Change Order: Microtransit Master Service Agreement Service Order No. 1 – Rose Park, Poplar Grove & Glendale Microtransit Service (River North Transit LLC - Via)

Public Agreement: UTA-Salt Lake City Microtransit Cooperative Agreement

UTA ON DEMAND

via

SALT LAKE CITY

UTA On Demand: Rose Park, Poplar Grove & Glendale Service

UTA On Demand: Rose Park, Poplar Grove & Glendale Service

- Salt Lake City Transit Master Plan
- Local Service Changes
- UTA On-Demand Service Overview
- Marketing and Communications Plan

UTA ON DEMAND via SALT LAKE CITY

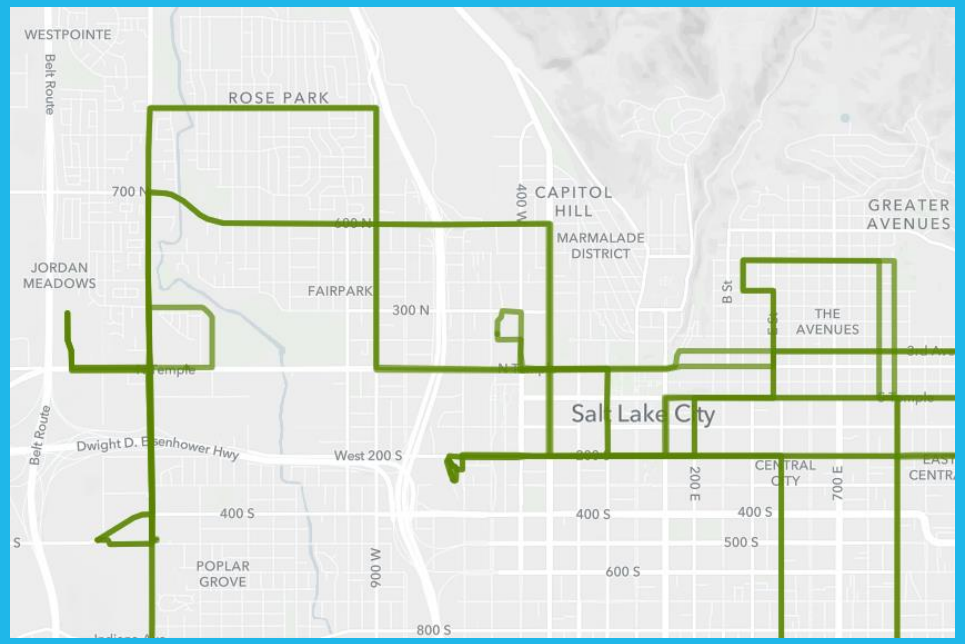
Salt Lake City Transit Master Plan

- Supports the Frequent Transit Network
- On-demand shared ride services
- Improved access to transit
- UTA – SLC Microtransit Cooperative Agreement

UTA ON DEMAND

Planned Local Service Changes

- UTA On Demand
- New Route 1
- Changes to routes 205, 217
- Discontinue routes 519, 520, F522



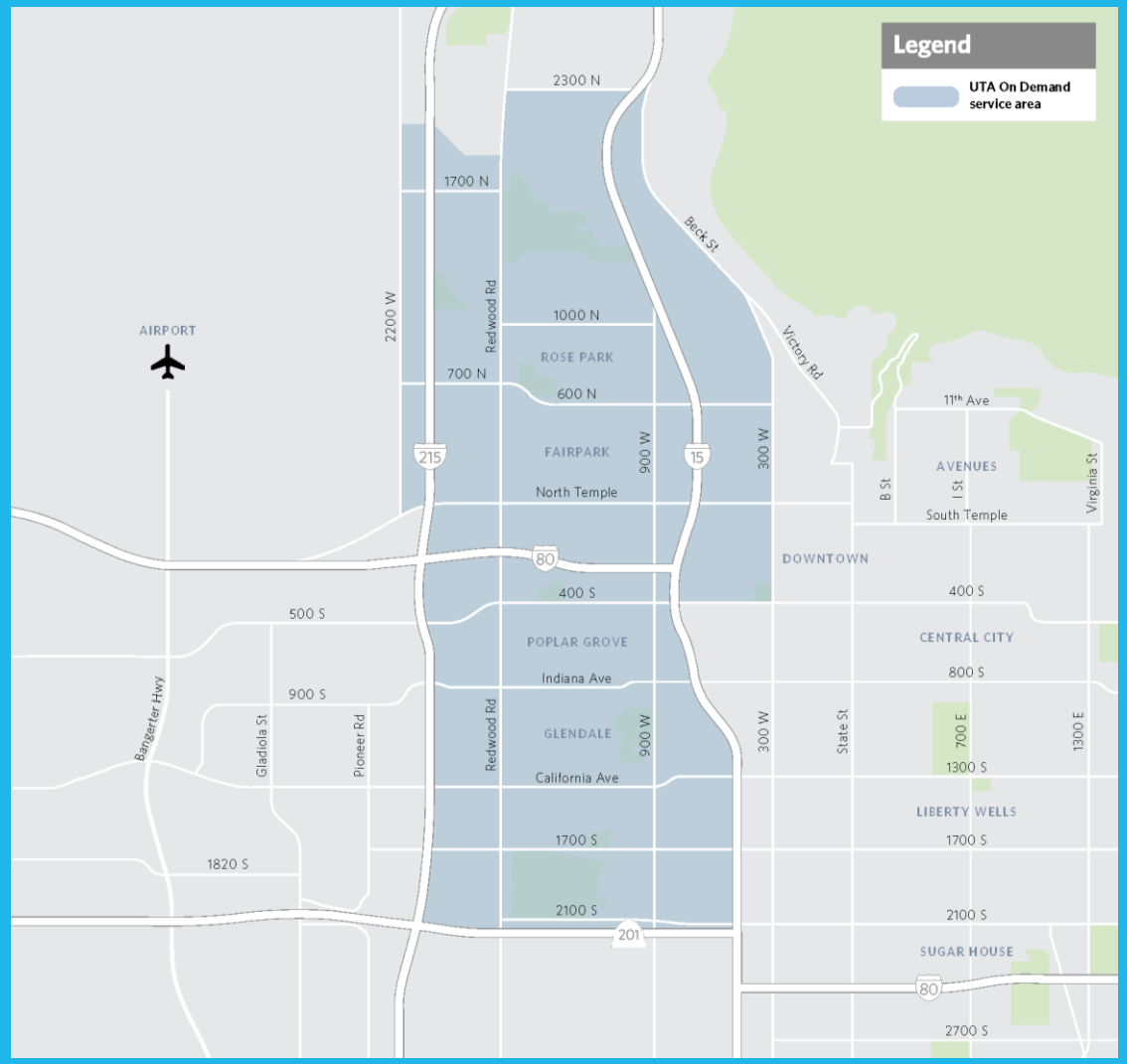
Service Overview

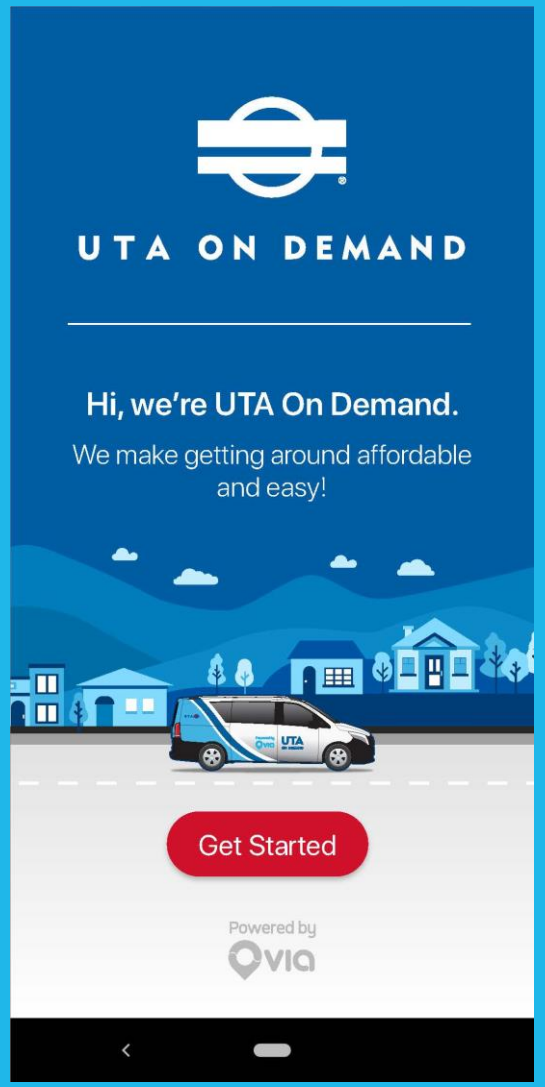
- UTA On-Demand Service
- Via Partnership: Transportation as a Service solution
- Serves the Rose Park, Poplar Grove & Glendale neighborhoods
- Operating Days/Hours
  - Monday – Saturday: 4:00 am to 12:15 am
  - Sunday 6:00 am to 9:00 pm

Service Area

UTA On Demand:

- Rose Park
- Fair Park
- Poplar Grove
- Glendale





Customer Experience

- UTA On Demand Service Parameters
- UTA On Demand Mobile Phone App
- Telephone booking and payment option
- UTA Fares and Transfers
- UTA & Via Customer Service

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Marketing and Promotions

- Joint marketing efforts by UTA, SLC and Via
- Street Marketing, Out of Home, Digital Mobile, Social Media, Direct Mail, Local Newspaper, Campaigns
- Fare Promotions and Discounts
- Stakeholder and Community Engagement Efforts

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UTA On Demand: Rose Park, Poplar Grove & Glendale Service