

**DATE: August 14, 2024**

**TO: Board of Directors**

**FROM: Jim Derwinski, CEO/Executive Director**

**SUBJECT: July 2024 Ridership Trends**

This memo describes ridership patterns in 2024, including ridership and service recovery by line and service period. Data in this report is preliminary.

In July 2024, Metra provided 3.2 million passenger trips, an 11% increase from June. Compared to June, July had two additional weekdays, one less Saturday, and the same number of Sunday/holidays. Compared to July 2023, July 2024 ridership increased 17%. July 2024 had two additional weekdays, one less Saturday, and one less Sunday/holiday compared to the prior year.

**Estimated Passenger Trips by Month**

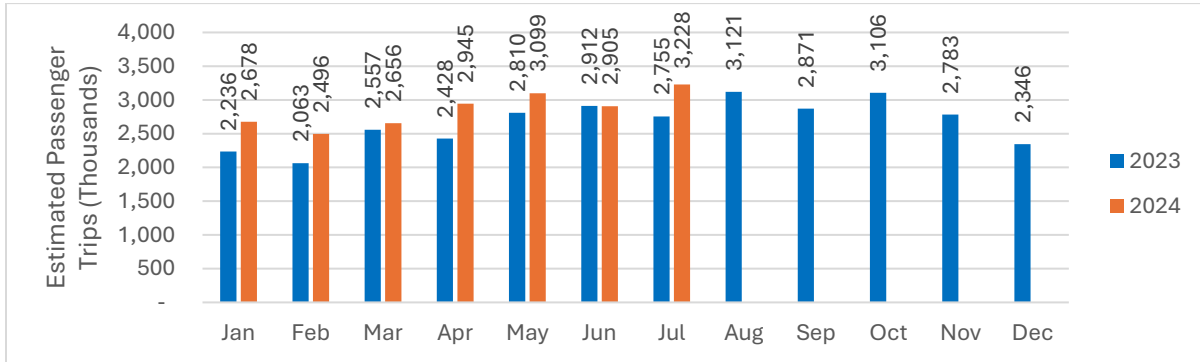


Exhibit 1

**Estimated Passenger Trips by Line (July 2023 vs July 2024)**

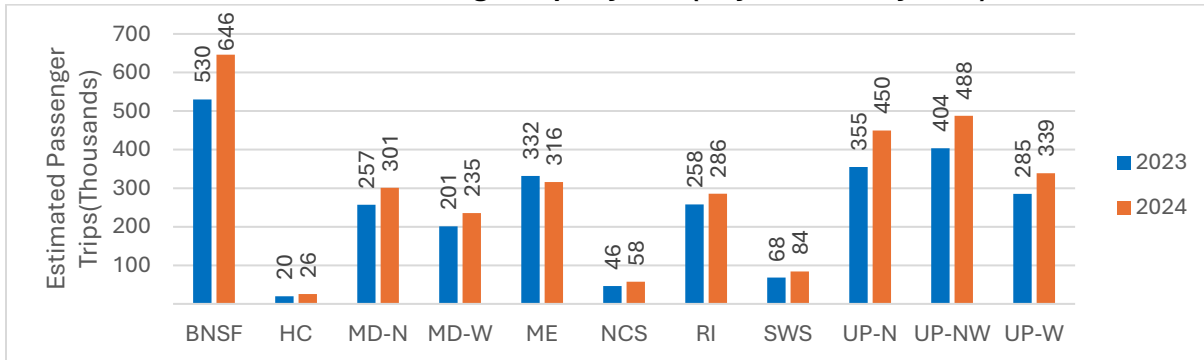


Exhibit 2

**Weekday Riders**

July average weekday ridership was 167,500, which was 60% of 2019 levels.

**Metra Average Weekday Conductor Counts by Week (August 2023-July 2024)**

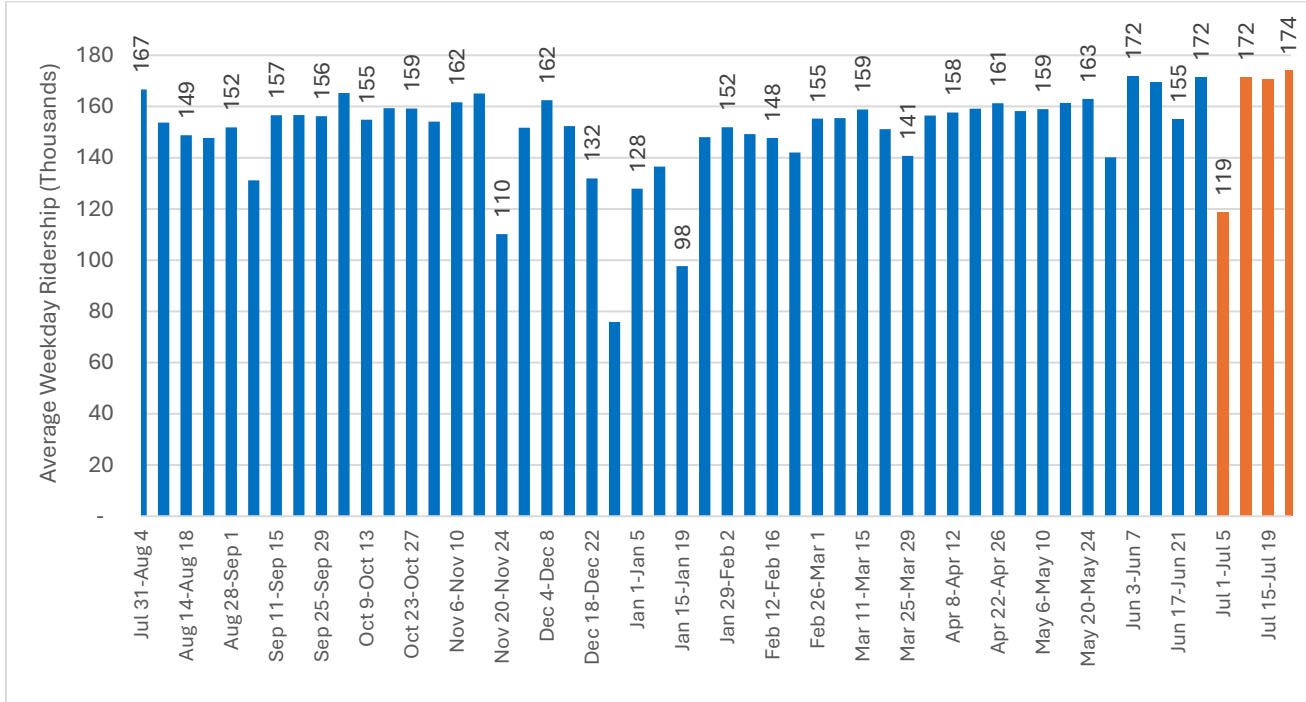


Exhibit 3

	2023					2024						
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July
Avg Weekday Ridership Chg. from Prior Month	+8%	-2%	+3%	-4%	-13%	0%	+13%	0%	+6%	+1%	+4%	0%

**Daily Conductor Counts for Month** (Fridays shown with grey bars)

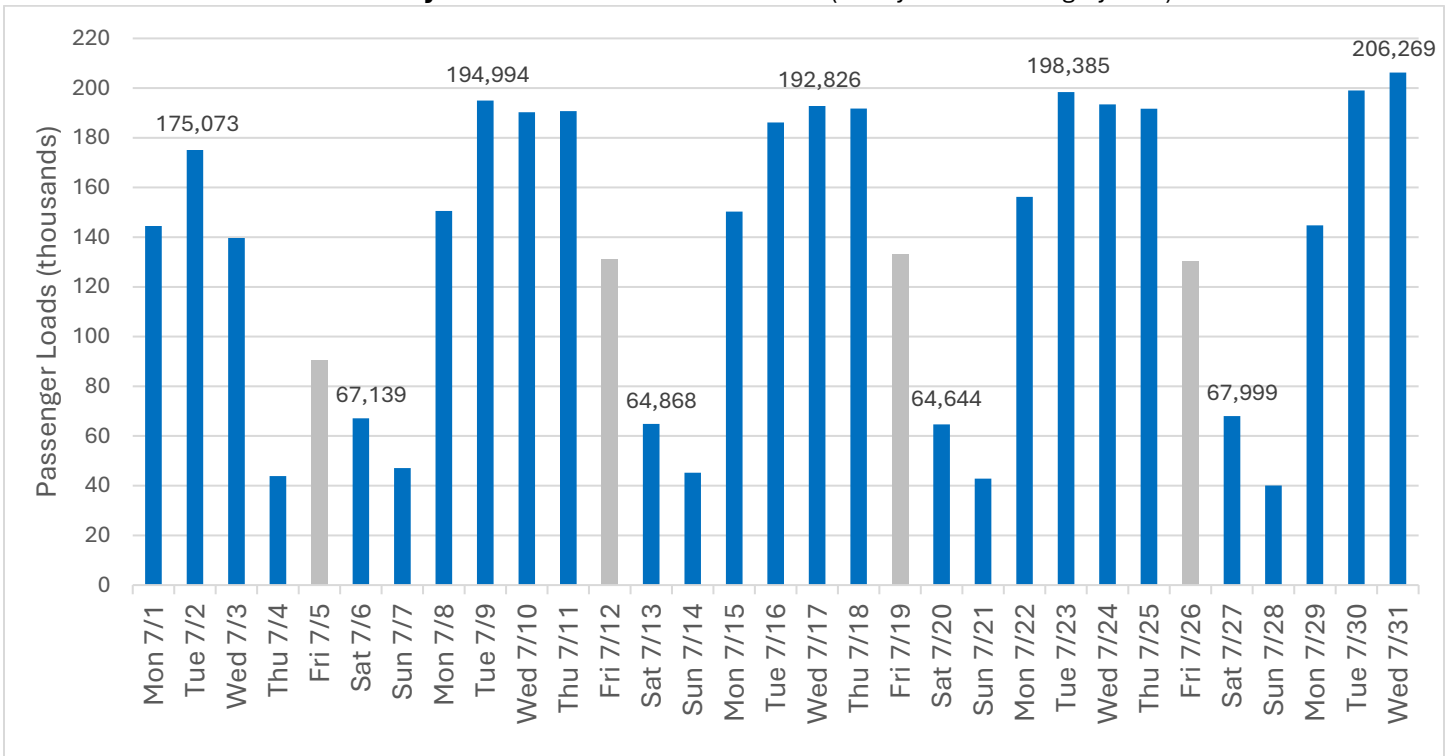


Exhibit 4

**July Ridership Highlights**

- In July, Metra saw four new top ten ridership days since COVID (Jul 9, 23, 30, and 31). On July 31, Metra’s daily ridership reached over 206,000, which was the first time daily ridership surpassed 200,000 since COVID.

Staff continues to monitor new policies related to fares and changes to ticket purchasing that went into effect in February. The table below provides a summary of the changes along with initial observations.

Long Term Policy Changes	Initial Observations
Day Pass 5-Pack replaces 10-Ride Ticket	The Day Pass 5-Pack made up about 14% of ridership in July 2024, compared to the 10-Ride Ticket share of 18% in July 2023.
Ticket Windows Close	July marked the sixth month since Metra closed ticket windows. The Ventra app was used for 80% of all rides and vending machines were used for 11% of all rides.
Bicycles always allowed on trains after Feb 1, provided space is available	Metra carried 33% more bikes in July 2024 compared to last year.
Access Card	In July, the Access Card entered its sixth month as Metra’s newest reduced fare category, with ridership of 12,047, or 6% of all reduced fare rides.

## **Service Status**

Metra continuously evaluates its service to improve operations and ridership outcomes as well as to move toward a regional rail service model as described in Metra’s 2023-2027 Strategic Plan, [My Metra, Our Future](#). Over the past two years, Metra has looked for opportunities to enhance schedules to standardize stopping patterns and to increase midday service levels, as has been done for five lines (BNSF, Metra Electric, Rock Island, Union Pacific North, and Union Pacific Northwest). These lines have demonstrated a stronger midday recovery than other lines. In May 2024, Metra implemented a new weekend schedule for the BNSF Line to achieve near hourly service in both directions on both Saturday and Sunday. Having the same level of service for both Saturday and Sunday is a first for Metra and something that will be considered for other lines going forward when feasible.

**Ridership Recovery by Line & Service Period (July 2024 as a percentage of July 2019)**

Line	Peak	Rev Peak	Midday	Evening	<b>Weekday</b>	Saturday	Sunday
BNSF	50%	77%	75%	98%	<b>57%</b>	78%	84%
HC	51%	-	-	-	<b>49%</b>	-	-
MD-N	56%	49%	68%	52%	<b>56%</b>	86%	77%
MD-W	44%	62%	61%	69%	<b>48%</b>	89%	78%
ME	40%	114%	77%	83%	<b>51%</b>	82%	86%
NCS	42%	32%	85%	-	<b>44%</b>	-	-
RI	46%	93%	74%	55%	<b>50%</b>	79%	81%
SWS	46%	53%	43%	22%	<b>44%</b>	-	-
UP-N	67%	85%	123%	107%	<b>80%</b>	108%	115%
UP-NW	62%	83%	91%	76%	<b>68%</b>	94%	90%
UP-W	62%	83%	74%	64%	<b>65%</b>	85%	85%
<b>Total</b>	<b>53%</b>	<b>78%</b>	<b>82%</b>	<b>78%</b>	<b>60%</b>	<b>87%</b>	<b>89%</b>

Exhibit 5

## Monthly Pass Sales

In July, Monthly Pass sales were 42% higher compared to last year.

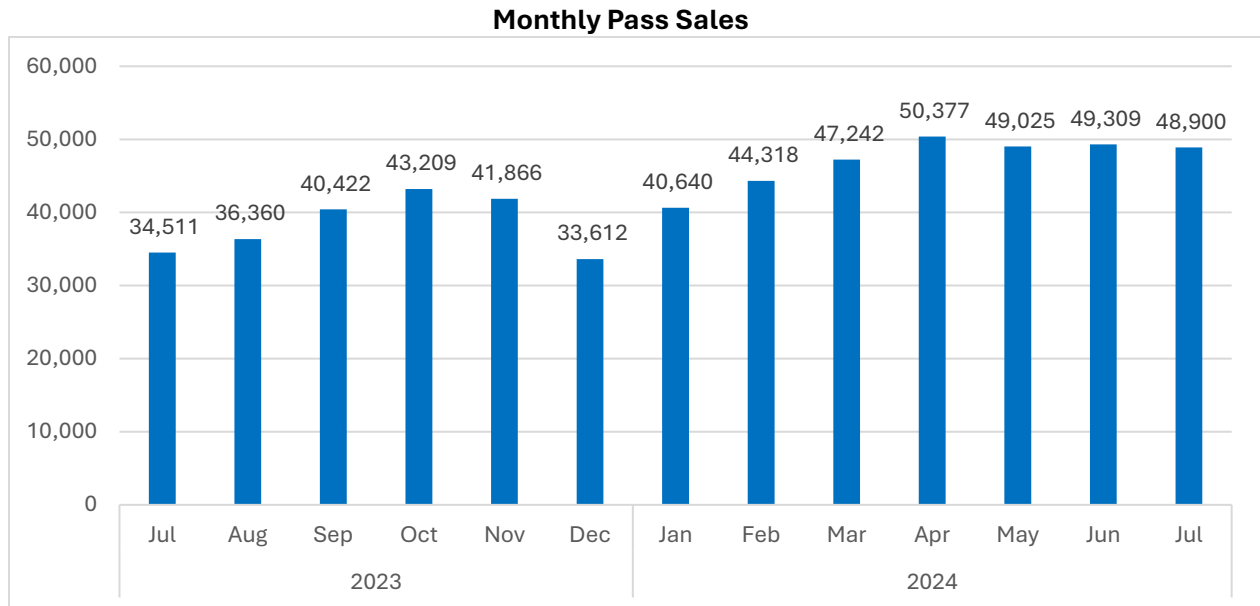


Exhibit 6

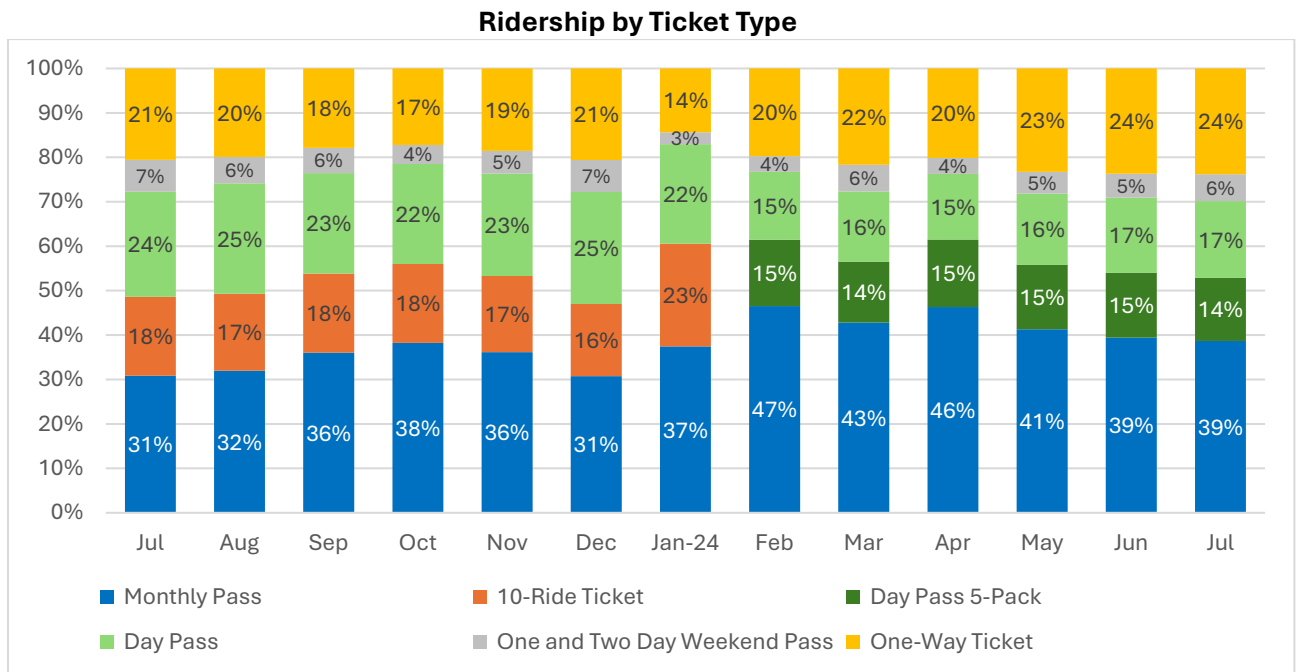


Exhibit 7

Note: Exhibit 7 excludes RTA ride free trips

## Ticket Sales

The following tables show ticket sales and ridership by ticket type and sales channel.

**Ticket Sales and Ridership by Ticket Type (thousands)**

Ticket Type	Ticket Sales				Ridership			
	Jul 2023	Jul 2024	Jul 2023 Share	Jul 2024 Share	Jul 2023	Jul 2024	Jul 2023 Share	Jul 2024 Share
Monthly Pass	35	49	3%	4%	832	1,230	30%	38%
10-Ride Ticket	48	-	4%	-	478	-	17%	-
Day Pass 5-Pack	-	48	-	4%	-	451	-	14%
Day Pass	338	291	31%	23%	638	550	23%	17%
One Way	554	758	51%	61%	554	758	20%	23%
One Day Weekend Pass	90	92	8%	7%	149	162	5%	5%
Two Day Weekend Pass	21	14	2%	1%	44	31	2%	1%
RTA Ride Free Permit	-	-	-	-	40	47	1%	1%
<b>Total</b>	<b>1,086</b>	<b>1,252</b>	<b>100%</b>	<b>100%</b>	<b>2,735</b>	<b>3,228</b>	<b>100%</b>	<b>100%</b>

Exhibit 8

**Ridership by Sales Channel (thousands)**

Sales Channel	Ticket Sales				Ridership			
	Jul 2023	Jul 2024	Jul 2023 Share	Jul 2024 Share	Jul 2023	Jul 2024	Jul 2023 Share	Jul 2024 Share
Conductor	97	113	9%	9%	110	123	4%	4%
Commuter Benefit	6	5	1%	0%	102	120	4%	4%
Ventra App	847	983	78%	79%	2,097	2,585	77%	80%
Ticket Agent	116	-	11%	-	354	-	13%	-
Vending Machine	19	151	2%	12%	31	353	1%	11%
RTA Ride Free Permit	-	-	-	-	40	47	1%	1%
<b>Total</b>	<b>1,085</b>	<b>1,252</b>	<b>100%</b>	<b>100%</b>	<b>2,735</b>	<b>3,228</b>	<b>100%</b>	<b>100%</b>

Exhibit 9

Note: Values in Exhibits 8 and 9 do not add to total ridership due to Group Sales, Marketing Sales, and Refund Adjustments, 2024 data are preliminary and subject to revision as data are continuously reviewed throughout the year.

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