#31 & #11 Pilot Bus Service Marketing Efforts
#31 Promotional Campaign

- New flyer and posters creative
- Social media posts
- Digital screen advert
- Updated bus #31 Landing page
- Grassroots Outreach
#31 Collateral Materials

**Car Card**

**Reasons to ride #31**
Monday-Friday, 10 a.m. to 7 p.m.
Approximately every 30 minutes
31st Street, between 35th/Ashland
Orange Line and King Drive

1. Grab a few groceries
2. Visit a friend
3. Go to the pharmacy
4. Go out for Mexican food
5. Enjoy Sox pride
6. Hop on the Red or Green Line
7. Take a music class
8. Study hard
9. Go to the park
10. Do some shopping

On Sept. 6, 2016 the CTA will begin piloting a new bus route, the #31. To learn more about this six-month service pilot, please visit www.transitchicago.com/31pilot.

**Print**

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#31 Collateral Materials

**Spanish**

Motivos para viajar en el #31

De lunes a viernes, de 10 a.m. a 7 p.m. 
Aproximadamente cada 30 minutos 
31st Street, entre 35th/Ashland en la Línea Naranja y King Drive

1. Compre algunos comestibles 
2. Visite con un amigo 
3. Vaya a la farmacia 
4. Salga a comer comida mexicana 
5. Disfrute del orgullo del equipo de beisbol Sox

El 6 de septiembre de 2016, la CTA comenzará a probar una nueva ruta de autobús, el #31. Para obtener más información acerca de este servicio, que se está probando por seis meses, visite www.transitchicago.com/31pilot.

**Mandarin Chinese**

乘坐 #31公共汽车的理由

星期一到星期五，上午10点到晚上7点 
大约每隔30分钟一趟车 
在35th/Ashland街道与King Drive之间

1. 买些食品 
2. 拜访朋友 
3. 去药房 
4. 去公园吃墨西哥菜 
5. 欣赏 Sox 的荣耀

2016年9月6日，CTA将试运行一条新的公交车线路，即31路。这条线路将试运行六个月。欲了解更多信息，请访问www.transitchicago.com/31pilot。
#31 31st Bus Route Pilot

Beginning in September, the CTA began testing a new bus service along the #31 31st route to improve east-west transit connections along the eastern portion of the 31st Street corridor.

About the pilot

This experimental service enhances existing service, which was approved during the Feb 2014 Chicago Transit Authority board meeting, as part of a series of recent bus service improvements made by CTA President Forrest Claypool. The service is part of the goals to improve bus service.

We've worked closely with local aldermen and community leaders throughout the development of the pilot, which was designed to test meet the needs and feedback received from the community.

During the pilot, we're collecting ridership data and feedback from riders and the surrounding community to help analyze the effectiveness of the service being tested. As the conclusions of the pilot, CTA personnel will present their findings to the Board along with a recommendation on whether there is sufficient demand to conclude the pilot, extend it or make the service enhancement permanent.

Pilot route details

Service along the #31 route is operating on the following schedule:

Weekdays (Mon-Fri) approximately 15 min to 7 pm – 30 min intervals.

This new route offers improved transit connections, with service stops at the 35th Street Red and Green line stations.

Route Map

New bus service along the #31 31st route launched this month along the eastern portion of the 31st Street corridor as part of a pilot test. The #31 buses operate weekdays from 10 a.m. until 7 p.m. between the Ashland Orange Line station and the Lake Meadows Shopping Center (33rd Place/King Drive) via 31st Street.

This new route offers improved transit connections, with service stops at the 35th Street Red and Green line stations. For more information on the route, visit: http://ow.ly/Xcqv304p0Lb.
#11 Promotional Campaign

- New flyer and posters that were distributed to local businesses along the route
- Social media template specifically for local businesses
- New ad directing local business to landing page for use of promotional resources
- New digital screen advert
- Customized DePaul digital advert encouraging students to ride #11
- Updated bus #11 Landing page
- Grassroots Outreach
- Lakeview Chamber of Commerce
#11 Collateral Materials

**Flyer / Poster**

- Grocery day
- Doctor’s appointment
- Meet friends for lunch
- Quiet day at the library
- Yoga class
- Buy your sweetheart flowers
- Shop.....shop.....shop!

- Monday - Friday, 10am to 7pm
- Lincoln Avenue, from Fullerton to Western
- Approximately every 20 minutes

To learn more, visit transitchicago.com/bus/11

**DePaul Branded**

- Monday - Friday
  - 10am to 7pm
- Lincoln Avenue, from Fullerton to Western
- Approximately every 20 minutes

To learn more visit www.transitchicago.com/bus/11
Digital Advert

- Grocery day
- Doctor’s appointment
- Meet friends for lunch
- Quiet day at the library
- Yoga class
- Buy your sweetheart flowers
- Shop.....shop.....shop!

- Monday - Friday, 10am to 7pm
- Lincoln Avenue, from Fullerton to Western
- Approximately every 20 minutes

To learn more, visit transitchicago.com/bus/11

Instagram

- Monday - Friday, 10am to 7pm
- Lincoln Avenue, from Fullerton to Western
- Approximately every 20 minutes
Pilot bus service on the #11 will continue for another six months! The extension will allow us to further evaluate bus ridership demand for the pilot through all seasons and collect more community feedback about the route extension.

The pilot, which operates on weekdays from 10 a.m. until 7 p.m., extends #11 Lincoln bus service south from the Western Brown Line stop to the Fullerton Red/Purple/Brown line stop before turning northbound at Webster & Lincoln. The regular #11 route between Western Brown Line and Howard Street will continue to be unaffected by the pilot.

We worked closely with community in developing and implementing the pilot, including schedules and hours of service. For more information, visit: http://www.transitchicago.com/11pilot/.