



TRANSFER CARD

Demonstration



- 53 Pulaski
- 54 Cicero
- 72 North
- 74 Fullerton

Introduction

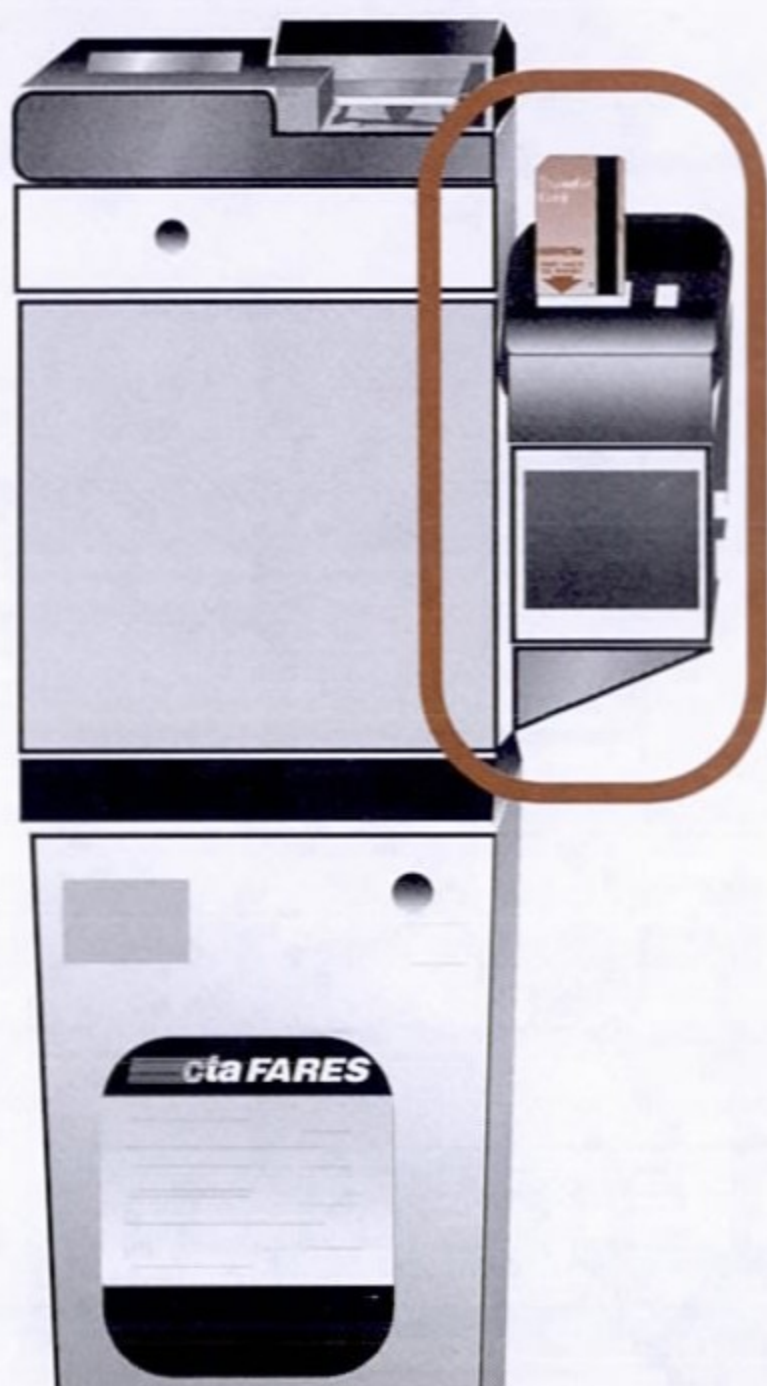
CTA will begin the first phase of its new Farecard System -- the **Transfer Card** -- on the following bus routes effective Sunday, September 17, 1995:

- **53 Pulaski**
- **54 Cicero**
- **72 North**
- **74 Fullerton**

Riders will see two new items on buses along these routes:

A. The **Transfer Card**, which will be issued instead of a paper transfer. Pay your fare as you normally would and ask for a transfer.

B. A bus **Farecard Machine**, which will be attached to the right side of the farebox. This machine will issue and accept the **Transfer Card**. It will also have a display showing how many rides are left each time it is used.



The Transfer Card

FRONT of CARD

A **Transfer Card** costs and works the same as a paper transfer, allowing passengers two additional rides on other bus or train routes within two hours of purchase.

A **Transfer Card** is the same size as a credit card and is constructed of a thin cardboard-like material, making it more durable than a paper transfer.

All riders who purchase a transfer on the four designated routes will receive a **Transfer Card**, instead of a paper transfer.

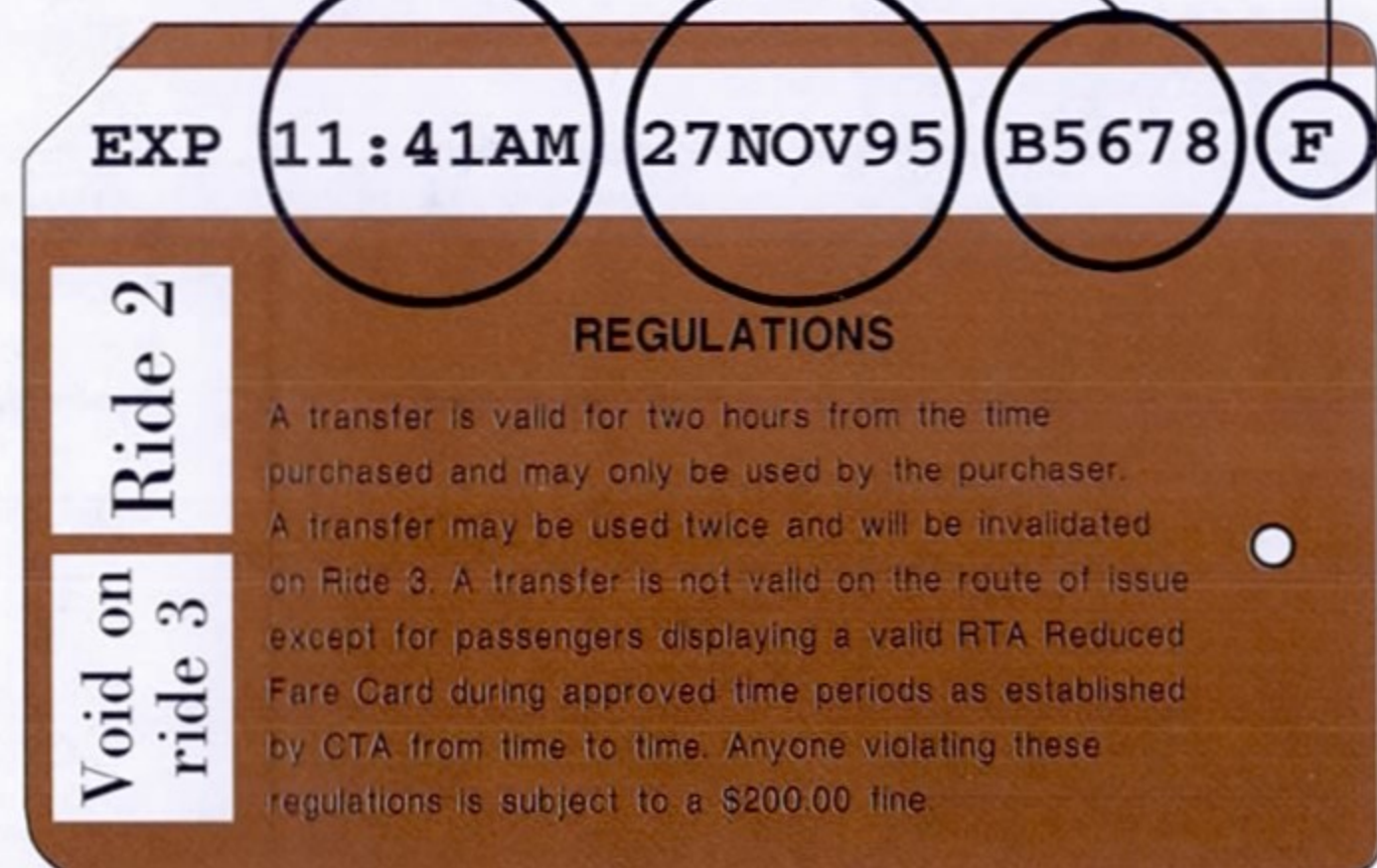


BACK of CARD

EXPIRATION time and date

VEHICLE NUMBER it was issued on

TYPE OF RIDER ("F" for full fare or "R" for reduced fare)



EXP

11:41AM

27NOV95

B5678

F

Ride 2

Void on
ride 3

REGULATIONS

A transfer is valid for two hours from the time purchased and may only be used by the purchaser. A transfer may be used twice and will be invalidated on Ride 3. A transfer is not valid on the route of issue except for passengers displaying a valid RTA Reduced Fare Card during approved time periods as established by CTA from time to time. Anyone violating these regulations is subject to a \$200.00 fine.

Getting the Card

Instead of the operator handing you a punched paper transfer, here's what happens:



The operator puts a card into the bus **Farecard Machine** attached to the right side of the farebox, as shown. The machine will activate the card.

2. When the card pops up-- take it!

That's all there is to it!

Now, we'll show you how easy it is to use it.

Using the Card

Again, the **Transfer Card** costs and works the same as a paper transfer, allowing passengers two additional rides on other bus or train routes within two hours of purchase.

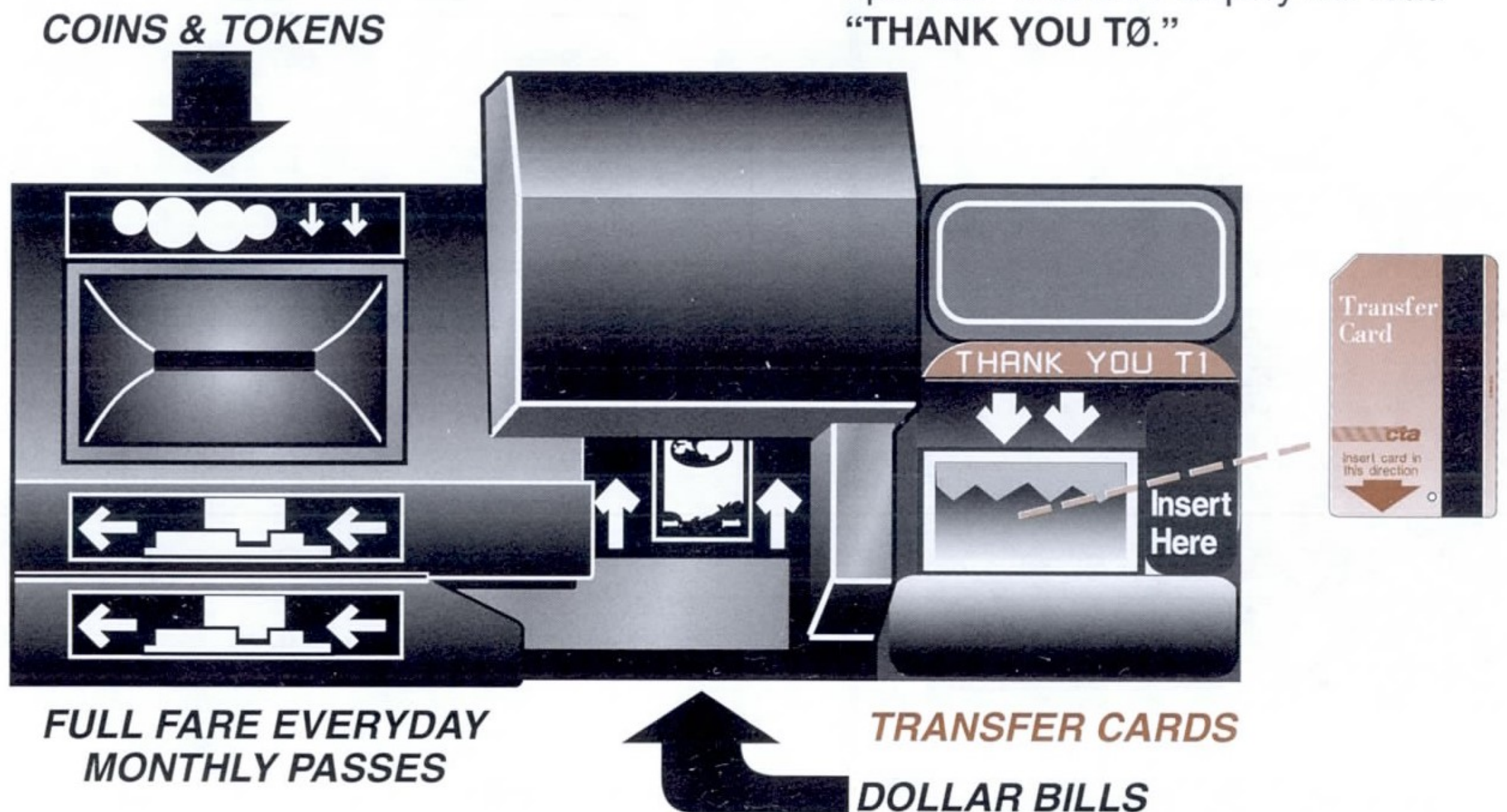
If the bus you get on does not have the bus **Farecard Machine**, or if you use the train system, the **Transfer Card** will be handled the same way as a paper transfer. It will be punched on the first use and collected on the second use.

If you board a bus that does have the **Farecard Machine**, here's what you do:

1. Insert the **Transfer Card** into the machine, as shown. Have the front of the card facing you, with the arrow pointing down and the magnetic stripe on the right. The machine will "grab" the card and read it.

2. The first time the card is used in the machine, a ride is electronically subtracted, and the card pops back up to you --- all in less than two seconds! The LED display will read "**THANK YOU T1**," indicating the card is valid for one more ride.

3. The second time the card is used in the machine, the voided card pops out the back of the machine to the operator. The LED display will read "**THANK YOU T0**."



Checking Rides Left

The number of rides remaining on your **Transfer Card** can be checked *without removing any rides*. Just ask the operator to do so *before* you put the **Transfer Card** into the **Farecard Machine**.

- 1.** The operator will press a special button.
- 2.** Insert the card into the **Farecard Machine**.
- 3.** The LED display will read:
“1 TFR REMAIN” or
“2 TFR REMAIN.”

The card is then returned to you.

Let's Hear From You!

We would like your comments about the new **Transfer Card** program. Call **CTA Customer Assistance** at **664-7200**, then press **1**, from **8:00am to 4:30pm weekdays**.

Additional copies of this brochure are available from operators on all routes participating in this program or by calling the **RTA Travel Information Center** at **836-7000**.

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