



# FAIR TRANSIT SOUTH COOK

Community Partner Meeting

July 15, 2021

**CONNECTING**  
**COOK COUNTY**  
Beyond Transportation

# Agenda

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1. **Fair Transit Update (30 min)**
  - Recent Pilot Outreach Updates
  - Metra and Pace Service Enhancements
  - Current Ridership Data
  - Pre-pilot Survey Results and Upcoming Survey Opportunity
  - Summer Outreach Plans
2. **Discussion:** How can we spread the word about Fair Transit?  
(20 min)
3. **Questions (10 min)**



## Recent Pilot Outreach Updates

**Fair Transit Intercept Surveys:** Outreach teams spoke with about **31** transit riders in one-on-one interviews at high-traffic transit locations.

**Postcard Distribution at Vaccine Sites:** Postcard distribution and branded hand sanitizer were distributed at **5** County vaccine sites.







## Recent Pilot Outreach Updates

**Fair Transit Business Outreach:** 90 businesses within the pilot area were contacted to share information about the pilot, and over 50 businesses responded requesting more information.

**Awareness Building Advertisements:** Promotional ads were placed on 25 Pace Bus Shelters, on the sides of 25 Pace Buses and on 15 Metra viaducts overlooking major roadways throughout the pilot area.







## Service Enhancements

New schedules beginning soon:

- Metra Electric on **July 12**
- Rock Island on **July 19**

Look for:

- Increased service levels
- More off-peak options
- Memorable timetables and service patterns



# **pace** Service Enhancements

As our region recovers from the COVID-19 pandemic, Pace is pleased to announce the return of many reduced and suspended services. **On August 8**, the following South Cook County Pace routes, which have been operating on reduced schedules, will resume pre-covid service levels. Passenger notices and updated schedules will soon be available at [PaceBus.com](https://www.pacebus.com). Sign up for route specific email alerts by using the links below.

- [Route 356 Harvey – Homewood – Tinley Park](#)
- [Route 357 – Lincoln Highway](#)
- [Route 383 – South Cicero\\*](#)
- [Route 386 – South Harlem](#)

*\* Route 383 routing will also be streamlined to reduce trip times and increase service reliability.*

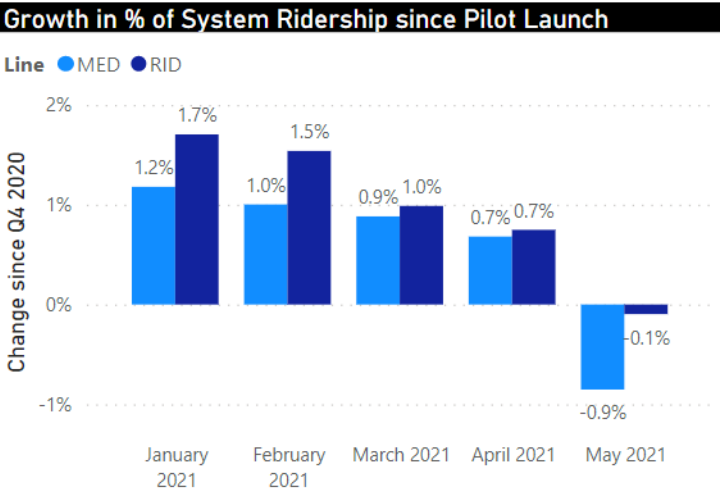
Additionally, the following South Cook County routes will resume operating all school trips noted in their schedules.

- [Route 350 – Sibley](#)
- [Route 352 – Halsted](#)
- [Route 385 – 87th / 111th / 127th](#)

# Current Ridership Data

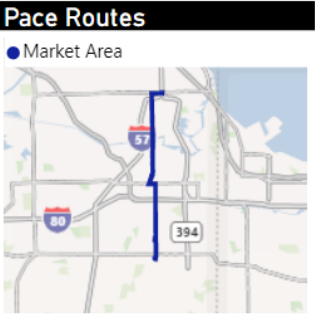
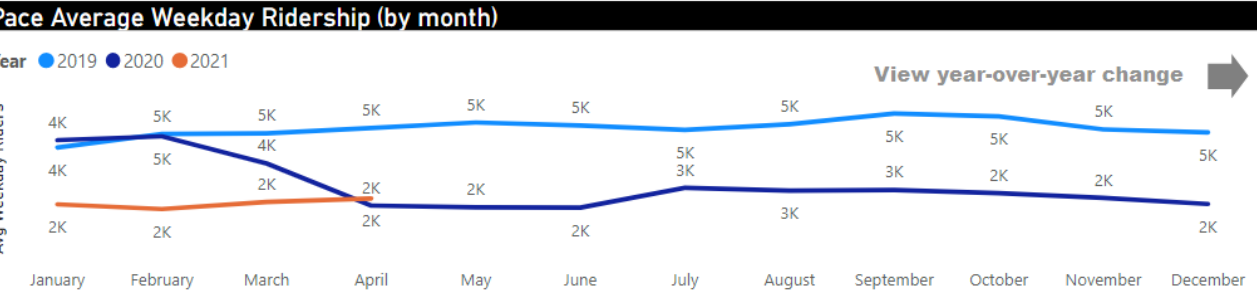
## Metra Ridership by Line

Change in MED + RID Ridership vs. System				
Date	MED + RID Trips	Metra Trips (system)	MED + RID Trips (as % of system)	MED + RID Change in Trips (y-o-y)
May 2021	225,000	930,000	24.2%	224%
April 2021	193,955	729,955	26.6%	226%
March 2021	185,048	685,048	27.0%	-64%
February 2021	136,659	493,659	27.7%	-88%
January 2021	140,955	502,955	28.0%	-88%
December 2020	127,632	497,079	25.7%	-89%
November 2020	127,817	499,710	25.6%	-89%
October 2020	156,727	642,625	24.4%	-88%
September 2020	168,415	652,805	25.8%	-86%
August 2020	150,120	608,339	24.7%	-88%
July 2020	157,831	621,199	25.4%	-88%



## Pace Ridership by Route

Route Ridership (as a % of system)																
Route Type	01	2020-02	2020-03	2020-04	2020-05	2020-06	2020-07	2020-08	2020-09	2020-10	2020-11	2020-12	2021-01	2021-02	2021-03	2021-04
Market Area...	%	5.6%	6.3%	8.6%	7.7%	6.3%	6.7%	6.3%	6.2%	6.1%	6.1%	6.0%	6.2%	6.1%	5.9%	6.0%
352	%	5.6%	6.3%	8.6%	7.7%	6.3%	6.7%	6.3%	6.2%	6.1%	6.1%	6.0%	6.2%	6.1%	5.9%	6.0%



# Pre-pilot Survey Results

What are your plans to return to Metra?

Over 60% of riders plan on returning to Metra!



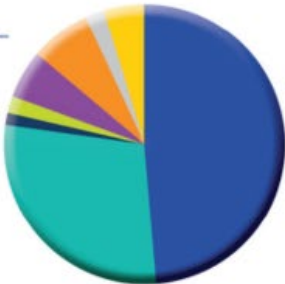
Why I may not return to Metra:	
Changes in Work Location/Remote Work	14%
COVID Related Health Concerns	9%
Not a Metra User	7%
Other	3%
Own Personal Vehicle	1%

What would make you ride Metra more in the future?

Higher Frequency		Cheaper Transfers		Integrated Platform		Reduced Fares	
Yes	79%	Yes	69%	Yes	68%	Yes	79%
No	21%	No	31%	No	32%	No	21%

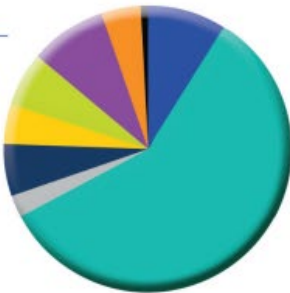
How you get to Metra

Drive	269	(including kiss-n-ride drop off)
Walk	157	
Pace Bus	30	
CTA Bus	38	
Bike	26	
Ride Share	12	(e.g., Uber, Lyft, Via) or Taxi
NA	11	
CTA Train	8	



How you exit Metra

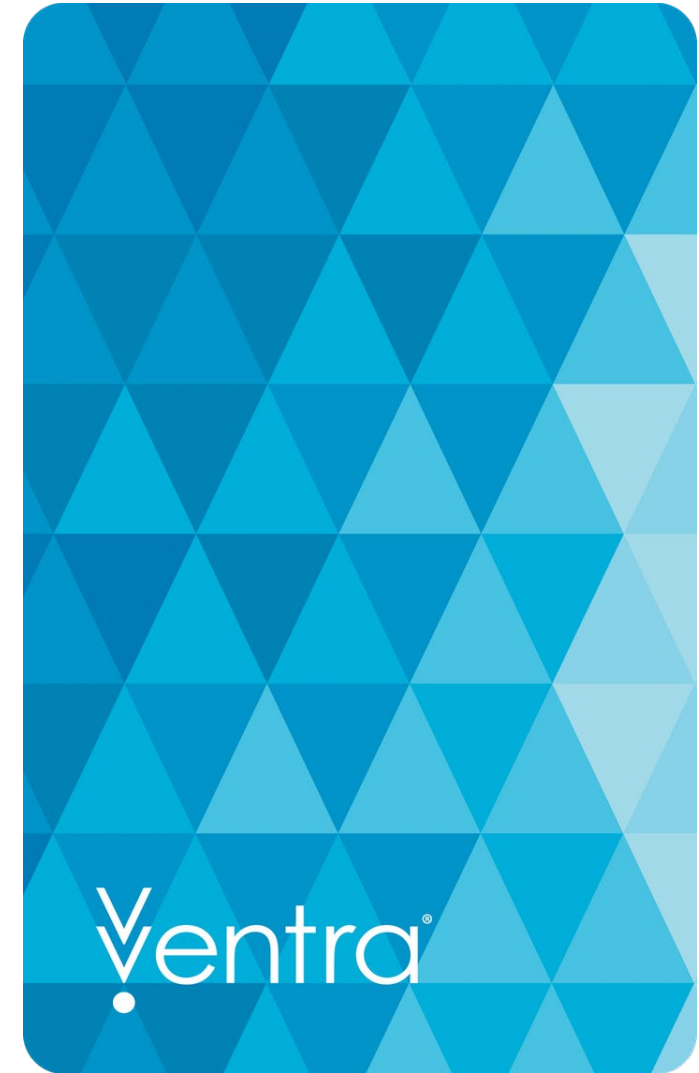
Walk	321
Drive	50 (including kiss-n-ride drop off)
CTA Bus	47
CTA Train	35
Ride Share	32 (e.g., Uber, Lyft, Via) or Taxi
Pace Bus	24
Bike	24
NA	14
Employer or School bus service	4





# Upcoming Survey Opportunity

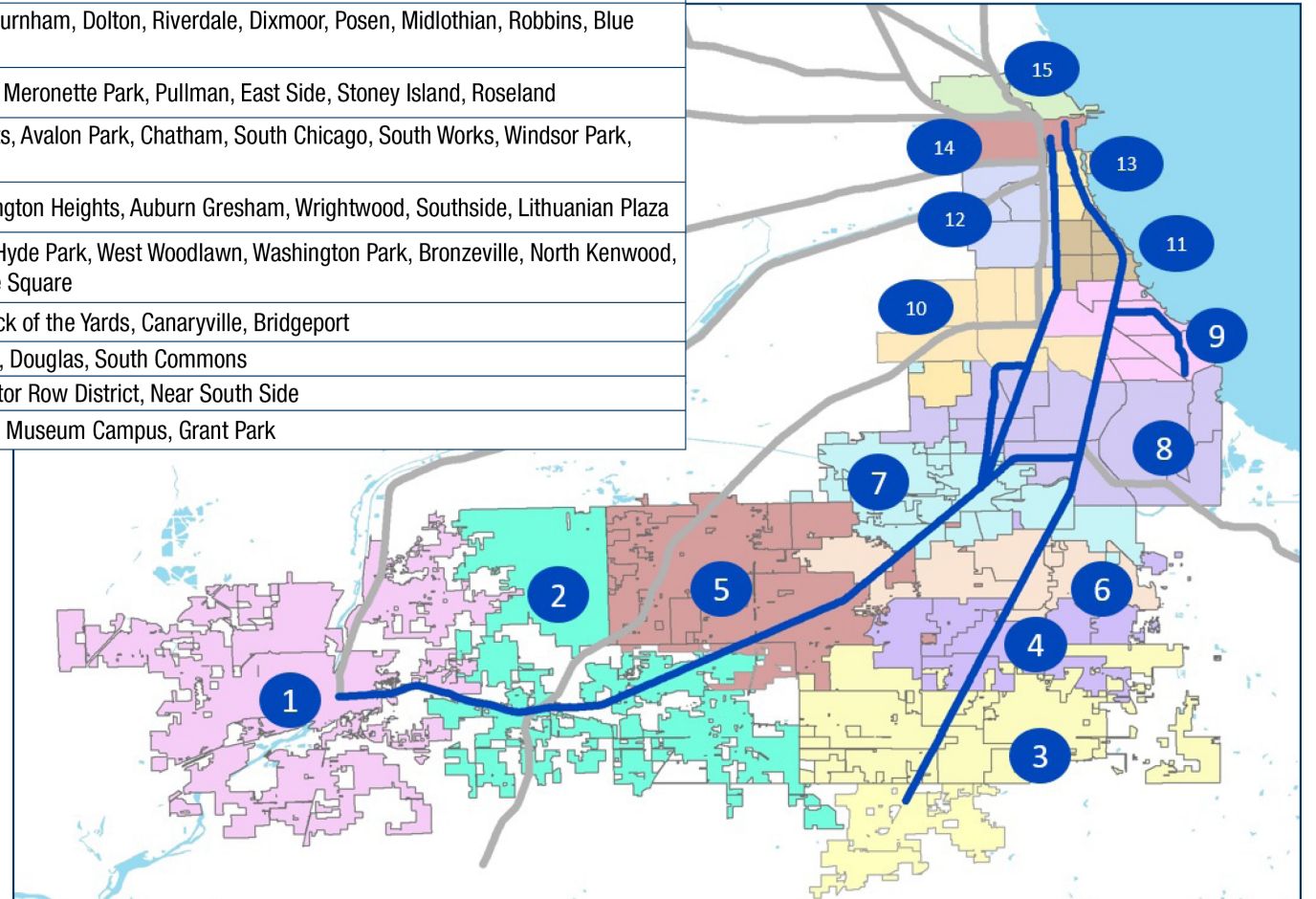
- Similar questions to pre-pilot survey to track progress
- Available online **July 18 through October 25, 2021**
- Promoted throughout the summer/early fall
- Participants who live within the pilot area will be entered into a raffle for a \$25 Ventra gift card



# Summer 2021 Outreach Plans

- **Pop-up booth** at community events across the pilot area
- **Billboards** posted in neighborhood locations
- **Newspaper Ads**
- **Radio Ads**
- **Social Media**
- **Online Survey** with Ventra Gift Card Raffle

Zone	Chicago Neighborhood/Cities
1	Joliet, Ingalls Park
2	New Lenox, Mokena, Frankfort, Orland Hills
3	Monee, University Park, Crete, Sauk Village, Park Forest
4	Lansing, Glenwood, Homewood, Flossmoor
5	Tinley Park, Orland Park
6	Markham, Hazel Crest, Country Club Hills, Harvey, Oak Forest, South Holland
7	Calumet City, Burnham, Dolton, Riverdale, Dixmoor, Posen, Midlothian, Robbins, Blue Island
8	South Chicago, Meronette Park, Pullman, East Side, Stony Island, Roseland
9	Calumet Heights, Avalon Park, Chatham, South Chicago, South Works, Windsor Park, Grand Crossing
10	Beverly, Washington Heights, Auburn Gresham, Wrightwood, Southside, Lithuanian Plaza
11	Jackson Park, Hyde Park, West Woodlawn, Washington Park, Bronzeville, North Kenwood, Oakland, Aldine Square
12	Englewood, Back of the Yards, Canaryville, Bridgeport
13	Groveland Park, Douglas, South Commons
14	Chinatown, Motor Row District, Near South Side
15	Central Station, Museum Campus, Grant Park



# Confirmed Pop-up Locations

Zone	Community Areas	Event	Event Date
Zone 5	Tinley Park, Orland Park	Downtown Tinley Block Party	Sunday, July 18
Zone 4	Lansing, Glenwood, Homewood, Flossmoor	Homewood Farmers Market	Wednesday, July 28
Zone 8	South Chicago, Meronette Park, Pullman, East Side, Stony Island, Roseland	Pullman City Market	Wednesday, August 4
Zone 10	Beverly, Washington Heights, Auburn Gresham, Wrightwood, Southside, Lithuanian Plaza	95th Street Farmers Market	Sunday, August 8
Zone 3	Monee, University Park, Crete, Sauk Village, Park Forest	Park Forest Farmers Market	Saturday, August 21
Zone 14	Chinatown, Motor Row District, Near South Side	Dragon Boat Races	Saturday, August 28
Zone 15	Central Station, Museum Campus, Grant Park	Sundays on State	Sunday, September 12

*Fair Transit Community Partners are welcome to join us at any of the pop-up events to help our team promote the pilot!*



# Pop-up Location Suggestions?

<b>Zone 7</b>	Calumet City, Burnham, Dolton, Riverdale, Dixmoor, Posen, Midlothian, Robbins, Blue Island
<b>Zone 9</b>	Calumet Heights, Avalon Park, Chatham, South Chicago, South Shore, Windsor Park, Grand Crossing
<b>Zone 12</b>	Englewood, Back of the Yards, Canaryville, Bridgeport
<b>Zone 11</b>	Jackson Park, Hyde Park, West Woodlawn, Washington Park, Bronzeville, North Kenwood, Oakland, Aldine Square
<b>Zone 6</b>	Markham, Hazel Crest, Country Club Hills, Harvey, Oak Forest, South Holland
<b>Zone 13</b>	Groveland Park, Douglas, South Commons

*We can also provide our Community Partners with printed materials to hand out at events you will be attending this summer!*

# Pop-up Activities



## Ideas Board

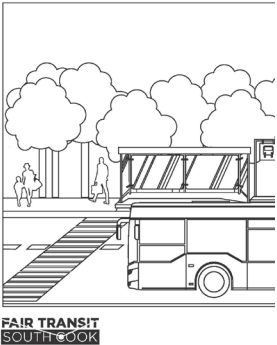


## Photo Booth

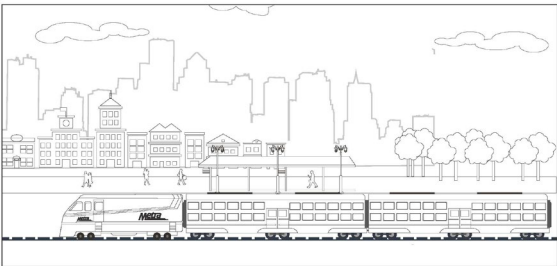


## Kid's Coloring Sheet

FAIR TRANSIT HAS ARRIVED!



ALL ABOARD!



## Origin/Destination/Transfer Data

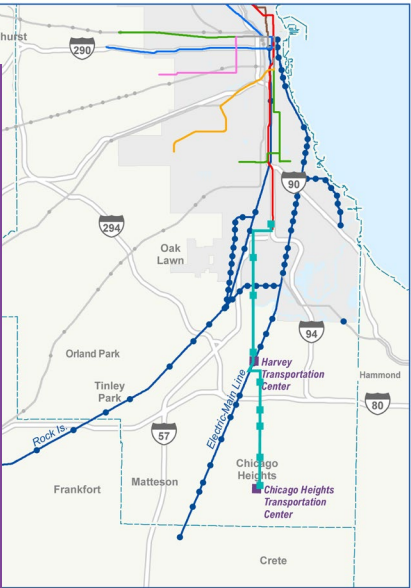
**HOW DO YOU RIDE?**

Tell us what form of transportation you use most often. Print on a color card where you board, transfer and your final destination and drop it in the corresponding bucket.

Where do you board?

Where do you transfer?

Where is your final destination?



**FAIR TRANSIT  
SOUTH COOK**



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# Community Partner Discussion



# How can we spread the word?

- What else can we do to make sure these summer events are successful?
- Would you be interested in taking Fair Transit materials to additional events?
- Are there opportunities for us to present at community meetings?
- More ideas?



## ALL ABOARD!

**UP TO 50% LOWER METRA FARES**  
on Metra Electric and Rock Island lines

**INCREASED FREQUENCY AND EXTENDED HOURS**  
on Pace Route 352 Halsted

Cook County has launched Fair Transit in partnership with the region's transit agencies. The 3-year pilot project is **improving service** and **lowering costs** for residents on the south side of Chicago and in south Cook County.

Use the QR code below to access the survey.

Our next survey is live now through October 25, 2021. Tell us how you are using transit and how the pilot can best serve your needs! Participants that live in the pilot area will be entered to win a **\$25 Ventra gift card**.



[www.fairtransit.com](http://www.fairtransit.com)

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**SOUTH COOK**



**Metra**

**pace**

# Community Partner Toolkit



## Postcard

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# Social Media Graphics

**Fair Transit is Coming to You!**

Meet us at an upcoming community event and tell us how transit can serve you better!

**FAIR TRANSIT SOUTH COOK**

[www.fairtransit.com](http://www.fairtransit.com)

**Pop In at our Pop Up! FAIR TRANSIT IS COMING TO YOU!**

**FAIR TRANSIT SOUTH COOK**

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**CONNECTING COOK COUNTY**  
Beyond Transportation

**Fair Transit South Cook**  
An innovative partnership to advance regional transportation

**FAIR TRANSIT SOUTH COOK**

Cook County, in partnership with the region's transit agencies, is launching a 3-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 pilot is anticipated to kick off in early 2021 by establishing a 50 percent reduction in Metra fares on the Metra Electric and Rock Island Lines and improved service and frequency on Pace along Halsted, a future Pulse corridor. The County will underwrite costs for each participating agency.

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.

**Fair Transit South Cook**  
An innovative partnership to advance regional transportation

Pilot participants will work together towards achieving these goals:

- Fare Reduction
- Improved Service Options
- Simplified Transfers

**Project Phases**

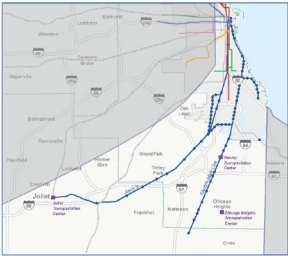
PILOT RAMP-UP (2020-2021) | PHASE 1: PILOT IMPLEMENTATION (2022) | PHASE 2: PILOT EVALUATION AND FINDINGS (2023)

**Engagement**

Part of the pilot, stakeholder and public input will be gathered through a variety of activities:

- Alignment with other regional planning initiatives
- Targeted outreach to current transit riders
- Originating virtual and digital engagement
- Core and community stakeholder engagement
- Targeted outreach to potential new transit riders

**Metra** **pace**



## Fact Sheet

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**Metra** **pace**

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**Questions?**

**[www.fairtransit.com](http://www.fairtransit.com)**  
**[fairtransit@cookcountyil.gov](mailto:fairtransit@cookcountyil.gov)**