

If you live in the northern suburbs, you can ride the Skokie Swift daily and...

forget about traffic
pretend you have a chauffeur
think about nothing
doze

save money
stare out the window
get to work on time

see someone
who looks familiar

let the family have the car

Ride the new Skokie Swift between Dempster Street, Skokie, and the Howard "L"-subway station, Chicago. Takes just 6½ minutes! Nonstop every 4 to 6 minutes during weekday rush periods—15 minute intervals most other times. Operates between 6 a.m. and 11 p.m. Monday through Friday; 7 a.m. to 11 p.m. on Saturdays. Full transfer privileges. "Free Kiss 'n ride" area for drop-off and pick-up at station. Let the CTA be your second car!

Skokie Swift 

SKOKIE SWIFT

"The Commuter's Friend"



FOREWORD

"Skokie Swift," the high-speed, two-station commuter shuttle, began service April 20, 1964. Patronage well above the expectations of experts has attracted nation-wide interest in this locally-sponsored Mass Transportation Demonstration project which is federally aided by the Housing and Home Finance Agency.

The purposes of this project are:

1. To determine the effectiveness and economic feasibility of linking a fast-growing, medium-density suburban area with the central city by means of a high-speed rail rapid transit extension coordinated with suburban buses and with the central city's extensive transit network;

2. To develop through surveys and studies criteria and guidelines useful nationally to public officials, planners, transit operators and others in determining whether service of this type should and can be provided in large metropolitan areas.

The project is rehabilitating the former North Shore Line right-of-way between Dempster Street in Skokie and the CTA main line rapid transit at Howard station on the Chicago-Evanston city limits and operating high-speed rapid transit service over it. A Park'N'Ride lot was built at Dempster terminal and is being operated by the project.

Data is being collected and analyzed by CTA, the Village of Skokie, the Chicago Area Transportation Study and the Northeastern Illinois Planning Commission.

Progress Report No. 1 covered the rehabilitation and construction work done before the project could begin operations. It also summarized the results of the first 10 days of service ended April 30, 1964. Finally, it contained a financial report detailing costs incurred through April 18. Progress Report No. 2 covered operations May 1 through June 30, and the financial report April 19 through June 30.

Herewith Progress Report No. 3 is submitted, covering operations and the financial report July 1 through September 30, 1964.

Report issued by Chicago Transit Authority, Merchandise Mart Plaza,
P. O. Box 3555, Chicago, Illinois 60654.

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COOPERATING AGENCIES AND THEIR PROJECT REPRESENTATIVES

Northeastern Illinois Metropolitan
Planning Commission

Matthew L. Rockwell, *Exec. Director*

Chicago Area Transportation Study

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OPERATIONS

CONSTRUCTION AND REHABILITATION

During the quarter concurrence was obtained from HHFA for completion of additional rehabilitation necessitated by the severity of service requirements, which are substantially more intense than originally anticipated. Similarly, concurrence was obtained for the additional construction required to accommodate the expanding traffic volume being experienced. Engineering was gotten under way and material was ordered. Work that could be undertaken within the period was pushed forward and some of it is now completed.

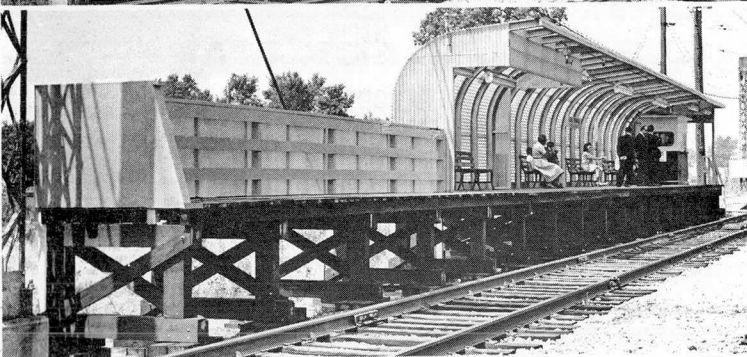
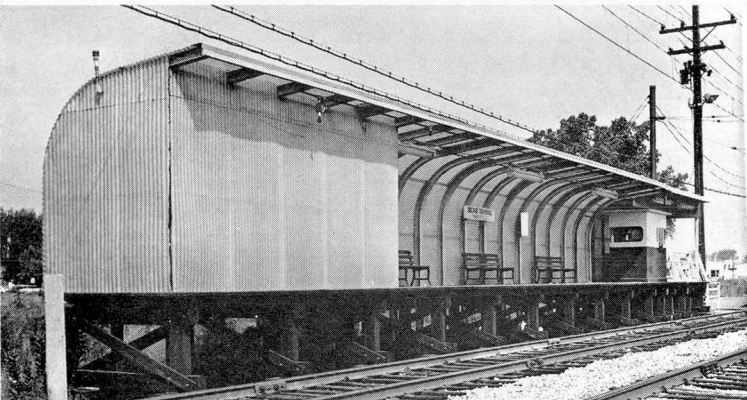
Until the final dimensions of the project can be ascertained it will remain impossible to determine finally the end point of the construction phase, since the obligation to serve the traffic presented at Dempster establishes an overriding consideration.

SIGNALS AND CROSSING GATES

The east crossing gate at Oakton was replaced by a modern equipment during the quarter. The west gate had been replaced in the previous quarter.

Material was ordered for replacement of gates at East Prairie, Crawford, Kostner, Main and Niles Center. When these units are installed, during the fourth period, all of the cumbersome old gates with horizontal swivelling as well as balanced-gravity vertical motion will be eliminated.

Extension of the southbound platform at Dempster terminal to accommodate more passengers and in preparation for the use of 88-foot long high-capacity cars was completed during the quarter. Views show the platform as originally constructed (top left) and following extension.

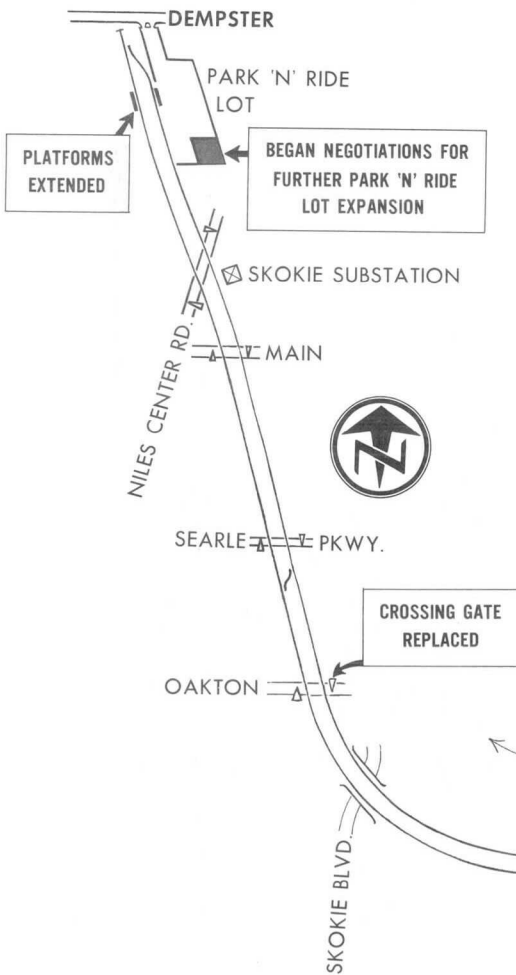
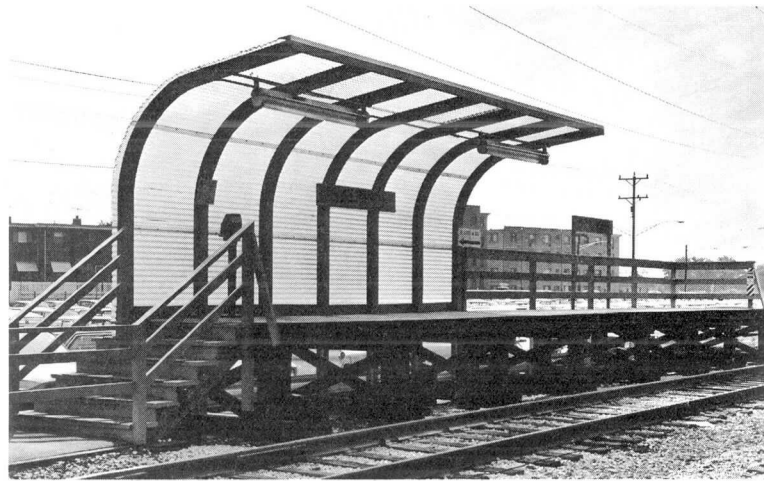


PARKING LOT AND BUS TERMINAL

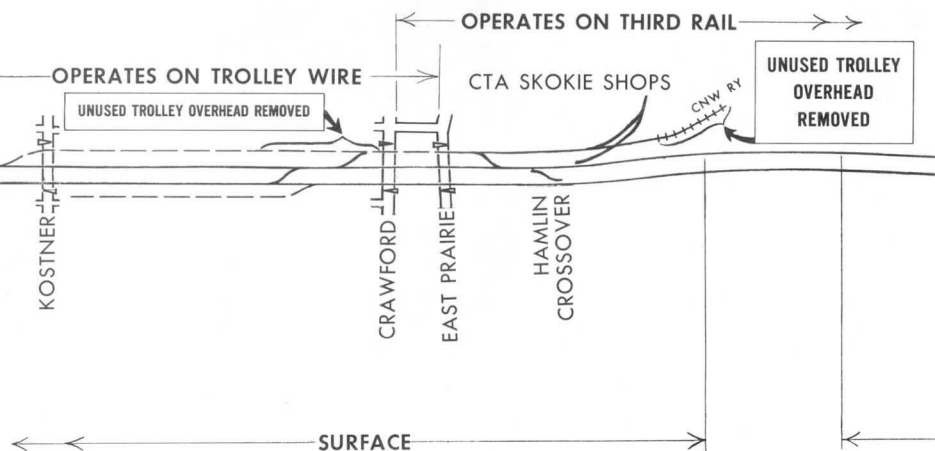
A recommendation for the most practical immediate expansion of the park'n'ride area into vacant land adjacent to and southeast of the present area was followed by negotiations which are expected to make it available to the project early in the next period.

These negotiations involve a lease by the Village of Skokie from the owner, Temple Judea. An agreement will be submitted for HHFA concurrence to permit the project to improve the property for parking and to reimburse Skokie for the rental of the land.

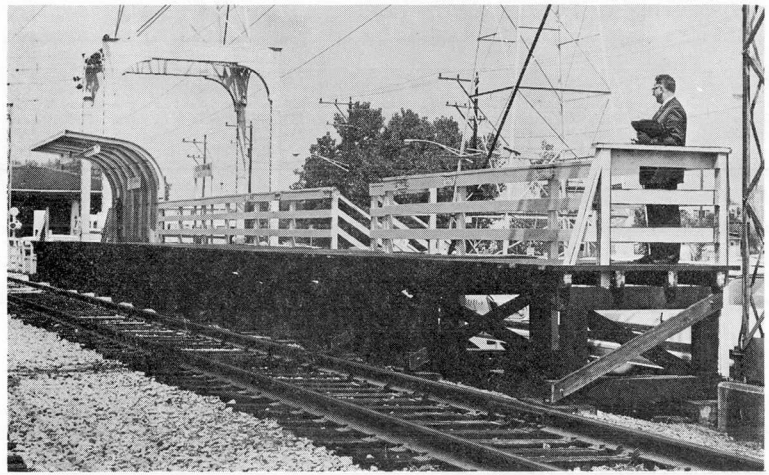
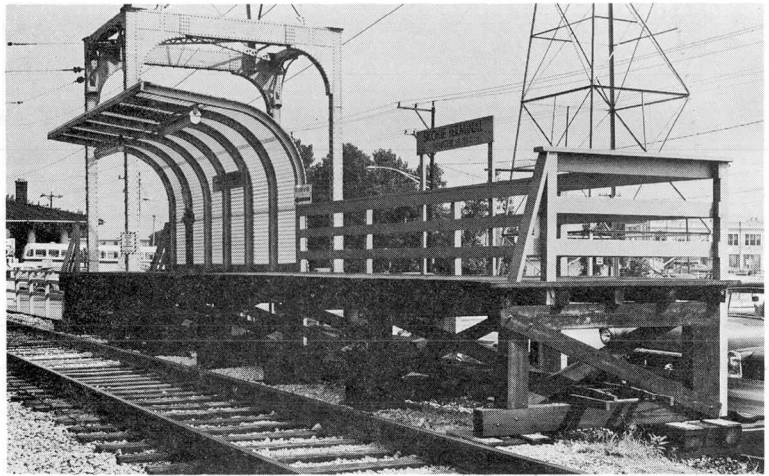
A comprehensive insurance policy was negotiated covering the parking lot and bus terminal in accordance with the terms of the agreement of January 28, 1964, between CTA, Skokie and the Commonwealth-Edison Company.



SKOKIE SWIFT TRACK MAP SHOWING CHANGES DURING REPORT PERIOD

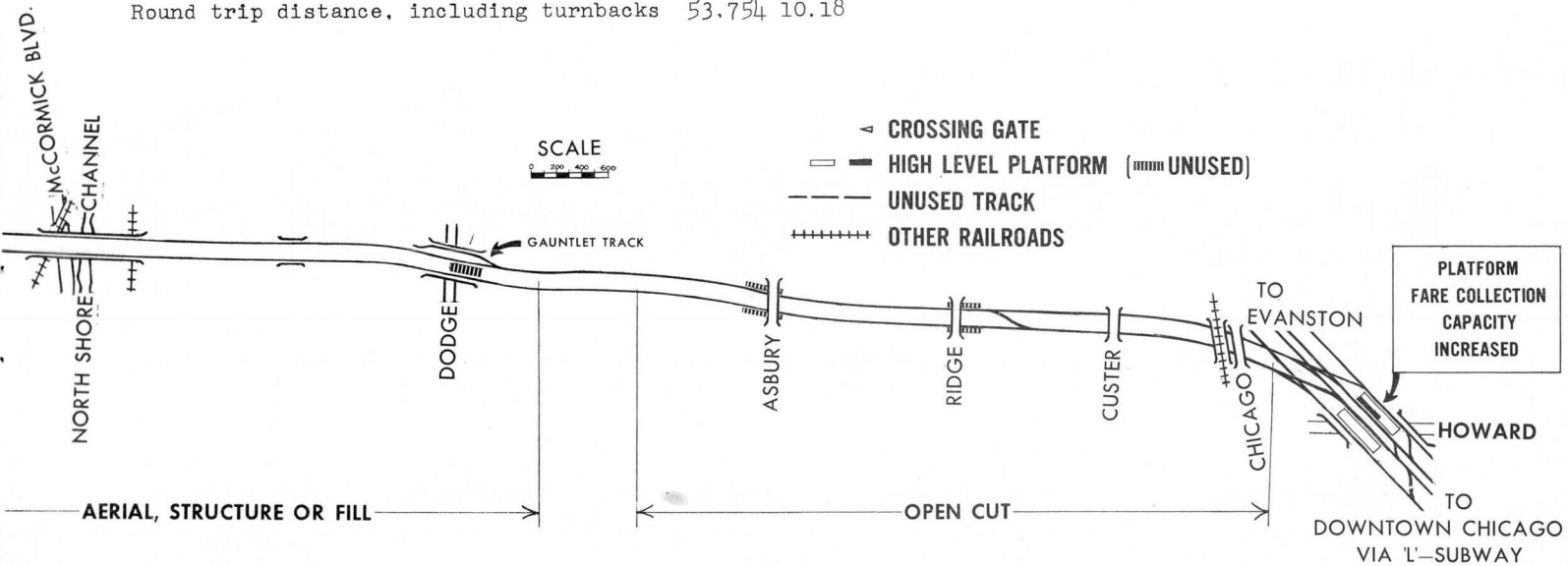


The northbound (arriving) platform was also extended and an additional stairway was installed to provide a short cut to the parking lot and to relieve congestion at the former sole exit stairs. Views on this page and the opposite page show the original platform (top pictures) and the reconstructed platform (bottom pictures).



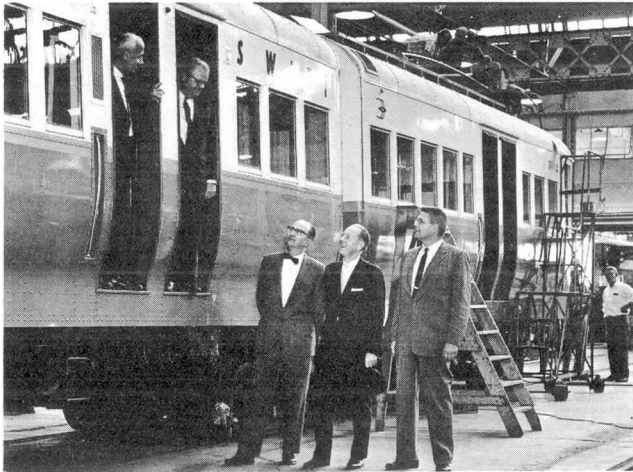
MILEAGE TABLE

	<u>Direction</u>	<u>Feet</u>	<u>Miles</u>
Station-to-Station Spacing, Northbound		25,998	4.92
Station-to-Station Spacing, Southbound		26,245	4.97
Round trip distance, including turnbacks		53,754	10.18



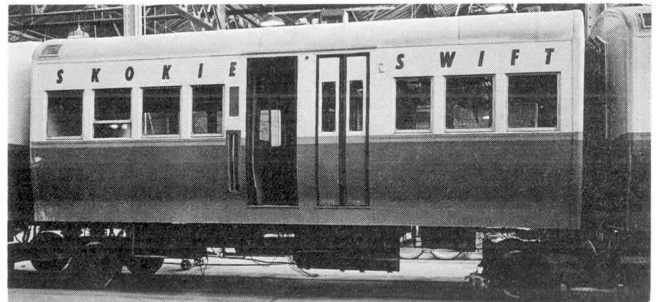
HIGH SPEED RAPID TRANSIT CARS

At the beginning of the period, eight 48-foot cars had been equipped for and assigned to the service. These are cars numbered 1-4, 25, 26, 29 and 30. Schedules specifying a maximum of 5 cars in simultaneous use were increased effective August 3rd to demand 6 cars, leaving only two spare cars to protect servicing and repair requirements as well as probable growth in the immediate future.

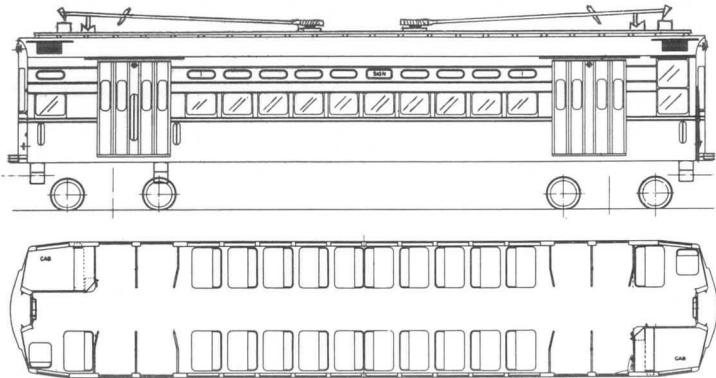


After concurrence of HHFA with a revised budget request, two 3-compartment 88-foot cars were withdrawn from CTA Ravenswood service and work was begun to recondition them and fit them with the special remote control pan trolleys. The general reconditioning will not be a project expense, however.

Preparation for increasing train capacity in rush hours without increasing the number of cars on the line involved the conversion of 88-seat, three-compartment cars, shown here in the course of preparation at CTA Skokie Shops. At left, CTA and Skokie officials check progress of work. Below and on opposite page are other views of the rehabilitation work on one of the cars of this type currently being made ready for Skokie Swift. Diagrams below compare physical characteristics of standard Skokie Swift car with articulated car scheduled to go into service in next quarter.



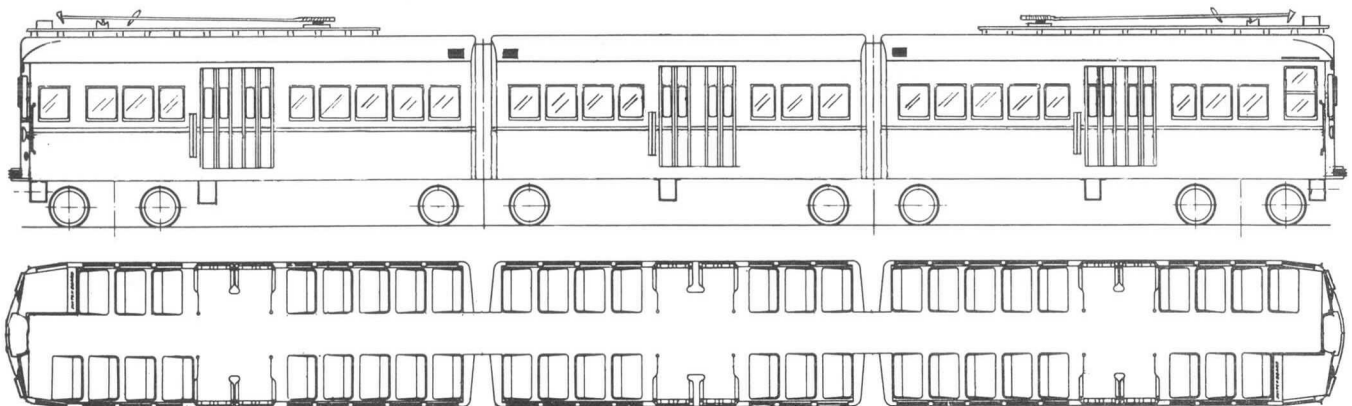
1-4, 25, 26, 29 & 30

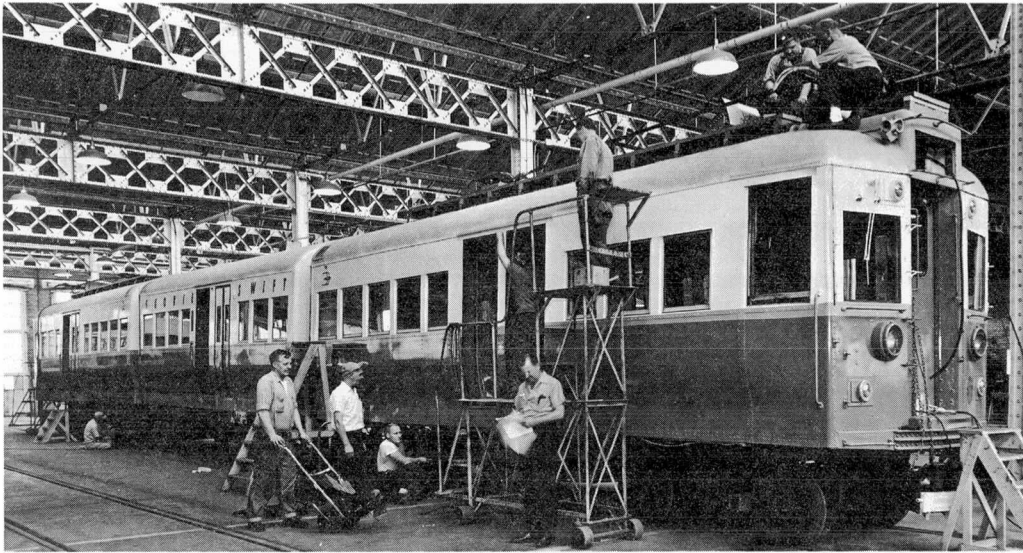


CAR DIAGRAMS

Series	Builder	Length	Width	Height	Seats	Weight	No. of Cars
1-50	St. Louis	48'-0"	9'-4"	11'-10"	46	43,500#	8
51-52	Pullman	88'-7½"	9'-4"	13'-2"	96	93,000#	2

51-52





Samples of press comment during report period

The Skokie Swift

Fast Shuttle Run Serves Real Need

(Continued from first page) an expressway with room for an additional X number of cars, and X number of additional people will decide to drive downtown."

In fact, Marsh asserted, the traffic problem worsens because it drives public transportation systems out of business.

Why bother with a mass suburban transportation system at all? Why not let people outside the city limits use their cars?

Bernard Marsh, Skokie's village manager, put it this way: "The auto makes possible suburban living, but also creates most of our urban-suburban problems, from traffic congestion and lack of off-street parking to the

THAT MEANS people who didn't want to use their cars in the first place, now have to because there's no other way to get downtown, and that adds more cars to the traffic middle."

CATS-MAN HOWE said the most recent investigation by Chicago Area Transportation Study indicated that

CHICAGO'S AMERICAN August 24, 1964



As far as the eye can see—these commuters' autos are jammed into Monroe street

and reduces congestion, which benefits him.

"It's a very logical argument," Marsh noted. "But emotionally it is not accepted."

"People talked about straggling themselves on traffic jams back in the 1920s," he says.

Howe also dismissed the oft-heard allegation that downtown business areas are "strangling on traffic." He said: "An important reason that Los Angeles is so spread out is that extensive interurban streetcar and railway lines

CHICAGO'S AMERICAN August 24, 1964

500,000th Skokie Swift Rider Feted

An attractive middle-aged woman dressed in bright blue stepped off the Skokie Swift train today that she had traveled to learn that she was the 500,000th rider of the new mass transportation line.

Miss Gladys Purdie, 62, of Glenwood, was the guest of honor at the ceremony.

CHICAGO'S AMERICAN July 6, 1964

RIDE THE SKOKIE SWIFT

An experiment in Chicago's rapid transit "Skokie Swift"—may help to solve the nation-wide transportation problem.

CHICAGO'S AMERICAN July 8, 1964

THE SKOKIE SWIFT

Speedy Shuttle Run Serves Real Need for the Suburbanite

Persons riding buses to the CTA's Skokie Swift terminal at Dempster shortly will get questionnaires to discover how service has affected their riding habits.

On Thursday, July 16 they'll be handed to riders of the CTA's Skokie Swift (No. 97) buses the new CTA rapid transit service has affected their riding habits.

By auto—28.8 per cent (16.7 per cent drive and 12.1 per cent are passengers in private cars).

By "L" subway—28.1 per cent.

By bus—26.5 per cent.

By suburban train—16.6 per cent.

THE SURVEY is being made in co-operation with the Chicago Area Transportation Study indicated that

CHICAGO'S AMERICAN August 24, 1964

riders to support it, the railroad told the Illinois Commerce Commission.

Who Rides Many Problems Conquered Skokie Swift Grew Slowly

Richard Ranch, a graduate student in the Northwestern university transportation program, copied down the license numbers of all 500 cars in the Dempster street parking lot. His conclusions: Only 20 per cent of the Skokie Swift riders are commuters. The rest are suburbanites.

He would force the trailers and down, breaking electrical contact and stalling the car.

Then one engineer with aeronautical experience proposed an ingenious device—a device that would counteract the depressing force of the air stream.

A small wing was installed between the twin poles of the Skokie Swift. It had an airfoil like that of plane wings, and as it passed thru the air stream it tended to rise, just like a plane wing does in making a plane fly.

That kept the pickup bare pressed firmly against the Skokie Swift's body.

Efficient as it is, it doesn't satisfy the village manager of Skokie, noted Craven.

He would like to see the Skokie Swift stop in an instant and reduced travel time was one of the main things the Swift was selling.

CHICAGO'S AMERICAN July 9, 1964

CTA Conquered Many Problems Skokie Swift Didn't 'Just Grow'—It Took Hard Work

SKOKIE SWIFT'S pole trolley best from air stream at 50-plus m. p. h., so an engineer with aeronautical experience came up with ingenious solution. It works just like a small airplane wing.

CHICAGO'S AMERICAN July 9, 1964

More Means More Skokie Swift's Intake, Output Tops Forecast

A PROGRESS report on the structures and equipment acquired for the project and an increase in income from riders as a result of experience gained from the first since plans had to be revised several times after estimates were made.

CHICAGO'S AMERICAN July 10, 1964

Chicago Is Not Alone in Mass Transit Woes

THE TRANSPORTATION WOES of the Chicago area are typical of being suffered by most other metropolitan areas in this country.

CHICAGO'S AMERICAN July 10, 1964

Speedy Shuttle Run Serves Real Need

THE FACT that the Skokie Swift keeps getting recs (each week, so far, has seen more riders than the previous week) seems to indicate that it is filling a real need for suburbanites.

CHICAGO'S AMERICAN July 8, 1964

RIDE THE SKOKIE SWIFT Has CTA Discovered Mass Transit Key?

BY PETER REICH LAWRENCE LIDBERG got out of his cream-colored Lincoln Continental, kissed his wife goodbye, and stepped aboard the CTA's new Skokie Swift shuttle train at the Dempster street station.

Six and a half minutes later, Lidberg was 5 miles away, at the Howard street terminal boarding a CTA "L" subway train.

Series Lidberg was one of 2,750 passengers who made the same trip that

CHICAGO'S AMERICAN July 7, 1964

CHICAGO'S AMERICAN July 13, 1964

CHICAGO'S AMERICAN July 11, 1964

CHICAGO'S AMERICAN August 27, 1964

These cars, carrying numbers 51 and 52, have a seating capacity of 96 passengers each compared to 46 in the other Skokie Swift cars.

RIDERSHIP PROMOTION

A new ridership promotion campaign was developed to cover late 1964 and early 1965. The campaign will consist of five weeks of promotion activity followed by five weeks without activity, followed by similar second and third waves.

The "Post-Labor Day" promotional wave began a week after Labor Day to encourage vacationers and "summer drivers" to come back to the Skokie Swift.

Certain suburban weekly newspapers, suburban and metropolitan radio stations are being utilized for this promotion. Copy and artwork was completed for the entire season.

Some additional publicity was again given to the project by the newspaper and trade press. One stimulant was the carrying of the 500,000th Skokie Swift Rider, on August 24th. Preliminary estimates before the project was undertaken had indicated that this event might not be expected until October, 1965, almost 14 months later than the actual event.

TRAFFIC

The number of passengers carried continued to increase slowly during the period, averaging slightly below 5,500 per weekday. This slow growth rate compares to

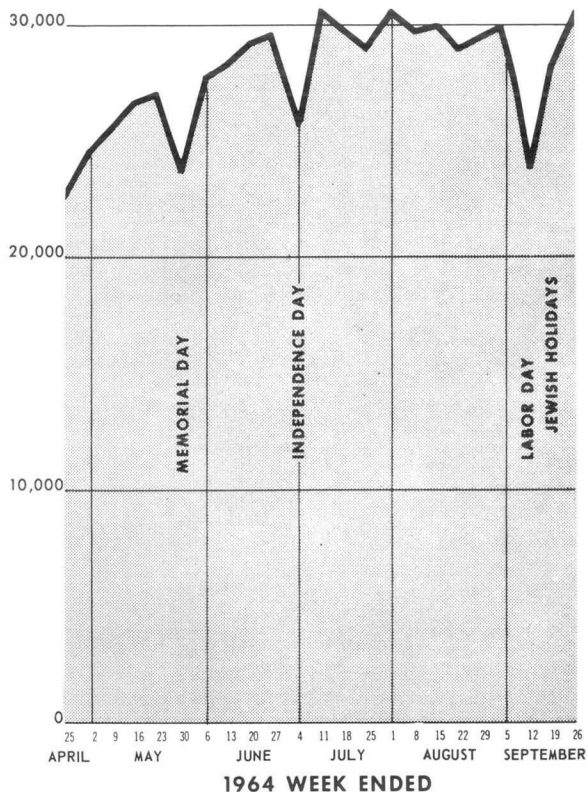
a summertime sag of 5% to 7% that would be typical of transit riding in this area.

From April 20 through June 30 inclusive, the total number of passengers carried was 276,042 and the total of parking lot receipts was \$5,933.36. Following are traffic and parking lot data for the period in review:

JULY, 1964

Day of Week	Date	Passengers			Parking Receipts
		North	South	Both	
W	1	2661	2763	5424	\$108.15
T	2	2642	2829	5471	106.75
F	3	1854	1842	3696	59.05
S	4	INDEPENDENCE DAY - NO OPERATION			
M	6	2655	2689	5344	122.85
T	7	2657	2685	5342	123.00
W	8	2890	2969	5859	125.30
T	9	2887	2956	5843	123.50
F	10	2829	2947	5776	116.10
S	11	1041	1161	2202	33.80
M	13	2591	2719	5310	123.50
T	14	2829	2838	5667	125.80
W	15	2831	2821	5652	122.75
T	16	2916	2795	5711	95.25
F	17	2661	2793	5454	106.75
S	18	926	915	1841	24.00
M	20	2628	2689	5317	92.70
T	21	2606	2704	5310	113.50
W	22	2625	2759	5384	110.30
T	23	2683	2808	5491	105.55
F	24	2555	2725	5280	99.50
S	25	1036	1059	2095	22.75
M	27	2715	2781	5496	119.30
T	28	2864	2856	5720	112.05
W	29	2917	2951	5868	116.50
T	30	2753	2850	5603	110.75
F	31	2671	2755	5426	100.00
TOTAL FOR JULY		131,582			\$2,619.45

TOTAL RIDERS CARRIED PER WEEK



AUGUST, 1964

S	1	1009	1116	2125	\$ 29.75
M	3	2700	2719	5419	111.25
T	4	2778	2753	5531	113.75
W	5	2805	2880	5685	119.25
T	6	2749	2830	5579	112.00
F	7	2654	2775	5429	100.75
S	8	977	1071	2048	30.55
M	10	2597	2622	5219	118.80
T	11	2792	2837	5629	122.50
W	12	2718	2820	5538	121.00
T	13	2732	2919	5651	114.25
F	14	2716	2874	5590	111.35
S	15	1108	1205	2313	29.55
M	17	2535	2729	5264	120.50
T	18	2589	2726	5315	124.75
W	19	2632	2832	5464	104.80
T	20	2666	2816	5482	112.25
F	21	2599	2805	5404	120.50
S	22	958	1032	1990	29.00
M	24	2705	2818	5523	122.65
T	25	2734	2790	5524	118.00
W	26	2632	2749	5381	112.75
T	27	2695	2785	5480	112.75
F	28	2721	2904	5625	110.55
S	29	1057	1078	2135	29.50
M	31	2736	2826	5562	122.85
TOTAL FOR AUGUST		125,905			\$2,575.60

SEPTEMBER, 1964

Day of Week	Date	Passengers			Parking Receipts
		North	South	Both	
T	1	2671	2825	5496	\$119.55
W	2	2718	2860	5578	125.30
T	3	2768	2942	5710	116.80
F	4	2605	2806	5411	101.25
S	5	1046	1116	2162	29.00
M	7	LABOR DAY - NO OPERATION			
T	8	2369	2519	4888	108.50
W	9	2582	2743	5325	114.50
T	10	2642	2749	5391	119.00
F	11	2684	2829	5513	117.30
S	12	1142	1239	2381	31.50
M	14	2730	2757	5487	120.75
T	15	2591	2726	5317	117.50
W	16	1891	1893	3784	86.25
T	17	2691	2857	5548	121.85
F	18	2659	2866	5525	114.25
S	19	1112	1220	2332	33.75
M	21	2685	2777	5462	126.00
T	22	2816	2891	5707	121.25
W	23	2734	2928	5662	118.00
T	24	2817	2907	5724	130.80
F	25	2723	2912	5635	120.75
S	26	1031	1182	2213	28.50
M	28	2684	2836	5520	125.50
T	29	2796	2960	5756	128.90
W	30	2795	2968	5763	121.25
TOTAL FOR SEPTEMBER		123,290			\$2,598.00
TOTAL-APRIL 20 to SEPTEMBER 30 Inclusive		656,819			\$13,726.41

SERVICE

On July 1 there were 96 round trips operated on week-days. To relieve excessive crowding in peak hours (e.g., over 1,100 passengers in 14 trips, with some trips carrying more than 100 passengers each) one morning trip



TIMETABLE NO. 7
SOUTHBOUND
Leaves Dempster St., Skokie

MONDAY thru FRIDAY

6:00 AM First Train
6:20 AM - 9:00 AM Every 4 to 10 minutes
9:00 AM - 4:00 PM On the hour and every 15, 30, 45 minutes after the hour
4:00 PM - 6:45 PM Every 4 to 10 minutes
6:45 PM - 10:00 PM On the hour and every 15, 30, 45 minutes after the hour
10:30 PM Last Train
11:00 PM Last Train

SATURDAY ONLY

7:00 AM First Train
7:00 AM - 7:00 PM On the hour and every 15, 30, 45 minutes after the hour
7:00 PM - 11:00 PM On the hour and half-hour
11:00 PM Last Train

RUNNING TIME: 6½ Minutes
CHICAGO TRANSIT AUTHORITY
8/5/64



TIMETABLE NO. 7
NORTHBOUND
Leaves Howard Station

MONDAY thru FRIDAY

5:50 AM First Train
6:10 AM - 8:55 AM Every 4 to 10 minutes
8:55 AM - 3:55 PM 10, 25, 40, 55 minutes after the hour
3:55 PM - 6:40 PM Every 4 to 10 minutes
6:40 PM - 9:25 PM 10, 25, 40, 55 minutes after the hour
9:45 PM Last Train
10:15 PM Last Train
10:45 PM Last Train

SATURDAY ONLY

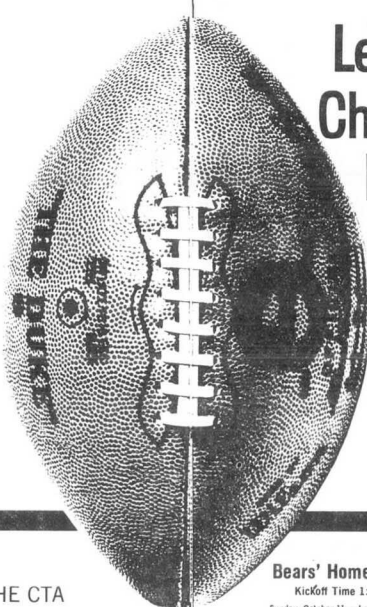
6:40 AM First Train
6:40 AM - 6:25 PM 10, 25, 40, 55 minutes after the hour
6:45 PM - 10:45 PM 15, 45 minutes after the hour
10:45 PM Last Train

RUNNING TIME: 6½ Minutes
CHICAGO TRANSIT AUTHORITY
8/5/64

Timetable used during report period.

and one evening trip were added effective August 3, making a total thereafter of 98 round trips. Because of the concentration of peak traffic in a very short time span, this slight increase in service nevertheless increased the

Leaflet describing CTA rapid transit service to Bears' home games includes Skokie Swift service which will operate on Sundays during fourth quarter.



Let's go Chicago Bears via CTA

Bears' Home Games
Kickoff Time 1:05 P. M.

Sunday, October 11 — Los Angeles Rams
Sunday, October 18 — Detroit Lions
Sunday, November 1 — Dallas Cowboys
Sunday, November 8 — Baltimore Colts
Sunday, November 22 — San Francisco 49ers
Saturday, December 5 — Green Bay Packers
Sunday, December 13 — Minnesota Vikings

RIDE THE CTA
and free up your
energies for rooting
the Bears to victory.

CHICAGO TRANSIT AUTHORITY 9-64



Non-stop between Dempster and Howard.

FARE: 45¢ each way, including transfer if desired.

TO THE GAME: Special trains, expressly for the convenience of Bear fans, leave Dempster terminal every 7½ minutes from 11:00 a.m. to 1:00 p.m. Direct across-the-platform connections at Howard with "L"-subway trains to the game.

RETURNING: Skokie Swift specials connecting with "L"-subway trains arriving from the game leave Howard every 7½ minutes. Last Skokie-bound train leaves Howard at 5:00 p.m.

Evanston-Wilmette Service

FARE: 40¢ each way (45¢ if transfer is desired).

TO THE GAME: Extra trains are added to the regular service. Every 7½ minutes an express train departs from Linden, non-stop to Howard. Also departing is a local train, making all regular stops from Linden to Howard. Direct across-the-platform connections are made at Howard with "L"-subway trains to the game.

RETURNING: Extra trains added to the regular service connect with "L"-subway trains from the game. Every 7½ minutes an express train makes the Howard to Linden hop non-stop, while a local train makes all regular stops along the same route.

North-South Service

Howard-Jackson Park-Englewood

FARE: 25¢ each way (30¢ if transfer is desired).

TO THE GAME: Extra cars are added to the regular service operating every 5 minutes in each direction (every 10 minutes on Englewood and Jackson Park branches).

RETURNING: 8-car trains load continuously for each direction beginning at break of game and continue until all are served. Direct across-the-platform connections at Howard for Evanston-Wilmette and Skokie Swift trains.

CTA Parking Lots

	FEE
Linden & 4th Ave., Wilmette	25¢
Dempster Terminal	25¢
(3 blocks east of Dempster Interchange, Edens Expressway)	
Howard & Hermitage	25¢
Lawrence & Kimball	25¢
63rd & Loomis	free
Central Ave. & 21st Place, Cicero	free
Des Plaines Interchange	free
Eisenhower Expressway, Forest Park	

maximum number of cars in simultaneous service from 5 to 6, with only 2 cars needed for the base periods and on Saturdays. Saturday service was continued on the previous schedule offering 57 round trips. No Sunday service was operated.

Plans were completed for special service to accommodate traffic to and from professional football games on six Sundays from October 11 through December 13. This is expected to require three trains giving a 7-1/2-minute headway for about two hours before game time and for about 1-1/2 hours after the game. Additional service is also planned for one Saturday game on December 5.

In view of the saturation of weekday rush period capacity it is evident that traffic potential has not as yet been exhausted and that steps should be taken to expand the Dempster Park 'N' Ride lot and to provide additional passenger carrying capacity. Solutions to meet both problems were undertaken during the period, as explained in earlier parts of this report.

PERSONNEL

Mr. Walter J. McCarter retired as General Manager of CTA effective September 30, 1964. Mr. McCarter's inspirational guidance foresaw the potential of this project and his imagination more than any other found solu-

tions utilizing the highest capabilities of the cooperating agencies and individuals concerned.

Mr. McCarter is ably succeeded by Mr. T. B. O'Connor, whose previous post also involved many functions essential to successful execution of the project.

STUDY PROGRAM

About 25% of the southeast-bound total of 3,150 riders are new mass transit users and about 40% are new CTA users. Seven percent of the users reported not making a similar trip before Skokie Swift service began. The difference between new mass transit users and new trip makers (18%) indicates that about 640 one way trip makers have stopped using private means of transportation because of the Skokie Swift. This is the highlight of the Skokie Swift studies currently in progress at the Chicago Area Transportation Study, according to Earl R. Ruiter, CATS Traffic Planning Analyst, who also prepared the following brief report on his group's current study program activities.

CATS has been involved in two major studies during the third quarterly period, post card surveys of mass

The post card questionnaire distributed to Skokie Swift riders is reproduced below; results of the survey appear on the opposite page and in maps on page 12.

FIRST CLASS
PERMIT NO. 11103

CHICAGO
ILLINOIS

BUSINESS REPLY MAIL
No Postage Stamp Necessary if Mailed in the United States

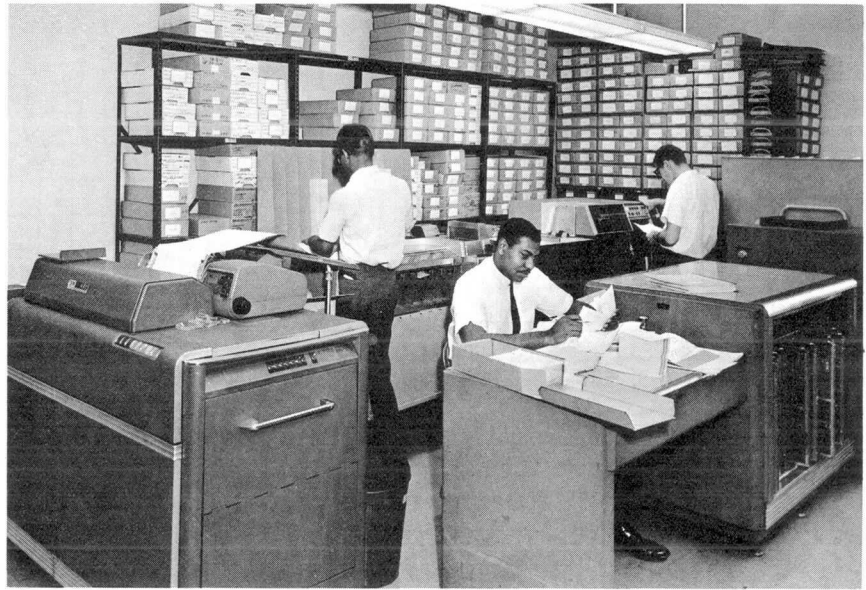
MASS TRANSPORTATION DEMONSTRATION PROJECT

This project is being sponsored by the Chicago Transit Authority and the Village of Skokie, in cooperation with the U.S. Housing and Home Finance Agency. This survey is designed to provide travel information about passengers who use the Skokie Swift Service. Your cooperation is requested.

THE COMPLETED CARD MAY BE MAILED - POSTAGE FREE - OR HANDED TO ANY CTA EMPLOYEE

CARD NO.	DEPARTURE TIME	DATE	
Where Did Your Trip Begin? (Starting Point - NOT CTA Station) Please Give Exact Address: Number and Street City	What Time Did You Leave Starting Point? ----- City	How Did You Travel To The Station? Auto Driver <input type="checkbox"/> Auto Pass. <input type="checkbox"/> Walk <input type="checkbox"/> Rode Bus <input type="checkbox"/> Other (Specify) _____	IF YOU DROVE TO THE STATION: How Far Did You Park From The Station? One Block Or Less <input type="checkbox"/> Two Blocks <input type="checkbox"/> Three Blocks <input type="checkbox"/> Four Blocks or More <input type="checkbox"/> CTA Skokie Lot <input type="checkbox"/> Other Paid Lot <input type="checkbox"/> Free Lot <input type="checkbox"/> Street <input type="checkbox"/> Other (Specify) _____
Where Will Your Trip End? (Final Destination - NOT CTA Station) Please Give Exact Address: Number and Street City	At What Station Will You Leave The Rapid Transit System? ----- City	By What Means Will You Travel After Leaving The Rapid Transit System? (Check One) Auto Pass. <input type="checkbox"/> Walk <input type="checkbox"/> Ride Bus <input type="checkbox"/> Other (Specify) _____	How Did You Make This Trip Before Skokie Swift Service Began? Drove Auto to 'El' <input type="checkbox"/> Drove Auto Only <input type="checkbox"/> Auto Pass. To 'El' <input type="checkbox"/> Auto Pass. Only <input type="checkbox"/> Rode Bus To 'El' <input type="checkbox"/> Rode Bus Only <input type="checkbox"/> Suburban R.R. <input type="checkbox"/> Did Not Make This Trip Before <input type="checkbox"/> Other (Specify) _____
		What Time Do You Estimate Arrival At Your Final Destination? ----- City	What Is The Purpose Of This Trip? Work <input type="checkbox"/> School <input type="checkbox"/> Shopping <input type="checkbox"/> Other (Specify) _____
		How Many Autos Are Owned By Your Household? None <input type="checkbox"/> One <input type="checkbox"/> Two <input type="checkbox"/> Three Or More <input type="checkbox"/>	Was An Auto Available To You For This Trip? Yes <input type="checkbox"/> No <input type="checkbox"/>

Chicago Area Transportation Study staff processing Skokie Swift train and bus survey cards at CATS tab room.



transit passengers and the home interview study. Also, ramp volumes at the Dempster Street-Edens Expressway interchange have been analyzed.

TRANSIT USER SURVEYS

The first activity has been a continuation of the post card surveys of transit users. Follow-up surveys of bus passengers on four routes operating in Skokie were conducted on July 16 and 23 by CTA personnel. Return rates for these surveys ranged from 19 to 32%, for the various lines with an average of 26%.

This "after" bus survey will be used along with the "before" bus survey conducted in March and the "after" Skokie Swift survey conducted in June, to determine the effects of the Skokie Swift on travel patterns in the Skokie area.

SKOKIE SWIFT SURVEY

The post card used in the Skokie Swift survey is shown in the figure. Preliminary analysis of the data from this survey indicates that the new high-speed service has attracted riders from a much larger area than the buses formerly carried. Many communities not represented among bus users have substantial numbers of Skokie Swift users. However, the Swift remains primarily a service for residents of Skokie - 69% of all users originate in Skokie. Also, in the area within a mile from the Dempster Street Terminal, origin data show that the number of Skokie Swift users exceeds by 28% the number of bus passengers, as determined in the before bus survey.

About 55% of the Skokie Swift users travel to the Swift by car, compared with 9% of the bus passengers found to be traveling to the bus by car in the before study. Sixty percent of the auto drivers use the CTA-Skokie lot and 31% use on-street parking.

Over 95% of the users transfer to the "L"-subway system and end their trips in Chicago. Destination data show that nearly 70% of the southeast-bound riders are traveling to the four square miles which include portions

of the Loop. The destinations of the remaining 30% are quite widely dispersed, but usually lie within one mile of the CTA "L"-subway system.

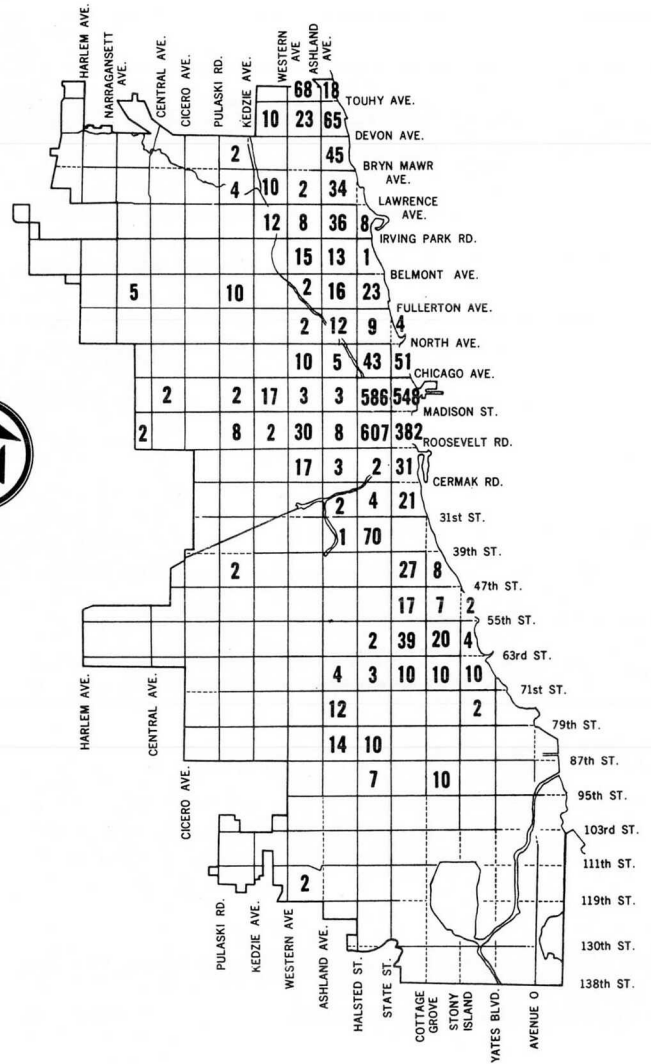
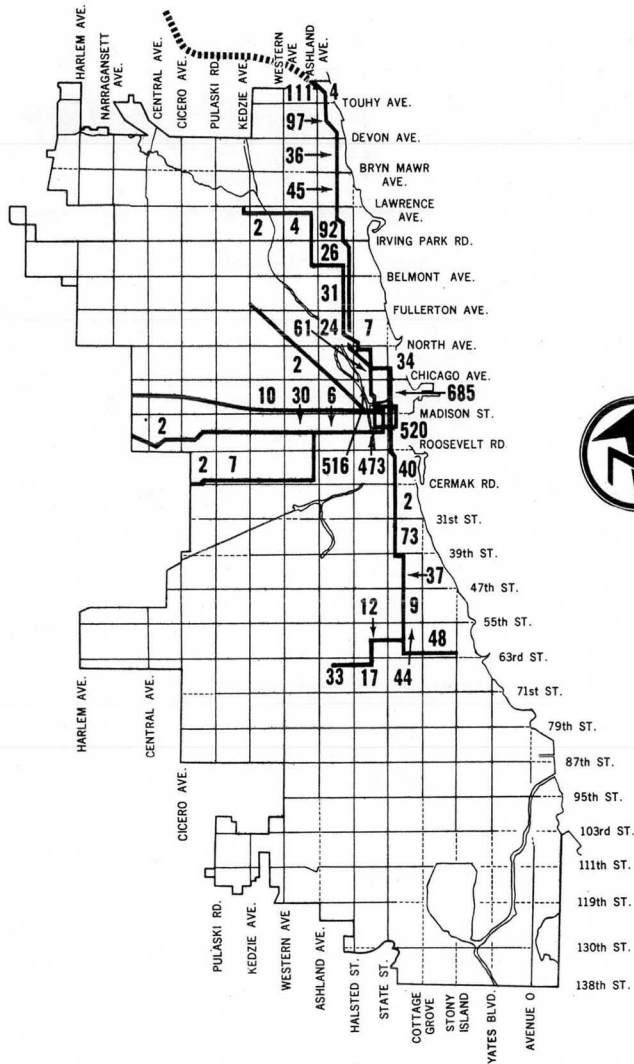
Trip purpose data show the importance of the Swift as a commuter service - 77% of the users are traveling to work. This compares with 51% of the bus passengers in the before study.

HOME INTERVIEW STUDY

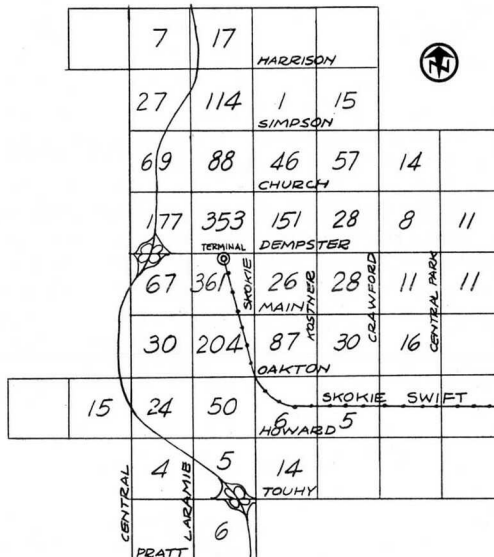
The second major activity in which CATS is involved is supervising and conducting the home interview survey of Skokie and Morton Grove households. An agreement has been worked out with the Village of Skokie whereby they are providing ten workers to help in the interviewing and coding work. In return, the number of interviews has been increased from 1,000 to 2,000, and the Village of Skokie will be provided with the results of the survey for use in the Intra-Skokie Demonstration Project. The sample was chosen from street listing telephone directories, supplemented by addresses drawn from the Skokie Swift post card survey. Interval check techniques were worked out so that households without listed phones would also be sampled. Field work began on September 22 and is expected to be completed by the middle of November.

EDENS EXPRESSWAY RAMP VOLUMES

Before and after studies of ramp volumes at the Dempster Street-Edens Expressway interchange indicates that although no extreme volume changes have occurred on these ramps, some slight decreases have been noted. These decreases occurred on the ramp carrying eastbound Dempster Street traffic to southbound Edens and on the ramps from northbound Edens to eastbound Dempster and its opposite (westbound Dempster to southbound Edens). These decreases can be attributed to former auto drivers who used the Dempster Street interchange to reach the central area but are now driving or riding to the Dempster Street Terminal and riding the Skokie Swift. No evidence of increased volumes on any of the ramps due to travel to and from the CTA-Skokie lot by park'N'riders and kiss'N'riders could be found.



Using the results of the "after" survey taken on June 11, 1964, the Chicago Area Transportation Study prepared these maps showing the destinations of southeast-bound Skokie Swift riders. The left plat shows the number of Skokie Swift users who leave CTA's rapid transit system in each of the square-mile zones of Chicago. The right plat shows their final destinations by square mile zone. The plat below shows origins within Skokie by quarter square mile zone. These total 2,183 of the total of 3,153 origins feeding the north terminal.



FINANCIAL REPORT

BUDGET AND COSTS TO DATE

Operations during the third period, from July 1 to September 30, 1964, inclusive, continued to represent primarily the ordinary costs of passenger service operations; however, riding results continued to expand beyond anticipated levels, which required the assignment of additional vehicles and manpower. Also, the need for additional rehabilitation work was demonstrated as continuous high-speed operations caused unanticipated breakdowns of structures and equipment, which had been expected to operate with only ordinary maintenance.

Fortunately the project continues to produce net operating revenues in excess of budget. The short-headway high-speed operation has disclosed that the physical equipment was not in as good condition as field inspection had indicated before operation commenced. Furthermore, even the equipment that had been deemed in good

operating condition was not capable of sustaining the speed or volume of operations required to meet the increasing demand for service.

It has also become apparent that still more parking space must be made available if the most urgent demands are to be met.

These conditions again focused attention on the current budget and it was concluded that further revision of such budget would be required. A third budget will be developed and submitted to the HHFA for approval. Planning for and the actual expansion of parking facilities and scheduling of additional manpower and equipment will proceed upon approval of the revised budget.

A statement showing the current budget for the project and the expenditures made to date against this budget is presented below.

	Total Budget Revised <u>7/20/64</u>	C O S T S		
		Previous Periods - To 6/30/64	Third Period Ended 9/30/64	Total
SERVICE IMPROVEMENT COSTS-				
Operation of Skokie Swift train service and Dempster parking lot	\$(135,722)	\$(12,645.77)	\$(20,339.61)	\$(32,985.38)
CONSTRUCTION OR RENTAL CONTRACTS-				
Rehabilitation of Skokie line	281,700	191,821.41	20,867.67	212,689.08
Construction of parking lot	140,100	123,894.99	9,620.97	133,515.96
Interest in lieu of rental of right-of-way and equipment	<u>97,297</u>	<u>9,536.52</u>	<u>12,261.24</u>	<u>21,797.76</u>
	<u>519,097</u>	<u>325,252.92</u>	<u>42,749.88</u>	<u>368,002.80</u>
OTHER PROJECT COSTS-				
Data collection analysis and reporting - Skokie	17,075	818.16	855.17	1,673.33
NIMAPC	29,010	4,533.97	1,542.34	6,076.31
Promotional activities -	<u>72,515</u>	<u>23,513.99</u>	<u>5,388.11</u>	<u>28,902.10</u>
	118,600	28,866.12	7,785.62	36,651.74
CONTINGENCIES	<u>21,850</u>	<u>11,081.14</u>	<u>-</u>	<u>11,081.14</u>
Total	<u>\$523,825</u>	<u>\$352,554.41</u>	<u>\$30,195.89</u>	<u>\$382,750.30</u>

() Denotes red figures.

OPERATING RESULTS

The service improvement costs (credit of \$20,339.61) for the third period represent the net results of operations of both the Skokie Swift train service and the Dempster parking lot. Details of these operations are shown below:

	Train Service	Parking Lot	Total
Revenues -			
Operating	\$76,153.80	\$7,803.15	\$83,956.95
Rental of easement	2,100.00	-	2,100.00
Terminal privileges	200.26	-	200.26
	<u>78,454.06</u>	<u>7,803.15</u>	<u>86,257.21</u>
Expenses -			
Operating	56,196.44	4,442.84	60,639.28
Depreciation - Cars	5,278.32	-	5,278.32
	<u>61,474.76</u>	<u>4,442.84</u>	<u>65,917.60</u>
Net Operating Revenues	<u>\$16,979.30</u>	<u>\$3,360.31</u>	<u>\$20,339.61</u>

Passenger revenues continued to run somewhat greater than the budget, indicating that peak demand has not yet been established and that additional parking and service facilities must be made available to meet this continually increasing demand. If revision of the present budget is approved by HHFA and additional parking facilities are made available and additional service is scheduled, operating costs will, of course, increase as additional miles are operated. However, it is expected that sufficient additional revenues will be generated to cover these costs.

The success of the project is apparent when it is recalled that the original budget indicated that operating expenses would exceed operating revenues (producing a net loss) by \$42,253 for the two-year term of the project, and results for the two periods of train operation already show an excess of revenues over expenses (a net operating revenues condition) of \$32,985.38.

REHABILITATION

The principal costs included in this category for the third period (ending September 30, 1964) were \$4,967.58 to expand the passenger platforms at Dempster station, \$11,022 to modify passenger cars for operation on the Skokie line, and \$9,620.97 for the first expansion of the parking lot. If the proposed further revision of the budget is accepted by the HHFA, additional expenditures in the latter two items are to be expected. Some minor work was done on crossing gates during the current period. Much more is expected in the next period as the replacement of the other gates is completed. Total expenditures in this entire category for future periods should not approach, however, the expected net operating revenues.

Skokie Swift on August 24 recorded its 500,000th rider. The figure was reached after only four months and four days of operation.

The honor went to Mrs. Gladys Petrie, of 5546 N. Glenwood Avenue, Chicago, a bond clerk for the Avon Products Company of 6901 Golf Road, Morton Grove.

"I have been riding the Skokie Swift every morning for weeks and for me it is the most fabulous transportation," Mrs. Petrie said. "I travel from Bryn Mawr station on the North-South rapid transit route to the Skokie Swift terminal at Dempster street, Skokie, in 12 to 13 minutes. You certainly can't beat that!"

Mrs. Petrie was honored by Mayor Myron Greisdorf of Skokie (left) and Chairman George L. DeMent of Chicago Transit Board as she stepped from a Skokie Swift train at Dempster terminal. She was presented with a certificate honoring her as the 500,000th rider, with a corsage, and with a lighter and a pocket ruler, both bearing the CTA monogram.



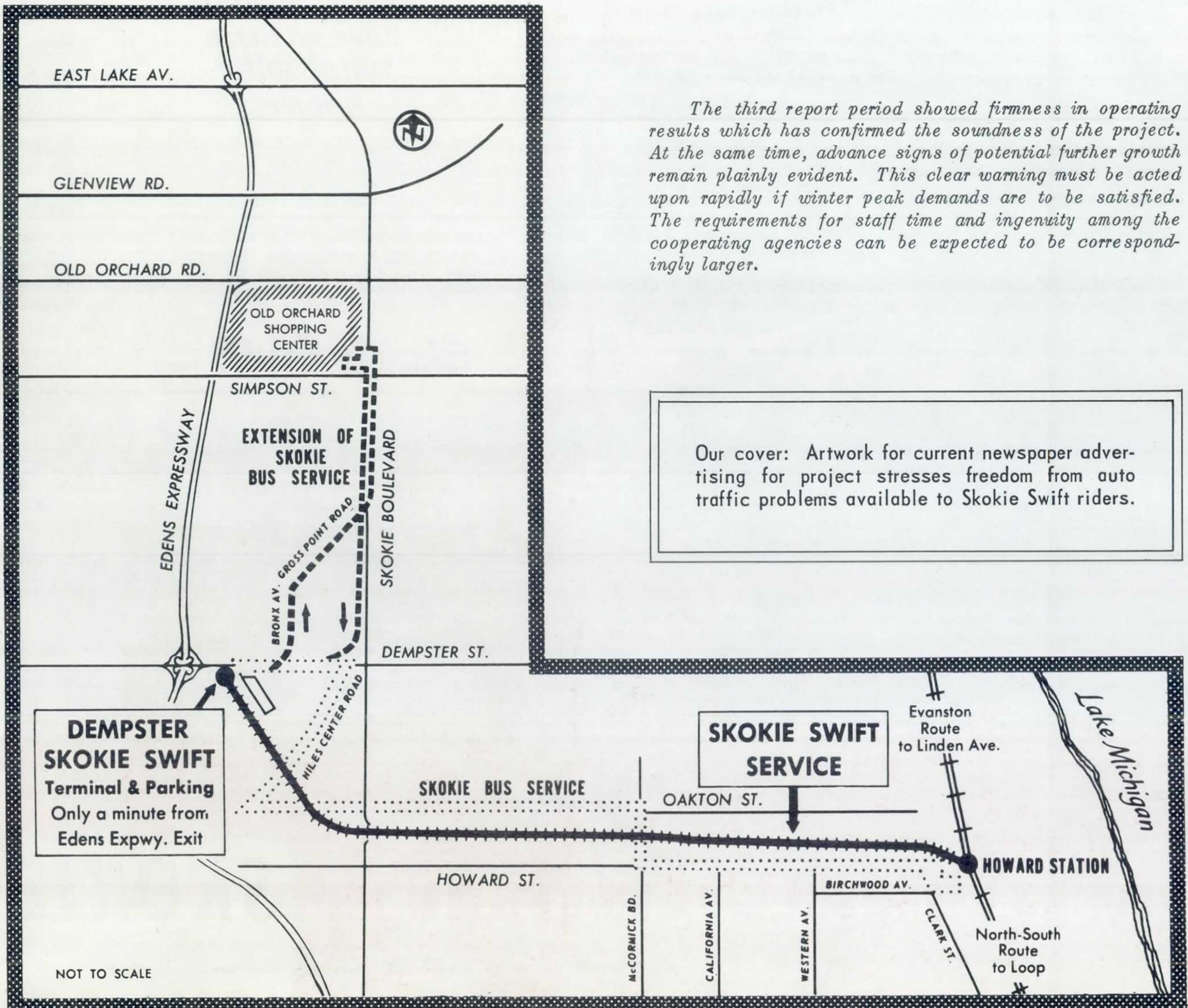
ORGANIZATION

Skokie Swift is a cooperative venture with Chicago Transit Authority as grantee and manager. Rehabilitation, maintenance and operation of the rail line is the responsibility of CTA, which also furnishes the rolling stock. Construction, maintenance and operation of the Dempster parking lot is the responsibility of Skokie. The ridership promotion campaign is being carried out jointly by CTA and Skokie. The study program is divided between CTA, Skokie and the two other cooperating agencies: Northeastern Illinois Metropolitan Area Planning Commission and Chicago Area Transportation Study.

Participation in the net project cost is divided as follows:

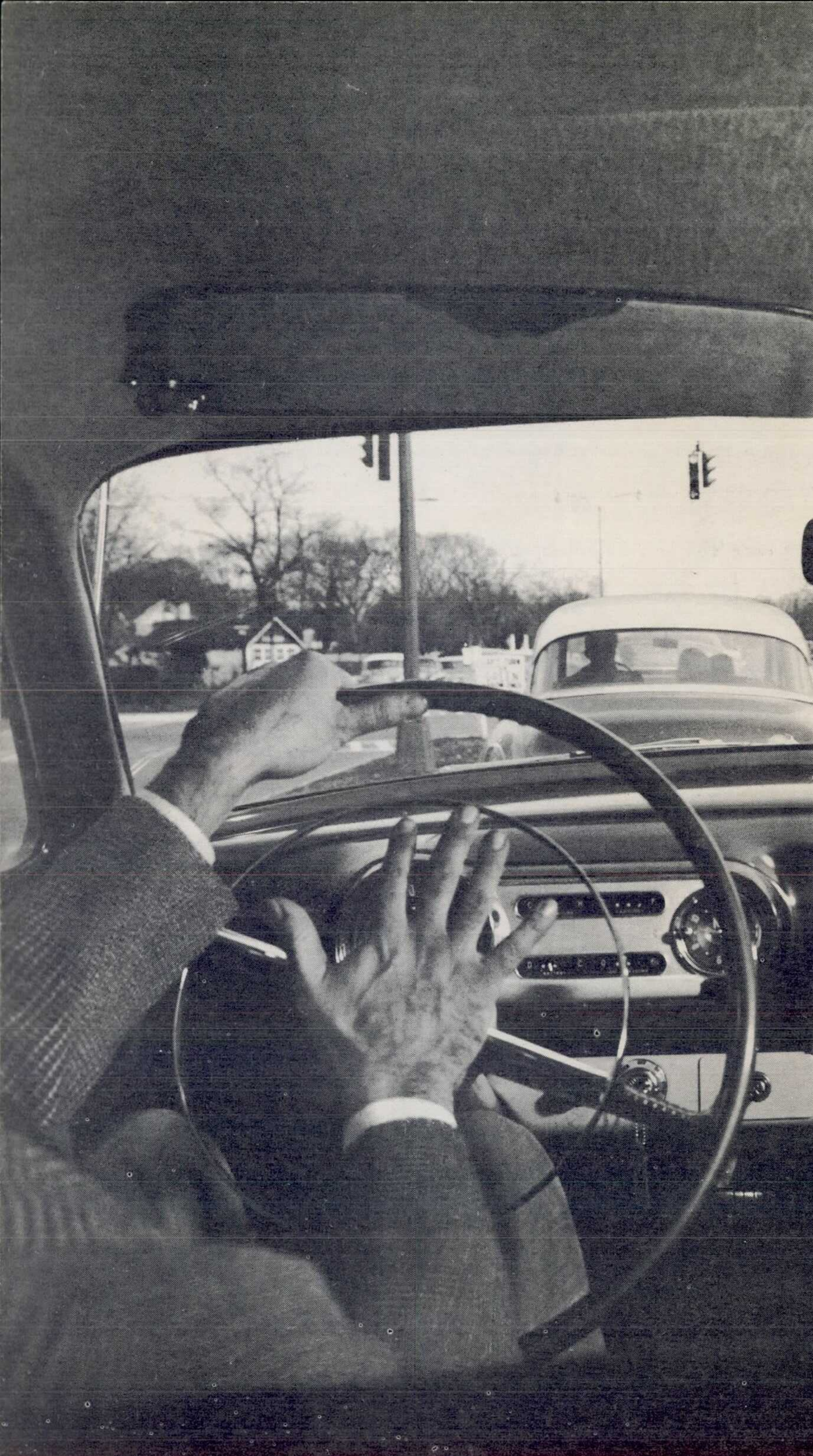
Chicago Transit Authority	26.23%
Village of Skokie	7.10%
Housing & Home Finance Agency	66.67%

Included in the project costs are study services of the Northeastern Illinois Metropolitan Area Planning Commission. Study and data analysis services of the Chicago Area Transportation Study are contributed to the project.



The third report period showed firmness in operating results which has confirmed the soundness of the project. At the same time, advance signs of potential further growth remain plainly evident. This clear warning must be acted upon rapidly if winter peak demands are to be satisfied. The requirements for staff time and ingenuity among the cooperating agencies can be expected to be correspondingly larger.


Our cover: Artwork for current newspaper advertising for project stresses freedom from auto traffic problems available to Skokie Swift riders.



If you live in the northern suburbs, you can ride the Skokie Swift daily and...

relax in traffic
read the newspaper
doze
read a book
get to work on time
think about the week-end
read a magazine
have an extra cup of coffee
read

Ride the new Skokie Swift between Dempster Street, Skokie, and the Howard "L"-subway station, Chicago. Takes just 6½ minutes! Nonstop every 4 to 6 minutes during weekday rush periods—15 minute intervals most other times. Operates between 6 a.m. and 11 p.m. Monday through Friday; 7 a.m. to 11 p.m. on Saturdays. Full transfer privileges. "Free Kiss 'n ride" area for drop-off and pick-up at station. Let the CTA be your second car!

Skokie Swift 

WORLD'S FASTEST RAPID TRANSIT LINE

— 5 MILES IN 6½ MINUTES —

SKOKIE

SWIFT