

# Going Places

NEWS AND VIEWS FROM AROUND THE CTA

NOVEMBER, 1998 • VOL. 3, NO. 11

## CTA Gives Customers a Fare Deal

In order to make our transit services even more convenient for our customers, the CTA has recently made some positive changes to the fare system. The new fares offer more options and potential savings to regular CTA customers, and make the process of buying Transit Cards easier for everyone.

**The following is a synopsis of the new fare system rollout:**

### New Transit Card Bonus/ Lower Initial Transit Card Purchase Price (Began 11/1/98):



- For every \$10 purchase of a Transit Card from a CTA station farecard machine, customers will receive a \$1 bonus. This new system eliminates the need for customers to use a combination of bills and coins when purchasing Transit Cards. At sales locations, such as Currency Exchanges, Jewel and Dominick's stores, \$10 or \$20 pre-valued cards (with the bonus included) will be sold.
- At Transit Card vending machines in rail stations, customers will be able to purchase a rechargeable card for \$1.50, enough for a one-way ride, instead of a \$3.00 minimum. This new price gives

customers the option of purchasing exactly what they need.

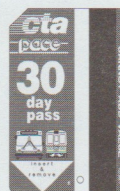
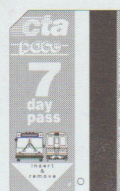
### New 1-day Fun Pass (Available 11/15/98):

- The new 1-day Fun Pass will offer customers 24 hours of unlimited rides on the CTA for \$5. This pass will be offered on a test-marketing basis.



### New 7-day Pass/ 30-day Passes (Available 12/15/98):

- The new 7-day Pass is good for a week of unlimited rides upon its first use and costs \$20.
- At \$75, the new 30-day Pass replaces the former \$88 Monthly Pass. The 30-day Pass is activated on its first use, with time and date of expiration appearing on the back of the card. In addition, a Reduced Fare 30-day Pass – formerly available for \$44 – can now be purchased for \$35. This pass is available for seniors 65 & older and riders with disabilities who have an RTA Reduced Fare Permit.



### Monthly Paratransit Pass/Full Fare and Reduced Fare Transit Card Packs (Available 1/1/99):

- The new Monthly Paratransit Pass will be available by mail to Paratransit customers for \$75, and good for a month of unlimited rides on CTA or PACE.
- Customers can purchase a pack of ten \$1.50 Transit Cards for \$15.00. The Transit Card Pack replaces the CTA token pack.
- Reduced Fare Transit Card Packs will be available for Grade and High School students with a CTA student riding permit, seniors 65 & older, riders with disabilities and children 7-11. They can purchase a pack of twenty 75-cent cards for \$13.50.



All of the new passes, except the Monthly Paratransit Pass, will be sold at Currency Exchanges, Jewel, and Dominick's food stores and at the CTA's website [www.transitchicago.com](http://www.transitchicago.com).

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## Good News: CTA Budget Centers on Rebuilding

In October, Chicago Transit Authority President Frank Kruesi presented the CTA's proposed 1999 budget which includes funding for a number of new initiatives aimed at improving customer service and customer satisfaction. However, it is still a lean budget, holding the line on many of the cost controls implemented in the past two years. Even with the new proposals, the \$795.8 million budget projects spending at slightly less than last year.

It also continues the CTA's goal of reducing the amount of money earmarked for capital projects that is instead spent on operations. This is the first budget overseen by Kruesi, who joined the agency last October.

The CTA's operating budget will be funded through \$411 million in system-generated revenue, such as fares and advertising, and \$384.8 in public funding. The budget assumes a cost recovery ratio of 51.9 percent. *continued on page 4*

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## CTA's U-PASS Scores High Grades with Students During First Month of Use

The Chicago Transit Authority's new U-PASS program has scored high marks of approval from local university students. During the first six weeks since schools have been back in session (Aug. 17-Sept. 30), a grand total of 773,647 U-PASS rides were taken aboard CTA's trains and buses. These rides have contributed to an overall increase in CTA ridership, helping reverse a nearly 20-year decline.

Four schools are leading the team of 12 colleges and universities that are participating in the CTA U-PASS program, which began this fall.

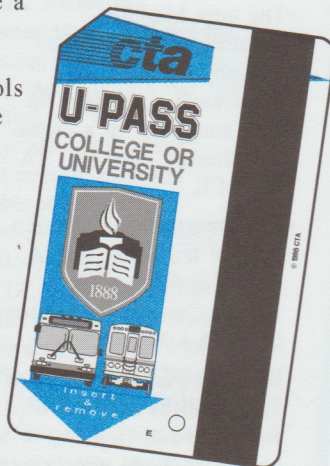
Harold Washington

College tops the tally with 158,875 rides in 38 days. DePaul University is next with 130,750 rides in 22 days. In third place is Loyola University with 118,039 U-PASS rides in 45 days. And in fourth place is Olive-Harvey College with 102,099 rides over a period of 38 days.

The CTA provides the participating schools with one pass for each full-time student. Of the 27,624 cards distributed to participating schools, 69 percent (19,016) were used in the time period studied. Since then, additional cards have been activated as more students return to classes. Research shows us that 59% of U-PASS rides were taken on the bus and rail system during off-peak hours. This compares to the system's normal off-peak ridership of 47.5%.

The U-PASS, in addition to the recent CTA fare restructuring proposal, is one of the CTA's newest initiatives, aimed at tapping into new markets to broaden the agency's ridership base, increase ridership levels and serve more customers.

"The astounding response that the



## News & Views

### 1999 Calendar At Your Workplace Soon

Ready to take you into the new Millenium, CTA's 1999 Historical Calendars will be available at your workplace soon.

The calendars were printed in October and will be distributed according to arrangements made by the appropriate vice president responsible for each CTA work location.

In response to popular demand, the 1999 Calendar has been designed in the traditional style, with full-page photographs provided for each month of the year. A January 2000 page has been added to provide information

about the first month of the new Millenium.

Employees will each receive one 1999 calendar free of charge at their work locations, and retirees can obtain one by writing to CTA's Marketing Department. Calendars for the public will be available for \$5 each at CTA's Marketing Department office in Room 730 of the Merchandise Mart, or by sending a check or money order to the CTA Marketing Department, Room 730, Merchandise Mart Plaza, P.O. Box 3555, Chicago, IL 60654.



*President Frank Kruesi, Chicago Office of Tourism Acting Director Dorothy Coyle and CTA 1998 Rail Operator Champ Juan Ramirez pose with CTA's Haunted 'L' Train during a preview run.*



U-PASS has generated demonstrates we are serving a new market share of customers who are using our transit system, and I commend our front-line employees who are doing their best to welcome these riders aboard the CTA," said CTA President Frank Kruesi.

Currently, CTA's U-PASS team is preparing for Phase II of the program, which is scheduled to begin in early January and last through June 30, 1999. Unlike the first phase, Phase II U-PASSes will include a photo of the student. A few new schools might also join the program during Phase II.

### Going Places

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# CTA Makes A Difference

On October 24, over 650 CTA employee volunteers led hundreds of workers from the Chicago Public Schools and other City of Chicago agencies to make a difference in the lives of our neighbors during USA Weekend's annual "Make A Difference Day." Although our camera was not able to capture the activities at every site where CTA employees volunteered, the following pictorial is a good representation of the great work that was accomplished that day.

## Chicago Housing Authority's Dearborn Homes



*Before*

*Much to the surprise of Dearborn Homes residents, CTA workers uncovered a tennis court hiding underneath a mass of wild shrubs and trees adjacent to the housing complex.*



*During*



*Tennis Anyone?*



## Chicago Housing Authority's Dearborn Homes



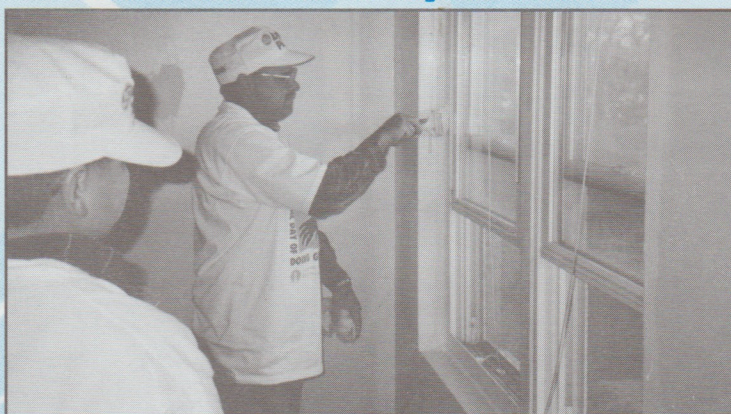
*Employees from the West Shops were joined by little helpers from Dearborn Homes.*



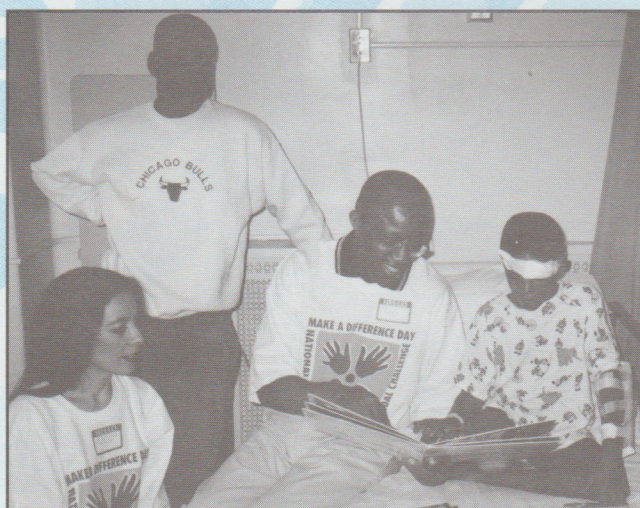
*These volunteers picked up around the yard.*

## Garfield Park Apartments

*Glenn Zika (Engineering) and his son Michael proved a little paint can make a difference.*



## Cook County & Rush Presbyterian St. Luke's Hospitals



*CTA volunteers (l.) Enedina Aranda (Accounts Payable) and (m.) Best Anaele (Purchasing) read to sick youngsters at Cook County Hospital.*



*Maria Bruno-Kane (Customer Assistance), volunteer at Rush Hospital, provided a patient with a helping hand.*



# Rolling through the Years

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

## 40 YEARS

**Ludwig Scheuerle** ..... November 3  
Rail Operations, Special Assistant to  
Vice President Rail Operations

## 30 YEARS

**Carl Rhoden, Jr.** ..... November 1  
Red/Yellow/Purple Line,  
Rapid Transit Operator  
**Joseph Render** ..... November 5  
Power and Way Maintenance, Craneman  
**James Raj** ..... November 6  
Bus Heavy Maintenance, Tire Repairer  
**James Forte** ..... November 22  
Pensions, Manager Pensions

## 25 YEARS

**Daniel Cox** ..... November 2  
Brown Line, Switchman  
**Frederick Stinson** ..... November 2  
Blue Line, Customer Assistant  
**Henry Swiniuch** ..... November 2  
Communications, Senior Duplicating  
Machine Operator  
**Johney Gines, Jr.** ..... November 5  
Chicago Avenue Garage, Bus Operator  
**Thomas Miller** ..... November 5  
Warehouse Operations, Senior  
Combination Clerk  
**Gary Hathaway** ..... November 6  
103rd Street Garage, Bus Repairer  
**Richard Meyer** ..... November 8  
Bus Heavy Maintenance, Bus Repairer  
**Hector Quesada** ..... November 8  
Forest Glen Garage, Bus Operator  
**John Ross** ..... November 8  
Operations Support Services,  
Programs Analyst

**Wayne Wardlow** ..... November 8  
Kedzie Garage, Bus Operator  
**Donald Heard** ..... November 9  
Brown Line, Rapid Transit Operator  
**Joel Larkins** ..... November 9  
Safety and Environmental Affairs,  
Systems Safety Monitor  
**Robert Marek** ..... November 9  
Planning, Transit Analyst  
**Mark Platt** ..... November 12  
Facilities Maintenance,  
Foreman B Electricians  
**Elmer Fischer, Jr.** ..... November 13  
Rail Heavy Maintenance, Blacksmith  
and Welder Foreman  
**Randall Jasper** ..... November 13  
77th Street Garage, Bus Servicer  
**Robert Cook** ..... November 15  
North Park Garage, Bus Operator  
**James Perez** ..... November 15  
North Park Garage, Bus Operator  
**David Knoerr** ..... November 20  
Purchasing, Purchasing Systems  
Program Coordinator  
**James Krause** ..... November 20  
North Park Garage, Bus Repairer  
**Kevin Reilly** ..... November 20  
Warehouse Operations, Manager  
Inventory Control and Distribution  
(Bus/ Rail)  
**Richard Wadington** ..... November 20  
Forest Glen Garage, Bus Repairer  
**John Fritz** ..... November 26  
System Maintenance, Work Order Clerk  
Dispatcher II  
**Marilyn Hayward** ..... November 26  
Communications, Administrative Secretary  
Reprographics

**Daniel Kane** ..... November 26  
Chicago Avenue Garage, Manager  
Administration-Bus  
**Charles McKissick** ..... November 26  
Training and Instruction, Bus Instructor II  
**Ricky Wetherspoon** ..... November 26  
77th Street Garage, Bus Operator  
**James Nicholas** ..... November 30  
System Maintenance, Foreman Communi-  
cations Technology



*In a recent letter, Toni Phillips  
of Chicago wrote:*

This is a letter of praise for bus  
operator Rodena R. King (badge #34101).

This morning, approximately  
7:45 a.m., I was rushing to my corner  
hoping to catch the bus. I thought I heard  
the bus coming, and just before I could  
make it to the corner, the bus rolled up.

This operator let another passenger  
off the bus, but before this passenger  
got off the bus, the operator asked the  
passenger to ask me if I wanted to catch  
that bus.

This act of consideration made  
the difference of being on time instead  
of being late. Had I been late, my boss  
would have been annoyed, and I did  
not need that attitude on a hurried  
Monday morning!

## Behind The Wheel

### Two-Peat Sure Is Sweet

North Park Garage's three-man team of Jeff  
Braswell, Richard Dolan and Bryan  
Hedstrom succeeded in winning the title of  
Bus Maintenance Team Champions of  
CTA's 1998 Service Delivery Bus Rodeo.  
If these names seem familiar to you, they  
should. This same trio earned the honor  
during the 1997 Bus Rodeo.

With teamwork and a healthy  
competitive spirit, the champs completed a

series of challenging obstacles and  
trouble shooting modules. The  
events were modeled after situations  
or problems that any member of  
CTA's bus maintenance personnel  
might encounter on any given day.

After winning two consecutive  
titles, the question of whether a  
three-peat is in this dream team's  
future arises. We'll just have to  
wait until next year's results. Until  
then congratulations to the  
reigning champs.



*The Bus Maintenance Dream Team  
proudly pose with their championship  
trophies. Pictured (l. to r.): Richard Dolan,  
Bryan Hedstrom and Jeff Braswell.*



## CTA Budget

*continued from page 1*

Board Chairman Valerie Jarrett, who has made fiscal accountability a top priority since her appointment to the Board in 1995, expressed her satisfaction at the progress the CTA has made. "This is the first good news budget we've seen in a long time," said Jarrett. "It's especially impressive considering this is the first year the CTA will get absolutely no operating subsidy from the federal government."

"In the past few years, we've had to make tough, and sometimes unpopular, decisions to try and get the CTA budget back on track. But we are seeing results and can now turn our full attention to fulfilling our mission of delivering quality, affordable transit services that link people, jobs and communities," she added.

"Each element in the 1999 budget is a stepping stone along the path to rebuilding the CTA," said CTA President Frank Kruesi. Efforts to provide a cleaner and safer environment for CTA customers will continue with a program to fight back against vandalism such as graffiti and etching. In a pilot program, cameras will be installed on some buses to monitor on-board activity; images from the cameras will be used in the vigorous prosecution of all criminal activity. Windows damaged by etching and graffiti will be promptly replaced. Clean-up programs in the subways and along rail tracks will continue. The budget also allows for an increase in the number of work crews available to scrub and sanitize vehicle interiors. And all garages will now be equipped with washers to clean vehicle exteriors.

CTA ridership is up 1.3 million rides this year compared to the same time period last year. In 1999, the CTA will build on its ongoing ridership initiatives, such as the U-PASS program, by identifying additional niche markets with high growth potential. It will also examine its key routes, which serve the majority of CTA riders, to ensure that service levels are adequate to meet demand.

### Capital

Released along with the operating budget was the CTA's capital improvement plan for 1999-2003. The CTA has budgeted \$235 million for capital improvements in 1999, of which more than 25 percent will

## Changing Gears

### Saturday Night Bath for the Blue Line

A major cleanup of the Blue Line subway is under way, similar to the special attention given to the Red Line subway from March through early October. The Blue Line work, which began October 17 and will continue through early December, takes place from 11:30 p.m. on Saturday nights until 6:30 a.m. Sunday mornings.

Besides power washing subway stations and walls with hot pressurized water, the effort includes the detailed cleaning of all walls, floors, columns and equipment, the painting of subway

tubes, the repairing of lights and shields, electrical and carpentry work, and the power rodding of sewers and drains.

Blue Line trains will remain in service during the cleanup, operating over a single track between Grand/Milwaukee and the LaSalle/Congress station. A special schedule is in effect during the cleanup, but the interval between trains remains about the same as the regular interval for the hours involved.

### #10 Resumes Daily Holiday Season Service

It's that time of year again. The #10 Museum of Science and Industry buses will begin operating every day beginning Thanksgiving Day through New Year's Day (except for December 25th).

Buses operate every 30 minutes on weekdays and every 20 minutes on weekends and holidays from about 9 a.m. until 5:40 p.m.

be spent on tactile edging, elevators and other measures necessary to make the CTA more accessible to disabled passengers. These improvements are necessary to bring the CTA into compliance with standards set out in the Americans With Disabilities Act.

Other ongoing capital expenditures include the purchase of new buses, the refurbishment of rail cars, purchase of alternative fuel vehicles, building a new station at Central Park/Conservatory on the Green Line and ongoing design work for improvements to the Blue Line (Douglas branch) and Brown Line.

Staff estimate that a \$4.1 billion investment is needed over the next five years to renew and improve the CTA's physical assets, yet at this point only \$1.78 billion in funding is anticipated.

Although the CTA fared well with the recent federal transportation funding bill, TEA-21, receipt of that funding is contingent on getting a 20% match in state transportation funding. Kruesi said that the CTA needs a State appropriation of \$138 million to cover the required local match for the Blue and Brown Line projects. If that match is not forthcoming, the CTA will be unable to claim over \$550 million of federal funds.

### CTA Fare Deal

*continued from page 1*

#### State/Lake 'L' Subway Transfer (Starts mid-1999):

- Customers will be able to make a free transfer between the State/Lake 'L' station (Brown, Green, Purple and Orange Lines) and the Lake/State subway station (Red Line) only by using a Transfer Card, Transit Card or one of the passes. Currently, transfer machines at these stations dispense free train-to-train transfers.

#### Token Sales End 6/1/99:

- Starting in June tokens will no longer be accepted. The elimination of tokens is being announced well in advance to give customers time to use up their supplies. Since the Transit Card was introduced in June 1997, token sales have declined by 80%.

Brochures on the new fare system changes are available at CTA rail stations, the CTA Information Desk at the Merchandise Mart, the RTA office at 181 W. Madison Street, and by calling the RTA Travel Information Center at 836-7000 or CTA Customer Service at 1-888-YOUR-CTA.