

# Promotional Fare Request: Explore More Transit Passport

---



# Background

## ■ Goals

- Ridership recovery planning and promotion
- Provide an option that works well for families, caregivers, and children
- Introduce people to transit as a way to explore their surroundings
- Support local businesses and economic recovery efforts
- Engage young riders by gamifying their ride, make riding transit fun!



# Details

- **Explore More Transit Pass**
  - Group Pass for one adult & up to four children (ages 6-15)
  - Mobile ticketing on GoRide app
  - \$49/month each for July, August, and September; \$99 for all three
    - Partial June month free with purchase of July or all three
  - Valid on all UTA services, except PC-SLC Connect, Ski, and Paratransit



## Passport & Partners

- **“Passport”**
  - Booklet to track fun destinations visited by taking transit
  - Will be available through partner organizations and UTA
  - Stickers at each partner location visited
- **Local First Utah**
  - Supporting local businesses and economic recovery
  - Local businesses across the service area



# Fiscal Impact

- Estimated total sales ~500-1000 passes
- Revenue approximately \$49,500 - \$98,800
- Total pass sales assumes that 25% of customers will purchase a 30-day pass for \$49 at least two times and 75% of customers will purchase a 3-month pass for \$99.
- Rider’s License launch 2014: total sales were 800 passes, \$99/pass. These sales were used as the baseline to determine sales for the Explore More pass

		Total Pass Sales		
	Price	500	750	1000
25%	\$49/month	\$12,300	\$18,400	\$24,500
75%	\$99 for 3 months	\$37,200	\$55,700	\$74,300
	<b>Total</b>	\$49,400	\$74,100	\$98,800



# Promotional Fare Request: Explore More Transit Passport

---

## Recommended Action (by acclamation)

Motion to approve promotional fare as presented

