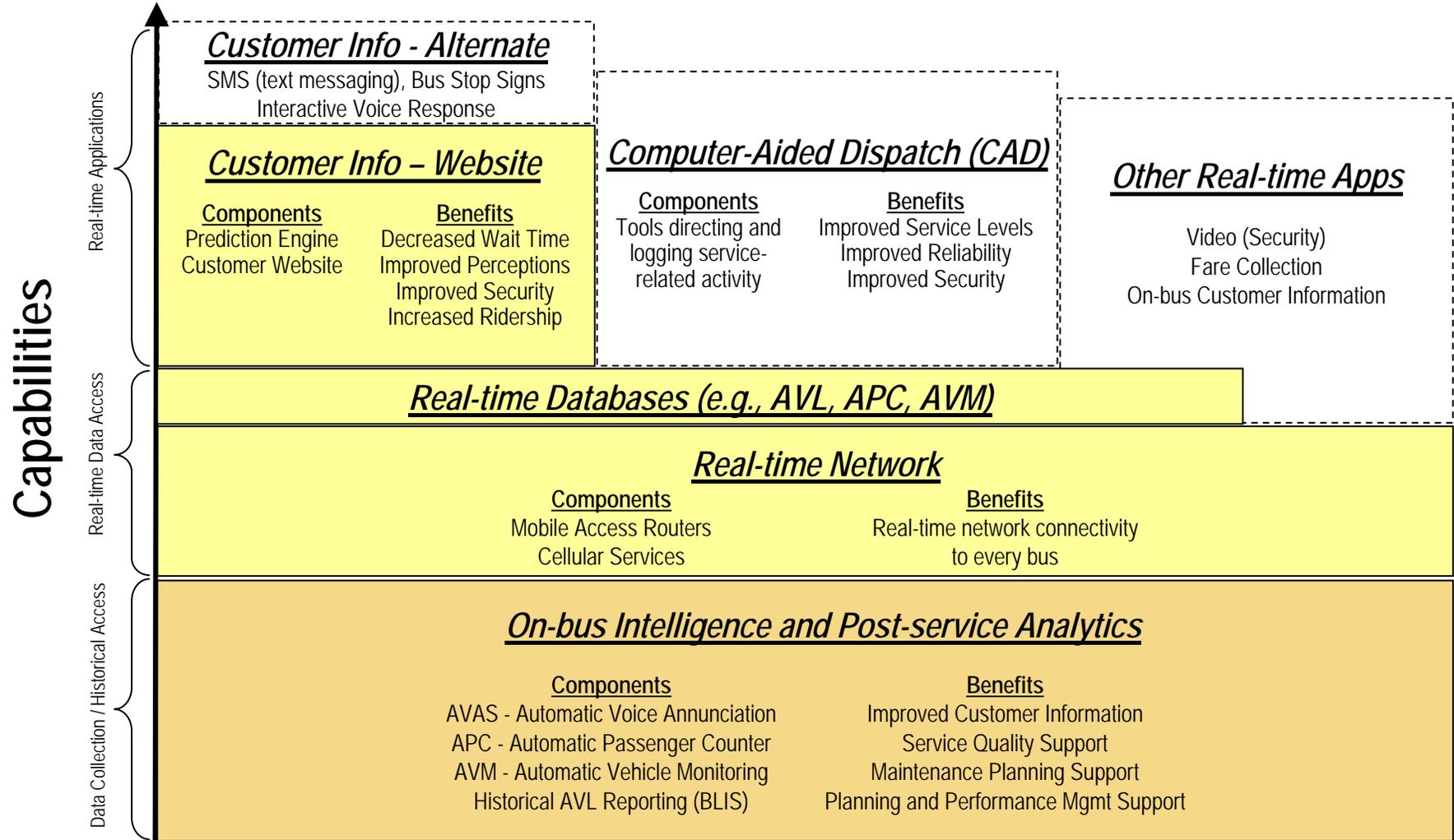


Leveraging Previous Investments & Future Opportunities

- Procurement of the customer web information, BusTime, will provide the communications to complete the on-board platform as well as increases the level of service to bus customers with real-time arrival information



Area (size of box) denotes approximate size of investment

Past Investments

2007

Late 2007 and Beyond



Justification – Benefits Classification

Benefits to Customers

Benefits created by a real-time arrival prediction system experienced by customers.

- Shorter Actual Wait Times
- Shorter Perceived Wait Times
- Increased Information
- Higher Perceived Reliability
- Reduced Wait-Time Anxiety
- Net Societal Benefits of Increased Mass Transit Usage (public benefit)

Direct CTA Benefits

CTA may see some revenue enhancements from the deployment of a web-based real-time arrival prediction system.

- Improved Customer Satisfaction
- Increased Ridership
- Improved CTA Image

CTA will be providing the same real-time location information to the Control Center and street supervision for the improvement of service

Future CTA Benefits

The entire real-time network investment has several benefits that are difficult to quantify and creates future options.

- CAD/AVL & Communications Platform
- Remote Video Surveillance
- Advanced Networking Capabilities
- Fare Collection Alternatives
- Potential Web-Based Advertising Revenue

If we achieve a 3.8% adoption rate, the monetized customer benefit of reduced actual wait time will equal the CTA's investment in the entire system