

1
2 CHICAGO TRANSIT AUTHORITY
3 DECEMBER 2022 STRATEGIC PLANNING AND SERVICE
4 DELIVERY BOARD MEETING

5
6 Held via videoconference

7 on

8 December 14th, 2022

9 at

10 9:35 a.m.

11 at

12 567 West Lake Street, 2nd Floor,
13 Chicago, Illinois 60661

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15
16 STENOGRAPHIC REPORT OF PROCEEDINGS via
17 videoconference had in the above-entitled cause
18 held at the Chicago Transit Authority Headquarters,
19 567 West Lake Street, 2nd Floor, Chicago, Illinois,
20 Johnny L. Miller, presiding.

21
22
23 REPORTED BY: Margaret E. Mecklenborg, CSR

24 LICENSE NO.: 084-004495



1 BOARD MEMBERS:

2 MR. LESTER L. BARCLAY, Director;

3 DR. L. BERNARD JAKES, Director;

4 MS. NEEMA JHA, Director;

5 MS. MICHELE A. LEE, Director;

6 REV. JOHNNY L. MILLER, Chairman;

7 MS. ROSA ORTIZ, Director;

8 MR. ALEJANDRO SILVA, Director;

9 MR. DORVAL R. CARTER, JR., President;

10 MR. KENT RAY, General Counsel.

11
12 PRESENTERS:

13 MS. MOLLY POPPE, Chief Innovations Officer.

14 ALSO PRESENT:

15 MS. VERONICA ALANIS,
16 Chief of Strategy, Data and Technology;

17 MR. KRANTHI BALARAM,
18 Senior Information Technology Manager;

19 MR. JAMES BECKER,
20 Senior Manager, Enterprise Application Support;

21 MR. DONALD BONDS, Chief Transit Officer;

22 MR. MARC BUHMANN, Videographer;

23 MR. MICHAEL CONNELLY, Chief Planning Officer;



1 ALSO PRESENT:(Continued)

2 MS. MICHELE CURRAN, Vice President,
Budget & Capital Finance;

3 MR. JEREMY FINE, Chief Financial Officer;

4 MR. ANDREW FULLER, Chief Internal Auditor;

5 MS. CAROLINE GALLAGHER,
6 Chief Strategy, Data and Technology Officer;

7 MS. ELSA GUTIERREZ, Vice President, Planning;

8 MS. NORA LEERHSEN, Chief of Staff;

9 MS. ELLEN MCCORMACK, Vice President of
Purchasing and Supply Chain;

10 MR. THOMAS MCKONE,
11 Chief Administrative Officer;

12 MR. WILLIAM MOONEY,
13 Chief Infrastructure Officer;

14 MS. APRIL MORGAN,
Chief of Staff, Office of the Chairman;

15 MR. HERB NITZ,
16 Director, Technology Engineering;

17 MR. JUANPABLO PRIETO,
Director, Diversity Programs;

18 MR. BRIAN STEELE,
19 Vice President of Communication and Marketing;

20 MR. STEVEN WOOD, Deputy General Counsel;

21 MS. NANCY-ELLEN ZUSMAN,
Chief Safety & Security Officer.



1 (whereupon the meeting
2 convened at 9:35 a.m.
3 as follows:)

4 SECRETARY RAY: Good morning. I'm Kent Ray,
5 CTA's General Counsel. The committee meeting
6 scheduled for this morning starting at 9:30, the
7 Committee on Strategic Planning and Service
8 Delivery will be followed by the Committee on
9 Finance, Audit and Budget and the regular board
10 meeting which is scheduled for 10:00 a.m. On
11 December 8th, 2022, the Office of the Secretary
12 issued a notice of changed format of meetings of
13 Committees of Strategic Planning and Service
14 Delivery and Finance, Audit and Budget and the
15 transit board meeting scheduled for today,
16 December 14th. Due to the Covid-19 pandemic, there
17 is currently in place a state-wise disaster
18 proclamation which has been renewed from month to
19 month. Pursuant to Section 7(e) of the Illinois
20 Open Meetings Act, virtual public meetings are
21 permitted while the disaster proclamation remains
22 in effect. Because the governor's office's
23 disaster proclamation remains in effect in the
24 state of Illinois, the meetings of



1 December 14, 2022 are being held electronically or
2 virtually for members of the public. At this point
3 we are ready to start the meeting of -- of the
4 strategic -- of the Committee on Strategic Planning
5 and Service Delivery. Chairman Miller?

6 CHAIRMAN MILLER: Good morning. I'd like to
7 call to order the December 14 meeting, Committee on
8 Strategic, Planning and Service Delivery. Kent,
9 can you call the roll?

10 SECRETARY RAY: Yes, sir. Director Ortiz?

11 DIRECTOR ORTIZ: Here.

12 SECRETARY RAY: Director Lee?

13 DIRECTOR LEE: Here.

14 SECRETARY RAY: Director Jha?

15 DIRECTOR JHA: Here.

16 SECRETARY RAY: Director -- Chairman Miller?

17 CHAIRMAN MILLER: Here.

18 SECRETARY RAY: I note also present for the
19 meeting are Director Jakes, Director Silva and
20 Chairman Barclay. Chairman Miller, you have a
21 quorum with four members of the committee present.

22 CHAIRMAN MILLER: Thank you, Kent. Our first
23 order of business is the approval of the
24 October 14th, 2022 committee minutes meeting. May



1 I have a motion for approval?

2 SECRETARY RAY: Is there a second?

3 DIRECTOR ORTIZ: Second.

4 SECRETARY RAY: Thank you. Director Ortiz?

5 DIRECTOR ORTIZ: Yes.

6 SECRETARY RAY: Director Lee?

7 DIRECTOR LEE: Yes.

8 SECRETARY RAY: Director Jha?

9 DIRECTOR JHA: Yes.

10 SECRETARY RAY: And Chairman Miller? Chairman
11 Miller, do you vote to approve the --

12 CHAIRMAN MILLER: Yes.

13 SECRETARY RAY: -- meeting minutes?

14 CHAIRMAN MILLER: Yes.

15 SECRETARY RAY: Great. Thank you, sir. The
16 motion is approved with four yes votes.

17 CHAIRMAN MILLER: Okay. Thank you. Our next
18 order of business is a presentation update. CTA's
19 fare media program. Molly Poppe?

20 MS. POPPE: Thank you, Chairman Miller. Good
21 morning, Directors. I'm Molly Poppe. I am the
22 Chief Innovation Officer here at CTA. And I am
23 presenting an update on some recent fare changes
24 that we've made and -- and some further fare



1 changes that we anticipate in 2023. Next slide.
2 In 2021 we launched a -- a successful pass
3 promotion that reduced the passes -- reduced the
4 cost of our one and three-day passes. We saw a
5 growth in ridership from that -- that pass
6 promotion reduction and so as part of the 2022
7 budget as you remember we did take steps to lower
8 all of CTA pass products. We reduced the one,
9 three, seven and thirty-day passes. And then,
10 additionally, we launched free transfers between
11 all CTA service. So now it is free to transfer
12 between rail, to transfer between CTA buses or from
13 a CTA rail line to a bus or vice versa. Later on
14 in 2022 we launched the Regional Connect Pass which
15 is an integrated pass product between CTA, Pace and
16 Metra. It replaced the Metra Link-Up and what it
17 did is it -- it allowed individuals who are a Metra
18 monthly ticket holder to also have essentially a
19 thirty-day CTA Pace pass to create that regional
20 integration that we've been seeking. What we
21 really seen from those pass products is improved
22 satisfaction from our customers on those pass
23 prices and the ease of use. We also have seen a
24 growth in pass usage where we had anticipated



1 as -- as a result of Covid individuals would be
2 leaving pass products which tend to be more
3 affordable long term, provide more riding access to
4 a more pay-per-use base. So a pay-as-you-go. We
5 know individuals that are on pass products also
6 tend to ride more and so encouraging people to be
7 in passes is something we really wanted to continue
8 to grow and improve. In 2023 we're going to
9 continue with those successes and continue to add
10 on to those pass products. Next slide. Just a
11 little bit more on -- on the success that we've
12 seen with the changes that we made. So with the
13 thirty-day pass reduction from \$105 to \$75 we have
14 seen a bit of a growth in the thirty-day pass
15 product. It does -- it is still well below 2019
16 or -- or pre-Covid level but we did see an increase
17 in the Pace share of the thirty-day pass pass
18 product. On the seven-day side, the seven-day we
19 continue to see an expanded use of the seven-day
20 pass. We're at actually 60 percent of pre-Covid
21 levels of that seven-day pass with usage continuing
22 to grow there. Where we've really seen significant
23 success is really with that one-day pass. The
24 one-day pass product we reduced it from \$10 to \$5



1 and one-day pass ridership has actually exceeded
2 2019 levels in -- in 20 -- 2022 which really shows
3 us that the one-day is a really good option for
4 customers and -- and they're finding it both an
5 affordable option and they're using it to ride
6 more. Specifically on the one-day pass we've seen
7 a growth in ridership on -- on bus specifically.

8 Next slide. On the Regional Connect Pass,
9 that was launched in 2020 -- in July of 2022. As I
10 mentioned, it replaced the Metra Link-Up. We
11 reduced the pass product from \$55 to \$30. And what
12 we did is we really combined the Metra Link-Up and
13 the Pace PlusBus into one low cost for Metra
14 monthly ticket holders. What you can see on the
15 slide here there's two different charts. On the
16 right chart you will see a comparison of rides per
17 month by Regional Connect Pass holders compared to
18 what they were riding in 20- -- 2019 with the Metra
19 Link-Up. As you can see, we're still below
20 pre-Covid levels of ridership. But you see that
21 number continuing to grow. So it really is -- even
22 though we do have reduced ridership right now as
23 we're coming out of Covid, we are seeing a growth
24 in ridership and a growth in the use of the



1 Regional Connect Pass. Now on the left side if you
2 compare ridership of the Link-Up pass in 2021 to
3 now, you can really see an exponential growth
4 in -- in ridership by that Regional Connect Pass
5 holder when you compare it to the Metra -- Metra
6 Link-Up. So we're going to continue to -- to
7 monitor these successful pass products and see how
8 they're continuing to -- to expand ridership, if
9 customers are really taking advantage of it.

10 One of the steps we're going to take today
11 is further integrating with Pace. You can go to
12 the next slide. We are going to add Pace to the
13 CTA one and three-day. So previously we used to
14 only have a CTA standalone one-day and CTA
15 standalone three-day and then Pace was integrated
16 on our seven and thirty-day. We're now taking a
17 step to add Pace ridership to our one and
18 three-day. So now customers who buy a CTA one-day
19 or buy a one-day and a three-day, they'll be able
20 to ride on Pace or CTA services for the -- the
21 duration of that pass. Additionally, we're going
22 to eliminate the standalone CTA seven-day pass and
23 just launch with the CTA-Pace seven-day pass at now
24 25 -- or at \$20 which is a \$5 reduction in -- in



1 that pass product. So at this point with -- with
2 these integrations, the remaining standalone CTA
3 fare -- fare product is going to only be that \$3
4 single ride ticket. Otherwise, CTA has really
5 taken some crucial steps with our partners at Pace
6 to have a fully integrated pass product that allow
7 customers to very easily and seamlessly transition
8 between Pace and CTA service through their pass
9 products and continue to ride based on what works
10 best for them. These particular pass products will
11 become effective if the Board does approve in
12 February of this year, February of 2020 -- 2023.
13 Excuse me. With that, I will take questions,
14 Chairman Miller.

15 CHAIRMAN MILLER: Thank you so much for the
16 update. I don't have any questions. I think this
17 is good for our customers. Just keep giving us
18 update and we're looking forward. Thank you.

19 SECRETARY RAY: Director Ortiz, do you have any
20 questions?

21 DIRECTOR ORTIZ: No questions. I just really
22 appreciate the move in this direction. I think
23 it's going to -- as you noted, there is some good
24 progress and I anticipate they'll be even more with



1 the changes recommended. So thank you.

2 SECRETARY RAY: Director Lee, any questions?

3 DIRECTOR LEE: No questions. Just thanks for
4 all the hard work. And I think it's really great
5 that we're working with the other agencies.

6 Especially, you know, it just shows that we really
7 are committed to mobilization across -- across the
8 Chicagoland area. So thank you.

9 SECRETARY RAY: Director Jha?

10 DIRECTOR JHA: No questions. Thank you.

11 SECRETARY RAY: Any questions from any other
12 directors present?

13 DIRECTOR BARCLAY: No questions.

14 SECRETARY RAY: Chairman Miller, there are no
15 further questions.

16 CHAIRMAN MILLER: Thank you. Since there is no
17 further business to be conducted, may we have a
18 motion to adjourn?

19 DIRECTOR JHA: So moved.

20 DIRECTOR ORTIZ: Second.

21 SECRETARY RAY: Thank you. On that motion to
22 adjourn, Director Ortiz?

23 DIRECTOR ORTIZ: Yes.

24 SECRETARY RAY: Director Lee?



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DIRECTOR LEE: Yes.

SECRETARY RAY: Director Jha?

DIRECTOR JHA: Yes.

SECRETARY RAY: Chairman Miller?

CHAIRMAN MILLER: Yes.

SECRETARY RAY: The motion passes with four
ayes. The meeting of the Committee on Strategic
Planning and Service Delivery is now adjourned.

CHAIRMAN MILLER: Thank you.

(whereupon, the meeting
adjourned at 9:45 a.m.)



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