



Fare Structure Study Fare Pilot Program

Metra Board of Directors

May 9, 2018

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Fare Structure Study - Recommendations

Final recommendation from the Fare Structure Study conducted by Four Nines include:

- ❑ Offering a Day Pass
- ❑ Off-Peak Discounts
- ❑ Creation of a Unique Fare Zone for Downtown Stations
- ❑ Outermost Zone Consolidation (Zones J, K, L, M)
- ❑ Station Zone Reassignments
- ❑ Standardized Incremental Charges

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Fare Pilot Programs proposed to begin during the summer of 2018.

A Day Pass Ticket Type

Day pass ticket type (product name to be determined)

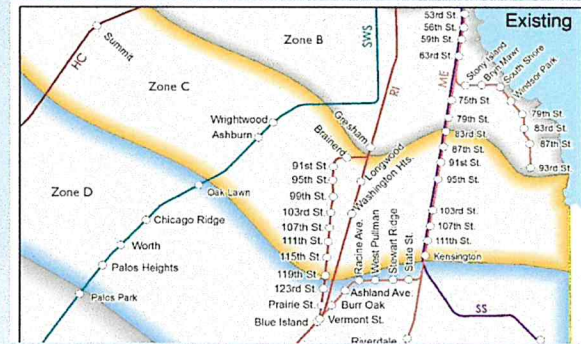
- Valid for unlimited travel between designated zones throughout the system for an entire service day
- Tickets would be available only on the Ventra Mobile App
- Non-refundable, valid 90-days from the date of purchase

Introduced as part of the newly upgraded mobile app (testing to begin summer 2018)

Should not impact revenues negatively

Station Zone Reassignments

Pilot fare zone reassignment at stations where travel to downtown Chicago is the main market and station boardings are less than 150.



Station for fare zone reassignment

83rd St (ME-ML)	C to B
87th St (ME-ML)	C to B
Ashland Ave (ME-BI)	D to C
Racine (ME-BI)	D to C
West Pullman (ME-BI)	D to C
Stewart Ridge (ME-BI)	D to C
State St (ME-BI)	D to C

Rosemont, Forest Glen, Oak Lawn, and Palos Park would not be piloted at this time

Implementation proposed mid-July 2018

Worse case revenue loss of about \$120,000

31,180 additional annual trips or 60 daily round-trip riders would be needed to recover this revenue loss

Revenues and Ridership

Proposal	Revenue Impact	Annual Trips Needed to Recover Revenue	New Daily Round-trip Riders Needed
Day Pass	\$ -	-	-
Outer Zones	\$ (380,000)	55,070	110
Station Reassignment	\$ (120,000)	31,180	60
Total	\$ (500,000)	86,250	170

Timeline

Summer 2018 Proposed implementation

Fall 2018 Identified in 2019 Program and Budget as on-going

Summer 2019 Evaluation based on identified targets to determine if fare pilots should be continued

Staff will provide update periodically on the status



Metra