

# Connecting with our Customers



# Making CTA Easier to Use

Providing customers with the information they need when they need it



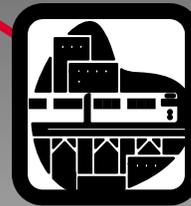
# Be There When They Need Us



At work, home or on the way



At train station  
or bus stop



On train  
or bus



During  
Emergencies

# At Work, Home, or On The Way

- **Planned Service Alerts**
- **Enhanced Website**



# Planned Service Alerts

- Week and weekend service change information available by e-mail

[www.transitchicago.com](http://www.transitchicago.com)



**Know Before You Go!**  
Stay connected with weekly information from CTA. Subscribe and receive the following messages from CTA via e-mail:

- Planned weekday service changes
- Planned weekend service changes
- Press releases

cta

Sign up today at [transitchicago.com](http://transitchicago.com). 1-888-YOUR-CTA 1-888-CTA-TTY1



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# Current CTA Website

The screenshot shows the Chicago Transit Authority (CTA) website homepage. At the top left is the CTA logo and the text "chicago transit authority" and "transitchicago.com". To the right are links for "Accessible CTA" and "Sitemap". A navigation menu includes "Home", "About CTA", "Business", "CTA Store", "News", "Travel", and "Initiatives". The main content area features a large article titled "CTA launches Communications Improvements" with a list of links to various news items, including "Safety and Evacuation video" and "2009 Budget Recommendations". Below this are promotional banners for "Be a Mystery Shopper", "Countdown to a new BROWN", and "Sign Up for CTA e-Alerts". A "Chicago Card/Chicago Card Plus" section is also visible. On the right side, there are utility links for "Email Alerts", "Customer Alerts", "Bus Tracker", "System Maps", "Bus Schedules", and "Train Schedules". A "Google Trip Planner" widget is integrated into the layout, with fields for "Start" and "End" locations and a "Get Directions" button. The footer contains copyright information and a list of links: "About CTA", "Business", "News", "Travel", "Terms of Use/Legal", "Privacy", "Contact Us", and "Sitemap".

- 130,000 visitors a week
- 25% visit again in a week
- Trip planning and schedules searched most
- Career site also popular

## Current Website Problems

- × Cluttered
- × Not intuitive
- × Difficult to navigate
- × Inconsistent page design

× inconsistent page design  
× difficult to navigate

# Taking Inspiration



Apple



Microsoft



Obama Campaign



Transport for London

# New CTA Website

**chicago transit authority**Accessibility | Mobile | Help | Contact | Site Map

[Travel Information](#) [Riding CTA](#) [News & Initiatives](#) [Buy Fares & Gifts](#) [About CTA](#) [Doing Business](#)

[E-mail](#) [Print](#) [ADD THIS](#)



## Blue Line Improvements

O'Hare to the Loop just got faster.



### Slow Zone Elimination

We're putting the "rapid" back in Rapid Transit.



### cta Brown Line Capacity Expansion Project

Count down to a new Brown.



### Fare Changes

New fares go into effect January 1, 2009. [Learn more.](#)



### Google Trip Planner

Start (e.g. O'Hare)  
End (e.g. 1 N State St, Chicago, IL)  
 Leave Now  
 Depart at  Arrive by  
mm/dd/yy hh:mm  
[Get Directions](#)  
For regional trip plans, use RTA TripsWeb



### System Status

Rail:

Red Line	Normal Service
Blue Line	Minor Delays
Brown Line	Planned Work
Green Line	Normal Service
Orange Line	Normal Service
Purple Line	Normal Service
Pink Line	Normal Service
Yellow Line	Normal Service

Bus:  
[\(16\) Service Alert Test](#)

More:  
[See all Alerts](#) [Elevators/Escalators](#)



### how-to guides

New to transit? Become an authority on riding cta!



### Holiday Train

Ho ho ho: Santa's on his way. Get into the spirit with CTA!

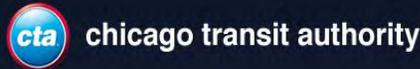
[Bike & Ride](#) [Careers](#) [Countdown to a New Brown](#) [Environment](#)  
[Facts about CTA](#) [FAQ's](#) [Mobile Tools](#) [Moving Beyond Congestion](#)  
[Mystery Shopper](#) [New Rider Guide](#) [Performance Metrics](#) [Slow Zone Elimination](#)

©2008 Chicago Transit Authority | [Terms of Use](#) | [Privacy Policy](#) | [Site Map](#) | [Languages](#) | [Contact Us](#) | [RSS Feeds](#)

Phone: 1-888-YOUR-CTA | TTY: 1-888-CTA-TTY1 | Email: [ctahelp@transitchicago.com](mailto:ctahelp@transitchicago.com)

# Website Key Features

Banner Area



Accessibility | Mobile | Help | Contact | Site Map

search

Accessible Quick Nav.

Travel Information | Riding CTA | News & Initiatives | Buy Fares & Gifts | About CTA | Doing Business

E-mail | Print | ADD THIS

Rotating News

**Blue Line Improvements**  
O'Hare to the Loop just got faster.

Search

Quick Links To Common Tasks

**Quick Links**

- Schedules
- Maps
- Alerts
- Bus Tracker
- Chicago Card
- Fare Info

Helpful Tools And Related Content Clips

**Google Trip Planner**

Start (e.g. O'Hare)  
End (e.g. 1 N State St, Chicago, IL)

Leave Now  
 Depart at  Arrive by

mm/dd/yy hh:mm

**Get Directions**

For local trip plans, use RTA TripsWeb

Key Info Links

- Clear Slow zone**  
Slow Zone Elimination  
We're putting the "rapid" back in Rapid Transit.
- cta Brown Line**  
Capacity Expansion Project  
Count down to a new Brown.
- Fare Changes**  
New fares go into effect January 1, 2009. Learn more.

Footer Quick Links

- how-to guides**  
New to transit? Become an authority on riding cta!
- Holiday Train**  
Ho ho ho: Santa's on his way. Get into the spirit with CTA!

Contact Information

- > [Bike & Ride](#)
- > [Careers](#)
- > [Countdown to a New Brown](#)
- > [Environment](#)
- > [Facts about CTA](#)
- > [FAQ's](#)
- > [Mobile Tools](#)
- > [Moving Beyond Congestion](#)
- > [Mystery Shopper](#)
- > [New Rider Guide](#)
- > [Performance Metrics](#)
- > [Slow Zone Elimination](#)

**System Status**

Rail:

Red Line	Normal Service
Blue Line	Minor Delays
Brown Line	Planned Work
Green Line	Normal Service
Orange Line	Normal Service
Purple Line	Normal Service
Pink Line	Normal Service
Yellow Line	Normal Service

Bus:  
(#18) Service Alert Test

More:  
[See all Alerts](#) | [Elevators/Escalators](#)

Multilingual

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Phone: 1-888-YOUR-CTA | TTY: 1-888-CTA-TTY1 | Email: [ctahelp@transitchicago.com](mailto:ctahelp@transitchicago.com)



# Renovated and Improved Content



chicago transit authority

Accessibility | Mobile | Help | Contact | Site Map

- Travel Information
- Riding CTA
- News & Initiatives
- Buy Fares & Gifts
- About CTA
- Doing Business

CTA Home : [Travel Information](#) : [Maps](#)

E-mail Print



### Quick Links

- Schedules
- Maps
- Alerts
- Bus Tracker
- Chicago Card
- Fare Info

## Maps

### CTA System Map

#### Bus and Rail

The CTA System Map shows both CTA Bus and Rail lines, as well as connecting services provided by other transit agencies in Chicago and surrounding communities.

Online version (coming soon)

[CTA System Map Brochure](#) (PDF)

[Text Version: CTA System Map brochure](#) (TXT)



### RTA Regional System Map

#### CTA, Metra, and Pace

The Regional Transportation Authority map shows city and suburban transit provided by CTA, Metra, and Pace.

[RTA System Map Brochure](#) (PDF)



### Rail System ("L") Map

#### Rail only

The CTA Rail System (The "L") map shows rail routes only.

[Downloadable PDF version](#) (PDF)

[Online version](#) (PNG image)

[Lighter version](#) (conserve ink/toner when printing)



### Google Trip Planner

Start (e.g. O'Hare)

End (e.g. 1 N State St, Chicago, IL)

Leave Now

Depart at or  Arrive by

mm/dd/yy hh:mm

Get Directions

[For regional trip plans, use RTA TripeWeb](#)

### System Status

Rail:

Red Line	Normal Service
Purple Line	Normal Service
Yellow Line	Normal Service
Blue Line	Normal Service
Pink Line	Normal Service
Green Line	Normal Service
Brown Line	Normal Service
Orange Line	Normal Service

Bus:



# Easy To Understand System Guide



## Quick Links



## Blue Line ("L")

The Blue Line operates 24-hour service between Chicago-O'Hare International Airport and the Forest Park terminal, via downtown Chicago.

**Hours of operation:** Service operates at all times (24 hours, every day).

## Route Map

This map represents order of stations along route, not geography.

  <b>O'Hare</b>  Chicago-O'Hare International Airport (ORD)	 O'Hare Airport Transit System (ATS) via Terminal 2 station	 PDF <a href="#">Schedule</a>
  <b>Rosemont</b>	 Pace Buses #221, #223, #230, #284, #325, #335, #332, #516, #537	 PDF <a href="#">Schedule</a>
  <b>Cumberland</b>	 CTA Buses #69, #81W Pace Buses #240, #241, #290, #331	 PDF <a href="#">Schedule</a>
  <b>Harlem</b>	 CTA Buses #64, #88, #90, #90N Pace Buses #206, #423	 PDF <a href="#">Schedule</a>
 <b>Jefferson Park</b>	 CTA Buses #X54, #56, #56A, #68, #81, #81W, #85A, #92 Pace Buses #225, #226, #270  Metra UP-NW	 PDF <a href="#">Schedule</a>

## Google Trip Planner

Start (e.g. O'Hare)

End (e.g. 1 N State St, Chicago, IL)

Leave Now

Depart at  Arrive by

mm/dd/yy

hh:mm

[Get Directions](#) 

[For regional trip plans, use RTA TripsWeb](#)

## System Status

Rail:

<b>Red Line</b>	Normal Service
<b>Purple Line</b>	Normal Service
<b>Yellow Line</b>	Normal Service
<b>Blue Line</b>	Normal Service

# Timely Service Information

Visitor Information

"L" System Guide

Transit Tips



## Armitage

2000N/1000W

Brown Line

Purple Line

### General Information

PDF Timetable

**Address:** 944 W Armitage, Chicago

**Type:** Elevated Station

**Hours of Service:** Approx. 4a - 10p weekdays, 11a - 7:30p Saturday, 8a - 4:30p Sunday

**Bike Parking:** Indoor and Outdoor

**Number of bike spaces:** 12

### Connections

#73

### Service Alerts

Armitage

Saturday, September 20, 2008 - 9 PM to 4 PM

[Boarding changes at Armitage](#)

Armitage

Sunday, September 21, 2008 - 9 PM to 4 PM

[Boarding changes at Armitage](#)

Brown Line

Friday, September 19, 2008 - 9 PM to Monday, September 22, 2008 - 3 AM

Red Line

[Weekend Loop elevated reroutes](#)

### Area Map



Alerts



Fares



Chicago Card

### System Status

Rail:

Red Line	Normal service
Blue Line	Severe delays/disrupt.
Brown Line	Planned, Minor Delays
Green Line	Normal service
Orange Line	Minor delays
Purple Line	Normal service
Yellow Line	Major delays
Pink Line	Normal service

Bus:

System-wide alert: Flooding having a major impact on bus services across the region.

More:

[See all Alerts](#)

[Elevators/Escalators](#)

### Related FAQ's

[Lorem ipsum dolor sit amet?](#)

[Aenean semper, urna in bibendum semper?](#)

[Curabitur lorem tortor, cursus in, ornare ut, rhoncus vel, elit?](#)

[Lorem ipsum dolor sit amet, consectetur adipiscing elit?](#)

[Aenean semper, urna in bibendum semper?](#)

[View all FAQ's](#)



# Rapid Response



chicago transit authority

Accessibility | Mobile | Help | Contact | Site Map

search



Travel Information

Riding CTA

News & Initiatives

Buy Fares & Gifts

About CTA

Doing Business

**Travel Alert:** Yellow Line service temporarily disrupted. [Full details...](#)

E-mail Print

ADD THIS



## Urgent Service Information

An emergency situation is presently affecting travel.

Important information is available about this event and the impact on travel through the area.

[Click here for full details...](#)

### Rider Tools



Bus Tracker



Maps



Schedules



Alerts



Fares



Chicago Card

### Google Trip Planner

Start (e.g. O'Hare)

End (e.g. 1 N State St, Chicago, IL)

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Depart at or  Arrive by

mm/dd/yy

hh:mm

Get Directions

For regional trip plans, use [RTA TripsWeb](#)



### Slow Zone Elimination

We're putting the "rapid" back in Rapid Transit.



### Brown Line Renovation

New stations, increased capacity. Countdown to a new Brown.



### RiderTools Lab

Test what's next in tools to get you there.

### System Status

# At The Train Station Or Bus Stop

- **Digital network**
- **New mobile signage**
- **New customer alerts**



# Real-time Digital Display

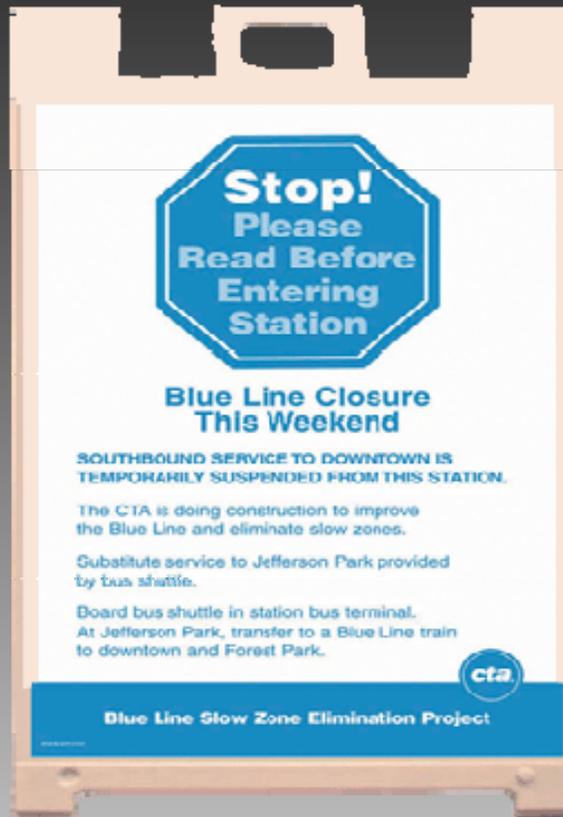
On platforms and above fare area

- Provides next train arrival information
- Immediately reprogrammed during emergencies



# Mobile Signage

- Using mobile signage
  - Clear information for customers before they enter our stations



# Customer Alerts

- Week and weekend service change information at all stations
- Format matches email alerts



## Weekend Service Changes May 22 - May 23

### **BLUE LINE**

- 9 PM, Fri., June 13 to 3 AM, Mon., June 16  
**No trains between Jefferson Park and Harlem stations**

Shuttle buses replace trains between Jefferson Park and Harlem.

- 11 PM, Fri., June 13 until 7 AM, Sat., June 14  
**Boarding change at Division, Chicago and Grand stations**

Board Forest Park-bound trains on the O'Hare-bound side of the platform at these stations.

- 9 PM, Sat., June 14 to 5 AM, Sun., June 15  
**Boarding change at Division, Chicago and Grand stations**

Board O'Hare-bound trains on the Forest Park-bound side of the platform at these stations.

- 8 PM Sun., June 15 to 4 AM, Mon. June 16  
**Boarding change at Clark/Lake, Washington, Monroe, and Jackson stations**

Board Forest Park-bound trains on the O'Hare-bound side of the platform at these stations.

### **BROWN LINE**

- 4 AM, Sat., June 14 to 8 PM, Sun., June 15  
**Boarding change at Addison and Southport stations**

Board Loop-bound trains on the Kimball-bound platform at these stations.

- 4 AM, Sat., June 14 until 4 AM, Mon., June 16  
**Main entrance closure at Montrose station**

Use the auxiliary entrance across the street to board and exit trains.

### **GREEN LINE**

- Sun., June 15 until Thurs., June 19,  
10 PM to 4 AM, nightly

**Boarding change at Central and Laramie stations**

Board Harlem-bound trains on the Ashland/63rd-East 63rd-bound platform at these stations.

### **RED LINE**

- 9 PM Fri., June 13 to 3 AM, Mon., June 16  
**Trains run on the elevated lines between Fullerton and Cermak-Chinatown**

Trains will make all elevated stops from Roosevelt to Fullerton in both directions, operating on Lake and Wabash downtown. Shuttle buses will make connections select subway and elevated stations.

### **YELLOW LINE**

- 11 PM Fri., June 13 to 4 AM, Mon., June 16  
**No trains between Howard and Skokie stations**

Use #97 Skokie bus between Howard and Skokie.

[transitchicago.com](http://transitchicago.com)

Customer Information: 1-888-YOUR-CTA (1-888-968-7282) CTA TTY: 1-888-CTA-TTY1 (1-888-282-8891)  
Transit Information: 836-7000 from any local area code RTA TTY: 312-836-4949

Remove May 23, 2008



# While On the Bus and Train

- **New rail cars with advanced communications technologies**
- **New standard operating procedure for announcements**
- **Operator announcement palm cards**



# New 5000 Series Rail Car

## Video Monitoring

Allows train operator and Control Center to view into train cars

## Real Time Maps

Dynamic maps informing customers of train location and upcoming stops

## Flat Panels

Digital displays providing customer information and dynamic advertising

## Announcements

Capacity to make announcements from Control Center



# Emergencies

## Where and when they need it



At work, home or on the way



At train station or bus stop



On train or bus



# During Emergencies



# During Emergencies

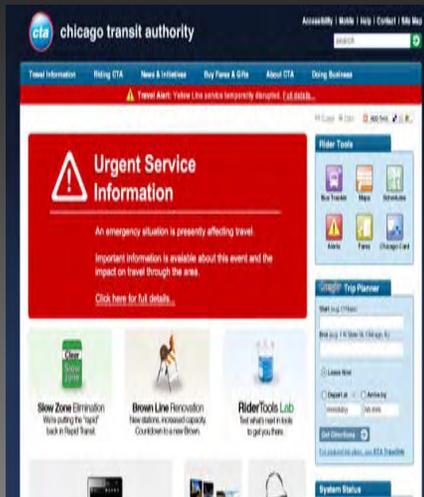
## Unified message across all communications channels

- Use all regular communications resources (website, digital screens, signage)
- Emergency service alerts
- Emergency information hotline
- Field team and control center staff to be deployed

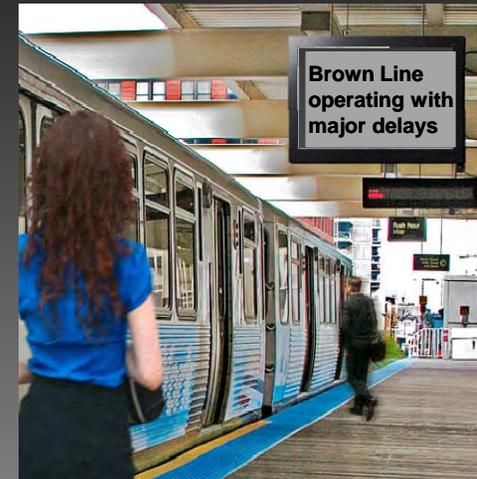


# Unified Message

## Website



## Digital Signage



## Emergency Signage



# Emergency Alerts: Early 2009

