



Memorandum

To: Members of the Transportation/Parking Committee

From: Ylida Capriccioso, Assistant to the City Manager

Subject: Purple Line Express Evening Pilot

Date: March 17, 2015

Recommended Action:
Discussion only

Overview:

The CTA has approved a six-week pilot program to test an additional evening round-trip Purple Line Express train between Davis Street and the Loop. The purpose of the pilot is to address a need for later express service for employers in Evanston, as well as Chicago. The pilot is currently set to begin in **June 1st through July 10th**. The pilot run would make all local stops in Evanston and run express between Howard and Belmont.

Purple Line Express Pilot Run Times

Linden	8:00 p.m.
(Central, Noyes, Foster)	Making all local stops
Davis	8:07 p.m.
(Dempster, Main, South)	Making all local stops
Howard	8:14 p.m.
Belmont	8:31 p.m.
Fullerton	8:36 p.m.
Clark/Lake	8:50 p.m.
Adams/Wabash	8:56 p.m.
Washington/Wells	9:02 p.m.
Fullerton	9:17 p.m.
Belmont	9:22 p.m.
Howard	9:39 p.m.
Davis	9:46 p.m.
Linden	9:52 p.m.

Pilot Assessment

For the service to continue past the pilot dates, CTA will require at least 468 people on the train, or 39 people per car on a 6-car train (this includes both Loop bound and Linden bound service). The CTA will perform a count approximately four weeks into the pilot. CTA has requested the City select the date on which the count will be conducted and recommended Tuesday through Thursday. Possible dates are June 23, 24, 25, and 30.

The count is conducted by CTA planning staff boarding the train at Howard and count passengers in all six (6) train cars arriving and leaving from Howard/Belmont. Each train holds upwards of 80 passengers. A train car seats 24, known as a seated load, and 15 more would reach the 39 ridership necessary for a positive assessment.

If the pilot is successful and reaches the 468 rider threshold, CTA will evaluate funding to continue the service.

Pilot Promotion and Outreach

City staff, in conjunction with CTA, will work to ensure that existing Purple Line Express commuters know that this pilot exists and encourage them to use the pilot in the 6-week period. CTA intends post appropriate “new run service” signage in rail cars. In addition, community engagement staff at CTA will be reaching out to the Chicago aldermen representing the Howard and Belmont stops to inform them about the express service pilot. Alongside this, Downtown Evanston will be reaching out to its counterparts at those express run stops, i.e., Rogers Park Business District, East Lakeview Chamber of Commerce, etc. to communicate the pilot program and encourage promotion and awareness.

Locally, Economic Development and Downtown Evanston are working to develop a Purple Line Express Specials and Events to encourage commuters headed back to Chicago to stay in Evanston to shop, workout, grab a drink and bite, or take a bike ride. As these incentives firm up, staff will prepare a press release and notice about the activities during the 6-week pilot.

Purple Line Ridership Statistics Stations (source: Regional Transportation Authority)

	June WK '13	June WK '14	July WK '13	July WK '14
Linden	1,051	1,033	1,094	1,108
Central	895	882	883	874
Noyes	797	849	840	865
Foster	906	914	868	883

Davis	4,024	4,030	3,896	4,021
Dempster	891	996	876	953
Main	1,200	1,283	1,177	1,271
South Blvd	870	875	841	846

Demographics (source: Regional Transportation Authority)

	Population within 1/2 mile	Employed within 1/2 mile
Linden	3,469	6,224
Central	4,706	27,269
Noyes	6,331	33,966
Foster	8,047	33,479
Davis	9,983	21,692
Dempster	9,263	29,118
Main	2,236	12,290
South Blvd	12,328	8,864

Next Steps:

1. Confirm dates with CTA for ridership counts
2. Partner meeting tentative date: April 30th
3. Prepare an update for the City Council in May regarding promotional activities and partners