

UTA & Equity

UTA

- UTA serves the Wasatch Front
- Began operations in 1970
- Pre-COVID: 134K+ average weekday boardings
 - *(June, 2019)*



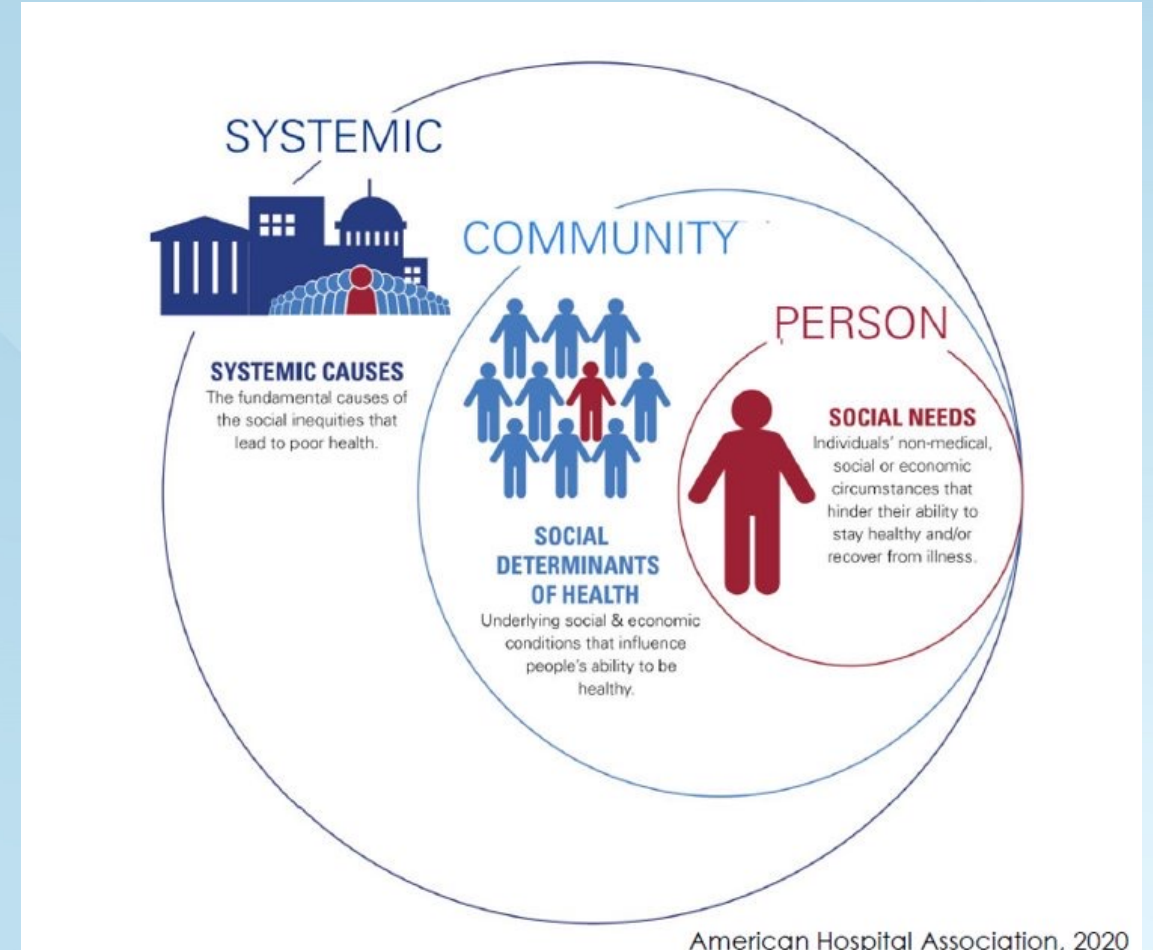
UTA's Mission Statement

Provide integrated mobility solutions to **service life's connections, improve public health, and enhance quality of life.**



Role of Transit

- Improving equity in transit, individuals are able to connect, access, and respond better to other demands.
- Equitable transportation can support systemic solutions
- Access to transportation affects access to essential services
- Transit as a vehicle for wellness



Who We Serve

- 39% of riders are under the age of 25
- Over half have an annual household income under \$40K
- 76% of riders identify as white race, compared to the state at over 90%
- 40% of riders report they are a student
- 53% of total ridership do not have another mode of transportation available to them (61% on bus)



Federal Requirements

- Title VI of the Civil Rights Act

- Specifically outlines that agencies must ensure the equitable distribution and delivery of its federally funded programs and services

“No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.”

Steps Toward Greater Equity

UTAH COMPACT *on* RACIAL EQUITY, DIVERSITY, *and* INCLUSION

A Declaration of Five Principles and Actions to Create Equal Opportunity

“Public transit plays a critical role in increasing mobility and access to opportunities, in addition to providing safe and equitable access to public spaces and streets...UTA is in a position to advance racial equity, diversity, and inclusion in our community and within our organization.”

Utah Transit Authority supports the Utah Compact on Racial Equity, Diversity, and Inclusion – February 25, 2021

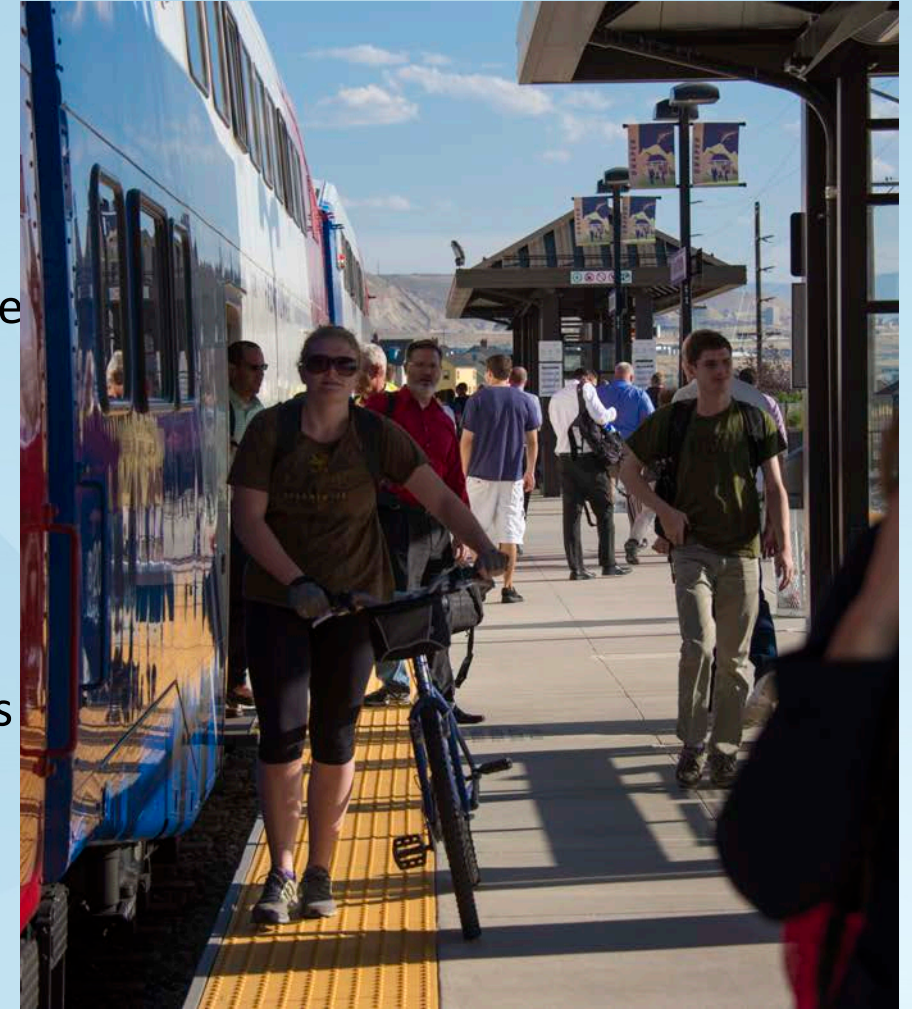
Steps Toward Greater Equity

- Affordability through reduced fare pass programs
 - Youth, seniors, people w/ disabilities, lower income
- Programs specific to key demographics to support transit access



Steps Toward Greater Equity

- Human Service Program
 - 75% discount on bulk pass purchase for clients
 - 75 Institutions
 - School districts, education foundations, human service providers, state agencies
 - 15,200 distinct users!
- Community partnerships
 - UCAIR – supports the human service program
 - 20 agencies receive over \$1K in complimentary passes
 - (Goal: reach 8,000 individuals)
 - 5,200 low income passes have been issued
 - Other community partnerships across service area



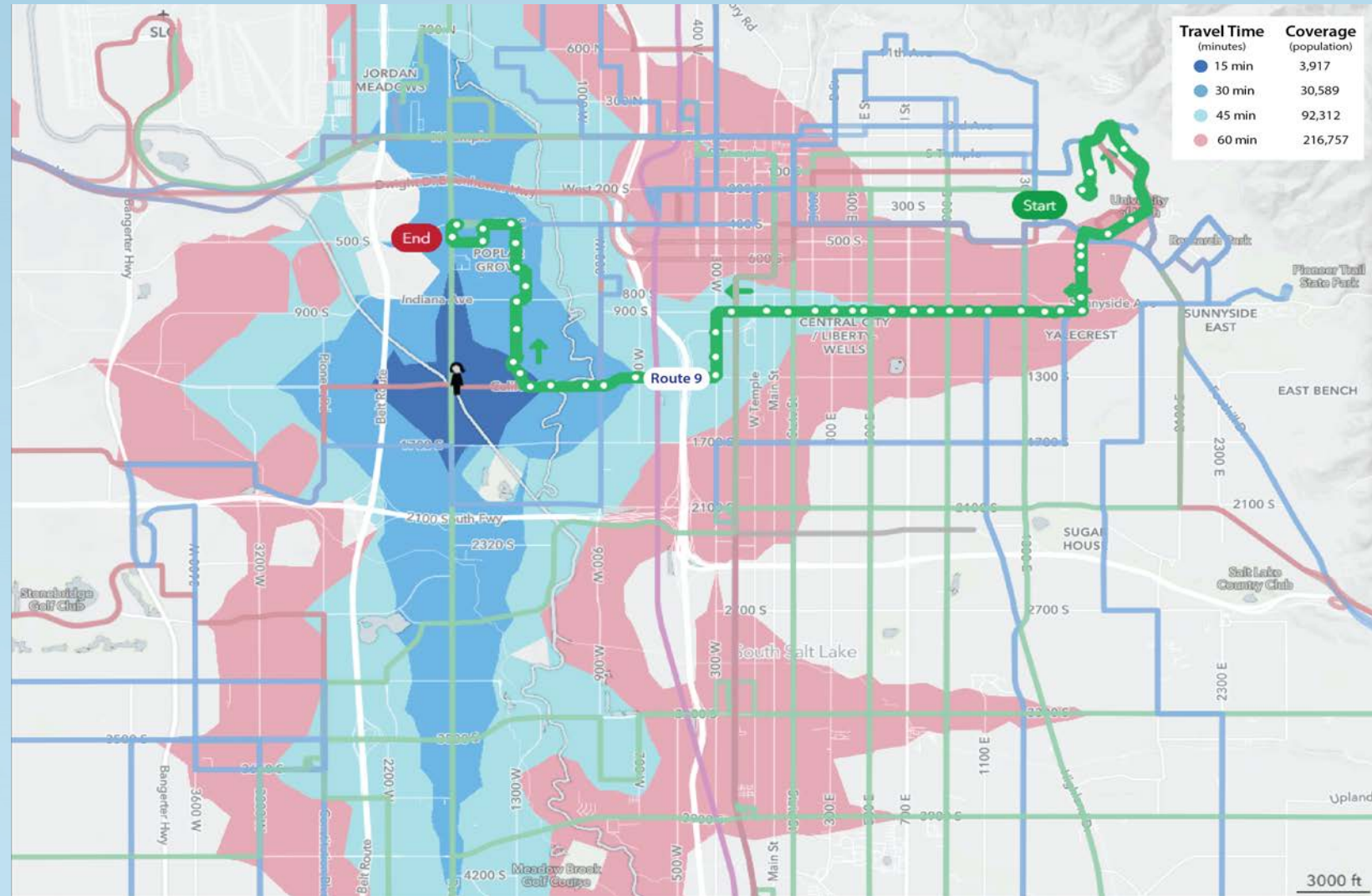
Steps Toward Greater Equity

- UTA School Pass Programs
 - 25 total education partners
 - 11 college/university partners
 - Utah Association of Public Charter Schools (9 institutions)
 - School districts cover hundreds of schools
- K-12 Transit Education Programs
 - Field Trip opportunities
 - Riders' License
 - Youth Reduced Fare
 - Explore More Pass Program
- University/College
 - Back to School promotions & ongoing partnership



Steps Toward Greater Equity

- Five Year Service Plan
 - Bus
- Looking at East-West Connections

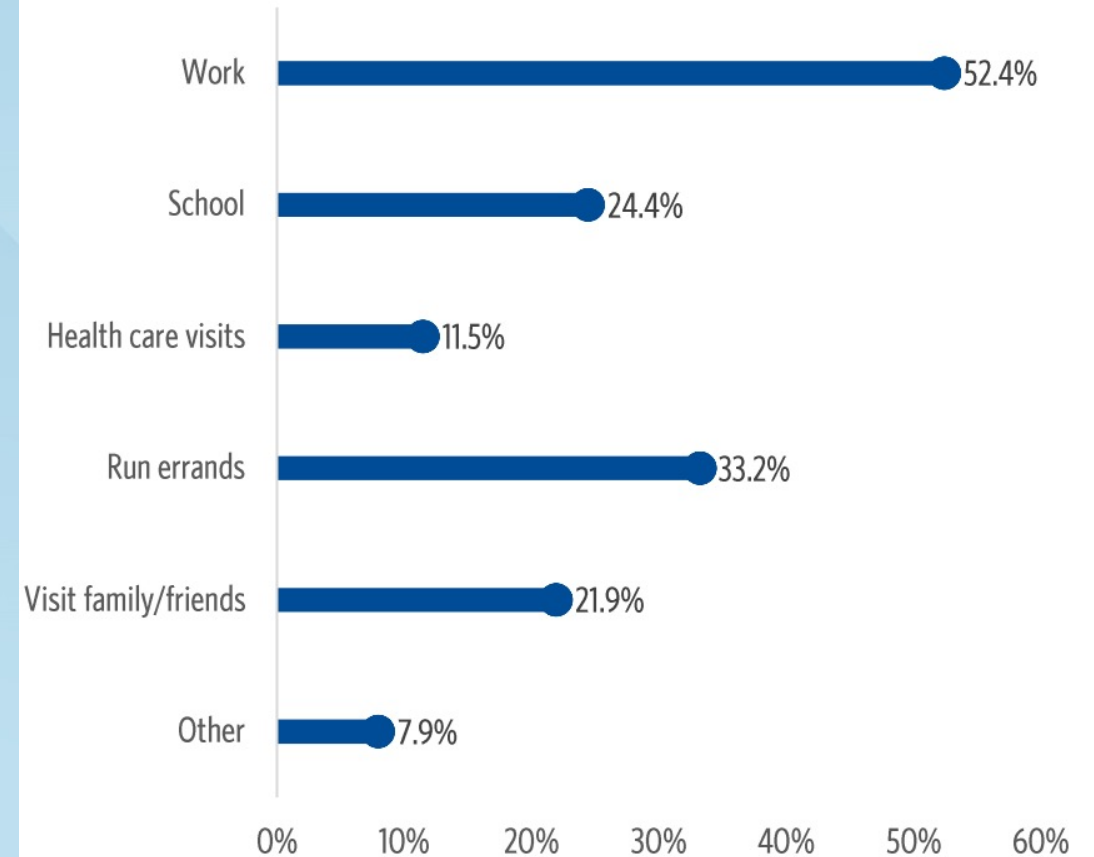


Transit Serving Basic Needs

- COVID-19 emphasized the importance of access to transportation to meet basic needs.

(Survey conducted in October 2020, convenience sample)

Reasons for Riding During COVID-19



Student Context

- *“I couldn’t be a student if it weren’t for UTA...it was a huge factor for me going back to school. I don’t know what I would do if it shut down.”*
- *“I like that it’s free for students...it gives more opportunity for everyone.”*
- Students suggest improvements to frequency, travel/wait times, span of services (extended hours, weekends) physical safety, and more

Questions & Discussion

Thank you!

Trustee Beth Holbrook

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