



# **#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**



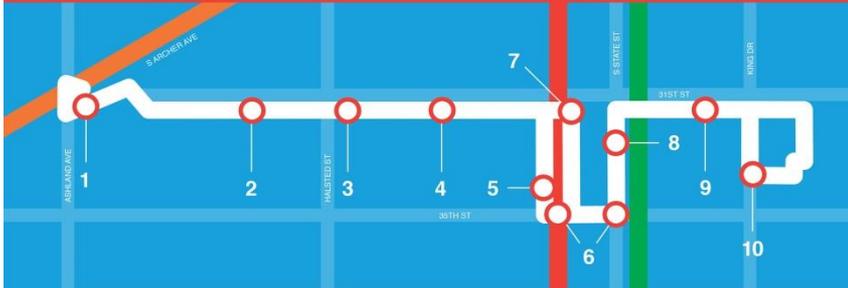
# #31 Collateral Materials

## Car Card

## Print

### 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](http://www.transitchicago.com/31pilot).

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# #31 Collateral Materials

## Spanish

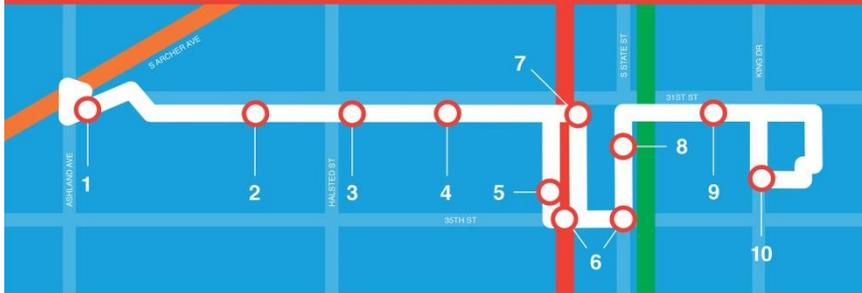
## Mandarin Chinese

### 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

### 乘坐 #31 公共汽车的理由

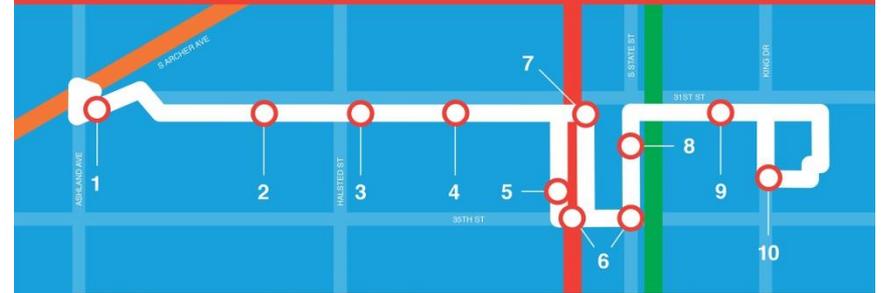
星期一到星期五, 上午10点到晚上7点 | 大约每隔30分钟一趟车 | 在 35th/Ashland 橘线 与 King Drive 之间



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 beisbó Sox

6. Súbese a la Línea Roja o la Línea Verde
7. Tome una clase de música
8. Estudie mucho
9. Ve al parque
10. Haga algunas compras

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, cual se está probando por seis meses, visite [www.transitchicago.com/31pilot](http://www.transitchicago.com/31pilot).



1. 买些食品
2. 拜访朋友
3. 去药房
4. 外出去吃墨西哥菜
5. 享受 Sox 的荣耀

6. 跳上红线或绿线`地铁
7. 上一堂音乐课
8. 努力学习
9. 到公园去
10. 买些东西

2016年9月6日, CTA 将试运行一条新的公交车线路, 即31路。这项试运行服务为期六个月。如欲了解其详情, 请访问[www.transitchicago.com/31pilot](http://www.transitchicago.com/31pilot)。



# #31 Collateral Materials

## Transitchicago.com

## Social Media

**cta Chicago Transit Authority**

Accessibility | Mobile | Help | Contact | Site Map

Travel Info | How to Ride | News & Initiatives | Shop Online | Business | About Us

CTA Home | News & Initiatives | System Improvement Projects | #31 31st Pilot

Anti-Harassment Campaign | Charter a Train | Courtesy | Developer Center | Going Green | Heritage Fleet | Open Data | Performance | Planning & Expansion | Press Releases | Public Art | Reports & Notices | System Improvement Projects

#11 Lincoln Extension Pilot | #31 31st Pilot | 95th/Dan Ryan Station Improvements | Ashland Bus Rapid Transit (BRT) | Belmont Prepaid Boarding Pilot | Bus Tracker Shelter Displays | Electric Buses | Elevator & Escalator Upgrades | Garfield Gateway | Green Line West Track Renewal | Illinois Medical District Renovation | Loop Link | Loop Link Pre-paid Fare Payment Pilot | Quincy Station Improvements | Red Ahead | Red North Station Interim Improvements Art | Red Line South Art | Slow Zone Elimination | Wilson Station Reconstruction Project | Your New Blue | Washington/Wabash Station | Videos | Winter Preparedness

### #31 31st Bus Route Pilot

Beginning in September, we began piloting 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 enhancement, which was approved during the May 2016 Chicago Transit Board meeting, is the latest in a series of recent bus service improvements made by CTA President David R. Carter Jr. – all of which are part of his goal to improve bus service citywide.

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

During the pilot, we'll be collecting ridership data and feedback solicited from riders and the surrounding community to help analyze the effectiveness of the service being tested. At the conclusion of the pilot, CTA personnel will present their findings to the Board along with a recommendation on whether there is sufficient ridership 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 10 am to 7 pm – every 30 minutes  
[Full timetable](#)

Service is being provided 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.

**Route map**

Quick Links: Schedules, Maps, Alerts, Transit Tracker, Ventra, Fare Info

**Plan a trip**

Start (e.g. O'Hare Airport) | End (e.g. 1 N State St, Chicago, IL) | Leave Now | More | Get directions with: Google Maps, CTA Trip Planner

**System Status**

Trains:

Red Line	Normal Service
Blue Line	Normal Service
Brown Line	Normal Service
Green Line	Normal Service
Orange Line	Normal Service
Purple Line	Normal Service
Pink Line	Normal Service
Yellow Line	Normal Service

Buses:  
Routes with Current Alerts (Line, A/B):  
1 2 3 4 85 6  
7 32 28 28 31 37  
38 53 540 56 57 59  
68 85 79 71 73 75  
78 29 95 108 111 115A  
115 121 128 130 132 135  
148 151 156 156 157 192

More: [See all Alerts](#) | [Accessibility](#)

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Phone: 1-888-YOUR-CTA | TTY: 1-888-CTA-TTY1 | Email: feedback@transitchicago.com

**cta Chicago Transit Authority**  
September 20, 2016 · 🌐

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/Xcqy304p0Lb>.

Like | Comment | Share

👍❤️😄 39 | Top Comments ▾

12 shares



# #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

**get stuff done on the #11** 

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

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

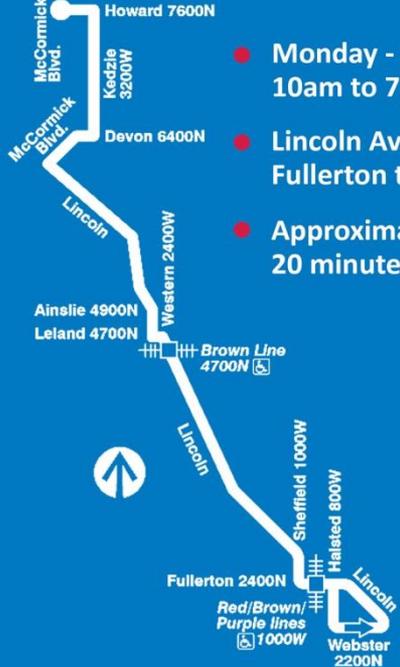


To learn more, visit [transitchicago.com/bus/11](http://transitchicago.com/bus/11)

## DePaul Branded

**get to class on the #11** 

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



To learn more visit [www.transitchicago.com/bus/11](http://www.transitchicago.com/bus/11)



# #11 Collateral Materials

## Digital Advert

**get stuff done** on the **#11** 

---

- 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](http://transitchicago.com/bus/11)

## Instagram

**get stuff done** on the **#11**



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



# #11 Collateral Materials

## Transitchicago.com

## Social Media

**Chicago Transit Authority**

**#11 Lincoln Extension Pilot**

In June, we began piloting bus service along the #11 Lincoln route, between the Western Brown Line stop and Fullerton.

**About the pilot**

This experimental service enhancement, which was approved during the May 2016 Chicago Transit Board meeting, is part of a series of recent bus service improvements made by CTA President David R. Carter, Jr. – all of which are part of his goal to improve bus service citywide.

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

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

**Pilot service details**

#11 pilot service is operating on the following schedule:

**Weekdays (Mon-Fri)**  
10am to 7pm – every 16-22 minutes  
Full timetable

As a result of this experimental service enhancement, #11 buses will operate between Howard/McCormick and the Fullerton Red/Brown/Purple stop via Lincoln Avenue.

These hours of service are intended to serve the kind of trips the community desires, such as service to senior activities, medical appointments, and shopping trips along Lincoln Avenue. This schedule also best corresponds with adjacent Brown Line service and the other seven north-south and east-west bus routes that cross or stop in the area.

As a result of this experimental service enhancement, #11 buses will serve more than 40 bus stops and connect residents to key intersections and businesses along Lincoln corridor.

**Extension map**

### Chicago Transit Authority

December 15, 2016 · 📍

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/>.



👍 Like    💬 Comment    ➦ Share

👍❤️ 55

Chronological ▾

3 shares

