

# Going Places

NEWS AND VIEWS FROM AROUND THE CTA

MAY, 1997 • VOL. 2, NO. 5

## CTA Produces Transit Card Commercial

**"W**ant to make your life easier?" says a CTA customer. "Use the CTA's new Transit Card."

The customer is Lenny Schmidt, a Chicago-based standup comedian who also appears in television commercials and motion pictures. Schmidt portrays a CTA customer in a commercial promoting the Transit Card to air on television in the next few months.

Filmed at the Orange Line 35th/Archer station on April 15, the commercial presents the card as both easy to use and as a time saver.

The character, Lenny, is very excited about his new Transit Card. He turns to the camera and says, "Want to see how it works?" He inserts his card into a turnstile, to

pay his fare. He then steps aside and says, "Be my guest," allowing the passenger behind him to pass through the turnstile. His excitement continues as he allows other passengers to board.

Soon, Lenny realizes that while he has paid for other peoples' fares, his card is now out of money.

"The good-natured Lenny provides a lot of information about the Transit Card," said Cy Griffith, project manager for the Transit Card commercial. "When Lenny inserts his card, the camera focuses in on the digital readout. Viewers will see how fares are deducted and how remaining value is presented. The humorous ending creates a strong impact for the Transit Card."

The commercial concludes as

Lenny steps onto a CTA train and shouts, "Get on board!"

CTA research shows that television advertising works. Among the different media used to promote the reopening of the Green Line, television was by far the primary way customers learned of the reopening.

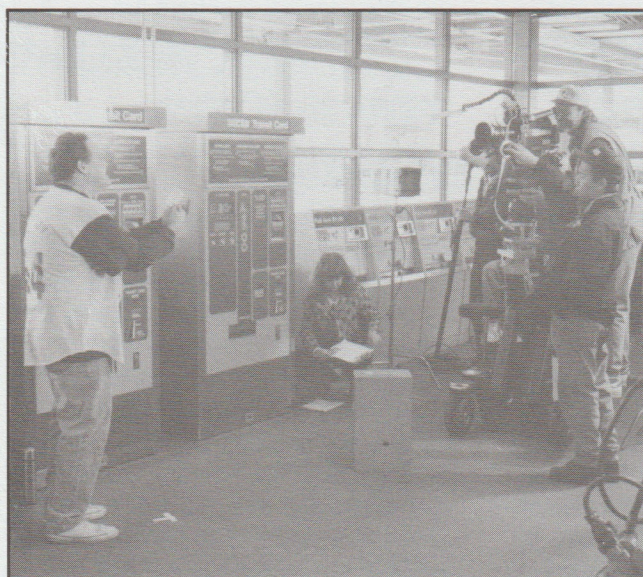
To prepare for the Transit Card commercial, a number of details were addressed, including turning the Orange Line's 35th/Archer station into a production studio.

*continued on page 4*

## "Friendlier Transfer Rules"

CTA riders can now use their transfer card to make a round trip or stop over on the same route. The CTA Board voted this change at their April 28 meeting to encourage more riding. Transfer cards can be used twice within two hours of purchase – those rules stay the same.

By allowing the card to be used on any route in any direction, it will now be possible for riders to make a stop on their way to work, or make a quick round-trip for lunch or shopping without paying two full fares.



**Producer Bill Youmans focuses the camera on actor Lenny Schmidt while filming CTA's Transit Card television commercial for broadcast this summer.**

## Inside

**A View From The Seats ..... p.2**

**News And Views ..... p.2**  
Blue Line Signage, State/Van Buren, Brown Line's 90th

**CTA Seeks Capital Funding .. p.3**

**See It For Free ..... p.3**  
Free Field Museum Admission – "Drivers' Week" June 9-15

**Behind The Wheel ..... p.3**  
Bus Operator Martin Trogia

**Changing Gears ..... p.4**  
Seasonal Service Changes, Extra Service For Promisekeepers Event



Dear Mr. Mosena

As Chief Executive of the CTA, my sense is that you undoubtedly receive numerous complaints concerning your service and routes. Please allow me to be an exception.

I live and work in the City; however, my business necessitates frequent out of town travel. Clearly, there are numerous ground transportation options available to O'Hare. My choice of preference has and will continue to be the CTA rail system to O'Hare. By taking advantage of this service, I am virtually guaranteed there will be no "traffic," causing me to miss a flight, and your service personnel are generally courteous and helpful. My only question is how are you able to provide such an outstanding and consistent product for \$1.50.

Mr. Mosena, as a rule I do not write unsolicited letters of praise. I did want to convey my gratitude and thanks for providing and maintaining this outstanding service.

With warmest regards,

Sincerely

William L. Randall, Jr.

## Going Places

*Going Places* is published monthly by the Chicago Transit Authority Communications Department, (C) 1997. All rights reserved.

Send comments to Cy Griffith c/o CTA Communications Merchandise Mart, Room 734 PO Box 3555, Chicago, IL 60654

or fax comments to: (312) 664-8936.

# News & Views

## New Blue Line Destination Signs

New roller curtain signs were installed on Blue Line trains April 12-13 to identify more clearly the terminal destinations for each segment of the line. All 'L' lines will eventually carry this type of sign, which Green and Orange Lines currently use.

The new Blue Line signage is expected to ensure that no matter how unfamiliar riders may be with CTA, they will board trains going in the direction they want.

Until now, signs on Blue Line trains identified them only as

Congress-O'Hare or Douglas-O'Hare, regardless of the direction they were traveling.

To eliminate any possible confusion, the new signs for northbound trains read simply 'O'Hare' and have an airport symbol. Signs on trains operating to the Douglas terminal read '54/Cermak,' while those heading to the Congress terminal say 'Forest Park.'

For trains being turned back short of the terminal, there are signs for 'UIC-Halsted' or 'Rosemont.'

## State/Van Buren 'L' Station Opening Soon

Work is in the final stages at CTA's new State/Van Buren Loop 'L' station. A late June opening is planned for the fully accessible facility, which will serve Brown, Orange and Purple Line riders.

The Harold Washington Library, Roosevelt University, DePaul Center and Jones Commercial High School are among the South Loop destinations that will be easy to reach from the State/Van Buren station.

The Chicago Department of Transportation is responsible for building the \$13 million facility, which will have 425-foot side platforms capable of berthing eight cars. A steel and sheet metal canopy with glazing will cover the main

platform waiting area.

All riders will enter the station on the north side of Van Buren just west of State Street, including those who need to use the elevator. After passing through fare controls on the mezzanine level, riders will use stairs or another set of elevators to reach the platforms on either side.

A brick enclosure surrounds the street entrance stairway and elevator shaft, blending with the reddish tone of the Harold Washington Library just to the south. Other stairways will allow riders to exit from the mezzanine on the south side of Van Buren west of State, and from both platforms west of Dearborn.

## Brown Line Celebration

A celebration will be held Sunday, May 18, to commemorate the 90th anniversary of the Brown Line. On May 18, 1907, the Northwestern Elevated Railroad opened a branch from Clark Junction to Western. By the end of that year, Ravenswood trains were operating from the Loop to Kimball.

The May 18 celebration is being held 11 a.m. to 2 p.m. at the Damen station, 4643-47 North Damen. Ravenswood Hospital is also marking 90 years of service to the community, so a joint celebration is planned.

CTA's 75-year-old historic cars 4271-4272 will be on display at the Damen station, where nurses from the hospital, dressed in period uniforms, will offer free blood pressure tests. Historic CTA buses will be on view.

Highlighting the festivities will be the ceremonial cutting of a 90th birthday cake fresh from the bakeries of Sara Lee. Ice cream sundaes will be served for 90 cents each, courtesy of the Zephyr Ice Cream Restaurant. A Dixieland band and barbershop quartet will provide entertainment.



## CTA Seeks Capital Investment

**B**usiness and community leaders throughout the metropolitan area are joining the Chicago Transit Authority and other regional agencies in urging the Illinois General Assembly to approve funding for mass transit capital investment. The gap between what the CTA needs to maintain and repair its aging infrastructure and expected federal and state funding is \$1.9 billion. Members of Business Leaders for Transportation, a coalition co-chaired by the Chicagoland Association of Commerce and Industry and the Metropolitan Planning Council, are reminding legislators that the pressing need for funding public transportation and road improvement

in Illinois hasn't been addressed since 1989. A toll free number, 1-888-330-7833, is also up and running to provide names and addresses of legislators and answer general questions about the capital funding campaign.

The response has been excellent as supporters articulate how mass transit impacts their area. Callers say transit provides access to jobs, brings people to and from their jobs, supports local businesses and attracts people to local communities. These groups are saying that mass transit impacts the economy and enhances their quality of life. They recognize that ensuring mass transit's future provides security for the economy.



**CTA Chairman Valerie B. Jarrett, Southwest Airlines Marketing Manager Patty Krysha, Southwest Organizing Project Representative Father Michael McGovern, and CTA President David Mosena kick off the CTA Adopt-A-Station Program at the Midway Orange Line Station.**

## "See It For Free"

CTA employees will receive complementary admission to the Field Museum during their "Drivers' Week" from June 9 thru 15. Just show your CTA ID – and you can even bring one guest for free. Of special interest is their new exhibit "Dinosaur Families," which will transport you back to 80 million years ago. The Field Museum offers this gesture to recognize drivers'

**CTA EMPLOYEES**  
**Free Field Museum**  
**Admission**  
**"Drivers' Week"**  
**June 9-15**

efforts in guiding passengers to the city's cultural events during the summer tourism season.

The Museum, at Lake Shore Drive and Roosevelt, is open daily from 9 a.m. to 5 p.m. Said CTA president David Mosena, "With CTA buses #12 Roosevelt, #130 Grant Park Treasures, and #146 Marine-Michigan going right to the Museum, it's easier than ever for our drivers and the public to get to the exhibit." For more information, call 922-9410.

## Behind The Wheel

### The Quiet Man

Friends and associates of bus operator Martin Troglia describe him as a hard working person who enjoys his work and takes pride in it. But you are unlikely to get much of a description out of Troglia himself because he is a very low-key individual.

Says one associate from the Archer Garage, "Troglia quietly goes about his business and remains accident and complaint free. He takes his bus where it's supposed to go. His colleagues like him and he is also very personable with his customers."

But don't be fooled by his quiet and friendly disposition. Troglia is a competitor. Most years you will find him taking part in the CTA's Bus

Rodeo. Troglia is the reigning champion among bus operators, having won the 1996 competition.

The victory is Troglia's second. He was the CTA's first Bus Rodeo champion when the competition started in 1981.

"I have a good feel of where my bus is at all times," said Troglia. "When you've driven as much as I have, you know where you are in relation to traffic and curbs, not to mention pedestrians."

That "feel" comes in handy for the Rodeo competition, as driving skills are tested for accuracy and safety. Competitors maneuver their buses through an obstacle course that simulates tough driving conditions.

Troglia will once again represent



**Bus Operator**  
**Martin Troglia**

the Archer Garage in the 1997 Bus Rodeo.

Preliminary competition will be held on June 28 and 29, with the finals on July 12. To register for the Bus Rodeo, contact your transportation manager by May 30.





**Lenny Schmidt will deliver the benefits of the Transit Card to TV viewers this summer.**

"CTA personnel teamed up with Bill Youmans Productions, the company awarded the contract to produce the commercial," said Griffith. "The production company handled filming, lighting, and sound, while CTA personnel moved vehicles and programmed fare equipment while keeping the stations open as hundreds of customers passed through."

Bus Operations provided three buses for the 6 a.m. curtain call. Rail Operations provided a two-car train for filming the closing scene. Revenue Equipment programmed the fare equipment so the digital displays showed exactly what CTA customers will see when the new fare system is turned on.

Twenty CTA employees from a variety of departments acted as extras so each scene would appear busy with customers. "The extras worked hard for 12 hours, often repeating scenes over and over again," said Griffith. "While there are many people to thank for making the production a success, we can't forget Mother Nature. We picked a target production date weeks in advance. In the middle of a cold, wet spring, April 15 was sunny and warm."

# Changing Gears

## Extra Service for Promisekeepers

CTA will be running extra service on the #12, #130 and #146 buses for the Promisekeepers event at Soldier Field on Friday May 23 and Saturday May 24. Last year, Soldier Field was filled to capacity, and many attendees took CTA.

A new option this year is to take the #12 Roosevelt bus, which was extended last March to Soldier Field as well as the Field Museum, Aquarium, and Planetarium. There are easy connections from the Roosevelt stations on the Green, Orange or Red Lines.

## Seasonal Services Are Always in Season

Summertime means fun time for Chicagoans and visitors, and CTA offers extra service for them.

St. Metra terminals to the Adler Planetarium, Field Museum, Shedd Aquarium, and Soldier Field.

### #10 Museum of Science and Industry –

This route has weekend and holiday service all year round, but will run every day between Memorial Day and Labor Day. It connects North Michigan Avenue and State Street with the Museum every 20 to 30 minutes, 9 a.m. to 5:30 p.m. It also offers a stop at Columbus/Roosevelt, which is a short walk from the Museum Campus.

### #154 Wrigley Field Express –

The fast way to Cubs night games. Express buses leave from parking lots at Lane Tech High School and DeVry Institute near Addison and Western. They run every few minutes starting about 2 hours before the game. Buses are waiting northbound on Clark Street after the game. The fare is just \$5 per carload and includes parking and round-trip bus ticket.

### #130 Grant Park Treasures –

The direct connection between downtown Metra terminals and the Museum Campus. It runs weekends and holidays from May 10 through Labor Day every 15 minutes from North Western, Union and LaSalle

Metra Heard From – Summer's the time for train riding – especially with kids! Metra's family fares, normally just available on weekends, will be in effect every day from Memorial Day through Labor Day. Up to three kids ages 11 or younger ride free with a fare-paying adult.

