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
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
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!
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.
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
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

Addl. Rtes.

Addl. Rtes.

Addl. Rtes.

Addl. Rtes.

Addl. Rtes.
THREE TRACK UPDATE
Trains share track 1 at Belmont/Fullerton (March 30, 2008)

3-Track complete (June 30, 2009)

Belmont back to 4 tracks (March, 2008)

Fullerton back to 4 tracks (January 25, 2008)

3-Track start (April 2, 2007)

3-TRACK TIME LINE
3-TRACK: NORTHBOUND

- Expand capacity and make stations accessible while maintaining rail service

FULLERTON STATION

BELMONT STATION
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.

Ridership: 3-Track AM Rush Vs. Comparable Week
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

Bus Ridership on Core Routes*:
Customer Flow per 30 Minutes

<table>
<thead>
<tr>
<th>Time</th>
<th>Customer Flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM – 7:29 AM</td>
<td>1,316</td>
</tr>
<tr>
<td>7:30 AM – 7:59 AM</td>
<td>2,068</td>
</tr>
<tr>
<td>8:00 AM – 8:29 AM</td>
<td>2,909</td>
</tr>
<tr>
<td>8:30 AM – 8:59 AM</td>
<td>2,547</td>
</tr>
</tbody>
</table>

*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
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  - #147 Outer Drive X
  - #148 Clarendon/Michigan X
  - #156 LaSalle

Loop Added Coverage
3-TRACK UPDATE

Leave Early.

Leave Late.

Alternate.