

- An Interagency Fare Choice Model for the Chicago Region (*Monique Stinson Urban, Kimon Proussaloglou - Cambridge Systematics, Joseph Moriarty - Regional Transportation Authority*)

The State of Illinois recently mandated the Regional Transportation Authority (RTA) and its Service Boards to develop and implement new fare payment products. The objective of this effort is provide more integrated fare options for interagency trips, or trips that involve transferring between transit vehicles that are operated by different agencies.

To help evaluate new interagency fare payment options, the RTA adopted a multifaceted approach that included a quantitative evaluation. This paper focuses on a key element of the quantitative analysis: an econometric interagency fare choice model that evaluates rider propensity to use proposed new fare products. The parameters for this discrete choice model were estimated using stated preference (SP) data from a survey that was conducted for this study.

Key findings from this effort include the following. First, riders whose trips show greater regularity, such as riders that only use one agency, are likely to continue using their current payment methods. Second, riders who ride only CTA and/or Pace (but not Metra) were somewhat interested in the proposed new options. Third, individuals that currently make trips that involve Metra as well as CTA or Pace (or both) were most interested in the new payment options.

In summary, this paper describes a discrete choice model that is used to assess fare product decisions. The findings are intuitive and are being used to help the RTA develop recommendations on new fare products for transit riders in the Chicago region.

