

Going Places

NEWS AND VIEWS FROM AROUND THE CTA

cta

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Green Line Picks Up Steam

Having had to change their travel patterns while the Green Line was closed just over two years for reconstruction, customers on what was the oldest part of the CTA system took a while to readjust after the line was reopened May 12, 1996. As CTA marks the second anniversary of the line's revival, significant increases in ridership can be seen, mainly on portions of the Lake Street branch, where the numbers have actually begun to exceed levels reached before service was temporarily shut down January 9, 1994.

This past March, for example, an average of 1,117 customers entered the Ashland/Lake station on weekdays, or 39.6 percent more than in November, 1993, when the last pre-shutdown count was taken. The Oak Park Avenue station saw a 23.6 percent increase,

Ridgeland had 13.3 percent more riders, and Clinton was up by 5.7 percent. On the South Side, weekday gains were made at Cottage Grove (49.6%) and at Indiana (0.2%). Average weekday ridership on the entire Green Line currently stands at 86.1 percent of its pre-closing total.

Sunday ridership is even better, reaching 93.4 percent of the pre-closing total. The biggest increase is at the King Drive station, which is serving 143 percent more riders than in 1993. Other gains are being reported at Oak Park, Ridgeland, Austin, Laramie, Ashland and Clinton on the Lake Street branch, and at Cottage Grove, Halsted, Garfield, 51st and 35th on the South Side.

When the line reopened two years ago, there were 22 stations outside the Loop. Half were on the Lake Street

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Pow Wow 1998 Spotlights Chicago May 23-27

Chicago and CTA will be in the world spotlight May 23-27 when the city plays host to the 30th annual International Pow Wow of tour and travel producers. More than 5,800 participants from 73 countries are expected to attend the meeting, which will be held at McCormick Place.

Between \$2.6 and \$3 billion worth of travel arrangements are negotiated and/or contracted at the International Pow Wow every year, and about 10 percent of this business benefits the host city and region directly.

This means a direct economic impact on Chicago of between \$260 million and \$300 million. The real effect becomes clear when these travel representatives return to their home countries and arrange for their clients to

visit America. Thus, the impression Chicago makes on these travel professionals can have a significant influence on how they view our city as a visitor destination.

CTA Chairman Valerie Jarrett and President Frank Kruesi join Mayor Richard M. Daley in extending a friendly welcome to these special visitors, who will be arriving from throughout the world. "Hosting this major tourism event is an incredible opportunity for Chicago to showcase itself as a world class travel destination," Kruesi said, "and significantly increase the number of international tourists to our great city."

Foreign visitors in particular are inclined to use public transportation when they travel abroad, and we want *continued on page 4 ...*

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Going All-Out for Visitors

Warmer weather means more visitors to Chicago and to serve the growing numbers CTA is expanding its Visitor Pass program. It has also published a new Downtown Transit Sightseeing Guide. The redesigned April 1998 guide shows downtown area hotels and points of interest, and offers helpful information about routes and how to use the Transit Card system.

Last summer, a 24-hour Visitor Pass was introduced, allowing the purchaser unlimited rides on all CTA buses and trains for 24 hours after the start of the first trip. This \$5 pass has proven so successful that new Visitor Passes will be available this summer: a 2-day pass for \$9; a 3-day pass for \$12, and a 5-day pass for \$18.

According to the Chicago Office of Tourism, leisure travelers stay in Chicago from one to three days, while international travelers stay about 5 ½ days. The new passes are designed to meet the needs of all, and are especially helpful because they do not require knowledge of fare or transfer rules, or concern about exact change.

Visitor Passes may be purchased at O'Hare and Midway Airports, the Amtrak ticket counter at Union Station, visitor information centers, major tourist attractions, select hotels and Hot Tix locations. To find the nearest sales location, call CTA Customer Service Hotline at 1-888 YOUR CTA.

In a recent letter to the CTA, Ms. Elaine Appleton wrote:

I am writing concerning an incident that took place on the CTA Blue Line. A card that I purchased suddenly began to malfunction. The card had a remaining balance of \$7.50 but was not being accepted by the fare machine. The customer service representative at the Central Park station instructed me to talk to the representative at the downtown stop because he didn't have a card with the value of \$7.50.

I am writing to inform you of the courteous and professional manner in which the situation was handled by the customer service representative at LaSalle Street, Ms. Janon Porter, Badge #24058. Ms. Porter did not hesitate to resolve the situation by filling out the appropriate paper work and issuing a new card with a \$10.00 value. She was extremely helpful even though the problem should have been resolved at the Central Park station.

Ms. Porter possesses a pleasant, professional demeanor. She should be commended for her efforts to provide the highest quality customer service.

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News & Views

CTA To Upgrade 'L' Station Concessions

On April 8, 1998, plans were announced for a CTA program aimed at attracting high quality concessionaires to serve customers at six 'L' stations -- 95th, Adams/Jackson and Belmont on the Red Line; at Rosemont, Logan Square and Forest Park on the Blue Line. The purpose is to enhance the station environment, provide the goods and services customers want, and generate revenues for CTA. The new concessions would include news stands

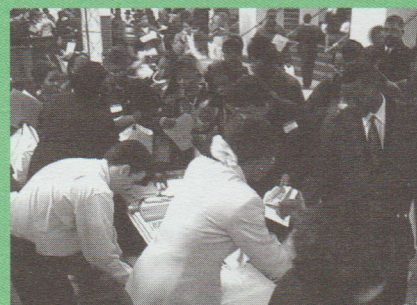
and snack shops, and even a Dunkin' Donuts at the 95th Street Terminal.

Based on 44 lease proposals received from interested vendors, annual revenue from the concessions at the six stations involved would increase by a minimum of \$111,000 or 148 percent over previous arrangements. In addition, the tenants will commit approximately \$550,000 in capital improvements.

CTA Encourages Job Seekers to Get on Board

Throngs of job seekers, who visited CTA's booth at the Mayor's Office of Employment and Training's First Annual Job Fair on April 7, were greeted by CTA Human Resources representatives (far left) Rita Richardson, (left) Patrick Reilly, (right) Kim Kerr and (far right) Stella Ahn.

The fair, which featured over 100 employers, attracted thousands of hopeful job candidates with skills varying from electronics to administration. At the end of the day, CTA had collected over 3,500



resumes that will be reviewed to help fill future employment vacancies.

Fullerton Station Makes An Entrance

A new entrance was opened April 13 at the Fullerton 'L' station for customers using Red, Brown and Purple Line trains. The new brick and cut-stone entrance was designed to blend with the old station house immediately to the west, which will be made available for leasing to a concessionaire.

The new station facility is more than twice the size of the old building that first

opened when North Side 'L' service began in 1900. The modern addition has five turnstiles, including two that will accept coins and tokens as well as Transit Cards. There are also five Transit Card vending machines and two change machines.

Serving over 8,000 customers on an average weekday, the Fullerton station is the 8th busiest in the CTA system.

New Rail Signage

The CTA Board announced the first phase of its new rail signage improvement program, part of a comprehensive project designed to make it easier for customers to understand and use the CTA's network of trains and buses.

Throughout the years, CTA rail stations have accumulated a variety of signs, information boards and map directories that are helpful, but inconsistent in color,

scheme, size, lettering and placement. While these signs, some dating from 1950, provide CTA customers with necessary information, the development of a uniform standard for CTA signage will enhance the appearance of CTA rail stations and better provide riders with information.

Installation of the new rail signs along the Red Line will begin later this fall.

On April 18, CTA employee volunteers, armed with shovels, brooms and a desire to better the environment, spent the day removing debris, graffiti and garbage from selected rail stations and maintenance facilities during CTA's 2nd Annual Spring Spruce-Up. Over 300 CTA employees participated in the event.



In the picture above, volunteers at the 77th Street Garage stand ready for a day of cleaning.



Volunteers put a little muscle into their work during clean-up along the Blue Line (Douglas Branch) in the picture at the right and adjacent to the West Shops in the picture below.



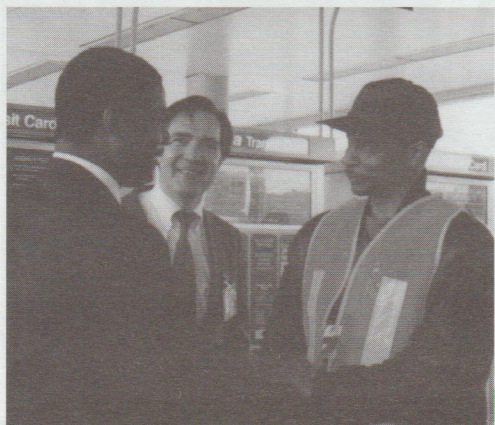
On a recent visit to the City of Chicago, U.S. Transportation Secretary Rodney Slater joined CTA President Frank Kruesi and other CTA representatives.



(L to R)
U.S. Transportation Secretary Rodney Slater,
CTA Rail Operator (Blue Line-Douglas)
Donald Shelton and Frank Kruesi
take a moment for a picture.
Shelton operated the Blue Line Train
that transported Secretary Slater.



(L to R)
Foreground: President Kruesi and Secretary Slater
share a laugh with CTA Executive Vice President
for Management and Performance Jeff Morales
and Red Line Customer Assistant Stephanie Jones.
(L to R)
Background: Executive Vice President Transit Operations
Richard Winston and Senior Vice President Engineering
and Construction Jack Hartman.



(R.) Roy Bailey, Red Line Janitor
Coordinator, greets Secretary
Slater at the 79th Street
Red Line Station.

(R.) Milton Rolland,
17th Street Garage
Transportation Manager,
poses with Secretary Slater.



(L to R)
Frank Kruesi and
Rodney Slater
chat with Red Line Janitors
(behind broom)
Zellar Jones and
(far right) Paul Burns.



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Rolling through the Years

Please join us in congratulating CTA employees who are celebrating special anniversaries this month.

25 YEARS

Hermino Ayala May 10
North Park Garage, Bus Operator
Miguel Bonilla May 29
Chicago Avenue Garage, Bus Operator
Michael Brady May 30
Power and Way Maintenance,
Signal Maintainer
Michael Caselman May 18
Green Line, Rail Service Supervisor II
Edward Elam May 31
103rd Street Garage, Bus Operator
Tariq Gahiji May 18
Red/Yellow/Purple Line
Rapid Transit Operator
Larry Golden May 11
Brown Line, Rail Clerk III
Armando Gonzalez May 21
Chicago Avenue Garage, Bus Operator
Daniel Hart May 3
Engineering and Technical Services Rail
Equipment Technician II
Henry Hartford May 21
Archer Garage, Bus Operator
Nathaniel Harvey May 21
Archer Garage, Bus Operator
Leon Hayden May 21
Purchasing/Warehouse, Worker I
Leon Henry May 7
Archer Garage, Bus Operator
Edward Johnson, Jr. May 25
Green Line, Rail Clerk II
Casimir Jozefiak, Jr. May 31
Forest Glen Garage, Bus Repairer
David Kuropas May 22
External Affairs, Photo Lithographer/Composer

Gerald Kurowski May 31
Accounting Operation
Manager Payroll Exam and Operations
Sheldon Mackey May 18
Orange Line, Car Repairer "A"
Joseph Means May 7
Kedzie Garage, Bus Operator
Quentin Michalczewski May 25
Orange Line, Rapid Transit Operator
Angel Mojica May 7
North Park Garage, Bus Operator
Newton Mojica May 29
Forest Glen Garage, Bus Operator
Ronald Moore May 18
Green Line, Rail Service Supervisor II
Richard Naylor May 30
Blue Line, Car Repairer "A"
James O'Connell May 30
103rd Street Garage, Bus Servicer
Charles O'Connor May 14
Kedzie Garage, Manager Transportation-Bus
Emilio Ramos May 7
North Park Garage, Bus Operator
Angelo Rosario May 7
Chicago Avenue Garage, Bus Operator
Homer Rhodes May 10
77th Street Garage, Bus Operator
Sheldon Rita May 30
Blue Line, Car Repairer "A"
Luster Robinson May 4
Blue Line, Rapid Transit Operator
Robert Rodgers May 17
Chicago Avenue Garage, Bus Operator
Thomas Rokas May 21
Archer Garage, Bus Operator

Theo Scott May 21
Benefit Services, Secretarial Steno II
Luis Sosa May 21
Archer Garage, Bus Operator
Richard Spolec May 30
Purchasing/Warehouse, Contract Analyst
Derrick Stephens May 31
77th Street Garage, Bus Operator
Robert Taylor May 21
Forest Glen Garage, Bus Operator
Minnie Turner May 30
Red/Yellow/Purple Line, Customer Assistant
Barry Vaughn May 7
Archer Garage, Bus Operator
James Walker May 24
Chicago Avenue Garage, Clerk III (Bus)
Louis Ward May 14
Planning, Schedule Clerk
Willie Wardlow May 17
Chicago Avenue Garage, Bus Operator
Harry Ware, Jr. May 17
Forest Glen Garage, Janitor

30 YEARS

Raphael Emery May 13
North Park Garage, Bus Operator
Edmund Hinkle May 27
Red/Yellow/Purple Line, Car Repairer "A"
Leonard Morris May 16
74th & Wood Garage, Bus Operator
James O'Brien May 16
74th & Wood Garage, Manager
Bus Maintenance

Behind The Wheel

The Rail Way

On a daily basis, 410,000 riders travel on CTA's rail system. This creates a daily challenge for CTA's rail operating and service delivery personnel to provide quality service when assisting customers, and maintaining and cleaning rail cars. At the 1997 Rail Round-Up Performance Competition held last July, Ticket Agents, Car Servicers, Rail Janitors, West Shop Janitors, and Skokie Shop Laborers were invited to put their skills to the test. When the smoke cleared, the In-Station Customer Service Grand

Champion was Deanna Dawson* from the Red Line 95th Street Terminal. The vehicle maintenance team winners were Chris Acevedo, Jesse Williams and Greg Winski from the South Shops, and the Cleanliness Champion was Chris Mason from the Red Line Howard Terminal.

Marking the last round-up before ticket agents became customer assistants, contestants who made it to the final competition were judged on the following:
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Vehicle Maintenance Champions (L to R):

- ★ Jesse Williams and his wife Frances
- ★ Chris Acevedo and his wife Lori
- ★ Greg Winski and his wife Janine

Green Line Ridership

... continued from page 1

branch and the other 11 were on the South Side. Since then, a number of improvements have been added, giving the service added appeal. An entirely new accessible station at Laramie welcomed its first customers in February, 1997. An accessible entrance to the Harlem station was opened at Marion Street this past January, and in April, a reconstructed station with full accessibility went into service at Cicero/Lake.

Once the Green Line rehabilitation is completed, all but four of the stations outside the Loop will be accessible to persons with disabilities. The two stations that still await reconstruction to provide accessibility are at Garfield and Pulaski. Funding is already in place, and work is expected to begin once land acquisition has been finalized.

As the rebuilt Green Line continues to provide faster, more reliable service than was ever possible during years of work-related slow zones, customers in the communities it is helping to revitalize can be expected to use it with increasing regularity.

Pow Wow 1998

... continued from page 1

their experiences in Chicago to be positive ones. When riding CTA buses and trains, Pow Wow members will probably use Visitor Passes, so they aren't likely to need instructions about fare and transfer costs and regulations. However, it is important to note that many of the foreign visitors may not speak our language everyday. They may require help learning how to insert their Visitor Passes in the fare control equipment, and in determining the routes and transfer points they may need to reach their destinations.

As ambassadors for the CTA and the City of Chicago, we can each help to ensure the continued growth of international travel to Chicago by using patience and providing every CTA customer with on-time, clean, safe and friendly service.

Changing Gears

#130 Grant Park Treasures Bus Back for Summer

A sure sign that the summer is fast approaching, the #130 Grant Park Treasures bus will resume operation on May 10th and run every weekend and holiday through Labor Day. The bus, after making stops at Union Station, the Ogilvie Transportation Center (formerly NorthWestern Station), and the LaSalle Street Metra Terminals, provides direct transportation to State Street shopping, the Art Institute, and the Museum Campus, which includes the Adler Planetarium, the Shedd Aquarium and the Field Museum.

The first bus leaves the Ogilvie Transportation Center at 9:35 a.m. on Saturdays and 10:35 a.m. on Sundays/Holidays and then every 15 minutes until 5:35 p.m. So whether it is for a special event out in the Park, or a Sunday trip with the family, the #130 Grant Park Treasures bus is your best bet for avoiding lakefront traffic and parking problems.

Service to Upcoming Blues Fest

Chicago's 15th Annual Blues Fest will take place in Grant Park Thursday, June 4th through Sunday, June 7th, featuring Ray Charles as the scheduled headliner. As in years before, CTA will run extra service for the duration of the fest.

Extra buses will run on the #6 Jeffery, #146 Marine-Michigan and #151 Sheridan, providing added service each evening during the fest. In addition, CTA trains will also run with extra cars to accommodate crowds traveling to or from the show.

Hot Fun In The City

As visions of warm weather, picnics and barbecues dance through your head, the Mayor's Office of Special Events (M.O.S.E.) is gearing up for another season of famous festivals and fun. Here are some events and dates to mark on your calendar:

Chicago Blues Fest	June 4-7	Chicago's Venetian Night	July 25
Chicago Gospel Festival	June 12-14	Chicago Air and Water Show	Aug. 22-23
Chicago Country Music Festival	June 27-28	Viva! Chicago Festival	August 29-30
Taste of Chicago	June 25-July 5	The Chicago Jazz Festival	September 3-6
Mayor's Cup Kids Soccer Festival	July 18-19	The Chicago Celtic Fest	September 19-20

For a listing of more events and neighborhood festivals call at 312-744-3370.



Cleanliness Champion
Chris Mason
receives his
award from
CTA Vice
President
of Rail
Operations
William
Mooney.

Picture of Deanna Dawson not available at time of printing.

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★ starting and ending tour of duty ★ providing travel information to riders ★ customer relations ★ making announcements ★ completing reports and forms ★ station cleanliness.

In order to qualify in the Cleanliness competition contestants were required to take a written exam based upon the CTA General Rule Book, the Safety Rule Book, and posted general bulletins. Contestants, who made it to the final competition in this category, were judged on 5 different events which included:

★ decal removal from a glass pane ★ sweeping skills ★ graffiti removal from a painted panel ★ controlling a stream of water from a high pressure washer ★ rolling a liquid-filled cleaning container through a trail of obstacles.

The 1998 Rail Round-Up Performance Preliminary Competitions will begin May 17. This year, two new classifications have been added to evaluate rail operators and customer assistants. Also, a revenue equipment technician event will be added to the competition. Overall final competitions will take place on July 19 at the Desplaines Terminal/Forest Park. Look for the results in the August 1998 issue of Going Places.