CTA PUBLIC HEARING PROPOSED OPEN FARE MEDIA FEES

MARCH 11, 2013



AGENDA

- Overview
- System Benefits
- How it Works
- Proposed Open Fare Media Fees
- Timeline



WHAT IS VENTRA?

A convenient new way to access and pay for rides on the CTA and Pace





VENTRA WILL ACCOMMODATE ALL RIDERS, PASSES AND SPECIAL FARES ON NEW FORMS OF FARE MEDIA





BENEFITS



VENTRA OFFERS CONVENIENCE

VENTRA ENABLES CTA AND PACE RIDERS TO:

- Use the same fare system for transit throughout the Chicago region.
- Tap and go for quick boarding.
- Manage transit value and passes via a secure account.
- Purchase fare products at more locations.



REGIONAL ACCESS

VENTRA MAKES TRAVEL THROUGHOUT THE CITY AND SUBURBS MORE EFFICIENT.

- CTA and Pace riders can easily transfer between the two transit systems with Ventra.
- Just tap your card and go. Contactless payments make boarding fast.



EXPANDED SALES LOCATIONS

WITH VENTRA, CTA AND PACE FARE PRODUCTS ARE AVAILABLE AT MORE LOCATIONS THAN EVER BEFORE.

- Ventra Cards will be available at CTA station vending machines, at more than 1,500 retail locations across Chicago and at more than 500 suburban retail locations.
- By 2014, participating retail locations will grow to more than 2,500.
- Ventra Cards will also be available online at ventrachicago.com, over the phone through 1-877-NOW-VENTRA and at Ventra Customer Service Centers.



HOW IT WORKS



NEW WAYS TO PAY

VENTRA CARD

- Reloadable
- Tap and board trains and buses
- Pay for transit and everyday purchases
- Add transit passes and value
- Optional Ventra MasterCard® Prepaid Debit Account
- Registered Transit and Prepaid Debit Accounts protected against loss or theft
- Customers will be alerted if unusual account activity takes place.
- Purchase at CTA stations, retail locations, online, over the phone or Ventra Customer Service Center





NEW WAYS TO PAY

BANKCARD

- Reloadable
- Register your personal bank-issued contactless credit or debit card
- Tap and board trains and buses
- Add transit passes and value, or pay as you go
- Registered Transit Account protected against loss or theft
- Customers will be alerted if unusual account activity takes place.
-))) = Your bankcard is contactless





NEW WAYS TO PAY

VENTRA TICKET

- Disposable, not reloadable
- Tap to ride trains and buses
- Purchase single-ride or 1-day ticket
- Available at CTA rail station vending machines
- Intended for infrequent riders





NO CHANGES

CURRENT FARE PRICES

Base fares and the price of passes will not change.

CASH

The CTA and Pace will still accept cash on buses and at rail station vending machines.

SPECIAL FARES

Reduced and free fare programs will continue to be offered for eligible riders, including seniors, students and for people with disabilities.



PROPOSED OPEN FARE MEDIA FEES



RELOADABLE CARD PURCHASE PRICE REFUND

- \$5.00 purchase price immediately refunded as stored transit value, upon card registration
- Must register card within 90 days of purchase for refund
- Similar to current Chicago Card fee policy
- Registration and refund of \$5 fee takes just a few minutes to complete, either on phone or on-line.





DORMANCY FEE ON TRANSIT ACCOUNT

- After 18 consecutive months of inactivity (dormancy)
- \$5.00 each month from any remaining value in account
- Any use starts a new 18-month time frame
- Registered customers will be notified after 15 months of inactivity
- Improvement over current magnetic stripe Transit Cards that expire 15 months after issuance, and all remaining value is lost



LIMITED USE MEDIA FEE

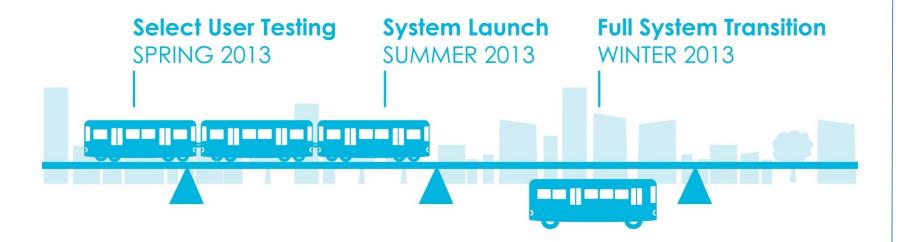
APPLIED TO PRODUCTS ISSUED ON LIMITED USE MEDIA

- \$0.50 per ticket
- Offsets production costs for disposable ticket
- Avoidable by using reloadable Ventra Card or personal bankcard
- New single ride ticket sold at vending machines is \$2.25 base fare + \$0.25 two transfers + \$0.50 fee = \$3.00
- Will not apply to single rides tickets sold at O'Hare or 1-day passes from vending machines





TIMELINE





KEEP UP TO DATE ON VENTRA

ventrachicago.com

