Fare Structure Study
Fare Pilot Program

Metra Board of Directors
May 9, 2018
Presented by Lynnette H. Ciavarella
Senior Division Director, Strategic Capital Planning
Fare Structure Study - Recommendations

Final recommendation from the Fare Structure Study conducted by Four Nines include:

- Offering a Day Pass
- Off-Peak Discounts
- Creation of a Unique Fare Zone for Downtown Stations
- Outermost Zone Consolidation (Zones J, K, L, M)
- Station Zone Reassignments
- Standardized Incremental Charges
Final recommendation from the Fare Structure Study conducted by Four Nines include:

- Offering a Day Pass
- Off-Peak Discounts
- Creation of a Unique Fare Zone for Downtown Stations
- Outermost Zone Consolidation (Zones J, K, L, M)
- Station Zone Reassignments
- Standardized Incremental Charges

Fare Pilot Programs proposed to begin during the summer of 2018.
A Day Pass Ticket Type

Day pass ticket type (product name to be determined)

- Valid for unlimited travel between designated zones throughout the system for an entire service day
- Tickets would be available only on the Ventra Mobile App
- Non-refundable, valid 90-days from the date of purchase

Introduced as part of the newly upgraded mobile app (testing to begin summer 2018)

Should not impact revenues negatively
Merge Outer Fare Zones

Cap fares for trips that exceed 45 miles
- Merge Zones K, L, and M with Zone J
- Full and Reduced Fares

Zone J: Round Lake Beach, Lake Villa, Long Lake, Ingleside, Fox Lake

Zone K: Kenosha, Antioch, McHenry, Woodstock

Zone M: Harvard

Implementation proposed mid-July 2018

Worst case revenue loss of about $380,000

55,000 additional annual trips or 110 daily round-trip riders would be needed to recover this revenue loss
Station Zone Reassignments

Pilot fare zone reassignment at stations where travel to downtown Chicago is the main market and station boardings are less than 150.

Rosemont, Forest Glen, Oak Lawn, and Palos Park would not be piloted at this time

Implementation proposed mid-July 2018

Worse case revenue loss of about $120,000

31,180 additional annual trips or 60 daily round-trip riders would be needed to recover this revenue loss
# Revenues and Ridership

<table>
<thead>
<tr>
<th>Proposal</th>
<th>Revenue Impact</th>
<th>Annual Trips Needed to Recover Revenue</th>
<th>New Daily Round-trip Riders Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day Pass</td>
<td>$</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Outer Zones</td>
<td>$(380,000)</td>
<td>55,070</td>
<td>110</td>
</tr>
<tr>
<td>Station Reassignment</td>
<td>$(120,000)</td>
<td>31,180</td>
<td>60</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$(500,000)</td>
<td><strong>86,250</strong></td>
<td><strong>170</strong></td>
</tr>
</tbody>
</table>

**Timeline**

- **Summer 2018**: Proposed implementation
- **Fall 2018**: Identified in 2019 Program and Budget as on-going
- **Summer 2019**: Evaluation based on identified targets to determine if fare pilots should be continued

Staff will provide update periodically on the status