

UTA On Demand Update: Southern Salt Lake County and Salt Lake City Westside Services





UTA
ON DEMAND

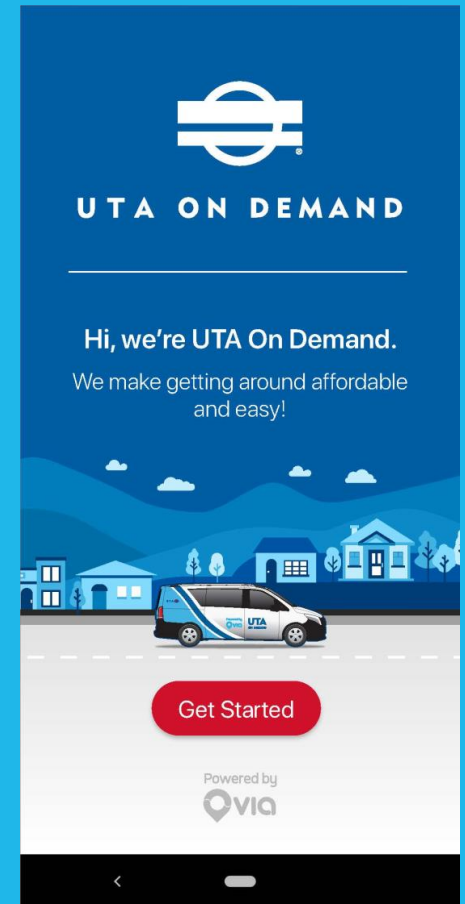


South Salt Lake County Service Update

Overview of Service Changes

August 2021 Change Day

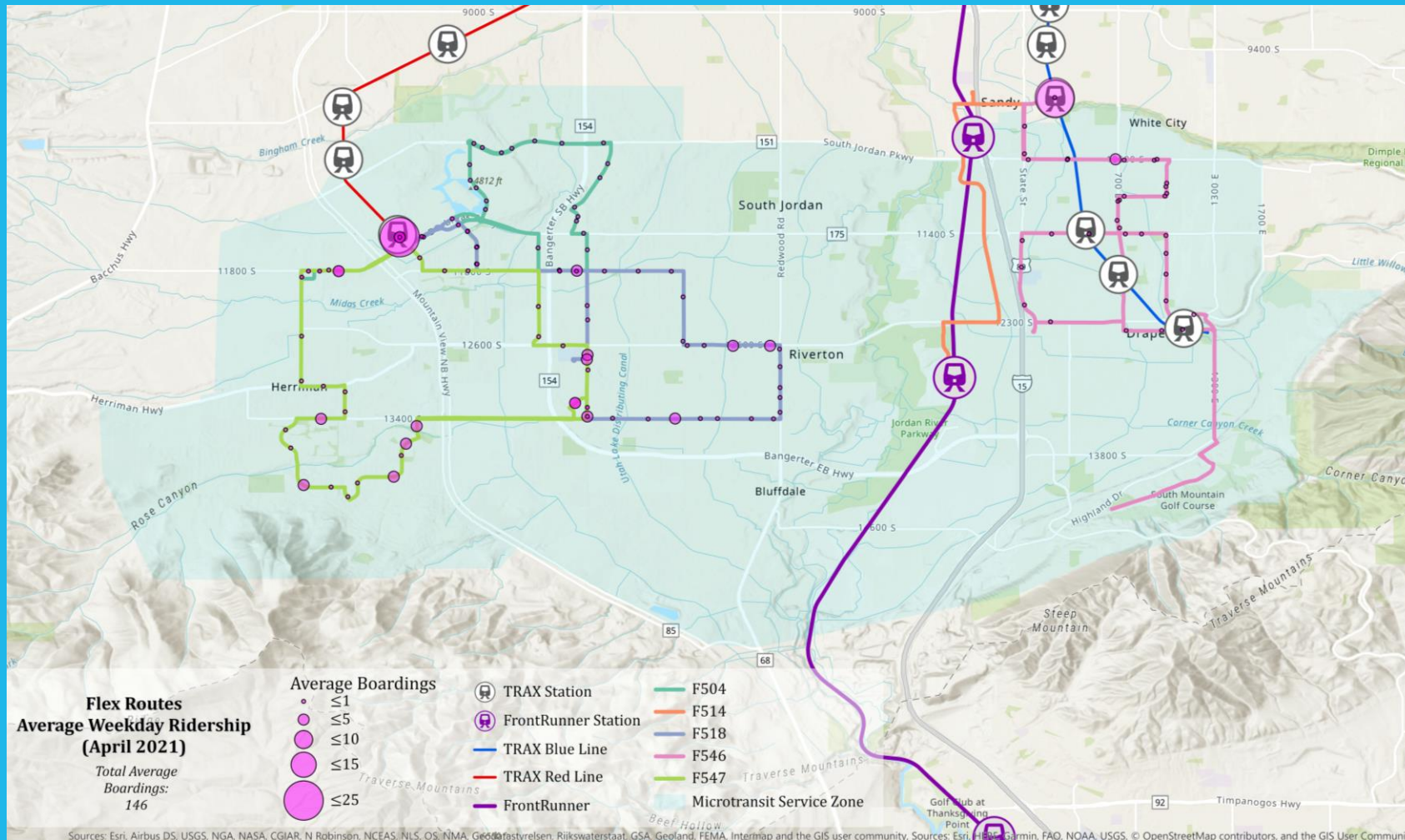
- Permanent implementation of service
- Discontinuation of Flex Route services
- Expanded hours: Monday – Friday
- New Saturday service
- New UTA On-Demand app
- New UTA On-Demand to Paratransit connection services



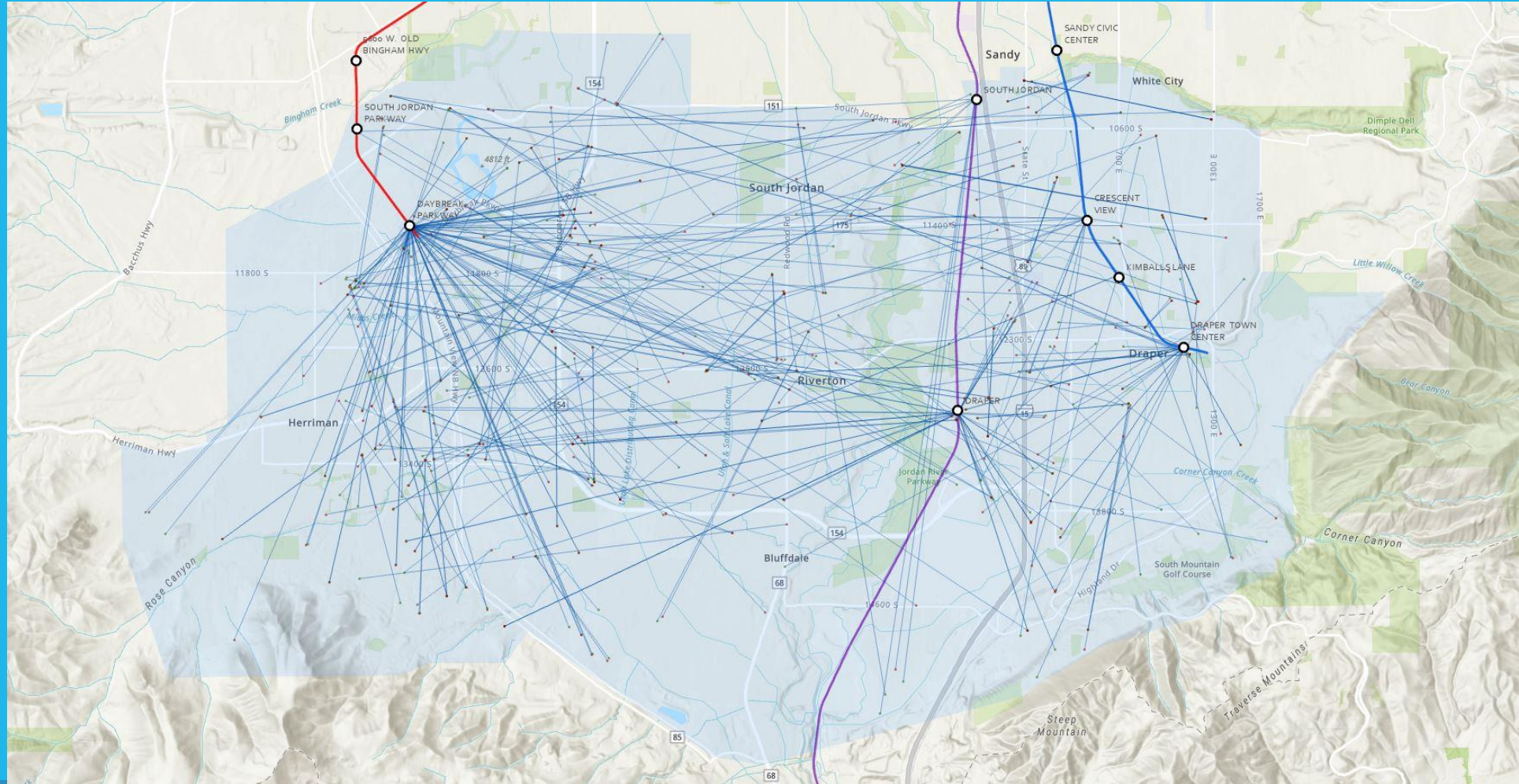
UTA
ON DEMAND



Flex Route Avg. Daily Boardings



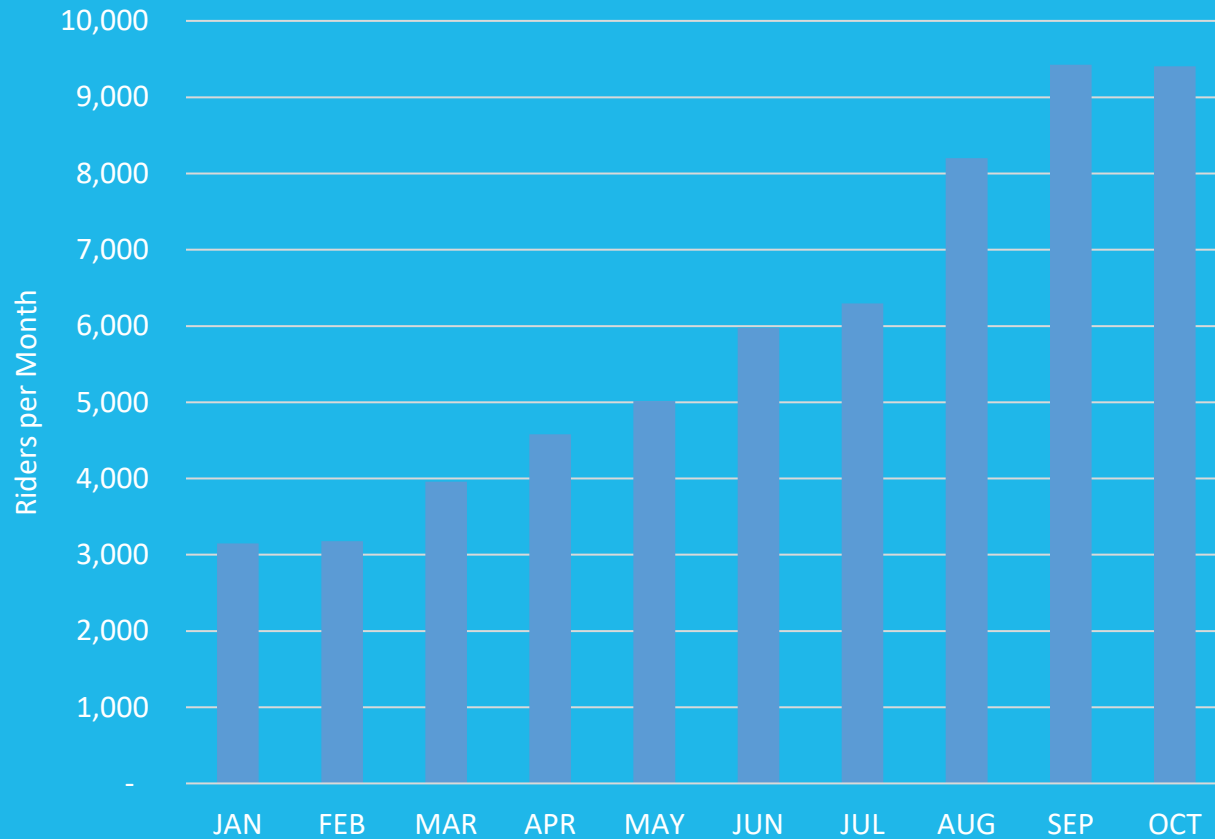
UTA On-Demand Avg. Daily Ridership



UTA
ON DEMAND



Monthly Ridership Trends



October Daily Averages

- WKD Rides: 400
- SAT Rides: 194
- Para Rides: 20
- WAV Rides: 10

October KPIs

- FMLM: 48%
- Shared Rides: 22%
- Avg. Rating: 4.7
- Avg. Wait Time: 17 min

Marketing and Communications

Ongoing

- Rider referrals and free trials
- UTA Travel Training

August 16th – September 30th

- Geo-targeted mobile/display advertisements
- Google digital advertisements
- City Journals
- Social media
- Via street marketing teams

Pre-Change Day

- Flyers and information on Flex Routes
- Via street marketing teams
- Public outreach/change day process



STAY ON-THE-GO WITH ON DEMAND

Going places has never been so easy. With UTA On Demand, your destination is just a few clicks away. It's the convenient way to flex your ride on UTA.

Here's how it works:

- Download the new UTA On Demand app.
- Request a ride—we'll pick you up nearby in minutes!
- Get on and go.

Designed to get you to your destination, you can conveniently get around town and transfer to other UTA services with your fare.*

Download the UTA On Demand app
GET YOUR FIRST 2 FREE RIDES WITH CODE
RIDEVIA
EXPIRES 12/31/21
or call 385-217-8191 to book

*Pay with the UTA On Demand app or with your UTA ticket or pass. Cash excluded.

Powered by **VIA**

Learn More: 

UTA ON DEMAND

UTA
ON DEMAND



Successes and Challenges

Successes

- Ridership growth and demand
- Better access to opportunity
- UTA On Demand to paratransit connections

Challenges

- UTA On Demand to paratransit connections
- Meeting peak hour demand
- Mobile app bugs and fixes





UTA
ON DEMAND



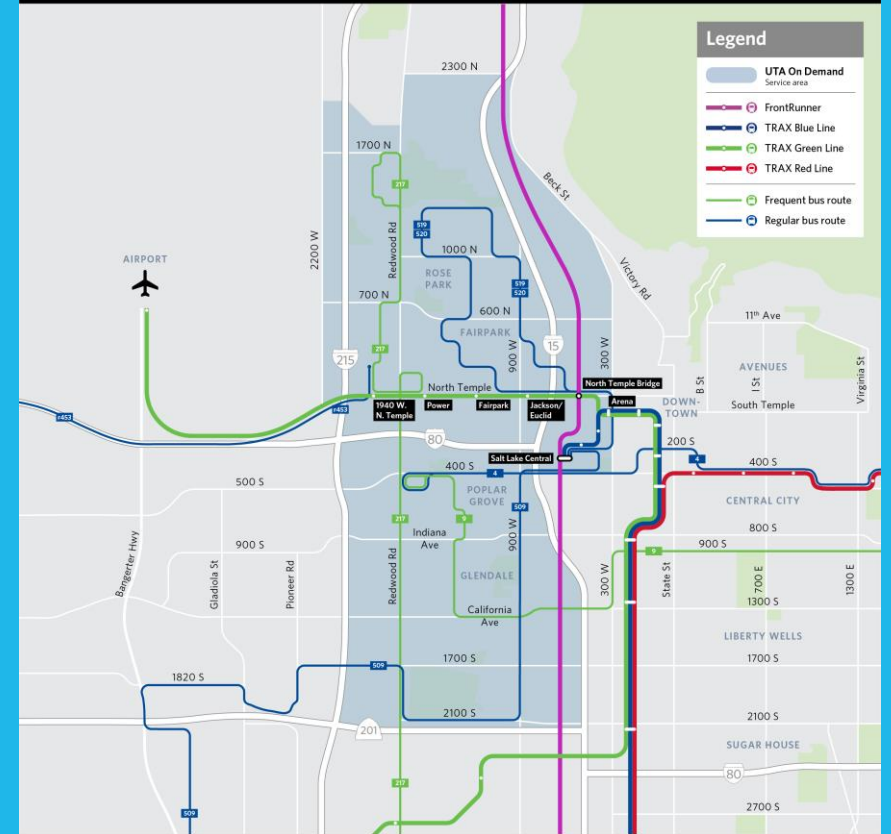
Salt Lake City Westside Service

Salt Lake City Westside Service

- Partnership with Salt Lake City
- UTA On Demand Powered by Via
- Supports planned service changes and improvements
- Launches December 13th

UTA On Demand

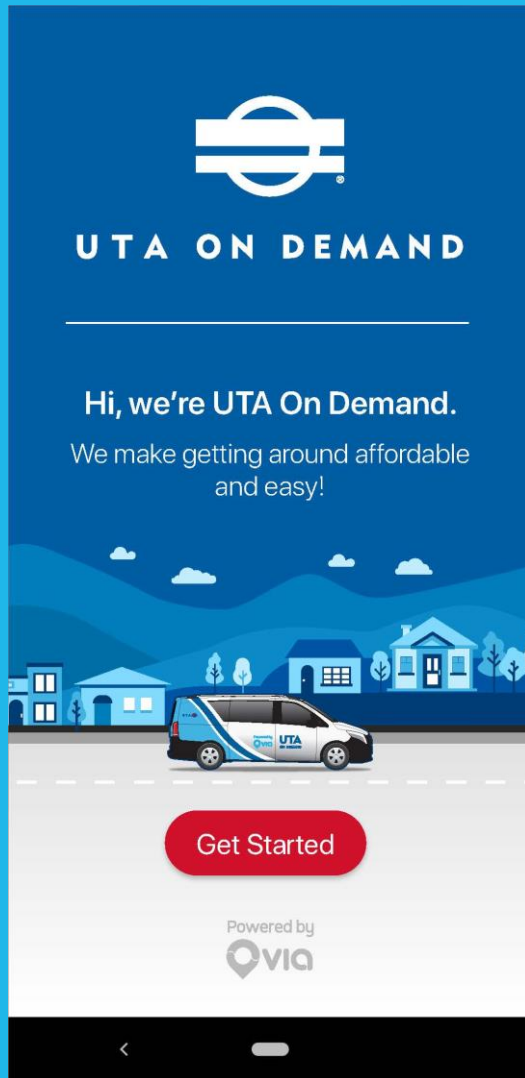
Salt Lake City Westside service area



UTA
ON DEMAND



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

UTA
ON DEMAND



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





UTA
ON DEMAND



Questions?