

# 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



# 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](http://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](http://ventrachicago.com)**

