

R2026-02-02 - Resolution Approving the Title VI Fare Collection System Equity Analysis



Title VI Analysis

UTA and Title VI

- Title VI of the Civil Rights Act requires UTA work to ensure there is no discrimination in the delivery of service
- An analysis is performed on all major service and fare changes 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

- Demographic data from the 2024 On-Board Survey (OBS) were used to determine who is impacted by the proposed changes
- Demographics of those who use each fare type were compared: minority and low-income
- Differences greater than 5% between minority and non-minority, and low-income and not low-income require further examination and consideration

Background of Proposed Changes

- UTA is starting the final phases of implementation for the new fare collection system. Fare changes are being proposed to support the roll out of this project and help achieve the vision of an integrated fare collection system.
- Ticket vending machine ticket options will be phased out and replaced by pre-paid, reloadable accounts beginning July 1, 2026.
- Proposed changes will impact paper tickets, monthly passes, and tickets sold on the mobile app.
- Other proposed fare changes will also be included as part of this change day.



Proposed & Final Fare Changes – 2026

Proposed Changes for 2026	Final Changes for 2026
Elimination of Paper Tickets on TVMs	TVMs will vend electronic FAREPAY Cards instead of paper tickets. First-time FAREPAY Card buyers will pay a fee on the card of \$3. The list of full and reduced fare tickets that would be replaced includes: One-way, Round trip, Upgrade ticket, Group pass, Day pass
Monthly Pass Changes	<p>Monthly passes will be replaced by FAREPAY Cards. The monthly passes being eliminated include:</p> <ul style="list-style-type: none"> • Reduced fare monthly stickers (RF, XRF) • Reduced fare monthly pass (R, XR) • Full fare monthly pass (A, X)
Changes to Reduced Fare Discounts	Reduced fare discounts will only be available for customers using electronic fare media. Reduced fare eligible riders who pay cash through the farebox will not be eligible for a discount and will need to pay full fare.
Elimination of the Reduced Fare Plastic ID Card	Reduced fare plastic ID cards will be phased out.
Discontinuation of Mobile Pass Tickets	Multiple passes are anticipated to be eliminated from the mobile app in the future, although the timeline is still to be determined.



Proposed Fare Changes: Findings

- **1 finding identified:** Discontinuation of Paper Tickets on Ticket Vending Machines (TVMs)
- Disparate impact on minority populations
- Alternative considered:
 - Not discontinuing paper tickets on TVMs
- Justification to not pursue alternative:
 - Would not achieve UTA's goal of creating a fare structure that is simple and easy for riders to understand.
- Fares Team proposed mitigations:
 - Work with human service agencies along the route to promote Reduced Fare Program & Human Service Program
 - Coordinate with Communications/Marketing staff to implement a targeted marketing campaign for the route

Fares Team Mitigations

- **In Action:** Created and implementing a communications and outreach plan, with materials in English and Spanish, to keep customers well informed of the upcoming changes and make them aware of other payment options.
- **Upcoming:**
 - 1) With a geographic analysis, identify the locations of TVMs in high minority and low-income areas.
 - Conduct a phased implementation to mitigate impact upon high minority or high low-income.
 - Target four platforms in high minority and low-income areas and distribute free FAREPAY cards for at least two weeks before and after initial implementation period.
 - 2) Develop a plan to distribute a minimum of 200 free FAREPAY cards with zero balance before and after the initial implementation period
 - Efforts to reach the impacted populations and communicate the transition to FAREPAY cards.
 - Informational cards describing how to load funds onto the FAREPAY card would be included with distribution.

Public Engagement Approaches & Participation

- Public Comment: November 13, 2024 – January 1, 2025
- Public Meeting: November 20, 2024
- Communications plan
 - Social
 - Web
- Targeted outreach
 - Partners and stakeholders
 - CAC Meeting
 - Outreach events
- Official Comment: 221
- Engagement on Public Meeting: 43 registrations, 39 attendees
- Engagement in outreach efforts:
 - 12 Community Advisory Committee members
 - Hundreds of attendees at LHM Season of Service resource event
 - 2 community partners, serving key communities
 - 300+ contacts from community and municipalities were emailed
 - 20K+ mailers sent
 - Canvassing across all communities for key changes
- Media Report

Public Comment Fare System Themes

- Fare System and Payment Methods
- Improving Accessibility and Signage
- Community Engagement and Customer Service
- Public Engagement and Communication
- Concerns about Fare Changes and Accessibility for Fares
- Fare Structure
- Suggestions for Further Improvements
- Concerns about financial impacts on riders
- Communication and accessibility of information
- Community Considerations