

Elevating CTA Ridership: A Safer Travel Option for UChicago Students

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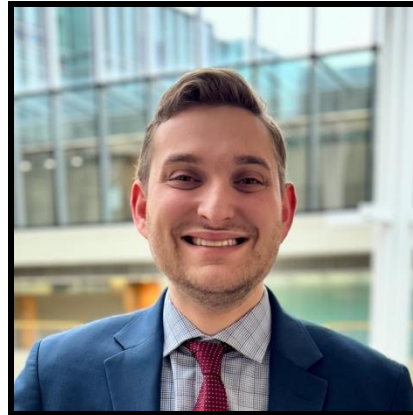
Our team brings diverse perspectives and a shared passion for Chicago transit!



Kyler Rosen

Undergrad:
Case Western University

Favorite CTA Line:
Brown Line



Bradley Stoller

Undergrad:
Cornell University

Favorite CTA Line:
Green Line



Apoorva Gupta

Undergrad:
Purdue University

Favorite CTA Line:
Brown Line



Peyton Nash

Undergrad:
Bard College

Favorite CTA Line:
Blue Line

UChicago students rely on the CTA, creating a need for safer, smarter transit options.



Digital Engagement By The Numbers:

140k+

Daily CTA Red Line
Riders

70%

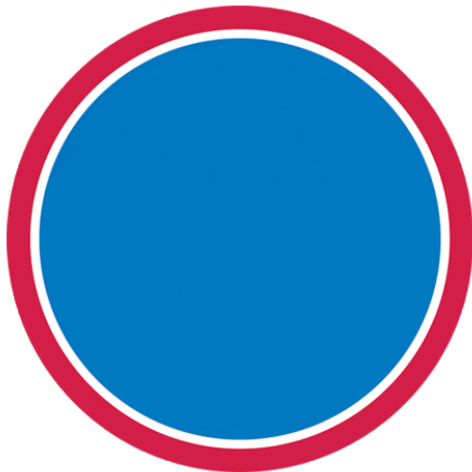
Proportion of
Students Off-Campus

24/7

CTA Red Line Service
Hours

25%+

Students Nationally
Feel Unsafe at Night



Opportunity Areas:



Transit Matching



Exclusive UChicago Verification



Interest-Based Matching

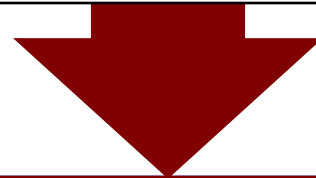
Maroon Line offers a safer transit experience for UChicago students traveling alone.



Problem:

Many UChicago students commute alone on the CTA. At later hours and on certain CTA lines, this presents a significant safety risk to all riders traveling alone.

However, current transit apps focus only on schedules, **not rider safety**.



Goal:

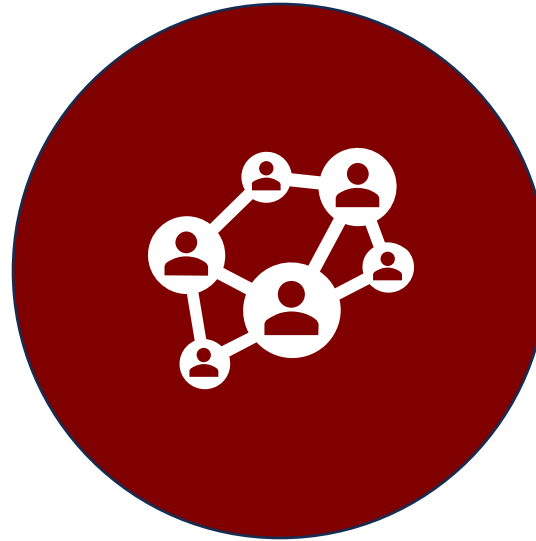
We aim to build a secure platform that matches UChicago students traveling alone based on shared routes and social interests. By matching students along their travel journey, Maroon Line enhances safety, social connection, and the overall commuting experience for students.

We enable safer, shared rides by matching verified riders based on interests and routes.



Profile Creation

Student verifies UChicago email and creates profile



Smart Matching

We match similar students traveling on similar routes



Ride Together

Students ride together for safer (and more fun) trips

Our POC's core features demonstrate security, smart matching, and ease of use.



Email Verification

Secure uchicago.edu verification using one-time tokens



Topic- Based Interest Matching

Students match based on shared hobbies and interests



Route Scheduling via Red Line Stations (CTA API)

Routes are scheduled using the CTA API for origin/destination pairings



Profile Creation & Storage

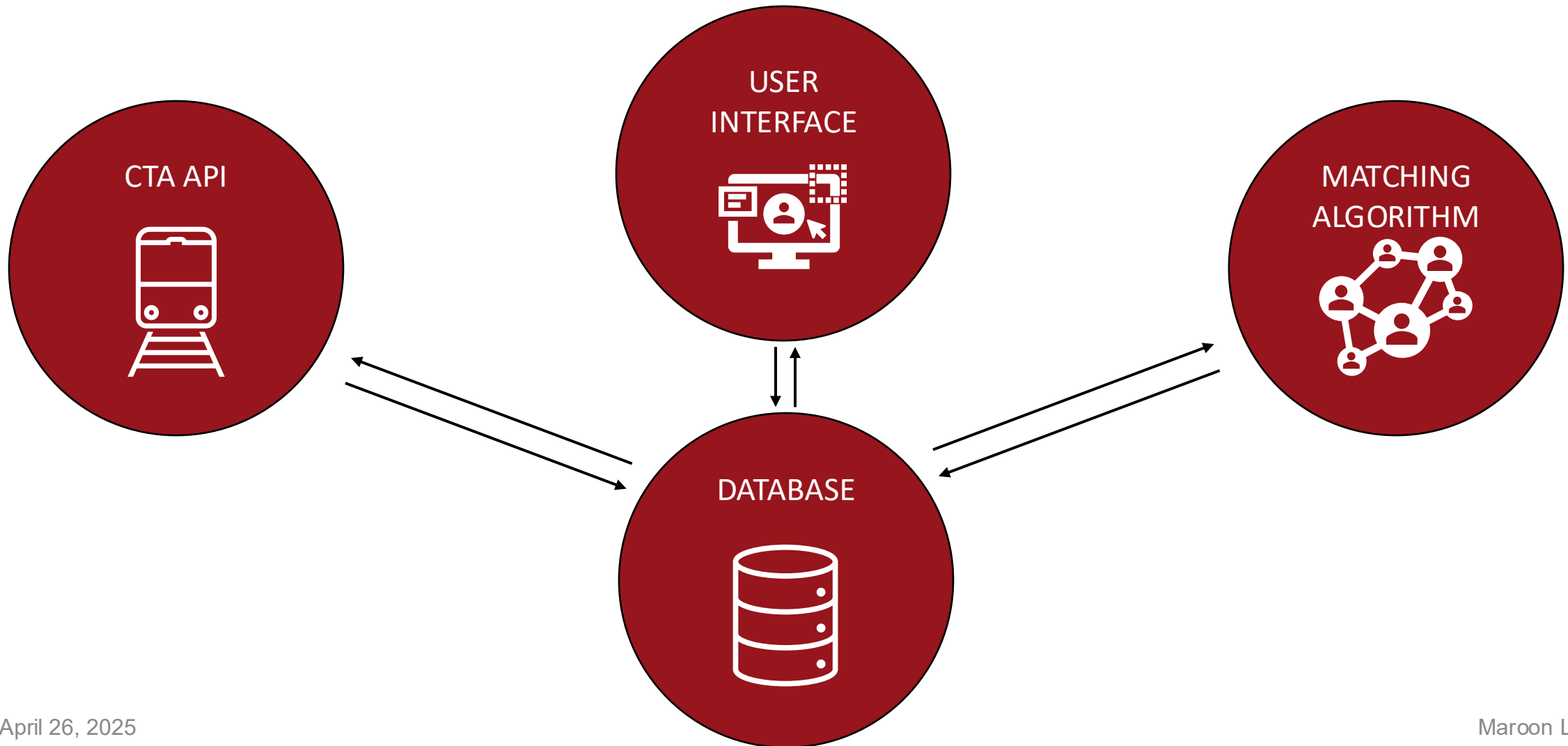
Interests and travel patterns are stored securely for matching



Route Matching Algorithm

Interests and routes are matched enabling fast and simple rideshares

A SQL database sends and receives information from the user interface, CTA API and matching algorithm



There are several opportunities to add additional features



Add transit options – Other train lines, Metra, UChicago transit

Photo verification

Alerting users about changes to the train schedule

Tools to identify yourself and confirm the identify of your match

Integrating games and news APIs to play or discuss on the ride