

WHY A PASS & 25 CENTS??

CTA's three month fare experiment (full fare pass + 25 cents) is being done for two main reasons:

FAIRER PRICING

In January, 1992, all CTA fares were raised **except** for full fare passes. There was a substantial shift of riders from cash and tokens to passes. Yet the pass rider pays far less per ride than the cash or token rider.

Cash fares, tokens, and passes are all priced differently to appeal to different markets. This experiment will help determine the right "mix" of prices for the future.

REVENUE

Our "break-even" point of operation is \$1.48 per ride. By state law, CTA must recover 50% of its revenues from the farebox, or about 74 cents per ride. Average pass users pay approximately 50 cents per ride.

Pass sales have increased 68%; cash receipts and token sales have decreased 20%. With ridership falling because of the recession, our financial situation has steadily worsened in 1992. We have already cut \$30 million in expenses this year, primarily in administration.

We have to figure out a FAIR way to price the pass so that pass users are not unfairly subsidized.

(Please see other side.)

WE VALUE YOUR OPINION

Please remember that this is a **THREE MONTH EXPERIMENT**. Before any permanent changes are made, CTA will hold public hearings.

We thank you in advance for your patience, and ask you to please not change your commuting habits. We need accurate information.

Our employees are making every effort to help you pay your fare quickly and conveniently. If you have an opinion please write or call.

CALL US

Weekdays from 8:00am to 4:30pm
(312) 664-7200 and ask for
Customer Assistance

WRITE US

Chicago Transit Authority
Customer Assistance Department
Room 730
Merchandise Mart
Chicago, IL 60654

