



Connectivity Challenge: Chicago

Next Generation Fare Collection System

*The CTA initiative to offer
transit riders full access to all modes
of transportation*

*Theresa Mintle
Deputy Commissioner, CTA*

What's the Big Idea?

- **Increased Customer Access to transit**
- **Customer Friendly Payment Options**
- **Immediate transfer between all modes of transit and even other modes of transportation**
- **Current, competitive application of technology**
- **Social media, cross marketing and other revenue opportunities**
- **Public-private partnership**
- **Cost savings**
- **Globally competitive**

Evolution of CTA's Fare Technology

MERCHANT MODEL

TICKETING

Contactless Smart Cards

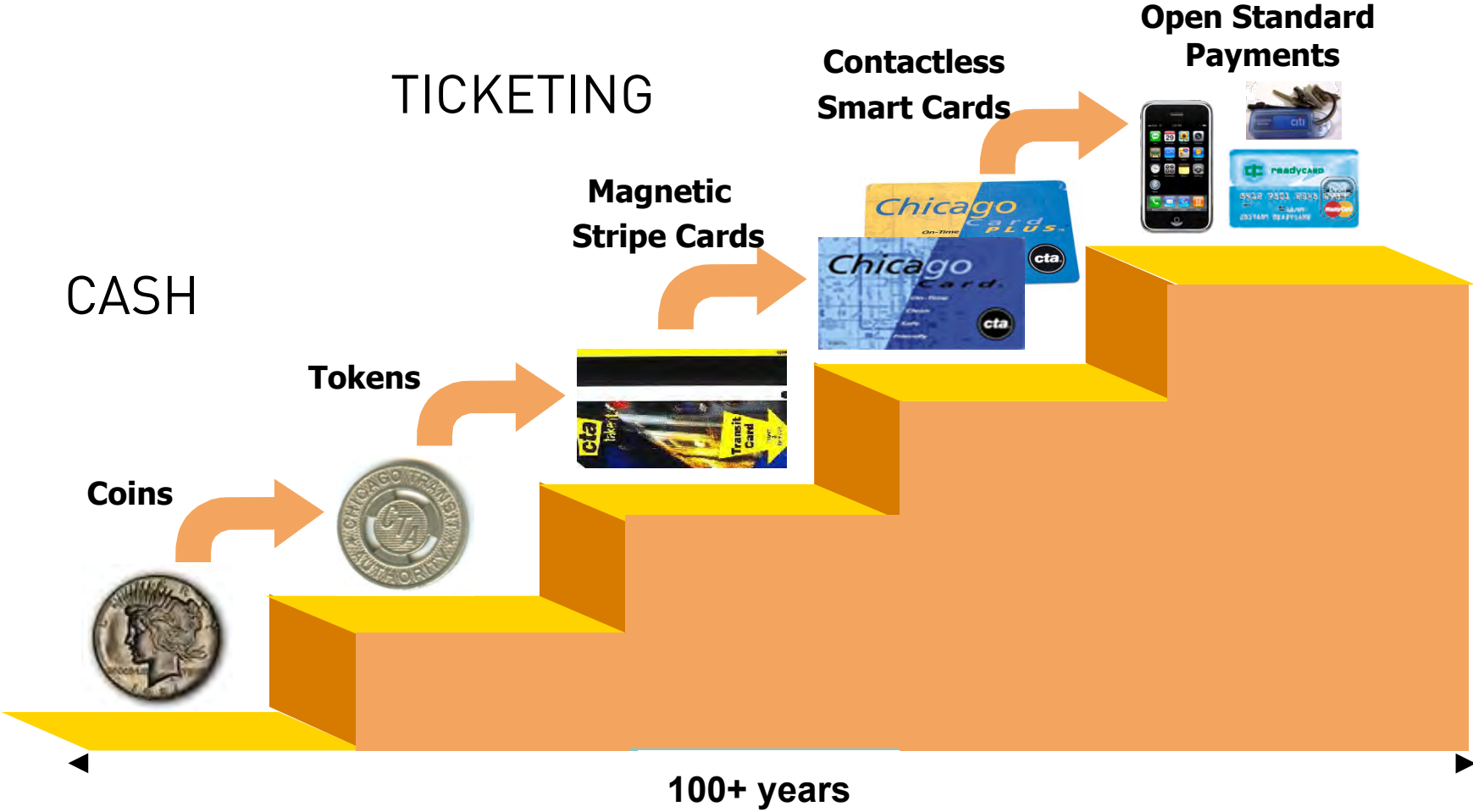
Open Standard Payments

CASH

Magnetic Stripe Cards

Tokens

Coins





Spark your
imagination...

**Inspire people to action....
and guide their efforts**

‘Since the mid-19th Century, Chicago has benefited from being at the heart of America’s rail network. That’s why now, more than ever, improved rapid transit, commuter rail, and higher speed rail are key to Chicago’s economic future.’

*John Norquist, President and CEO
Congress for the New Urbanism*

Building On Local Strengths

- **Chicago is a national leader in testing and applying new technology**
- **Mature, interconnected transportation system**
- **Strong regional leadership to capitalize on power and possibilities of open fare payment growth and vision**
- **Engaged population and strong willingness to apply new technology in everyday life**
- **Combines an investment in transit infrastructure, a rebranding campaign, technological advancement and a cultural shift**

‘...Our farecard partner would be able to expand their presence in the Chicago market by working with other retailers interested in offering promotions to the millions the CTA serves each day...’

Richard L. Rodriguez, President

CTA is Committed to Connecting the Region

Next Generation Fare Collection System

Bus Tracker

TrainTracker

Bus Rapid Transit

Rail Extensions to Underserved Areas

Thank you.