

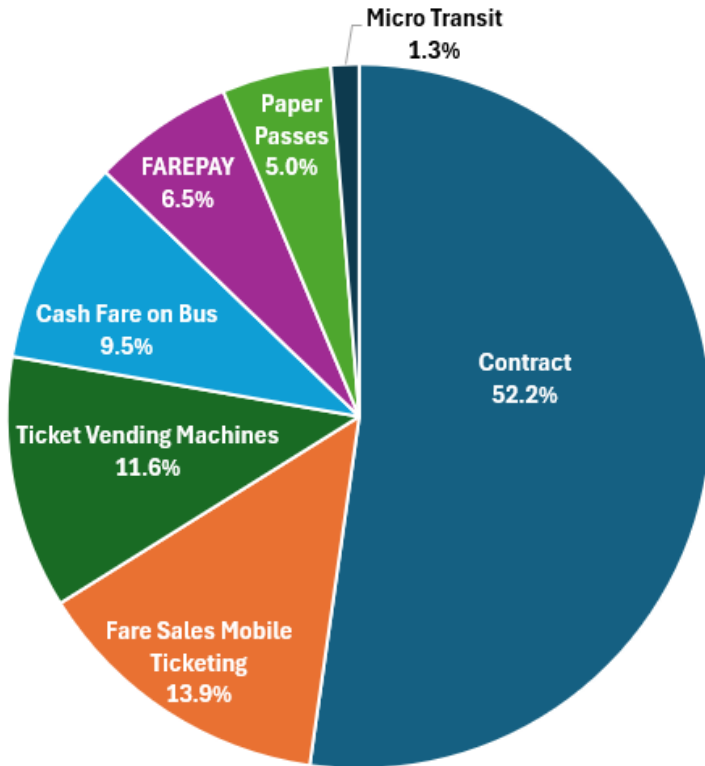
Fare Program and Contract Parameters Overview



UTA Fares Program



Public Value



In 2025, UTA maintained 252 active fare contracts that generated fare revenue.

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

2025 Passenger Revenue

Pass Programs (Contract) \$16,477,184

Public Fares \$15,083,146

Total **\$31,560,330**



Program Goals



Reduce congestion



Improve access to education & employment



Support regional mobility



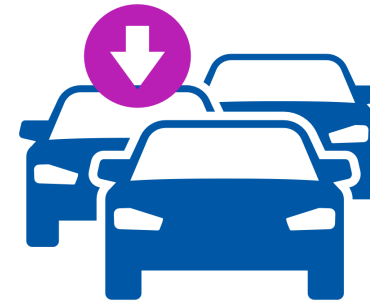
Return on Investment



\$1 = \$5.11
ROI
(Return on
Investment)



\$377M
generated tax
revenue in Utah



\$1 = \$1.27
return on
transportation
savings

Every \$1 invested in UTA generates **\$5.11** in economic returns for the state of Utah.

(Source: <https://rideuta.com/About-UTA/UTAs-Economic-Value>)

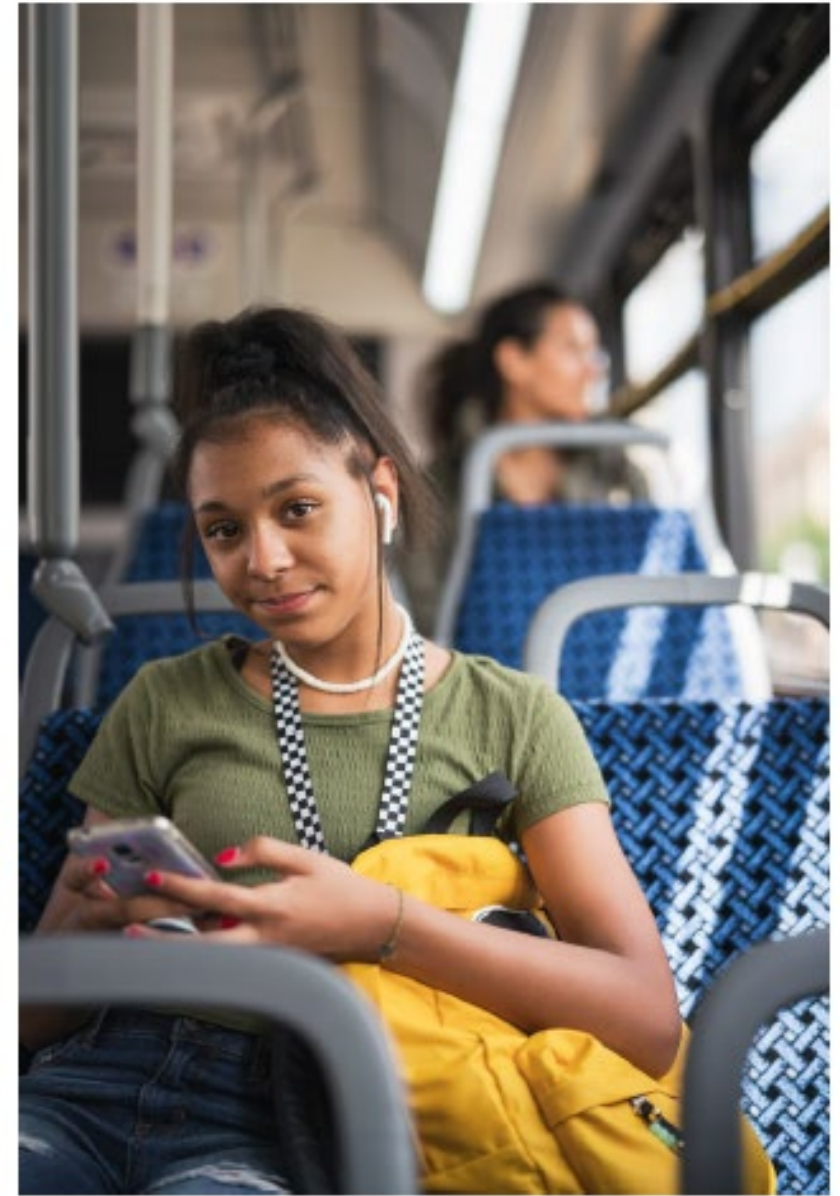


Our Partners

- Schools
- Employers
- Non-profits
- Event organizers



Agenda Item 8. b.



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

Pricing Strategy

Program	Pricing Approach
Educational (Ed)	Fixed, Price-per-Pass, or Pay-per-Trip
Institutions (Eco)	Fixed or Pay-per-Trip
Human Service	Daily or Monthly Pass
Other (Customized)	Based on usage
Bulk Purchase	Per-event or per-person



Partnership Case Study



Salt Lake City School District Partnership

Contract Details

- Third year of partnership
- Ridership peaked at 54,300 in Oct. '24
 - 40,000 in Oct. '23
 - Added Guardian Pass in 2023
 - Student ID now accepted as fare
- Amount: \$510,358
 - 2025-26 — Salt Lake School District & Education Foundation: \$296,149
 - 2025-26 — Salt Lake City Corporation: \$214,209



Questions?