

# Free Fare February Report



## Overview

- Goals
  - Reduce emissions during poor air quality season
  - Honor Olympic legacy
- Collaborative initiative
- Ridership increases, including new markets
- Positive community & rider response



# Partners & Funding

- Sponsored Funding

<b>Sponsor</b>	<b>Amount Contributed</b>
Wasatch Front Regional Council	\$ 500,000
Mountainland Association of Governments	\$ 300,000
Salt Lake City	\$ 135,000
Salt Lake County	\$ 100,000
Utah Division of Air Quality	\$ 78,000
<b>Total</b>	<b>\$ 1,113,000</b>

# Partners & Funding

- Pass Partner Funding

<b>Contributions to Free Fare February by Amount</b>	<b>Number of Pass Partners</b>
Over \$100,000	3
\$50,000-\$99,999	4
\$25,000-\$49,999	7
\$10,000-\$24,999	8
\$1,000-\$9,999	37
<\$1000	37
<b>Total Pass Partners</b>	<b>96</b>
<b>Total Revenue</b>	<b>\$1,400,000</b>

# Thanks to our Pass Partner Programs for their contributions!

- University of Utah
- Solitude
- Brigham Young University
- Utah Valley University
- Snowbird
- Fidelity
- Weber State University
- The Church of Jesus Christ of Latter-day Saints
- High Valley Transit
- State of Utah
- Brighton
- Salt Lake City (Hive Pass)
- Salt Lake Community College
- Intermountain Healthcare
- Alta
- Utah Association of Public Charter Schools
- Powder Mountain
- Snowbasin Resort
- Lucid Software
- Zions Bank
- ARUP
- Work Activity Center And more!

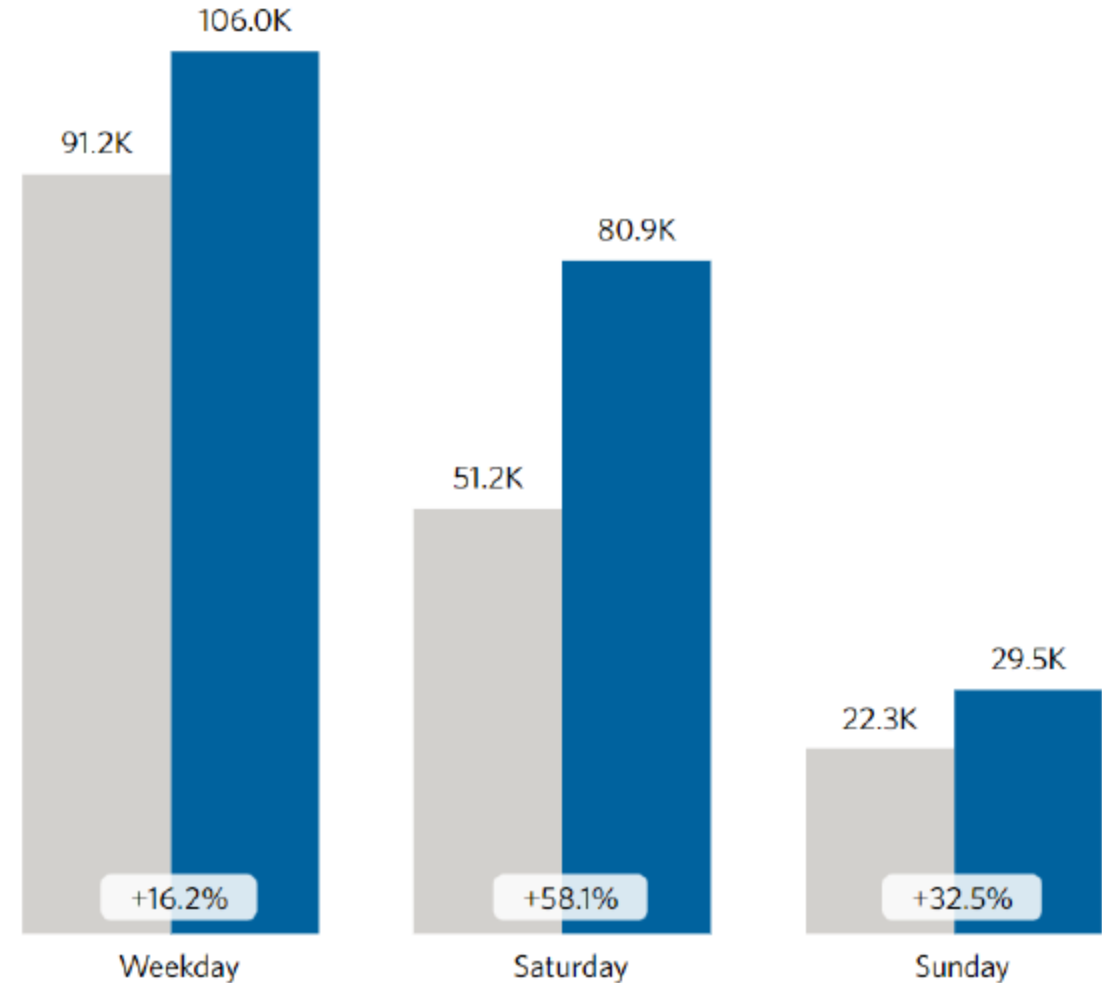


# Ridership

- Ridership increased on all modes on most days (with the exception of UVX)
- Largest increases were observed on weekend days

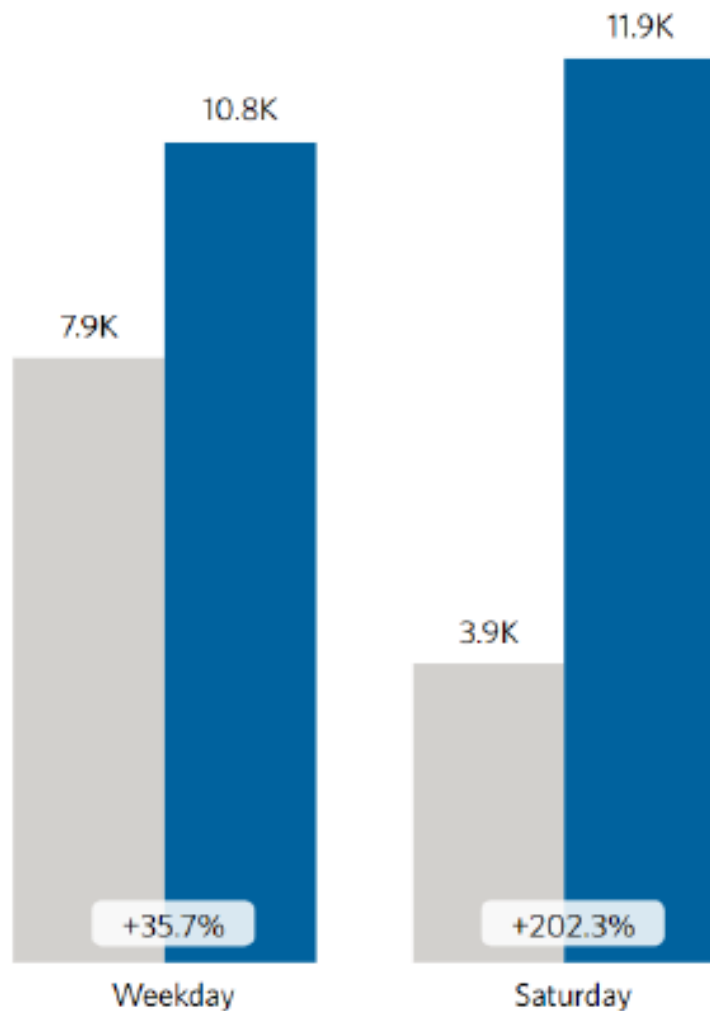
UTA Average Daily Ridership - All Modes

Month ● Jan 2022 ● Feb 2022



## FrontRunner - Average Daily Ridership

Month ● Jan 2022 ● Feb 2022



# Informing the Future

- Ridership information from FFF will be used by UTA Planning to inform near- and long-range planning efforts
- Monitoring ridership ongoing to understand sustainability of February increases
  - [Rideuta.com/Data](https://rideuta.com/Data)



# Rider Survey

- Rider surveys were distributed by UTA staff during February at on-system locations throughout the service area
- Convenience sample, riders opted into taking the survey
- Survey was 10 questions, available online in Spanish & English
- 5,238 surveys were submitted

Give us your feedback on  
**FREEFARE  
FEBRUARY**



[www.rideuta.com/freefare](http://www.rideuta.com/freefare)

Scan the code for a chance to win  
free transit for a year and  
other great prizes

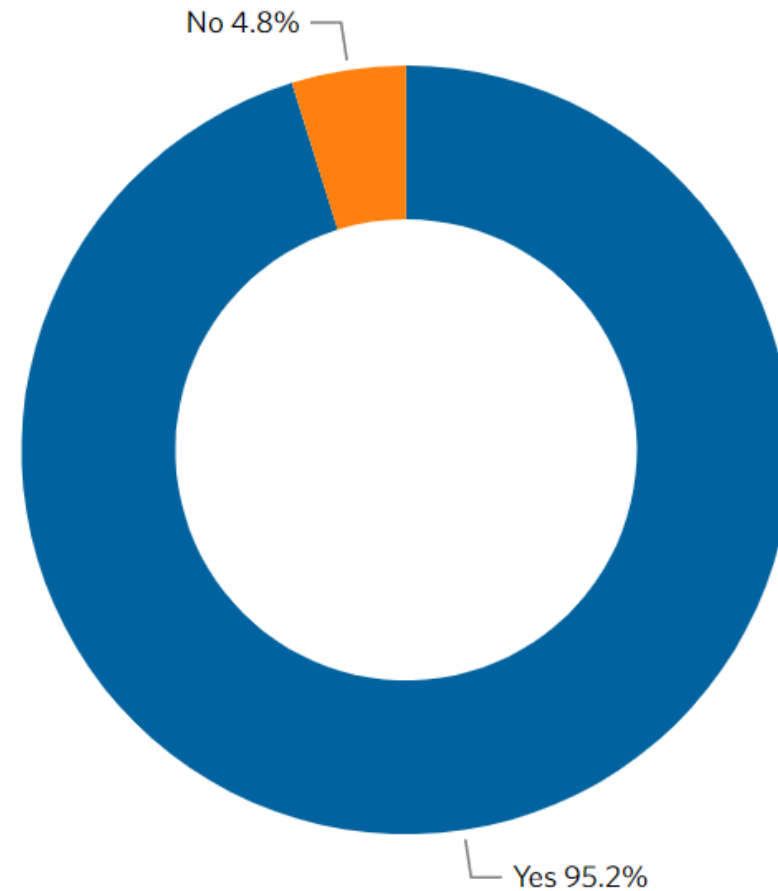
UTA 



## Awareness

- 95.2% of survey participants indicated that they were aware that all UTA services were free during February.

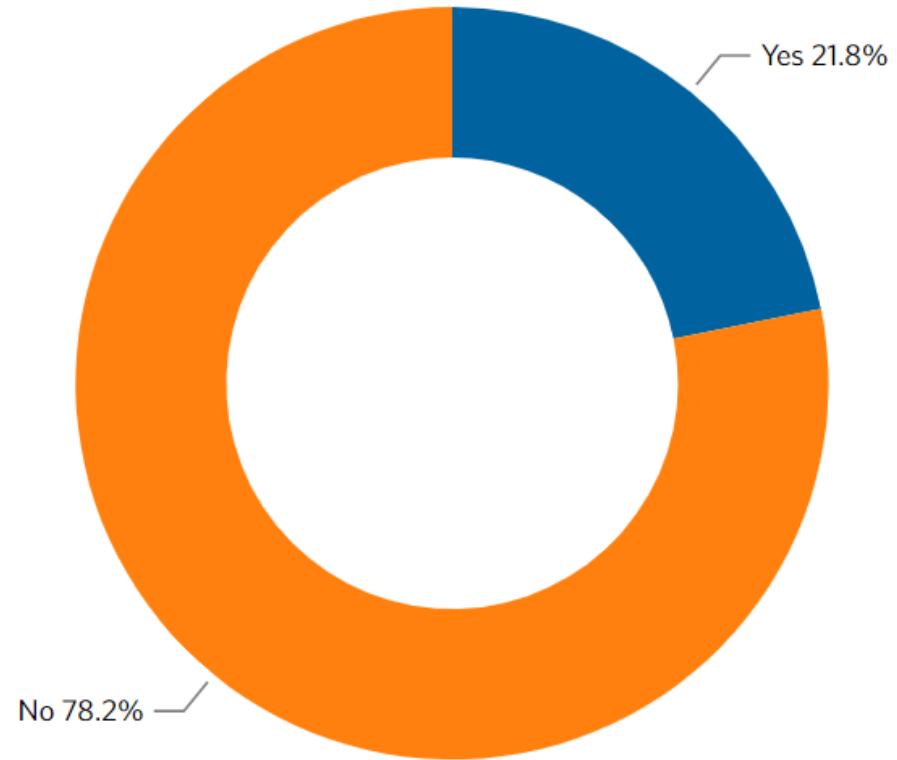
Do you know that all UTA services are free during the month of February?  
(5082 Respondents)



# New Riders

- Over 1/5 of survey participants indicated they were new to riding UTA

Are you new to riding UTA?  
(5077 Respondents)



# Riding Because It's Free

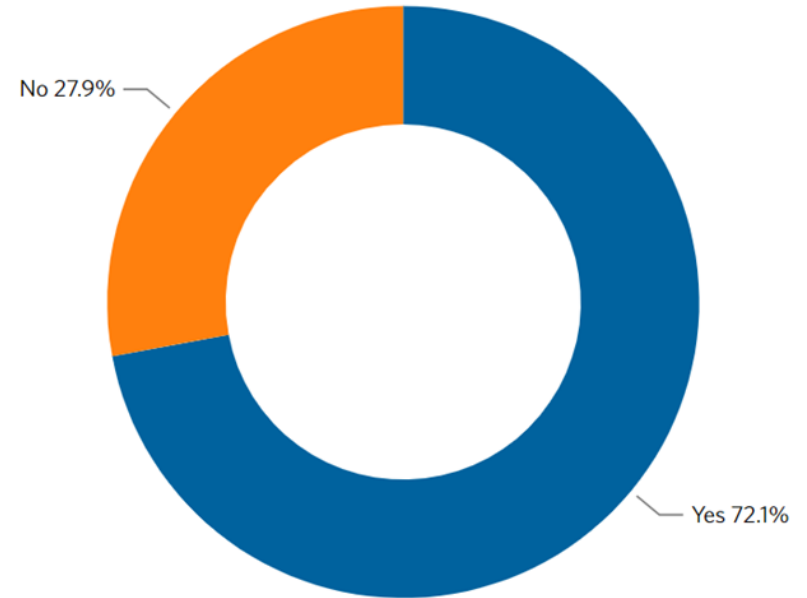
## All Survey Participants

Are you riding this month because it is free?  
(5076 Respondents)



## New Riders Only

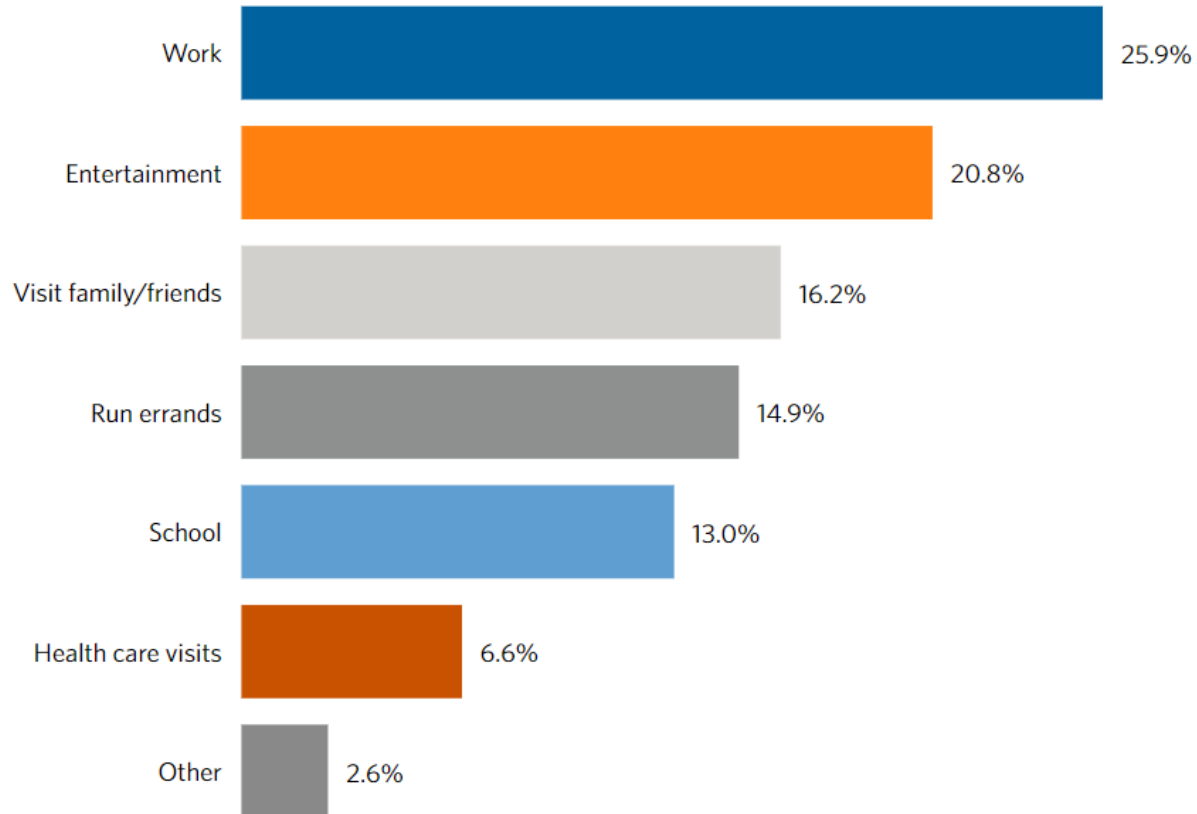
Are you riding this month because it is free?  
(1106 Respondents)



# Reasons for Riding

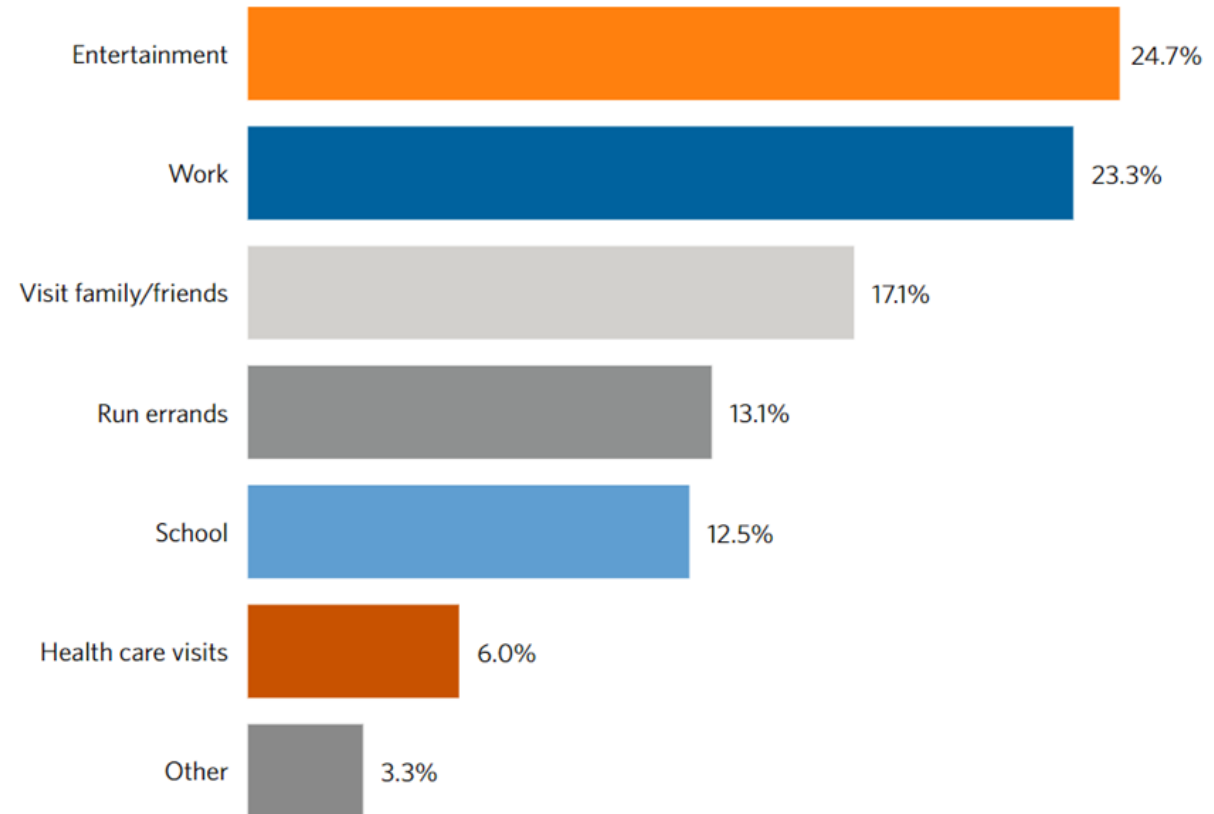
## All Survey Participants

What are the reasons you are riding UTA services in February?  
(5048 Respondents, 10655 Reasons)



## New Riders Only

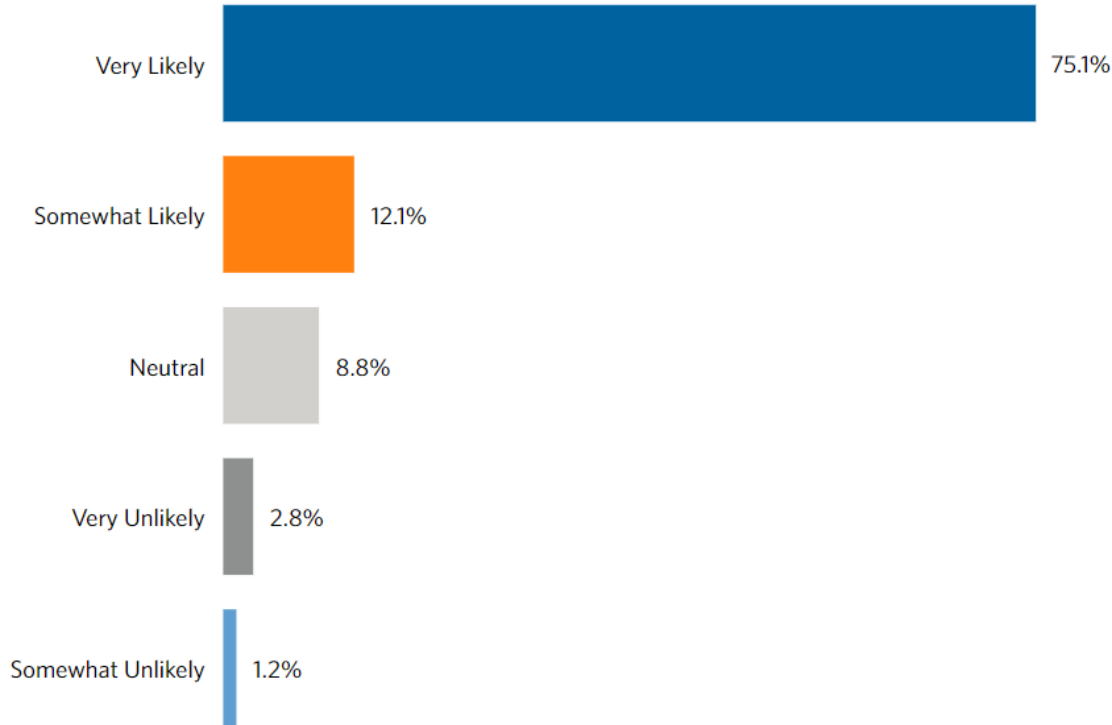
What are the reasons you are riding UTA services in February?  
(1093 Respondents, 2210 Reasons)



# Ride More if Free

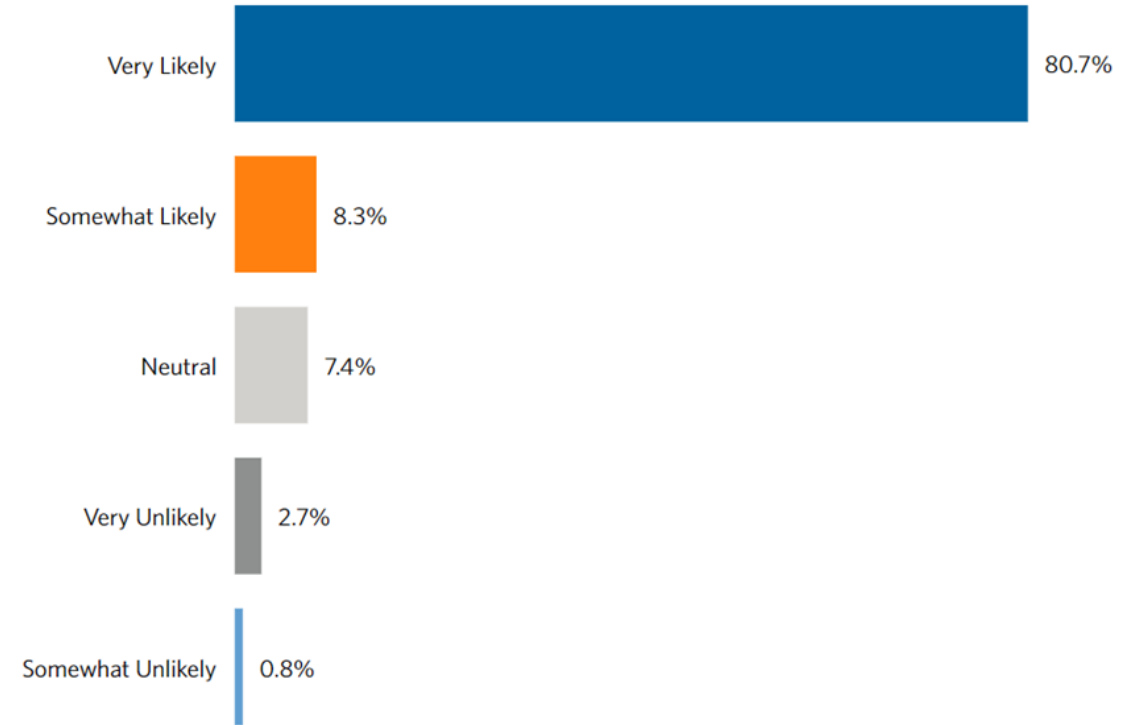
## All Survey Participants

Would you ride more frequently if all UTA services were free?  
(5085 Respondents)



## New Riders Only

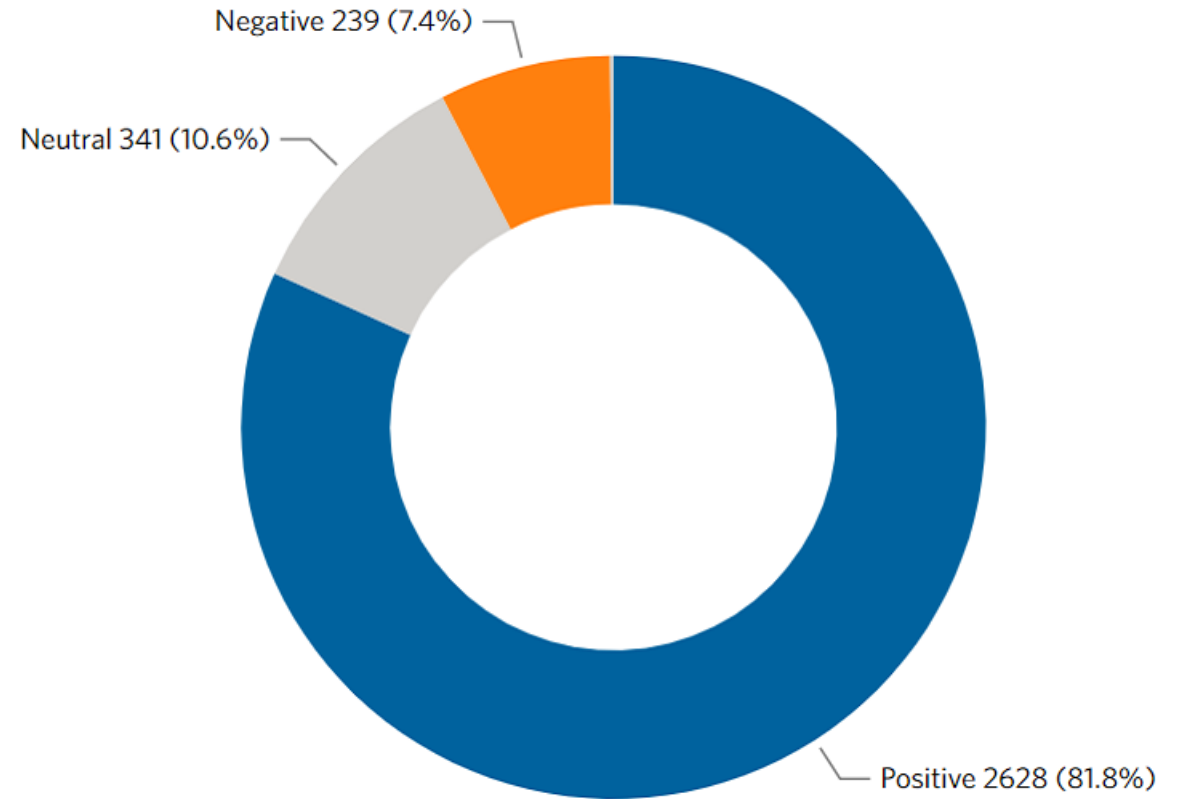
Would you ride more frequently if all UTA services were free?  
(1106 Respondents)



# Rider Survey Comments

- Over 3,000 survey participants submitted an open-ended response.
- Each response was read and assigned a sentiment (positive, negative, neutral), as well as categorized into overarching themes for context.
- Over 80% of the comments were positive in nature!

UTA FFF Rider Survey Comments: General Sentiments



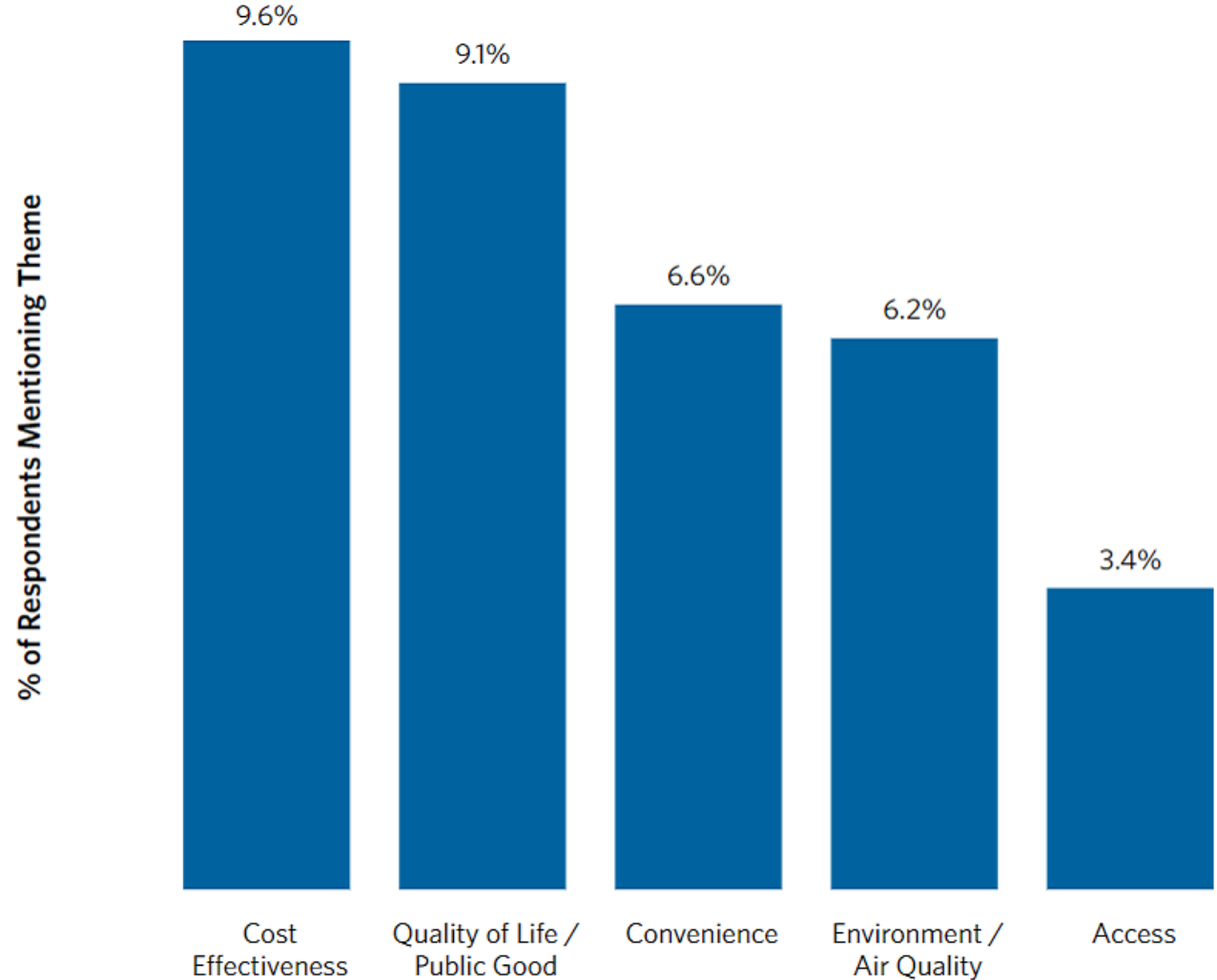
# Positive Themes

81.8% of comments were positive.

The top 5 positive themes:

1. Cost effectiveness
2. Quality of life/public good
3. Convenience
4. Environment/air quality
5. Access

UTA FFF Rider Survey Comments: Top 5 Positive Themes



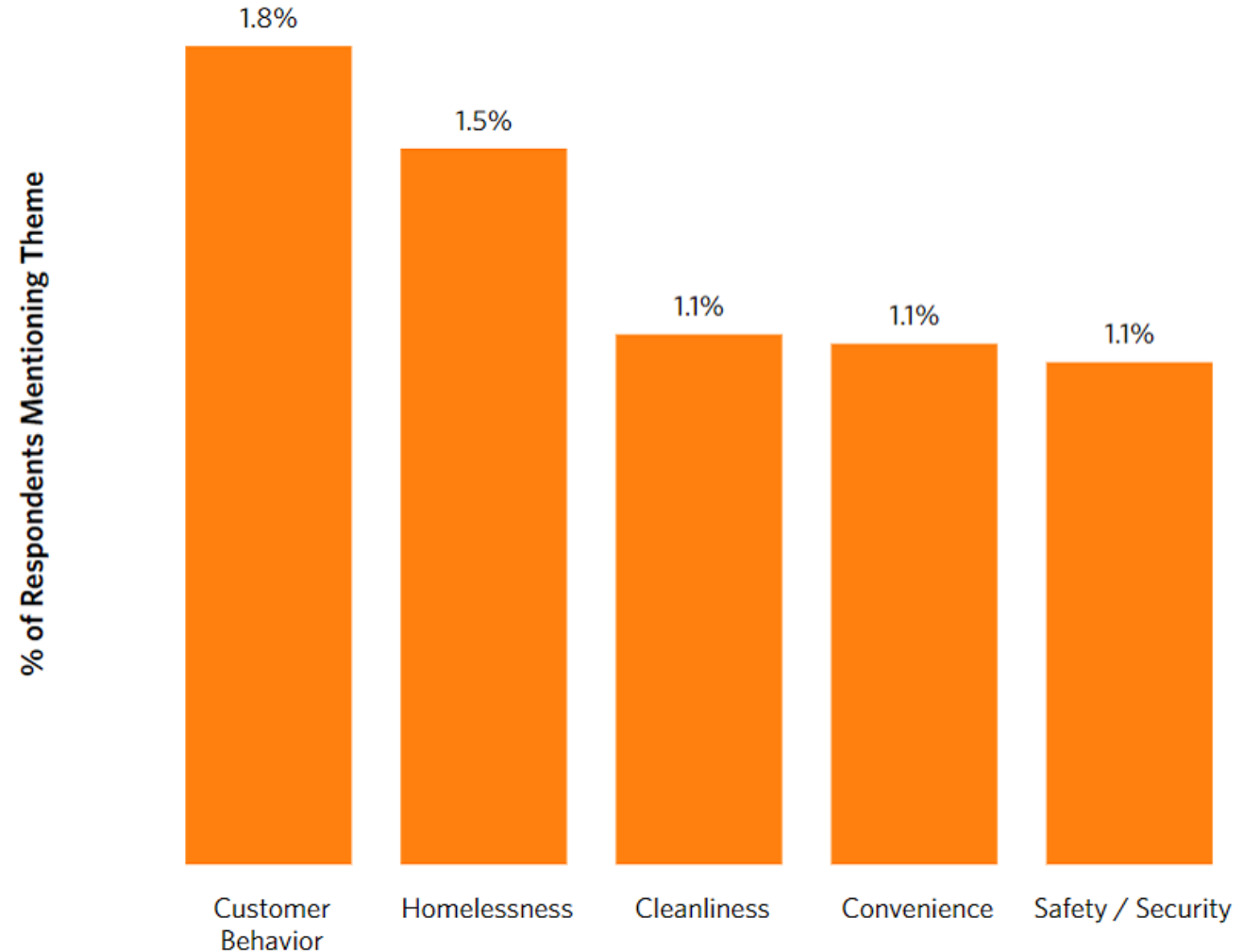
# Negative Themes

7.4% of comments were negative.

Top 5 negative themes:

1. Customer behavior
2. Homelessness
3. Cleanliness
4. Convenience
5. Safety/security

UTA FFF Rider Survey Comments: Top 5 Negative Themes



# Customer Service

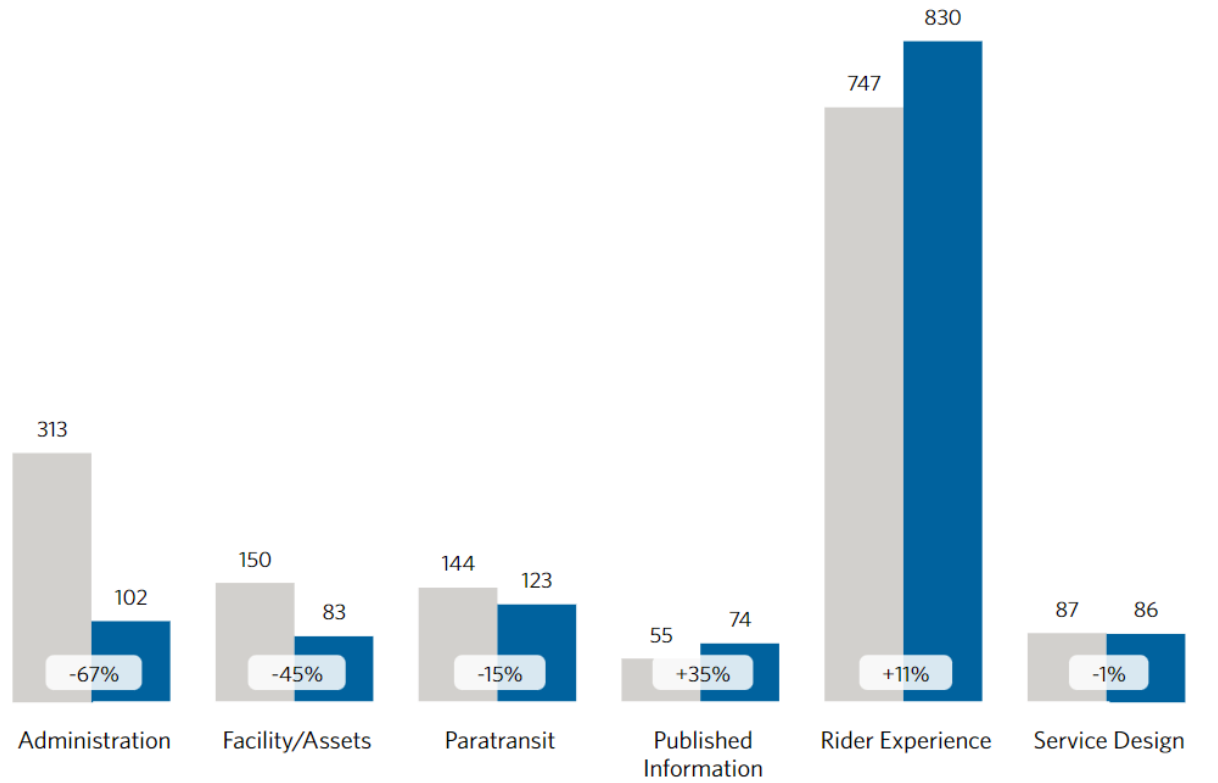
UTA Total Customer Service Calls

Month ● Jan 2022 ● Feb 2022



UTA TransTrack Customer Comments by Category

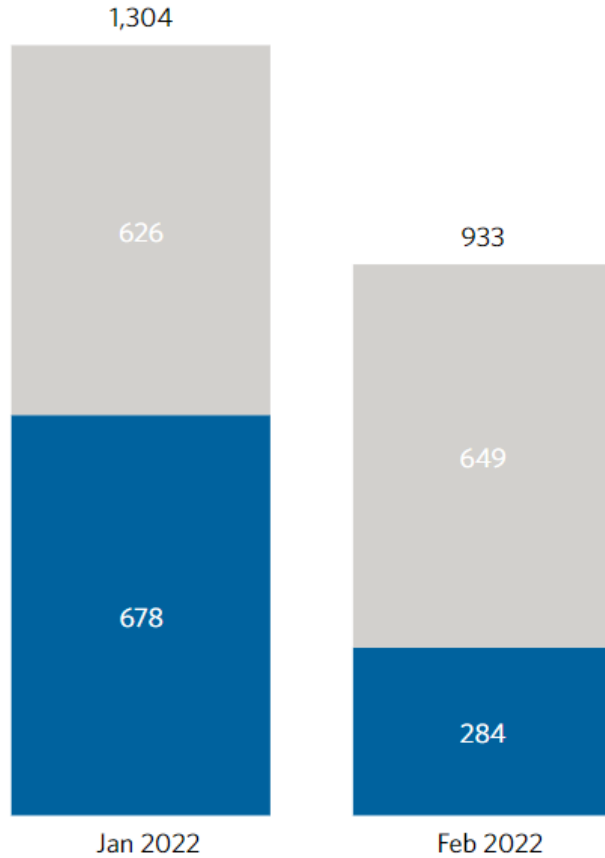
Month ● Jan 2022 ● Feb 2022



# UTA Police

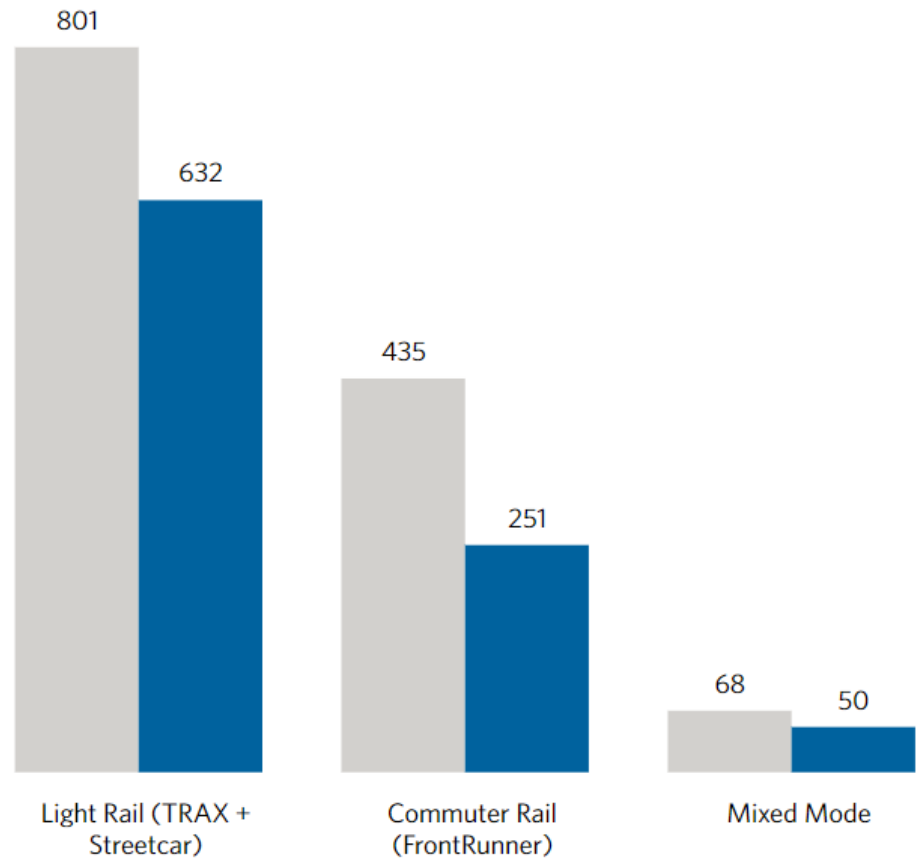
### UTA Calls for Service by Type

Type ● Officer Initiated Calls ● Other Calls for Service



### UTA Calls for Service by Mode

Month ● Jan 2022 ● Feb 2022



# Estimated Environmental Impact

- February had a 21.4% increase in savings in criteria air pollutant production due to transit ridership compared to January
- Pollution savings due to individuals riding transit, who may have otherwise driven
  - UTA estimates about 47% of riders have the option to drive
- More people riding transit = fewer car trips and less air pollutant production

EPA Criteria Air Pollutants\* Reduced by UTA Transit Ridership, Tons per Month

Month ● Jan 2022 ● Feb 2022

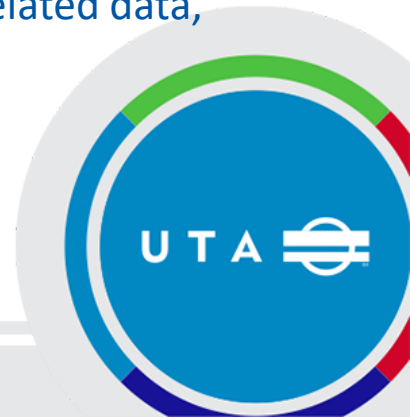


\*Particulate matter (PM)  
+ sulfur oxides (SOx)  
+ nitrogen oxides (NOx)  
+ carbon monoxide (CO)  
+ hydrocarbons (HC)

# Summary & Key Findings

- Ridership
  - Increases; New Markets
- System Considerations
  - Shift in work – possible need for additional information for customers (including those new to navigating the system), support for disadvantaged riders
  - Agency adaptability, acceptability
- Community Feedback
  - New riders, positive response
  - Access, quality of life, public service & good
- Limitations
  - Some relevant information was not available at the time of reporting – budgetary and workforce related data, such as cleaning, would be useful data points to include in analysis of this effort

Access full report at [rideuta.com/freefare](https://rideuta.com/freefare)



# Discussion & Questions

