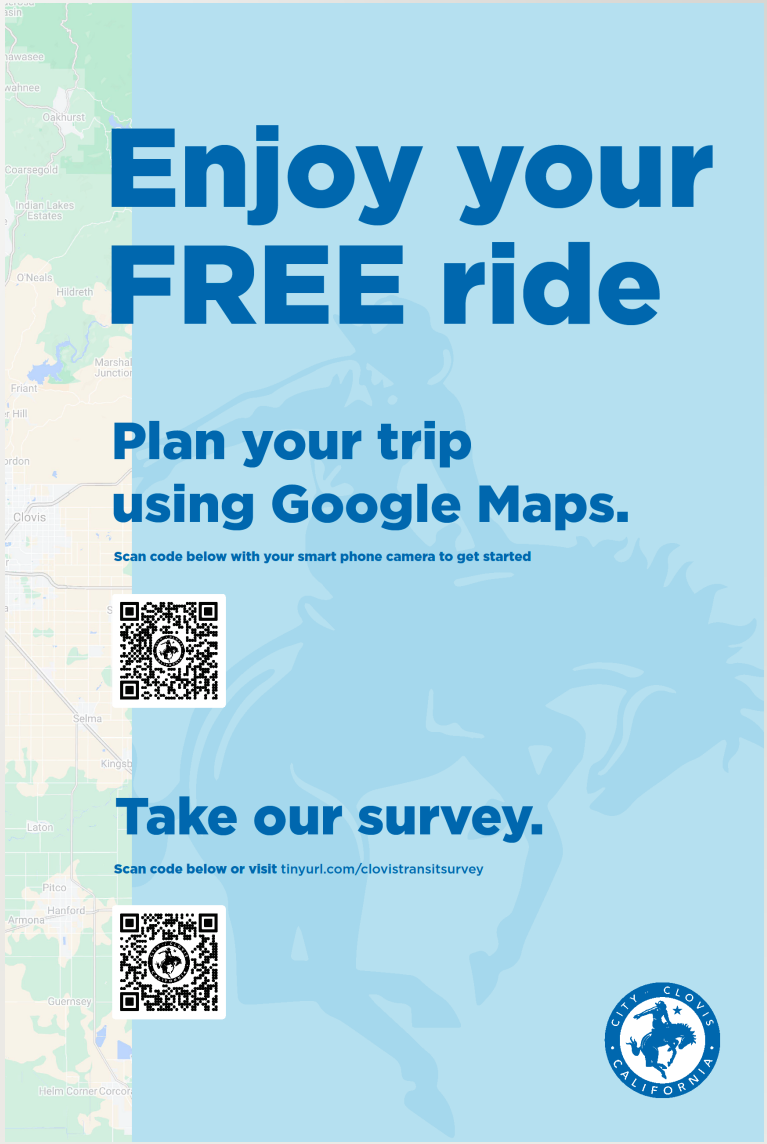
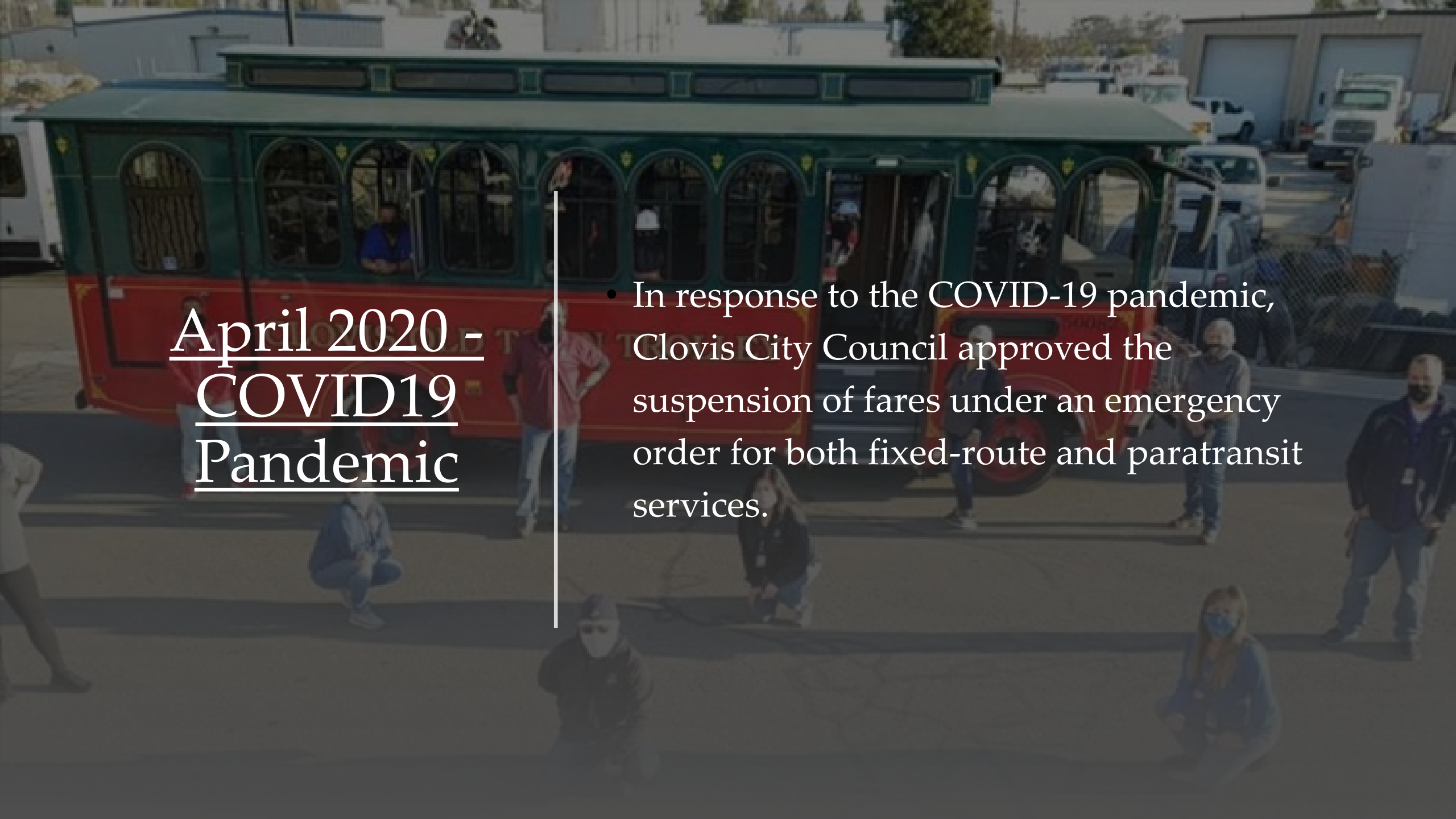
Building Effective Zero & Reduced Fare Transit Programs

CLOVIS TRANSIT

2019 - Free Fare Pilot

- Launched a "Free Fare" pilot in August, utilizing LCTOP funding for both fixed-route and paratransit services.
- Free rides extended through October.
- Ridership increased an average of 26% over the three months, with the highest monthly increase of 37%.





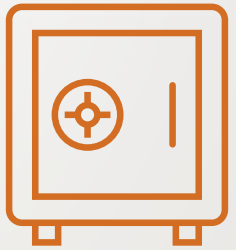
April 2020 - COVID19 Pandemic

- In response to the COVID-19 pandemic, Clovis City Council approved the suspension of fares under an emergency order for both fixed-route and paratransit services.

Cost-Benefit Analysis: The Path to Zero-Fare

Fareboxes

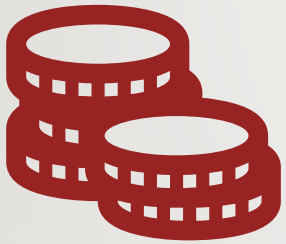
- Annual Fees
- Equipment
- Maintenance



Vaults

- Pulling/Replacing
- Staff Time
- Security

Cost-Benefit Analysis: The Path to Zero-Fare



Counting Fares

- Staff Time
- Security
- Deposits

Low Farebox Recovery

- Fares vs. Costs

(2-4 % Operational Cost vs. 1,100 Staff Hours)

- Measure C Funding

($150,000 more to supplement)

We're Free!

- In October 2020, Clovis City Council approved the adoption of a fare-free model permanently for fixed-route and paratransit.

Ridership

- Ridership on both services has increased significantly from FY 19/20 to FY 24/25.
  - Fixed Route: +62%.
  - Paratransit: +137%*

*On August 30, 2022, we launched a new paratransit dispatch system, which was largely responsible for the exponential increase in ridership, in combination with free fares.

Things to Consider

- Return of Farebox Recovery Ratio
- Measure C Funding (Local Sales Tax)
- Increasing Ridership

Nick Chin,
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