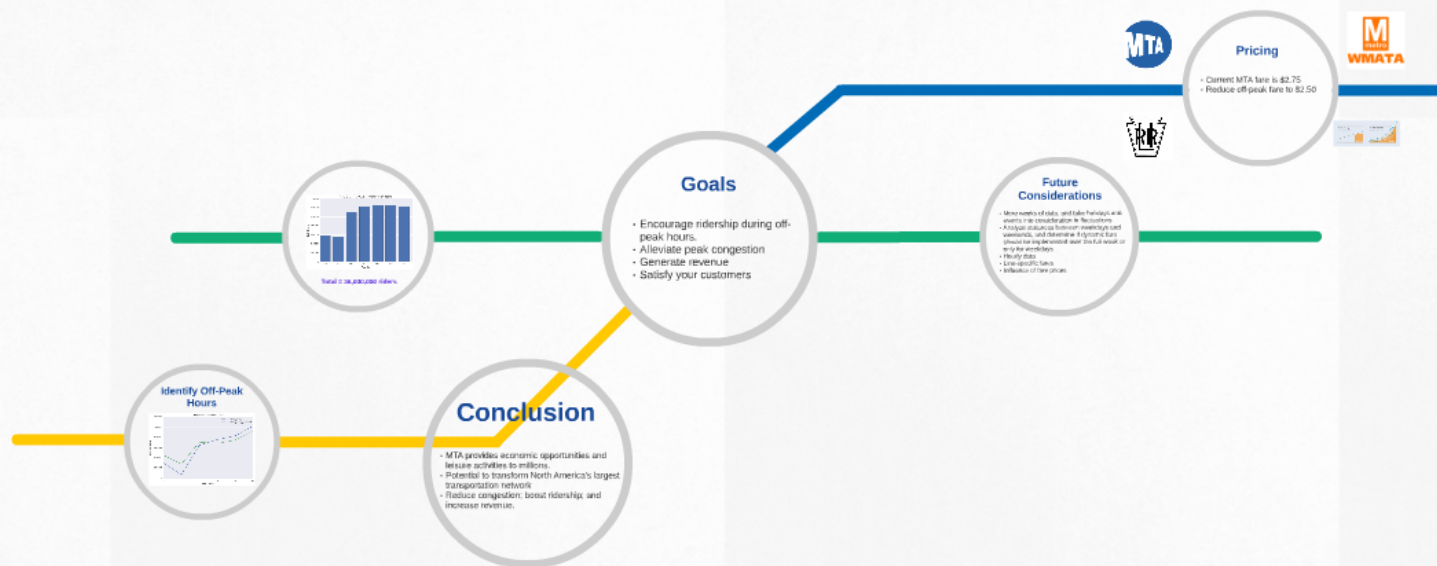
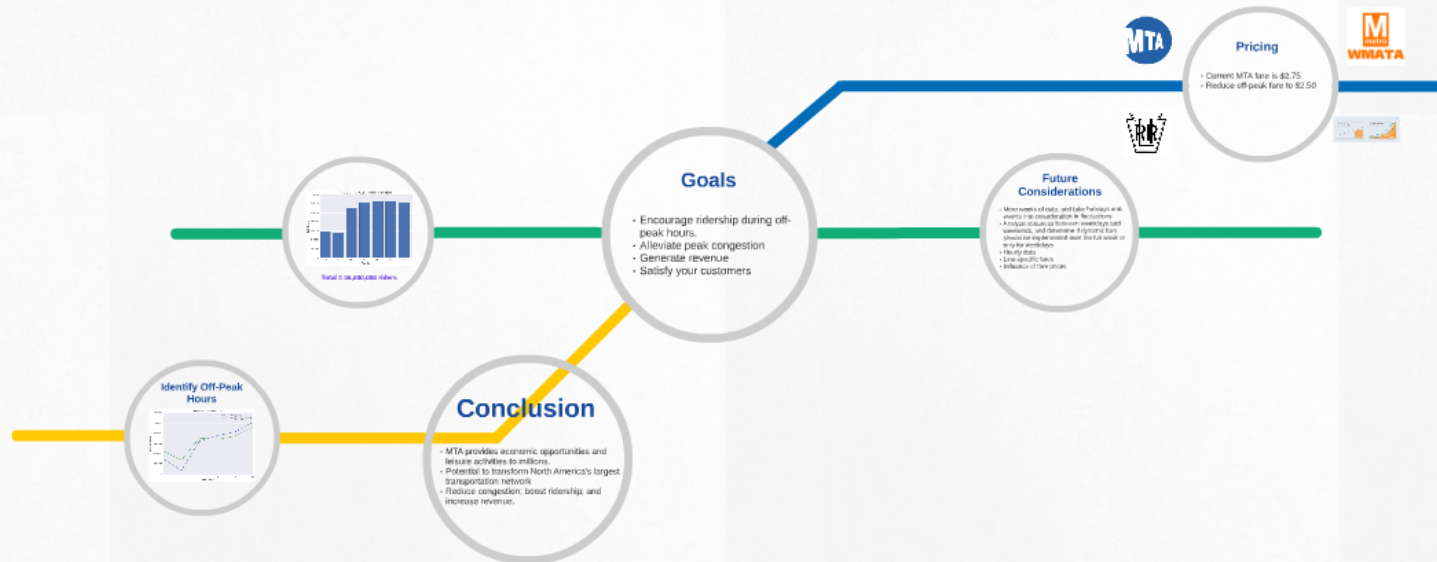


# Dynamic Pricing for the MTA



# Dynamic Pricing for the MTA



# Goals

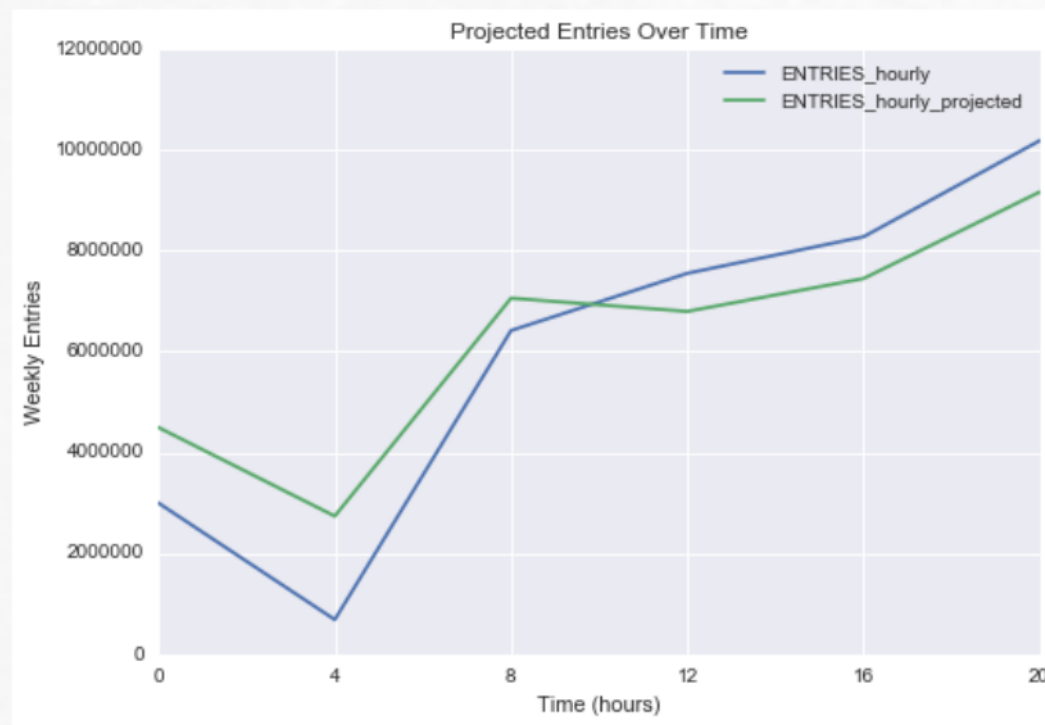
- Encourage ridership during off-peak hours.
- Alleviate peak congestion
- Generate revenue
- Satisfy your customers

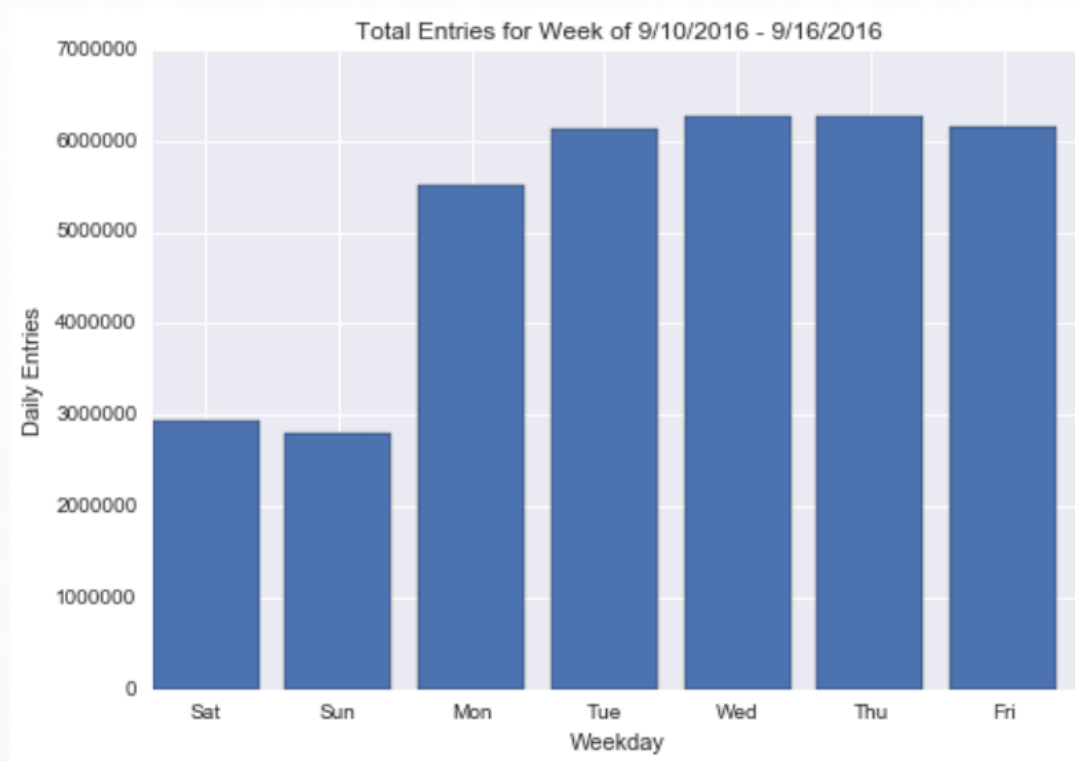
# Pricing

- Current MTA fare is \$2.75
- Reduce off-peak fare to \$2.50



# Identify Off-Peak Hours





**Total = 36,000,000 riders**



# Future Considerations

- More weeks of data, and take holidays and events into consideration in fluctuations
- Analyze variances between weekdays and weekends, and determine if dynamic fare should be implemented over the full week or only for weekdays
- Hourly data
- Line-specific fares
- Influence of fare prices

# Conclusion

- MTA provides economic opportunities and leisure activities to millions.
- Potential to transform North America's largest transportation network
- Reduce congestion; boost ridership; and increase revenue.



# Dynamic Pricing for the MTA

