

# Welcome to Chicago!

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# Service Providers



# Three Operators

## CTA Bus and Rail

- Serves City of Chicago and inner-suburbs
- 80% of regional ridership
- 8 rails lines, 127 bus routes

## Metra Commuter Rail

- Serves all six-counties, operates with Freight, Amtrak, NICTD (inter-urban)
- 11 lines, 242 stations, 488 route miles

## Pace Suburban Bus and ADA Paratransit

- Serves all six-counties, 3,677 square miles
- 240 bus routes, 2 BRT-lite routes, 4 in development
- 2nd largest ADA Paratransit operator in US
- 10 On Demand Zones, VanPool, RideShare, Demand Response



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# Innovative Fare Operations

- **Ventra**, an account Based Open Loop Fare payment system launched in 2013
- **2 million** + transactions per day, pre-pandemic
- **80+%** of regional taps use this system
- **80+%** of Metra's fares now collected on the Ventra App
- **New fareboxes** coming to CTA and Pace
- **New vending machines** being installed at Metra stations
- **Ventra 3.0 Upgrade** in the works

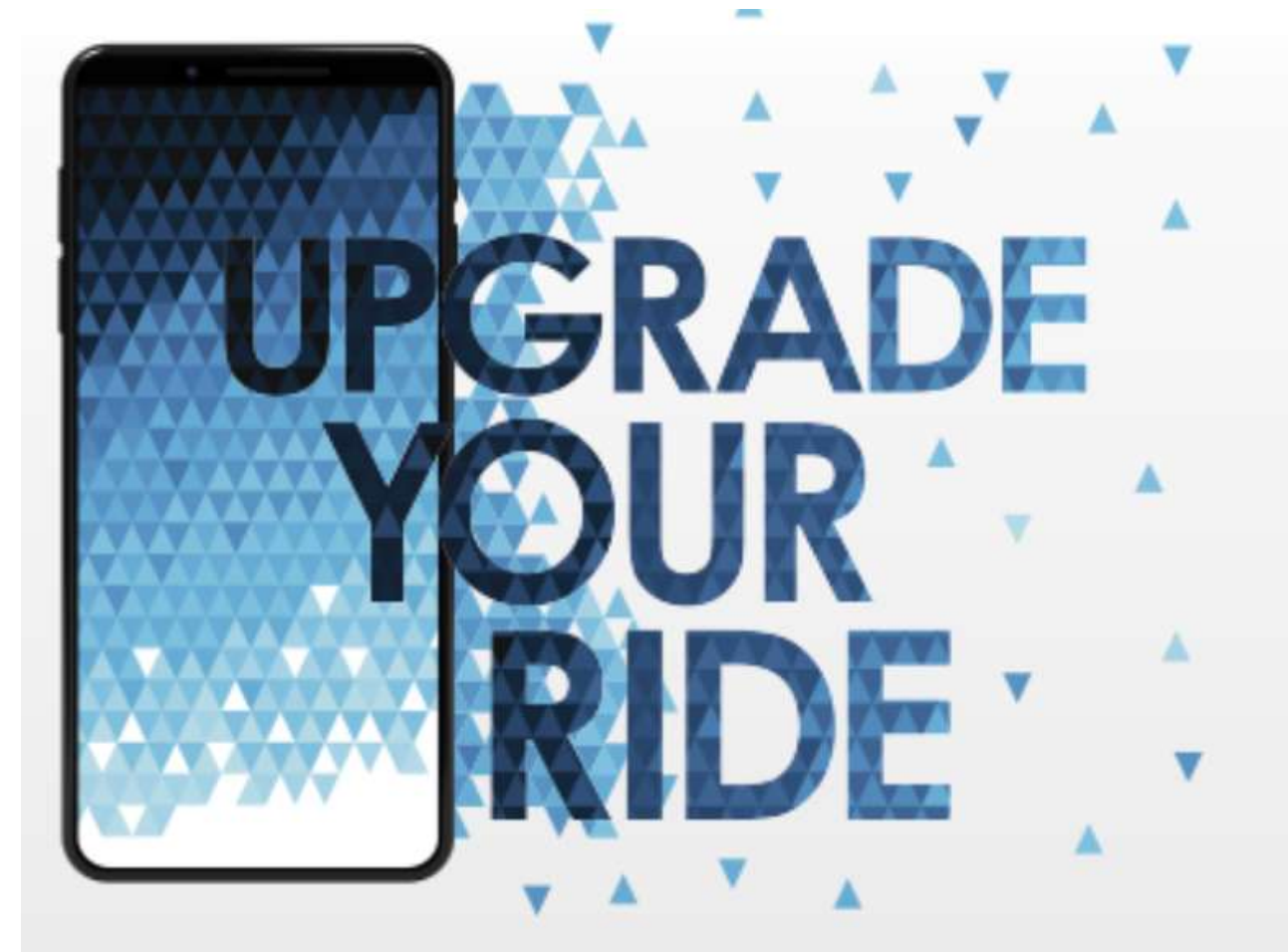




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# Innovative Fare Policy

- Fully integrated CTA and Pace passes
- Metra's new fare structure
- Cheaper and innovative passes since 2021
  - Day Pass sales exceed 2019 levels
  - Regional Connect Pass
  - Proposed Regional Day Pass Pilot
- **25%** of taps are now on **virtual wallet**



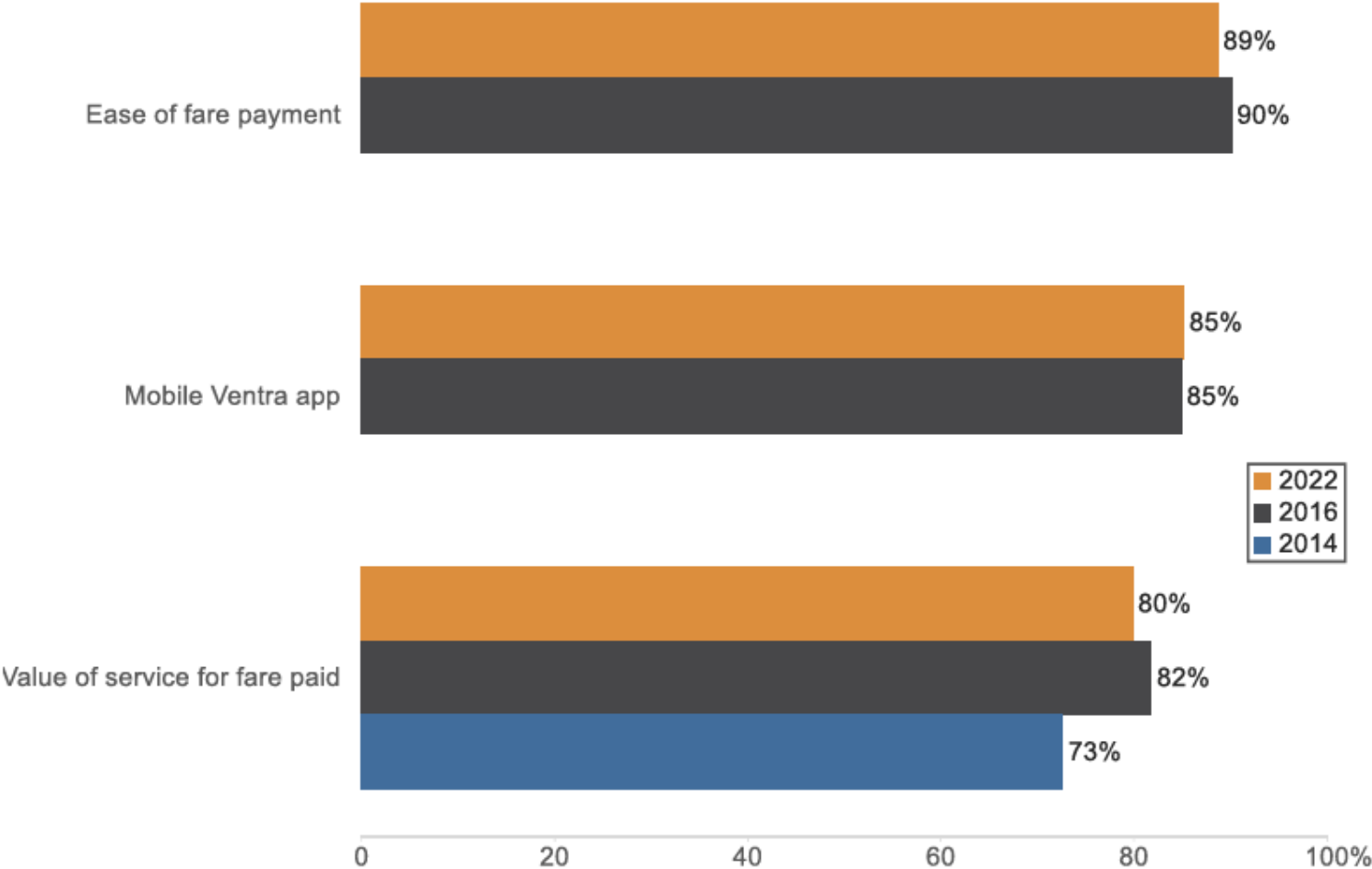
# RTA's role in Fare Programs

- **Access Pilot**
  - Reduced fares for low-income residents on Metra
- **RTA Transit Benefits Program**
  - New state mandate for employers
- **Free and Reduced Fare Programs**
  - Seniors
  - People with Disabilities



# High Rider Satisfaction

FIGURE 24: EASE OF FARE PAYMENT, VENTRA APP AND VALUE OF SERVICE FOR FARE PAID BY YEAR





# Chicago-related Sessions

10:40

## Ventra Chicago: Innovative Fare Collection

📍 Theatre 1 | 20 mins

The Ventra Program has been at the cutting edge of fare collection innovation since 2013, from being one of the first account-based systems in the country allowing open payments, to a partnership with Apple and Google allowing you to tap your cell phone to pay for transit via the Ventra Mobile App and Digital Wallets. Now, Ventra is in the design and build phase of a project that will move the entire system to the cloud and enable even more convenience for Chicago transit riders. We will present a timeline to walk through the evolution of Ventra and into the future leveraging partnerships and innovation.

Speakers



Nicole T. Wilson Brown, Senior Program Director - Cubic Transportation Systems

# Chicago-related Sessions

11:00

## Integrated Bus Fare Systems

📍 Theatre 1 | 20 mins

This year the CTA is installing new fareboxes on over 1,800 buses that will be integrated with other bus systems for more efficient operations. In parallel, the agency we will be piloting new Ventra fare equipment on buses and at rail stations to upgrade card readers, vending machines, and retail devices. The collaboration and logistics of managing these projects, in tandem with other agency driven objectives, will be discussed.

### Speakers



Bill Trumbull, General Manager, Fare Collection - Chicago Transit Authority



Daniel Terryn, CEO, Fare Collection Systems - Scheidt & Bachmann

# Chicago-related Sessions

16:50

## REDUCED AND FREE FARES – THE GOLDEN TICKET TO INCREASING RIDERSHIP?

### Panel Discussion: Are reduced and free fares the golden ticket to increasing ridership?

📍 Theatre 2 | 40 mins

- Discuss how reduced and free fares can make public transportation more accessible to low-income individuals and marginalized communities, potentially increasing ridership among these groups
- Debate the long-term financial viability of implementing reduced and free fare programs, considering potential revenue losses and alternative funding sources to support increased ridership. Is fare capping an economically naive approach?
- Explore how fare policies influence commuter behaviour and perceptions of public transportation, examining whether reduced or free fares alone are sufficient to drive significant increases in ridership.

Moderator



Deborah Wathen Finn, President - The Wathen Group

Panelist



Alex Litchfield, Vice President of Business Development - Vix Technology



Maulik Vaishnav, Senior Deputy Executive Director, Planning & Capital Programming - Regional Transportation Authority



Sam Kaur, Manager, Revenue and Grants - Orange County Transportation Authority



Emma Huang, Senior Consultant - InfraStrategies



# Chicago-related Sessions

10:00

## WHAT IS OPEN ARCHITECTURE AND HOW DO YOU ACHIEVE IT?

### Panel Discussion: What is Open Architecture and how do you achieve it?

📍 Theatre 2 | 50 mins

- Identify the key elements of an open architecture solution and the benefit such a solution can provide.
- Examine various approaches for achieving an open architecture, including what agencies should be asking of vendors and the effects on system procurement strategy.
- Explore best practices and lessons learned in the design, delivery, and validation of open architecture solutions.
- Discuss the ways in which the move to an open architecture is changing how vendors and agencies are building and using modern payment solutions.

Moderator



Anthony Johnson, Director of Engineering and Innovation - Clever Consulting Group

Panelist



Thomas Schaich, Director of Engineering - INIT




Jacqueline Diaz, Senior Product Manager, Fare Systems Innovation - Chicago Transit Authority

# Chicago-related Sessions

13:50

## Giving the Paratransit Rider independence with same day booking and payment capabilities through the Pace RAP program

 Theatre 1 | 20 mins

It's been a 3 year journey that started as a small pilot in DuPage county and is now one of the most successful on demand ADA travel programs in the country. Hear how Pace created a same day ADA ride program that allows riders to travel anywhere across the entire ADA service area with a seamless booking and payment process.

### Speakers



Sarah Boden, Senior Account Executive - Uber



Angel Grajeda, Head of Marketing and Market Expansion - Uber Transit