

August 2024 Change Day: Proposed Changes & Public Engagement



Change Day Process

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Steps for UTA Change Day annually



01 Initial Proposals

Change proposals from fares and planning are developed based on needs, system improvements, alignment, etc. These are reviewed by key internal stakeholders for vetting and refinement.



02

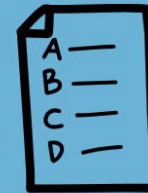
Proposals submitted



Proposed changes are submitted to Title VI & Public Engagement teams to move forward for Change Day. Changes that qualify as “major changes” for service and fare changes must undergo an analysis and public process before finalizing.

03 Title VI Preliminary Feedback

Title VI evaluates proposed changes, provides preliminary feedback to respective teams on potential disparities with proposed changes.



04

Public Engagement



Public Engagement team facilitates a public process as required by Title VI and to understand public perspectives around proposed changes. Feedback is gathered, compiled, and reviewed with key decision-makers.

05 Title VI Complete

Evaluation is completed and findings are compiled and reviewed with key decision makers



06 Finalize

Planned Changes are finalized and approved
Title VI Analysis is approved by UTA Board



07 Implementation

Final changes move forward. Preparation for Change Day commences, including communication, education, operations planning, and more.



Proposed “Major” Service Changes

- The following routes were reduced as an emergency change in 2022 and will remain reduced.
 - 39 – remains at 30-minute weekday frequency
 - 201 – remains at 60-minute weekday frequency
 - 218 – remains at 60-minute weekday frequency
- Restored service is subject to ongoing staffing constraints.
- The Five-Year Service Plan will be reviewed and changes to these routes will be re-prioritized as part of that review.
- Other changes – Route 606 suspension will be made permanent.



Proposed Fare Changes

- Eliminate FAREPAY discount (20%)
- Implement new fare capping program on FAREPAY
- Set a new Premium service rate for fare capping on the FAREPAY card
- Set a new Reduced Fare rate for fare capping on the reduced fare FAREPAY card
- Expand income eligibility for the Reduced Fare Program
- Implement fare collection on UVX



FAREPAY & Fare Capping – Proposed Changes

FAREPAY: Eliminate 20% FAREPAY discount

- FAREPAY users would no longer receive a 20% discount per ride with FAREPAY

FAREPAY: Implement new fare capping program

- Fare capping sets fare at a daily and weekly rate. All FAREPAY cards would be migrated to fare capping and automatically enrolled.
- With fare capping on FAREPAY, riders would not be charged after 2 trips per day and 8 trips per week.
- Premium service daily and weekly rate would be set for FAREPAY with fare capping

Type	Full Fare			Reduced Fare		
	One-way	Day	Week	One-Way	Day	Week
Regular	\$2.50	\$5	\$20	\$1	\$2	\$8
Premium	X	\$10	\$40	X	\$4	\$16



Reduced Fare Program – Proposed Changes

▪ Reduced Fare FAREPAY Rate

- Introduce fare capping on the reduced fare FAREPAY card
- Set a one-way, daily, and weekly fare rate for reduced fare FAREPAY users

	Reduced Fare		
Type	One-Way	Day	Week
Regular	\$1	\$2	\$8
Premium	X	\$4	\$16

▪ Reduced Fare Program Eligibility

- The Federal Poverty Income Guidelines to qualify for UTA's reduced fare discount would be increased to 200%. Currently the income qualifications are 150% Federal Poverty Line.

Number in Household	150% Eligibility (Max Gross Income)	200% Eligibility (Max Gross Income)
1	\$22,590	\$30,120
2	\$30,660	\$40,880
3	\$38,730	\$51,640
4	\$46,800	\$62,400



UVX – Proposed Change



■ UVX Proposed Fare

- UVX is currently a zero-fare service. The proposed change is to begin charging regular fare (\$2.50 one-way) for UVX service.
- UVX riders will transition to paying fare.
 - For those with passes provided through UVU, BYU, or a pass partner, little will change, except a renewed emphasis on tapping on and off.
 - Riders who have not been paying fare will need to begin paying. Riders paying cash will need to purchase fare in advance due to the unique nature of the BRT service.



UVX – Zero to Paid Fare Strategies

- Proposed Fare Collection: off-board, in advance
 - Mobile App
 - Eco passes /Education (ED)passes
 - FAREPAY, including regular and reduced fare cards
 - Paper passes
- Key Considerations:
 - Fareboxes on UVX buses are not feasible for this service
 - TVMs would require a significant capital investment
- Initial Strategies to Support Cash-paying Riders to Obtain Fare Media:
 - Expand FAREPAY retail locations
 - On-site and on-platform pop-ups to support FAREPAY usage
 - Community outreach & education, including community partner collaboration



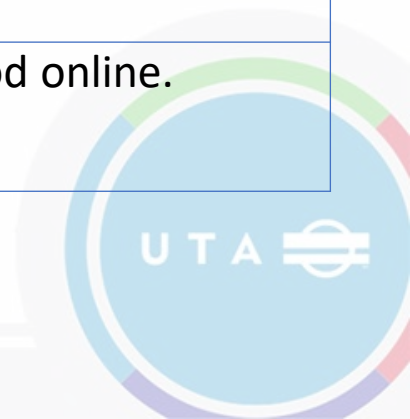
UVX – Zero to Paid Fare Strategies

- Title VI Engagement Plan:
 - Public engagement
 - Targeted Stakeholder feedback
- Communications Plan:
 - Partner collaboration on tap on/off campaign
 - Customer education and communication
 - Internal communication
- Fare Payment Compliance:
 - Update UTA Policy Department Policy 328 Fare Enforcement and System Security
 - Fare Payment Compliance Ordinance: same rider expectations



Public Engagement Plan

Key Component	Dates	Additional Detail
Public Notice	February 28	A public notice will be published on the UTA website and on the Utah Public Notice Website.
Public comment period	February 28 – March 29	30-day public comment period. Comments accepted via email, online form, mail, and phone.
Public meeting (Virtual)	March 13	2 weeks after public comment period announced, a virtual public meeting will be held via Zoom. UTA staff will present information about proposed changes and answered questions. A recording will be made available following the event.
Virtual engagement	February 28 – March 29	Will be available throughout the comment period online.



Public Engagement Continued

- Discussion topic with UTA Community Advisory Committee – March 4
- Support communication and public awareness of this opportunity and proposed changes through multiple channels:
 - Social, newsletter, Transit App
 - Website
 - UVX Buses
 - Other media
 - Partner listservs
- Pop-ups and presentations as needed



Next Steps

- 30 Day Public Comment Period – begins today, February 28.
- Title VI Analysis ongoing
- April-May 2024
 - Title VI analysis finalized
 - Public Comments considered
 - Plans finalized
- May 22, 2024: Board Meeting
 - Update on public engagement, service plan, fares plan
 - Resolution approving Title VI Analysis
- May-August
 - Community education, outreach, communications
 - Preparation for any planned changes
- August 18, 2024: Change Day



Provide Public Comment – August Change Day 2024

- Rideuta.com/ChangeDay
- February 28 – March 29
- Submit Comments:
 - Online: rideuta.com/ChangeDay
 - Email: hearingofficer@rideuta.com
 - Phone: 801-287-3888
 - Mail: Utah Transit Authority, C/O Jolisha Branch, 669 W 200 S, Salt Lake City, UT 84101
- Virtual Public Meeting: March 13, 6pm



Questions?

