

Service Update

- a. Zero Fare Transit Study Overview





September 2022

Regional Zero-Fare Study

Local Advisory Council

Presented by:
Julie Bjornstad (WFRC)

Study Context

- Regional Zero-Fare Study kicked-off in June 2022
- Project team: WFRC, MAG, UTA, UDOT, and consultant team led by Nelson\Nygaard
- Free Fare February: Positive outcomes related to ridership, safety, customer experience, and funding support
- Largest public and policymaker zero-fare concerns are related to funding and safety

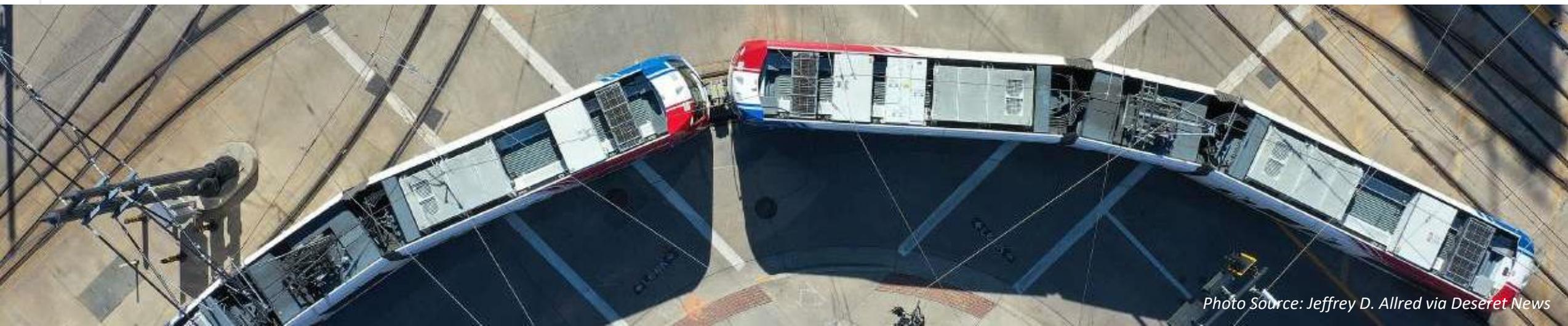


Photo Source: Jeffrey D. Allred via Deseret News

Study Goals



Evaluate the operational, financial, and community effects of zero-fare transit



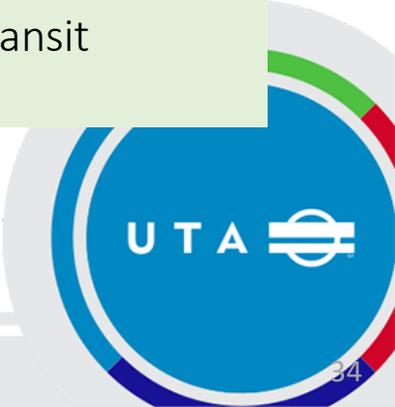
Gauge transit values of stakeholders from across the service area



Provide guidance around replacement funding for lost fare revenue



Objectively inform decision making processes around the future of zero-fare transit



Study Timeline



Opportunities and Challenges (June to August)

- Review UTA financial trends, rider profile, fare policy, and fare usage
- Complete literature review and produce case studies

***WE ARE
HERE***



Zero-Fare Evaluation (August to October)

- Identify zero-fare alternatives (e.g., systemwide, select services, select riders)
- Evaluate operational, financial, and community effects



Trade-Offs (October to November)

- Inform decisionmakers on the trade-offs of zero-fare alternatives



Final Documentation (November to December)

- Produce final report
- Deliver final presentation

Stakeholder Engagement
(August to October)



In Progress

- **Existing conditions analysis**
 - Review of UTA financial trends, rider profile, fare policy, and fare usage
- **State of the practice**
 - Complete literature review
 - Produce three case studies for agencies that have evaluated zero-fare
 - Sun Tran (Tucson, AZ)
 - METRO (Houston, TX)
 - KCATA (Kansas City, MO)
- **Stakeholder engagement**
 - Interview 12 “key persons”
 - Update policymakers and community member groups on study progress



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**NEXT
STEPS**

Stakeholder Engagement
(August to October)



Thank you!

Julie Bjornstad, *WFRC* | julieb@wfrc.org

Alex Beim, *UTA* | abeim@rideuta.com