

# INTERCITY TRANSIT ZERO FARE SURVEY RESULTS AND UPDATE

NOVEMBER 2024

# ZERO FARE SURVEY OVERVIEW



- **Goal: Solicit feedback and stories from riders about what the Zero Fare pilot program means to them.**
- **Result: 270 people participated.**
  - **Rider News link 135**
  - **Website link 60**
  - **Social media link 75**

# KEY TAKEAWAYS

**Feedback was overwhelmingly positive. Themes included:**

- **Family benefits**
- **Essential and empowering access**
- **Recovery and rebuilding**
- **Accessibility and independence**
- **Improved rider experience**
- **Community and quality of life**
- **Negative feedback came predominantly from non-riders and included:**
  - **Feeling unsafe due to substance use or unclean, crowded conditions on buses**
  - **Complaints or concerns regarding financial viability of Zero Fare**

# FAMILY BENEFITS

- **Savings on car payments, fuel, and maintenance, as well as transit fare**
- **Confidence in reducing to a single-car household**
- **Flexibility and increased independence for teens**



# FAMILY BENEFITS

***“For my kids riding a city bus knowing they will be safe and it’s free for them whenever parents aren’t able to give them a ride, truly is a blessing to our family! This is appreciated in so many ways!”***

***“It will soon help my teens get to college, as I am the only driver with five kids that often need to be two places at once.”***

***“I really think the most amazing thing about free buses has been how easy and accessible it has made public transportation for my children and the other kids in our neighborhood. Kids started taking it to school when the school buses were not running consistently and have kept riding because they learned how easy it is to get around.”***

# ESSENTIAL AND EMPOWERING ACCESS



- **Reliable, cost-saving commute**
- **Access to health appointments and the grocery store**
- **Empowerment to pursue education, attend interviews**
- **Mobility retained during setbacks**

# ESSENTIAL AND EMPOWERING ACCESS

***“It has helped me keep my job and housing while also allowing me to see family and friends more often. I also use the bus to go grocery shopping and run my daily errands. Being able to do this all for free has considerably improved my life overall.”***

***“What a weight off my shoulders that I can hop on a bus without any thought to whether I have the resources to be there. I don't have to consider any barriers to entry; I belong there, on the bus, with everyone else.”***

***“I was recently in a severe auto crash/accident and was facing losing my job. Because of the transit service I can continue my employment.”***

# RECOVERY AND REBUILDING

- **Accessing services, grocery stores, and temporary housing**
- **Attending court, mental health services, and support groups**
- **Not losing mobility during unemployment**
- **Safety and independence during recovery**





# RECOVERY AND REBUILDING

***“It was a life saver this summer. My two small children and I had just left a domestic violence relationship and had a place to live but our car broke down. I'm disabled and with no child support on a very limited income .The free bus allowed us to get to where we need to be! We would have been reliant on friends for rides. Instead, it gave me some independence and freedom to get groceries and take the kids out.”***

***“Zero fare is an immensely important tool, especially for homeless individuals such as myself. I use it almost everyday to reach doctors appointments, purchase groceries, and transit between temporary housing.”***

# ACCESSIBILITY AND INDEPENDENCE



- **Accessible, reliable mobility (including paratransit)**
- **Engaging more with community**
- **Cost savings redirected to more enriching activities**
- **Removed anxiety over special fares, public interactions**

# ACCESSIBILITY AND INDEPENDENCE

***“It saved my life numerous times when I was without a vehicle. I’m on disability and don’t always have the ability to drive, so it’s incredibly helpful to have as an option. Leaving the house can be hard for me, so the free bus system has allowed me to be in community and participate in local events.”***

***“The zero-fare has greatly improved my mobility. I am disabled and on a low budget, buying a pass could be the difference between my power being on or off.”***

***“Without it, I would only go out when absolutely necessary. I would become a shut-in. Thank you!”***

# IMPROVED RIDER EXPERIENCE

- **No need to carry exact change or build in time to buy a pass**
- **Smoother boarding process**
- **Able to travel further and more efficiently without cost worries**
- **Peace of mind and confidence in riding often and recommending transit to others**



# IMPROVED RIDER EXPERIENCE

***“It makes getting around so much less stressful knowing that I won't have to worry about paying bus fare, plus it makes service faster because people don't have to take time to pay as they're boarding, and I don't have to worry about someone not paying their fare and causing an issue.”***

***“Because there is no fare I can travel by bus more. When there were fares, I had to plan carefully to combine trips for grocery shopping and doctor's appointments to save money.”***

# COMMUNITY AND QUALITY OF LIFE



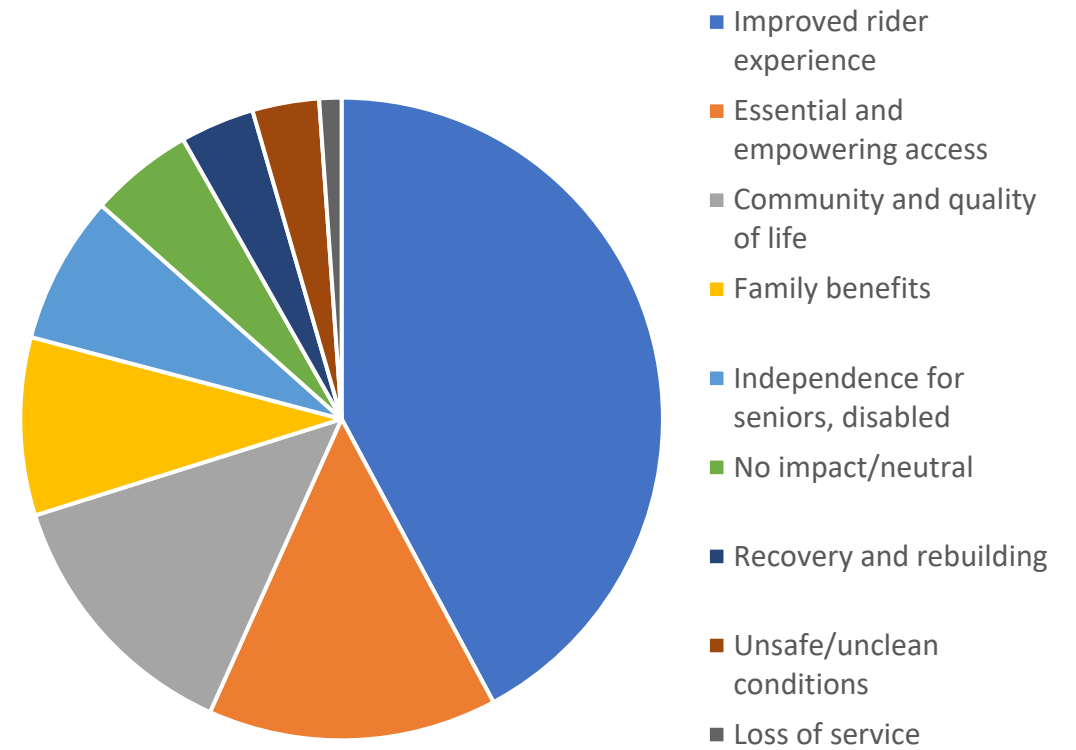
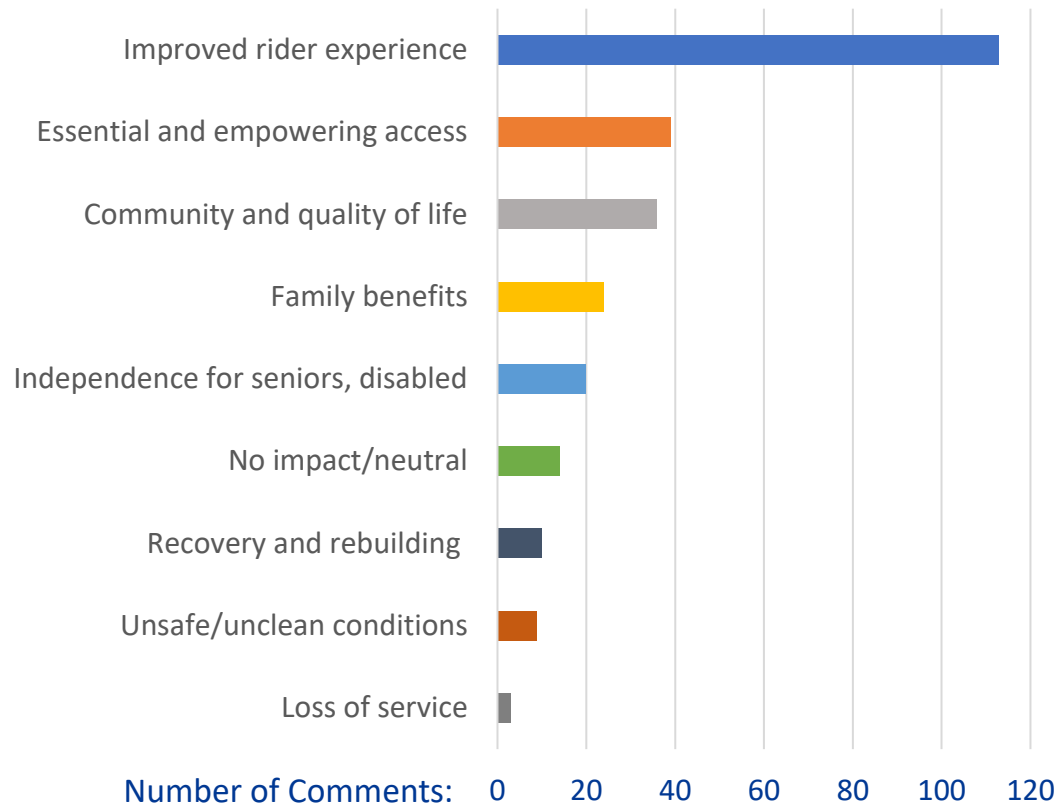
- **Access and financial incentive to enjoy local businesses**
- **Visiting friends and family**
- **Walking/biking more often**
- **Accessing events and amenities downtown and further away**
- **Community pride**

# COMMUNITY AND QUALITY OF LIFE

***Free fair means I don't have to dig around finding correct change or a transit card. I can just hop on the bus and go. The drivers are always welcoming, and other riders seem to share my sense of appreciation. I like that access is available to all, and it makes me proud to know my taxes are helping to pay for this service."***

***"We relocated from out of state by plane, so the bus is our lifeline for transportation. The fact it is free, has enabled my daughter, mother and I to explore and learn the surroundings areas as well as run errands as needed and it's a dependable ride to work! With us being so dependable on Intercity transportation the no fare is a blessing!!!"***

# FEEDBACK THEMES (OVERALL)





# NEXT STEPS

- Follow-up interviews
- Recording testimonials
- Reinforce key messages



# SOCIAL PARTNERSHIP



- <https://eatdrinkandseeoly.com/>
- **Started working together in summer**
- **14 Total posts involving IT service**
- **Instagram and Facebook**
  - [Example 1](#)
  - [Example 2](#)
  - [Example 3](#)



# IMPACTS AUGUST - OCTOBER

Total followers

12.8K

**39,426**

Accounts reached

**23.2%**  
Followers



+7.4%  
**76.8%**  
Non-followers

Gender

**79.1%**  
Women



**20.8%**  
Men

# IMPACTS CONTINUED

## Age range

All Men Women



## Top locations

Cities Countries

