

Complimentary Service: 2023 NBA All-Star Game Service Plan





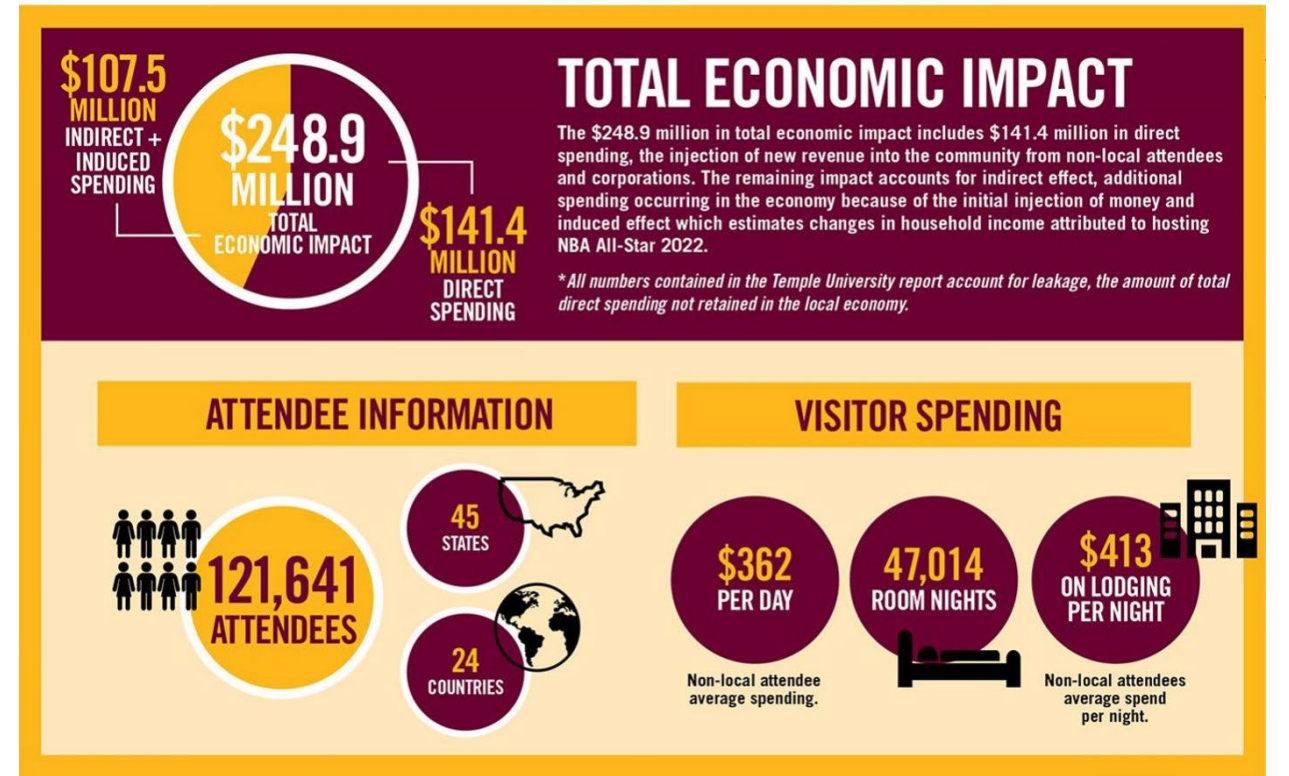
ALL★STAR 2023

UTAH 

February 17-19, 2023

What To Expect?

- 100,000+ Salt Lake City Visitors
- \$108 Million Indirect Spending
- \$141 Million Direct Spending
- \$249 Million Total Economic Impact



Schedule of Events

Friday February 17th: Events Noon- 2am

- Rising Stars (Vivint Arena)
- Celebrity Game (Huntsman Center)
- Tech Summit (Grand America)
- Day of Service (TBD)
- NBA Crossover & Jam Session (Salt Palace)
- Jr. NBA (Salt Palace)

Saturday February 18th: Events 9am-2am

- All Star Practice (Huntsman Center)
- All-Star Saturday Night (Vivint Arena)
- Practice & Media Day (Huntsman Center)
- HBCU Classic (Huntsman Center)
- Newsmaker (Grand America)
- NBA Crossover & Jam Session (Salt Palace)
- Jr. NBA (Salt Palace)

Sunday February 19th: Events noon -2am

- All-Star Game (Vivint Arena)
- G-League Game (Huntsman Center)
- Legends Brunch (Salt Palace)
- NBA Crossover & Jam Session (Salt Palace)
- Jr. NBA (Salt Palace)

Events for Employees

- Ice Bucket Challenge
- January 16th (Martin Luther King holiday)
- Trolley Square
 - 10-12 am
 - 12- 2 pm
 - 2 - 4pm
 - 4- 6 pm
- Court reserved for UTA
- UTA employees will compete for UTA prizes



TRAX Activation Events

(February 17th, 18th, & 19th)

Station Activation

- 5 Activated (on, near, or off station) events:
 - Temple Square, Arena, City Creek, Gallivan, and Gateway Stations
- Activities include Hip Hop, DJ's, Bands, at each of the stations at evenings.

Roaming Buskers

- Moving artists or artist ensembles who travel via train or bus to busy locations

Train Hosts

- Green and Blue line train hosts/entertainers will provide directions interspersed with Salt Lake City and Utah Jazz history, and a heavy dose of comedy.
- 2-4 trains for 4 hours each day.



NBA All-Star Coordination

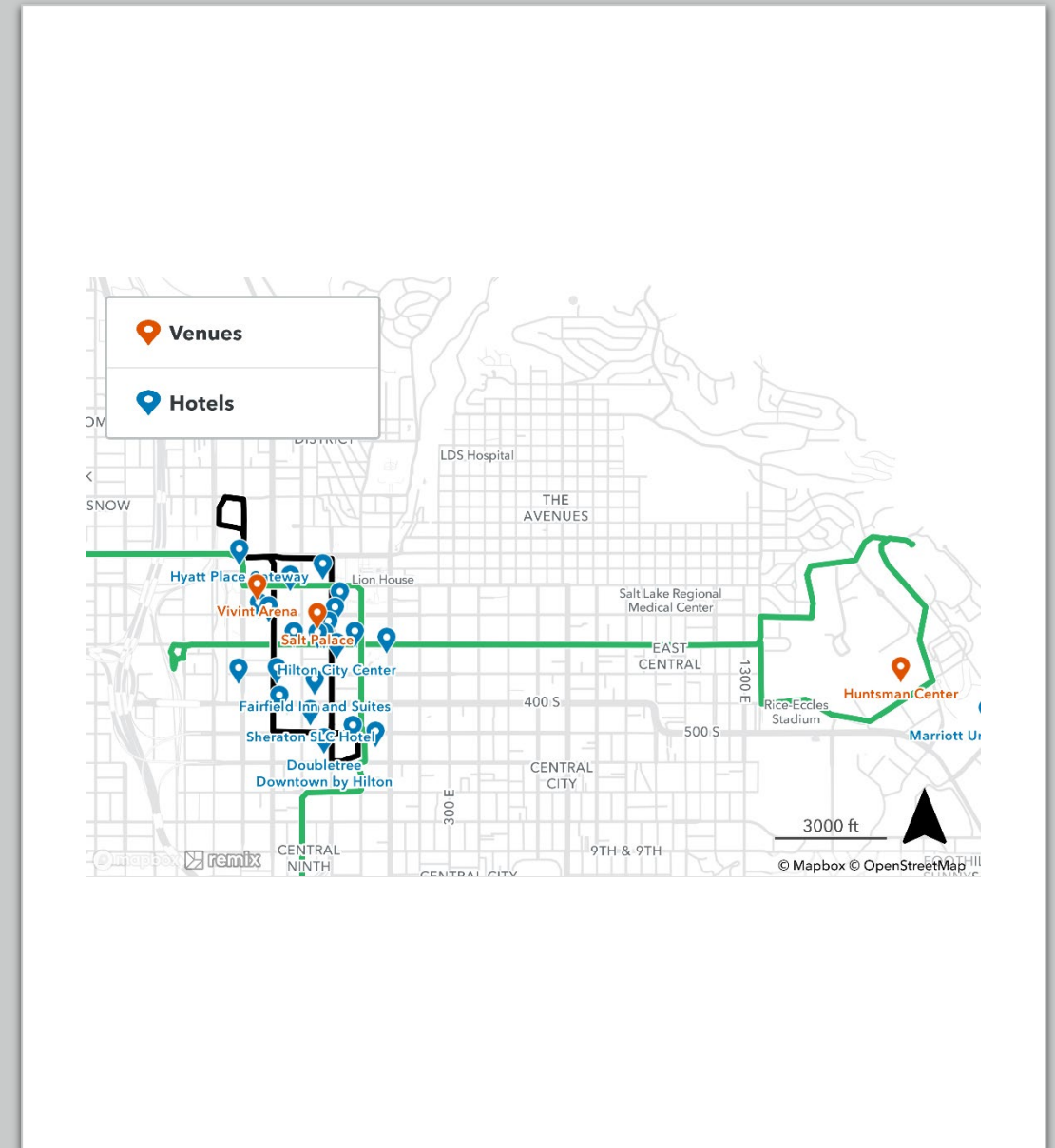
- UTA weekly coordination meetings
- Regular coordination meetings with SLC Airport, UDOT, UofU, Salt Lake City, SL Chamber, Emergency Management Organizations, Visit Salt Lake, NBA, JAZZ, and others:
 - Advertising
 - Ambassadors
 - Communications and Information
 - Customer Service
 - Customer Experience
 - Fares
 - Safety and Security
 - Service Planning and Transportation Plans
 - Third Party Transportation Plans

Goals and Proposed Service Plan

- Meet the mobility needs of 100,000+ attendees
- Continue to serve UTA customers
- Promote transit as the primary mobility source for downtown
- Limit vehicle use to venues and events
- Transportation for hospitality and services workers
- Zero Fares (system wide)
- UTA Service Plan: February 14th – February 21st
 - Extended UTA Service and Frequency
 - Bus, Paratransit, TRAX and FrontRunner
 - Additional 2,300 Hours
- UTA Volunteers and Overtime Needed

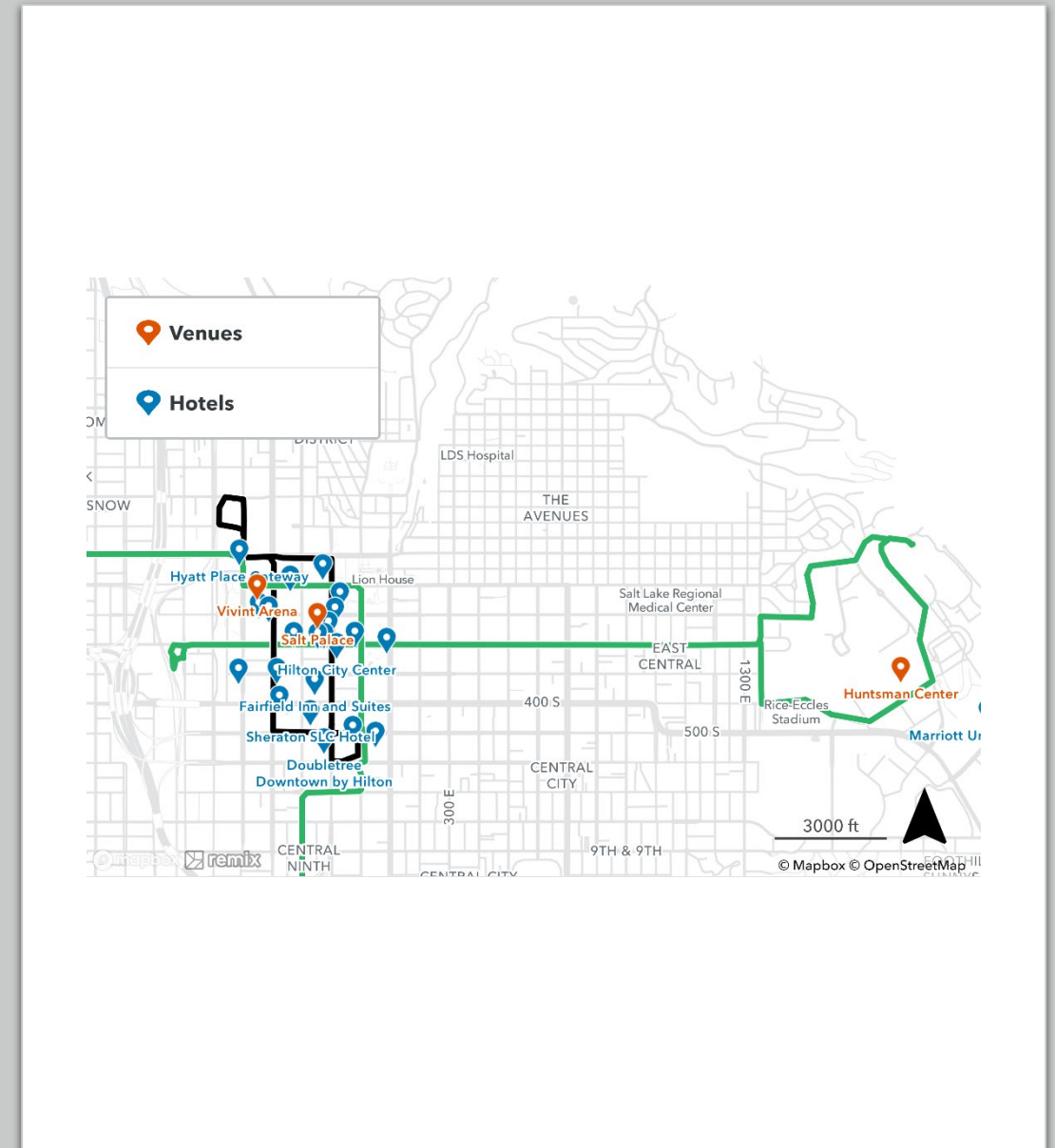
Tuesday Feb. 14

- Begin 24hr TRAX service (Late night)
 - Airport to 600 South Station
- Begin route 2A/2B service
- Begin All-Star Shuttle
- Begin extended Paratransit where applicable
- Activate staging locations for TNC's & Taxis



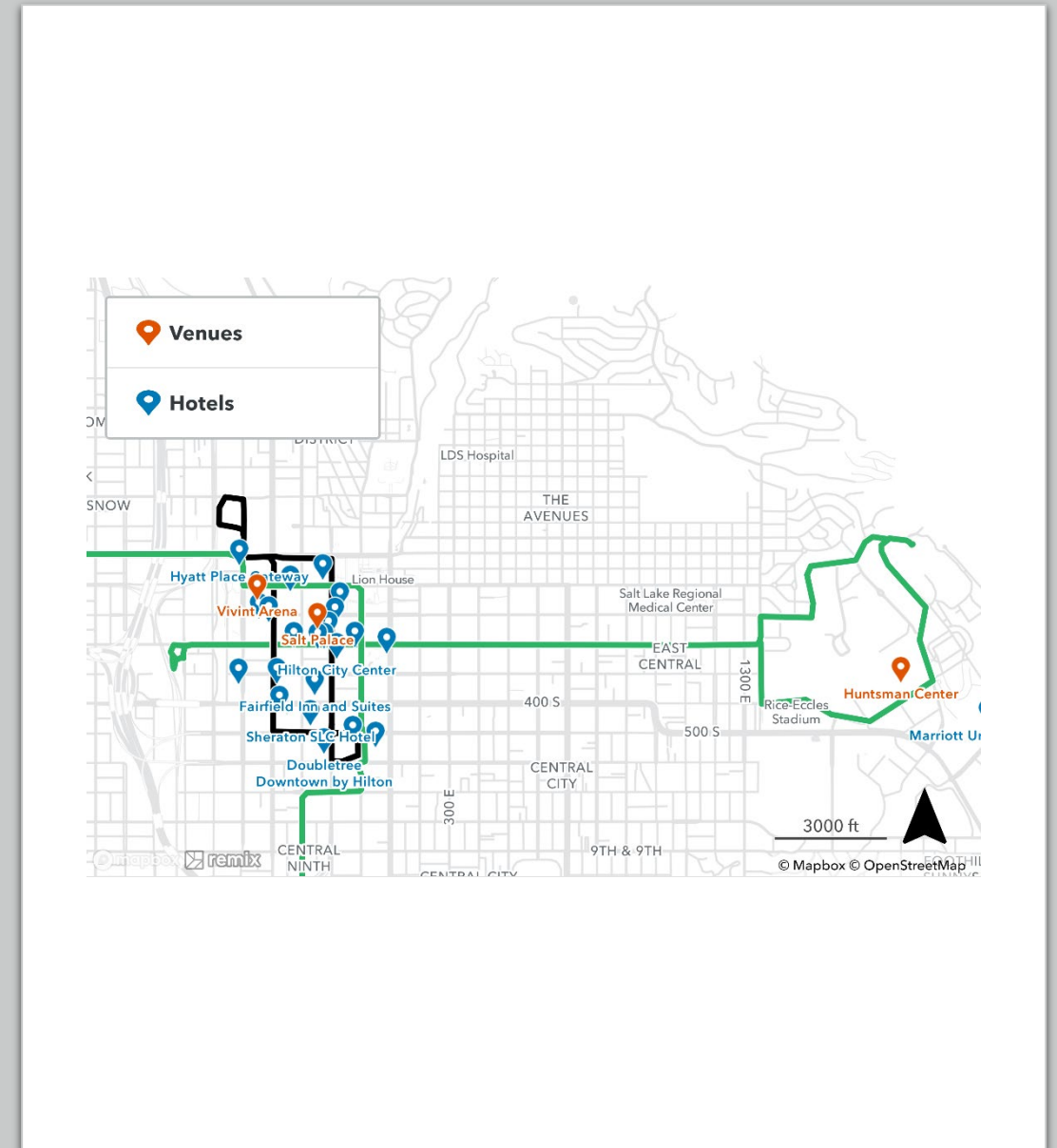
Wednesday Feb. 15

- 24hr TRAX service (Late night)
 - Airport to 600 South Station
- Route 2A/2B service
- All-Star Shuttle
- Extended Paratransit where applicable
- Staging locations active



Thursday Feb. 16

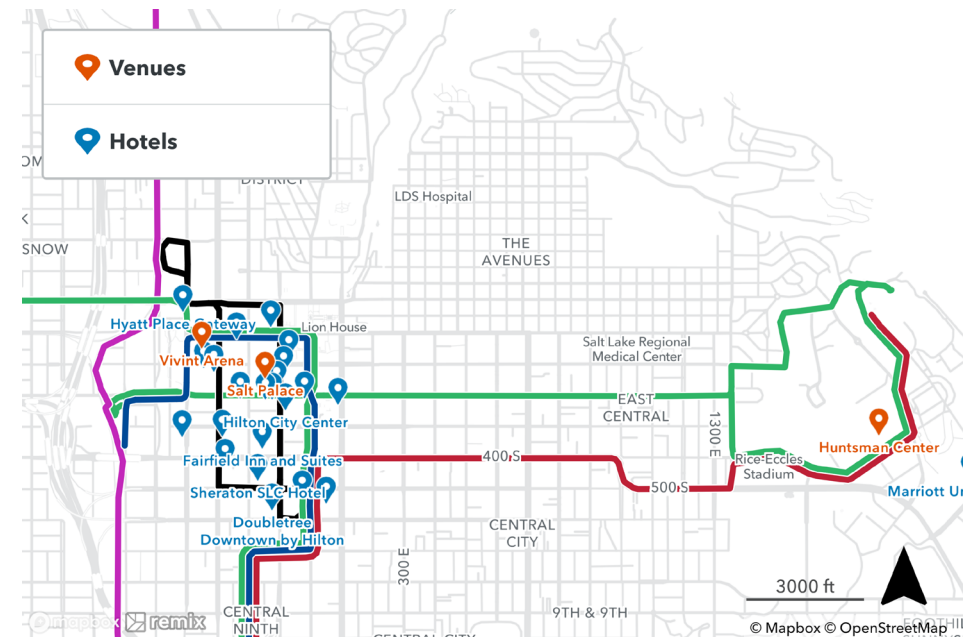
- 24hr TRAX service (Late night)
 - Airport to 600 South Station
- Route 2A/2B service
- All-Star Shuttle
- Extended Paratransit where applicable
- Staging locations active



Friday Feb. 17

- 24hr TRAX service (Late night)
 - Airport to 600 South Station
- Extended TRAX hours (All lines)
- Extended S-Line hours
- Extended hours on Route 2A/2B
- Extended hours on All-Star Shuttle
- Extended FrontRunner hours
- Extended Paratransit where applicable
- Staging locations active

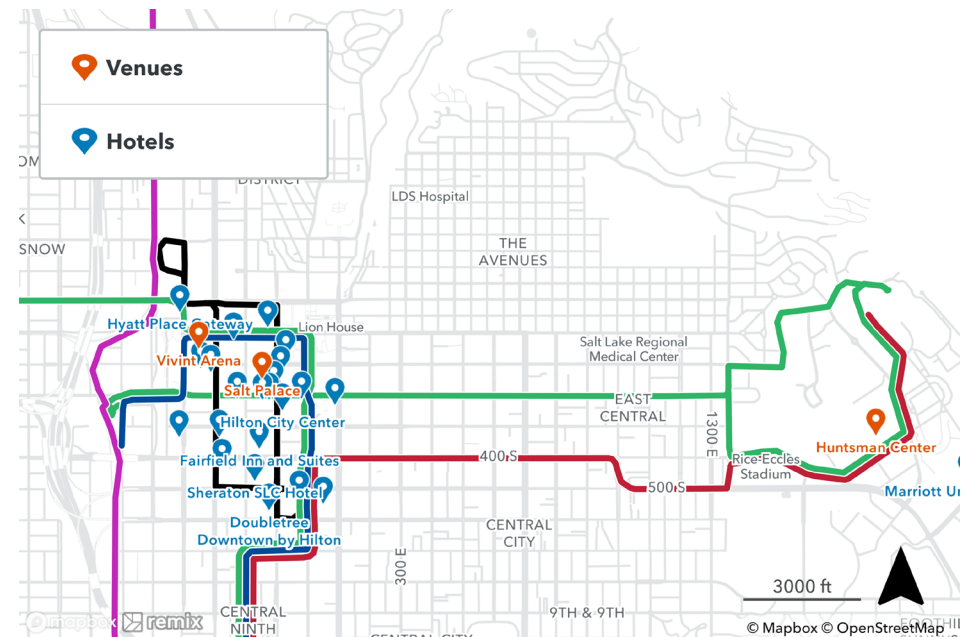
EVENT DAY



Saturday Feb. 18

- 24hr TRAX service (Late night)
 - Airport to 600 South Station
- Extended TRAX hours (All lines)
- Extended TRAX frequency 15 min (All lines)
- Extended S-Line hours
- Extended hours on Route 2A/2B
- Extended hours on All-Star Shuttle
- Extended FrontRunner hours
- Extended Paratransit where applicable
- Staging locations active

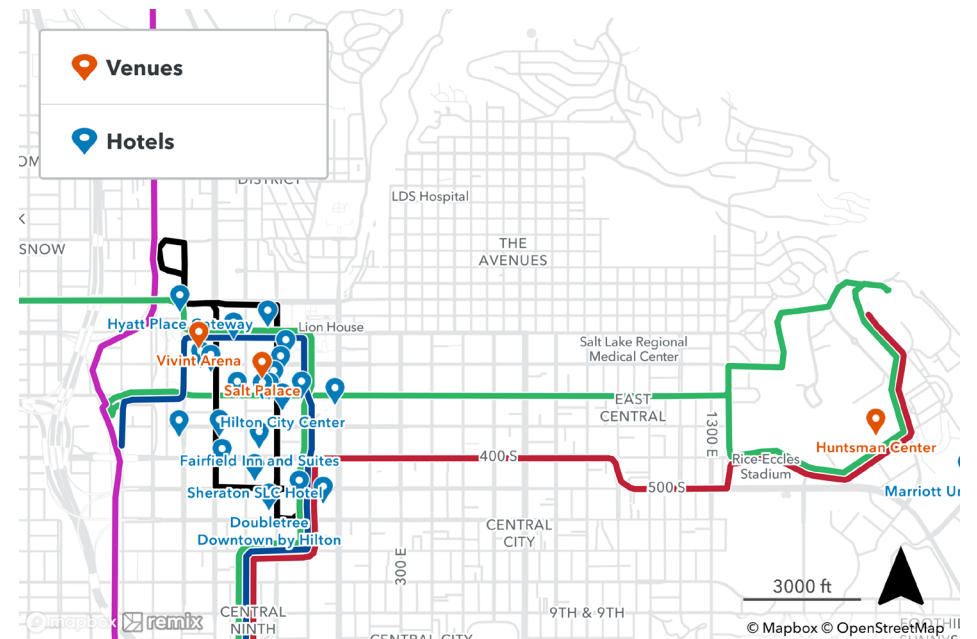
EVENT DAY



Sunday Feb. 19

- 24hr TRAX service (Late night)
 - Airport to 600 South Station
- Extended TRAX hours (All lines)
- Extended TRAX frequency 15 min (All lines)
- Extended S-Line hours
- Extended hours on Route 2A/2B
- Extended hours on All-Star Shuttle
- Extended FrontRunner hours
- Extended Paratransit where applicable
- Staging locations active

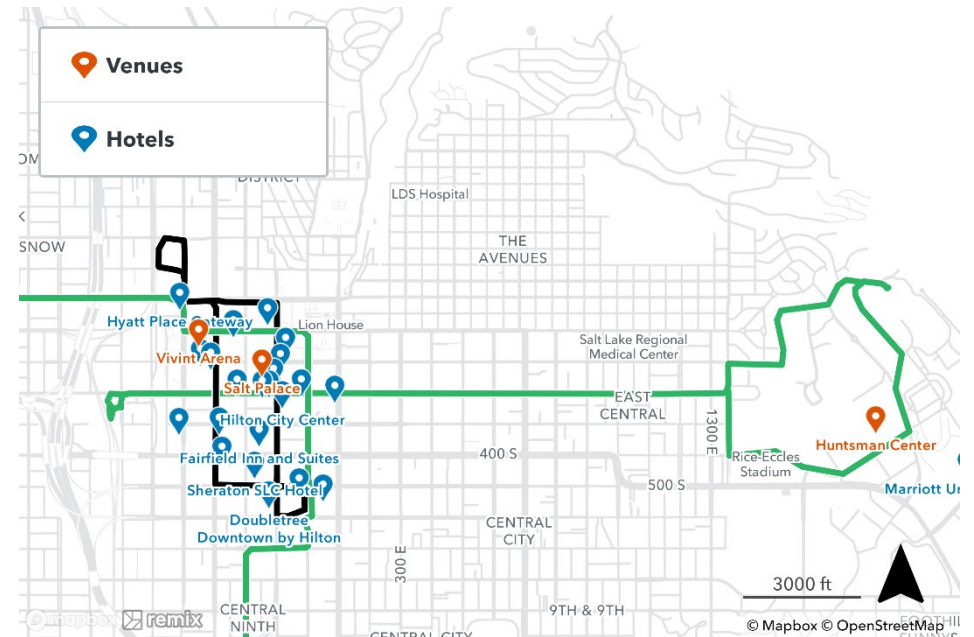
EVENT DAY



Monday Feb. 20

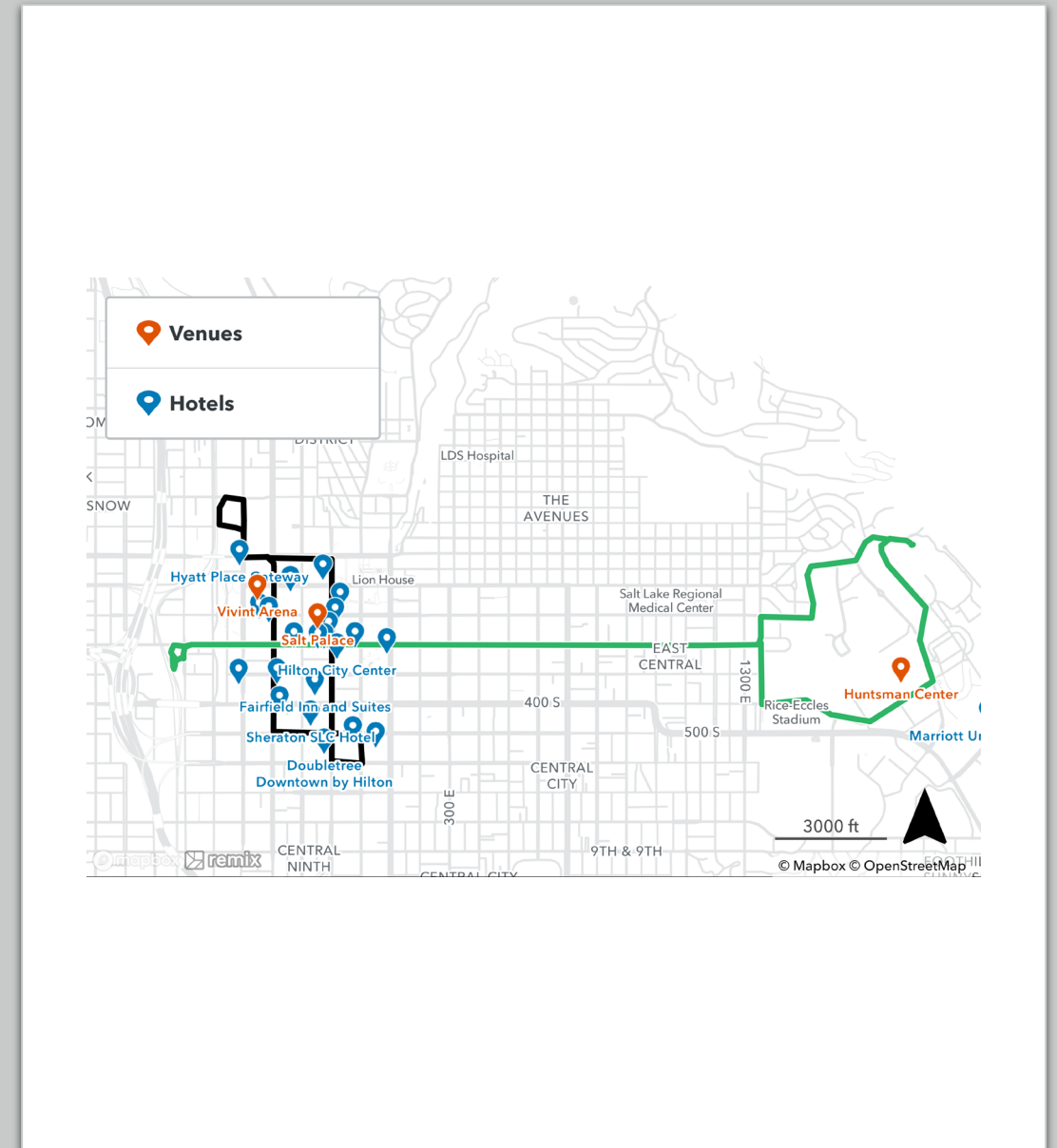
- 24hr TRAX service (Late night)
 - Airport to 600 South Station
- Extended TRAX Green Line frequency 15 min
- Route 2A/2B service
- All-Star Shuttle
- Extended Paratransit where applicable
- Staging locations active
- All other modes on Saturday service

President's Day



Tuesday Feb. 21

- 24hr TRAX service (Late night)
 - Airport to 600 South Station
- Route 2A/2B service
- All-Star Shuttle
- Extended Paratransit where applicable
- Staging locations active



Wednesday Feb. 22

- Resume regular service



Additional Service Hours

- Service-Planning level estimate based on headway and cycle time.
- Operations Planners are preparing more detailed estimates.

Date	Bus	TRAX	FrontRunner	Paratransit	Total
Tue 2/14	124	32		16	172
Wed 2/15	124	32		16	172
Thu 2/16	124	32		16	172
Fri 2/17	136	64	15	16	231
Sat 2/18	136	352	15	16	519
Sun 2/19	176	352	80	16	624
Mon 2/20	124	122		16	262
Tues 2/21	124	32		16	172
Total	1,068	1,018	110	128	2,324

Service Reduction Scenarios

- Level 1: No All-Star Shuttle and/or No 24hr TRAX service
- Level 2: No 2A/2B service
- Level 3: No extended TRAX/FrontRunner hours
- Level 4: No staging locations

January Communication Plan

Social media push – Paid and Organic

- Blog
- Rider Insider
- Videos featuring stakeholders at venues
- LinkedIn
- Instagram/ stories
- Twitter
- Facebook

Press Release

Dedicated NBA Landing Page

- Add FAQs
- Include route schedules/dates
- Homepage carousel ad

February Communication Plan

Social media push – Paid and Organic

- Blog
- Rider Insider
- Cross-promotion with key city groups
- Instagram/ stories
- Twitter
- Facebook
- Contest with giveaways

Service Alerts/ Transit App notification

Printed routes + signage

Questions?