



August 2022

# Regional Zero-Fare Study

**UTA Board of Trustees Update**

Presented by:  
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# 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



# 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



Photo Source: Al Hartmann via Salt Lake Tribune



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**NEXT  
STEPS**



## Final Documentation (November to December)

- Produce final report
- Deliver final presentation

**Stakeholder Engagement**  
(August to October)



**Thank you!**

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