

President's Briefing

December 12, 2007



Chicago Transit Authority

Chicago Civic Alliance Facilitates Pro-Bono Services for CTA



Chicago Transit Authority

Civic Consulting Alliance & Private Partners

- **CTA received at least a firm a month donating pro bono services**
 - **Some firms have donated more than one team**
- **2007 contributions are in excess of \$2 million**

Communication Improvement Strategies





Communication Strategy

- **IDEO helped provide guidance on how to supply clear, straightforward information to customers**
 - **Examined how we communicate with our customers**
- **Identified best practices from other leading transit agencies**
 - **London Underground**
 - **New York City Transit**
 - **Paris Metro**
 - **Washington DC Metro**

Focused on train, bus and station signage

- **Redefine current signage**
 - Previously heavily text-based
 - Going to color-coded, simpler
 - Focus on clear information on:
 - Exactly what is happening,
 - How customers' travel is affected
 - Why changes are occurring
- **Heavy use of mobile signage**
 - Clear information for customers before they enter our stations



! ATTENTION!

 **Nov 30 - Dec 3**
9 PM Fri through
3 AM Mon

BLUE

Extended Blue Line Weekend Closure

How does this affect my trip?
Trains will not operate between Jefferson Park Δ and Cumberland Δ stations. Shuttle buses will serve Jefferson Park Δ , Harlem Δ , and Cumberland Δ stations.*

* Note: The bus shuttle is free to customers transferring from trains at Jefferson Park Δ (to O'Hare) and Cumberland Δ (to downtown).

Why is the closure being extended?
CTA is accelerating construction. Additional station closures allows work to progress faster.

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Business Information: 1-800-455-CTA (1-800-455-2842) / CTA TTY: 312-467-1111 / 312-467-8800
Transit Information: 312-788-7800 / 312-467-8800 / 312-467-8800

cta



We Are Upgrading Your Station.

 Reallocating existing CTA resources, we are making these enhancements to Central station to improve your experience:

- Replacing the platform canopy and improving drainage
- Replacing the platform stairs
- Painting
- Installing new lights

Improvements will be completed by December 2007.

We're working to improve.

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Focus on Information

- **Pilot mobile whiteboard for real time messaging about changes in service**
 - **What happened**
 - **What alternatives are available to customers**
- **Pilot Locations**
 - **Jefferson Park (Blue Line)**
 - **Belmont (Red/Brown/Purple)**
 - **95th Street (Red Line)**

Focus on Permanent Signage

- Generations of signs with different designs
 - 40% of stations have outdated signage
- Finalizing Design Standard Manual to create consistent design for all signage

Symbols

Standard Communication Symbols

Example of other symbols used in the CTA for informational graphics are shown here. These indicate the availability of phones, text telephones, accessible pathways, and parking. Regulatory symbols such as no smoking, no bikes and escalator and elevator symbols are also shown.

phone text telephone accessible ramp

walk your bike bus stop stairs escalator

elevator ground transportation Park to Ride Park to Ride / Walk to Ride

no bikes allowed no smoking no eating, drinking or radio playing do not feed the birds

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Layout
P-8

This illustration represents the specific dimensions of the symbol sign or P-8. The design of the P-8 varies for the number of rail lines at a particular station, where three or more rail lines must be shown, no destinations are displayed, just the route color stripes. The characters would be too small in that case.

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Sign Types
P-9

P-9/P-9T station name/tabs

The P-9 signface is the primary means of station name identification. This sign displays the name of the station and its street address coordinates. Height for a P-9 is usually 18' (457mm), and length varies depending on the size of the name and mounting space. Length is generally 96' (2439mm), and any variation must be in 24' (609mm) intervals. Drilling pattern series for this sign as do the dimensions. Layout and design are explained on pages 21-23.

Size:
P-9 - 18' x 24' (457mm x 2439mm)
P-9T - 18' x 24' (457mm x 609mm)

Face:
Single Face

Material:
Aluminum (.063)
Corplast (4mm)
Fiberglass (100)
Porcelain (16 gal)
Stainless (16 gal)

Drilling Pattern:
P-9 - "28"
P-9T - "EA"

Typeface:
Helvetica Bold

Colors:
PMS 425 background
White copy
Six 10:28 colors

Fasteners:
Stainless steel anti-drift screws
Rivets

Specifications:
96" Fiberglass
1004 Porcelain

Color tabs, known as P-9Ts, are installed on both sides as shown. Dimensions for these tabs are normally 18' (457mm) x 24' (609mm), but there are 36' (914mm) or 48' (1219mm) tabs where necessary. Tabs show color of rail line on facing track. In addition, at certain locations tabs contain graphics which may reflect the surrounding community or identify an accessible path. For example, a horse is shown in the Rosemont sign, and directions to the elevator is shown in the Sox-35th sign.

P-9T with multiple routes

In certain situations there are locations where a P-9 and tabs are needed but only fit a 10' signface. In this instance, one tab will be eliminated. The rule to follow is the accessible entrance directional is always shown. When no information is shown, the left black tab will be removed. The sign order will consist of a P-9 and P-9T in the (with the tab facing direction the train is traveling).

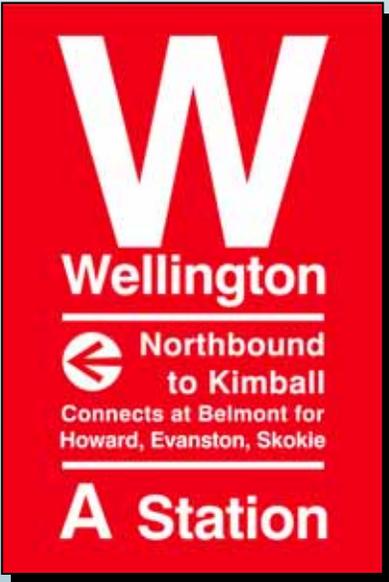
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Focus on Permanent Signage

Old



New



Old



New



New

150 New Hybrid Articulated Buses



Chicago Transit Authority

Leasing 150 New Hybrid Articulated Buses

- CTA will assume existing Seattle option (\$120 Million)

|  | Annual Bus Total | Annual Per Bus Cost |
|---|-----------------------|---------------------|
| Cost to Lease | \$13,200,000 | \$ 88,000 |
| Fuel Savings | - \$ 913,000 | - \$ 6,100 |
| Labor Savings | - \$ 2,100,000 | - \$ 14,000 |
| Maintenance Savings | - \$ 3,900,000 | - \$ 26,000 |
| Total Savings | - \$ 6,900,000 | - \$ 46,100 |

Savings Off-Set

52.3%

- 150 will replace 200 oldest buses (-2.3% decrease in fleet with same revenue)
- Better customer experience

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