

# Fare Revenue Update



# FARE REVENUE BY GROUP

## CONTRACTS



- ECO
- ED
- Human Services
- Government

## PUBLIC FARES



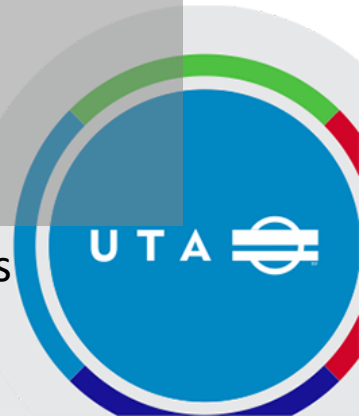
- Farebox (Bus)
- TVM (TRAX & FrontRunner)
- FAREPAY Card
- Mobile App
- Paper Passes
- Microtransit

## SPECIAL SERVICES\*

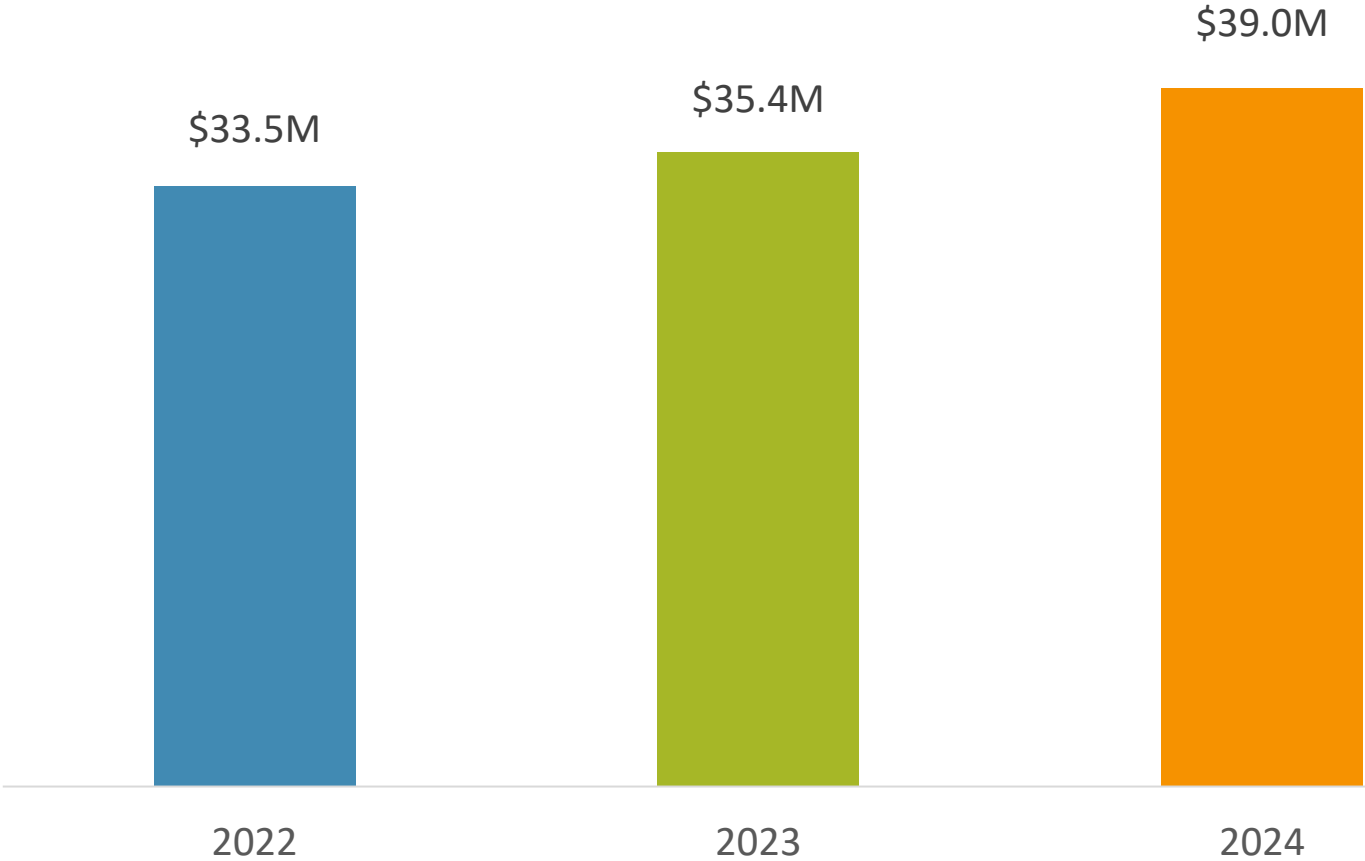


- Paratransit
- Van Pool

\*Managed by Operations



# FARE REVENUE BY YEAR

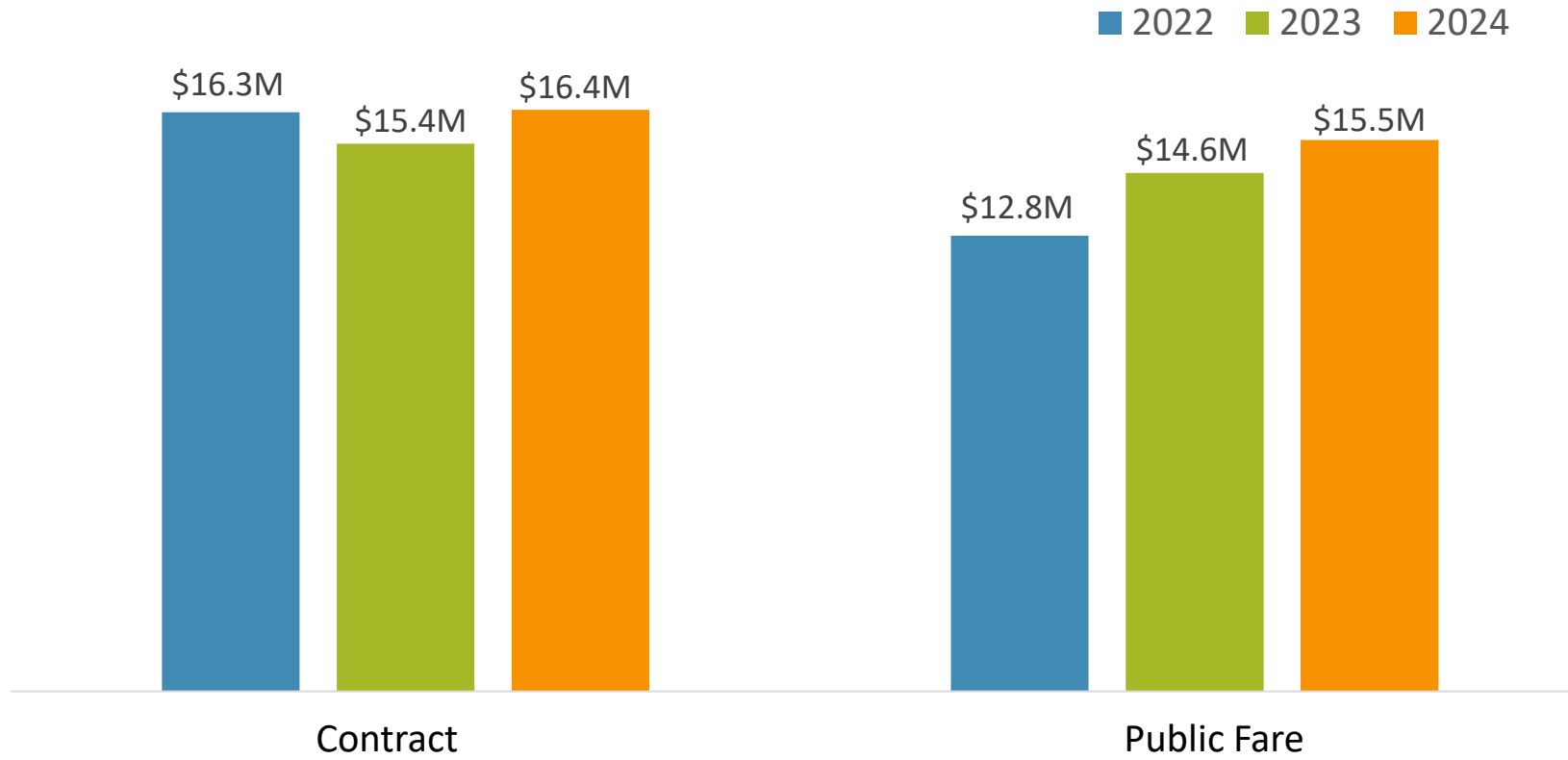


UTAH TRANSIT AUTHORITY



# FARE REVENUE

## Contract & Public Fare\*

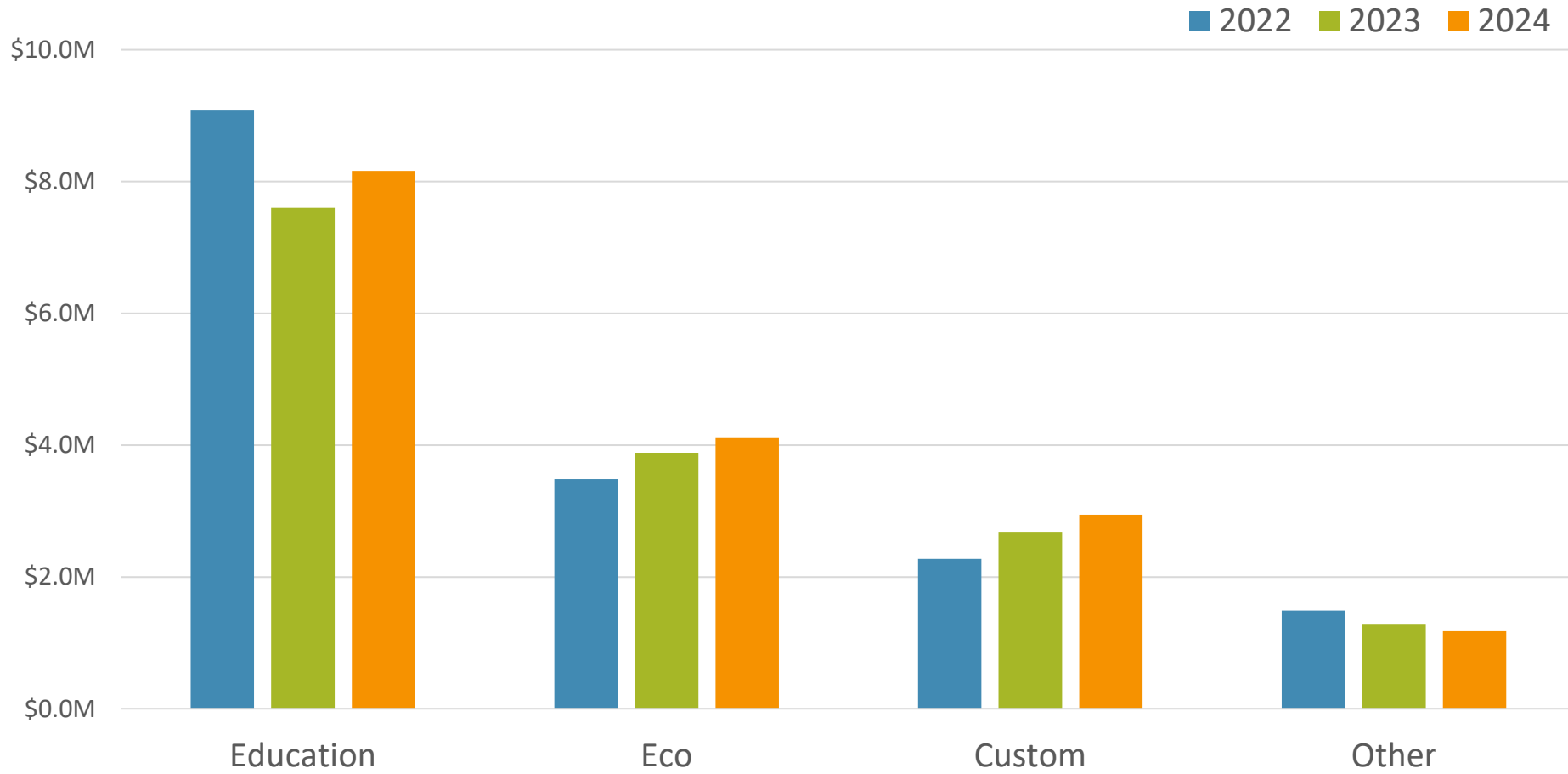


\* Excludes Special Services



# FARE REVENUE

## Contract\*

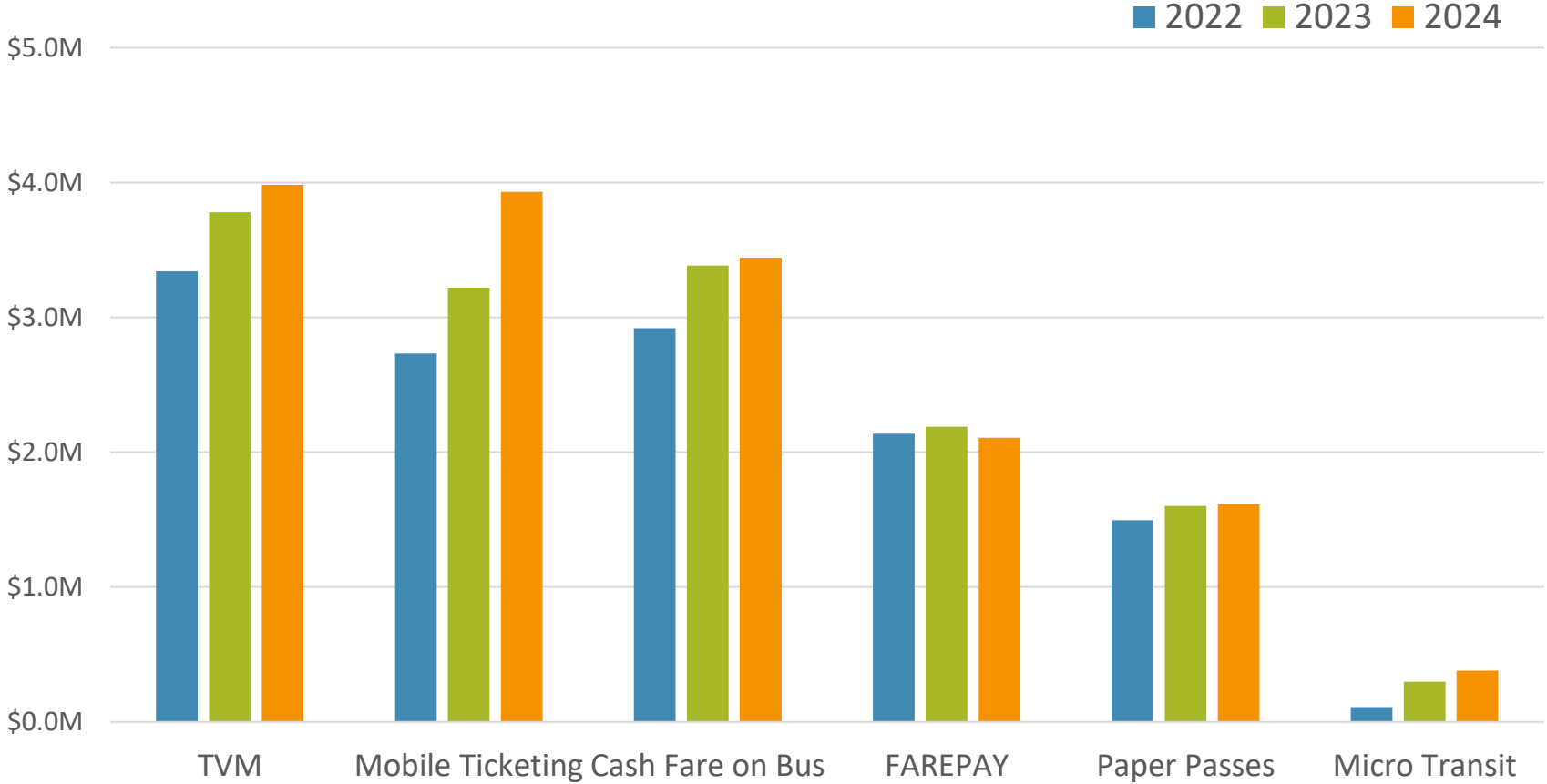


\* Excludes Special Services



# FARE REVENUE

## Public Fare



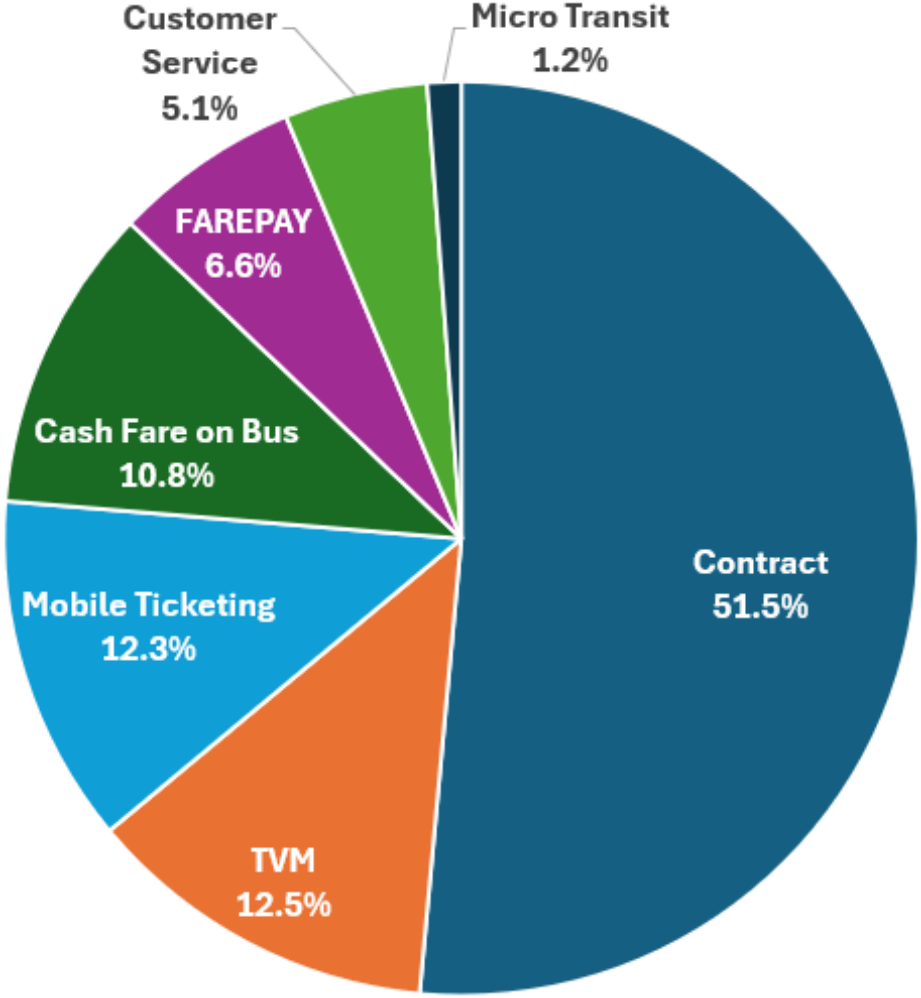
\* Excludes Special Services



# 2024 FARE REVENUE

## Contract and Public Fare\*

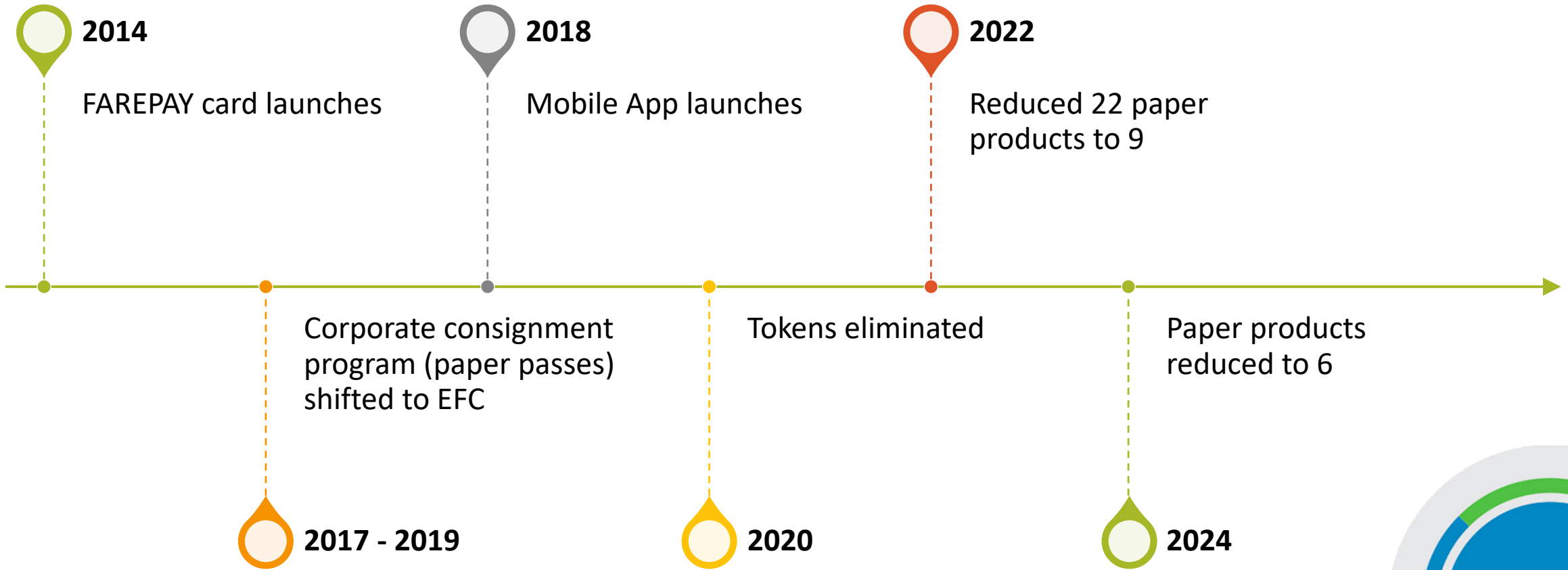
**\$32 million**



\* Excludes Special Services

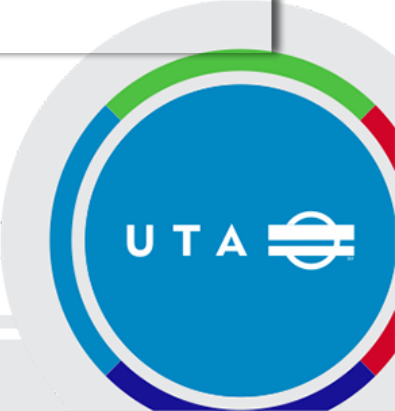
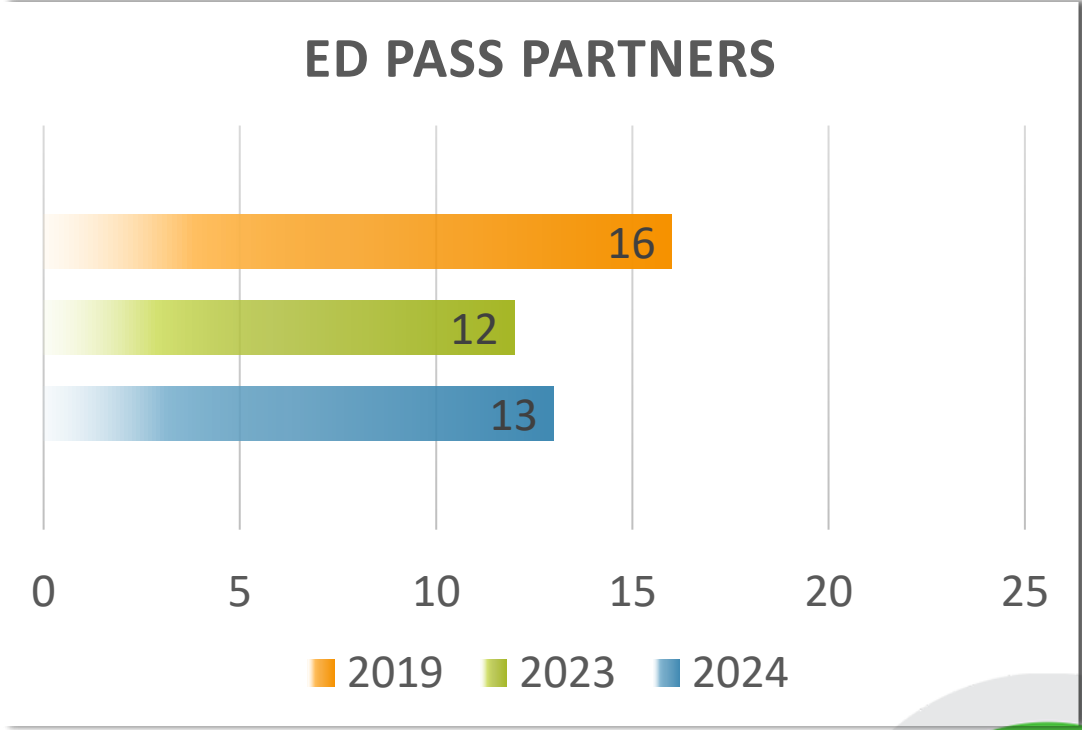
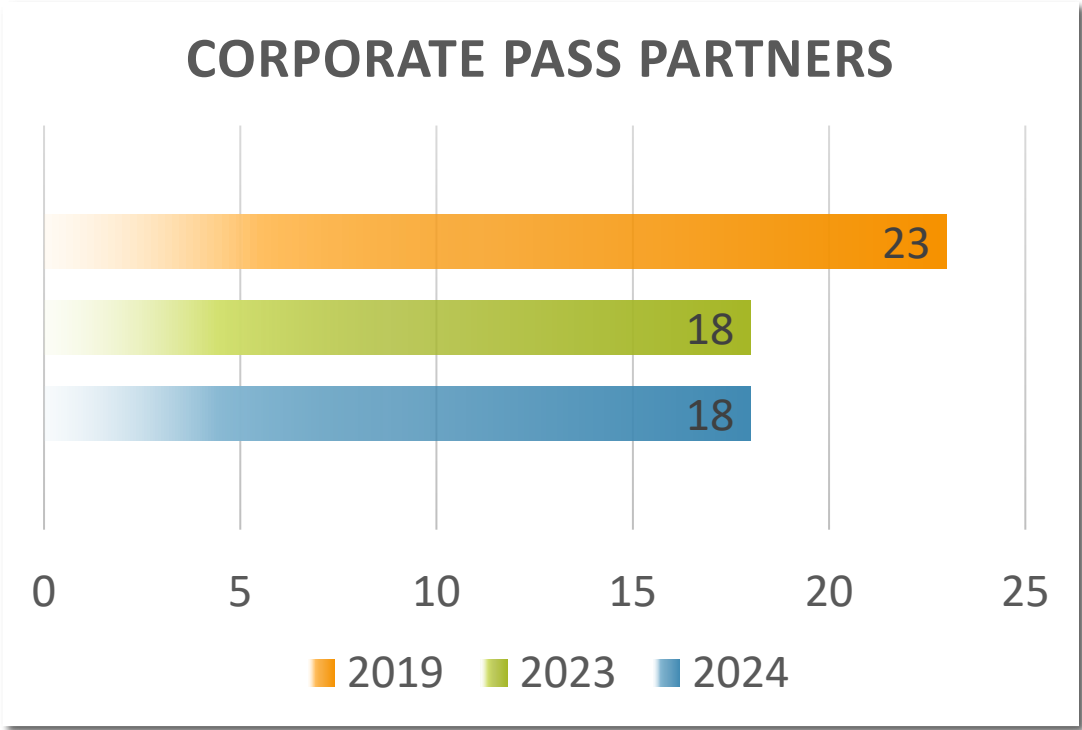


# HISTORY OF FARE MEDIA SHIFTS





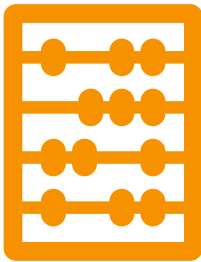
# TRIPS PER UNIQUE USER



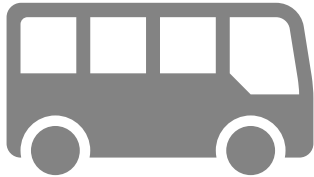
# OUTLOOK



Replace all Platform  
& Station Validators



Tap Campaign



Farebox Replacement  
Review



Submit Fare  
Evaluation



Updated Board &  
Corporate Policy

