



Preliminary 2021: Fares and Service Levels

Metra Board of Directors

September 16, 2020

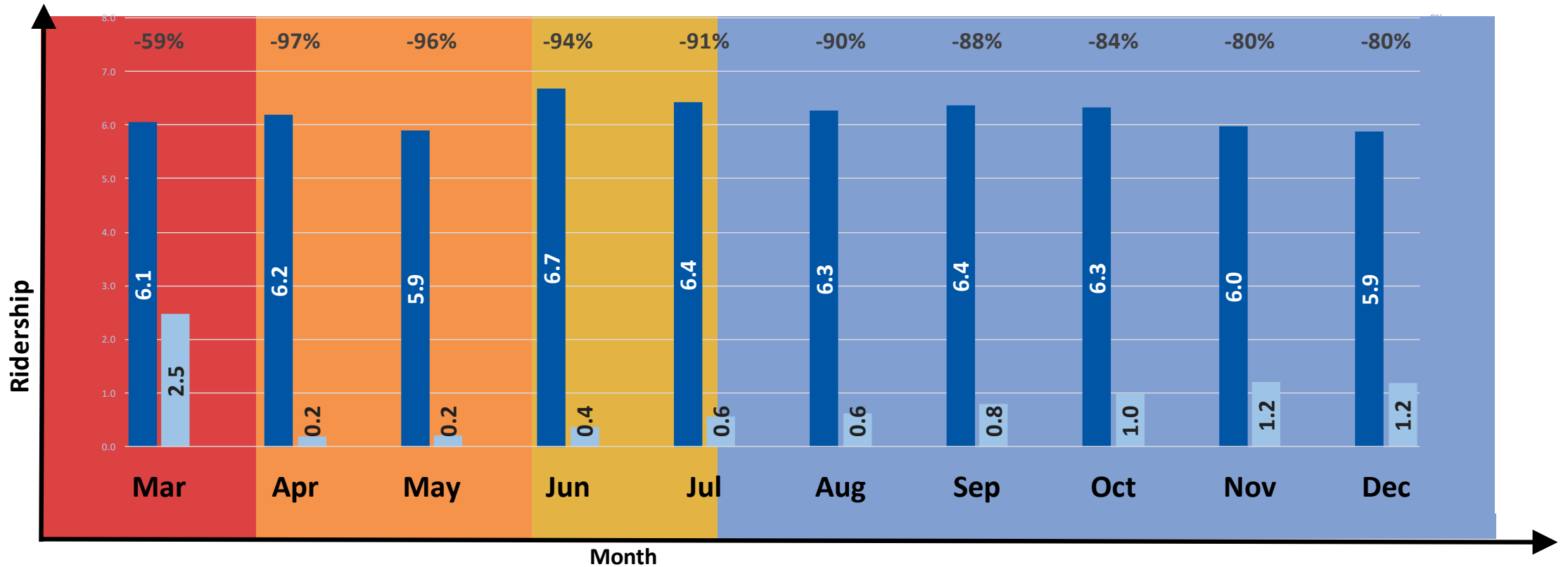
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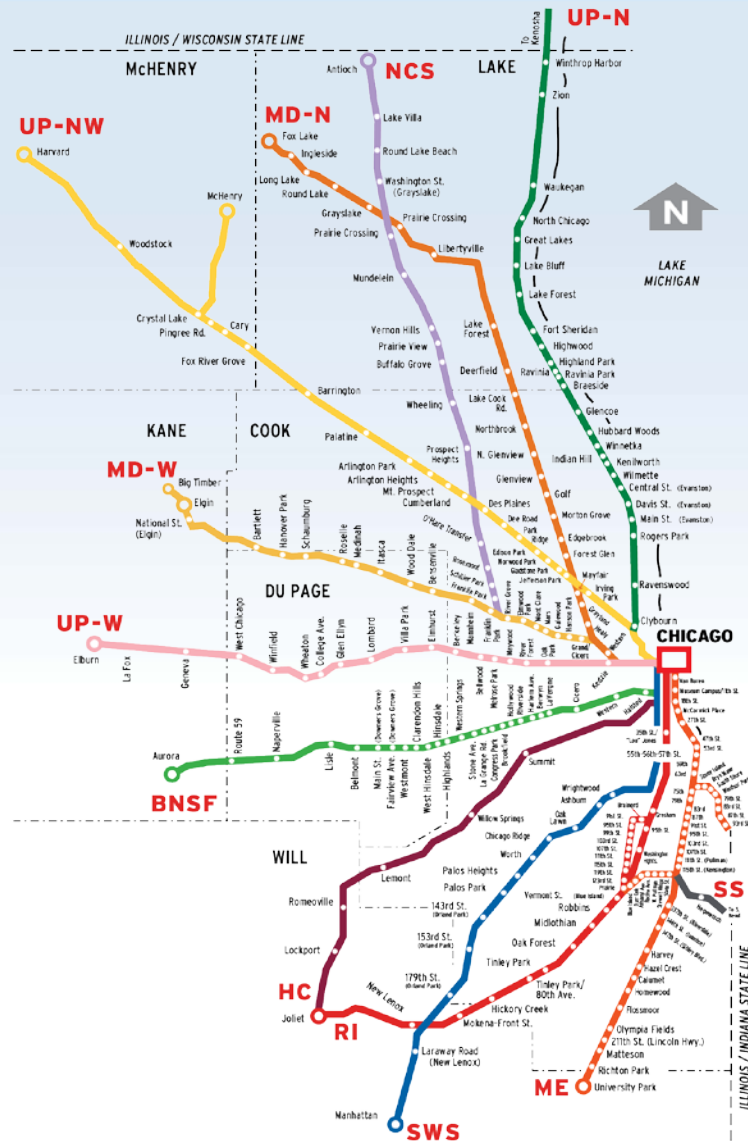


Revised - 2020 Ridership Outlook

Difference Between Budget and Revised Monthly Ridership Estimates (Millions of Trips)



Service Recovery



- Schedules Pre-COVID and Post-COVID will be different
- Service levels will not simply be restored to pre-COVID levels
- Restoration of service will largely depend on demand and will vary by line
- As demand grows, service offerings will be considered line by line:
 - Peak/off-peak, midday, evening, and weekend
 - Traditional commute, reverse commute, suburb-to-suburb (both inbound and outbound directions), etc.

Service Restoration Principles

- Provide **consistent and frequent service** throughout the day
 - Create regular headways throughout the service day
 - This may mean moving some peak trains to off-peak times to account for new commuting patterns
- **Easily understandable with memorable service patterns**
 - Create a few different types of train patterns on each line
- Include **new express service** when possible
 - Creating consistent zone-like service where possible
- **Consider transfers** both within Metra and other transit services
 - Schedules that can allow for transfer between Metra lines and other first and last mile services (CTA/Pace/Private Shuttles)
- Explore **reverse commute and new ridership markets**
 - This could also be more important post-COVID if reverse commute and suburb-to-suburb markets grows
- Promotes **regional equity**
 - Schedules take into consideration low-income and minority areas

Fare Restructuring Goals

Goal	Associated Benefit / Consideration
1. Price service based on value to rider	Optimizes pricing, but can be challenging if different riders value service characteristics differently
2. Simplify fare collection	Conductor ease, increased collection rate
3. Simplify fare structure/policy	Make it easier for new/infrequent riders to use the system and/or encourage existing riders to ride more often
4. Decreasing employee/rider contact	Increase safety for riders & employees in COVID environment
5. Align with potential changes in markets	Better serve growth of reverse commute, flattening of peak, different commuting patterns from WFH, etc.
6. Align with post-COVID vision of Metra	New fares can align with reenvisioned train schedules
7. Maximize revenue	Capture more revenue from a potentially smaller ridership base
8. Maximize ridership	Grow a larger ridership base in the long term at the risk of shorter term revenue declines
9. Keep fare system equitable	Addresses Title VI concerns and maintains equity in the system

Other considerations: Equity, Timing, Collection Rate / Fraud



Potential Fare Changes

February 2021:

New One-Day Pass on Saturday or Sunday

Price reduction on Monthly Pass

Update Metra's Fare Policy Document – Ticket valid/expiration

Potential Pilot Projects for Mid-2021:

New Multi-Day Passes

New Off-Peak Pricing

New Loyalty Program For Monthly Pass users



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