MEMORANDUM TO THE BOARD

TO: Utah Transit Authority Board of Trustees

THROUGH: Carolyn Gonot, Executive Director

FROM: Nichol Bourdeaux, Chief Communications and Marketing Officer

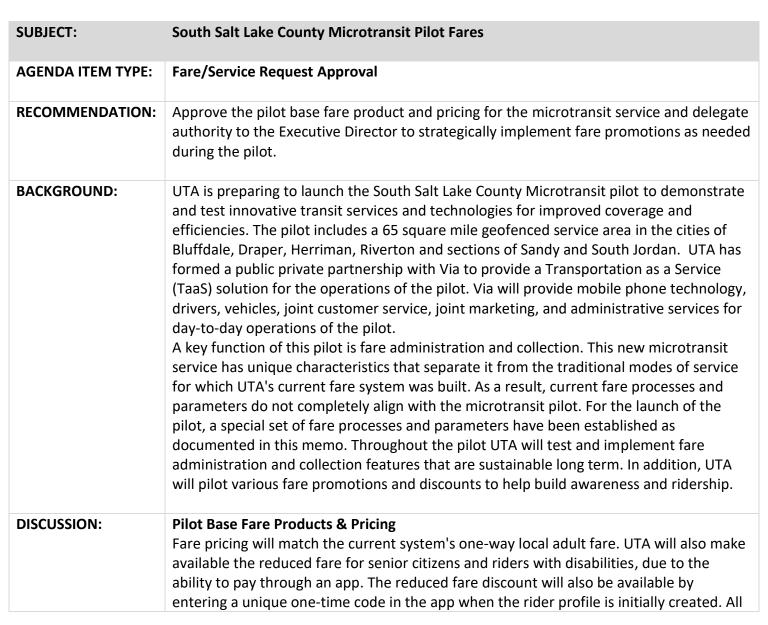
Bob Biles, Chief Financial Officer

PRESENTER(S): Jaron Robertson, Acting Director Innovative Mobility Solutions

Monica Morton, Fares Director

Andrea Packer, Communications Director

BOARD MEETING DATE: October 30, 2019





reduced fare discount codes will be issued on a one-to-one basis to qualified riders through customer service. In Summary, the base fares are as follows:

One-Way: \$2.50

Reduced Fare One-Way: \$1.25

Transfers

Transfer will be the same as those outlined in the Utah Transit Authority Fare Transfer Rules document. The transfer time is based on the pick-up time plus 2 hours and 30 minutes. Transfers are not allowed between two consecutive microtransit trips.

Fare Validation

UTA operators and transit officers do not need to change the way they validate current UTA fare media, but they need to be familiar with the new Via mobile ticket and perform a visual validation. Via microtransit drivers will do visual validation of all current UTA fare media that is accepted on this service.

Fare Promotions & Discounts

UTA is planning to implement various fare promotions and discounts during the pilot as part of the pricing strategy to acquire customers and evaluate the demand and market for microtransit service. In addition, UTA will want to offer promotional discounts to keep riders engaged and encourage them to refer other riders. Via will work with UTA to determine which promotions would be most successful, using their experience of similar service areas. Below is a list of some potential promotions and discounts that may be offered. There will also be several different events throughout the pilot. Examples of potential promotions for the micro-transit pilot project includes:

- One-Way Fare (\$1)
- Weekly Pass (\$9.50)
- New Rider (2 Rides Free)
- Referrals (\$5 Ride Credit)
- Referrals Contest (10 Rides Free)
- Churn (50% Next 3 Rides)
- Engagement (1 Ride Free)
- Weekly Pass (\$18.75)

UTA may need to be flexible with the promotion and discount terms as needed. The marketing staff will present monthly reports to the Board on the various promotions.

Potential Fare Enhancements

During the microtransit pilot, UTA will evaluate fare enhancements designed to enhance the customer experience. Enhancements may include the integration of electronic fare payment systems and validators, integration of UTA pass products into the Via Mobile App, and cash collection systems onboard vehicles.

ALTERNATIVES:	None
FISCAL IMPACT:	None: Fare revenue is not accounted for in the overall costs and expenses of the microtransit pilot. Fare collection is to test and learn how to incorporate fares for microtransit services. Fare promotions and discounts are to build ridership and awareness.
ATTACHMENTS:	1) Attachment 1: Utah Transit Authority Fare Transfer Rules

Utah Transit Authority Fare Transfer Rules

As Approved by Business Unit Forum in 2009
Last updated for microtransit transfer time on September 27, 2019

One-way fare = per-ride value

Local Bus, TRAX, Streetcar	Microtransit	FrontRunner	Express Bus	Park City Bus	Ski Bus
\$2.50	\$2.50	\$2.50 - \$10.30	\$5.50	\$4.50	\$4.50

Final Fare with Transfer Applied (if allowed)

To this service											
TR		Local Bus, TRAX, Streetcar	Microtransit	FrontRunner	Express Bus	Park City Bus	Ski Bus				
ce	Local Bus, TRAX, Streetcar	Free	Free	Up to \$7.20	\$3.00	\$2.00	\$2.00				
s service	FrontRunner	Free	Free	Up to \$7.20	Up to \$3.00	Not allowed	Up to \$2.00				
From this	Express Bus	Free	Free	Up to \$4.20	Free	Not allowed	Free				
Frc	Park City Bus	Free	Not allowed	Not allowed	Not allowed	Not allowed	Not allowed				
	Cl.: D	F====	F	U- +- ¢F 20	ć1 00	Not	Not				

Up to \$5.20

Up to \$7.20

\$1.00

\$3.00

allowed

Not

Allowed

allowed

Not

Allowed

Free

\$2.50

Transfer timing

Ski Bus

Microtransit

• Bus – End of route time plus 2 hours

Free

Free

- TVM Ticket purchase time plus 2 hours and 30 minutes
- EFC Tap off time plus 2 hours
- Mobile Ticket Activation time plus 2 hours and 30 minutes
- Microtransit (Via) Pick up time plus 2 hours and 30 minutes

Electronic fare inspection timing

- TRAX, Streetcar Tap on time plus 2 hours
- FrontRunner Tap on time plus 3 hours

^{*}Transfers are not allowed between two consecutive microtransit trips