facilities, but questions remain surrounding who will use these novel services and for what purposes. In November 2019, the Utah Transit Authority launched an on-demand microtransit service in south Salt Lake County in partnership with a private mobility operator. This paper reports the results of a survey of 130 transit riders in the microtransit service area collected before and immediately after the service launched. There is not a clear relationship between current transit access mode and expressed willingness to use microtransit, though some responses from new riders indicate the novel service competes most directly with commercial transportation network company operations. The survey responses also reveal younger passengers express more than expected willingness to use microtransit, middle-aged passengers a less than expected willingness, and older passengers neutral or no expressed opinion. The effect of other user characteristics including income and automobile availability is less statistically clear and requires further research.

Keywords: on-demand transit; microtransit

1. Introduction

2. Literature

Here is a review of existing methods.

3. Methods

We describe our methods in this chapter.

3.1. Data

4. Applications

Some *significant* applications are demonstrated in this chapter.

23 4.1. *Example one*

24 4.2. *Example two*

25 5. Final Words

26 We have finished a nice book.

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31 Abbreviations

32 The following abbreviations are used in this manuscript:

33 TNC Transportation Network Company, e.g. Uber, Lyft

34 UTA Utah Transit Authority

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