

UTA on Demand Microtransit Late Night Summer Service Pilot



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Purpose

- Attract and build new ridership
- Help UTA and SLC prepare for the Rose Park and Glendale microtransit pilot
- Provide new mobility options for the community
- Provide UTA support for stimulating the economy, local business, and re-energizing the Salt Lake City region
- Provide transit service for late night and shift workers
- Evaluate the pilot for future late night service opportunities and return on investment
- Build brand recognition and awareness for UTA on Demand by Via



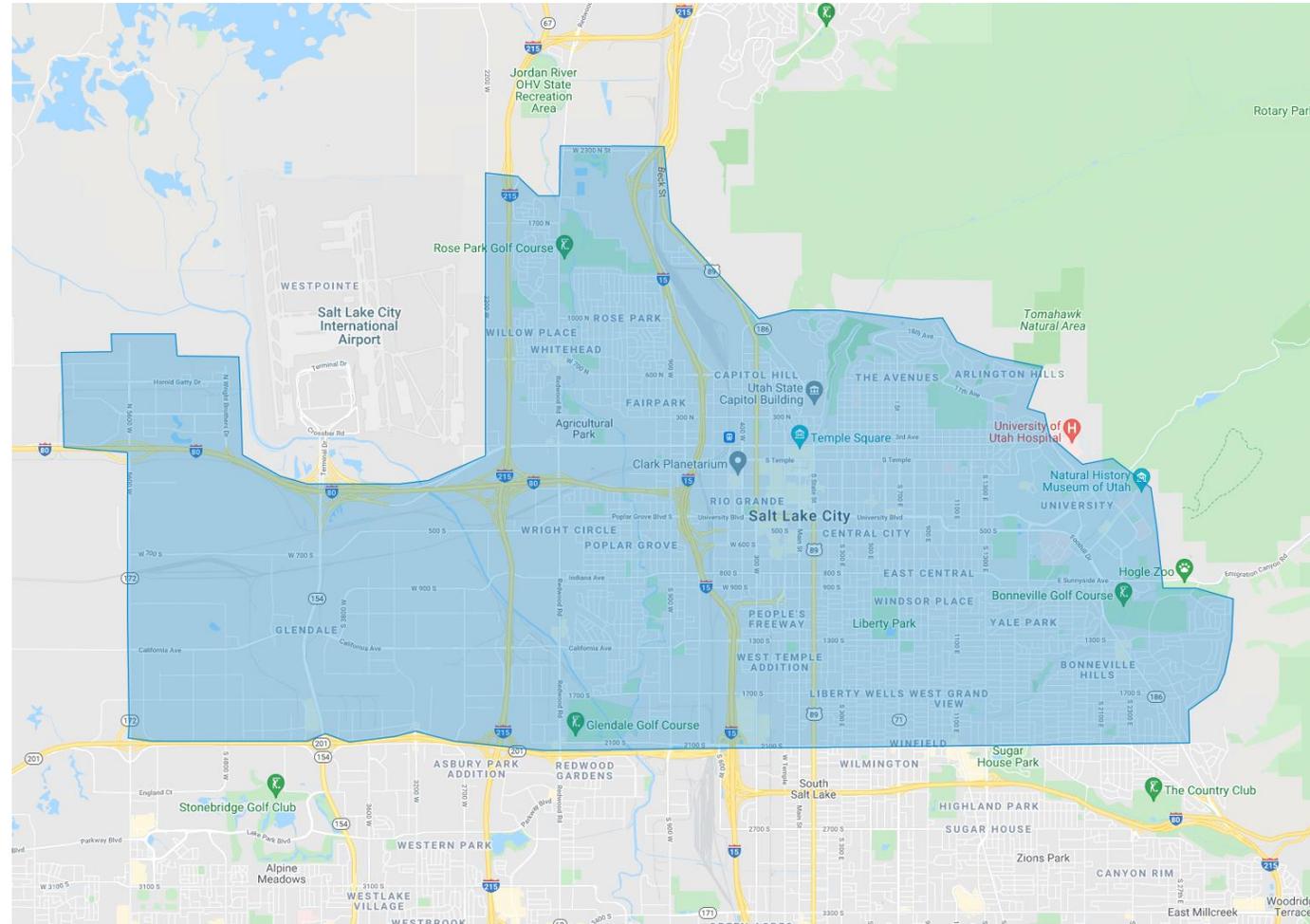
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Service

- UTA on Demand by Via
- Utilize existing vehicles and resources from the South Salt Lake County microtransit pilot
- Salt Lake City Service Area (excludes airport)
- Memorial Day 2021 though Labor Day 2021
- Operate Thursday, Friday, and Saturday nights from 10:00 pm – 4:00 am
- Provide intrazonal transit services and First/Last Mile Connections to fixed route services during operating hours



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Project Partners and Communications

- Downtown Alliance
- Salt Lake City
- Via

Estimated Expenses

- Operations: \$120,000
 - Project Contingency: \$50,000
 - Funding Source: 2021 IMS Budget
- Marketing and Communications: \$25,000 - \$50,000
 - Funding Source: 2021 Marketing Budget and Partner Contributions

