

Regional Day Pass

Introducing new pass products focused on regional fare integration and customer experience

June 25, 2024

Regional Day Pass Builds on Prior Fare Change Initiatives

- ✓ Eliminated CTA-CTA transfer (\$0.25)

- ✓ Reduced all fare products

1 Day: \$10 >> \$5

3 Day: \$20 >> \$15

7 Day: \$28 >> \$20

30 Day: \$105 >> \$75

- ✓ Pace joined all unlimited ride fare products (1-day, 3-day, etc.)

- ✓ Metra Link Up Pass >> Regional Connect Pass (Monthly)

- ✓ Regional Day Pass (Proposing)

2022

2023

2024

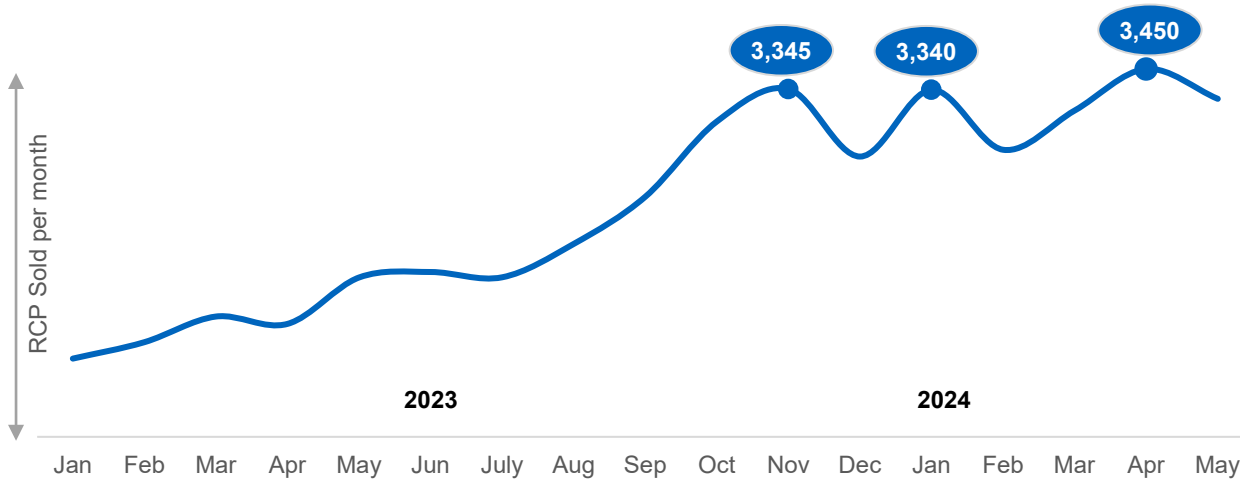
On our way to improved customer experience and expanded regional fare integration

1

CTA is leading the coordination with our partners at RTA, Metra and Pace in providing an **affordable** and **convenient** way for our customers to travel around the region.

2

In 2023 in partnership with Metra and Pace, CTA launched the monthly **Regional Connect Pass**



3

Over this period, **46k Regional Connect Passes** have been purchased

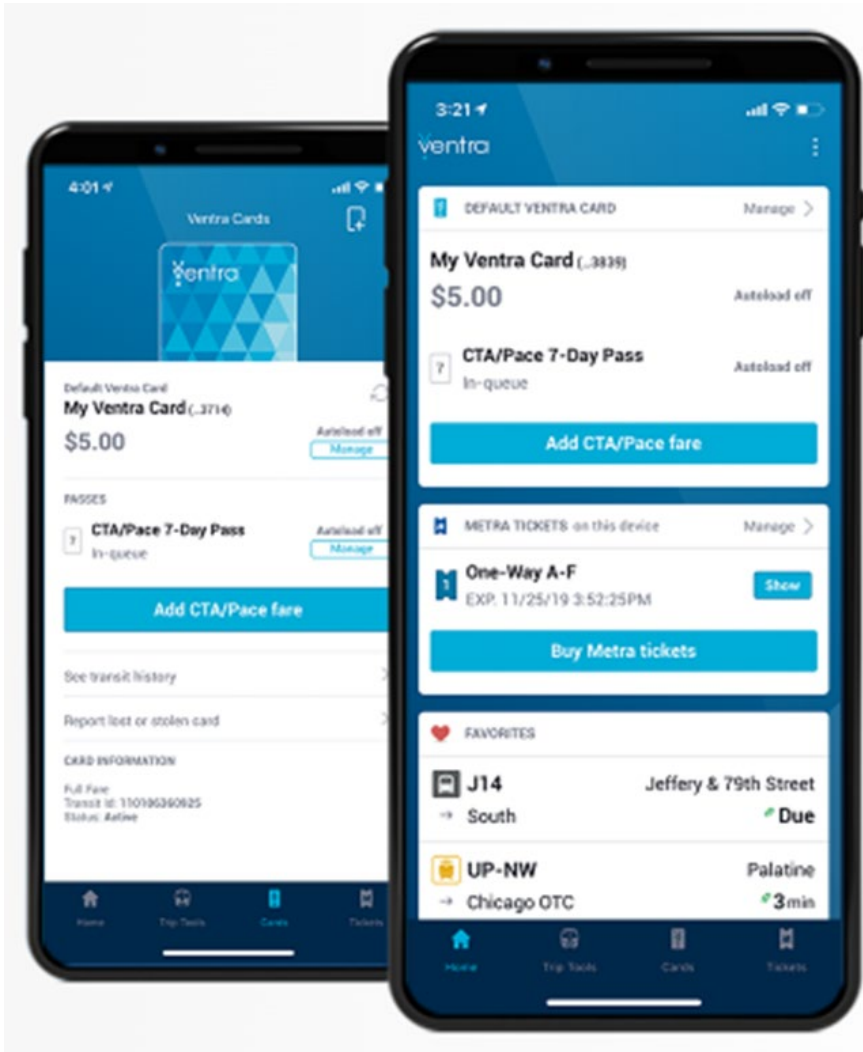
Recommending new Regional Day Pass (RDP) 6-month pilot

The **Regional Day Pass** will be offered by all service boards and will include **unlimited** CTA, Pace and Metra rides. Once activated, it will expire at 3 am the next day.

The RDP aims to offer customers from the region a **convenient** and **affordable** way to travel across CTA, Metra and Pace with only a **single purchase** via the **Ventra mobile app**

Breakdown of the prices are as follows:

Metra Zones	Full Fare / Reduced Fare RDP Weekday	Full Fare RDP SAT/SUN
1-1, 1-2	\$10 / \$6	\$10
1-3	\$13.50 / \$8	\$10
1-4	\$16 / 9	\$10



Intergovernmental Agreement (IGA)

- Recommend entering an intergovernmental agreement with Metra, Pace, and RTA to implement a 6-month pilot of the Regional Day Pass
- Expanding on previous collaboration fare integration efforts with transit partners
- RTA will reimburse transit agencies for lost/dilutionary revenue from Regional Day Pass sales up to a combined total of \$1M.
- Go-Live date is early fall

