FAIR TRANSIT SOUTH COOK

Hyde Park Kenwood Community Conference
Transit Task Force
Community Dialogue

January 2021

CONNECTING COOK COUNTY
Beyond Transportation

Agenda

- Fair Transit Overview (30 min)
  - Pilot History and Purpose
  - Outreach Program
  - Role of Community Partners
  - Community Partner Toolkit
- Discussion (15 min)
- Questions for Cook County, Metra and Pace (15 min)

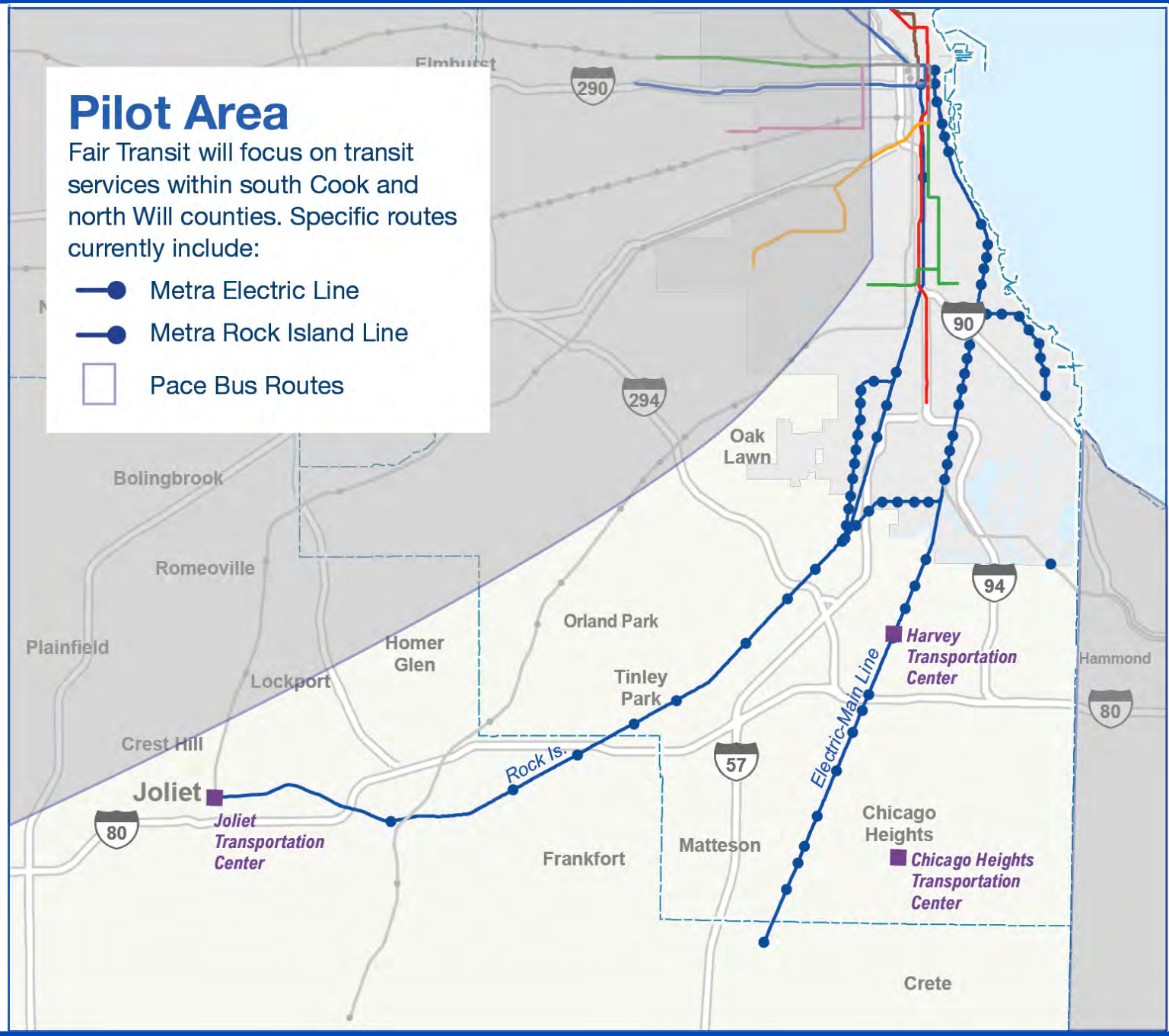


Cook County's Department of Transportation and Highways (DoTH), under the leadership of President Toni Preckwinkle, has formed a partnership with the region's transit agencies to implement a **three-year pilot** project to **improve transit service** and **lower costs** for the residents of the south side of Chicago, south suburban Cook and north Will Counties.

The Fair Transit pilot will provide south Cook County and north Will County residents with greater opportunities to make transit their choice for getting to work, school, shopping and regional destinations.

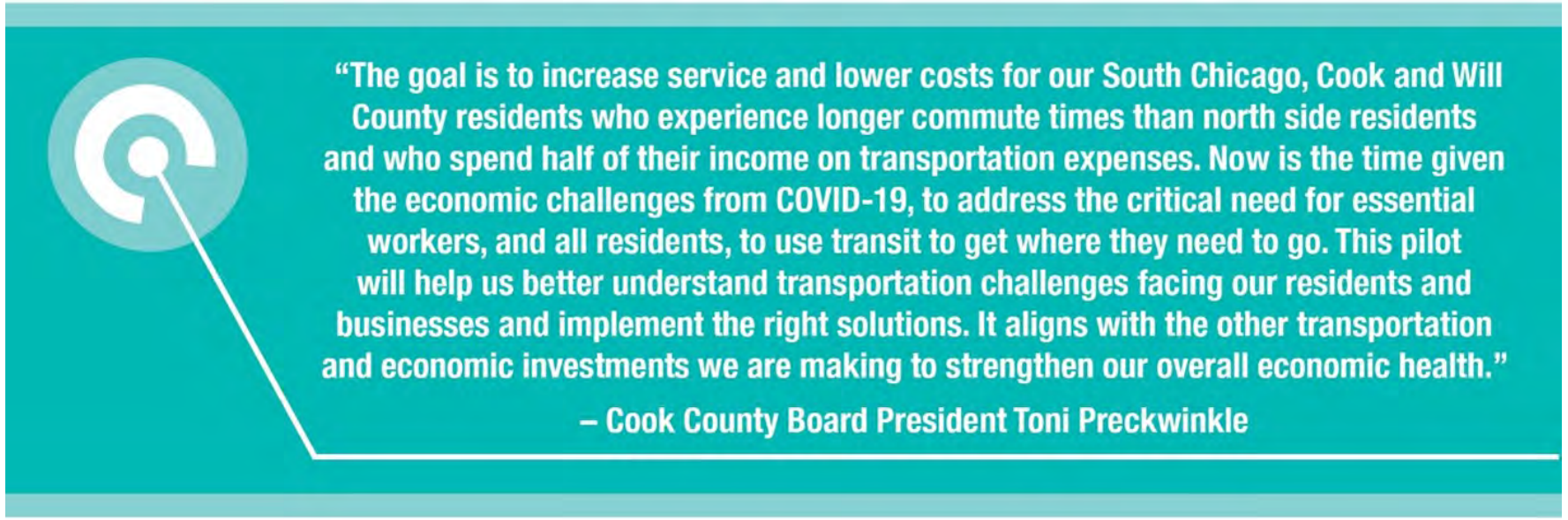
Pilot Goals

1. Improved service options
2. Metra fare reduction
3. Seamless transfers



Fair Transit History

- Long Range Transportation Plan (2016)
- South Cook Mobility Study (2018)
- Coalition for Modern Metra Electric (CMME)
- ON TO 2050 – Inclusive Growth (CMAP, 2019)



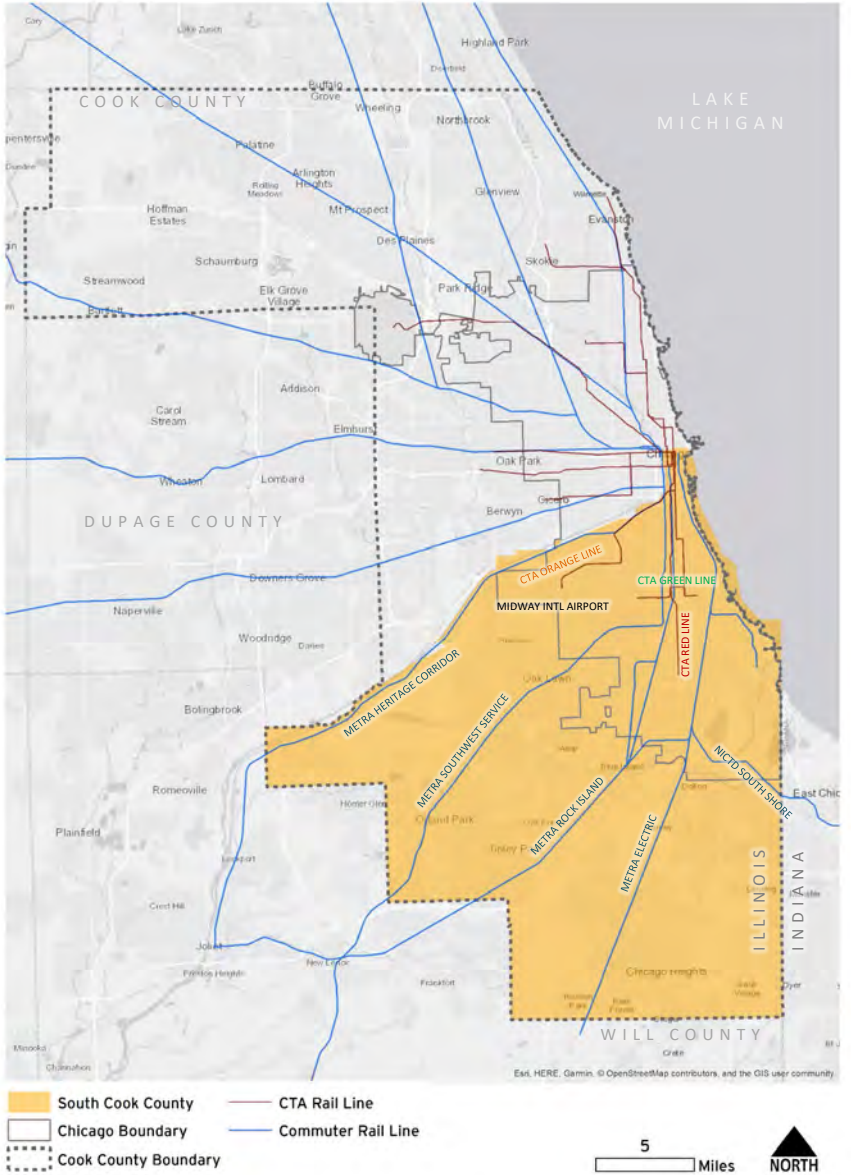
South Cook Mobility Study

Key Elements

- Focused on high transit dependence but limited access areas
- Modeled scenarios for new services, fare structures and facilities on ridership
- Included scenarios proposed by local advocates and agencies
- Most beneficial scenarios brought forward

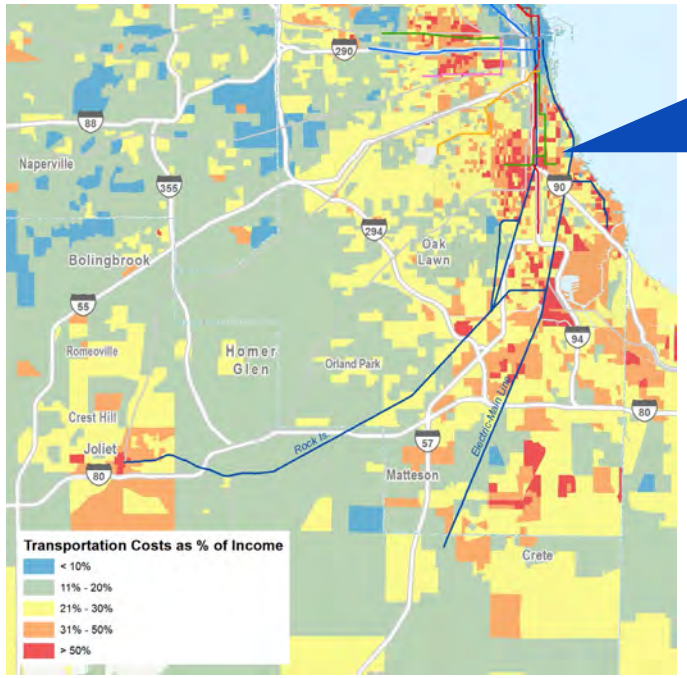
Findings

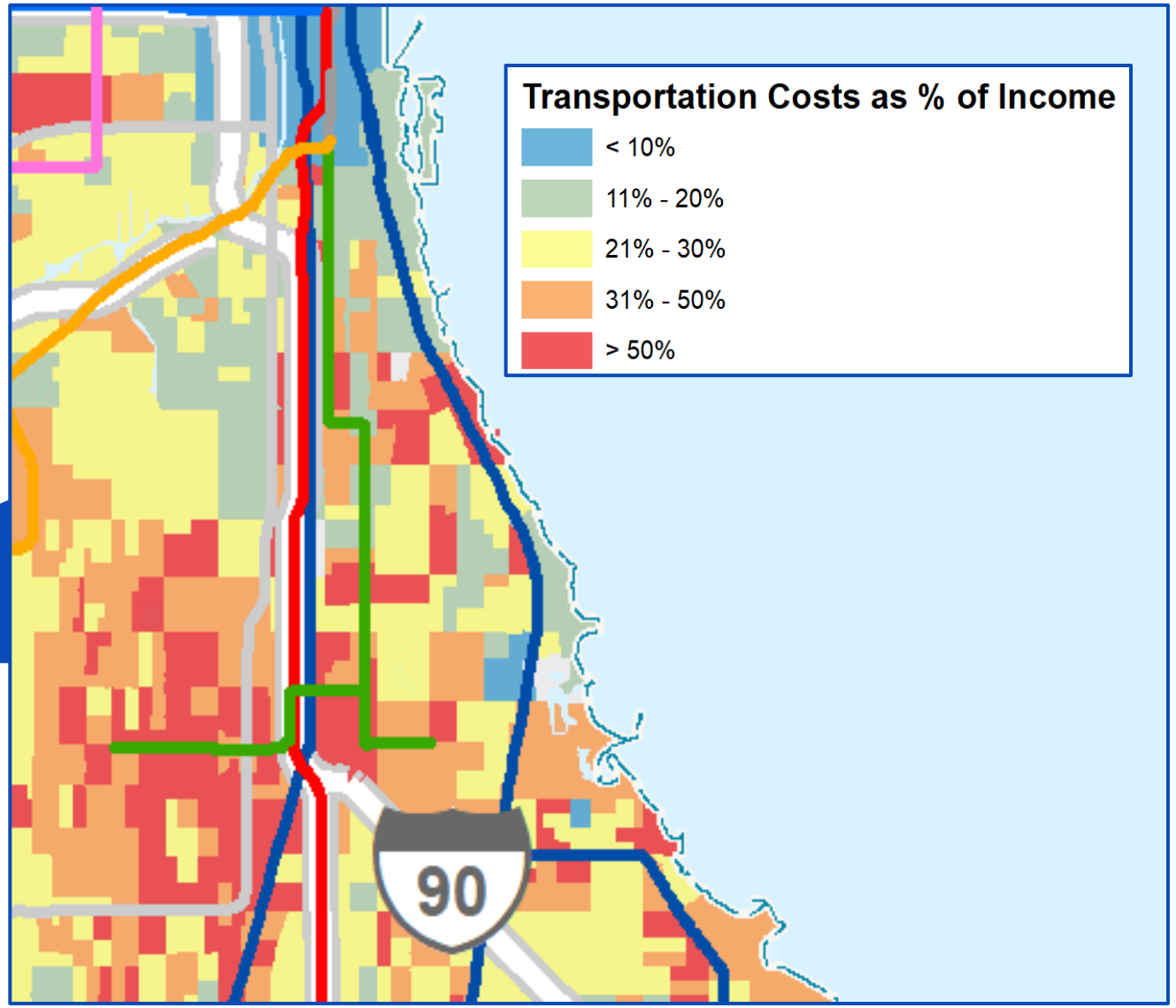
- Reduced fares drive tremendous ridership growth on Metra in South Cook
- Optimized service frequency brings near-CTA levels of service for ME Metra line
- Net ridership increases, but some services see significant losses
- I-294 Flex Lane Express Bus would have high ridership



Why South Cook/Hyde Park?

A large percentage of residents in South Cook spend 50% or more of their income on transportation

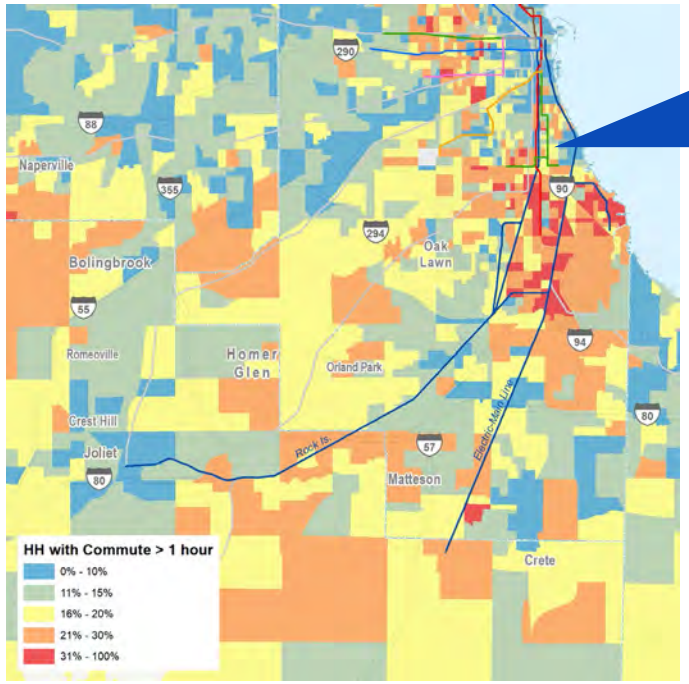


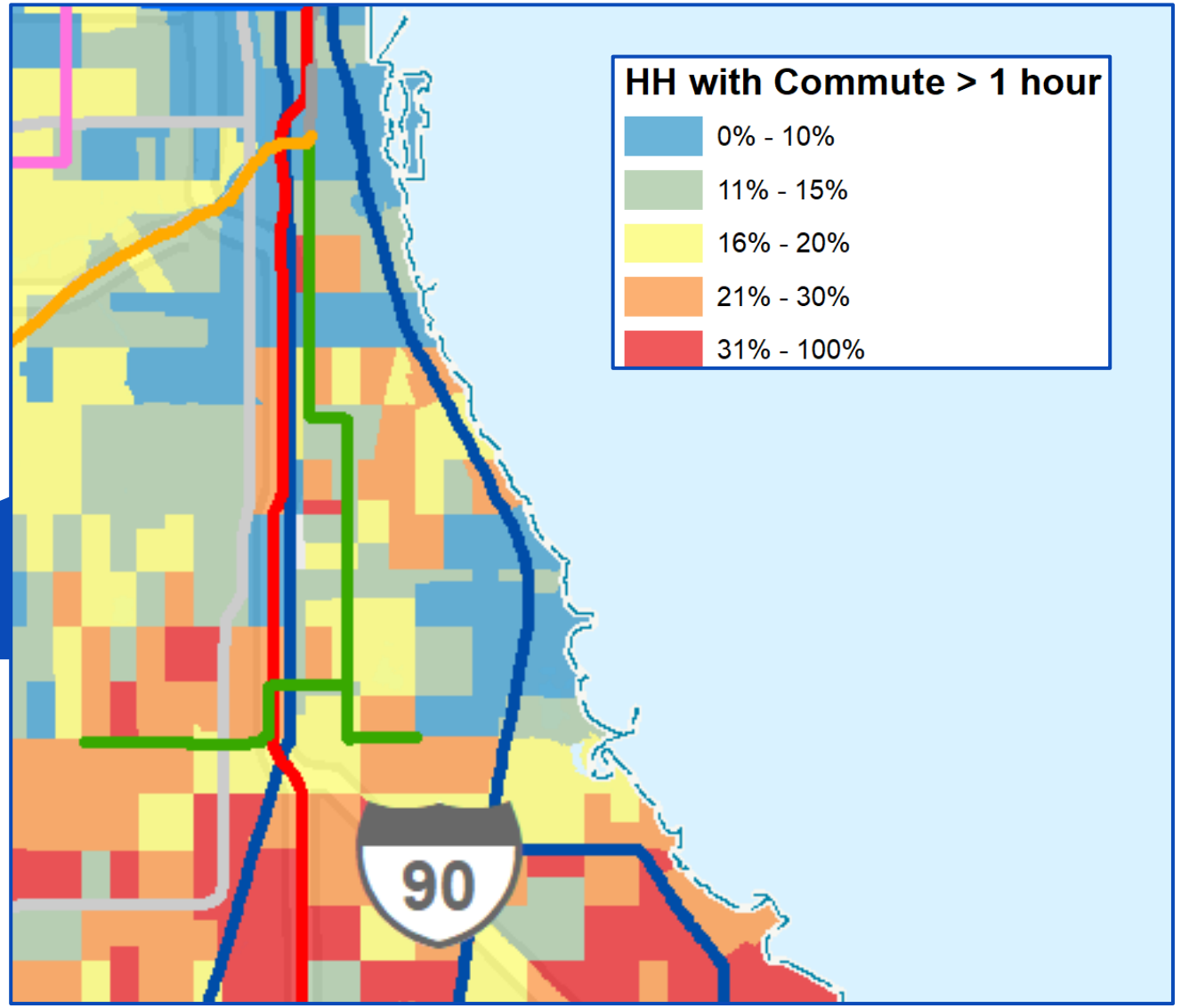


Source: CNT H+T Affordability Index

Why South Cook/Hyde Park?

A large percentage of residents in South Cook spend over 1 hour commuting to work

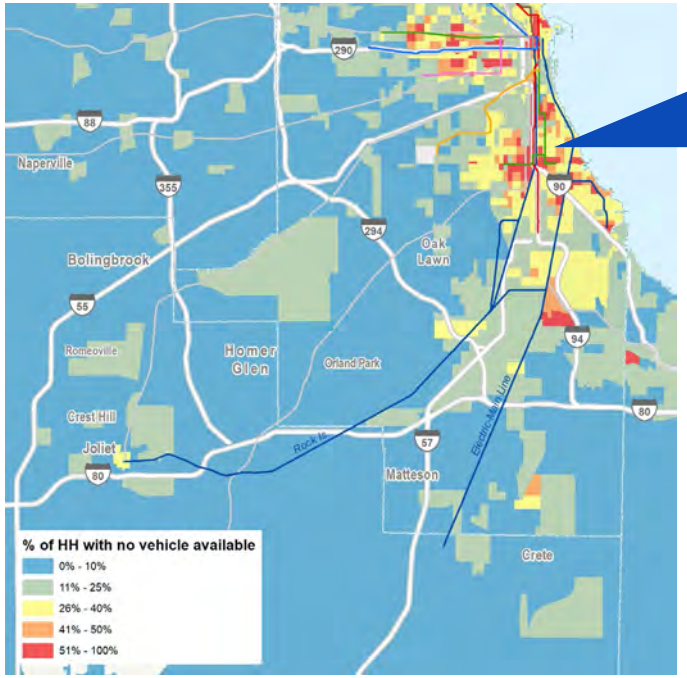


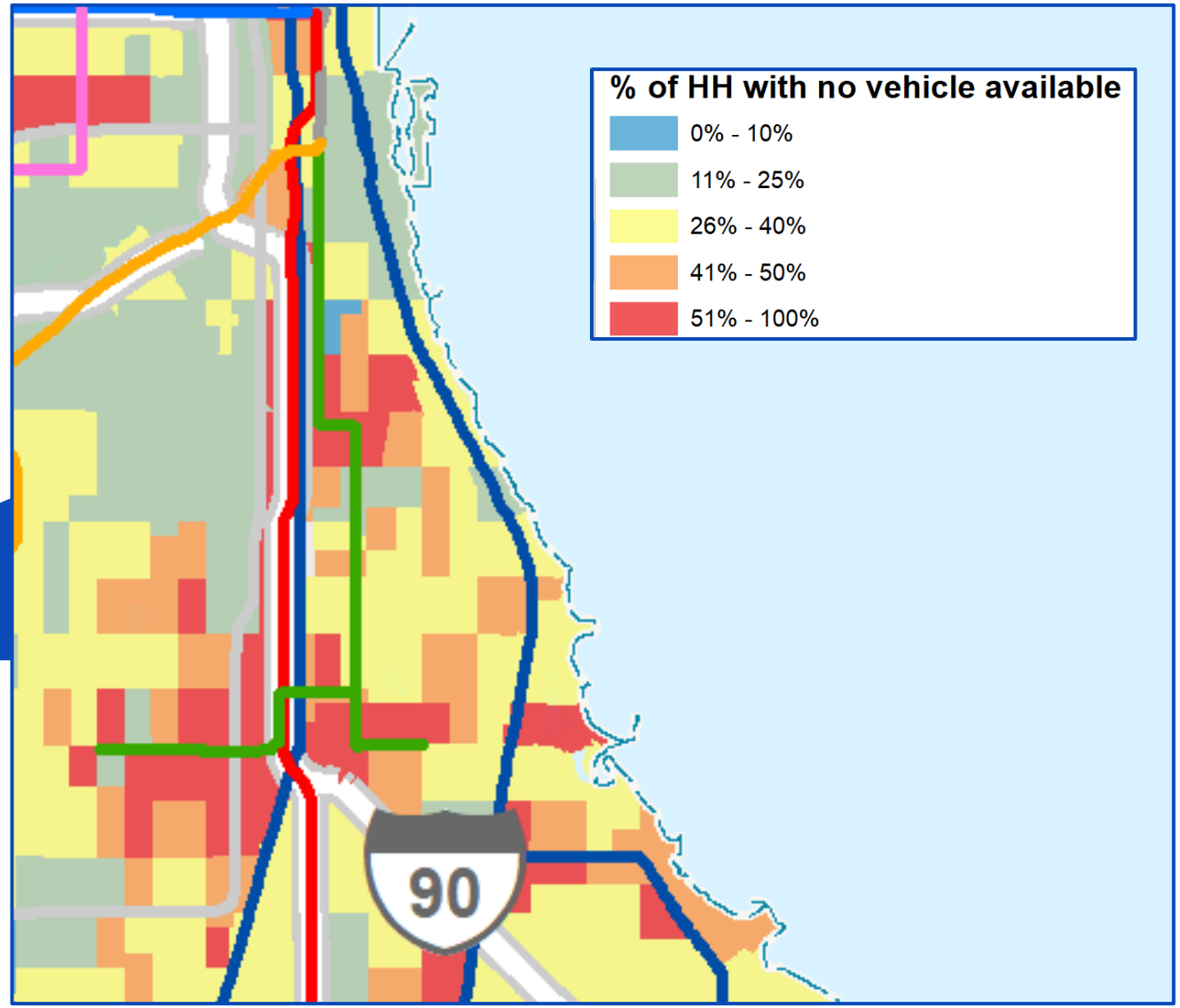


Source: Esri Living Atlas, ACS

Why South Cook/Hyde Park?

A large percentage of households in South Cook do not own a personal vehicle

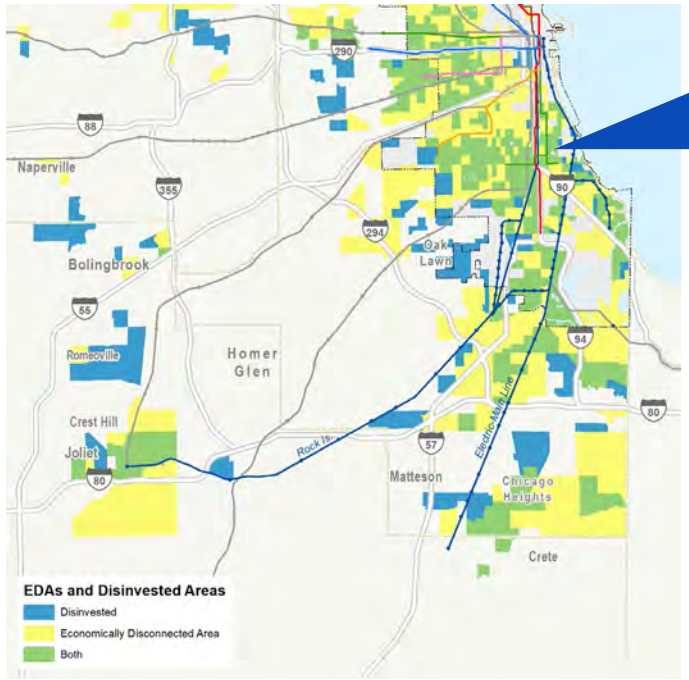


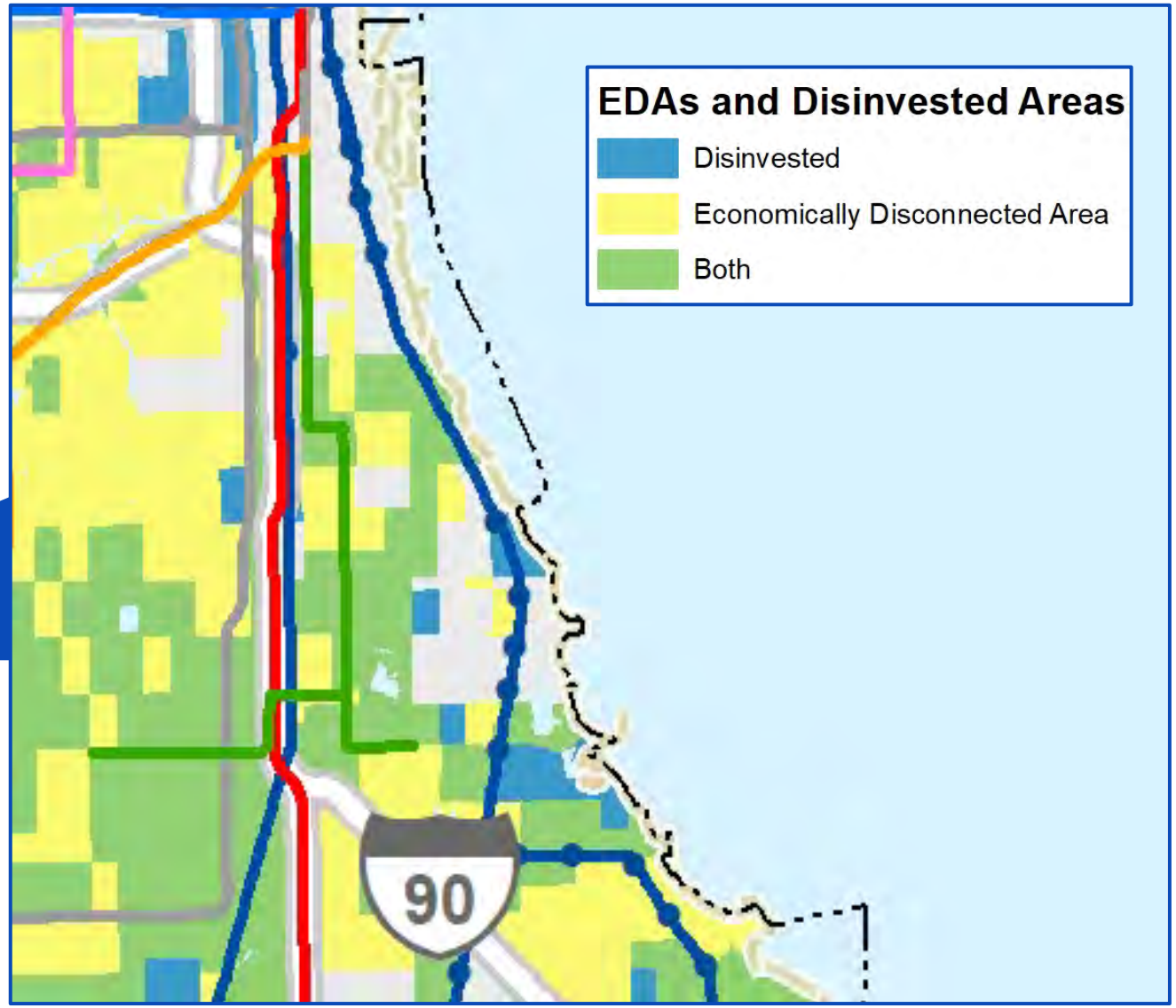


Source: Esri Living Atlas, ACS

Why South Cook/Hyde Park?

Transportation access is further complicated by decades of economic disinvestment

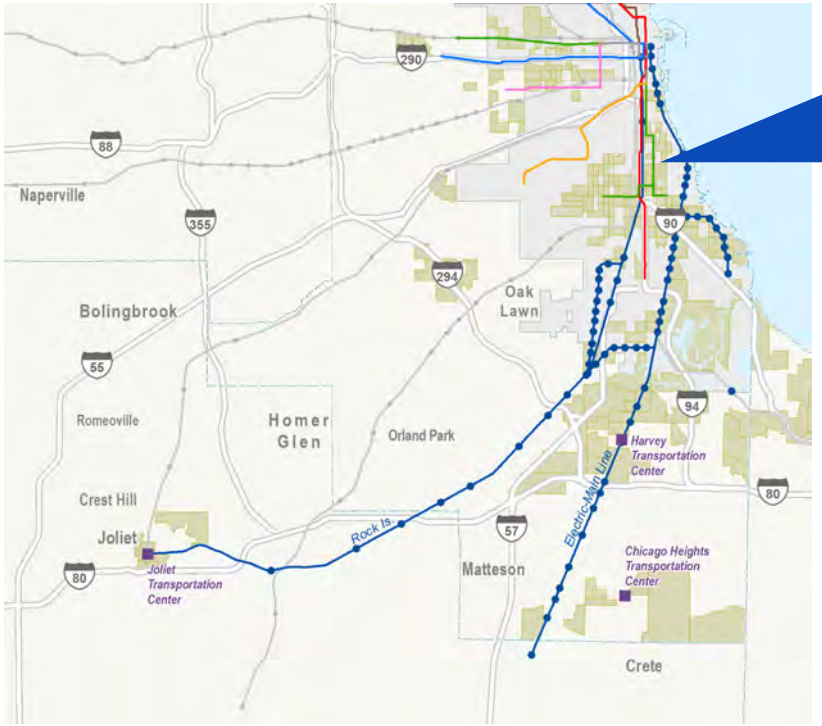


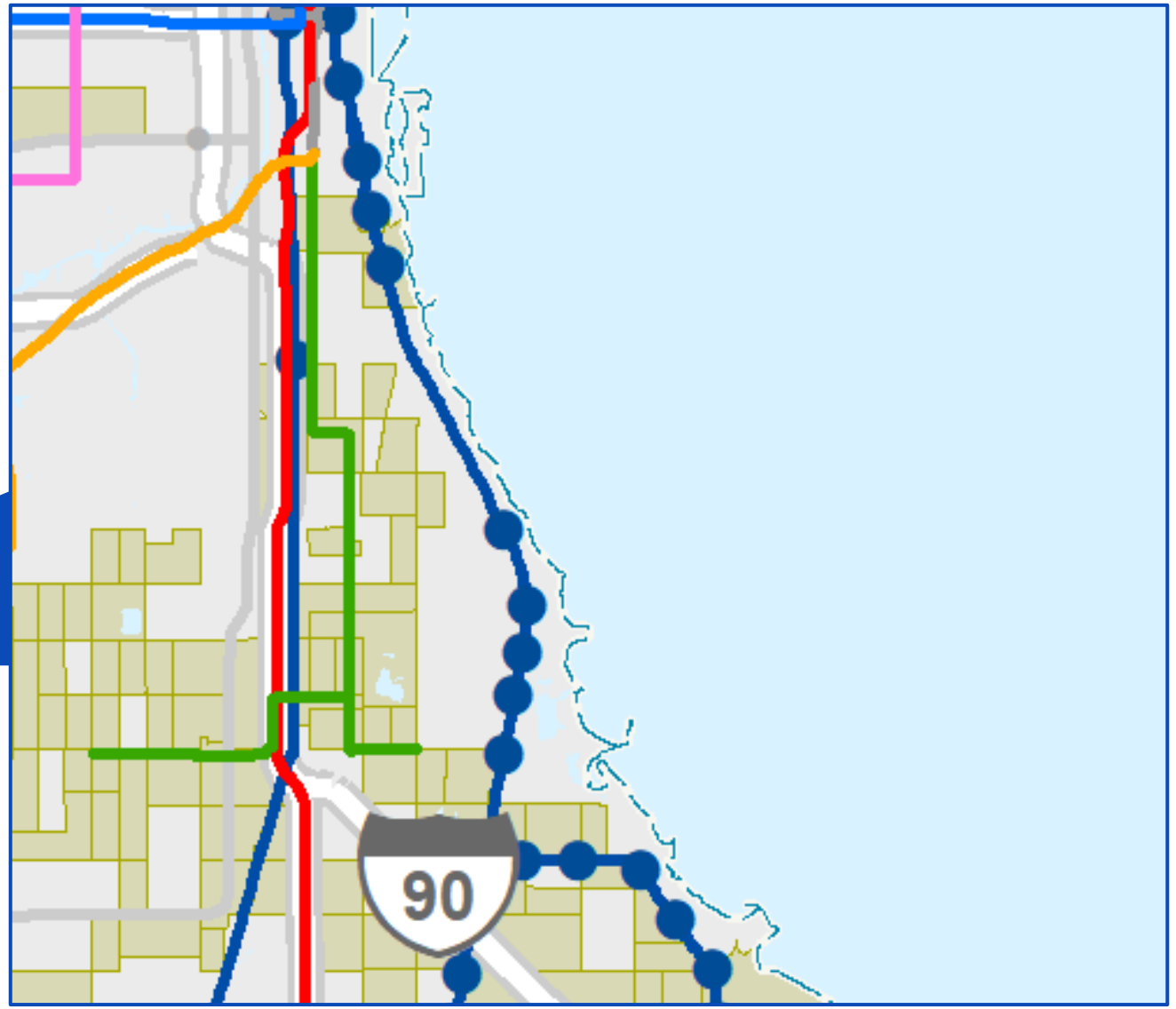


Source: CMAP

Why South Cook/Hyde Park?

Several opportunity zones are located in South Cook – improved transit could further catalyze economic development

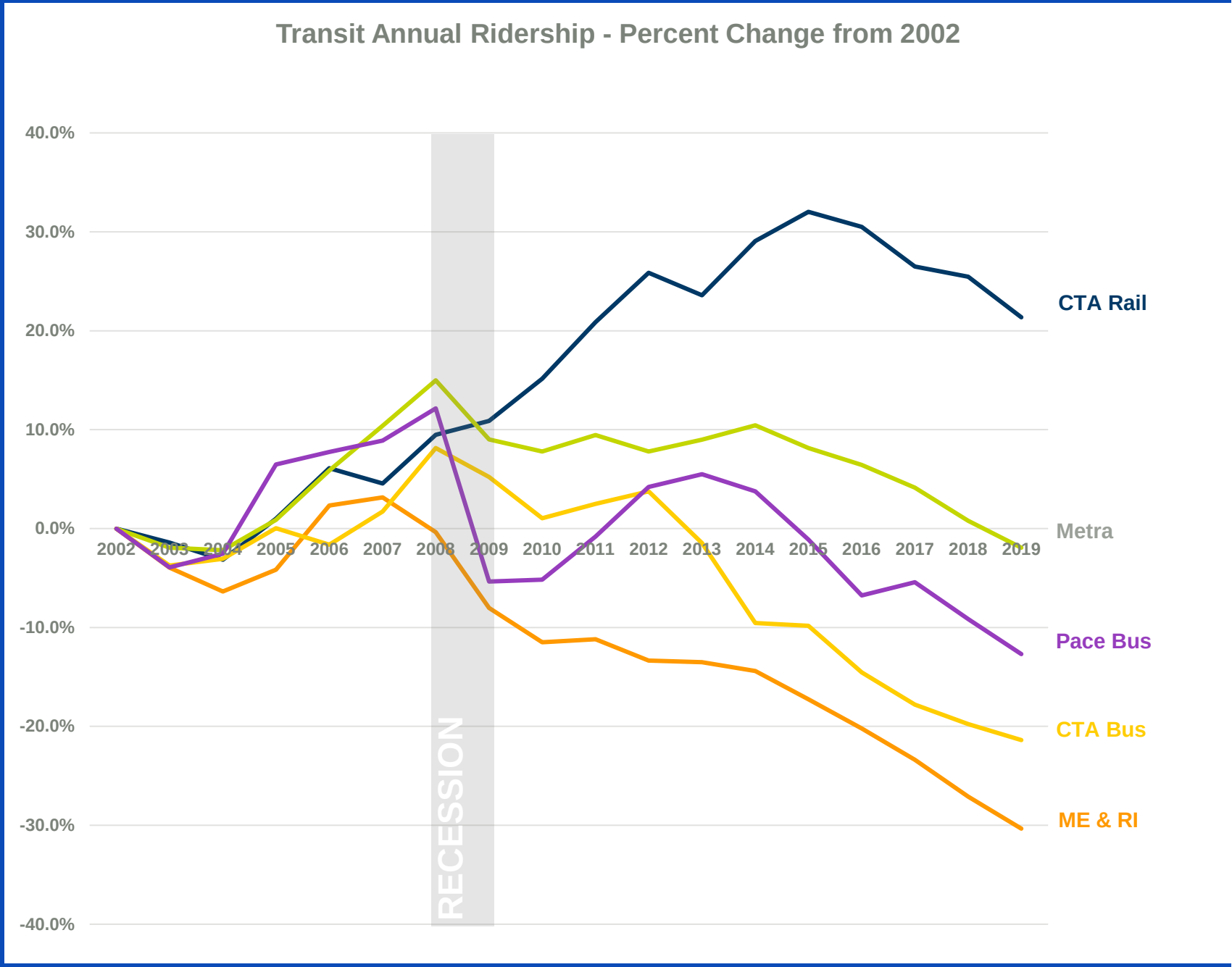




Source: HUD

Transit Trends

- CTA Rail has experienced the most growth recently, but mainly on north and northwest lines
- Significant decline on Metra Electric and Rock Island lines
  - 14.6 million rides in 2019
- Nearly 20% of all trips on the Metra system
- Down 6.4 million trips since 2002
- 45 of the 49 stations are in Cook County
- Both Pace and CTA bus ridership down systemwide

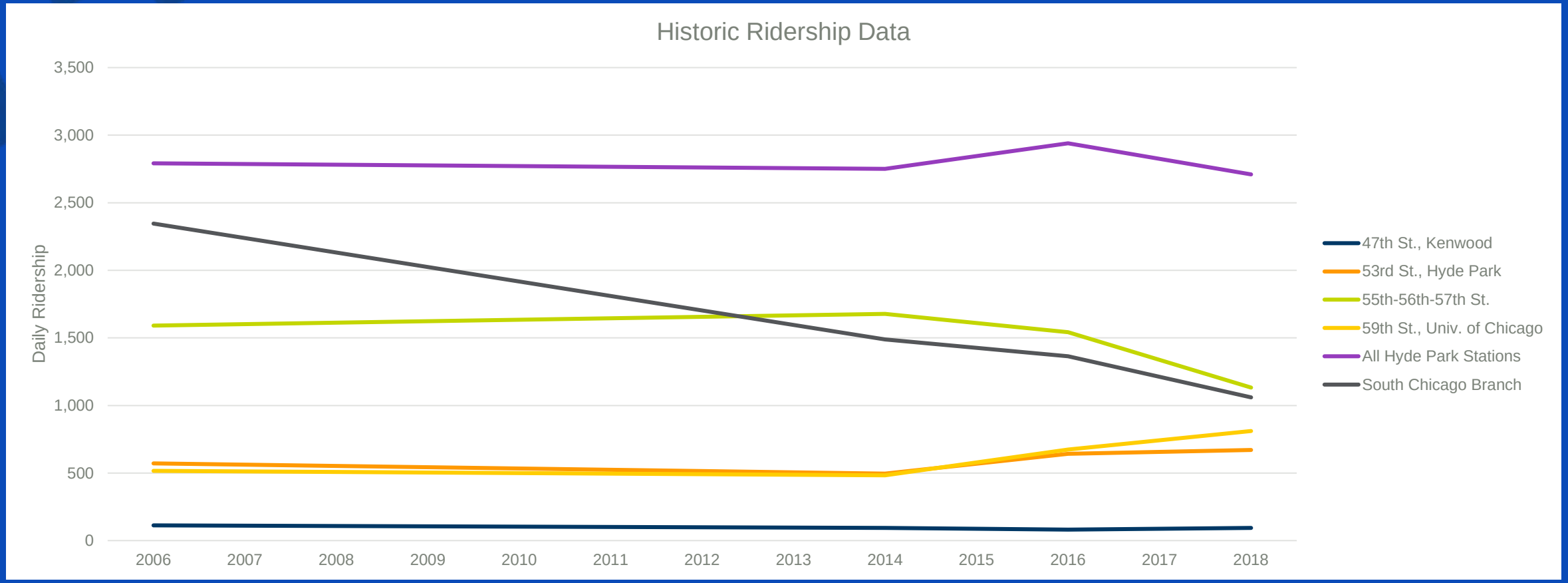


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Source: Metra Ridership Survey

Hyde Park Ridership Trends (2006-2018)

(47th St Kenwood, 53rd St Hyde Park, 55th-56th-57th St. and 59th St Univ. of Chicago Stations)



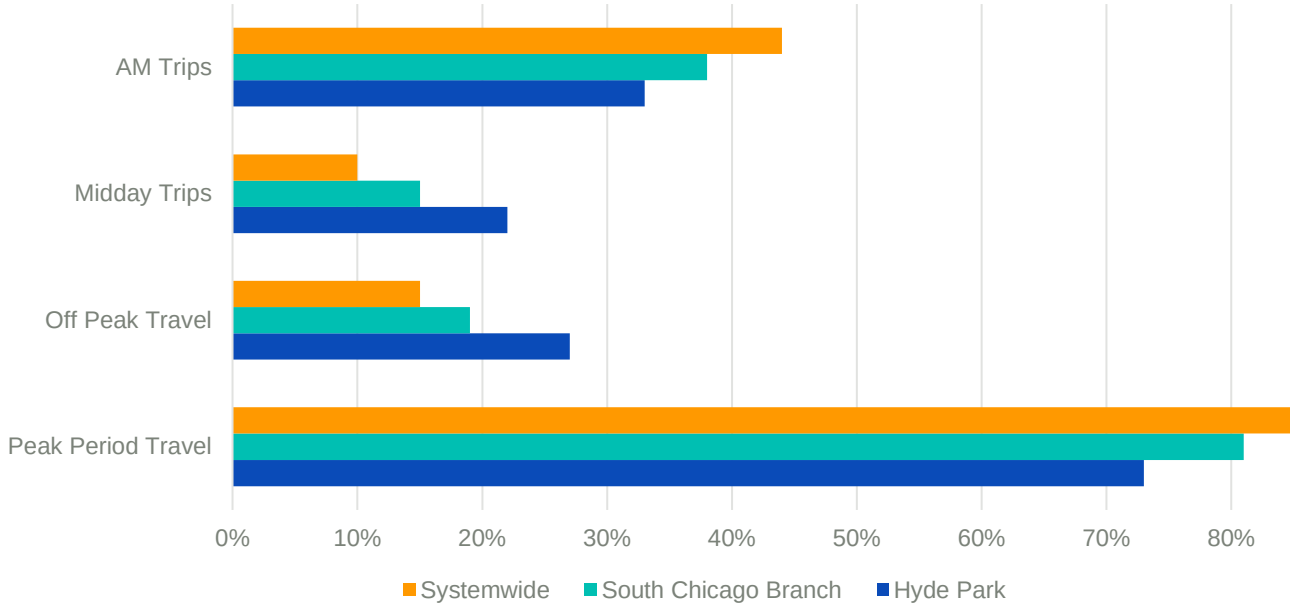
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Ridership at Hyde Park stations has remained relatively flat since 2006

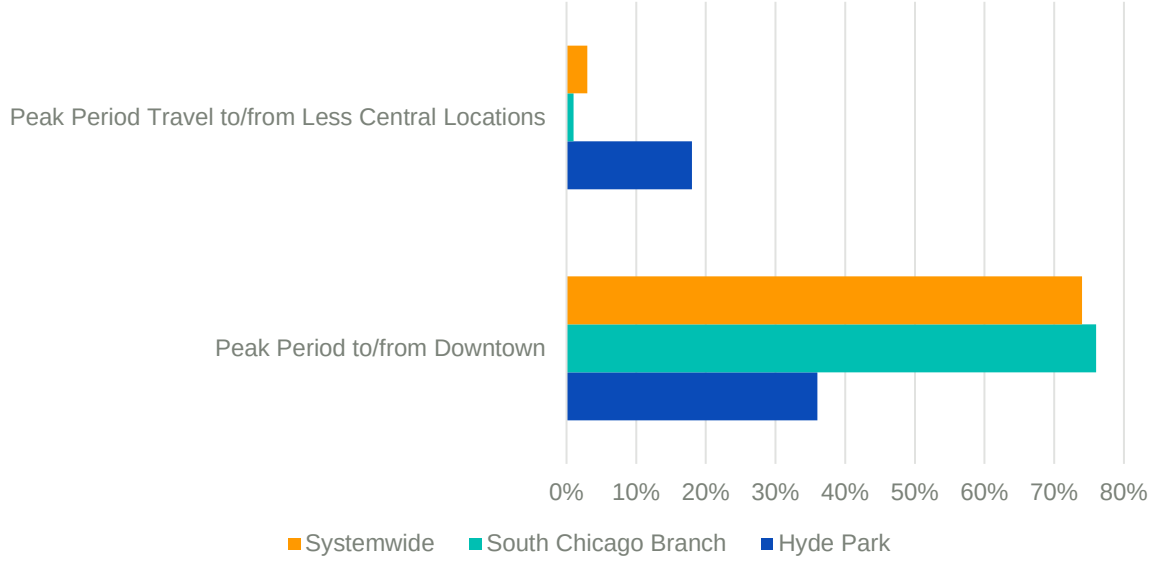
Hyde Park Ridership Patterns

47th St Kenwood, 53rd St Hyde Park, 55th-56th-57th St. and 59th St Univ. of Chicago Stations

Trips in Hyde Park are more spread out throughout the day

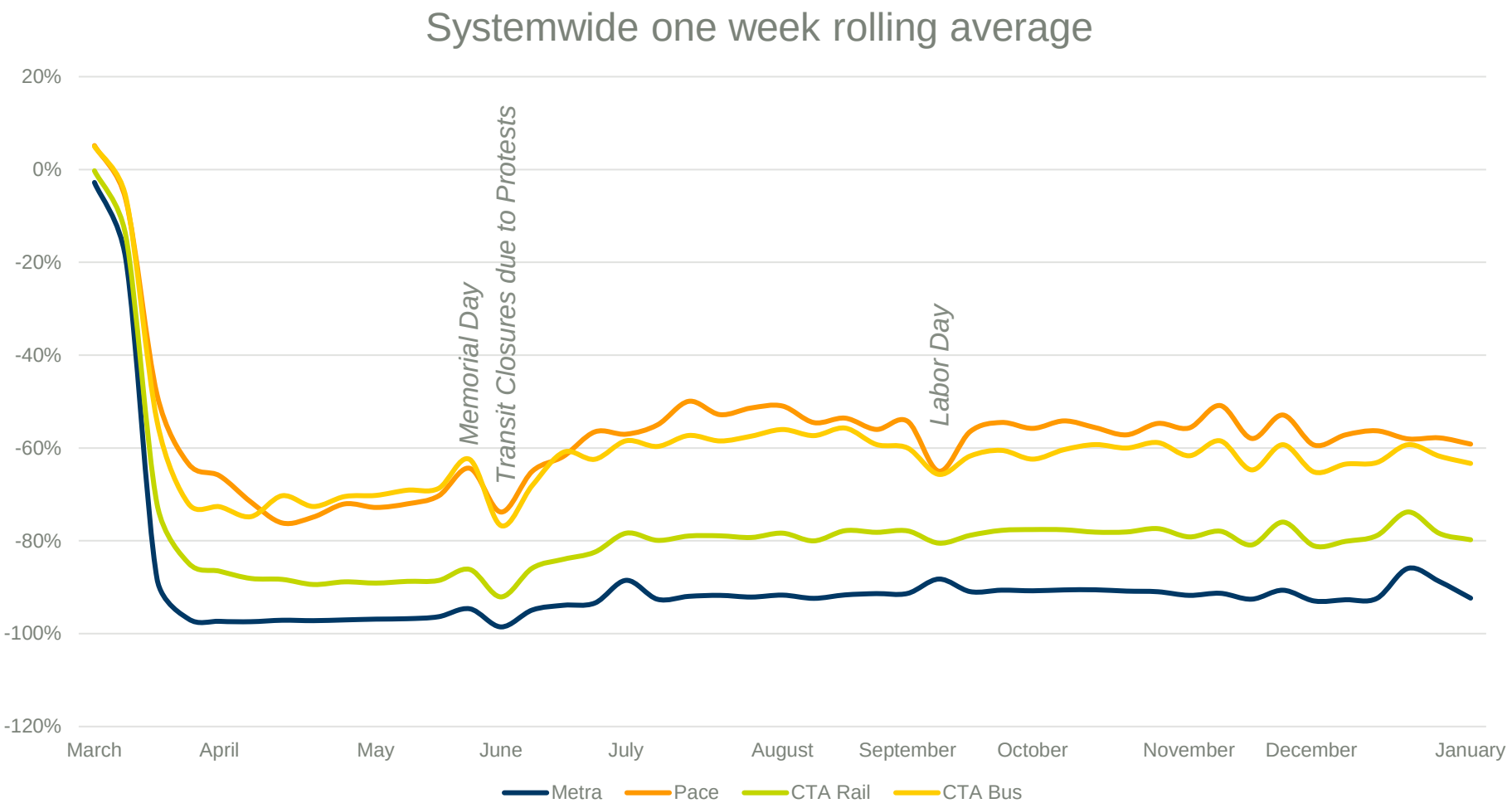


Many Hyde Park trips during peak commuting hours do not make the typical downtown commute



Source: Metra Ridership Survey

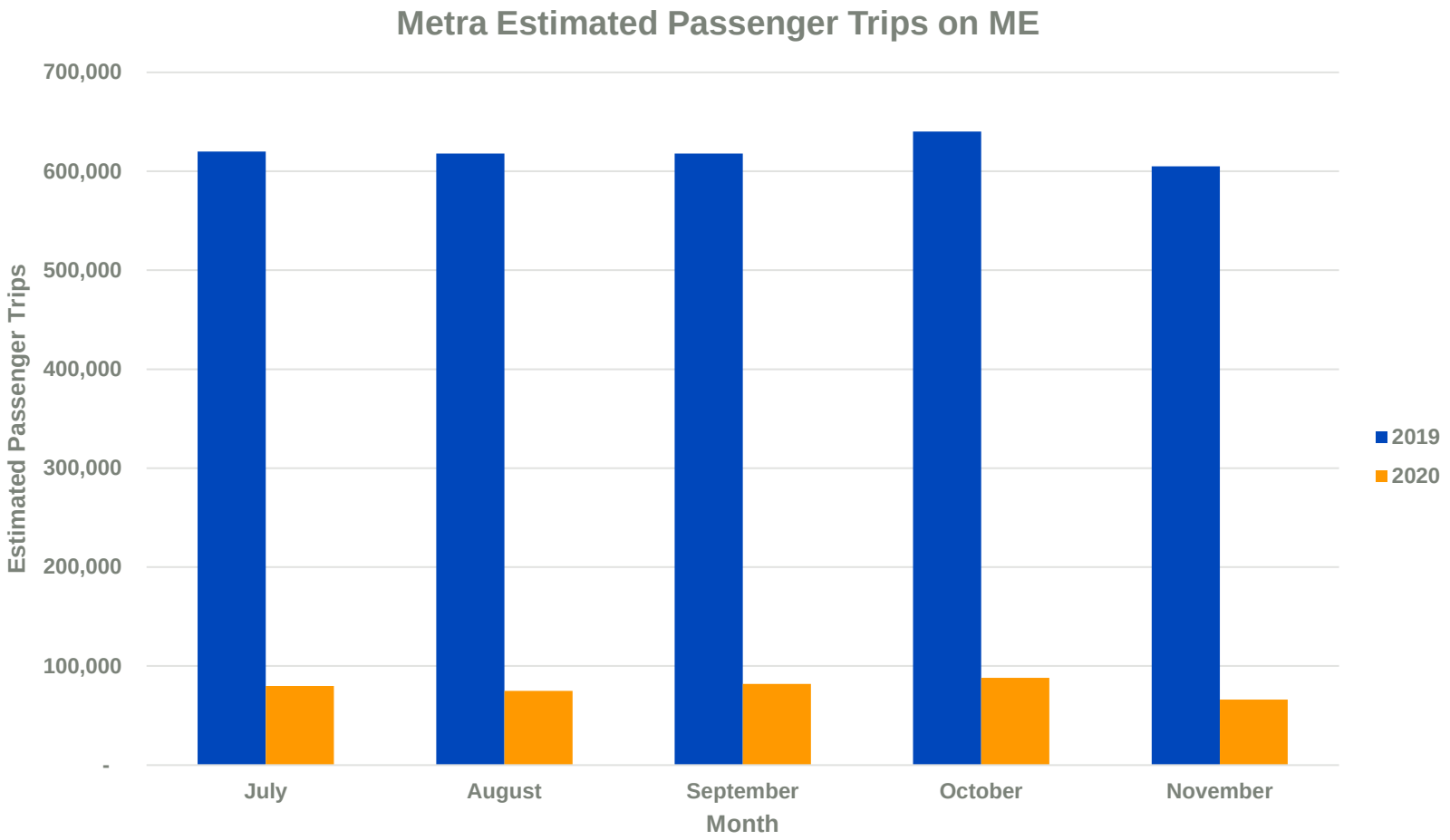
Ridership Data During COVID-19



- Bus ridership is recovering faster than rail, but remains flat since mid-June
- CTA rail is recovering slightly faster than Metra rail
- South Side ridership faring better than elsewhere as of June 2020 reporting

Source: RTAMS

ME Ridership Patterns During COVID-19



(June 2019 – June 2020)

Systemwide 94% ↓

Metra Electric 90% ↓

Source: RTAMS

How will improved transit serve the South Cook community?



Provides **relief to existing riders** (transit dependent, critical workers, weather impacted riders)

Encourages **new riders** to take transit instead of driving

Furthers agency **commitment** to equitable transit service and coordinated enhancements

Project Phases

PILOT RAMP-UP

- Virtual stakeholder meetings (Nov 2020)
- Metra, Pace and County IGAs
- Press launch (Jan. 4, 2021)

2020 1 2 2021 2022 2023 3

More transit improvements
Surveys to measure success

PHASE 2:

PILOT EVALUATION AND FINDINGS

Final report with lessons learned and recommendations for next steps

PHASE 1:

PILOT IMPLEMENTATION

Outreach program begins
Initial transit improvements

Pilot Launched in January 2021

- **Riders on the Metra Electric** and Rock Island lines **can receive Metra's reduced fare rates** – which are normally for seniors, K-12 students and other eligible groups, **by purchasing tickets** from ticket agents, ticket machines and the Ventra app
- Riders on Pace's Halsted 352 service can take advantage of the updated timetable and increased service, especially passengers traveling between the CTA Red Line 95th/Dan Ryan Station and the Pace Chicago Heights Terminal.



Fare Reduction

- Up to 50% reduction to fares on Metra Electric and Rock Island lines



Metra Fair Transit Pilot Fare Reduction Table								
	One Way		Round Trip Plus*		10-Ride		Monthly	
Fare Zone	New Fare	% reduced	New Fare	% reduced	New Fare	% reduced	New Fare	% reduced
A	$2.00	50%	$4.00	50%	$19.00	50%	$70.00	40%
B	$2.00	53%	$4.00	53%	$19.00	53%	$70.00	43%
C	$2.75	50%	$5.50	50%	$26.25	50%	$96.25	40%
D	$3.00	52%	$6.00	52%	$28.50	52%	$105.00	42%
E	$3.25	52%	$6.50	52%	$31.00	52%	$113.75	42%
F	$3.50	52%	$7.00	52%	$33.25	52%	$122.50	42%
G	$3.75	52%	$7.50	52%	$35.75	52%	$131.25	42%
H	$4.00	52%	$8.00	52%	$38.00	52%	$140.00	41%

*The Round Trip Plus is available through the Ventra app only. It allows unlimited travel for one day between the zones selected.



pace – Halsted 352

- **More trips** to and from Chicago Heights
- **Earlier and later service** to and from Chicago Heights
- **Weekday changes**
  - more frequent southbound service during morning rush hour and additional evening service
- **Saturday and Sunday changes**
  - additional and more frequent service

Public Engagement

As a key component of the pilot, Cook County will gather stakeholder and public input as each pilot element is designed and tested through the following activities:



Ongoing Outreach and Promotion – YEAR 1

- Social media and digital advertisements
- On-board and in-station advertisements
- Community posters and billboards
- Additional virtual stakeholder meetings
- Traveling Speaker’s Bureau
- Email newsletters
- Pop-up booths over the Summer at:
  - Transit Stations
  - Groceries
  - Libraries





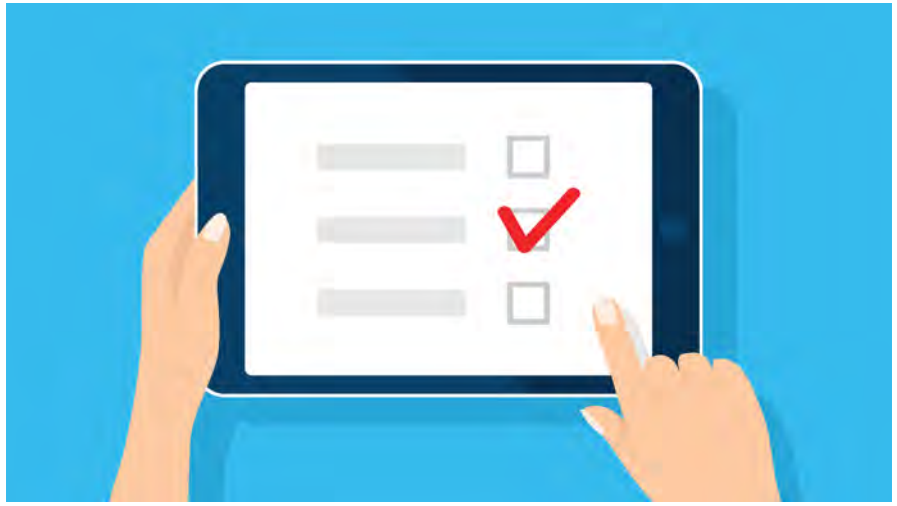
Measuring Success

- Surveys will be conducted at key pilot milestones to understand existing conditions and the impact of pilot programs

Take our pre-pilot survey!

- Existing conditions survey ended January 08, 2021

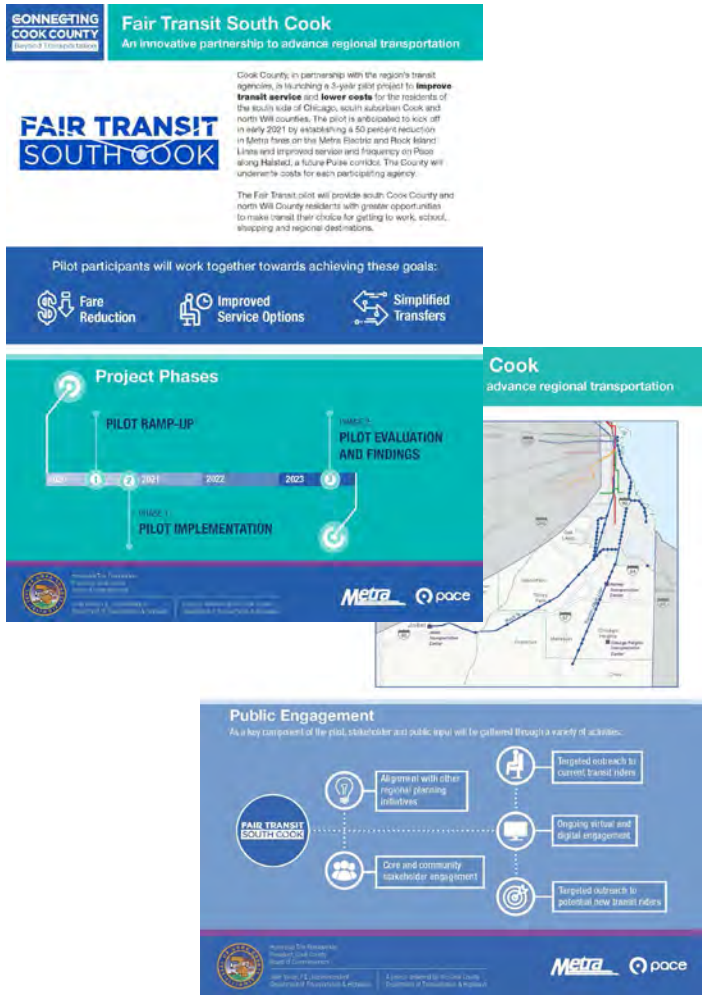
- The next survey is planned for Spring 2021





Community Partner Toolkit

FACT SHEET



POSTER



SOCIAL MEDIA





Role of Community Partners

- Sign up for our stakeholder email list
- Attend and provide feedback during stakeholder meetings
- Share pilot information with networks using toolkit provided
- Invite the Speaker’s Bureau to a meeting
- Post on social media
- Encourage engagement and participation to accurately measure impact
- Suggest improvements to the pilot team throughout
- Take transit! ☺



Transit Task Force Discussion

Discussion Questions

1. How can we best share information about the pilot with the Hyde Park and Kenwood communities? What will resonate with your network?

2. In addition to the goals of reduced fares, improved service and simplified transfers – what else can the pilot do to get people back on transit and/or out of their cars in favor of transit?

3. What does a successful pilot look like? What ideas do you have for how we might measure success?

4. Thinking about pre- or post-COVID circumstances, what challenges do Hyde Park and Kenwood residents face when taking transit?

Questions?

Jennifer ‘Sis’ Killen, Acting Superintendent, **CCDOTH**

Michael Gillis, Director of Communications, **Metra**

Maggie Skogsbakken, Chief Communications Officer, **Pace**

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