

# **2015 CTA Courtesy Campaign**

**Advertisements**





Train to loop  
Sep 29 1:03 PM

# Your maid doesn't work here.

Please don't leave your crap behind. You'll keep CTA cleaner for you and everyone else. Plus, trash ends up on the tracks and causes minor track fires, which means delays for everyone.



# Keep your personal music player personal

Out of courtesy to your fellow rockers, wear headphones when listening to music on the bus or train, and keep the volume low enough that others can't hear it. We know you have great taste in music, but you're not the CTA's DJ.



The middle  
of the car's  
not so  
**scary!**  
We promise.

Moving to the middle of the  
car lets others board faster –  
and gets you to your happy  
place (or wherever) faster.



don't let  
rush in! them  
off first!

There's more room to board when exiting customers are let out first. Pushing your way in just causes delays. Be patient – you'll have time to get on the train, promise!





When you stand  
in the doorway  
**you're a barrier**  
to boarding.

Down in front! Standing in the doorway makes it harder for other passengers to get on and off the train, slowing down train service and leading to crowding. Please stand away from the doors to leave room for boarding and exiting riders.





Ride  
with **heart.**  
Won't you  
offer your **seat?**

Please offer a pregnant passenger  
your seat. Remember, your mother  
was pregnant once.





Did  
your  
bag pay  
a fare  
too?

As fabulous as it is, your bag is not entitled to its own seat. More room for everyone means a more pleasant ride.





# Don't hold closing doors — especially not with your body!

Whoa, Nelly! Keep your belongings, and yourself, clear of the doors when they're closing. Items trapped in the doors cause delays. We promise, another train's coming.



No one is interested in your conversation — trust us.

Trust us — we DON'T want to know. Please keep your voice low when talking on your cell phone on the CTA, or send a text instead. Keep your personal conversations personal.





The train or bus **is no place** **for dinner.**

Please don't eat or drink on CTA buses and trains. You're only sharing the smell and the mess, and none of the good stuff. No fair.



# Stand right, walk left!

**When riding an escalator, stand right and pass on the left. That way, everyone can get where they're going, whatever their speed.**



**Spread out  
on the platform  
there's  
more  
room!**

Squeezing everyone through the same doors is just a little too cozy for the city of big shoulders. With up to 16 doors on each side of the train, there's plenty of room to spread out and board more quickly.



Please  
**stand up**  
and offer  
your seat.

Seats near the doors on buses and trains are designated "priority seats", as required by federal law. Please offer priority seating to fellow passengers who need it, including those with disabilities, seniors, and expectant mothers. If someone asks for your seat, remember: not all disabilities are visible.





**Selected Media  
Clippings**

From the **Chicago Business Journal**

[:http://www.bizjournals.com/chicago/news/2015/05/27/chicago-transit-authority-sure-to-elicite-smiles-as.html](http://www.bizjournals.com/chicago/news/2015/05/27/chicago-transit-authority-sure-to-elicite-smiles-as.html)

# Chicago Transit Authority sure to elicit smiles as rider courtesy campaign begins

May 27, 2015, 11:29am CDT Updated: May 27, 2015, 2:34pm CDT



[Lewis Lazare](#)

Reporter- Chicago Business Journal

[Email](#) | [Twitter](#)

Wow! They DO have a sense of humor at the **Chicago Transit Authority**. Who knew?

The CTA, which operates the city's public's rail and bus systems, is launching a new informational ad campaign to get riders to consider how they might be more courteous to fellow passengers.

And you know what?

The ad campaign, developed in house by the CTA, is pretty darn funny, with amusing visuals and pointed headlines and ad copy.

The ads touch on several aspects of public transportation rider behavior that are sure to touch a nerve with tens of thousands of people who regularly ride the rails or buses in Chicago.

One of the best ads addresses the matter of CTA riders leaving behind their assorted trash. The image in the ad shows a CTA rail car filled to near overflowing with various types of garbage. A few CTA rail riders are shown helplessly engulfed in the garbage.

But the headline really nails the ad's intended message: "Your maid doesn't work here." That's for sure. And the accompanying ad copy is pretty blunt about what it requests of CTA riders, namely "don't leave your crap behind." Yea, in Chicago it's always best to be direct and very clear about what you mean.

Another ad addresses the matter of riders and the various personal devices brought on trains and buses that are used to play music. To make the point, a row of riders are shown seated on a rail car. But it's the guy on the end of the row with his giant boom box that's the problem. The volume of sound emanating from the box is apparently so loud it's created a windstorm that's affecting the hats and hairdos of fellow riders.



But again, it's the accompanying ad copy that really underscores the point with great wit: "Keep your personal music player personal. . . . We know you have great taste in music, but you're not the CTA's DJ." 'Nuf said.

Other ads talk about moving to the middle of train cars and buses instead of standing near the exit, as well as the courtesy of letting riders exit before rushing on a bus or train. Another ad advises riders to give up their seat to a pregnant woman.

The CTA said it developed the campaign based on feedback from social media, calls and emails to CTA customer service agents and direct observations of CTA personnel.

[Graham Garfield](#), general manager of customer information at the CTA said this of the campaign: "We believe this public service campaign will help improve the transit experience by continuing the dialogue about courtesy among our customers."

The messages will begin appearing on CTA buses and trains this week.

**From Streetsblog Chicago**

Direct Link: <http://chi.streetsblog.org/2015/05/27/brilliant-cta-ad-campaign-promotes-smart-riding-shames-rude-customers/>

Wednesday, May 27, 2015

## **Brilliant CTA Ad Campaign Promotes Smart Riding, Shames Rude Customers**

by [John Greenfield](#)

Image: CTA

If you've ever visited a country where people always walk on the left and stand to the right on train station escalators, you've probably come home to clogged 'L' station escalators and thought, "Why don't Chicagoans use common sense when using transit?"

Fortunately, the CTA is rolling out a [hilarious new courtesy campaign](#) with helpful reminders to avoid common behavior that is inefficient, rude, and even potentially dangerous. The ads cover everything from escalator etiquette to excessively loud music to holding the doors open.

Most of this stuff, such as waiting to let other passengers off before boarding the train, should already be ironclad rules for seasoned riders, but it's a great idea to spread the word about proper riding practices to rapid transit newbies. I also fully support the CTA shaming customers who don't keep up their end of the social contract when it comes to yelling into cell phones, littering, and hogging an extra seat with a bag.

Featuring clever – and occasionally outrageous – ad copy plus excellent photography, this initiative is light years ahead of the agency's previous courtesy promotion, the 2002 "Don't Be Jack" campaign. That one was a takeoff on the then-popular "See Dick drink, see Dick drive, see Dick die, don't be a Dick" t-shirts, which were effective peer-to-peer messaging against drunk driving. However, the CTA's bowdlerized version, with lame graphics and painfully unfunny text, probably didn't have much impact on customer behavior.

For example, an ad from the old campaign showed a bunch of stick figures with their hands over their ears and the inane couplet "When using your cell, be sure not to yell." The new version features a great photograph of real people grimacing as a woman screeches into her iPhone and the scathing put-down, "No one is interested in your conversation – trust us." Which do you think would be more likely to get people to keep their voices down?

Arguably, some of the new ads are a tad too in-your-face, such as the stomach-churning image of 'L' riders sitting chest-deep in garbage with the caption, "Your maid doesn't work here. Please don't leave your crap behind." But, hey, that just makes the message more memorable.

Best of all, the new campaign cost the agency exactly zero dollars in additional spending, according to spokeswoman Catherine Hosinski, since all of the ads were brainstormed and produced in-house, rather than by an outside ad agency. Almost all of the people in the images are CTA employees, plus a few unpaid actors. The PSAs don't result in any loss of ad revenue for the agency, because they only occupy unsold spaces on buses and trains. The messages are also being promoted via social media.

The ads are based on the CTA's most common etiquette issues, judging from calls to customer service, comments on social media, and observations by staffers out in the field, according to Hosinski. "We really want this campaign to be part of a constructive and helpful dialogue, and a courteous one at that," she said. "If we can make the riding environment just a little better, the campaign will be a success."

Conspicuous by its absence is the issue of "manspreading," the boorish practice of sitting with your knees apart, so that they encroach on other riders. New York City's Metropolitan Transportation Authority addressed that hot topic in [a recent courtesy campaign](#). However, Hosinski said the CTA has only received two complaints about manspreading, and the term wasn't even coined by the New York Times until last December.

One minor criticism of the CTA ads is that almost all of the models in the 13 images ([see the whole array here](#)) appear to be young professionals. In the future, it would be great to side a wider range of ages and occupations portrayed — reflecting the city's demographics — so that more CTA riders could better relate to the message.

I'm also a little puzzled by the ad asking customers stand up for expectant mothers. If anyone knows a tactful way to offer your seat to a person who appears to be pregnant, without running the risk of causing major offense if that's not the case, please let me know in the comments section.

# Courtesy goes a long way, new CTA campaign advises riders

By **Jon Hilkevitch**  
Chicago Tribune

MAY 27, 2015

**S**loppy eaters on CTA trains and buses, loudmouths, litterbugs, seat hogs, door blockers and assorted other misfits have for at least several years been lambasted by other riders venting their outrage on social media, but now the transit agency is joining the conversation in hopes of encouraging more civilized behavior.

CTA officials on Wednesday will launch a long-promised "courtesy campaign" aimed at making transit trips more comfortable and safer.

Thirteen humor-tinged but pointed messages addressing various behaviors unbecoming a CTA rider will start appearing on unsold advertising space aboard buses and trains and at rail stations, officials said Tuesday.

One placard shows an image of train riders buried deep in trash, accompanied by text: "Your maid doesn't work here. Please don't leave your crap behind. ..." The message adds that trash ends up on tracks and causes fires.

"You're not the CTA's DJ," another caption states, urging riders to "Keep your personal music player personal." The courtesy ad's photo shows four riders squeezed into center-facing seats inside a rail car. One man has a boombox hoisted onto his shoulder, set at such high volume that it is blowing the riders' hair and sending one man's hat flying off his head.

And "Remember, your mother was pregnant once," says another ad, showing the belly of a standing mom-to-be pushed up against the face of a man seated and staring into his cellphone. It is headlined: "Ride with heart. Won't you offer your seat?"

The informational placards pointing out discourteous behavior have come a long way from the "No smoking/No spitting" decals that years ago adorned the walls of CTA rail cars as a reminder to keep your saliva to yourself while riding in public.

The new effort, developed in-house by CTA staff, is intended to be an attention grabber and a conversation starter, said Graham Garfield, CTA general manager of customer information.

He said that a rider who observes another passenger making life a little difficult for others in the shared space of a bus or a rail car might be more motivated to say something from now on, or at least point a finger toward the informational placard.

"There are certain behaviors that the CTA certainly can and does regulate," Garfield said, referring to potential fines that violators face for smoking, littering and damaging CTA property. "There are other things where people just need to get along and offer consideration to fellow riders."

Some of the messages also serve to let people know that blocking exit doors on trains or attempting to board a rail car before people already on the train can exit simply gums up the works, causing service delays and longer gaps between trains.

One placard, titled "Spread out on the platform," mentions that there are 16 doors on each side of an eight-car train. "Squeezing everyone through the same doors is just a little too cozy for the city of big shoulders," it says.

CTA officials shaped the courtesy campaign mainly by monitoring Facebook pages, Twitter accounts and other social media containing frequent and spirited commentary about CTA customer behavior, agency spokesman Brian Steele said. Calls and emails to CTA customer service and input from agency employees also were helpful, he said.

"We really hope the campaign makes riders think more about their own behavior and that it encourages conversations with other riders," Steele said. He said it's a minority of CTA riders who really need to show better manners and "remember the public part of public transportation."

The top complaints received from social media and elsewhere involved littering, music and radio playing, people blocking rail car doors, loud cellphone conversations, eating and backpacks taking up seat space or riders carelessly banging backpacks into other riders, Steele said.

In its prerecorded onboard announcements and on its signs, the CTA in recent years has re-emphasized that able-bodied riders should not occupy the seats reserved for disabled and elderly passengers; that parents should not block aisles with baby strollers; and that seats should be offered to pregnant women.

But the new campaign is the first broad-based effort at promoting common courtesy since 2002, when the CTA introduced the "Don't Be Jack" campaign, Steele said. The "Jack" posters, reminiscent of the "Dick and Jane" books for schoolchildren, reminded riders about the rules of riding the CTA. "See Jack spray. See Jack pay," warned an anti-graffiti poster.

CTA officials said last December that the act of "manspreading" — when riders, typically male, sprawl across two seats with their legs in a wide V-shape — might be addressed soon by CTA etiquette police. But the new campaign addresses "the more general topic of taking up too much space with backpacks and bags, something we see and hear about with much more frequency," Steele said.

In New York, manspreading on subways is apparently such a problem that the Metropolitan Transportation Authority started a campaign last year to curb the behavior.

The CTA has received two customer calls about manspreading since December, Steele said Tuesday.

[jhilkevitch@tribpub.com](mailto:jhilkevitch@tribpub.com)

*Twitter @jhilkevitch*

Copyright © 2015, Chicago Tribune

---



87°



FOLLOW US

- Home
- News
- Sports
- Health
- Audio
- Video
- Best Of
- Events
- Traffic
- Weather
- Contests
- Directory
- Travel
- Deals
- Circulars
- Autos
- Local
- Investigative
- Politics
- Business
- health
- Consumer
- Entertainment
- National
- World
- Photos



### Local

## CTA's 'Courtesy' Campaign Hilariously Skewers Awful Train And Bus Riders

May 27, 2015 12:59 PM

Share 428 24 7 [View Comments](#)



(Photo Credit: transitchicago.com)

Related Tags: Annoying, campaign, CBS, Chicago, Chicago Transit Authority, Courtesy, CTA, Mason Johnson, Pet Peeves, Rules



**Mason Johnson**  
 Mason Johnson was born in Chicago and is a CBSChicago.com Web Content... [Read More](#)

Sponsored Links [Advertise Here](#)

Think of your biggest public transit pet peeves... As it turns out, the Chicago Transit Authority is well aware of them, attacking each and every slight you can think of in their latest advertising campaign.

Dubbed the "Courtesy" campaign, posters for the campaign display some of public transit's biggest offenders. Those people who block the door? Litterers? People who put their bags on the [seat](#) next to them? They're all guilty of public transit faux pas, and they all appear on these posters.

"Being considerate of other riders helps ensure a pleasant commute for everyone," the CTA states in the [announcement](#) for the campaign. "Our new courtesy campaign is a friendly reminder that we're all the 'public' part of public transportation — and we can all do our part to ensure a [comfortable](#) commute for everyone."

**Looking to save money?**  
 Switch early & save up to 10% with the Allstate Early Signing Discount Allstate.com

**He Used His Wife's Cream?**  
 63 Yr Old Husband Uses Wife's Wrinkle Cream: Results Will Amaze You. TheModernMan.Today

### LISTEN LIVE



### This Week's Circulars

EXCLUSIVE MAILER FOR LOYALTY MEMBERS

**SHOPKO** **JCPenney**

HOVER FOR CIRCULAR

**SHOPKO** **JCPenney**

**Peppercorn** **OUPI** **STAPLES**

HOVER FOR CIRCULAR

**Peppercorn** **OUPI** **STAPLES**

Earn points for great prizes by enjoying our articles, galleries, and newsletters.

#### Featured Reward



See Prizes

[Learn more about CBS Local Rewards](#)



Courtesy goes a long way. ICYMI: Check out our new campaign going up on buses & trains: [transitchicago.com/courtesy](http://transitchicago.com/courtesy)

12:24 PM - 27 May 2015

48 46

In one poster, a woman talks on her phone as passengers around her look frustrated and exasperated. The caption: "No one is interested in your conversation — trust us."

In another, a man sits in a seat staring at his phone as a woman's pregnant belly butts up against his face. The caption: "Ride with heart. Won't you offer your seat?"

The sub-caption elaborates, "Please offer a pregnant [passenger](#) your seat. Remember, your mother was pregnant once."

"We've been considering this idea for a new courtesy campaign for some time now," said Catherine Hosinski, a spokeswoman told me in an email. "What you see is solely based on feedback we see regularly from riders ..."

As encompassing as the campaign is, it can only cover so much ground. After I asked if any faux pas didn't make the final cut, Hosinski replied, "The behaviors shown in these new ads are those we hear about the most. And in the future, we may add others to the campaign."



My favorite poster explains the complexity of escalators. "Stand right, walk left!" it declares as two people stand shoulder to shoulder, blocking others from walking past.

It drives me nuts when people do that...

In total, there are thirteen posters, each more poignant than the last.

You can view them all [here](#).

Share 428

24

7

View Comments

### PROMOTED STORIES



**Why Long-Married Couples Split**  
(AARP)



**What Happened to the Cast of 'Hogan's Heroes'?**  
(Answers.com)



**How this Local Dog Groomer Grew Her Small Business**  
(Wells Fargo)



**The Richest Woman in the World is Worth \$41.7 Billion**  
(Forbes)

### PROMOTED STORIES

[WOW... Princess Charlotte is Adorable. See](#)

### WE RECOMMEND

[Cubs Place OF Jorge Soler On 15-Day DL](#)

### MOST POPULAR NEWS

#### The Word Of The Lord: Chicago Blackhawks Win Stanley Cup

God has spoken. And so has Google.

#### Activists Rally Against Rauner's Proposed Budget Cuts

Even though Democrats control the House and Senate, and approved a budget plan that is more than \$3 billion in the red, state Sen. Emil Jones III (D-Chicago) wasn't prepared to say his party shares in the blame for the budget cuts.

#### Two 21-Year-Olds Killed In Crash With Semi On I-55

A Buick Regal was northbound on I-55 just north of Bluff Road about 1 a.m. when the car struck the rear of the semi, according to Illinois State Police.

#### Joggers, Cyclists On Alert After Teen Attacked On Fox River Trail

A bicyclist in Elgin scared off a man attacking a young woman who was jogging on the Fox River Trail on Wednesday.

#### Three Charged With Stealing Tools From Vehicles Parked At Home Improvement Stores

The thefts began in April. On at least three occasions, men dressed in yellow safety vests to blend in with legitimate construction workers, watched as they went inside, and then broke into unattended vehicles to steal the workers' tools.

#### Man Charged With Exchanging Gunfire With Off-Duty Sheriff's Officer

Nicolas Mobley, 22, is charged with attempted first-degree murder, armed robbery with a firearm, and aggravated discharge of a firearm at a firefighter or police officer, according to Chicago Police.

### FOLLOW CBS CHICAGO



Marlow Colvin, Betsy Parsons and 98,645 others like this.



Follow @CBSChicago 78.7K followers



Follow More Stations and Personalities

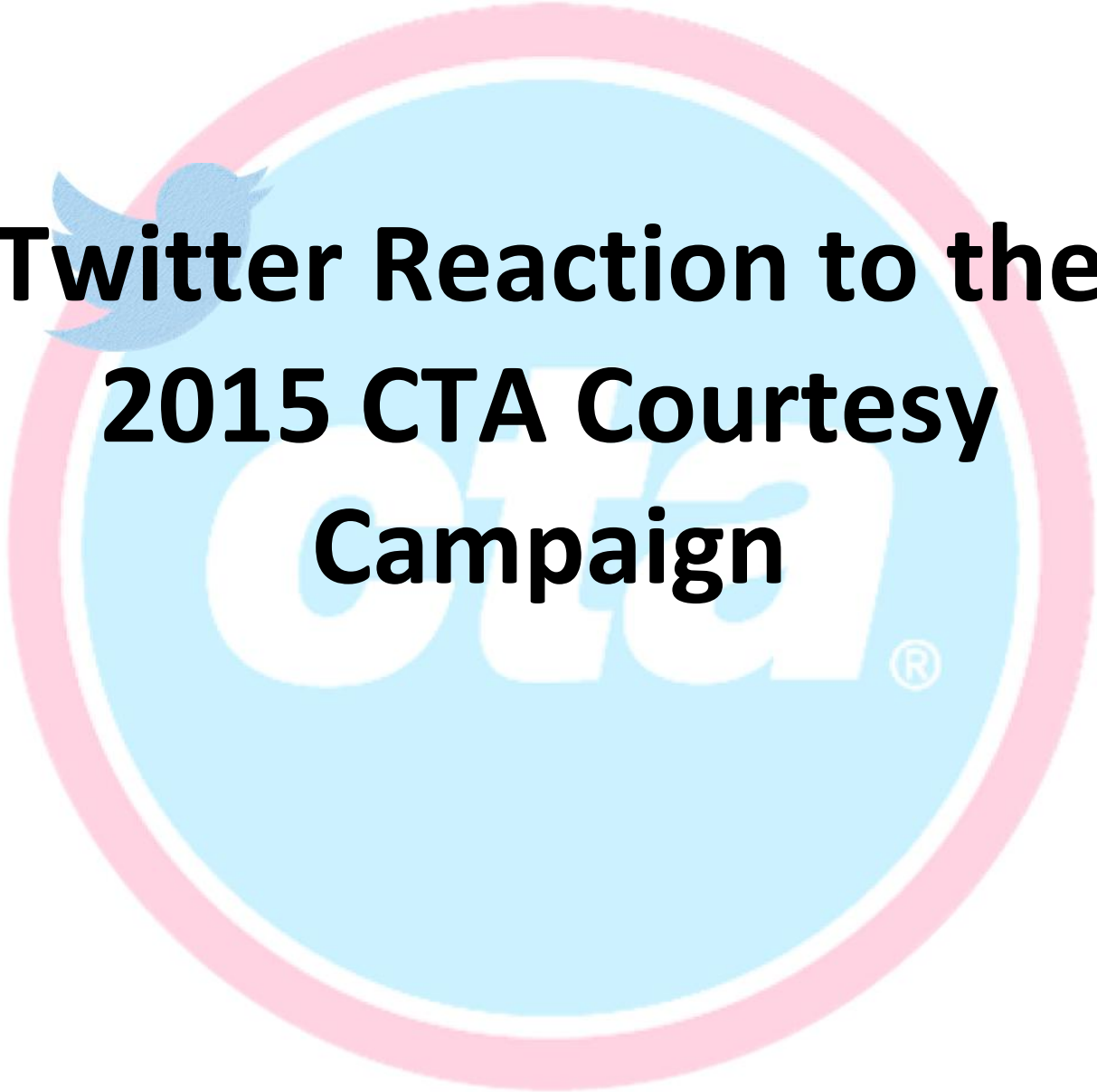
### VIDEO NEWS

#### Knife-Wielding Robber



**Man Charged In Series Of Knifepoint...**

More Videos



**Twitter Reaction to the  
2015 CTA Courtesy  
Campaign**



DNAinfo.com Chicago @DNAinfoCHI · May 27

The @cta's new brutally honest courtesy campaign is perfection  
[dnainfo.com/1FYmWaN](http://dnainfo.com/1FYmWaN)



RETWEETS FAVORITES

15

11



10:22 AM - 27 May 2015 · Details



Hide photo



Nick @nicholas\_mm · May 27

These @CTA shaming ads are golden: [dnainfo.com/chicago/201505...](http://dnainfo.com/chicago/201505...)



[View photo](#)



tankboy @tankboy · May 27

OK, the @CTA ██████ing NAILED this. Well done.

[dnainfo.com/chicago/201505...](http://dnainfo.com/chicago/201505...) This WHOLE CAMPAIGN IS BRILLIANT.



[View photo](#)



[Greg Bales](#) @gregory\_b · May 27

New @cta ad campaign is great. Especially fond of the escalator rules.  
[dnainfo.com/chicago/201505...](http://dnainfo.com/chicago/201505...)



[View photo](#)



Lizzie Schiff Tufano @lizzieschiffman · May 27

how many times has this happened to you? these new @cta ads are FOR REAL THE BEST [dnain fo/1FYmWaN](http://dnain fo/1FYmWaN)



← 5 ★ 3 ...

[View photo](#)



**Alicia Eisenbise** @aliciaATcb · May 27

Kudos to the agency that made the new @CTA ad campaign. I love. Bravo!  
[ow.ly/NuGdl](http://ow.ly/NuGdl) [pic.twitter.com/skvsZjhpE0](http://pic.twitter.com/skvsZjhpE0)



[View photo](#)



**cta** @cta · May 27

@aliciaATcb Thanks! (These were actually all done in-house; we'll pass the kind words onto the team this morning!)

RETWEET

1

FAVORITES

2



9:01 AM - 27 May 2015 · Details



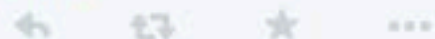
[Hide conversation](#)

Reply to @cta @aliciaATcb



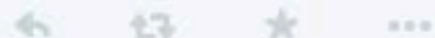
**Kristiana** @\_Kristiana\_ · May 27

@cta great job!



**Alicia Eisenbise** @aliciaATcb · May 27

@cta Well then...congrats to the in house team. Love them!





Papi follows

**John Carruthers** @UTChicago · May 27

YES. YES YES YES YES YES. FOREVER AND EVER AMEN. Way to go, @cta



1



1



[View photo](#)