



Communications

Citizens Advisory Board

March 2024

Communications overview

Media relations



Communications & public affairs



Social media



Customer information



Customer service



Signage & wayfinding

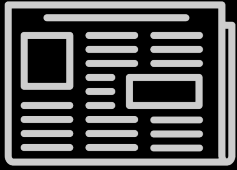


Our principles

- ✓ Truthful
- ✓ Transparent
- ✓ Responsive
- ✓ Informative
- ✓ Helpful

...Listening, not just talking





Media Relations

- Available 24/7
- Press releases
- Press conferences/media events
- Proactive media pitches
- Reporter/editor relationships





Communications & Public Affairs

- Collateral materials
- Outreach events
- transitchicago.com





Communications & public affairs

- Information and awareness campaigns
- Video production

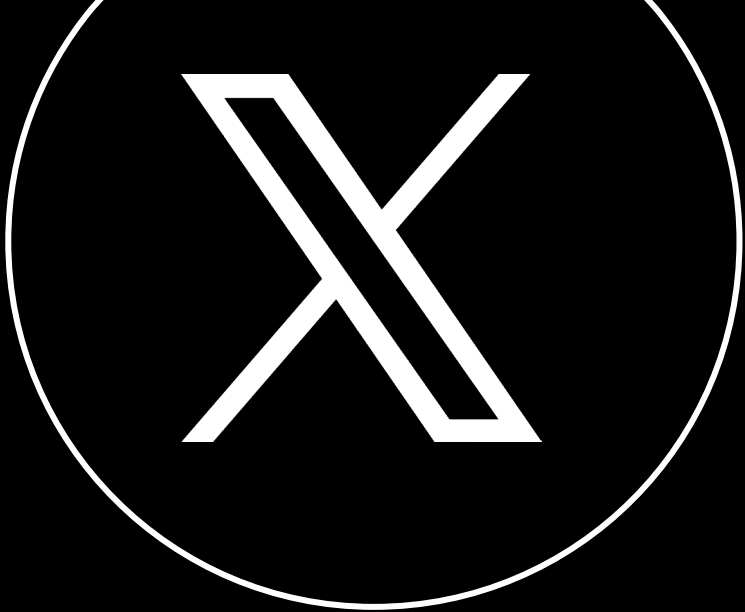


Video production



Don't go down to the tracks. You may never come back up. Alert a CTA staff member for help.

New rail-safety awareness campaign creative



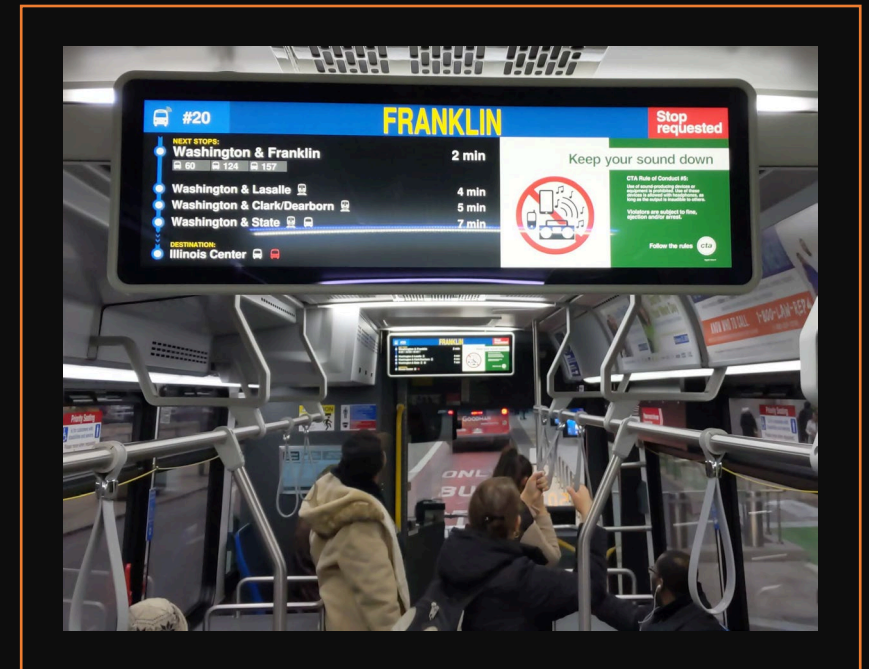
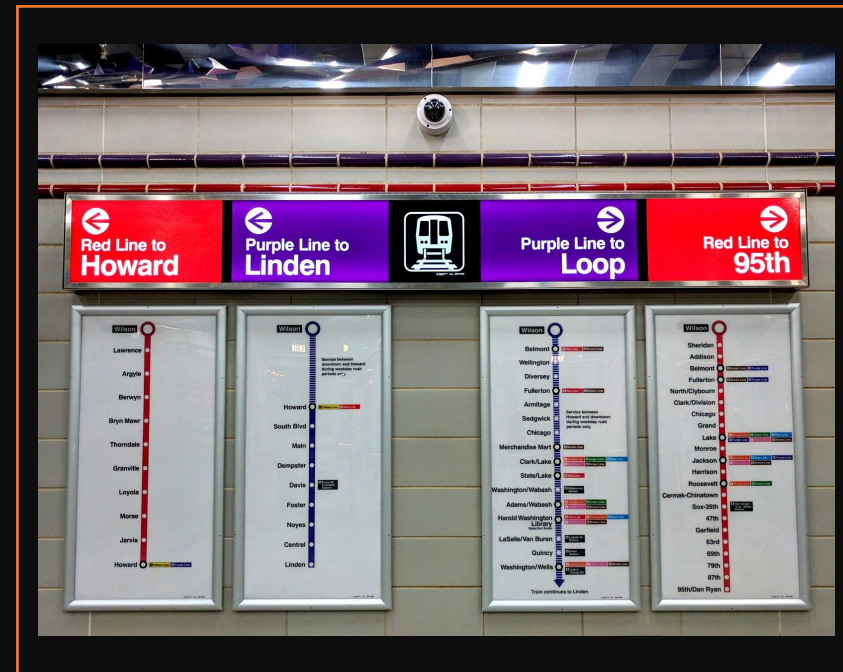
Social media

- X - @cta
 - Largest local government Twitter feed
 - Service alerts, news, marketing, special events
- Facebook - /thecta
 - One of largest local government Facebook pages
- Instagram - @chicagoccta
 - 34,400+ followers
- NEW! TikTok - @thecta
 - Launched in 2023
 - 4,200+ followers



Customer information

- Signage & Wayfinding
- Brochures and collateral
- Graphics & repro
- Some digital properties
- Service alerts
 - Print (stations and vehicles)
 - Digital
 - Text/email subscriptions





Customer service

- (888) YOUR-CTA
- feedback@transitchicago.com
- 250-400 daily contacts

The screenshot shows a web form titled "Feedback form" with the CTA logo in the top right corner. The form includes a header, a sub-header, a legend for required fields, and several input sections: "Type of inquiry" with a dropdown menu, "Your message" with a "Subject" field and a large "Comment" text area, and a partially visible "About you" section at the bottom.

Feedback form

Use this form to contact us.

* Indicates required field

Type of inquiry

I'm writing about: *

Your message

Subject *

Comment *

About you

Telling the CTA story

- Industry leadership (e.g., EIP)
- Recruitment and hiring successes
- Recognizing and celebrating employees
- Milestones (e.g. ridership, anniversaries, accomplishments)



Telling the CTA story

- **Modernization and investment** (e.g., Forest Park Branch Rebuild)
- **Celebrating history and heritage**



Telling the CTA story

- Regular cadence of announcements
 - Proactive media pitches and walk-throughs
 - Reporter briefings
-

CTA press releases

[Hop Aboard With Santa on the 2023 Allstate CTA Holiday Train and Holiday Bus](#)

11/16/2023

The Chicago Transit Authority (CTA) and Santa are pleased to announce one of Chicago's most beloved holiday traditions is back! The Allstate CTA Holiday Train and Allstate CTA Holiday Bus will soon be rolling through neighborhoods, spreading cheer to CTA customers of all ages. [Read More](#)

[Chicago Transit Board Approves CTA's 2024 Budget](#)

11/16/2023

The Chicago Transit Board today approved the \$1.99 billion operating budget for nation's second largest transit agency. In 2024, the Chicago Transit Authority will keep all fares at current levels, maintain the delivery of existing bus and rail services, and anticipates adding more service in the year ahead to meet growing ridership demand—all while continuing to make important investments to upgrade and modernize the system. [Read More](#)

[CTA Continues Partnership with City of Chicago to Provide Outreach, Assistance to Unhoused Riders](#)

11/16/2023

The Chicago Transit Board today approved the extension of an intergovernmental agreement between the Chicago Transit Authority (CTA) and the Chicago Department of Family & Support Services (DFSS) to provide additional outreach and support services for unhoused riders. [Read More](#)

[Doing Business with Government Agencies: CTA Hosts Outreach Event to Connect Small Diverse Business Owners with City, County and State Governmental Agencies](#)

11/14/2023

CTA is inviting diverse and small business owners interested in doing contracts with government agencies to a panel discussion where they'll learn how to partner with CTA and other local government agencies! As part of its commitment to advancing equity and inclusion, the Chicago Transit Authority (CTA) is hosting a panel discussion on how local firms and businesses can qualify to partner with it and other local government agencies on future contracting opportunities. [Read More](#)

[The Most Affordable Ride in Town is with CTA](#)

11/09/2023

CTA can get you right to the front door of many activities across the city. Customers can save money by purchasing an unlimited rides pass, either the 1-Day (\$6) — far more economical and convenient than the price of gas and parking — or the 3-Day (\$16) pass — a real budget-saving move. [Read More](#)

[CTA Enhances Rail Station Access With New ADA Faregates](#)

11/09/2023

As part of ongoing efforts to enhance the customer experience, the Chicago Transit Authority (CTA) is installing new and improved faregates at rail stations across the system that are compliant with the Americans with Disabilities Act (ADA), while being more reliable, taller and more durable. Work to replace existing Special Access Gates (SAGs) across the rail system will continue through early 2024. [Read More](#)

[CTA Announces More Scheduled Service Coming to Several Rail Lines](#)

11/09/2023

The CTA today announced that rail service is being added back to rail lines that saw recent, temporary reductions. [Read More](#)

[CTA Ridership Breaks Post-Pandemic Record](#)

10/30/2023 07:00 AM

The Chicago Transit Authority (CTA) provided 8.33 million rides during the first week of October—the highest system ridership week since the start of the pandemic. [Read More](#)

[CTA Proposed 2024 Balanced Budget Maintains Fares and Maintains Delivery of Bus and Rail Service, With Plans to Increase Service to Meet Growing Ridership](#)

10/19/2023

The Chicago Transit Authority (CTA) today proposed a \$1.99 billion operating budget that keeps fares at current levels, maintains the delivery of bus and rail services, with plans to add additional service to meet growing ridership demand—all while continuing to make important investments to upgrade and modernize the system. [Read More](#)

[CTA to Host Recruiting Fair for Bus Operators Who Want to Keep Chicago Moving](#)

10/18/2023

Take the first step towards establishing a new career within the diverse field of transportation by attending the Chicago Transit Authority's (CTA) Hiring Event on Friday morning, October 20, at Truman College on Chicago's North Side. [Read More](#)

[New CTA Campaign Highlights Dangers of Going on Tracks](#)

10/17/2023 07:00 AM

As part of its continuing focus on customer safety, the Chicago Transit Authority (CTA) today announced the launch of a new awareness campaign reminding 'L' riders about the dangers of trespassing on CTA's railroad tracks. [Read More](#)

[CTA Expands its Public Art Collection with a New Installation at the Irving Park Blue Line Station](#)

10/12/2023

The Chicago Transit Authority (CTA) today announced the completion of new artwork for the Irving Park Blue Line station. The art was created specifically for the station by Chicago artist Dan Devening. This bright and colorful installation is the latest example of CTA's ongoing commitment to expand public art to bus and rail facilities throughout the city. [Read More](#)

[CTA's Red Line Extension \(RLE\) Project to Receive \\$100 Million Federal Grant](#)

10/12/2023

The Chicago Transit Authority (CTA) announced today that the Red Line Extension Project, which will build a 6.8-mile extension of the Red Line to 130th Street, will receive another \$100 million of federal funding, moving the project closer to the CTA's goal of breaking ground in 2025. [Read More](#)

[CTA Provided Nearly 26 Million Rides in September](#)

10/11/2023

The Chicago Transit Authority (CTA) provided 25.83 million rides in September as more riders return to the system on a post-pandemic, daily basis. September ridership trends built off a strong summer of ridership—the CTA provided more than 1 million rides on a dozen days in August and September. [Read More](#)

[CTA Crime Continues Downward Trend in September](#)

10/10/2023

Crime in September on the Chicago Transit Authority (CTA) continued a downward trend in 2023. Instances of reported crimes on the transit system remain rare, and the CTA is proud to provide safe and reliable transportation to the riders who account for the roughly 1 million rides taken each weekday. [Read More](#)

[CTA's Red and Purple Modernization \(RPM\) Phase One Project's North Belmont Red-Purple Reconstruction Community Meeting Rescheduled for Oct. 16](#)

10/09/2023

The Chicago Transit Authority (CTA) today announced the Red and Purple Modernization (RPM) Phase One Project's North Belmont Red-Purple Reconstruction in-person community meeting has been rescheduled to Monday, Oct. 16 at 5:30 p.m. at the Center on Halsted, 3866 N Halsted St. due to availability of an ADA-accessible venue. [Read More](#)

Helping the public understand CTA

- Transparency (PM reports, etc.)
- Digital screens—PSAs
- Customer Alerts

Why is the escalator off?

For your safety, this escalator is turned off during homestands due to crowding before and after games.

Per City ordinance, stationary escalators cannot be used as stairs due to safety issues.

For more information, visit transitchicago.com/escalators

cta



Fast Tracks

Investing \$179 million in track improvements for a faster commute and smoother 'L' ride.

Next up: Track renewal on the Green Line between 17th and 30th streets, and on the Green and Pink lines between the Loop and Ashland, starting in late May. Free shuttle buses will serve riders during temporary, weekend-only closures of short sections of track.

Visit transitchicago.com/FastTracks or check posted alerts and information for more details.

cta

Ashland/63rd 3 min
 Loop 5 min

Customer engagement

- Always pursuing new ways to connect with customers, public
- 2024 new initiatives
 - “Ask CTA” video series
 - *Elevated News* eNewsletter
 - Expanded informational/educational content on digital screens
 - Revamped customer feedback form/webpage
 - Engagement roundtables



Questions?
Comments?
Ideas?

Thank you!

