

UNIVERSITY TRANSIT SERVICE (UTS)

Passenger Survey – Fall 2020

April 22, 2021

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Assistant Director for Transportation



Overview of UTS

- 100 employees, 44 transit buses, 7 fixed routes
- Service provided 5:00 AM to 2:30 AM, 5-7 days per week
- Service to UVA students and UVA faculty/staff/visitors and public provider on 14th St., Rugby Rd., Grady, Massie, Arlington
- Service provided to “last mile” UVA Health and academic commuters
- Funding from UVA student fees (comprehensive transportation fee), direct funding from UVA Health, and charter bus services for University events
- Commuter service consistent year-round, tied to clinic schedule
- Academic routes curtailed slightly between academic sessions

Our Three S's

(and two E's, and one F)

Safety

Effort

Service

Enthusiasm

Schedule

Flexibility

Our Passenger Survey Efforts

Spring 2019

1,599 responses

Fall 2020

547 responses

Goal: Yearly Survey, Spring or Fall

Next Scheduled Survey: Fall 2021

What UTS route(s) do you usually ride?

2019

UVA Health Commuter routes – 57.25%

Blueline – 29.93%

Redline – 27.32%

Academic routes – 41.07%

Northline – 11.09%

Inner Loop – 10.82%

Outer Loop – 10.16%

Central Grounds Shuttle – 7.23%

Purple Route – 1.77%

2020

UVA Health Commuter routes – 89.15%

Redline – 68.35%

Blueline – 20.80%

Academic routes – 10.42%

Orange Line – 5.53%

Green Line – 2.29%

Gold Line – 1.53%

Silver Line – 1.07%

How often do you ride a UTS bus?

2019

Daily – 40.86%

Multiple times daily – 31.59%

Weekly – 15.57%

Rarely (less than 3 times per month) – 9.39%

2020

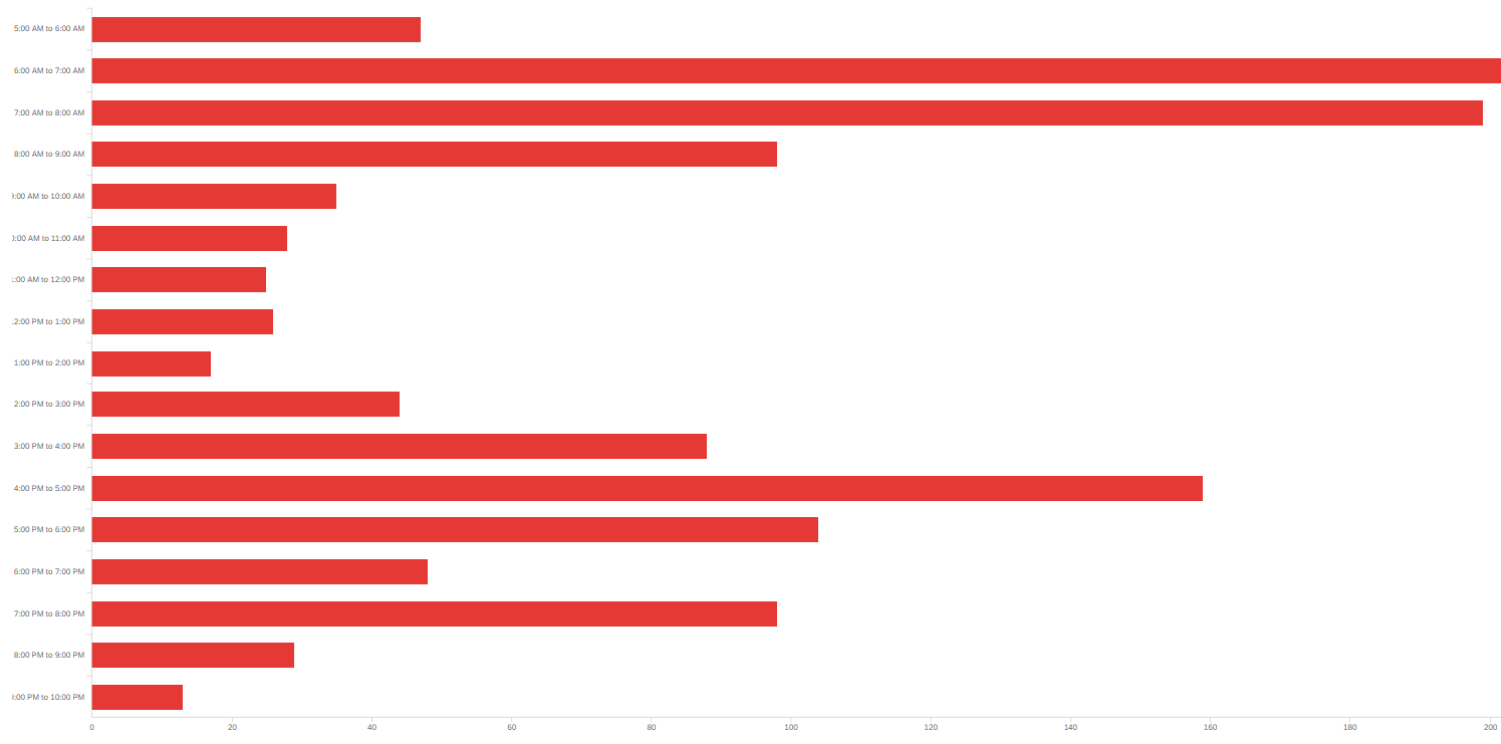
Daily – 55.08%

Multiple times daily – 19.55%

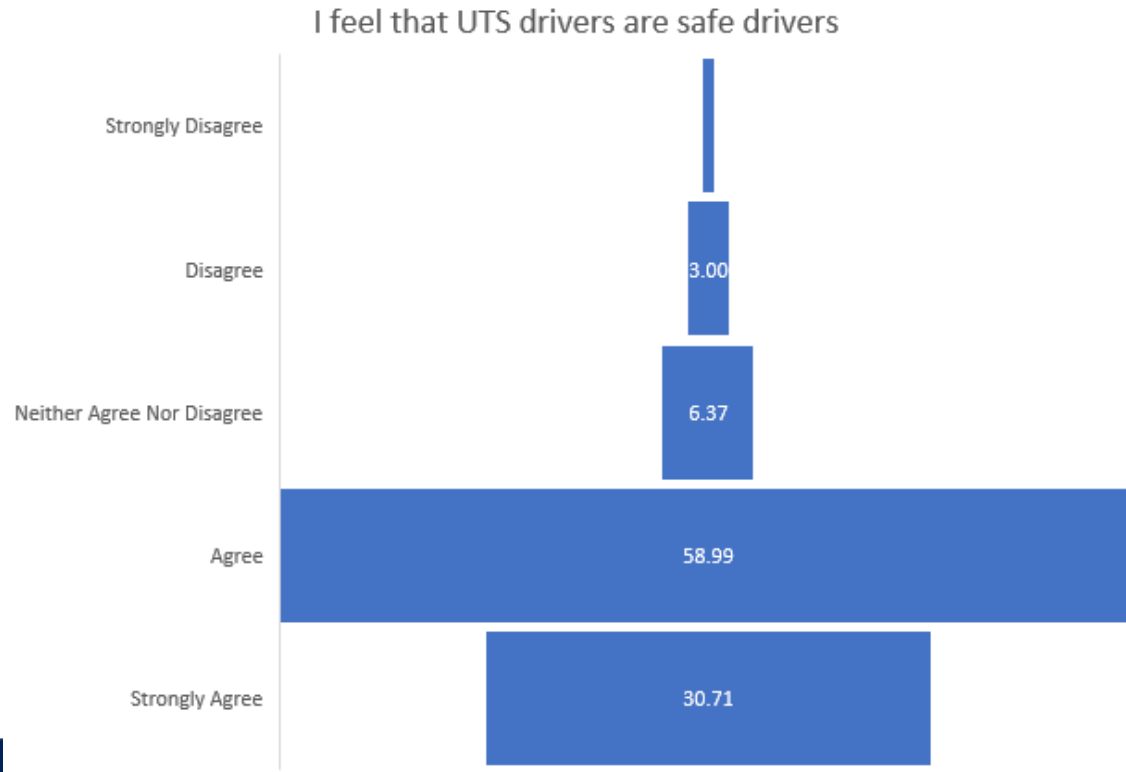
Weekly – 17.86%

Rarely (less than 3 times per month) – 7.52%

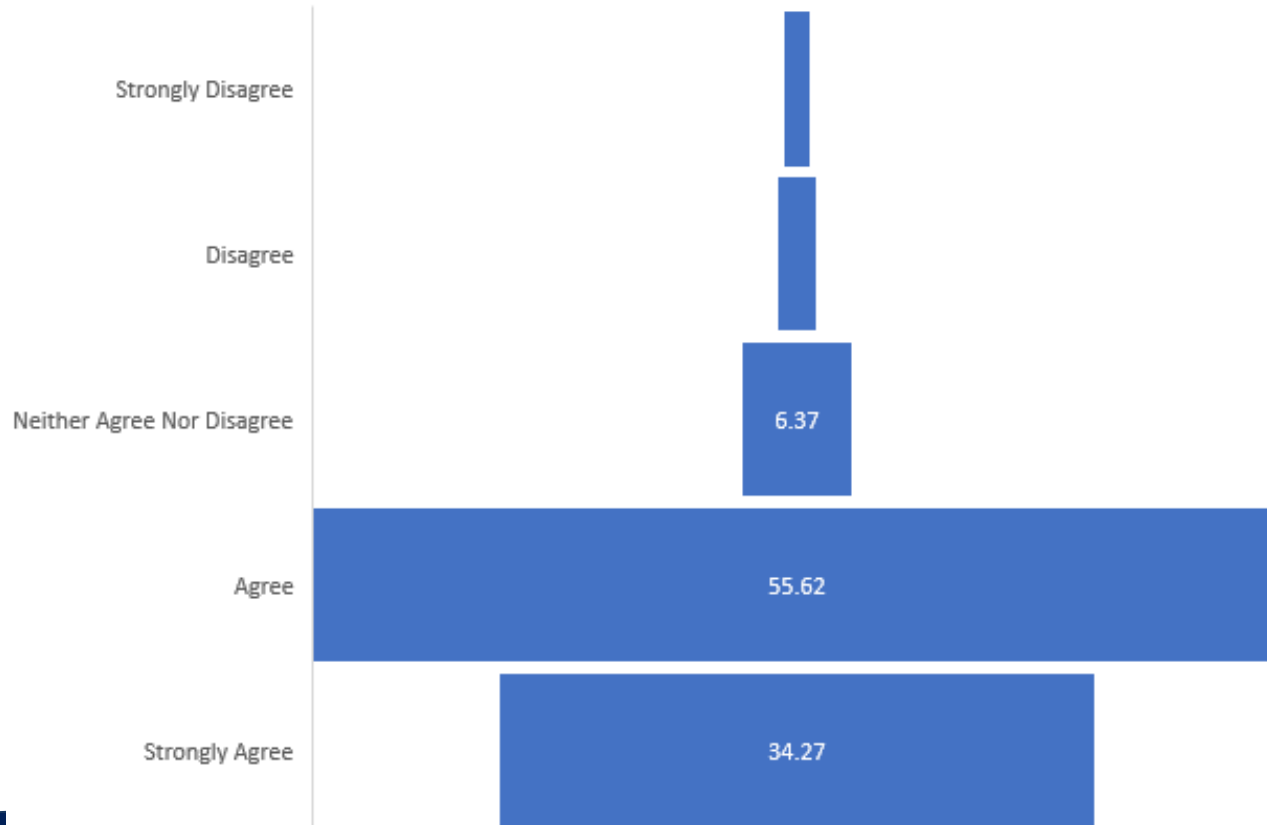
2020 only: What time of day do you typically ride UTS?



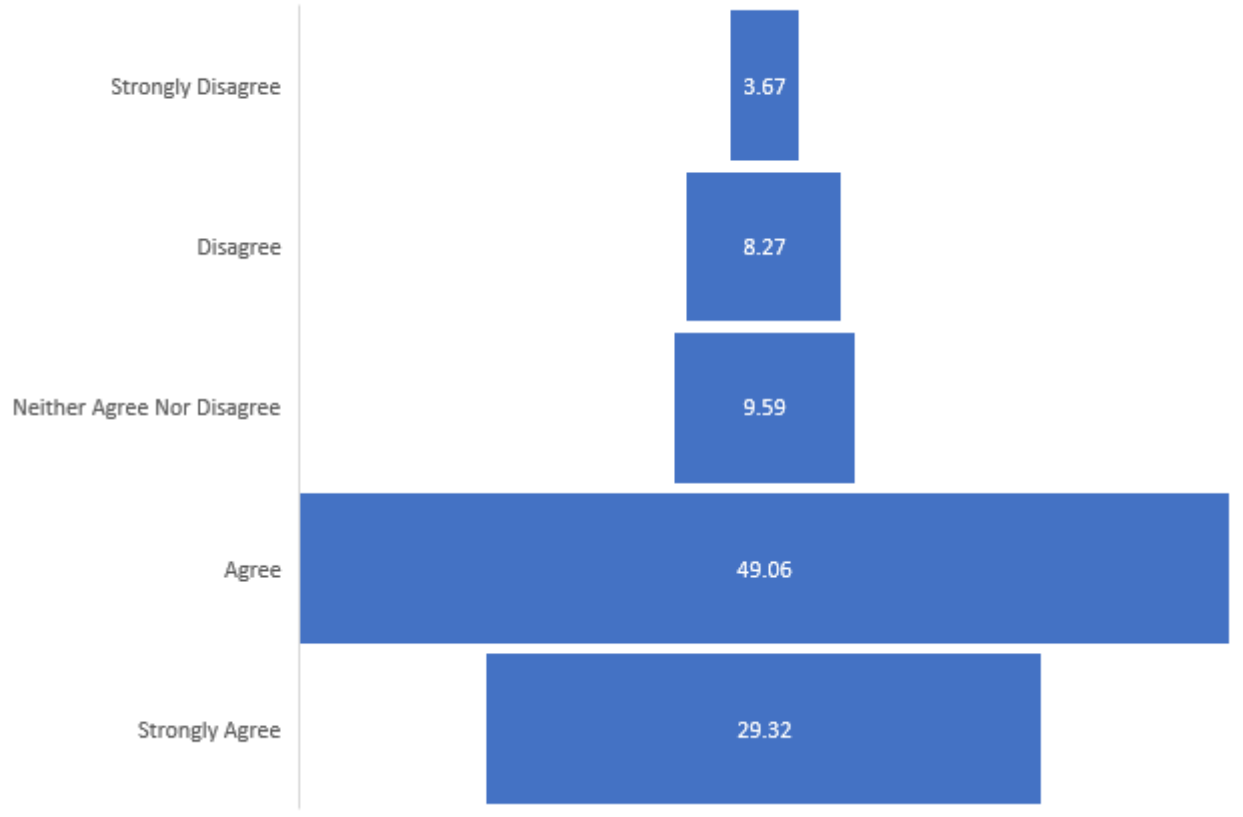
2020 only: How would you rate your experiences aboard UTS buses?



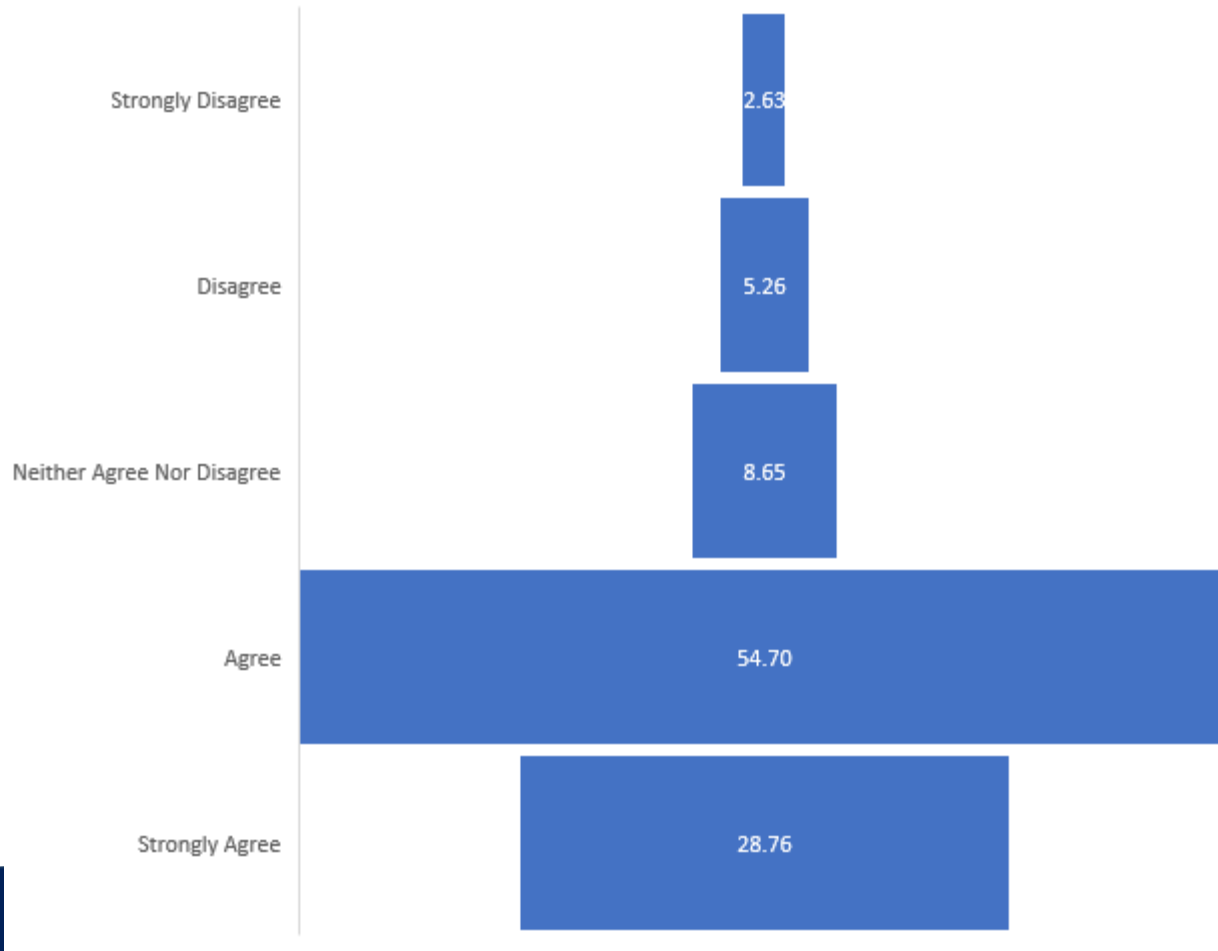
I experience good customer service aboard UTS buses



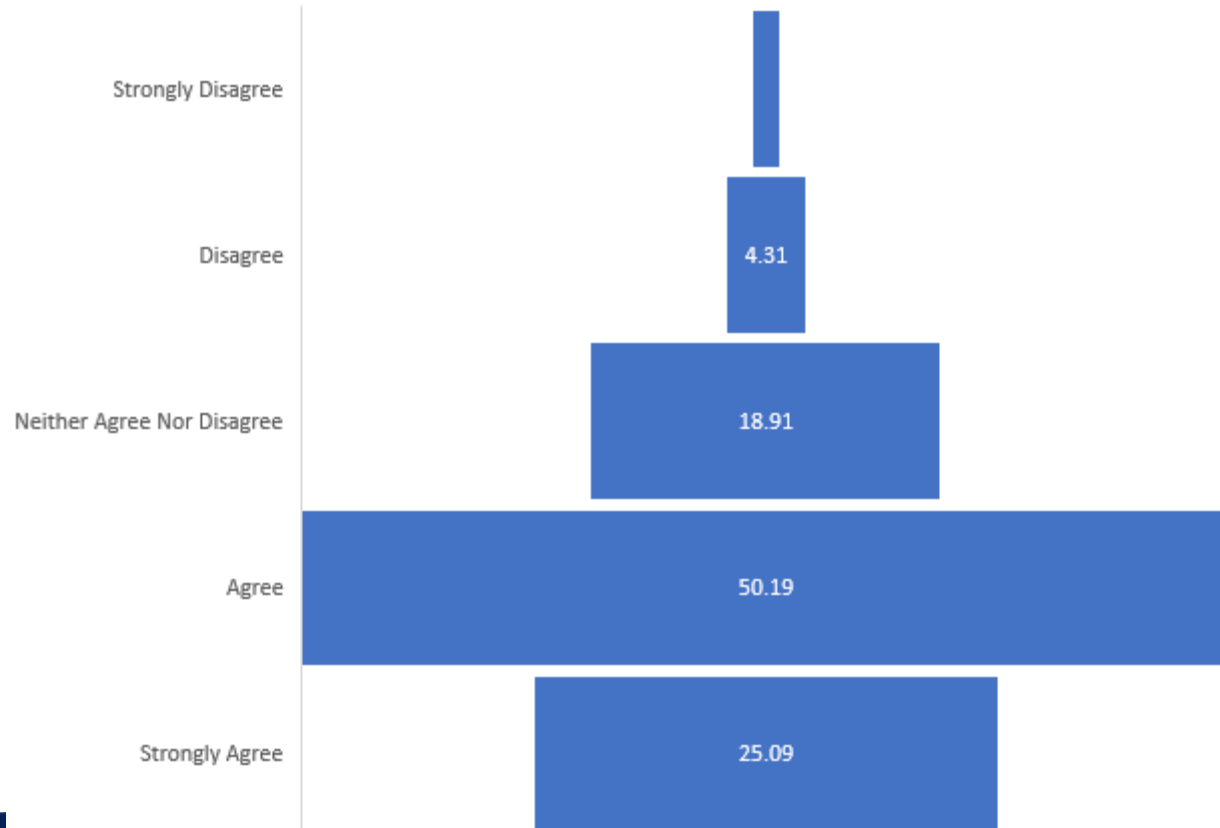
UTS gets me where I'm going in a timely and efficient manner



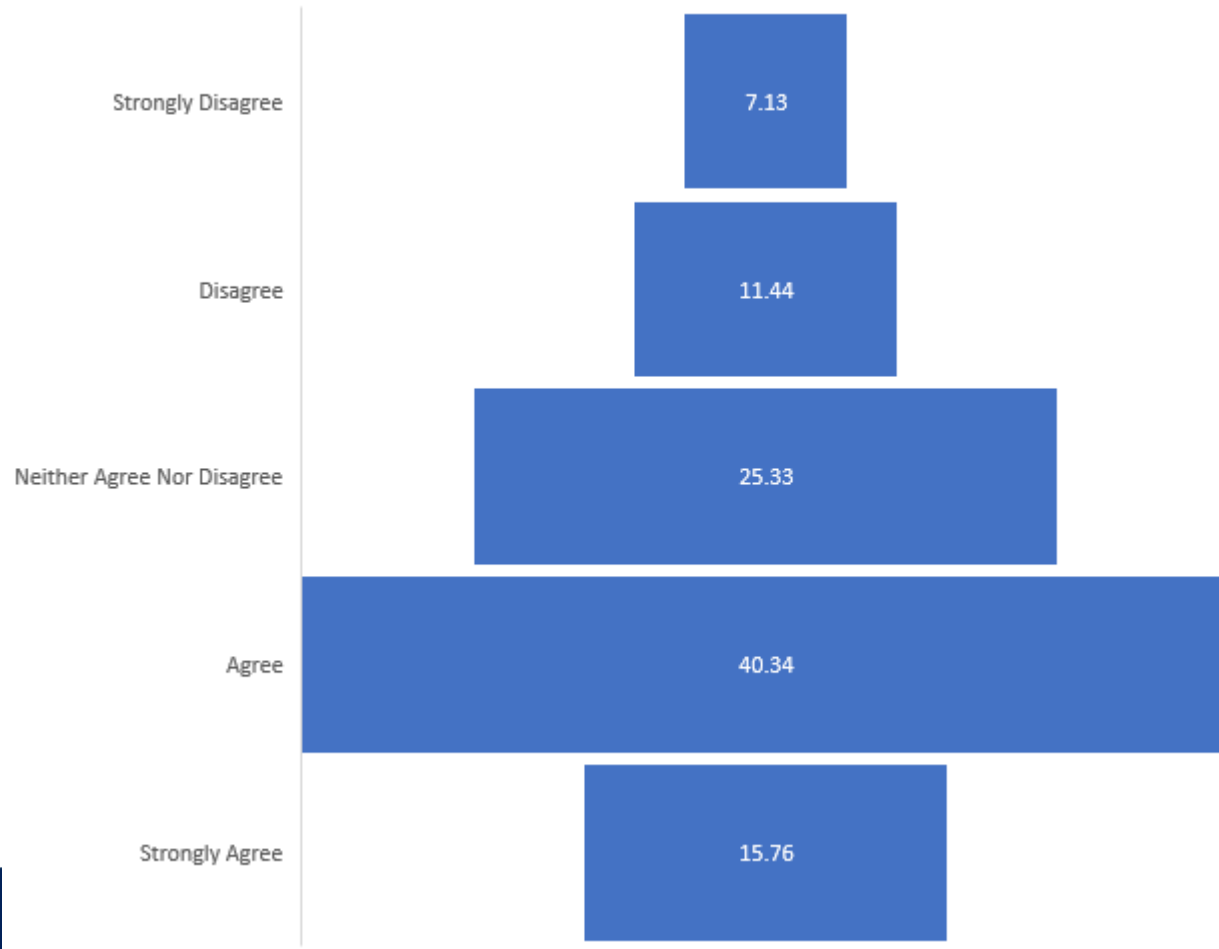
I feel that UTS offers me a secure environment for my transit usage



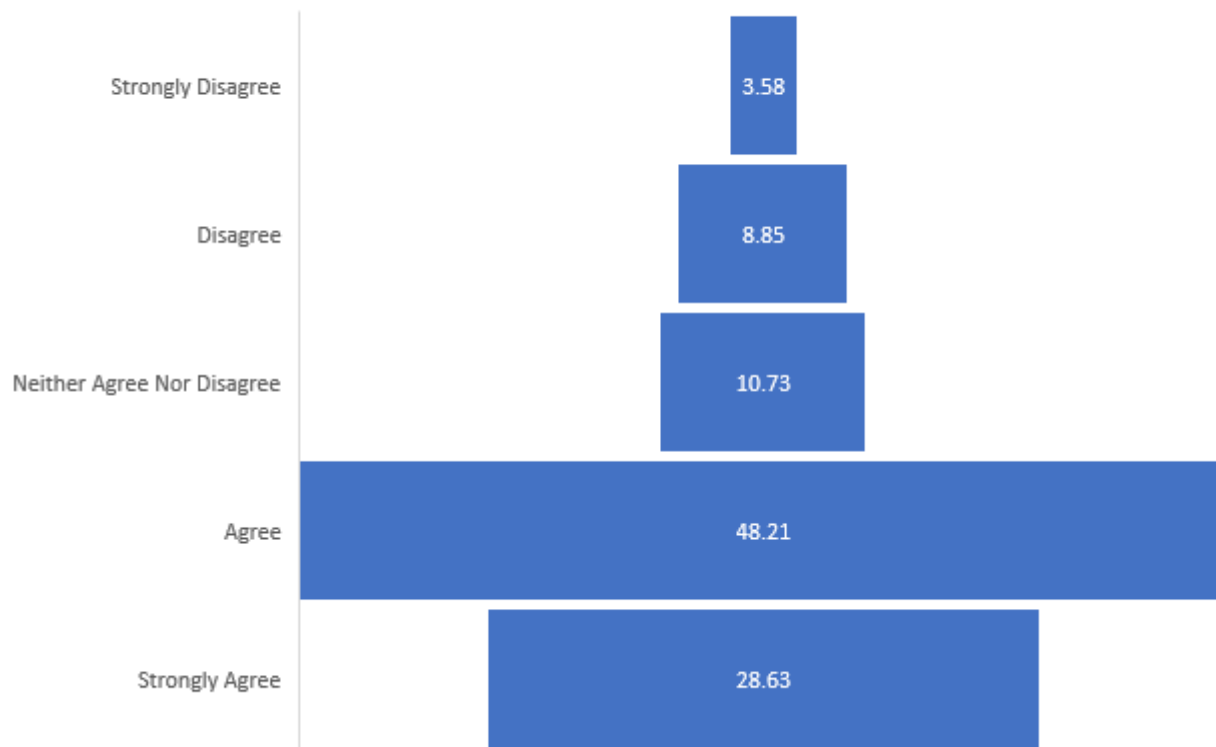
UTS drivers work with effort and enthusiasm



UTS is flexible in meeting their riders' needs



I feel that UTS is making a reasonable effort to prevent the spread of COVID-19



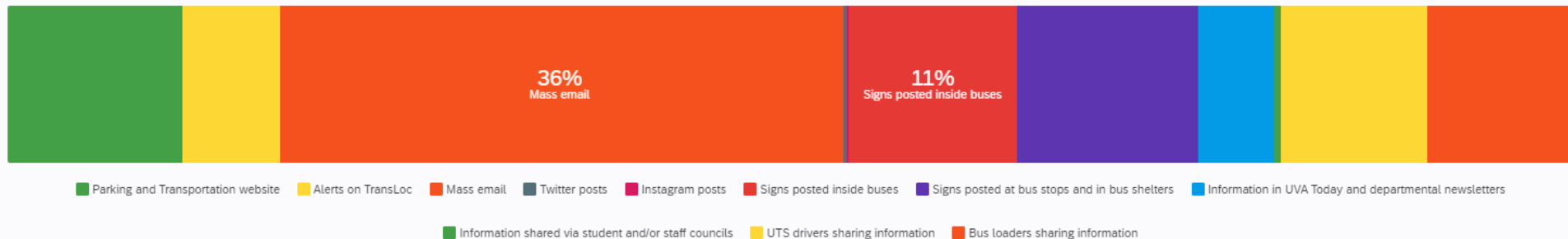
Mean.....

- **4.16** -- I feel that UTS drivers are safe drivers
- **4.19** -- I experience good customer service aboard UTS buses
- **3.92** -- UTS gets me where I'm going in a timely and efficient manner
- **4.02** -- I feel that UTS offers me a secure environment for my transit usage
- **3.93** -- UTS drivers work with effort and enthusiasm
- **3.46** -- UTS is flexible in meeting their riders' needs
- **3.89** -- I feel that UTS is making a reasonable effort to prevent the spread of COVID-19

What additional steps could UTS take to help you feel safer using transit during the COVID-19 pandemic?

- Still too many people!
- More parking options
- Limit to 5 passengers
- Remove seats
- None
- No standees
- Buses more frequent
- Take temps before boarding
- Seating chart is less than 6 ft apart!
- I have never seen the hand sanitizer station

Which mode(s) of communication currently used by UTS tend to reach you the best?



Top 5:

- 1) Mass email, 35.95%
- 2) Signs posted at bus stops and in shelters, 11.61%
- 3) Parking and Transportation website, 11.10%
- 4) Signs posted inside buses, 10.76%
- 5) UTS drivers / Bus loaders sharing information, 9.39%

Which other mode(s) of communication
should we use in order to most
effectively get information to you?

➤ **TEXT!**

For UVA Students: What is your general preference? (Frequency vs. Coverage)

More frequent bus service traveling in a smaller service area (to fewer destinations)

More frequent bus service traveling in a smaller service area (to fewer destinations)

Less frequent bus service traveling in a larger service area (to more destinations)

Less frequent bus service, larger service area, more destinations

Frequency wins!

Questions or comments?

(Or to request questions to be included on our next survey!)

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