

Agency Report

- Delegated Authority for On-Call Infrastructure Maintenance Task Orders – Status Update
- August Change Day Communications



Delegated Authority for On-Call Infrastructure Maintenance Task Orders – Status Update



Resolution Background

Resolution R2021-05-02 was approved by the Board at the May 26, 2021, meeting delegating authority to the Executive Director to approve task orders to the On-Call Task Ordering Infrastructure Maintenance and Repair Contract with Stacy & Witbeck.

(UTA 20-03349VW) for 2021 for the on-going tasks listed in Exhibit A attached to the resolution.

Per the resolution, the Executive Director is to present an update to the Board on all task orders.



Update - Signed Task Orders

Scope (Project ID)	Not to Exceed Task Order Amount	Update
3200 West Grade Crossing Replacement	\$350,000.00	Task order signed for \$242,974 and work was completed in June.
Operator Relief Rooms	\$434,000.00	Task order signed for \$434,300 and work is scheduled to begin in late July and early August



Update- Task Orders in Negotiations

Scope (Project ID)	Not to Exceed Task Order Amount	Update
South Stadium Embedded Curve Replacement	\$900,000.00	On-going price negotiations with work scheduled to start in early August
North Stadium Embedded Curve Replacement	\$900,000.00	On-going price negotiations with work scheduled to start in early August.
Mario Capecchi Embedded Curve Replacement	\$900,000.00	On-going price negotiations with work scheduled to start in October



Update- Task Orders in Scope Development

Scope (Project ID)	Not to Exceed Task Order Amount	Update
Gap Filler on Frontrunner Stations	\$1,000,000.00	On-going scope development and material selection
Winchester Avenue Grade Crossing Replacement	\$350,000.00	Work postponed until 2022 due to operational impacts
8120 South Grade Crossing Replacement	\$250,000.00	Work postponed until 2022 due to operational impacts



August Change Day Communications



Change Day Communications

- Broad communications about all changes:
 - Website:
www.rideuta.com/august
 - Change Day poster – on buses and rail platforms
 - Change Day fliers – on buses and rail vehicles
 - Social Media



Change Day
Effective August 8, 2021



UTA 



Change Day Communications

- Communications focused on key changes
 - UTA On Demand in southwest Salt Lake County
 - New app launches on Change Day
 - Service becomes permanent
 - Increased TRAX and FrontRunner service
 - TRAX 15-minute service through weekday evenings
 - FrontRunner extended evening service on weekdays (one hour) and Saturday (two hours)
 - Several routes changing to Flex Routes



Bus & Rail Communications

- Press Release: week of July 29 with follow-up
- Service Alerts: multiple alerts underway to route subscribers
- Rider Insider newsletter
- Social Media: multiple posts underway - boosted
 - Using “ReConnect with UTA” campaign graphics
 - Geotargeted posts for new Flex Routes





#UTA_TRAX and #UTA_S-Line is bringing back 15 minute service all day starting August 8, 2021. It's time to REDISCOVER your non-stop shopping extravaganza. Plan your trip to your favorite shop at www.rideuta.com/august.



#UTA_Bus is extending the F514 route to 5600 West and 7800 South. It's time to REDISCOVER a better way to work. Plan your trip at www.rideuta.com/august.



#UTA_TRAX is adding 15 minute service all day on weekdays. It's time to REDISCOVER sushi all over again. Plan your trip to your favorite restaurant at www.rideuta.com/august.



UTA On Demand



- Before Change Day: educating current users about downloading new “UTA On Demand” app
 - In-app messages
 - Email blasts
 - Social media
 - On-vehicle signage
 - Bus stop signage
 - Street Teams: at rail stations and key stops

**This Flex Route
is being
replaced with
UTA ON DEMAND**

Starting August 8, 2021



For more info go to
rideuta.com/OnDemand









UTA On Demand

- After Change Day: continued efforts to educate and transition users to new app
 - Previous efforts continue
 - Promotional campaigns
- Marketing Campaign: launches mid-August
 - Promote UTA On Demand generally
 - Increase awareness of service
 - Digital mobile, newspaper, etc.

