

Low Income Fares



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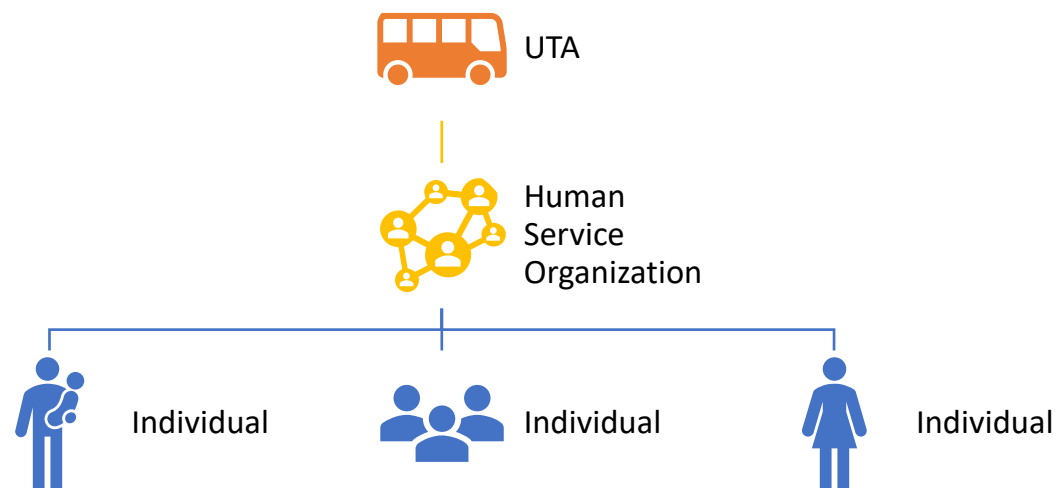
BACKGROUND

- **Directive: increase transit access to underserved populations**
 - Low-income Individuals
- **Two Programs**
 - Human Service Fare Program
 - Low-income Fare Program



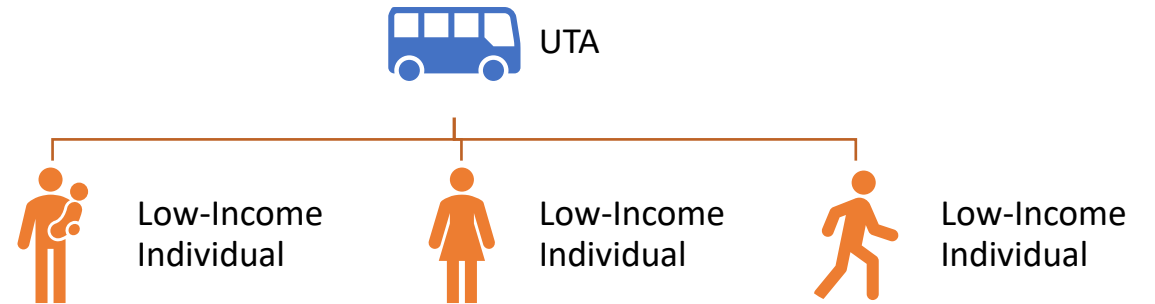
HUMAN SERVICE FARE PROGRAM

- **90+ Human Service Organizations**
 - 80,000 Passes Distributed
- **UTA Contracts with Human Service Organizations**
- **Seventy-five percent (75%) Discount**
 - 30-Day Pass: \$21.25
 - Day Pass: \$1.25
- **UTA Issued Tap-pass**
- **Local Service**
 - Frontrunner service is available using FAREPAY



LOW-INCOME FARE PROGRAM

- **UTA FAREPAY Card**
 - 50% Discount
- **Online Application**
 - Name, Address, Etc.
 - Proof of Identity (drivers license)
 - W-2's or Paystubs and/or Partner Programs
- **UTA Verification**
 - Print Pass
 - Mail or Customer Service Pickup



LOW-INCOME FARE PROGRAM

Phase I

- **270 Low-income Reduced Fare FAREPAY Cards**
 - 500 Trips
 - June – December 31, 2021
- **Community Outreach**
 - 4 on-system events
 - 2 Discussion Groups
 - 31 Personal Interviews
 - 12 Partner Meetings
 - 85 Partner Emails
 - 1 Detailed Written Summary

Phase II

- **Goals**
 1. Continue to improve user experience
 2. Create and launch a marketing plan aimed at increasing awareness of the program
 3. Obtain 3rd party partners to qualify individuals. *This will include updating the online application to accept 3rd party qualification*



CONCLUSION

	<u>HUMAN SERVICE FARE PROGRAM</u>	<u>LOW-INCOME FARE PROGRAM</u>
Target Market	Individual in need of transit and cannot pay for it themselves	Individual in need of a transit discount
Discount	75% off Public Fare	50% off Public Fare
Fare Media	UTA Issued Tap Pass	UTA Reduced Fare FAREPAY Card
Who verifies eligibility?	Human Service Agency	UTA Fares Team
How is eligibility verified?	Qualification for Agency's services	W-2, Pay-stubs, Partner Agency Program
Who pays for the pass?	Human Service Agency	The Individual





QUESTIONS OR
COMMENTS?