

# Going Places

NEWS AND VIEWS FROM AROUND THE CTA

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*Dressed as pirates, witches, monsters, cheerleaders, priests, or just as themselves, these CTA employees distributed Halloween treats to our customers on Friday, October 31. The jack-o-lanterns were used to transport the candy for distribution at 'L' stations system-wide.*

## Kruesi Dives into Top CTA Post

**S**tarting a new job can sometimes be like stepping into a hot bath. You know what you're getting into, but none-the-less you enter slowly. For new President Frank Kruesi, his first week as head of the Chicago Transit Authority was more like a cannonball jump into a cold freshwater lake.

His first day on the job, President Kruesi addressed several members of the media to discuss the first phase of service changes that went into effect as of October 5th and to remind customers about the alternate CTA service available.

Within a few days, CTA staff presented President Kruesi and CTA Board Chairman Valerie Jarrett with the agency's 1998 Budget Proposal. Kruesi credited his predecessor David Mosena and Chairman Jarrett for laying the groundwork that led to the balanced budget proposal for next year. "I'm impressed by the straightforward and honest way in which they publicly identified the agency's financial problems and made the very difficult decisions necessary to get costs under control," Kruesi said.

Through \$62.5 million in management efficiencies and \$25 million in service cuts identified over the past year, the agency was able to erase a potential \$76 million deficit in its operating budget. This balanced budget was achieved without fare increases and with less reliance on capital funding than in previous years.

The CTA's 1998 Budget Proposal recommends an operating budget of \$782 million and \$238 million in capital improvements. To further streamline the organization, the CTA proposes not to replace more than 800 positions, both exempt and non-exempt, that became vacant due to these initiatives, resulting in an expected savings of \$40 million. The agency will reduce its 1997 workforce of 12,110 employees to 11,301 in 1998. Labor costs comprise approximately 72 percent of the CTA's operating budget.

The proposed 1998 budget plan includes \$19 million in funding (\$16m capital, \$3m operating) for a campaign aimed at improving customer satisfaction and increasing ridership.

*continued on page 4*

## Business Outreach Encourages Employees To Get On Board CTA

**T**he new CTA Business Outreach Program is building partnerships with businesses to encourage their employees to leave the driving to the CTA. Since the program started in July, more than 4,800 new area employees have received CTA promotional material directly from their employers.

"It's a win-win situation for employees and employers," said Monica O'Keeffe, manager of the Business Outreach Program. "Employees learn about the benefits and cost savings of commuting by CTA. Employers benefit by retaining a more productive and reliable work force."

The biggest winner may be the CTA. A single daily commuter will make the trip between home and work  
*continued on page 4*

## Inside

<b>A View from the Seats .....</b>	<b>p. 2</b>
<b>News and Views .....</b>	<b>p. 2</b>
1998 Vehicle Stickers to Feature Loop 'L,' New CTA Sports Brochure, Coats for Chicago Drive, Transit Summit	
<b>CTA Tests New Bus Stop Signs .....</b>	<b>p. 3</b>
<b>From The Mart .....</b>	<b>p. 3</b>
Going Places first anniversary	
<b>Changing Gears: .....</b>	<b>p. 4</b>
#10 Resumes Daily Holiday Season Service, #127 Extended to Museum Campus, CTA's #19 Stadium Express, Service Increases	



Dear CTA:

What a great day we had on September 17, 1997. On behalf of over 2,700 participants of the Boy Scouts Tour De Loop event, I would like to thank the CTA for making the day a great success! We participated in many downtown activities that day including a ride on board the Loop 'L.'

On our survey of participants, the CTA received very high marks. For many, it was their first opportunity to ride the CTA. Next to the Sears Sky Deck, the CTA ride was the activity they liked best.

As our numbers swelled past our initial estimates, the CTA was able to quickly accommodate additional riders. David Richardson from the Marketing Department deserves high praise for his prompt attention.

We appreciate all that the CTA was able to do for the Scouts. It was an enjoyable event for everyone involved.

Sincerely,

Matthew A. Ackerman  
Director of Field Service  
Boy Scouts of America

## Going Places

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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

## 1998 Vehicle Stickers To Feature Loop 'L'

Chicago vehicle stickers in 1998 will commemorate the 100th anniversary of the Loop 'L.' As in the past, Chicago high school students will compete for the chance to have their artwork chosen to appear on the stickers. Entries will be judged by celebrity, news, and sports figures.

CTA is helping participating students develop ideas for the art contest by providing pictures of old 'L' cars and station scenes for high school art teachers.

The Chicago Sun-Times will display a full-page color advertisement of the top 10 entries selected by judges November 13, together with a hotline for Chicago residents to call in their favorite design. Savings bonds will be awarded to 10 top entries, with the winner receiving a \$1,000 savings bond from City Clerk James Laski, and, of course, the honor of having his or her work selected to appear on some 1.3 million city vehicle stickers.

## Transit Summit

CTA participated in a Transit Summit sponsored by the ATU Transit Summit Coalition Thursday and Friday, October 16-17. The summit was called to address transit funding issues at the federal, state and local levels. Besides union leaders, participants included transit riders, community and religious groups, members of the business and academic communities, and government representatives.

Addressing the group at Plumbers' Hall October 16, CTA President Frank Kruesi pointed out that overall use of transit has declined as travel patterns, job centers and populations have shifted. He thanked the unions for helping CTA make long-needed changes that will enable it to be a solid transportation option in the future.

## CTA Drives, Sports Fans Score

The CTA's newest brochure is for sports fans of every variety. Called *We Drive, You Score*, the brochure highlights CTA connections

to all of Chicagoland's major college and pro sports venues. Soldier Field, Comiskey Park, Wrigley Field, United Center, UIC Pavilion, Ryan Field and the Rosemont Horizon are all included. The brochure is useful for city and suburban fans alike.

Copies of the brochure can be ordered by calling ext. 3325. The brochure will soon be available for general distribution through various CTA outlets.

## Coats for Chicago Drive

The *Coats for Chicago* drive is asking CTA employees and other Chicagoans to help make winter a little warmer for less fortunate citizens this year. Sponsors NBC 5 and the CTA hope to collect 75,000 coats. Donations will be accepted on or before December 7 at several CTA drop-off sites including 95th Red Line station which was the top drop off site for the '96 drive. For more information, call CTA Public Affairs at (312) 832-6184.





## New Bus Signs Proposed

Signs along Chicago roadways have grown like weeds over the years. As new signs have been installed, many of the old signs stay in place.

Mayor Richard M. Daley is working in cooperation with various city agencies, including the Chicago Departments of Transportation, Streets and Sanitation, and Consumer Services, to correct this street sign proliferation problem with an experimental program designed to unclutter and beautify the roadways. In select testing areas, obsolete and unnecessary signs are being removed. In some cases, one new sign will replace several old ones. Other signs are being replaced by more accurate, customer-friendly signs.

The program is introducing a new breed of CTA bus stop sign. The signs being tested are designed to make bus stops more recognizable, while providing more information in an

easier-to-read format.

The bus stop sign prototype presents information in three different sections. Positioned on a seven foot tall post, a round bus symbol next to the roadway makes stops more visible to operators. Routes that serve the stop are posted at the top of the sign while more detailed route information is presented midway up the sign at customer eye level. This change also makes information more accessible to disabled passengers. Options for eye-level panels include first and last bus times, bus service frequencies for various times of the day, and a route map.

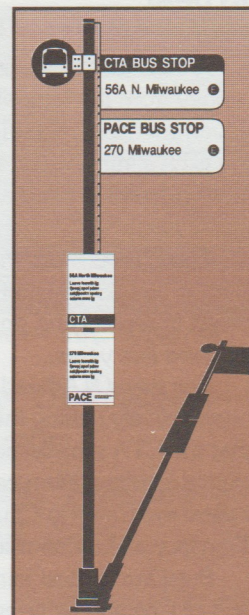
The existing bus stops contain this information on a single sign. Problems occur at stops served by multiple routes; when one route changes, the entire sign becomes obsolete. The new bus stop signage allows sections to be updated without requiring the replacement of the entire sign.

The first new bus stop sign was installed on Clark Street at Cornelia (southbound). Additional signs are

being installed now at the following sites: Clark at Addison (north-bound), Clark at Newport (northbound and south-bound), Addison at Clark (west-bound), and Addison at Racine (westbound).

New bus stop sign installations will soon take place in the downtown area. The signs will be installed at major bus stops and transfer points along LaSalle, Clark, Madison, Dearborn and Washington.

Installation of new bus stop signs system-wide is projected to take three years.



## From The Mart

### Going Places Marks First Anniversary

One year seems like no time at all at an agency that has been around for fifty years, especially one that operates trains around the 100-year-old Loop 'L.' This issue of *Going Places*, however, marks the first anniversary of the newsletter, and we would like to provide a little background about the publication.

Prior to the first issue of *Going Places*, it was clear that the CTA needed a newsletter. There was no efficient way to keep the agency's 12,000+ employees up to date on current CTA happenings. The old CTA employee newsletter, *Transit News*, was last published in 1991. The communications staff at the time was unable to keep up with the task of

producing and printing a 20-page issue each month.

So the Communications staff created *Going Places*, a publication designed with you (and your busy schedule) in mind. A lot of information is packed into each four-page issue. Contents include timely news and service changes that CTA employees need to know. Also featured are customer letters and employee profiles. Best of all, you can read an entire issue in just a few minutes.

Producing any publication requires much more than writing articles. Each issue of *Going Places* is made possible by the professional design skills of CTA Graphics and high-quality printing skills



**"Going Places" contributors from left: Maria Toscano, Jeff Stern, Edeana Rollins, Ron Weslow, Linda Netzel, Cy Griffith, Joyce Shaw, and David Richardson.**

of the CTA Print Shop. Thanks to the efforts of these departments and the cooperation of many others throughout the agency, *Going Places* has become a part of the CTA. We enjoy producing *Going Places* and we hope you enjoy reading it.

*Going Places* welcomes your ideas for future stories. Our fax number is (312) 664-8936.



## Kruesi

continued from page 1

Kruesi adds, "Securing adequate money from the federal and state governments to rebuild and maintain the CTA's infrastructure and equipment is still a pressing need and our top priority in 1998."

The CTA is more than \$2 billion short of the \$3.3 billion it needs to invest in repairs and improvements over the next five years.

The new CTA head has already been actively getting the message out that the CTA is in desperate need of capital funding. He recently testified before the Chicago City Council's Transportation Committee.

President Kruesi joined the delegation of Chicago aldermen who traveled to Springfield to lobby the Legislature to support the CTA and regional transit in words, actions and dollars.

With increased capital funding at the forefront of his agenda, CTA President Kruesi looks forward to the challenge of running the nation's second-largest transit agency.

## Business Outreach

continued from page 1

several hundred times per year. When a group of new employees starts commuting by CTA, the benefits to the agency over time are considerable.

Employees as well as companies who are new to the CTA service area are good candidates for the Business Outreach Program. "People who are new to the area or are working in a new location have not yet established their commuting patterns. We have a good chance to encourage many of them to become CTA riders," said O'Keeffe.

"Our goal is for area employers to know that including CTA incentives and promotions in their employee benefit package makes good business sense." Employees can receive items ranging from CTA maps and brochures to Transit Checks. Transit Checks are tax-free benefits provided by employers that employees can use to pay for all or part of transit fares.

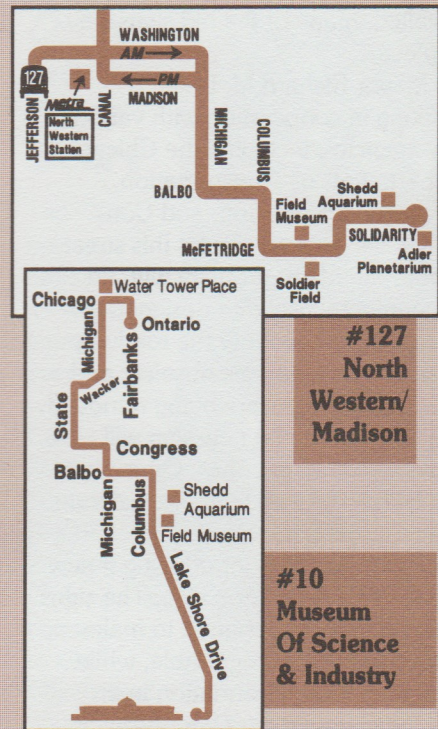
The Business Outreach Program will grow to form partnerships with academic institutions, social service organizations, and the tourism industry.



# Changing Gears

## The #127 Extended to Museum Campus

The #127 NorthWestern/Madison has been extended during rush hour to provide direct a.m. connections from NorthWestern station to the Museum Campus and direct p.m. connections from the museums to NorthWestern Station. Hours are 6:20 a.m. to 10 a.m. from NorthWestern Station and 3:30 p.m. to 6:00 p.m. from the museums.



## #10 Resumes Daily Holiday Season Service

From Thanksgiving Day through New Year's Day (except Christmas Day), the #10 Museum of Science and Industry buses will run every 30 minutes on weekdays and every 20 minutes on weekends and holidays. Buses run from about 9:00 a.m. to 5:40 p.m. daily.

## Rush Hour Service Increases

- Five #20 Madison buses added, intervals drop from 7.5 to 5 min.
- Two #8 Halsted buses added, intervals drop from 7.5 to 6 min.
- An additional Orange Line train now leaves Midway at 7:48 a.m.

- #73 Armitage is now accessible and rerouted to serve the Anixter Center.
- Three #62 Archer/Harlem bus added between 7:30 a.m. and 8:20 a.m.

## They're Ba-a-a-a-ck!

The Bulls and Blackhawks are back, and so is the CTA's #19 Stadium Express. Sport fans count on the #19 for easy, direct connections to Bulls and Blackhawks games at the United Center. Riders can board the #19 along North Michigan Avenue and

Madison downtown at designated stops. Service begins two hours before game time, running every 12 minutes until just before the game begins. After the game, buses are waiting on Madison Street in front of the United Center.

### #19 Stadium Express

