

Metra Fare Structure Study Recommendations



Study Process

Review Fare Principles, Products, and Structure of Metra and Peers September 2016 Identify Strengths, Weaknesses, ortunities, and Concerns of **Existing Structure Conduct a Public Survey to Obtain** Feedback on Possible Fare **Structure and Product Changes Provide Draft Recommendations to**

Hold Public Open Houses and Conduct Survey to Obtain Feedback

Metra Board

- **Forecast Ridership and Revenue** Impacts of Possible Fare Structure
- **Provide Final Recommendations** and Action Plan to Metra Board May 9, 2018

Final Plan Recommendations will be Considered During 2019 Budget
Process

Fare Principles

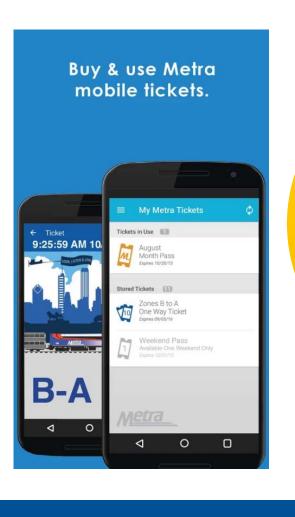
- . Consider regular fare adjustments that ensure a balanced budget, sustain service, keep pace with inflation, and avoid significant, infrequent fare increases
- 2. Allow no diversion of capital-eligible funds to the operating budget
- 3. Acknowledge the total value of providing services to the region's economy while recognizing that fares must cover a percentage of operating costs, as set by the RTA, and support Metra's capital program
- 4. Understand the short and long term impacts of fare changes on ridership and revenue as well as the time and resources needed to implement them
- 5. Improve fare collection by simplifying the overall process and transportation costs
- 6. Offer a fare structure and policies that are easy to use and understand by offering fare structure and products that are regionally equitable and appeal to current and prospective customers
- . Evaluate impacts of cooperative opportunities on fare structure, products, pricing and policies of our local transit partners and evaluate national peer programs that have stimulated ridership

Proposal 1 – Day Pass "Round Trip Plus"

Metra is considering offering a day pass ticket type called "Round Trip Plus" that would allow unlimited travel between rider-selected zones throughout the system. For example, a Round Trip Plus ticket between Zones A and D would allow the user an unlimited number of trips anywhere between Zones A and D, on any line, for an entire service day. Round Trip Plus users could transfer to other Metra lines using only one ticket, or take a return trip without having to purchase a second ticket.

The Round Trip Plus ticket would only be available on the Ventra App. It would cost the same as two regular, one-way tickets.

The Round Trip Plus will simplify fare payment, save time, and encourage use of the Ventra App.



Coming Soon!

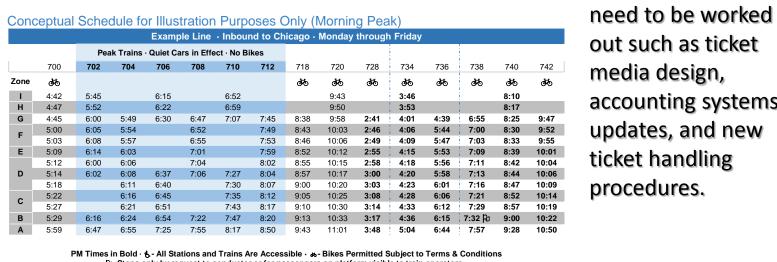
Board Direction given to pilot the Round Trip Plus ticket before the end of 2018.

Proposal 2 – Off-Peak Discounts

Metra is considering offering discounted One-Way and 10-Ride tickets that allow for travel during the early morning, reverse commute, midday, evening, and weekend periods. This may incentivize riders to shift from crowded trains to less crowded trains. This would be the first introduction of congestion pricing in Chicagoland.

Initially, off-peak riders may save \$0.50 or \$0.75 per oneway trip. To accomplish this, Metra would identify peak and off-peak trains on its schedules. Most trains arriving at a downtown station between 6:00 a.m. and 9:15 a.m., or leaving a downtown station between 3:30 p.m. and 6:30 p.m. would be designated as "peak" trains that would not be eligible for the discount.

Discounting non-rush hour fares will allow market specific fare changes and encourage customers to ride off-peak to alleviate peak loads.



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

Proposal 3 – Create a Unique Fare Zone for Downtown Stations

Under the existing fare system, stations such as Clybourn, Western, and McCormick Place are in the same zone as Metra's highest ridership stations such as Chicago Union Station, Off-Peak Pricing and Millennium Station, and Ogilvie Transportation Center. As Metra considers changing prices to review. The two are reflect demand, Metra may redefine Zone A to include only the six downtown stations. together to limit the Under this proposal, Zone A stations outside of downtown. such as Clybourn, Western, and McCormick Place, would be reassigned to Zone B. Reverse commuters, and riders traveling to places other than downtown, could pay less. Riders traveling

In this proposal, stations would be reassigned as

Zone A: Ogilvie, Union Station, LaSalle, Millennium, Van Buren, and Museum Campus.

Zone B: 18th St, McCormick Place, 27th, 35th, Halsted, Kedzie, Clybourn, and both Western Ave stations.

market-specific changes and encourage customers to travel on off-peak trains to alleviate peak

Proposal 6 – Standardize Incremental

Fare Zone Charges to Simplify Fares

Metra uses a zone-based fare system. Customers pay a base fare

plus an incremental fee according to the number of zones traveled.

Diagram of Metra's Zone-Based Fare Structure

between these stations and

downtown would pay more since

their trip would cross two zones.

Redefining downtown stations as

premium destinations will allow

Other Zone B stations would remain the same.

Downtown Station

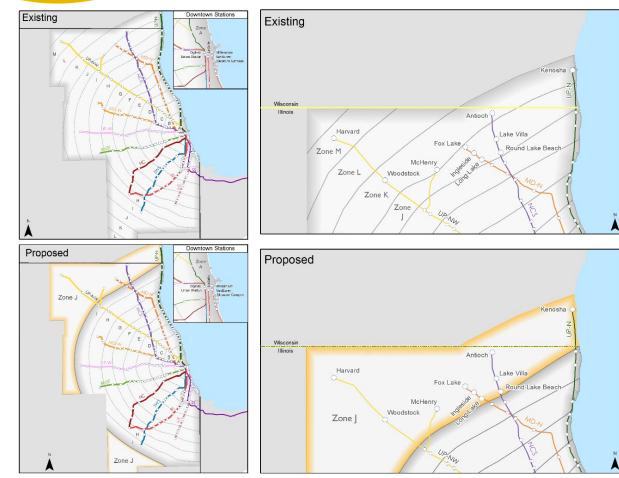
Proposal 4 – Merge the Outermost Fare Zones to Simplify the Fare Structure

Coming Soon!

Board Direction given

There are 10 stations in Metra's outer four fare zones (J, K, L, and M). Tickets between these zones and downtown stations are the most expensive in the system, but these zones generally have fewer trains per day than stations in zones closer to downtown. Ridership from these zones accounts for about 1% of Metra's total ridership.

to pilot the merging of Metra is considering merging Zones K, L, and M with the outermost zones Zone J, which would cap fares for trips that exceed before the end of 2018. 45 miles. This would simplify Metra's fare zone structure and encourage ridership. The maps show the stations impacted by the proposed changes.



Proposal 5 – Address Pricing Inconsistencies due to Indirect Track Configurations

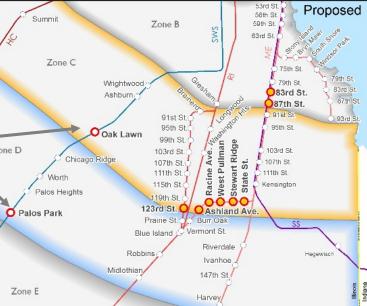
Due to indirect track configurations, some stations that are a similar distance from downtown may end up in different zones.

To remedy this issue, Metra is considering reassigning zones for several stations. Station reassignment will provide more similar fares for customers who board at stations on different lines, but with similar distances to downtown and may encourage more local use of these stations.

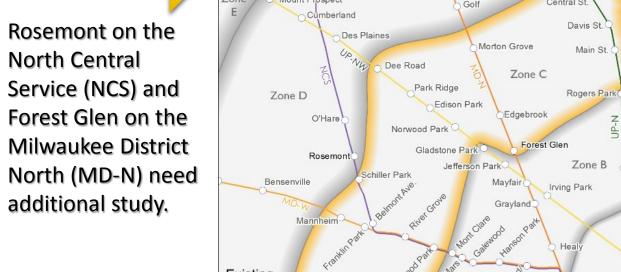
Coming Soon! Pilot zone changes at stations with less than 150 boardings/day: 83rd St (ME) from Zone C to B 87th St(ME) from Zone C to B Ashland Ave (ME) from Zone D to C Racine (ME) from Zone D to C West Pullman (ME) from Zone D to Stewart Ridge (ME) from Zone D to C/ Ivanhoe / State St (ME) from Zone D to C Zone E 123RD St (RI) from Zone D to C

SWS, ME and RI Stations

Over 150 boardings/day not part of the pilot Oak Lawn (~1,300 boardings per day) and Palos Park (~430 boardings per day) on the SouthWest Service (SWS).

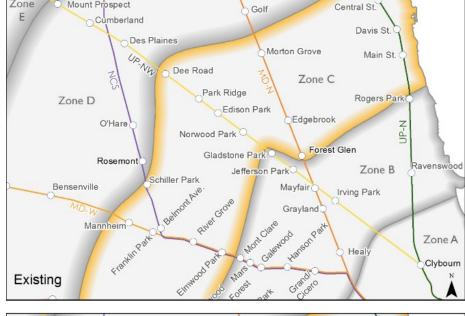


Under Review





NCS and MD-N Stations



a standard increment will depend on other future fare changes and ability to limit the impact of any changes.

Under Review

Adjusting the Zones over time to arrive at

Under Review

the Downtown

Zone are under

meant to be

implemented

off-peak pricing of

trips to and from

Additional details

out such as ticket

accounting systems

updates, and new

ticket handling

procedures.

media design,

downtown.

most additional zones, # Zones From To Current Incrementa others are \$0.25, \$0.75, or \$1.25.

1 Zone Trip

2 Zone Trip

3 Zone Trip

While the charge is \$0.50 for

Metra proposes to gradually correct the charge for each additional zone of travel so the charges are consistent. Standard zone increment charges will likely be \$0.50 or \$0.75 initially

Consistent pricing will make it easier for customers to understand and determine the fare for a trip.

Current Incremental 7	⁷ one Charge

Trip	Zone	Zone	Fare	Charge
1	Α	Α	\$4.00	+\$0.00
2	Α	В	\$4.25	+\$0.25
3	Α	С	\$5.50	+\$1.25
4	Α	D	\$6.25	+\$0.75
5	Α	Е	\$6.75	+\$0.50
6	Α	F	\$7.25	+\$0.50
7	Α	G	\$7.75	+\$0.50
8	Α	Н	\$8.25	+\$0.50
9	Α	I	\$9.00	+\$0.75
10	Α	J	\$9.50	+\$0.50
11	Α	K	\$10.00	+\$0.50
12	Α	L	\$10.50	+\$0.50
13	Α	М	\$11.00	+\$0.50

Source: Metra, Strategic Capital Planning Division, System Performance and Data Department, Jason Osborn, AICP – Dept. Head Transport Chicago 2018 Poster – June 1, 2018