

# UTA Board of Trustees Meeting

October 7, 2020



# Call to Order and Opening Remarks

Electronic Meetings Determination Statement



# Public Comment

Due to the format of the meeting, no in-person comment will be taken

Public comment was solicited prior to the meeting through alternate means, including email, telephone, and the UTA website

All comments received were distributed to the board before the meeting and will be attached as an appendix to the meeting minutes



# Safety First Minute



# Consent Agenda

- a. Approval of September 23, 2020 Board Meeting Minutes



# Recommended Action (by acclamation)

Motion to approve consent agenda



# Agency Report

- a. Autonomous Vehicle Shuttle Pilot Update
- b. Suicide Prevention Update



# Suicide Prevention Campaign Updates

- Out of the Darkness walk
  - Saturday, September 12
  - Sponsored by American Foundation for Suicide Prevention
  - UTA had 34 participants who raised \$1,665 in donations.
  - Out of 181 SLC area teams UTA came in 10<sup>th</sup>.
  
- “Live On” campaign
  - As part of the campaign, UTA partnered with the Utah Suicide Prevention Coalition
  - More than 1,000 ad boards at stations, stops, on trains and buses, as well as on our social media channels.
  - Our social media channels received 4,000 hits.
  
- Question, Persuade, Refer Suicide Prevention training program
  - UTA launched in September.
  - 35 internal certified instructors, conducted 2 classes.
  - By the end of 2020, there will be 5 more classes offered, and business units are working on roll-out.



## Suicide Prevention Campaign Updates

UTA participated in community events

- Clearfield Frontrunner Station on September 21
- Central Pointe TRAX Station on September 28
- Multiple community partners such as Department of Health, Communities that Care, and Blue Star Families.



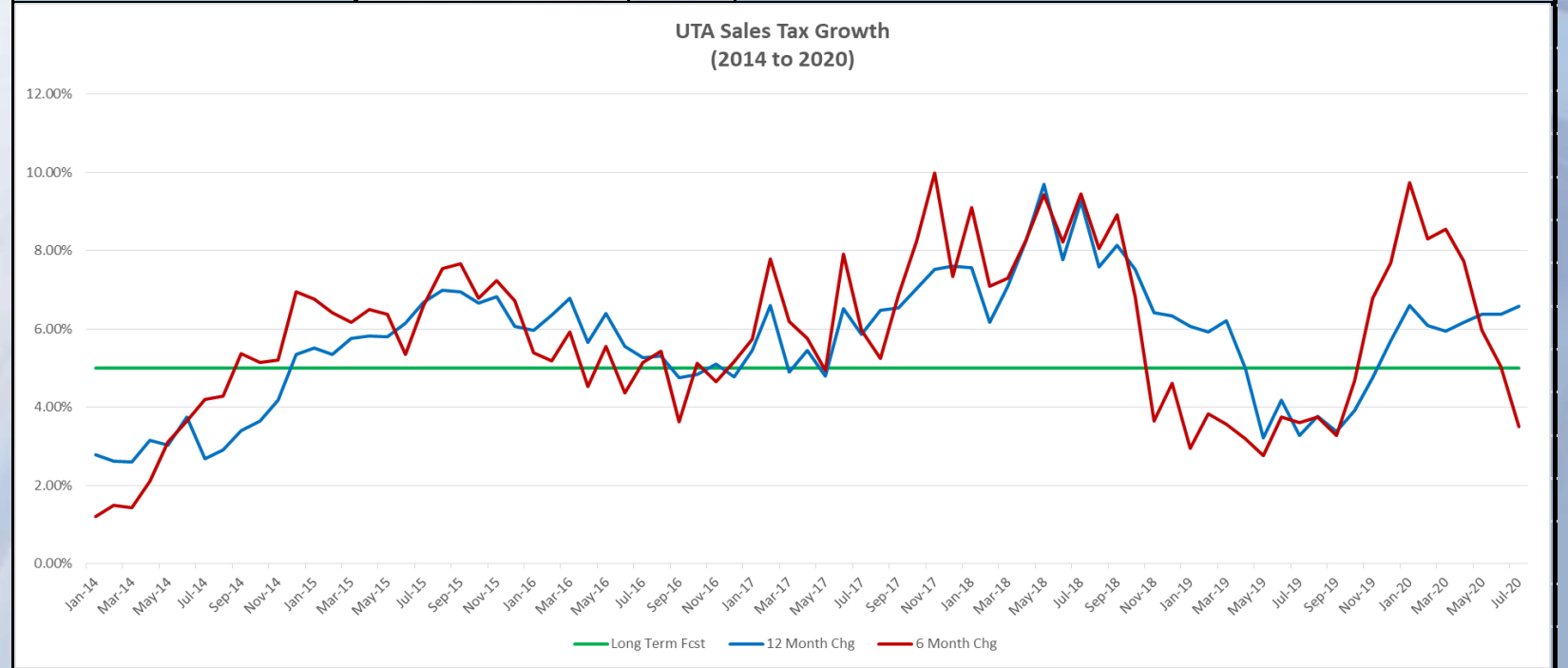
# Financial Report – August 2020



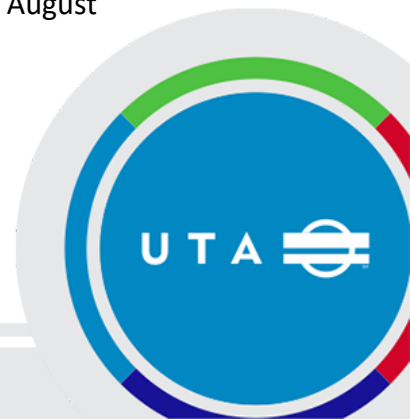
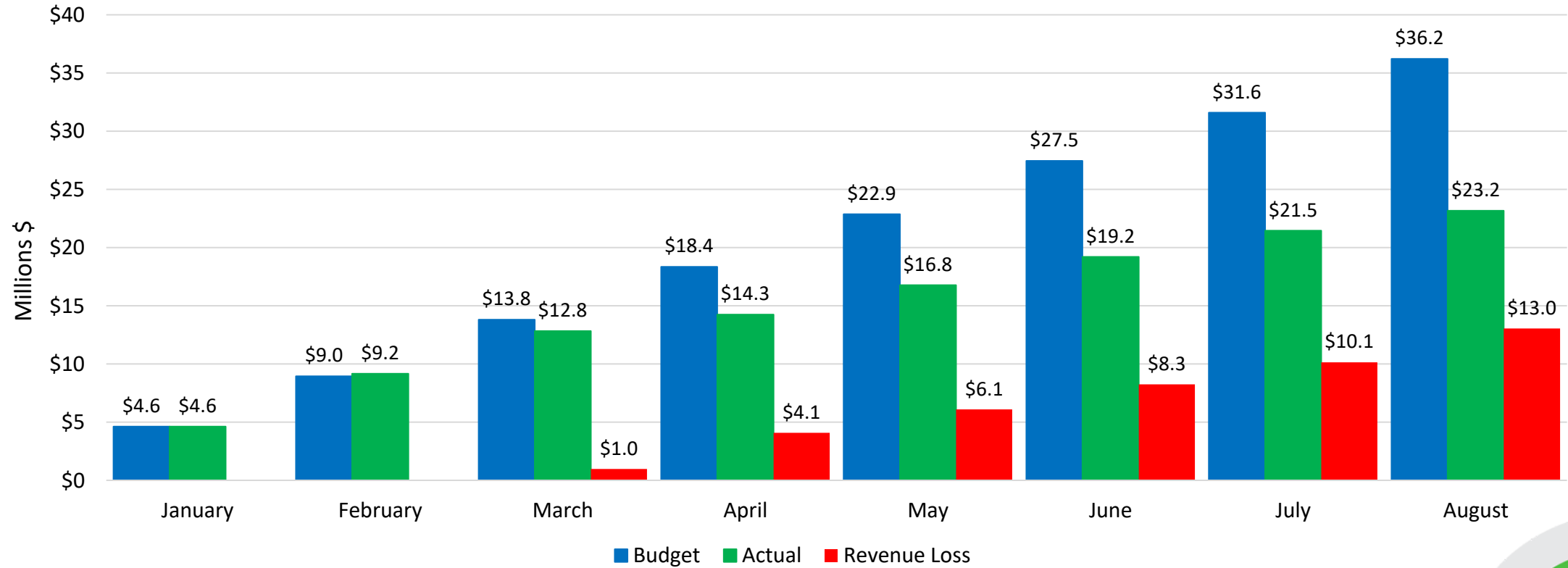
# UTA Board Dashboard

August 2020

Financial Metrics	Aug Actual	Aug Budget	Fav/ (Unfav)		YTD Actual	YTD Budget	Fav/ (Unfav)	
				%				%
Sales Tax (July '20 mm \$)	\$ 30.3	\$ 28.6	\$ 1.69	5.9%	\$ 197.8	\$ 195.5	\$ 2.37	1.2%
Fare Revenue (mm)	\$ 1.7	\$ 4.6	\$ (2.91)	-62.8%	\$ 23.2	\$ 36.2	\$ (13.05)	-36.0%
Operating Exp (mm)	\$ 21.3	\$ 25.8	\$ 4.46	17.3%	\$ 187.8	\$ 207.7	\$ 19.90	9.6%
Subsidy Per Rider (SPR)	\$ 12.64	\$ 5.88	\$ (6.76)	-115.0%	\$ 9.70	\$ 5.88	\$ (3.82)	-65.0%
UTA Diesel Price (\$/gal)	\$ 1.52	\$ 2.50	\$ 0.98	39.2%	\$ 1.45	\$ 2.50	\$ 1.05	41.9%
Operating Metrics	Aug Actual	Aug-19	F/ (UF)	%	YTD Actual	YTD 2019	F/ (UF)	%
Ridership (mm)	1.55	3.80	(2.2)	-59.1%	16.96	28.75	(11.8)	-41.0%
Alternative Fuels	CNG Price (Diesel Gal Equiv)		\$ 1.39					

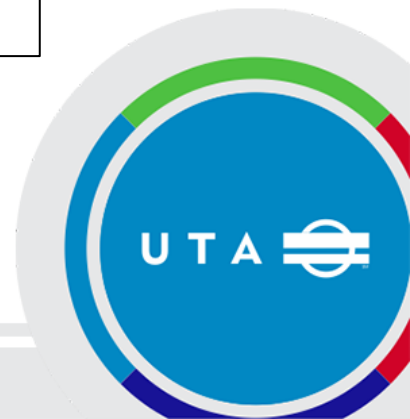
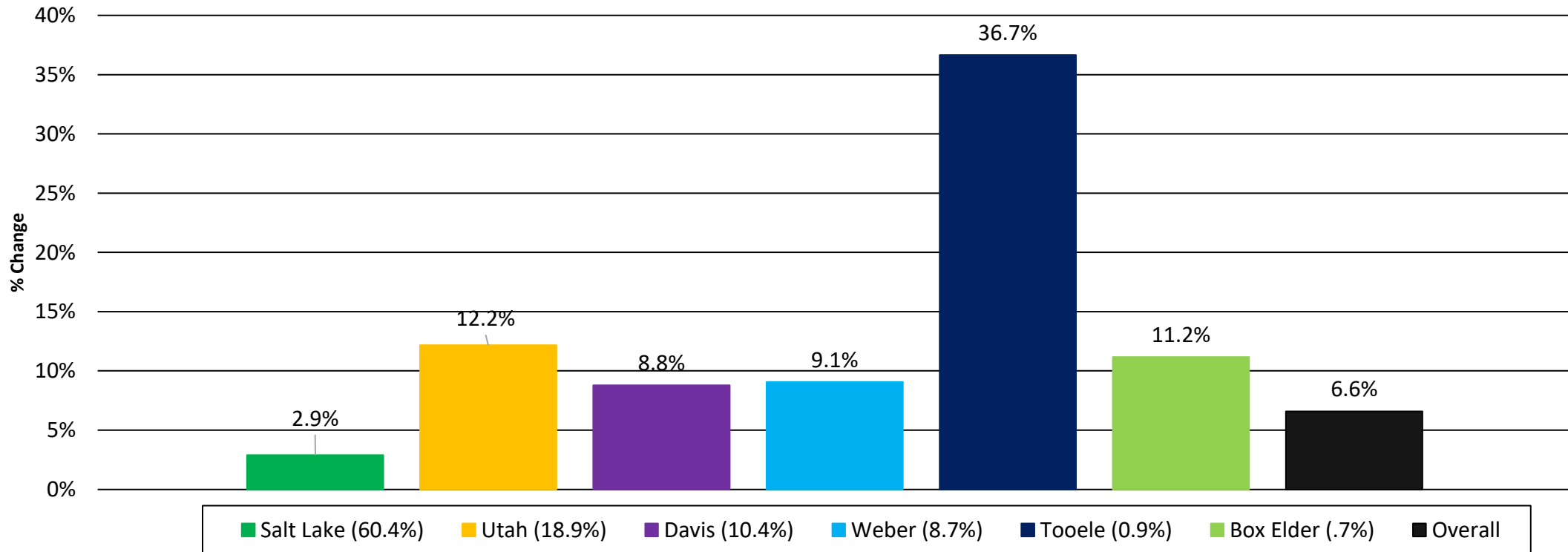


# 2020 Passenger Revenues Thru August 31 (\$23.2 million)

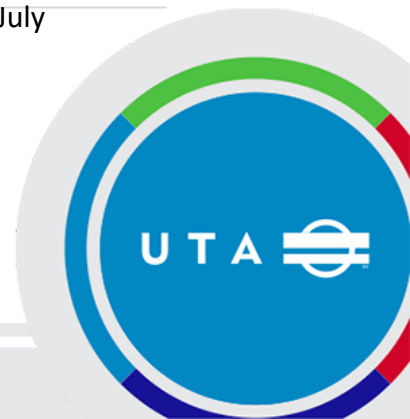
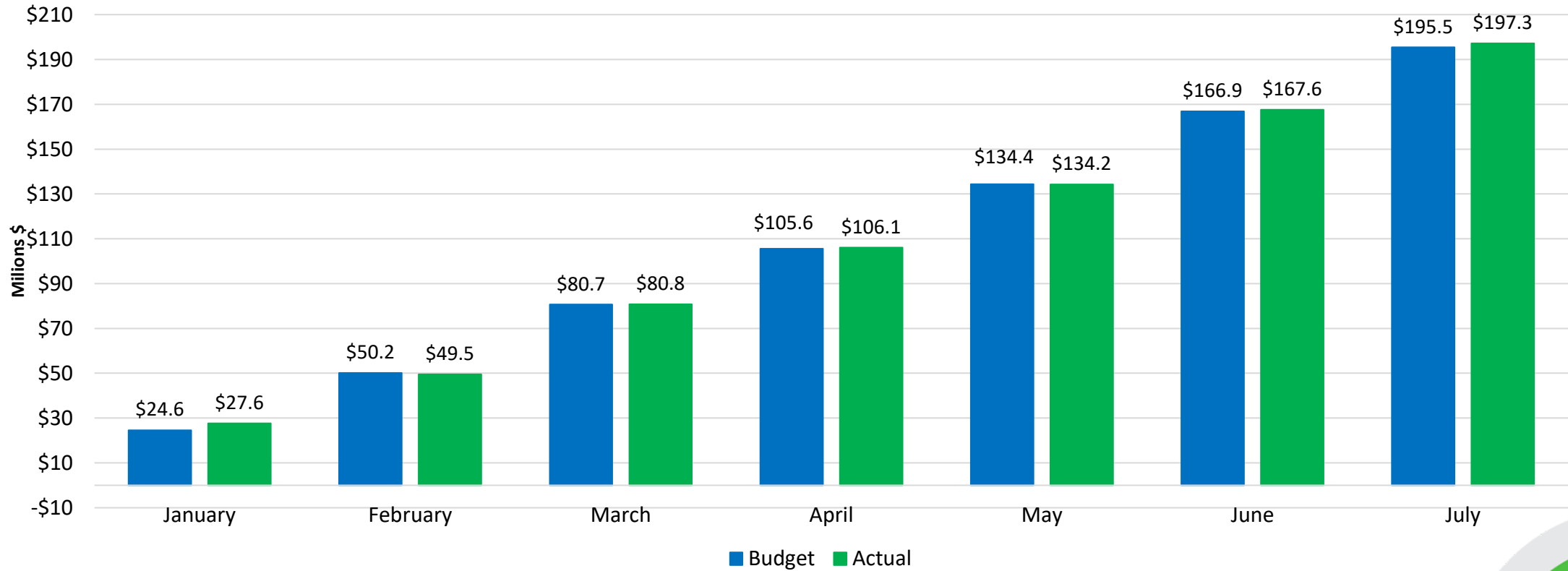


# Sales Tax Collections

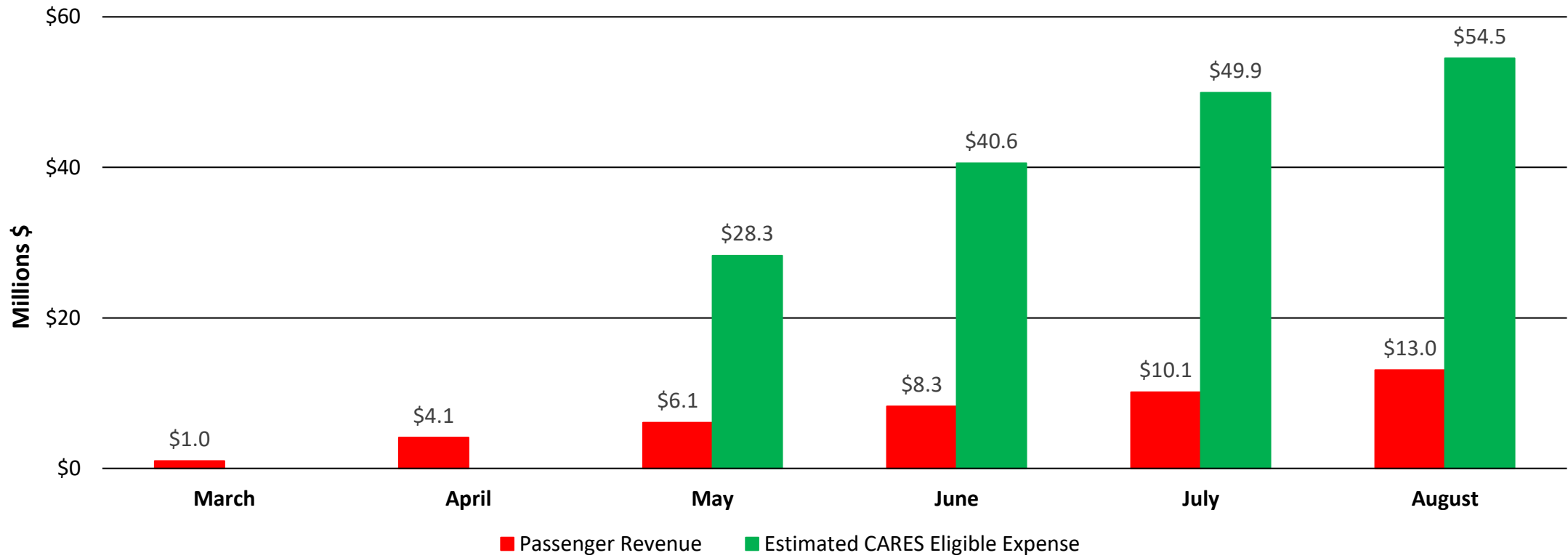
(Percentage Growth 2020 over 2019 for 12 months ended July 31)



# 2020 Sales Tax Revenues Thru July (\$197.3 million)



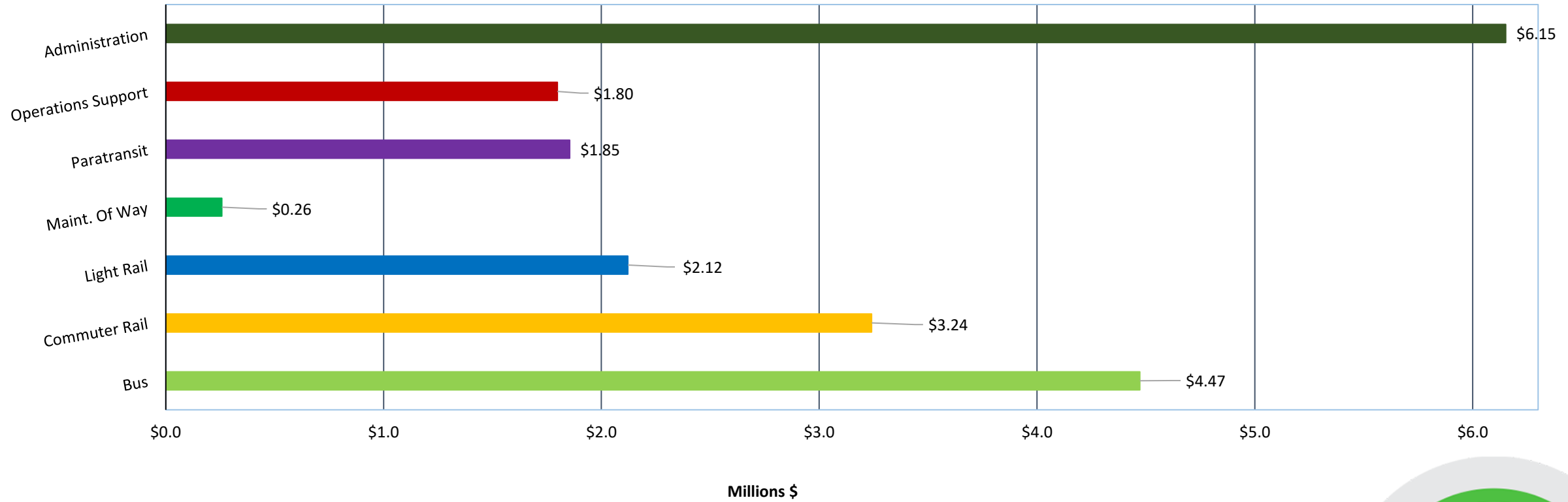
# YTD Revenue Loss and CARES Funding Estimates (cumulative)



Note: Passenger Revenue loss thru August



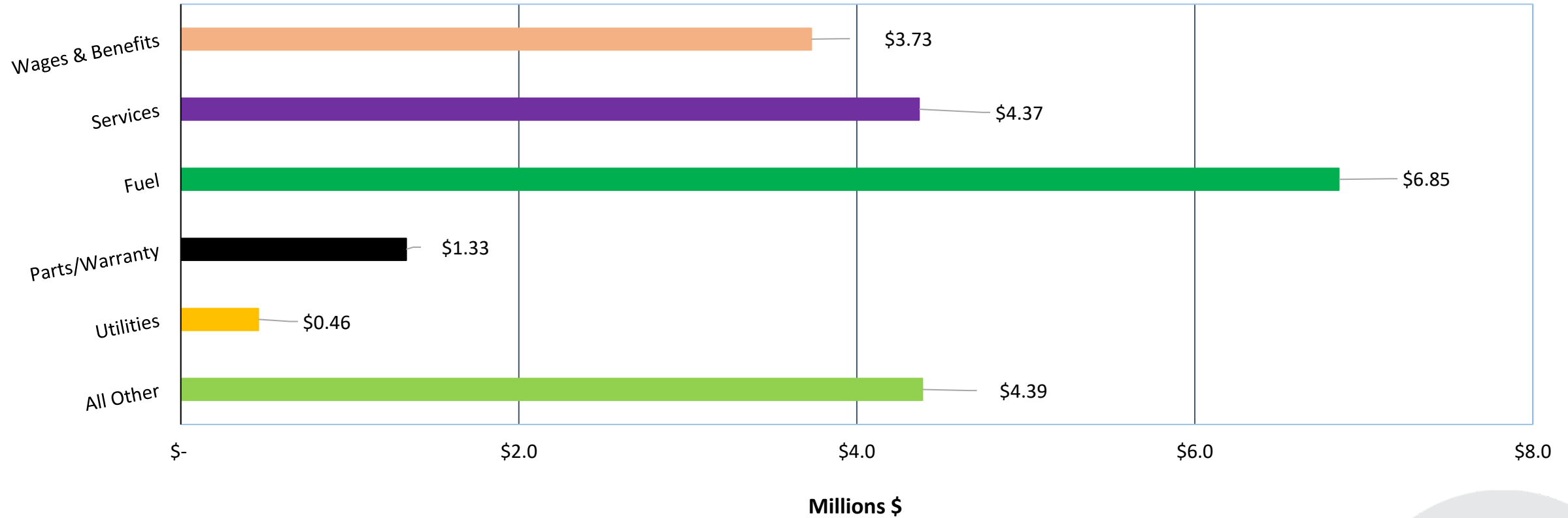
# 2020 Operating Expense Thru August 31 – Variance by Mode (\$19.9 million)



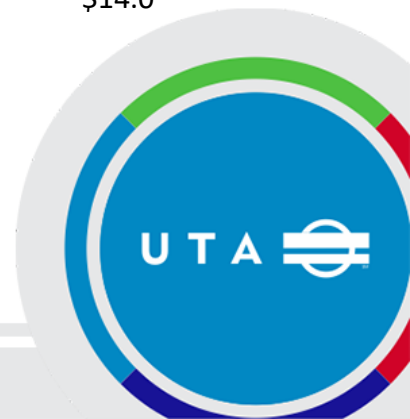
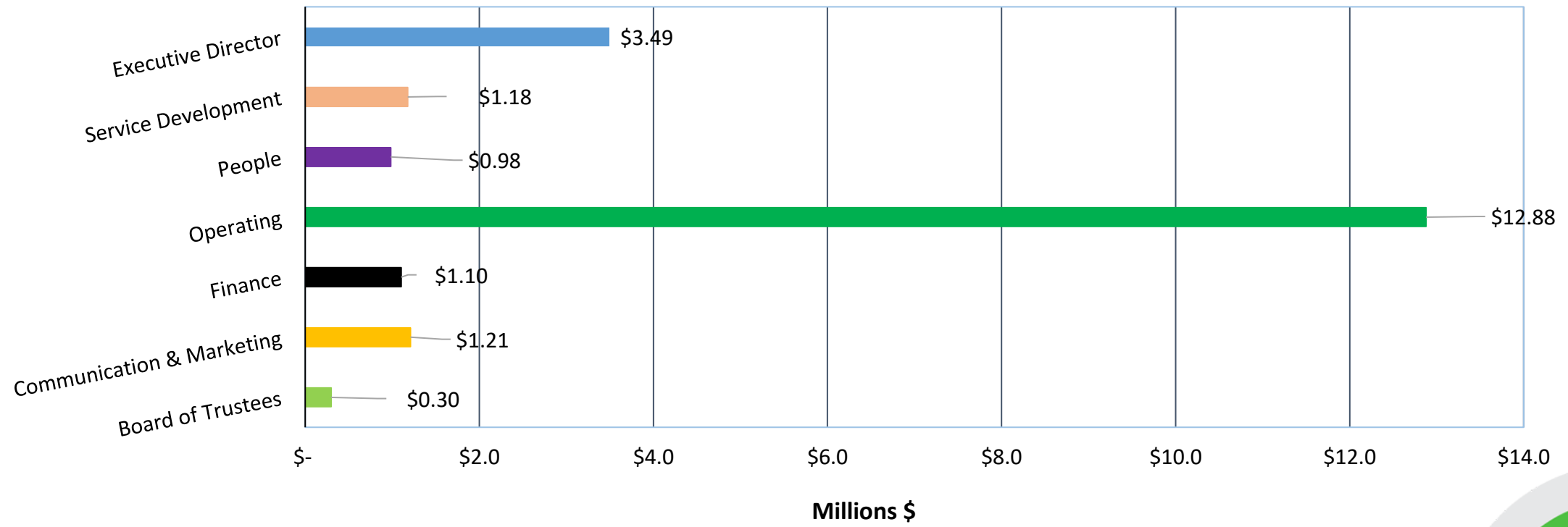


# 2020 Total Expense Thru August 31 - Variance by Expense Type (\$21.1 million)

UTAH TRANSIT AUTHORITY



# 2020 Total Expense Thru August 31 - Variance by Chief Officer (\$21.1 million)



# Discussion Items



# **Little Cottonwood Canyon Environmental Impact Statement (EIS) Process Review**





# Little Cottonwood Canyon

**ENVIRONMENTAL  
IMPACT STATEMENT**

## S.R. 210 | Wasatch Blvd. to Alta

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Utah Transit Authority

# Study Area



# Project Purpose

*“To substantially improve safety, reliability and mobility on S.R. 210 from Fort Union Blvd. through the town of Alta.”*

## WHAT ARE RELIABILITY AND MOBILITY?

**Reliability** refers to the degree of certainty and predictability in travel times on the transportation system.

**Mobility** refers to the ability and level of ease to travel along a roadway.

## OBJECTIVES



**Avalanche  
Mitigation**



**Wasatch  
Boulevard**



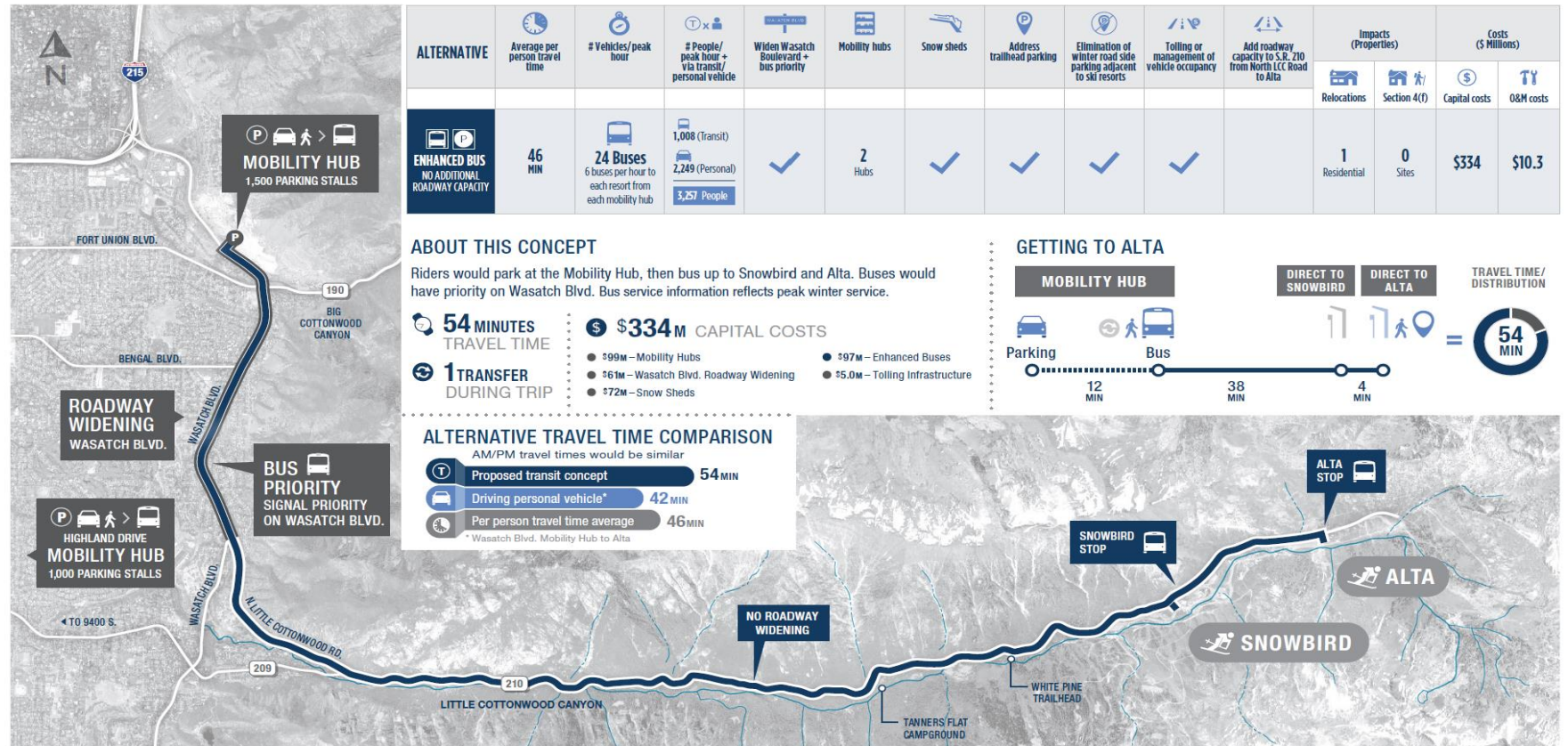
**Trailhead  
Parking**



**Little Cottonwood  
Mobility**

# Enhanced Bus Service

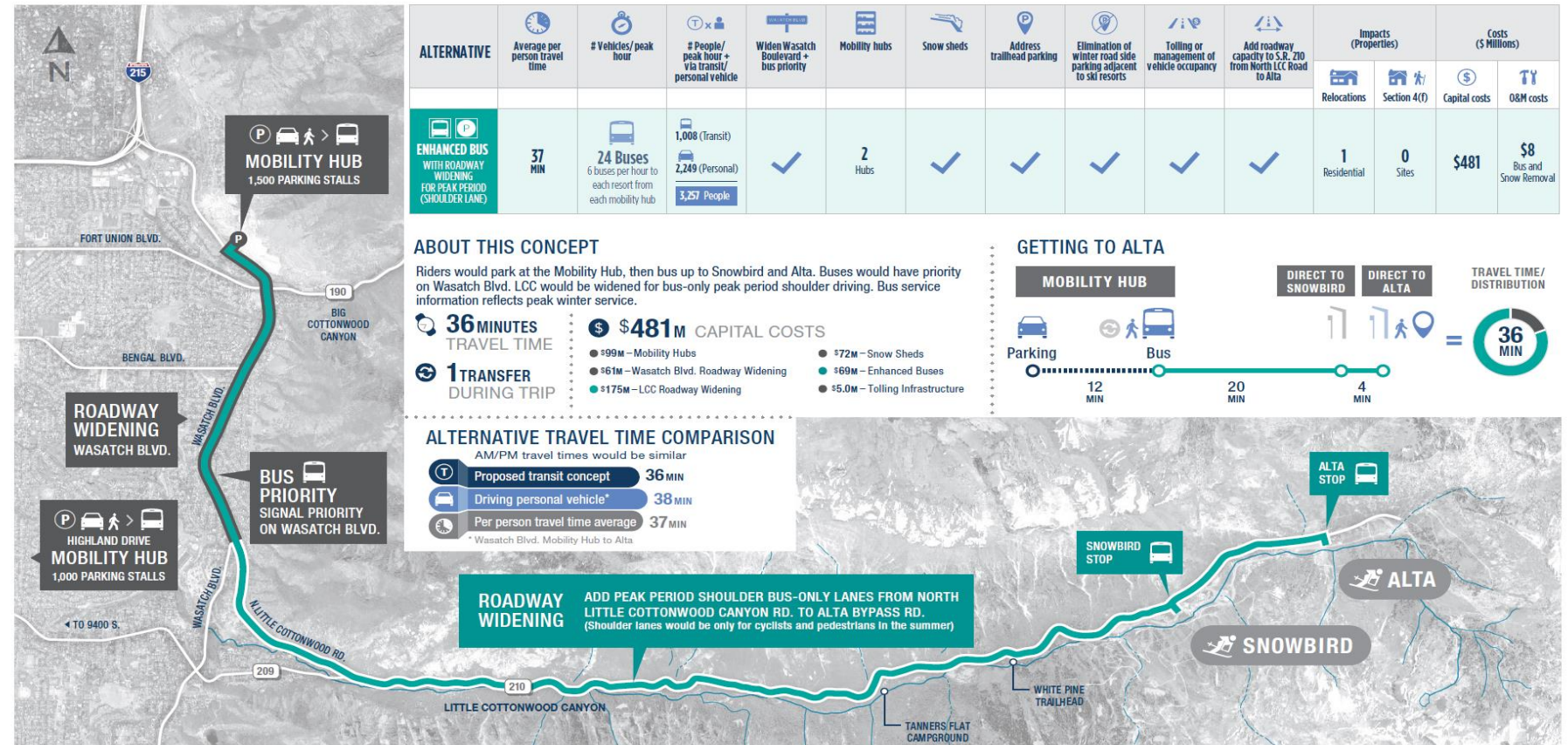
## ENHANCED BUS SERVICE ALTERNATIVE (WITH NO ADDITIONAL ROADWAY CAPACITY ON S.R. 210 IN LCC)





# Enhanced Bus Service + Bus Lane in LCC

## ENHANCED BUS SERVICE WITH PEAK PERIOD SHOULDER LANE (PPSL) ALTERNATIVE



9/16/2020



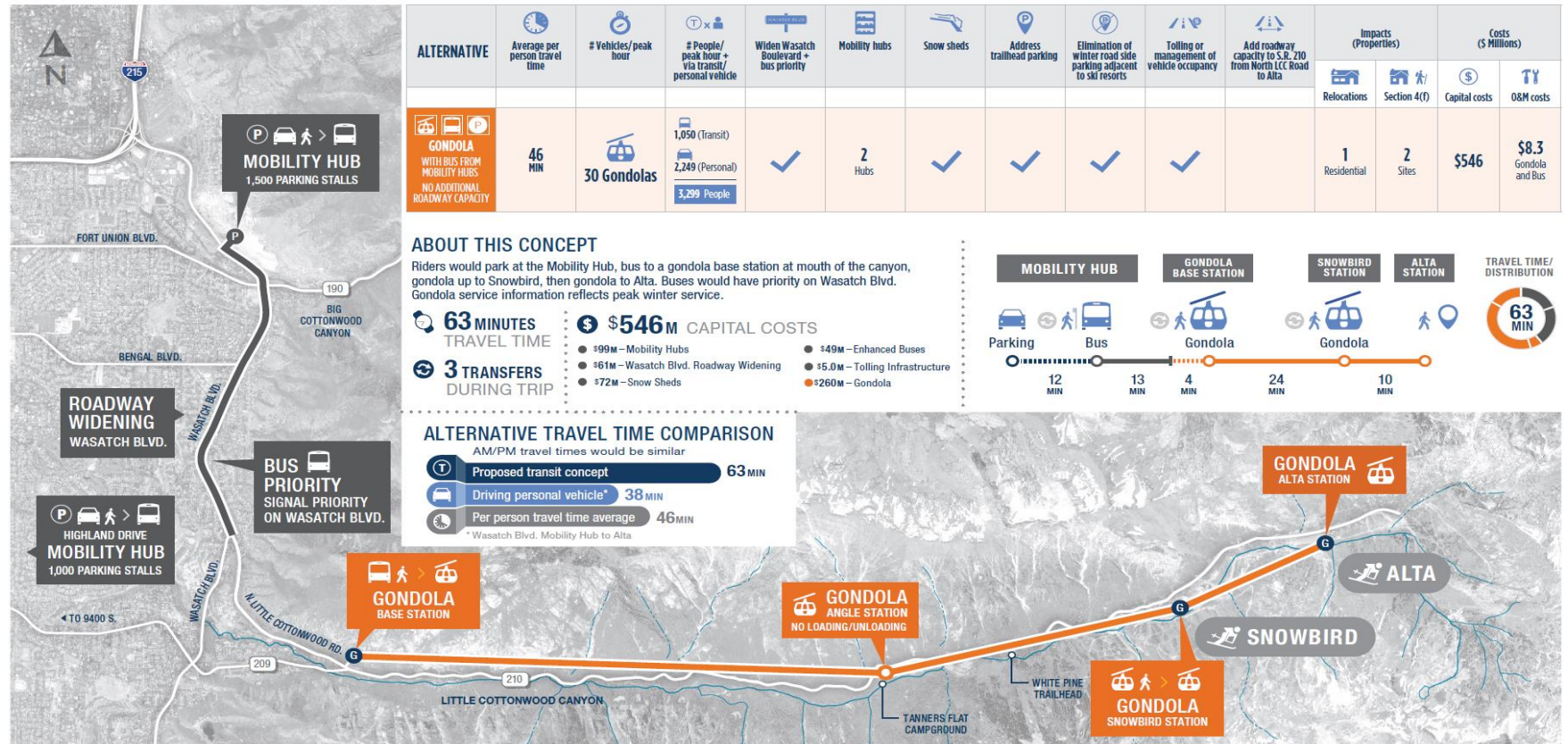
Little Cottonwood Canyon **ENVIRONMENTAL IMPACT STATEMENT**  
S.R. 210 | Wasatch Blvd. to Alta



# Gondola

## GONDOLA ALTERNATIVE (BASE STATION AT LITTLE COTTONWOOD PARK AND RIDE)

Little Cottonwood Canyon **ENVIRONMENTAL IMPACT STATEMENT**  
S.R. 210 | Wasatch Blvd. to Alta



9/16/2020



Little Cottonwood Canyon **ENVIRONMENTAL IMPACT STATEMENT**  
S.R. 210 | Wasatch Blvd. to Alta



# Gondola

## GONDOLA ALTERNATIVE (BASE STATION AT LA CAILLE)

Little Cottonwood Canyon **ENVIRONMENTAL IMPACT STATEMENT**  
S.R. 210 | Wasatch Blvd. to Alta

ALTERNATIVE	Average per person travel time	# Vehicles/peak hour	# People/peak hour + via transit/personal vehicle	Widen Wasatch Boulevard + bus priority	Mobility hubs	Snow sheds	Address trailhead parking	Elimination of winter road side parking adjacent to ski resorts	Tolling or management of vehicle occupancy	Add roadway capacity to S.R. 210 from North LCC Road to Alta	Impacts (Properties)		Costs (\$ Millions)	
											Relocations	Section 4(f)	Capital costs	O&M costs
<b>LA CAILLE GONDOLA</b> WITH BUS FROM MOBILITY HUBS NO ADDITIONAL ROADWAY CAPACITY	45 MIN Driving to base station 45 MIN Bus to base station	30 Gondolas	1,050 (Transit) 2,249 (Personal) 3,299 People	✓	3 Hubs	✓	✓	✓	✓		1 Residential 2 Sites	\$620	\$6.9 Gondola and Bus	

### ABOUT THIS CONCEPT

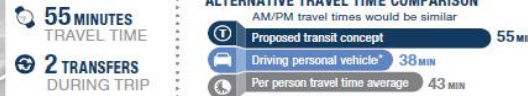
Riders would either park at a parking structure at the gondola base station and then take the gondola directly to Snowbird, then to Alta or take a bus from a mobility hub to the gondola base station, then take the gondola to Snowbird, then to Alta. Buses would have priority on Wasatch Blvd. Gondola service information reflects peak winter service.

### \$620M CAPITAL COSTS

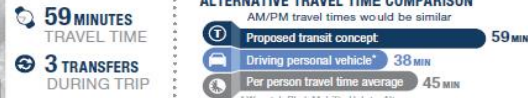
- 199M - Mobility Hubs
- 172M - Snow Sheds
- 15M - Tolling Infrastructure
- 161M - Wasatch Blvd. Roadway Widening
- 126M - Enhanced Buses
- 1375M - Gondola



### DRIVING TO BASE STATION



### BUS TO BASE STATION



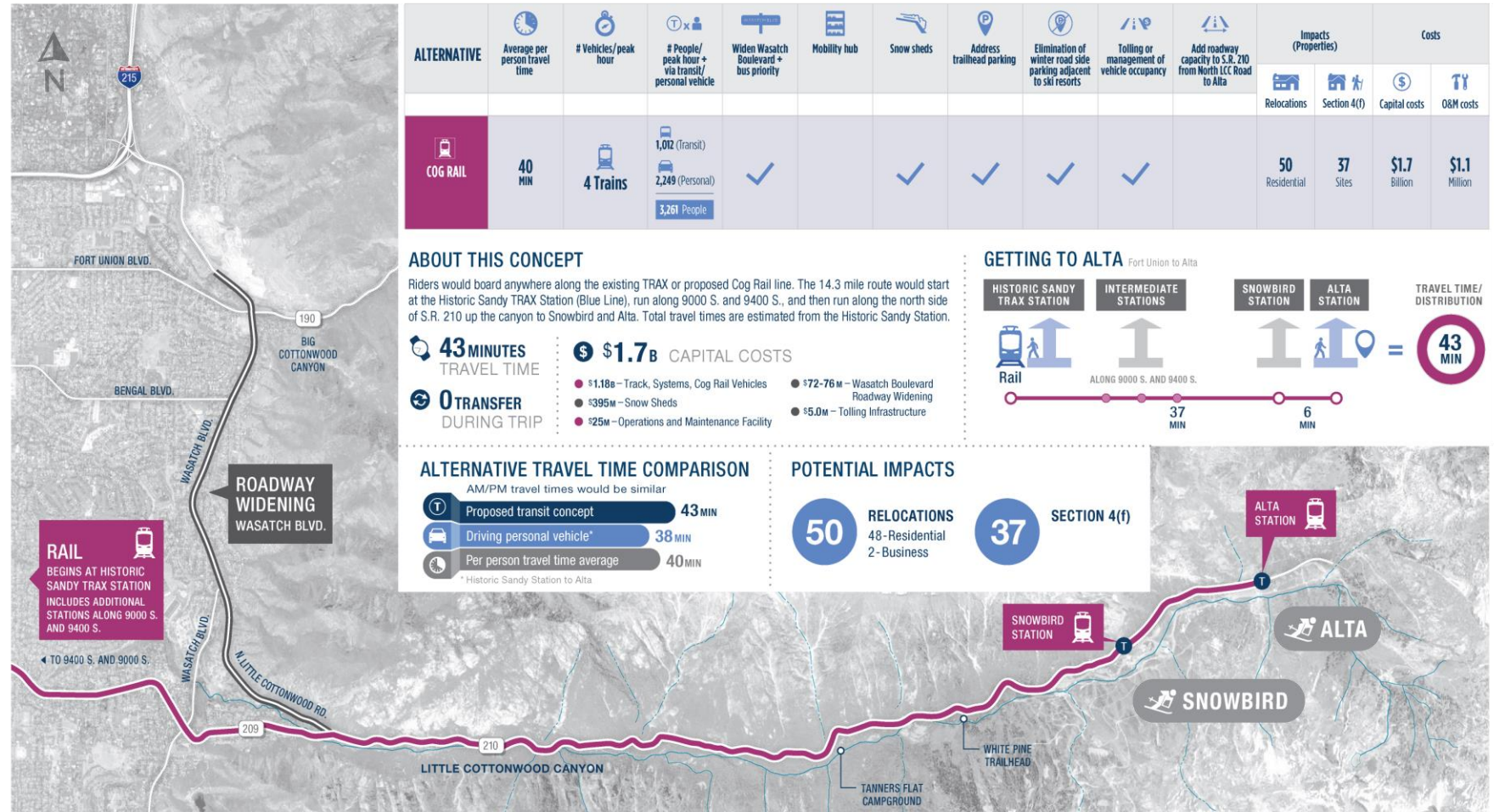
9/16/2020



Little Cottonwood Canyon **ENVIRONMENTAL IMPACT STATEMENT**  
S.R. 210 | Wasatch Blvd. to Alta



# Cog Rail - Original



# Components of Reasonable Alternatives



**Mobility hub**



**Widen Wasatch Boulevard**



**Snow Sheds**



**Address trailhead parking**



**Elimination of winter road side parking adjacent to ski resorts**

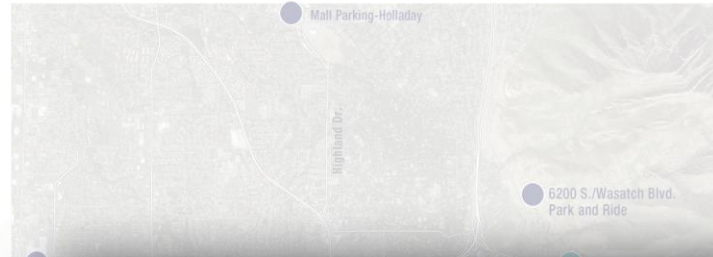
# Mobility Hubs



Alternative	Screening Results (Red=Eliminated, Green=Pass)				Notes
	Available (Yes/No)	Convenient Access (Yes/No)	Lot Size	Pass Screening (Yes/No)	
Little Cottonwood Canyon Park and Ride	Yes	Yes	1.3 acres	No	Lot size is too small to accommodate parking requirements and would result in potential traffic congestion at the S.R. 209/S.R. 210 intersection similar to existing conditions.
Big Cottonwood Canyon Park and Ride	Yes	Yes	1.6 acres	No	Lot size is too small to accommodate parking requirements.
9400 South/Highland Drive Park and Ride	Yes	Yes	4 acres	Yes	—
6200 South/Wasatch Blvd. Park and Ride	Yes	Yes	1.6 acres	No	Lot size is too small to accommodate parking requirements in Little Cottonwood Canyon.
Reams Market at 7200 South	No	Yes	500 parking stalls	No	Currently in use for commercial business. Lot would not be available.
Tree Farm off of Wasatch Blvd.	Yes	No	28.9 acres	No	The lot includes steep terrain that may make construction difficult. In addition, the lot would put a high level of traffic in residential area and would be located in a residential area not compatible with a parking structure.
3662 North Little Cottonwood Canyon Rd.	Yes	No	6.85 acres	No	Location would cause congestion on Wasatch Blvd. during peak use times in a residential area similar to current conditions. Land is between two residential subdivisions which would not be compatible with a parking structure.
Swamp Lot	Yes	No	2.1 acres	No	Lot size is too small to accommodate parking requirements for Little Cottonwood Canyon.
Lower Canyon	Yes	No	6.5 acres	No	The lot would impact a heavily used Little Cottonwood Canyon hiking trail and would be immediately adjacent to Little Cottonwood Canyon Creek. Lot would result in potential traffic congestion at the S.R. 209/S.R. 210 intersection similar to existing conditions.
School and Church Parking Lots	No	No	Not applicable	No	Church lots would not be available on Sundays and some weekends during special events. School lots may not be available during weekdays, weekends during special events and some holidays.
Existing Business Parking at I-215/6200 South	No	Yes	3,000 parking stalls	No	An agreement with the owner would need to be reached to allow use and address liability concerns. Lot may not be available on weekdays and holidays.
Gravel Pit	Yes	Yes	65 acres	Yes	—
Mall Parking – Holladay	Yes	No	48 acres	No	Area does not have convenient freeway access. Would increase transit travel times and out-of-direction travel for users.
Mall Parking – Fashion Place	No	Yes	4,900 parking stalls	No	Currently in use for commercial business and would not be available on weekdays, weekends and holidays.

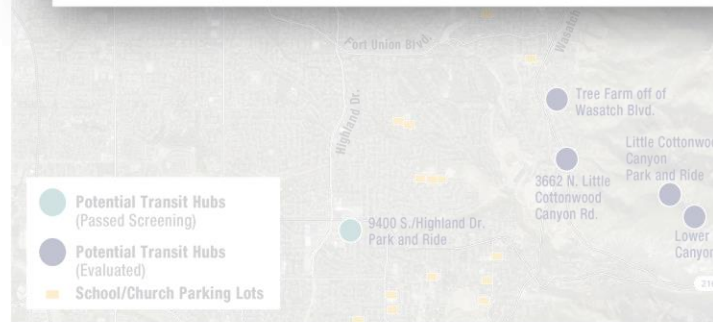
Transit Ridership	Daily Ridership	Estimated Number of Parking Stalls		Parking Garage Size (square feet)		Cost (millions)	
	Little Cottonwood Canyon	North Hub	South Hub	North Hub	South Hub	North Hub	South Hub
30% ridership	5,200	1,440	960	474,470	316,313	\$31	\$20

# Mobility Hubs



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# Travel Demand Management

- Travel demand management goals
  - Reduce personal vehicle use
  - Incentivize bus or gondola use
  - Part of all three primary alternatives
- Strategies on S.R. 210 in Little Cottonwood Canyon
  - Toll on S.R. 210 during busy winter periods
  - Vehicle occupancy restrictions (e.g., no single occupant vehicles)
- Considerations
  - Transit will provide alternate mode to ski resorts
  - Only toll upper canyon near resorts served by transit
  - No toll or vehicle restrictions in lower canyon
  - Provide for no toll periods when traffic volumes are low



# Process and Schedule



# Comments Received

- Screening Report - 35 Day Comment Period
  - About 6,500 comments
  - Major theme – “Need a transportation solution”
  - Many supported a specific alternative
  - Comments & FAQ Available
  - Key concerns – no specific order
    1. Visual impacts
    2. Water quality impacts
    3. Overcrowding
    4. Year around access
    5. Access to recreation & Winter access

# Questions?



# **Draft UTA Fare Policy and Rates, Title VI Fare Equity Analysis, and Public Involvement Report**



# Fare Policy Overview

**Monica Morton, Fares Director**



# Goals

- **Simplify and streamline** the overall public fare structure.
- **Apply consistent multipliers** to the base fare to simplify how the pricing of other public fares and passes are determined.
- Streamline the public fare structure by creating a **single fare for all premium bus services**.
- Change current discount structures **to align with other discount levels**.
- **Eliminate some fare products** for simplification.



# Fare Rate Multipliers


Description	Rate	Multiplier
Day	2 X	Base Rate (\$2.50)
Regular Monthly	34 X	Base Rate
Premium Rate *	2 X	Base Rate
Premium Monthly**	34 X	Premium Rate (\$5.00)

\*Now include Express Bus, Ski Bus, and the Salt Lake - Park City Express, FrontRunner pricing is the same

\*\*Includes Bus, TRAX, FrontRunner



# Base Fare Multipliers

	SINGLE RIDE	MULTIPLIERS	
<b>BASE FARE</b> THE BASE ADULT ONE-WAY FARE.	 <b>\$2.50</b>	Monthly Passes are used about 34 times a month <u><b>\$2.50x34</b></u> <b>\$85</b>	Day Passes are used about twice a day <u><b>\$2.50x2</b></u> <b>\$5</b>





# Premium Fare Multipliers

	SINGLE RIDE	MULTIPLIERS	
<b>PREMIUM BUS FARE</b> PREMIUM SERVICES INCLUDE EXPRESS BUS, SKI BUS, AND PARK CITY EXPRESS*	 <b>\$5.00</b>	Premium Fare is 2xBase Fare. <u>2X\$2.50</u> <b>\$5.00</b>	Premium Monthly Passes are used about 34 times a month <i>(these include FrontRunner)</i> <u>\$5.00x34</u> <b>\$170</b>

\*Services listed are Premium Bus Services



# Discounts

Group	Current Discount	New Discount	Parameters
Youth	25%	50%	6 to 18 years old
Horizon	25%	50% (regular monthly pass only)	Valid Horizon card
FAREPAY	40% on bus, 20% on TRAX and FR	20% (all modes)	FAREPAY Card
Disability	50%	50%	Application process
Seniors	50%	50%	65 years or older
Medicare Card	50%	50%	Medicare Card

# Fare Products & Media

Eliminate	Replacement
Premium Monthly Upgrade Pass	Monthly Premium Pass
Tokens, including 10- & 50-packs*	Monthly pass, FAREPAY Card, Cash, mobile app, One-way ticket
Park City 30-day pass	FAREPAY Card, Cash
Flex Route Deviations Punch Pass	Cash
Monthly passes sold on TVMs	Monthly passes sold at Customer Service outlets, online, or through mobile app

\*Token sales would discontinue 12/1/2020; tokens would be accepted until August Change Day 2021.

# Proposed Changes

## Local Bus Service & TRAX

Current Fare

Effective 12/1/20

Adult Cash One-Way	\$2.50	\$2.50
Senior Cash One-Way	\$1.25	\$1.25
Reduce Fare Cash One-Way	\$1.25	\$1.25
Adult Monthly Pass	\$83.75	<b>\$85.00</b>
Senior Monthly Pass	\$41.75	<b>\$42.50</b>
Reduced Fare Monthly Sticker	\$41.75	<b>\$42.50</b>
Student/Youth Monthly Pass	\$62.75	<b>\$42.50</b>
Day Pass	\$6.25	<b>\$5.00</b>
Round Trip Ticket (TRAX only)	\$5.00	<b>Eliminated</b>
Route Deviation (Flex routes)	\$1.25	\$1.25
Route Deviation 10-Punch Pass (Flex routes)	\$12.50	<b>Eliminated</b>
Tokens at Pass Outlets (including 10- and 50-packs)	Quantity dependent	<b>Eliminated</b>

# Proposed Changes

## Premium Express Bus Service and FrontRunner

Premium Express Bus Cash One-Way	\$5.50	\$5.00
Premium Senior/Reduced Fare Cash One-Way	\$2.75	\$2.50
Premium Student/Youth One-Way	\$5.50	\$2.50
Park City One-Way	\$4.50	\$5.00
FrontRunner Base Fare	\$2.50	\$2.50
<i>Each additional station</i>	\$0.60	\$0.60
FrontRunner Senior/Reduced Base Fare	\$1.25	\$1.25
<i>Each additional station</i>	\$0.30	\$0.30
FrontRunner Youth/Student Base Fare	\$2.50	\$1.25
<i>Each additional station</i>	\$0.60	\$0.30
Premium Monthly Pass	\$198.00	\$170.00
Premium Senior/Reduced Monthly Pass	\$99.00	\$85
Premium Student/Youth Monthly Pass	\$148.50	\$85
Upgrade from Regular to Premium Monthly Pass	\$114.25	Eliminated
Park City 30-Day Pass	\$162.00	Eliminated

# Proposed Changes

## FAREPAY

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FAREPAY Local Bus Adult One-Way	\$1.50	<b>\$2.00</b>
FAREPAY TRAX Adult One-Way	\$2.00	\$2.00
FAREPAY Premium Express Bus	\$4.40	<b>\$4.00</b>
FAREPAY FrontRunner Adult One-Way	\$2.00	\$2.00

## Paratransit

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Paratransit Cash	\$4.00	\$4.00
Paratransit 10-Punch Pass	\$40.00	\$40.00

## Ski Service

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Ski Service Cash	\$4.50	<b>\$5.00</b>
Ski Senior/Reduced Cash	\$2.25	<b>\$2.50</b>
Intra-Canyon Ski Cash	\$0	\$0

## Other Fares

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Low Income Discount/Horizon Monthly Pass	\$62.75	<b>\$42.50</b>
Group Pass	\$15.00	\$15.00

# Public Engagement Report

**Megan Waters, Community Engagement Manager**



# Overview of Engagement



Component	Dates	Additional Detail
Public comment period	July 22 – August 21	Public hearing notice published 7/22. Comment accepted via email, mail, online forum, phone, and in-person at Customer Service locations.
Public hearing (Virtual)	August 6, 6pm	Held virtually over Zoom. The Fares Department presented information about proposed changes and answered questions. A recording was made available following the event.
Customer Service Open House	July 22 – August 21	Customer service offices across the service area (4 locations) supported ongoing informal “open house” in-person opportunities for members of the public to learn more and provide comment onsite.
Virtual engagement	July 22 – August 21	Available throughout the comment period online, included virtually accessible information and feedback opportunities through rideuta.com and OpenUTA.



# Promotion of Engagement Opportunities

Method	Approximate Reach
Internal collaboration and information-sharing	9 departments engaged
External partner collaboration and information-sharing	14+ partners engaged <i>CAC, Univision, Art in Motion Partners, SL Valley Coalition to End Homelessness, Utah Nonprofits, Division of Multicultural Affairs, and others.</i>
Public Hearing Notices	6 publications
Social Media	UTA, plus partner social media Total reach = 25,000+
Website	3600 page views
Customer Service	7 official comments, many more interactions

# PROPOSED FARE CHANGES

	SINGLE RIDE	MULTIPLIERS	DISCOUNTS			
<b>BASE FARE</b> THE BASE ADULT ONE-WAY FARE.	 <b>\$2.50</b>	Monthly Passes are used about 34 times a month $\$2.50 \times 34$ <b>\$85</b>	Day Passes are used about twice a day $\$2.50 \times 2$ <b>\$5</b>	Youth Discount 50% $\$2.50 / 2$ One-Way Fare <b>\$1.25</b> Monthly Pass <b>\$42.50</b>	Horizon Discount 50% $\$2.50 / 2$ Monthly Pass <b>\$42.50</b>	FAREPAY Discount 20% $\$2.50$ One-Way Fare <b>\$2.00</b>
<b>PREMIUM BUS FARE</b> PREMIUM SERVICES INCLUDE EXPRESS BUS, SKI BUS, AND PARK CITY EXPRESS*	 <b>\$5.00</b>	Premium Fare is 2x Base Fare. $2 \times \$2.50$ <b>\$5.00</b>	Premium Monthly Passes are used about 34 times a month (these include FrontRunner) $\$5.00 \times 34$ <b>\$170</b>			

\*Services listed are Premium Bus Services

## GOOD NEWS

- Premium Monthly Pass (Bus, TRAX, FrontRunner) reduced from \$198 to \$170
- Round Trip replaced with Day Pass, which is reduced from \$6.25 to \$5.00
- Youth discount increased from 25% to 50% = Monthly Pass price reduced from \$62.70 to \$42.50
- Horizon card discount from increased 25% to 50% = Monthly Pass price reduced from \$62.70 to \$42.50
- Express bus fare reduced from \$5.50 to \$5.00

## ELIMINATE FARE PRODUCTS

- Premium monthly upgrade pass
- All token sales including 10-pack and 50-pack (credit for tokens will be available)
- Park City 30-Day pass
- Flex Route Deviations Punch Pass
- Monthly passes sold on Ticket Vending Machines (TVMs)

\*Fares not listed are not changing

LEARN MORE AT [rideuta.com/farechanges](http://rideuta.com/farechanges) **U T A** 



# Public Comment

Mode	Comments (#)
Email	29
Mail	0
Customer Service – Phone	7 <i>Board received - 1</i>
Customer Service – Onsite	7
OpenUTA	74
Virtual Public Hearing	3
<b>Total Official</b>	<b>120</b>
<i>Unofficial</i>	
<i>Social Media</i>	55
<i>Other</i>	4



# Public Comment

Theme	Against	Support	Other	Theme	Against	Support	Other
<b>General</b>	24	27		<b>Discounts</b>		4	2
<b>Regular Monthly</b>	7		1	<b>Deviation Punch Pass</b>	2		1
<b>Premium</b>	1	6		<b>Ski Service</b>	2	1	2
<b>Express Bus</b>	1	3		<b>Outlets/POS</b>	3		2
<b>Day Pass</b>	1	2		<b>PC-SLC</b>	2		1
<b>FAREPAY</b>	20	1	1	<b>Horizon</b>	1	1	
<b>Tokens</b>	7	3	3	<b>Other/Neutral/Suggestion</b>	2		34
				<i>Policy/Fare Structure</i>			10
				<i>HIVE</i>			2
				<i>Fare enforcement</i>			4
				<i>Fare media</i>			4
				<b>Totals</b>	<b>73</b>	<b>48</b>	<b>67</b>

# Public Comment - Support

## Comments in support of fare changes expressed appreciation for the following:

- Simplification & Clarification
  - More straightforward, easy to understand
- Efficiency
  - Some changes will lead to greater efficiency in riding
- Fairness
  - Alignment in fares, consistency
- Good replacements
- Proposed decreases/fare reduction
  - Supportive of fare decreases
- Frequent riders benefit
  - Recognize the benefit of fare structure for those who ride often
- Ridership
  - Day pass changes will encourage ridership
- General support



# Public Comment - Against

## Comments in opposition to fare changes expressed concerns about the following:

- Affordability
  - Increases may impact lower income riders
- Timing
  - Current economy, pandemic
- Ridership
  - Fare increases do not encourage ridership
- Regular Riders
  - Fare increases disadvantage regular riders (bus, FAREPAY)
- Access & Inconvenience
  - Re: elimination of some products creates inconvenience and access challenges
- Detrimental Increases
  - Specific to fares increasing, creating economic challenges for some riders
- Multiplier
  - Feedback on multiplier basis
- General opposition



# Public Comment - Other

**Other comments about proposed fare changes made recommendations about the following:**

- Fare structure improvements
  - Existing products
  - Flexibility
  - Point of Sale/Outlets
  - Costs & Discounts
  - Fare Media
- Timing and current events
- Encouraging ridership
- Fare strategy
- Fare enforcement
- Outside scope



# Summary of Findings

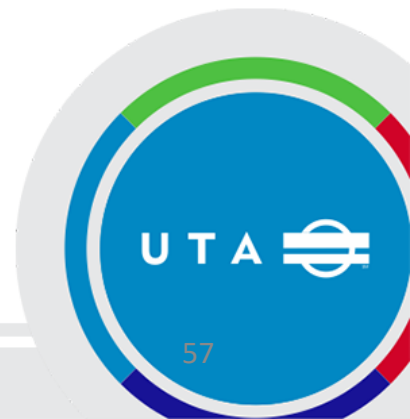
- Engaging on this topic in current environment, with low ridership required some creative approaches
- Received 120 official comments
  - More comments were unsupportive of proposed changes than were supportive
  - Support for changes to simplify, clarify, and make more consistent; reduction in fares
  - Opposition to fare increases (regular monthly, FAREPAY), particularly right now and for regular bus riders, who may also be economically impacted; priority on ridership, incentivizing ridership
- Consider all public comments and concerns in final fare change proposal
- Consider “other” comments in continued efforts to improve fare system





# Title VI Equity Analysis

**Andrew Gray, Civil Rights Compliance Officer**



# Title VI of the Civil Rights Act of 1964

*Prohibits discrimination on the basis of race, color, or national origin in any program or activity that receives Federal funds or other Federal financial assistance*



## UTA and Title VI

- UTA performs a Title VI Equity analysis and public involvement on all *major changes*, including a fare change
- The analysis is performed to ensure there are no unintended negative impacts on low-income people and minorities
- The analysis is presented to and approved by UTA's Board of Trustees



# Datasets and Analysis Parameters

- Demographics of riders using the fares being changed were obtained through the 2019 onboard survey
- Demographics of those impacted were compared to the demographics of *all* people surveyed
- If the difference was greater than 5% between those impacted and the entire system, UTA reviewed the change in light of UTA policy and federal requirements



# Positive Changes

- Positive changes are changes that benefit those that utilize that fare

<i>Minority Ridership System Average:</i>	
Total Surveyed:	145,069
Minority Population:	39,384
Percent Minority:	27.1%

<i>Low-Income Ridership System Average:</i>	
Total Surveyed:	124,048
Low-Income Population:	50,035
Percent Low-income:	40.3%

## Minority - Positive Changes

Proposed Change	Minority Percentage	Difference*
Express fare decrease (\$5.50 to \$5.00)	18.2%	-8.9%
Premium monthly fare decrease (\$198.00 to \$170.00)	39.9%	12.8%
Day pass fare decrease (\$6.25 to \$5.00)	32.2%	5.1%
Youth discount increase (25% to 50%) - all modes	28.6%	1.5%
Youth - Bus/LR Only	44.3%	17.2%
Horizon discount increase (25% to 50%)	28.1%	1.0%

\*Difference is calculated from system average

## Low-income - Positive Changes

Proposed Change	Low-income Percentage	Difference*
Express fare decrease (\$5.50 to \$5.00)	17.0%	-23.3%
Premium monthly fare decrease (\$198.00 to \$170.00)	0.7%	-39.6%
Day pass fare decrease (\$6.25 to \$5.00)	35.4%	-4.9%
Youth discount increase (25% to 50%) - all modes	47.4%	7.1%
Youth - Bus/LR Only	40.0%	-0.3%
Horizon discount increase (25% to 50%)	53.8%	13.5%

\*Difference is calculated from system average

# Negative Changes

- Negative Changes are changes that are to the detriment of those that utilize that fare

<i>Minority Ridership System Average:</i>	
Total Surveyed:	145,069
Minority Population:	39,384
Percent Minority:	27.1%
<i>Low-Income Ridership System Average:</i>	
Total Surveyed:	124,048
Low-Income Population:	50,035
Percent Low-income:	40.3%

## Minority - Negative Changes

Proposed Change	Minority Percentage	Difference*
Regular monthly fare increase (\$83.75 to \$85.00)	39.5%	<b>12.4%</b>
FAREPAY bus discount decrease (40% to 20%)	24.1%	-3.0%
Remove: Round Trip	32.2%	<b>5.1%</b>
Remove: All Token sales	41.6%	<b>14.5%</b>

\*Difference is calculated from system average

## Low-income - Negative Changes

Proposed Change	Low-income Percentage	Difference*
Regular monthly fare increase (\$83.75 to \$85.00)	19.3%	<b>-21.0%</b>
FAREPAY bus discount decrease (40% to 20%)	43.6%	3.3%
Remove: Round Trip	35.4%	-4.9%
Remove: All Token sales	71.3%	<b>31.0%</b>

\*Difference is calculated from system average

# Findings – System-Wide

- UTA reviews changes cumulatively to measure the impact on the entire system
- There were no findings on a system-wide level

## System-wide Changes

Impacted Population	Low-income Percentage	Difference*
Low-income Positive	38.2%	-2.1%
Minority Positive	33.1%	6.0%
Low-income Negative	39.0%	-1.3%
Minority Negative	30.0%	2.9%

**\*Difference is calculated from system average**

<i>Low-Income Ridership System Average:</i>	
Total Surveyed:	124,048
Low-Income Population:	50,035
Percent Low-income:	40.3%

<i>Minority Ridership System Average:</i>	
Total Surveyed:	145,069
Minority Population:	39,384
Percent Minority:	27.1%

## Findings – Individual Changes

- Changes are reviewed individually to measure impact of every change
- Changes are viewed as they relate to how they *negatively* impact those utilizing the fare
- Three changes were identified as potential findings when compared to system average
  1. Regular Monthly Pass – +12.4% more minorities
  2. Round Trip Pass Removal – +5.1% minorities
  3. Removal of all Token Products – +31% low-income and +14.5% minorities





# Findings

- Whenever there is a potential finding, UTA must follow prescribed steps to avoid, mitigate, and/or justify the changes
- Removal of Round Trip Pass
  - Immediately implemented day pass at lower cost
  - Change to proceed as proposed
- Removal of all Token products
  - Used by human services agencies – When these are removed, no disparate impacts
  - Costs of tokens can justify proceeding
  - Change to proceed as proposed



## Findings (Continued)

- Increase to cost of Regular Monthly Pass
  - Simplification of a single multiplier makes future adjustments easier and fulfills overarching goal to make fares more clear
  - Based on actual usage, a 34x multiplier offers a 20% discount, which is in line with other discounts offered
  - Current and future programs and fare offerings provide mitigation for those impacted
  - Change to proceed as proposed



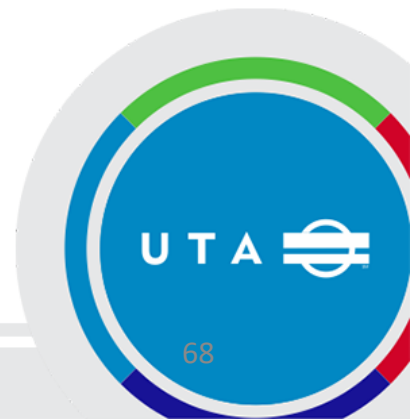
## Conclusion

- There were no findings when the changes are reviewed cumulatively – The only item in excess of 5% of the system average disproportionately benefited minorities
- There was the potential for findings on three changes, but upon further analysis, it was determined that the changes could proceed as proposed



# Discussion

**Monica Morton, Fares Director**

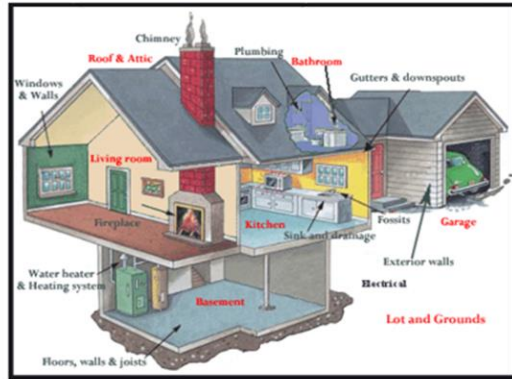


# Background



## Wish List

- Single Story
- Oceanfront
- 3,500 Sq. Feet
- Front Porch



## Blueprints

### Bathroom

- Toilet
- Plumbing
- Tile
- Sink
- Mirror



### House

- Single Story
- Oceanfront
- 3,500 Sq. Feet
- Front Porch

### Back Yard

- Grass
- Patio
- Shed
- Flower Bed
- Side Walk

## FARE POLICY

### PRICING

- Base Rate & Other Rates
- Type of Service
- Free Fare
- Discounts
- Transfers
- Other



### FARE SYSTEM

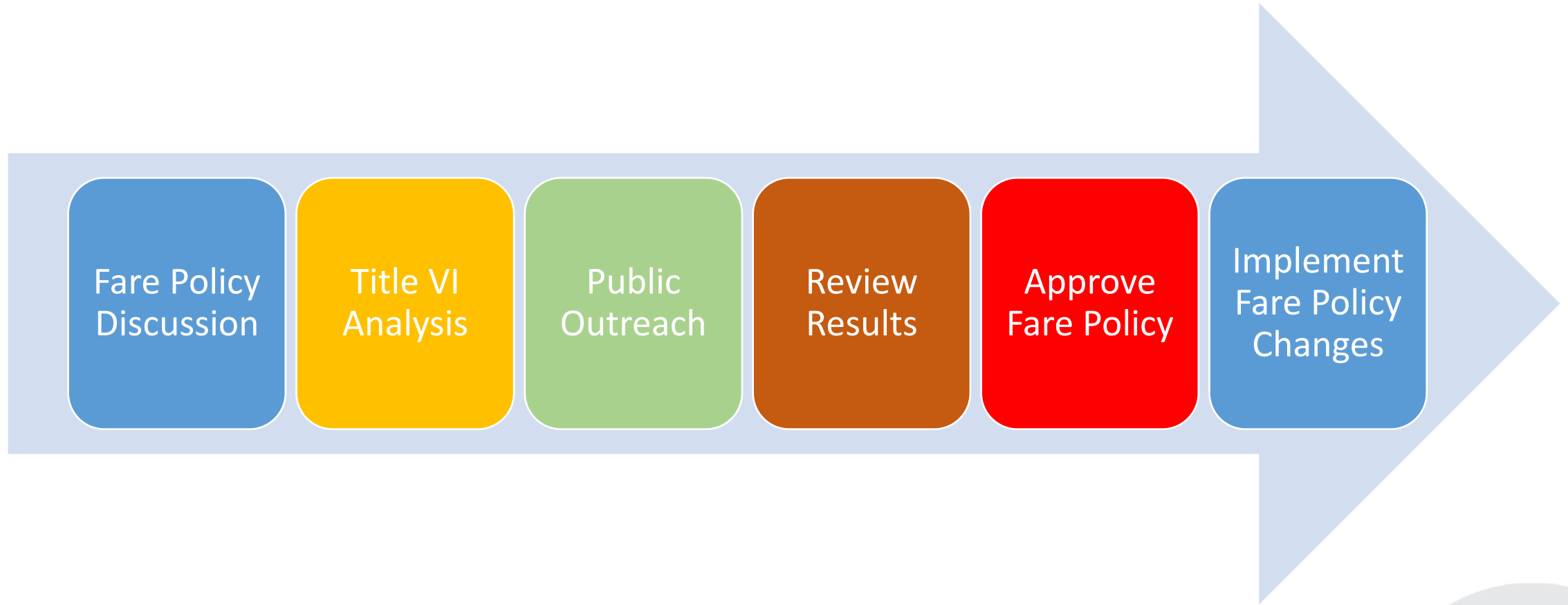
- Simple and Easy
- Convenient
- Seamless
- Flexible
- Equitable
- Efficient
- Sustainable

### PAYMENT

- Fare Products
- Point of Sale
- Form of Payment
- Fare Media
- Fare Collection/Payment
- Validation & Enforcement



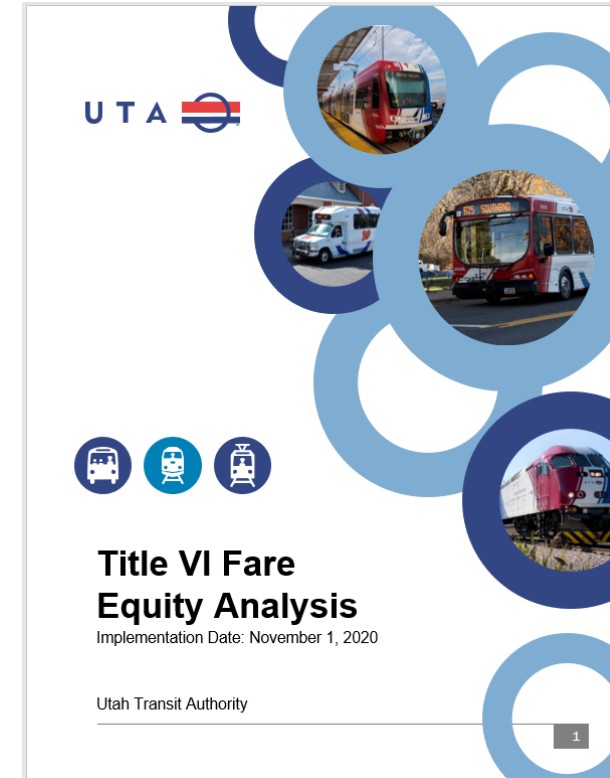
# Plan Overview



# Review Results – Title VI Analysis

## Summary of Review

- Reviewed the final report
- Analyzed data sets from on-board survey
- Consulted with Civil Rights Compliance Officer
- Considered alternatives



# Review Results – Title VI Analysis



## Conclusions

- Change the fare policy from referencing a single monthly multiplier to a multiplier that references regular passes and premium passes separately
- The last on-board survey used to complete the analysis has solid data
- Referencing this information will be key as we move forward with additional fares initiatives





# Review Results – Public Engagement

## Summary of Review

- Reviewed the public involvement report
- Weekly meetings to review feedback
- Consulted with our Community Engagement Manager
- Participated in the public hearing
- Identified ways to address the concerns

**UTA Proposed Fare Changes**  
**Public Involvement Report**  
Updated 09.04.2020

**Introduction**  
In July 2020, the Utah Transit Authority (UTA) proposed several changes to the fare policy and structure. Those proposed changes can be reviewed in Appendix 1 of this report. The agency held a 30-day public comment period from July 22 through August 21 with multiple opportunities for the public to engage in the input process, including a virtual public hearing on August 6. This report details public involvement and feedback on the proposed changes.

**Part 1: Public Engagement Efforts**

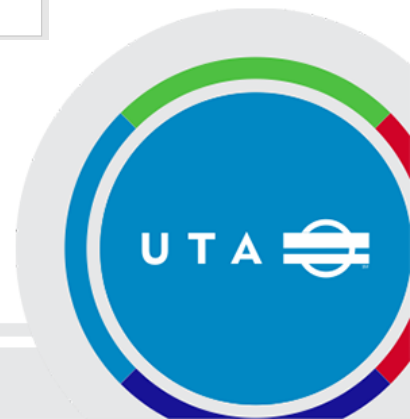
**Engagement Overview**

Component	Proposed Timeline	Additional Detail
Public comment period	July 22 – August 21	30-day period required. Public notice was published. Comment accepted via email, mail, online form, phone, and in-person at Customer Service locations.
Public hearing (Virtual)	August 6, 6pm	15 days after public comment period announced, this public hearing was held virtually over Zoom. The Fares Department presented information about proposed changes and answered questions. Registered participants were invited to provide public comment during the meeting. A recording was made available following the event.
Customer Service Open House	July 22 – August 21	Customer service offices across the service area (4 locations) supported ongoing informal "open house" in-person opportunities for members of the public to learn more and provide comment onsite.
Virtual engagement	July 22 – August 21	Available throughout the comment period online, included virtually accessible information and feedback opportunities through <a href="#">OpenUTA</a> .

The public comment period was held for 30 days from July 22 through August 21. Multiple methods for sharing information on the proposed changes and submitting official comment on the proposed changes were made available to the public. Methods for public comment included email, mail, phone, [OpenUTA](#) online comment form, the virtual public hearing, and in-person at customer service locations in three counties. Information on proposed changes was shared widely via newspapers of general circulation in the service area, UTA's website, and UTA's social media platforms, including Instagram, Facebook, and Twitter. The virtual public hearing on August 6 was broadcasted over Zoom and livestreamed to UTA's Facebook page. A recording of the virtual public hearing was made available for public viewing following the live event via UTA's website, YouTube channel, and Facebook page.

In addition to these media platforms, UTA promoted the public comment period through partners. The Community Engagement Department shared complete information about the proposed changes and methods for submitting public comment with internal departments at UTA who were asked to share with their teams and networks. The following table describes internal engagement and information-sharing.

1



# Review Results – Public Engagement

## Conclusions



- Public feedback is valuable and appreciated
- Upcoming fare initiatives will help address concerns we heard
- Positive feedback has been encouraging
- Additional feedback outside of our proposed changes is welcome and being reviewed further
- No changes are being recommended to the fare policy



# Final Considerations



Future Fare Initiatives



Continual Feedback



Ridership Incentives



Policy Guiding Principles



# Resolutions



**R2020-10-01**

**Resolution Approving the Title VI  
2020 Fare Equity Analysis**



# Recommended Action (by roll call)

Motion to approve R2020-10-01

Resolution Approving the Title VI 2020 Fare Equity Analysis



# Contracts, Disbursement, and Grants



# **Contract: Mt. Ogden Bus Lift Replacement (Stertil-Koni)**

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## **Recommended Action (by acclamation)**

Motion to approve contract as presented in meeting materials





# **Contract: Learning Management System (SumTotal)**

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## **Recommended Action (by acclamation)**

Motion to approve contract as presented in meeting materials



# Service and Fare Approvals



# **Election Day Free Fare on Tuesday, November 3, 2020**

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## **Recommended Action (by acclamation)**

Motion to approve free fare as presented in meeting materials



# Other Business

- a. Next Meeting: Board Budget Work Session, October 8, 2020 at 1:00 p.m.
- b. Board of Trustees Invited: Local Advisory Council Transit-Oriented Development Workshop, Wednesday, October 14, 2020 at 9:00 a.m. **POSTPONED**
- c. Next Regular Board of Trustees Meeting: Wednesday, October 21, 2020 at 9:00 a.m.



**Adjourn**

