



# **Station Optimization**

## **Draft Station Evaluation Policy**

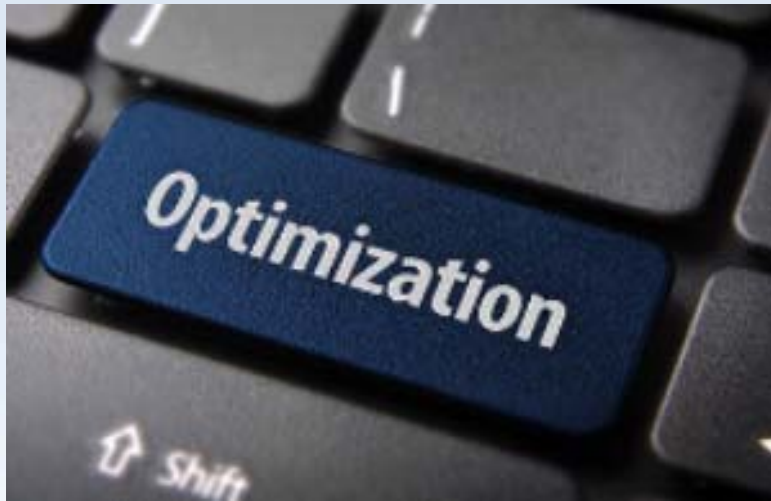
Metra Board of Directors

March 20, 2019

Presented by Lynnette Ciavarella

Senior Division Director, Strategic Capital Planning

## Why Optimize our Stations?



**Optimization:**  
making the most  
effective use of a  
finite resource

### Finite Resources

- Capital Funding
- Operating Funding
- Staffing Resources

## Station Optimization in the Strategic Plan

Supports two of Metra's Strategic Plan Goals:

- Optimize our capital assets
- Ensure financial stability



## Station Optimization Goals



**Increase Ridership**



**Improve Customer Experience**

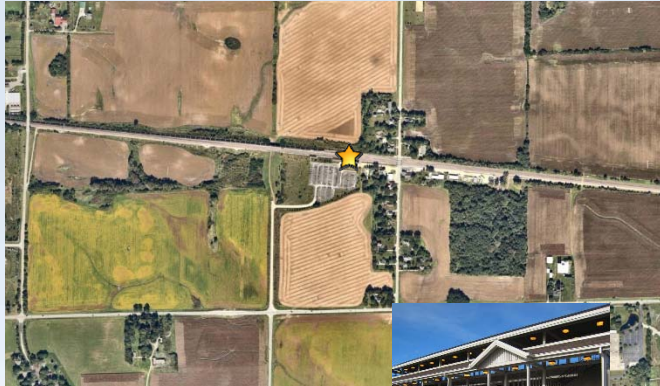
# Station Optimization Activities

- ✓ Review peer practices and relevant literature
- ✓ Systemwide evaluation
- Development Station Evaluation Policies & Procedures
  - Existing
  - New infill

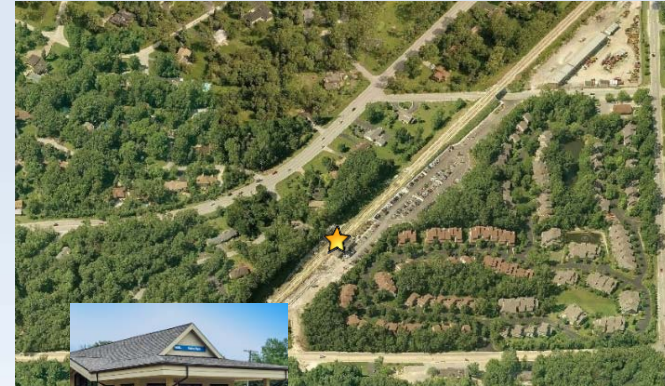




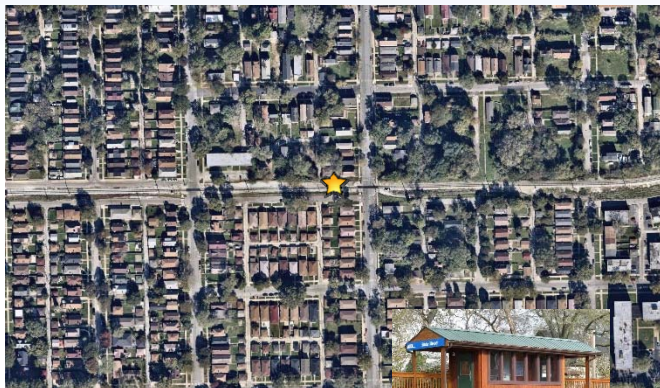
# Metra Stations



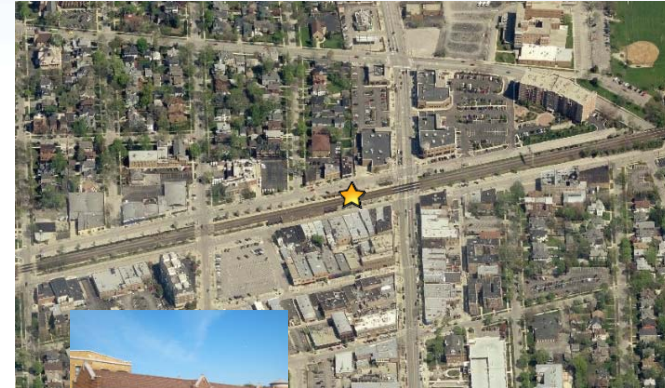
**La Fox | UP-W**



**Palos Park | SWS**



**State St. | ME-BI**

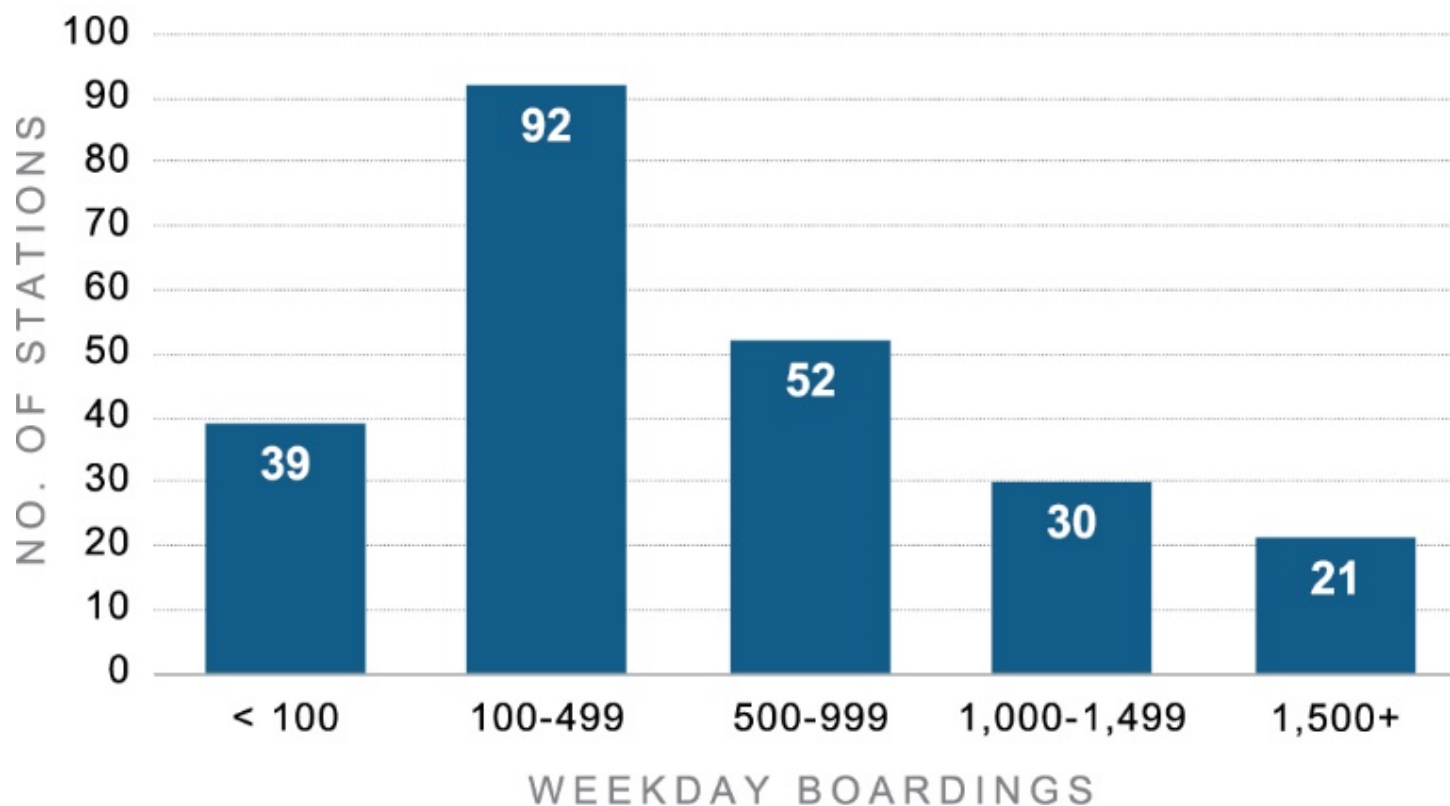


**LaGrange Rd. | BNSF**



## Distribution of outlying station boardings

*Weekday boardings; source: 2016 Metra On/Off Counts*



## DRAFT Station Evaluation Policy

- Establishes a continual improvement process
- Reviews all stations every two years
- Covers
  - Evaluation of Existing Stations
  - Consideration of Potential New/Infill Stations (on existing lines)
- Involves key stakeholders and the public



# Initial Station Evaluation for Existing Stations

## **SUSTAINABLE:**

Weekday boardings  
above the system  
median (>50%)  
[432-5,781]

117 stations

## **UNDER- PERFORMING:**

Weekday boardings  
between the median  
and lowest tenth  
(11% - 50%)  
[59-423]

93 stations

## **UNSUSTAINABLE:**

Weekday boardings in  
the lowest tenth of all  
stations ( $\leq 10\%$ )  
[19 - 55]

24 stations

## SUSTAINABLE STATION

### **SUSTAINABLE:**

Weekday boardings  
above the system  
median (>50%)  
[432-5,781]

**117 stations**

- Continue to monitor progress
- Ensure that success continues
- Use lessons / models from sustainable stations to improve performance at other stations

## UNDERPERFORMING STATION

### UNDER- PERFORMING:

Weekday boardings  
between the median  
and lowest tenth  
(11% - 50%)  
[59-423]

93 stations

Reasons for underperformance  
will be analyzed

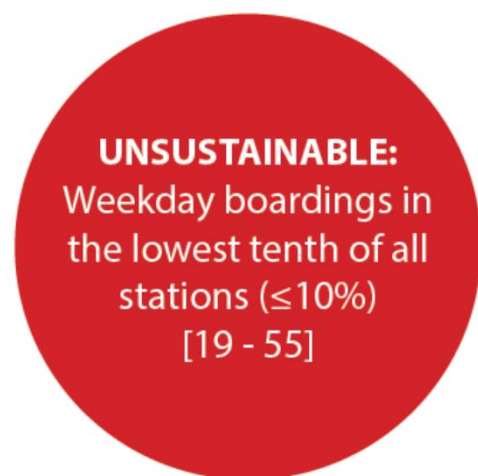
Metra staff will identify  
initiatives to improve ridership

Work with community  
to implement ridership  
improvement initiatives

*Indicates step focused on  
community stakeholder  
involvement*



# UNSUSTAINABLE STATION, PART 1



24 stations

Deep Dive Analysis  
completed

Metra meets with community  
stakeholders to discuss  
analysis results

Actions to improve ridership  
are implemented during a  
monitoring period

Meet with communities  
to monitor progress

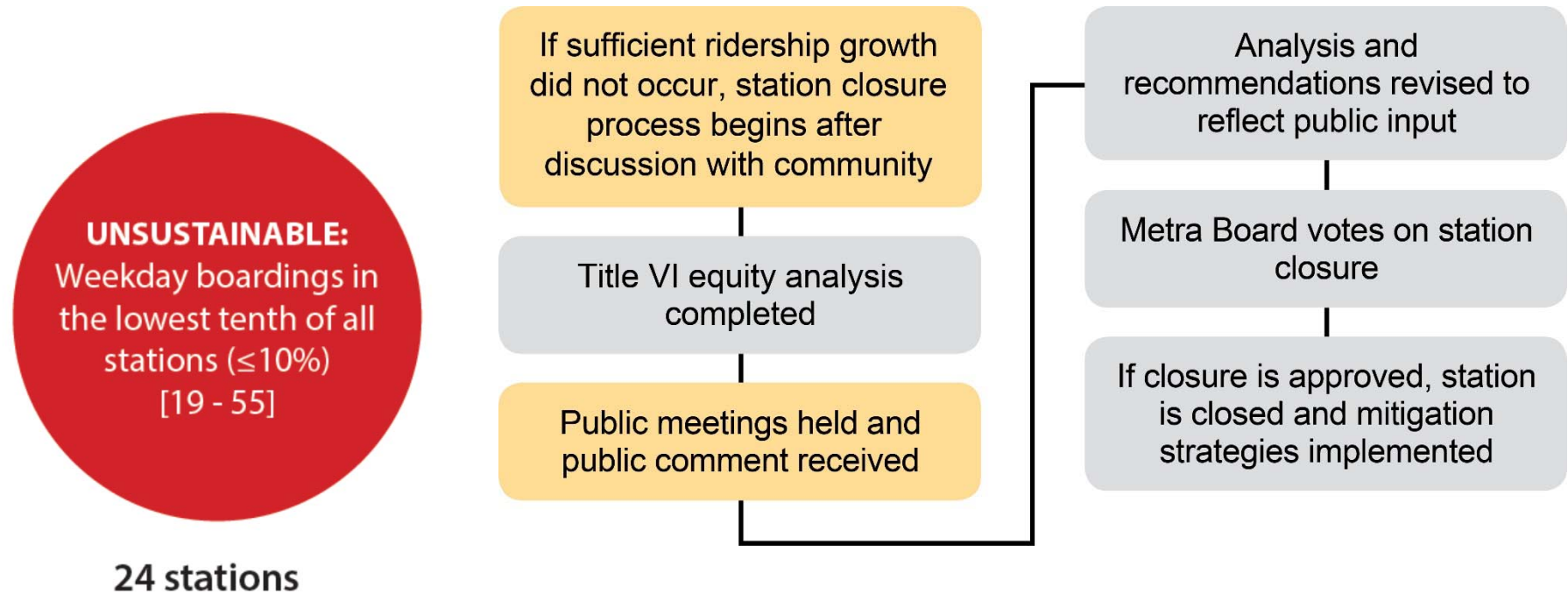
Deep Dive Analysis:

- Station Setting & Location
- Station Facilities
- Service Levels
- Ridership
- Service Options
- Station Market Characteristics
- TOD Potential
- Ridership Modelling Results
- Station Elements & Condition
- Operating/Maintenance Costs
- Fare Revenue Impacts

*Indicates step focused on  
community stakeholder  
involvement*



## UNSUSTAINABLE STATION, PART 2



*Indicates step focused on  
community stakeholder  
involvement*





## Policy for New/Infill Stations

- Policy provides process for considering Potential New/Infill Stations on existing lines
- Station Feasibility Study funded by the sponsor required
- Tradeoffs evaluated: impact on existing riders vs. benefits to potential new riders
- Station should project to be sustainable (> median ridership) within 10 years of opening



## PROPOSED NEW STATION

Metra receives written request  
for new station

Station feasibility study  
completed

Metra staff determines if  
station is feasible

CEO recommends station to  
Board

Metra Board votes on adding  
station to list of viable stations

If station is approved, funding  
for new station must be secured

*Indicates step focused on  
community stakeholder  
involvement*



## Next Steps

- Board feedback on draft Station Evaluation Policy
- Post draft policy to Metra's website for public comment
- Revised Policy for Board Approval (Tentative May; pending comments)
- Initial screening using Fall 2018 Ridership Boarding/Alighting Survey – Following Board Adoption
- Deep Dive Analysis – Start in June
- Quarterly working group meetings – Summer 2019
- Outreach to Community Stakeholders based on results of analysis - Summer 2019
- Evaluate lowest performing stations to diagnose issues and identify solutions on a 2-year ongoing cycle

