

**R2021-12-04**  
**Resolution Approving the Title VI**  
**Service and Fare Equity Analysis for**  
**December 2021 Change Day**



## 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
- UTA reviews the equitability of all major changes
- An analysis is performed 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

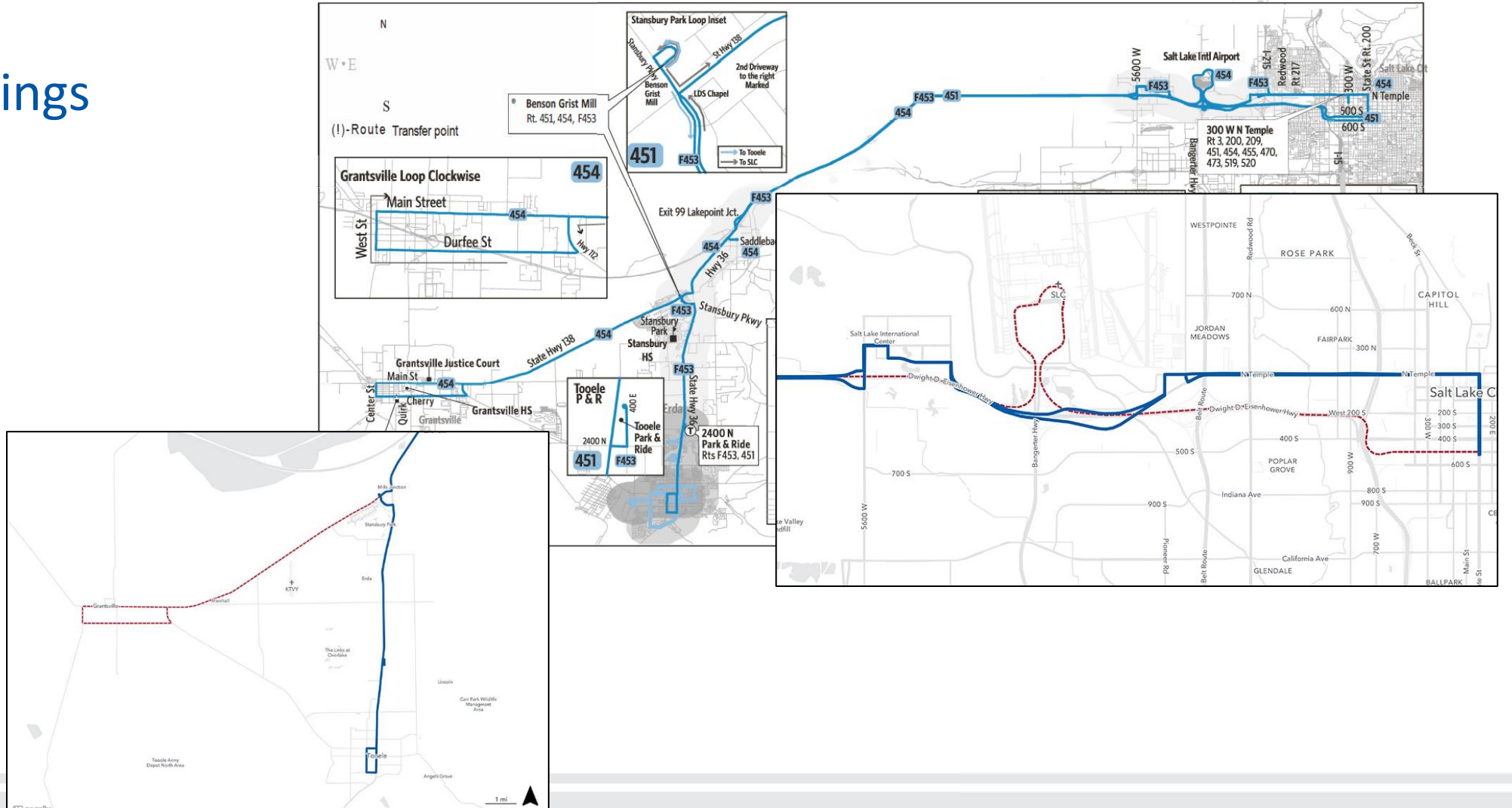
- Demographics from census and ridership data was used to determine who was impacted by the proposed changes
- Demographics of those impacted were compared to the demographics of the service area
- Differences greater than 5% between those impacted by changes and the entire system require further examination and consideration



# Proposed Changes - 451 & 454

- UTA is proposing to eliminate route 454 and realign route 451

- No Findings

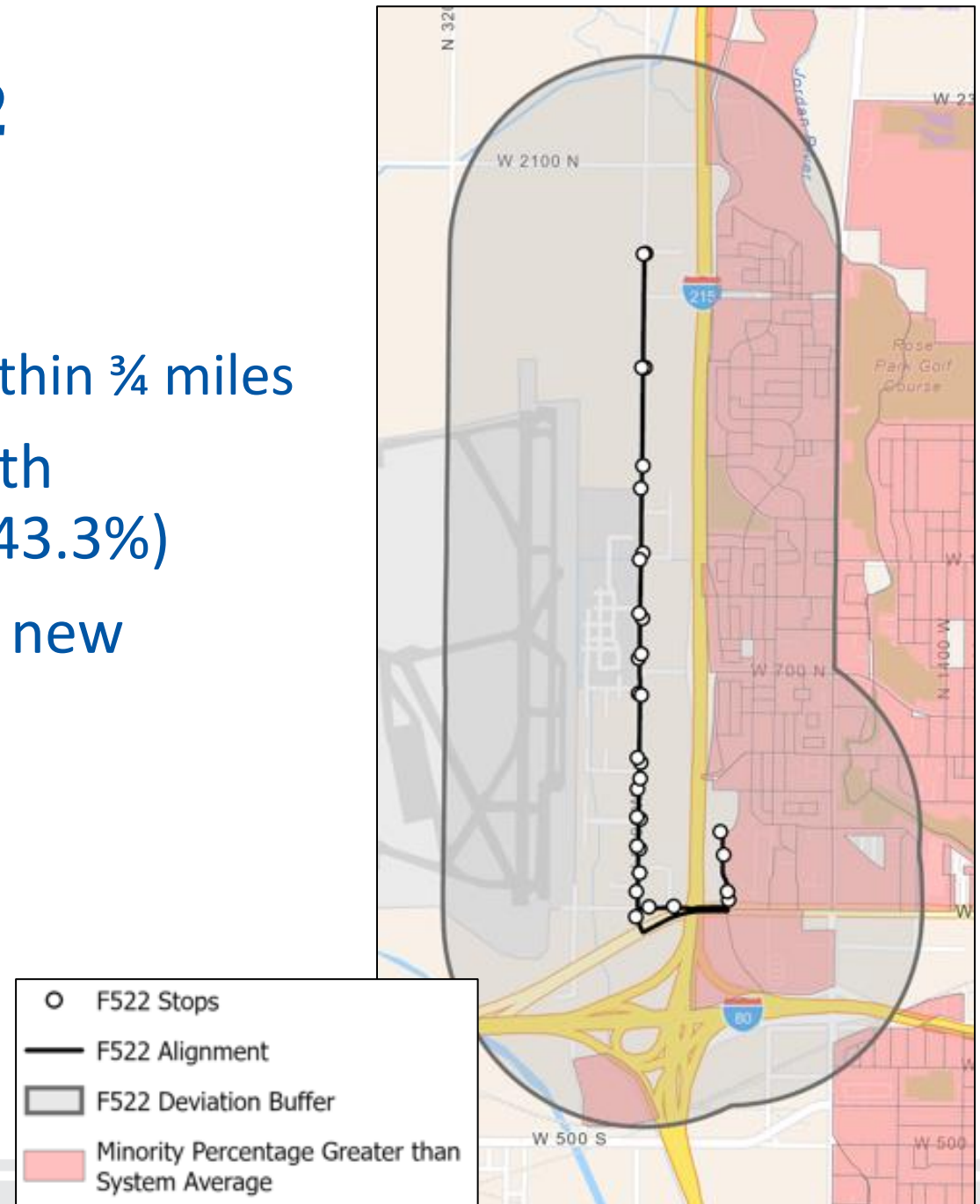


## Proposed Changes – Low-Income Reduce Fare

- Proposed to permanently adopt the low-income reduced fare program
- 50% discount to everyone whose income is below 150% federal poverty level and their application is approved
- Participants would be 100% low-income
- Ridership data shows that low-income riders have 5.4% more minorities than moderate to high-income populations
- No findings

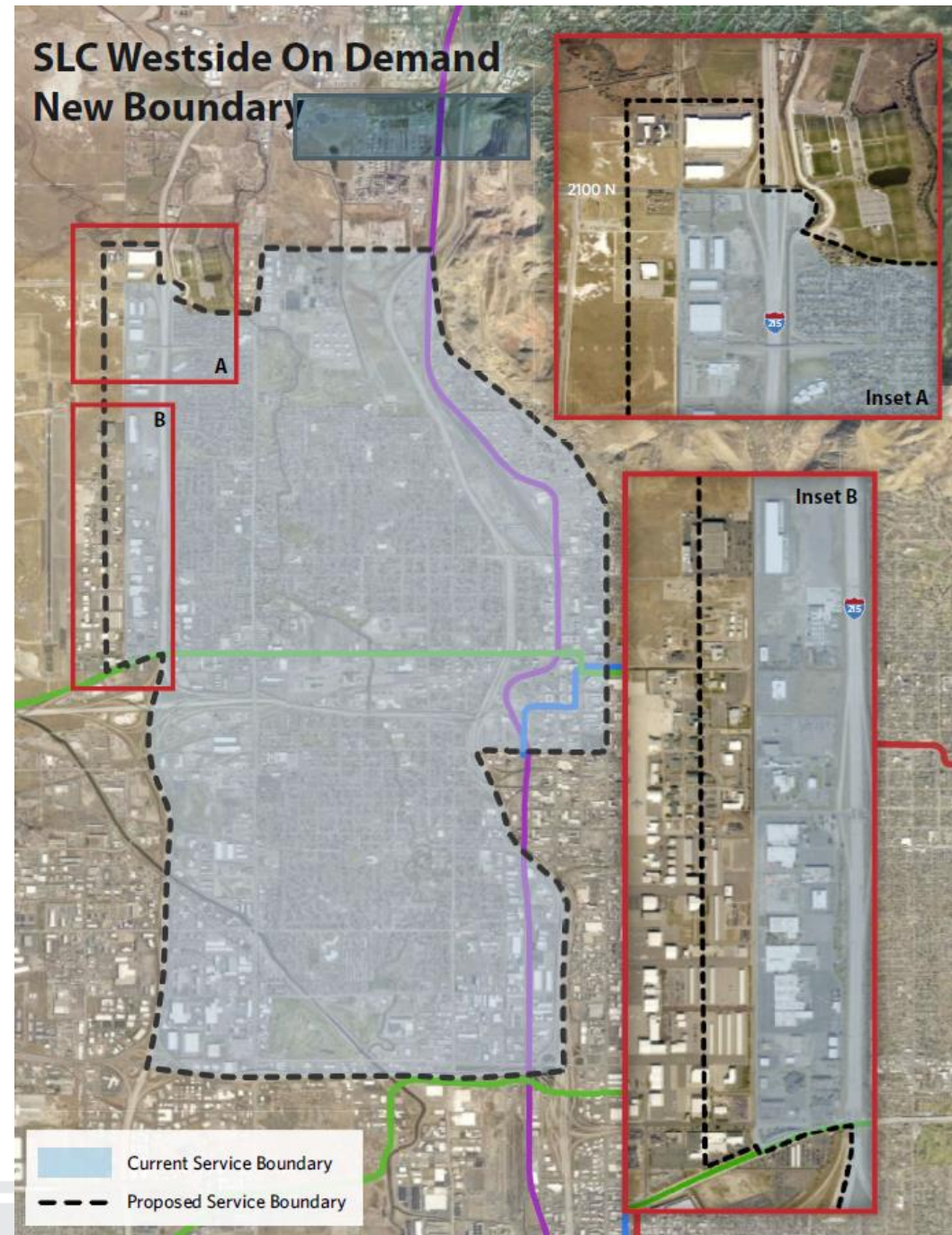
# Proposed Changes – Route F522

- Elimination of flex route
  - Can deviate for \$1.25 to areas within ¾ miles
- Majority minority area (73.6%) with high percentages of low-income (43.3%)
- Area to be immediately served by new On-Demand service in Salt Lake



# Proposed Changes – Route F522 (Cont.)

- On-Demand service provides door to door service at same or less cost
- Original proposal caused loss of access to F522 service areas
- Boundary of On-Demand was revised to cover more locations including residential



## Conclusion

- Low-income reduced fare program will greatly impact low-income households for the better
- 451 and 454 yielded no potential for Title VI findings
- All areas that may have indicated a potential for a disparate impact or disproportionate burden were negated by the introduction of other service



# Reduced Fare Pilot Community Engagement Report



# Overview of Reduced Fare Low Income Pilot Program

- Expanded reduced fare offering to qualifying low-income individuals
  - Income level 150% or less of FPL, or
  - Member of a participating program (DWS, HMIS)
- 50% discount on regular bus, TRAX, FrontRunner, S-Line streetcar services, UTA On Demand by Via, Ski Service and PC-SLC Connect
- Online application process
- FAREPAY card



# Overview of Engagement Efforts

- On-System Events (4 events, 140 interactions)
- Survey - Incomplete Application (10)
- Discussion Groups (10)
- Personal Interviews (2)
- Meetings with Community Partners (12)
- Emails to Community Partners (85)



# Partners

- Family Support Services
- First Step House
- Boys and Girls Club
- Comunidades Unidas
- Women of the World
- Asian Association of Utah
- Rescue Salt Lake
- Utah Division of Multicultural Affairs
- Multicultural Counseling Center
- The Roadhome
- Utah Refugee Center
- And more



# Feedback Themes

- Appreciation for the program!
- Language Barriers
- Photo Requirement
- Document Requirements and Uploads
- Collaboration with Community Organizations
- Paper Application Option
- Types of ID Accepted
- Address Verification
- Reloading the Card
- Price
- Internal Awareness
- How to Ride Information



# Opportunities

- Photo Requirement
  - Photos can be a barrier to access and we do not apply this requirement equitably
  - Remove photo requirement for Reduced Fares pass or assess photo requirement for all UTA passes
- Language Barriers
  - Provide Spanish version of application on website
  - Provide additional languages as needed
- Document Requirements and Uploads
  - Paper application, alternatives for required documents, third party verification, case-by-case option
  - Ensure all application requirements are preceded and necessary, provide transparency regarding requirements



# Opportunities

- Collaboration with Community Organizations
  - Develop a process where third-party organizations can qualify people
- Paper Application Option
  - Continue to provide a paper application option for applicants at CS locations and partner organizations
- Types of ID Accepted
  - As possible expand types of ID accepted, advertise accepted forms on website
- Address Verification
  - Continue to not require address verification



# Opportunities

- Price
  - Explore pricing options to increase affordability (75% in line with Human Service Program; sliding scale; zero fare for low-income; etc.)
- Reloading the Card
  - More options for card reloading, additional instruction for new users
- Internal Awareness
  - Promote this program internally, memo to operations, other ways to communicate and share about this program
- How to Ride Information
  - Provide information with new FAREPAY cards, additional resources on website



## Next Steps

- Create a timeline and plan to address opportunities from engagement
- Make changes to enhance the website
  - Ability to renew, 3rd party partner eligibility, expiring cards
- Additional community outreach; robust marketing and communications
- Improve the program using all sources of feedback from the pilot
- Review the current poverty threshold and discount level
- Build reports to inform future decisions on the program



# Questions & Discussion



# **Recommended Action (by roll call)**

Motion to approve R2021-12-04  
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