

# Promotional Fare Request: 2023 UTA On Demand Service



# 2022 UTA On Demand Fares

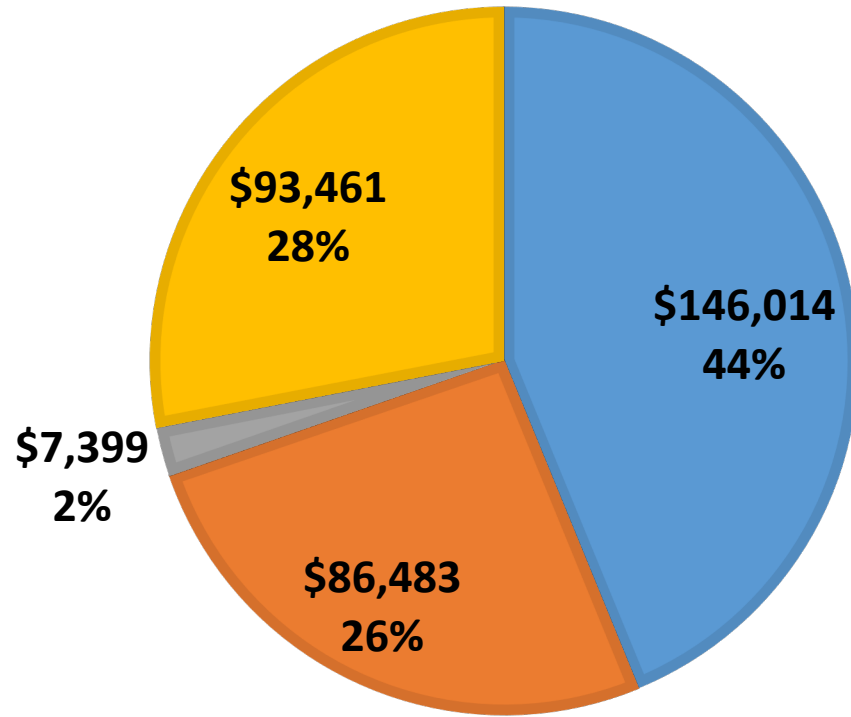
- Fare structure:
  - Consistent with UTA local fares, while reflecting the uniqueness of UTA On Demand service
  - \$2.50 per trip and \$1.25 reduced fare
  - Transfers, Credit/Debit, UTA Passes, and FAREPAY accepted
  - No Cash payments accepted
- Strategically implemented fare promotions to include:
  - New rider (10 rides free)
  - Referrals (\$5 credit)
  - Multi-rider fare trial (+1s)
  - Targeted onboarding email (X rides free)



# 2022 UTA On Demand Fares

## FARES BY PAYMENT METHOD

■ UTA Paper Ticket   ■ Credit Card   ■ Ride Credit   ■ UTA Electronic Card



# 2022 Fare Promotions in Use

**Go Westside.**  
Go whenever you want.  
Go On Demand.

Monday to Saturday,  
4 a.m. - 12:15 a.m.,  
Sunday 6 a.m. - 9 p.m.

New users get  
10 rides free  
until March 1, 2022  
Rides are \$2.50 one-way

Download the UTA On Demand App

Available on the App Store or call 385-217-8191 to book

More information

UTA ON DEMAND VIA  
rideuta.com/ondemand

**How to Pay**  
You can pay for your ride in the UTA On Demand app using a credit or debit card, FAREPAY card, or passes like the Eco Pass or Student Pass linked to your account. These cards can be added in your app or added to your account over the phone, just call 385-217-8191.

For those booking rides for **multiple riders** (ie. groups going to the same destination), you can book using your method of payment and include up to 4 additional riders at no extra cost. This means the fare for a one-way ticket/ride is only \$2.50. This is a trial feature and may be removed without notice.

Utah Transit Authority - UTA  
September 22

UTA On Demand is in South Davis County. Download the App today! New users get 10 rides free!

Google Play:  
<https://play.google.com/store/apps/details...>

App Store... See more

**Stay On the Go.**  
UTA On Demand is now  
in South Davis County.

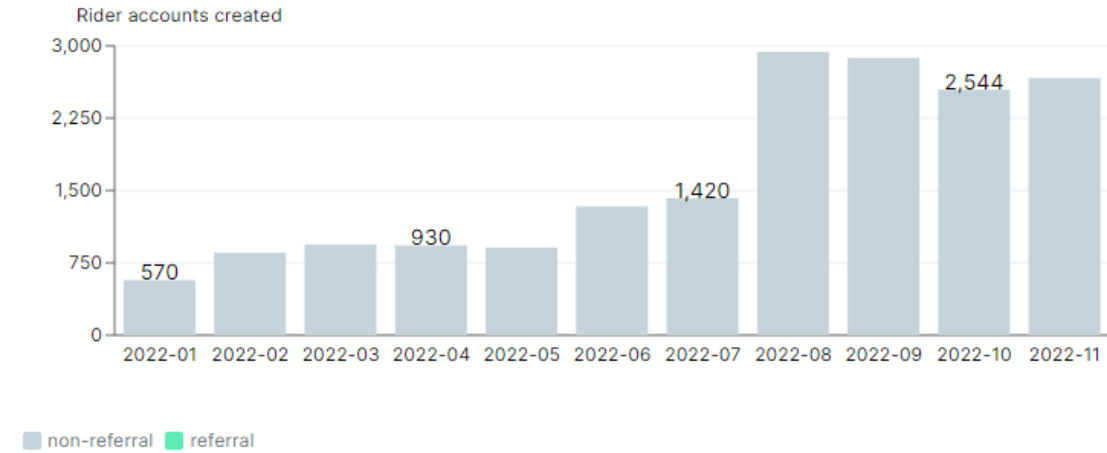
UTA ON DEMAND



# 2022 Fare Promotions in Use

## Accounts Created Trend

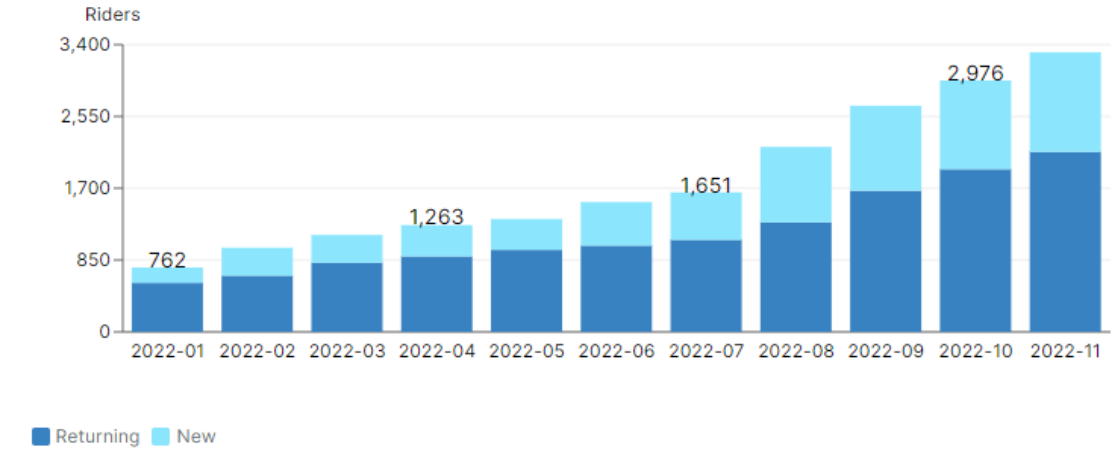
Number of accounts created segmented by acquisition source.



17,976  
New  
accounts

## Active Riders

Riders who took a ride in the period selected (broken down by those who took their first ride ever and returning riders).



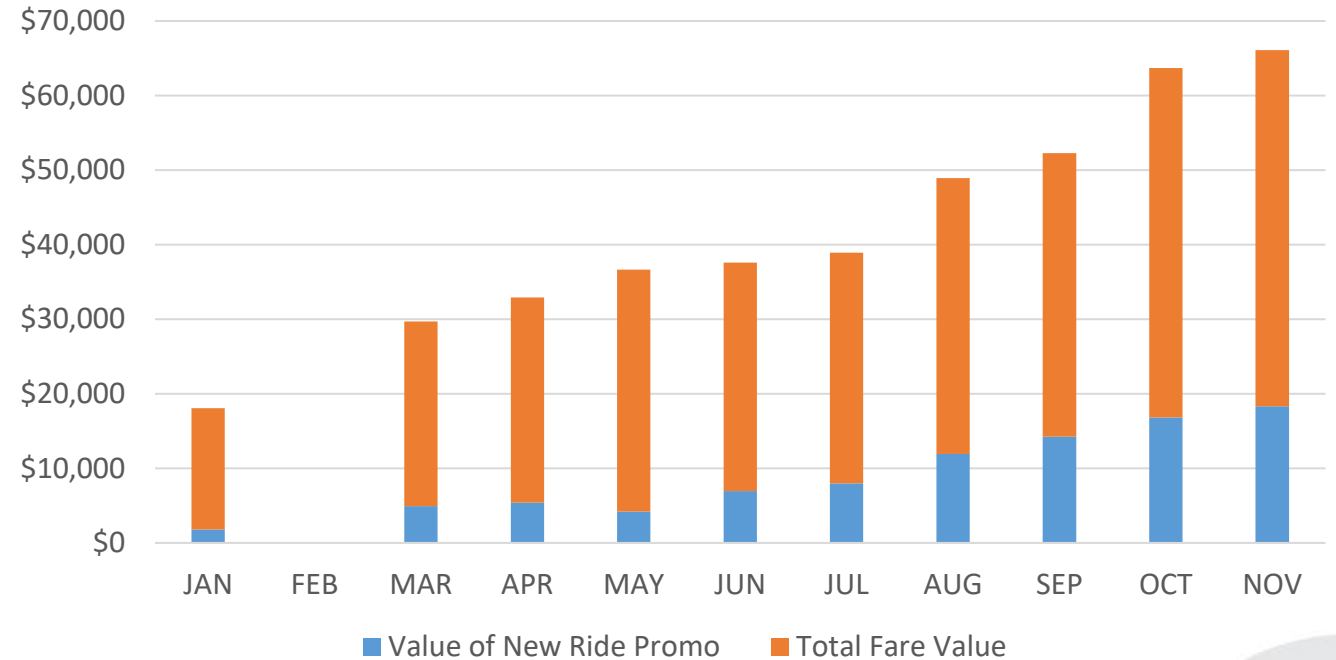
6,777  
New  
riders



# 2022 Evaluation of Fare Promotions

## ■ New Rider

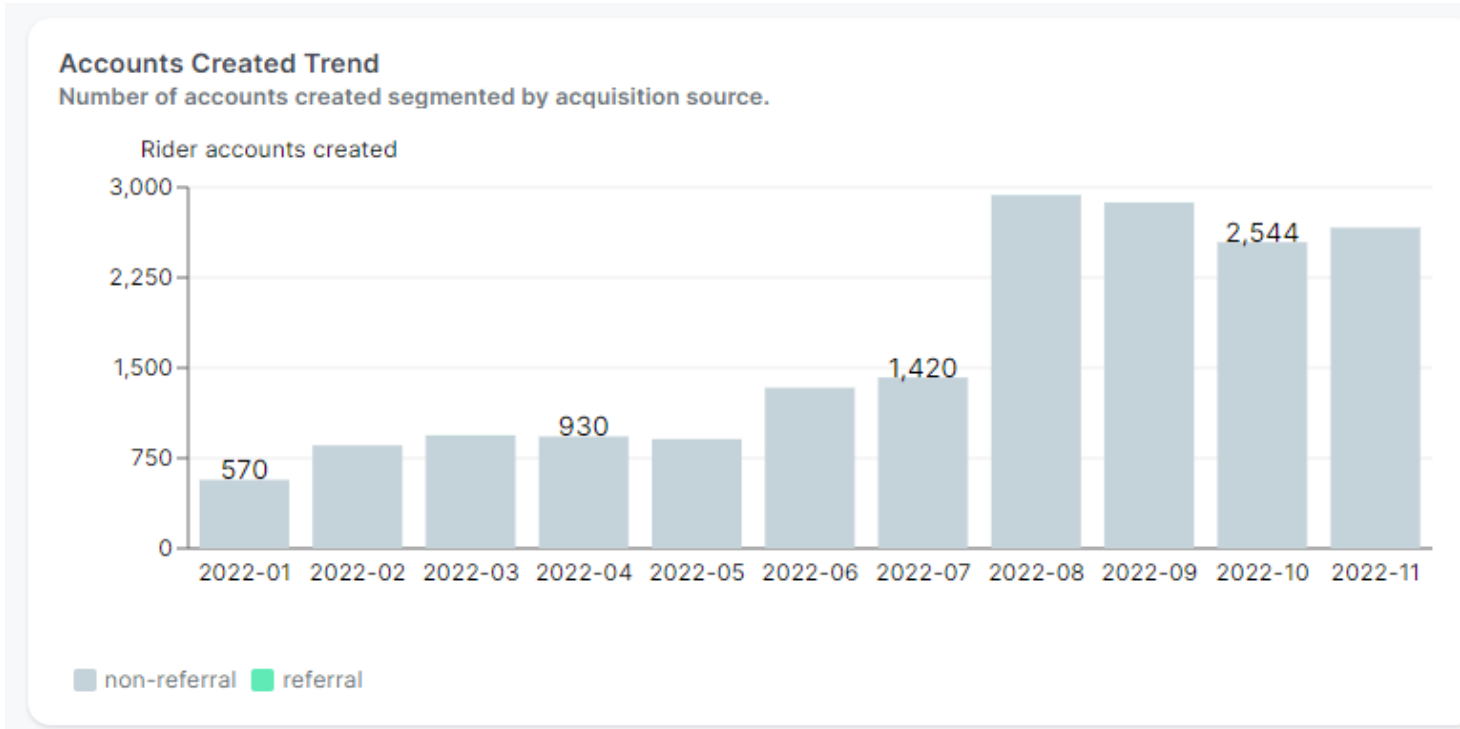
- Launched December 2021
- Annual fiscal impact est. \$92,619
- Effective promotion to acquire new customers



# 2022 Evaluation of Fare Promotions

## Referrals

- Only 3 new accounts created from Referrals
- Usage may expand as other promos phase out



# 2022 Evaluation of Fare Promotions

## ▪ Multi-rider Trial Fare (+1s)

- Launched on January 1, 2022
- Before the trial, approximately 19 daily trips (5%) for multiple rider
- Preliminary Results
  - After the trial approximately 33 daily trips (12%) for multiple riders
  - Annual fiscal impact est. \$19,278
  - Customer friendly, efficient, and not significant



# 2023 Fare Recommendations

## ■ Plan to Continue

- Consistency with UTA's future fare strategy
- Flexibility to manage growth of UTA On Demand
- Select promos: Multi-rider +1 trial, Referral credits, New rider promos if necessary
- Estimated fiscal impact: \$60,000

## ■ Plan to Discontinue

- New rider promos in So. SLCo and SLC Westside

