

Going Places

NEWS AND VIEWS FROM AROUND THE CTA

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A President's Farewell

It was just over a year ago that I traded my wings for rails, tarmacs for trains, and a round trip ticket for a Transit Card. I was warned that transit gets in your blood. I didn't believe it at first, but faster than a pneumatic switch, it happened to me and I was hooked on transit. The never-ending job of moving people and improving the way we serve riders made me look at this office as a

"...I wish you continued success and urge you all to keep up the good work."

**David Mosena,
President, CTA**

passion-filled challenge. As CTA president, I had the unique opportunity to meet you and work with you as we moved this agency forward.

Many of you have seen a number of CTA presidents come and go. Though my time here at the Chicago Transit Authority has been short, it has been a year full of goals achieved, new

technology, renewed ideology and missions yet to accomplish. Missions I had hoped to accomplish during my tenure here in the years to come.

But on occasion, a once-in-a-lifetime opportunity comes knocking. So when the opportunity at the Museum of Science and Industry came along, I was faced with a very difficult decision. In the end, I made the decision to accept the Museum's offer for personal reasons that have the best interests of my family at heart. Though I leave you long before I ever had any intention of leaving, I can say that I've thoroughly enjoyed the time I spent here at the CTA.

Together, we undertook an ambitious agenda of improvements and set out to reinvent the CTA. A four-point reinvention blueprint was developed that drove the Chicago Transit Authority toward a focus on customer service, cost-cutting management reforms, service restructuring and lobbying for adequate capital funding.

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Workmen replace damaged panels from a passenger shelter at the Western Avenue station on the Douglas Blue Line branch, as part of the CTA's \$40 million Neighborhood Station Improvement Program. 122 neighborhood stations will be cleaned and painted. Many will receive improved lighting, new benches and new trash receptacles.

Transit Industry Leaders To Meet In Chicago

Everybody who's anybody in transit in North America will be in Chicago for the American Public Transit Association's annual meeting at the Chicago Hilton and Towers September 21st through 24th.

The CTA is hosting the meeting along with its local partners in public transportation: METRA, PACE, and the RTA. The meeting will consist of lectures, panel discussions, and tours examining various aspects of the meeting's theme *Shaping Transit's Future Today*.

"Hosting the APTA annual meeting in Chicago provides the CTA

with an opportunity to shine in front of the transit industry," said CTA Chairman Valerie Jarrett. "Leaders from every transit field will be here to attend the meeting. While here, they will be taking a close look at various aspects of the CTA, from how the Transit Card system is working to how well we maintain our buses."

Many APTA events will focus on recent CTA accomplishments. For example, Joe Simonetti, CTA's GM of revenue equipment technology, will moderate a discussion entitled "The Art of Implementing AFC Systems."

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Dear Mr. Mosena:

On Saturday, July 26th at the corner of Burton and the Inner Drive, I stupidly ran after a #151 Sheridan bus that was southbound about 9:20 a.m.

My toe caught on a sidewalk unevenness and I splatted on the sidewalk, banging myself up considerably. I lay on the sidewalk afraid I had broken my ankle.

The driver, whose name I didn't get, got off the bus and picked up my money that had rolled out of my hand, picked me up courteously and helped me on the bus. Later I saw him help a wheelchair bound lady in the same compassionate way.

This driver should be commended for his kindness and thoughtfulness. He reflects great credit on himself and your organization.

Yours truly,

William D. Field, Chicago

Dear CTA:

I would like to obtain a new map of the routes operated by the Chicago Transit Authority. The one I now have is dated 6-30-63 and I feel it is time to be up-graded.

Sincerely yours,

James A. Gallagher, Grosse Ile, Michigan

Going Places

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News & Views

CTA Campaigns To Rebuild Ridership

Transit in the U.S. is entering a use it or lose it stage. State and Federal government support for transit has been cut drastically. The CTA can't afford to run empty buses and trains.

With ridership down 30% in the last ten years, how do we stop the losses? "Ideas, hard work, and teamwork," says Kevin Thompson, CTA Intergovernmental Affairs Manager.

Thompson is spearheading the CTA's Ridership Campaign, an initiative designed to stabilize ridership

losses and help win riders back. The campaign is kicking off by setting up working groups which will develop plans for building stronger community support of transit, helping the CTA adhere to service standards, building a greater understanding of what our customers want, and more.

Findings from each group will form the foundation for the next phase of the campaign. Stay tuned to *Going Places* for further CTA Ridership Campaign developments.

Poetry In Motion

The second phase of Poetry In Motion is under way as the first of 12 poetic messages appear on car cards posted on CTA buses and trains, including works by Gwendolyn Brooks, poet laureate of Illinois.

Poetry in Motion Illinois was launched by the Poetry Society of America in February, 1996, to raise the public's understanding of poetry, and to encourage more people to read, listen to and write poetry. CTA

participates by providing free space for the posters.

CTA, the Poetry Society, the Chicago Public Library and the Illinois Arts Council will kick off Phase II of the Poetry In Motion program September 11 with a reading in the Harold Washington Library Center, 400 South State, by Brooks and other participating poets, including Ana Castillo, Susan Hahn and Li-Young Lee.

CTA Stamps Out Smoking In Public Areas

An ordinance approved by the CTA Board at its June monthly meeting established a policy prohibiting smoking in all CTA public areas.

"The Authority wishes to provide its passengers and employees with a healthy and safe environment when using public areas of CTA's services and facilities," the Chairman and President said in a notice to all employees August 7. "This smoking policy is one more way the CTA is responding to the requests and needs of our riders. We look forward to your cooperation and efforts in this

very important matter."

The new policy expands upon previously enacted measures governing smoking in the work place. Public areas include 'L' stations and platforms and any CTA locations the public is authorized to visit.

The CTA General Counsel is working with the City of Chicago and the Police Department to develop a plan to enforce the smoking ban. Employees are asked to conform with the policy and assist with enforcement by setting an example of not smoking in public areas.

CTA 5k Fun Run Celebrates The 'L's 100th

The Loop elevated will be 100 years old this October. To celebrate, the CTA is hosting a 5k Fun Run on Sunday, October 12, at 8:30 a.m. Beginning and ending at the Harold Washington Library Center, the run winds through the Loop.

The entry fee for CTA employees is \$10 which includes a commemorative T-shirt and post-race food and beverages. The entry fee for others is \$15, or \$20 on race day. Call the 5k Race Hot Line at (773) 929-5979 for an entry form.

New In Chicago? CTA Wants You To Get On Board!

The old adage 'Build it and they will come' used to work for everyone from baseball park owners to developers. Just by building a mall, a ball park, or a transit line, developers and promoters could count on customers beating a path to their door. In today's highly competitive economy, it might be more appropriate to say: 'Build it, market it, and they might come.' Consumers have more options than ever before, and that includes how they choose to travel. The old ways of simply operating buses and trains and waiting for the customers to arrive don't work any more.

The CTA is currently taking a number of steps to be more responsive to customer demands. Initiatives include Station-Specific Timetables, the Customer Service Hot Line, as well as updating bus routes to reflect the current transit needs of today's riders. Another initiative, the CTA New Mover program, will soon work to attract new residents to the CTA.

15% Annual Turnover

During an average year, 15% of the households within the CTA service area change hands. Many new residents

move to the area with little or no transit experience. "Someone new in town from Los Angeles may have never ridden a bus or train before," said Darwin Stuart, Manager Market Research. "We need these new residents to think transit – that means picking up their Transit Card instead of their car keys before heading out the door."

By creating a New Mover program, the CTA joins the ranks of other industries such as dry cleaning, banking, and insurance that continuously look for new business from people arriving in town. The CTA program will work to attract new residents to CTA buses and trains.

"New residents form habits quickly," said Cy Griffith, New Mover project manager. "Because time is critical, our program will reach people shortly after they move in – usually within 30 days – and offer them an incentive to ride the CTA."

New residents will receive a brochure that states in bold type: 'You've taken care of your gas, telephone, and electric. What about your Transit?' It promises a 'valuable transit offer from the CTA.'

"We want new residents to be aware of the transit benefits that are available to them," said Griffith. "The utility comparison is a good way for new residents to view CTA services:

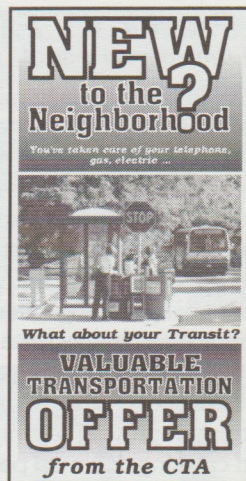
available and necessary."

The New Mover brochure includes a business reply card. Residents who fill out and return the card will receive a 'New Resident Kit' that includes

all of the tools people need to plan for and take a trip on the CTA: a Transit Card with two rides, a CTA Map, and a station timetable.

The Transit Card included in the kit can be used by new residents to ride on any CTA bus or train. New residents will receive instructions on adding value to the card plus information on where they can purchase pre-valued cards. Information provided by new residents who respond to the program will be maintained in a database. This allows the CTA to learn more about the new mover market as well as limit each new household to only one kit.

More than 300,000 new households within the CTA service area will be contacted by the program each year.



At The Controls

CTA Around The Clock

San Juana Maria Montes de Oca begins her work day when most other people are turning in for the night. As manager of the overnight shift at the CTA Control Center, Maria is responsible for emergency communications for buses,



San Juana Maria Montes de Oca, Overnight Shift Manager, Control Center

trains and some 300 support personnel as well as many police and fire department calls.

"We help CTA crews maintain good customer service," said Maria. "When there's a problem, we work to keep things running smoothly for our customers."

When accidents or technical failures occur that affect CTA service, the Control Center will take necessary steps to restore and maintain service including routing around accidents or setting up shuttle bus service. If the morning rush hour is affected, Maria works with CTA media relations to make sure any service changes or delays are included in morning news broadcasts.

Maria continually draws from experience gained during her 17-year CTA career. Previous jobs included conductor, motorman, and switchman. She has qualified in several other positions.

Working nights, Maria has been able to spend time with her two teenage children. "I send my kids off to school and I'm home with them in the evenings," said Maria.

Maria has been involved with the Hispanic Math Science Education Initiative Program since 1992. The program encourages these fields of study for high school age children. Maria received the Kathy Osterman award for Public Safety Employees earlier this year.

A President's Farewell

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With these goals in mind, we stressed a "customers first" approach that led to the implementation of a number of customer-friendly initiatives: posting and distributing station-specific train schedules, creating a customer service hot line, establishing an Adopt-a-Station program, reinstating reverse transfers, dropping surcharges, cleaning stations more frequently, starting a \$40 million Neighborhood Station Improvement Project, improving security measures, and cracking down on peddlers.

Among the CTA's most noted accomplishments yet, include the implementation of a new automated, electronic fare card system that's easy for our customers to use and the successful restructuring of CTA service to better meet customer demand and increase efficiency throughout the route system.

We've reached many goals that have put the CTA on the right track, but our job here is not yet done. The biggest challenge still facing the CTA is securing long-term capital funding to maintain, repair and renovate our infrastructure that is so vital to Chicago.

The CTA is in the business of moving people. Via buses and trains, across a citywide system of routes and rails, the CTA keeps the city moving. You are the lifeblood of this agency – the more than 12,000 CTA employees who make it your job to give Chicagoland a great transit system with clean, safe, on-time and friendly service.

As my days at the helm of the Chicago Transit Authority wind down, I bid you farewell. I wish you continued success and urge you all to keep up the good work. Thank you for making my days here at the CTA, a smooth, steady and enjoyable ride.

Transit Industry Leaders

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Several other CTA officials will serve as panelists for the discussion.

APTA attendees will have the opportunity to take a guided, three-hour tour of the CTA's recently rebuilt Green Line as well as visit the CTA's new Revenue Center at 901 W. Division. Attendees involved in heavy rail maintenance will be able to visit the operations at Skokie Shops.

Changing Gears

CTA Visitor Pass Gets Warm Welcome

Sales of CTA's new one-day Visitor Pass are increasing, with nearly 100 passes being sold every day – double that of July. As more sales outlets are added, we can expect this growth to continue.

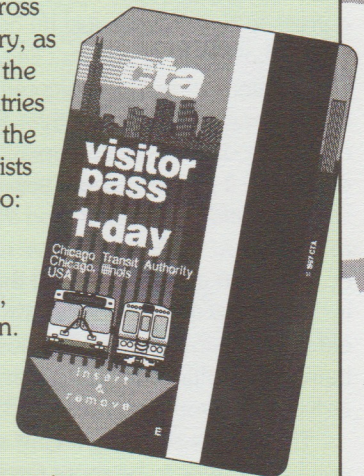
The \$5 pass offers 24 hours of unlimited riding on all CTA buses and trains after the first use. Like the Transit Card, the Visitor Pass is inserted and removed in bus fareboxes and train station turnstiles. The pass cannot be shared or recharged, and it is not valid on Pace.

This fall, Visitor Pass flyers will be distributed to thousands of travel

agents across the country, as well as in the four countries that send the most tourists to Chicago:

Canada,
England,
Germany,
and Japan.

It's marketed primarily to out-of-town visitors, but anyone can buy the pass.



CTA VISITOR PASS PURCHASING LOCATIONS

CTA	Merchandise Mart., 7th floor
RTA	11 South Wells, ground floor
Adler Planetarium	Solidarity Drive at lakefront
Amtrak ticket counter	Union Station, Adams at Canal
Balzekas Museum	6500 S. Pulaski
Chicago Architecture Foundation	224 S. Michigan John Hancock Building
Chicago Cultural Center	Randolph at Michigan
Chicago International Hostel	6318 N. Winthrop (near Granville 'L' stop)
Field Museum of Natural History	McFetridge at Lake Shore Drive
Hot Tix booth	State at Washington
Midway Airport	Fenton Hill news/gift shops
Museum of Science & Industry	57th at Lake Shore Drive
Navy Pier	Illinois Marketplace shop
North Pier (Chicago Store)	Illinois at Columbus
O'Hare Airport	W. H. Smith news/gift shops; Traveler's Aid; & currency exchange in Hilton Hotel lower level
Old Water Tower Visitor Center	Michigan at Chicago
Shedd Aquarium	Lake Shore Drive at Solidarity
Also available at many hotels.	

For advance bulk orders (25 or more), call CTA Marketing at 312-664-7200, ext. 3325 on weekdays.