

January 12, 1953

RECEIVED  
JAN 22 1953  
T. B. O'CONNOR

Mr. Imhoff:-

Please find enclosed memorandum on the original operation of Rt. 48-Monroe St. Parking Lot -- changes made November 10, 1951 when One-way streets became effective, and the line was sent over Columbus Drive to Jackson Blvd.

Would like to call your attention to the revenue obtained, and mileage operated, under the 5¢ fare, as against the decrease in revenue and passengers when route was changed. When the line was changed to operate to Jackson instead of Monroe, the loss in passengers was 30% (viz. from 41,758 to 29,252 passengers).

This change was made with the permission of Mr. Weintraub, Mr. Lorentzen and myself as an experiment. It was Mr. Lorentzen's contention that the line did not go anywhere, and additional passengers would be gained by sending it to Jackson & State. The attached report will show in detail how the experiment did not justify expectations.

The reason I am sending you this report is to substantiate my belief that the shuttle line operation starting Feb. 1st will do no better than the line as operated now. As a matter of fact, I do not believe it will do as well for the reason that passengers who park their cars in the Monroe St. Lot are desirous of reaching Marshall Fields, Carson's, Mandels, doctors and dentists at 30 N. Michigan Ave., 55 W. Washington, Pittsfield Bldg., Marshall Field Annex, rather than the south end of the Loop, as they are not the class of people patronizing Sears and Goldblatt's.

I am of the opinion that the line, instead of taking passengers where they want to go, is inconveniencing them by going the lon way around to reach destinations at the north end of the Loop, on State St. and Michigan Avenue.

JG:D

General Supt. of Transportation  
Boulevard System

CC Mr. Forty  
Mr. Traiser  
Mr. O'Connor  
Mr. Loughran

January 12, 1953

Mr. Jos. P. Gaynor:-

Subject:- Route 48-Monroe Parking Lot

Prior to November 1951, Route 48 operated west on Monroe St., north on State St., east on Randolph St., south on Michigan Ave. and east on Monroe St. Fare was 5¢.

For the year ending October 31, 1951, the average monthly results were:-

Fare .....	.05¢
Revenue .....	\$2,102
Mileage .....	4,344
Rev. per Mile .....	48.4¢
Passengers .....	41,758
Psgrs. per Mile ...	9.6

Many of the passengers went to the Doctors and Dentists with offices at the Northeast corner of the Loop.

On Nov. 8, 1951 the fare was increased to 7¢, and on Nov. 10, 1951 one-way streets were inaugurated in the Loop. Monroe became an eastbound street and Randolph became a Westbound street, west of Michigan Avenue. A new routing was necessary on Rt. 48 with a possibility of going north to Madison on Michigan Avenue and then west. However, at Mr. Lorentzen's insistence that a big Loop was desirable, the route was changed to go south on Columbus Drive, west on Jackson Blvd., north on State St., east on Washington St., south on Michigan Ave. and east on Monroe St.

For the 11 months ending Sept. 30, 1952, the average monthly results were:-

Fare .....	.07¢	Increase 40%
Revenue .....	\$2,046.	decrease 3%
Mileage .....	4,450	increase 2%
Rev. per Mile .....	46.0¢	decrease 5%
Passengers .....	29,252	decrease 30%
Psgrs. per Mile ...	6.6	decrease 31%

The results prove that passengers did not approve of being first taken to the south end of the Loop when their destination was north of Madison St. This route also joined the slow traffic movement along the east curb of State St. from Jackson Blvd. to Washington St. and turned east on Washington St. with Routes 34, 51, 52, and 42.

On October 1, 1952, the fare on Rt. 48 was increased to 10¢.

For the 3 months ending December 31, 1951 the average monthly results were:-

Fare .....	.10¢	increase 43%
Revenue .....	\$2,664.	increase 30%
Mileage .....	4,343.	decrease 2%
Rev. per Mile .....	61.3¢	increase 33%
Passengers .....	27,000	increase 8%
Psgrs. per Mile ...	6.2	decrease 6%

It can be seen from this result that the 43% increase in fare and the 2% decrease in mileage caused only an 8% decrease in passengers. Therefore, it is again proved that the improper routing of this line south to Jackson Blvd. is responsible for most of the 30% decrease in passengers after November 1951.

Several times in the past few years I have suggested that Routes 42 and 48 be combined to operate from the Monroe Parking Lot, west on Monroe St., north on Michigan Ave., west on Madison St. south on Clinton St., east on Jackson Blvd., north on Canal St., east on Monroe St. to Monroe Parking Lot. This routing will serve passengers to and from the Monroe Parking Lot, with an East and West Line only one block apart and will likewise serve passengers to and from both the Union and Northwestern Stations. This suggestion was blocked by Mr. Lorentzen.

Now the Committee, of which Mr. Lorentzen is a member, is establishing a new routing on February 1st which still takes Route 48 south to Jackson Blvd. on Columbus Drive, then doubles back north on Michigan Ave. to Adams St., west on Adams St., north on Canal St., east on Washington St., south on Michigan Ave. and east on Monroe St. Passengers who alight on Adams St. will have to walk three blocks north to board Route 48 to return to the Parking Lot. Washington St. which is now congested with Blvd. Routes 31 and 57, Surface Routes 20 and 56, and heavy vehicular traffic will have another line added in Route 48. Monroe St., which can better handle it, will lose Route 42.

R. N. Goldstein

RNG:D

6 copies to Mr. Gaynor