

PRESIDENT'S REPORT

March 12, 2008



This presentation

- **Recommendation on 3 bus/rail experiments**
 - #78 Montrose Bus
 - Six University of Chicago bus routes
 - Westside/West Suburban Service Plan
- **New CTA Chief Information Officer**
- **Free Rides for Seniors**
- **Secret Shopping**



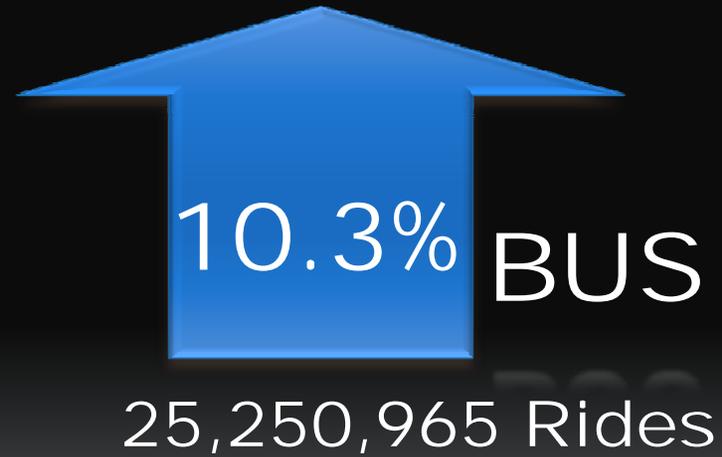
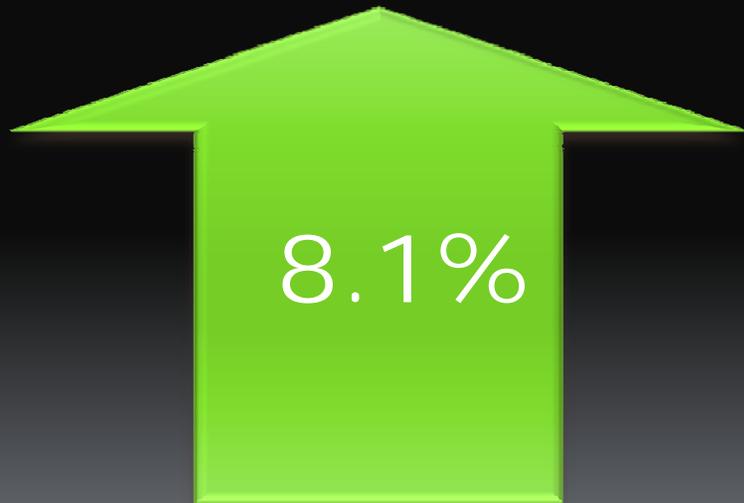
Ridership

February Year-to-Date



February Ridership

- 2.9 Million increase



Recommended Service Changes

#78 MONTROSE



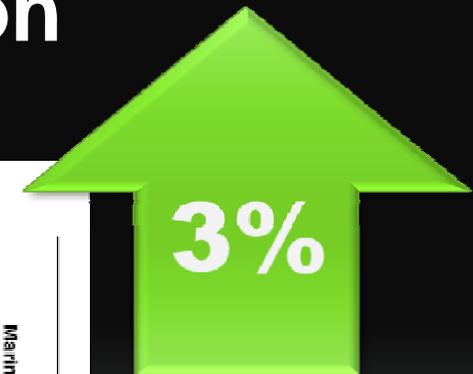
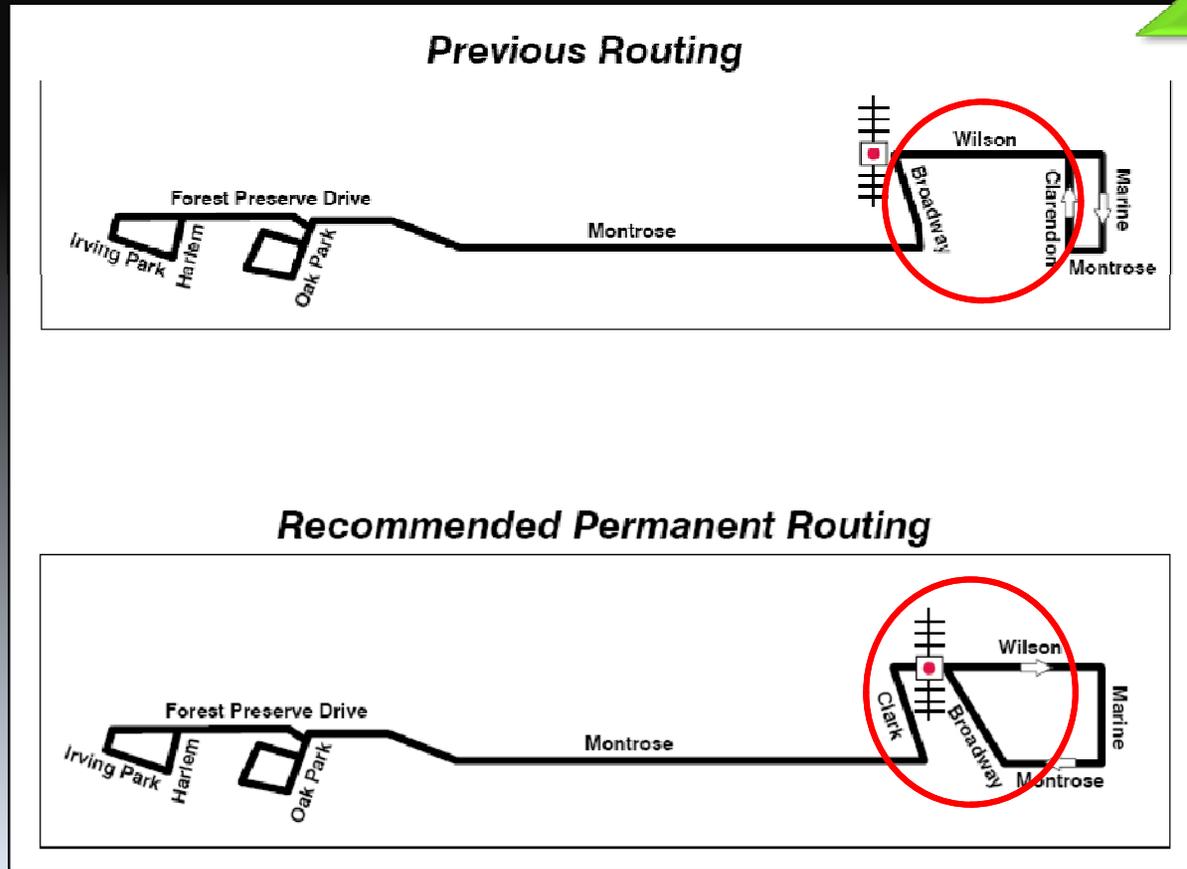
#78 Montrose Reroute

- Improves turning movements and provides better access to Truman College while maintaining the connection to the Wilson Red Line Station
- Also provides better connections to a major grocery store on Montrose and Broadway
- Recommend permanent adoption



#78 Montrose Reroute

- Clark instead of Broadway between Montrose and Wilson
- Broadway instead of Clarendon westbound only



Ridership
2005 - 2008



Recommended Service Changes

UNIVERSITY OF CHICAGO



U of C Subsidized Bus Services

- **Agreement with U of C since 2000**
- **Currently 6 routes serve:**
 - **University campus**
 - **University of Chicago Hospitals**
 - **Metra Stations (Union & Ogilvie)**
 - **Garfield Red and Green Line stations**
 - **Surrounding Hyde Park/Kenwood neighborhoods**
- **Required public hearing held**
- **University will continue to subsidize service**



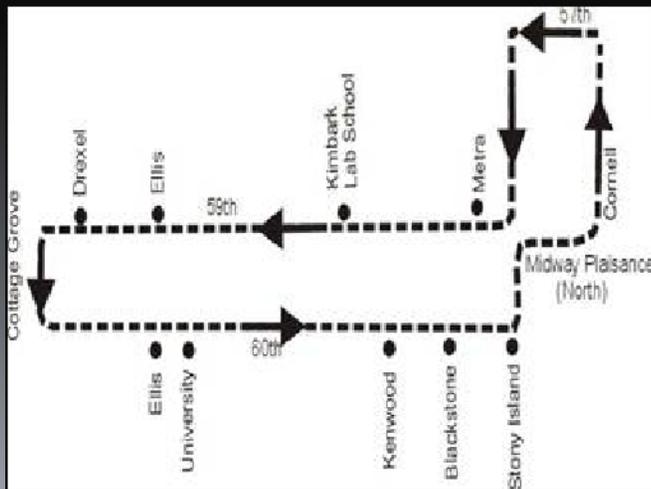
Recommendation

- **Make permanent six subsidized routes**
 - #170 U of C – Midway
 - #171 U of C – Hyde Park
 - #172 U of C – Kenwood
 - #173 U of C – Lakeview Express
 - #174 U of C – Garfield Stations
 - #192 U of C Hospitals Express

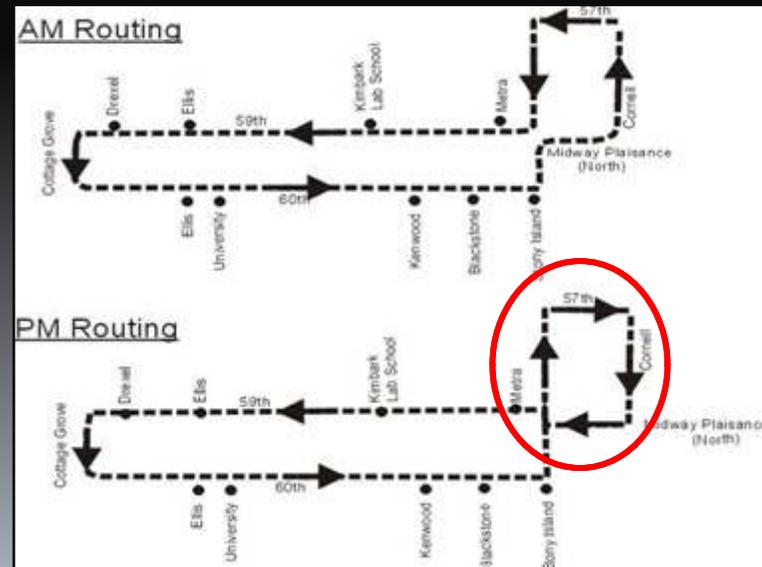


#170 U of C – Midway

- Route changed in 2006 to operate clockwise at the east end between the Midway Plaisance at Stony Island and 57th Street during the afternoon



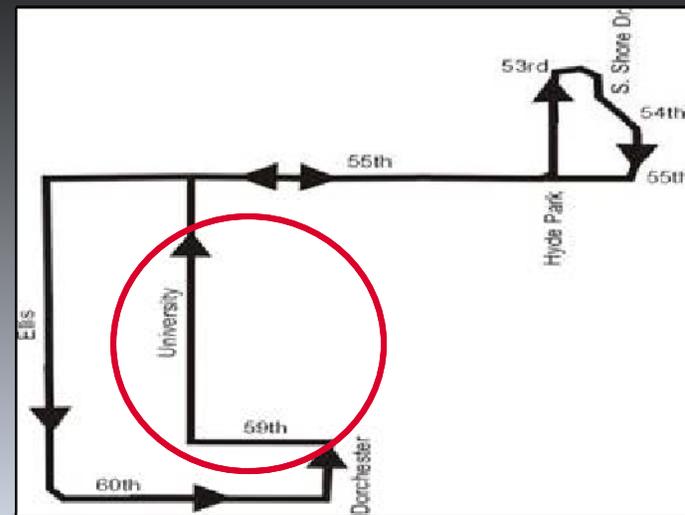
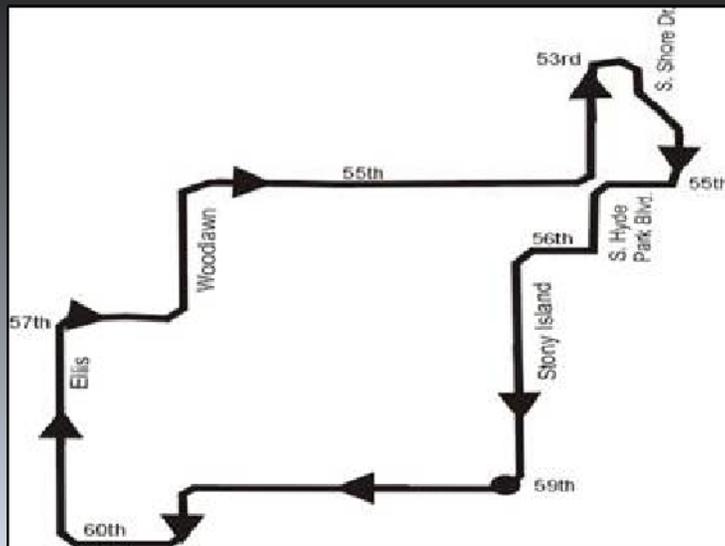
Before



After

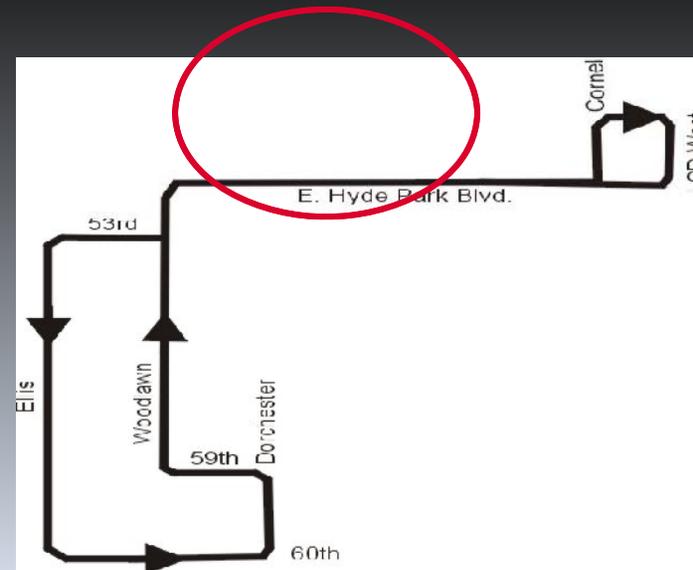
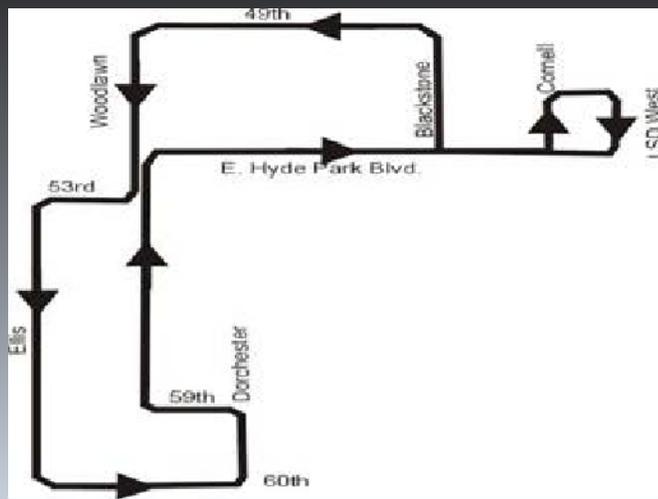
#171 U of C – Hyde Park

- Changed in 2006 to run west and east on 55th and north on University instead of operating on 56th and Stony Island to 59th
- Service every day from late August through mid-June and weekdays only during the summer



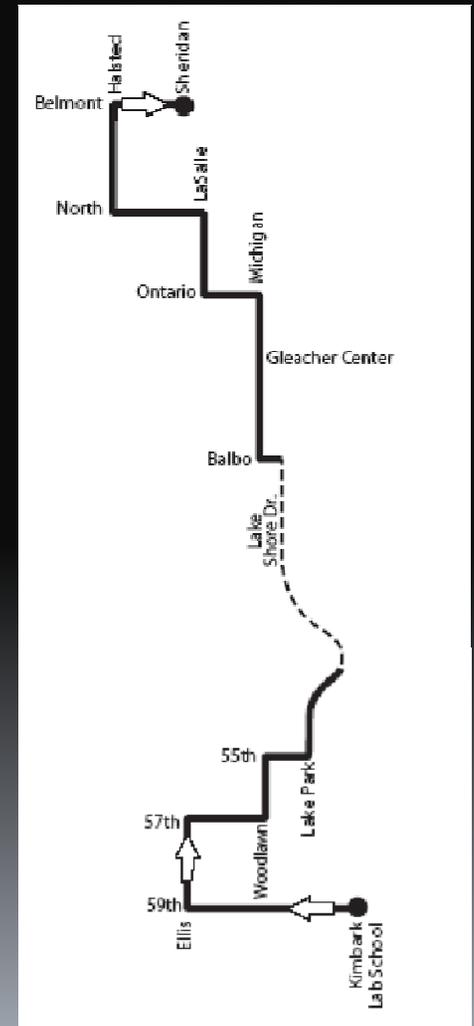
#172 U of C – Kenwood

- Changed in 2006 to eliminate operating on 49th Street between Blackstone and Woodlawn
- Operates every day from late August through mid-June and weekdays only during the summer



#173 U of C – Lake View Express

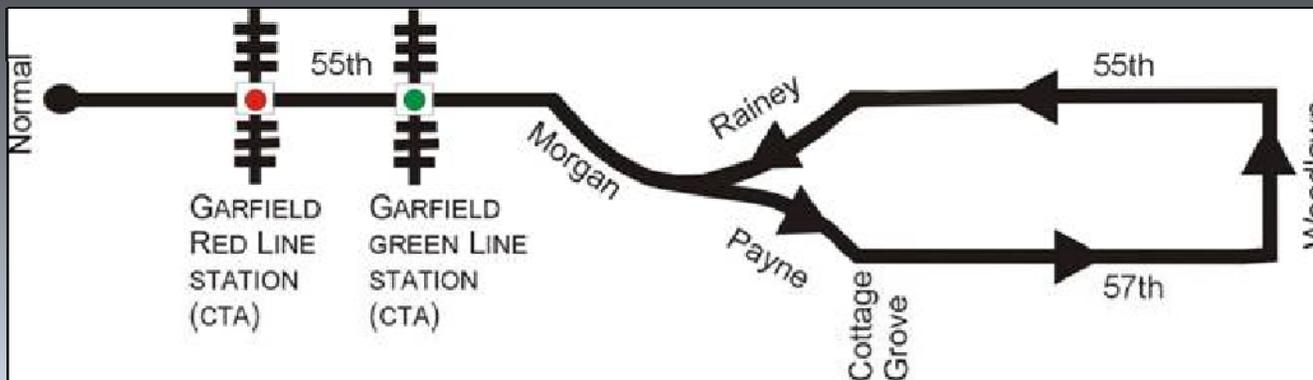
- Previously operated bi-directional every day in the evenings
- Current service operates northbound only during the weekday PM rush period



#174 U of C – Garfield Stations

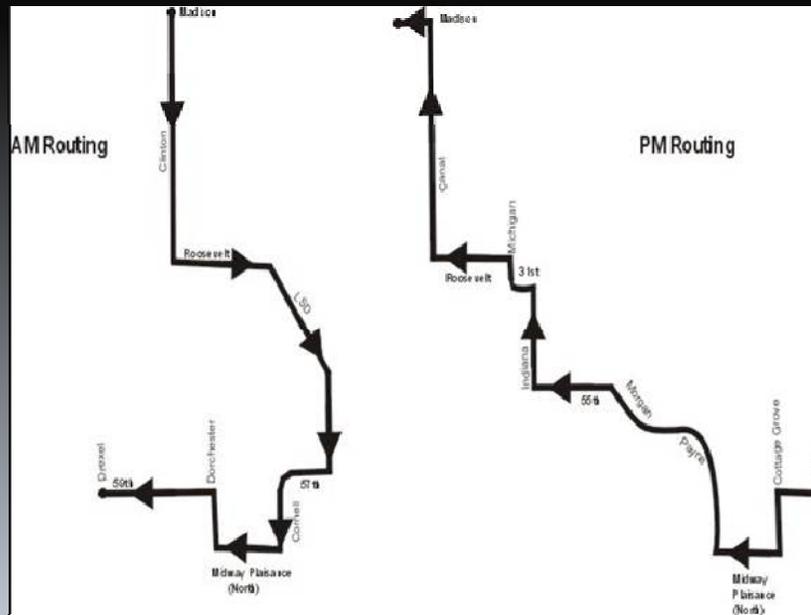
- New route created between the Garfield Red Line Station on 55th Street and Woodlawn/57th every day from late August through mid-June
- Operates during weekday rush periods and into the late evening on Fridays and Saturdays

New Route



#192 U of C Hospitals Express

- Operates between the Ogilvie Station at Clinton/Madison and the University of Chicago Hospitals at 59th/Drexel
- Runs weekday rush periods SB in the AM and NB in the PM



No route change



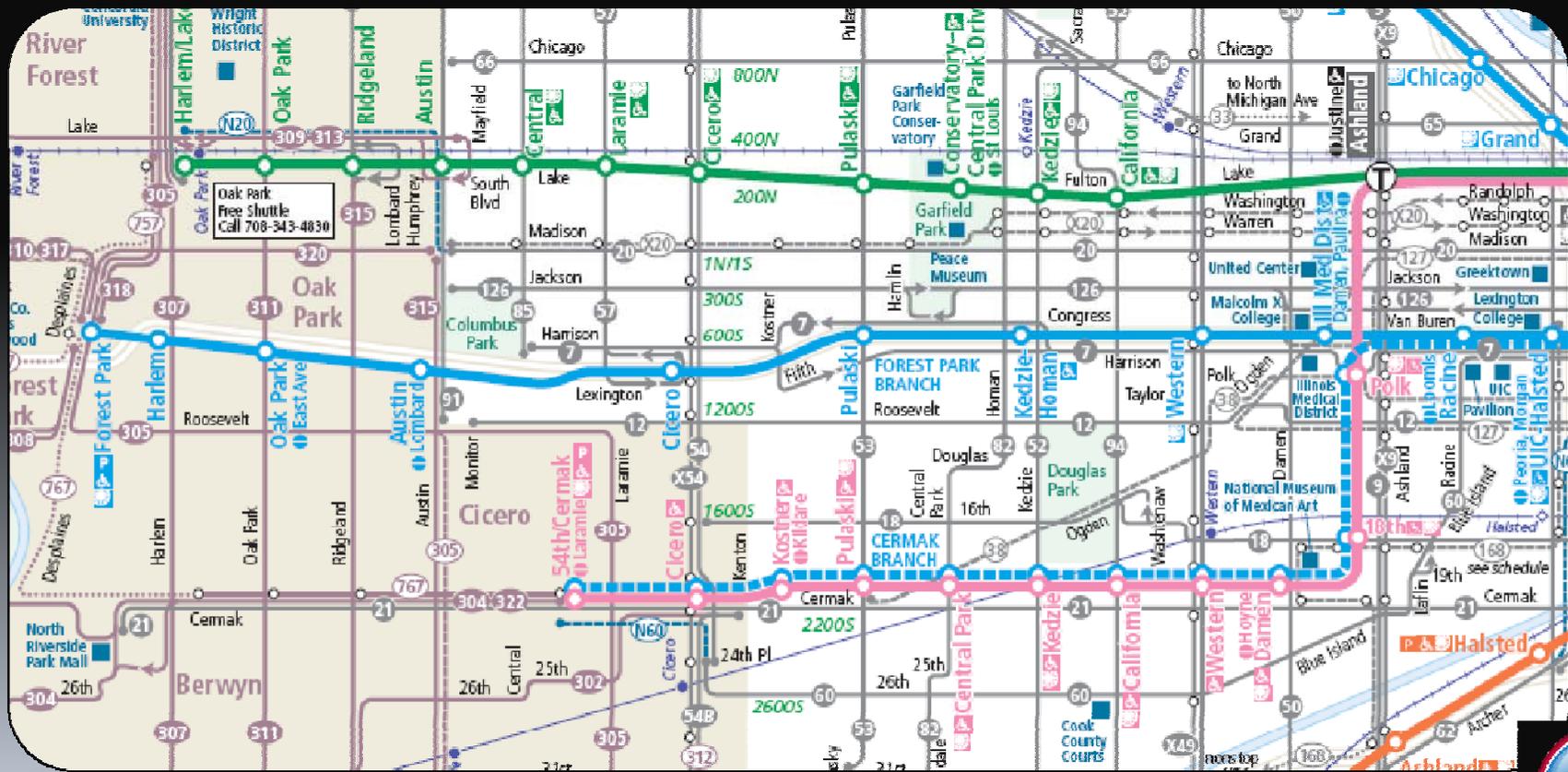
Recommended Service Changes

West Side/ West Suburban Service Plan



West Side/West Suburban Area

- **Boundaries: Chicago, Forest Park Station, 26th Street, Halsted**



Series of Experiments

- **Bus Experiment**

- Began June 18, 2006
- 14 bus routes

- **Rail Experiment**

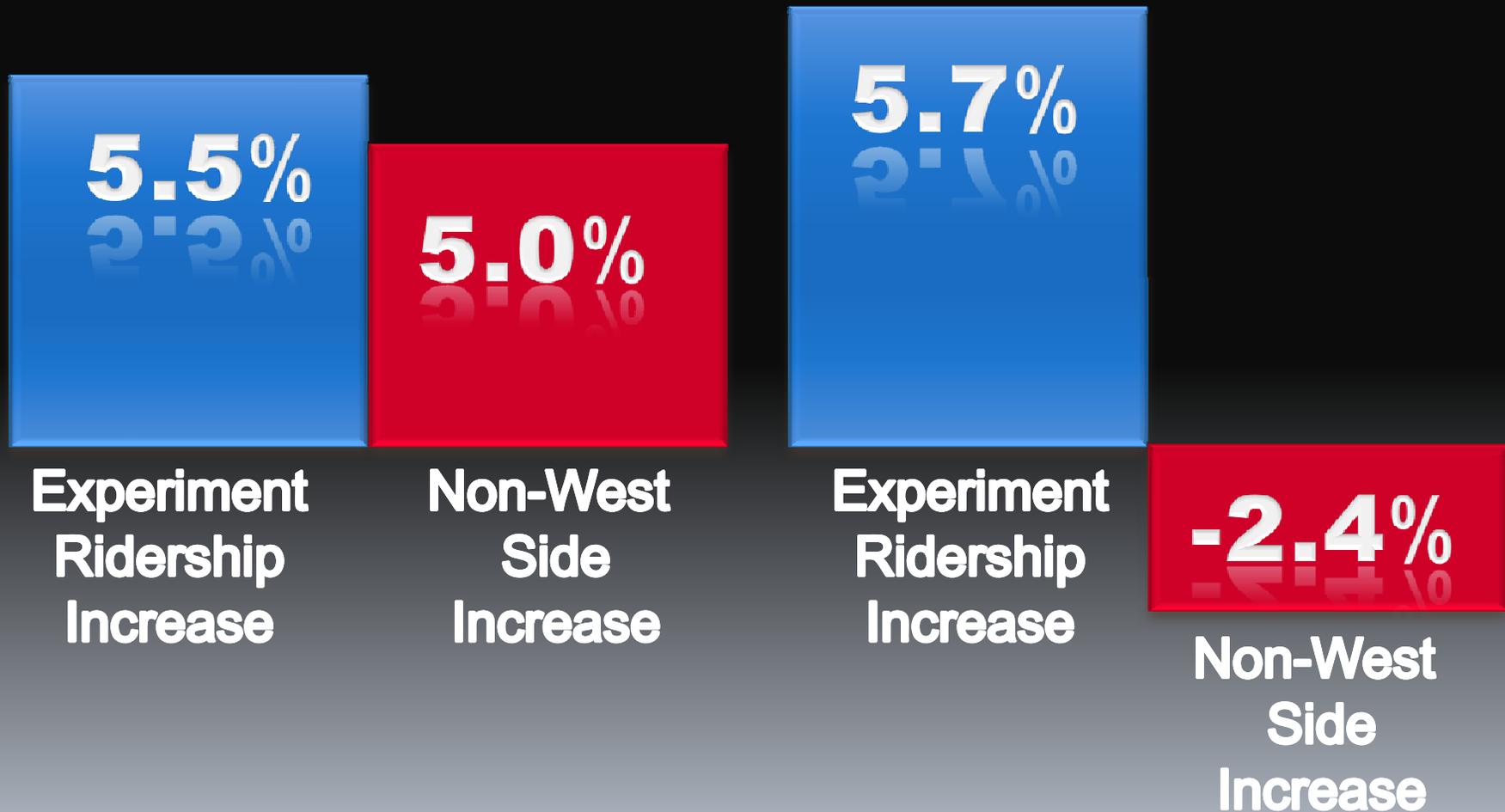
- Began June 25, 2006
 - Cermak and Forest Park Blue Line branches and Pink Line implementation
- Study extended by Board approval of several ordinances



Ridership Results

BUS*

RAIL



* #11 bus (92% increase) excluded since route had service added to supplement 3-track rail operations

Service Satisfaction Survey



Rail customers “very” or “somewhat” satisfied with service



Bus customers “very” or “somewhat” satisfied

Also stated improved convenience to final destination, travel time, and transferring/walking distance

5,797 On-Board Respondents

88% English-speaking

11% Spanish Speaking

1% Polish-speaking

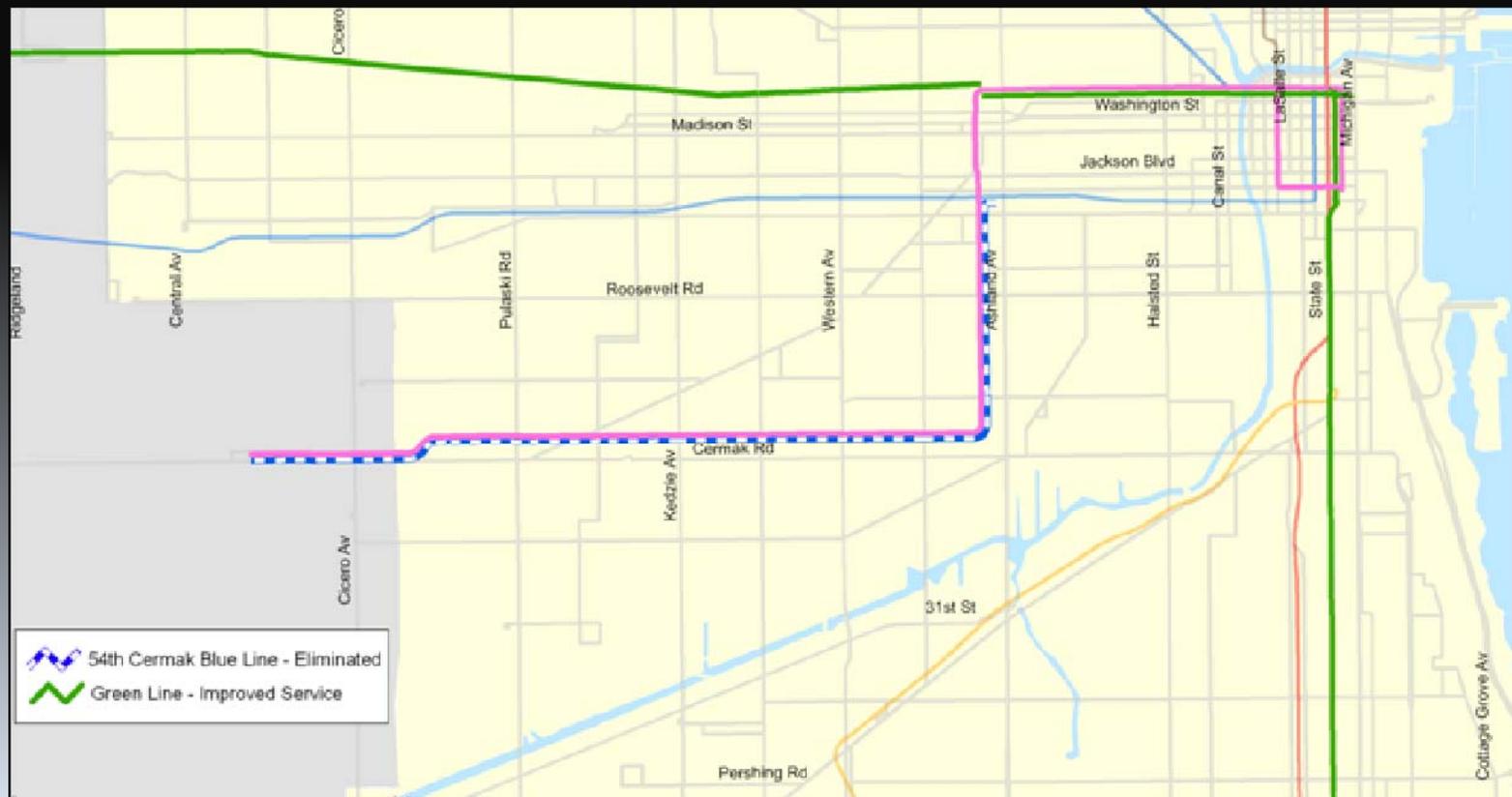
Recommended RAIL Changes

West Side/ West Suburban Service Plan



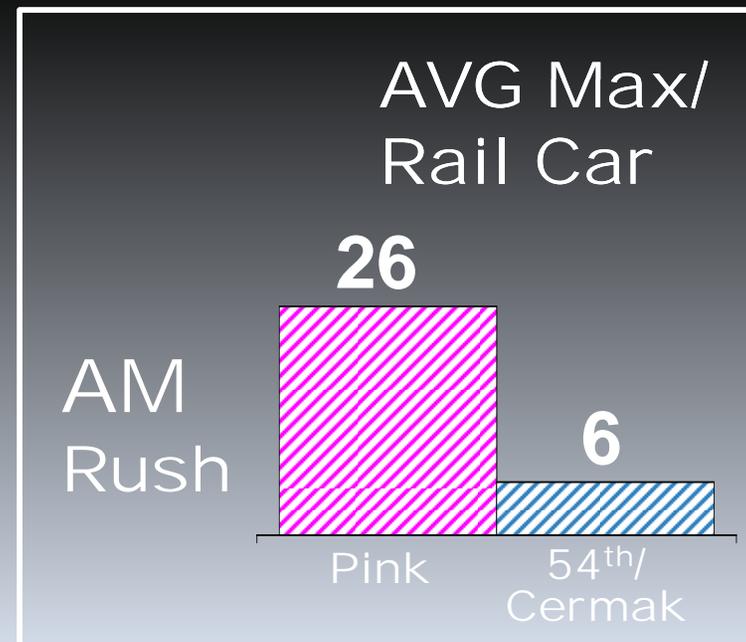
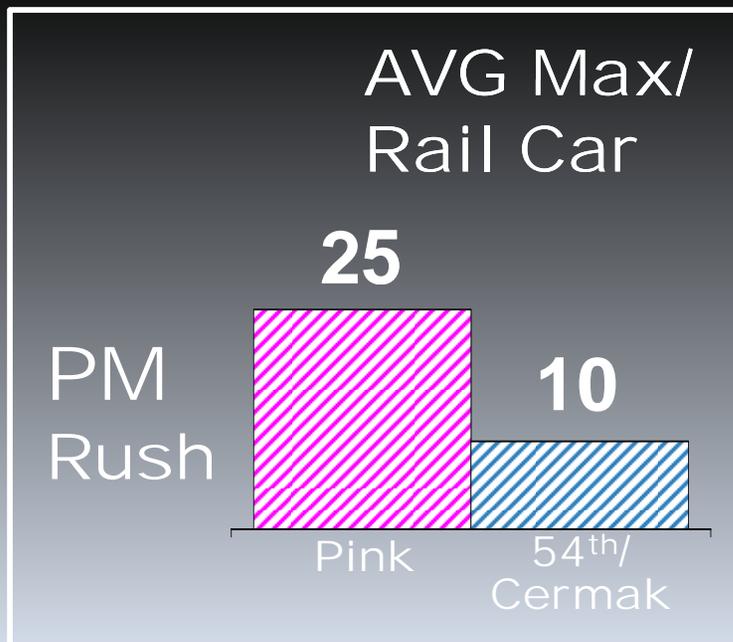
Proposed Rail Service Changes

- 1. Discontinue service for the 54th/Cermak Branch of the Blue Line**
- 2. Improve weekday AM and PM frequency on the Green Line**



Blue Line 54th/Cermak Branch

- **Lowest customer/rail car ratio anywhere in the system**
 - 1 O'Hare Branch rail car carries more passengers than an 8-car 54th/Cermak train
 - **Field observations: Customers consistently prefer Pink Line Service for peak travel**



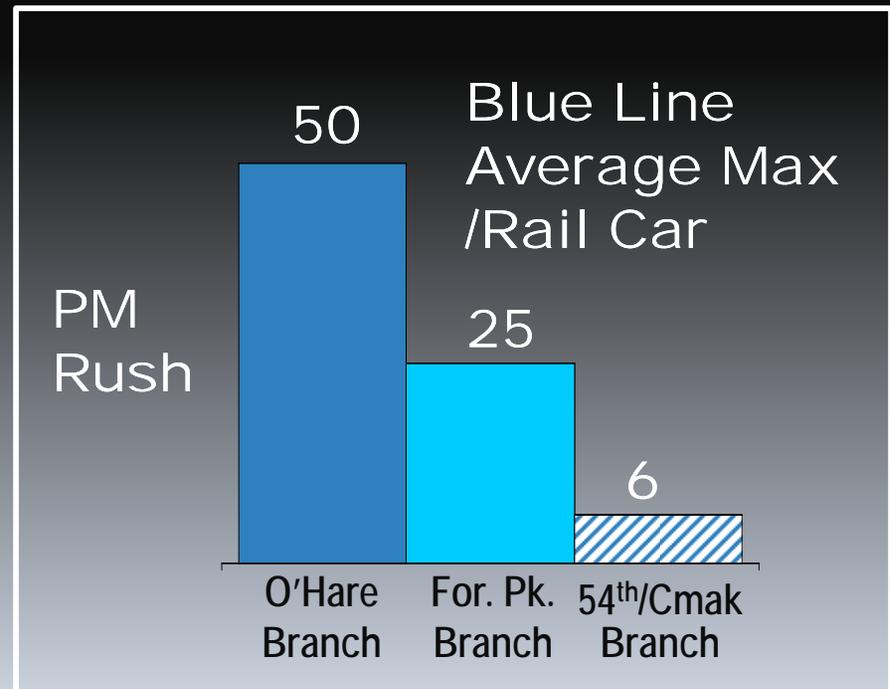
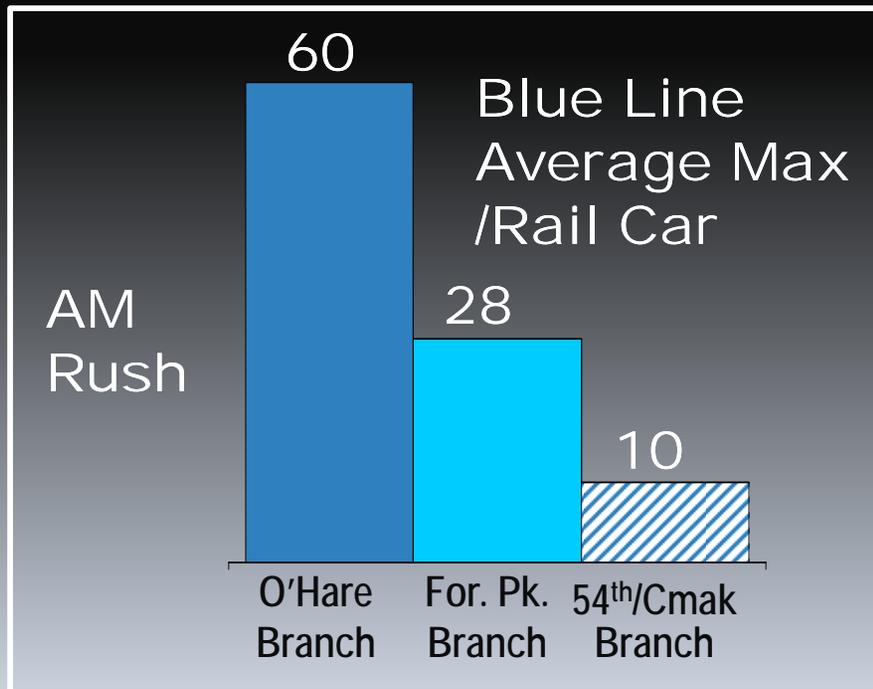
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- **Access to U of I and other west side locations currently served by 54th/Cermak Branch will have access via #7 Harrison and #38 Ogden/Taylor buses and Forest Park Blue Line Branch**



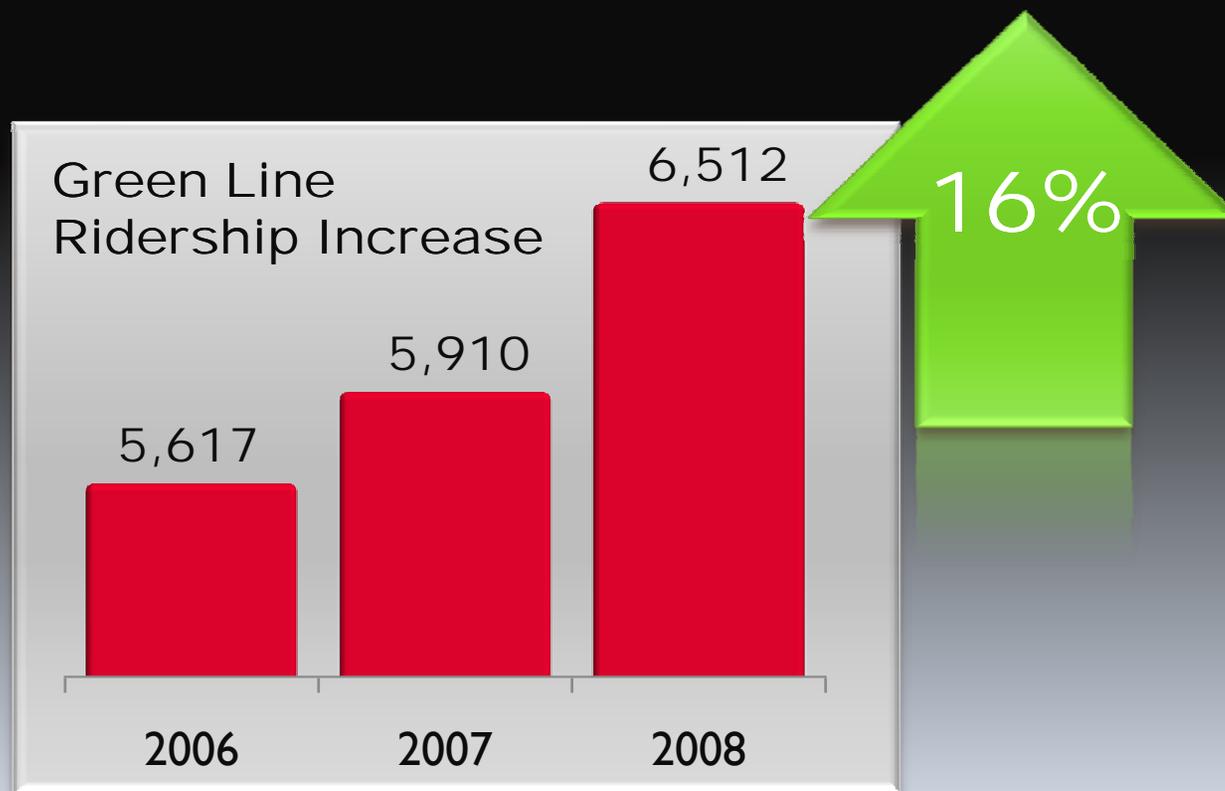
Improving Blue Line Service

- Increasing service on Blue Line to even out schedule

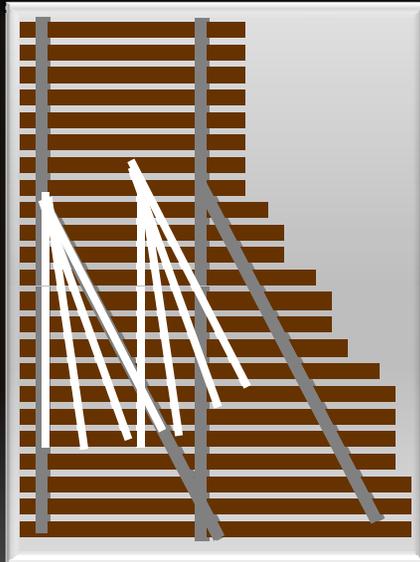


Green Line Enhancements

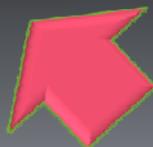
- **Reallocate a train to the AM and PM rush**
- **Improve Pink and Green Lines reliability by coordinating service at Paulina Junction**



Paulina Junction




Green
Line


Pink
Line



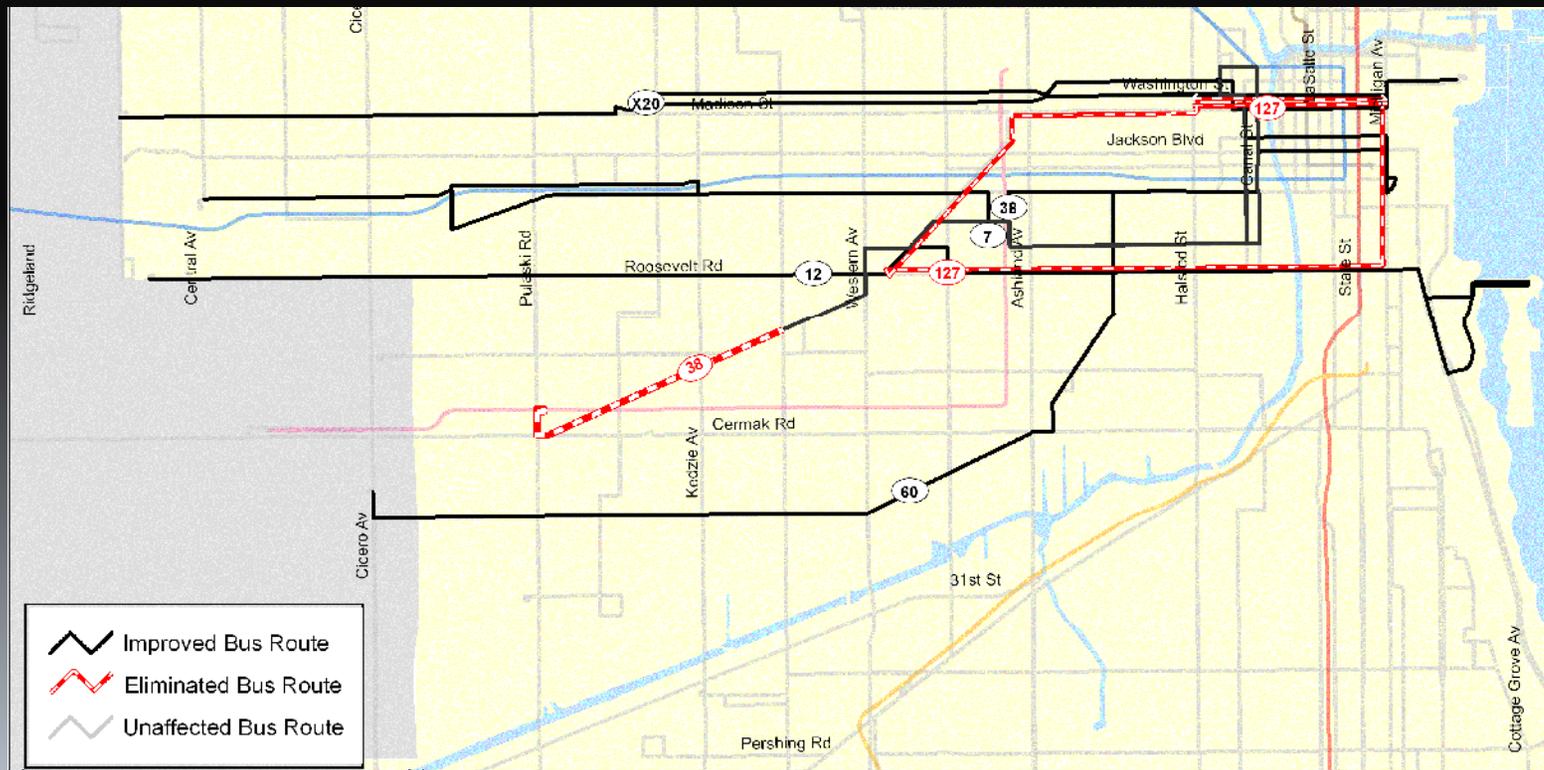
Recommended BUS Changes

West Side/ West Suburban Service Plan



Proposed Bus Service Changes

1. Enhance service to 5 bus routes
2. Discontinue #127 Madison/Roosevelt Circulator



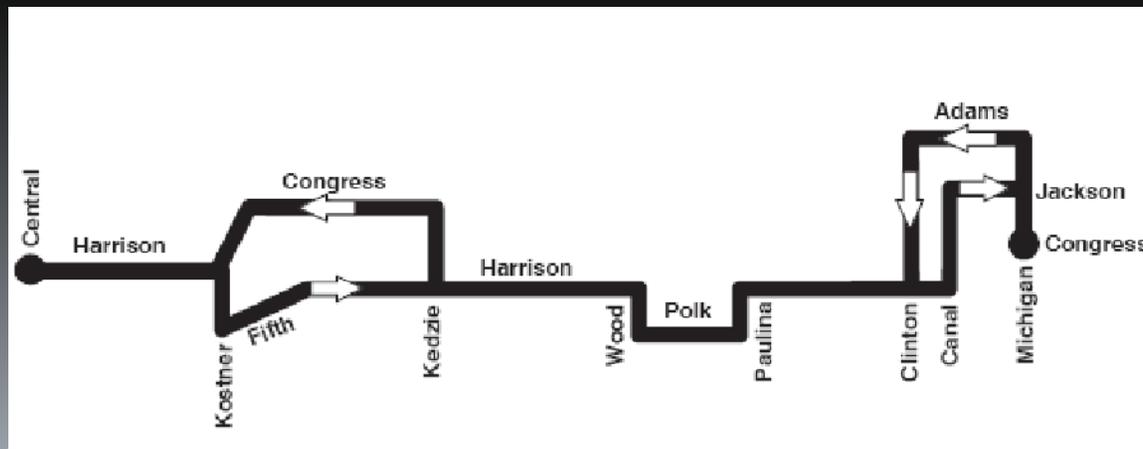
Proposed bus service changes

- **#7 Harrison** - Provide late evening service and improve AM rush and midday frequency
- **#12 Roosevelt** - Improve frequency daily and running time on weekdays
- **#X20 Washington/Madison Express** - Add all stops west of Central Park
- **#38 Ogden/Taylor** - Add midday service and terminate route at California/Ogden
- **#60 Blue Island/26th** - Adjust weekday running time
- **#127 Madison/Roosevelt Circulator** – Eliminate service



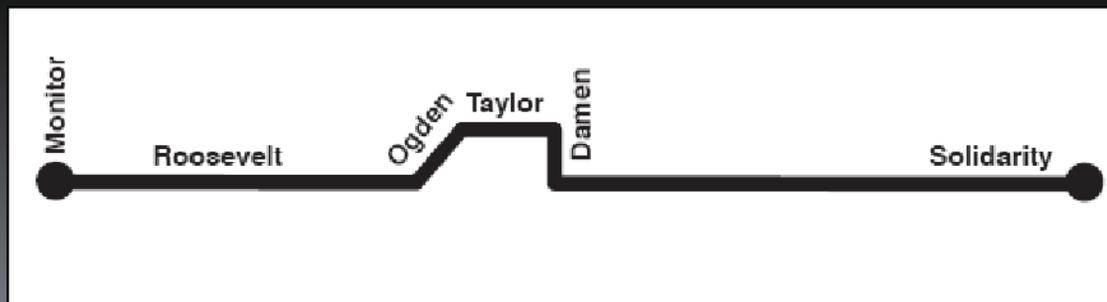
#7 Harrison

- **Extend late evening hours until 10:00 PM and improve AM rush and midday frequency**



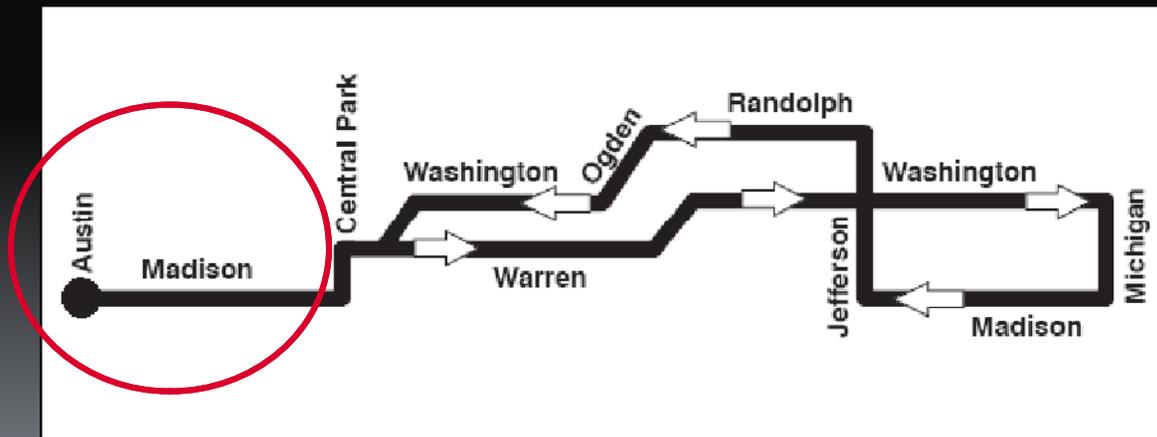
#12 Roosevelt

- Improve frequency on all days and increase weekday running time



X20 Washington/Madison Express

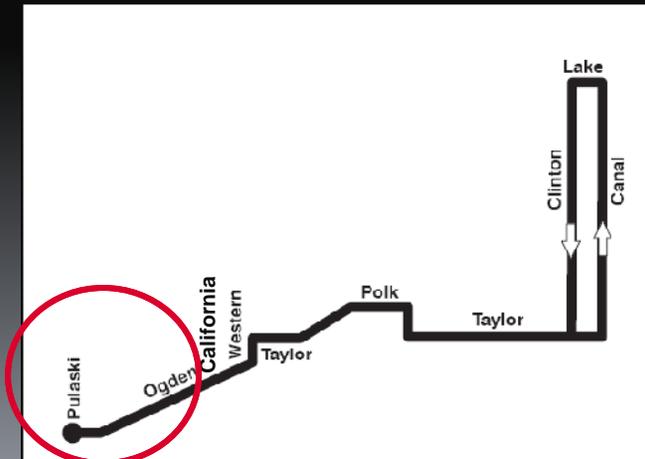
- Make all local stops west of Central Park



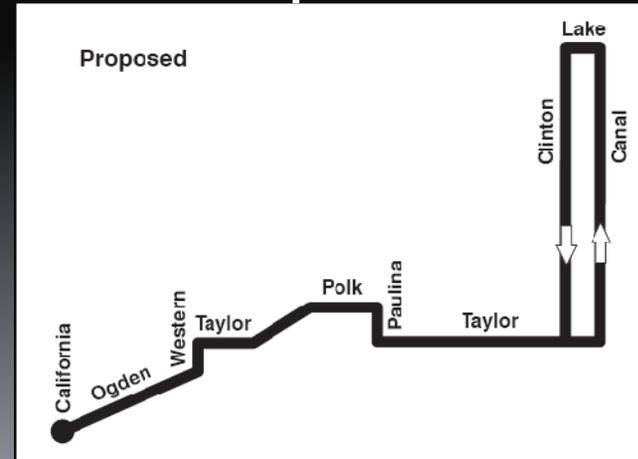
#38 Ogden/Taylor

- Eliminate portion west of California due to low ridership and add midday service
- Adding midday service

Current

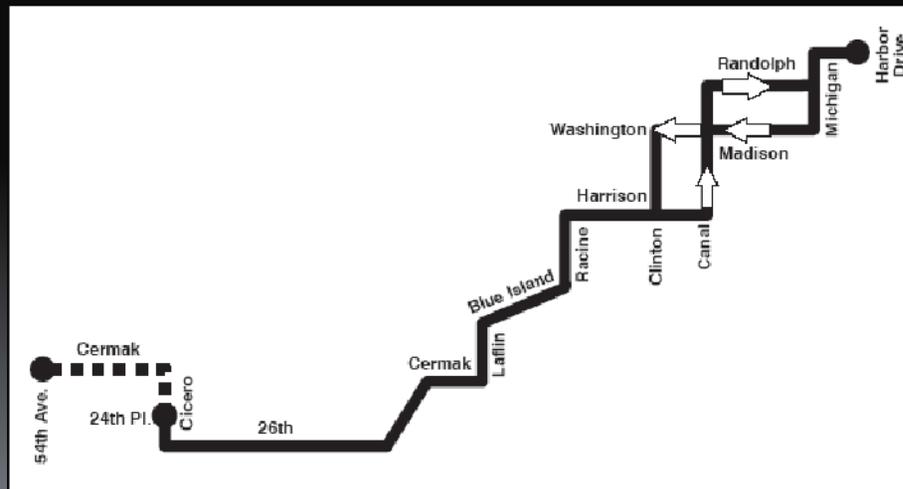


Proposed



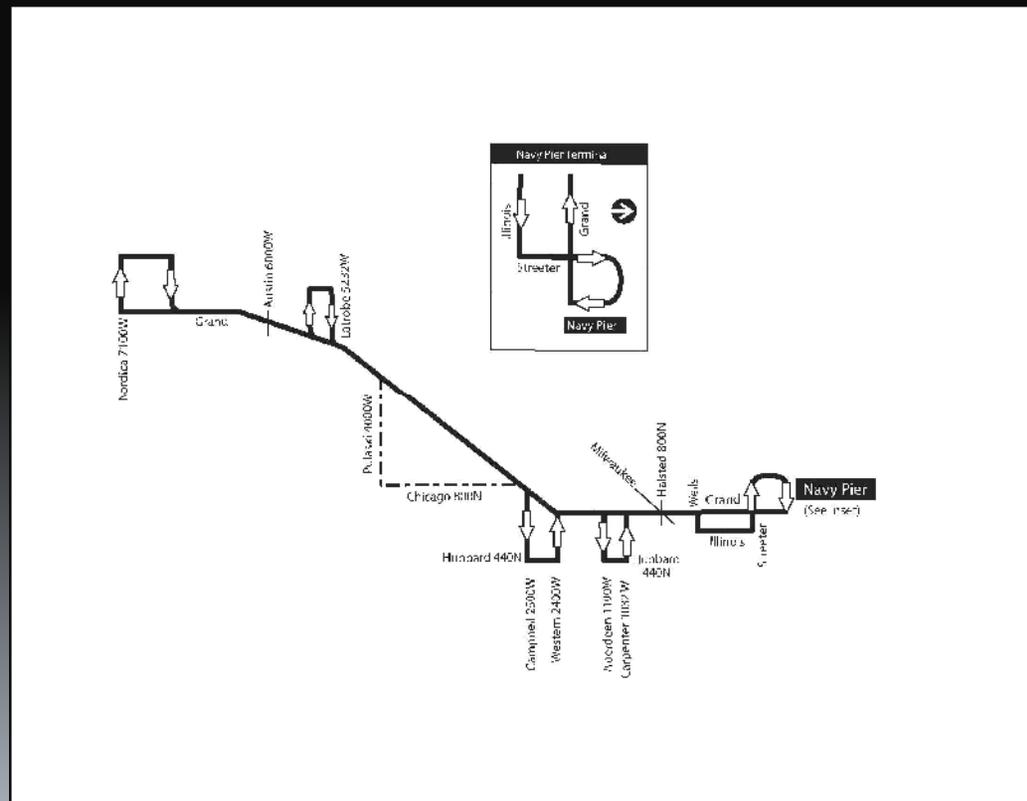
#60 Blue Island/26th

- Increase running time to provide more reliable service



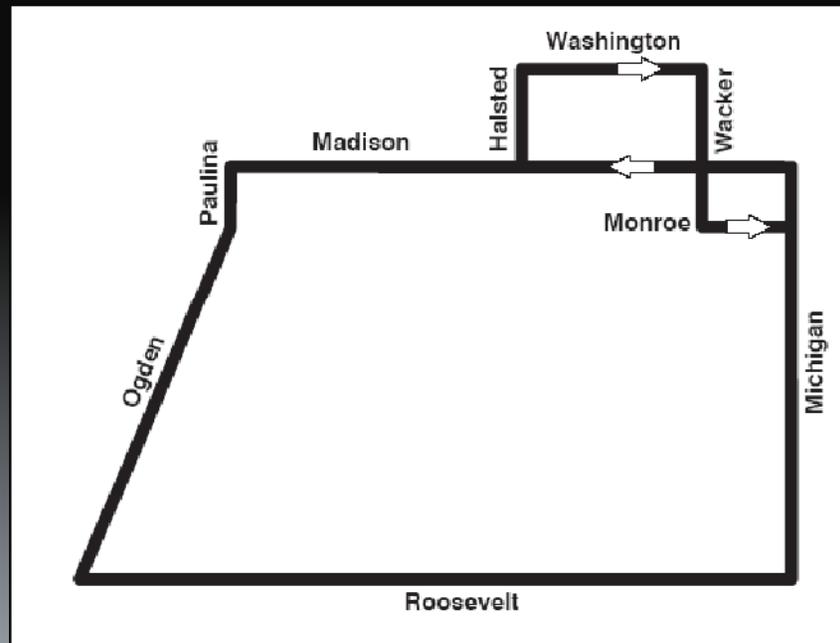
#65 Grand

- Hours of service extended and frequency increased (February Board)



#127 Madison/Roosevelt Circulator

- **Discontinue service and increase service on the #12 Roosevelt**



Next Steps

- **Evaluate Service Recommendations**
- **Obtain Feedback from Customers**
- **Conduct Public Hearing**
- **CTA Board Action**



Free Rides for Seniors

March 17, 2008



Seniors Ride Free Program

- Customers 65 or over are eligible starting March 17, 2008
- Must have RTA-issued Senior Reduced Fare Card
- 260,000+ current Senior Reduced Fare Card customers
- 3,500 new customers applying to RTA each week



SENIORS RIDE FREE PROGRAM

Who is eligible?

- Senior citizens aged 65 or over living in the RTA service region (Cook, DuPage, Kane, Lake, McHenry and Will counties) are eligible for free transit on fixed routes operated by the Chicago Transit Authority (CTA), Metra and Pace.
- To take advantage of the free transit, seniors must have the senior reduced fare card to get a free ride.

When do the free rides for seniors begin?

- The free rides will begin on March 17, 2008.

I'm a senior and already have a senior reduced fare card. What do I need to do?

- If you already have a senior reduced fare card, you are already registered. Your reduced fare card will work on March 17th to allow you to take transit for free.
- In the months ahead, the RTA will transition all holders of the current reduced fare card to a new smart card. The smart card will make it faster and easier for seniors when boarding. Current card holders will be notified when these new cards are available.

I'm a senior but I don't have a senior reduced fare card. What do I need to do?

- Simply sign up for the RTA's senior reduced fare program during business hours (weekdays, between 8:30 a.m. and 5 p.m.) at the RTA's Customer Service Center at 18-5 N. LaSalle in Chicago, or at any one of over 200 sites in the region.
- To find a registration site near you, go to www.rtaichicago.com/seniorsridefree or call 836-7800 from any local area code. Give your zip code to the operator and they will let you know which location is nearest to you.
- To complete your application when you go to a registration center, you are required to present: 1) a government-issued picture identification card that verifies your age and 2) a photo of yourself that is approximately passport size (1 1/2" square). Some registration centers may charge up to \$5 for taking your photo. The RTA's Customer Service Center does not charge for this service.
- You should receive your new senior reduced fare card in 3-4 weeks.

Once I have my senior reduced fare card, what will I need to do to get my free ride?

- To get your free ride on CTA or Pace, you must use your senior reduced fare card in the bus farebox or at the train station turnstile.
- Metra riders will be able to show their senior reduced fare card to on-board staff to receive their free ride.

www.rtaichicago.com/seniorsridefree or 836-7800 (from any local area code)

Seniors Ride Free Program

- **CTA offering cash and refund checks for the value on existing Reduced Fare Cards starting March 17th through July 1st at CTA Headquarters**
- **CTA has also partnered with Chicago's Regional Senior Centers to offer the refund check application process**



New Chief Information Officer

Jim Fowler



Jim Fowler, New CTA CIO

- **25+ years experience in Information Technology**
- **Majority of career in private sector**
 - **CIO for Navistar International Transportation Company**
 - **CIO for New York International Corporation**
 - **CIO NYC Transit for past 4 years**
- **Focus: Service reliability and customer communications**



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