Metra Fare Structure Study: Preliminary Recommendations

presentation for

Metra Board Workshop

December 13, 2017
Agenda

- **Workshop Goals**
  - Discuss Study Recommendations
  - Obtain Board Direction for Public Outreach

- **Study Recommendations**
  - Redefine Zones
    - Downtown/Inner Zones
    - Outer Zones
    - Station reassignment
    - Logical incremental charges
  - Market Segmentation
    - Off-Peak Pricing
    - Reduced Fares
  - Passes to Encourage Travel
    - Day Pass
    - Extended Validity of Weekend Pass

- **Next Steps**
Fare Restructuring Objectives

- Redefine zones to define premium destinations, cap fares, and address perceived inconsistencies

- Create a flexible fare structure that allows Metra to segment and price markets differently

- Give Metra more flexibility to increase fare revenue while providing more control over ridership impacts from fare changes

- Encourage off-peak travel, and better utilize off-peak capacity
Redefine Zones
Redefine Zones

Inner Zones

- **Zone A Redefinition (See Maps on Next Slides)**
  - The 6 downtown stations that are within Chicago’s Central Business District

- **Zone B Redefinition (See Maps on Next Slides)**
  - 9 current Zone A stations become part of Zone B.
  - Reduce number of zones traveled for most trips to current Zone A stations outside of downtown
  - Travel between all of these stations will be a one zone trip

- **Advantages**
  - Define premium downtown station locations
  - Mitigate ridership losses where declines have outpaced declines in the rest of the system
### Existing Zone A Stations
- Union Station
- Ogilvie Transportation Center
- LaSalle Street Station
- Millennium Station
- Van Buren Street
- Museum Campus/11th Street
- Halsted Street
- 18th Street
- McCormick Place
- Western Avenue
- Clybourn
- 35th Street
- 27th Street
- Kedzie
- Western Ave. (BNSF)

### Existing Zone B Stations
- 47th St.
- Healy
- 53rd St.
- Rogers Park
- Grand/Cicero
- Mont Clare
- Ravenswood
- Berwyn
- 55th-56th-57th
- Bryn Mawr
- Cicero
- River Forest
- Irving Park
- Gresham
- 59th St./U. of Chicago
- Harlem Ave.
- Hanson Park
- Gladstone Park
- 63rd Street
- South Shore
- Oak Park
- Windsor Park
- Galewood
- Cheltenham, 79th St.
- Mayfair
- 83rd Street
- Stony Island
- 87th Street
- LaVergne
- S. Chicago, 93rd St.
- Mars
Proposed Zone A Stations
Union Station
Ogilvie Transportation Center
LaSalle Street Station
Millennium Station
Van Buren Street
Museum Campus/11th Street

Proposed Zone B Stations (Reassigned from Zone A)
Halsted Street
18th Street
McCormick Place
Western Avenue
Clybourn
35th Street
27th Street
Kedzie
Western Ave. (BNSF)
Downtown Detail

Proposed Zone A Stations
Union Station
Ogilvie Transportation Center
LaSalle Street Station
Millennium Station
Van Buren Street
Museum Campus/11th Street
Redefine Zones
Inner Zones

For discussion at the open houses, Metra should include...

The redefinition of Zone A as the 6 downtown stations within the Central Business District as defined by the City of Chicago and the reassignment of the 9 other Zone A stations to Zone B

1. Agree
2. Disagree
Redefine Zones
Outer Zones

- J/K/L/M Redefined (See Maps on Next Slides)
  - Cap fare for trips that exceed 45 miles
  - 10 stations into a single zone (Round Lake Beach, Lake Villa, Long Lake, Ingleside, Fox Lake, Kenosha, Antioch, McHenry, Woodstock, Harvard)

- Advantages
  - Cap fare, and potentially mitigate ridership declines, for trips that are currently the most expensive for riders and for stations that have less service
Existing Zone J Stations
Round Lake Beach
Lake Villa
Long Lake
Ingleside
Fox Lake

Existing Zone K Stations
Kenosha
Antioch
McHenry
Woodstock

Existing Zone L Stations
(None)

Existing Zone M Stations
Harvard
Proposed Zone J Stations
Round Lake Beach
Lake Villa
Long Lake
Ingleside
Fox Lake
Kenosha
Antioch
Woodstock
McHenry
Harvard

Zones J, K, L, M Consolidated

9 Zone A Stations Moved to Zone B

Zone A:
6 Downtown Stations
For discussion at the open houses, Metra should include...

The phased consolidation of the outer zones J, K, L, and M to cap fares for trips that exceed 45 miles

1. Agree

2. Disagree
Redefine Zones
Station Reassignment

- Reassign some stations to address perceived inconsistencies between lines where nearby stations have different zones
  - ME Blue Island: Ashland, Racine, W. Pullman, Stewart Ridge, State Street
  - ME Mainline: 83rd Street, 87th Street
  - RI: 123rd Street
  - SWS: Oak Lawn, Palos Park
  - NCS: Rosemont
  - MD-N: Forest Glen

- Advantages
  - More similar fares for riders that board at stations on lines with similar distances to downtown
  - Encourage more local use of these stations
Redefine Zones
Station Reassignment

MD-N and NCS Stations
- Rosemont
- Forest Glen
Redefine Zones
Station Reassignment

SWS Stations
- Oak Lawn
- Palos Park

Sample Southwest Service Station Zone Realignments
Current Zone Structure

Proposed Zone Structure

EXISTING
PROPOSED
Redefine Zones
Station Reassignment

ME and RI Stations
- 83rd Street
- 87th Street
- State Street
- Stewart Ridge
- W. Pullman
- Racine Ave.
- Ashland Ave.
- 123rd Street
Discussion: Redefine Zones
Station Reassignment

For discussion at the open houses, Metra should include...

These station zone reassignments to address perceived inconsistencies between lines

1. Agree
2. Disagree
Redefine Zones
Logical Zone Increment Charges

- Each additional zone traveled should generally cost the same additional amount
  - Current zone increments have evolved
  - Current zone increments do not take into account market demographic differences along and between the lines
  - Any difference to the standard incremental charge would be determined logical

- Advantages
  - Riders able to more easily understand and determine pricing of trips
### Logical Zone Increment Charges

Proposed: Standard zone increment charges will likely be $0.50 or $0.75 initially.

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Discussion: Redefine Zones
Logical Zone Increment Charges

For discussion at the open houses, Metra should include...

The recommendation to apply logical zone increment charges?

1. Agree
2. Disagree
Market Segmentation
Off-Peak Pricing

- Off-Peak pricing only applies to trips to or from the downtown stations

- Two types of One-Way and 10-Ride Tickets offered:
  - Regular Fare valid on all trains
  - New Off-Peak Discount valid on off-peak trains
  - New Off-Peak Discount likely $0.50 to $1.00 less than the regular fare initially

- Advantages
  - Allow more targeted fare changes
  - Flexibility to offer lower fares for off-peak travel
  - Encourage riders to ride off-peak to alleviate peak loads
## Off-Peak Pricing

**Conceptual Schedule for Illustration Purposes Only (Morning Peak)**

### Example Line · Inbound to Chicago · Monday through Friday

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### Notes
- **PM Times in Bold**
- **₧** - All Stations and Trains Are Accessible
- **₉** - Bikes Permitted Subject to Terms & Conditions
- **₆** - Stops only by request to conductor or for passengers on platform visible to train operators

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

For discussion at the open houses, Metra should include...

New Off-Peak One-Way and 10-Ride Ticket products discounted from regular fares for off-peak travel to or from the downtown stations

1. Agree
2. Disagree
Discussion: Reduced Fares

The preliminary recommendations included:

- Not allowing reduced fares on morning peak trains for seniors and individuals with disabilities (evening peak would be allowed)
- Eliminating the monthly reduced fare ticket.

During the September Board Meeting, strong concerns regarding rider confusion and acceptance were expressed. Based on the concerns expressed, should these recommendations be dropped from consideration?

1. Yes
2. No
Passes to Encourage Travel
One-Day Pass

- Valid for unlimited travel between designated zones throughout the system for a service day
- Priced at 2x one-way regular fare for all riders at all times
- Available only on Ventra App

Advantages
- Simplify trip planning by offering a single unlimited ride ticket for the day
- Riders save time – e.g. not needing to buy a return ticket at the downtown stations
- Encourage use of Ventra App which helps minimize tickets being shared by passengers
Discussion: One-Day Pass

For discussion at the open houses, Metra should include...

The recommendation of an unlimited day pass.

1. Agree
2. Disagree
Weekend Pass Validity

- Extend travel period to include Friday evening

- Introduce validity change as a pilot:
  - On the Ventra App only
  - For travel on Friday evening on designated trains and/or after a designated time

- Advantages:
  - Encourage Friday travel for riders who were planning to use a weekend pass that weekend
  - Encourage Ventra App which helps minimize tickets being shared by passengers
Discussion: Weekend Pass Validity

For discussion at the open houses, Metra should include...

The recommendation to extend the validity of the weekend pass to include Friday evening.

1. Agree

2. Disagree
Next Steps
Next Steps

- Conduct Title VI and Environmental Justice analysis (Jan-Feb 2018)
- Obtain public input on preliminary recommendations through public meetings and on-line information dissemination and comments (Jan-Feb 2018)
- Refine fare structure, products, pricing, phasing
- Provide final recommendations/action plan, with phased implementation
End of Presentation