

**R2021-07-04**  
**Resolution Approving Certain  
Sponsored Fare Agreements for  
Special Events as Part of the  
Authority's COVID Recovery Efforts**



# Resolution R2021-07-04

- The UTA Ridership Recovery Team has identified events as a target demographic to bring ridership back
- Historically, UTA has partnered with entities to allow event pass holders to ride UTA services without charge to the sponsored event
- The UTA Ridership Recovery Team recommends partnering with entities and executing ticket-as-fare contracts
  - In lieu of monetary value, the host will offer in-kind marketing and promotion to encourage the use of UTA services
- All Special Event Pass Agreements will be reviewed and approved by the Chief Financial Officer and Executive Director prior to execution and the board shall be informed monthly of all new partnerships with event hosts



## Resolution R2021-07-04

- UTA and the Event Host will enter into a contractual agreement
- The event must require that all attendees have a ticket
- Event attendance must be greater than 1,500 per day
- This authorization will be for events utilizing UTA base service
  - Events requiring supplemental service above base levels or surge service will require Board approval
- This resolution will remain in effect until July 31, 2022



# Recommended Action (by roll call)

Motion to approve Resolution R2021-07-04  
Approving Certain Sponsored Fare Agreements for Special Events as Part of the  
Authority's COVID Recovery Efforts

