

Executive Director's Report

- Complimentary Fare Update
- GFOA Award
- UTA Tribute – Fares Team



Complimentary Fare Update



Resolution R2021-07-04

- In July 2021, the Board approved a resolution authorizing the authority to enter into certain sponsored fare agreements for special events as part of the authority's COVID recovery efforts.
- Three (3) Event Partnerships gave 58,000 individuals access to transit:
 - April 2-3: The Church of Jesus Christ of Latter-day Saints General Conference
 - April 23: Salt Lake Marathon
 - May 20-22: Tumbleweeds Film Festival
- Estimated that 4-8% of attendees utilized their transit benefit, for total ridership of 4,600 to 9,300



UTA Tribute – Fares Team

