

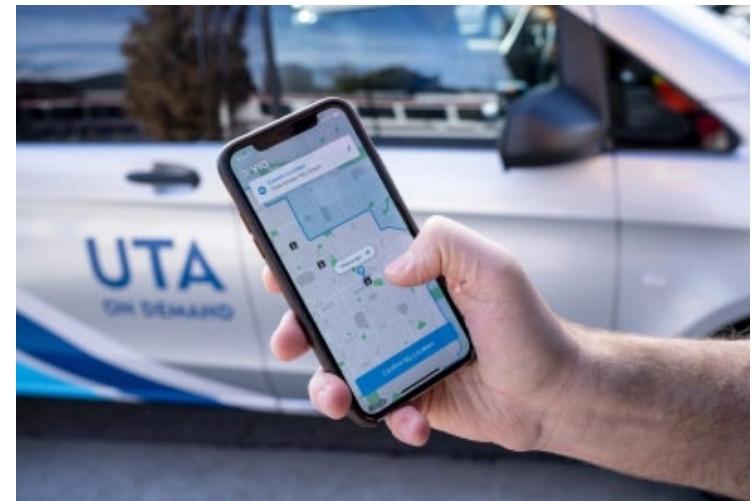
Promotional Fare Request: 2026 UTA On Demand Service Multi- Rider Fare

Agenda Item 9. f.



Background

- On December 18, 2024 the Board approved the promotion extension until December 31, 2025
- Allows customers to book a ride for multiple people at no extra cost
- Currently in procurement cycle



Background

- The UTA On Demand App supports credit/debit card purchases for multiple passengers traveling to the same destination
- Riders presenting an electronic fare card can't pay for more than one passenger
- To address the technical limitations of Via's system and the electronic fare cards, the multi-rider promotion was introduced
- The promotion improves service efficiencies and creates a better experience for customers



Discussion

- **Estimated** fiscal impact in 2025
 - Forgone revenue is -\$220K to \$260K
 - Cost savings is +\$351K due to service efficiencies
- Internal group worked through the following questions:
 - How to accept payments for multi-rider trips?
 - How to ensure a consistent customer experience and collect all fares?
 - What are the best technical options for EFC customers?
 - When could each option be ready?

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Payment Methods

Your payment methods



UTA Paper Ticket or Transfer



UTA Electronic Card
3757



Add a new payment method



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Options Vetted by Working Group

Option 1: Split to Credit Cards	Option 2: Split to Multiple EFC Accounts	Option 3: <i>Revert:</i> EFC Must Book Separate Rides	Option 4: Status Quo (Recommended)
Splits the fare to EFC + credit card	Splits the fare among multiple UTA EFC accounts	Prevents EFC customers from booking a ride for additional passengers	Extend existing promotion through December 31, 2026, end of contract term

