

Reaching new riders...

# Millennials

RTA Market Development Initiatives

Millennials are individuals who were born between the early 1980s and the early 2000s.

According to data from the National Household Travel Survey, there was a **40%** increase in public transit passenger miles traveled by 16 to 34 year olds between 2001 and 2009 across the United States. For the same age group, vehicle miles traveled by auto decreased by **23%**.<sup>1</sup>

A recent APTA survey indicated that Millennials are choosing to ride transit for a variety of reasons: “46% stating that a need to save money drives their choices; 46% also note convenience, 44% want exercise, and 35% say they live in a community where it just makes more sense to use transit.”<sup>2</sup>



## Opportunities

**Large Population.** Millennials are currently the nation’s largest generation, which makes understanding their transportation needs important.

**Transit Preference.** According to Census data, the share of 16 to 24 year-olds commuting to work by car declined by 1.5% between 2006 and 2013, while the percent commuting by transit, walking, and biking had increased.<sup>1</sup>

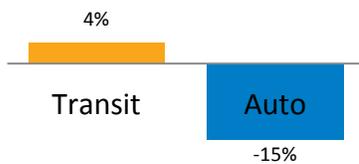
### Less Car Dependent.

- The percent of 16 to 24 year-olds with driver’s licenses is the lowest since 1963, at 67%.<sup>3</sup>
- Based on an APTA survey of major metropolitan cities throughout the United States:
  - Chicago had the highest percentage of Millennials without a car.
  - 41% of Chicago Millennials stated that they live in the city because it is “an easy city to get around.”
  - Saving money was ranked as one of the top reason for making specific transportation choices, demonstrating the price sensitivity of this age group.<sup>2</sup>
- In 2014, the RTA surveyed local visitors and found that 54% of Millennials take transit when visiting regional attractions.



**40%** ↑  
Increase in transit passenger miles traveled by 16 to 34 year olds from 2001 to 2009<sup>3</sup>

From 2001 to 2009 transit trips per capita have increased, while auto trips have decreased<sup>3</sup>



**69%** of surveyed Millennials reported using public transportation to reach a destination a “few times per week or more”<sup>2</sup>

Every 1% increase in transit ridership from this market could yield an additional 230,000 transit trips annually.<sup>4</sup>



## Characteristics

**Amenities.** Millennials value travel time, reliability, and cost more than flashy amenities like Wi-Fi.<sup>5</sup>

### Usage.

- Based on an APTA survey of major metropolitan cities:
  - 69% of Millennials reported using public transportation options to reach a destination a “few times per week or more.”
  - 42% of Millennials reported using more than one public transit option to reach their destination.
- According the 2012 RTA Customer Satisfaction Survey, 79% of Millennials surveyed use transit frequently (5 times or more per week), compared to 70% of the rest of the surveyed transit riders.

## Current Activities

### CTA’s U-Pass.

CTA’s University Pass (U-Pass) is a discounted fare card that replaces cash/other transit cards for all CTA fares. It allows students to take unlimited rides all day, every day, and is offered as part of the Activity Fee charged to full-time enrolled students at participating schools.

### Pace Campus Connection.

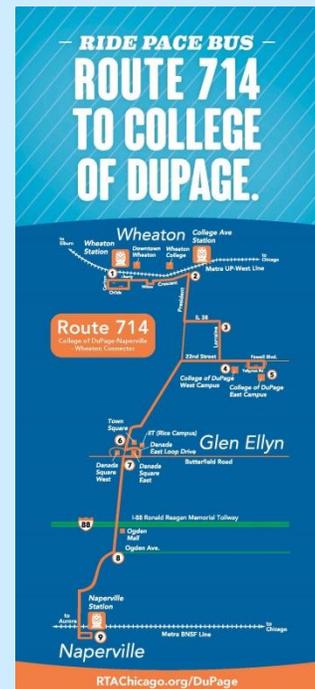
The Pace Campus Connection Pass offers college students the opportunity to save up to \$125 per semester. The pass is offered for an entire semester (5 months) but can be purchased at any point during the semester at a pro-rated price. This pass is valid for unlimited rides on Pace regular fixed route buses and Call-n-Rides every day of the week at any time of the day.



## Transit in the Community

### Transit Marketing @ College of DuPage

As part of the DuPage County Transit Marketing initiative the RTA, in conjunction with DuPage county, teamed up with the College of DuPage to promote transit. Door hangers were placed on homes along Pace’s Route 714, which serves the College. Posters and brochures promoting transit have also been placed throughout the campus.



Sources: 1 Millennials in Motion – Illinois PRG  
 2 Millennials and Mobility – APTA  
 3 A New Direction – US PIRG  
 4 2008 CMAP Household Travel Tracker Survey – RTA Trip Weights  
 5 Who’s On Board 2014 - TransitCenter