

# UTA Board of Trustees Meeting

October 21, 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 October 7, 2020 Board Meeting Minutes



# **Recommended Action (by acclamation)**

Motion to approve consent agenda



# Agency Report



# Approval of UTA Policy 02.03 - Fares





# Fare Policy Purpose

- To guide staff in the administration and operation of the fare system



# Policy Outline

- Fare System
- Pricing Structure
- Fare Adjustments
- Complimentary Passes
- Special Pricing
- Fare Administration
  - Fare Collection
  - Payment
  - Media
  - Validation and Enforcement



# Fare System

- Generates revenue to cover a reasonable portion of operating expenses
- Establish a farebox recovery ratio and target cost of collection percentage
- Use data and analytics to inform decisions



# Fare System

## Policy Values

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

- Uses policy values as guiding principles
- Executive Director reports to the Board of Trustees annually
- Executive Director creates procedures to execute the policy



# Pricing Structure

## Base Rate

- Pricing structure is organized around a base rate
- All other fares are a ratio of the base rate

## Premium

- A premium fare may be charged based on cost to operate the service, trip length, or amenities

## Free

- Identifies groups that ride free of charge

## Discounts

- Sets discounts to comply with FTA regulations, provide equity, incentivize riders, create programs

## Transfers

- Allows for travel on more than one mode
- Travel must be complete within a time frame



# Fare Adjustments



Analyze every two years



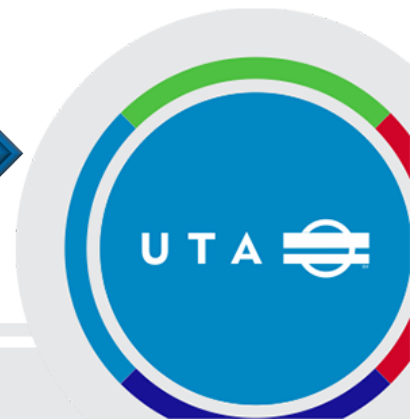
Create fare change proposal



Title VI analysis performed



Public outreach



# Complimentary Passes



- Small short-term events
- Internal use
- Sponsorships
- Exceed \$5,000



# Special Pricing

## Pilots & Promotions

- Test new media, programs, concepts, or ideas
- Incentivize riders
- Increase awareness of transit services

## Bulk Purchase Pricing

- Large quantity purchases for groups
- Date specific, fully or partially subsidized
- Procedures for pricing and administration

## Pass Programs

- Four main categories of programs
- Offered to strengthen relationships and incentivize entities to subsidize





# Fare Administration

Fare  
Collection

Payment

Media

Validation &  
Enforcement



# Summary

- Provides a framework for operating the fare system
- Establishes guiding principles that will direct future strategy and decisions
- Sets the stage for the implementation of procedures necessary to execute the policy



# Recommended Action (by acclamation)

Motion to approve UTA Policy 02.03 – Fares



# Resolutions

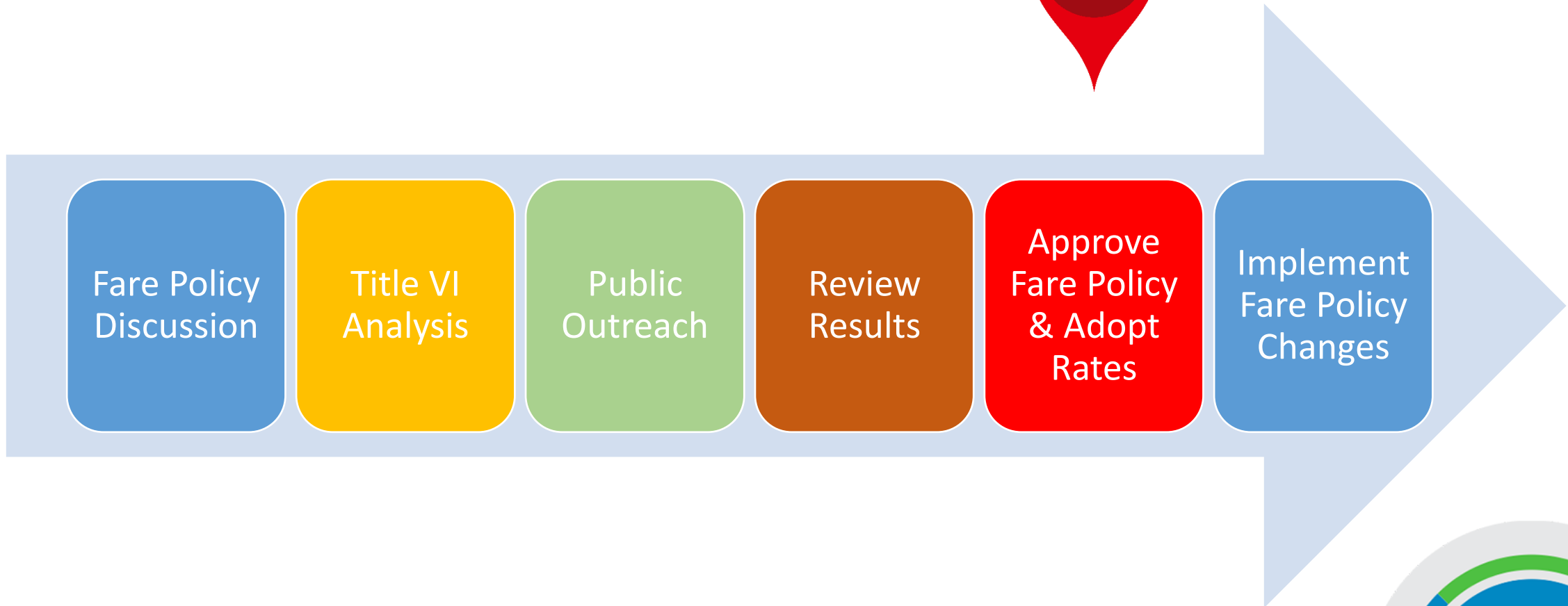


**R2020-10-02**

**Resolution Adopting the Fare Rates and Types of Fare  
Media of the Agency**



# Plan Overview



# Background

- Utah Public Transit District Act empowers the Board to fix fares
- Board Fares Policy 4.1 empowers the Board to set base fares and approve fare media for transit services
- UTA Fares Policy creates a fare rate pricing structure
  - Current rates adopted through Resolution R2011-03-02



# Summary of Resolution

- Adopts the new fare rates and fare media
- Rescinds rates adopted in R2011-03-02
- Rescinds reduced fare agreements adopted in R2018-06-07





# Summary of 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>

# Summary of Changes

## Premium Express Bus Service and FrontRunner

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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

# Summary of 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

# Key Outcomes

Operationally  
Efficient

Simple and  
Easy

Seamless

Flexible  
Technology

Convenient

Equitable

Sustainable



# Recommended Action (by roll call)

Motion to approve R2020-10-02

Resolution Adopting the Fare Rates and Types of Fare Media of the Agency



**R2020-10-03**

**Resolution Authorizing Execution of Amendment 1 to  
Addendum 2 and Addendum 3 to the Salt Lake City Master  
Plan Interlocal Agreement for 2020-21 Frequent Transit  
Network Routes**



# Recommended Action (by roll call)

Motion to approve R2020-10-03

Resolution Authorizing Execution of Amendment 1 to Addendum 2 and Addendum 3  
to the Salt Lake City Master Plan Interlocal Agreement for 2020-21 Frequent Transit  
Network Routes



# Contracts, Disbursement, and Grants





# **Contract: Data Backup and Recovery System Replacement (Cache Valley Electric)**

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

Motion to approve contract as presented in meeting materials



# **Contract: Laserfiche Software Maintenance (Cities Digital, Inc.)**

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

Motion to approve contract as presented in meeting materials



# **Contract: Light Rail Seat Replacement (United Safety & Survivability Corporation)**

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

Motion to approve contract as presented in meeting materials



# **Change Order: South Salt Lake County Microtransit Pilot Extension (River North Transit, LLC, “Via”)**

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

Motion to approve change order as presented in meeting materials



# **Revenue Contract Change Order: Lease Addendum No. 2 (Greyhound Lines, Inc.)**

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

Motion to approve revenue contract change order as presented in meeting materials



# Greyhound Lease Amendment

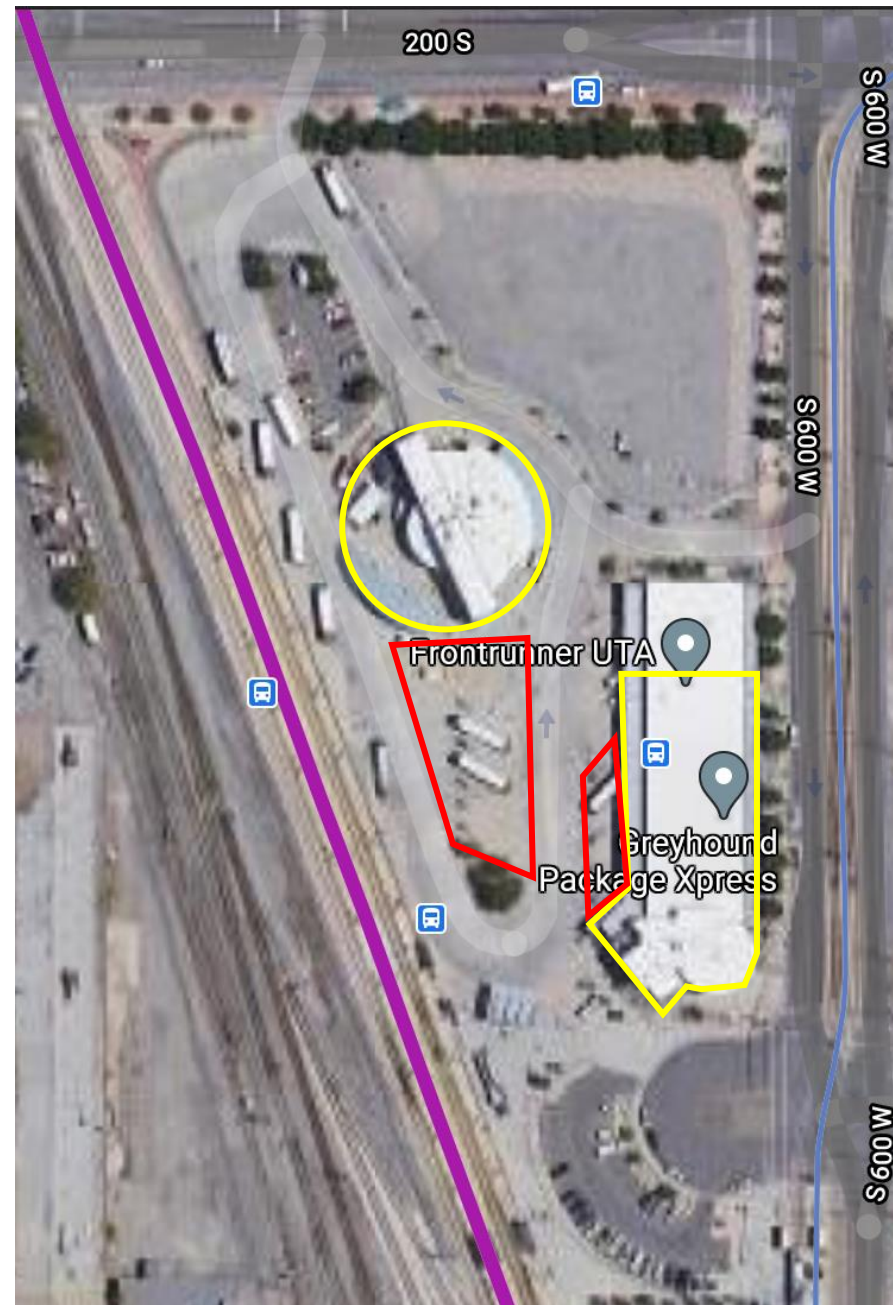
Executed August 2, 2005

Assumed by UTA from Salt Lake City



# Premises

- Restrooms
- Waiting Area
- Offices
- Storage
- Ticket vending area
- Bus maintenance facility
- Bus parking and loading area
- Common Area Access



# Lease Terms

## Term

- Agreement terminates July 31, 2045
- Greyhound may terminate if bus service terminated in SLCO
- UTA has no termination provision

## Compensation

- \$1,550,000 one-time payment
- \$19,213/month (+ annual CPI Increase)
- Current monthly payment = **\$22,500**





# Proposed Amendment

## Rent Abatement

- 12 months
- \$270,000 value

## Termination

- Adds termination rights for UTA with 90 days notice

## Other

- Greyhound to remove storage tanks
- Greyhound to waive \$14,000 security reimbursement
- Security to be reduced to 18 hours per day
- UTA to no longer pay for security services



## Benefits to UTA

- Termination right
- Maintain Greyhound service in Salt Lake County
- Keep tenant in the building
- Save on maintenance and security
- Keep UTA customer service in place



# **Revenue Contract Change Order: Lease Addendum No. 2 (Greyhound Lines, Inc.)**

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

Motion to approve revenue contract change order as presented in meeting materials



# Pre-Procurements

- i. FrontRunner South Double Tracking Environmental Review and Design
- ii. JD Edward Software Support and Maintenance



# Discussion Items



# South Salt Lake Microtransit Pilot Quarter 3 Report and Survey Results





**UTA**  
**ON DEMAND**



## **South Salt Lake County Microtransit Pilot Q3 Update**

Nichol Bourdeaux: Chief Communications and Marketing Officer

Jaron M. Robertson: Director, Innovative Mobility Solutions

# Customer Survey

**Purpose: Gather qualitative data about the pilot**

- Customer satisfaction & preferences
- Learn if people are switching modes
- UTA's response to COVID-19
- Understand who is riding
- Demographics





# Customer Survey

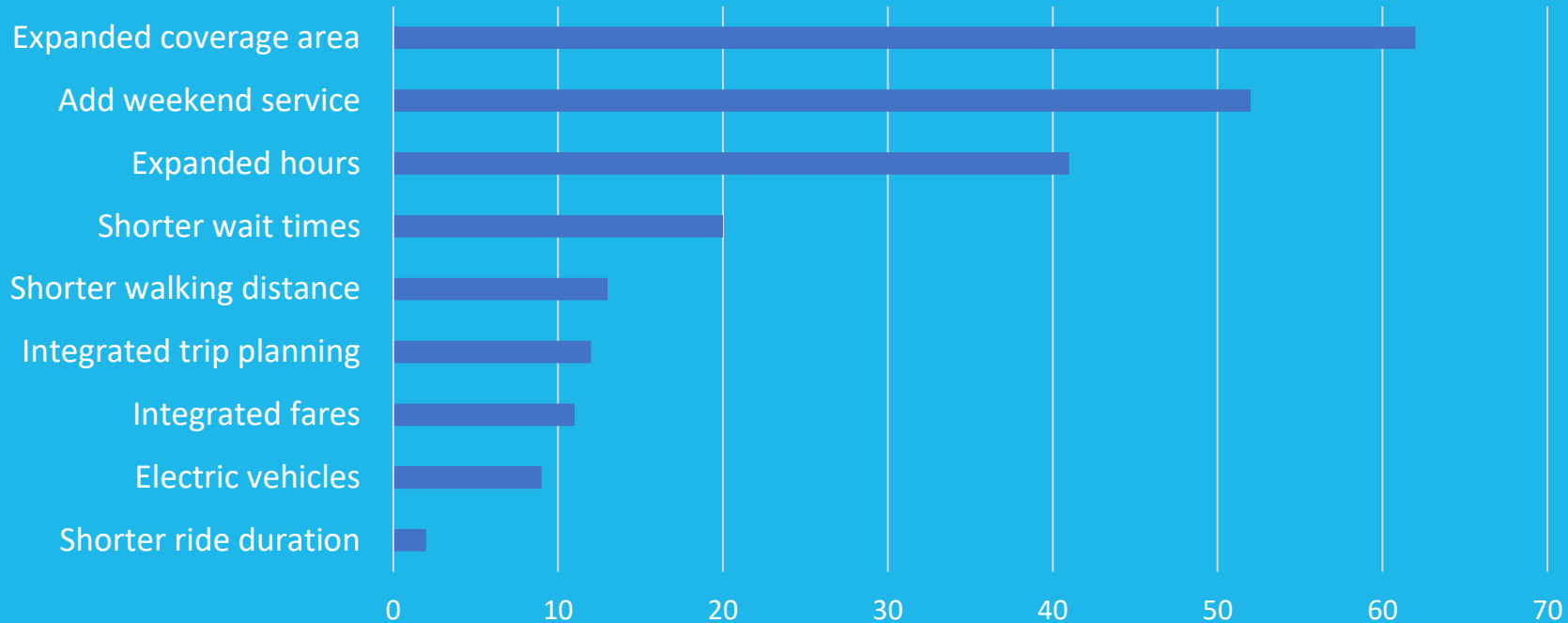


*“Via is incredibly convenient”*

*“Via was easy and affordable.  
It really fit my needs.”*

# Customer Survey

## Most Requested Potential Service Enhancements

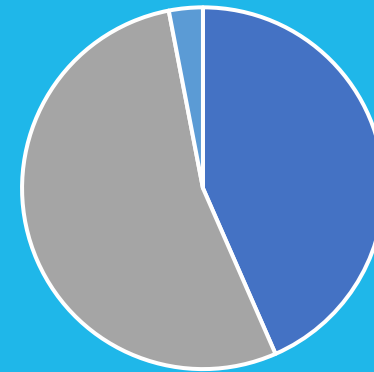


*“I would love it expanded, but it's already so useful, please keep it.”*

# Customer Survey

- Other Findings & Summary
  - Mainly shifting trips from driving or Lyft/Uber
  - Who's riding: 98% already UTA riders
  - Reflect post-COVID-19 general UTA trends
  - Improves mobility with high customer scores

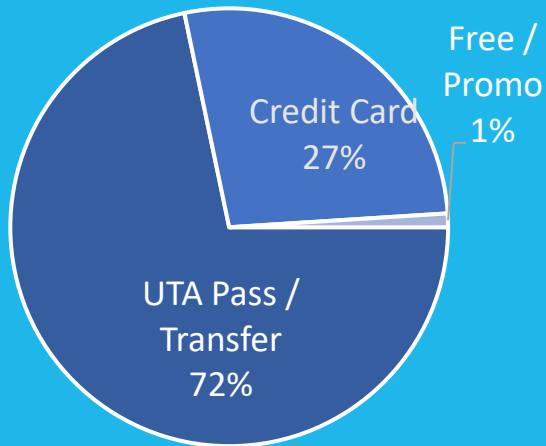
Have you ever ridden a UTA Flex Route Bus (Route Deviation Bus) in your neighborhood? (i.e. F547, F518)



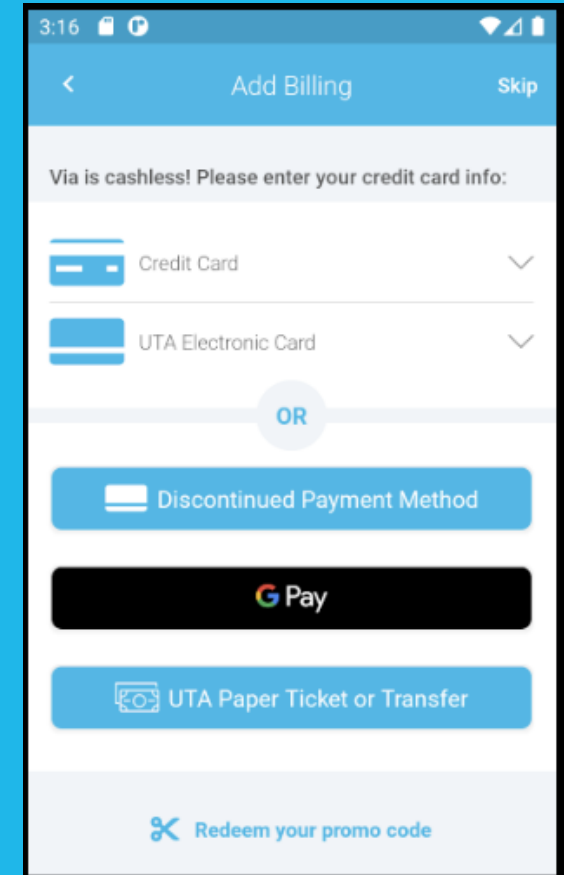
■ Yes ■ No ■ Not Sure

# FAREPAY and EFC Integration

Fare Payment by Type



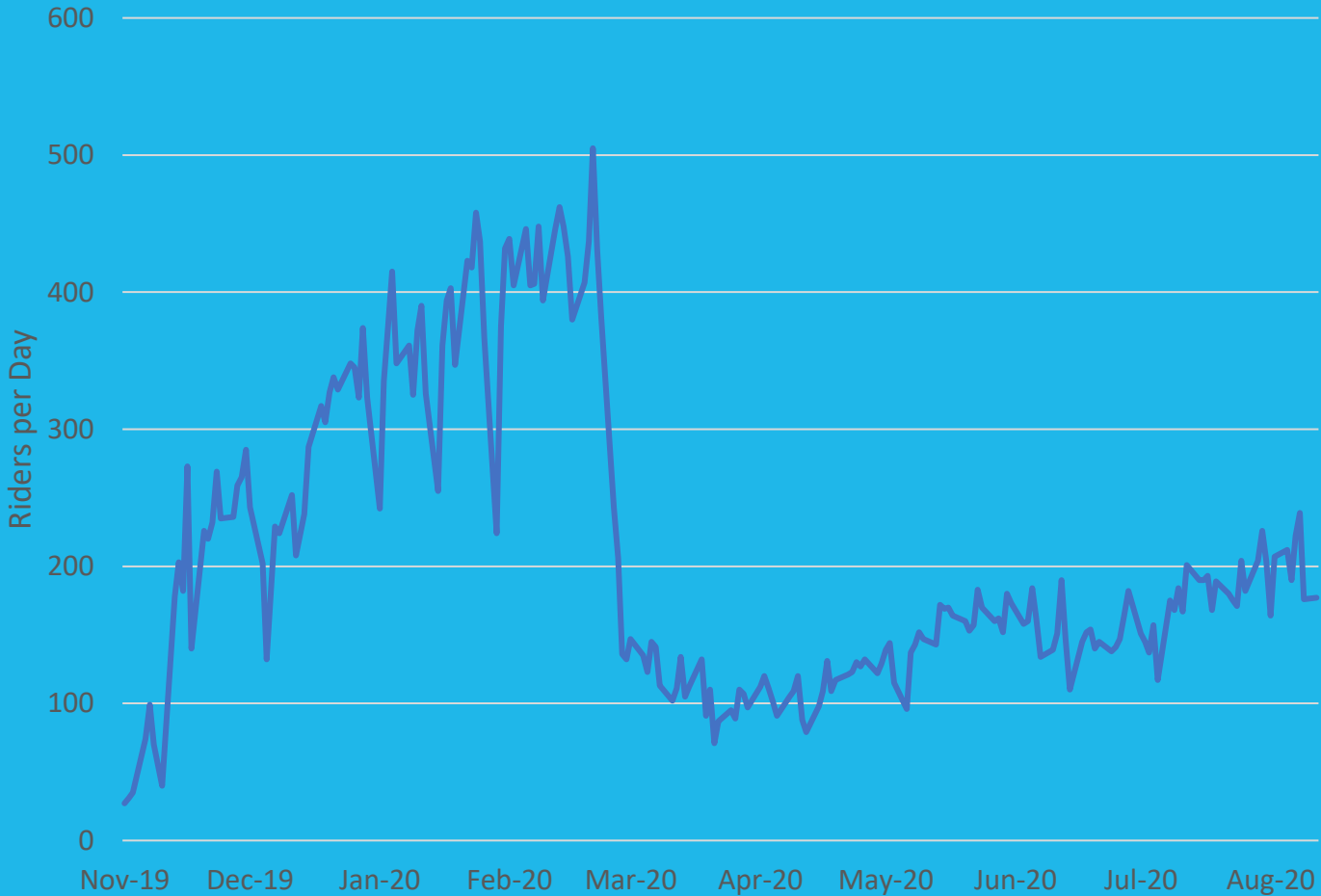
- Pilot team launched FAREPAY and EFC validation in the Via app October 4<sup>th</sup>
- Fare Payment Methods Accepted:
  - Credit/Debit Card
  - EFC
  - FAREPAY
  - Google and Apple Pay
  - GoRide
  - Paper Ticket or Transfer
- Fares Excluded:
  - Cash
  - Tokens
- Access to EFC Data for Pilot Evaluation
- First Step in a MaaS Concept



# Ridership and Performance

	Goal	Q1	Q2	Q3
Total	N/A	19,891	10,962	11,176
Avg. Weekday	350 - 450	316	169	169
Total WAV	2% - 5%	1.2%	1.9%	3.0%
Utilization	2.5 - 4.5	1.9	1.0	1.18
Cost Per Rider	< \$13.08	\$19.10	\$34.30	\$30.61
Operating Cost	\$486,806	\$379,921	\$376,038	\$342,074

# Daily Ridership



# Next Steps

- Continued evaluation for service improvements
- Pilot in-cabin safety solutions
- Paratransit to microtransit connections
- Evaluate electronic fare validation
- Evaluating minor boundary changes to support the Five-Year Mobility Plan
- Extend the Pilot through the August 2021 change day



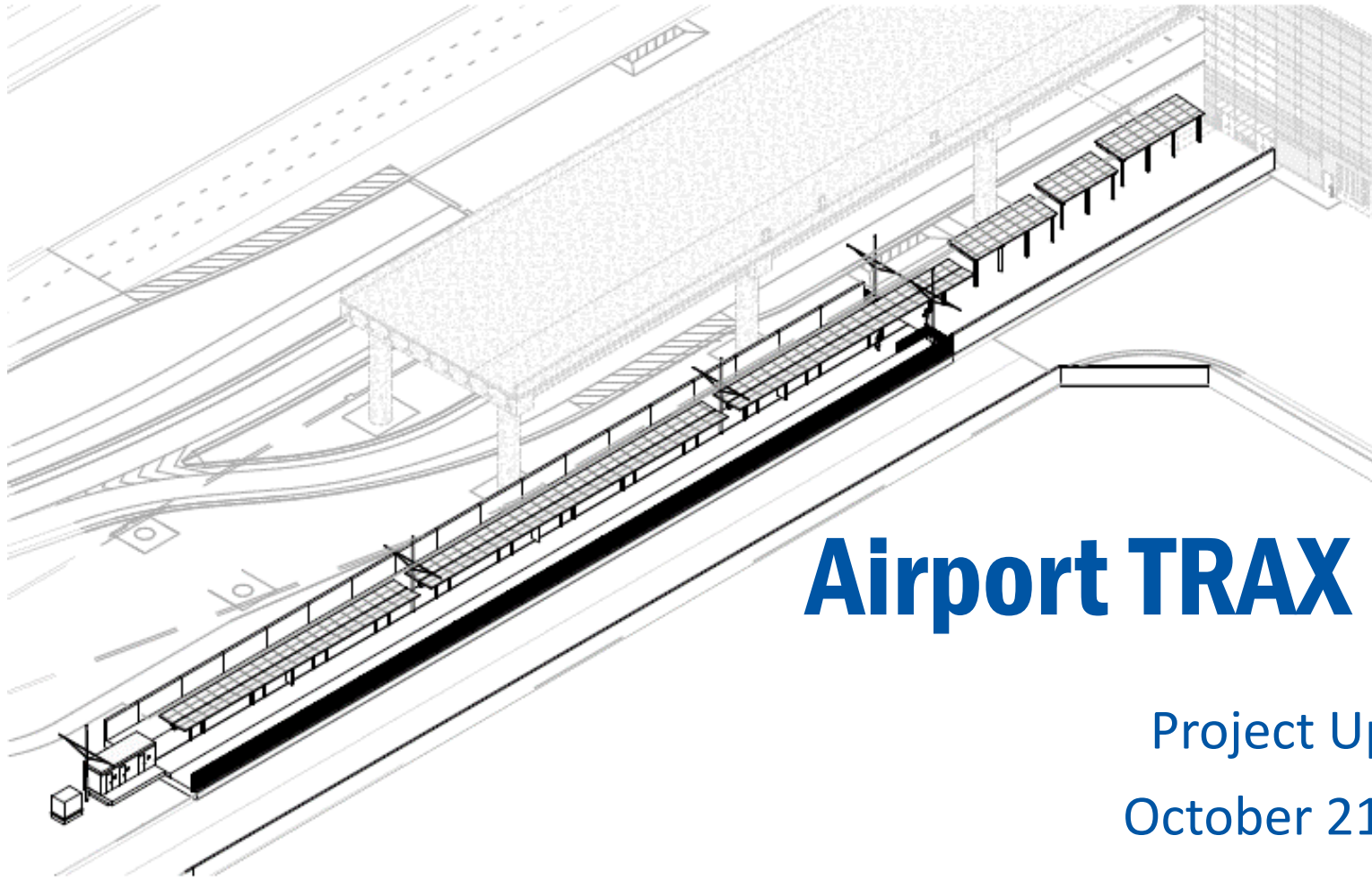
**UTA**  
**ON DEMAND**





# Airport TRAX Station Relocation Project Update





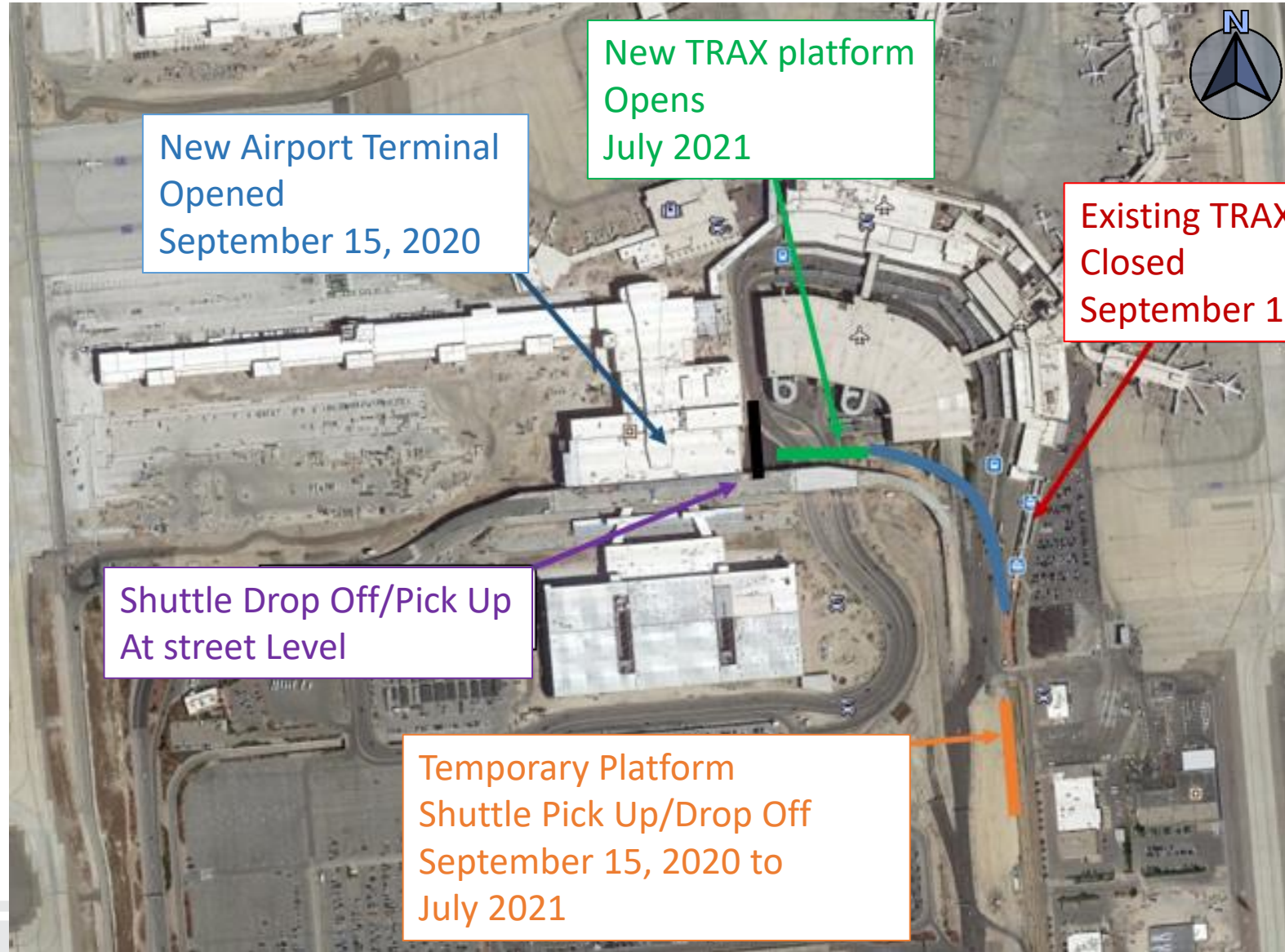
# Airport TRAX Relocation

Project Update  
October 21, 2020



# Airport TRAX Update

- Location



# Construction Update

- Temporary Platform-Complete and Operational



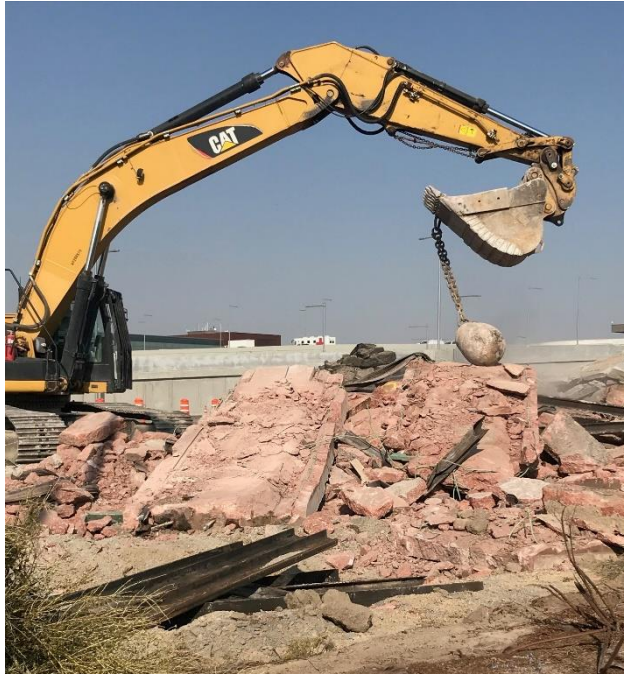
# Construction Update

- Bus Shuttle



# Construction Update

- Old Platform Demolition



# Construction Update

- New Platform and Rail



# Construction Update

- New Platform and Rail





# Construction Update

- New Platform and Rail



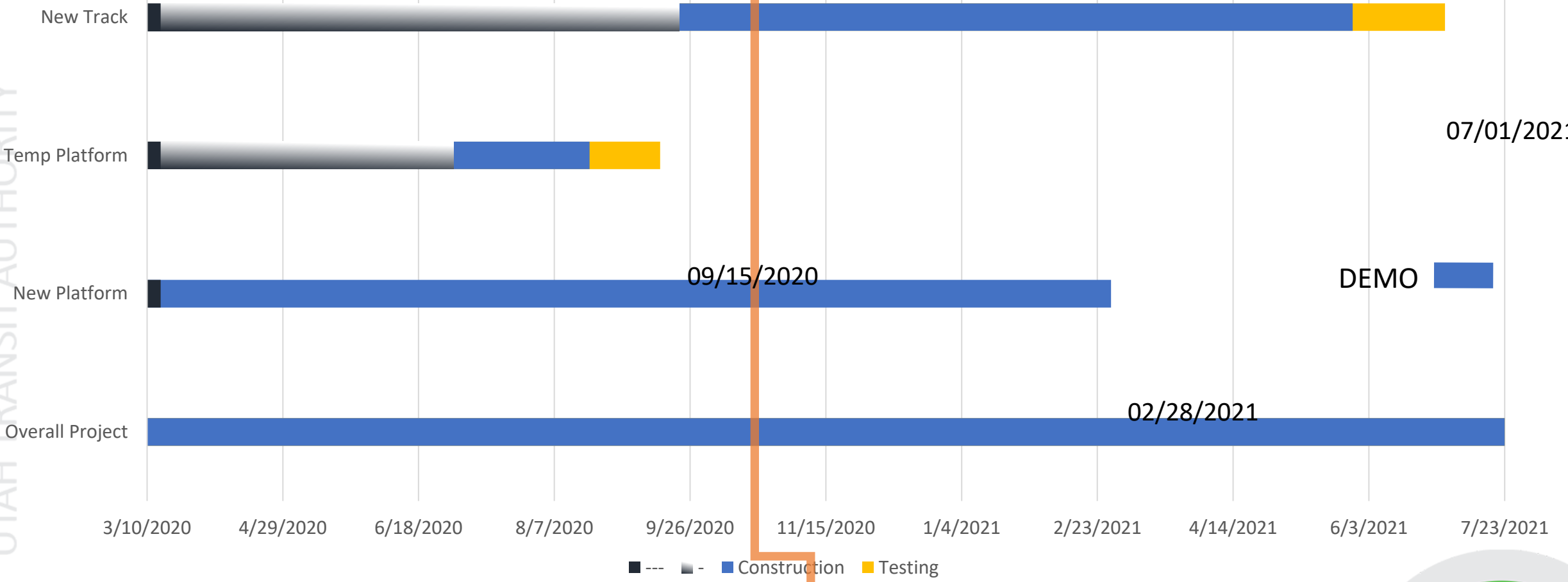
# Construction Update

- New Platform and Rail



# Airport Project Schedule

UTAH TRANSIT AUTHORITY



09/15/2020

07/01/2021

DEMO

02/28/2021

TODAY



# Other Business

- a. Next Meeting: October 28, 2020 at 9:00 a.m.



# Closed Session

- a. Strategy session to discuss pending or reasonably imminent litigation
- b. Strategy session to discuss the purchase, exchange, lease or sale of real property, if public discussion of the transaction would prevent the public body from completing the transaction on the best possible terms



# Closed Session



# Open Session



**Adjourn**

