

**R2023-07-05**

**Resolution Establishing the  
Parameters within which the Executive Director  
is Authorized to Declare a “Zero Fare Day” in  
Commemoration of the Grand Opening of the  
Ogden Express Bus Rapid Transit (OGX)**



## RESOLUTION R2023-07-05

*Establishing Parameters for Declaring “Zero Fare Day” in Commemoration of the Grand Opening of Ogden Bus Rapid Transit (OGX)*

- OGX will begin service in August
- UTA will celebrate this by hosting events at various OGX Stations in Ogden on Saturday, August 26, 2023
- To encourage the community to attend the celebration and ride the new service, UTA staff recommends offering system-wide zero fare



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*Establishing Parameters for Declaring “Zero Fare Day” in Commemoration of the Grand Opening of Ogden Bus Rapid Transit (OGX)*

- Community support will be obtained to offset the fare revenues for this day (estimated \$28,500)
- A tiered sponsorship package will be offered to community partners. Examples of benefits include logo placement, premium monthly passes, and OGX event access
- R2023-07-05 will allow the executive director to execute a zero fare day



# Recommended Action

(by roll call)

Motion to approve R2023-07-05 Resolution Establishing the Parameters within which the Executive Director is Authorized to Declare a “Zero Fare Day” in Commemoration of the Grand Opening of the Ogden Express Bus Rapid Transit (OGX), as presented

