

Ridership and Marketing Update

Board Update

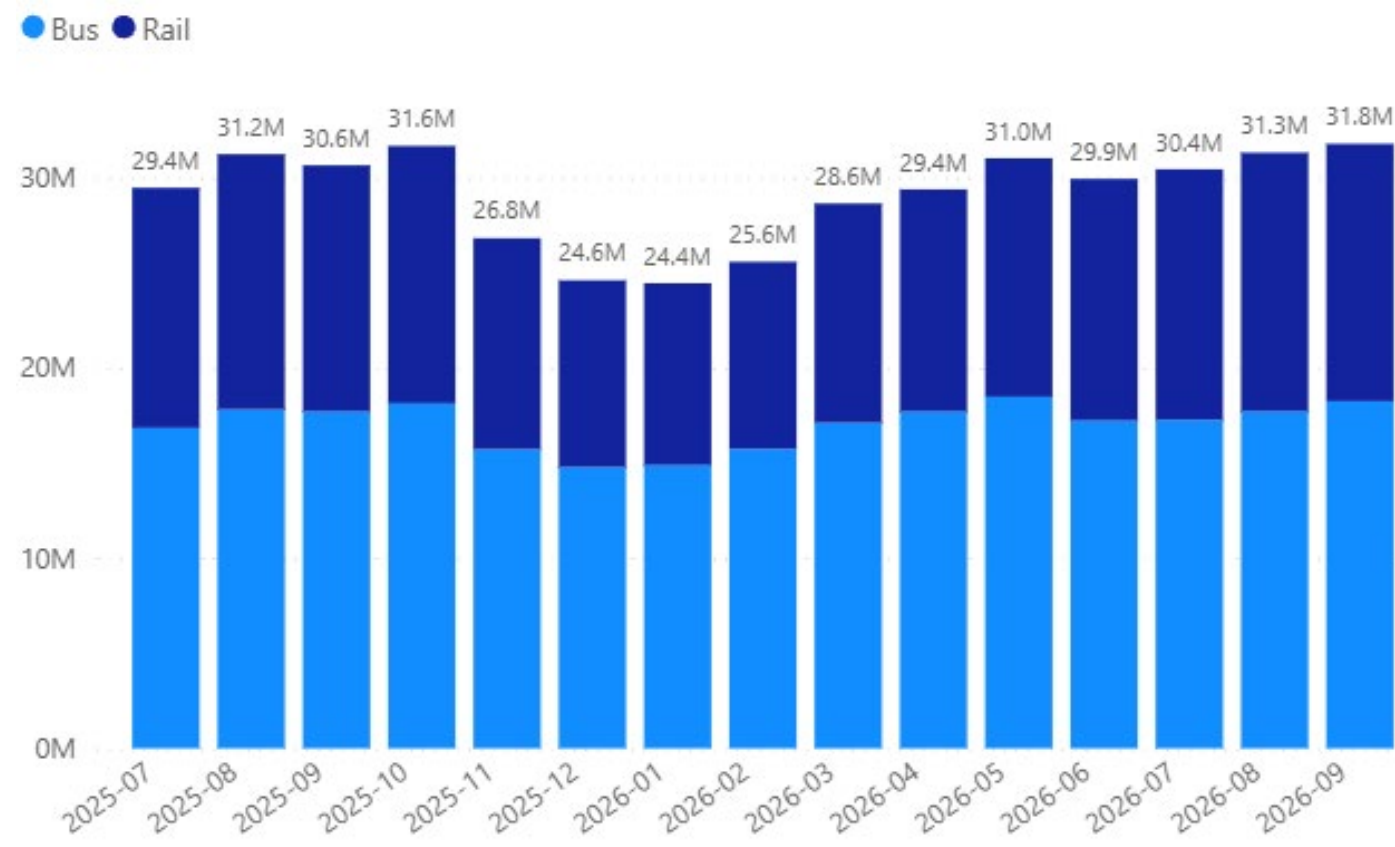
September 2026



Chicago Transit Authority

Monthly Ridership Trends

2.8% YOY Ridership Growth September YTD
September's 31.8m was highest month since Covid



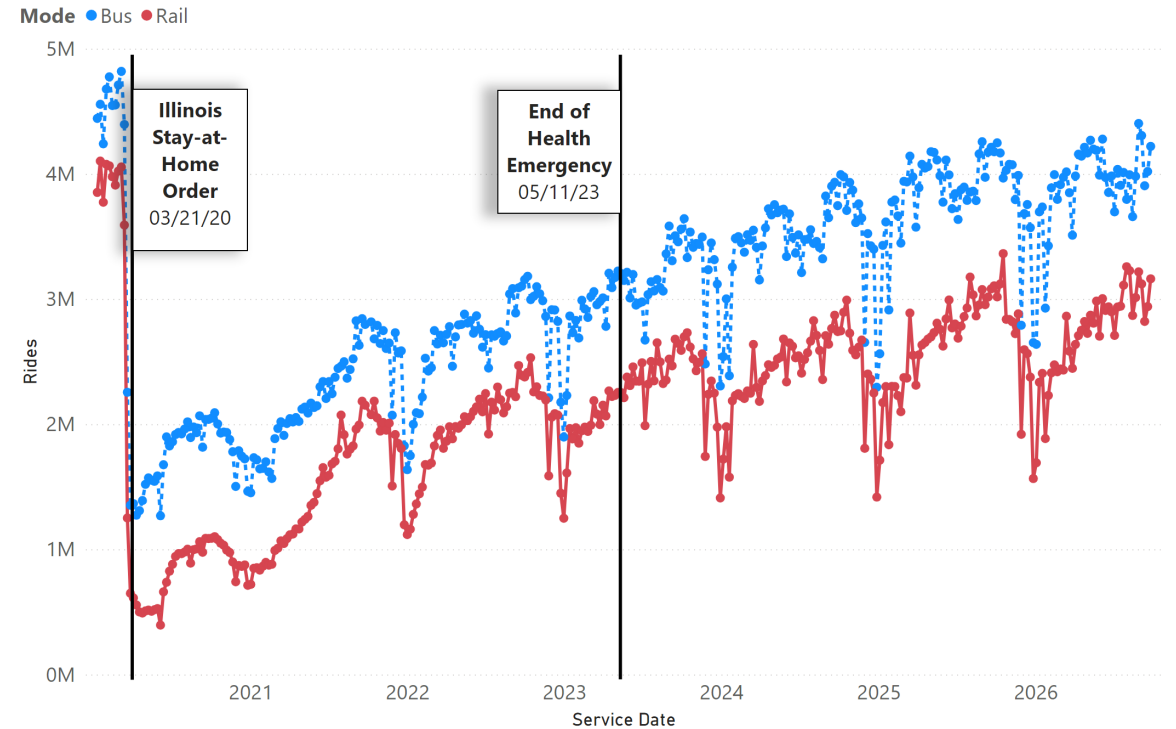
System is up 2.4% over last three months



12 Highest Post-Covid Days All Since August 27th

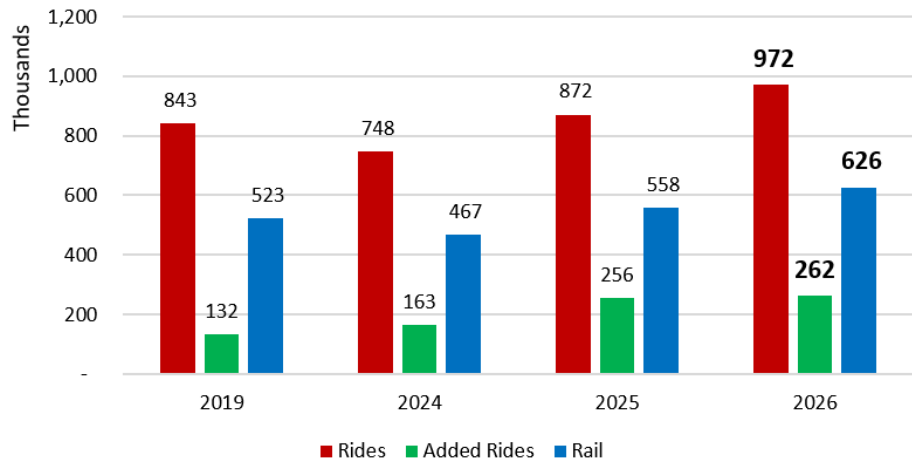
Service Date	Rides	Overall Rank
10/08/26	1,285,107	1
10/07/26	1,277,446	2
09/22/26	1,256,880	4
09/24/26	1,253,933	5
09/23/26	1,242,738	6
10/06/26	1,240,230	7
09/10/26	1,238,444	8
09/16/26	1,234,682	10
08/28/26	1,233,913	11
09/03/26	1,231,317	12
09/29/26	1,228,010	15
09/15/26	1,223,618	18

System Weekly Ridership



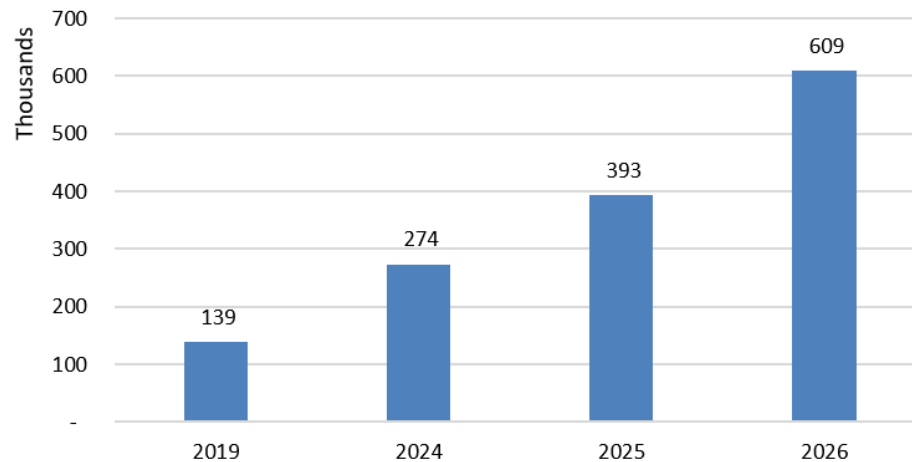
Marathon Ridership

Marathon Sunday



- Marathon Sunday 2026 **System** Ridership – 972k rides*.
 - Highest Post Pandemic Sunday
 - Ranks 13th all-time since 2001.
 - 1st (07.03.2009 – 1,503k)
- Marathon Sunday 2026 **Rail** Ridership – 626k rides*
 - Highest Post Pandemic Sunday
 - Ranks 1st all-time since 2001.
 - 2nd (07.03.2009 – 592k)
- Marathon Sunday 2026 is the second highest Marathon Sunday.
 - 1st Marathon Sunday 2011 – 983k
- System ridership was 11.4% (or +100K rides) higher than compared to Marathon Sunday 2025.
- Over 55,000 participants started the event this year with estimates on finishers between 54,581 and 54,592. There were 55,000 starters in 2025 and 54,351 official finishers.

System Marathon Weekend Gains



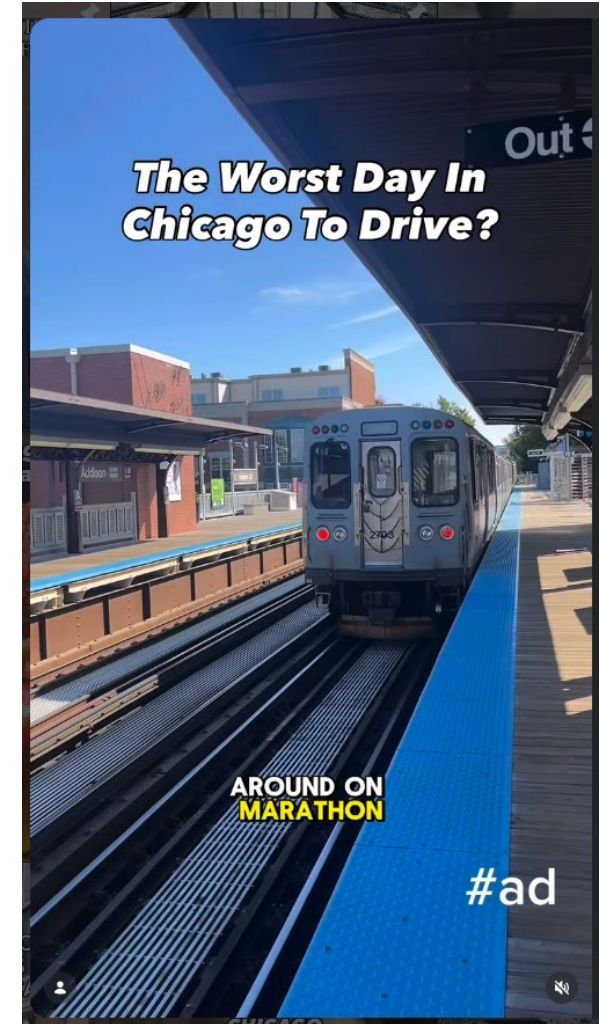
* estimated

Marketing the Marathon

- Inclusion in email from BoA to 50k+ runners
 - Encouraged taking CTA while in town for the race
 - Encouraged purchasing of Marathon themed Ventra card
- Promotion of Marathon themed Ventra card in social & CTA newsletter
 - Over 2k purchased
- Influencer marketing
- Daily reads on ESPN radio for the week prior encouraging taking the CTA

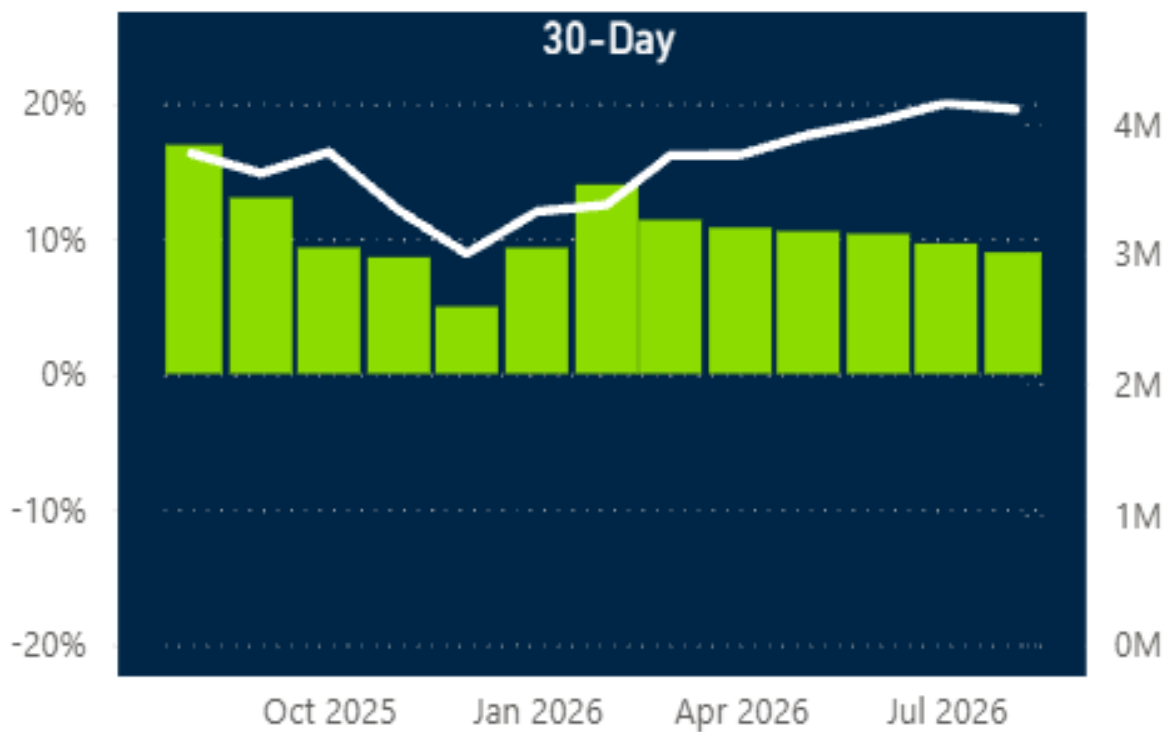


Sold over
2,200 Marathon
Ventra Cards

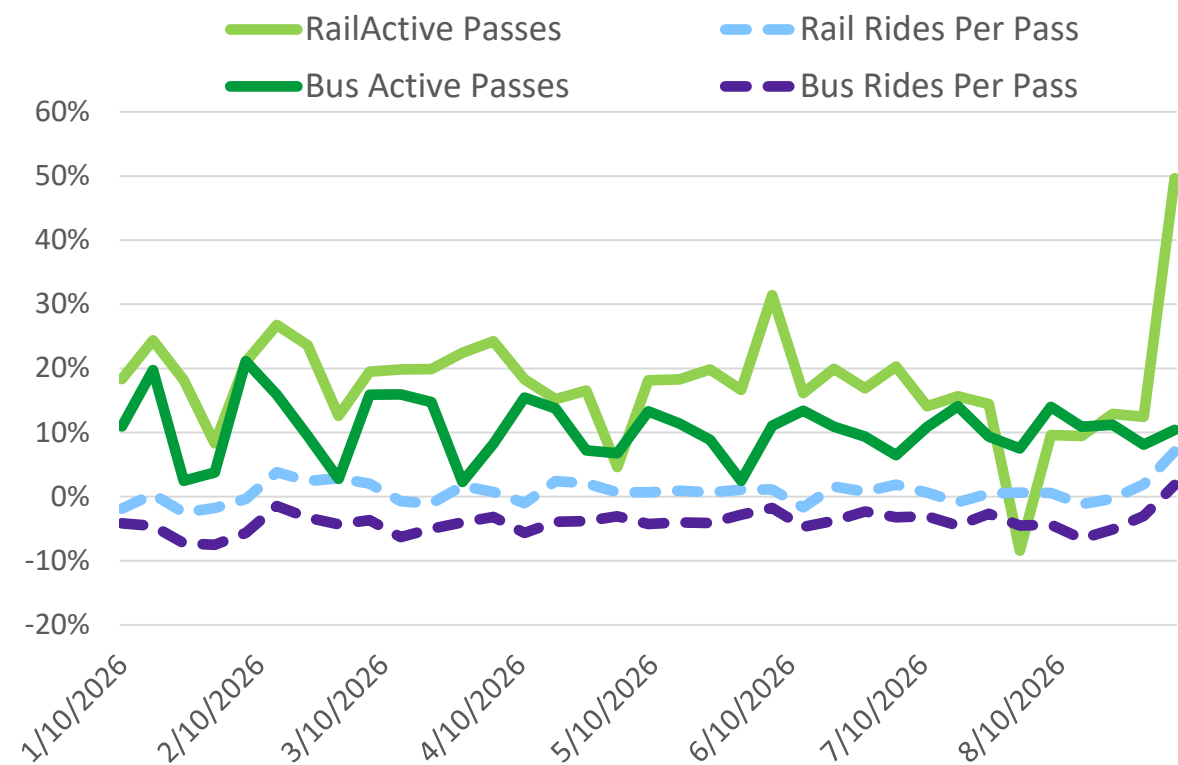


30-Day Pass Usage is Growing

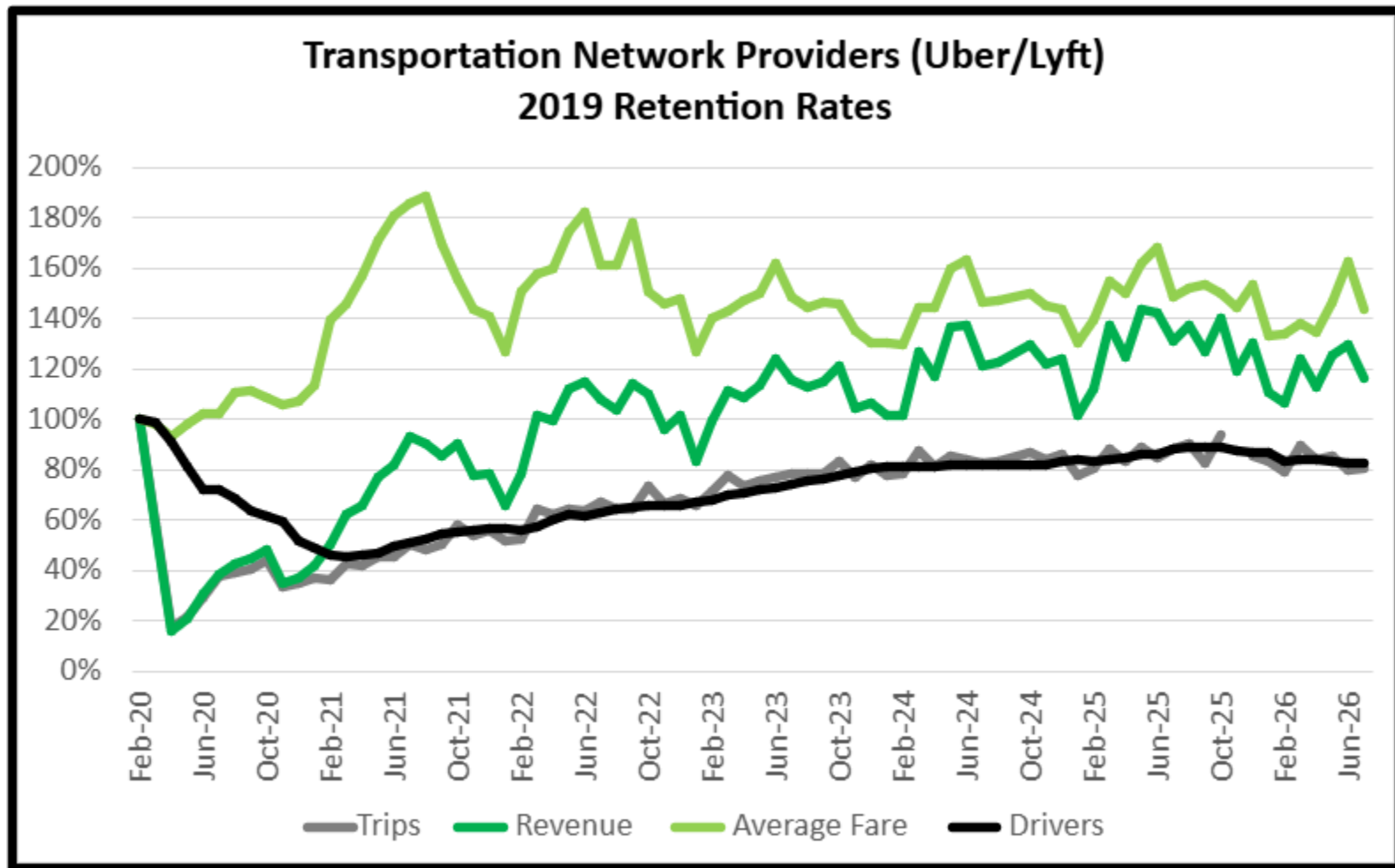
30-Day Pass is up 11% YTD and accounts for half of all System Growth



Growth is being driven by more customers using the pass.



Uber/Lyft activity compared to pre-COVID is slowing



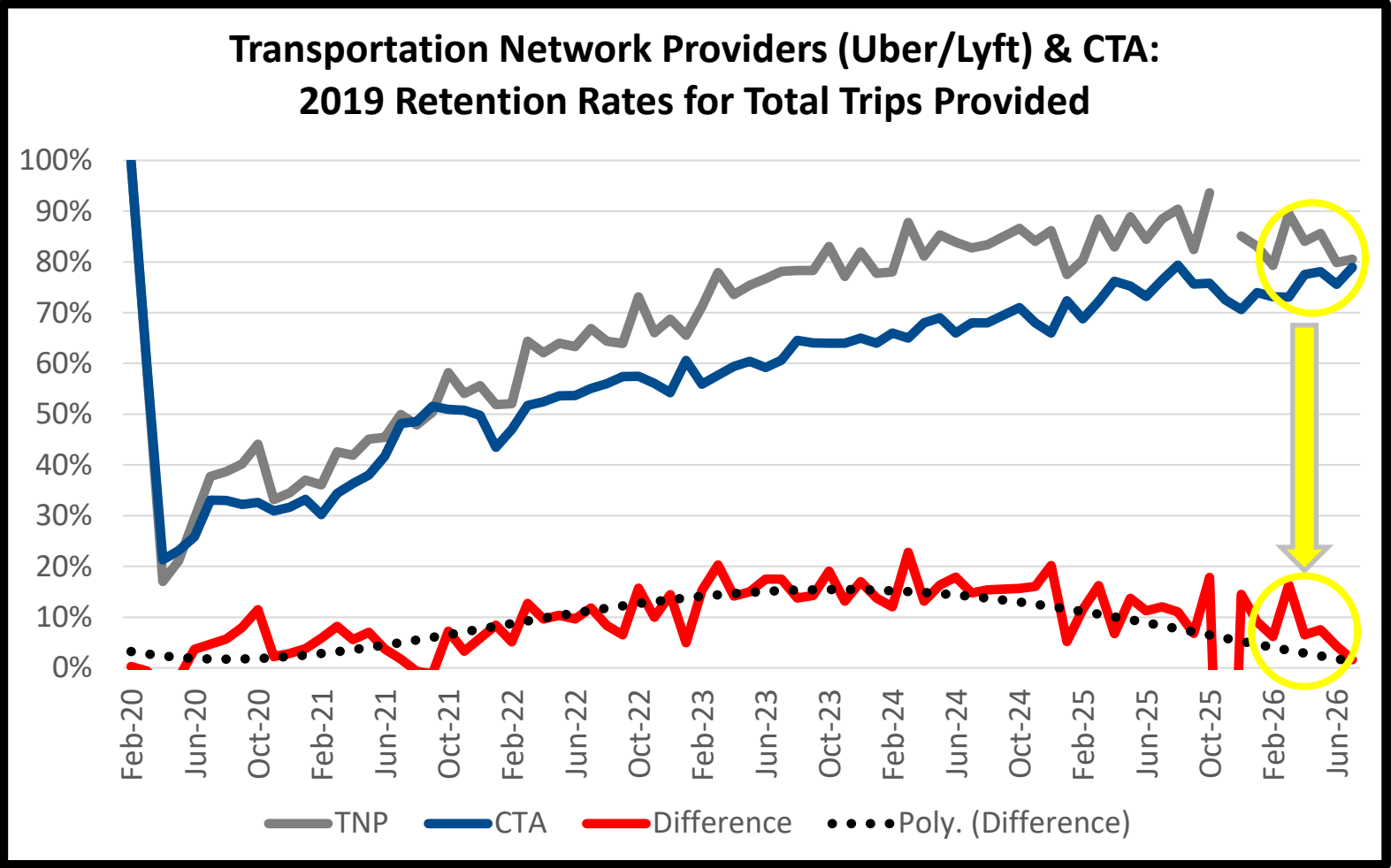
Uber/Lyft ridership growth reached 80% of 2019 levels in early 2024 when growth slowed.

They topped out at about 89% in late Q3 2025.

But they've stalled out since and seem to have even lost some trips recently, hitting just 80% and 81% during June and July.

CTA ridership has caught up and continues to grow in recent period.

CTA ridership recovery rate has caught up to ridehail



The gap between ridehailing (TNP) trip recovery and CTA trips was largest during 2023 before CTA fully recovered 2019 service levels and implemented the Frequent Network.

The gap has almost completely erased as of summer 2026.

Collaborating on Messaging

- We're continuing to collaborate with regional agencies on messaging.
- CTA created the image for World Car Free Day that was shared via NITA, Metra, & Pace.
- Collaborated with Metra on messaging for NU's first game at Ryan Field
- Started sharing Access Program messaging on all CTA digital screens + physical car cards on 1.2k+ CTA vehicles



NOW LAUNCHING ON CTA AND PACE

SNAP recipients can ride the CTA, Metra, & Pace for a reduced fare

Sign up at [GetAccess.org](https://getaccess.org)



Access

NITA NORTHERN ILLINOIS TRANSIT AUTHORITY cta Metra pace