



TO: Board of Directors

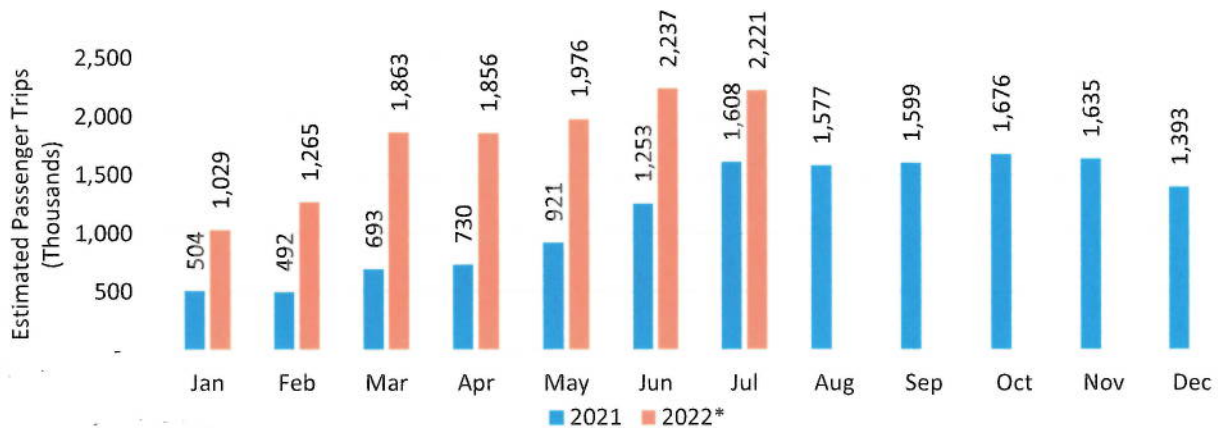
DATE: August 17, 2022

FROM: Jim Derwinski, CEO/Executive Director *JMD*

SUBJECT: July 2022 Ridership Trends

Metra provided 2.2 million trips in July 2022, which was relatively unchanged from the number of trips provided in June. Ridership decreased during the week of July 4th and increased throughout the month. July had two fewer weekdays than June.

Figure 1: Estimated Passenger Trips by Month



*2022 data are preliminary and subject to revision as data is continuously reviewed throughout the year
Data Source: Ticket Sales

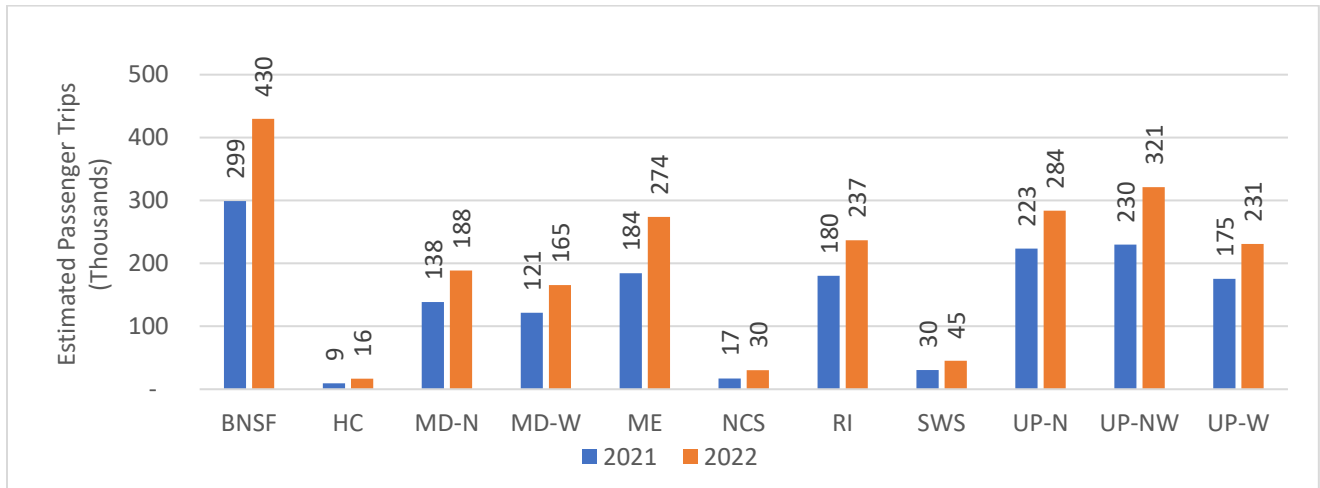
July Ridership Highlights

- Excluding days with special event service, Tuesday, July 19 was Metra’s highest ridership day this year with 131,200 passengers, compared to a typical weekday average of 110,900 for the month of July. Metra averaged 107,700 weekday passengers in June 2022.
- July marked the first month of the flat-rate \$100 “Super Saver” Monthly Pass promotion, helping Metra to sell more than double the amount of Monthly Passes sold in June. Metra sold nearly 22,000 July Monthly Passes, compared to about 10,000 sold in June.
- On the Thursday of Lollapalooza, passenger loads reached a post-pandemic high of 140,000. Passenger loads for the four-day event were 32 percent higher than the previous three weeks of the month (Thursday through Sunday), with an estimated 93,000 additional trips generated from the event.
- Promotional Saturday service resumed on the Heritage Corridor on July 2 with passenger loads averaging about 100 passengers per Saturday in July.

Ridership by Line

The BNSF gained the highest total number of additional riders compared to last July than any other line, with approximately 130,800 additional trips. The Heritage Corridor saw its ridership grow by 81 percent in the same period, the highest rate of any Metra line.

Figure 2: Estimated Passenger Trips by Line (July 2021 vs. July 2022*)

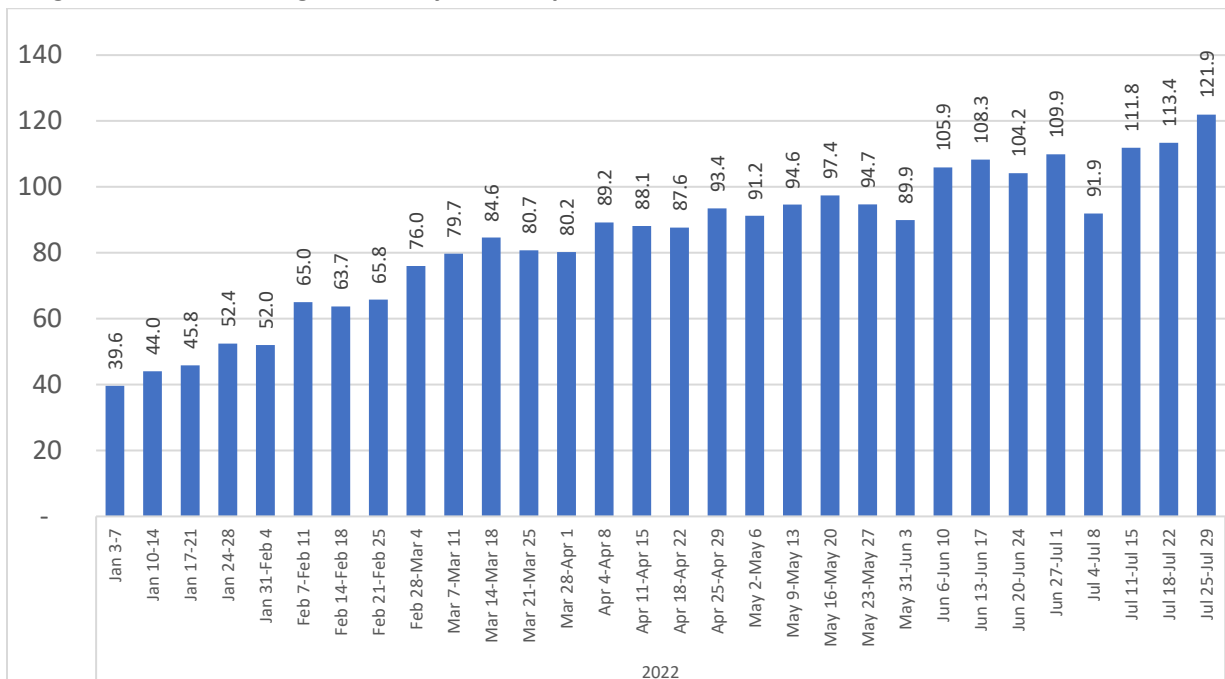


*2022 data are preliminary and subject to revision as data is continuously reviewed throughout the year
Data Source: Ticket Sales

Special Events

This year, Lollapalooza occurred entirely in July, opposed to last year when the event started in July and ended in August. Metra added 19 additional trains on Thursday and Friday, 21 trains on Saturday, and 23 trains on Sunday. The Heritage Corridor ran 6 trains on Saturdays in July as part of its promotional Saturday service. The Family Fares program was active during weekdays in July.

Figure 3: Metra Average Weekday Ridership



Data Source: Conductor Counts

Ticket Sales

Sales of July Monthly Passes doubled compared to June following the introduction of the promotional flat-rate \$100 “Super Saver” Monthly Pass. In July, sales of the 10-Ride ticket fell 25 percent while sales of the Day Pass fell 23 percent compared to June 2022.

Table 1: Ticket Sales and Ridership by Ticket Type (thousands)

Ticket Type	Ticket Sales					Ridership				
	July 2019	June 2022	July 2022	June 2022 Share	July 2022 Share	July 2019	June 2022	July 2022	June 2022 Share	July 2022 Share
Monthly Pass	82	10	22	1.0%	2.4%	3,511	308	546	13.8%	24.6%
10-Ride Ticket	162	65	49	6.7%	5.3%	1,615	649	488	29.0%	22.0%
One-Way Ticket	998	498	494	51.5%	53.9%	998	498	494	22.3%	22.2%
Weekend Pass	119	-	-	0.0%	0.0%	298	-	-	0.0%	0.0%
One Day Weekend Pass	-	67	91	6.9%	10.0%	-	113	153	5.0%	6.9%
Two Day Weekend Pass	-	15	21	1.6%	2.3%	-	32	47	1.4%	2.1%
Day Pass	-	312	239	32.2%	26.1%	-	599	455	26.8%	20.5%
\$6 Day Pass	-	55	65	5.7%	7.1%	-	134	122	6.0%	5.5%
\$10 Day Pass	-	257	174	26.6%	19.0%	-	465	333	20.8%	15.0%
RTA Ride Free Permit	-	-	-	0.0%	0.0%	77	37	37	1.6%	1.7%
Total	1,361	967	916	100.0%	100.0%	6,499	2,237	2,221	100%	100%

Note: Values do not add to total ridership due to Group Sales, Marketing Sales, and Refund Adjustments; 2019 data may not match previously reported totals due to late-reporting sales and refunds; 2022 data are preliminary and subject to revision as data is continuously reviewed throughout the year. Sales of incremental tickets are not included.

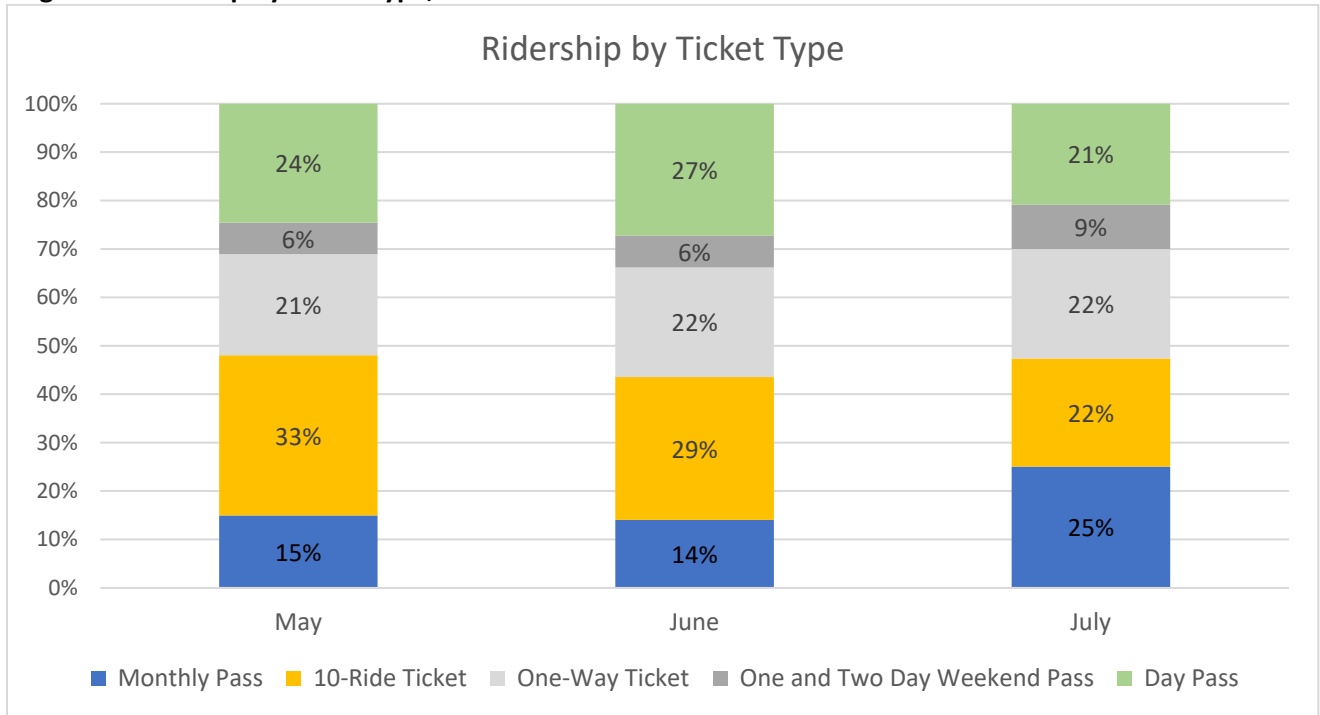
Table 2: Ridership by Sales Channel (thousands)

Sales Channel	Ticket Sales				Ridership			
	July 2019	July 2022	July 2019 Share	July 2022 Share	July 2019	July 2022	July 2019 Share	July 2022 Share
Conductor	257	112	18.8%	12.2%	347	130	5.3%	5.9%
Commuter Benefit	34	5	2.5%	0.5%	1,161	75	17.8%	3.4%
Ventra App	674	660	49.4%	72.1%	2,919	1,592	44.8%	71.7%
Ticket Agent	358	122	26.3%	13.4%	1,794	358	27.5%	16.1%
Ticket Vending Machine	41	17	3.0%	1.9%	215	28	3.3%	1.3%
RTA Ride Free Permit	-	-	0.0%	0.0%	77	37	1.2%	1.7%
Total	1,364	916	100%	100%	6,513	2,221	100%	100%

Note: Values do not add to total ridership due to Group Sales, Marketing Sales, and Refund Adjustments; 2019 data may not match previously reported totals due to late-reporting sales and refunds; 2022 data are preliminary and subject to revision as data is continuously reviewed throughout the year. Sales of incremental tickets are not included.

Metra’s promotional flat-rate \$100 “Super Saver” Monthly Pass significantly impacted the sales of 10-Ride tickets and Day Passes. The share of ridership on 10-Ride tickets decreased about 7 percent, and the share of ridership on Day Passes decreased about 6%. Staff will continue to monitor these trends as the Monthly Pass promotion continues.

Figure 4: Ridership by Ticket Type, Last 3 Months



Data Source: Ticket Sales

Prepared by Aaron Maertins, Data Analytics Manager, Operations Projects
 Steven Mannella, Mgr, Transportation Planning
 Cody Wolcott, Service Analyst