Here is a styling concept for new rapid transit cars, part of the \$122 million in new vehicles and other improvements in facilities which CTA will introduce using grant funding by the federal Urban Mass Transportation Administration and the Illinois Department of Transportation.

Your fares, which total nearly \$200 million per year, will continue to be the main source from which the costs of CTA service are met. But it will take more to provide the quality of service our area needs. Increasing fares is not the answer. Not only must government subsidize transit, but it must do so in such a way that new riders are attracted. Otherwise urban transportation would depend on the auto and the freeway, with all the attendant problems of congestion, pollution and loss of mobility for those who cannot drive or have access to a car.

Our program is designed around the conviction that people expect safe, clean, fast and dependable mass transit. Along with physical betterments, CTA will be constantly striving to improve effectiveness and coordination of mass transit for the total metropolitan community.

Chairman Chicago Transit Authority



