

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



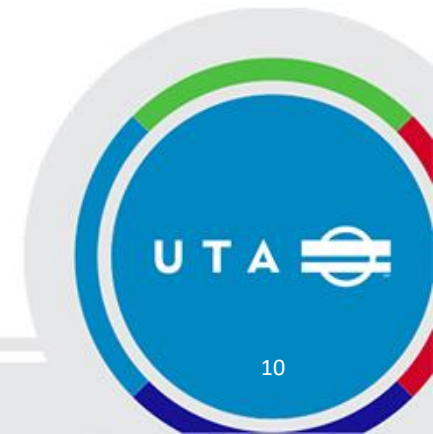
Recommended Action (by acclamation)

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



Recommended Action (by acclamation)

Motion to approve contract:

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



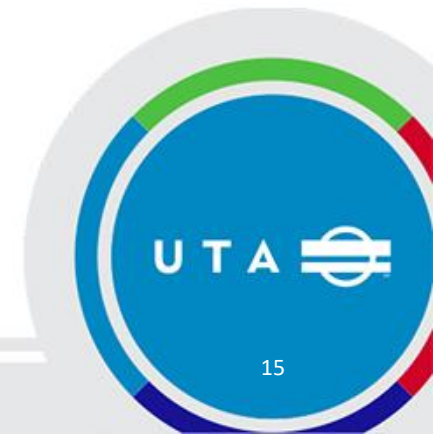
Contract: Employee Holiday Gift Cards (Harmons)

- 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



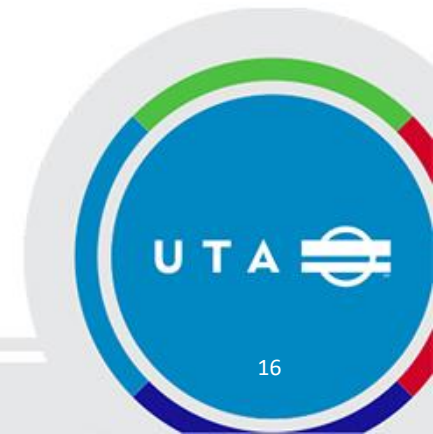
Recommended Action (by acclamation)

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)



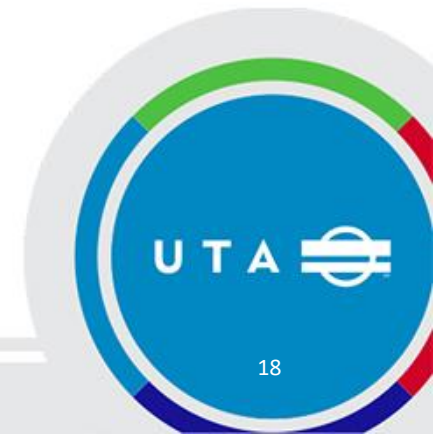
Recommended Action (by acclamation)

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



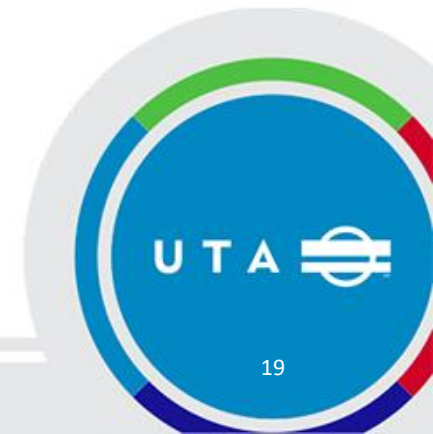
Change Order: Depot District Tech Center Phase 2 (Big D)

- 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



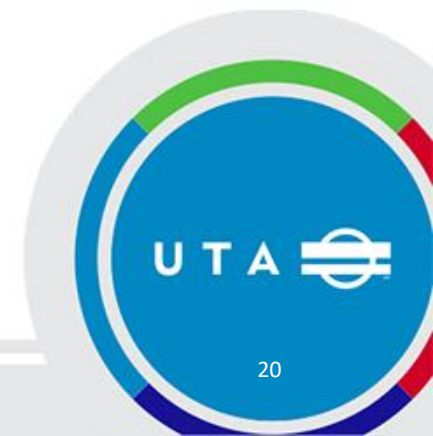
Recommended Action (by acclamation)

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



Recommended Action (by acclamation)

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

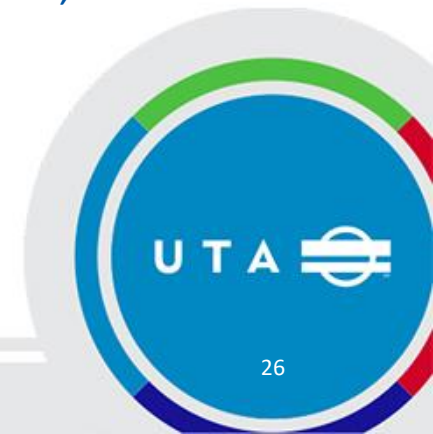


Recommended Action (by acclamation)

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)



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

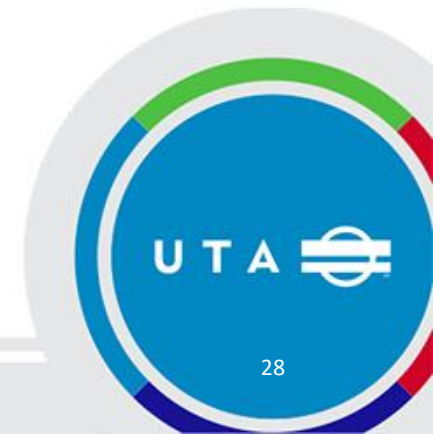
- Description and purpose:
 - Agreement with The Church of Jesus Christ of Latter-day Saints for the purchase and issuance of discounted transit passes for employee use
- Total contract:
 - \$1,776,642



Recommended Action (by acclamation)

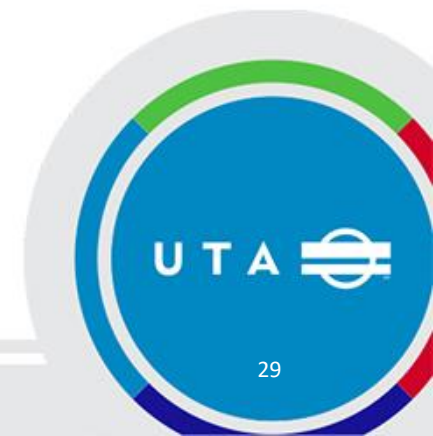
Motion to approve fare contract:

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



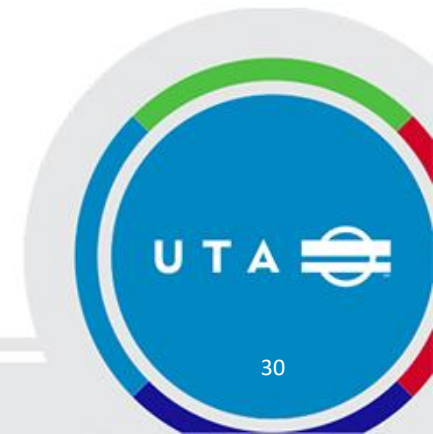
Fare Contract: Zions Bankcorporation ECO Pass

- Description and purpose:
 - Agreement with Zions Bankcorporation for the purchase and issuance of discounted transit passes for employee use
- Total cost:
 - \$430,100



Recommended Action (by acclamation)

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

02

Draft Fare Policy

Summarize the key elements of the draft fare policy

03

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

Local Bus TRAX and Streetcar

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




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	 Senior/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 <small>(1 Token = 1 Fare)</small>



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 <small>(Grades 1-12)</small>

Paratransit

(Passengers must be pre-qualified)

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

Passholder Upgrades

	 All
Monthly Upgrade	\$114.25

Fare Promotions



- Group Pass
- Summer Rider's License
- FAREPAY 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



Transfers



Fare Policy – Pricing Structure



Ability to vary fare rates



SOP for oversight & implementation



Pricing adopted through resolution



New resolution replaces old



Policy Considerations

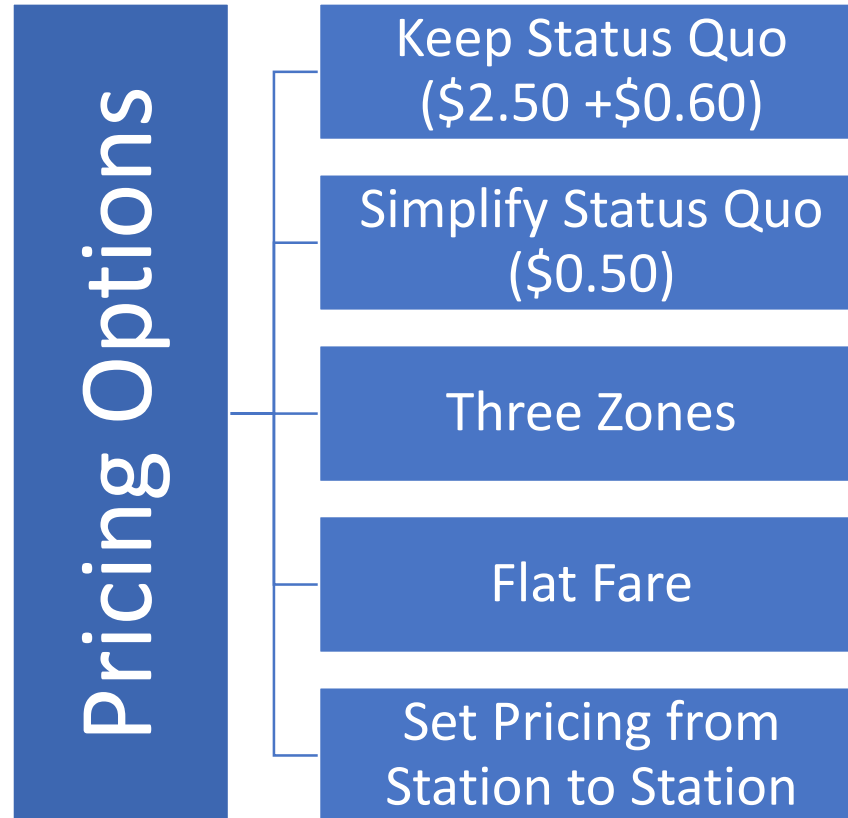
- FrontRunner Fare Structure
- Combining Rates
- Transfers
- Discontinued Products



- Multipliers
- Youth Discount



FrontRunner Fares



FrontRunner Example



Fare Between Zones:

- 1 = \$2.50
- 2 = \$5.00
- 3 = \$7.50

ZONE 1

ZONE 2

ZONE 3

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

Day Pass

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



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



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



Feedback

Thank You!

Questions?

Comments?

Comments?

Suggestions?

Suggestions?



South Salt Lake County Microtransit Pilot Launch



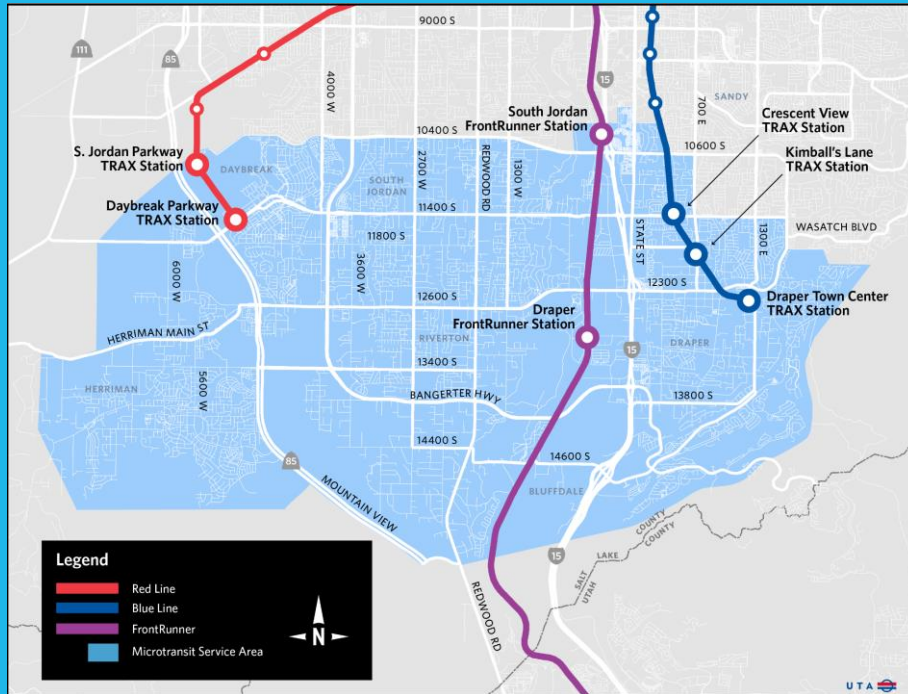
South Salt Lake County Microtransit Pilot

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

UTA
ON DEMAND



Service Area



South Salt Lake County

- Bluffdale
- Draper
- Herriman
- Riverton
- South Jordan
- Access to 2 FrontRunner Stations
- Access to 5 TRAX Stations



UTA
ON DEMAND



About Via

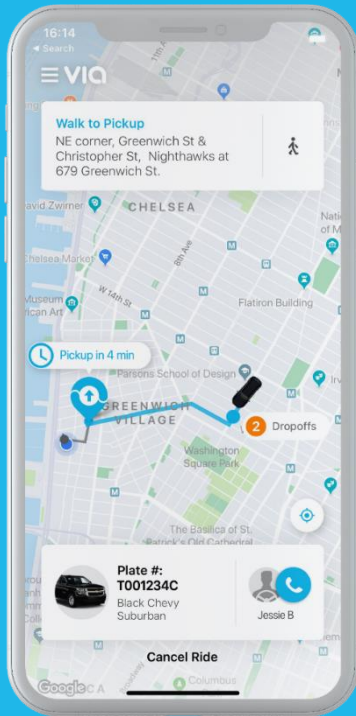


- Public Private Partnership
- Transportation as a Service Solution

UTA
ON DEMAND



Customer Experience



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



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ON DEMAND



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

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VIA





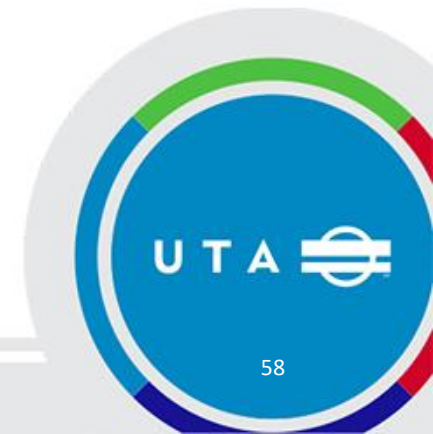
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South Salt Lake County Microtransit Pilot

Other Business

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



Adjourn

