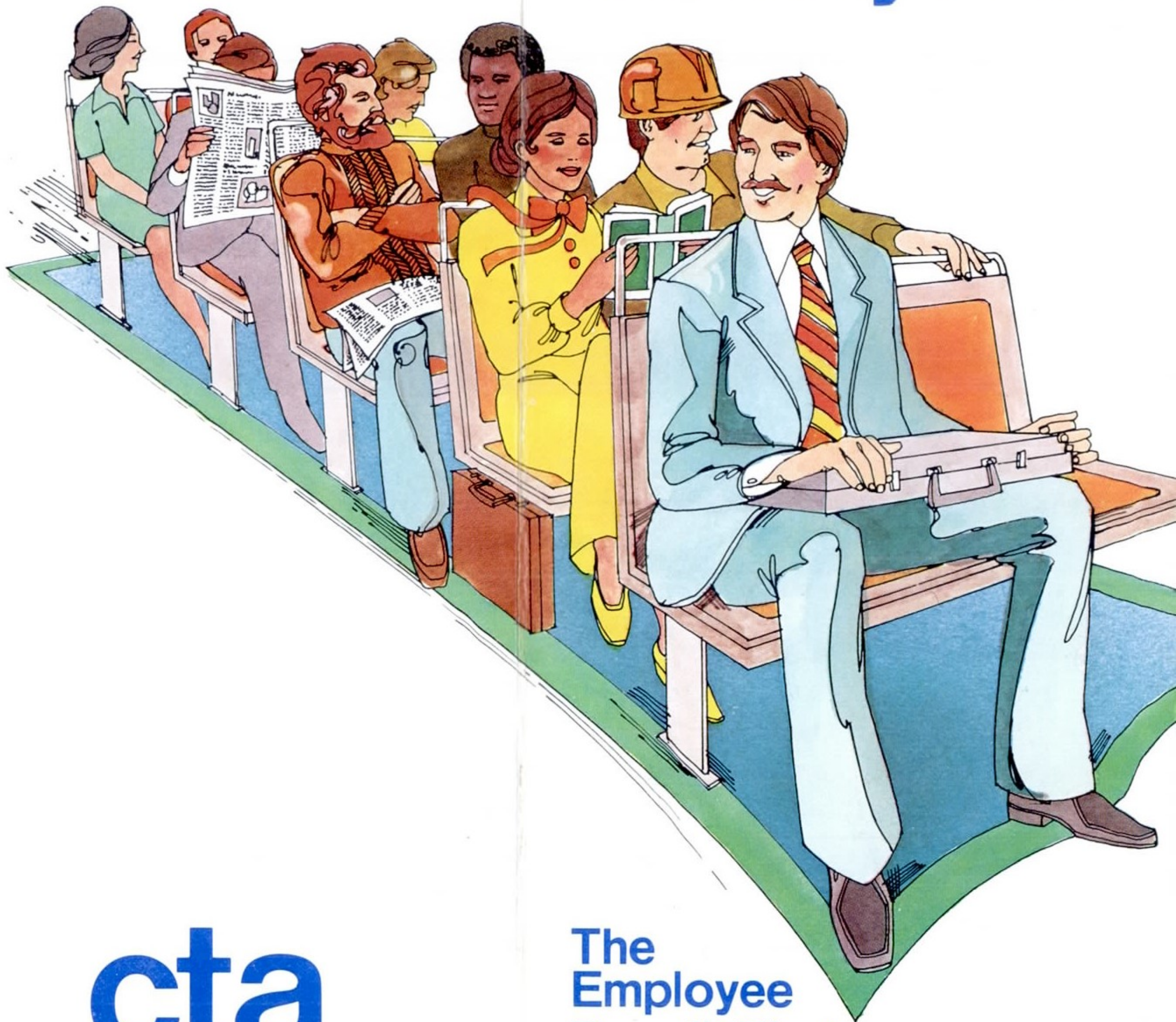


# Introducing the CTA Monthly Pass



**cta**  
People moving people.

The  
Employee  
Benefit That  
Works For You Everyday.

# Benefit every time your employees ride the CTA.

The CTA Monthly Pass Program is a unique fringe benefit that your company can now offer. Unlike most benefits, which are used rarely, the Pass will be used every time a participating employee takes a CTA bus or "L." And each time they take advantage of this convenient and money-saving program, they have opportunity to think positively about their company.

The CTA Monthly Pass with its unlimited rides is exclusively available through employers like you. You are the sole distributor of the pass for your employees. Like insurance, the pass zeros in on a major need: transportation in the city. However, unlike medical and hospitalization benefits, the Monthly Pass is used with a great deal of frequency and has much more positive associations.

Your employees will think about you favorably with each convenient use of the pass whether it's during rush hour, heading for a ball game or using one of the CTA special services. It's one of the very few "everyday" benefits a company can offer.

## **An Easy-to-Implement Program.**

If you have as few as 10 participating employees, your company qualifies for the CTA Monthly Pass Program. Each month you'll receive the requested number of \$25 CTA Monthly Passes on a consignment basis.

It's entirely up to you to determine how the \$25 pass is sold. Employees may purchase the pass at the full price; or you may wish to share a portion of the cost with them.

**Visible Savings to the Employee.** Should the pass be offered to your employees for the face value of \$25.00, they will still realize significant savings, particularly if they currently use a transfer in commuting and if they use the pass weekends and evenings. If you contribute toward the purchase of the pass, the employee will realize savings on the expense of travel to and from work. Either way, your employees will have the satisfaction of being a preferred customer on one of the world's largest and best public transportation networks.

**A Solution to No Parking.** Parking has become a problem for many city businesses, and we see the Pass Program as a viable solution. Fewer drivers means a decrease in parking needs and reduced aggravation during the morning scramble for spaces.



# A summary of employee benefits

## Economy and Convenience for Employees Currently Using the CTA

- \* Unlimited rides on CTA buses and the "L" throughout the month
- \* No need to purchase transfers
- \* No need to have exact change
- \* Unlimited transportation to O'Hare or Midway Airports
- \* Another way to visit cultural and recreational attractions
- \* Added motivation to use the CTA for shopping and entertainment

## Increased Incentive for Employees to Begin Using the CTA

- \* Greater savings than before via public transportation
- \* Elimination of fuel, maintenance and parking costs
- \* Greater commuting convenience from traffic to parking

Plus all the advantages enjoyed by regular riders

# Benefits to the environment

The principle of the program is simple: The use of monthly passes has increased bus and rapid transit ridership in other cities. It can do the same here as well. This increased usage of public transportation means in turn a lower pollution level, fewer expressway accidents and less fuel consumption.

In short, the CTA Monthly Pass Program is your pass to benefits for your company, your employees and your environment.

# For more Pass Program information

To subscribe to our program or receive additional information, please call 664-7200 and ask for Group Sales. Or simply return the reply-paid card below.

I want to know more about the CTA's Monthly Pass Program.  
( ) Please have a CTA representative call me.  
( ) Please send me more details of the Program.

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Company \_\_\_\_\_ Number of Employees \_\_\_\_\_  
Company Address \_\_\_\_\_  
City \_\_\_\_\_, IL Zip \_\_\_\_\_ Phone \_\_\_\_\_

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