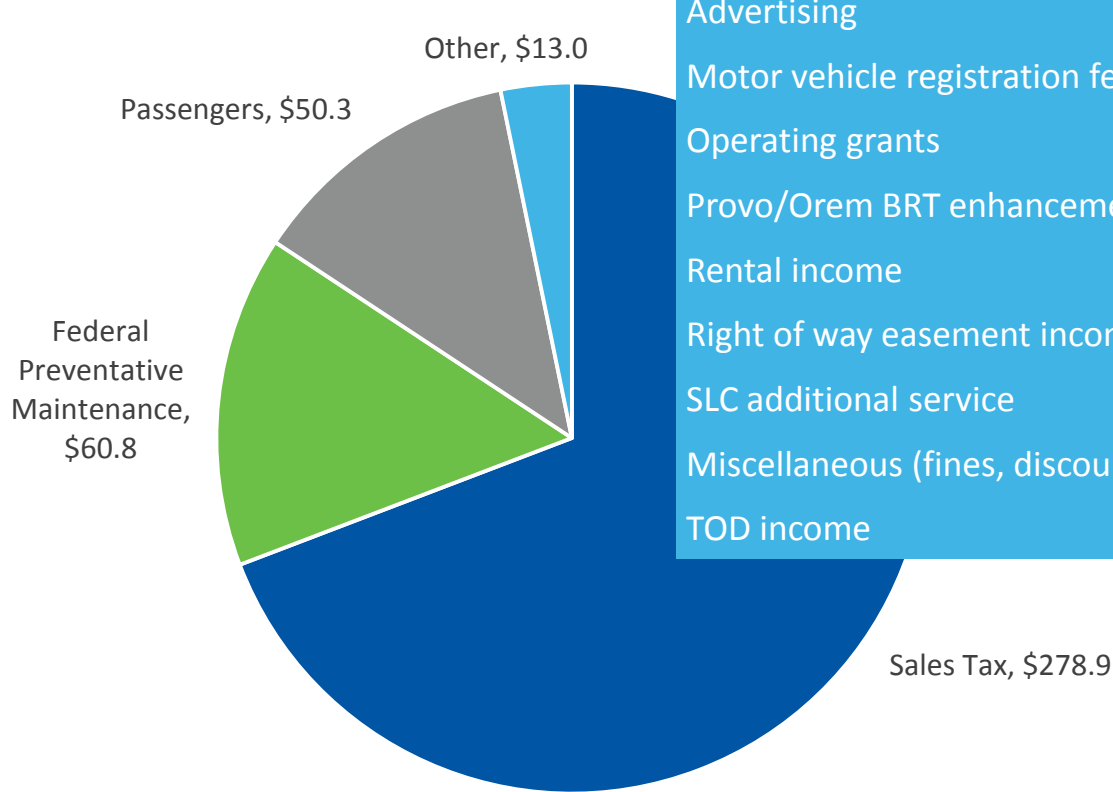


Alternative Revenue Sources

W. Steve Meyer, Interim Executive Director



2018 Operating Revenues Budget (in millions)



Total: \$403.1 million

Other Revenue:	In Millions
Investment income	\$ 3.70
Advertising	\$ 2.50
Motor vehicle registration fees (SLC - obligated)	\$ 1.90
Operating grants	\$ 1.20
Provo/Orem BRT enhancements	\$ 1.10
Rental income	\$ 0.80
Right of way easement income	\$ 0.60
SLC additional service	\$ 0.50
Miscellaneous (fines, discounts earned, etc.)	\$ 0.45
TOD income	\$ 0.25

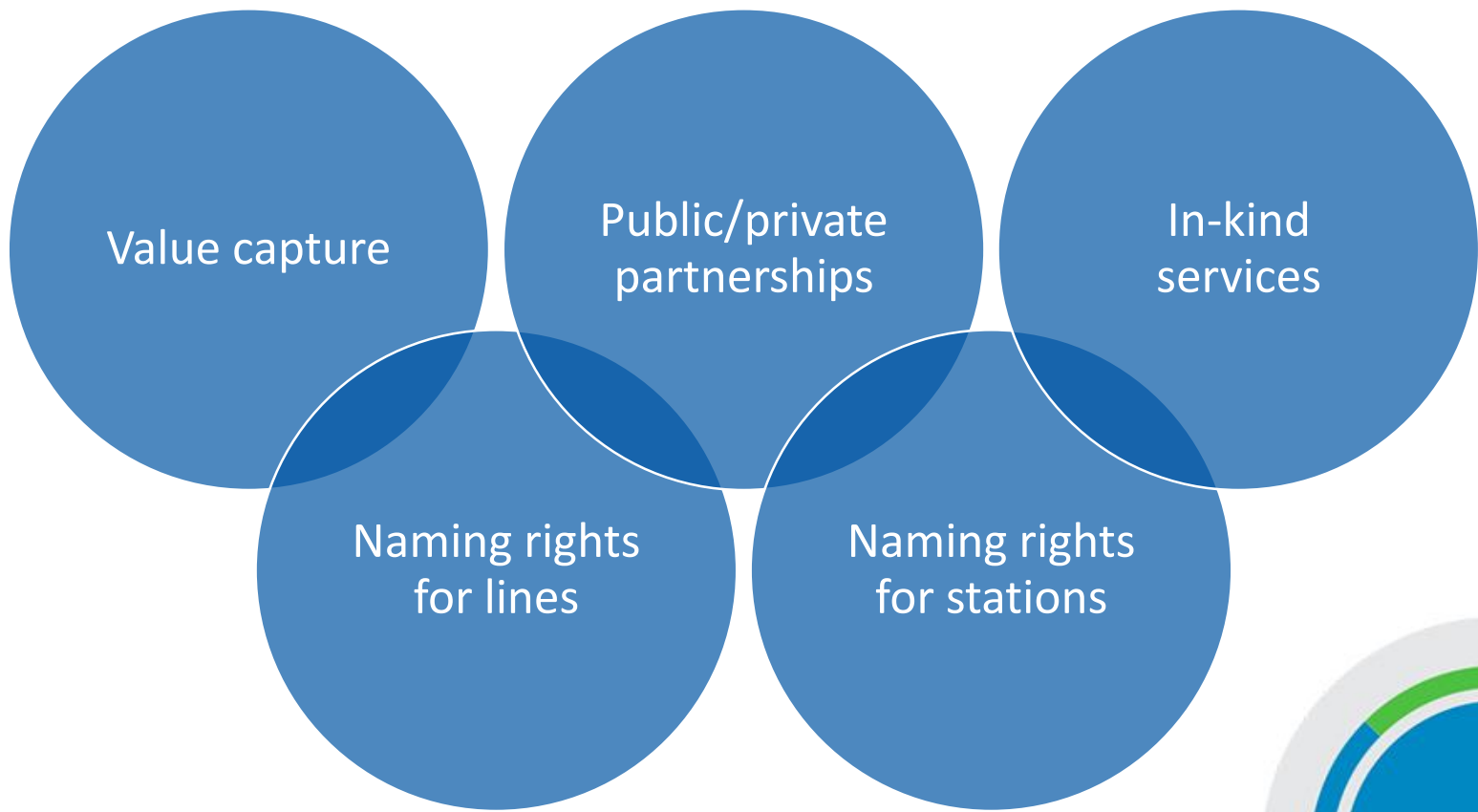


Current Revenue Opportunities

- Advertising on interior and exterior of buses and TRAX
- Ticket-as-fare to events
- Bulk pass programs
- Advertising on interior of FrontRunner
- Transit-oriented development



Potential Alternative Revenue Sources



Las Vegas Monorail



- Advertising allowed
 - Train wraps
 - Train interiors
 - Station exteriors
 - Station platforms
 - Doors
 - Floor decals
 - In-train audio promotions



Cleveland's HealthLine BRT

- “Naming rights deal” struck with RTA and multiple entities (including the Cleveland Clinic and the University Hospitals of Cleveland) to name the route the HealthLine



Final Questions?

