

2022 New Fare Promotions

December 15, 2021



Goals

- **Attract lapsed customers**
- **Incentivize infrequent riders to travel more often**
- **Keep the MTA on solid financial footing**

Win customers back to MTA with fare products that are



New Fare Promotions for 1H 2022

- **LIRR & Metro-North – effective 2/25**
 - 20% discount on 20-trip eTix ticket
 - Additional 10% discount on Monthly Pass
 - CityTicket expansion to weekday off-peak
- **NYC Transit – effective 2/28**
 - OMNY Weekly Fare Capping

LIRR & MNR: 20% discount on 20-trip ticket

- **A flexible plan for those not yet ready to return to a monthly ticket**
 - 20% off one-way peak fares
 - to/from Zone 1
 - 60-day validity
 - eTix ticket
- **Encourages eTix growth**
- **Ease transition back to peak fares**
- **Effective 2/25**



LIRR & MNR: 10% discount on Monthly Pass

- Incentivize monthly ticket purchases
 - An additional 10% off monthly ticket
 - 58%-71% off one-way peak fares depending on zones of travel
- Ease transition back to peak fares
- Effective 2/25



CityTicket Expansion

- CityTicket expanding to allow travel on LIRR & Metro-North within NYC on weekdays off-peak
 - \$5 travel within city zone
 - Valid for use on date of purchase
- Provides additional and more affordable transit options to NYC customers
- Makes best use of existing empty seats on trains, without stressing network capacity
- Encourages off-peak travel
- Effective 2/25



OMNY Weekly Fare Capping

- **OMNY customers will be automatically upgraded to unlimited rides each weekly period**
 - After 12 full-fare rides each Monday-Sunday, all rides are free
 - Works with any OMNY-compatible payment method
 - No OMNY account required
 - Customers can track progress at omny.info
- **Eliminates guesswork & financial risk of choosing between weekly unlimited & pay-per-ride options**
- **Encourages infrequent riders to ride more**
- **Encourages OMNY growth**
- **Effective 2/28**



How OMNY Weekly Fare Capping Works

Regular \$2.75 Rides



Monday

Free Rides!



Sunday

OMNY customers will be automatically upgraded to unlimited rides each weekly period

After 12 full-fare rides each Monday-Sunday, all rides are free