

## New fares benefit riders and CTA

A new CTA fare structure will go into effect on April 29, as approved by the Chicago Transit Board on February 7.

Full fare riders will save money by shopping for their best transit buys -- tokens and passes.

Tokens, discounted to 90¢, may be used for one fare at any time, and the new \$45 full fare only Weekday Monthly Pass, valid Mondays through Fridays only, will be a bargain for at least 60% of our riders.

Both will be outstanding values when the rail fare at all times and the bus fare during rush hours increases to \$1.25.

Reduced fare riders will benefit from lower, 45¢ fares for rail and rush hour bus, and tokens and non-rush hour bus fares at 40¢. The Everyday Monthly Pass reduced price will remain at \$25.

Transfers and express surcharges will remain the same for all riders, but Super-transfers and 14-Day Passes will be eliminated.

CTA expects to benefit from predicted increases of 0.1% in ridership and 4.7% in revenue. As sales of tokens and Weekday Monthly Passes increase, CTA will earn more interest from these popular prepayment bargains and decrease money handling costs.

<b>CTA FARES</b> <i>(As of April 29, 1990)</i>	<b>FULL</b>	<b>REDUCED*</b>
<b>TOKENS, each</b> Good for one fare at any time	<b>90¢</b> sold in packs of 10	<b>40¢</b> sold in packs of 20
<b>PASSES</b> <i>everyday monthly</i>	<b>\$60</b>	<b>\$25</b> seniors, disabled only
<i>weekday monthly</i>	<b>\$45</b>	...
<b>CASH FARES</b> <i>rail at all times</i> <sup>1</sup> <i>and bus rush hour</i>	<b>\$1.25</b>	<b>45¢</b>
<i>bus non-rush hour</i> <sup>2</sup>	<b>\$1.00</b>	<b>40¢</b>
<b>TRANSFERS</b>	<b>25¢</b>	<b>15¢</b>
<b>EXPRESS SURCHARGES</b>	<b>20¢</b>	<b>20¢</b>

\* Includes children (ages 7-11); grade and high school students; seniors (ages 65 and older); disabled. Restrictions apply.

1 - Rush hours are weekdays 6 am - 9 am and 3 pm - 6 pm

2 - Non-rush hours are at all other times.

**TOKENS are available at currency exchanges, Jewel and Dominick's supermarkets, banks, CTA rail stations, and CTA Merchandise Mart offices.**

**PASSES are available at all above locations except rail stations.**

**CTA transfers, tokens, and passes are good on Pace buses.**

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**TRANSIT NEWS** is published for employees and retirees of Chicago Transit Authority.

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## Deputy's message

From the late 1800s until the end of World War II, public transit was the mode of choice for travelers and commuters in Chicago and most other large metropolitan areas.

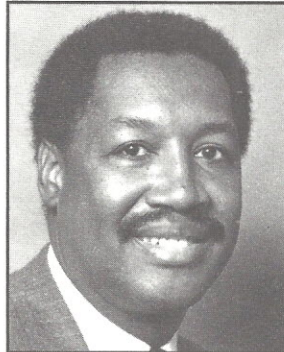
During the post-war affluence, the newly-affordable automobile became the more popular choice. Complacent transit companies cut costs through consolidation and were often viewed as monopolies with no real competition.

In recent years, our industry has begun to realize that transit and all other modes are indeed competing to serve the transportation needs of the consumer. To achieve success in the transportation marketplace, we must identify the changing needs of transportation consumers, modify our services and policies to meet those needs, and aggressively market our improved services to make consumers aware that transit is an increasingly preferable means of fulfilling transportation needs.

During 1988 and 1989, CTA began to identify consumer needs through extensive market research. We rediscovered some good things about CTA, and, more importantly, we learned of several ways that our service could be made more attractive to consumers.

On the positive side, CTA is universally known and used throughout its service area. In Chicago, 70% of all households have used CTA during a typical week (27% in the suburbs), and 53% of our riders use CTA at least five days per week, with another 22% riding at least three days per week. Our consumers rated us only slightly lower than the auto in terms of timeliness and knowing how to use the service, and CTA has a significantly better cost rating in areas where commuters must pay for parking.

Our most unfavorable comparisons were in the areas of security from crime, comfort and cleanliness, and ease of setting one's own schedule. Surprisingly, consumers think CTA is slightly more expensive overall than driving a car, a gross misconception that we have begun to address through marketing.



*Ernest R. Sawyer*  
Deputy Executive Director  
Planning, Marketing  
& Development

In cooperation with the Chicago Police Department, we have increased police presence on our system, making CTA a safer environment for our riders, and we have aggressively marketed our security improvements to improve consumer perception of safety.

Current initiatives, including the B.U.S. maintenance program, anti-graffiti efforts, and Red Carpet service, have improved comfort and cleanliness. In early comparisons, targeted serv-

ices have shown a dramatic decrease in consumer complaints, which should lead to increased ridership and an improved CTA image.

Service planning has become more market-driven. We are adjusting service levels or establishing new routes in areas where new travel patterns provide significant opportunities for increased ridership. The 33 Magnificent Mile and 127 routes are recent examples that connect major sources of increased ridership.

Our Marketing department is also working directly with major business and recreational locations, providing custom information for potential riders.

Our new fares are give consumers more choices for spending and saving transportation dollars. The new Week-day Monthly Pass, priced significantly lower than the Everyday Monthly Pass, will increase pass sales, and discounted tokens will lead many 3-day riders into 5-day weekly ridership. Discounted off-peak fares will ease rush hour crowding and save money for riders with flexible schedules. Tokens and passes involve prepayment of fares, which is more convenient for riders, because it speeds up fare paying and boarding, and is financially beneficial to CTA.

Future marketing initiatives might include custom express services with premium fares and guaranteed seating.

Success in the transit marketplace can only be achieved by identifying consumer needs through market research and tailoring our service to meet those needs.





## M.I.S. Reorganization News

In an effort to meet expanded Information Technology utilization, CTA Management recently approved a reorganization of the M.I.S. Department. A new responsibility area has been established to provide resources for ongoing Information Technology Planning and Support. Leo White, who has been Director of M.I.S. Computer Operations, has been assigned as Director of this new area. Computer Operations will be under new supervision and will continue its production responsibility.

The Office Systems area will now assume an increased role for technology deployment to end-users as well as continuing with Office Automation Deployment. Paul Olenski continues to serve as Director of this activity.

Systems Development, which Jeff Shelley serves as Director, will assume responsibility for all M.I.S. Systems Development activities, including mainframe, LAN/Server Systems, and PC's.

M.I.S. Manager, Bernie Connolly, has stated that these changes will better serve the Authority's evolving use of Information Technology.

### Editor's note:

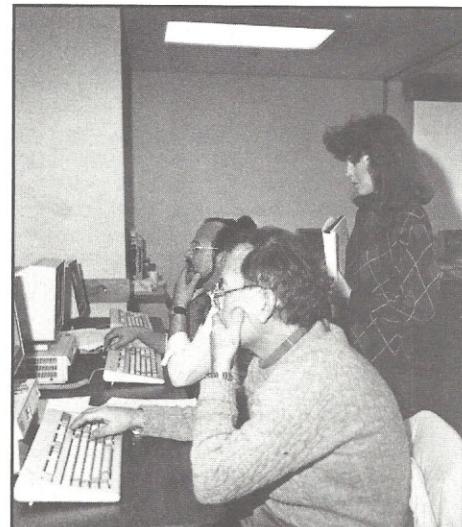
We are pleased to welcome the Management Information Systems Department as a contributor to Transit News. This month's center spread feature shows how M.I.S. has helped us modernize graphics production at CTA.

## In-house training

As of December 31, 1989, more than 1100 users have availed themselves of the M.I.S./Office Systems in-house training programs since their inception 19 months ago. The in-house training programs are presented by Ms. Colleen Cannon, Office Systems Instructor. The program sequence offered by Office Systems includes:

**Introduction to PS/2 and DOS**  
**Introduction to Displaywrite 4**  
**Introduction to Lotus 1-2-3**  
**Introduction to**  
**CTA OA/PROFS (PASF)**

Classes are limited to 10 students with one computer per person. All levels of Authority's personnel have attended classes and almost every department has been represented.



Colleen Cannon instructs new users of the PASF electronic mail feature in the MIS classroom.

## PROFS pocket guide ready

A vest pocket sized PROFS booklet is available to users upon request. The *Quick Reference to the Professional Office System* from IBM is a convenient way to use your PROFS System to full potential. Contact Ms. Charlotte Vaughn, Office Systems Staff Assistant, on extension 4714, to place your order.

## TSIS System

The M.I.S. Department has completed Phase 3 and 4 of the Track and Structure Inspection System (TSIS). This accomplishment allows the Engineering and Maintenance Department to accurately capture and report track and structure defect information found during the inspection process. M.I.S. is continuing to refine this system.

## ACHIEVEMENTS

The following M.I.S. employees have achieved recent success through education or seminars:

### Middle Management

Robert Bratek

### Management By Responsibility

Jeff Shelley      Bob Kaczmarek  
 Dan O'Connor    Paul Olenski  
 Neal Wimbiscus

### P.R.I.D.E. (Personal Responsibility In Developing Excellence)

Carol Aguire      T.C. Rogers  
 Deborah Grant    Linda Schaden  
 Colleen Graudins    Glen Walker  
 Glenella Johnson    Bruce Weeks  
 JoAnn Knudsen    Al Wilson  
 Donna Pasquesi    John Zaorski  
 Roy Peterson



# GRAPHICS on the PC

Imagine the effect on your productivity if you could discover a system that would enable you to complete at least half of your work in one-quarter of the time that is normally required, quickly explore alternative solutions to complex problems, combine several time-consuming chores into simple operations, and make changes (Doesn't the boss always ask for changes?) quickly and painlessly.

A system that does all of these things, *Desktop Publishing*, is beginning to change the way that graphics are prepared at CTA.

In the Publications and Graphics section of the Marketing department, we took delivery of our first IBM Personal System 2, Model 70 personal computer in September, 1988. The PC came equipped with *Pagemaker* page design software, word processing software, and an IBM scanner with *Imagedit* software. These software applications, and many others, operate under *Microsoft Windows* software. In the Windows environment, numerous complex functions can be directly controlled by moving a mouse (pointing device) across the desktop, while pushing or holding the mouse button, and making selections from pull-down menus. The artist does very little typing, and an extensive knowledge of computer commands or file management procedures is not required.

## Pagemaker

The focal point of the system is the Pagemaker software. Pagemaker acts as an elec-

tronic drawing board and more, combining several functions including type setting, type sizing, precise keyline and rule line drawing, tinting, graphic scaling and sizing of images, and pasteup. Body text and headlines can be typed and arranged in columns by the artist, or the artist can import word processing files into Pagemaker that have been prepared by a skilled typist.

Various types of graphic files can be imported to the Pagemaker drawing board, where the images can be scaled to fit the layout. These may include graphs and charts from Lotus 1-2-3 software, line drawings, illustrations and photographs that have been digitized by the IBM Scanner and edited with *Imagedit* software, or complex graphics and illustrations that have been drawn on the computer with high resolution drawing software.

The Publications and Graphics section prepares most illustrations with *Arts & Letters* software. Illustrations are drawn with the mouse, and illustration files can be saved for use over and over again in Pagemaker publications. *Arts & Letters* also provides a library of tens of thousands of pre-drawn clip art illustrations which can be altered or combined to produce complex illustrations. Photographs prepared by the IBM Scanner can also be imported into *Arts & Letters*, where the artist can create a detailed illustration by tracing the photo with the mouse. This is very similar to the traditional procedure of drawing an illustration on a sheet of tracing paper

placed over a photo. Typography can also be rotated in *Arts & Letters*, and manipulated in many other ways.

## Learning the system

Pagemaker and *Arts & Letters* were created for artists, by artists with computer backgrounds. All of the terminology and techniques reflect traditional graphic art practices. Through either classroom instruction or self-teaching with the tutorials supplied with the software, an artist can gain a working knowledge of the software in three days or less. From that point on, experience is the best teacher, as the artist advances from simple page layouts to complicated graphics.

The level of artistic creativity expressed through the software is also a direct result of the artist's effort and creativity. Computer software is a very powerful tool, but it cannot invent original ideas or make aesthetic decisions.

## Working with the system

The artist views work in progress on a high resolution WYSIWYG (what you see is what you get) computer monitor. At any time during the creative process, the artist can print a sample of the work on an IBM Personal Pageprinter or any other printer that uses the Postscript page description language.

In the Publications and Graphics section, applications of computer graphics increased in direct proportion to the artists' experience level. It began with simple publications like public notices that require some typography and minimal artwork, and expanded to complex publications including print ads, annual reports, brochures, small maps and *Transit News*. In all of our recent computer-generated items, all typography, line work, and illustrations are prepared on the computer. While the technology to digitize black and white or full color photos and place them into the computer layout is available, we find it more economical and efficient, at this time, to add photos in the traditional manner. We do, however, insert digitized photos for concept approval when needed.

## How does it look?

Early applications of computer graphics were severely criticized because they looked like they came from a computer, but modern output (printing) techniques have eliminated the jagged lines and wiggly curves. Simple, short duration publications like window cards and public notices are reproduced directly from our IBM Pageprinter, with 300 dots per square inch (DPI) resolution. We also have

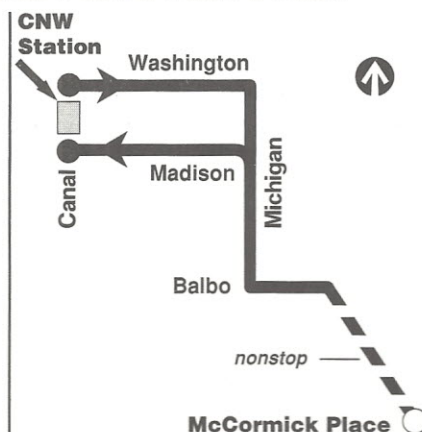
## ★ NUTCRACKER BALLET ★

### SPECIAL BUS SERVICE

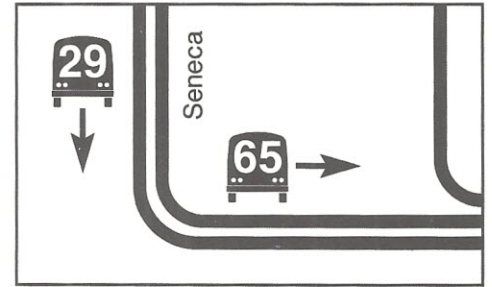
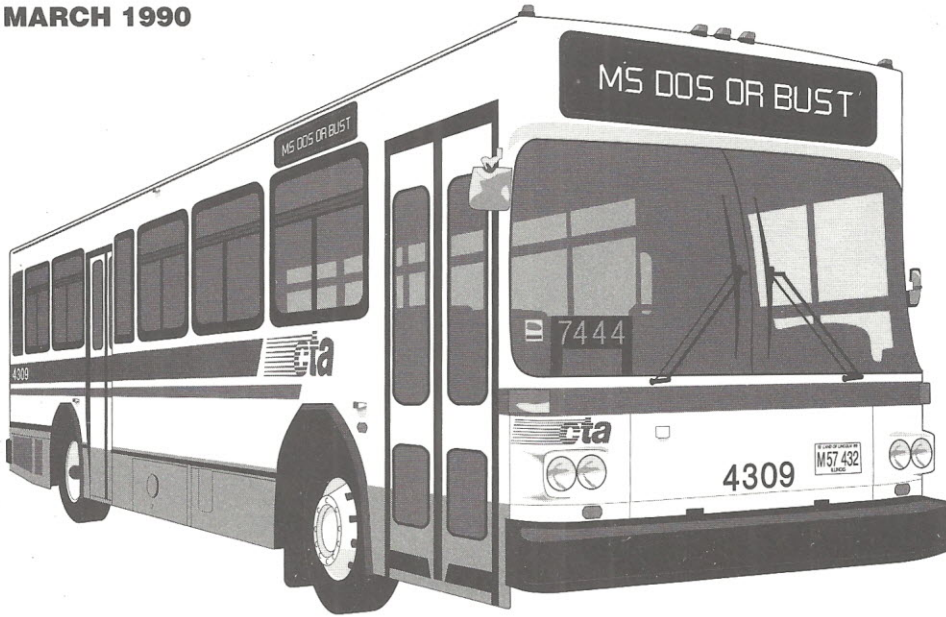
Special CTA bus service on route 127 NorthWestern Station/McCormick Place will operate for all performances.

Buses can be boarded downtown eastbound on Washington or southbound on Michigan (see map).

Service every 20 minutes, starting about 1 hour and 20 minutes before show time. Buses will be waiting at McCormick Place after the show.



127 route stops  
pink 100 copies  
Remove after 12/31/89  
M-88-112



- Clockwise from top of opposite page:**
- Headline typography manipulated in Arts & Letters
  - Bus drawing traced from digitized photo in Arts & Letters
  - Detail section of a map created in Arts & Letters
  - Annual budget book cover created in Page-maker with Arts & Letters illustrations
  - Special Event window card posting created in Pagemaker with map and graphic elements from Arts & Letters.

the option of sending our computer files to high resolution imagesetters that print at 2540 DPI, a technique that is used for *Transit News*, annual reports, brochures, car card advertising, posters, print ads and other high-profile assignments. The two pages that you are viewing now were produced from a single negative generated by an imagesetter at 2540 DPI. We have one firm rule when producing a quality publication for the public. *If it looks like it came from a computer, it isn't good enough.*

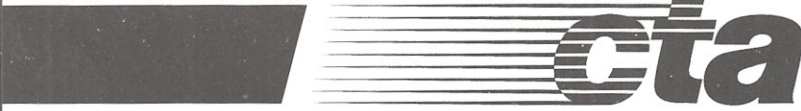
**Systems approach**

Since extensive application of computer graphics began in the Publications section in October of 1988, many other sections, including Schedules, Transportation Training and Operations Planning, have begun to use computer graphic systems, and have benefited from the systems' speed and creative flexibility. Since all of these sections are using Page-maker on IBM personal computers supplied by Management Information Systems, we have been able to share word processing, page layout, and illustration files.


While the computerized, high resolution typesetting and layout system in the Forms Design section of Management Services is not now IBM compatible, we expect that it will soon be adapted to receive graphic files from IBM PCs. Then all CTA departments producing graphics on the PC will benefit from access to a high resolution, 2400 DPI, imagesetter.

**Looking ahead**

Five years ago, economical Desktop Publishing did not exist. Now it is a highly competitive field, and hardware and software manufacturers are competing to introduce more economical products with expanded capabilities. The future of computer generated graphic production will be fast-paced and exciting.



## Chicago Transit Authority



# 1990 Budget Administrative Plan

December 1989

## Transit ideas pay that extra cash

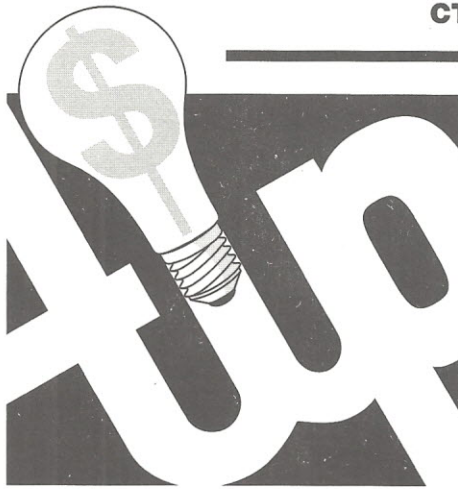
If you have an idea which you think could improve CTA service, or make daily operations safer, more efficient or productive, you may have an idea that could put money in your pocket.

The Transit Idea Program (TIP) is an updated employee suggestion program which provides opportunities for employees to be creative and to implement improvements which may be beneficial to the riding public.

Individuals must be employees in order to be TIP participants. Part-time employees are also eligible.

All ideas submitted to TIP become the property of CTA. Awards will be made only if an idea is accepted and implemented.

If the same idea is submitted separately by two or more employees the one received by TIP first will be the



one considered for the award. On the other hand, where two or more employees submit an acceptable suggestion together the award will be divided equally.

A previously rejected TIP idea may be re-submitted with the addition of new facts. All decisions made by TIP are binding.

If you have an idea for TIP see your supervisor for the proper form and submit your idea for consideration; it could earn you extra cash.



## March Anniversaries

### 40 Years

Marie Coari, Payroll Operations

### 35 Years

Howard Means, 69th Street  
Calvin Pollard, Civil Engineering

### 30 Years

Arthur Bennett, Bus Personnel, South  
Terry Culkin, Engine Rebuild  
James Person, Building Maint., South

### 25 Years

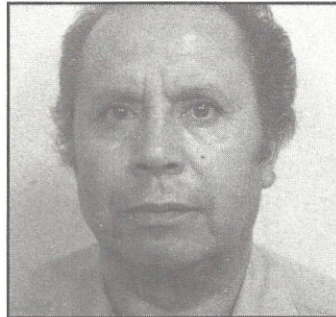
Joseph Bennett, Trans. Training, Center  
Anthony Berry, Ops., Comm. & Power  
Curtis Coleman, Kedzie  
Ricky Chubb, 103rd Street  
Norris Evans, Computer Operations  
Austin Forte, 77th Street  
Mario Garza, North Park  
John Gill, South Warehouse  
Steven Jackson, Rail Terminals W/S  
Gaspere Lombardo, Forest Glen Maint.  
Everett McBride, Bus Instruction  
Richard McCallister, West Shops (7-2-89)  
Ronald McIntyre, Lawndale  
Michael Moore, Bus District B  
Allen Nelson, Jr., O'Hare  
James Zepp, Rail Instruction

## Commendations



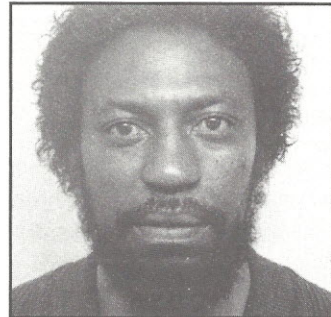
### Brenda Curtindolph

(O'Hare terminal) was praised by Donald Jennings, who works at city hall. "Riding late one night on the O'Hare line, I observed a rough-looking man get on and sit next to an old lady, even though there were plenty of empty seats. The conductor walked over to the lady and took her by the hand to a seat next to her. Then she made a general announcement advising passengers to be careful of their belongings."



### Sergio Villanueva

(No. 151 Sheridan, North Park garage) was appreciated by Jack McCarey, of LaGrange, for his courtesy as operator of a bus leaving Union station. "A number of elderly ladies boarded. They fumbled through their purses, looking for the exact fare, while asking questions. He was courteous, polite, understanding and helpful. When I commented about him to a woman who appeared to be a regular rider, she said, 'He's always like this.'"



### Darnell Williams

(No. 28 Stony Island, 103rd Street garage) won the approval of Victoria Ryan, a public relations person who regularly rides his bus to her job at Chicago State University. "I can depend on him when I travel to and from work. He never neglects to call out the stops, and always greets the passengers when they board the bus. Furthermore, he is patient and pleasant to ride with. He gives us all a reason to go through the day happy and in a good disposition."



### Tonja Collins

(No. 53 Pulaski, Lawndale garage) was complimented by Mrs. D. Alexander, who was visiting from Glen Burnie, Maryland, for "a most wonderful and enjoyable bus ride. She answered all of our questions about the city, and gave us a guided tour as we rode down Pulaski. She was very well groomed, polite, and knowledgeable. I have never been on any type of public transportation where the operator was as friendly and informative as she was."





## February Retirements

Lawrence E. Beemsterboer,  
Fac. Mtce., 22 years  
Elton Branch, Pers. Admin., 14 years  
William C. Chamerlik,  
Fac. Mtce., 31 years  
Charles W. Coffey,  
Fac. Mtce., 29 years  
Edward L. Duckworth,  
77th Street, 27 years  
Raymond L. Eggebrecht,  
Bus Mtce., 25 years  
Walter J. Feulner, Mtce. Admin., 28 years  
Sidney Goodman, Fac. Mtce., 27 years  
Robert L. Hicks, 77th Street, 31 years  
Charles R. Kehoe, Bus Mtce., 31 years  
Paul W. Kolsch, North Park, 35 years  
Lee M. Lampley, 103rd Street, 25 years  
Robert W. McCarthy,  
Purchasing, 45 years  
Anthony C. Nicholson, Kimball, 25 years  
John E. Powers, Gen. Atty., 25 years  
Curtis B. Ross,  
Ops Planning/Sch., 30 years  
Gerald P. Schwuchow, Archer, 25 years  
Karel Sloomans, Jr., Fac. Mtce, 31 years  
John P. Smith, Claims, 34 years  
John G. Weber, Jr., North Park, 36 years

## Disability Retirements

Ronald Bollinger,  
Fac. Engr/Mtce., 15 years  
Yan Borochin, Eqpt. Engr./Mtce., 10 years  
Robert M. Bracken,  
Mtce./103rd Street, 11 years  
William M. Ramos, North Park, 13 years



## In Memoriam

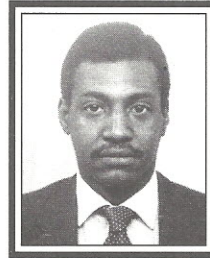
### Ashland trainman Hawthorne dies

Randell J. Hawthorne, 34, a CTA rapid transit motorman since 1986, died January 30 at St. Francis hospital in Blue Island following a sudden illness.

Mr. Hawthorne, of Ashland terminal, was a precinct captain in the seventh ward, and was one of several Democratic candidates to run for the First District U.S. House in a special primary in July 1983, after Congressman Harold Washington was elected mayor of the City of Chicago.

Mr. Hawthorne was also a member of the ETA Auxiliary, producers of amateur plays and musicals. Funds from ETA productions were used to benefit underprivileged neighborhood youth.

He belonged to the New Hope Miracle Revival Tabernacle, formerly pastored by his stepfather, Willie McCoy. Survivors include a son, Derrick, a daughter, Chenise, his parents, Rose and Willie McCoy, and a brother, Christopher.



### Joan Nathaniel dies suddenly

Joan Jackson Nathaniel, a warehouse worker at CTA's 77th street and Vincennes facility, died Friday, January 26, of injuries sustained in a tragic auto accident on the southbound Dan Ryan expressway.

Mrs. Nathaniel, of Mobile, Ala., was employed by CTA on June 4, 1976, as a ticket agent, and had also worked in the Treasury department.

She was an active member of the Pullman Presbyterian church where she served in the youth department.

She is survived by a daughter, two sons, a step-daughter, four granddaughters; her mother, Mrs. O.C. Jackson; one brother and one sister; and an aunt, Mrs. Rose Mary Jackson.



Frank E. Barker, 65, Oper's Plnng.  
Edward S. Corda, 88, North Park  
William J. DelaBarre, 100, Transp.  
Harold E. Dixon, 75, West Sect.  
John J. Dunne, 85, 77th Street  
Everett England, 82, Skokie Shop  
Eli I. Freedman, 75, Mgmt. Svcs./Trng.  
Joseph Garro, 99, Kedzie  
Michael J. Gibbons, 88, Skokie Shop  
Ralph Gorski, 70, West Shops  
Earl V. Hansen, 89, Lawndale  
Arthur Harrison, 48, 77th Street  
Rudolph J. Holan, 80, Archer  
Samuel Ingrassia, 84, West Shops  
Andrew B. Jones Jr., 62, Beverly  
Louis R. Lesko, 86, Shops & Equip.  
Evelyn M. Leu, 74, Datacenter  
Clovee Mattox, 65, Kedzie  
John E. Messinger, 77, Dist. B  
John J. Milan, 73, Douglas  
James E. Nolan, 95, North Avenue  
Daniel O'Brien, 86, Shops & Equip.  
John V. Ogar, 77, Archer  
Patrick O'Neill, 63, Skokie Shop  
Christopher O'Reilly, 87, 77th Street  
Albert A. Pavlik, 75, 77th Street  
William J. Pendleton, 80, 77th Street  
O. E. Robinson, 75, Utility  
George J. Seiler, 88, Real Estate  
Edwin P. Stock, 83, 77th Street  
A. Strassberger, 80, North Sect.  
James P. Terry, 82, 69th Street  
William L. Woebel, 86, North Avenue

## A Fond Farewell



Bus repairer Willie Griffin (left), Archer garage, is presented with an official CTA retirement wallet by Michael Hennessy, superintendent, bus garages. Griffin, who retired December 31 after 42 years of service, was also presented with memorabilia of the annual Bus Maintenance Rodeo.

After more than 43 years with CTA, Robert McCarthy of the Purchasing department retired February 1. McCarthy had served in the Purchasing department for 22 years. He started with the department as a buyer and progressed to various supervisory positions. His most recent position was supervisor, Vendor Performance. Prior to his dedication to the Purchasing department, he worked in Accounting, Charter Sales, the Electrical department, and the storerooms. Friends and co-workers say he plans to embark on a new career as "Mr. Mom."



## Plans set for 1990 bus, rail, ticket agent competitions

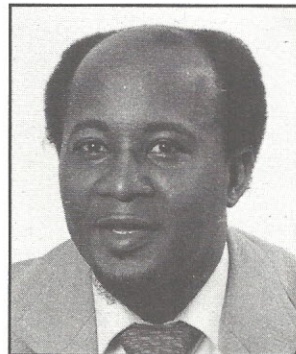
Operating employees are encouraged to contact garage and terminal superintendents for 1990 Bus Rodeo, Third Rail Roundup or Ticket Agent TieUp applications.

Preparation for the annual competitive events are already underway. Named the 1990 chairman of the Bus Rodeo is **Charlie Hodges**, superintendent, Bus Instruction/Central. Assuming a co-chairmanship for both the Third Rail Roundup and the Ticket Agent TieUp events are **Arthur Hubbard**, superintendent, Rail Instruction, south; and **James Zepp**, superintendent, Rail Instruction, north.

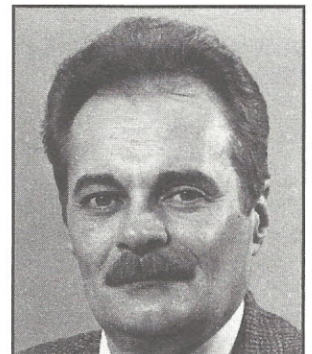
Bus Rodeo applications are being accepted March 5-17. The names of eli-



*Charlie Hodges*  
Bus Rodeo chairman



*Arthur Hubbard and James Zepp*  
Third Rail Roundup and Ticket Agent TieUp co-chairmen



gible applicants for this event will be posted March 26, it was announced, and written tests for the Bus Rodeo are expected to be administered April 2-14.

Third Rail Roundup and Ticket Agent TieUp applications will be accepted at rail terminals March 4-18.

**CHICAGO TRANSIT AUTHORITY**  
P.O. Box 3555, Chicago, Illinois 60654

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