Utah Valley Express(UVX)
Zero Fare Expiration

History of UVX

UTAH TRANSIT AUTHORITY

- August 2018 – start of operations
- Boardings per day
  - Ridership quickly grew 4.5X to 9,000
  - Pre-COVID - 12-14,000
  - Rebounded to 8-9,000 (current)
- Ridership mostly students/university community
- Widely used for sports games and other major events

Zero Fare Background

UTAH TRANSIT AUTHORITY

- 2014: UTA Board approved a $2.5M loan (at 2% per year) for O&M
- 2016: Utah County issued bonds for UVX construction
- 2018: CMAQ funding through MAG
- 2018: Pass contracts signed for BYU and UVU with understanding of zero fare on UVX
- 2018: O&M costs increased to reflect experience
- 2019: Utah County passed 4th quarter cent sales tax
  - UTA/Utah County contract provides funding for UVX operations and management
- 2023: Utah County passed a sales tax increase based on the 5th 20% per cent sales tax

UTAH TRANSIT AUTHORITY

Funding Zero Fare

- 2018: UTA awarded a $1.6M CMAQ grant to offset O&M for 3 years
- 2021: UTA Board approves zero fare extension through 2023
- Understanding that O&M could be fully covered by 4th quarter cent sales tax
  - In 2022, we received $3.078M

Future UVX Fare Options

UTAH TRANSIT AUTHORITY

Context

- By 2050, Utah County nears greater Salt Lake County population
- MAG awarded $5M to UTA for new Provo UVX station on 9th East
- Model: 16% ridership increase expected with new UVX station
- Customer and county leadership expectations
- Encouragement of use by newcomers to transit

Option 1: Continue Zero Fare

Option 2: Begin Collecting Fare

- Fare revenue could increase (projected) $696,000 and $929,000 annually – assumes 15-20% of 2022 ridership and no drop in non-pass customers

UTAH TRANSIT AUTHORITY

Next Steps

The decision-making process should consider stakeholder engagement

- BYU, UVU, and MAG Regional Planning Committee
- Fare inspection viability for multiple doors on UVX
- If fare is instituted, a communications plan to educate riders without a pass on fare payment