



PRESIDENT'S REPORT


April 10, 2008

Prosser Career Academy
2148 North Long Avenue Chicago, IL 60639


PHOTO

John Doe

DIV: **912**
33344455



4

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2007-2008

Carver Military Academy
13100 South Doty Avenue Chicago, IL 60627


PHOTO

James Doe

106
33344456



5

A 

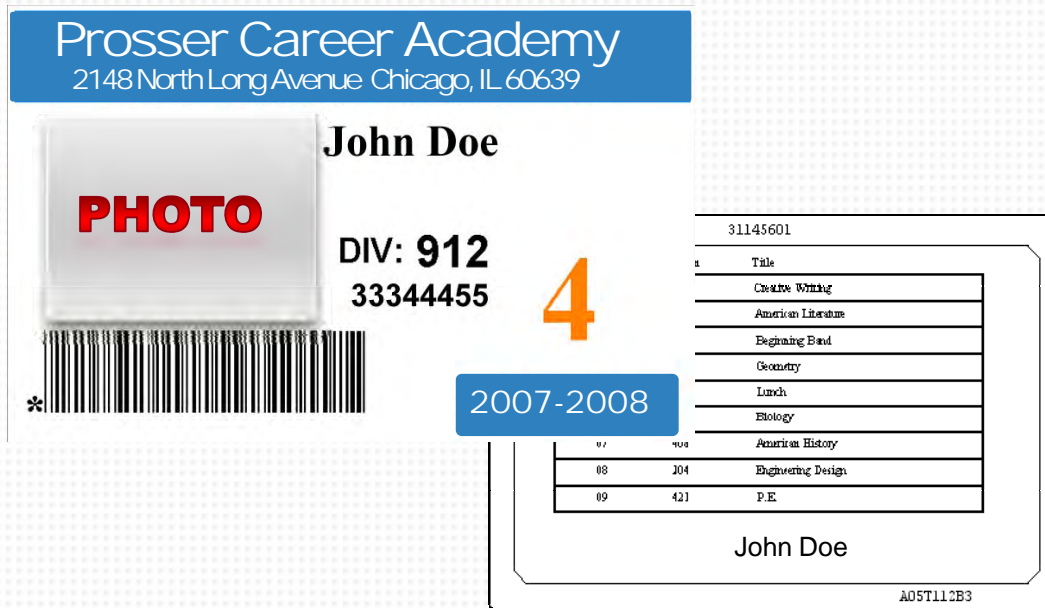
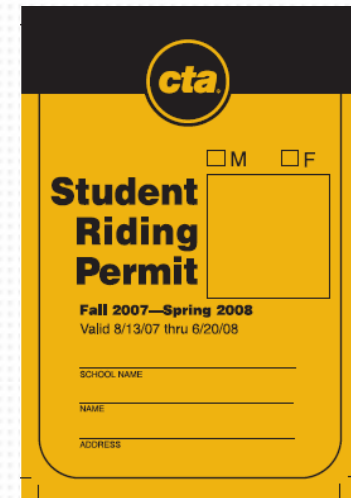
2007-2008



CTA/CPS STUDENT RIDING PERMIT

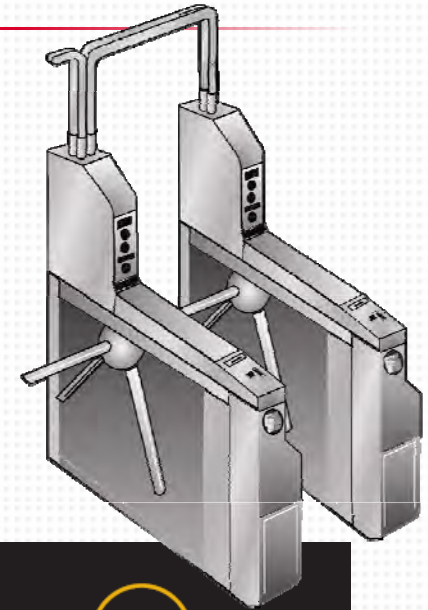
TOO MANY STUDENT CARDS

- Students carry up to 3 items:
 - Student ID
 - Reduce Fare ID
 - Magnetic Fare card



PAPER PERMIT

- No stored value
- Pay-per-ride:
 - Cash
 - Reduced fare magnetic card
- Personalized (name and photograph)
- **INEFFICIENT**: Requires CA
- **WASTEFUL**: Card easily damaged

A yellow and black CTA Student Riding Permit form. The form features the CTA logo at the top left. Below the logo, there are checkboxes for gender: M and F. The main title is "Student Riding Permit". Below the title, it says "Fall 2007—Spring 2008" and "Valid 8/13/07 thru 6/20/08". There are three horizontal lines for "SCHOOL NAME", "NAME", and "ADDRESS". A large empty rectangular box is provided for a photograph.

cta.

M F

Student Riding Permit

Fall 2007—Spring 2008
Valid 8/13/07 thru 6/20/08

SCHOOL NAME _____

NAME _____

ADDRESS _____

MAGNETIC PERMIT

- **Stored value (10% bonus)**
- **Enables faster boarding on buses and rail**
- **FRAUD POTENTIAL:** No personalization
- **WASTEFUL:** Card easily damaged
- **LIMITED ACCESS:** Adding value limited to rail stations

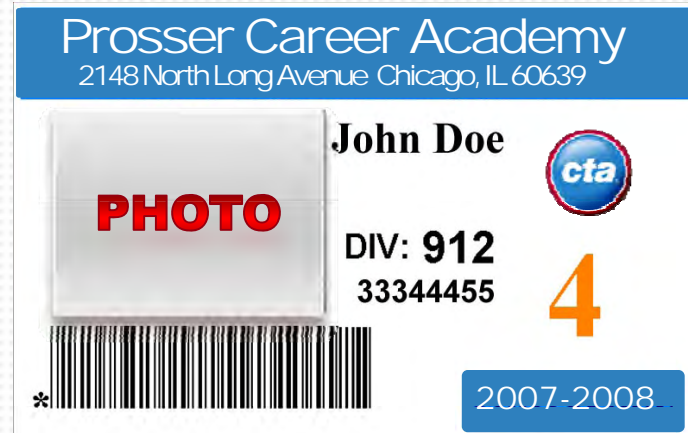


CTA BENEFITS

- Eliminates boarding inefficiencies
- Reduces admin. costs
- Increases Smart Card familiarity and use
- Further reduces cash from the system

CPS BENEFITS

- Reduces cards carried by students
- Reduces admin. costs



CTA/CPS BENEFITS

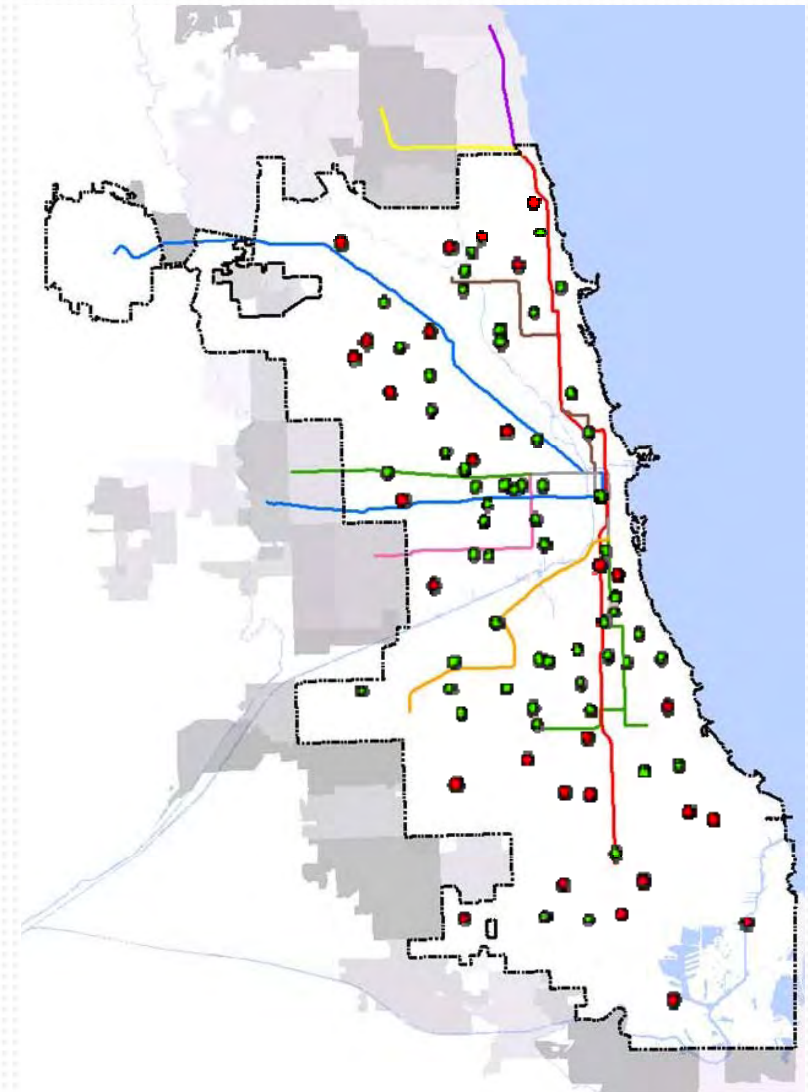
PROOF-OF-CONCEPT PILOT



- **May 1 - June 30, 2008**
- **CARVER MILITARY ACADEMY** – Approx. 400 students
- **PROSSER CAREER ACADEMY** – Approx. 1,500 students
- **Features:**
 - Personalized, multi-functional CTA/CPS Smart card
 - Both bus & rail boarding

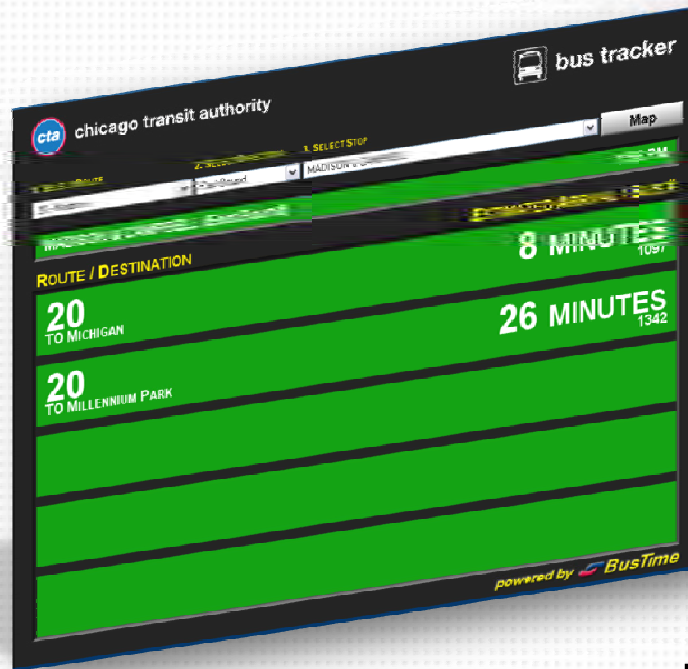


ISSUES

- How do students that live far from a rail station add value?
- Solution: CTA's new EVMs provide access for those who don't live near rail stations!



-  CPS High School greater than 3/5 mile of fare loading location
-  CPS High School less than 3/5 mile of fare loading location



Bus Tracker



Stroll instead of sprint.

Starting April 7, you will be able to check the location and estimated arrival times of your bus via computer or web-enabled mobile device. Bus Tracker will be available for these bus routes with additional routes to follow:

- | | |
|----------------------|------------------------|
| #35 35th | #55N 55th/Narragansett |
| #39 Pershing | #62 Archer |
| #43 43rd | #62H Archer/Harlem |
| #49 Western | #63W West 63rd |
| #X49 Western Express | #94 South California |
| #54B South Cicero | #165 West 65th |
| #55A 55th/Austin | |

Visit ctabustracker.com or call 1-888-YOUR-CTA for more information.

transitchicago.com ctabustracker.com 836-7000 TTY: 312-836-4949



BUS TRACKER

WHAT IS BUS TRACKER?

- **Automated system to find when a bus will be at a bus stop**
 - Pilot on the #20 Madison in 2006
- **Expanding to all bus routes beginning on April 7th**
 - 15 – 20 routes per month

www.transitchicago.com



HOW BUS TRACKER WORKS



BUS TRACKER VIEWS

- Estimated Arrival Times

The screenshot displays the CTA Bus Tracker interface. At the top left is the CTA logo. To the right, it says "Chicago Transit Authority" and "CTA Bus Tracker". Below this are three selection steps: "1. SELECT ROUTE" (20 - Madison), "2. SELECT DIRECTION" (East Bound), and "3. SELECT STOP" (MADISON & UNITED CENTER (1900W)). A "Map" button is also present. The main display area shows the stop name "MADISON & UNITED CENTER (1900W) (East Bound)" and the current time "10:54 AM". Below this is a table with two columns: "ROUTE / DESTINATION" and "ESTIMATED ARRIVAL / BUS #".

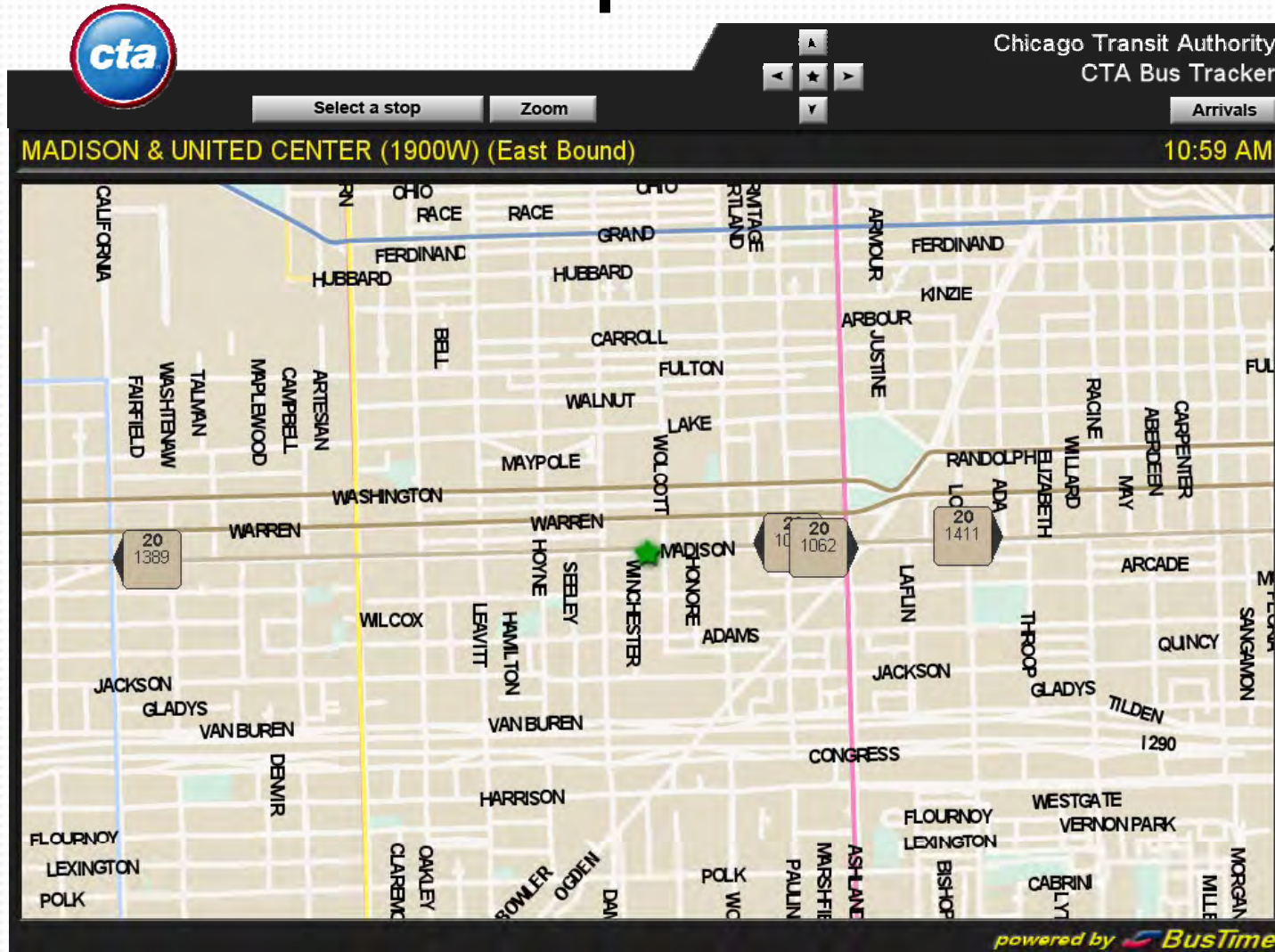
ROUTE / DESTINATION	ESTIMATED ARRIVAL / BUS #
20 TO MICHIGAN	APPROACHING 1411
20 TO MICHIGAN	2 MINUTES 1062
20 TO MICHIGAN	25 MINUTES 1116
20 TO MICHIGAN	28 MINUTES 1070

At the bottom right of the interface, it says "powered by BusTime" with the BusTime logo.



BUS TRACKER VIEWS

- **Bus Location Map**



ROLL OUT AT ARCHER GARAGE

- **#35 35th**
- **#39 Pershing**
- **#43 43rd**
- **#49 Western**
- **#49 Western Express**
- **#54B South Cicero**
- **#55A 55th/Austin**
- **#55N 55th/
Narragansett**
- **#62 Archer**
- **# 62H Archer/
Harlem**
- **#63W West 63rd**
- **#94 South
California**
- **#165 West 65th**

REMAINING GARAGE ROLL OUT

ddl. Rtes.

Add. Rtes.

Add. Rtes.

Add. Rtes.

Add. Rtes.

Add. Rtes.

Add. Rtes.

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

JAN

FEB



THREE TRACK UPDATE

THREE TRACK UPDATE

SOUTHBOUND

Trains share track 1
at Belmont/Fullerton
(March 30, 2008)

3-Track complete
(June 30, 2009)

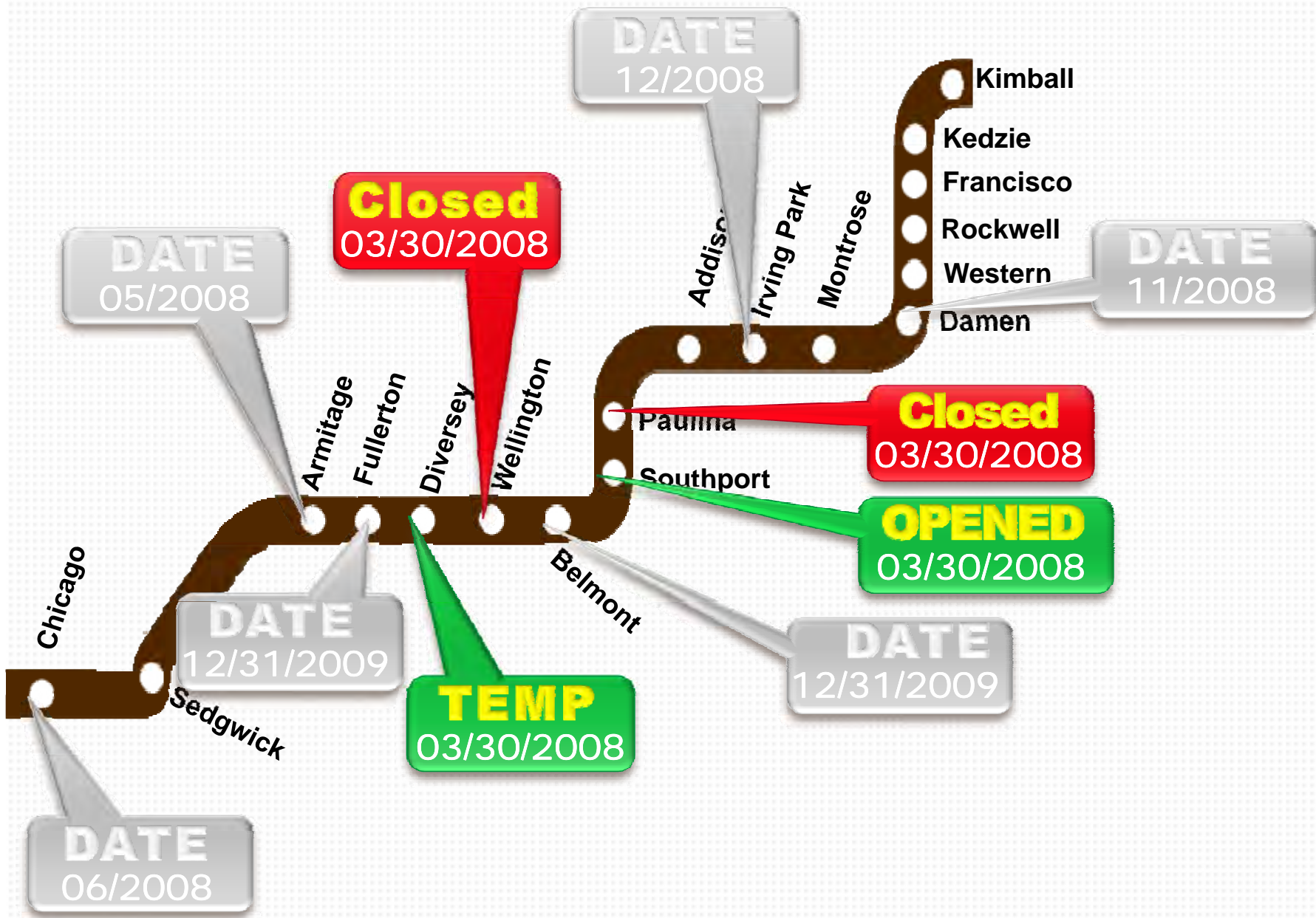
Belmont back
to 4 tracks
(March, 2008)

NORTHBOUND

Fullerton back
to 4 tracks
(January 25, 2008)

3-Track start
(April 2, 2007)

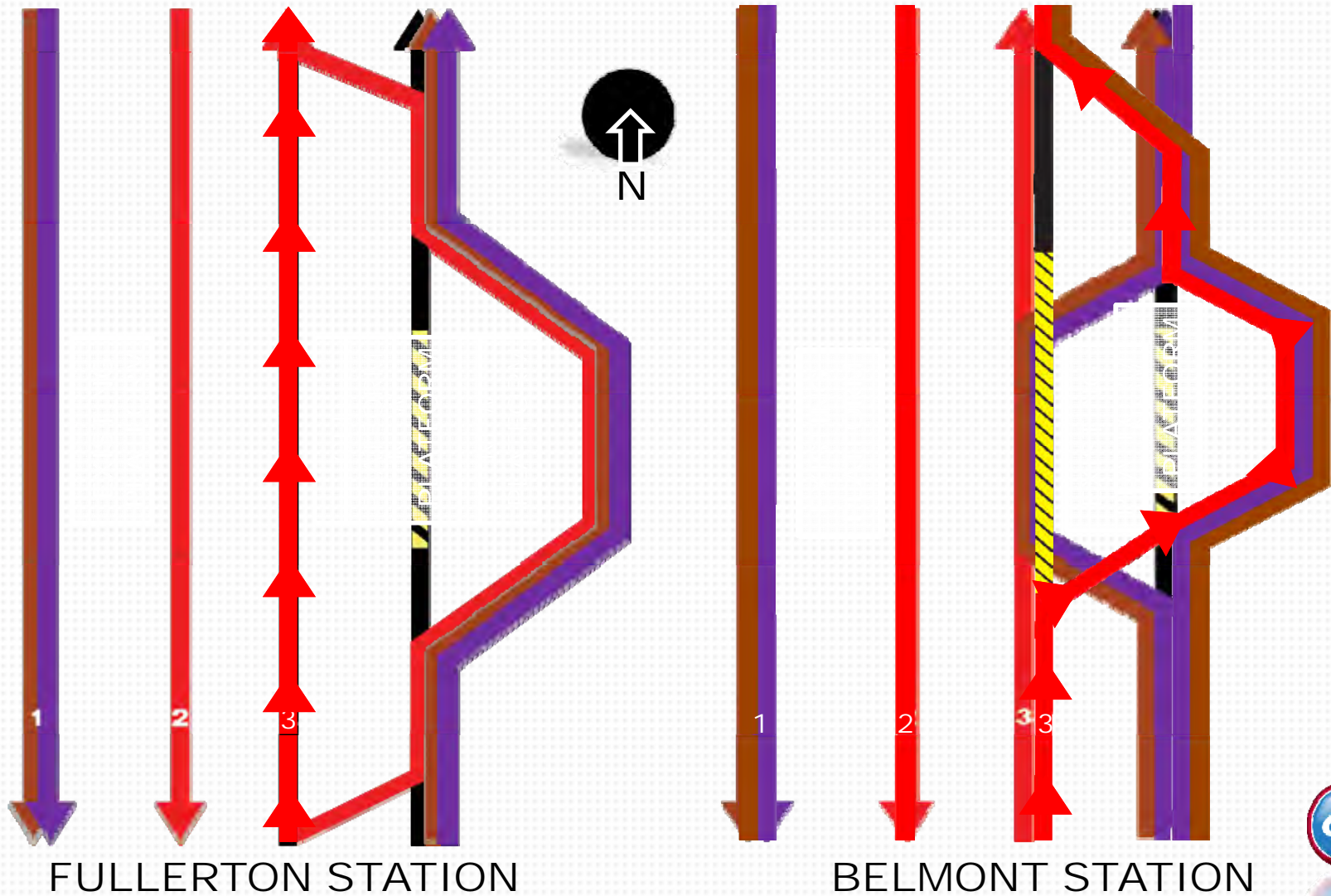
3-TRACK TIME LINE



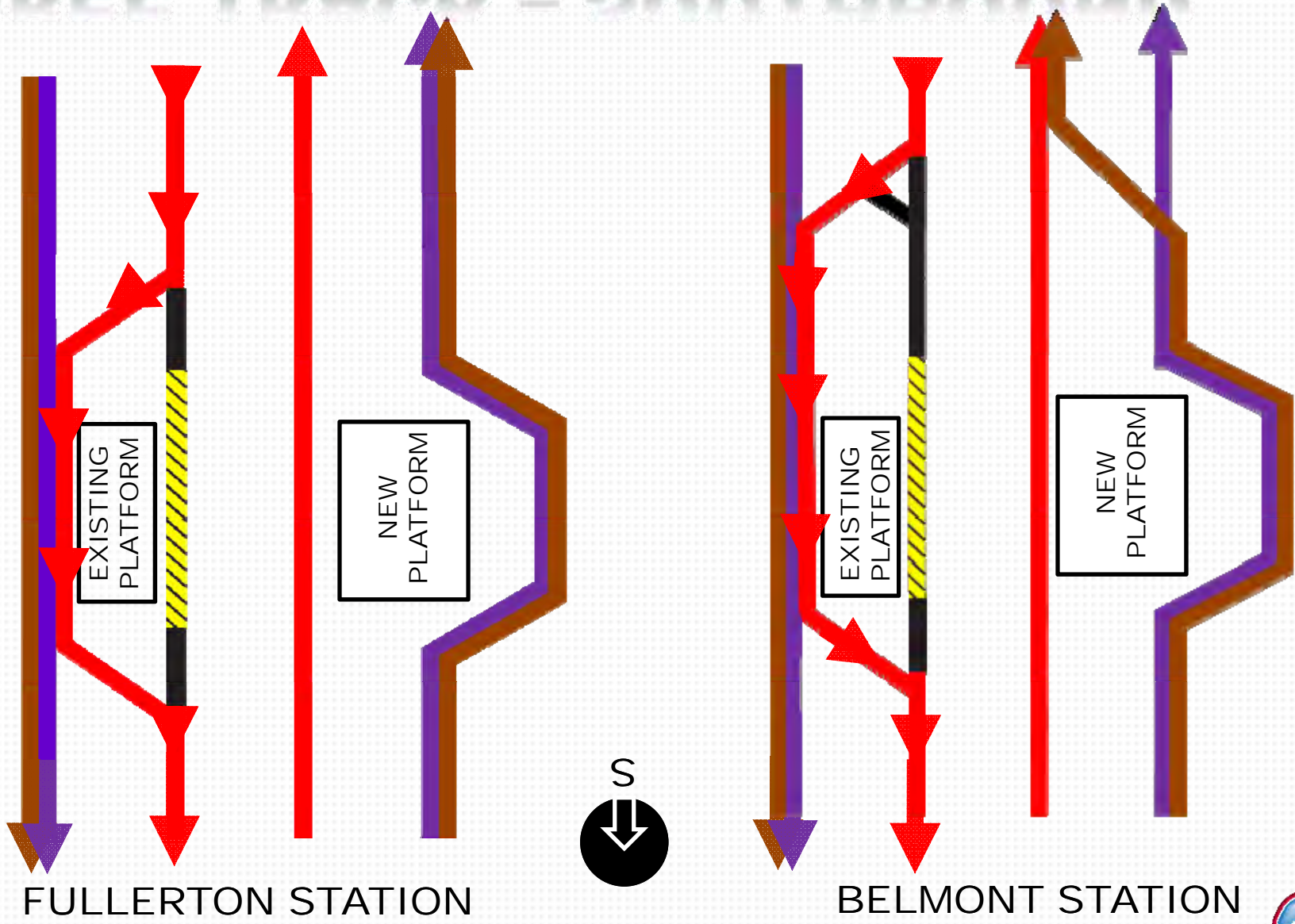
STATION ACTIVITY

3-TRACK: NORTHBOUND

- Expand capacity and make stations accessible while maintaining rail service



THREE TRACK - SOUTHBOUND



FULLERTON STATION

BELMONT STATION



3-TRACK DEMOLITION



3-TRACK DEMOLITION

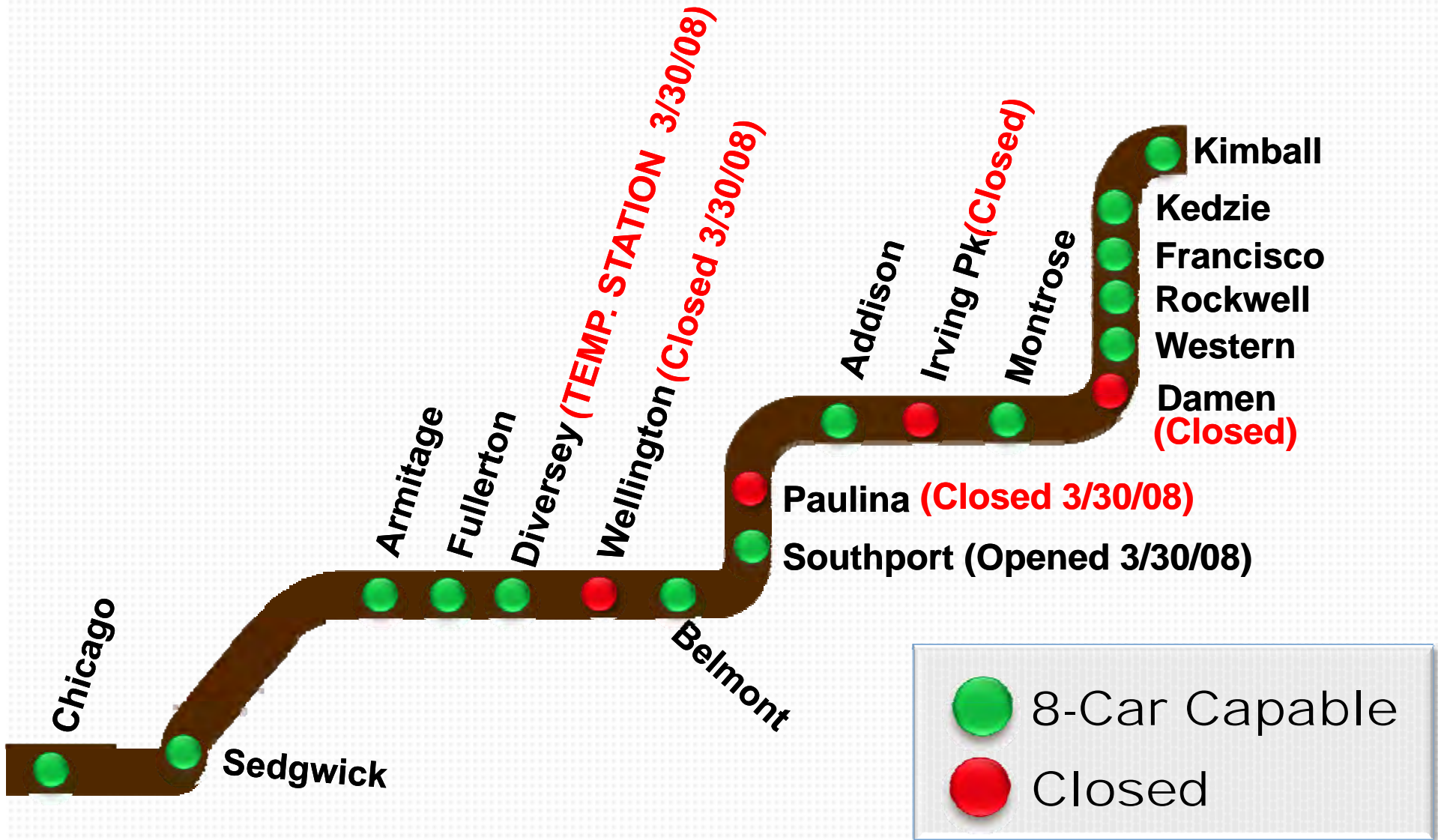


3-TRACK DEMOLITION



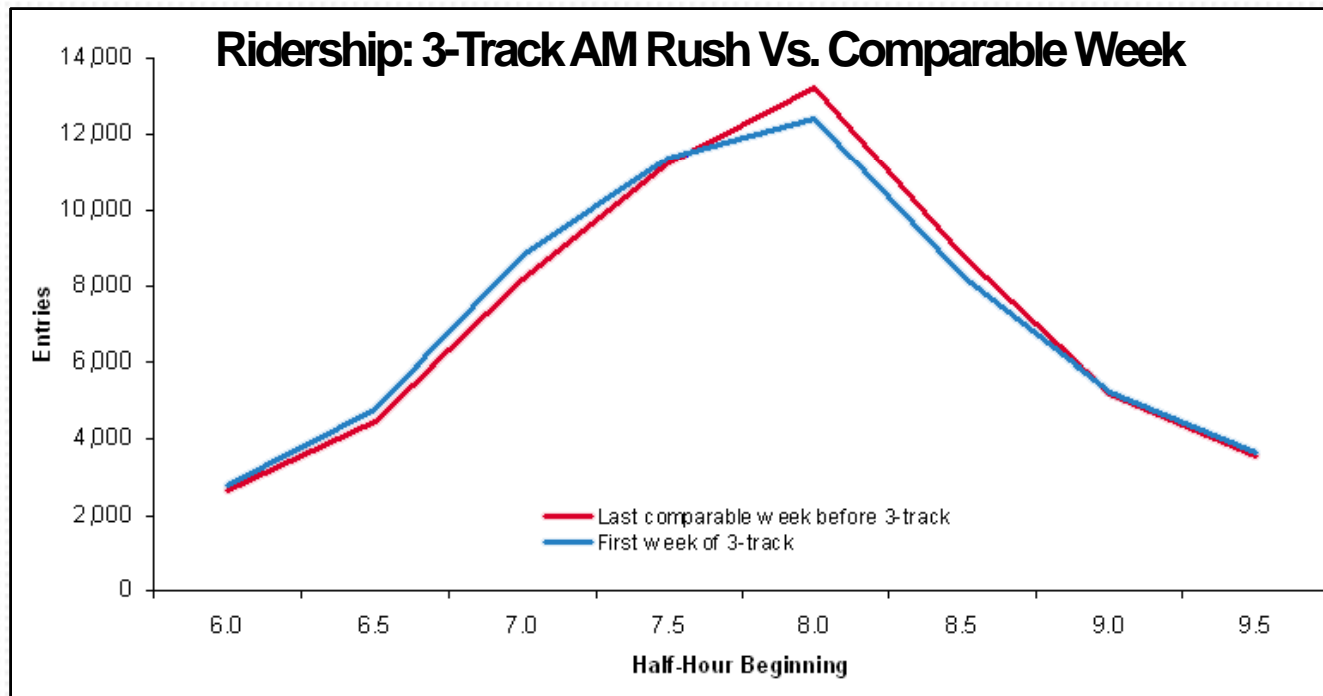
EASING THE SOUTHBOUND COMMUTE

- On March 31st, 8-car trains began rolling!



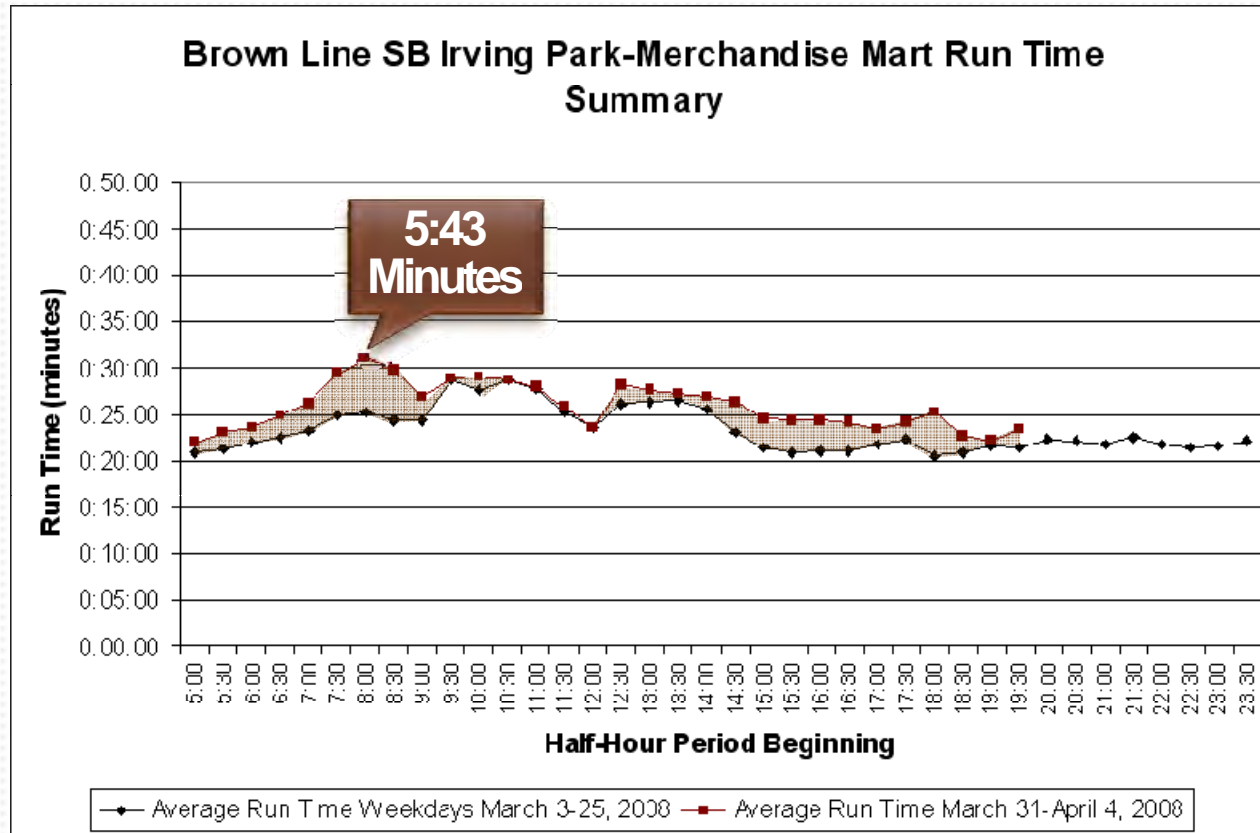
3-TRACK RAIL RIDERSHIP

- **Total AM ridership on north side is almost unchanged versus earlier this month**
 - **Some customers have shifted their trip to earlier in the morning.**



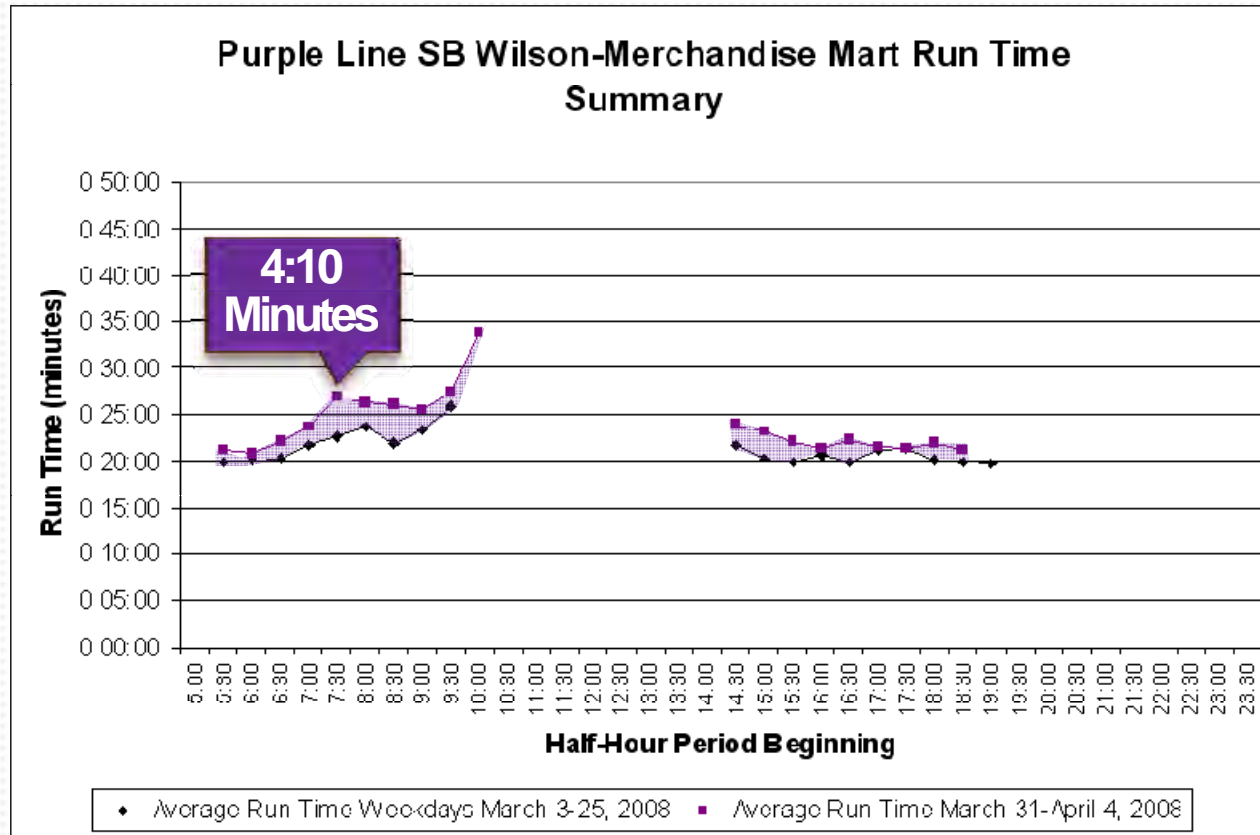
3-TRACK BROWN LINE

- **Greatest half-hour increase in average running time is 5:43 minutes during 8:00 – 8:30 AM**



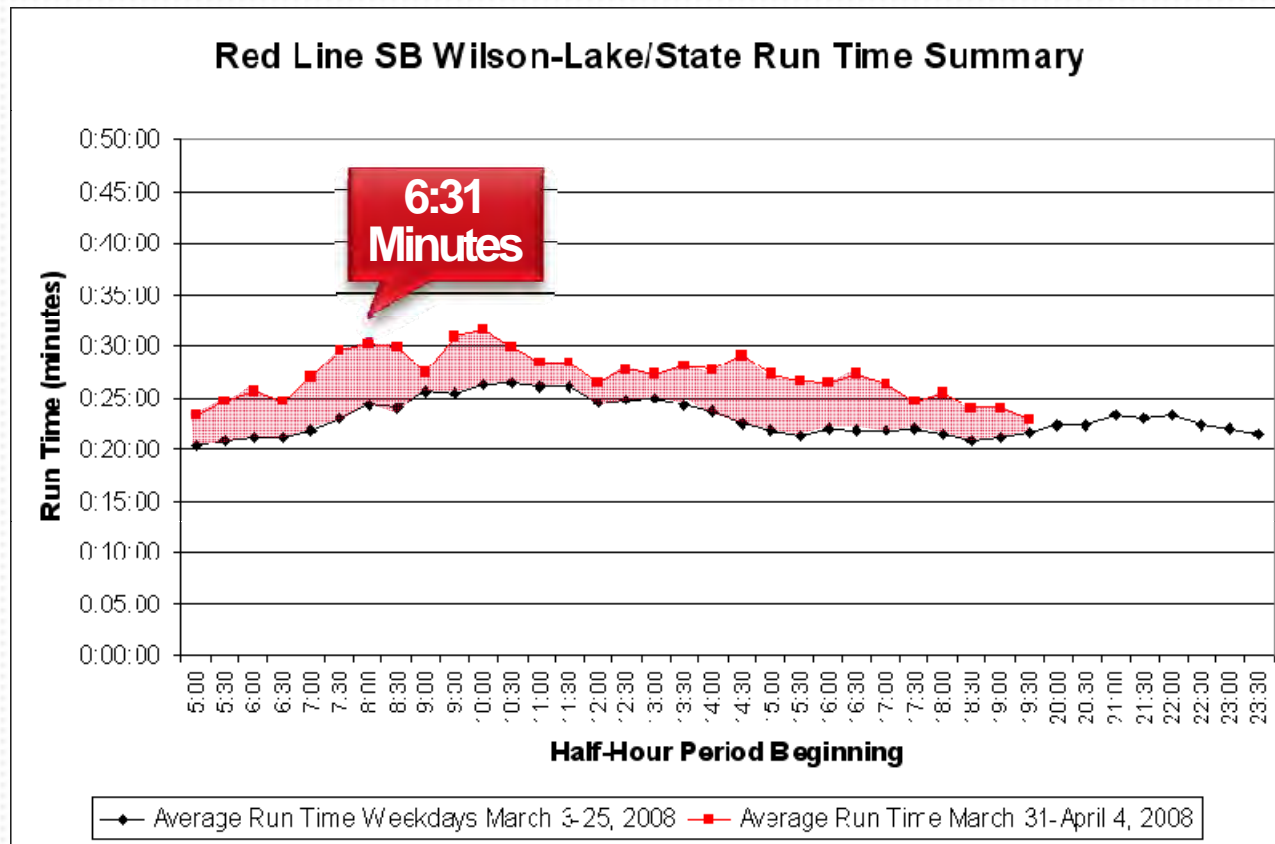
3-TRACK PURPLE LINE

- **Greatest half-hour increase in average running time is 4:10 minutes during 8:30 – 9:00 AM**



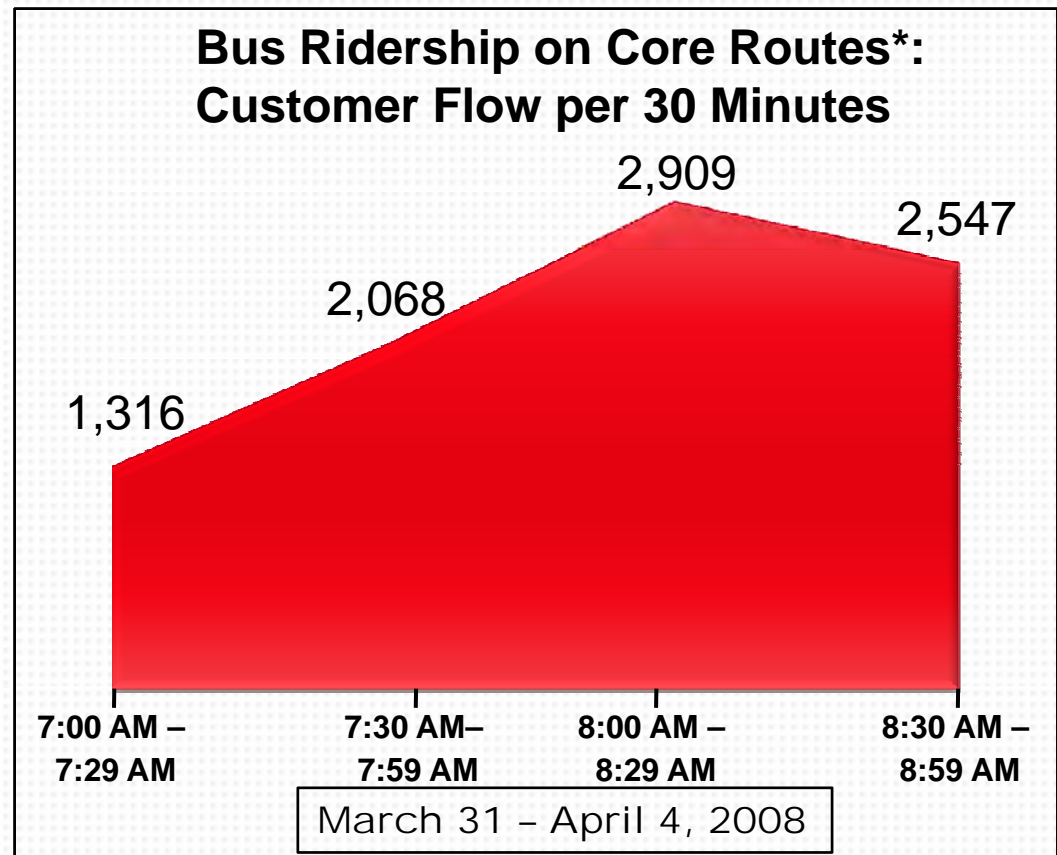
3-TRACK RED LINE

- **Greatest half-hour increase in average running time is 6:31 minutes during 7:30 – 8:00 AM**



AM SUPPLEMENTAL BUS PLAN

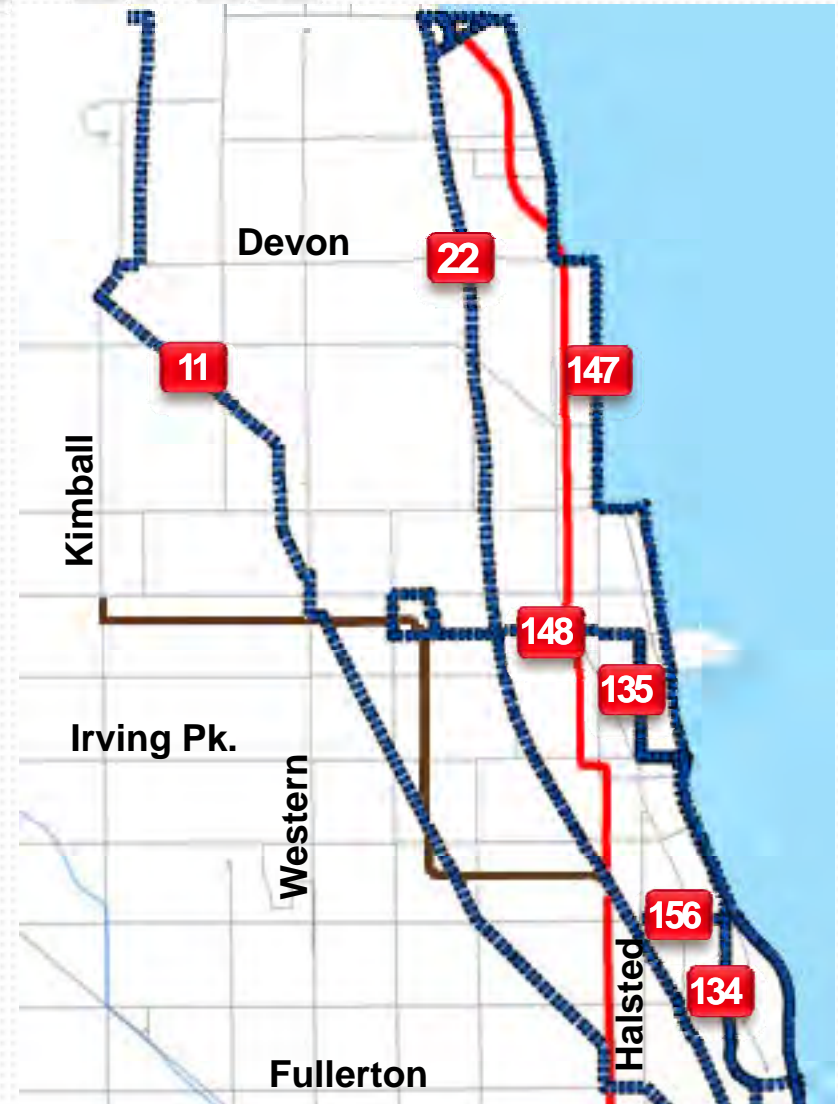
- Heaviest boarding times: 7:45 – 8:45 AM
- Based on observation, provided needed equipment and manpower
- Able to reduce costs while adequately serving the AM demand
- Service discontinued in PM due to a decrease in demand



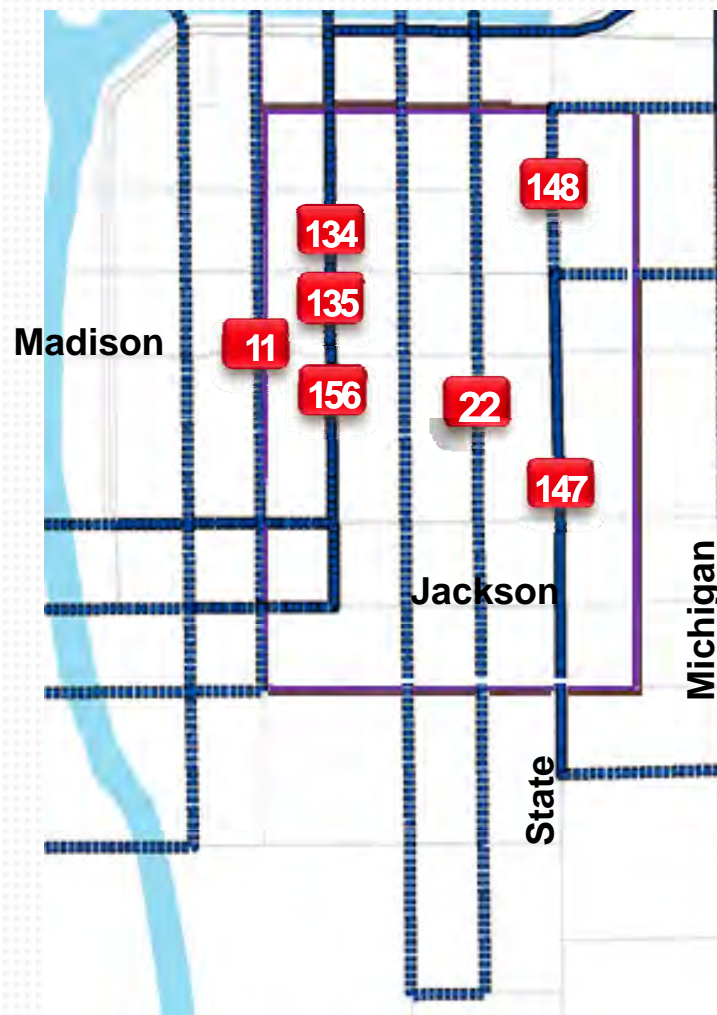
* Includes routes #11, #22, #134, #147, #148, 156. The #134 has sustained high ridership growth, and therefore is now part of regular service.

BUS SUPPLEMENTAL PLAN

- Already transit dense
- + 8-car Brown Line ride
- + 60 buses over 7 routes
 - #11 Lincoln
 - #22 Clark
 - #134 Stockton/LaSalle X
 - #135 Clarendon/LaSalle X
 - #147 Outer Drive X
 - #148 Clarendon/Michigan X
 - #156 LaSalle



- **Already transit dense**
- **+ 8-car Brown Line ride**
- **+ 60 buses over 7 routes**
 - #11 Lincoln
 - #22 Clark
 - #134 Stockton/LaSalle X
 - #135 Clarendon/LaSalle X
 - #147 Outer Drive X
 - #148 Clarendon/Michigan X
 - #156 LaSalle



Loop Added Coverage



3-TRACK UPDATE

Leave Early.

Leave Late.

Alternate.



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