

Complimentary Fare: Art in Transit Complimentary Passes

Recommended Action (by acclamation)

Motion to approve complimentary fare as presented



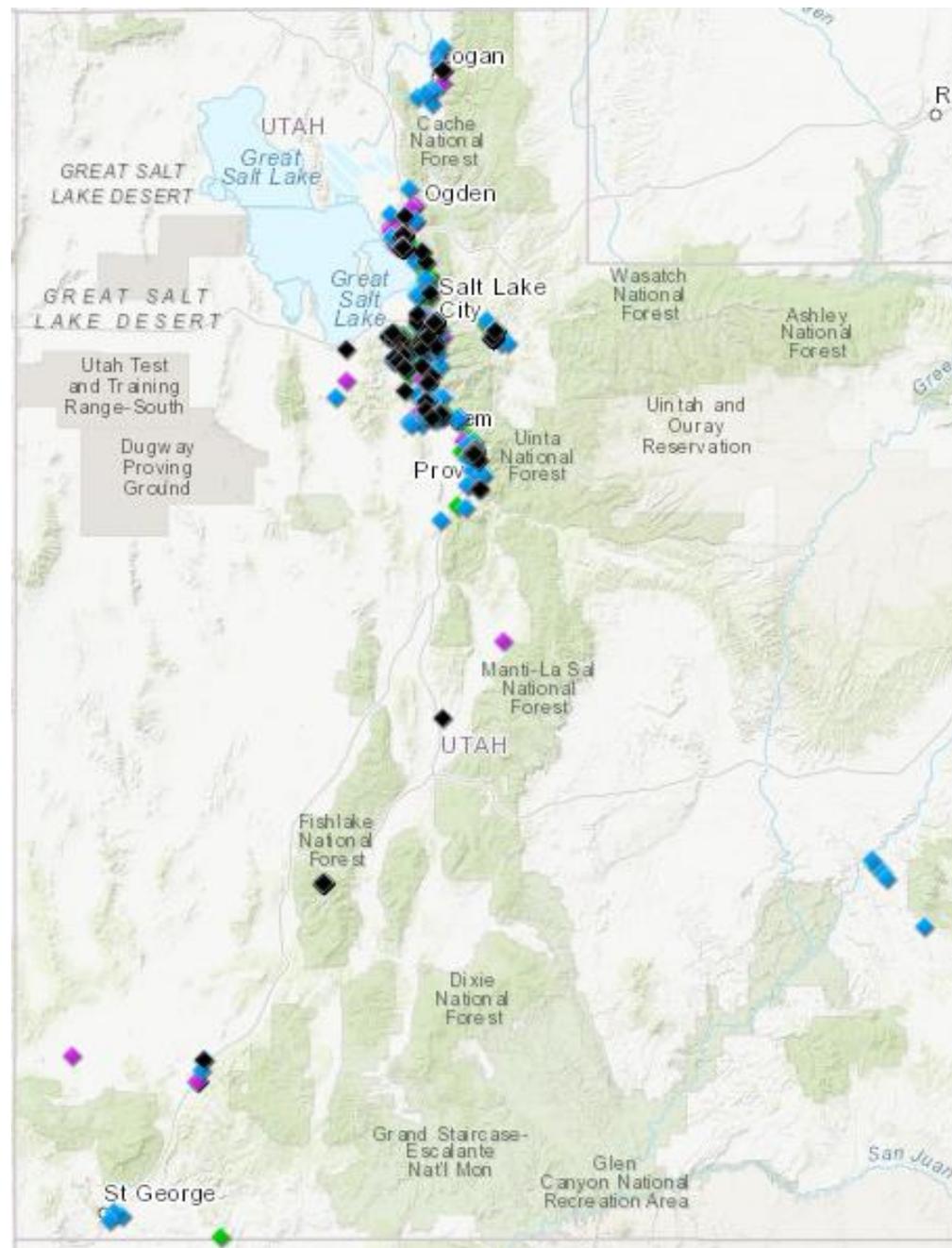
Background

- February through March UTA collected student art submissions around the theme “Meet Your Neighbor”
- **Goals**
 - Install a moving art gallery for our riding community and public
 - Creative placemaking
 - Highlight student artists
 - Inspire new riders by reflecting diverse voices on our system
 - Appreciate diversity across Utah communities
 - Build relationships and partnerships



Program Success

- 645 participants
- Geographic spread:
 - 13 counties represented, 71 cities
- K-2, 3-6, 7-9, 10-12 grades
- Partners
- Educators
- Lessons learned for next year



Upcoming Opportunities

- Notify winners and participants
- Install artwork on system
- Install artwork in community displays across service area
- Celebrate winners
- Highlight program and artwork with a press event



Transit Passes

We would like to provide each student participant with a group pass to ride UTA for free with their families

- See student artwork displayed on the system
- Introduction to UTA
- Increased ridership during summer 2021



Fiscal Impact

- The total complimentary pass value for the art passes is \$12,000 and broken down as follows:

| Valid Service | # of Passes | Fare Value/Day | Total |
|--------------------------------------|-------------|----------------|------------------|
| Premium and Park City Service | | | |
| Youth | 200 | \$ 5 | \$ 1,000 |
| Adult | 200 | \$ 10 | \$ 2,000 |
| Premium Service | 2400 | \$ 3.75 | \$ 9,000 |
| | | | |
| Total | 2800 | | \$ 12,000 |

*The value of the Premium and Park City pass is \$10/day for adults. Youth receive the standard 50% discount so the fare is \$5/day. Both are based on public fare.

**The value of the Premium Service pass is based on the group pass price of \$3.75/day



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