Pilot Project
Overview

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PILOT OVERVIEW

• The CTA is testing extended train service from Evanston to Chicago from June 1 to July 10.
• A response expressed by the Evanston business community and their employees wanting a later express option.
• CTA estimates 468 weekday riders roundtrip are needed to justify maintaining the service beyond the pilot.
• The last Purple Line Express southbound train departs Davis Street at 8:05 pm
• CTA will count riders on the train cars on Thursday, June 25.
The Pilot will make all local stops in Evanston and Chicago.
PARTNERSHIPS

- CTA – community and media
- Pace bus connections
- Villages of Skokie & Wilmette
- City of Chicago – 44th & 49th Ward Aldermen
- Business Districts
- Downtown Evanston
• What is it?
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• Events and Promotions
  - **June 1-5:** AM flyer promotion at Belmont and Davis (7:00-8:30am)
  - **June 8-13:** Let’s Dance, Bike to Work week
  - **June 15-19:** AM flyer promotion at Belmont and Davis. Barre to Bar events, restaurant promotions
  - *June 22-26:** EAC Fun Run (24th), Wine Walk (25th), Let’s Dance (25th)
  - **June 29- July 3:** Flyer Promotion
  - **July 6 – 10:** Scavenger Hunt (July 8th)
• Advertising
  • WBEZ 15 second radio spots (AM/PM on June 3, 10, 17, 24, July 1, 8, 15, 22)
  • 175 CTA Rail Cards on Red, Purple and Yellow lines
  • Evanston Review/Tribune ad
  • Chicago Reader – online ads
  • Evanston Magazine
  • Evanston Now
Sample Purple Line Ads
It’s Thursday Let’s Dance!

- **June 11th** – Highland Park Pops Big Band  
  Jazz and Latin Jazz
- **June 18th** – Sarah Alysse & The Chi-Town Suits  
  Unique blend of pop and soul music
- **June 25th** – The Stingers  
  Blend of classic and roots rock, deep blues, ‘60s-style pop and gritty soul
- **July 11th** – Stardust Big Band  
  Jazz and Swing from Veterans of the Chicago-based Déjà Vu Big Band
- **July 18th** – Kaleidoscope Eyes  
  Acoustic Beatles Tribute Band
- **July 23rd** – Rio Bamba  
  A unique blend of Brazilian and American Jazz.
- **July 30th** – Decoy Prayer Meeting  
  Country Swing, Rock-a-billy, Folk, Rock and Roll
- **August 6th** – Sam Fazio Quartet  
  American Standards, swing tunes and pop classics (Sinatra!)