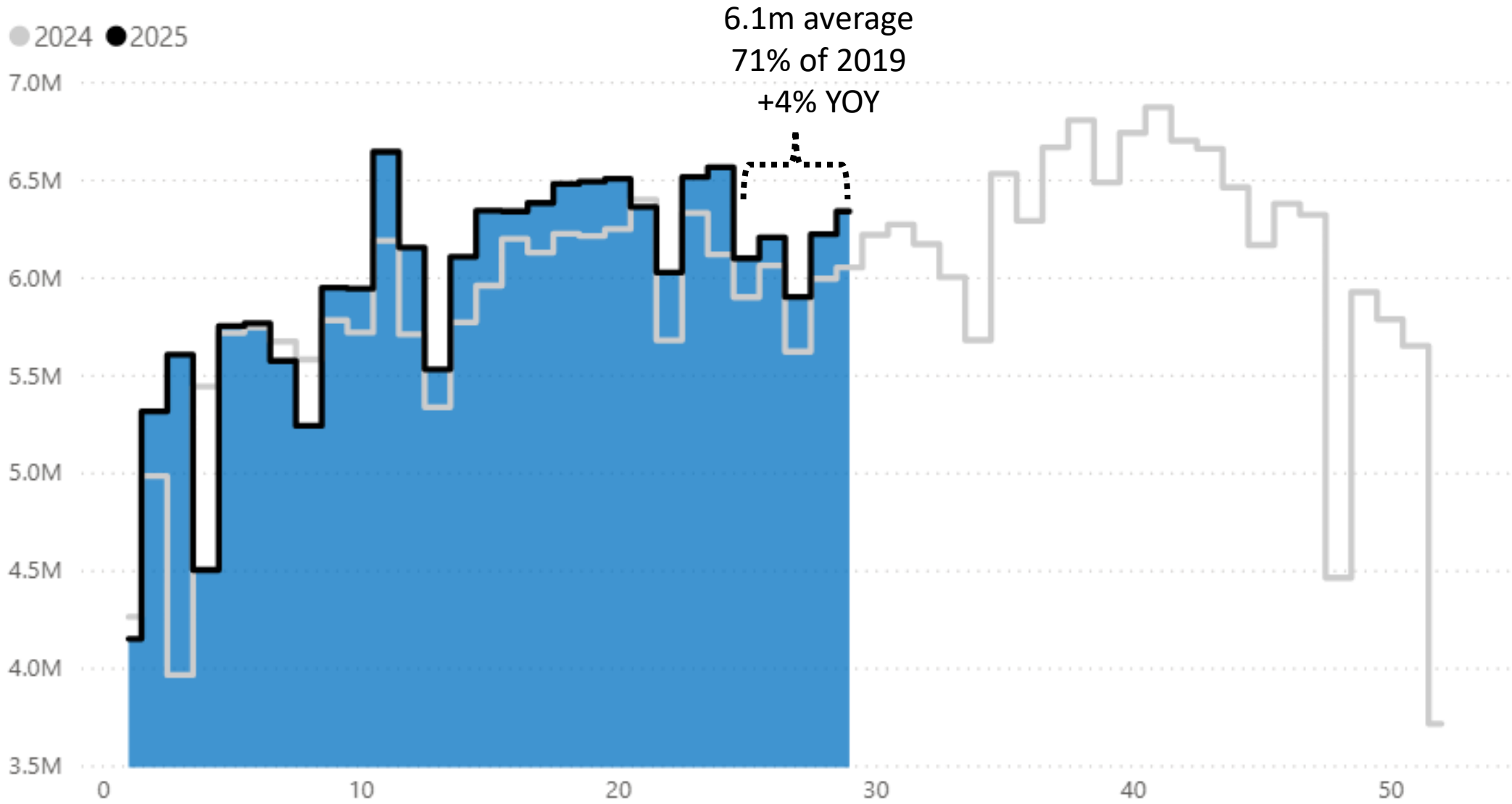


Citizens Advisory Board – Ridership Briefing

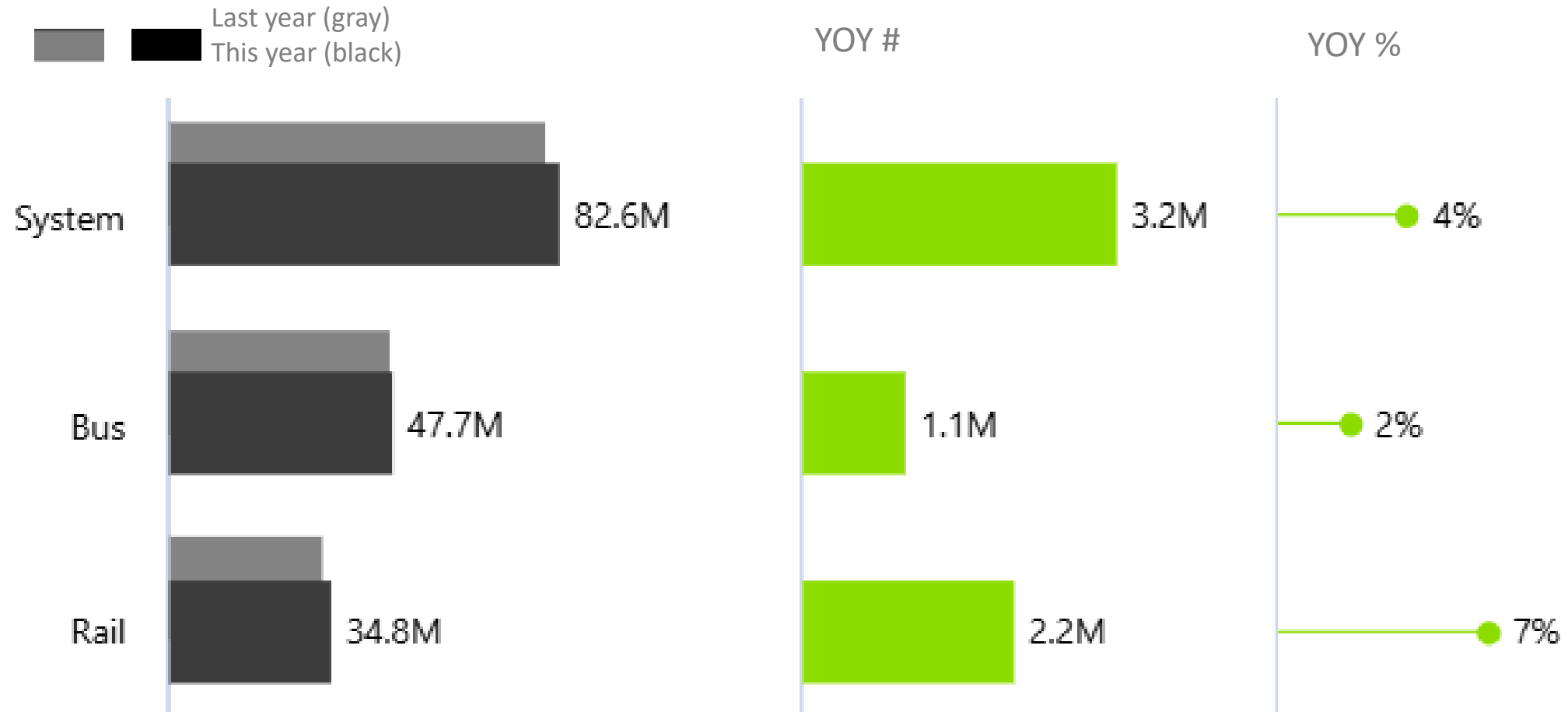
July 25 2025

Ridership Analysis and Reporting

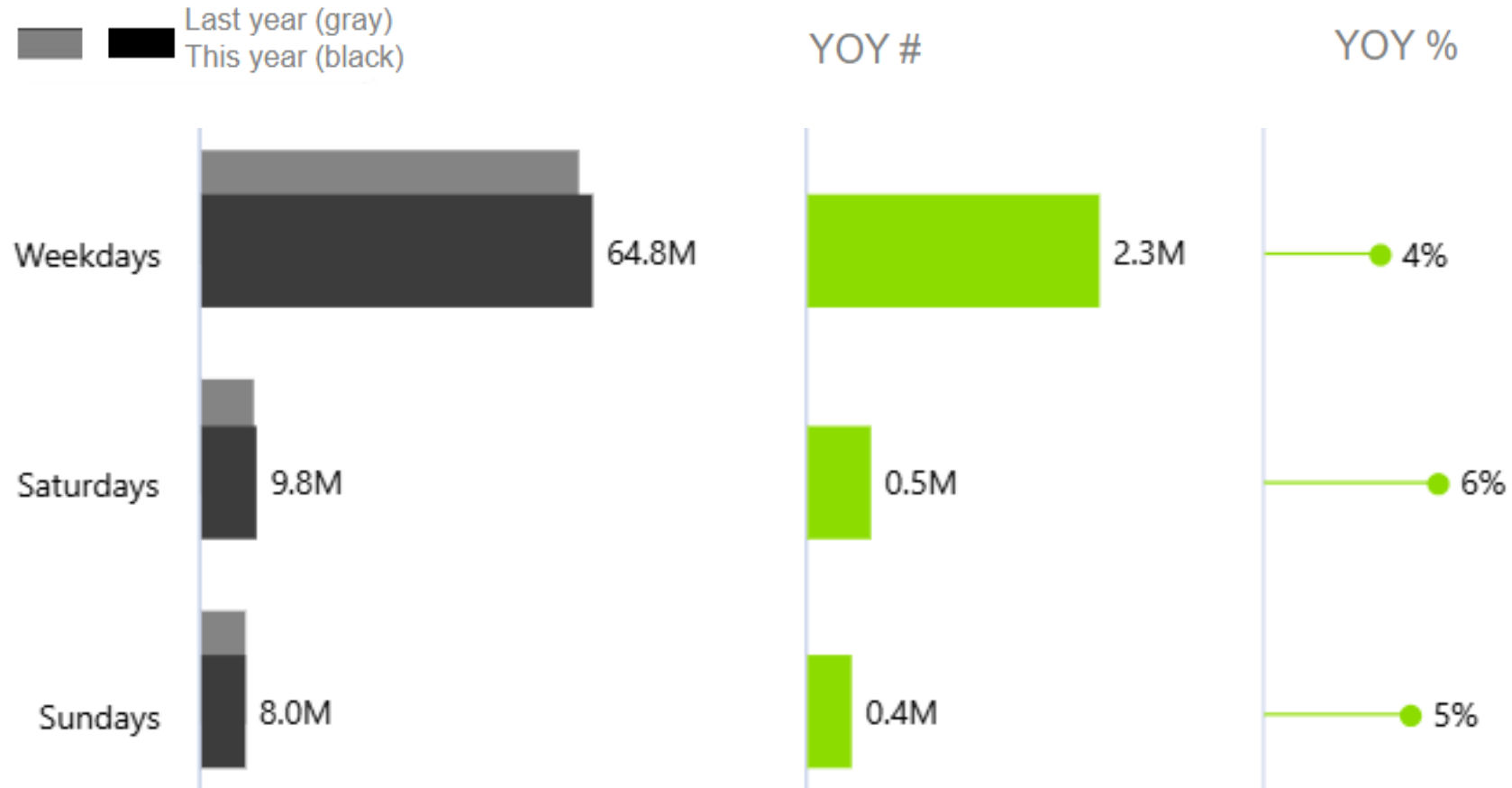
Weekly Ridership (through 7.19.2025)



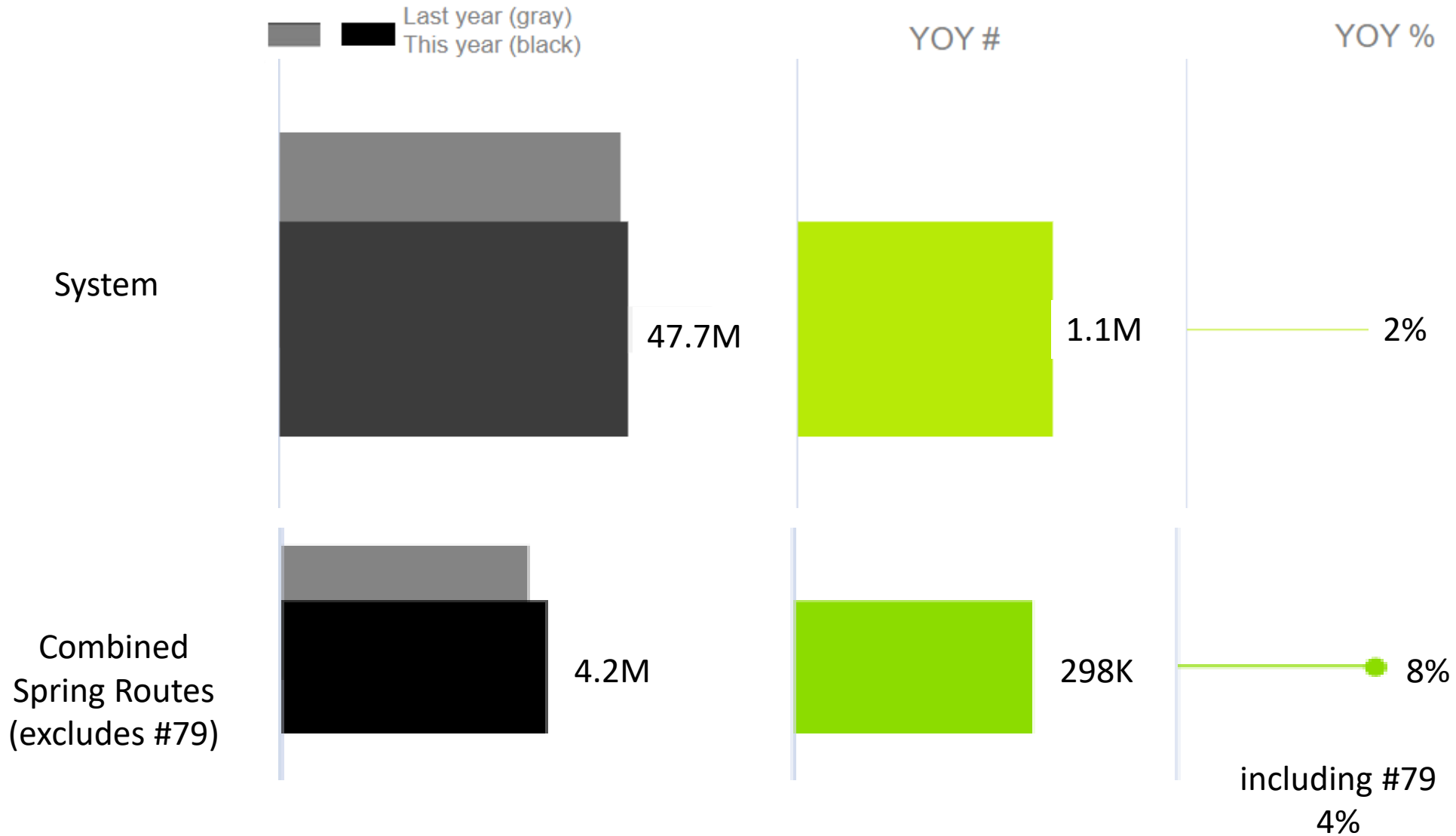
Ridership by Mode - Last Three Months (April, May, June 2025)



Ridership by Day Type – Last Three Months (April, May, June 2025)



Bus Frequent Network: Last Three Months (April, May, June 2025)



Bus Frequent Network – Spring Routes

April, May & June 2025 Combined

Route	Last Year	This Year	YOY #	YOY %
J14 Jeffery Jump	479K	586K	106K	22%
60 Blue Island/26th	686K	797K	111K	16%
95 95th	352K	389K	37K	10%
63 63rd	839K	864K	26K	3%
54 Cicero	653K	666K	13K	2%
34 South Michigan	257K	260K	3K	1%
47 47th	638K	641K	3K	0%
79 79th	1,300K	1,217K	-83K	-6%
Total	5,204K	5,419K	215K	4%

Including the #79, the Frequent Bus Network overall is **up 4% YOY**, which is stronger than the bus system overall, at 2%. Excluding the #79, BFN is **up 8% YOY**.

Bus Frequent Network – Summer Routes

First Five Weeks of Summer Pick (6.15-7.19)

Route	LastYear	ThisYear	YOY#	YOY%
66 Chicago	541K	559K	18K	3%
20 Madison	326K	334K	8K	2%
49 Western	401K	410K	8K	2%
4 Cottage Grove	363K	357K	-6K	-2%
Total	1,631K	1,660K	29K	2%

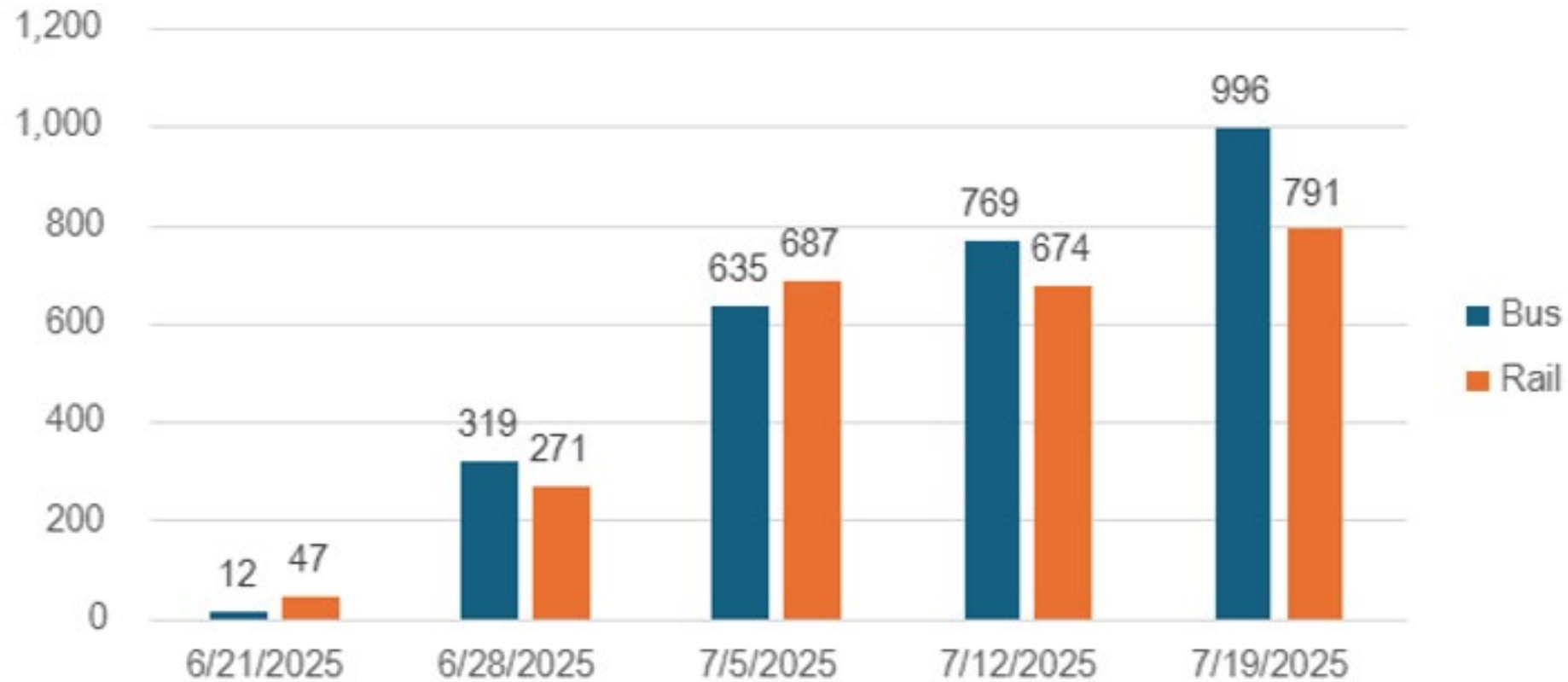
The FBN Summer Routes are **up 2%** YOY, which is just a shade better than the system overall of 1%.

Similarly, to the Spring routes, there's one route that is weighing down the group. Here it is the #4 Cottage Grove, but its not as influential on the whole group as the #79 is on the Spring routes.

Excluding the #4, the FBN Summer Routes are **up 3%**.

Regional Day Pass

Weekly Regional Day Pass: Rides by Mode



CTA Customer Segmentation

- **Over the past year, the Ridership group has re-visited our customer segmentation that was initially developed from our partnership with MIT based on 2017/2018 data**
- **The goals of revisiting the customer segmentation:**
 - **Simplifying segments** by incorporating categorical groups (free, college, senior etc.)
 - Explore and represent new **post-COVID rider behavior** – old version based on 2017/18 data – including frequency, time of day and mode groupings
 - Improve data architecture to enable **future facing dynamic analyses**
- Using several algorithms, analyses, and scoring methods as well as manual review, we were able to develop an enhanced model to help the Authority gain new, deeper insights on rider behavior.

Segmentation – What changed?

- **8 Macro-clusters** defined from 23 algorithmically derived micro-clusters grouped into 8 macro-clusters
 - New structure will allow for high level analysis and drilling down into sub segments
 - Simplified naming to align with rider personas
- **Distinction between time periods calibrated to post-COVID ridership activity** (ie AM peak, midday, PM peak, weekend)
- Consideration of Pace trips & transfers
- Identification of new ridership patterns, including:
 - Redefinition of frequent and super frequent groups
 - Variations in transfer use by frequent riders
 - Variations in mode choice for weekday off peak & weekend riders

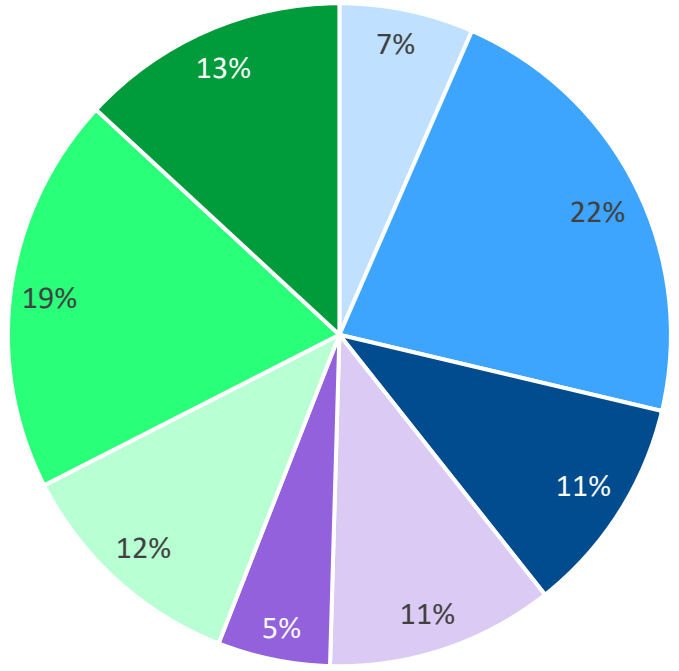
Segmentation – Feature Cheat Sheet

Category	Feature	Definition
Cadence	Range	Count of days between first & last ride during study period
	% of Range Rode	Count of days with rides divided by range
	% of Study Period Rode	Count of days with rides divided by length of study period
Time/Day	% AM Peak	Count of rides starting between 6-10 AM on weekdays divided by total rides
	% PM Peak	Count of rides starting between 3-7 PM on weekdays divided by total rides
	% Midday (Weekday)	Count of rides starting between 10 AM - 3 PM on weekdays divided by total rides
	% Weekend	Count of rides on weekends divided by total rides
Mode	% Rail	Count of rides with at least 1 rail leg divided by total rides
	% Bus	Count of rides with at least 1 bus leg divided by total rides
Transfer	% Transfer Legs	Count of total ride legs that are transfers (i.e. not the first leg) divided by total ride legs

- Ride: A complete journey, from origin to destination. May contain multiple legs.
- Leg: One segment of a journey.
- Transfer: Determined by CTA free transfer policy.

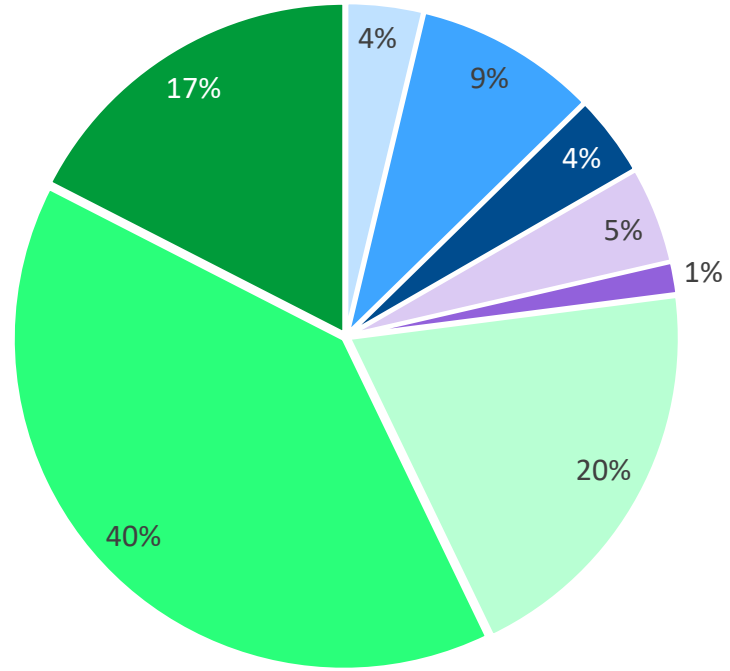
Segmentation – Macro Clusters (8)

Account Share



- I ride transit sometimes
- I only ride on the weekend
- I ride for one weekend
- I ride a lot and I transfer

Ride Share



- I ride infrequently, but at specific times
- I ride for a short time
- I ride a lot and I don't transfer
- I ride a lot during rush hour



Segmentation – Supporting Agencywide Projects

- Proactive / predictive analysis
 - Analyze change in cluster activity across neighborhoods, fare types, retention, routes, stops, lines... stations
 - ❖ Key questions: Are super users clustered in one area vs. selective riders?
 - Based on prior ridership behavior, determine when Ventra accounts go dormant (stop riding for a period of time)
 - ❖ Can we create a campaign that targets riders before they go dormant and keep them riding?
 - ❖ Can we automate process to reach out to recently dormant accounts and win them back?
- Creating representative user testing groups to do beta testing of various digital and customer experience solutions such as digital signs, website redesign, etc.
- Service change analyses
 - Utilizing the customer segmentation to develop key characteristics of a route or line
 - What type of riders are using the route/line? What other activities do we see these riders doing?
 - How should we evolve service on these routes to attract more riders
- Marketing campaigns
 - More detail on following slides

Focused Marketing on Ridership Segments

Super Riders (*"I ride a lot"*)

- 9+ rides per week
- 26% of riders
- **Marketing Goal:** Share our appreciation with them, maintain continued ridership, & encourage advocacy for CTA

Frequent Riders (*"I ride a lot during rush hour"*)

- 4-9 rides per week
- 18% of riders
- **Marketing Goal:** Thank them for riding and encourage an additional ride or two

Infrequent Riders (*"I ride at specific times"*)

- 3-4 days per month
- 39% of riders
- **Marketing Goal:** Encourage riding CTA beyond their traditional route.
 - Ride for work AND pleasure

Short Term & Non/Lapsed Riders (*"I ride for a short time" / "I ride for one weekend"*)

- 17% of riders
- **Marketing Goal:** Establish CTA as a safe, reliable, and cost effective alternative to their current transportation mode



Key Goals for Content Creation

- Produce culturally relevant creative content by using real rider stories, multilingual messaging, and community-specific references
- Activate channels intentionally to reach riders where they are:
 - Radio
 - Neighborhood events
 - Organization sponsorships
 - Targeted paid digital based on geography and language
- Build trust through consistent, inclusive language
- Engage local creators and organizations to ensure authentic voices are part of message development & amplification