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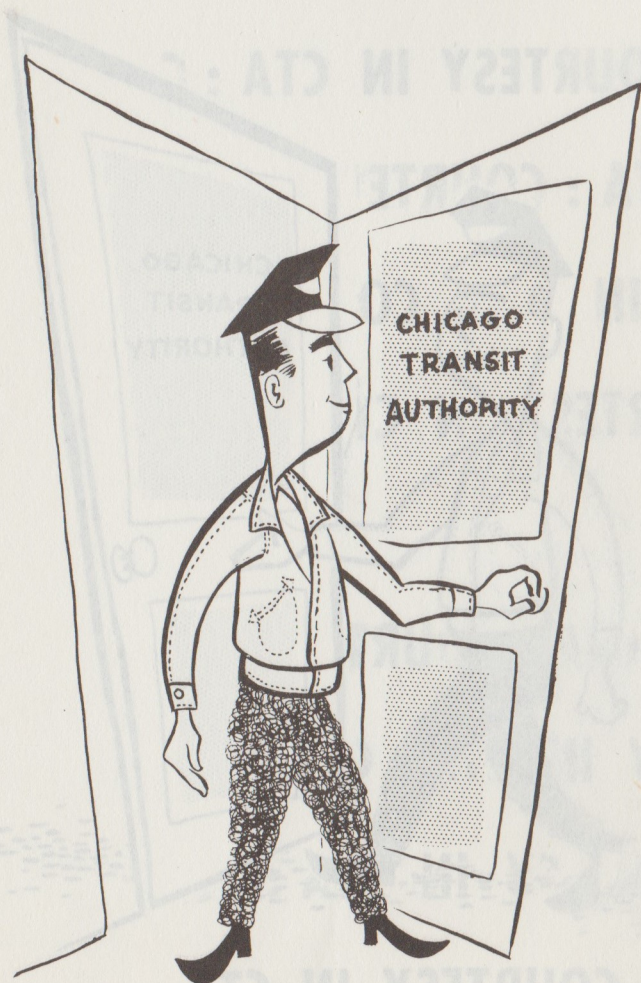
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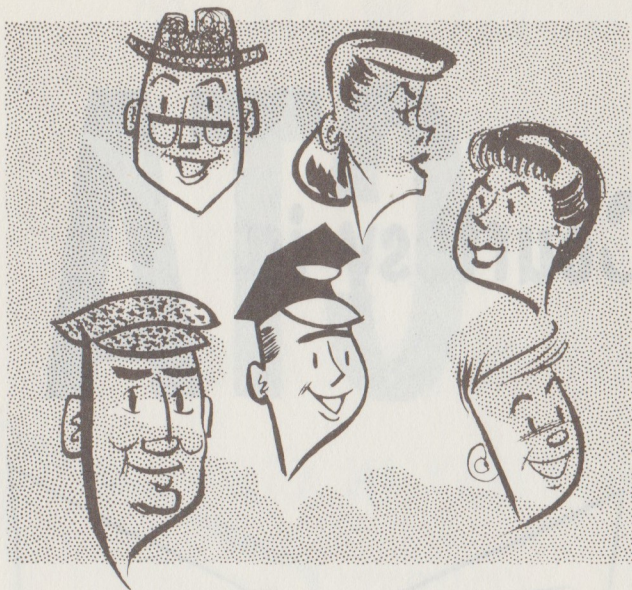




# Courtesy in CTA

We are all familiar with courtesy. To most of us, courtesy is the application of the principles of etiquette - the observance of the rules of good manners and conduct. We tip our hats to the ladies; we apologize for blocking someone's path; we thank a person who does us a favor. Or it is some act requiring a greater degree of thoughtfulness, such as taking time to help a blind person cross the street or assisting a person who has been injured.

Most acts of *Courtesy* are habitual with us. From early childhood we have been brought up to be considerate and polite to others. In everyday life this "courtesy habit" will see us through our relationships with others. However, on any job where one deals constantly with the public, there are many more opportunities for difficult situations to develop. On such a job a conscious effort must be made to maintain courtesy. To remain tactful and understanding in trying situations is the mark of the truly courteous person.



It is said that "courtesy is contagious". It is also true that discourtesy is contagious. It not only affects the person toward whom it is directed but it is passed on - it breeds discourtesy. The complete absence of courtesy in daily life would turn an ordinary traffic jam into chaos, a public meeting into a riot, a supermart into bedlam.

If courtesy is so necessary in daily life, it is of even greater necessity in our type of business. As a public transportation company, we have only one product - our service. Our customers cannot take with them anything of a material nature after using our service. However, they do take with them an impression of our service. Because we are constantly before the public eye, our customers have many opportunities to notice and criticize our weak points. Any mistakes we make, especially if we lack courtesy, are immediately apparent to our riders. Our service can be judged only by the



manner in which it is offered. We must see to it that our service is efficient and that it is offered courteously so that our riders will carry away a favorable impression of us. Our customers expect and deserve courteous treatment, and if they don't receive it, they will go elsewhere for transportation.



If our riders met us at a social gathering there would be little difficulty in getting along with them on friendly terms. There would be no rush or hurry and all of us could relax in the pleasant surroundings. However, our customers ride with us at times when it is more difficult to maintain friendly relations. They ride with us during rush periods when vehicles are crowded and when everyone is in a hurry to get to work or back home. They are easily irritated in the hustle and bustle and are easily antagonized by the little

discourtesies that would normally be overlooked. At times such as these we must be doubly careful to keep our tempers. If we lose them, we only add to the tension of the situation and increase the irritation of our passengers.



In CTA, the major share of the responsibility for maintaining courteous relations with the public lies with the Operator. He comes in contact every day with hundreds of people - passengers, other drivers, and pedestrians. No matter how often or how well we advertise our service in newspapers, on radio, or on television, a courteous relationship between our Operators and customers is far more effective. The public sees our courtesy in action every day.





Regardless of how well our Operators as a group build up good will between CTA and the public, it takes only one discourteous Operator to seriously endanger that good relationship. The public tends to group all employees together and to judge all by the actions of the few Operators they meet every day. You owe it to your fellow workers to be courteous at all times. Our riders take their opinions of us home with them. Your neighbor may judge you by the treatment he receives from the Operator with whom he rides.

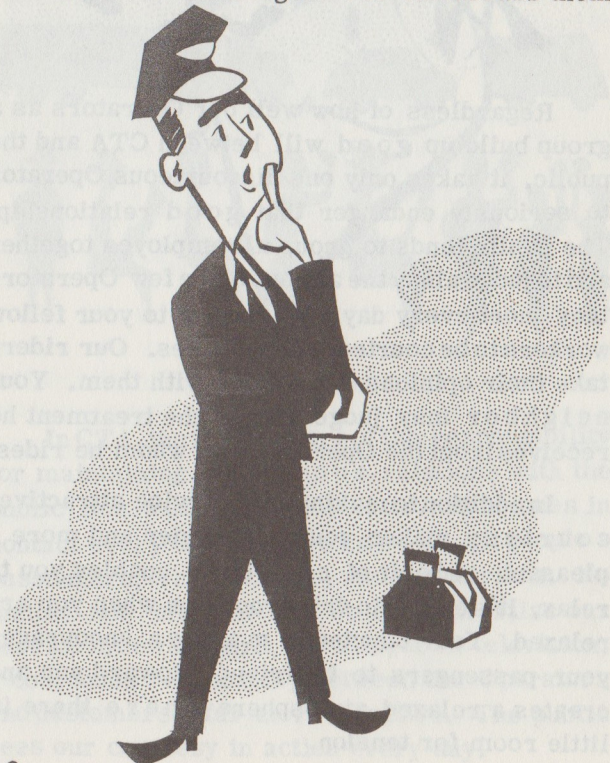
In addition to making our service attractive, courtesy makes your job easier and more pleasant. A habit of courtesy enables you to relax. It's easier to drive your bus when you are relaxed. Your courteous manner encourages your passengers to be friendly toward you and creates a relaxed atmosphere where there is little room for tension.

Here are some **Common-Sense** reminders that will help you to maintain friendly relations with people:

★ Leave your personal troubles at home. A troubled mind affects your thinking and can influence your attitude toward others in such a way as to make friendly relations difficult.

★ Keep your temper in check at all times: be patient and understanding. Letting an angry person irritate you merely aggravates the situation.

★ Use tact when handling people; sarcasm or ridicule will antagonize or embarrass them.





# The Operator

has many opportunities on the job to show his courteous manner. As part of his daily routine he performs various acts. It may be difficult, at first glance, to "tie-in" courtesy with these operating practices, yet, when properly performed, they are courteous acts. The Operator should make use of every opportunity to show courtesy by the proper performance of these acts.



## Curb Loading

Give "curb-service" by pulling your bus all the way over to the curb. Show your riders you think of their convenience.

# Information

Keep up to date. Know CTA routes and the areas they serve. Your riders will know that you are considerate and courteous when you are able to give them correct information.



# Appearance

Slovenly appearance shows an "I don't care" attitude. A good appearance shows that you care what the riders think of you.

# Operation

Smooth operation of the equipment shows your riders that you are thinking of their comfort.



# Load Distribution

Encourage the riders to move back and use the center door. You show them that you want to make it easier for them to alight. It also makes it easier for other riders to board.



# Transfers and Fares

Keep your temper under control when handling passengers who have invalid transfers or who forget to pay their fares. They will know that you are considerate of their feelings if you don't embarrass them.



## Pass-Ups

A deliberate pass-up is discourteous. You refuse service to persons who have every right to expect and receive service. Pick up all prospective riders. It's common sense because their fares pay your wages.



## Schedule Adherence

Running on time shows you are thinking of the riders and you appreciate their patronage.

COURTESY

HUMAN RESOURCES DEPARTMENT  
TRAINING/DEVELOPMENT programs section

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