UTAH TRANSIT AUTHORITY

UTA

FREE FARE FEBRUARY FINAL REPORT

April 2022

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Executive Summary

In December 2021, Salt Lake City Mayor Mendenhall approached UTA with the idea of offering free fare for transit riders using local bus, TRAX, ski bus, microtransit, FrontRunner, Park City commuter, and paratransit services. The dual goals of the free fare initiative were to reduce emissions during typically poor air quality season and honor the legacy of the Salt Lake Olympics. Staff began working with Salt Lake City on a strategy to turn the mayor's idea into a reality.

On January 26th, 2022, the Board of Trustees passed a resolution that delegated authority to the Executive Director, to declare "Free Fare February" if partners committed to subsidizing the loss of fare revenue for the month of February.

Salt Lake City and numerous local governments, partner agencies and private businesses supported Free Fare February. The majority of UTA pass partners, including some of UTA's largest education and corporate pass partners, committed to contribute to Free Fare February. Working with Salt Lake City, Salt Lake County, Mountainland Association of Governments, Wasatch Front Regional Council, the State of Utah, and UTA's pass partners, the funding required to offset budgeted fare revenue for the month of February was realized.

UTA experienced significant increases in ridership across the system during Free Fare February. In addition to supporting transit ridership and celebrating the 20th anniversary of the Olympics, a survey conducted during February indicated that the month had a positive impact on riders – many expressed appreciation for and praised the removal of the cost barrier and indicated this freedom of mobility was not only convenient and had the potential to positively affect the environment, but also contributed to greater access and increased quality of life for the community.

Free Fare February was a collective effort and could not have been accomplished without the contributions of partners. We are proud of this joint effort and pleased to share the successes and lessons learned from this endeavor.

Partners & Funding

Free Fare February was truly a collaborative endeavor. To successfully implement one month of free transit, UTA worked with partner agencies across the region to fund the initiative.

UTA anticipates receiving $34 million in farebox revenue in 2022, an average of $2.8 million per month. In January, UTA set a goal of raising $2.2 - $2.4 million to cover February fares from partner contracts and public fares for the services included in the free fare program.

UTA worked with Salt Lake City to develop strategies to offset anticipated losses in passenger fare revenues associated with Free Fare February. Throughout the month of January, UTA staff worked with the Salt Lake City to obtain commitments from partners to subsidize February's passenger fare revenue. There were two main sources of revenue - sponsored funding through cash contributions and pass partners.

Revenue from partner contracts comes from educational institutions, corporations, and other contract types in which entities who partner with UTA subsidize fares for their users, commonly known as "Pass Programs". Public revenue is received from fareboxes on buses, the UTA FAREPAY card, UTA On Demand service, mobile ticketing, paper pass sales through retail outlets, and ticket vending machines on station platforms.

Sponsored Funding

Multiple sponsors agreed to provide financial support of Free Fare February through contributions. These sponsors included: Mountainland Association of Governments, Wasatch Front Regional Council, Salt Lake City, Utah Division of Air Quality, and Salt Lake County. The contribution of each is listed below:

Sponsor		Amount Contributed
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
Total	$	1,113,000

Pass Partner Funding

UTA has contracts with over 100 partners that subsidize fares for their users. UTA staff reached out to the majority of UTA partners in January and asked if they would be willing to support Free Fare February by continuing to pay their monthly subsidy. UTA obtained support from 87 percent of our partners. The partner count and total revenue are shown in the table below:

Contributions to Free Fare February by Amount	Number of Pass Partners
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
Total Pass Partners	96
Total Revenue	$1,400,000

A list of pass partner programs that contributed funds towards Free Fare February can be found in Attachment 1.

Communications & Engagement

To raise awareness of Free Fare February with the public, UTA and partners engaged in robust communications throughout the month, from news media and social media to data-sharing, promotional events, and on-system communication. These efforts saw success - 95% of the rider survey participants indicated that they knew that all UTA services were free during February. The table below provides detailed information on UTA's communication approaches.

Communication & Promotion Approaches	Details
Events	
Promotional Rides	• Mayor Mendenhall participated in a "ride transit to work" event, February 1 • 15 elected officials participated in the "Elected Officials Ride" event in partnership with Wasatch Front Regional Council, February 8
Rider Survey Distribution	Promotion of Free Fare February (FFF) via survey distribution across the system
Transit Day on the Hill	UTA kicked off FFF with a press event at Transit Day on the Hill
Signage	
Bus Headers	Bus headers were programmed to read "Ride Free Today" and displayed throughout the month
Highway message boards	Utah Department of Transportation displayed messages about FFF on highway message boards
Onboard announcements	Onboard announcements were created for TRAX and FrontRunner

Onboard signage	Cover signs were installed on Ticket Vending Machines (TVMs) and fareboxes
Online & Digital Messaging	
Email announcements	Multiple Email notifications were sent to: • Registered FAREPAY cardholders (approximately 14,000) • UTA Pass Partners • Local Governments • Chambers and other partner organizations • "Rider Insider" newsletter
In-app announcements	In-app announcements were pushed in UTA apps, including UTA On Demand and the Transit app
Ridership Dashboard	Up-to-date ridership information was shared via a ridership dashboard on UTA's open data portal
Social Media	• Created posts about FFF on social media channels • Paid for boosted social media posts • Repost follower posts about FFF & UTA • Social media posts were shared extensively by partner organizations • UTA saw increased traffic on social media, including increased mentions on Twitter during February
Service Alerts	Notice of FFF was sent to UTA Service Alerts subscribers (text/email notification system)
Website page	Information about FFF was made available on rideuta.com/freefare and via the home page carousel
News & Mass Media	
Digital Billboards	UTA purchased 19 digital billboard display ads from Weber County to Utah County for the month of February
News media release	UTA press release received extensive coverage from news media sources • Channel 2 – morning live shots from onboard FrontRunner, February 1 • Channel 4 • KSL • FOX (Ben Winslow on social media) • Tooele Transcript
Radio	UTA purchased 15-second radio liners on KSL to run morning, noon, and evening peaks in February
Partners	
Partner information	Partner organizations were provided information about FFF to use for email lists, website, and social media
Communications by partners	Partner organizations shared messages about FFF on social media and other channels throughout the month

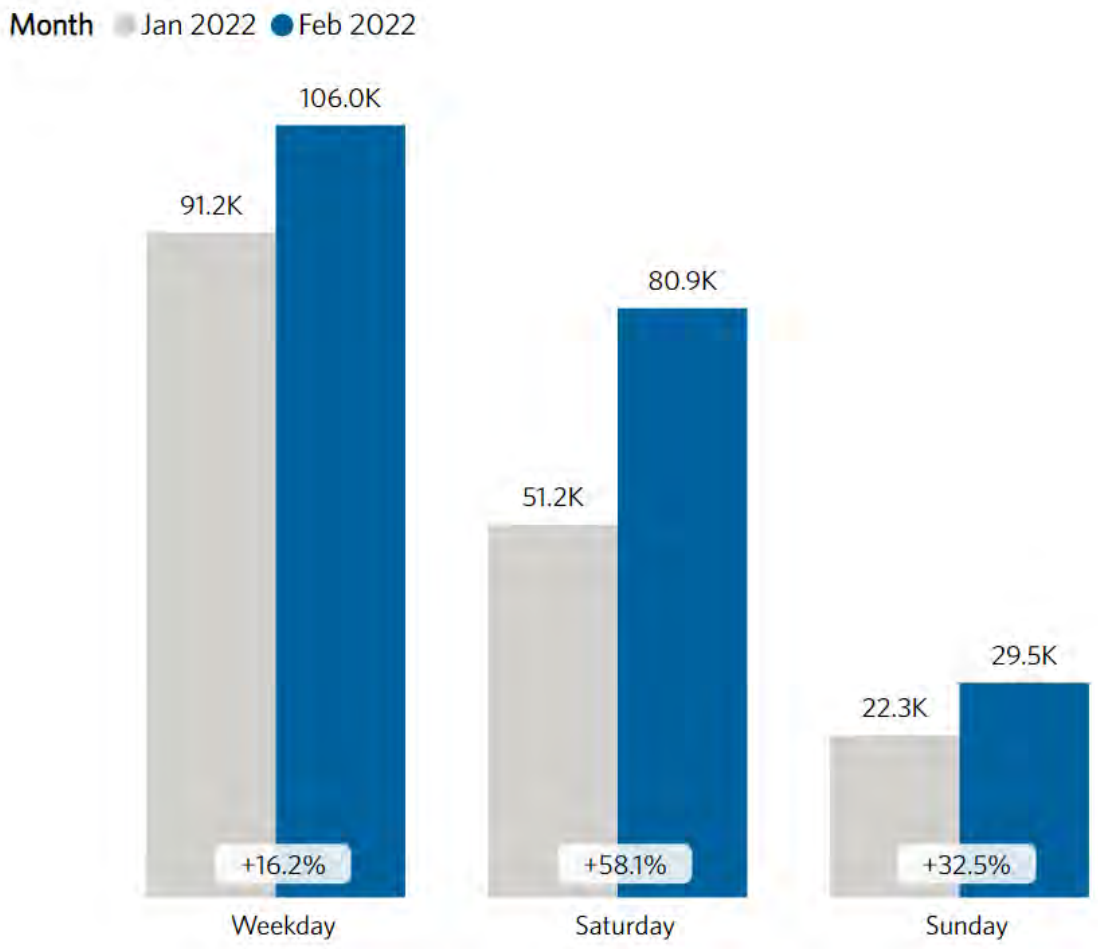
Ridership

UTA had increases in ridership across the system and distinct ridership patterns throughout the month of February. Additional detailed ridership data can be found in Attachment 2.

February ridership numbers are displayed in comparison to January 2022. Weekdays are compared to the last five weekdays in January 2022; Saturday and Sunday average ridership in February is compared to the average of the last two Saturdays and Sundays in January. Vanpool is excluded from "All Modes" for the purposes of this report.

Note: The methods used for comparison are to minimize the impact of seasonal adjustments caused by holidays.

UTA Average Daily Ridership – All Modes



Increases in UTA ridership in February compared to January were observed for weekdays, Saturdays, and Sundays. The largest increases were observed on Saturdays - average Saturday ridership in February was up 58.1% over January. Weekday ridership was up 16.2% and Sunday ridership was up 32.5% over January.

Weekday Average Ridership – All Modes

	Fixed & Flex Bus	FrontRunner	TRAX	UTA On Demand	Paratransit	UVX	Ski	Total
January Average	40,950	7,932	31,249	389	1,029	6,980	2,663	91,192
February Average	48,888	10,764	35,172	480	1,179	6,471	3,037	105,992
Percent Change	**19.4%**	**35.7%**	**12.6%**	**23.4%**	**14.6%**	**-7.3%**	**14.0%**	**16.2%**

Saturday Average Ridership – All Modes

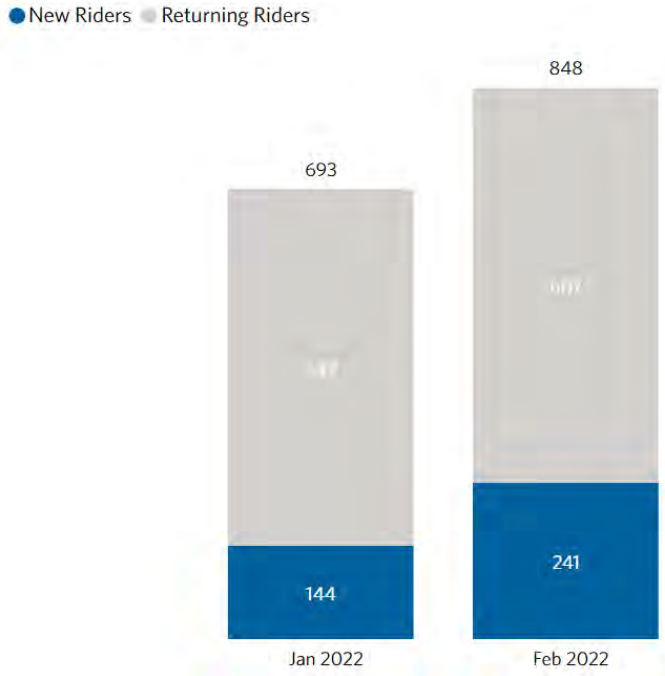
	Fixed & Flex Bus	FrontRunner	TRAX	UTA On Demand	Paratransit	UVX	Ski	Total
January Average	20,127	3,923	18,057	227	174	4,037	4,607	51,152
February Average	27,536	11,858	31,515	332	240	4,068	5,316	80,865
Percent Change	**36.8%**	**202.3%**	**74.5%**	**46.3%**	**37.9%**	**0.8%**	**15.4%**	**58.1%**

Sunday Average Ridership – All Modes

	Fixed & Flex Bus	TRAX	UTA On Demand	Paratransit	Ski	Total
January Average	7,966	10,394	9	54	3,827	22,250
February Average	11,431	14,100	22	85	3,844	29,482
Percent Change	**43.5%**	**35.7%**	**144.4%**	**57.4%**	**0.4%**	**32.5%**

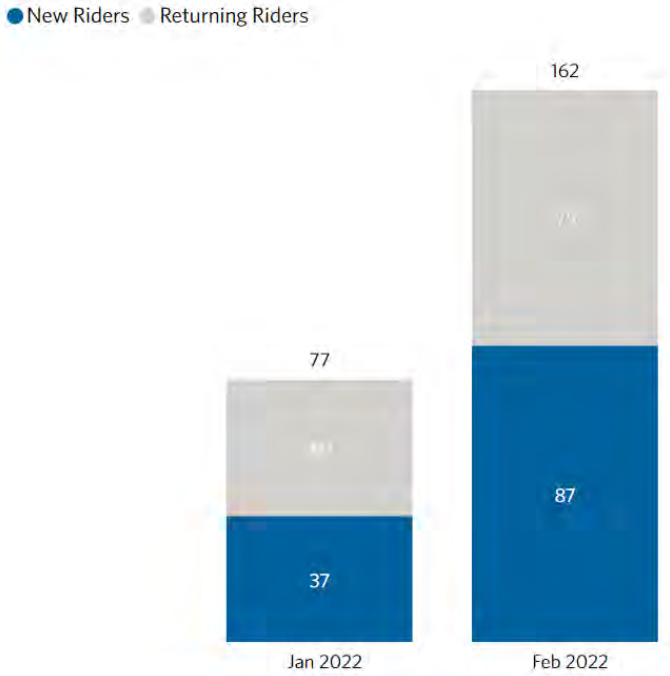
Note: FrontRunner & UVX do not operate on Sundays.

UTA On Demand South Salt Lake County - Unique & Total Ridership



UTA On Demand in South Salt Lake County has been operating since late 2019. Ridership increases were observed in February compared to January, including an increase in the number of new riders to the service.

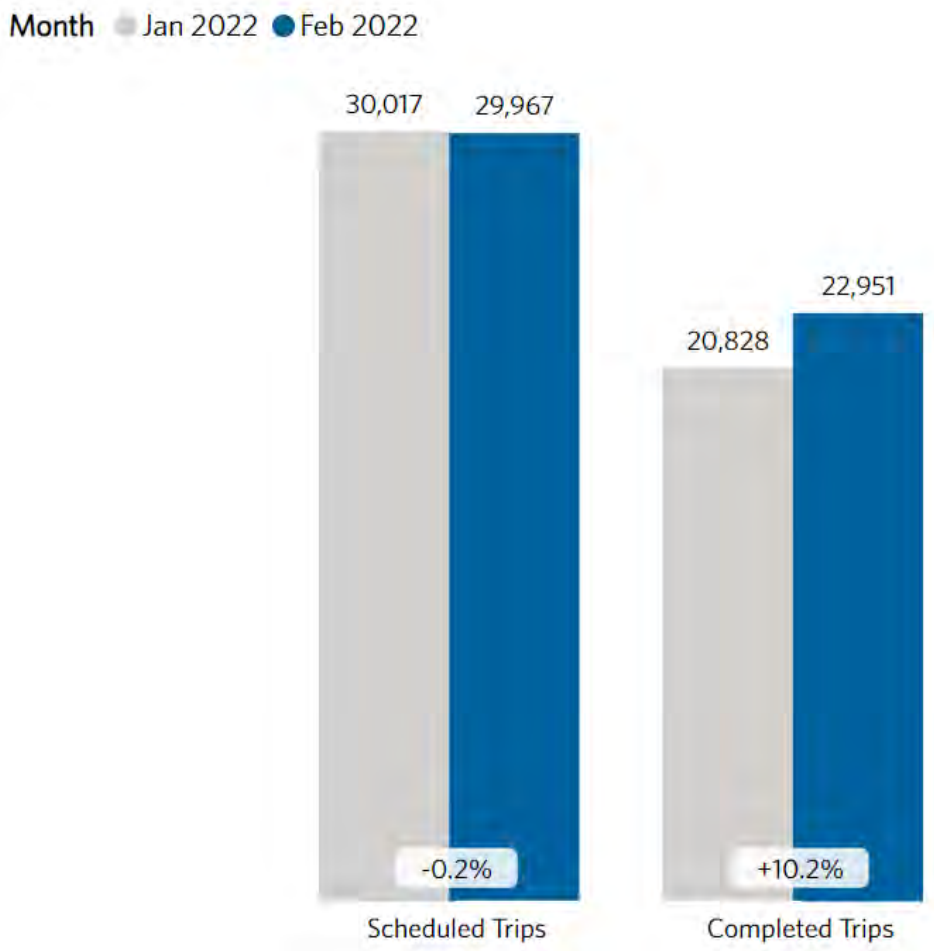
UTA On Demand Salt Lake City Westside - Unique & Total Ridership



UTA On Demand on Salt Lake City's Westside launched in December 2021. Increases in ridership were observed on this service including a more than doubling of new riders. (Riders on this service could receive up to ten free rides prior to February as a launch promotion to build ridership.)

Paratransit Trips

Paratransit service also experienced growth in February. Paratransit reported 50 less trips booked compared to January 2022 (potentially attributable to there being less days in the month of February), however there was an increase in completed trips – people took their trips and did not cancel. Key observations from Paratransit following Free Fare February include decreased same-day and late cancellations, as well as decreases in no-show cases.



Ridership Takeaways:

By Mode: Ridership increased on nearly all modes on weekdays, Saturdays, and Sundays. Weekend days saw the highest increases, including on bus, TRAX, FrontRunner, UTA On Demand, and Paratransit.

Time of Day: Generally, time of day ridership in February mirrored January patterns, with some observable increases in mid-day and afternoon riding on FrontRunner and TRAX on weekends.

Station Locations: Several UTA stations stood out with higher-than-average increases including major destinations and transfer points. This information could be helpful in understanding high potential ridership zones in the future.

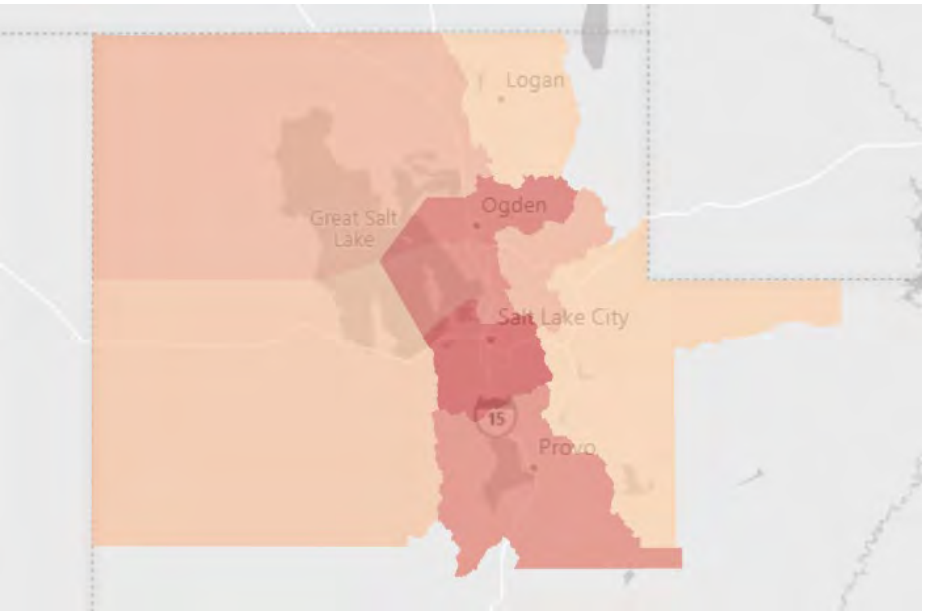
Additional Ridership Detail:

Additional detail on average February ridership, including ridership by mode, time of day ridership, average trip length, and station ridership trends are included in Attachment 2.

Rider Survey Feedback

UTA implemented a survey to solicit feedback and understand rider experiences during the month. The survey included 10 questions and offered incentives to participants, including drawings for gift cards and annual transit passes (2). Over 5,000 rider surveys were submitted. A copy of the survey is included in Attachment 3.

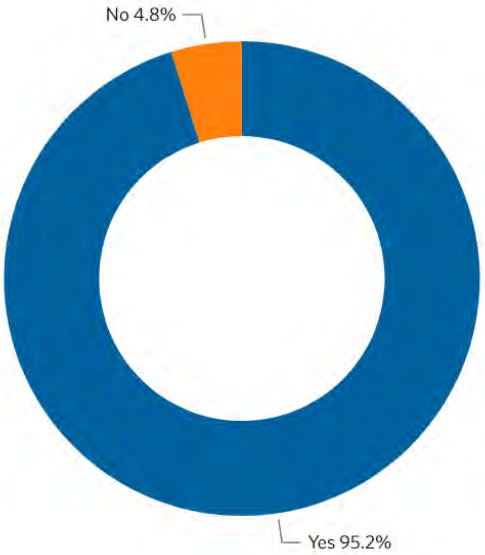
Survey Participants by Home County (Per Capita)



Riders from across UTA's service area participated in the survey. The darker areas on the map represent the largest number of responses. The map utilizes per capita comparisons to show number of responses by population in that county. Salt Lake County participants submitted the highest number of responses, followed by Weber County, Davis County and Utah County.

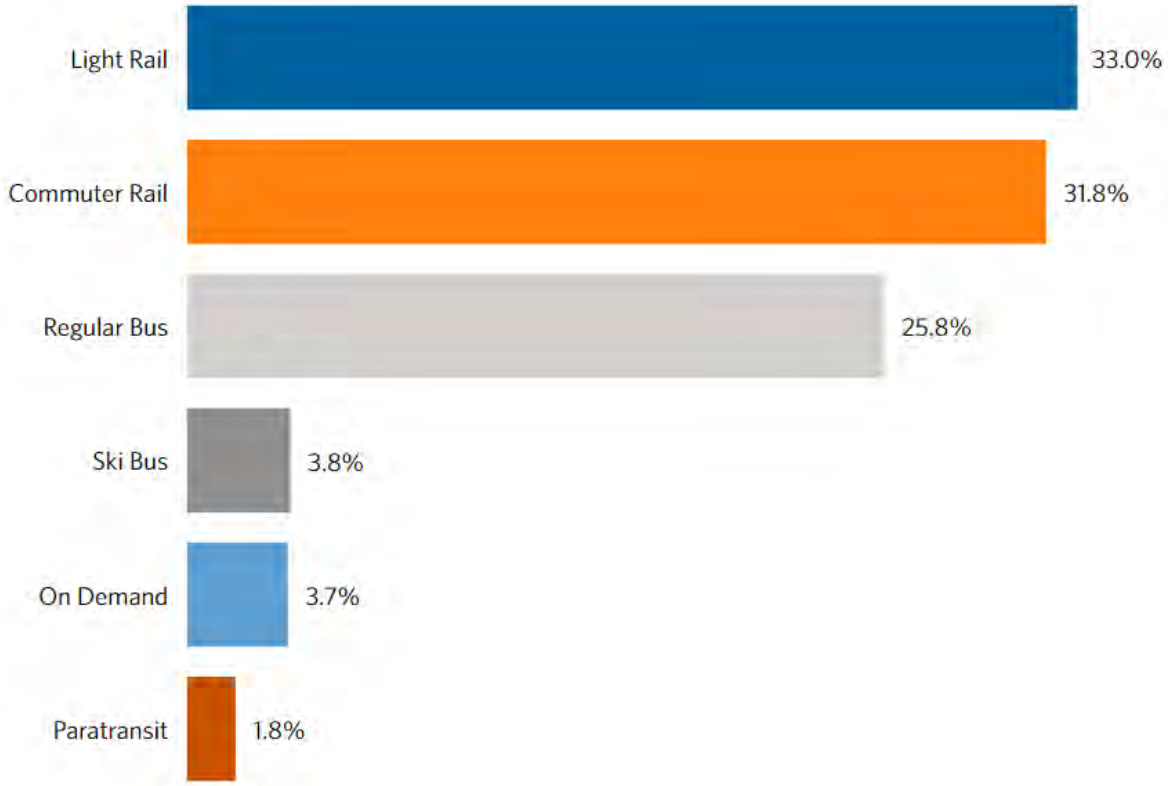
Awareness of Free Fare February

Most survey participants (95.2%) said "yes", they were aware that all UTA services were free during February. Less than 5% of survey participants indicated they were not aware. (N=5,082)



Mode Use

Survey participants were asked which UTA services they had used or planned to use during February. Multiple answers were allowed. Light rail (TRAX & S-Line) and commuter rail (FrontRunner) were the modes indicated the most. (N=5,070)



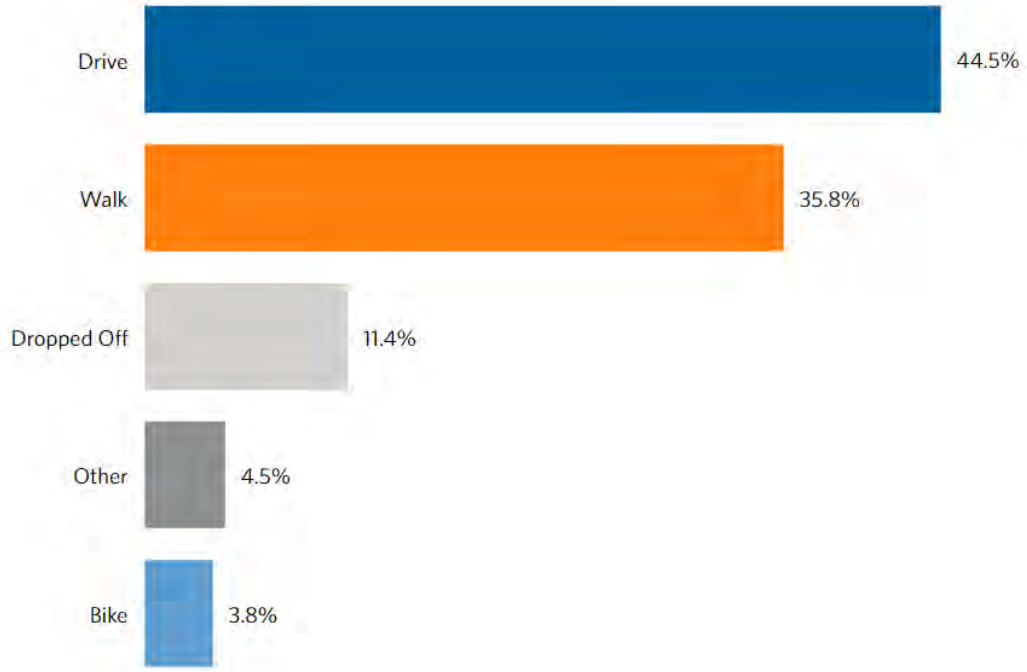
Riding For Free Fare

Survey participants were asked if they rode UTA services during February because it was free. Over half of respondents (53.4%) indicated they were riding because it was free. (N=5,076)

Getting to Transit

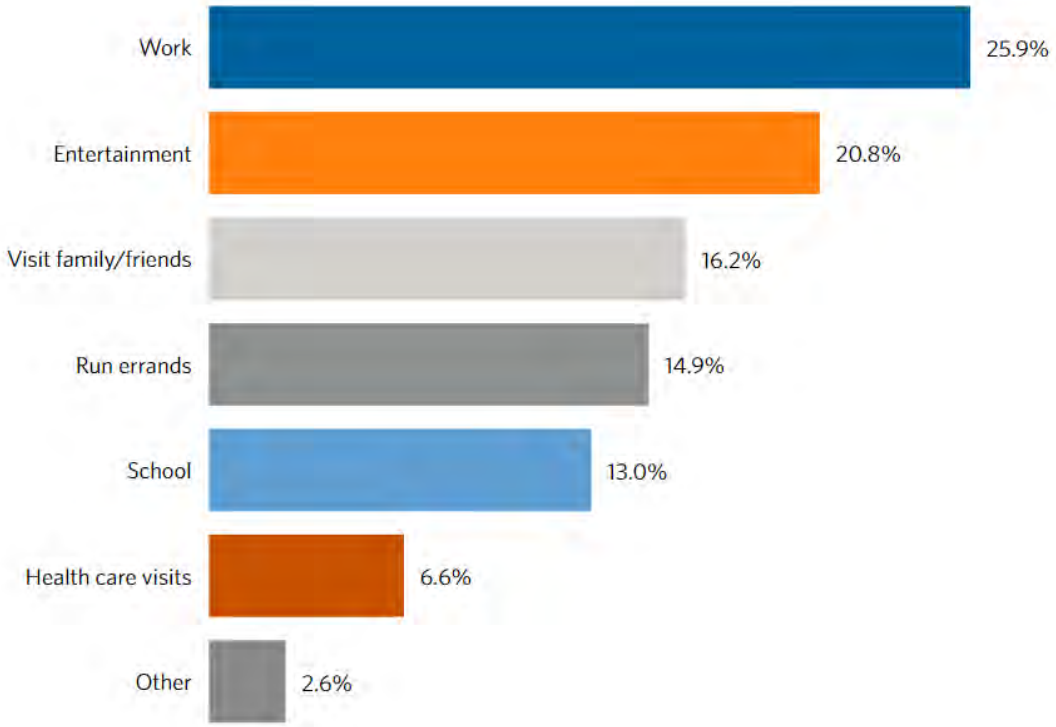
The survey asked how riders typically get to transit. The top responses were driving and walking. (N=5,098)

(This measure differs from the UTA 2019 OnBoard survey, which suggests that most riders walk to access transit (77%).)



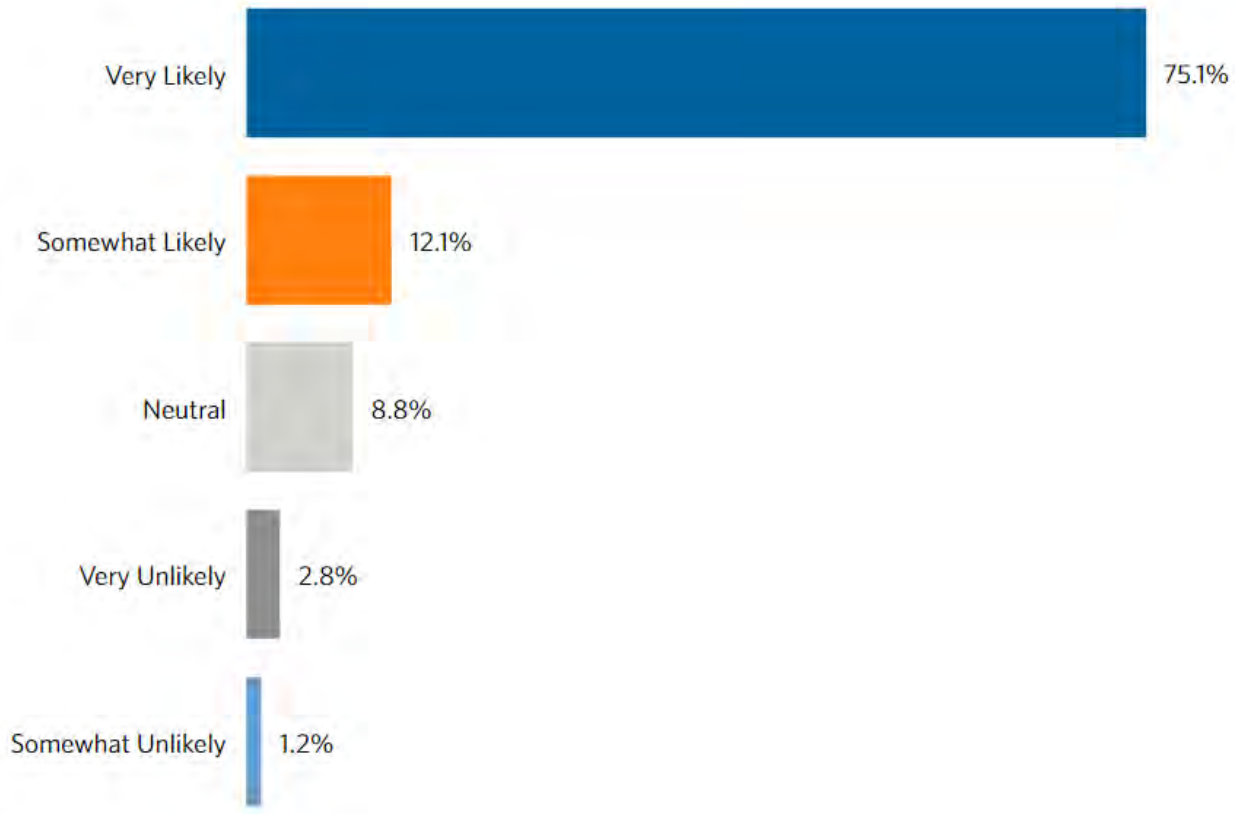
Reasons for Riding

Survey participants were also asked about their trip purposes in February. Participants were able to select more than one response, as well as provide open-ended response. The top responses included work and entertainment. (N=5,048)



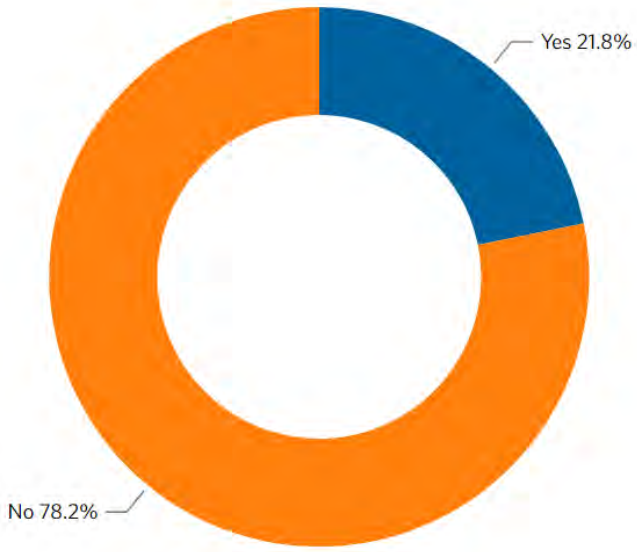
Likelihood of Riding if Service is Free

Survey participants were asked if they would ride more frequently if all UTA services were free. 87.2% indicated they were very likely or somewhat likely to ride more if UTA services were free. (N=5,085)



New Riders

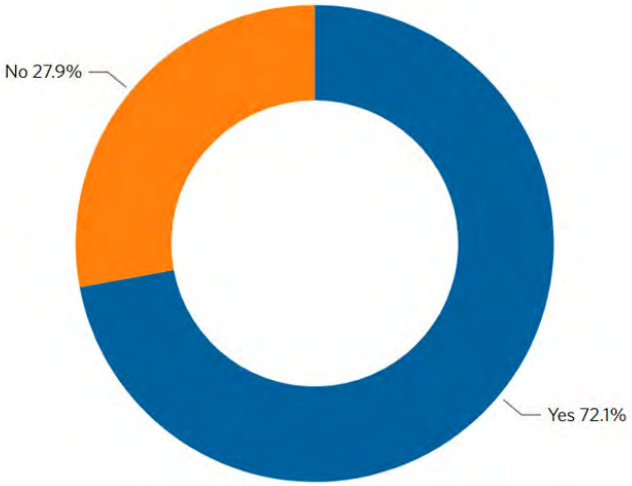
Survey participants were asked if they were new to riding UTA. More than one-fifth (21.8%) of survey participants indicated they were new to riding. (N=5,077)



Responses from new riders only were pulled out for the following measures. Their responses differ from the general population.

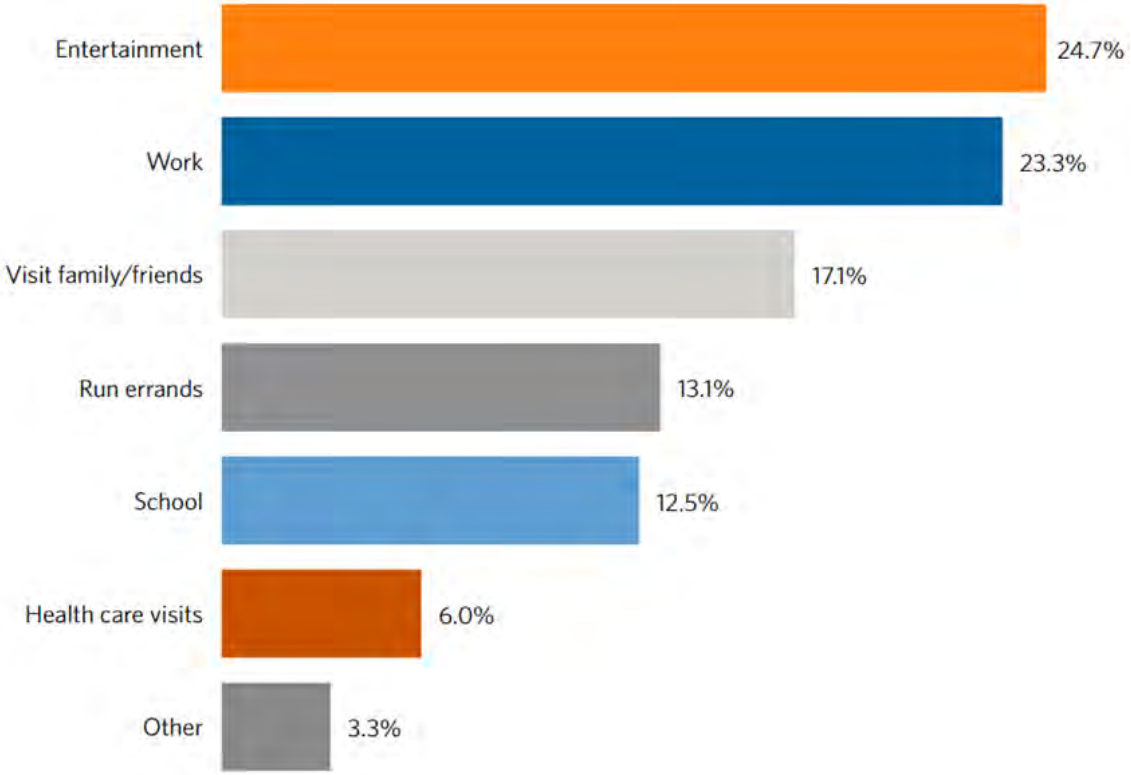
New Riders – Riding for Free Fare

72.1% of new riders indicated that "Yes", they were riding during February because the service was free. More new riders indicated they were riding because it was free compared to the entire group of survey participants. (N=1,106)



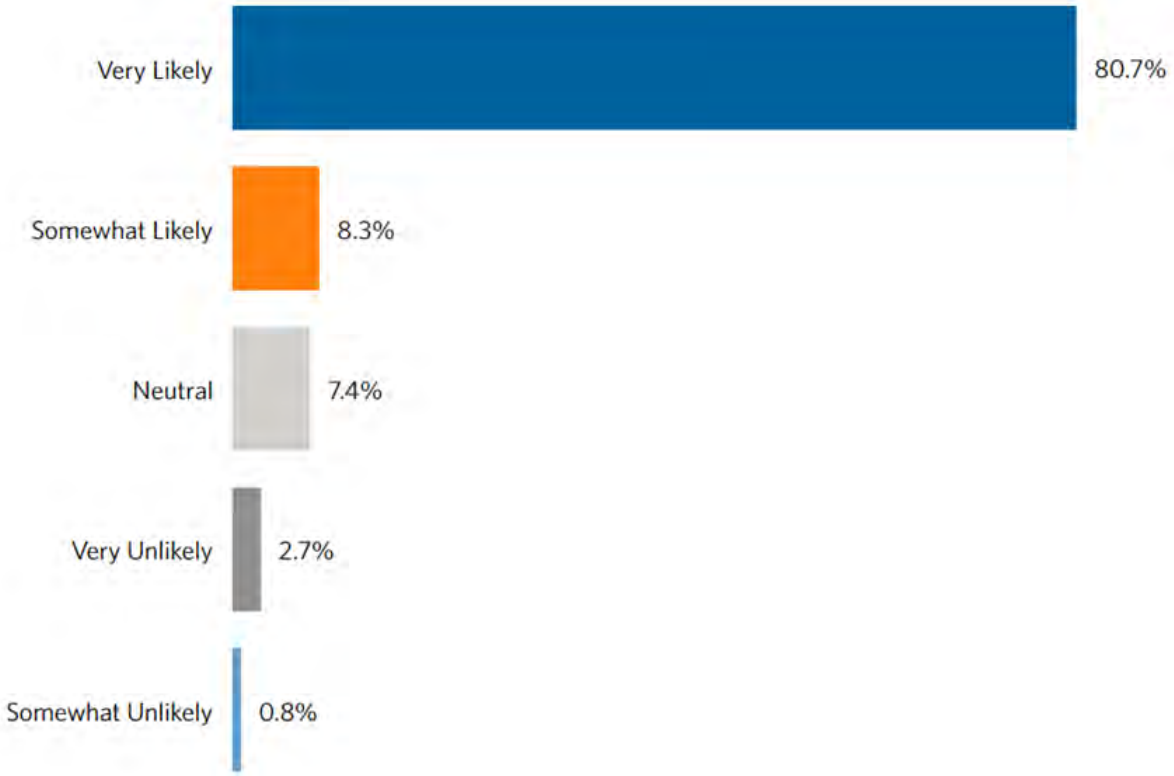
New Riders – Reasons for Riding

Entertainment appeared as the top reason for riding for new riders. Nearly 25% of new riders responding to the survey indicated they were riding for entertainment purposes. (N=1,093)



New Riders - Likelihood of Riding if Service is Free

New riders were most likely to say they were very likely to ride more frequently if all UTA services were free compared to the general survey. 89% of new riders indicated they were very likely or somewhat likely to ride more frequently if UTA were free. (N=1,106)

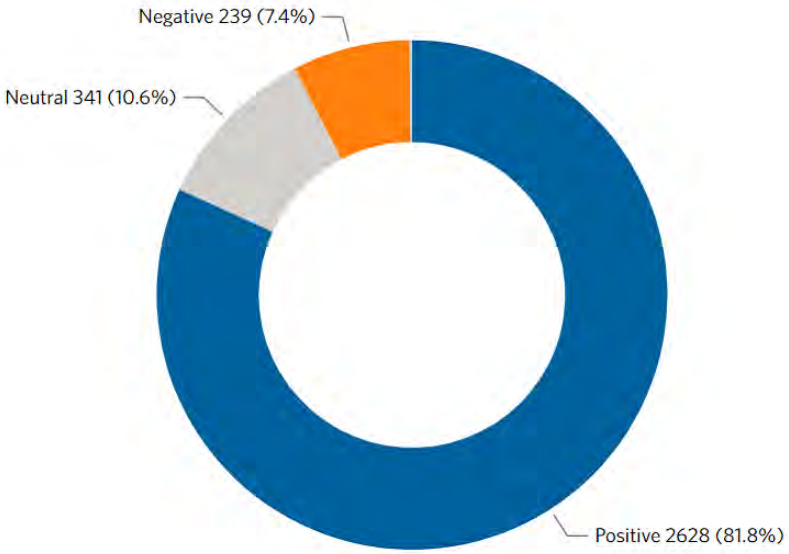


Rider Survey Comments

The survey included one open-ended field to collect participant comments about Free Fare February. Over 3,000 open-ended responses were submitted. Each response was read and assigned a sentiment (positive, negative, neutral), as well as categorized into overarching themes for context.

General Sentiment

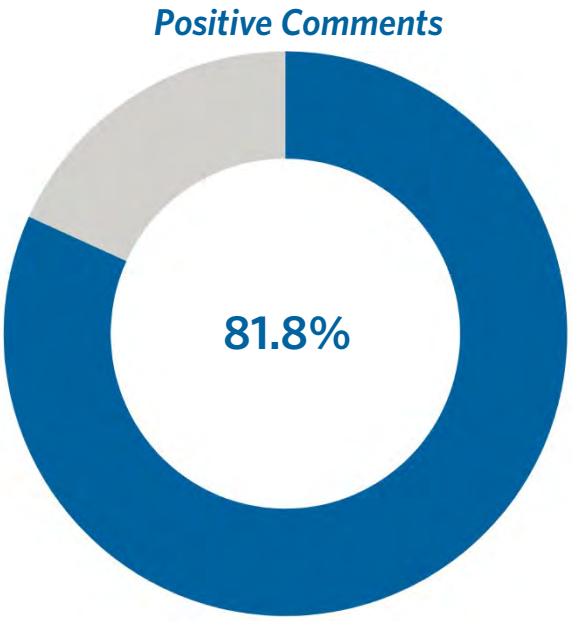
81.8% of the comments were coded as "positive"; 7.4% were coded as "negative".



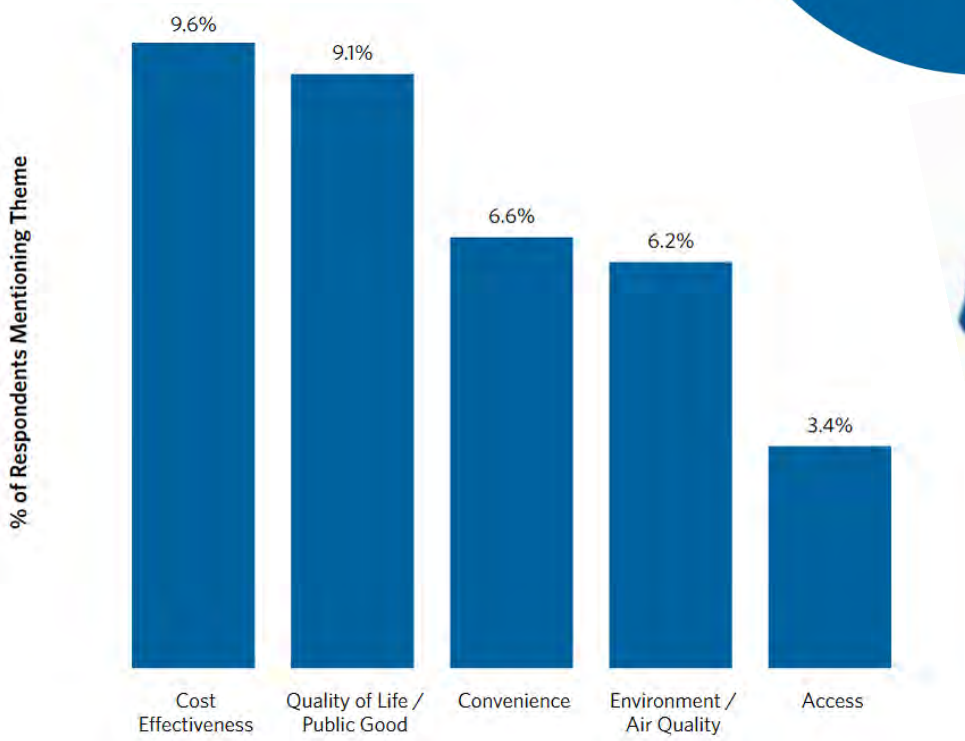
Positive Themes

81.8% of the comments were positive in nature. The top 5 positive themes included:

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



Top Five Positive Themes



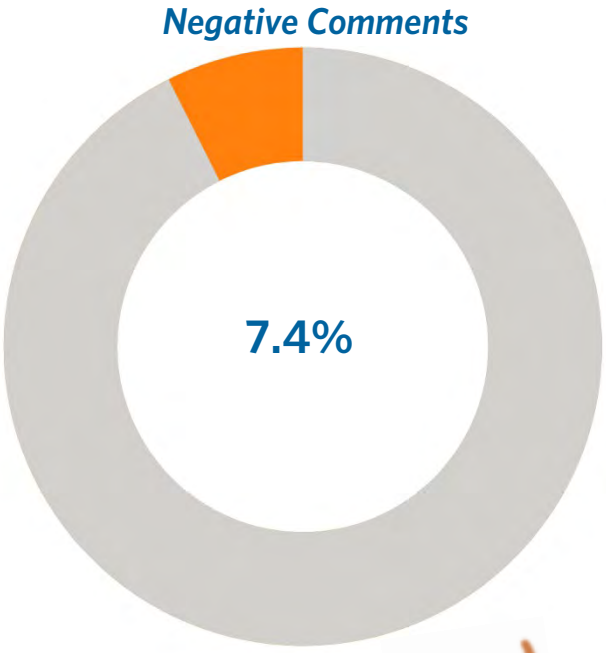
Positive Theme	Description
Cost Effectiveness	These comments mentioned saving money, free fare being cost-effective, making transit competitive over driving, and affordability.
Quality of Life/Public Good	These comments referred to free fare being a public good; allowing for more community building; increased morale; increased ability to get involved in the community; quality of life considerations; non-essential/enjoyable trip purposes; and giving people the freedom to do more with their time when they don't have to worry about the cost of traveling.

Convenience	These comments mentioned free fare transit being stress-free, convenient for a variety of reasons, including better when weather is bad and getting out of traffic.
Environment/Air Quality	These comments mentioned air quality, "green" efforts, sustainability, fuel efficiency, vehicle emissions, environmental health, and more.
Access	These comments mentioned access for people that need it, access for people that don't have cars/other modes of transport, and access to more opportunity (jobs, etc.).

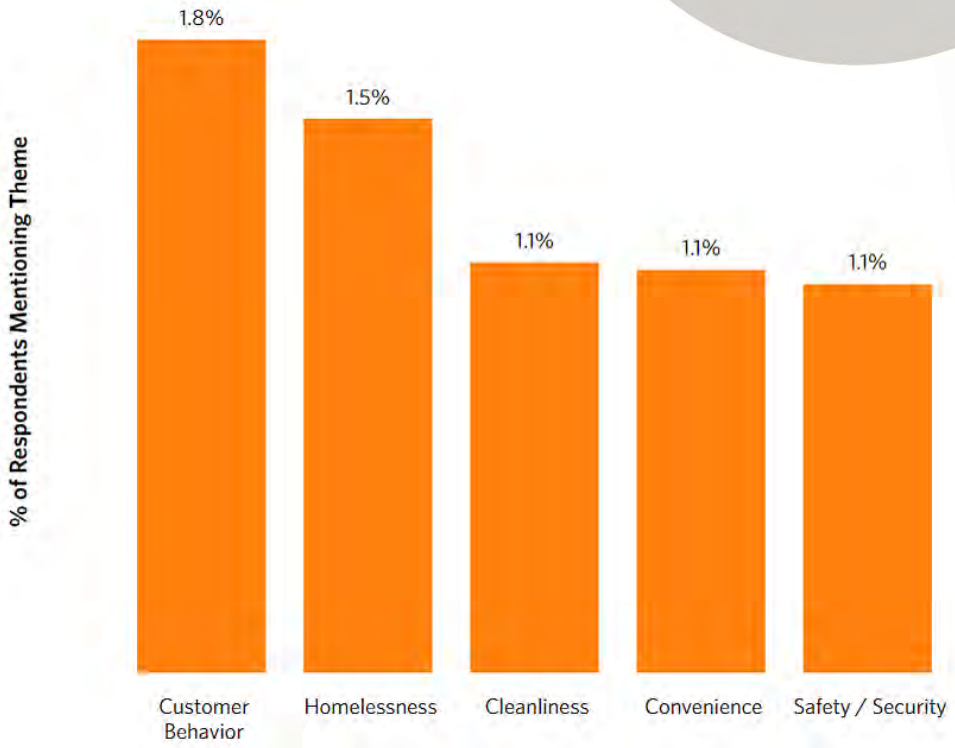
Negative Themes

7.4% of the comments were negative in nature. The top 5 negative themes included:

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



Top Five Negative Themes

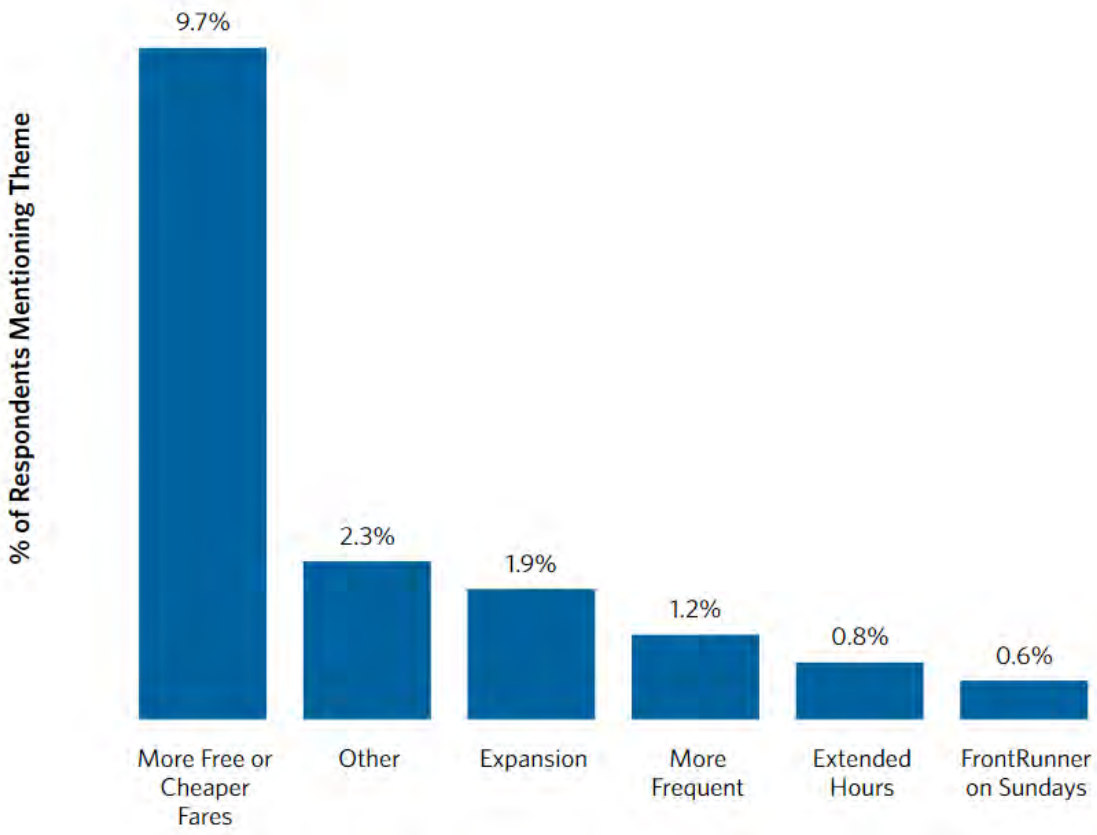


Negative Theme	Description
Customer Behavior	These comments mentioned customer behavior, rider rules (including violations of rider rules), drug or mental health issues causing disruptions, and other disruptive behaviors by fellow riders.
Homelessness	These comment mention people experiencing homelessness.
Cleanliness	These comments mentioned the cleanliness (and lack of cleanliness) of vehicles including trash, odors, spills, etc.
Convenience	These comments that mention convenience negatively, including delays, reliability, frustrations with service, and more.
Safety/Security	These comments mentioned perceived safety, perceived security on transit, and police presence.

Service Suggestions

Service suggestions appeared in the comments frequently, mostly as neutral comments or as additional ideas on other themes. These comments mentioned service suggestions such as more free or cheaper fares, expansion of service to new areas, more frequent service, increased span of service, including extended hours and days of service.

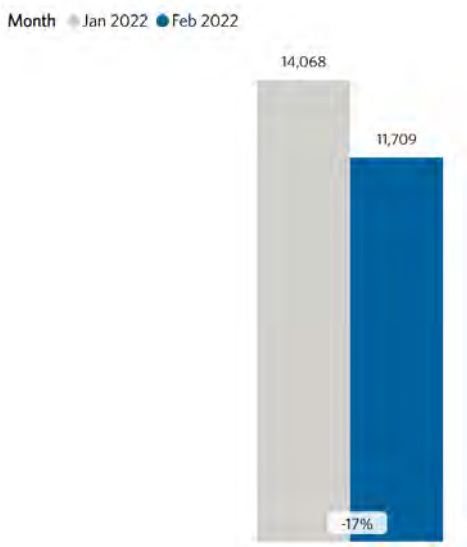
UTA FFF Rider Survey Comments: Service Suggestions



Customer Service

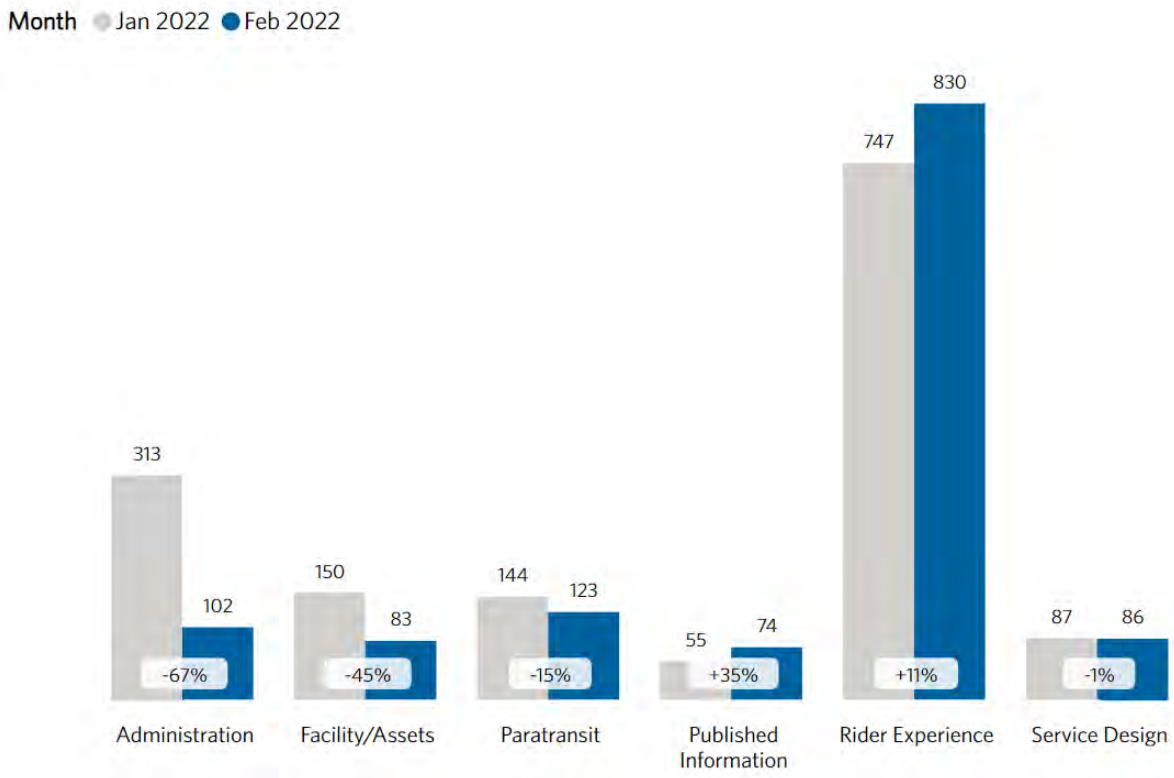
Customer Service Calls

UTA's Customer Service consistently tracks and follows up with customer comments. In February, Customer Service received fewer calls compared to January. A 17% decrease was observed in Customer Service call volume from 14,068 in January 2022 to 11,709 in February 2022.



Customer Service Comments by Category

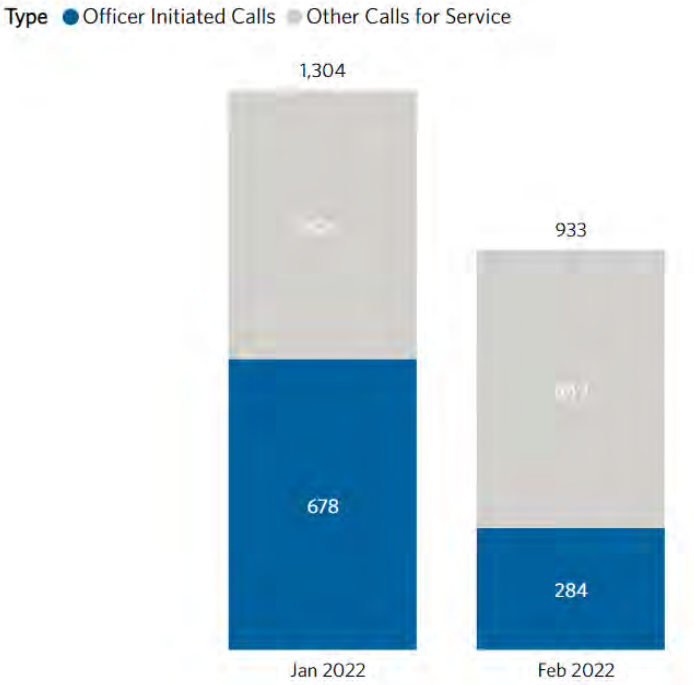
Calls made to UTA Customer Service are categorized and tracked. The above chart shows the top categories of customer comments. Both the categories of "published information" and "rider experience" had increases in call volume during February compared to January. Rider experience comments relate to customer service, transit service issues (early, late, no show, pass-by, and servicing stops), driving habits, customer behavior, and commendations. Decreases were seen in administration-related comments, as well as facility/assets, and Paratransit.



UTA Police

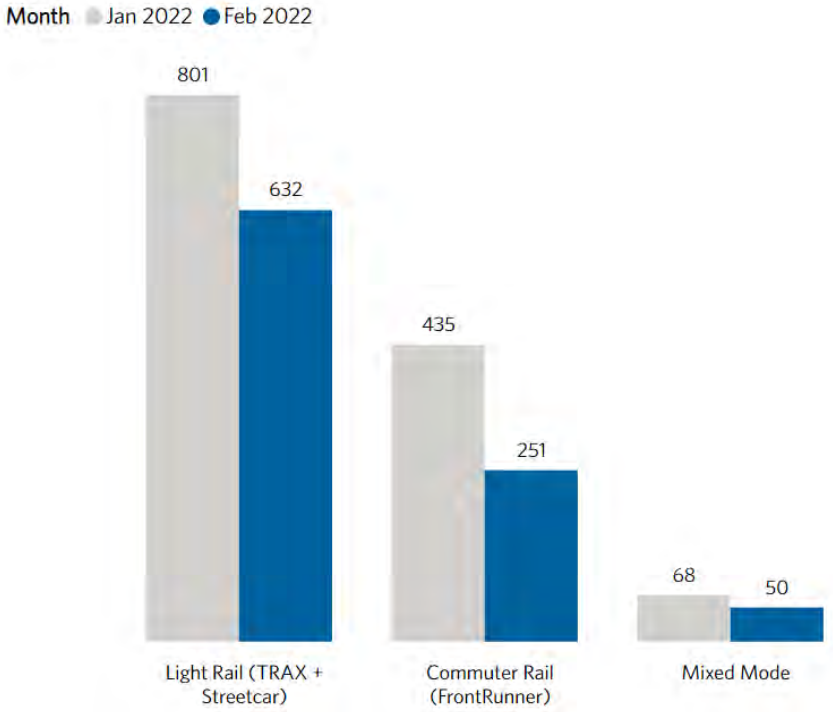
The UTA Police track calls for service on the transit system. Calls for service decreased in February compared to January.

Calls for UTA Police Service by Type



Overall calls for service were down for February compared to January. Officer initiated calls decreased from 678 in January 2022 to 284 in February 2022. Other calls for service generated through dispatch increased slightly from 626 in January to 649 in February.

Calls for UTA Police Service by Mode

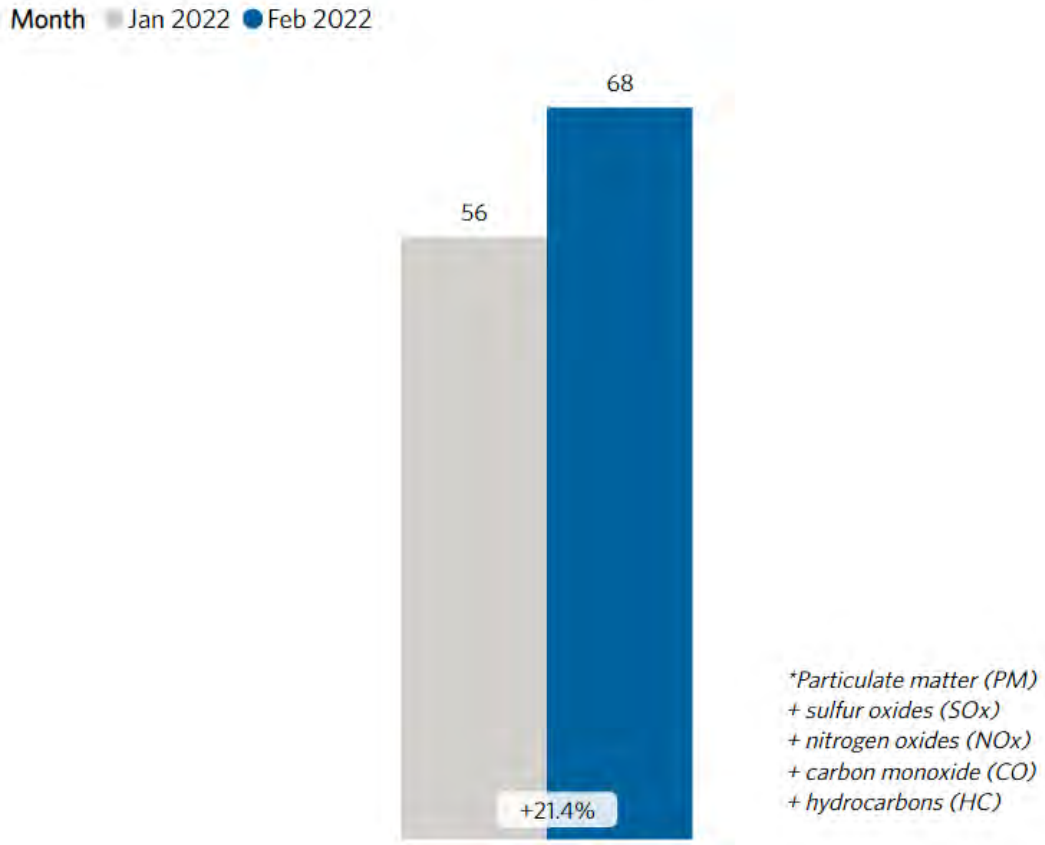


Total calls for police service varied by mode, but followed a similar trend compared to January 2022. Light rail (TRAX & S-Line) had the highest volume of calls for service; followed by FrontRunner and mixed modes (including bus).

Estimated Environmental Impact

The following figure is an estimate of the environmental impact of Free Fare February transit ridership. Due to numerous other factors impacting air quality in February, no conclusions about February 2022 air quality can be made related to public transit use. The estimate below shows pollution savings due to individuals riding transit who may have otherwise driven. UTA estimates that about 47% of riders have a choice to drive over riding transit; this is used to estimate the pollution saved by riding transit (UTA's 2019 OnBoard Survey). Simply put, more people riding transit equates to fewer car trips taken and less production of air pollution.

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



February 2022 saw an estimated savings of 68 tons of criteria air pollutant generation due to transit ridership (this is the amount of air pollutants that would have been generated had 47% of riders driven instead). February ridership saved approximately 21.4% more in pollution, or about 12 tons, compared to January ridership.

Notes:
Criteria air pollutants are identified by the Environmental Protection Agency (EPA) for air quality monitoring and include the combined emissions of nitrogen oxides (NOx), hydrocarbons (HC), carbon monoxide (CO), particulate matter (PM), and sulfur oxides (SOx).

Vanpool is not included in these estimates.

Summary & Key Findings

The implementation and analysis of Free Fare February provides a great deal of information to UTA and other stakeholders interested in better understanding zero fare efforts.

Ridership

Ridership increases were observed across the UTA transit system, including on weekdays (+16.2%), Saturdays (+58.1%), and Sundays (+32.5%). Nearly all modes experienced increased ridership in February compared to January. The large increases observed on weekends correlate to findings from the rider survey, indicating entertainment as a top trip purpose.

System Considerations

In the preliminary observations, a free fare system requires a shift in work. While fare collection and fare inspection are removed, additional customer and rider support may be required in multiple forms, including supporting new riders navigating the system, supporting disadvantaged riders, as well as ensuring rider rules and standards for customer behavior are clear. While we do not have budgetary or workforce related data, such as cleaning, to share at this stage, these may be two additional areas of consideration.

Community Feedback

Many riders opted to take the rider survey. Their feedback, while a limited sample, provides valuable insights into motivations for riding, particularly riders who were new to the system during Free Fare February. The reasons for riding are mirrored in the open-ended responses, where positive comments were shared relating to quality of life – these comments suggest that Free Fare February was helpful in creating opportunities for community members to take trips for activities they want to do, not just what they need to do. Additional benefits highlighted by the riding community include access to transportation, particularly for those with limited options, as well as environmental benefits. Access issues are reflected in the ridership numbers, as well as the focus areas of UTA On Demand and Paratransit service. Cost effectiveness was the most common theme mentioned and the cost barriers people face relative to transportation should not be underestimated. Affordable access to transit can equate to improved freedom of mobility and greater quality of life, providing the ability to increase travel for work, school, social and community connection, healthcare, and entertainment.

Limitations

Some data relevant to the implementation of Free Fare February was not available at the time of reporting. Additionally, community feedback provides us valuable insights, but must be understood as a convenience sample of individuals who self-selected into the survey and may not provide complete representation of the riding population. That said, the wide geographic distribution of responses provides increased confidence in consideration of this rider feedback.

Attachment 1 – Pass Partner Program Contributors

The following pass and service partners contributed to Free Fare February.

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!

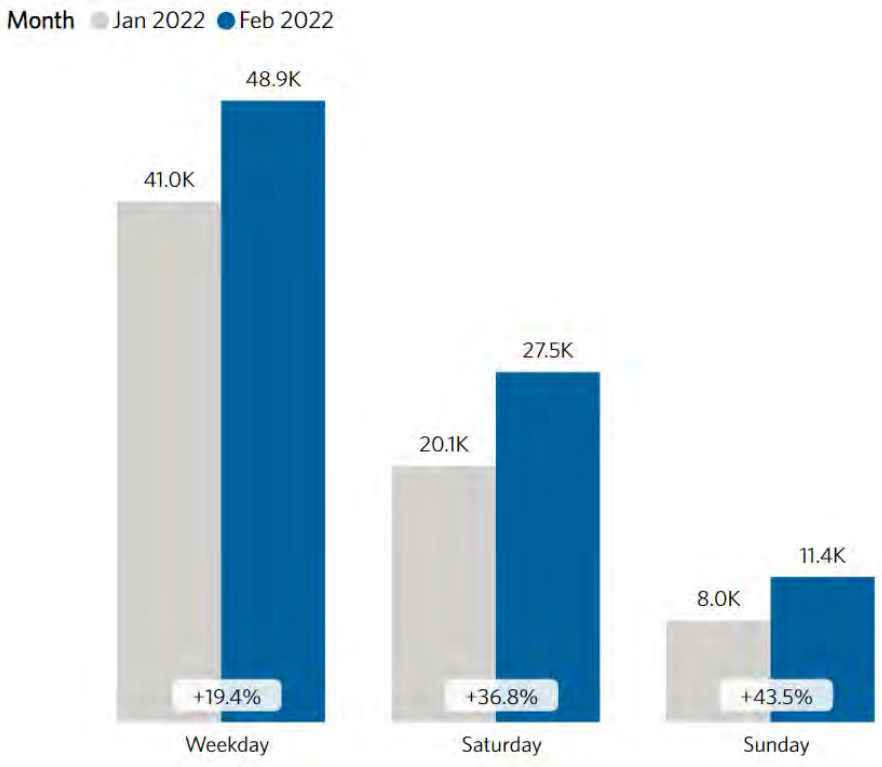
Attachment 2 – Ridership Report Detail

February ridership numbers are displayed in comparison to January 2022. Weekdays are compared to the last five weekdays in January 2022; Saturday and Sunday average ridership in February is compared to the average of the last two Saturdays and Sundays in January.

Note: The methods used for comparison are to minimize the impact of seasonal adjustments caused by holidays.

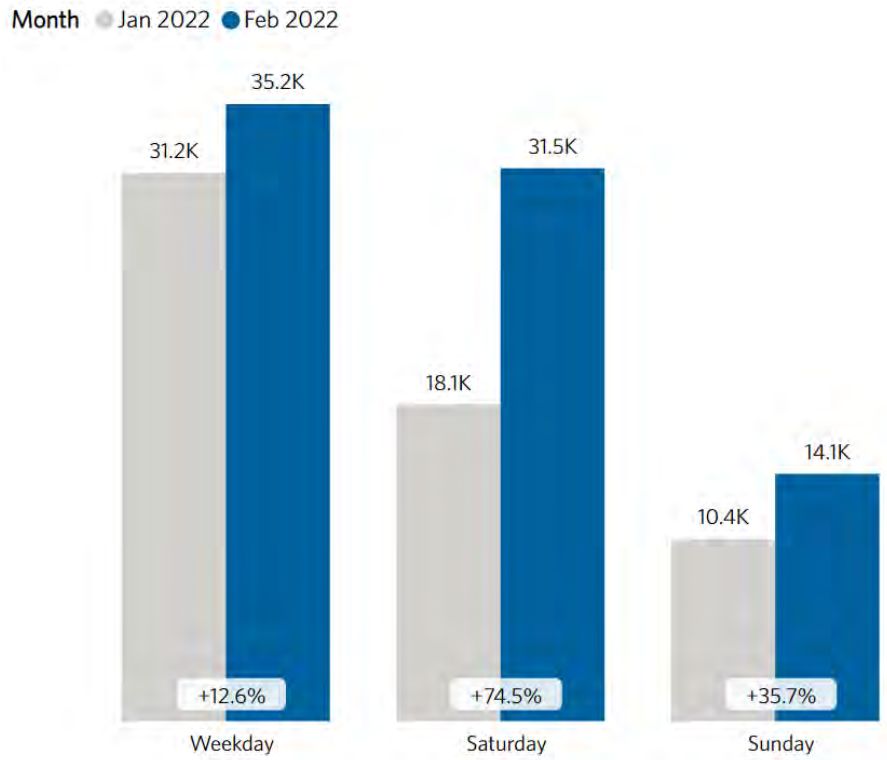
Average Ridership by Mode

Fixed Route Bus & Flex Route Bus - Average Daily Ridership



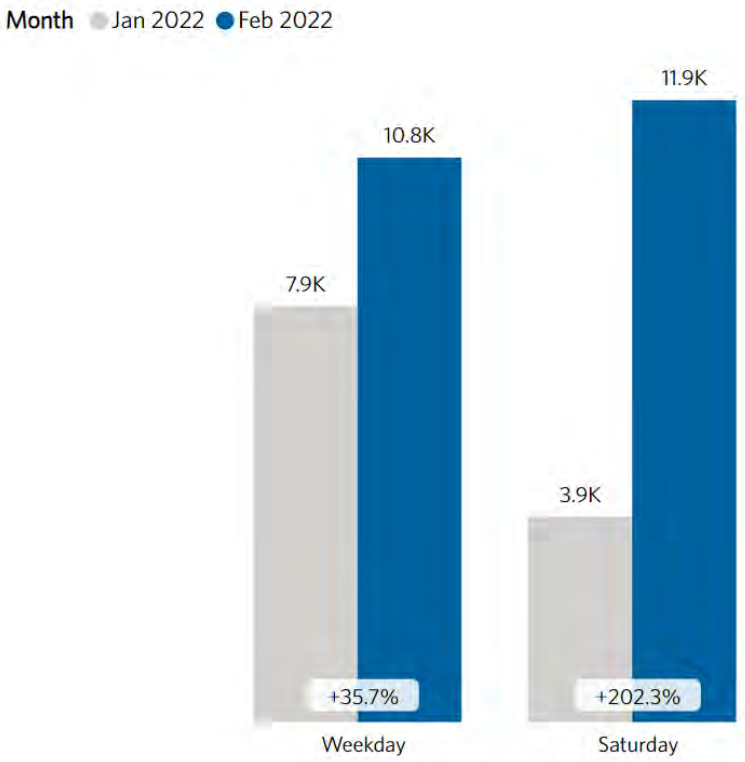
Both fixed and flex route bus experienced increased ridership during February. Sundays saw the greatest increase in average February ridership over January at 43.5%.

Light Rail (TRAX & Streetcar) - Average Daily Ridership



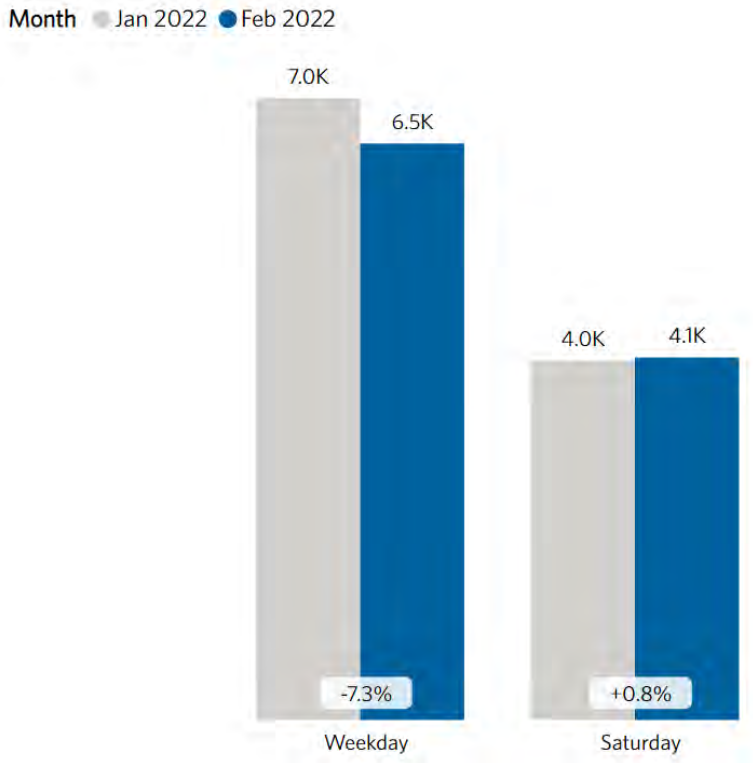
Light rail also experienced increased ridership, with the largest increases observed on Saturdays. Saturday ridership in February was 74.5% greater than in January.

FrontRunner - Average Daily Ridership



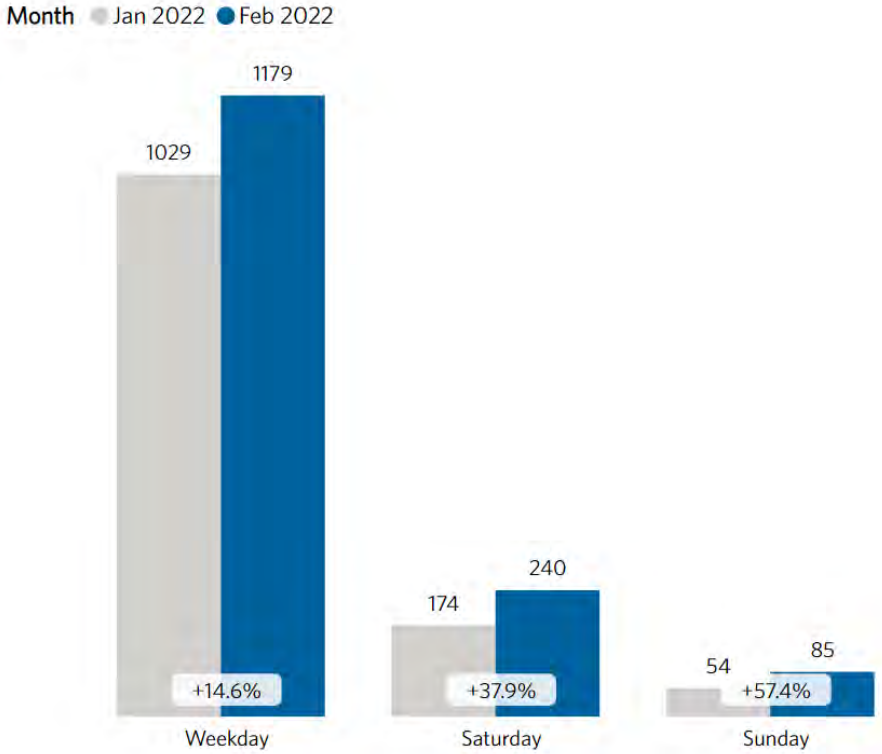
FrontRunner experienced increased ridership on both weekdays and Saturdays. Large increases in ridership were observed on Saturdays at a 202.3% increase over January. (FrontRunner does not operate on Sundays.)

UVX - Average Daily Ridership



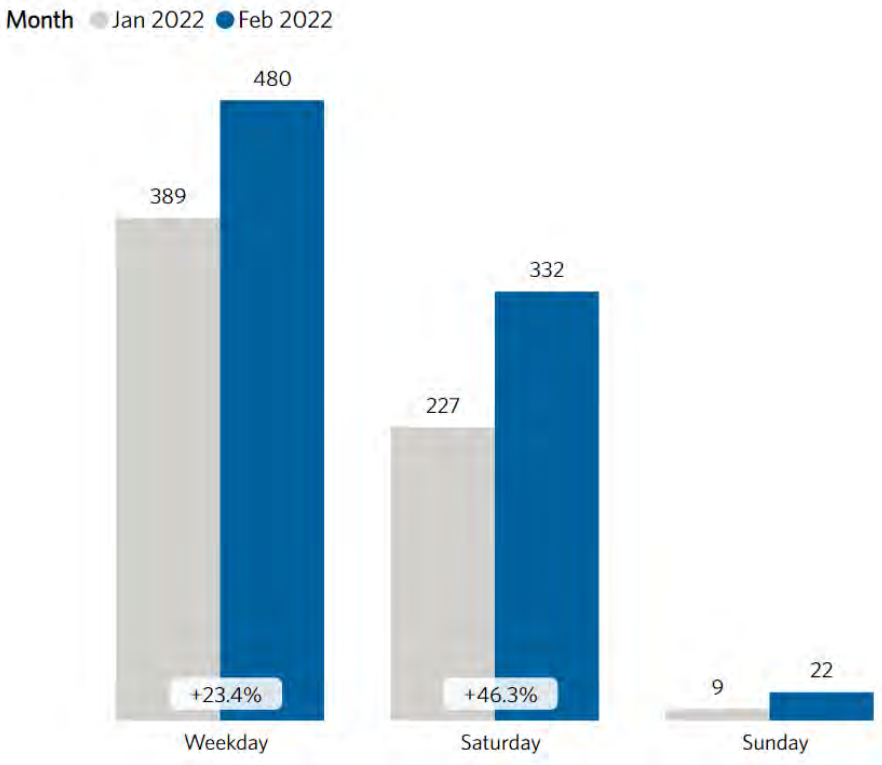
UVX (Utah Valley Express bus rapid transit) was the only UTA service that experienced declines in ridership during February. (UVX does not currently charge fares and does not operate on Sundays.)

Paratransit - Average Daily Ridership



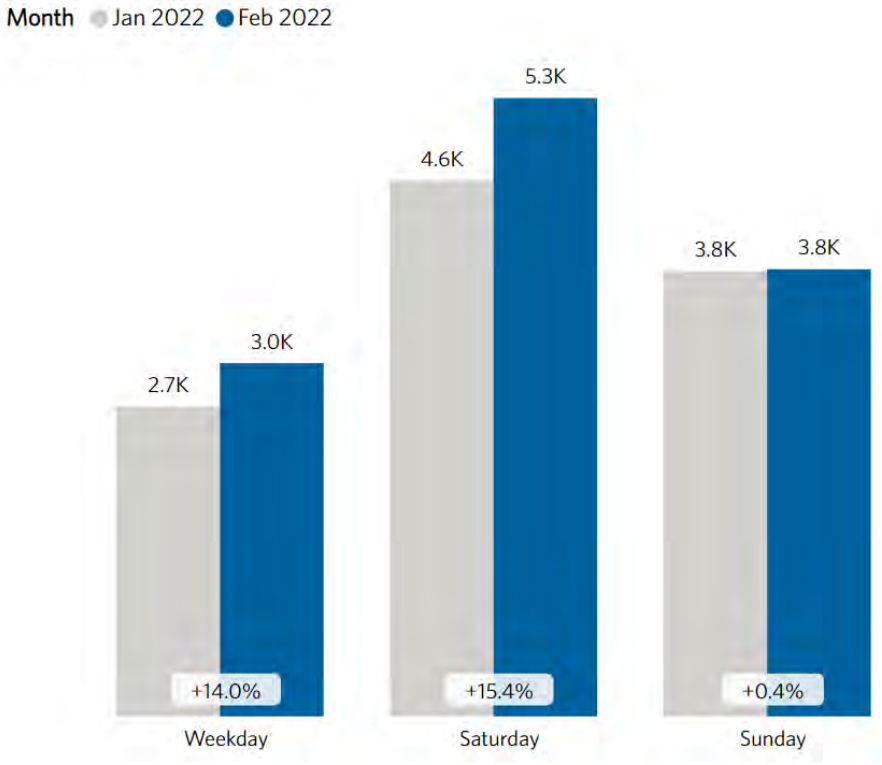
Paratransit service experienced ridership increases on all days, with the largest increases observed on Sundays at a 57.4% increase over January.

UTA On Demand – Average Daily Ridership



UTA On Demand experienced ridership increases on all days. The average ridership for UTA On Demand includes two service zones, including South Salt Lake County and Salt Lake City Westside zones. The largest ridership increases were observed on Saturdays with a 46.3% increase over January.

Ski Bus – Average Daily Ridership



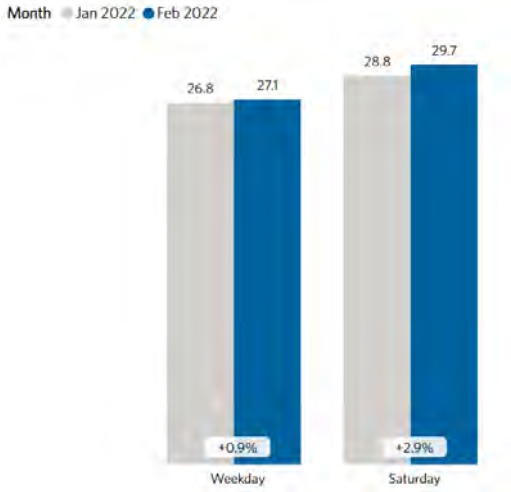
Ski bus service experienced moderate increases in ridership on weekdays and Saturdays during February.

Trip Length Trends by Mode

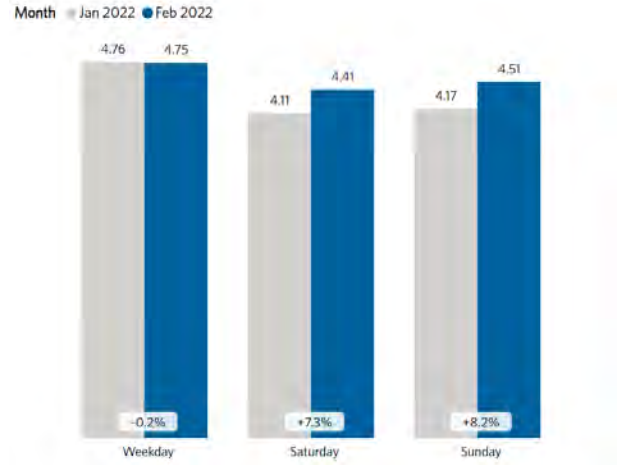
Average Passenger Trip Length (by miles) – FrontRunner

Small increases were observed in the length of passenger trips on FrontRunner for both weekdays and Saturdays.

Average Trip Length - FrontRunner



Average Trip Length – Light Rail



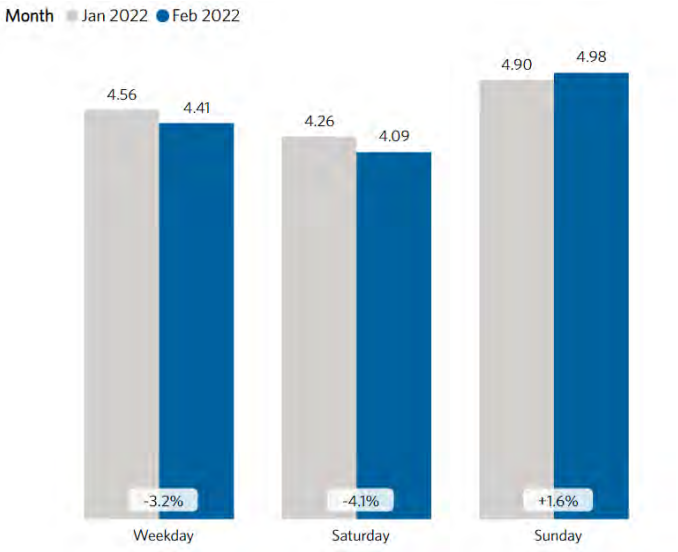
Average Passenger Trip Length (by miles) – Light Rail

Increases in passenger trip length were observed on Saturdays and Sundays on light rail (TRAX & S-Line).

Average Passenger Trip Length (by miles) - Bus

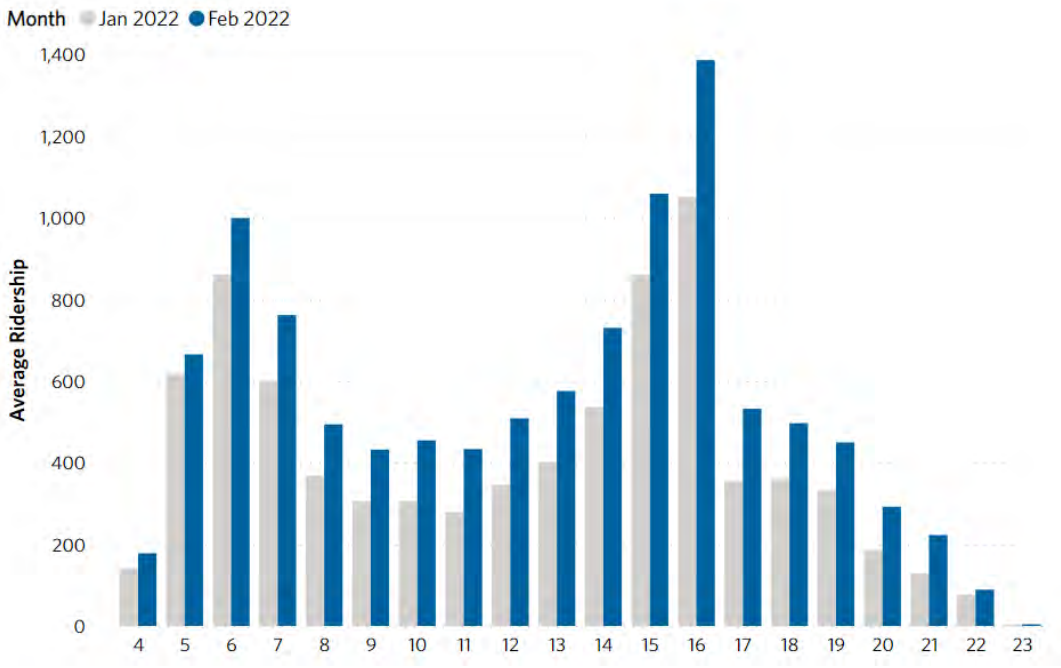
Slight decreases in trip length were observed on fixed and flex route buses on weekdays and Saturdays. A slight uptick in trip length was noticed on Sundays.

Average Trip Length – Bus

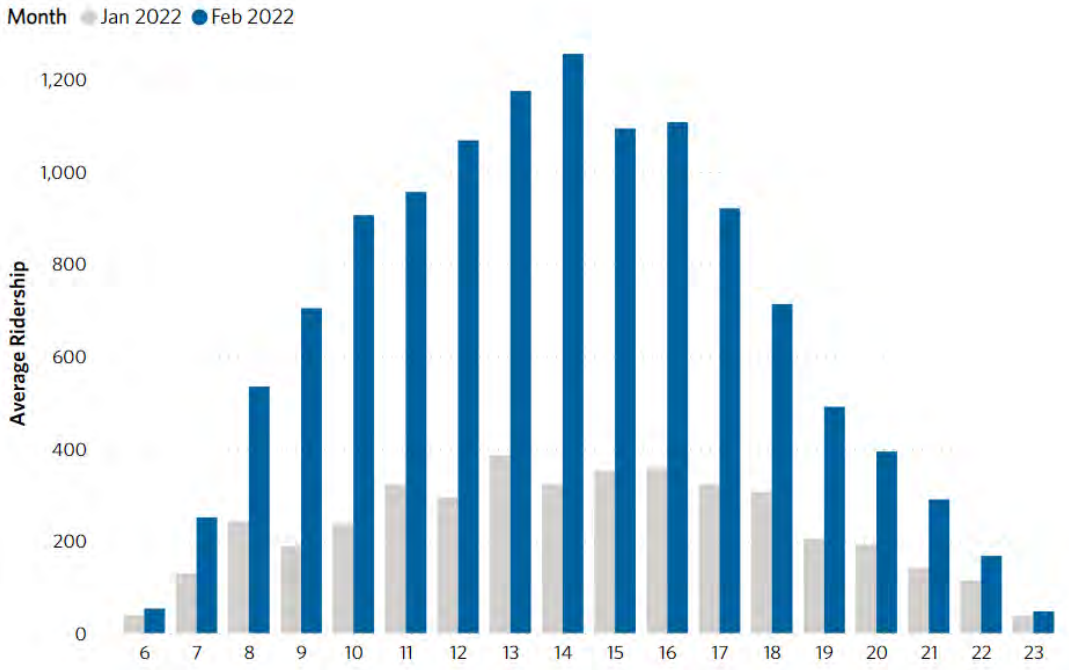


Ridership by Time of Day

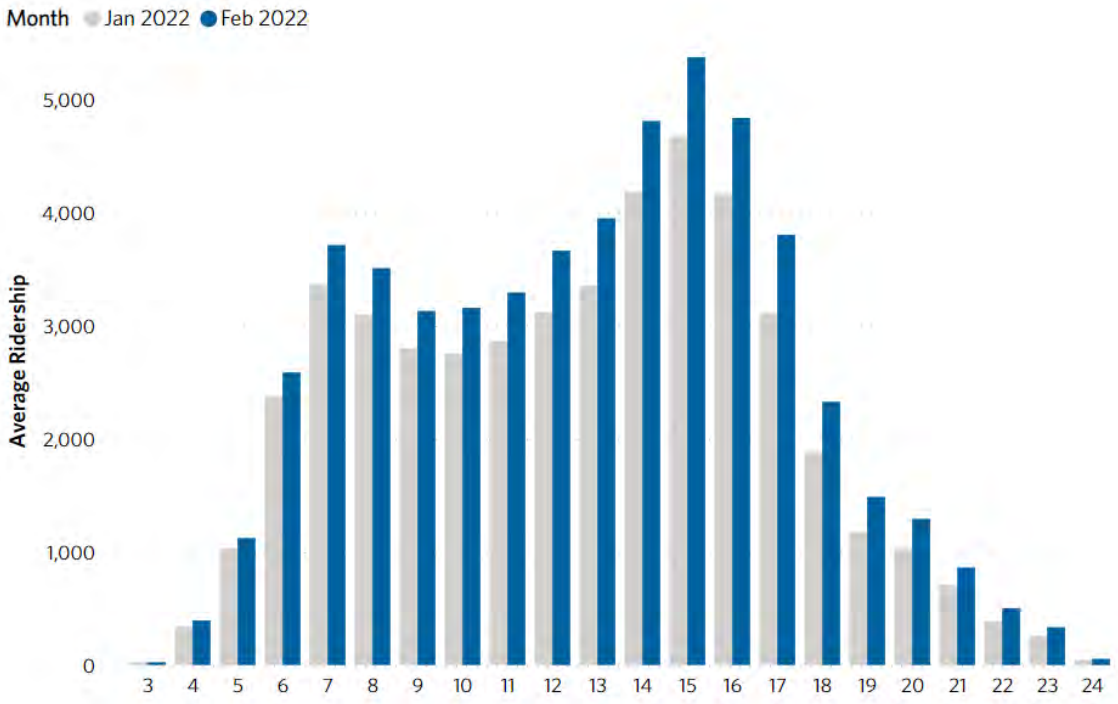
Average Ridership by Time of Day – FrontRunner, Weekdays



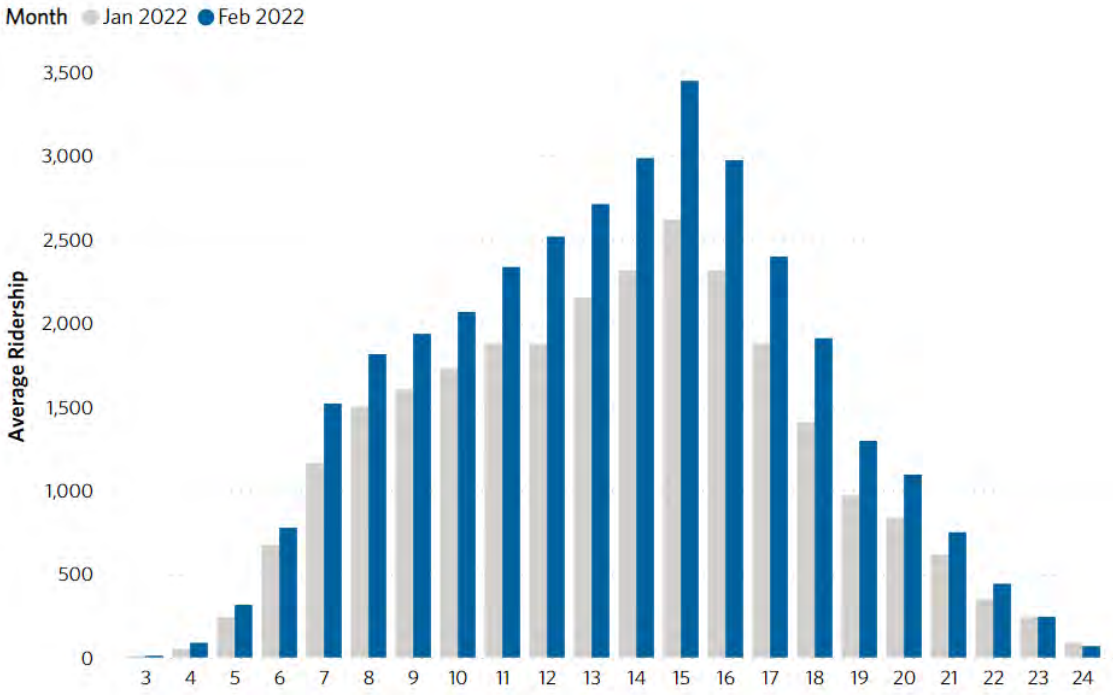
Average Ridership by Time of Day – FrontRunner, Saturdays



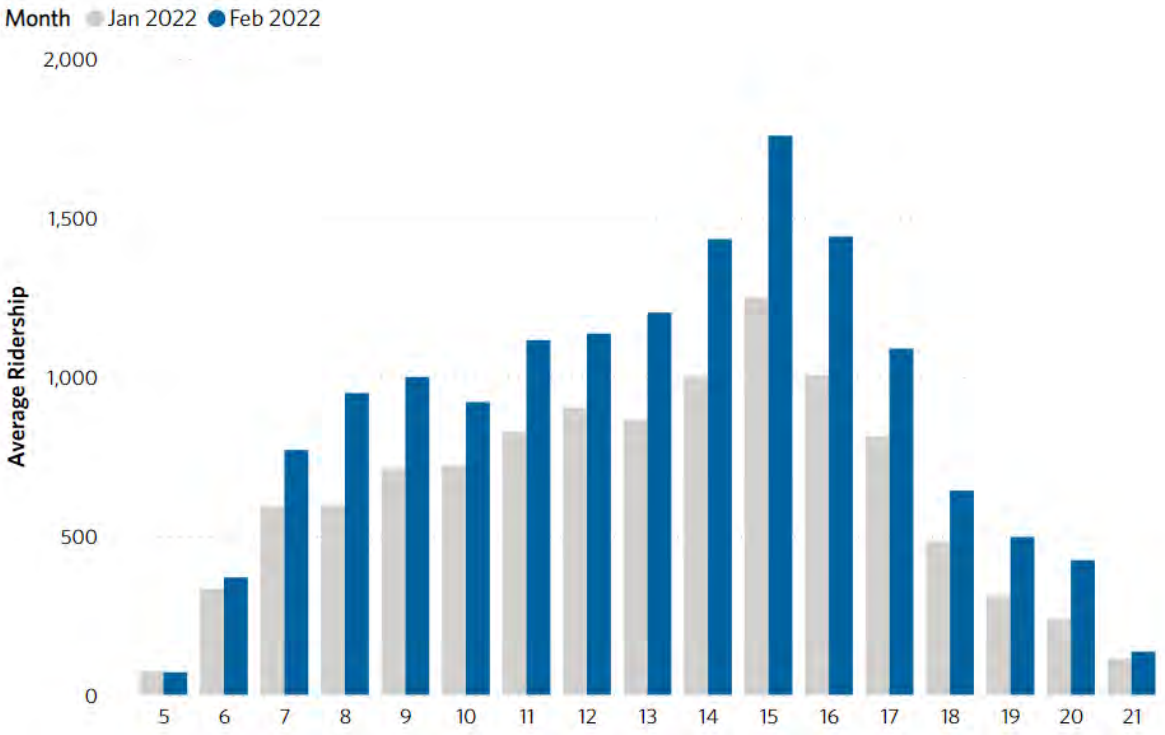
Average Ridership by Time of Day – Bus, Weekdays



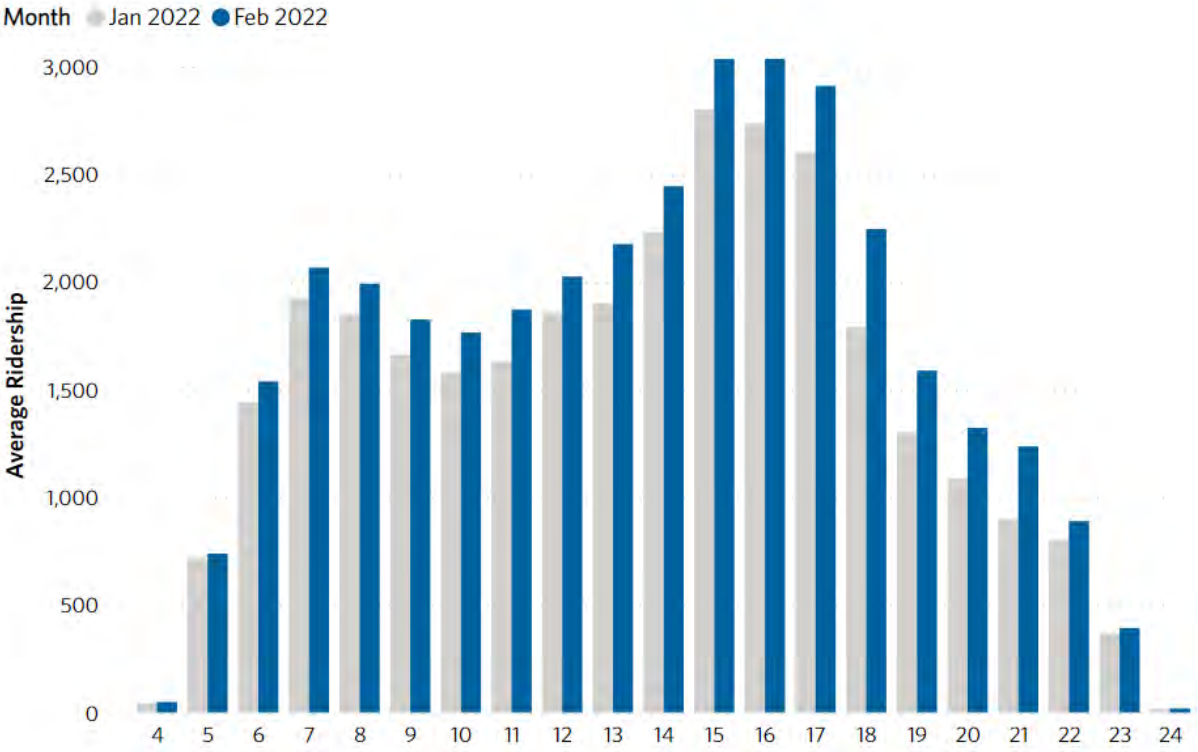
Average Ridership by Time of Day – Bus, Saturdays



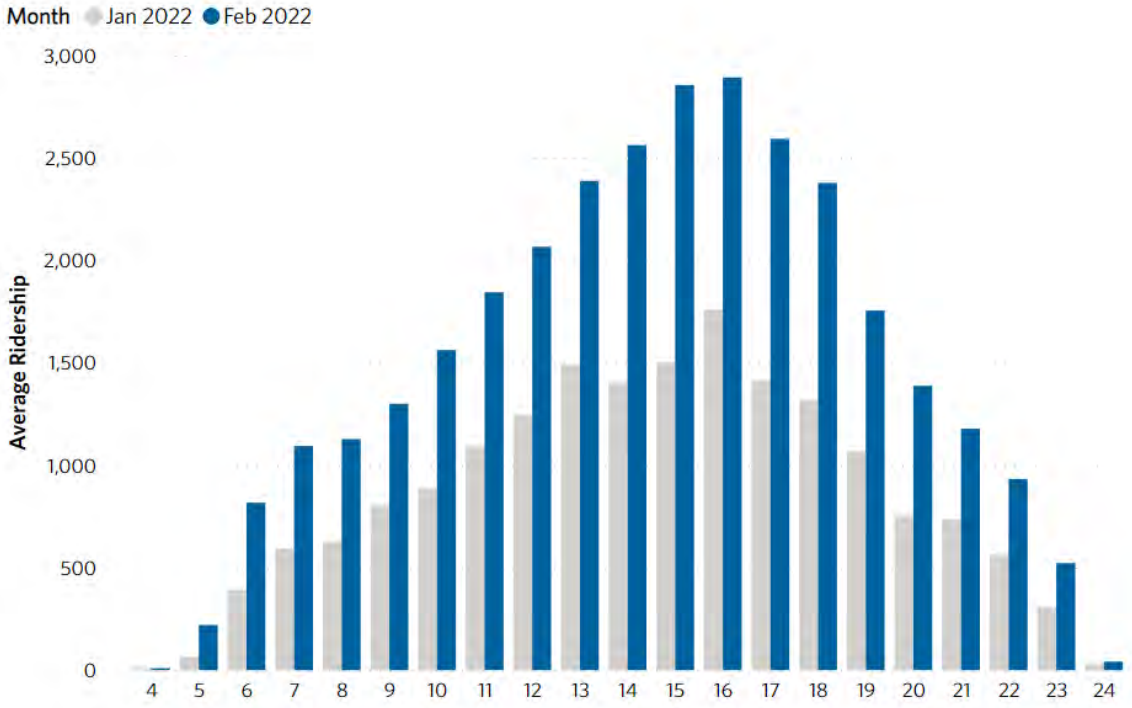
Average Ridership by Time of Day – Bus, Sundays



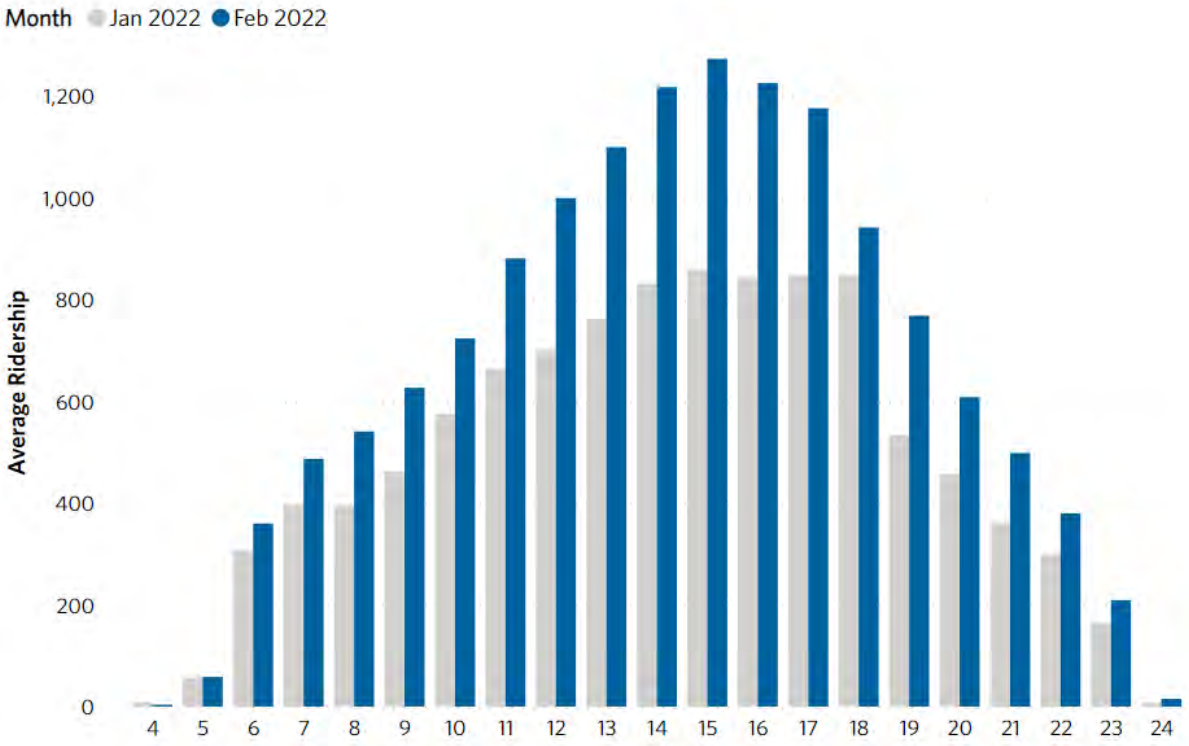
Average Ridership by Time of Day – Light Rail, Weekdays



Average Ridership by Time of Day – Light Rail, Saturdays



Average Ridership by Time of Day – Light Rail, Sundays



Ridership by Station Locations

The majority of UTA's station locations saw increased ridership (with a few exceptions); several locations stood out with particularly high ridership increases.

FrontRunner Stations Ridership - Weekdays

FrontRunner Station	January 2022 Ridership	February 2022 Ridership	Percent Change
Farmington Station	209	364	74%
Ogden Station	685	1,010	48%
Salt Lake Central Departure	603	873	45%
Layton Station	315	445	41%
Roy Station	229	321	40%
American Fork Station	316	432	37%
Clearfield Station	326	436	34%
Woods Cross Station	269	359	34%
Murray Central Station	803	1,059	32%
Lehi Station	544	710	31%
South Jordan Station	340	442	30%
North Temple Station Departure	1,140	1,472	29%
Provo Central Station	1,112	1,424	28%
Orem Central Station	906	1,063	17%
Draper Station	317	352	11%

FrontRunner Stations Ridership - Saturdays

FrontRunner Station	January 2022 Ridership	February 2022 Ridership	Percent Change
Ogden Station	444	1,627	267%
Farmington Station	232	814	250%
Clearfield Station	147	486	230%
Roy Station	124	388	213%
Salt Lake Central Departure	420	1,309	211%
Woods Cross Station	165	470	185%
American Fork Station	139	392	183%
Lehi Station	226	620	175%
South Jordan Station	146	397	172%
Murray Central Station	402	1,079	169%
North Temple Station Departure	472	1,259	167%
Draper Station	110	288	163%
Provo Central Station	564	1,434	154%
Layton Station	261	574	120%
Orem Central Station	357	719	101%

Light Rail Station Top Ridership

TRAX and S-Line ridership by station was variable during February. Most stations experienced increases in ridership, but some did experience declines. The top five stations for weekdays, Saturdays, and Sundays are included below. Higher increases in ridership were observed on Saturdays. Percentage increases below are compared to January 2022.

Weekday – Ridership Percentage Increase		Saturday – Ridership Percentage Increase		Sunday – Ridership Percentage Increase	
Temple Square – Blue Line	50%	**Historic Gardner Station – Red Line**	271%	**Temple Square – Green Line**	138%
Temple Square – Green Line	38%	**5600 W.Old Bingham Hwy Station – Red Line**	221%	**Historic Gardner Station – Red Line**	108%
South Jordan Pkwy – Red Line	34%	**Temple Square – Blue Line**	204%	**Kimballs Lane Station – Blue Line**	104%
North Temple Bridge – Green Line	33%	**North Temple Bridge – Green Line**	194%	**South Jordan Pkwy – Red Line**	75%
Gallivan Plaza – Green Line	32%	**Salt Lake Central – Blue Line**	178%	**West Jordan City Center Station – Red Line**	74%

Top Bus Boarding Increases by Stop

	January 2022	February 2022	% Change
Wasatch Blvd / 6200 S	262	424	62%
Brighton Resort	172	244	42%
Ogden Station Bay 7	211	275	30%
U Kennecott Building	30	37	21%
West Valley Central Station	272	316	16%
West Jordan City Center	317	369	16%
University Hospital	226	262	16%
Millcreek Station Bay	280	322	15%
Salt Lake Central Station	379	434	15%
Center Street Station	225	251	12%

Note: January average was calculated using the last 5 weekdays

Attachment 3 - Free Fare February Rider Survey

The survey was made available online in English & Spanish.

In an effort supported by numerous local governments and private businesses, UTA fares are free during the month of February on all UTA bus and rail services!

Please provide us feedback about Free Fare February by completing the survey and enter for a chance to win a prize. The survey closes February 28!

1. Do you know that all UTA services are free during the month of February?
    a. Yes
    b. No

2. Which UTA services have you used, or do you plan to use in February? (Select all that apply)
    a. FrontRunner (commuter rail)
    b. TRAX (light rail)
    c. Bus services
    d. Ski Bus
    e. Paratransit
    f. UTA On Demand

3. What are the reasons you are riding UTA services in February? (Select all that apply)
    a. School
    b. Work
    c. Health care visits
    d. Run errands
    e. Visit family/friends
    f. Entertainment
    g. Other (specify)

4. Are you new to riding UTA?
    a. Yes
    b. No

5. Are you riding this month because it is free?
    a. Yes
    b. No

6. Would you ride more frequently if all UTA services were free?
    a. Very Likely
    b. Somewhat Likely
    c. Neutral
    d. Somewhat Unlikely

    e. Very Unlikely

7. How do you typically get to transit?
    a. Drive
    b. Dropped off
    c. Walk
    d. Bike
    e. Other

8. Zip code of where you currently reside (if available):

9. Please specify any comments you would like to share with us about Free Fare February:

10. Thanks for completing the survey! Please leave your email address below if you'd like to be entered into a drawing for prizes. Email:

Attachment 4 – Data Sources

Funding

All information pertaining to funding for Free Fare February, including sponsor and pass partner entities, has been provided by UTA Finance Department.

Ridership

Automatic Passenger Counting (APC):

Ridership data on bus (including fixed route, flex route, UVX, Ski Bus), TRAX and FrontRunner is collected using Automatic Passenger Counting (APC) systems installed on vehicles that automatically monitor passenger flow through optical sensors mounted above the doors. UTA uses two APC systems across different modes – 1) Urban Transportation Associate Automatic Passenger Counting system and 2) INIT Automatic Passenger Counting system.

Trapeze Pass System:

Ridership on Paratransit services is tracked via the Trapeze Pass System.

Via:

Via is UTA's contracted service provider for UTA On Demand services. Via provides UTA with data related to ridership on UTA On Demand.

Rider Survey

Information from the rider survey was collected via the Free Fare February Rider Survey distributed in February 2022. This survey was conducted as a convenience sample using in-person distribution of fliers at transit stations and stops across the service area. The survey was 10 questions and available on Microsoft Forms in English & Spanish. 5,238 surveys were submitted.

Customer Service

UTA Customer Service Department receives, tracks, and follows up on comments and questions submitted by customers via email, website, and phone. These comments are tracked and categorized in a database (TransTrack Systems).

UTA Police

UTA Police Department tracks calls for service and police responses (including police-initiated) for incidents on the transit system using individual officer reporting, along with Computer Aided Dispatch (CAD). Data in this report has been provided by UTA Police Department.

Estimated Environmental Impact

UTA utilizes information from the Environmental Protection Agency (EPA) and the American Public Transportation Association (APTA) Emissions Quantifier Tool to calculate estimated environmental impact.

Access UTA's Open Data Portal for additional ridership data and more at rideuta.com/data.

ACKNOWLEDGEMENTS

UTA would like to thank the community for riding public transit, as well as partners for their generous support of Free Fare February. A special thanks is owed to:

- Wasatch Front Regional Council
- Mountainland Association of Governments
- Salt Lake City
- Salt Lake County
- Utah Division of Air Quality
- Pass Program Partners

MORE INFORMATION

Utah Transit Authority
www.rideuta.com
rideuta@rideuta.com
801-RIDE-UTA (801-743-3882)
@rideuta

UTA