



2023 NBA All-Star Report



Table of Contents

Executive Summary..... 2

Communications & Engagement 3

Service Changes 5

NBA All-Star Event Service Map 6

UTA Staff Contribution 7

Ridership 8

Average Daily Ridership by Service Day 9

Customer Service 10

UTA Police..... 11

Summary & Key Findings 12

Attachment 1 — Ridership Report Detail..... 13

Ridership by Time of Day..... 17

Ridership by Station & Stop Locations 21

Attachment 2 — Service Changes Summary 25

Attachment 3 — Data Sources 27



Photo Credit: Leo Masic

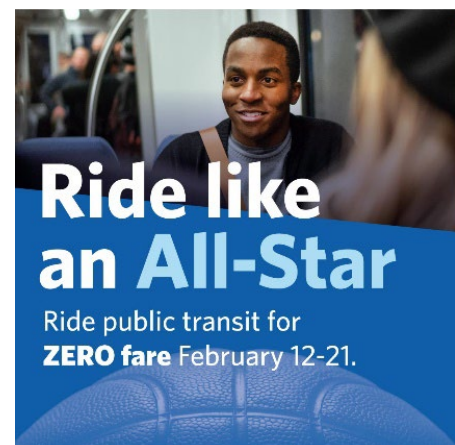
Executive Summary

In February 2023, Salt Lake City hosted the 72nd NBA All-Star Game. Many partner agencies joined efforts to prepare for the weekend of events between Feb. 17 and 19. UTA orchestrated many service, labor, and operational changes to accommodate more than 100,000 visitors attending NBA All-Star activities in Salt Lake City. UTA's primary objectives for these events were to reduce traffic congestion, mitigate downtown parking challenges, and provide riders with an easy, enjoyable, and accessible transit experience.

The NBA All-Star Game welcomed many out-of-state visitors and local residents to the downtown Salt Lake City area. UTA prepared for the influx of event attendees by implementing additional services, such as more frequency, extended service hours, and supplemental routes connecting downtown hotels to venues and other popular destinations.

In addition to increased service and operational changes, UTA also offered two Zero Fare promotions throughout February to encourage transit usage for both locals and out-of-state visitors. A Ticket As Fare promotion offered Zero Fare trips to and from the airport for riders with a day-of-travel airline boarding pass during the full month of February. Another Zero Fare promotion was offered throughout the entire UTA system between Sunday, Feb. 12 and Tuesday, Feb. 21, to make traveling easier and promote ridership during the NBA All-Star week. This 10-day Zero Fare promotion was offered to transit riders on all modes which included local bus, Ski Bus, TRAX, S-Line, FrontRunner, UTA On Demand, and Paratransit services.

UTA experienced notable increases in ridership during the 10 days of Zero Fare service — measuring the most growth on Saturday and Sunday of the All-Star weekend. Logistically, the agency's extensive collaborative efforts were a success due to the considerable amount of extra hours provided by UTA staff. As an agency, we are humbly proud of this endeavor and pleased to share the successes and lessons learned from the NBA All-Star weekend.



Communications & Engagement

To raise awareness of the two Zero Fare promotions offered for the NBA All-Star events, UTA and partners engaged in robust communications throughout February, from digital billboards and radio spots to social media and on-system promotion. These promotional efforts contributed to an increase of 30% in ridership between February 12 and 21, 2023. The table below provides a detailed summary of UTA's communication and promotion approaches.

Signage	
Bus Headers	Bus headers were programmed to read "Ride Free Today" and displayed for the 10 days of system-wide Zero Fare.
Onboard Announcements	Announcements were created for bus (Routes 1, 2, 4, 9, 17, 21, 200, 205, 209, 213, 220, and 223) and FrontRunner to highlight the 10 days of Zero Fare.
Onboard Signage	Posters for bus and TRAX highlighted the service map and the 10 days of Zero Fare. In addition, cover signs were installed on TVM and fareboxes.
A-Frames	A-frames were stationed at both Salt Lake International Airport and Provo Municipal Airport to highlight the Ticket As Fare promotion during the entire month of February.
Online & Digital Messaging	
Email Announcements	UTA Service Alerts subscribers and UTA On Demand users received notifications about the Zero Fare promotion.
In-App Announcements	In-app announcements were pushed in the Transit app to highlight both the Ticket As promotion, which was geofenced around the Salt Lake International Airport, and the 10 Zero Fare days promotion was pushed out to users along the bus routes in Salt Lake City.
Social Media	- Created posts about both Zero Fare promotions - Social media posts were shared across partner networks - Paid for boosted social media posts and display ads - Reposted content from followers about Zero Fare
Service Alerts	Notice was sent to UTA Service Alert subscribers (text/email notifications).
Dedicated Landing Page	Information about route changes and Zero Fare were made available on rideuta.com/NBA and via the home page carousel.
News & Mass Media	
Digital Billboards	UTA purchased 19 digital display ads from Weber County to Utah county for the 10 days of Zero Fare.
Airport Ad Signage	UTA purchased digital signs in Salt Lake International Airport to promote the Ticket As Fare promotion during the full month of February.

Radio Spots	UTA purchased 15-second radio streaming spots to promote the ticket-as-fare and 30-second radio spots to promote the 10 days of Zero Fare.
News Media Release	UTA sent out two official releases to announce the Zero Fare promotions on Jan. 18 and a reminder on Feb. 15. UTA received extensive coverage from news media sources: • KSL • KSL NewsRadio • KUTV • FOX 13
Partners <i>Partner organizations shared messages, created promotional videos, and reshared UTA content across social media platforms.</i>	
Visit Salt Lake	Visit Salt Lake served as the hub for public information related to NBA All-Star 2023 ticket information, event and venue schedules, tips for planning travel to Salt Lake City, listings of attractions and historic sites, restaurant and nightlife recommendations, and tips on transportation, weather and how to enjoy Salt Lake area's great outdoors.
Downtown Alliance	The Downtown Alliance joined with Salt Lake City and UTA to program live entertainment inside Blue Line TRAX trains. Riders enjoyed nearly 50 singers, comedians, musicians, and magicians who performed from The Gateway to the Gallivan Plaza Station. Train hosts accompanied each performer to answer visitors' questions and provide directions to nearby destinations, restaurants, and activities.
JOYMOB	JOYMOB, an event experience company, organized and orchestrated all musical and entertainment performances on TRAX and at the Gallivan Center.
Salt Lake City	Salt Lake City worked with agencies to facilitate the specific transportation needs for the weekend and to mitigate crowd and traffic congestion by implementing temporary road closures.
Lime	Lime launched new e-scooters in Salt Lake City to help with first-last mile connections around downtown. To celebrate the launch and coincide with the Zero Fare promotion, Lime provided 30% off all rides during February.



Service Changes

The NBA All-Star weekend welcomed more than 100,000 out-of-state visitors to the Salt Lake City area. To prepare for the considerable influx of both tourist and local event attendees needing access to the Vivint Arena, Salt Palace Convention Center, and University of Utah Huntsman Center, UTA offered additional services, including more frequency, later service hours, and a supplemental shuttle route connecting downtown hotels to event venues.

Major Service Changes Included

TRAX Green Line operated 24 hours a day between the Salt Lake City International Airport and 600 S. Station, alternating between 15-minute and 30-minute headways depending on the time of day.

All TRAX routes (Red, Blue, and Green Lines) provided service at 15-minute frequencies throughout the day and 30-minute frequencies during late night hours, along with extending service hours until 2 a.m. on Friday, Saturday, and Sunday for the NBA All-Star weekend.

FrontRunner service provided service until 2 a.m., along with service on Sunday, Feb. 19, which is notable because FrontRunner does not typically operate on Sundays.

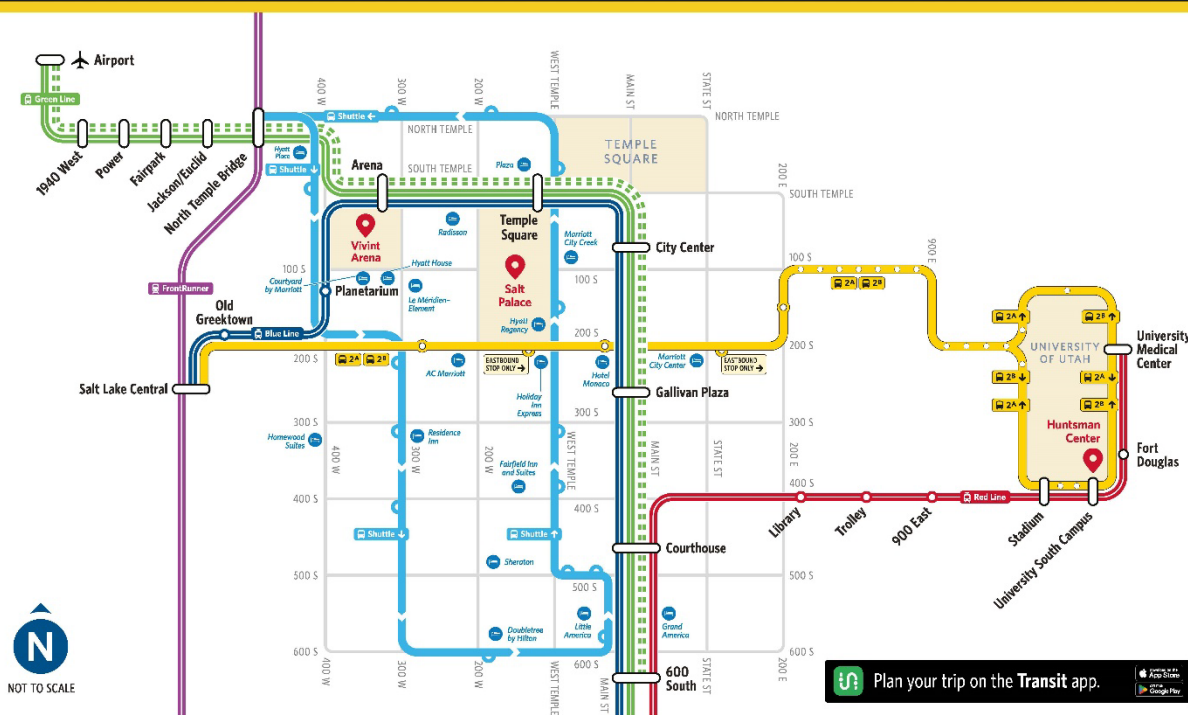
Route 2 was bifurcated into bus routes 2A and 2B, which ran clockwise and counter-clockwise between Salt Lake Central Station and the University of Utah campus.

A new bus route, Shuttle, was implemented to support riders traveling between downtown hotels and event venues. The All-Star Shuttle circulated throughout the downtown area every 15 minutes and provided service between 6 a.m. to 2:30 a.m.

NBA All-Star Event Service Map

UTA created an event service map illustrating all transit route options and schedules to provide guidance on accessing popular downtown hotels, the Salt Lake City International Airport, and NBA All-Star event venues: Vivint Arena, Salt Palace Convention Center, and University of Utah Huntsman Center.

2023 All-Star Weekend EVENT SERVICE



Service schedule for February 14-21

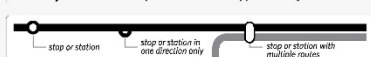
rideuta.com/nba | @RideUTA | 801-RIDE-UTA (743-3882)

TRAX Green Line Airport - West Valley Central

February 14-16 Every 15 minutes until approximately 11 pm
February 17-19 Every 15-30 minutes until approximately 2 am
February 20 and 21 Every 15 minutes until approximately 11 pm

TRAX Green Line overnight Airport - 600 South

February 14-21 Every 30 minutes until approximately 5-6 am



Shuttle North Temple Bridge - Hotels and venues

February 14-16 Every 15 minutes until approximately midnight
February 17-19 Every 15 minutes until approximately 2:30 am
February 20 and 21 Every 15 minutes until approximately midnight

FrontRunner Ogden - Provo Central

February 14-16, 21 Every 30-60 minutes until approximately 11 pm
February 17 Every 30-60 minutes until approximately 2:30 am
February 18 and 19 Every 60 minutes until approximately 2:30 am
February 20 Every 60 minutes until approximately 11 pm

Routes 2A and 2B Salt Lake Central - University of Utah

February 14-16 Every 6-9 minutes until approximately midnight
February 17-19 Every 6-9 minutes until approximately 2 am
February 20 and 21 Every 6-9 minutes until approximately midnight

TRAX Blue Line Salt Lake Central - Draper Town Center

TRAX Red Line U. Medical Center - Daybreak Parkway

February 14-16, 21 Every 15 minutes until approximately 11 pm
February 17-19 Every 15-30 minutes until approximately 2 am
February 20 Every 30 minutes until approximately 11 pm

UTA Staff Contribution

UTA's preparation and participation in the NBA All-Star weekend was truly a wide-spread coordinated effort requiring extensive collaboration throughout the agency. UTA needed thousands of additional staff overtime and volunteer hours to successfully implement all service and operational changes in order to accommodate the considerable ridership growth during All-Star events and a 10-day Zero Fare promotion. In an abundant display of unified support, UTA staff exhibited a widespread showing of teamwork and enthusiasm across all departments.



A request was sent to all UTA employees asking for available staff to enlist in overtime hours and sign up for open UTA Ambassador shifts. The UTA Ambassador positions were set up as provisional frontline volunteers predominantly located at TRAX and FrontRunner Stations near NBA All-Star event venues (downtown Salt Lake City and University of Utah) to ensure riders had an easy, enjoyable, and accessible transit experience. UTA Ambassadors were easily identifiable to the public with branded vests, beanies, and lanyards. Ultimately, UTA staff overwhelmingly responded to the request, showing ample support by volunteering on station platforms and contributing many extra shifts throughout multiple departments and all hours of the day.

UTA Ambassador Summary



Note: 96% (397 of 414) of the posted UTA Ambassador shifts were filled.

Ridership

UTA observed increases in ridership across nearly all modes, with the exception of Ski Bus, during the Zero Fare service period. Ridership values for the Zero Fare period in February are displayed in comparison to regular service ridership in February 2023. The dates for baseline service comparison are shown in the box below. Vanpool is excluded from “All Modes” for the purpose of this report. Additional detailed ridership data can be found in Attachment 1.

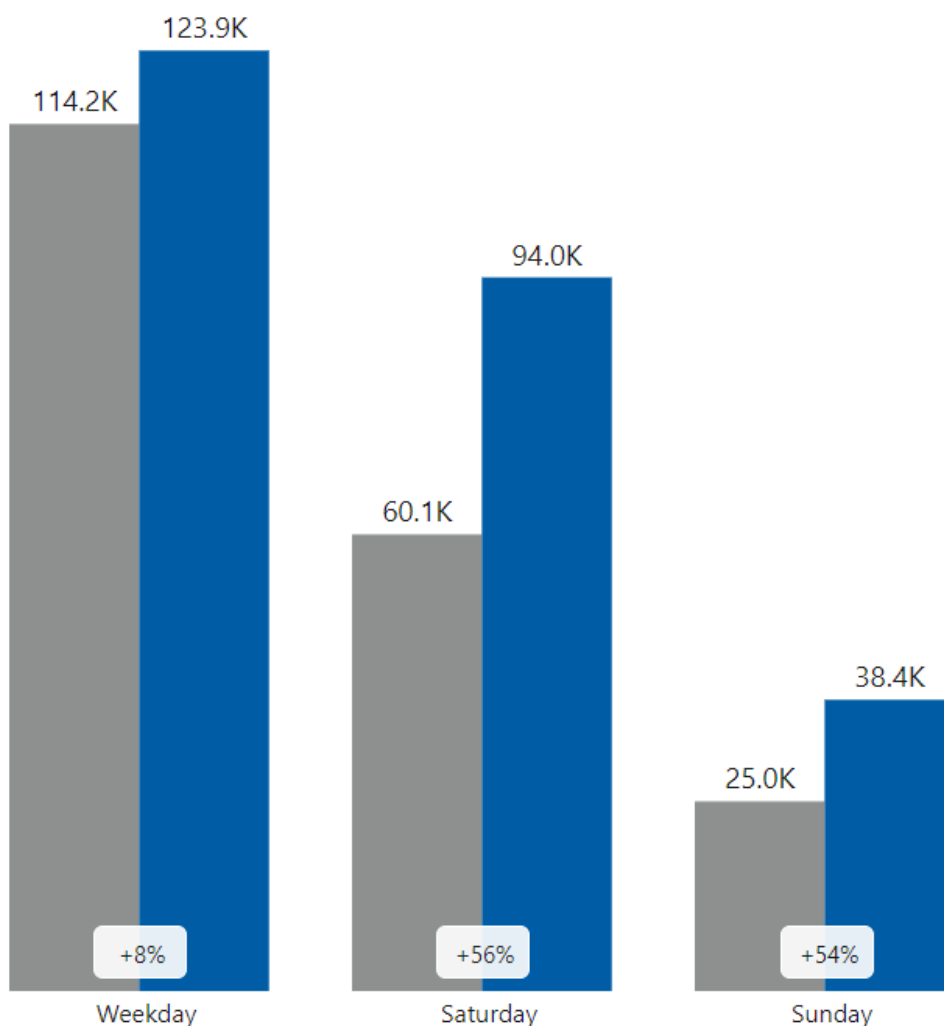
Ridership Comparison Dates:

Regular Service: Feb. 5 – Feb. 11, 2023

Zero Fare Period: Feb. 12 – Feb. 21, 2023

Average Daily Ridership — All Modes

Service Type ● Regular Service ● Zero Fare Period



Note: Monday, Feb. 20 was President's Day. Saturday service was run on the observed holiday.



Average Daily Ridership by Service Day

Average Weekday Ridership — All Modes

	Fixed & Flex Bus	FrontRunner	TRAX & S-Line	On Demand	Paratransit	Ski Bus	Total
Regular Service	63,168	12,451	32,632	1,240	1,341	3,350	114,182
Zero Fare Period	67,021	14,567	36,676	1,404	1,361	2,826	123,855
% Change	6%	17%	12%	13%	1%	-16%	8%

Average Saturday Ridership — All Modes

	Fixed & Flex Bus	FrontRunner	TRAX & S-Line	On Demand	Paratransit	Ski Bus	Total
Regular Service	31,105	5,859	18,224	751	263	3,932	60,132
Zero Fare Period	35,983	14,320	38,690	945	265	3,786	93,986
% Change	16%	144%	112%	26%	1%	-4%	56%

Average Sunday Ridership — All Modes

	Fixed & Flex Bus	FrontRunner	TRAX & S-Line	On Demand	Paratransit	Ski Bus	Total
Regular Service	9,097	-	11,592	185	84	4,019	24,978
Zero Fare Period	12,770	5,401	19,506	201	86	3,098	38,362
% Change	40%	NA	68%	8%	2%	-23%	54%

Note: FrontRunner does not operate on Sundays. However, in support of the NBA All-Star Game FrontRunner completed trips on Sunday, Feb. 19 every 60 min between 8 a.m. - 2 a.m.

Customer Service

Customer Service Comments

UTA's Customer Service regularly tracks and responds to daily customer comments. Customer Service received less feedback during the free fare period relative to the comparative regular service dates. A 15% decrease in total call volume and online/digital comments was recorded between Feb. 2 and Feb. 21, 2023. The baseline service and free fare comparison dates are shown in the box below.

Customer Service Comparison Dates:

Regular Service: Feb. 2 – Feb. 11, 2023

Zero Fare Period: Feb. 12 – Feb. 21, 2023

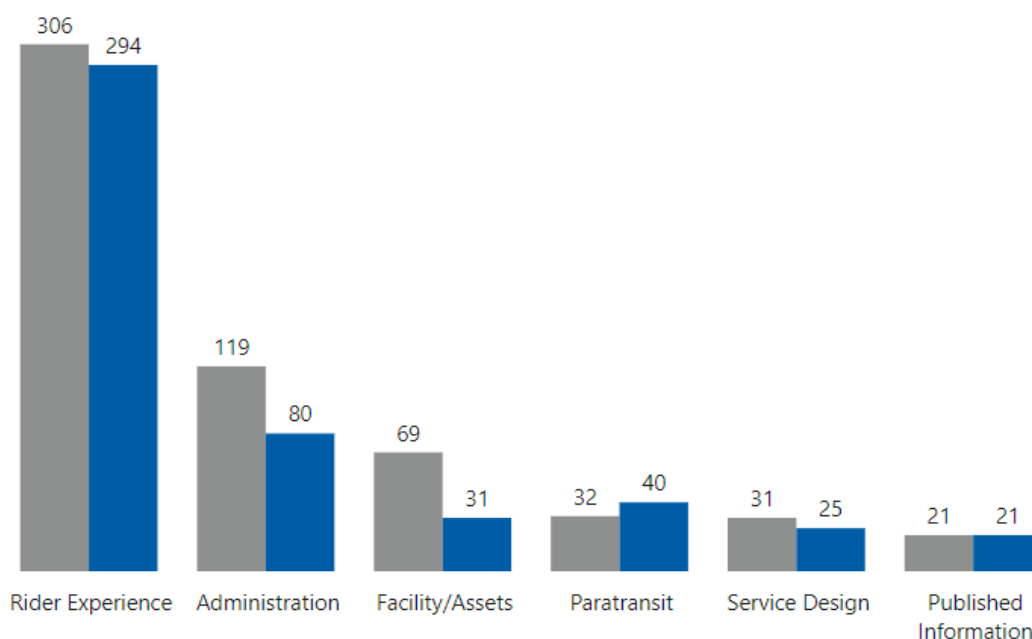
Service Type ● Regular Service ● Zero Fare Period



Customer Service Comments by Category

All customer comments submitted to UTA Customer Service are categorized and recorded in the TransTrack system. The "Paratransit" comment category was the only category with an increase in comment volume during the free fare period. All other recorded comment categories had decreases in comment volume during the free fare period. Rider experience comments relate to transit service issues (early, late, no-show, pass-by, and servicing stops), driving habits, customer behavior, and commendations.

Service Type ● Regular Service ● Zero Fare Period



UTA Police

The UTA Police Department tracks all calls for service on the transit system. The total number of calls decreased by 9% (from 810 to 736) during the 10-day Zero Fare period relative to the comparative regular service dates in February.

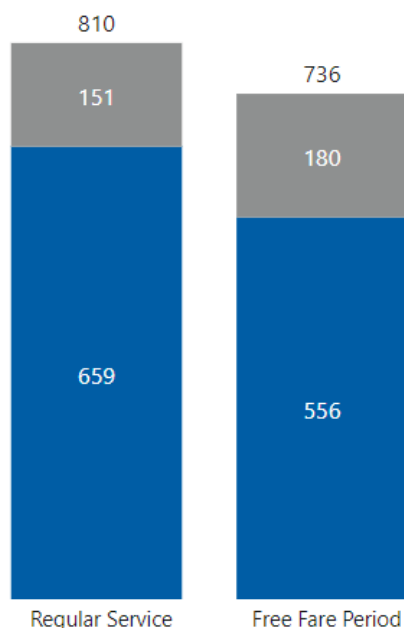
UTA Police Comparison Dates:

Regular Service: Feb. 2 – Feb. 11, 2023

Zero Fare Period: Feb. 12 – Feb. 21, 2023

Calls for UTA Police Service by Type

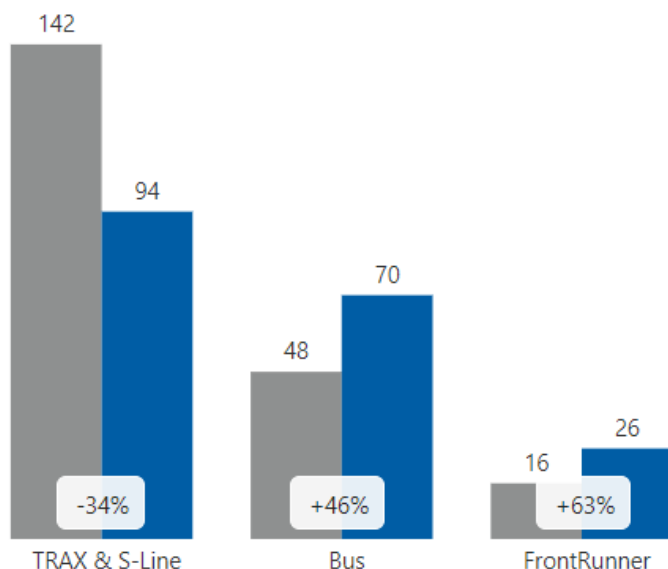
Call Type ● Officer Initiated Calls ● Other Calls for Service



Overall calls for service were down during the Zero Fare period relative to the regular service dates used as a baseline. The officer-initiated calls decreased from 659 between Feb. 2 and 11, 2023, to 556 between Feb. 12 and 21, 2023. Other calls for service generated through the public dispatch increased slightly from 151 between Feb. 2 and 11, 2023, to 180 between Feb. 12 and 21, 2023.

Calls for UTA Police Service by Mode

Service Type ● Regular Service ● Zero Fare Period



The total call volume for police service were variable by mode. Light rail (TRAX and S-Line) had the highest number of calls for service during regular service dates and a significant decrease in volume during the Zero Fare period. Bus and FrontRunner both had increases in call volume during the Zero Fare period.



Summary & Key Findings

All UTA preparation related to service changes, volunteer and labor staffing, and ridership analysis for the 72nd NBA All-Star Game provided a unique learning opportunity for the agency. The information gathered from this endeavor will help create a better understanding of transit service needs and ensure successful planning efforts for future regionally large-scale event opportunities.

Ridership

Notable ridership increases were observed across UTA's transit system during the 10-days of Zero Fare service provided between Feb. 12 and Feb. 21, 2023. The successful Zero Fare promotion led to significant influx of riders, with average system increases measuring +8% on weekdays, +56% on Saturdays, and +54% on Sundays. Nearly all modes, with the exception of Ski Bus, experienced considerable ridership growth with the largest increases observed on Saturday and Sunday of the NBA All-Star weekend.

Service Changes

UTA orchestrated critical service changes to accommodate for the significant influx of event attendees traveling to and from NBA All-Star venues. The supplemental service changes were designed to be as modular and flexible as possible. Along with offering additional services, including more frequency, later service hours, and a special Shuttle route, Service Planners also needed to heavily rely on flagship services outside of event times due to operational limitations. The Shuttle was an underutilized service; however, the supplemental configurations and frequencies of fixed route services, such as bus, TRAX, and FrontRunner, were widely successful and effectively met the significant increases in ridership during event times.

UTA Ambassadors

The volunteer-based UTA Ambassadors program for the NBA All-Star events was assigned to the Customer Service department. This team was tasked with identifying strategic locations and times for opportunities to engage with the public and meet rider needs for traveling to and from event venues, hotels, and other popular destinations. Nearly 400 shifts were covered between Feb. 16 and Feb. 19, 2023, which created a robust support system for riders using UTA's network of transit service. Objectively, the UTA Ambassadors program worked to ensure riders had an easy, enjoyable, and accessible transit experience.

Attachment 1 – Ridership Report Detail

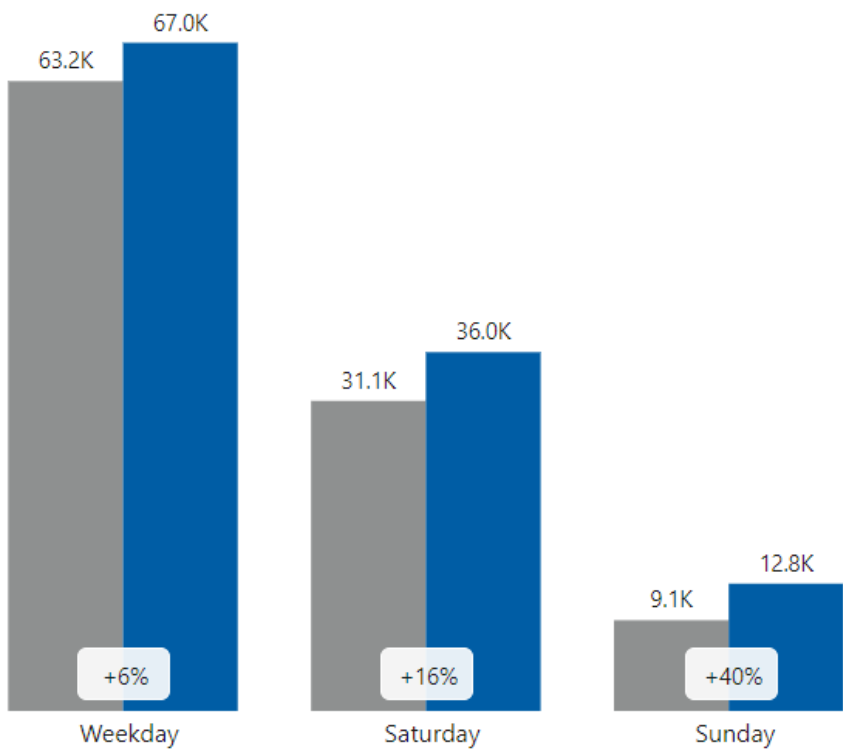
The charts and tables included in Attachment 1 illustrate detailed ridership trends during the free fare period, relative to the regular service baseline service values in February 2023. Please refer to the ridership comparison dates box below for all ridership charts and tables in Attachment 1.

Ridership Comparison Dates:
Regular Service: Feb. 5 – Feb. 11, 2023
Zero Fare Period: Feb. 12 – Feb. 21, 2023

Note: Monday, Feb. 20 was President’s Day. Saturday service was run on the observed holiday.

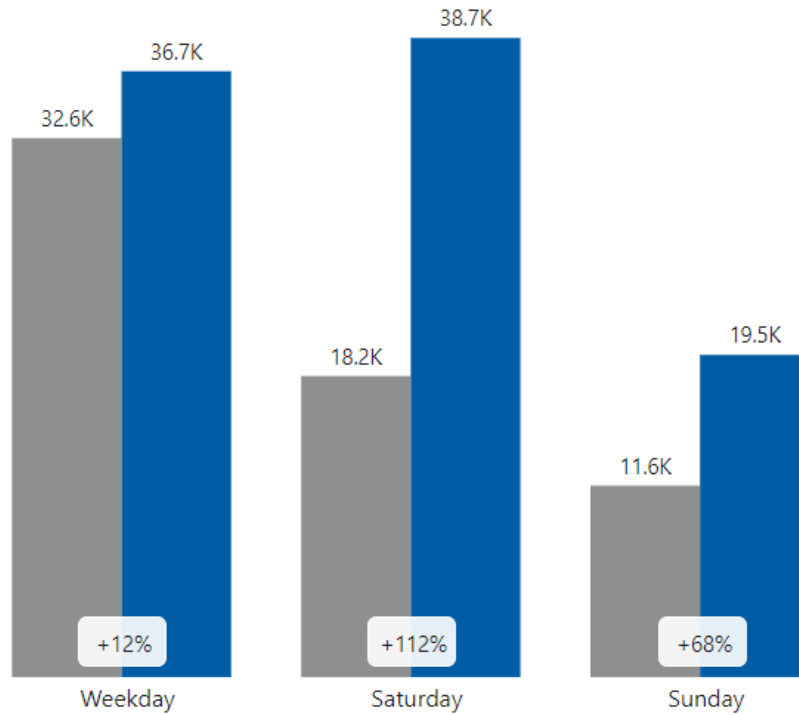
Fixed Route & Flex Route Bus — Average Daily Ridership

Service Type ● Regular Service ● Zero Fare Period



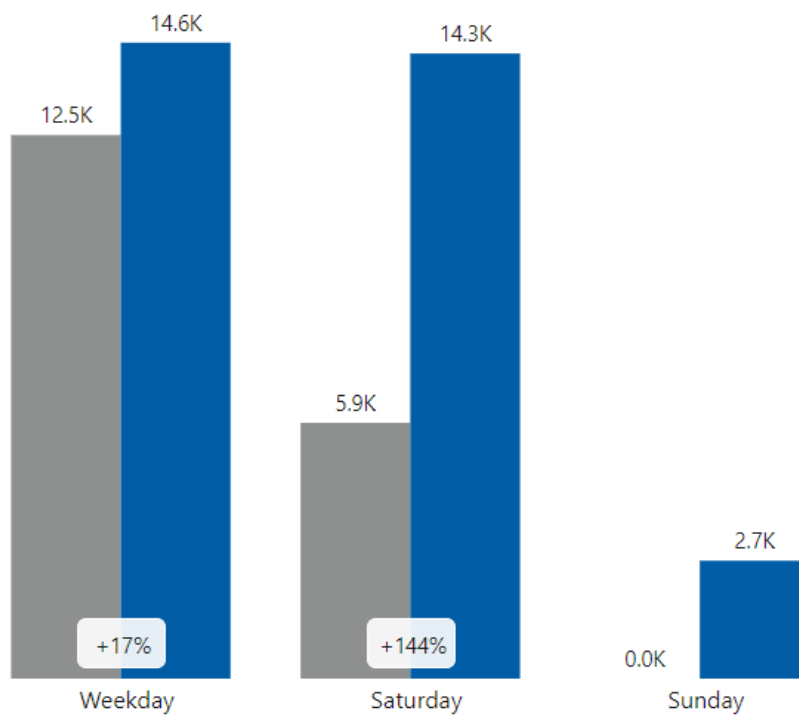
Light Rail (TRAX & S-Line) — Average Daily Ridership

Service Type ● Regular Service ● Zero Fare Period



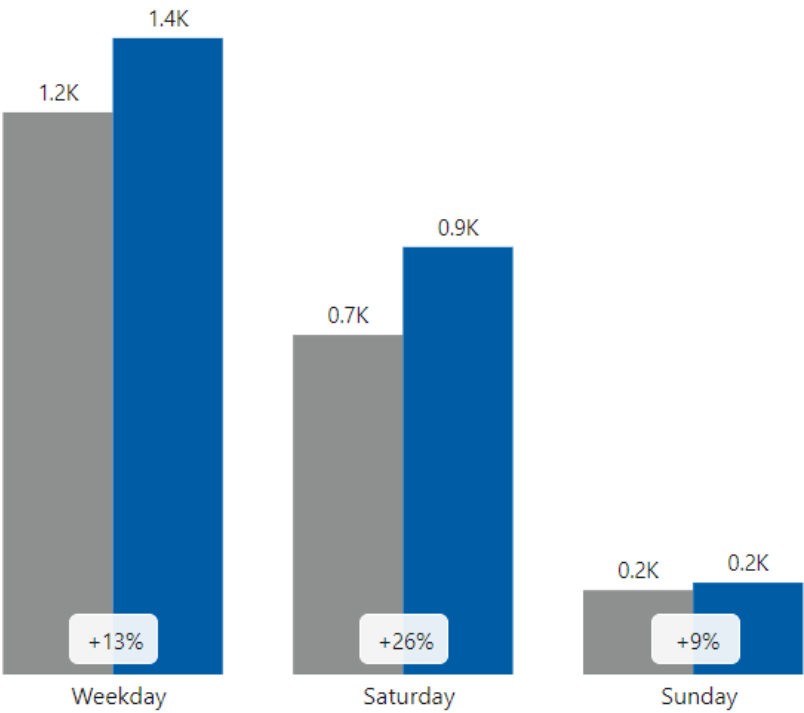
Commuter Rail (FrontRunner) — Average Daily Ridership

Service Type ● Regular Service ● Zero Fare Period



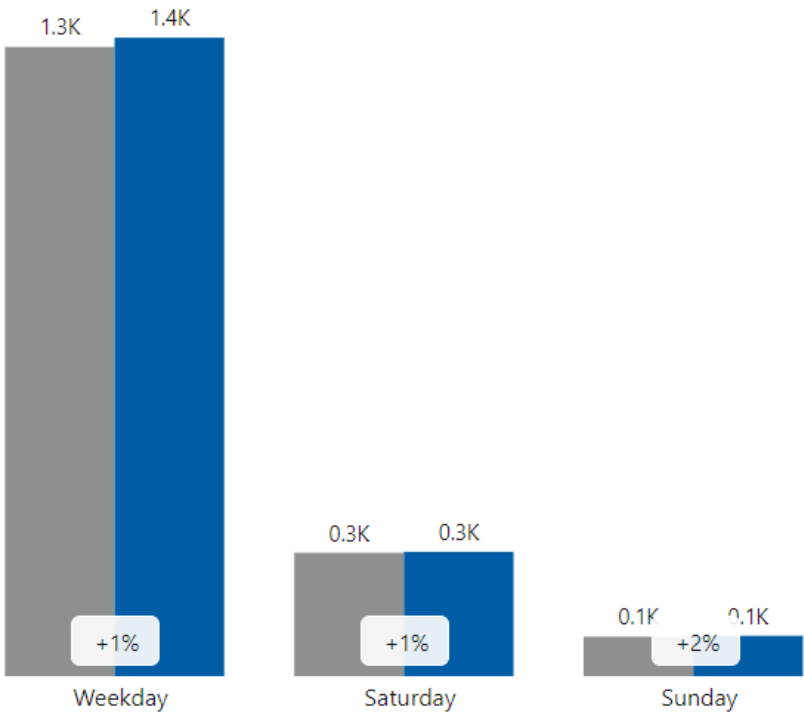
UTA On Demand —Average Daily Ridership

Service Type ● Regular Service ● Zero Fare Period



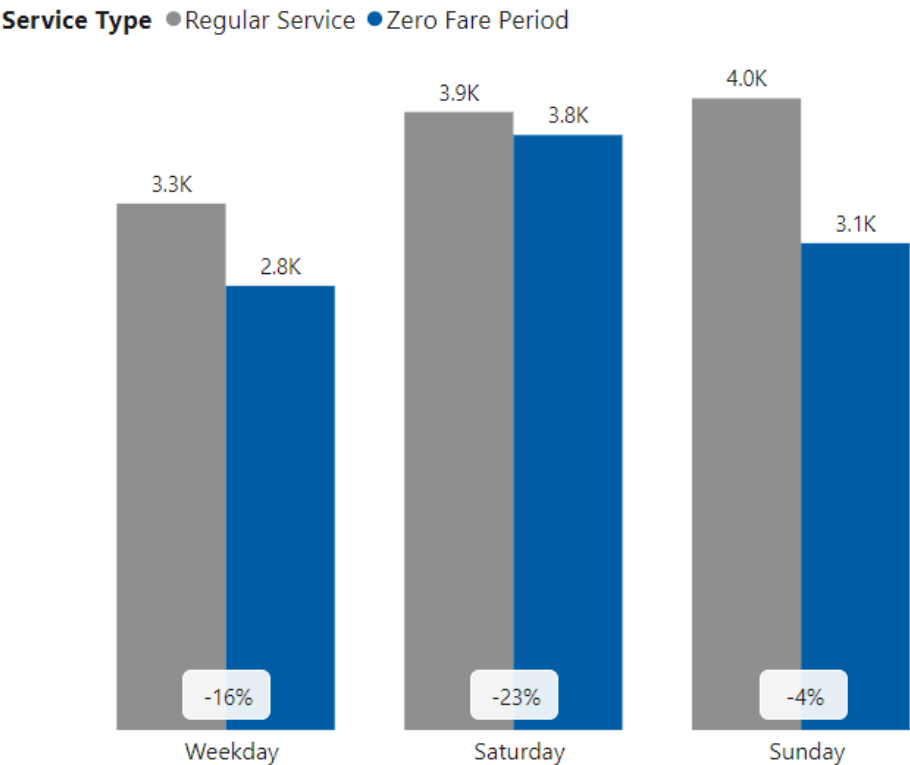
Paratransit — Average Daily Ridership

Service Type ● Regular Service ● Zero Fare Period



Ski Bus — Average Daily Ridership

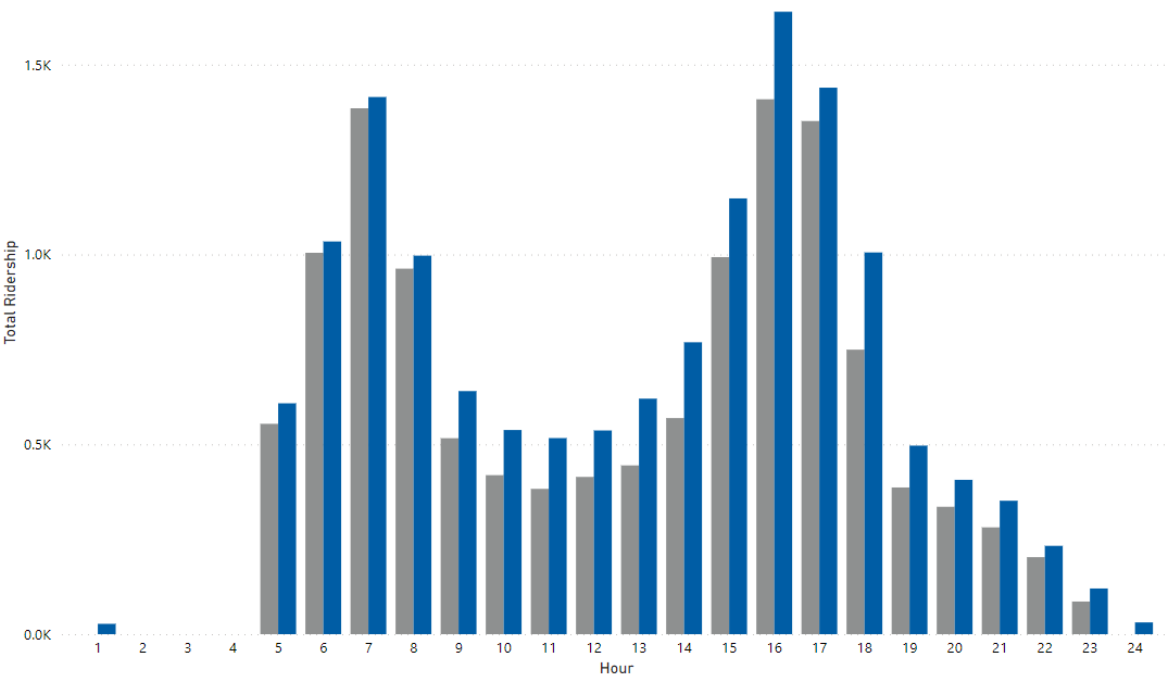
UTA’s Ski Bus service — which includes routes 994, 972, 880, 677, 675, 674 — was the only mode to record decreases in ridership during the Zero Fare period. The NBA All-Star events and weather conditions (i.e. no major snow storms over the weekend) could have been contributing factors that led to the observed decline in ridership during the Zero Fare period.



Ridership by Time of Day

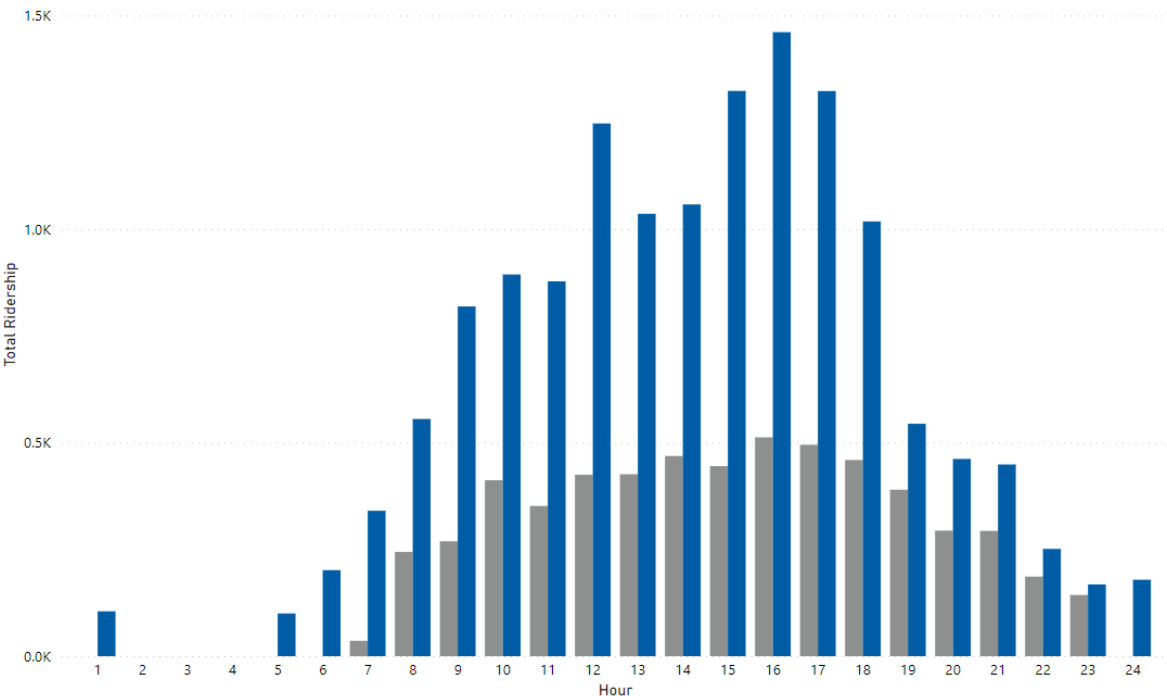
Average Ridership by Time of Day — FrontRunner, Weekdays

Service Type ● Regular Service ● Zero Fare Period

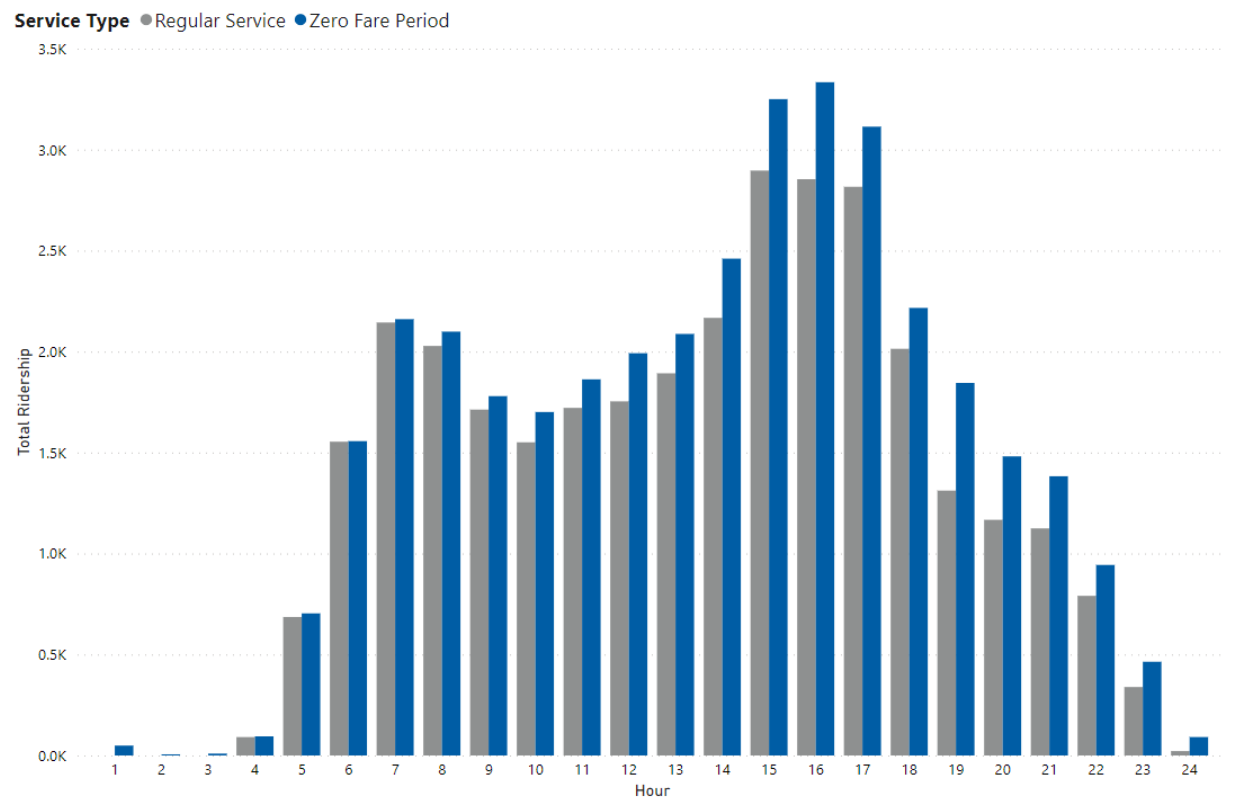


Average Ridership by Time of Day — FrontRunner, Saturdays

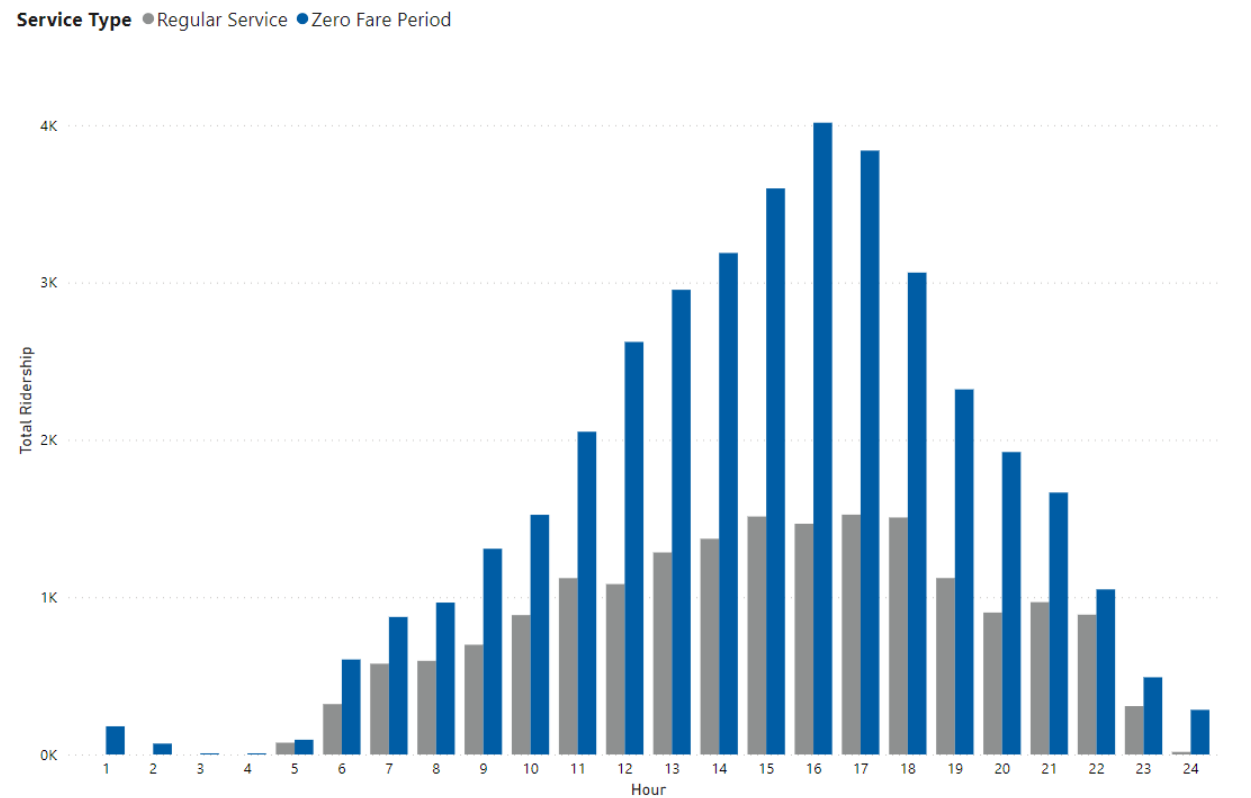
Service Type ● Regular Service ● Zero Fare Period



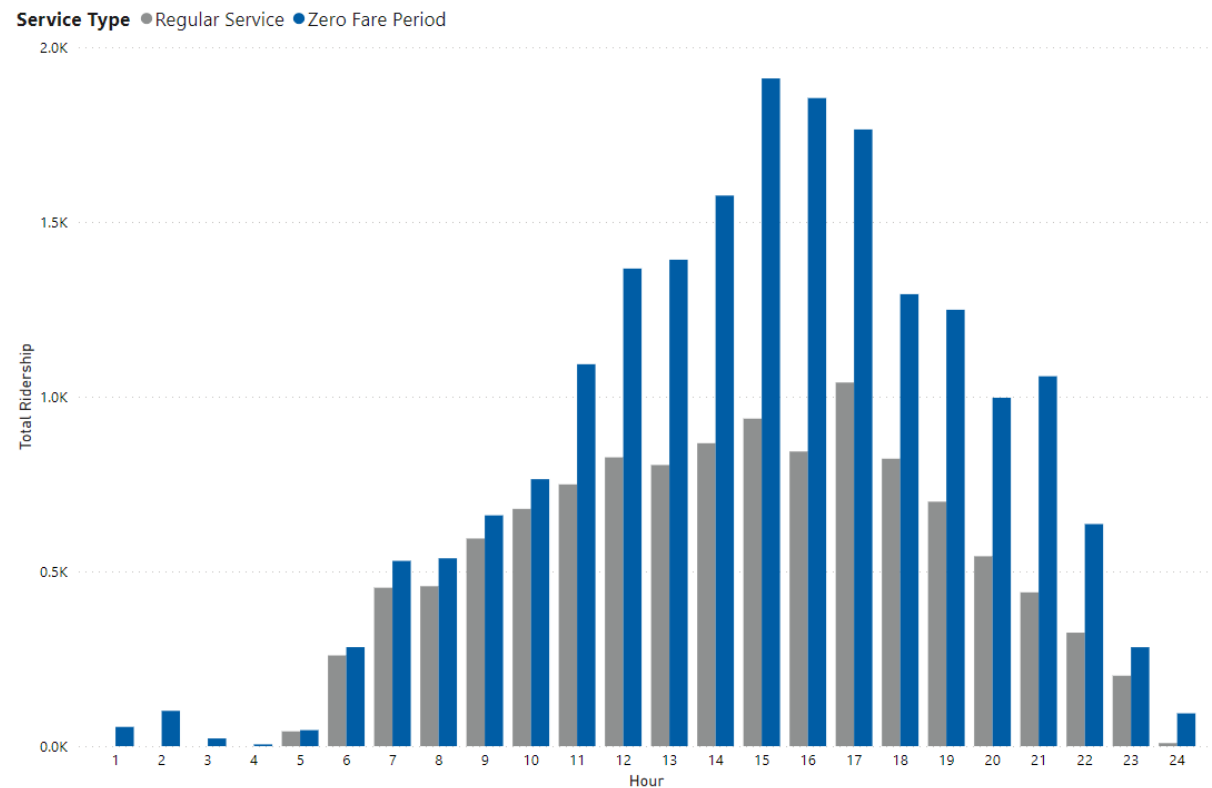
Average Ridership by Time of Day —Light Rail (TRAX & S-Line), Weekdays



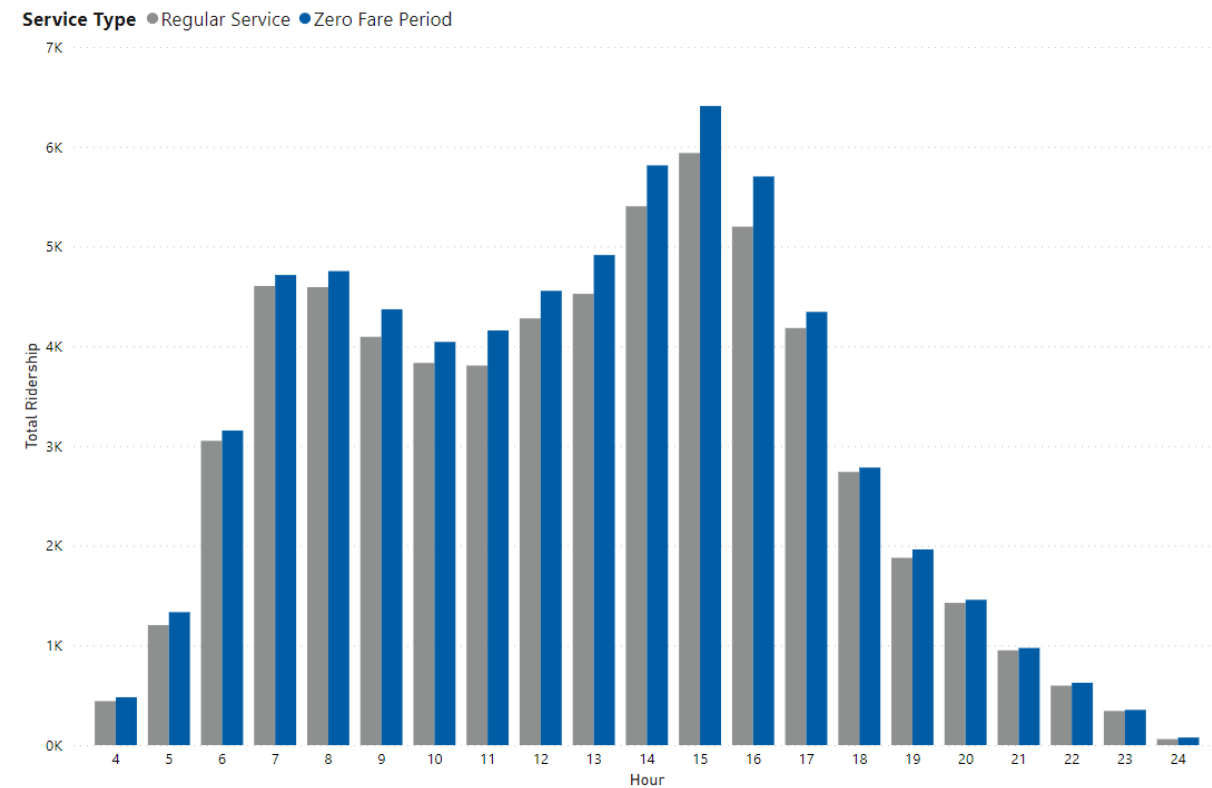
Average Ridership by Time of Day — Light Rail (TRAX & S-Line), Saturdays



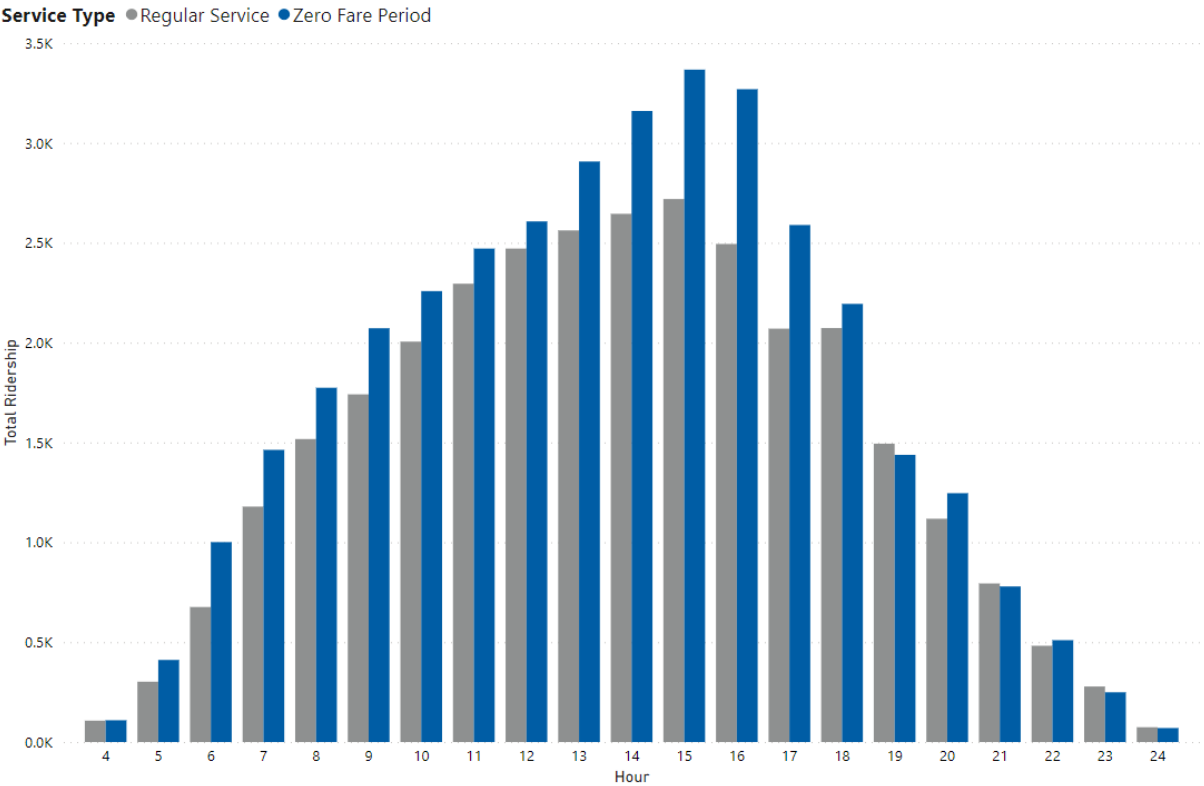
Average Ridership by Time of Day — Light Rail (TRAX & S-Line), Sundays



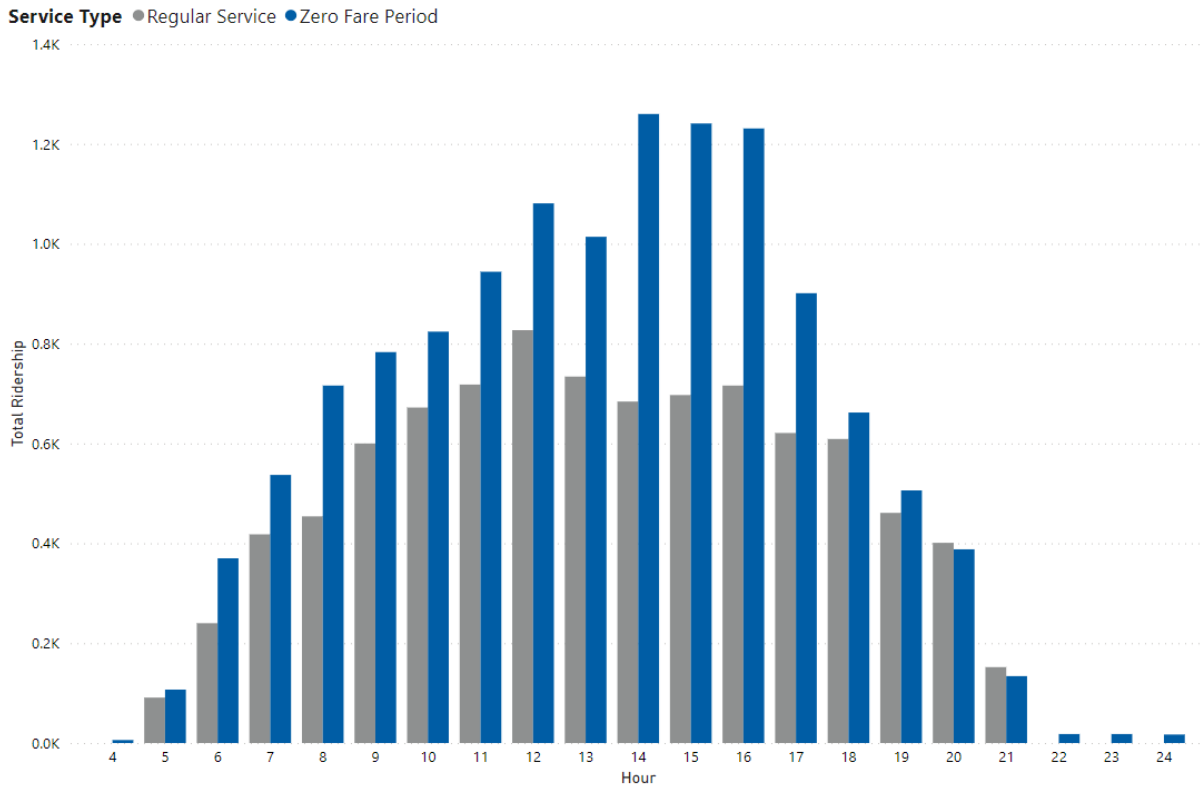
Average Ridership by Time of Day — Bus, Weekdays



Average Ridership by Time of Day — Bus, Saturdays



Average Ridership by Time of Day — Bus, Sundays



Ridership by Station & Stop Locations

The majority of UTA's rail stations and bus stops experienced ridership increases (with only a few exceptions). The tables below illustrate that nearly all stations and stops experienced significant ridership growth during the free fare period.

FrontRunner Stations Ridership — Weekdays

FrontRunner Station	Regular Service Ridership	Zero Fare Period Ridership	Percent Change
Farmington Station	295	441	50%
Ogden Station	902	1,197	33%
Salt Lake Central Station	918	1,208	32%
Woods Cross Station	413	511	24%
Clearfield Station	433	531	23%
Roy Station	366	438	20%
Layton Station	502	588	17%
Murray Central Station	1,253	1,454	16%
American Fork Station	512	594	16%
Provo Central Station	1,687	1,924	14%
South Jordan Station	533	605	13%
Lehi Station	851	961	13%
North Temple Station	1,838	2,063	12%
Vineyard Station	331	358	8%
Draper Station	517	555	7%
Orem Central Station	1,100	1,139	4%

FrontRunner Stations Ridership — Saturdays

FrontRunner Station	Regular Service Ridership	Zero Fare Period Ridership	Percent Change
Salt Lake Central Station	538	2,013	274%
Woods Cross Station	223	716	221%
Roy Station	169	496	193%
Layton Station	256	730	185%
North Temple Station	697	1,978	184%
Lehi Station	246	648	163%
Farmington Station	335	874	161%
Vineyard Station	121	305	152%
Clearfield Station	255	620	143%
American Fork Station	192	420	119%
Ogden Station	792	1,663	110%
Draper Station	165	338	105%
South Jordan Station	192	377	97%
Murray Central Station	520	1,022	96%
Provo Central Station	775	1,467	89%
Orem Central Station	384	656	71%

Light Rail Stations — Top Ridership Increases by Station

Most light rail (TRAX & S-Line) stations experienced increases in ridership, with only a few exceptions that recorded declines in ridership. The top ten stations for weekdays, Saturdays, and Sundays are shown in the table below.

Light Rail Stations Ridership — Weekdays

Light Rail Station	Regular Service Boardings	Zero Fare Period Boardings	Percent Change
Planetarium Station	415	631	52%
Salt Lake Central Station	709	1,011	43%
Temple Square Station	455	645	42%
University South Campus Station	580	813	40%
City Center Station	1,595	1,973	24%
Old Greektown Station	291	359	23%
Fairpark Station	122	149	23%
Historic Gardner Station	80	97	22%
Arena Station	1,161	1,414	22%
Gallivan Plaza Station	997	1,182	19%

Light Rail Stations Ridership — Saturdays

Light Rail Station	Regular Service Boardings	Zero Fare Period Boardings	Percent Change
Arena Station	491	2,584	426%
Temple Square Station	292	1,421	386%
4800 W. Old Bingham Hwy Station	50	217	333%
North Temple Bridge/ Guadalupe Station	255	1,080	324%
Crescent View Station	67	270	306%
2700 W. Sugar Factory Rd Station	32	119	271%
Planetarium Station	459	1,674	265%
Historic Gardner Station	30	103	244%
Gallivan Plaza Station	538	1,845	243%
City Center Station	1,078	3,337	210%

Light Rail Stations Ridership — Sundays

Light Rail Station	Regular Service Boardings	Zero Fare Period Boardings	Percent Change
Arena Station	393	1,444	268%
Planetarium Station	209	645	208%
Temple Square Station	221	594	169%
North Temple Bridge/ Guadalupe Station	113	278	147%
5600 W. Old Bingham Hwy Station	6	14	140%
Gallivan Plaza Station	324	778	140%
West Valley Central Station	358	771	115%
4800 W Old Bingham Hwy Station	37	76	107%
Salt Lake Central Station	361	744	106%
Crescent View Station	58	117	99%

Bus Boarding Locations — Top Ridership Increases by Stop

Similar to UTA rail stations, many bus stops experienced significant increases in boardings during the free fare period.

Bus Stop Ridership — Weekdays

Bus Stop	Regular Service Boardings	Zero Fare Period Boardings	Percent Change
Salt Lake Central Station	495	2,228	350%
West Jordan City	339	1,064	214%
U Medical Center Station	348	982	182%
U Union Building	562	1,556	177%
Ogden Station	651	1,709	162%
200 S / Main St	636	1,627	156%
University Place Station	905	1,738	92%
Provo Central Station	1,265	2,194	73%
Murray Central Station	944	1,618	71%
West Valley Central Station	1,026	1,754	71%

Bus Stop Ridership — Saturdays

Bus Stop	Regular Service Boardings	Zero Fare Period Boardings	Percent Change
Salt Lake Central Station	141	516	267%
Ogden Station	297	1,068	260%
U Union Building	73	255	249%
Central Pointe Station	208	665	220%
Olympus Cove P&R	207	452	118%
200 S / Main St	207	434	109%
West Valley Central Station	478	990	107%
Millcreek Station	564	1,015	80%
Murray Central Station	549	734	34%
Provo Central Station	535	697	30%

Bus Stop Ridership — Sundays

Bus Stop	Regular Service Boardings	Zero Fare Period Boardings	Percent Change
Salt Lake Central Station	46	417	807%
U Union Building	47	146	211%
Ogden Station	64	180	181%
Solitude Moonbeam Lodge	71	190	168%
Central Pointe Station	56	134	139%
Murray Central Station	199	455	129%
West Valley Central Station	172	335	95%
Olympus Cove P&R	149	290	95%
200 S / Main St	103	194	88%
Millcreek Station	316	438	39%

Attachment 2 — Service Changes Summary

The summary of all supplemental NBA All-Star service changes between February 12-21, 2023, are listed in the table below:

Bus	
Shuttle	Special shuttle circulating from downtown hotels to Vivint Arena and the Salt Palace Convention Center every 15 minutes. - Feb. 14-16 and 20-21: 6-12 a.m.: Every 15 minutes - Feb. 17-19: 6-2:30 a.m.: Every 15 minutes
Route 2A & 2B	Route 2 temporarily adjusted to the 2A (running clockwise) and the 2B (running counter-clockwise). Routes 2A and 2B transported riders between the Salt Lake Central Station and the Huntsman Center every 6-9 minutes. - Feb. 14-16 and 20-21: 4-12 a.m.: Every 6-9 minutes - Feb. 17-19: 4-2 a.m.: Every 6-9 minutes
TRAX	
Green Line	During the NBA All-Star week, TRAX Green Line provided 24-hour service between the Airport Station and 600 South Station. The entire Green Line operated every 15-30 minutes until 2 a.m. between Feb. 17 and Feb. 19. <i>Feb. 12-21: 24-hour service between Airport and 600 South Station:</i> - Feb. 12-17 & 21: 5 a.m.-11 p.m.: Every 15 minutes 11 p.m.-5 a.m.: Every 30 minutes - Feb. 18-19: 6 a.m.-4 p.m.: Every 30 minutes 4 p.m.-11 p.m.: Every 15 minutes 11 p.m.-6 a.m.: Every 30 minutes - Feb. 20: 6 a.m.-11 p.m.: Every 15 minutes 11 p.m.-5 a.m.: Every 30 minutes <i>Service to all Green Line Stations:</i> - Feb. 17: 5 a.m.-11 p.m.: Every 15 minutes 11 p.m.-2 a.m.: Every 30 minutes - Feb. 18-19: 6 a.m.-4 p.m.: Every 30 minutes 4 p.m.-11 p.m.: Every 15 minutes

	• 11 p.m.-2 a.m.: Every 30 minutes • Feb. 20: • 6 a.m.-11 p.m.: Every 15 minutes • Feb. 21: • 5 a.m.-11 p.m.: Every 15 minutes
Red & Blue Lines	TRAX Red and Blue Lines operated every 15-30 minutes until 2 a.m. Red Line provided direct rail service to the Huntsman Center, and Blue Line connected attendees to Vivint Arena and Salt Palace Convention Center. • Feb. 14-16: (Blue & Red Lines) • 5 a.m.-11 p.m.: Every 15 minutes • Feb. 17: (Blue & Red Lines) • 5 a.m.-11 p.m.: Every 15 minutes • 11 p.m.-2 a.m.: Every 30 minutes • Feb. 18-19: (Blue Line) • 6 a.m. 4 p.m.: Every 30 minutes • 4 p.m.-11 p.m.: Every 15 minutes • 11 p.m.-2 a.m.: Every 30 minutes • Feb. 18-19: (Red Line) • 6 a.m.-5:30 p.m.: Every 30 minutes • 5:30 p.m.-11 p.m.: Every 15 minutes • 11 p.m.-2 a.m.: Every 30 minutes
FrontRunner	
FrontRunner	FrontRunner completed additional trips every 60 minutes until 2 a.m. and throughout the day on Sunday, Feb. 19. • Feb. 17-18: • 5 a.m.-2 a.m.: Every 60 minutes during weekday off-peak hours and Saturdays • Feb. 19: • 8 a.m.-2 a.m.: Every 60 minutes

Attachment 3 — Data Sources

The summary of data collection and informational sources are listed below.

Ridership

Automatic Passenger Counting (APC):

Ridership data on bus (including fixed route, flex route, Ski Bus), TRAX, S-Line and FrontRunner is collected using Automatic Passenger Counting (APC) systems installed on vehicles that automatically monitor passenger flow through optical sensors mounted above the doors. UTA uses two APC systems across different modes – 1) Urban Transportation Associate Automatic Passenger Counting system and 2) INIT Automatic Passenger Counting system.

Trapeze Pass System:

Ridership on Paratransit services is tracked via the Trapeze Pass System.

Via:

Via is UTA's contracted service provider for UTA On Demand services. Via provides UTA with data related to ridership and detailed trip trends on UTA On Demand.

UTA Ambassadors

The UTA Customer Service Department led the effort to develop and implement the UTA Ambassadors program. All volunteer shifts, locations, time slots, and communication channels were tracked and recorded on Microsoft Teams.

Customer Service

UTA Customer Service Department receives, tracks, and follows up on comments and questions submitted by customers via email, website, and phone. These comments are tracked and categorized in a database (TransTrack Systems).

UTA Police

UTA Police Department tracks calls for service and police responses (including police-initiated) for incidents on the transit system using individual officer reporting, along with Computer Aided Dispatch (CAD). Data in this report has been provided by UTA Police Department.

Access UTA's Open Data Portal for additional ridership data and more at rideuta.com/data.