

# Metra Fare Structure Study: Preliminary Recommendations

presentation for

## Metra Board Workshop

December 13, 2017



TECHNOLOGIES

# Agenda

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## □ Workshop Goals

- Discuss Study Recommendations
- Obtain Board Direction for Public Outreach

## □ Study Recommendations

- Redefine Zones
  - Downtown/Inner Zones
  - Outer Zones
  - Station reassignment
  - Logical incremental charges
- Market Segmentation
  - Off-Peak Pricing
  - Reduced Fares
- Passes to Encourage Travel
  - Day Pass
  - Extended Validity of Weekend Pass

## □ Next Steps

# Fare Restructuring Objectives

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- ❑ Redefine zones to define premium destinations, cap fares, and address perceived inconsistencies
- ❑ Create a flexible fare structure that allows Metra to segment and price markets differently
- ❑ Give Metra more flexibility to increase fare revenue while providing more control over ridership impacts from fare changes
- ❑ Encourage off-peak travel, and better utilize off-peak capacity

# Redefine Zones

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# Redefine Zones

## Inner Zones

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### Zone A Redefinition (See Maps on Next Slides)

- The 6 downtown stations that are within Chicago's Central Business District

### Zone B Redefinition (See Maps on Next Slides)

- 9 current Zone A stations become part of Zone B.
- Reduce number of zones traveled for most trips to current Zone A stations outside of downtown
- Travel between all of these stations will be a one zone trip

### Advantages

- Define premium downtown station locations
- Mitigate ridership losses where declines have outpaced declines in the rest of the system

## Existing Zone A Stations

Union Station  
 Ogilvie Transportation Center  
 LaSalle Street Station  
 Millennium Station  
 Van Buren Street  
 Museum Campus/11th Street  
 Halsted Street  
 18th Street  
 McCormick Place  
 Western Avenue  
 Clybourn  
 35th Street  
 27th Street  
 Kedzie  
 Western Ave. (BNSF)



## EXISTING

## Existing Zone B Stations

47th St	Jefferson Park
Healy	75th St.
53rd St.	Rogers Park
Grand/Cicero	Mont Clare
Ravenswood	Berwyn
55th-56th-57th	Bryn Mawr
Cicero	River Forest
Irving Park	Gresham
59th St./U. of Chicago	79th St.
Hanson Park	Harlem Ave.
63rd Street	Gladstone Park
Grayland	South Shore
Oak Park	Windsor Park
Galewood	Cheltenham, 79th St.
Mayfair	83rd Street
Stony Island	87th Street
LaVergne	S. Chicago, 93rd St.
Mars	6

**PROPOSED**

**Proposed Zone B Stations (Continued)**

47th St	Jefferson Park
Healy	75th St.
53rd St.	Rogers Park
Grand/Cicero	Mont Clare
Ravenswood	Berwyn
55th-56th-57th	Bryn Mawr
Cicero	River Forest
Irving Park	Gresham
59th St./U. of Chicago	79th St.
Hanson Park	Harlem Ave.
63rd Street	Gladstone Park
Grayland	South Shore
Oak Park	Windsor Park
Galewood	Cheltenham, 79th St.
Mayfair	83rd Street
Stony Island	87th Street
LaVergne	S. Chicago, 93rd St.
Mars	



**Proposed Zone A Stations**

- Union Station
- Ogilvie Transportation Center
- LaSalle Street Station
- Millennium Station
- Van Buren Street
- Museum Campus/11th Street

**Proposed Zone B Stations (Reassigned from Zone A)**

- Halsted Street
- 18th Street
- McCormick Place
- Western Avenue
- Clybourn
- 35th Street
- 27th Street
- Kedzie
- Western Ave. (BNSF)

# Downtown Detail

## Proposed Zone A Stations

- Union Station
- Ogilvie Transportation Center
- LaSalle Street Station
- Millennium Station
- Van Buren Street
- Museum Campus/11th Street





# Redefine Zones

## Inner Zones

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For discussion at the open houses, Metra should include...

The redefinition of Zone A as the 6 downtown stations within the Central Business District as defined by the City of Chicago and the reassignment of the 9 other Zone A stations to Zone B

**1. Agree**

**2. Disagree**

# Redefine Zones

## Outer Zones

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- ❑ J/K/L/M Redefined (See Maps on Next Slides)
  - ❑ Cap fare for trips that exceed 45 miles
  - ❑ 10 stations into a single zone (Round Lake Beach, Lake Villa, Long Lake, Ingleside, Fox Lake, Kenosha, Antioch, McHenry, Woodstock, Harvard)
  
- ❑ Advantages
  - ❑ Cap fare, and potentially mitigate ridership declines, for trips that are currently the most expensive for riders and for stations that have less service

**EXISTING**

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**Existing Zone J Stations**

- Round Lake Beach
- Lake Villa
- Long Lake
- Ingleside
- Fox Lake

**Existing Zone K Stations**

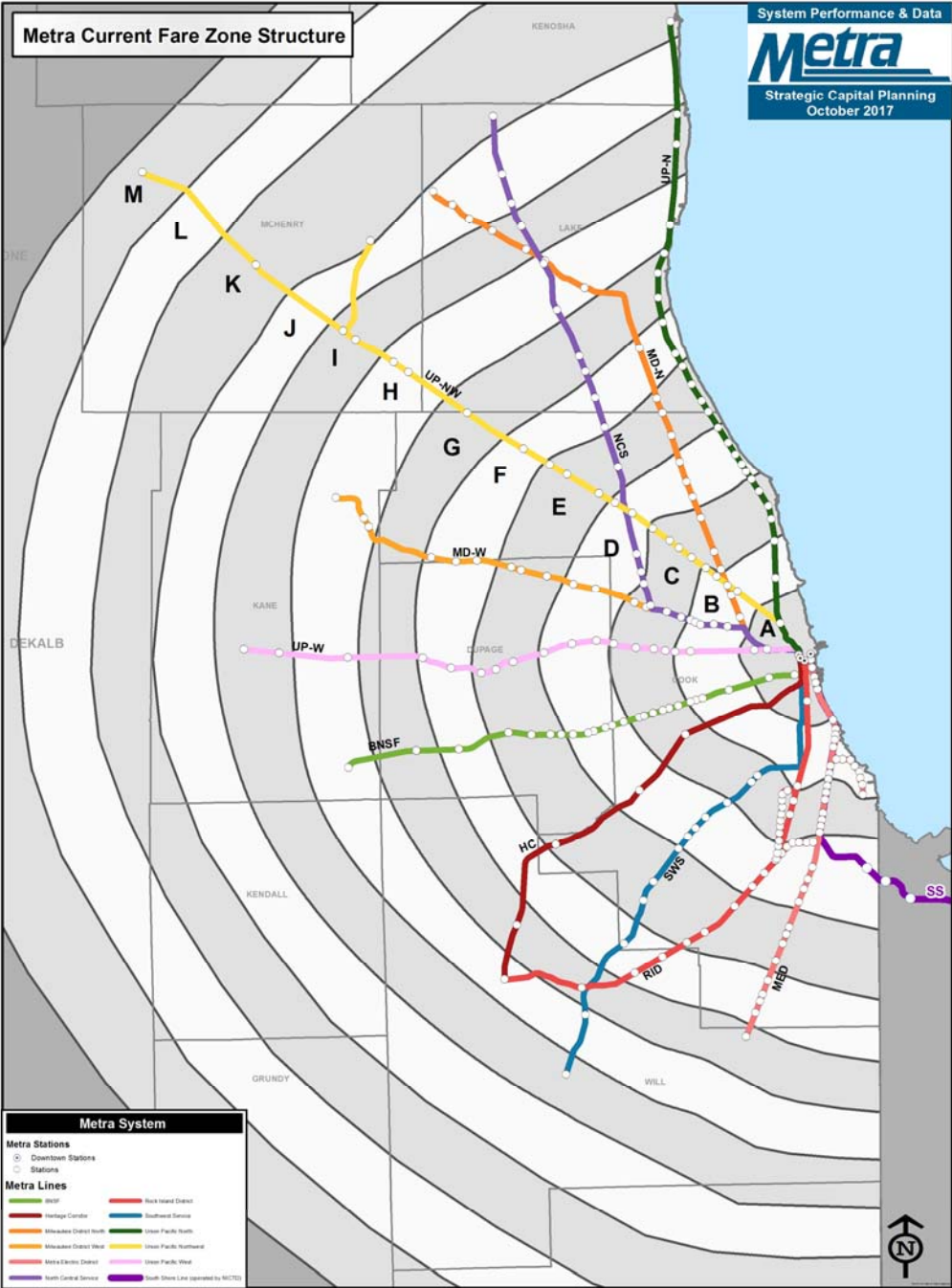
- Kenosha
- Antioch
- McHenry
- Woodstock

**Existing Zone L Stations**

(None)

**Existing Zone M Stations**

- Harvard

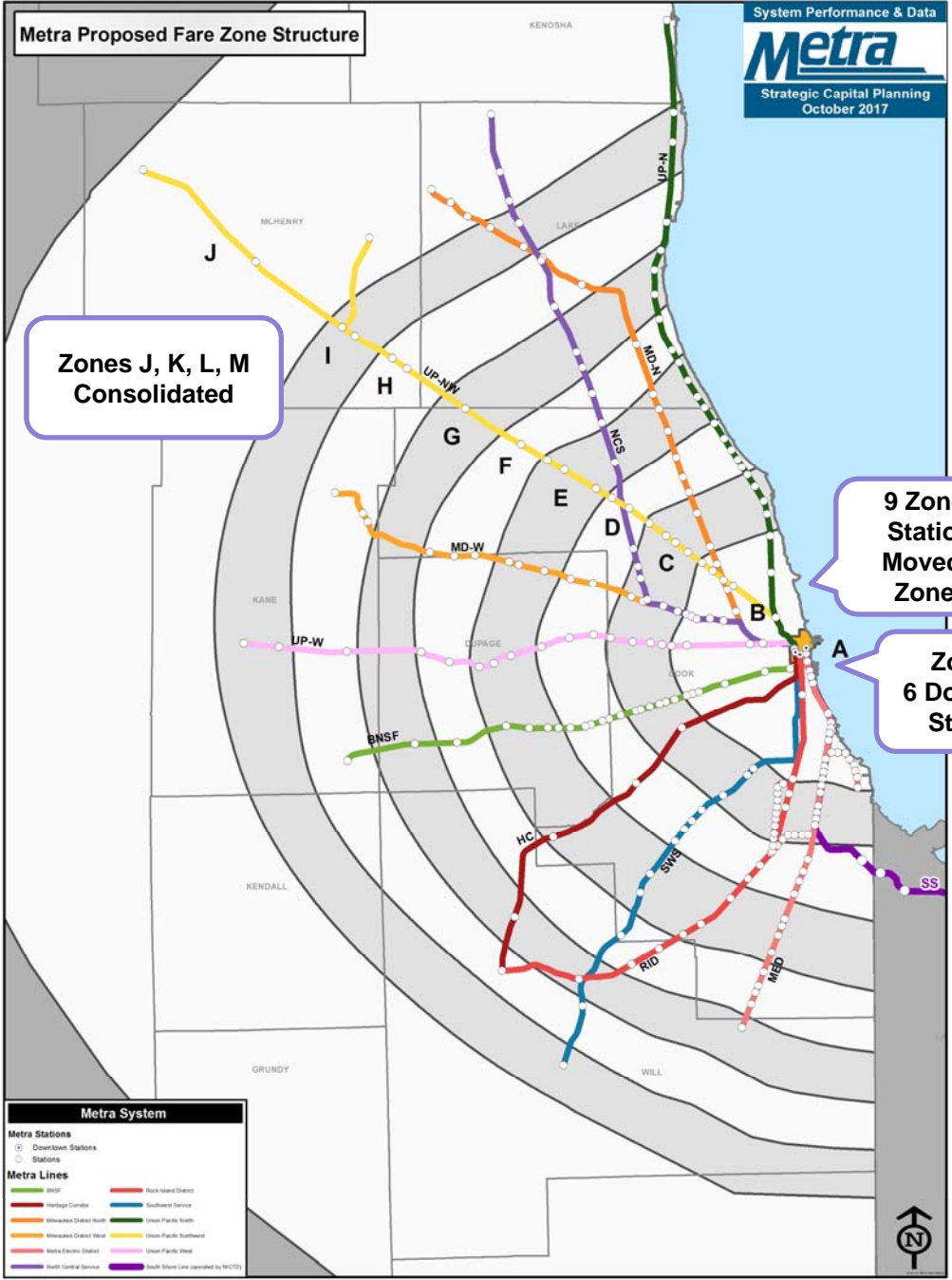


**PROPOSED**

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**Proposed Zone J Stations**

- Round Lake Beach
- Lake Villa
- Long Lake
- Ingleside
- Fox Lake
- Kenosha
- Antioch
- Woodstock
- McHenry
- Harvard



System Performance & Data  
**Metra**  
Strategic Capital Planning  
October 2017

Metra Proposed Fare Zone Structure

Zones J, K, L, M Consolidated

9 Zone A Stations Moved to Zone B

Zone A: 6 Downtown Stations

**Metra System**

**Metra Stations**

- Downtown Stations
- Stations

**Metra Lines**

- UP-N
- MD-N
- NCS
- MD-A
- MD-W
- UP-NW
- UP-W
- PSPAGE
- PMSF
- HC
- SWR
- RID
- MED
- SS
- Rock Island District
- Southland Service
- Northwest Service
- Southwest Service
- North Central Service
- South Shore Line (operated by NSCT)

# Redefine Zones

## Outer Zones

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For discussion at the open houses, Metra should include...

The phased consolidation of the outer zones J, K, L, and M to cap fares for trips that exceed 45 miles

- 1. Agree**
- 2. Disagree**

# Redefine Zones

## Station Reassignment

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- ❑ Reassign some stations to address perceived inconsistencies between lines where nearby stations have different zones

- ❑ ME Blue Island: Ashland, Racine, W. Pullman, Stewart Ridge, State Street
- ❑ ME Mainline: 83rd Street, 87th Street
- ❑ RI: 123rd Street
- ❑ SWS: Oak Lawn, Palos Park
- ❑ NCS: Rosemont
- ❑ MD-N: Forest Glen

### ❑ Advantages

- ❑ More similar fares for riders that board at stations on lines with similar distances to downtown
- ❑ Encourage more local use of these stations

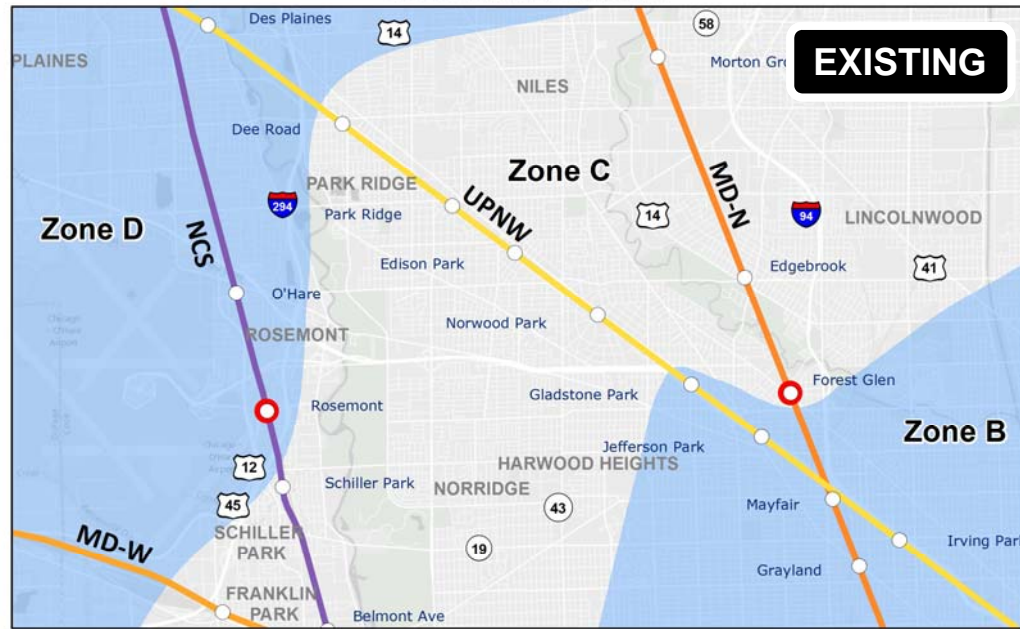
# Redefine Zones

Station Reassignment

## MD-N and NCS Stations

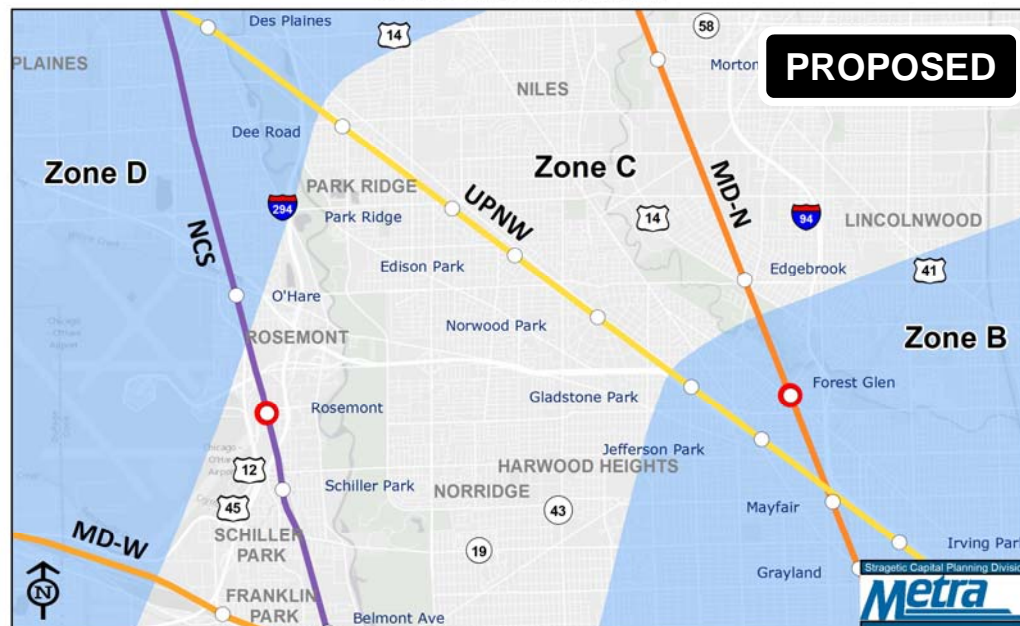
- Rosemont
- Forest Glen

Sample MD-N and NCS Station Zone Realignments  
Current Zone Structure



*draft*

Proposed Zone Structure



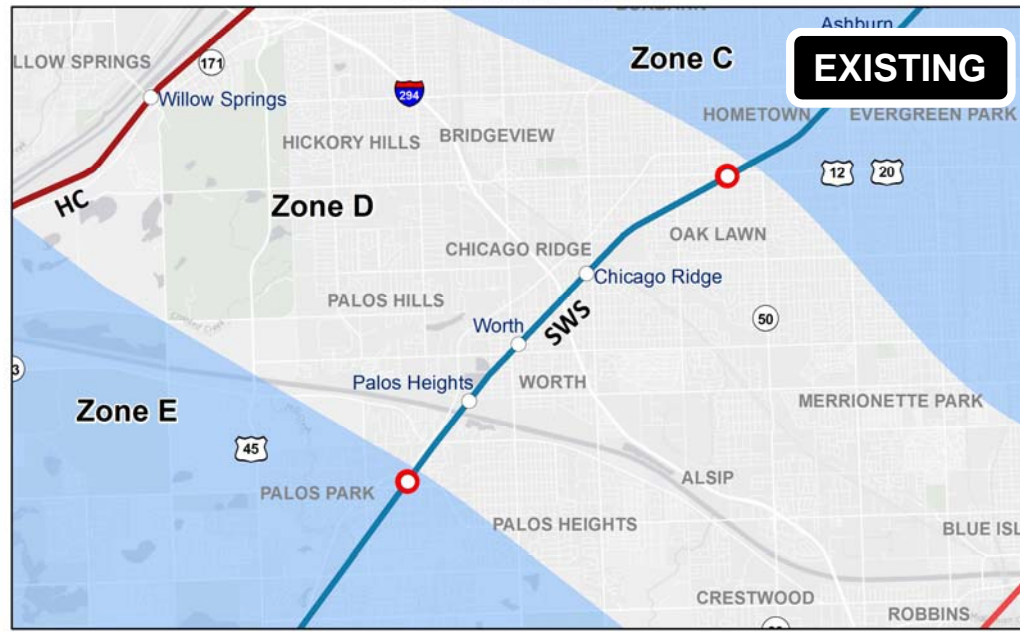
# Redefine Zones

Station Reassignment

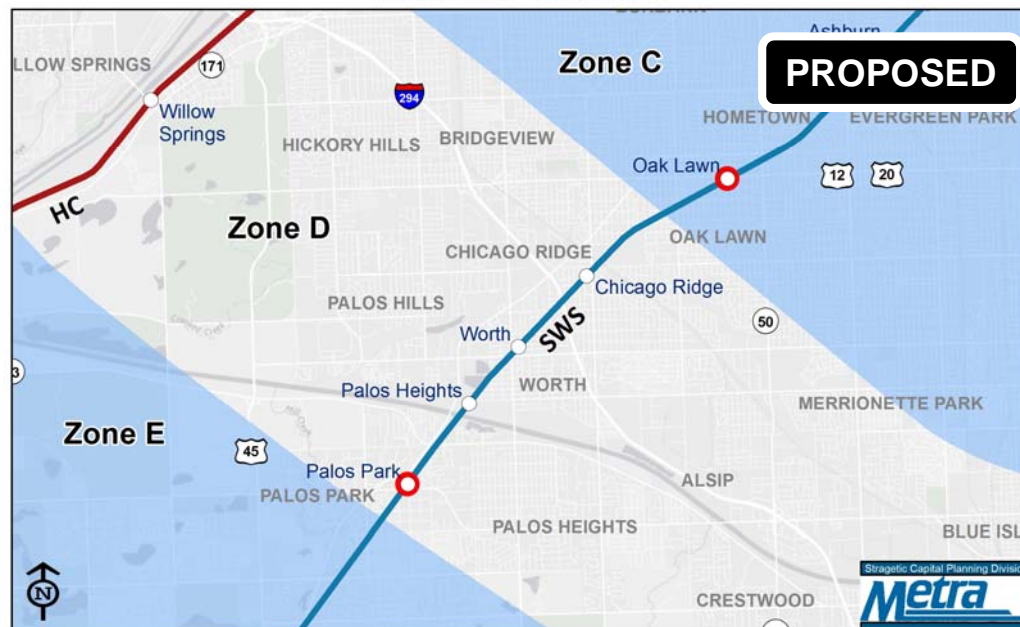
## SWS Stations

- Oak Lawn
- Palos Park

Sample Southwest Service Station Zone Realignments  
Current Zone Structure



Proposed Zone Structure



*craft*



# Redefine Zones

Station Reassignment

## ME and RI Stations

- ❑ 83<sup>rd</sup> Street
- ❑ 87<sup>th</sup> Street
- ❑ State Street
- ❑ Stewart Ridge
- ❑ W. Pullman
- ❑ Racine Ave.
- ❑ Ashland Ave.
- ❑ 123<sup>rd</sup> Street

Sample Metra Electric District Station Zone Realignments  
Current Zone Structure



Proposed Zone Structure



craft

# Discussion: Redefine Zones

Station Reassignment

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For discussion at the open houses, Metra should include...

These station zone reassignments to address perceived inconsistencies between lines

- 1. Agree**
- 2. Disagree**

# Redefine Zones

## Logical Zone Increment Charges

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- ❑ Each additional zone traveled should generally cost the same additional amount

  - ❑ Current zone increments have evolved

  - ❑ Current zone increments do not take into account market demographic differences along and between the lines

  - ❑ Any difference to the standard incremental charge would be determined logical

- ❑ Advantages

  - ❑ Riders able to more easily understand and determine pricing of trips

From	To	Existing
B	A	\$0.25
C	B	\$1.25
D	C	\$0.75
E	D	\$0.50
F	E	\$0.50
G	F	\$0.50
H	G	\$0.50
I	H	\$0.75
J	I	\$0.50
K	J	\$0.50
L	K	\$0.50
M	L	\$0.50

# Logical Zone Increment Charges

*Draft*

Proposed: Standard zone increment charges will likely be \$0.50 or \$0.75 initially

# Discussion: Redefine Zones

Logical Zone Increment Charges

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Draft

For discussion at the open houses, Metra should include...

The recommendation to apply logical zone increment charges?

- 1. Agree**
- 2. Disagree**

Draft

# Market Segmentation

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# Off-Peak Pricing

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- ❑ Off-Peak pricing only applies to trips to or from the downtown stations
- ❑ Two types of One-Way and 10-Ride Tickets offered:
  - ❑ Regular Fare valid on all trains
  - ❑ New Off-Peak Discount valid on off-peak trains
  - ❑ New Off-Peak Discount likely \$0.50 to \$1.00 less than the regular fare initially
- ❑ Advantages
  - ❑ Allow more targeted fare changes
  - ❑ Flexibility to offer lower fares for off-peak travel
  - ❑ Encourage riders to ride off-peak to alleviate peak loads

# Off-Peak Pricing

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Conceptual Schedule for Illustration Purposes Only (Morning Peak)

Example Line · Inbound to Chicago · Monday through Friday															
Peak Trains · Quiet Cars in Effect · No Bikes															
	700	702	704	706	708	710	712	718	720	728	734	736	738	740	742
<b>Zone</b>	🚲							🚲	🚲	🚲	🚲	🚲	🚲	🚲	🚲
<b>I</b>	4:42	5:45		6:15		6:52			9:43		<b>3:46</b>			<b>8:10</b>	
<b>H</b>	4:47	5:52		6:22		6:59			9:50		<b>3:53</b>			<b>8:17</b>	
<b>G</b>	4:45	6:00	5:49	6:30	6:47	7:07	7:45	8:38	9:58	<b>2:41</b>	<b>4:01</b>	<b>4:39</b>	<b>6:55</b>	<b>8:25</b>	<b>9:47</b>
<b>F</b>	5:00	6:05	5:54		6:52		7:49	8:43	10:03	<b>2:46</b>	<b>4:06</b>	<b>5:44</b>	<b>7:00</b>	<b>8:30</b>	<b>9:52</b>
	5:03	6:08	5:57		6:55		7:53	8:46	10:06	<b>2:49</b>	<b>4:09</b>	<b>5:47</b>	<b>7:03</b>	<b>8:33</b>	<b>9:55</b>
<b>E</b>	5:09	6:14	6:03		7:01		7:59	8:52	10:12	<b>2:55</b>	<b>4:15</b>	<b>5:53</b>	<b>7:09</b>	<b>8:39</b>	<b>10:01</b>
<b>D</b>	5:12	6:00	6:06		7:04		8:02	8:55	10:15	<b>2:58</b>	<b>4:18</b>	<b>5:56</b>	<b>7:11</b>	<b>8:42</b>	<b>10:04</b>
	5:14	6:02	6:08	6:37	7:06	7:27	8:04	8:57	10:17	<b>3:00</b>	<b>4:20</b>	<b>5:58</b>	<b>7:13</b>	<b>8:44</b>	<b>10:06</b>
<b>C</b>	5:18		6:11	6:40		7:30	8:07	9:00	10:20	<b>3:03</b>	<b>4:23</b>	<b>6:01</b>	<b>7:16</b>	<b>8:47</b>	<b>10:09</b>
	5:22		6:16	6:45		7:35	8:12	9:05	10:25	<b>3:08</b>	<b>4:28</b>	<b>6:06</b>	<b>7:21</b>	<b>8:52</b>	<b>10:14</b>
	5:27		6:21	6:51		7:43	8:17	9:10	10:30	<b>3:14</b>	<b>4:33</b>	<b>6:12</b>	<b>7:29</b>	<b>8:57</b>	<b>10:19</b>
<b>B</b>	5:29	6:16	6:24	6:54	7:22	7:47	8:20	9:13	10:33	<b>3:17</b>	<b>4:36</b>	<b>6:15</b>	<b>7:32</b> 🚲	<b>9:00</b>	<b>10:22</b>
<b>A</b>	5:59	6:47	6:55	7:25	7:55	8:17	8:50	9:43	11:01	<b>3:48</b>	<b>5:04</b>	<b>6:44</b>	<b>7:57</b>	<b>9:28</b>	<b>10:50</b>

PM Times in Bold · 🚲 - All Stations and Trains Are Accessible · 🚲 - Bikes Permitted Subject to Terms & Conditions  
 🚲 - Stops only by request to conductor or for passengers on platform visible to train operators ·

**Off-Peak One-Way and 10-Ride Off-Peak Tickets are not valid on peak trains.**



# Discussion: Off-Peak Pricing

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Draft

For discussion at the open houses, Metra should include...

New Off-Peak One-Way and 10-Ride Ticket products discounted from regular fares for off-peak travel to or from the downtown stations

- 1. Agree**
- 2. Disagree**

# Discussion: Reduced Fares

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The preliminary recommendations included:

- Not allowing reduced fares on morning peak trains for seniors and individuals with disabilities (evening peak would be allowed)
- Eliminating the monthly reduced fare ticket.

During the September Board Meeting, strong concerns regarding rider confusion and acceptance were expressed. Based on the concerns expressed, should these recommendations be dropped from consideration?

**1. Yes**

**2. No**

# Passes to Encourage Travel



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# One-Day Pass

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- ❑ Valid for unlimited travel between designated zones throughout the system for a service day
- ❑ Priced at 2x one-way regular fare for all riders at all times
- ❑ Available only on Ventra App
- ❑ Advantages
  - ❑ Simplify trip planning by offering a single unlimited ride ticket for the day
  - ❑ Riders save time – e.g. not needing to buy a return ticket at the downtown stations
  - ❑ Encourage use of Ventra App which helps minimize tickets being shared by passengers

# Discussion: One-Day Pass

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Draft

For discussion at the open houses, Metra should include...

The recommendation of an unlimited day pass.

- 1. Agree**
- 2. Disagree**

# Weekend Pass Validity

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- Extend travel period to include Friday evening
  
- Introduce validity change as a pilot:
  - On the Ventra App only
  - For travel on Friday evening on designated trains and/or after a designated time
  
- Advantages:
  - Encourage Friday travel for riders who were planning to use a weekend pass that weekend
  - Encourage Ventra App which helps minimize tickets being shared by passengers

# Discussion: Weekend Pass Validity

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Draft

For discussion at the open houses, Metra should include...

The recommendation to extend the validity of the weekend pass to include Friday evening.

- 1. Agree**
- 2. Disagree**

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# Next Steps

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# Next Steps

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- Conduct Title VI and Environmental Justice analysis (Jan-Feb 2018)
- Obtain public input on preliminary recommendations through public meetings and on-line information dissemination and comments (Jan-Feb 2018)
- Refine fare structure, products, pricing, phasing
- Provide final recommendations/action plan, with phased implementation

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End of Presentation

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