

FARE PRODUCT UPDATES

December 2022



RECENT FARE SUCCESS

- **In response to the effects of the pandemic, CTA launched a very successful pass promotion in 2021 to grow ridership**
- **To build on the promotion success, the CTA Board approved:**
 - Lower pass prices (1, 3, 7 and 30 day passes)
 - Free transfers
 - Launch of Regional Connect Pass (replaced Metra Link Up)
- **Key areas of success**
 - Improved satisfaction with fare prices plus ongoing high customer satisfaction with ease of our fare payment
 - Provide affordable and equitable fare options for riders
 - Increase pass usage to bring additional discretionary rides to the system
 - Promote regional integration for seamless transit travel
- **In 2023, CTA will continue to build on recent fare successes to achieve further regional fare integration**



PASS ANALYSIS

- **CTA/Pace 30-Day Pass**

- 2019 CTA ridership was 64M; Pace 2+M
- 2022 YTD about 35-40% of 2019 levels
- Pace share went up from 3% to 5%

- **CTA/Pace 7-Day Passes**

- 2019 shared pass CTA ridership was 5.7M; Pace 1.6M (28% share)
- 2022 YTD about 60+% of 2019 levels
- 2019 CTA only pass ridership was approximately 46M
- Pace combined 7-Day Passes share is around 3%

- **1-Day and 3-Day Pass**

- Currently only CTA provides 1- & 3- Day passes
- 1-Day ridership has far exceeded 2019 levels
- 3-Day ridership is approximately 50% of 2019 levels
- At 2% ridership share, Pace could generate \$290,000 in annual revenues

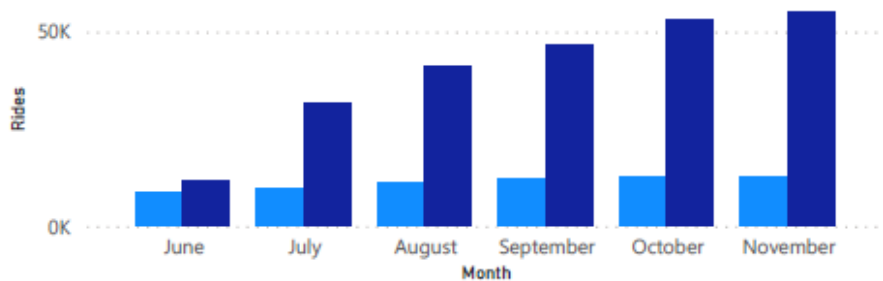


REGIONAL CONNECT PASS

- CTA, Metra and Pace introduced the new Regional Connect Pass (RCP) in July 2022 to replace the Metra Link Up and provide more fare integration across services
 - CTA only Metra Link-up was \$55 and only available during peak hours
 - Pace only PlusBus pass was \$30
 - RCP combined the 2 passes, providing service on both CTA and Pace for a total of \$30 and can be used at any time of day
 - RCP is only available to Metra Monthly Pass holders
- Most RCP users did not previously use Link-Up pass, and RCP users that did not previously use Link-Up now travel more frequently on CTA
 - RCP ridership since July this year is almost three times Link-up and PlusBus ridership in 2021
 - 220,000+ rides since July 1; almost 30 percent during off-peak hours

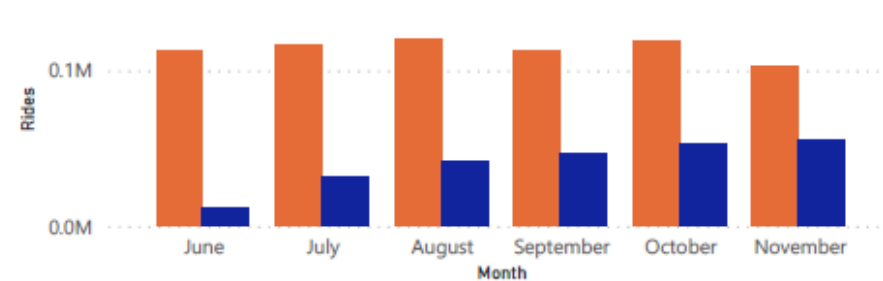
Rides by Month

Year ● 2021 ● 2022



Rides by Month

Year ● 2019 ● 2022



FURTHER CTA-PACE FARE INTEGRATION

- **CTA and Pace are proposing further pass integration to enhance customer convenience and boost ridership**
- **Streamlined passes for inter-agency travel:**
 - Add Pace to CTA 1 & 3 Day Passes (no fare change)
 - Combine two 7-Day Passes into one product (\$20 for the combined pass)

Current	Proposed	Current Price	Proposed Price
CTA 1-Day Pass	CTA/Pace 1-Day Pass	\$5	\$5
CTA 3-Day Pass	CTA/Pace 3-Day Pass	\$15	\$15
CTA 7-Day Pass	CTA/Pace 7-Day Pass	\$20	\$20
CTA/Pace 7-Day Pass	Eliminate (redundant)	\$25	--
CTA/Pace 30-Day Pass	No change	\$75	\$75

- **Revenue impacts were included in the 2023 Budget**
 - Primarily, the reduction of \$5 surcharge for the shared 7-Day Pass estimated to decrease revenues by \$612,000
 - CTA will also share 1- and 3-Day Pass revenues with Pace based on ridership share
- **Remaining standalone CTA fare product is the \$3 Single Ride Ticket**
- **February 2023 effective date**

