



TO: Board of Directors **DATE: October 12, 2022**

FROM: Jim Derwinski, CEO/Executive Director

SUBJECT: September 2022 Ridership Trends & Update on the \$100 Monthly Pass Pilot Program

This report describes YTD ridership patterns in 2022, including ridership and service recovery by line and service period. This report also describes fare product information including an update on the \$100 Monthly Pass pilot program. Data in this report is preliminary and will be finalized at the end of the year.

Average daily passenger loads (not including special event days such as Lollapalooza) reached a new high of 139,100 on September 28, the final Wednesday of the month. Ridership in September decreased 1.8% compared to August. While average weekday ridership slightly increased in September, the overall decline in ridership is largely attributed to September having two fewer weekdays than August.

Year-to-date, Metra ridership is 84% higher than the same period last year.

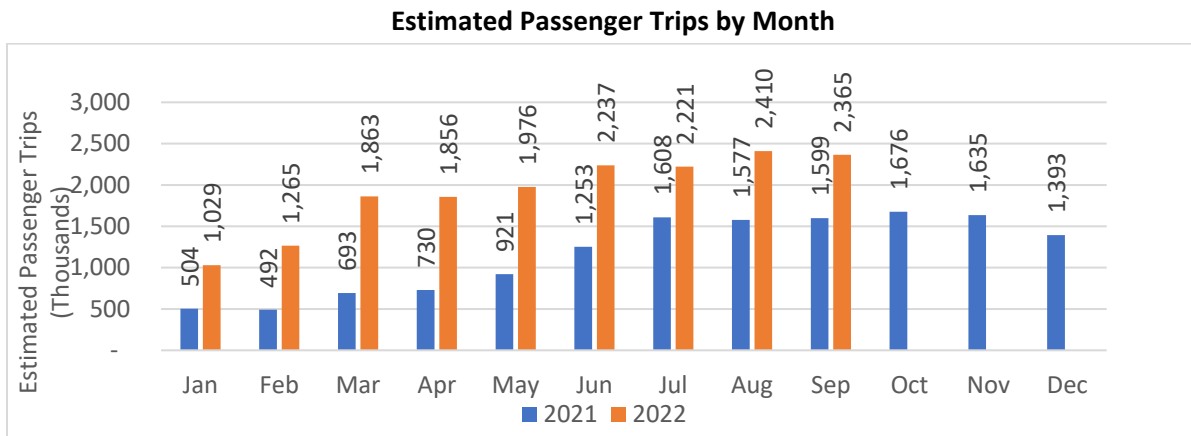


Exhibit 1

Estimated Passenger Trips by Line (September 2021 vs. September 2022)

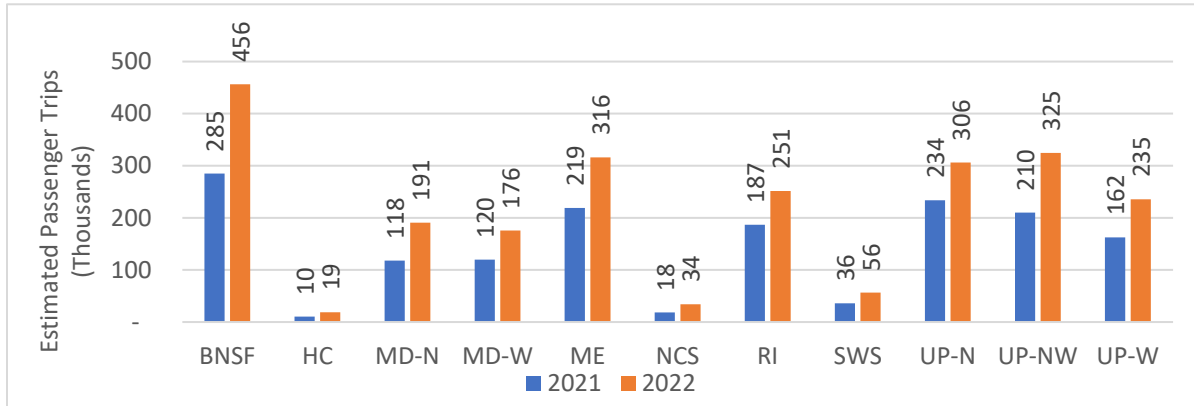
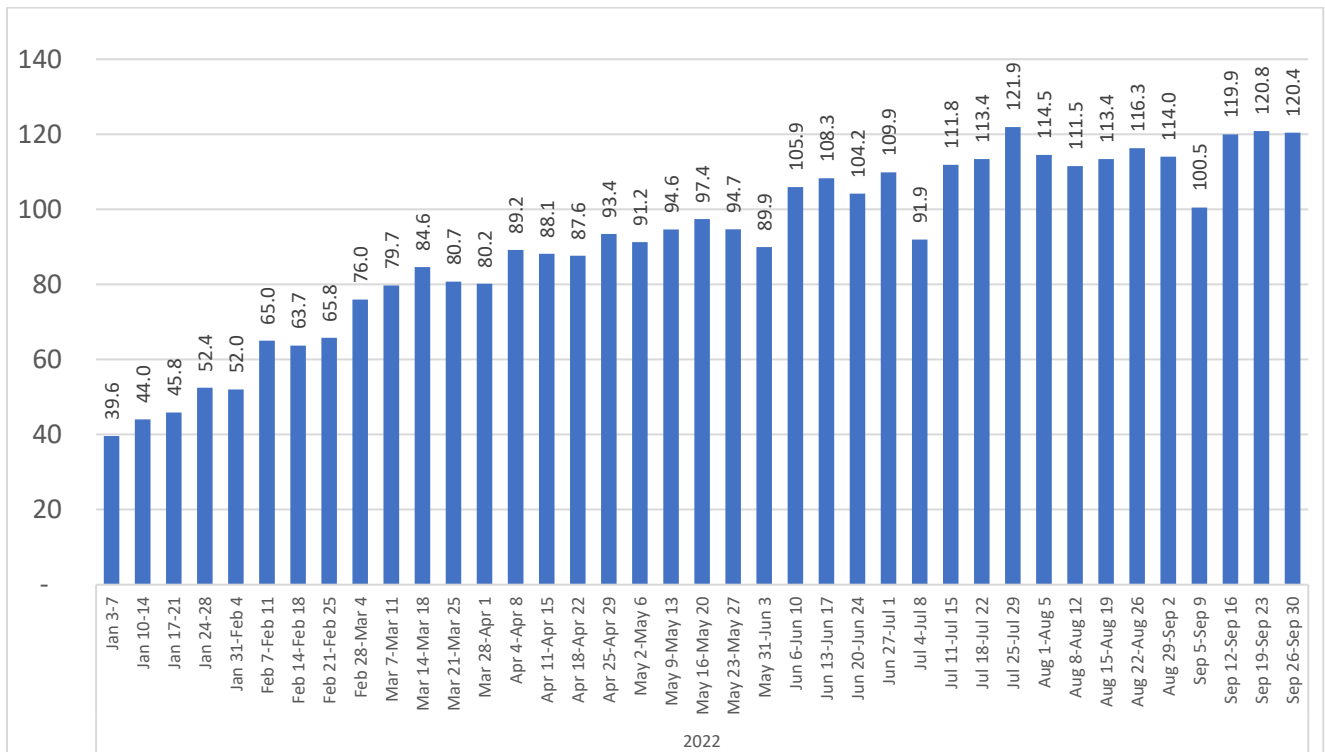


Exhibit 2

Weekday Ridership

More weekday riders returned to Metra in September, with a daily average of 3,300 passengers more than August (excluding Labor Day). Imbalances between Monday and Friday versus the midweek persisted in September. Since August 29, Mondays have averaged approximately 81% as many passengers as the midweek (Tuesday, Wednesday, and Thursday) while Fridays averaged 67%.

Metra Average Weekday Ridership



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Weekday Avg Change from Previous Month	-	+34%	+30%	+9%	+10%	+11%	+4%	+1%	+3%

Exhibit 3

2022 YTD Weekday Passenger Loads

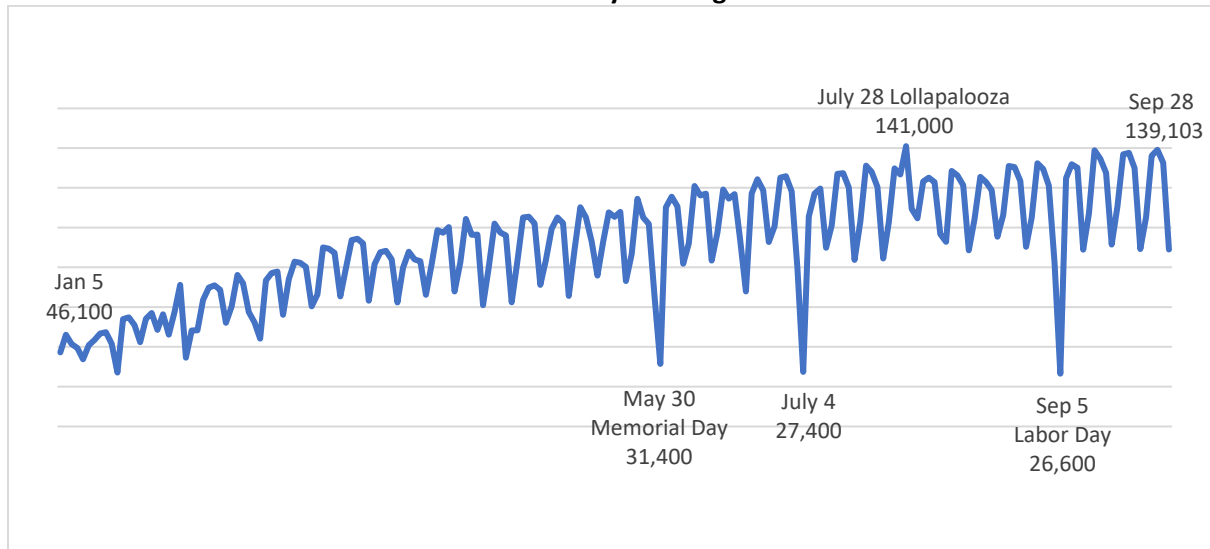


Exhibit 4

September Ridership Highlights

- Ridership return was strongest on the Metra Electric, increasing by 7%.
- Promotional Saturday service ended on the Heritage Corridor in September, drawing a total 1,050 riders to Metra on Saturdays.
- For the first time in Metra history, Metra offered additional service for Bike the Drive on the UP-NW the Sunday before Labor Day, with trains scheduled to arrive close to the start of the event. The UP-NW saw an estimated 24% more riders on Sunday compared to the previous four Sundays, based on mobile activity.
- BNSF trains made additional stops at Western Ave for Riot Fest on Sep 14-16. Based on mobile app data, this station saw approximately 980 additional riders across the three-day event.
- Additional service for the HOKA ONE ONE Chicago Half Marathon returned on Sunday, September 25. Passenger loads for that Sunday were 1,800 riders higher than the average Sunday that same month.
- Metra sold over 28,600 flat-rate \$100 “Super Saver” Monthly Passes in September, the third month of the promotion. Overall, Monthly Pass rides grew from 28% of all rides in August to 32% of all rides in September. The promotional price was extended through the end of the year.
- The Family Fares program transitioned from all week to weekends only after Labor Day.

Service Status

After reducing service in response to the COVID-19 pandemic, Metra has restored service in different capacities on its lines. On four lines in particular (BNSF, Metra Electric, Rock Island, Union Pacific North), schedules were redesigned to standardize stopping patterns and to increase midday service as part of a pilot schedule initiative. As a result, these lines have experienced a stronger recovery in the midday compared to the overall recovery of those lines and compared to the system’s midday as a whole. For example, the Union Pacific North has a recovery of 67% during the midday compared to the line’s weekday recovery of 49% and Metra’s overall midday recovery of 58%.

The Union Pacific North, Rock Island, and Metra Electric have the highest weekday recovery as a percentage of their pre-COVID ridership. The Union Pacific North line had the most added midday service of all the pilot schedules, and the Rock Island and Metra Electric also currently have discounted fares due to the South Cook Fair Transit Pilot.

Ridership Recovery by Line & Service Period (Sep 2022 as a percentage of Sep 2019)

Line	Peak	Rev Peak	Midday	Evening	Weekday	Sat	Sun
BNSF	37%	39%	58%	47%	40%	75%	80%
HC	36%	-	91%	-	39%	-	-
MD-N	38%	29%	48%	31%	38%	67%	69%
MD-W	33%	43%	45%	48%	35%	71%	74%
ME	38%	137%	79%	83%	50%	103%	102%
NCS	31%	19%	22%	-	28%	-	-
RI	40%	73%	71%	51%	43%	81%	74%
SWS	31%	3%	9%	-	27%	-	-
UP-N	43%	50%	67%	65%	49%	71%	86%
UP-NW	38%	46%	57%	44%	41%	68%	77%
UP-W	40%	42%	48%	38%	41%	61%	65%
Total	38%	49%	58%	48%	41%	73%	79%

Exhibit 5

\$100 Monthly Pass Pilot Program

Metra’s promotional flat-rate \$100 “Super Saver” Monthly Pass, which was implemented in July 2022, grew from 25% of all rides in July to 32% of all rides in September. Overall sales were 2.8 times greater in September compared to June. Staff will continue to monitor these trends as the Monthly Pass promotion continues.

2022 YTD Monthly Pass Sales

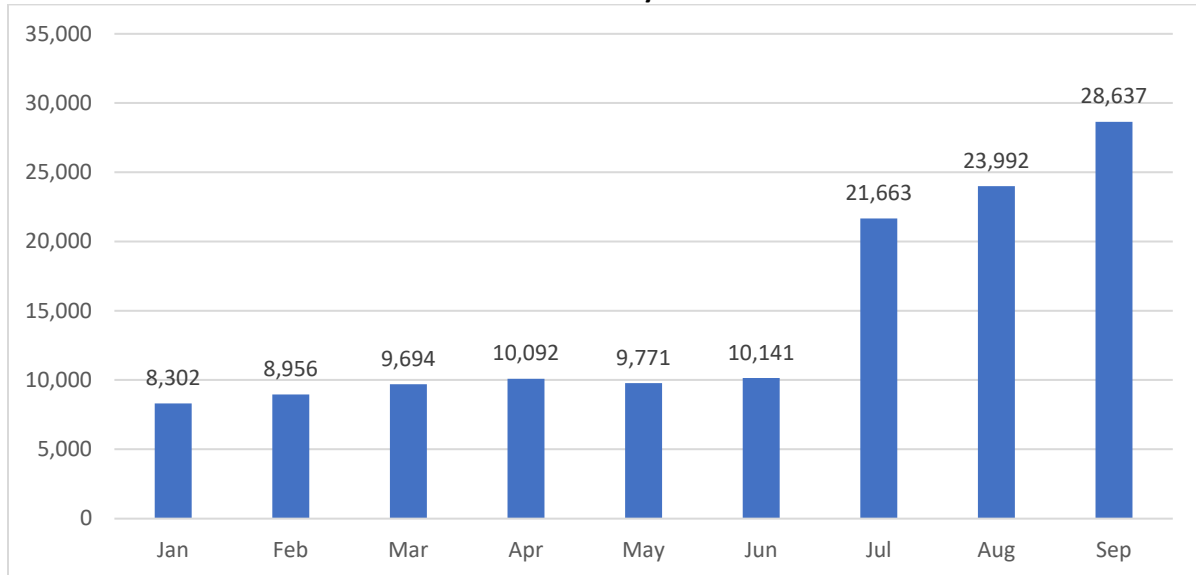


Exhibit 6

Ridership by Ticket Type

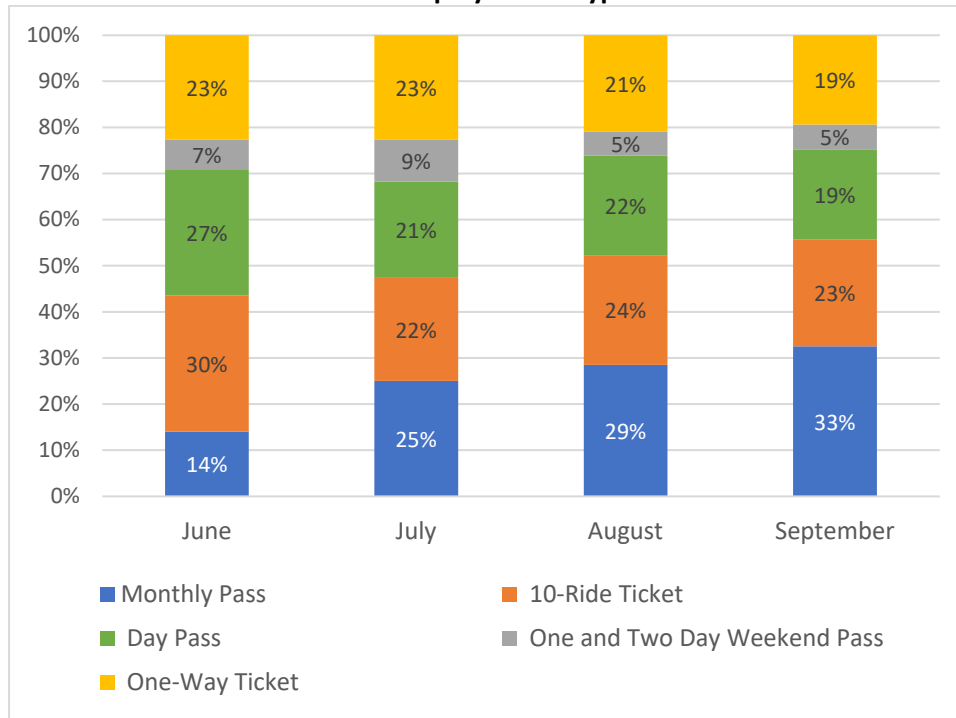


Exhibit 7

Ticket Sales

Metra sold an additional 18,500 Monthly Passes in September compared to June, the last month before the promotional prices went into effect for the Monthly Pass. Nearly 1 in 3 Metra riders was using a Monthly Pass in September.

Ticket Sales and Ridership by Ticket Type (thousands)

Ticket Type	Ticket Sales					Ridership					
	Sep 2019	Jun 2022	Sep 2022	Jun 2022 Share	Sep 2022 Share	Sep 2019	Jun 2022	Sep 2022	Sep 2019 Share	Jun 2022 Share	Sep 2022 Share
Monthly Pass	85	10	29	1.0%	3.4%	3,667	308	756	58.8%	13.8%	32.0%
10-Ride Ticket	151	65	54	6.7%	6.4%	1,508	649	540	24.2%	29.0%	22.8%
One-Way Ticket	767	498	451	51.5%	53.3%	767	498	451	12.3%	22.3%	19.1%
Weekend Pass	88	-	-	0.0%	0.0%	220	-	-	3.5%	0.0%	0.0%
One Day Weekend Pass	-	67	60	6.9%	7.1%	-	113	100	0.0%	5.0%	4.2%
Two Day Weekend Pass	-	15	13	1.6%	1.6%	-	32	27	0.0%	1.4%	1.2%
Day Pass	-	312	240	32.2%	28.3%	-	599	457	0.0%	26.8%	19.3%
\$6 Day Pass	-	55	15	5.7%	1.7%	-	134	28	0.0%	6.0%	1.2%
\$10 Day Pass	-	257	225	26.6%	26.6%	-	465	429	0.0%	20.8%	18.1%
RTA Ride Free Permit	-	-	-	0.0%	0.0%	74	37	35	1.2%	1.6%	1.5%
Total	1,092	967	846	100%	100%	6,236	2,237	2,365	100%	100%	100%

Exhibit 8

Ridership by Sales Channel (thousands)

Sales Channel	Ticket Sales				Ridership			
	Sep 2019	Sep 2022	Sep 2019 Share	Sep 2022 Share	Sep 2019	Sep 2022	Sep 2019 Share	Sep 2022 Share
Conductor	191	93	17.5%	11.0%	259	106	4.1%	4.5%
Commuter Benefit	34	5	3.1%	0.6%	1,161	90	18.6%	3.8%
Ventra App	583	631	53.3%	74.6%	2,878	1,738	46.1%	73.5%
Ticket Agent	254	101	23.2%	11.9%	1,672	367	26.8%	15.5%
Ticket Vending Machine	31	16	2.9%	1.9%	195	29	3.1%	1.2%
RTA Ride Free Permit	-	-	0.0%	0.0%	74	35	1.2%	1.5%
Total	1,094	846	100%	100%	6,240	2,364	100%	100%

Exhibit 9

Note: Values in Exhibits 8 and 9 do not add to total ridership due to Group Sales, Marketing Sales, and Refund Adjustments; 2019 data may not match previously reported totals due to late-reporting sales and refunds; 2022 data are preliminary and subject to revision as data is continuously reviewed throughout the year. Sales of incremental tickets are not included.

Prepared by: Daniel Miodonski, Senior Manager, Operations Planning & Analysis
 Steven Mannella, Manager, Transportation Planning, Operations Planning & Analysis
 Cody Wolcott, Principal Transportation Planner, Operations Planning & Analysis