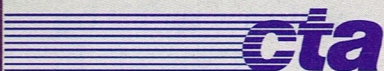


How to use the CTA's New Fare Card System

TransItSM
Card

Demo Test



Insert card in this direction



Introduction

Overview

CTA will demonstrate the Translt Card fare payment system at the Western Ave. Brown Line station. We plan to implement this program throughout the CTA system in 1996.

This demonstration is for full fare riders, and consists of:

- **a Translt Card.** This “stored value” card is used to buy rides in advance, and is purchased from a vending machine.

For this demonstration, it can ONLY be used in turnstiles at the Western Ave. station. When implemented systemwide, you will be able to use the Translt Card on all CTA routes.

- **a Transfer Card.** This card works like a transfer, and can be purchased from turnstiles at the Western Ave. station.

The Transfer Card allows a full fare rider two more rides on other bus or train routes within two hours of purchase.

It's Your Choice

CTA invites you to try the new Translt Card. However, if you prefer, during this demonstration you may continue paying your fare as you do now.

Ticket agents will still accept cash (up to \$10.00), tokens, or transfers, and sell paper transfers to **all** riders.

The new turnstiles can still be used to pay a full fare, using a token or the exact fare in coins.

If you need a full fare transfer, the turnstiles will now issue the new Transfer Card instead of the card-board transfer.

Reduced fare riders will continue to pay their fares to the ticket agent.

Let's Hear From You

If you have a question, suggestion, compliment or complaint, call CTA Customer Assistance at 664-7200, option #1, 8:00am to 4:30pm on weekdays.

For additional copies of this brochure, ask a Western Ave. ticket agent or call the RTA Travel Center at 836-7000.

Vending Machine

The TransIt Card vending machine allows you to purchase, check value, or add value to this card.

As you make a transaction, a visual display shows what options are available and what to do next.

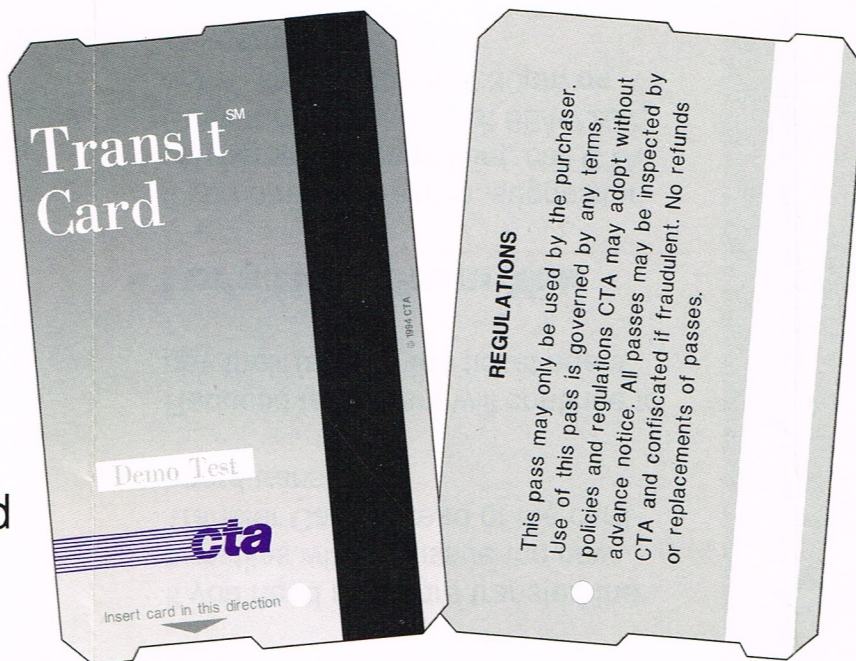
The "Audio" button will activate the machine's voice, and the words displayed on the screen will be spoken.



Translt Card

This "stored value" card allows full fare riders to purchase a minimum of \$5.00 to a maximum of \$75.00 worth of rides.

Each time the card is used, the token cost of the ride will be deducted —\$1.25 at all times.



It can **ONLY** be purchased and used at the Western Ave. Brown Line station during this demonstration.

Buying It

1. At the Translt Card Vending Machine, press button "A" (Purchase Card). This step is **OPTIONAL**.

2. Deposit the amount you wish to store on the card, from \$5.00 to \$75.00. **NO CHANGE RETURNED!**

You can use \$1, \$2, \$5, \$10 or \$20 bills, nickels, dimes, quarters, or Susan B. Anthony dollars. No pennies — they JAM the machine!

3. Press "Vend," then take card from "Translt Card Here" slot.

A transaction may be ended at any time before pressing "Vend" by pressing "Cancel." Any money deposited will be returned.

Checking Value

Although the value remaining on the card will be displayed as you pay your fare, you can also:

Use the "Check Value" machine on the outside of the ticket agent booth. Swipe the card from the right to the left, with the magnetic stripe in the reader.

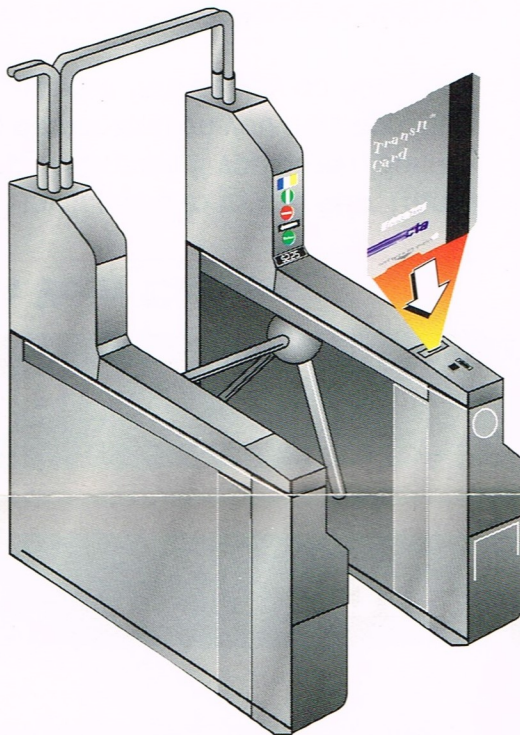
"Check Value" Machine



Or, use the Translt Card Vending Machine. Press button "B" (Check Value), then insert card into the "Translt Card Here" slot. Remaining value will be displayed. Press "Cancel" to retrieve card.

Using It

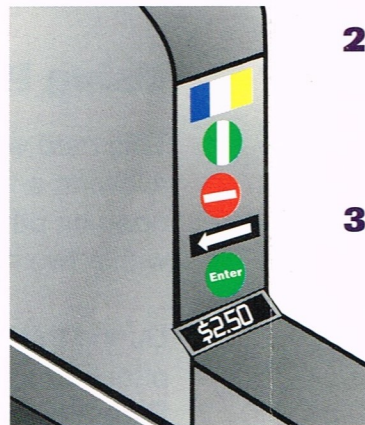
1. Go to any turnstile which has a Translt Card reader on the top.



2. Insert card all the way into reader, as shown. The front of the card should face you, with the arrow pointing down and the magnetic stripe on the right.

3. The machine will "grab" the card, deduct your fare, and "pop it back up" to you — all in less than two seconds.

The turnstile will then display the value remaining on the card. When the turnstile beeps, go through.



Each person must have his/her own Translt Card. It cannot be used by more than one person at the same time.

Adding Value

1. At the Translt Card Vending Machine, press button "C" (Add Value). This step is **OPTIONAL**.

2. Insert card in the "Translt Card Here" slot. Remaining value will be displayed.

3. Deposit the amount you wish to add, from \$5.00 to \$75.00. **NO CHANGE RETURNED!** The new value will be displayed.

4. Press "Vend," then take new card from slot.

A transaction may be ended at any time before pressing "Vend" by pressing "Cancel." Your Translt Card and any money deposited will be returned.

Card Not Working?

1. Make sure it's inserted properly into the turnstile.

2. If the turnstile display reads "Insufficient Value," add value to your card.

3. If there is still a problem, see a CTA employee at the station.

Transfer Card

This card works like a transfer, allowing a full fare rider two more rides on other bus or train routes within two hours of purchase.



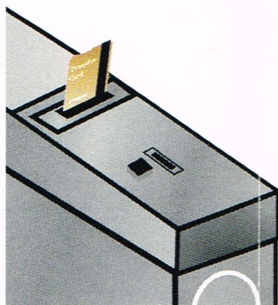
For this demonstration, Transfer Cards can ONLY be purchased from turnstiles at the Western Ave. Brown Line station.

Buying It

1. Go to any turnstile which accepts coins and tokens.
2. Deposit a full fare token and \$.25 at any time.

Or, deposit \$1.75 in coins on weekdays (\$1.50 on weekends and major holidays). Do not use pennies or half dollars.

3. The turnstile will beep and issue a Transfer Card. Take it and go through the turnstile.



Using It

This card works like a transfer, allowing a full fare rider two more rides on other bus or train routes within two hours of purchase.

During this demonstration, it will be punched on Ride 2 and voided on Ride 3 by a fare-collecting employee.

The back of the card shows when it expires and where it was issued (Western/Brown).

CTA has notified its employees about the Transfer Card, but many will be seeing it for the first time!