

AROUND THE



Survey Results Show CTA Progress

Recently revealed results of a Customer Satisfaction Survey taken in October 1997 indicate CTA is making good progress in responding to the service needs of its customers. The survey, conducted among 2,400 riders drawn from a random sample of households throughout the CTA service area, shows a 9 percent increase in the proportion of riders who are "very satisfied" with CTA since the last survey was taken in 1995.

"This survey has given us a clear indication of what our riders consider important to their continued use of the system."

Pamela Anderson, Senior Vice President, Customer Service.

Altogether, 81 percent of those answering the survey are on record as being satisfied with the service.

Among the areas where significant improvements have been noted are: providing quality service at a fair price; operating a clean, well-maintained fleet; having a cost-conscious and efficient management, and keeping fares low. The success of CTA's new Transit Card system is credited with creating a perception of improved cost/value, especially for bus riders, possibly because its flexibility eliminates the need to purchase a transfer. Improved attitudes about customer communication apparently stem from the availability of accurate route and schedule information.

The availability of station-specific schedules has clearly improved perceptions about 'L' service, together with keeping trains and stations clean from

graffiti, and other station improvements. On the negative side, a drop in rider ratings of ticket agent/customer assistant courtesy at stations may be attributed to the greater demand for assistance after Transit Cards were introduced. While this was considered mainly a transitional problem, it did suggest that additional training of station personnel may be needed.

High on the list of other suggested improvements was service reliability. For bus customers, this calls for maintaining or improving current headways; adherence to schedules; on-time performance; and connections between buses and trains. Other areas targeted for improvement include providing accurate route and schedule information at bus stops; keeping buses cleaner inside; and doing a better job of alerting customers to temporary service changes.

On the rail side, the survey suggests CTA should focus on better on-board communication and courtesy. Operators are called upon to improve their efforts to explain reasons for delays or other problems. They are also asked to be more knowledgeable about routes and schedules throughout the system, and to make clear and timely stop announcements. On both trains and buses, security continues to be a concern, particularly as it relates to the behavior of other passengers. With schedule information more readily available than ever before, on-time performance needs constant attention, and becomes increasingly important for its impact on customer loyalty.

"This survey has given us a clear indication of what our riders consider important to their continued use of the system," said Pamela Anderson, Senior Vice President, Customer Service. "By using the findings as a guide toward improving service, we can not only help CTA keep its current customers satisfied, but attract the new riders we need to make public transportation a viable option in the century ahead."

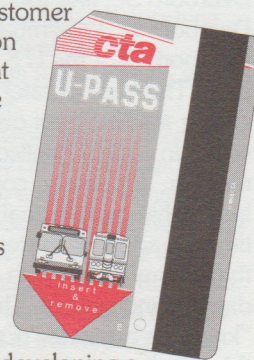
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The UPASS Explores New Market for the CTA

The report on CTA's recent Customer Satisfaction Survey states that 16 percent of the people surveyed ride the CTA to and from school. As a part of its continuing efforts to build on existing ridership opportunities, CTA is currently developing a discounted transit pass program that directly targets college students. The University Pass (UPASS) would provide students who attend universities in Chicago and adjacent communities with unlimited rides on CTA buses and trains. Students would automatically pay for the discounted pass as a part of their regular student fees.

Modeled after a program serving The University of Wisconsin - Milwaukee (UWM) and the University of Illinois/

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January 14, 1998

Dear Mr. Frank Kruesi:

At 9:32 a.m., on January 13, 1998, I boarded a northbound CTA bus at the corner of 9th and State. The route taken by this bus was north on State St. to Harrison St., west on Harrison St. to Dearborn St., and then north on Dearborn St. I disembarked at 219 So. Dearborn St. – the U.S. Courthouse Bldg. The bus operator (Ricky Breen, Badge #33915) not only stopped this coach in a highly skilled and safe manner, but he also conducted himself in a highly professional manner at all times in addition to steadfastly treating the general public with great cordiality, dignity, and respect. This operator “knew his business.” Employees like this coach operator, who conduct themselves in a conscientious, admirable manner while working with the public on a daily basis, are positive advertisement for the CTA and assets to the American community in general – a commendation is in order here!!!

Donald Moon
Chicago

Going Places

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News & Views

From Planes, To Trains, To Automobiles

Almost 2,000 holiday travelers participated in the CTA's Train-To-Taxi pilot program held from December 19, 1997 through January 5, 1998.

The program was an effort to encourage holiday travelers to make public transit part of their plans when traveling to or from Chicago's airports. Customers were able to get on board the Blue Line or Red Line and enjoy the traffic-free train ride. CTA Information Aides assisted them by

calling for a taxi cab at three Blue Line and two Red Line stations.

Throughout the 18-day pilot program, a total of 1,995 customers took advantage of this combination. The most frequently used pick up/drop off sites were: Blue Line-Irving Park (660); Red Line-95th St. (457); and Blue Line-Division (427).

CTA staff will assess the Train-To-Taxi pilot program to consider extending the program to other stations and rail lines.

No-Smoking Policy Clears the Air

CTA is ushering in 1998 by expanding efforts to provide a healthy workplace for its employees. An ordinance adopted by the CTA Board at its monthly meeting January 14 prohibits smoking in all CTA facilities, effective February 1. The facilities specified in the ordinance include, but are not limited to CTA space at the Merchandise Mart/Apparel Center, 120 North Racine, 901 West Division, and every bus garage, rail terminal and shop.

Last June, the Board banned smoking in all public areas of CTA facilities, such as rail stations and platforms and bus boarding areas connected to rail facilities. All employees are being asked to comply with the policy and to assist in enforcing it. Any person observed to be smoking in one of the designated areas should be informed about the policy, and politely asked to extinguish the cigar, pipe or cigarette.

Uniform/Work Clothing Allowance Period Extended

Because of some of the back order problems the CTA has experienced with its uniform supplier, any CTA union employee who received a

Uniform/Work Clothing Allowance during the 1996-1997 period can carry over his allowance credit, through March 31, 1998.

Wage Garnishments

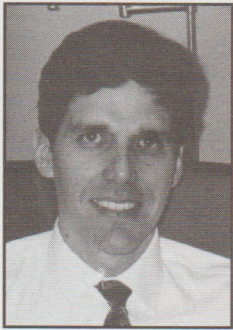
The CTA has received the first garnishment orders from the City of Chicago for 37 CTA employees who have unpaid parking tickets and/or water bills. Please be aware that the CTA intends to fully cooperate with the City on these matters. The CTA's Payroll Department is currently in the process of putting the garnishment system in place. Unless employees can show proof that they have paid their fines in full to the City, the amount owed will be deducted from their wages.

If you are unsure whether or not you have unpaid parking tickets or water bills with the City of Chicago, please call:

Parking Tickets ... Department of Revenue
312-744-PARK (7275)

Water Bills Department of Water
312-744-9090

cta President Frank Kruesi



Jeff Morales
Exec. Vice
President
Management
And
Performance

Reinvention Aide Joins CTA Team

The newest member of the CTA management team arrived with some hefty experience, an ardent desire to get started and a couple of rather impressive recommendations, including one from the nation's No. 2 man – Vice President Al Gore.

Jeff Morales is CTA's new Executive Vice President for Management and Performance. As a senior staffer with Vice President Gore's National Performance Review, he was responsible for improving the management and performance of the federal government. He was part of the senior team leading the Clinton administration's "reinventing govern-

ment" program and has been involved in reinvention efforts which have led to the smallest federal government workforce in 30 years.

Vice President Al Gore praised Jeff's attributes, saying "his experience will serve him well in this new challenge in Chicago."

Jeff also has a strong background in transportation issues, having served as a policy advisor and special assistant to the U.S. Secretary of Transportation. He was a principal drafter of the landmark Intermodal Surface Transportation Efficiency Act, which has been hailed for its innovative and pro-transit policies.

Secretary of Transportation Rodney Slater wrote, "Jeff has made a significant difference at the DOT and has been a key player at moving our transportation system into the 21st century."

Moving toward the 21st century is the direction I want to take the CTA. I feel that Jeff will be able to develop policy and management initiatives and oversee reinvention efforts at the CTA.

With Jeff on our team, we can continue our efforts to control costs and find ways to improve the quality of the service we provide.

Reprographics Opens a Satellite Location

On Monday, January 19th, CTA's Reprographics Department opened a Quick Copy Center at 120 N. Racine. The new facility will provide convenient in-house photocopying and finishing services to departments at this location which include Scheduling, Engineering and Service Delivery.

The Center is operated by one person and is equipped to process photocopying requests for multiple copies up to 1,000. Copy requests from 120's departments can average 750 copies per request. Photocopying and finishing requests might include: specifications, contracts, reports, schedule picks, various typeset materials, folding, binding, collating and punching. All work must be submitted with a Reprographics Work Request Form to the Quick Copy Center.

According to Reprographics Manager Joe Mitria, the new center provides an efficient and timely way of meeting the photocopying needs at 120 Racine. These departments will be able to place their requests on the premises and reduce their wait time that can sometimes be delayed due to the logistics of the Reprographics Department being located at the Mart or because larger jobs are tying up machines.

Note: The Reprographics Department has a staff of skilled professionals, who provide a variety of designing, printing, photocopying and finishing services to departments throughout the Authority. Any photocopying request over 1,000 copies should be forwarded to the Reprographics Department at the Mart.

Behind The Wheel

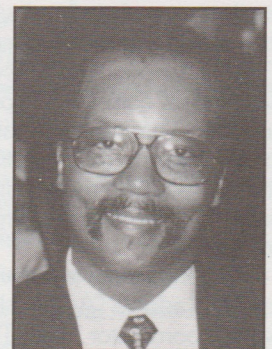
Winning Attitude

It can definitely be said that Archer Garage's Kendric Hill has "skills" when it comes to maneuvering a CTA bus. Just to qualify to compete in CTA's Bus Roadeo, he had to have a bus driving record of no accidents for two consecutive years prior to the event. As reported in the August issue of *Going Places*, Kendric earned the title of First Place winner and Champion of CTA's 1997 Bus Roadeo last summer. He competed among 29 of his peers in a final competition last July that consisted

of a challenging 10 event obstacle course. What was not reported is that as the CTA champion, he went on to represent the Authority in the 1997 International Operators' Roadeo held at Comisky Park in September. At this, his first international competition, Kendric ranked a respectable 36 out of 72 contestants in his class.

As an eight-year veteran behind the wheel for CTA and a three-year bus roadeo veteran, Kendric appreciates the precision required to compete. According to Kendric, driving the obstacle course can be a humbling experience.

"The first time I competed in CTA's Bus Roadeo, I knocked every cone down on the obstacle course," he chuckled. "From then on I was determined to win it all!"



Kendric Hill
Bus Operator

UPASS continued from page 1

Champaign-Urbana campuses, CTA's UPASS program will be presented to Chicago area colleges at a breakfast meeting at the Chicago Cultural Center on February 11. The schools participating collectively represent over 200,000 students. By targeting students, there is great potential for CTA to attract new customers, solidify ridership among occasional riders and expand transit use by regular customers.

Using the UWM program as an example, UWM trips on the Milwaukee transit system more than doubled from 12 percent to 25 percent in just two years after the program was launched. The number of students who drove to UWM declined from a rate of 54% prior to the discounted pass program to a rate of 38 percent.

“We want to encourage students to use public transit as a lifestyle choice long after they graduate.”

Kevin Thompson, CTA Ridership Campaign Coordinator

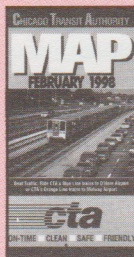
“There is a definite opportunity here for CTA to effect a positive impact on ridership,” says President Frank Kruesi. “As a part of our ridership initiatives, the goal of the UPASS program is to foster long-term ridership relationships with students.” To facilitate this process, the UPASS program will provide universities and students with a number of benefits.

From the perspective of educational institutions, a tailored transit pass program can help reduce traffic congestion around campus, avoid costs related to creating new parking facilities, free up parking for higher priority use and increase enrollment. Students will have the convenience of using the UPASS anytime, anywhere, and will reduce their transportation expenses as a result. They'll also enjoy the convenience of having their commuting costs paid in advance. Through their participation in the program, both universities and students will help reduce air pollution, traffic congestion and energy consumption.

“It is important to cultivate this market,” adds CTA Ridership Campaign Coordinator Kevin Thompson. “We want to encourage students to use public transit as a lifestyle choice long after they graduate.”

Changing Gears

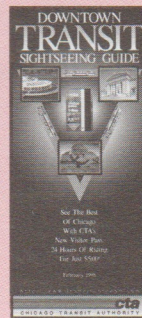
New Maps and Sightseeing Guides



Newly revised versions of the CTA Chicago Transit Map and the Downtown Transit Sightseeing Guide will be printed before the end of February. They will include service changes from October 5th and December 28th. The new map will also make reference to the routes that will

be affected by the service changes scheduled for the spring. They will be identified in the map's First Bus/Last Bus chart.

This favorite of Chicago's visitors and residents will feature a new look, with simplified directions and new information.



Bus Destination Signs Get More Info

CTA's continuing effort to make service more customer friendly will show up on the digital destination signs of four bus routes soon, marking the start of a test program aimed at providing waiting riders with more information about their travel options. The added information will remind riders that the bus they're about to board connects to one or more 'L' lines before reaching its terminal, encouraging greater use of the system.

The flexibility of digital displays makes the new plan possible,

providing capacity for much more than the standard route number, name and destination. Under the new plan, the message displayed after the route number and name on a westbound No. 21 Cermak bus, for example, will be “Via Red Line” until it reaches Wentworth. Then the operator will reprogram it, leaving just the original route listings in the display. Testing of the new procedure, scheduled to begin in the latter part of February, will also involve No. 57 Laramie, No. 59 59th/61st, and No. 87/87th buses.

Red Line Schedules to Be Adjusted

When CTA converted the Red Line to one-person operation last fall, 10 to 14 minutes were added to the Line's total scheduled running time from end to end (Howard to 95th Street) to help operators adjust to the new system.

Starting with the February 15th pick, the Line's schedule will be reduced end to end 5 to 6 minutes on weekday rush hour trips. As a result, approximately two minutes will be taken off the total running time from Red Line Stations to Downtown.

A Grand New Entrance

The new Marion Street entrance to the Green Line's Harlem/Lake terminal in Oak Park opened January 26th. It is located one block east of the Harlem Avenue entrance. The \$5 million project has produced one of the more spectacular-looking station areas in recent years.

At street level along South Boulevard, a huge glass wall shows off the inside of the spacious station. Large ornamental metal canopies above the sidewalk entrance provide protection from rain and snow. The interior features Transit Card vending machines,

new turnstiles, and concession space. Both an escalator and an elevator are available, making the station accessible for all.

The station's most striking feature is the lighting. A new type of light called metal-halide. Provides both direct and indirect lighting, replacing the old florescent lights. The lights extend along the entire platform, providing an added safety feature for CTA customers. The new entrance will also enable riders to walk to downtown Oak Park without crossing busy Harlem Avenue.