### **UTA Board of Trustees Meeting**

November 20, 2019



# Call to Order and Opening Remarks



## **Pledge of Allegiance**



### **Safety First Minute**



#### Housekeeping is Safekeeping



### **Public Comment Period**



#### **Public Comment Guidelines**

- Each comment will be limited to two minutes per citizen or five minutes per group representative
- No handouts allowed



### **Consent Agenda**

- a. Approval of November 6, 2019 Board Meeting Minutes
- b. Exception to UTA Policy 6.5.05 Relocation



Motion to approve



## **Agency Report**

a. Bond Refunding and New Money Issuance



### Contracts, Disbursements, and Grants



#### **Contract: Auto Body and Collision Repair** (Advance Auto Body and Valley Collision)

#### Description and purpose:

- Best value procurement for services provided to UTA's white fleet, vanpool/rideshare leased vehicles, and third-party claimants
- 5-year contract
- Total contract:
  - **\$520,000**

Motion to approve contract:

Auto Body and Collision Repair (Advance Auto Body and Valley Collision)



### **Contract: Employee Holiday Gift Cards** (Harmons)

- Description and purpose:
  - Holiday gift cards valued at \$125 each to local grocery store for 2,900 employees
- Total contract:
  - Not to exceed \$315,375



Motion to approve contract: Employee Holiday Gift Cards (Harmons)



#### **Change Order: Advertising Contract Extension** (R&R Partners)

#### Description and purpose:

- Outside advertising and specialty marketing functions, including creative direction, art direction, design, copyrighting, production management, media planning and buying, media trafficking, etc.
- Total change order:
  - Approximately \$1,200,000
- Total contract:
  - \$7,650,000 plus 2020 budget amount (not to exceed \$1,700,000)



Motion to approve change order: Advertising Contract Extension (R&R Partners)



### Change Order: Depot District Tech Center Phase 2 (Big D)

#### Description and purpose:

Phase 2 (of 6) of the Depot District Tech Center project includes construction of the wash building, fueling island, west parking lot, and temporary paving of the east parking lot

#### Total change order:

**\$8,092,803** 

#### Total contract:

**\$10,552,753** 

**JTAH TRANSIT AUTHOR** 

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Motion to approve change order: Depot District Tech Center Phase 2 (Big D)



#### Sub-Recipient Grant Agreement: FTA Section 5310 Grant for Vehicle Purchase (TURN Community Services)

- Project:
  - Pass-through grant award to TURN Community Services for the purchase of one 24-foot cutaway bus and four 13-14 wheelchair accessible vans
  - Funds are programmed in the current capital budget and are reimbursed at 100% to UTA by the FTA 5310 grant and sub-recipient local match
- Total grant value:
  - **\$266,359**
- Local match:
  - Provided by TURN Community Services

#### **Pre-Procurement**

i. Bus Stop Real-Time Digital Signs





### **Service and Fare Approvals**



#### Sponsored Fare Agreement Amendment 1 with Farmington City Corporation for the Lagoon/Station Park Shuttle (Route 667)

- Description and purpose:
  - Fare sponsored by Farmington City Corporation at 25% of UTA's operating costs for route 667
- Total cost to UTA:
  - **\$290,574**
- Total Farmington City sponsorship:
  - **\$72,630**





Motion to approve agreement:

Sponsored Fare Agreement Amendment 1 with Farmington City Corporation for the Lagoon/Station Park Shuttle (Route 667)



### Ski Bus Agreements for the 2019-20 Ski Season (Alta Ski Lifts Company; Brighton Resort LLC; Salt Lake Convention and Visitors Bureau; Snowbird Resort LLC; Solitude Mountain Ski Area; and Sundance Resort)

- Description and purpose:
  - Fare per trip agreements with local resorts for provision of transit services to authorized users
- Estimated reimbursement:
  - **\$539,000**
- Estimated discount value:
  - \$134,844



Motion to approve agreements:

Ski Bus Agreements for the 2019-20 Ski Season

(Alta Ski Lifts Company; Brighton Resort LLC; Salt Lake Convention and Visitors Bureau; Snowbird Resort LLC; Solitude Mountain Ski Area; and Sundance Resort)

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#### Fare Contract: The Church of Jesus Christ of Latter-Day Saints ECO Pass

#### Description and purpose:

 Agreement with The Church of Jesus Christ of Latter-day Saints for the purchase and issuance of discounted transit passes for employee use

#### Total contract:

**\$1,776,642** 



Motion to approve fare contract:

The Church of Jesus Christ of Latter-Day Saints ECO Pass



#### **Fare Contract: Zions Bankcorporation ECO Pass**

#### Description and purpose:

 Agreement with Zions Bankcorporation for the purchase and issuance of discounted transit passes for employee use

#### Total cost:

**\$430,100** 



Motion to approve fare contract: Zions Bankcorporation ECO Pass



### **Discussion Items**



#### **Draft UTA Fares Policy**

### **Presentation Outline**

# 01

#### **Board's Fare Work Plan**

Review current initiatives within the Fares Department



#### **Draft Fare Policy**

Summarize the key elements of the draft fare policy



#### **Policy Considerations**

Review policy considerations on pricing structure



### **Board's Fare Work Plan**

- Draft UTA Fare Policy
- Update Resolution R2011-03-02
- Update Resolution R2018-06-07
- Low Income Program
- Fare Collection Strategy





# **Fare Policy Summary**

- Completed draft that needs review and feedback
- Consists of seven sections related to pricing and payment



- References new SOPs, targets, reports, and analysis
- Requires additional decisions to be made



### **Fare Policy Outline**

- Fare System
- Fare Pricing Structure
- Fare Adjustments
- Discounts
- Free Fare

- Special Pricing
- Complimentary Passes
- Fare Payment
- Fare Media
- Fare Validation & Enforcement
## **Current Pricing Structure**

#### BB Local Bus TRAX and Streetcar

	Adult	Senior/Reduced	Student/Youth
One-way	\$2.50	\$1.25	\$2.50
Roundtrip	\$5.00	\$2.50	\$5.00
	(Trax & Streetcar only)	(TRAX & Streetcar only)	(TRAX & Streetcar Only)
Day	\$6.25	\$6.25	\$6.25
Month	\$83.75	\$41.75	\$62.75 (Grades 1-12)
One-way Deviation	\$1.25	\$1.25	\$1.25
	(flex routes only)	(flex routes only)	(flex routes only)
10 Deviations Punch	\$12.50	\$12.50	\$12.50
Pass	(flex routes only)	(flex routes only)	(flex routes only)

#### Express Bus

(Includes Local Bus, TRAX & Streetcar)

	Adult	Senior/Reduced	Student/Youth
One-way	\$5.50	\$2.75	\$5.50

#### FrontRunner

(Transfers to all Buses, TRAX, & Streetcar)

	Adult Se	enior/Reduced	Student/Youth
One-way Base Fare	\$2.50	\$1.25	\$2.50
Roundtrip Base Fare	\$5.00	\$2.50	\$5.00
Each Additional Stop	\$.60	\$.30	\$.60

#### Tokens

(Valid on local buses)

	? All Ages
10 Pack	\$22.50
	(1 Token = 1 Fare)

Park City

(Transfers to local buses, TRAX, & Streetcar)

	All Ages
One-way - Senior/Reduced One-way	\$4.50 - \$2.25
Month	\$162.00

#### Ski Passes

(Service to ski resorts in Big & Little Cottonwood, American Fork, & Weber Canyons)

	Adult/Youth	Senior/Reduced
One-way	\$4.50	\$2.25
Intra-canyon Ski Shuttle	\$0	\$0

#### Premium Pass

(Includes Local Bus, Express Bus, TRAX, Streetcar, & FrontRunner)

	Adult	Senior/Reduced	Student/Youth
Month	\$198.00	\$99.00	\$148.50 (Grades 1-12)

#### 🖏 Paratransit

(Passengers must be pre-qualified)

	All Ages
One-way	\$4.00
10 Ride Punch Card	\$40.00

#### Passholder Upgrades

Monthly Upgrade	\$114.25

### **FrontRunner Pricing**

Full Fare FrontRu	Inner rick		Vinevard	American			South		Salt Lake	North	Woods					
	Provo	Orem	(Future)	American Fork	Lehi	Draper	Jordan	Murray	Salt Lake City	Temple	Cross	Farmington	Layton	Clearfield	Roy	Ogden
Provo		\$2.50	x	\$3.10	\$3.70	\$4.30	\$4.90	\$5.50	\$6.10	\$6.10	\$6.70	\$7.30	\$7.90	\$8.50	\$9.10	\$9.70
Orem	\$2.50		х	\$2.50	\$3.10	\$3.70	\$4.30	\$4.90	\$5.50	\$5.50	\$6.10	\$6.70	\$7.30	\$7.90	\$8.50	\$9.10
Vineyard (Future)	x	x	x	x	x	x	x	×	x	x	x	x	x	x	x	x
American Fork	\$3.10	\$2.50	x		\$2.50	\$3.10	\$3.70	\$4.30	\$4.90	\$4.90	\$5.50	\$6,10	\$6.70	\$7.30	\$7.90	\$8.50
Lehi	\$3.70	\$3.10	x	\$2.50		\$2.50	\$3.10	\$3.70	\$4.30	\$4.30	\$4.90	\$5.50	\$6.10	\$6.70	\$7.30	\$7.90
Draper	\$4.30	\$3.70	x	\$3.10	\$2.50		\$2.50	\$3.10	\$3.70	\$3.70	\$4.30	\$4.90	\$5.50	\$6.10	\$6.70	\$7.30
South Jordan	\$4.90	\$4.30	x	\$3.70	\$3.10	\$2.50		\$2.50	\$3.10	\$3.10	\$3.70	\$4.30	\$4.90	\$5.50	\$6.10	\$6.70
Murray	\$5.50	\$4.90	x	\$4.30	\$3.70	\$3.10	\$2.50		\$2.50	\$2.50	\$3.10	\$3.70	\$4.30	\$4.90	\$5.50	\$6.10
Salt Lake City	\$6.10	\$5.50	х	\$4.90	\$4.30	\$3.70	\$3.10	\$2.50		\$2.50	\$2.50	\$3.10	\$3.70	\$4.30	\$4.90	\$5.50
North Temple	\$6.10	\$5.50	x	\$4.90	\$4.30	\$3.70	\$3.10	\$2.50	\$2.50		\$2.50	\$3.10	\$3.70	\$4.30	\$4.90	\$5.50
Woods Cross	\$6.70	\$6.10	x	\$5.50	\$4.90	\$4.30	\$3.70	\$3.10	\$2.50	\$2.50		\$2.50	\$3.10	\$3.70	\$4.30	\$4.90
Farmington	\$7.30	\$6.70	x	\$6.10	\$5.50	\$4.90	\$4.30	\$3.70	\$3.10	\$3.10	\$2.50		\$2.50	\$3.10	\$3.70	\$4.30
Layton	\$7.90	\$7.30	x	\$6.70	\$6.10	\$5.50	\$4.90	\$4.30	\$3.70	\$3.70	\$3.10	\$2.50		\$2.50	\$3.10	\$3.70
Clearfield	\$8.50	\$7.90	x	\$7.30	\$6.70	\$6.10	\$5.50	\$4.90	\$4.30	\$4.30	\$3.70	\$3.10	\$2.50		\$2.50	\$3.10
Roy	\$9.10	\$8.50	x	\$7.90	\$7.30	\$6.70	\$6.10	\$5.50	\$4.90	\$4.90	\$4.30	\$3.70	\$3.10	\$2.50		\$2.50
Ogden	\$9.70	\$9.10	x	\$8.50	\$7.90	\$7.30	\$6.70	\$6.10	\$5.50	\$5.50	\$4.90	\$4.30	\$3.70	\$3.10	\$2.50	
Full Fare Round	Trip Front	Runner T	Vineyard	American			South		Salt Lake	North	Woods					
	Provo	Orem	(Future)	Fork	Lehi	Draper	Jordan	Murray	City	Temple	Cross	Farmington	Layton	Clearfield	Roy	Ogden
Provo		\$5.00	x	\$6.20	\$7.40	\$8.60	\$9.80	\$11.00	\$12.20	\$12.20	\$13.40	\$14.60	\$15.80	\$17.00	\$18.20	\$19.40
Orem	\$5.00		x	\$5.00	\$6.20	\$7.40	\$8.60	\$9.80	\$11.00	\$11.00	\$12.20	\$13.40	\$14.60	\$15.80	\$17.00	\$18.20
Vineyard (Future)	x	x	x	х	х	x	х	х	х	x	х	x	х	x	х	x
American Fork	\$6.20	\$5.00														017.00
		40.00	X		\$5.00	\$6.20	\$7.40	\$8.60	\$9.80	\$9.80	\$11.00	\$12.20	\$13.40	\$14.60	\$15.80	\$17.00
Lehi	\$7.40	\$6.20	x	\$5.00	\$5.00	\$6.20 \$5.00	\$7.40 \$6.20	\$8.60 \$7.40	\$9.80 \$8.60	\$9.80 \$8.60	\$11.00 \$9.80	\$12.20 \$11.00	\$13.40 \$12.20	\$14.60 \$13.40	\$15.80 \$14.60	\$17.00
	\$7.40 \$8.60			\$5.00 \$6.20	\$5.00 \$5.00											
Lehi Draper South Jordan		\$6.20	x				\$6.20	\$7.40	\$8.60	\$8.60	\$9.80	\$11.00	\$12.20	\$13.40	\$14.60	\$15.80
Draper	\$8.60	\$6.20 \$7.40	x x	\$6.20	\$5.00	\$5.00	\$6.20	\$7.40 \$6.20	\$8.60 \$7.40	\$8.60 \$7.40	\$9.80 \$8.60	\$11.00 \$9.80	\$12.20 \$11.00	\$13.40 \$12.20	\$14.60 \$13.40	\$15.80 \$14.60
Draper South Jordan Murray	\$8.60 \$9.80	\$6.20 \$7.40 \$8.60	x x x	\$6.20 \$7.40	\$5.00 \$6.20	\$5.00 \$5.00	\$6.20 \$5.00	\$7.40 \$6.20	\$8.60 \$7.40 \$6.20	\$8.60 \$7.40 \$6.20	\$9.80 \$8.60 \$7.40	\$11.00 \$9.80 \$8.60	\$12.20 \$11.00 \$9.80	\$13.40 \$12.20 \$11.00	\$14.60 \$13.40 \$12.20	\$15.80 \$14.60 \$13.40
Draper South Jordan Murray Salt Lake City	\$8.60 \$9.80 \$11.00	\$6.20 \$7.40 \$8.60 \$9.80	x x x x	\$6.20 \$7.40 \$8.60	\$5.00 \$6.20 \$7.40	\$5.00 \$5.00 \$6.20	\$6.20 \$5.00 \$5.00	\$7.40 \$6.20 \$5.00	\$8.60 \$7.40 \$6.20	\$8.60 \$7.40 \$6.20 \$5.00	\$9.80 \$8.60 \$7.40 \$6.20	\$11.00 \$9.80 \$8.60 \$7.40	\$12.20 \$11.00 \$9.80 \$8.60	\$13.40 \$12.20 \$11.00 \$9.80	\$14.60 \$13.40 \$12.20 \$11.00	\$15.80 \$14.60 \$13.40 \$12.20
Draper South Jordan Murray Salt Lake City North Temple	\$8.60 \$9.80 \$11.00 \$12.20	\$6.20 \$7.40 \$8.60 \$9.80 \$11.00	x x x x x	\$6.20 \$7.40 \$8.60 \$9.80	\$5.00 \$6.20 \$7.40 \$8.60	\$5.00 \$5.00 \$6.20 \$7.40	\$6.20 \$5.00 \$5.00 \$6.20	\$7.40 \$6.20 \$5.00 \$5.00	\$8.60 \$7.40 \$6.20 \$5.00	\$8.60 \$7.40 \$6.20 \$5.00	\$9.80 \$8.60 \$7.40 \$6.20 \$5.00	\$11.00 \$9.80 \$8.60 \$7.40 \$6.20	\$12.20 \$11.00 \$9.80 \$8.60 \$7.40	\$13.40 \$12.20 \$11.00 \$9.80 \$8.60	\$14.60 \$13.40 \$12.20 \$11.00 \$9.80	\$15.80 \$14.60 \$13.40 \$12.20 \$11.00
Draper South Jordan Murray Salt Lake City North Temple Woods Cross	\$8.60 \$9.80 \$11.00 \$12.20 \$12.20	\$6.20 \$7.40 \$8.60 \$9.80 \$11.00 \$11.00	x x x x x x	\$6.20 \$7.40 \$8.60 \$9.80 \$9.80	\$5.00 \$6.20 \$7.40 \$8.60 \$8.60	\$5.00 \$5.00 \$6.20 \$7.40 \$7.40	\$6.20 \$5.00 \$5.00 \$6.20 \$6.20	\$7.40 \$6.20 \$5.00 \$5.00 \$5.00	\$8.60 \$7.40 \$6.20 \$5.00 \$5.00	\$8.60 \$7.40 \$6.20 \$5.00 \$5.00	\$9.80 \$8.60 \$7.40 \$6.20 \$5.00	\$11.00 \$9.80 \$8.60 \$7.40 \$6.20 \$6.20	\$12.20 \$11.00 \$9.80 \$8.60 \$7.40 \$7.40	\$13.40 \$12.20 \$11.00 \$9.80 \$8.60 \$8.60	\$14.60 \$13.40 \$12.20 \$11.00 \$9.80 \$9.80	\$15.80 \$14.60 \$13.40 \$12.20 \$11.00 \$11.00
Draper South Jordan Murray Salt Lake City North Temple Woods Cross Farmington	\$8.60 \$9.80 \$11.00 \$12.20 \$12.20 \$13.40	\$6.20 \$7.40 \$8.60 \$9.80 \$11.00 \$11.00 \$12.20	x x x x x x x x	\$6.20 \$7.40 \$8.60 \$9.80 \$9.80 \$11.00	\$5.00 \$6.20 \$7.40 \$8.60 \$8.60 \$9.80	\$5.00 \$5.00 \$6.20 \$7.40 \$7.40 \$8.60	\$6.20 \$5.00 \$5.00 \$6.20 \$6.20 \$6.20 \$7.40	\$7.40 \$6.20 \$5.00 \$5.00 \$5.00 \$5.00 \$6.20	\$8.60 \$7.40 \$6.20 \$5.00 \$5.00 \$5.00	\$8.60 \$7.40 \$6.20 \$5.00 \$5.00 \$5.00	\$9.80 \$8.60 \$7.40 \$6.20 \$5.00 \$5.00	\$11.00 \$9.80 \$8.60 \$7.40 \$6.20 \$6.20	\$12.20 \$11.00 \$9.80 \$8.60 \$7.40 \$7.40 \$6.20	\$13.40 \$12.20 \$11.00 \$9.80 \$8.60 \$8.60 \$7.40	\$14.60 \$13.40 \$12.20 \$11.00 \$9.80 \$9.80 \$8.60	\$15.80 \$14.60 \$13.40 \$12.20 \$11.00 \$11.00 \$9.80
Draper South Jordan	\$8.60 \$9.80 \$11.00 \$12.20 \$12.20 \$13.40 \$14.60	\$6.20 \$7.40 \$8.60 \$9.80 \$11.00 \$11.00 \$12.20 \$13.40	x x x x x x x x x x	\$6.20 \$7.40 \$8.60 \$9.80 \$9.80 \$11.00 \$12.20	\$5.00 \$6.20 \$7.40 \$8.60 \$8.60 \$9.80 \$11.00	\$5.00 \$5.00 \$6.20 \$7.40 \$7.40 \$8.60 \$9.80	\$6.20 \$5.00 \$5.00 \$6.20 \$6.20 \$6.20 \$7.40 \$8.60	\$7.40 \$6.20 \$5.00 \$5.00 \$5.00 \$6.20 \$7.40	\$8.60 \$7.40 \$6.20 \$5.00 \$5.00 \$5.00 \$6.20	\$8.60 \$7.40 \$6.20 \$5.00 \$5.00 \$5.00 \$6.20	\$9.80 \$8.60 \$7.40 \$6.20 \$5.00 \$5.00 \$5.00	\$11.00 \$9.80 \$8.60 \$7.40 \$6.20 \$6.20 \$5.00	\$12.20 \$11.00 \$9.80 \$8.60 \$7.40 \$7.40 \$6.20	\$13.40 \$12.20 \$11.00 \$9.80 \$8.60 \$8.60 \$8.60 \$7.40 \$6.20	\$14.60 \$13.40 \$12.20 \$11.00 \$9.80 \$9.80 \$8.60 \$7.40	\$15.80 \$14.60 \$13.40 \$12.20 \$11.00 \$11.00 \$9.80 \$8.60
Draper South Jordan Murray Salt Lake City North Temple Woods Cross Farmington Layton	\$8.60 \$9.80 \$11.00 \$12.20 \$12.20 \$13.40 \$14.60 \$15.80	\$6.20 \$7.40 \$8.60 \$9.80 \$11.00 \$11.00 \$12.20 \$13.40 \$14.60	x x x x x x x x x x x x	\$6.20 \$7.40 \$8.60 \$9.80 \$11.00 \$12.20 \$13.40	\$5.00 \$6.20 \$7.40 \$8.60 \$9.80 \$11.00 \$12.20	\$5.00 \$5.00 \$6.20 \$7.40 \$7.40 \$8.60 \$9.80 \$11.00	\$6.20 \$5.00 \$5.00 \$6.20 \$6.20 \$6.20 \$7.40 \$8.60 \$9.80	\$7.40 \$6.20 \$5.00 \$5.00 \$5.00 \$6.20 \$7.40 \$8.60	\$8.60 \$7.40 \$6.20 \$5.00 \$5.00 \$5.00 \$6.20 \$7.40	\$8.60 \$7.40 \$6.20 \$5.00 \$5.00 \$5.00 \$5.00 \$5.00 \$5.00 \$5.00 \$5.00 \$5.00 \$5.00 \$5.00 \$5.00 \$5.00	\$9.80 \$8.60 \$7.40 \$6.20 \$5.00 \$5.00 \$5.00 \$6.20	\$11.00 \$9.80 \$8.60 \$7.40 \$6.20 \$6.20 \$5.00 \$5.00	\$12.20 \$11.00 \$9.80 \$8.60 \$7.40 \$7.40 \$6.20 \$5.00	\$13.40 \$12.20 \$11.00 \$9.80 \$8.60 \$8.60 \$8.60 \$7.40 \$6.20	\$14.60 \$13.40 \$12.20 \$11.00 \$9.80 \$9.80 \$9.80 \$8.60 \$7.40 \$6.20	\$15.80 \$14.60 \$13.40 \$12.20 \$11.00 \$11.00 \$11.00 \$9.80 \$8.60 \$7.40





Reduced Fare Single Ticket

	Provo	Orem	Vineyard (Future)	American Fork	Lehi	Draper	South Jordan	Murray	Salt Lake City	North Temple	Woods Cross	Farmington	Layton	Clearfield	Roy	Ogder
Provo		\$1.25	x	\$1.55	\$1.85	\$2.15	\$2.45	\$2.75	\$3.05	\$3.05	\$3.35	\$3.65	\$3.95	\$4.25	\$4.55	\$4.85
Orem	\$1.25		х	\$1.25	\$1.55	\$1.85	\$2.15	\$2.45	\$2.75	\$2.75	\$3.05	\$3.35	\$3.65	\$3.95	\$4.25	\$4.55
Vineyard (Future)	x	x	x	x	х	x	x	x	x	x	x	x	x	x	x	х
American Fork	\$1.55	\$1.25	x		\$1.25	\$1.55	\$1.85	\$2.15	\$2.45	\$2.45	\$2.75	\$3.05	\$3.35	\$3.65	\$3.95	\$4.2
Lehi	\$1.85	\$1.55	x	\$1.25		\$1.25	\$1.55	\$1.85	\$2.15	\$2.15	\$2.45	\$2.75	\$3.05	\$3.35	\$3.65	\$3.9
Draper	\$2.15	\$1.85	x	\$1.55	\$1.25		\$1.25	\$1.55	\$1.85	\$1.85	\$2.15	\$2.45	\$2.75	\$3.05	\$3.35	\$3.6
South Jordan	\$2.45	\$2.15	x	\$1.85	\$1.55	\$1.25		\$1.25	\$1.55	\$1.55	\$1.85	\$2.15	\$2.45	\$2.75	\$3.05	\$3.3
Murray	\$2.75	\$2.45	х	\$2.15	\$1.85	\$1.55	\$1.25		\$1.25	\$1.25	\$1.55	\$1.85	\$2.15	\$2.45	\$2.75	\$3.0
Salt Lake City	\$3.05	\$2.75	x	\$2.45	\$2.15	\$1.85	\$1.55	\$1.25		\$1.25	\$1.25	\$1.55	\$1.85	\$2.15	\$2.45	\$2.7
North Temple	\$3.05	\$2.75	x	\$2.45	\$2.15	\$1.85	\$1.55	\$1.25	\$1.25		\$1.25	\$1.55	\$1.85	\$2.15	\$2.45	\$2.7
Woods Cross	\$3.35	\$3.05	x	\$2.75	\$2.45	\$2.15	\$1.85	\$1.55	\$1.25	\$1.25		\$1.25	\$1.55	\$1.85	\$2.15	\$2.4
Farmington	\$3.65	\$3.35	x	\$3.05	\$2.75	\$2.45	\$2.15	\$1.85	\$1.55	\$1.55	\$1.25		\$1.25	\$1.55	\$1.85	\$2.1
Layton	\$3.95	\$3.65	x	\$3.35	\$3.05	\$2.75	\$2.45	\$2.15	\$1.85	\$1.85	\$1.55	\$1.25		\$1.25	\$1.55	\$1.8
Clearfield	\$4.25	\$3.95	x	\$3.65	\$3.35	\$3.05	\$2.75	\$2.45	\$2.15	\$2.15	\$1.85	\$1.55	\$1.25		\$1.25	\$1.5
Roy	\$4.55	\$4.25	x	\$3.95	\$3.65	\$3.35	\$3.05	\$2.75	\$2.45	\$2.45	\$2.15	\$1.85	\$1.55	\$1.25		\$1.3
Ogden	\$4.85	\$4.55	x	\$4.25	\$3.95	\$3.65	\$3.35	\$3.05	\$2.75	\$2.75	\$2.45	\$2.15	\$1.85	\$1.55	\$1.25	
Reduced Fare R	ound Trip 1	Ficket	Vinevard	American			South		Salt Lake	North	Woods					
	Provo	Orem	(Future)	Fork	Lehi	Draper	Jordan	Murray	City	Temple	Cross	Farmington	Layton	Clearfield	Roy	Ogde
Provo		\$2.50	х	\$3.10	\$3.70	\$4.30	\$4.90	\$5.50	\$6.10	\$6.10	\$6.70	\$7.30	\$7.90	\$8.50	\$9.10	\$9.7
Orem	\$2.50		х	\$2.50	\$3.10	\$3.70	\$4.30	\$4.90	\$5.50	\$5.50	\$6.10	\$6.70	\$7.30	\$7.90	\$8.50	\$9.1
Vineyard (Future)																
	X	x	x	х	х	x	x	x	х	х	x	х	х	x	x	x
American Fork	X \$3.10	X \$2.50	x x	X	X \$2.50	X \$3.10	X \$3.70	X \$4.30	X \$4.90	X \$4.90	X \$5.50	X \$6.10	X \$6.70	X \$7.30	X \$7.90	
American Fork Lehi				X \$2.50												X \$8.5 \$7.9
	\$3.10	\$2.50	x			\$3.10	\$3.70	\$4.30	\$4.90	\$4.90	\$5.50	\$6.10	\$6.70	\$7.30	\$7.90	\$8.5
Lehi	\$3.10 \$3.70	\$2.50 \$3.10	x x	\$2.50	\$2.50	\$3.10	\$3.70 \$3.10	\$4.30 \$3.70	\$4.90 \$4.30	\$4.90 \$4.30	\$5.50 \$4.90	\$6.10 \$5.50	\$6.70 \$6.10	\$7.30 \$6.70	\$7.90 \$7.30	\$8.5 \$7.9
Lehi Draper	\$3.10 \$3.70 \$4.30	\$2.50 \$3.10 \$3.70	x x x	\$2.50 \$3.10	\$2.50 \$2.50	\$3.10 \$2.50	\$3.70 \$3.10	\$4.30 \$3.70 \$3.10	\$4.90 \$4.30 \$3.70	\$4.90 \$4.30 \$3.70	\$5.50 \$4.90 \$4.30	\$6.10 \$5.50 \$4.90	\$6.70 \$6.10 \$5.50	\$7.30 \$6.70 \$6.10	\$7.90 \$7.30 \$6.70	\$8.5 \$7.5 \$7.3
Lehi Draper South Jordan	\$3.10 \$3.70 \$4.30 \$4.90	\$2.50 \$3.10 \$3.70 \$4.30	x x x x	\$2.50 \$3.10 \$3.70	\$2.50 \$2.50 \$3.10	\$3.10 \$2.50 \$2.50	\$3.70 \$3.10 \$2.50	\$4.30 \$3.70 \$3.10	\$4.90 \$4.30 \$3.70 \$3.10	\$4.90 \$4.30 \$3.70 \$3.10	\$5.50 \$4.90 \$4.30 \$3.70	\$6.10 \$5.50 \$4.90 \$4.30	\$6.70 \$6.10 \$5.50 \$4.90	\$7.30 \$6.70 \$6.10 \$5.50	\$7.90 \$7.30 \$6.70 \$6.10	\$8.5 \$7.5 \$7.5 \$6.7 \$6.7
Lehi Draper South Jordan Murray	\$3.10 \$3.70 \$4.30 \$4.90 \$5.50	\$2.50 \$3.10 \$3.70 \$4.30 \$4.90	x x x x x	\$2.50 \$3.10 \$3.70 \$4.30	\$2.50 \$2.50 \$3.10 \$3.70	\$3.10 \$2.50 \$2.50 \$3.10	\$3.70 \$3.10 \$2.50 \$2.50	\$4.30 \$3.70 \$3.10 \$2.50	\$4.90 \$4.30 \$3.70 \$3.10	\$4.90 \$4.30 \$3.70 \$3.10 \$2.50	\$5.50 \$4.90 \$4.30 \$3.70 \$3.10	\$6.10 \$5.50 \$4.90 \$4.30 \$3.70	\$6.70 \$6.10 \$5.50 \$4.90 \$4.30	\$7.30 \$6.70 \$6.10 \$5.50 \$4.90	\$7.90 \$7.30 \$6.70 \$6.10 \$5.50	\$8.5 \$7.5 \$7.5 \$6.1 \$6.1 \$5.5
Lehi Draper South Jordan Murray Salt Lake City	\$3.10 \$3.70 \$4.30 \$4.90 \$5.50 \$6.10	\$2.50 \$3.10 \$3.70 \$4.30 \$4.90 \$5.50	x x x x x x x	\$2.50 \$3.10 \$3.70 \$4.30 \$4.90	\$2.50 \$2.50 \$3.10 \$3.70 \$4.30	\$3.10 \$2.50 \$2.50 \$3.10 \$3.70	\$3.70 \$3.10 \$2.50 \$2.50 \$3.10	\$4.30 \$3.70 \$3.10 \$2.50 \$2.50	\$4.90 \$4.30 \$3.70 \$3.10 \$2.50	\$4.90 \$4.30 \$3.70 \$3.10 \$2.50	\$5.50 \$4.90 \$4.30 \$3.70 \$3.10 \$2.50	\$6.10 \$5.50 \$4.90 \$4.30 \$3.70 \$3.10	\$6.70 \$6.10 \$5.50 \$4.90 \$4.30 \$3.70	\$7.30 \$6.70 \$6.10 \$5.50 \$4.90 \$4.30	\$7.90 \$7.30 \$6.70 \$6.10 \$5.50 \$4.90	\$8.5 \$7.5 \$7.5 \$6.7
Lehi Draper South Jordan Murray Salt Lake City North Temple	\$3.10 \$3.70 \$4.30 \$4.90 \$5.50 \$6.10 \$6.10	\$2.50 \$3.10 \$4.30 \$4.90 \$5.50 \$5.50	x x x x x x x x	\$2.50 \$3.10 \$3.70 \$4.30 \$4.90 \$4.90	\$2.50 \$2.50 \$3.10 \$3.70 \$4.30 \$4.30	\$3.10 \$2.50 \$2.50 \$3.10 \$3.70 \$3.70	\$3.70 \$3.10 \$2.50 \$2.50 \$3.10 \$3.10	\$4.30 \$3.70 \$3.10 \$2.50 \$2.50 \$2.50	\$4.90 \$4.30 \$3.70 \$3.10 \$2.50 \$2.50	\$4.90 \$4.30 \$3.70 \$3.10 \$2.50 \$2.50	\$5.50 \$4.90 \$4.30 \$3.70 \$3.10 \$2.50	\$6.10 \$5.50 \$4.90 \$4.30 \$3.70 \$3.10 \$3.10	\$6.70 \$6.10 \$5.50 \$4.90 \$4.30 \$3.70 \$3.70	\$7.30 \$6.70 \$6.10 \$5.50 \$4.90 \$4.30 \$4.30	\$7.90 \$7.30 \$6.70 \$6.10 \$5.50 \$4.90 \$4.90	\$8.5 \$7.1 \$6.1 \$6.1 \$5.5 \$5.5 \$4.5
Lehi Draper South Jordan Murray Salt Lake City North Temple Woods Cross	\$3.10 \$3.70 \$4.30 \$4.90 \$5.50 \$6.10 \$6.10 \$6.70	\$2.50 \$3.10 \$4.30 \$4.90 \$5.50 \$5.50 \$6.10	x x x x x x x x x x x	\$2.50 \$3.10 \$3.70 \$4.30 \$4.90 \$4.90 \$5.50	\$2.50 \$2.50 \$3.10 \$3.70 \$4.30 \$4.30 \$4.90	\$3.10 \$2.50 \$3.10 \$3.70 \$3.70 \$4.30	\$3.70 \$3.10 \$2.50 \$2.50 \$3.10 \$3.10 \$3.70	\$4.30 \$3.70 \$3.10 \$2.50 \$2.50 \$2.50 \$3.10	\$4.90 \$4.30 \$3.70 \$3.10 \$2.50 \$2.50 \$2.50	\$4.90 \$4.30 \$3.70 \$3.10 \$2.50 \$2.50 \$2.50	\$5.50 \$4.90 \$4.30 \$3.70 \$3.10 \$2.50 \$2.50	\$6.10 \$5.50 \$4.90 \$4.30 \$3.70 \$3.10 \$3.10	\$6.70 \$6.10 \$5.50 \$4.90 \$4.30 \$3.70 \$3.70 \$3.10	\$7.30 \$6.70 \$6.10 \$5.50 \$4.90 \$4.30 \$4.30 \$3.70	\$7.90 \$7.30 \$6.70 \$6.10 \$5.50 \$4.90 \$4.90 \$4.30	\$8.5 \$7.5 \$6.7 \$6.7 \$5.5 \$5.5 \$4.5 \$4.5
Lehi Draper South Jordan Murray Salt Lake City North Temple Woods Cross Farmington	\$3.10 \$3.70 \$4.30 \$4.90 \$5.50 \$6.10 \$6.10 \$6.70 \$7.30	\$2.50 \$3.10 \$3.70 \$4.30 \$5.50 \$5.50 \$5.50 \$6.10 \$6.70	x x x x x x x x x x x x x	\$2.50 \$3.10 \$4.30 \$4.90 \$4.90 \$5.50 \$6.10	\$2.50 \$2.50 \$3.10 \$3.70 \$4.30 \$4.30 \$4.90 \$5.50	\$3.10 \$2.50 \$3.10 \$3.70 \$3.70 \$4.30 \$4.90	\$3.70 \$3.10 \$2.50 \$2.50 \$3.10 \$3.10 \$3.70 \$4.30	\$4.30 \$3.70 \$3.10 \$2.50 \$2.50 \$2.50 \$2.50 \$3.10 \$3.70	\$4.90 \$4.30 \$3.70 \$3.10 \$2.50 \$2.50 \$2.50 \$3.10	\$4.90 \$4.30 \$3.70 \$3.10 \$2.50 \$2.50 \$2.50 \$3.10	\$5.50 \$4.90 \$4.30 \$3.70 \$3.10 \$2.50 \$2.50 \$2.50	\$6.10 \$5.50 \$4.90 \$4.30 \$3.70 \$3.10 \$3.10 \$2.50	\$6.70 \$6.10 \$5.50 \$4.90 \$4.30 \$3.70 \$3.70 \$3.10	\$7.30 \$6.70 \$6.10 \$5.50 \$4.90 \$4.30 \$4.30 \$3.70 \$3.10	\$7.90 \$7.30 \$6.70 \$6.10 \$5.50 \$4.90 \$4.90 \$4.30 \$3.70	\$8.5 \$7.5 \$6.7 \$6.7 \$5.5 \$5.5
Lehi Draper South Jordan Murray Salt Lake City North Temple Woods Cross Farmington Layton	\$3.10 \$3.70 \$4.30 \$5.50 \$6.10 \$6.70 \$7.30 \$7.90	\$2.50 \$3.10 \$4.30 \$4.90 \$5.50 \$5.50 \$6.10 \$6.70 \$7.30	x x x x x x x x x x x x x x	\$2.50 \$3.10 \$3.70 \$4.30 \$4.90 \$4.90 \$5.50 \$6.10 \$6.70	\$2.50 \$3.10 \$3.70 \$4.30 \$4.30 \$4.30 \$5.50 \$6.10	\$3.10 \$2.50 \$3.10 \$3.70 \$3.70 \$4.30 \$4.90 \$5.50	\$3.70 \$3.10 \$2.50 \$2.50 \$3.10 \$3.10 \$3.70 \$4.30 \$4.90	\$4.30 \$3.70 \$2.50 \$2.50 \$2.50 \$3.10 \$3.70 \$4.30	\$4.90 \$4.30 \$3.70 \$2.50 \$2.50 \$2.50 \$3.10 \$3.10 \$3.70	\$4.90 \$4.30 \$3.70 \$3.10 \$2.50 \$2.50 \$3.10 \$3.10 \$3.70	\$5.50 \$4.90 \$3.70 \$3.10 \$2.50 \$2.50 \$2.50 \$3.10	\$6.10 \$5.50 \$4.90 \$3.70 \$3.10 \$3.10 \$2.50 \$2.50	\$6.70 \$6.10 \$5.50 \$4.90 \$4.30 \$3.70 \$3.70 \$3.70 \$3.10 \$2.50	\$7.30 \$6.70 \$6.10 \$5.50 \$4.90 \$4.30 \$4.30 \$3.70 \$3.10	\$7.90 \$7.30 \$6.70 \$6.10 \$5.50 \$4.90 \$4.90 \$4.30 \$3.70 \$3.10	\$8.5 \$7.5 \$6.7 \$5.5 \$5.5 \$4.5 \$4.5 \$4.5

### **Fare Promotions**



- Group Pass
- Summer Rider's License
- FAREAPAY Reloadable Card
- Horizon Monthly Pass



# Fare Policy – Pricing Structure

Organized around a base fare rate

Ability to charge a premium fare

Base fare pricing relationships

UTA

Transfers

# Fare Policy – Pricing Structure

Ability to vary fare rates SOP for oversight & implementation Pricing adopted through resolution New resolution replaces old

UTA

# **Policy Considerations**

- FrontRunner Fare Structure
- Combining Rates
- Transfers
- Discontinued Products



- Multipliers
- Youth Discount



### **FrontRunner Fares**

Options Pricing Keep Status Quo (\$2.50 +\$0.60)

Simplify Status Quo (\$0.50)

**Three Zones** 

Flat Fare

Set Pricing from Station to Station 

### **FrontRunner Example**



### **FrontRunner Example**



## **Youth Discount**

Agency	Discount	Age
TriMet	50%	7 to 17 (HS or pursuing GED)
RTD	70%	6 to 19
VTA	50%	5 to 18
DART	50%	5 to 14
Metro	50%	6 to 12



Agency	Multiplier		
TriMet	2 X		
RTD	2 X		
VTA	3 X		
DART	2.4 X		
Metro	2.5 X		



### **Proposed Multipliers**

Description	Rate	Multiplier
Day	2 X	Base Rate
Monthly	32 X	Base Rate
Premium Rate	2 X	Base Rate



# **Updated Pricing Table**

Ģ	🚍 🚊 Local Bus TRAX and Streetcar					
		Adult	Reduced			
	Single Trip	\$ 2.50	\$ 1.25			
	Day Pass	\$ 5.00	\$ 2.50			
	Monthly Pass	\$ 80.00	\$ 40.00			

Ē	🚍 💂 Express Bus, Ski						
		Adult	Reduced				
	Single Trip	\$ 5.00	\$ 2.50				
	Day Pass	\$ 10.00	\$ 5.00				
	Monthly Pass	\$ 160.00	\$ 80.00				

Reduced: Includes Seniors, Disabled and Youth Special Fares: Route Deviation \$1.25, Paratransit \$4.00

FrontRunner: TBD





# South Salt Lake County Microtransit Pilot Launch

#### South Salt Lake County Microtransit Pilot

- Pilot Overview
- Goals and Objectives
- Existing UTA Services
- Budget
- Evaluation Plan





#### **Service** Area





#### South Salt Lake County

- Bluffdale
- Draper
- Herriman
- Riverton

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- South Jordan
- Access to 2 FrontRunner Stations
  - Access to 5 TRAX Stations





#### **About Via**

- Public Private
   Partnership
- Transportation as a Service Solution







#### **Customer Experience**

- Service Parameters
- Mobile Phone App
- Fares and Transfers
- Customer Service





#### **Marketing and Promotions**

- Joint Marketing Plan by UTA and Via
- Street Marketing, Out of Home, Digital Mobile, Social Media, Direct Mail, Local Newspaper, Campaigns
- Fare Promotions and Discounts
- Stakeholder Engagement







### **Other Business**

a. Next meeting: December 4, 2019 at 9:00 a.m.



# Adjourn

