

Notice to regular monthly pass users

**CTA is testing
an electronically
encoded monthly pass
at selected stations**

Zip thru the turnstile with a

QuikPass

QuikPass Demonstration Project

What It Is

Beginning March 1, the CTA will be testing the reliability and effectiveness of a kind of monthly riding pass that can be read and accepted electronically.

Eight test stations will each have two automatic turnstiles equipped with card reading units. During the nine-month test period, up to 15,000 riders who purchase monthly passes at 16 designated pass sales locations will be able to enter the test stations through the orange automatic turnstiles, or use them as convenient flash passes at any other CTA rapid transit station or on any CTA or RTA bus. Customers who can use the experimental QuikPass feature will be able to avoid lines at the fare agent booths and "Pass On By".

The eight test stations are as follows:

Downtown

Adams/Wabash, Loop Elevated
Randolph-Washington, Dearborn Subway
Lake/Wells, Dearborn Subway
Merchandise Mart, Ravenswood Branch
Chicago/State, State Subway

Outlying

95th/State, Dan Ryan Branch
Morse/Rogers Park, Howard Branch
Jefferson Park, O'Hare Branch

How it Works

Special plastic pass cards incorporate both a hologram for visual verification and a magnetic strip. The strip is encoded with the month the pass is valid and the individual serial number of the pass.

Orange pass reader turnstiles at each test station are controlled by a single microprocessor, which keeps a file of serial numbers of all passes accepted at the station. Each incoming pass read is checked for the proper month, and its serial number is compared against the station's file of recently used passes, to guard against improper use by more than one person.

How to Participate

During the period of the test, March 1 through November 30, 1987, a limited number of magnetically coded monthly passes will be available for public purchase. One or more pass sales outlets in the service area of each test station will offer magnetic passes at the regular monthly pass rate, currently \$46.00.

Passengers who use one or more of the eight test stations and wish to participate in the magnetic pass reader test need only purchase coded passes.

The experimental coded passes will be sold at the following locations:

Downtown Area

Wabash/Adams Currency Exchange
203 S. Wabash Avenue

Illinois State Bank of Chicago
300 S. Michigan Avenue

Pleasure Travel Unlimited
55 E. Monroe Street
Mid-Continental Plaza

32 W. Washington Currency Exchange
32 W. Washington Street

Randolph-State Currency Exchange
22 W. Randolph Street

Randolph-LaSalle Currency Exchange
172 W. Randolph Street

Upper Mart Currency Exchange
Merchandise Mart Station

CTA Pass Sales
7th Floor Merchandise Mart

Chicago/State Area

Chicago/Rush Currency Exchange
62 E. Chicago Avenue

Rush Currency Exchange
941 N. Rush Street

95th/State Area

CTA Transportation Office
95th Station

111th & Michigan Currency Exchange
11055 S. Michigan Avenue

Morse/Rogers Park Area

Morse Avenue Currency Exchange
Morse Station

New Clark-Morse Currency Exchange
6954 N. Clark Street

Jefferson Park Area

Hoyne Saving & Loan Association
4786 N. Milwaukee Avenue

Peerless Federal Savings & Loan Association
4930 N. Milwaukee Avenue

You Can Help, Too

To ensure that the QuikPass meets our customers' needs, we ask that riders who participate in the QuikPass Demonstration Project help by completing one or more of the user surveys that will be taken periodically, beginning the second month of the test. Survey forms will be distributed to QuikPass purchasers at the sales outlets listed above. Completed survey forms will be collected at the test stations, or may be mailed to the CTA. As a special incentive for participating in the surveys, the CTA will award ten monthly passes and 100 pass holders to persons who complete the questionnaire for any survey. Winners will be selected by random drawing held after each survey period. **OUR ONLY CONCERN IS SERVING YOU BETTER!**

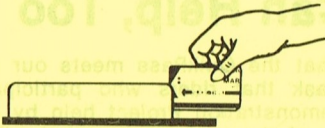
QuikPass use

1) At any test station, go to a turnstile marked with **orange**.

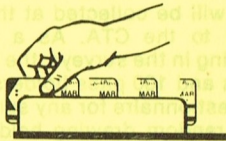
2) Hold the top edge of the card firmly between the thumb and index finger of the right hand. Note position of arrow on card.



3) Position card in the front end of the reader slot and apply a **slight downward pressure**.



4) **In one position**, slide pass card through reader at a **constant brisk pace**.



If you have a problem

- 1) Note position of arrow; is it correct?



- 2) Slight upward positioning of card will cause a misread. **Maintain slight downward pressure.**

No



No

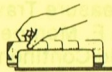
Yes



Yes

- 3) If you have a misread (card not accepted on first wipe thru reader), wait two (2) seconds before trying again.

- 4) **Maintain a constant brisk pace** when swiping card through reader. Reading is **more reliable faster** than slower.



- 5) Has your card been used for entrance within the last hour? The system is designed to only allow one ride per card within a time limit. Two persons **cannot** use one card!