

**From:** [Ann Kovich](#)  
**To:** [Larson, Aidan](#); [Rusch, Mick](#)  
**Subject:** Fwd: Terre Haute Fare Free Transit : Ridership increased by 52.5% in the first month of 2025  
**Date:** Wednesday, February 19, 2025 11:55:14 AM

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Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hi, Aidan and Mick. I cannot tell who received this email.

Aidan, Please save this under #1 for tonight's TC meeting and distribute it to all TC members. I see all alders received this email, but I am not certain if all TC members received it.

Mick, This is an FYI in case you did not receive a copy of this email.

Thanks,  
Ann

----- Forwarded message -----

**From:** **Jon Becker** <[jonbecker@aol.com](mailto:jonbecker@aol.com)>  
**Date:** Wed, Feb 19, 2025 at 11:19 AM  
**Subject:** Terre Haute Fare Free Transit : Ridership increased by 52.5% in the first month of 2025  
**To:** [allalders@cityofmadison.com](mailto:allalders@cityofmadison.com) <[allalders@cityofmadison.com](mailto:allalders@cityofmadison.com)>, [county\\_board\\_recipients@co.dane.wi.us](mailto:county_board_recipients@co.dane.wi.us) <[county\\_board\\_recipients@co.dane.wi.us](mailto:county_board_recipients@co.dane.wi.us)>  
**Cc:** [sparkman@countyofdane.com](mailto:sparkman@countyofdane.com) <[sparkman@countyofdane.com](mailto:sparkman@countyofdane.com)>, [kkumar@cityofmadison.com](mailto:kkumar@cityofmadison.com) <[kkumar@cityofmadison.com](mailto:kkumar@cityofmadison.com)>, [tsaqqaf@cityofmadison.com](mailto:tsaqqaf@cityofmadison.com) <[tsaqqaf@cityofmadison.com](mailto:tsaqqaf@cityofmadison.com)>, [julies.majerus@wisconsin.gov](mailto:julies.majerus@wisconsin.gov) <[julies.majerus@wisconsin.gov](mailto:julies.majerus@wisconsin.gov)>

*Note the mayor's emphasis on increasing ridership, toward enhancing non-fare revenues and expanding service in the future.*

*And, in Terre Haute, based on FFT in other USA cities small and large:*

*\* violence-on-operators likely has been eliminated (which strengthens recruitment/retention)*

*\* expenses for fare collection/enforcement have been reduced a great deal.*

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Terre Haute Mayor's Office  
**February 17 at 7:59 AM** ·

In 2025 we moved to a fare free transit system. As you can see in the image below it has yielded positive results thus far.

Keep in mind we operated 3 fewer days in January 2025 than in 2024 due to winter weather. So even with a reduction in total days of service we still saw an increase in ridership.

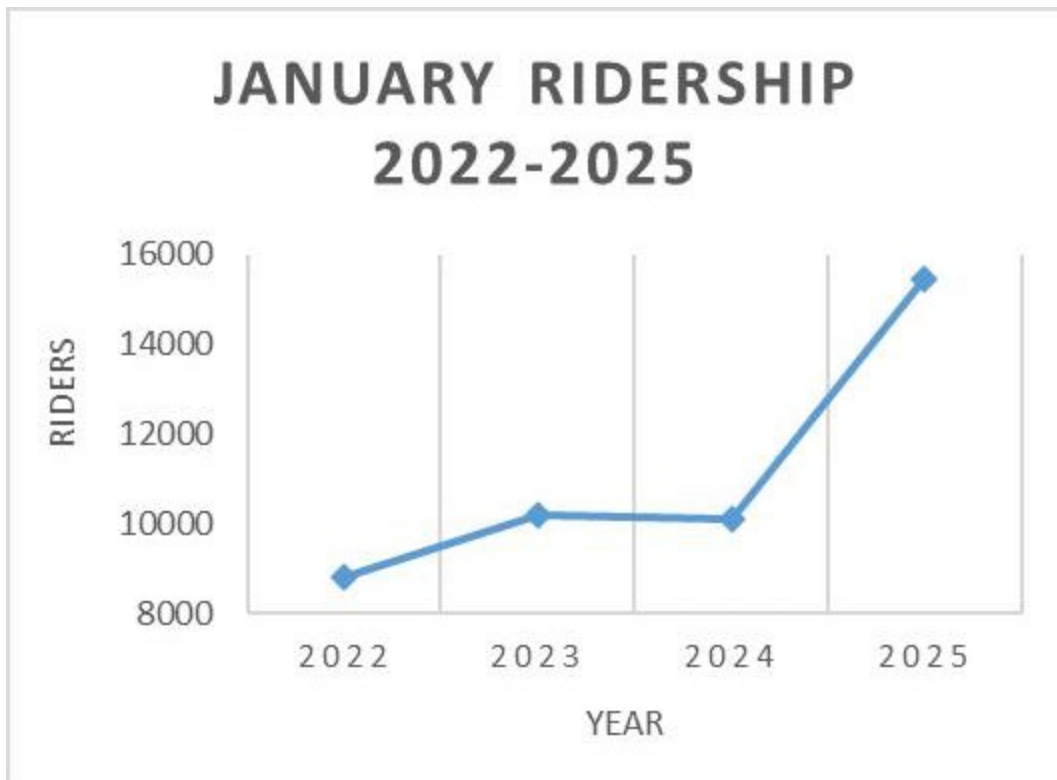
\* Fare-Free Transit is working! Ridership increased by 52.5% in the first month.

- \* More people have access to jobs, healthcare, and daily needs.
- \* It reduces barriers for residents while improving transit efficiency.

We have some smaller goals for 2025 like improving our bus stops. The city is working with several student groups at Indiana State University to assist in creating additional marketing materials and a promotional campaign for the bus system. This will help spread the word about Terre Haute Transit.

We often get requests to adjust hours and routes. To do that, we must first increase ridership. This sounds counterintuitive. State and federal funding are the two biggest portions of our transit budget. The formulas they use to allocate funding are based of mileage and ridership. With increased ridership comes additional funding in future years. The City of Terre Haute hopes to improve routes and schedules in the coming years!

Thank you to our riders and the transit team! Our bus drivers, mechanics, and administrative staff have all helped make this transition. We cannot say thank you enough.



MORE:

<https://www.masstransitmag.com/bus/news/55250746/in-tribune-star-editorial-wise-move-on-bus-service-fares>

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