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For immediate release

August 30, 2013

### **CTA & Pace Announce Steps to Ease Customers' Transition to Ventra™**

*Agencies to provide opportunities for customers to transfer balances to Ventra cards; offer more details on fall transition dates to allow customers to plan ahead*

As part of the ongoing rollout of the new Ventra fare payment system for both Chicago Transit Authority and Pace customers, the agencies today announced more information that will allow customers to easily prepare for the transition to Ventra.

Select customers began using Ventra in early August in a gradual rollout of the new Ventra fare payment system. On September 9, Ventra will be available to all CTA and Pace customers, beginning a transition to replace a nearly 20-year-old fare-payment system and offering transit customers the convenience and flexibility of using one card for all transit needs with faster boarding, easy account management and balance protection.

To make the transition simpler and to give customers plenty of time to plan for the conversion to Ventra, the following was announced today:

#### **Multiple ways to get a new Ventra Card**

All customers will be able to obtain Ventra cards as of September 9. The CTA and Pace are waiving the \$5 one-time card purchase fee through the end of the year either online at [ventrachicago.com](http://ventrachicago.com), by calling (877) NOW VENTRA (1.877.669.8368) or in person at the Ventra Customer Service Center at 165 N. Jefferson St., Chicago, next to CTA headquarters. Customers who obtain a new Ventra card from Ventra vending machines at CTA rail stations or at hundreds of Ventra retail locations can easily have the one-time \$5 fee immediately refunded as stored transit value on their card by taking a few minutes to register it online or by phone.

Some customers, including U-Pass holders and Chicago Card Plus and registered Chicago Card holders, have already started receiving their Ventra cards as part of a phased distribution. Chicago Public School students received their student Ventra cards on the first day of school, which was Monday, August 26.

The Regional Transportation Authority (RTA) will issue new Reduced Fare and Ride Free permits starting in mid-September. Chicago Card Plus and Chicago Card customers participating in the Transit Benefits program will begin to transition to Ventra starting in mid-September through the fall.

### **Balance transfers to Ventra**

The CTA and Pace encourage customers to spend down their balances on current fare cards, which will be phased out this fall.

As a convenience to customers who want to transfer their balances from current CTA and Pace fare media, the agencies today announced 27 dates (see below) starting in mid-September through December 15, 2013 at multiple locations throughout the region to allow customers to have balances transferred from legacy fare media to Ventra cards, free of charge. Eligible fare media include stored value magnetic stripe full fare and reduced fare cards, and Chicago Cards. Period passes, reduced fare passes, and passes sold in bulk or any expired fare media cannot be transferred.

Balance transfers will be automatically loaded onto registered Ventra cards, which will be provided to customers at no cost. Customers must also complete a Ventra transit account registration form, which will be available on site or can be obtained from the Ventra Customer Service Center or downloaded from [ventrachicago.com](http://ventrachicago.com), starting September 9.

Customers may bring a maximum of five eligible fare media cards at a time with a combined minimum of five dollars in transit value on the cards to transfer to a registered Ventra card.

Customers who do not need to do a balance transfer and would like to obtain a Ventra Card with the \$5 purchase fee waived can order a Ventra Card online at [www.ventrachicago.com](http://www.ventrachicago.com) or at the Ventra Customer Service Center or by calling (877) NOW VENTRA prior to December 15.

No period passes (1-,3-,7-, or 30-day) will be transferred. These passes should be used prior to December 15, 2013. Balances on expired fare cards will not be transferred

From January through March 2014, customers who still wish to transfer their balances to their registered Ventra card will be able to do so by mailing in their old fare cards to the Ventra Customer Service Center. There are no limitations on the number of cards or value amount for the mail-in option.

### **Milestone dates for current CTA and Pace fare media products**

The CTA and Pace provided the following key transition dates to help customers plan for their transition to Ventra:

September 9

- Ventra is available to all CTA and Pace customers.
- Chicago Card, Chicago Card Plus and magnetic stripe fare cards will no longer be sold online via CTA's website

#### October 7

- Chicago Card and Chicago Card Plus will no longer be able to have value loaded on to them, either online or at CTA rail station vending machines.
- Rail station vending machines will no longer sell magnetic striped stored value cards or period passes.
- Pace offers a new 30-day premium pass for customers using Ventra.

#### November 15

- Chicago Card and Chicago Card Plus will no longer be accepted on CTA buses and trains, nor on Pace buses.
- Customers will no longer be able to add value to stored value magnetic stripe cards. They will need to spend down balances or transfer their existing balances to Ventra cards.
- CTA and Pace will no longer sell magnetic stripe period passes. Customers need to use up existing passes by December 15.

#### December 15

- The CTA and Pace will no longer accept any magnetic stripe fare cards.
- Ventra replaces all CTA and Pace existing fare media.

For more information about Ventra and to obtain a Ventra Card, visit [ventrachicago.com](http://ventrachicago.com) or call (877) NOW VENTRA (669-8368). Customers can also visit the Ventra Customer Service Center at 165 N. Jefferson St., Chicago, IL 60661 to learn more about Ventra. Sales of Ventra cards at that location begin September 9.

#### List of balance transfer locations:

##### **September**

Gage Park	2411 W. 55th St., Chicago 60629	Tuesday	9/17	5pm- 8:30pm
Gompers Park	4222 W. Foster Ave., Chicago 60630	Thursday	9/19	5pm - 8:30pm
McKinley Park	2210 W. Pershing Rd., Chicago 60609	Saturday	9/21	10am-4pm
Fosco Park	1312 S. Racine Ave., Chicago 60608	Monday	9/23	6pm- 8:30pm

Carver Park	939 E. 132nd St., Chicago 60627	Tuesday	9/24	5pm-8:30pm
Columbus Park	500 S Central Ave., Chicago 60644	Wednesday	9/25	6pm-8:30pm
Eugene Field Park	5100 N. Ridgeway Ave., Chicago 60625	Thursday	9/26	5pm - 8:30pm
Warren Park	6601 N. Western Ave., Chicago 60645	Saturday	9/28	9am-2:00pm
Arlington Heights	Pace HQ, 550 W. Algonquin Rd., Arlington Heights 60005	Monday	9/30	4-7pm

## October

Lindblom Park	6054 S. Damen Ave., Chicago 60636	Tuesday	10/1	5pm-8pm
Forest Park	Howard Mohr Center, 7640 Jackson Blvd., Forest Park 60130	Wednesday	10/2	4pm-7pm
Hamlin Park	3035 N. Hoyne Ave., Chicago 60618	Thursday	10/3	5pm - 8:30pm
Marquette Park	6743 S. Kedzie Ave., Chicago 60629	Saturday	10/5	12pm-4pm
Harvey	Transit Center, 154 <sup>th</sup> St & Park Ave, Harvey	Monday	10/7	4pm - 7pm
Portage Park	4100 N. Long Ave., Chicago 60641	Tuesday	10/8	5pm-8:30pm
Garfield Park	100 N. Central Park Ave., Chicago 60624	Wednesday	10/9	6pm-8:30pm
Norwood Park	5801 N. Natoma Ave., Chicago 60631	Tuesday	10/15	5pm-8:30pm
Douglas Park	1401 S. Sacramento Dr., Chicago 60623	Wednesday	10/16	6pm-8:30pm
Rosemont	CTA Rosemont Blue Line station	Thursday	10/17	4-7pm
Ogden Park	6500 S. Racine Ave., Chicago 60636	Saturday	10/19	12pm-4pm

Washington Park	5531 S. Martin Luther King Dr. Chicago 60637	Saturday	10/19	9am-12pm
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Humboldt Park	1440 N. Humboldt Dr., Chicago 60622	Saturday	10/26	9am-4pm
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**November**

Clarendon Park	4501 N. Clarendon Ave., Chicago 60640	Saturday	11/2	9am-5pm
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Owens Park	8800 S. Clyde Ave., Chicago 60617	Friday	11/8	6pm-8pm
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Foster Park	1440 W. 84th St., Chicago 60620	Saturday	11/16	12pm-4pm
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Union Park	1501 W. Randolph St., Chicago 60606	Saturday	11/30	10am-4pm
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Tuley Park	501 E. 90th Pl., Chicago 60619	Friday	12/13	6pm-8pm
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