

UTA Transit Pass Programs



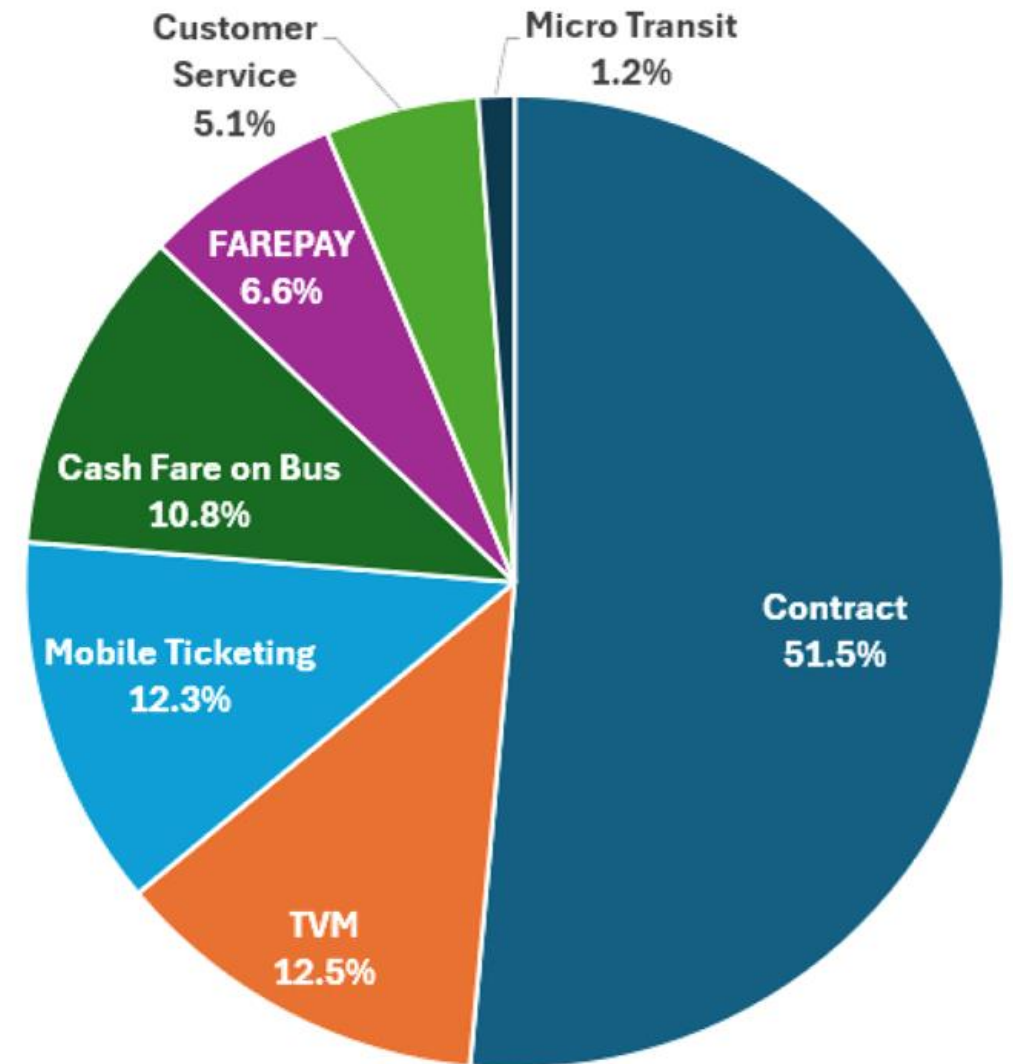
UTA Transit Pass Programs



Public Value

In 2024, UTA maintained 215 active fare contracts that generated approximately \$16 million (51.5% of passenger fare revenue).

- Upfront revenue
- Critical, predictable revenue
- Offsets day-to-day fare volatility
- Diversifies funding

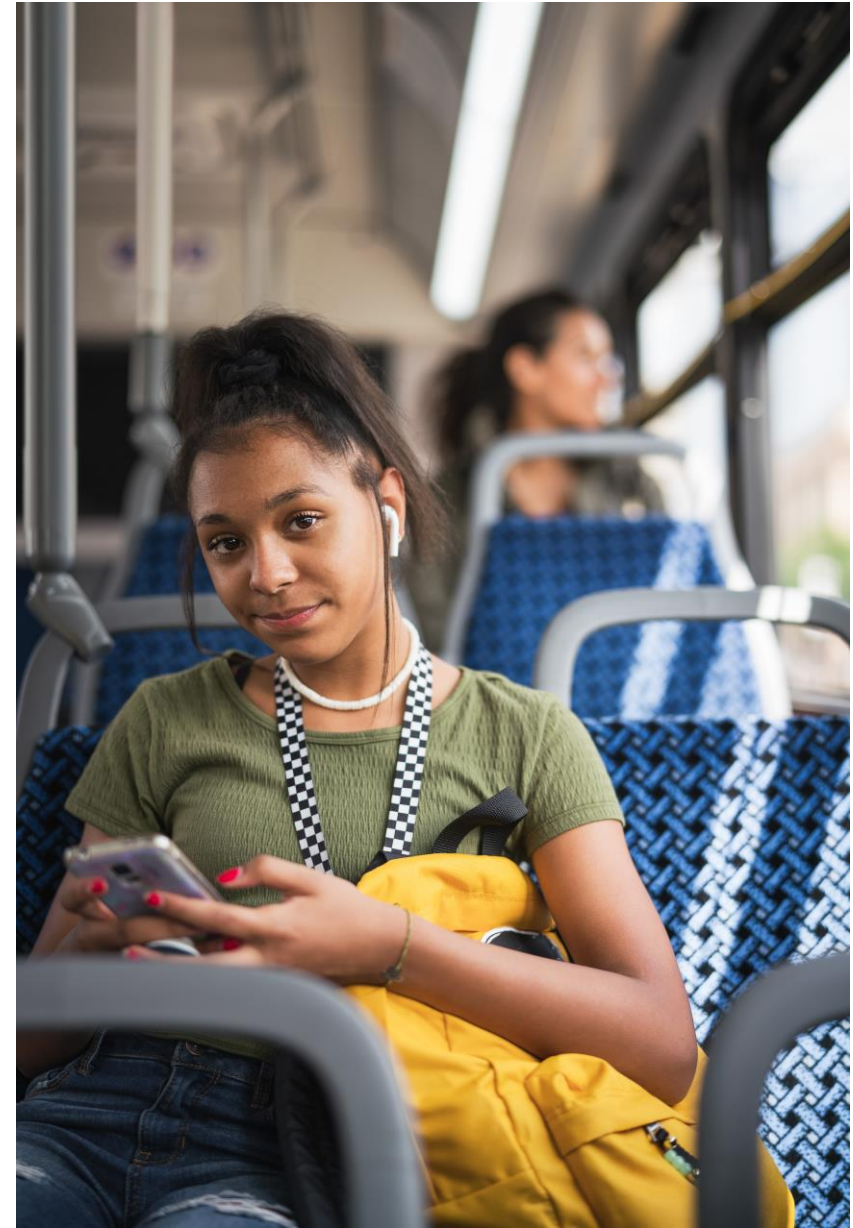


Our Partners

- Schools
- Employers
- Non-profits
- Event organizers



Agenda Item 7. a.



Pass Programs

Program	Description	Customer Examples
Educational (Ed)	Passes for schools, enabling student transit use with no out-of-pocket costs	U of U, BYU, WSU, UVU, SLCC
Institutions (Eco)	Standard pass programs for small and medium institutions; custom pass programs for large institutions	Fidelity, KSL, Adobe, Mountain America Credit Union, IHC
Human Service	Passes for low-income individuals, with fare subsidized by agencies serving those individuals	Division of Child and Family Services, Volunteers of America
Other (Customized)	Passes for agencies whose client transportation needs are not met by the programs above	Medical Transit Pass
Bulk Purchase	Passes purchased in bulk by event sponsors for specific participants, including using event tickets as fare media	U of U sporting events, Salt Lake Twilight, Kilby Concert Series, Western Stampede

Questions?