South Loop Bus Route Changes

Recommending a second 180-day Experiment
South Loop Bus Routes

- Positive impact on ridership
  - +1.3% on South Loop routes

- Positive impact on customer satisfaction
  - Over 65% customer satisfaction rating

- Improved travel times, efficiency, and connections to major traffic generators
#3 King Drive

- Operates on Michigan between Roosevelt and 16th Street
- Service formerly operated over to Indiana between 16th and Roosevelt
- 67% customer satisfaction rating
  - Improved walking distance to bus stop
  - Improved ease of making trip
• Created connections from South Loop to growing retail and employment corridor on Roosevelt Road
• Terminated east end of the route at Indiana/15th Place, based on community input
• Formerly operated to the Museum Campus
• 55% customer satisfaction rating
Rerouted to Roosevelt Station instead of Cermak-Chinatown Station

72% customer satisfaction rating

Implementing midday service, September 2009

Funded by Job Access Reverse Commute grant
• Extended route to provide Red Line connection to Mercy Hospital
• Formerly terminated at McCormick Place
• 63% customer satisfaction rating
• Terminated east end of the route at Cottage Grove and 33rd Place, due to closing of Michael Reese Hospital
• 71% customer satisfaction rating
Extended bus route to McCormick Place
Created direct link from Union and Ogilvie Stations to McCormick Place
Formerly ended at 18th and Indiana
93% customer satisfaction rating
#146 Inner Drive/Michigan Express

- Connects Red, Orange and Green Line station to Museum Campus
- Formerly routed via State-Balbo-Columbus
- 79% customer satisfaction rating
- Using McFetridge after AM rush
- Implemented service to Museum Campus until midnight, June 2009
Propose Second 180-day Experiment

- Evaluate later evening service to Museum Campus on the #146 Inner Drive/Michigan Express
- Evaluate midday service on the #18 16th/18th
- Evaluate impact of the introduction of weekday service on the #130 Museum Campus
- Continue to obtain feedback during the experiment