

Village of Schaumburg

TRANSIT SERVICE ASSESSMENT

submitted by:

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acknowledgements



Thank you to everyone who participated in the planning process for the Village of Schaumburg Transit Service Assessment. The success of this planning effort was made possible only through the concerted and sustained efforts, input, and insights of the residents, business and property owners, and representatives of the Village of Schaumburg, Regional Transportation Authority, Pace, and Metra.

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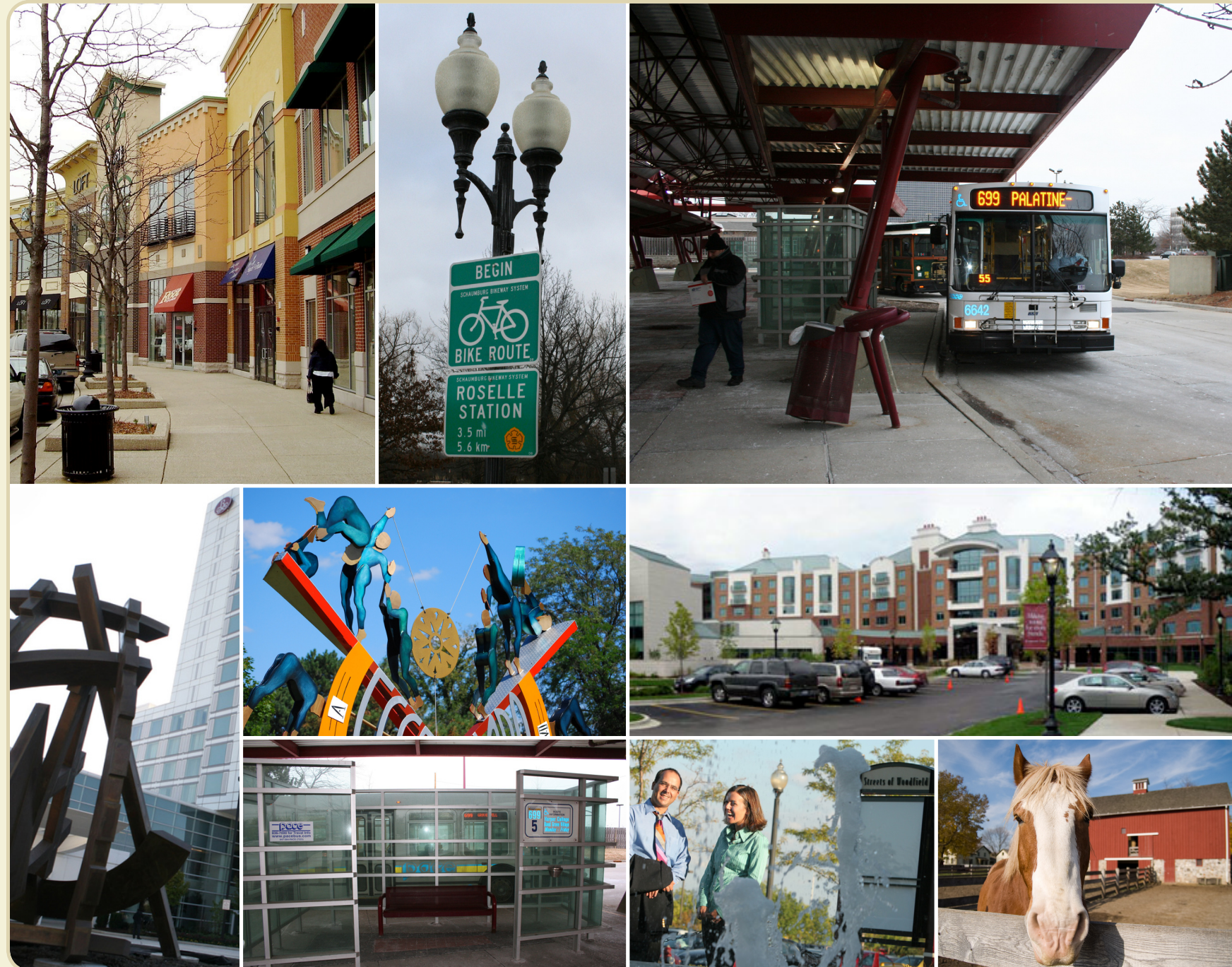
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TRANSIT SERVICE ASSESSMENT

Village of Schaumburg



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TRANSIT SERVICE ASSESSMENT

Village of Schaumburg

introduction

Purpose & Scope:

The Village of Schaumburg is a unique and vibrant community of over 75,000 residents. In addition, the Village attracts a daytime population of approximately 80,000 persons in the form of employees and visitors. Multi-national corporations, exceptional shopping and entertainment, innovative schools, multi-modal (vehicular & pedestrian) transportation systems, and unique architecture distinguish the community as a premier destination within the Chicago metropolitan area.

Anticipating the on-going transit/transportation needs of Schaumburg's population Village officials recognize the need to periodically evaluate their transit services. This evaluation process allows the Village to identify appropriate enhancements and coordination initiatives which may maximize the efficiency of the system while minimizing its operational costs.

The Schaumburg Transit Service Assessment was derived from sustained public participation throughout the planning process. It is focused on assessing the travel patterns and mobility needs of community residents, employees, and patrons to develop detailed transit service enhancements that may be implemented incrementally over time and expanded upon based on overall success of the service and community demand.

Process & Participants:

Representatives from the Village of Schaumburg, RTA, Pace, Metra, local institutions, and community stakeholders were invited to participate in the development of the Transit Service Assessment. Through on-going steering committee interaction, one-on-one interviews, and a series of stakeholder meetings and planning workshops, the Village and consultant team worked to engage, identify, and ensure that all issues, concerns, and desires were clearly defined and priorities recognized by all transit service beneficiaries.

The Transit Service Assessment process has involved:

- identification and evaluation of the various activity nodes that exist within the community or may benefit from enhanced transit accessibility;
- evaluation of existing travel and mobility patterns within the community through a combination of available data and distribution of targeted transit surveys;
- meetings with key community businesses, institutions, and agency stakeholders to assess their needs, desires, and support of transit services within the community;
- meetings with Village and steering committee representatives to review the assessment findings, test service enhancement alternatives, communication and branding options, and implementation priorities; and
- presentation of the Transit Service Assessment for public review, input, and approval.

Goal & Objectives:

The goal of the Schaumburg Service Assessment is to identify and develop transit service enhancements that will encourage, promote, and complement existing public transportation and mobility options within the community for residents, employees, patrons, and visitors. Under this goal the plan seeks to achieve a series of guiding objectives which include:

- enhanced accessibility, efficiency, and safety of transit throughout the community;
- identifying enhancements that may allow for expansion and phasing of the transit system over time;
- reducing operating costs while maintaining affordability for transit riders; and
- establishing communication, branding and implementation priorities to ensure the long-term success of the transit system.

These objectives serve as the guiding principles under which the Schaumburg Transit Service Assessment was conducted and shall be routinely reevaluated to ensure successful implementation of its alternatives.





background analysis

WHERE DID WE START?

In order to fully understand the issues and opportunities presented by existing transit services within Schaumburg, various documents and supporting materials were reviewed including existing transit services, Village employee and transit rider surveys, regional studies, and prior and ongoing projects and recommendations regarding transit within the Village.

The documents reviewed include:

- Schaumburg Circulator Bus Service Feasibility Study
- Pace 2020 Vision: Comprehensive Operating Plan Update
- Schaumburg Employee Transportation Survey
- Regional Transportation Strategic Plan
- Schaumburg/Hoffman Estates Joint Transit Plan
- Proposal to Reduce Transportation System Congestion in Northeastern Illinois
- Suburban Transit Access Route (STAR) Line Feasibility Study
- Schaumburg Transit Survey

A summary overview of each of the above documents is provided on the following pages. The information collected from the documents was used during development of the various transit service enhancement alternatives.



Schaumburg Metra Station

Circulator Bus Service Feasibility Study

In 2001, the Village of Schaumburg commissioned the consultant team of Fish Transportation Group, Multisystems (currently TranSystems), and The Blackstone Group to undertake a Circulator Bus Service Feasibility Study. Based on an evaluation of existing transit (Metra, Pace, DART, Shuttles) services, stakeholder interviews, market evaluation, and community characteristics, the consultant team recommended consideration of three alternative fixed-route services for the Village:

The Loop Service

- » This alternative identified common destinations of DART users and locations of lower-income households and connected these areas in a loop. The service aims to maximize accessibility and ridership at the expense of longer travel times.

The Main/Feeder Service

- » This alternative consists of relatively straight and direct routes. The important origins and destinations are served by the Main Route running east-west in the Village and additional coverage is provided by Feeder Routes which connect to the Main Route at the Schaumburg High School and Town Square transfer points. The service is designed to minimize travel time through limited transfer opportunities.

The Radial Network Service

- » The third alternative consists of a small-scale radial network with three routes meeting at the Town Square. The service is similar to the Main/Feeder service in terms of coverage but eliminates the need for transfers for riders travelling to and from the southwest corner of the Village. The service also offers two east/west routes that join to form one trunk route at Frost Junior high school.

The study recommends that the Village implement the Radial Network Service alternative due to its cost effectiveness, high level of proposed ridership, and direct connection to the Village's Town Square. Additional recommendations include free fares for the first month of operation as well as free transfers among the three routes in the system.

Pace Vision 2020:

Comprehensive Operating Plan Update

Pace, the suburban bus division of the Regional Transportation Authority (RTA) hired Wilbur Smith Associates to develop a blueprint for Pace's 2020 Vision as well as an implementation strategy to achieve its desired goals. The Plan provides Pace with a strategy to reshape its system using new technology and methods to meet market needs and demands.

The study is divided into four (4) primary sections:

- Purpose of Vision 2020
- Proposed Suburban Mobility Network
- Implementing the Vision
- Benefits of Vision 2020

The Proposed Suburban Mobility Network outlines existing and proposed community-based services, implementation of line-haul routes, and development of transportation centers and other passenger facilities. The implementation strategies proposed in the Plan stress the need for transit partnerships between various communities that will help develop strong funding and innovative financing opportunities. Upon implementation, the 20 year Vision Plan will benefit customers, protect the environment, positively influence the region, promote growth, serve the changing demographics, and provide full suburban access.



Woodfield Trolley & Route Map



Regional Transportation Strategic Plan (2007 - The Year of Decision)

The Regional Transportation Strategic Plan was developed by the RTA, CTA, Metra, Pace, and various business, civic, and government organizations identified together as Partners for Transit. The goals of the Plan include providing greater transportation options, ensuring the system's financial viability, enhancing livability and economic vitality of the region, and demonstrating the value of transit. The Plan's major components include:

- Condition and adequacy of the existing public transportation system
- External forces and factors influencing transit (e.g. traffic congestion, travel market needs)
- Additional investments needed to meet current and future needs
- Funding and resource allocation to ensure successful implementation

The Plan recognizes that Metra will need to invest \$4.0 billion over the next 5 years to expand its existing service network, including \$223.4 million for the UP-NW Line. Upon completion of all recommended improvements, the Strategic Plan estimates a net benefit of \$42.4 billion over 30 years. These do not include benefits such as travel time savings for riders, increased property values and new development, expanded access to labor markets, and reduced need for new highway construction.

Schaumburg Employee Transportation Survey

In August of 2008 an online survey was administered to collect information regarding the transportation experience of employees within the Village. The survey was aimed to understand employees' transportation needs and evaluate the prospect of a variety of potential transportation services.

The report provides detailed findings for fixed route and vanpool Metra feeders connecting MD-W and UP-NW Stations to Schaumburg work areas as well as VIP vanpool services. Approximately 10% of the 943 respondents would be willing to use the fixed route Metra feeder service to travel between their workplace and both MD-W and UP-NW stations. A slightly higher percentage (13%) of respondents would be willing to utilize the vanpool Metra feeder service whereas almost 40% would use a proposed VIP vanpool service.

Schaumburg/Hoffman Estates Joint Transit Plan

In 2003, TranSystems Corporation was commissioned by the Villages of Schaumburg and Hoffman Estates along with Schaumburg Township to create a Joint Transit Plan that would identify specific mobility needs of the combined area and recommend a set of coordinated transit services for long-term sustainability. The recommended long-term transit plan was based on existing conditions analyses that identified gaps in existing services, potential connections, and marketing/branding opportunities.

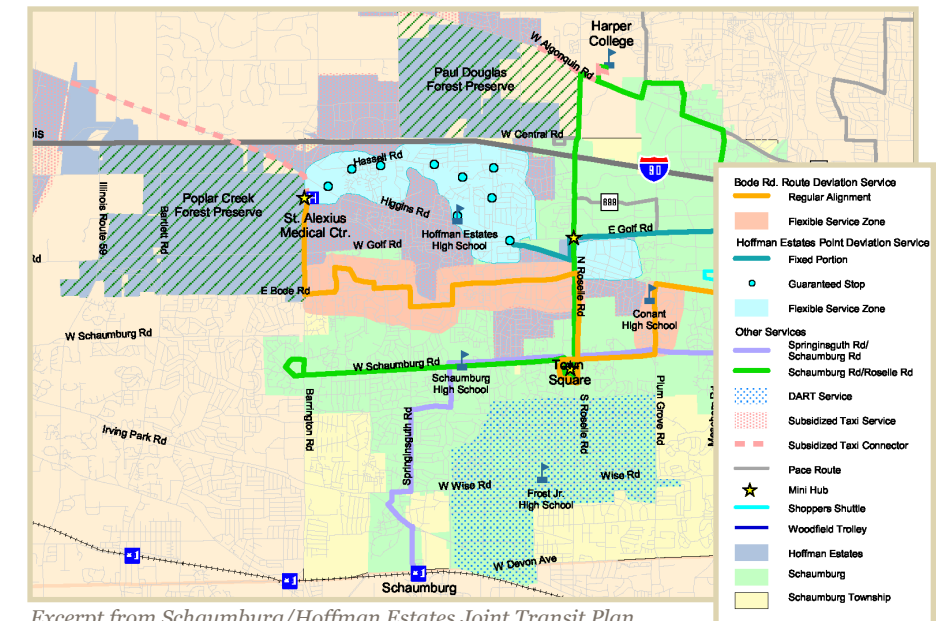
The Plan recommends a range of transit services including:

- Dial-a-Ride
- Flexibly Routed Service (Route Deviation Service and Point Deviation Service)
- Fixed-Route Service
- Subsidized Cabs

The Plan implementation recommendations are divided into three phases—short term (1 to 5 years), medium term (6-10 years), and long term (11-15 years). Estimated ridership and cost (annual operating and capital cost) for each recommended service is also provided.



Pace Route 699 Departing the Schaumburg/Northwest Transportation Center



Excerpt from Schaumburg/Hoffman Estates Joint Transit Plan Summarizing Medium Term Recommendations

In the short term, the Plan calls for:

- Subsidized cab service in Hoffman Estates
- Introduction of Bode Road Route as a flex route service
- Introduction of Schaumburg/Roselle Road Route
- Maintaining modified reservation time for DART

In the medium term, the following services are recommended:

- Springingsguth route as a fixed route
- Schaumburg/Roselle Road as a fixed route
- Flexible service on the Hassell Road route
- ADA paratransit service

The long term fixed routes identified for implementation include:

- Springingsguth/Schaumburg/ Martingale
- Schaumburg Roselle Road
- Bode Road
- Hassell/Golf Road
- Wise/Roselle Road

Additionally, the Plan recommends limiting the DART service to a smaller area and serving origins and destinations that are not accessible to existing fixed routes.



Proposal to Reduce Transportation System Congestion in Northeastern Illinois

The Chicago Metropolitan Urban Partnership (CMUP) was established in 2002 to help alleviate traffic congestion in metropolitan Chicago. CMUP is comprised of representatives from Illinois Department of Transportation, City of Chicago, Illinois State Toll Highway Authority, regional transit agencies, other local governments, and local business and civic groups. The study provides various techniques and methods to reduce congestion in the Chicago Central Business District and the Interstate 90 and Southwest corridors, including transit. These techniques include:

- ◉ Transit Service Improvements (*enhanced services, bike-pedestrian improvements*)
- ◉ Congestion Pricing Measures (*variable parking pricing, truck loading fees, etc.*)
- ◉ Telecommuting and Travel Demand Management (*car sharing, flextime, etc.*)
- ◉ Use of Technology (*bus/train tracking, real-time passenger information, etc.*)

CMUP proposes implementing Arterial Rapid Transit (ART) along Golf Road, Milwaukee Avenue, and Higgins Road. Express bus services are also recommended on freeways supported by feeder services on the Northwest tollway.



Woodfield Mall and Office Development Along Meacham Road

Suburban Transit Access Route (STAR) Line Feasibility Study

The Regional Transportation Authority (RTA) led the public planning process for the STAR Line in order to improve and expand transportation options in the Northwest suburbs. The study evaluates the feasibility of implementing a commuter rail service along a route from Joliet to O'Hare International Airport via Schaumburg. The proposed route will provide commuter rail services to major activity and employment centers in Schaumburg including IKEA, Motorola, Prairie Stone Business Park, and Woodfield Mall.

The study identifies two station locations in Schaumburg, the first being east of the intersection of I-90 and Roselle Road and the second being near IKEA east of Meacham Road along I-90. Prototypical station and parking area design are also shown along with examples of locomotive designs. The noted benefits of the STAR Line to consumers as well as the overall region make it an attractive investment for communities. The inter-suburban passenger service will assist Schaumburg in attracting additional investment and revenue while improving residents' quality of life.

Metra is currently evaluating the STAR Line through an alternatives analysis study.



Existing Business Within the Prairie Stone Industrial Park Campus

Metra's Proposed STAR Line



New service in this region would:

- » GIVE CLOSE TO 1.2 MILLION EMPLOYEES AN ALTERNATIVE TO DRIVING
- » LINK MAJOR ECONOMIC BUSINESS CENTERS SUCH AS NAVISTAR, LUCENT TECHNOLOGIES, BP AMOCO, TELLABS, NICOR, MOTOROLA, SBC, THE LOUIS JOLIET MALL, WOODFIELD MALL, FERMILAB, PEPSI CO., THE PRAIRIE STONE BUSINESS CAMPUS AND MAJOR COLLEGES, UNIVERSITIES AND HOSPITALS
- » PROVIDE A SAFE, RELIABLE TRANSPORTATION OPTION TO NEARLY 1.6 MILLION RESIDENTS WHO LIVE IN AN AREA OF HIGH CONGESTION
- » ATTRACT NEW BUSINESSES EAGER TO TAKE ADVANTAGE OF ACCESS TO A METRA LINE
- » INITIALLY CONNECT NEARLY 100 COMMUNITIES, FILLING A CRITICAL VOID FOR INTER-SUBURBAN RAIL SERVICE AND PROVIDE NEW SERVICE IN AREAS CURRENTLY WITHOUT DIRECT ACCESS TO PASSENGER RAIL SERVICE
- » ALLOW FOR SEAMLESS CONNECTION POINTS TO FOUR EXISTING METRA LINES, CONNECTING THE SPOKES IN METRA'S EXISTING SYSTEM

Source: Metra, <http://metraconnects.metra.com/star.php>





transit conditions & demographics

Existing Pace Services

The Village of Schaumburg is currently serviced by eleven (11) Pace Routes. As shown on the following maps, these routes can generally be grouped into three categories:

1. Regional Routes
2. Local Routes
3. Special Event Routes

Regional Routes

Regional Routes provide connections to the various communities surrounding Schaumburg as well as Chicago Transit Authority (CTA) Rapid Transit Stations.

- » **Route 208 Golf Road** – Operates daily from Pace’s Northwest Transportation Center to downtown Evanston along Golf Road.
- » **Route 554 Elgin – Woodfield** – Operates during weekday rush hours between Pace’s Elgin Terminal and Pace’s Northwest Transportation Center. Service operates eastbound only in the morning and westbound only in the afternoon. The route operates along Golf Road, Barrington Road, and Irving Park Road.
- » **Route 600 Northwest Express** – Operates during weekday rush hours between Pace’s Northwest Transportation Center and the Rosemont CTA Station via the Northwest Tollway (Interstate 90).
- » **Route 606 Northwest Limited** – Operates daily between Woodfield Corporate Center and the Rosemont CTA Station via Algonquin Road and Northwest Tollway (Interstate 90).
- » **Route 696 Woodfield – Arlington Heights – Randhurst** – Operates on weekdays between Woodfield Mall and Randhurst Mall via Arlington Heights Road. Serves Harper College, IKEA, Arlington Heights Metra Station, and several major destinations. Rush hour service is extended to Pace’s Northwest Transportation Center.
- » **Route 757 Northwest Connection** – Operates express on weekdays between the Woodfield Corporate Center and the Forrest Park CTA Station.

Local Routes

Local Routes provide circulation within the Village boundaries. These routes are partially funded by the Village of Schaumburg.

- » **Route 602 Higgins – Salem – Cedarcrest** – Operates during the weekday rush hours between residential areas in central Schaumburg and the Schaumburg Metra Station.
- » **Schaumburg Trolley** – Operates on Friday, Saturday, and Sunday. This free service connects several destinations surrounding Woodfield Mall including Schaumburg Convention Center, IKEA, Streets of Woodfield, and Pace’s Northwest Transportation Center.

Special Event Routes

These routes serve sporting events or amusement parks within the Chicago metropolitan area. They operate only on specified days and charge a premium fare.

- » **Route 237 Schaumburg – Soldier Field Express** – Operates express from Pace’s Northwest Transportation Center to Soldier Field in Chicago. The route operates for select events during the season.
- » **Route 282 Schaumburg – Wrigley Field Express** – Operates express from Pace’s Northwest Transportation Center to Wrigley Field in Chicago. The route operates for select events during the season.
- » **Route 284 Schaumburg – Great America Gurnee Express** – Operates express between Pace’s Northwest Transportation Center to Six Flags Great America located in Gurnee Illinois. The route operates when the park is open.



IKEA is a Popular Local Destination Accessible via the Schaumburg Trolley

The hours of operations for each route serving the Village, with the exception of Special Event Routes, are summarized below.

Pace Route Hours of Operations

	Weekday	Saturday	Sunday
Route 208	5:45am-10:45pm	5:55am-10:30pm	7:40am-9:35pm
Route 554	5:55am-12:15pm 3:05pm-6:45pm	No Service	No Service
Route 600	5:15am-8:45am 4:15pm-7:30pm	No Service	No Service
Route 602	Two trips in am Two trips in pm	No Service	No Service
Route 606	5:00am-12:00am	6:00am-12:00am	6:20am-12:00am
Route 696	5:40am-8:15am	No Service	No Service
Route 757	5:25am-8:50am 2:30pm-6:40pm	No Service	No Service
Schaumburg Trolley **	12:00pm-9:00pm (Fridays Only)	10:00am-9:00pm	11:00am-6:00pm

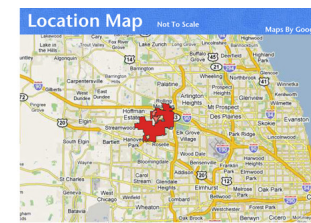
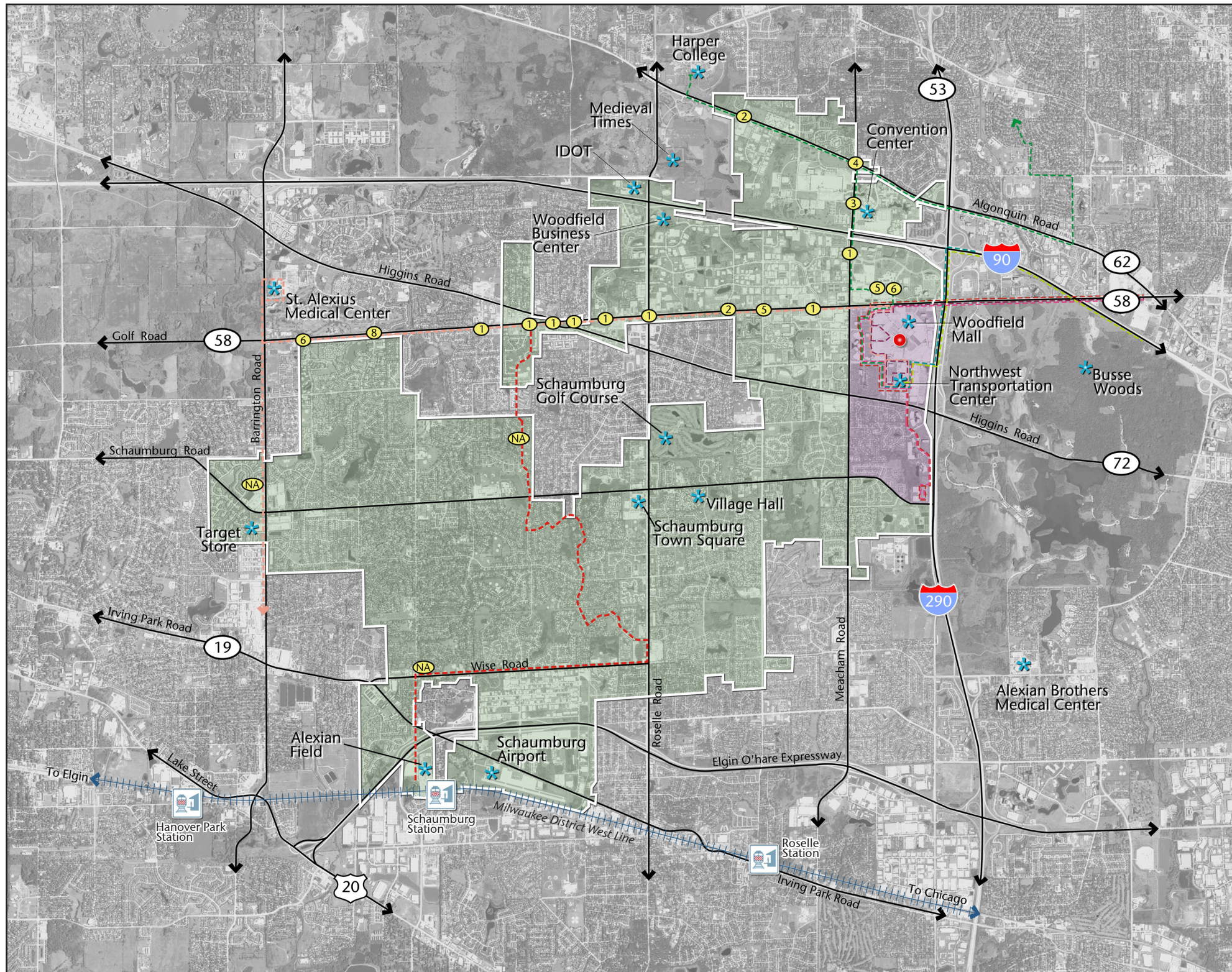
Source: Pace

** On May 1, 2009, the days of service on the Schaumburg Trolley were reduced from daily to Friday through Sunday. Trolley service will operate seven (7) days per week between Thanksgiving and New Years Day.



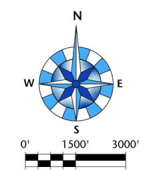
Pace Route 237 is an Express Special Events Route to Soldier Field in Chicago





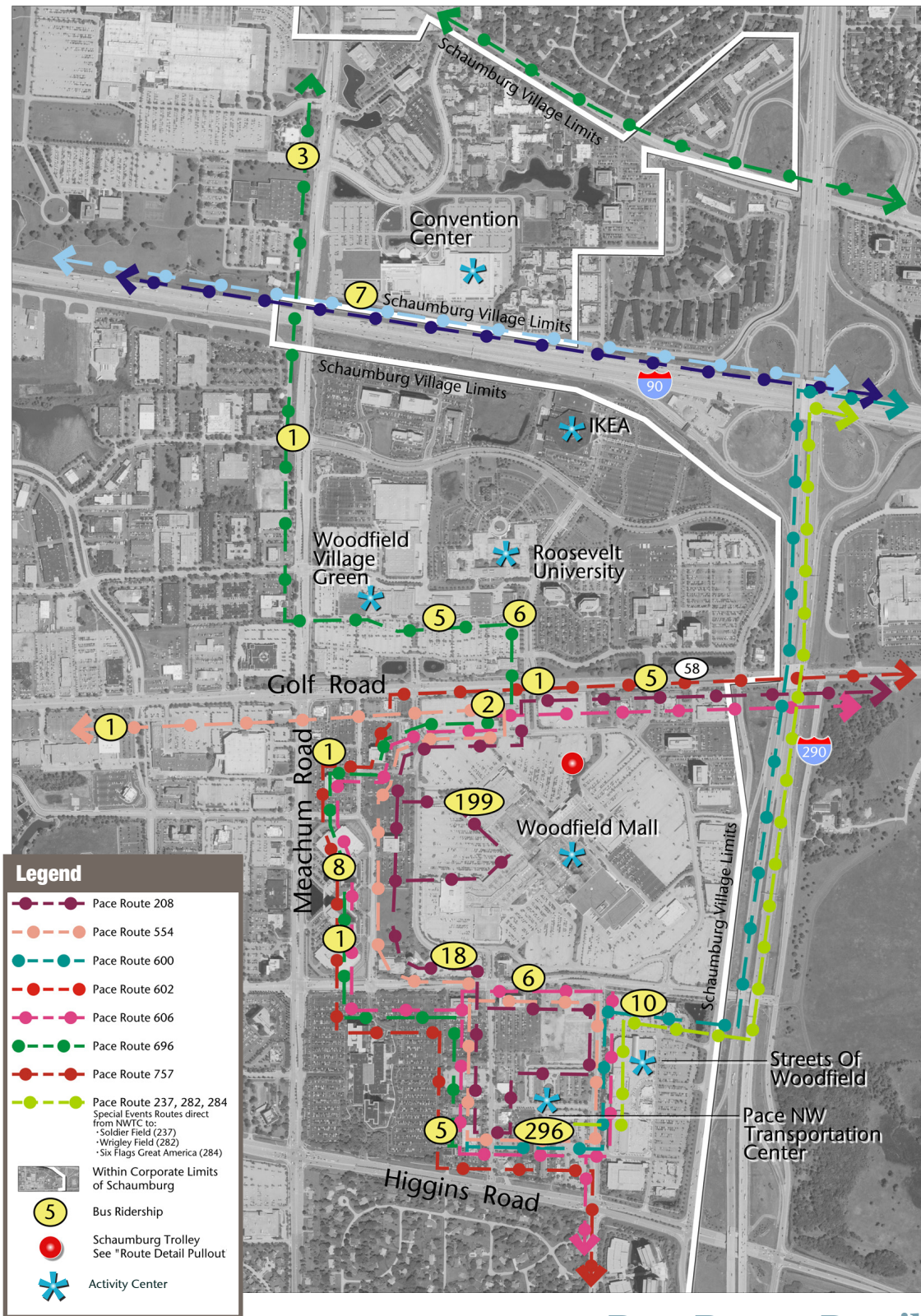
Legend

- Railroad
- Pace Route 208
- Pace Route 554
- Pace Route 600
- Pace Route 602
- Pace Route 606
- Pace Route 696
- Pace Route 757
- Pace Routes 237, 282, 284
Special Events Routes direct from NWT to:
• Soldier Field (237)
• Wrigley Field (282)
• Six Flags Great America (284)
- Activity Center
- Schaumburg Trolley
See "Route Detail Pullout"
- Bus Ridership
- Bus Ridership Not Available
- See "Bus Routes Detail Pullout"
- Schaumburg Cooperate Limits
- Commuter Rail Station

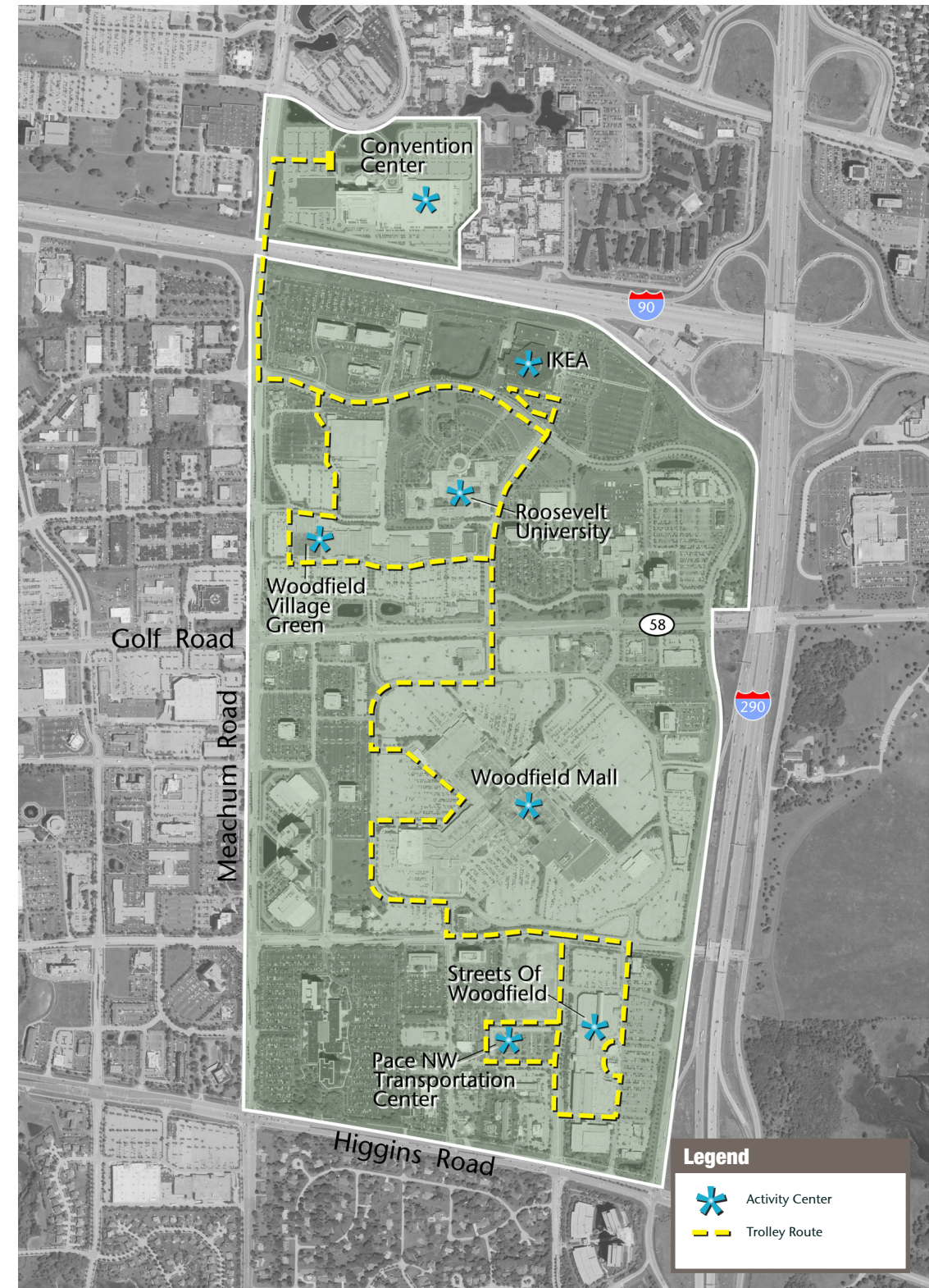


Existing Transit Service Routes





Pace Routes Detail



Trolley Service Detail



Pace Ridership

The average ridership for each Pace route by type of day is shown in the following table. The average ridership numbers are for January through June of 2009.

Pace Route Average Ridership

	Weekday	Saturday	Sunday
Route 208	2,194	1,628	960
Route 554	100	No Service	No Service
Route 600	159	No Service	No Service
Route 602	22	No Service	No Service
Route 606	1,338	625	371
Route 696	255	No Service	No Service
Route 757	180	No Service	No Service
Schaumburg Trolley	122	269	

Ridership for the second quarter of 2009 was compared to the second quarter of 2008 to determine if it is increasing or decreasing. Two (2) routes (Routes 600 and 602) increased in ridership between 2008 and 2009. The decreases in ridership on the other routes are significant and can be attributed to:

- A weakening economy – these routes serve major employment areas and retail areas.
- Lower gas prices than a year ago – gas prices reached record highs during the second quarter of 2008. Transit agencies across the country saw record ridership volumes during this time.
- Pace increased its fares in January of 2009.



Pace Bus on Route to Destination

The following table summarizes the change in ridership for the routes serving the Village of Schaumburg.

Pace Route Changes in Ridership (2008-2009)

	Weekday	Saturday	Sunday
Route 208	-4.6%	-5.6%	-4.6%
Route 554	-15.8%	No Service	No Service
Route 600	26%	No Service	No Service
Route 602	25.4%	No Service	No Service
Route 606	-15.5%	-22.9%	-8.7%
Route 696	-29.6%	No Service	No Service
Route 757	-26.6%	No Service	No Service
Schaumburg Trolley	-1%	-19.4%	-39.9%

Ridership declines for Route 554 have stabilized and begun to show signs of growth in 2009.

Stop Level Data

Pace creates profiles of each of its routes showing how many people get on and get off the bus at each stop. This data was analyzed to determine the number of boardings and alightings in Schaumburg. Locations that generate five or more boardings or alightings on an average daily basis include:

- Northwest Transportation Center
- Woodfield Mall Entrance 1
- Harper College Building A
- Perimeter Drive/West Drive
- Woodfield Corporate Center
- Perimeter Drive/East Drive
- Plaza Drive/1111 Building
- Plaza Drive/999 Building
- Golf/Walnut/Moon Lake
- Middle Drive/Perimeter Drive
- Woodfield Road/Mall Drive
- Roosevelt University
- Golf/Knollwood
- Walter Payton/West Drive
- Roosevelt/McConnor
- Plaza Drive/Woodfield Road
- Mall Drive/Kimberly
- Golf/Plum Grove
- East Drive/Perimeter Drive

The total number of average daily boardings and alightings by Pace route within the Village are provided below.

Pace Average Daily Boardings and Alightings*

	Boarding	Alighting
Route 208	49	45
Route 554	49	32
Route 600	38	21
Route 602	19	19
Route 606	133	108
Route 696	47	67
Route 757	36	2
Schaumburg Trolley	122	269
TOTAL	419	362

*Gaps between boardings and alightings result from passenger origins/destinations beyond Village boundaries.

Transit/Transportation Facilities

Pace's Northwest Transportation Center is located at the corner of Martingale Road and Kimberly Drive, just south of Woodfield Mall. It is currently served by Routes 208, 554, 600, 606, 696,, 757, the Woodfield Trolley, and the Schaumburg Dial-a-Ride service. In addition to the fixed-route services, all three of the special event services depart from the transportation center. There are ten (10) bus bays along with 95 parking spaces, 6 handicapped accessible parking spaces, a kiss-and-ride area with space for 16 cars, and racks for bicycle parking.

For all of the routes serving Schaumburg, there are approximately 110 bus stop locations throughout the Village. Many established bus stops contain a bus stop sign but a few provide additional amenities such as a concrete pad, lighting and/or a shelter. Shelters are located at Woodfield Mall and the Northwest Transportation Center. The lack of shelters on routes outside of Woodfield is a deterrent to transit ridership for the public. Pace also allows flag stops along their routes. A flag stop means that the bus will stop at any intersection where it is safe to do so if someone is requesting the bus to stop – often by waving at the bus driver.



Woodfield Trolley at the Northwest Transportation Center



Existing Metra Service

The Metra Milwaukee District West Line (MD-W) operates between Union Station in downtown Chicago and the City of Elgin with a terminus station at Big Timber Road. There are 22 stations along the line. The tracks cut through the southern portion of the Village of Schaumburg. The station is located adjacent to Alexian Field, just south of the intersection of Springinsguth Road and the Elgin – O'Hare Expressway. Commuter service from the Schaumburg Metra Station operates seven days a week.

Inbound weekday service is available from Schaumburg starting at 4:34 a.m. The last train to leave downtown Chicago in the evening to get back to Schaumburg is at 12:40 a.m. Weekday service operates approximately once an hour during the off-peak time periods and more frequently during the morning and evening peak periods. The only notable gap in service is the absence of an 11:40 p.m. train from Union Station. Saturday service operates every hour to two hours and Sunday service operates every two hours. The number of inbound and outbound trains serving Schaumburg is shown below:

Number of MD-W Line Trips

	Weekday	Saturday	Sunday
Inbound	25	12	9
Outbound	24	12	9

Source: Metrarail.com

There are not any upcoming service changes or upgrades planned for the MD-W.

Metra Ridership

Weekday boardings on the Metra Milwaukee District – West Line were 22,343 in 2006. Weekday and weekend boardings and alightings by time of day at the Schaumburg Station are shown in the following table. Gaps between boardings and alightings result from passenger origins/destinations beyond the Village boundaries.

MD-W Weekday Ridership

MD-W	Weekday				TOTAL	SAT	SUN
	AM Peak	Midday	PM Peak	Evening			
Boardings (Inbound)	1,384	198	79	21	1,682	202	98
Boardings (Outbound)	3	2	11	0	16	2	0
Alightings (Inbound)	13	3	10	4	30	4	2
Alighting (Outbound)	29	153	1,327	124	1,633	207	95

Source: 2006 Metra Boarding and Alighting Counts for weekday ridership; 1999 Metra Boarding and Alighting Counts for weekend ridership.

Origin-Destination Data

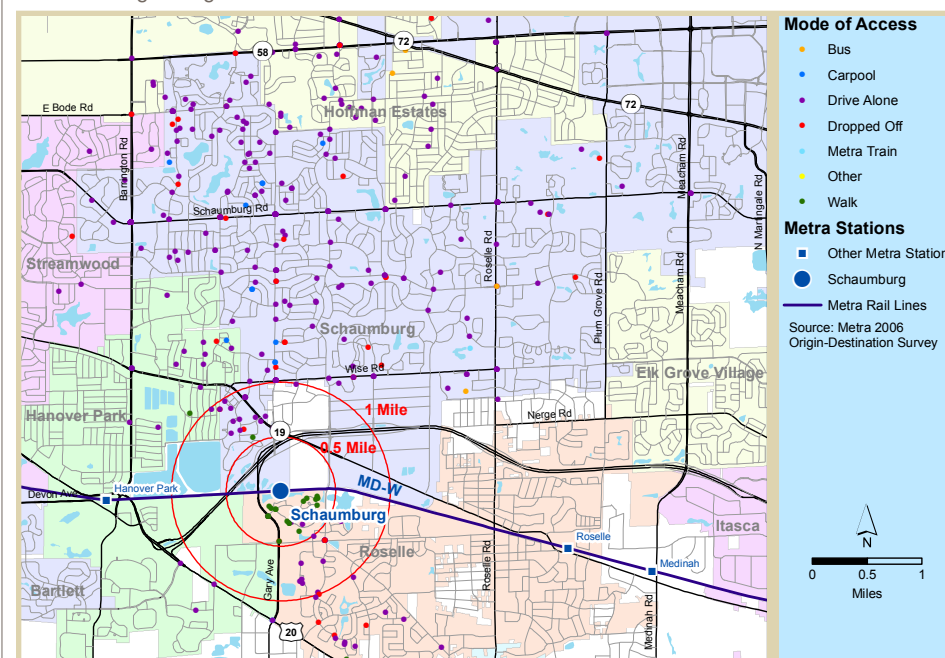
Metra collects data on the origins of its passengers and their mode of access to the station. Most of the passengers accessing the Schaumburg Station live in an area bounded by Golf Road on the north, Lake Street on the south, Roselle Road on the east, and Barrington Road on the west. The majority of the passengers appear to reside in Schaumburg, Roselle, Hoffman Estates, and Hanover Park. The primary mode of access to the station is “drive alone” with almost 4 out of 5 passengers (78%) driving independently. Another 10% are dropped off and 5% report carpooling to the station. Overall, 93% of passengers access the station using an automobile. Six percent (6%) of passengers, primarily Roselle residents, walk to the station. Only 1% of passengers use a bus.

Mode of Access to Metra Station

Mode of Access	Schaumburg
Drive Alone	78%
Dropped Off	10%
Walked	6%
Carpool	5%
Bus	1%
Bike	1%
Other	0%

Source: Metra Mode of Access Data 2006. Modified as per Village of Schaumburg bike observations in 2009.

Schaumburg - Origins with Mode of Access



Source: Metra Division of Strategic Capital Planning

Physical Facilities

Schaumburg Station

The current Village of Schaumburg Metra Station is very new. Dedicated in 2006, the station replaced an older station on the site. This brick building contains an indoor waiting area, coffee vendor, and ticket agent. Covered space for bicycles along with lockers for commuters are provided. On the north side of the station, there is a bus lane and kiss-and-ride drop-off.

Commuter Parking Lots

At the station, there are five (5) parking lots with a total of 1,622 parking spaces. Typically, 1,408 spaces (86%) are utilized on a daily basis. Four (4) of the lots (#1-4) are located north of the railroad tracks, adjacent to the Alexian Field. The lots contain a total of 1,210 spaces, of which 479 are daily fee, 720 are permit, and 11 are accessible spaces. The remaining lot (#5) is located south of the tracks off of Travis Parkway. It contains 396 daily fee spaces and 10 are accessible spaces. In this lot, seventy-three percent (73%) of the spaces are typically utilized. Parking utilization by lot is shown in the following table.

Utilization of Commuter Parking Lots

Lot	Daily Fee		Permit		Accessible		Total	
	Capacity	Utilized	Capacity	Utilized	Capacity	Utilized	Capacity	Utilized
1	0	-	293	100%	14	43%	307	100%
2	0	-	271	100%	11	64%	284	98%
3	177	93%	156	7%	0	-	333	96%
4	302	80%	0	-	0	-	302	80%
5	386	73%	0	-	10	20%	386	73%

Source: 2008 Metra Parking Counts



Existing Parking at Schaumburg Metra Station



Village of Schaumburg Services

Existing Schaumburg Services

The Village financially contributes towards the operation of Dial-a-Ride Transportation (DART) for which Pace provides a 20% operating subsidy. DART service has existed since the mid 1970s and evolved into its current design around 1985. DART offers curbside service within the municipal boundaries of Schaumburg. Service is provided Monday through Friday from 6:00 a.m. to 9:30 p.m. and on Saturdays from 9:00 a.m. to 6:00 p.m. No service is provided on Sundays or holidays. To ride, passengers must call 90 minutes prior to their desired pick-up time to arrange transportation. Calls are accepted Monday through Friday beginning at 5:30 a.m. and on Saturdays beginning at 8:30 a.m. The general public is eligible to use the service. The regular fare is \$2.00 and reduced fare of \$1.00 is available to persons with disabilities, senior citizens 65 or over, students, and children age 7 to 11.

A peer analysis comparing productivity and cost performance measures to other Dial-a-Ride services was conducted. The communities of Barrington, Bensenville, Elk Grove Village, and Skokie were selected as peers since they are located in either Cook County or DuPage County. Operating statistics for 2009 were obtained from Pace and are shown in the following table.



Pace Dial-A-Ride Transportation (DART) Vehicle

Comparative Analysis: Dial-A-Ride Productivity and Cost Performance

Community	Ridership	Hours	Miles	Total Expenses	Revenue	Pace Subsidy	Local Share
Barrington	3,481	1,466	21,425	\$79,803	\$2,130	\$40,294	\$37,379
Bensenville	13,832	5,178	56,109	\$249,004	\$20,883	\$41,496	\$186,625
Elk Grove	34,377	8,154	73,581	\$372,821	\$23,159	\$110,366	\$239,295
Skokie	17,758	4,910	19,745	\$230,282	\$0	\$50,709	\$179,573
Schaumburg	73,029	18,099	241,484	\$1,032,141	\$78,026	\$210,900	\$743,216

Productivity measures provide an indication Dial-A-Ride service's efficiency. Two common productivity measures are passengers per mile and passengers per hour. The average number of passengers per mile was 0.42 and the measure ranged from a high of 0.90 to a low of 0.25. DART carries fewer passengers per mile (0.30) than the average. This may be caused by Schaumburg passengers taking longer trips than services' passengers. The average trip length for DART is 4 miles and the longest trip is 8.6 miles.

The average number of passengers per hour was 3.38 and the measure ranged from a high of 4.22 to a low of 2.37. DART carries more passengers per hour (4.03) than the average. A passenger per hour measure approaching 5 is considered by the transit industry to be the most efficient that Dial-A-Ride services can operate.

Another productivity measure is trips per capita. This measure provides an indication of much the service is being used by a community. The average number of trips per capita is 0.67 and the measure ranged from a high of 1.04 to a low of 0.27. DART provides 1.02 trips per capita – almost tied with the high of 1.04 trips per capita.

Comparative Analysis: Trips Per Capita

Community	Passengers per Mile	Passengers per Hour	Trips per Capita
Barrington	0.16	2.37	0.34
Bensenville	0.25	2.67	0.69
Elk Grove	0.47	4.22	1.04
Skokie	0.90	3.62	0.27
Schaumburg	0.30	4.03	1.02
Average	0.42	3.38	0.67

The farebox recovery ratio provides a measure as to how much passenger fares contribute toward the services' total operating expenses. As shown in the following table, the average farebox recovery ratio was 5% and the measure ranged from a high of 8% to a low of 0%. Skokie charges a monthly membership fee instead of a fare per trip. DART's farebox recovery ratio is the highest of its peers.

Comparative Analysis: Farebox Recovery Ratio

Community	Farebox Recovery Ratio
Barrington	3%
Bensenville	8%
Elk Grove	6%
Skokie	0%
Schaumburg	8%
Average	5%

Cost performance measures provide an indication of Dial-A-Ride service's effectiveness in terms of the cost to provide service. Common cost performance measures are expense per mile, expense per hour, and expense per mile. *The cost to provide service paid for by the communities (local share) was used when determining cost performance measures.*

The average expense per mile was \$4.10 and the measure ranged from a high of \$9.09 to a low of \$1.74. DART's expense per mile (\$3.08) was approximately \$1 less than the average. The average expense per hour was \$33.70 and the measure ranged from a high of \$41.06 to a low of \$25.49. DART had the highest expense per hour. This may be a result of DART providing the most service.

The cost to provide a one-way trip provides an overall indication of effectiveness and takes into consideration both productivity and the service's cost structure. The average expense per trip was \$10.30 and the measure ranged from a high of \$13.49 to a low \$6.96. DART's cost per trip (\$10.18) is slightly less than the average.

Comparative Analysis: Cost Performance

Community	Local Expense per Mile	Local Expense per Hour	Local Expense per Trip
Barrington	\$1.74	\$25.49	\$10.74
Bensenville	\$3.33	\$36.04	\$13.49
Elk Grove	\$3.25	\$29.35	\$6.96
Skokie	\$9.09	\$36.57	\$10.11
Schaumburg	\$3.08	\$41.06	\$10.18
Average	\$4.10	\$33.70	\$10.30

When considering the two most frequently used measures of efficiency and effectiveness, trips per hour and cost per trip, DART service is operating efficient (4.08 trips per hour) and effective (\$10.18 per trip) when compared to peers in Cook and DuPage Counties. Still the Village should explore ways to reduce the local expense per hour since this was a performance measure where DART performed poorly.



While DART service is efficient and effective, some may question the high cost to the Village to provide a DART. The cost for residents to make the same trip on DART, by taxi, and by automobile is shown in the following table.

Cost Per Trip: DART vs Taxi vs Automobile

Trip Data	DART		Taxi ¹	Automobile ²
	Cost to Passenger	Cost to Village		
Average Trip (4 miles)	\$2.00 Full Fare \$1.00 Reduced Fare ³	\$10.18	\$10	\$2.20
Longest Trip (8.6 miles)	\$2.00 Full Fare \$1.00 Reduced Fare ³	\$10.18	\$19.20	\$4.73

¹ Meter Rates for taxi service are \$4 for the first mile and \$2 for each additional mile for service within the village.

² Cost for automobile is \$0.54 per mile. This is the composite average cost to operate 15,000 miles per year for three size categories of sedans as determined by AAA. The analysis includes fuel; maintenance; tires; insurance; license, registration, and taxes; depreciation; and finance.

³ Available to persons with disabilities, senior citizens 65 or over, students, and children age 7 to 11.

The cost to provide trips using taxis is not less than providing DART service. A full discussion of the cost implications of replacing DART can be found in the *Recommended Services* section. The same trip made by automobile is less expensive than DART. However, many of DART users may be unable to drive due to age (young or old), disability, lack of a driver's license, or the inability to purchase a vehicle.

Existing DART ridership was evaluated to identify origins of existing service users. The number of residents requesting a pickup was mapped, as shown in the *Pickup Locations of DART Passengers – 2009* exhibit. The larger the circle the more requests for a pickup at that location. A review of the map shows that pickups are concentrated in the following areas:

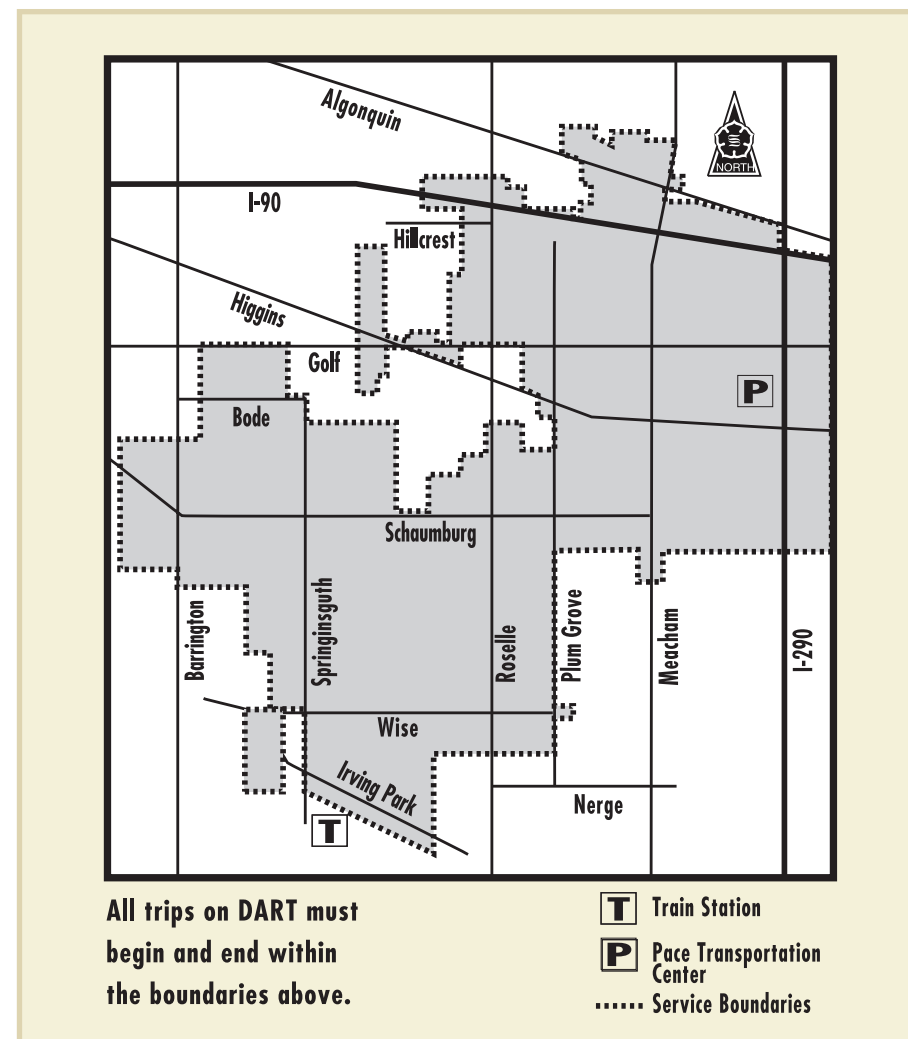
- Algonquin Road between Quentin Road and Highway 53
- Golf Road between Salem Drive and Woodfield Mall
- Woodfield Mall and surrounding area
- Roselle Road between Schaumburg Road and Wise Road
- Village in the Park apartment complex
- Schaumburg Road and Barrington Road
- Knollwood Drive and Bode Road

DART trips from a representative single day were mapped to understand representative trip patterns. Because DART is a demand responsive service, the only trips made are between origin / destination pairs that are specifically

requested. The *One Day Pick Up and Drop Off Locations of DART Passengers* exhibit shows the origins and destinations of DART users on a typical day during September. The concentration of lines begin to identify trip patterns which include:

- East – West trips along Golf Road
- From the apartment complexes along Algonquin Road to Schaumburg Road/Martingale Road
- From southwest Schaumburg to the Woodfield Mall area

The DART origins and destinations evaluation will be utilized during development of the design service alternative recommendations.



DART Service Area Map as Reflected in 2009 DART Brochure

Recently Eliminated Service

The Lunchtime Shoppers Shuttle service was eliminated on May 1, 2009 due to budgetary constraints. It had operated on weekdays during the mid-day, connecting approximately 42,000 riders in its last year of service to the Woodfield Corporate Center, Woodfield Mall, and Streets of Woodfield. 54% of the cost to operate the Shuttle was funded through Pace, Woodfield Mall, Streets of Woodfield subsidiaries, and farebox.



The Lunchtime Shopper's Shuttle

The Lunchtime Shopper's Shuttle offers shuttle service from select locations in the Woodfield Regional Center area to Woodfield Shopping Center or Streets of Woodfield.

Three routes operate in the area:

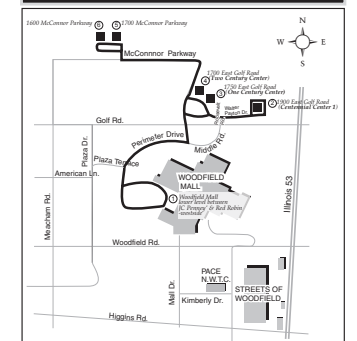
- 205 - Golf Road Route
- 206 - Woodfield Route
- 207 - Martingale Road Route

The service begins at 11:00am and runs every 10 to 15 minutes until 2:00pm.

Experience the convenience of door-to-door service with the Lunchtime Shopper's Shuttle.

Fares are \$.25 per one-way ride.

205 - Golf Road Route

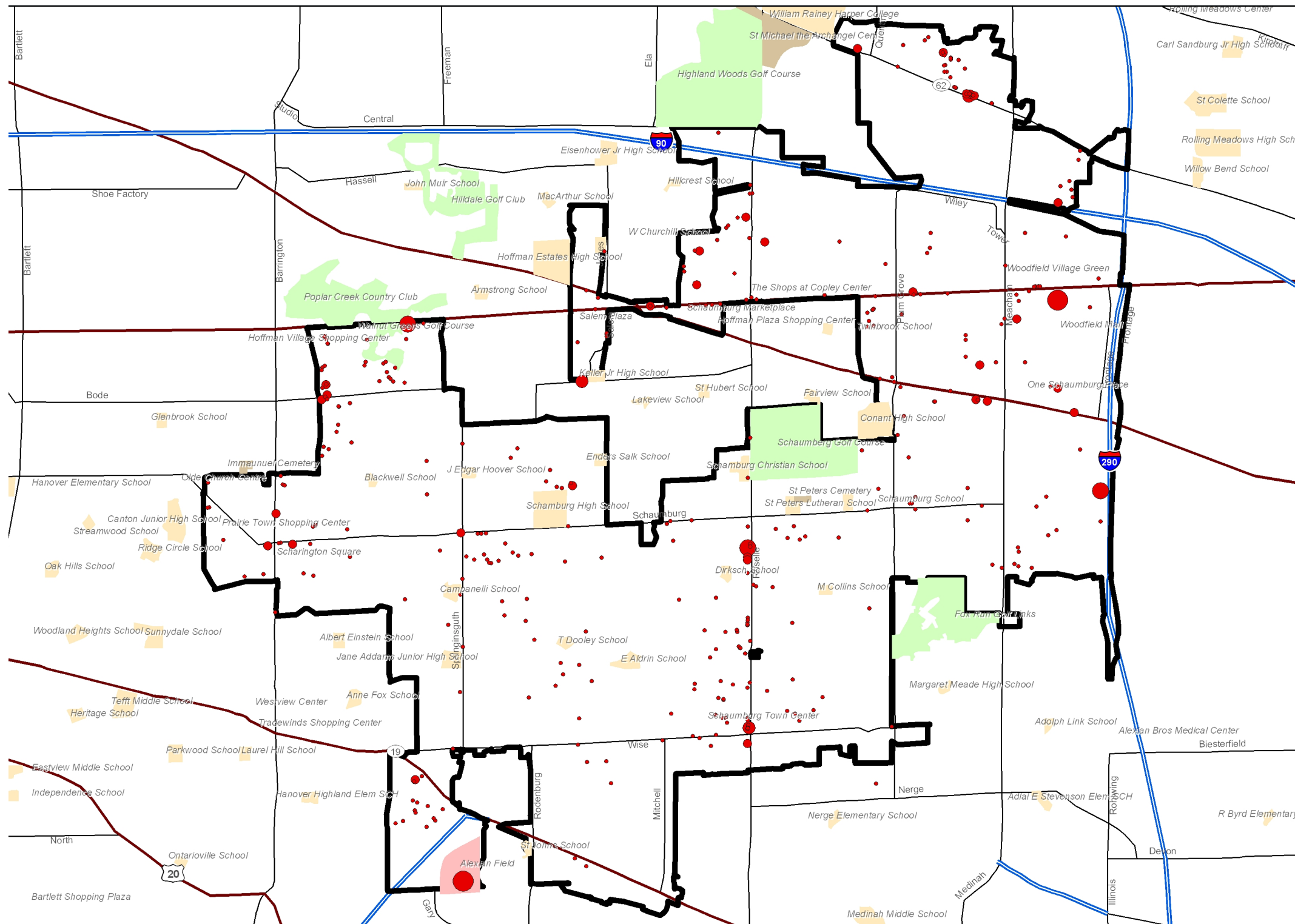


- 1 WOODFIELD MALL Lower level between JC Penney & Red Robin, westside
- 2 1900 E. GOLF ROAD (CENTENNIAL CENTER 1)
- 3 1750 E. GOLF ROAD (ONE CENTURY CENTRE)
- 4 1700 E. GOLF ROAD (TWO CENTURY CENTRE)
- 5 1700 MC CONNOR PARKWAY
- 6 1600 MC CONNOR PARKWAY

Lunchtime Shopper's Shuttle service sponsored by:
Pace Suburban Bus (847) 364-PACE
Village of Schaumburg (847) 895-0007 ext. 258
Woodfield Shopping Center
Streets of Woodfield

Advertisement Brochure from Recently Eliminated Lunchtime Shopper's Shuttle

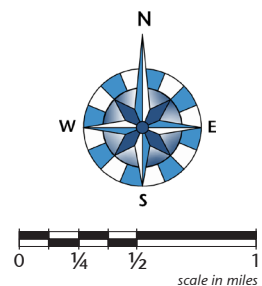




LEGEND

Persons Per Pickup Location

- 1 to 5
- 6 to 15
- 16 to 25
- 26 to 50
- Over 50
- ▭ Schaumburg City Limits

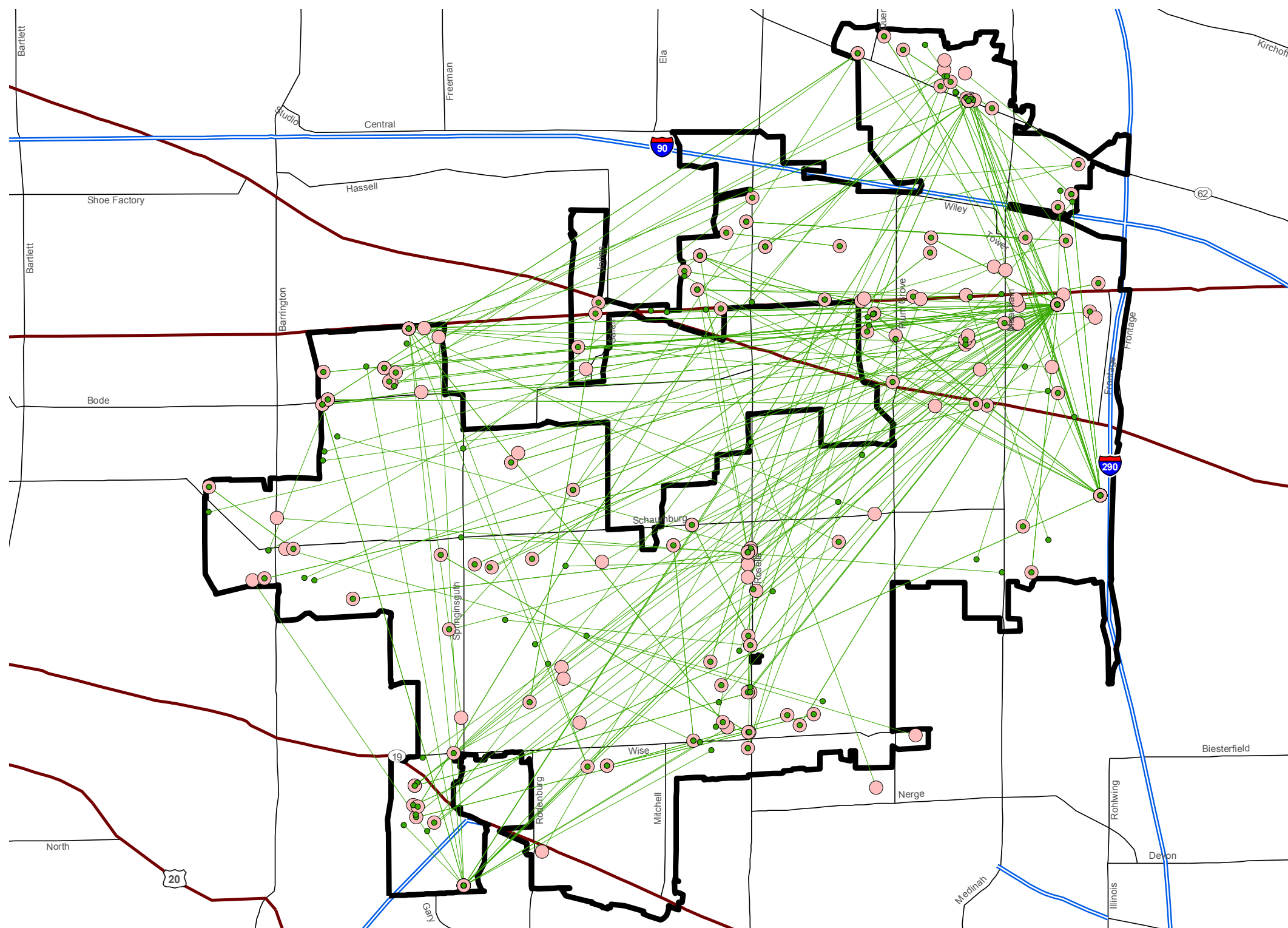


* Source: Schaumburg

** Boundary of data represented has been clipped from the Year 2000 U.S. Census Block Group to reflect Transit Service Assessment Project Boundary.

Pickup Locations of DART Passengers

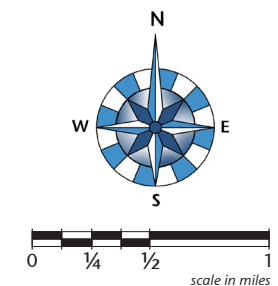




LEGEND

Persons Per Pickup Location

- Pickup locations
- Drop off locations
- Schaumburg City Limits



* Source: Schaumburg

** Two hundred forty three (243) trips were made on DART on 09/23/2009

One Day Pickup & Drop Off Locations of DART Passengers



Other Transit/Transportation Services

Schaumburg Township Service

Senior and disabled Schaumburg Township residents are eligible for the Township's transportation services. Transportation is provided on weekdays from 8:30 a.m. to 4:00 p.m. This door-to-door trip requires reservations at least 24 hours in advance. A donation of \$1 per ride is suggested. Trips must begin and end within the townships boundaries and all riders need to be pre-registered. Annual ridership for this service is 31,000.

Transportation outside of the township is provided for medical appointments through the TRIP (Township Riders Initiative Pilot) program. The service area includes:

- Barrington
- Schaumburg
- Palatine
- Elk Grove Village
- Hanover Park
- Maine Townships

Service is also provided to the VA Hospital in Maywood, the VA clinic in Elgin, as well as to Stroger (Cook County) Hospital. Service on Saturdays and a weekday evening is also available with the TRIP program.

The fee for this curb to curb service is \$5.00 for each township line crossed with a maximum of \$10.00 charged for a one-way trip and a maximum charge of \$20.00 per round trip. All passengers must be pre-registered.



Transportation Service Provided by Schaumburg Township through the TRIP Program

Hanover Township Service

Township residents 55 years of age or older and individuals with a permanent disability age 18 and above are eligible for the Township's transportation services. This curb-to-curb service operates Monday through Friday from 7:30am to 3:30pm. Service is provided on a first come, first served basis and making reservations at least 24 hours in advance is recommended. A donation of \$0.75 per ride is suggested. Riders are transported throughout the Township and up to five miles beyond the Township boundaries, including portions of Schaumburg east of Barrington Road. Hanover Township also participates in the TRIP program as previously described. Annual ridership for this service is 16,900.

Palatine Township Service

Township residents 60 years of age or older and individuals with a permanent disability are eligible for the Township's transportation services. This curb-to-curb service operates Monday through Friday from 8:00am to 4:00pm. Reservations should be made three to fourteen working days in advance. The cost is \$2.00 for a one-way trip. Rides are provided anywhere in the Township, including the portions of Schaumburg along Algonquin Road. Palatine Township also participates in the TRIP program as previously described. Annual ridership for this service is 14,000.



Palatine Township Provides Residents A Variety of Transportation Options

Friendship Village

Friendship Village operates two accessible buses free to residents of Friendship Village. This service operates five days a week from 8:00 a.m. until 4:30 p.m. Sunday service to area churches is also provided. The service is a planned demand service, traveling to specific shopping centers, pharmacies, doctor's offices and volunteer opportunities on specific days.



Friendship Village Bus Service for Residents



Demographic Analysis

The identification and evaluation of specific socio-economic characteristics are often used as indicators for support and/or demand for public transportation. Using 2000 Census block group statistics adjusted to reflect Village of Schaumburg community characteristics, the following socio-economic evaluations were conducted:

- Household Density
- Employees
- Elderly Population
- Youth Population
- Households with Limited Vehicle Access
- Population Below the Poverty Level

Maps of the demographic analyses are provided on the following pages.

Household Density

The density of households within a particular area can be directly correlated to the potential for supporting transit service. For the purposes of the Transit Service Assessment, household densities were categorized into four categories:

- Less than one dwelling unit per acre
- 1 – 2 units per acre
- 2 – 3 units per acre
- Greater than 3 units per acre

The Transit Capacity and Quality of Service Manual considers 3 households per acre to be the minimum acceptable to support fixed route transit service. The consultant team's experience shows that 2-3 units per acre may support either fixed route or flexible route service, 1-2 units per acre may support flexible route or demand response service, and less than one unit per acre may be best served by demand response service.

An evaluation of the study area shows that the following areas have household density greater than 3 units per acre:

- Algonquin Road between Quentin Road and Highway 53,
- Roselle Road between Schaumburg Road and Wise Road,
- Roselle Road between Golf Road and Interstate 90,
- Schaumburg Road between Springinsguth and Roselle, and
- Knollwood Drive between Schaumburg Road and Golf Road.

Overall, the Village's housing densities appear capable of supporting at least flexible routing transit service.

Employees

Where available and convenient, transit is a desirable mode for work related trips. As a result, block group areas with large number of employees may support enhanced transit. The areas with the highest employment are generally located in the northwest portion of the Village of Schaumburg, including:

- The Motorola Campus (north of Interstate 90, east of Quentin, west of Meacham, south of Algonquin)
- The Woodfield area (south Interstate 90, east of Meacham, west of Route 53, north of Higgins Road)
- The office complex located along Martingale Road between Higgins Road and Biesterfield Road
- The retail area located between north of Golf Road and Interstate 90, east of Roselle Road and west of Plum Grove Road

Elderly Population (Age 65+)

Seniors represent a strong potential market for transit because as we age, we decrease our amount of driving for various reasons, including for health or physical capability reason. An evaluation of the available socio-economic characteristics shows that areas with 15% or more senior population are largely concentrated in two areas of the Village. These include:

- Friendship Village: located north of Schaumburg Road and just west of Roselle
- The residential areas bounded by Schaumburg Road on the north, Summit Drive on the west, Weathersfield Way on the south, and Meacham Road on the east

Youth Population (Age 10 to 18)

Children between the ages of 10-18 are typically recognized as old enough to travel independently on a local basis, but may not yet be old enough to drive or have access to a vehicle. As a result, identification of concentrations of youth within a community is an indicator of the potential to support transit services. The largest concentration of youth are located:

- Northwest corner of Schaumburg Road and Springinsguth Road. Over 20% of the population in this area is between the ages of 10 and 18 years
- Many other areas of the Village have a youth population between 15% and 20% of the population, including:
 - » the area south of Schaumburg Road, east of Springinsguth, north of Wise Road and west of Plum Grove Road
 - » along Knollwood Drive between Golf Road and Schaumburg Road

Households with Limited Access to Vehicles

Limited access to a vehicle may mean that either the household does not own a vehicle at all, or that the number of vehicles owned by the household is not sufficient to meet their transportation needs. These households may rely on transit service to meet their travel needs. There are three areas where over 10% of the population has limited vehicle access. These areas include:

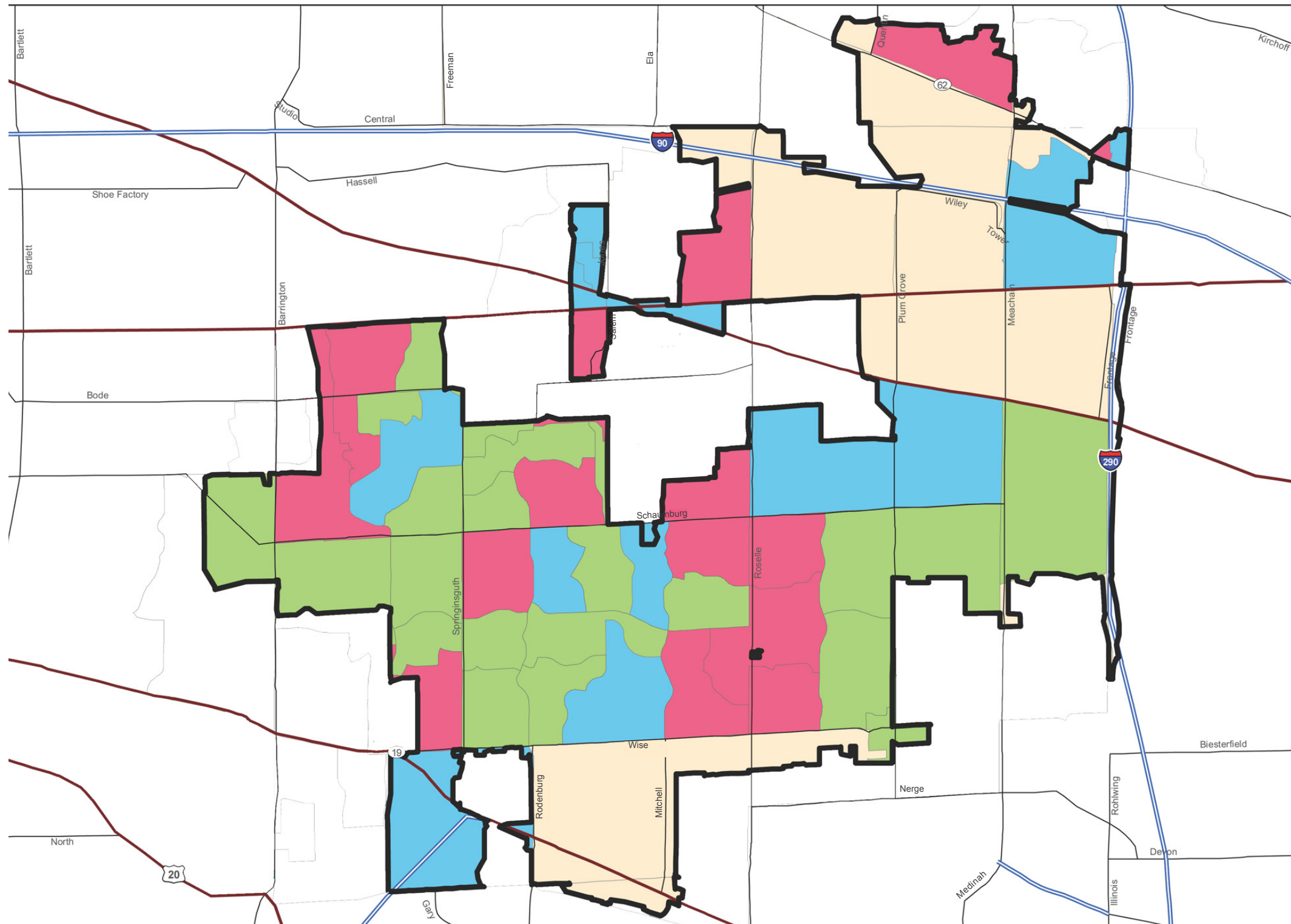
- Friendship Village where approximately 60% of households in this block group do not own vehicles
- The Walden Condominium Development
- The residential area east of Cedarcrest Drive between Weatherfields Way and Wise Road

Population Below Poverty Level

Residents whose income level is below the poverty level may not be able to afford to purchase or maintain automobiles or their automobiles may not be reliable. These residents may rely on transit service to meet their travel needs. Areas with 5% or more of the population below the poverty level are located at:

- Knollwood Drive between Golf Road and Bode Road (*Approximately 12% of the population in this area is below the poverty level*)
- International Village north of Algonquin Road between Plum Grove Road and Meacham Road
- The residential area north of Schaumburg Road, east of Roselle Road, south of Higgins Road, and west of Meacham Road
- The area near the intersection of Roselle Road and Wise Roads
- The area southeast of Salem Drive and Golf Road

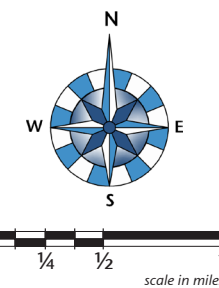




LEGEND

Household Density Per Acre

- < 1
- 1 to 2
- 2 to 3
- > 3
- Schaumburg City Limits

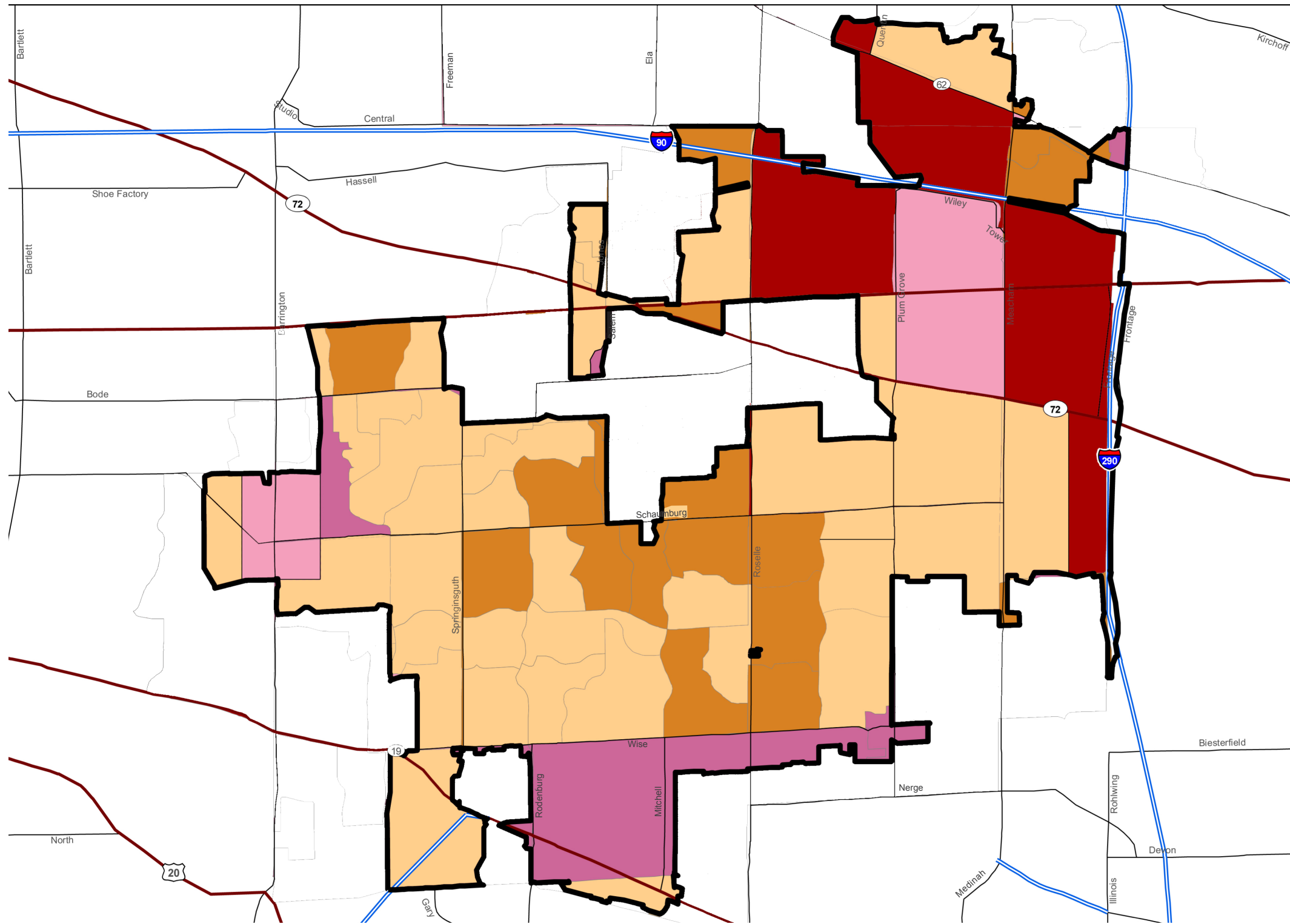


* Source: U.S. Census, 2000 (adjusted to reflect Village of Schaumburg community characteristics).

** Boundary of data represented has been clipped from the Year 2000 U.S. Census Block Group to reflect Transit Service Assessment Project Boundary.

Household Density Per Acre

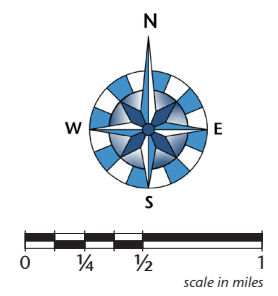




LEGEND

Number of Employees

- Under 500
- 500 to 1,000
- 1,000 to 1,500
- 1,500 to 2,500
- Over 2,500
- Schaumburg City Limits

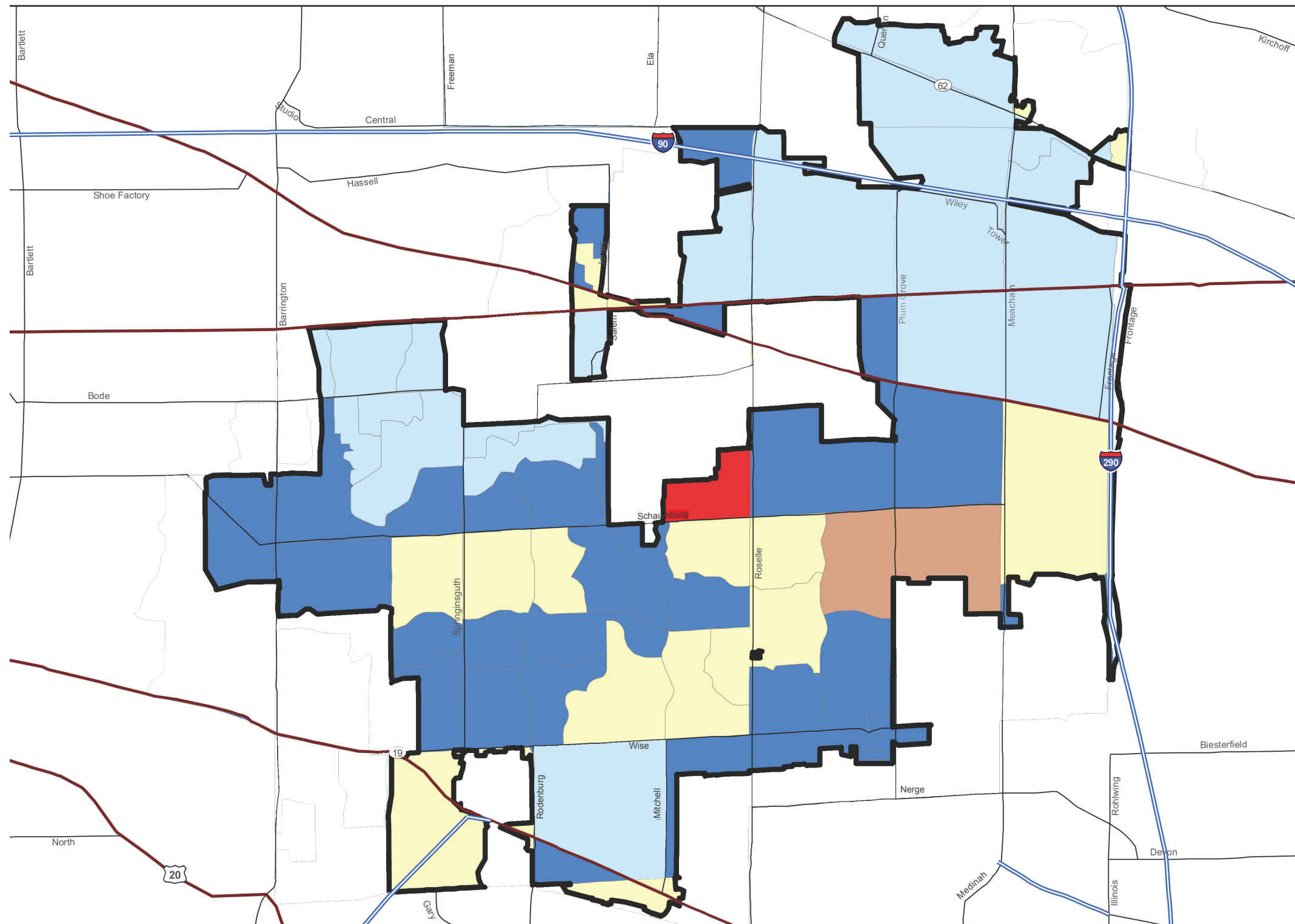


* Source: U.S. Census, 2000 (adjusted to reflect Village of Schaumburg community characteristics).

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Number of Employees

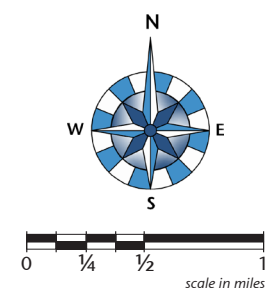




LEGEND

Percent of Elderly Population (Age 65+)

- Under 5%
- 5% to 10%
- 10% to 15%
- 15% to 20%
- Over 20%
- Schaumburg City Limits

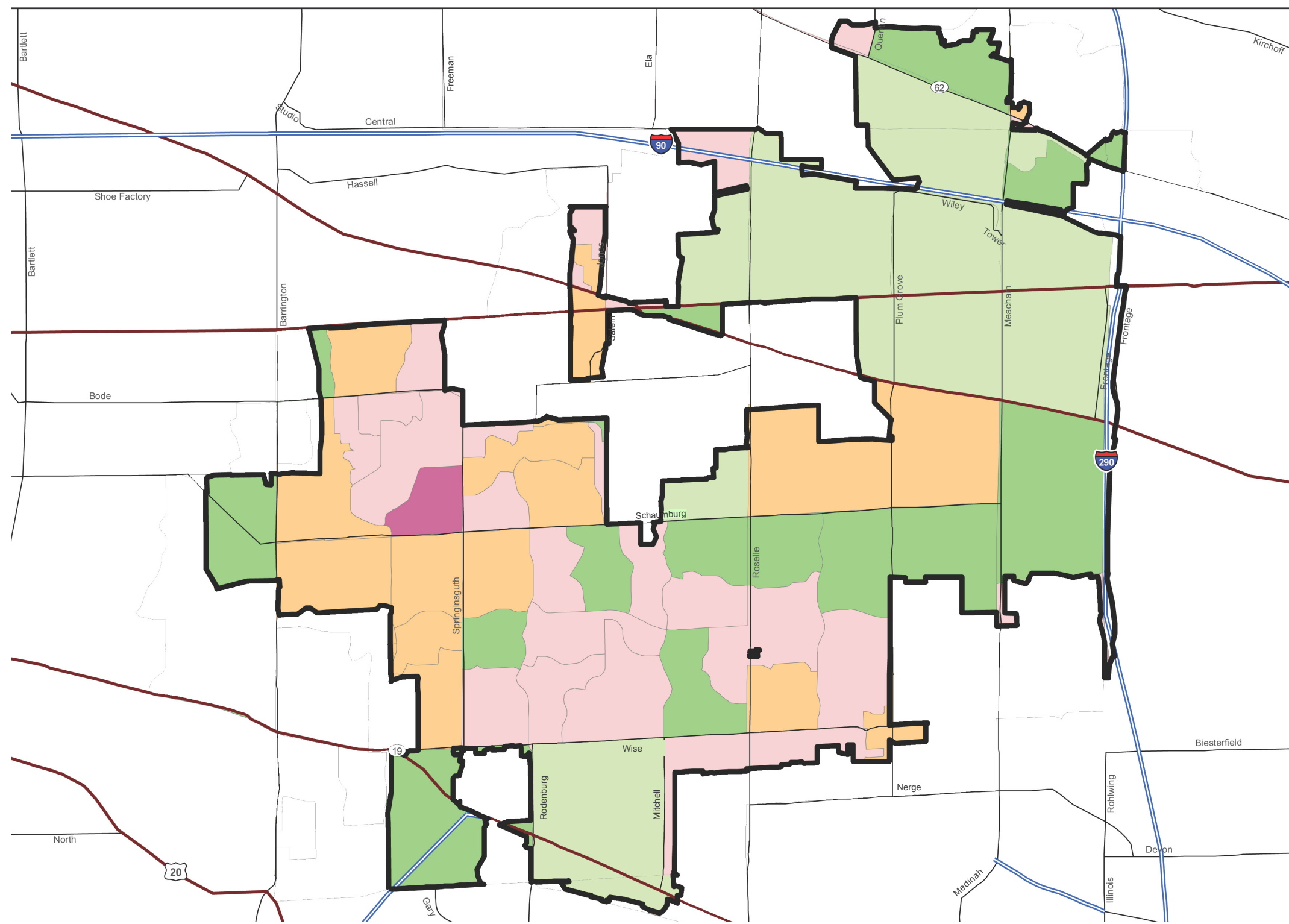


* Source: U.S. Census, 2000 (adjusted to reflect Village of Schaumburg community characteristics).

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Percent of Elderly Population (Age 65+)

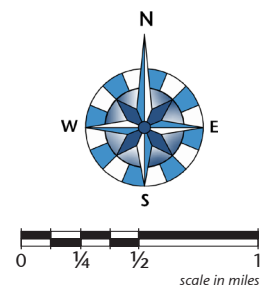




LEGEND

Percent of Youth Population (Age 10 to 18)

- Under 5%
- 5% to 10%
- 10% to 15%
- 15% to 20%
- Over 20%
- Schaumburg City Limits

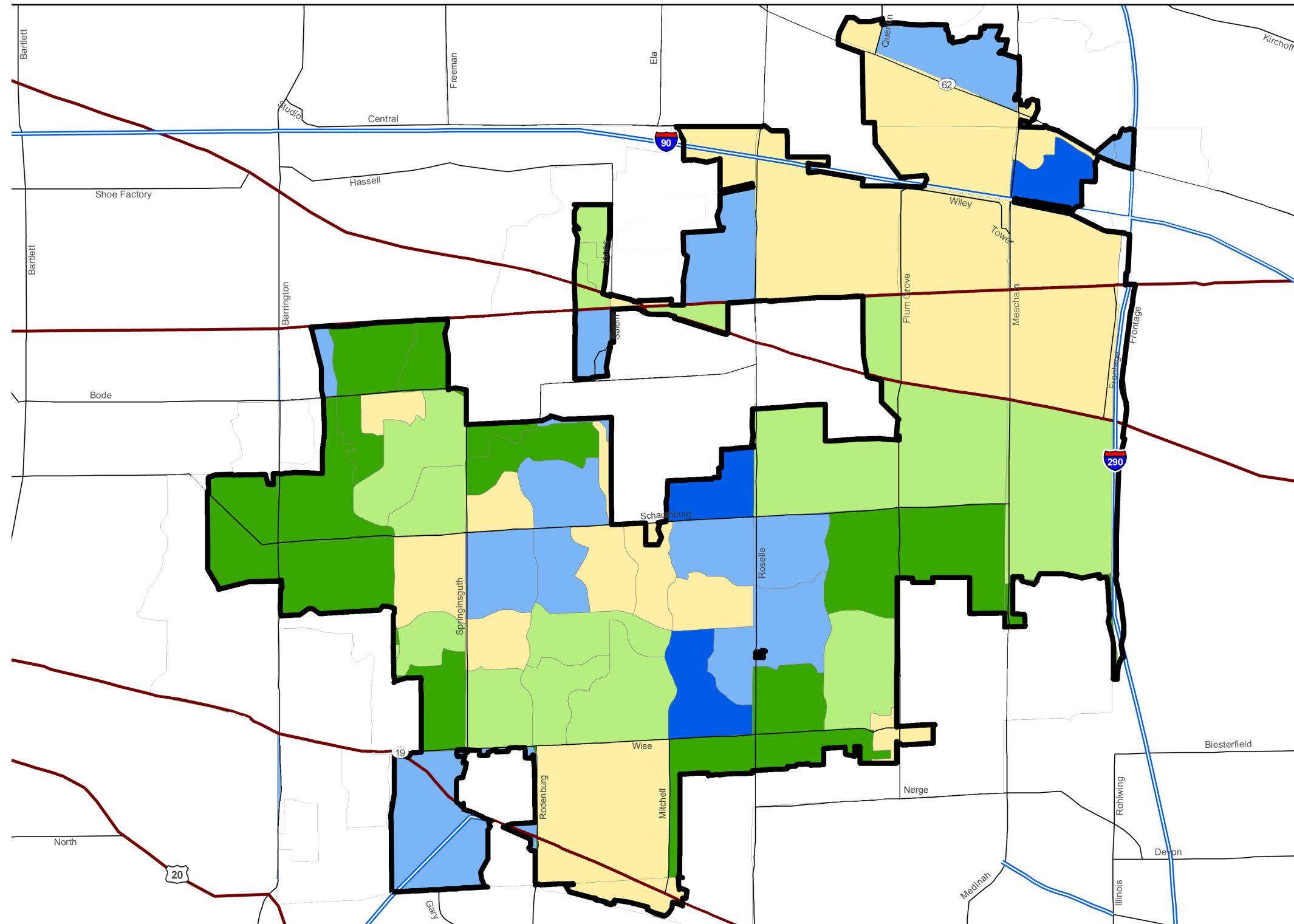


* Source: U.S. Census, 2000 (adjusted to reflect Village of Schaumburg community characteristics).

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Percent of Youth Population (Age 10 to 18)

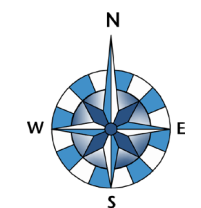




LEGEND

Percent of Households with Limited Vehicle Access

- Under 1%
- 1% to 3%
- 3% to 5%
- 5% to 10%
- Over 10%
- Schaumburg City Limits

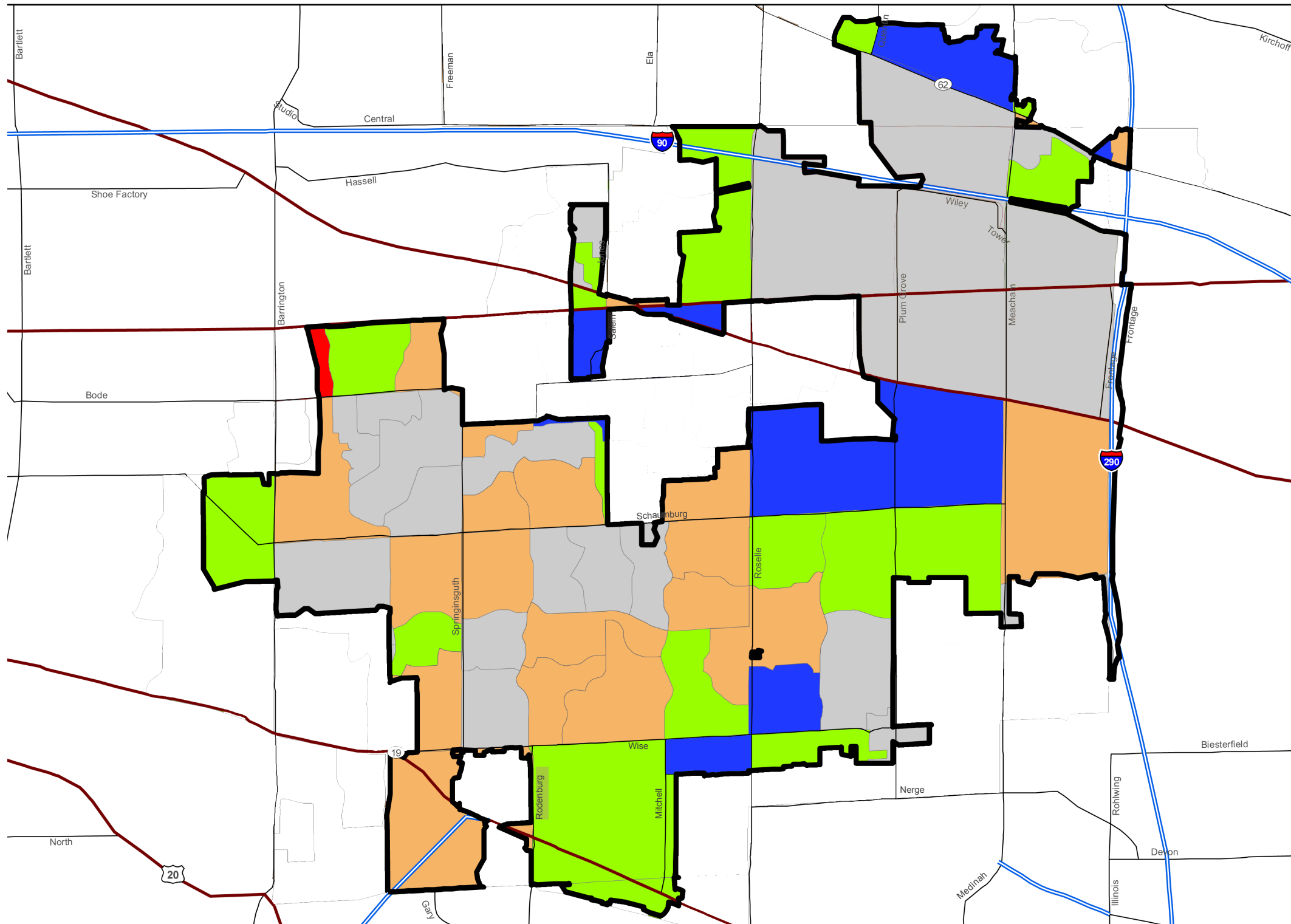


* Source: U.S. Census, 2000 (adjusted to reflect Village of Schaumburg community characteristics).

** Boundary of data represented has been clipped from the Year 2000 U.S. Census Block Group to reflect Transit Service Assessment Project Boundary.

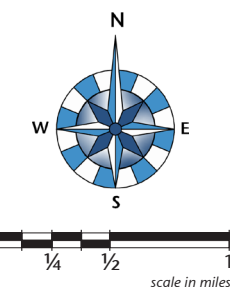
Percent of Households with Limited Vehicle Access





LEGEND

- Percent of Population Below Poverty Level
- Under 1%
 - 1% to 3%
 - 3% to 5%
 - 5% to 10%
 - Over 10%
 - Schaumburg City Limits



* Source: U.S. Census, 2000 (adjusted to reflect Village of Schaumburg community characteristics).

** Boundary of data represented has been clipped from the Year 2000 U.S. Census Block Group to reflect Transit Service Assessment Project Boundary.

Percent of Population Below Poverty Level



Journey to Work Data

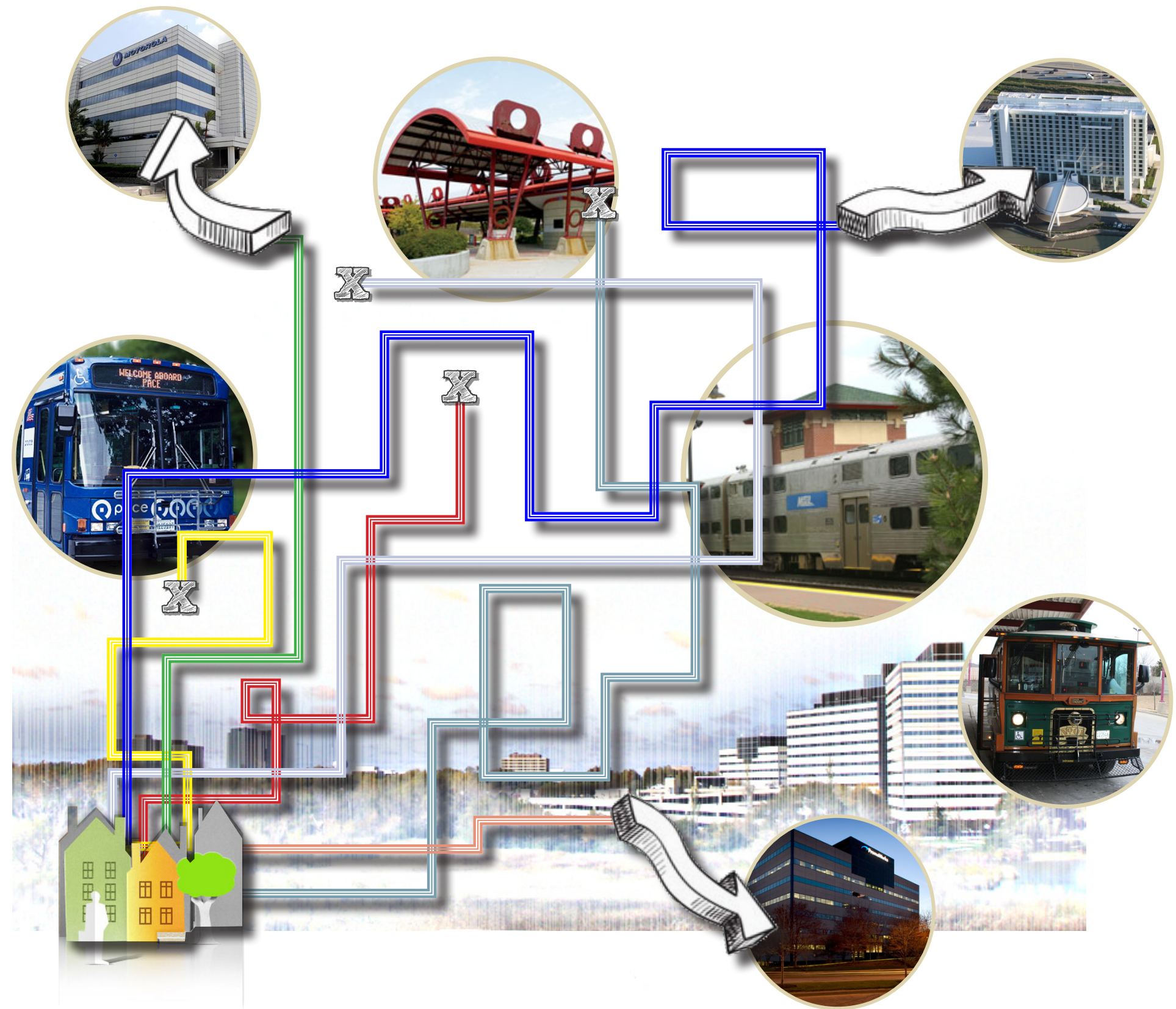
Journey to Work data records a person's beginning and ending destinations (i.e. their home address and their work address). This data comes based on the sample of households that responded to the 2000 Census long form. This form was distributed to approximately 1 in 6 households. As a result, the sample may vary somewhat from what would have been obtained from a 100% sample of households. For purposes of this analysis, only Journey to Work data from census tracts within the Village of Schaumburg and in the communities surrounding the Village were mapped. This is because these travel patterns, which can be addressed by fixed route bus service, are the focus of this study.

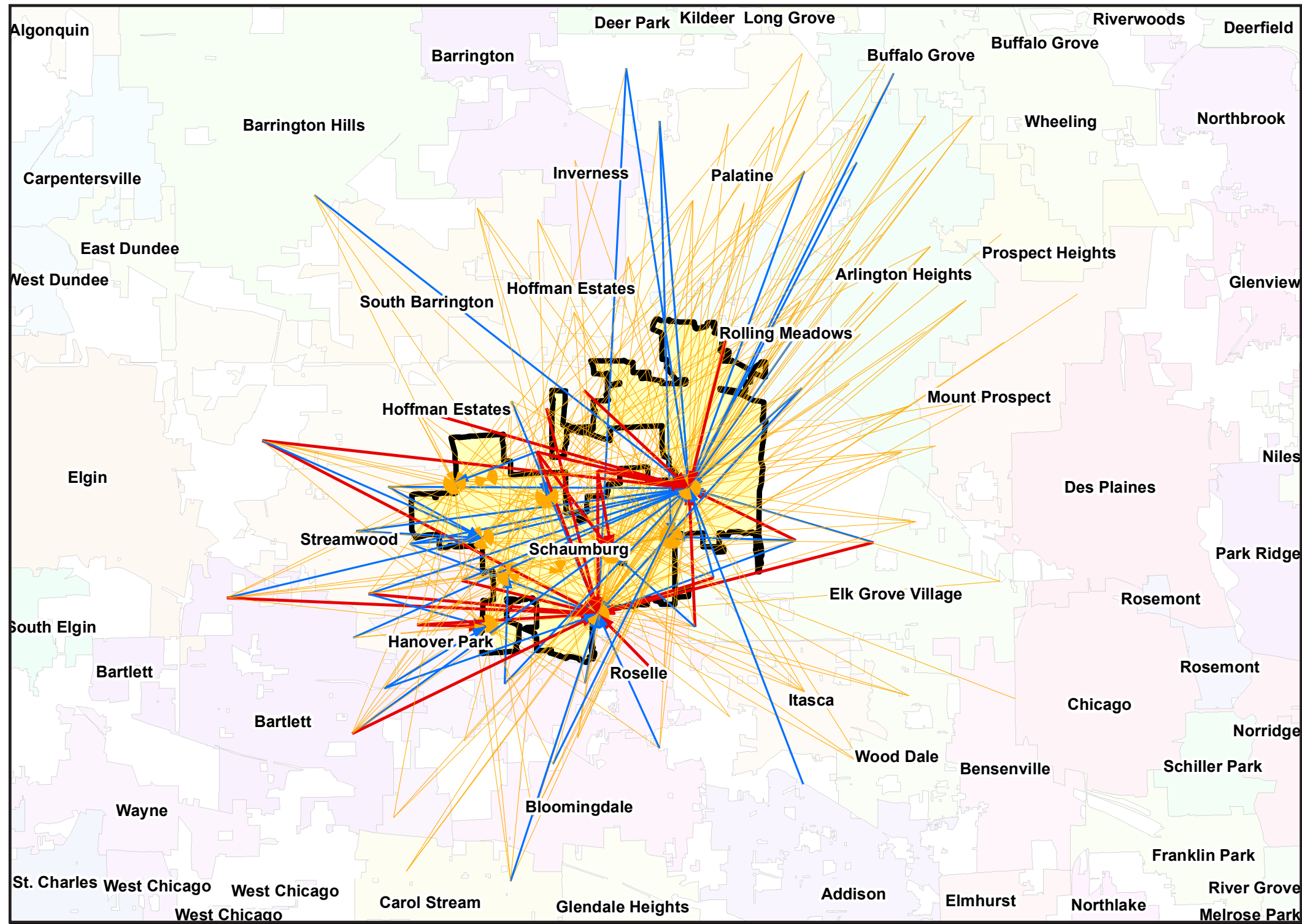
Journey to Work trips were grouped in three categories: under 25 trips; 25-50 trips, and over 50 trips. Two (2) maps were created: one for census tracts located in the Woodfield Mall area and one for census tracts outside of the Woodfield Mall area. The Woodfield Mall area draws 12,850 employees from all of the adjacent communities. The largest number of employees come from Hoffman Estates, followed by Bartlett and Rolling Meadows.

The map for the census tracts outside of Woodfield show a couple other areas of significant employment. These are located in the area surrounding the intersections of Higgins/Meacham (2,095 employees) and Roselle Road/Schaumburg Road (463 employees).






Streets of Woodfield Retail Uses




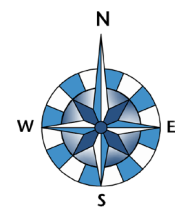


LEGEND

Number of Work Trips

-  Under 25
-  25 - 50
-  Over 50

 Schaumburg City Limits

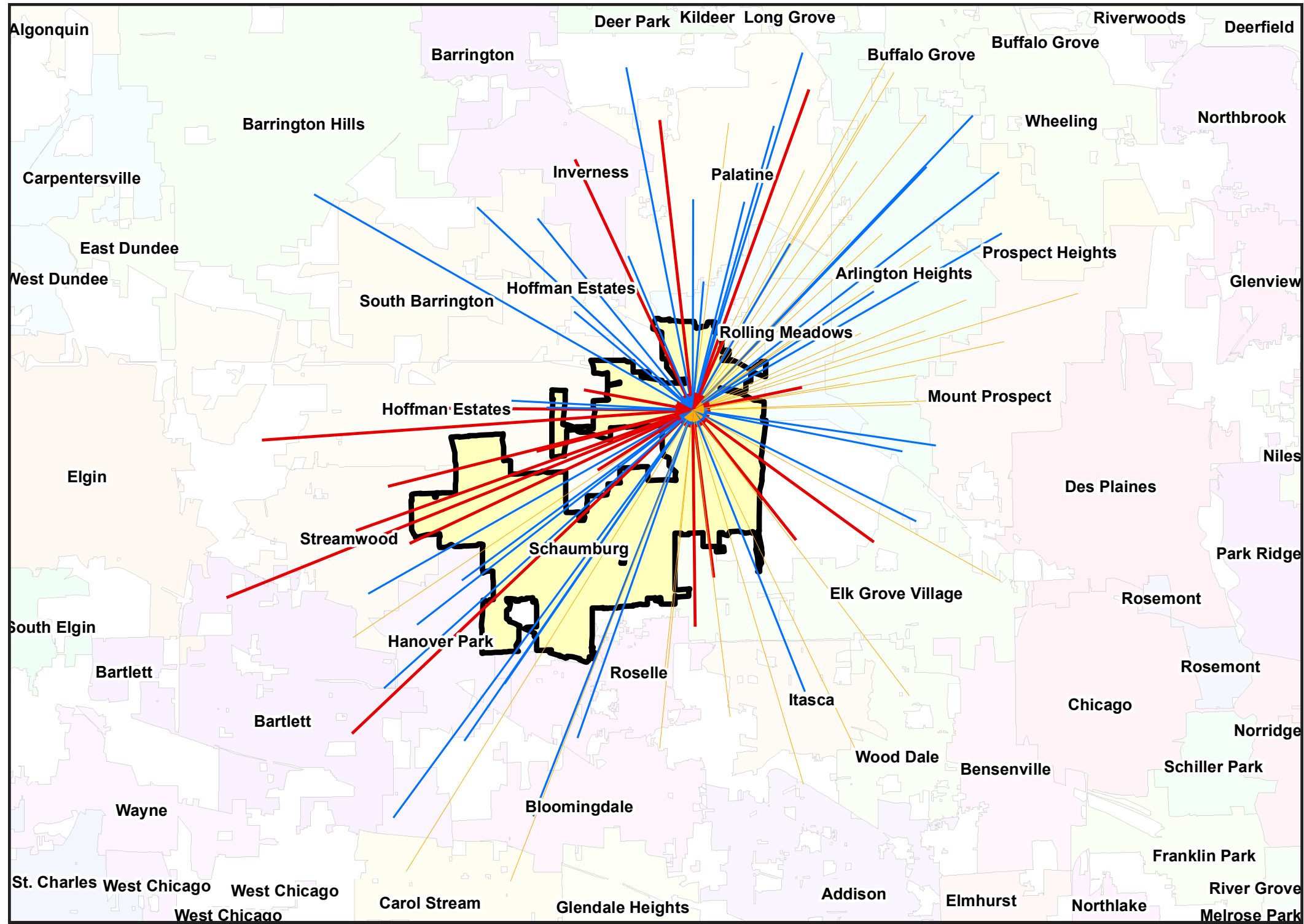


* Source: U.S. Census, 2000

** Boundary of data represented has been clipped from the Year 2000 U.S. Census Block Group to reflect Transit Service Assessment Project Boundary.

Journey to Work by Census Tract (Outside Woodfield Mall Area)



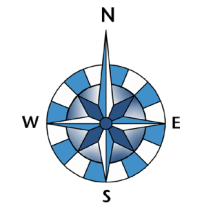


LEGEND

Number of Work Trips

- Under 100
- 100 - 200
- Over 200

Schaumburg City Limits



* Source: U.S. Census, 2000
 ** Boundary of data represented has been clipped from the Year 2000 U.S. Census Block Group to reflect Transit Service Assessment Project Boundary.

Journey to Work by Census Tract (Inside Woodfield Mall Area)



traffic count evaluation

The efficiency of transit circulation within Schaumburg is directly affected by the existing roadway system and corresponding average daily volumes of traffic along those rights-of-way. Schaumburg's twelve (12) active Pace bus routes traverse the community through utilization of approximately 21 different rights-of-way. These rights-of-way are classified based on a system of hierarchy that includes interstate/tollway, arterial, major collector, and minor collector roadways.

Interstate Roadways

Schaumburg's physical location within the Chicago metropolitan area provides it with the significant benefit of abutting two interstate roadways. These interstate roadways, as they pass through and next to the Village of Schaumburg, typically provide 6-8 lane cross sections with numerous acceleration and deceleration lanes for the various on/off ramps accessing the roadways. These roadways provide traffic volumes of up to approximately 195,800 vehicles per day, and speed limits of 45-55 miles per hour. The following interstate roadways and their corresponding average daily traffic volumes (ADT) serve Pace routes within Schaumburg:

- Interstate 290 (146,800 to 195,800 ADT)
- Interstate 90 (141,000 to 161,400 ADT)

Arterial Roadways

Schaumburg's arterial roadways are intended to move vehicles efficiently through the area with limited intersections at collector roadways and non-residential driveways. The community's arterial rights-of-way typically provide a 4-6 lane cross section, traffic volumes of up to approximately 46,000 vehicles per day, and speed limits of 35 to 45 miles per hours. The following arterial roadways and their corresponding average daily traffic volumes (ADT) serve Pace bus routes within Schaumburg:

- Golf Road (33,200 to 45,900 ADT)
- Higgins Road (43,600 ADT)
- Barrington Road (37,500 to 40,000 ADT)
- Algonquin Road (39,300 ADT)
- Roselle Road (31,600 to 36,300 ADT)
- Meacham Road (28,500 to 32,800 ADT)

Major Collector Roadways

The major collector roadways within Schaumburg serve as linkages with the street network's arterial roadways. The Community's typical major collector right-of-way provides a 4 lane cross section, traffic volumes of up to 21,000 vehicles per day, and speed limits between 25 and 45 miles per hour. The following major collector roadways and their corresponding average daily traffic volumes (ADT) serve Pace bus routes within the community:

- Woodfield Road (19,879 to 20,541 ADT)
- Wise Road (17,100 to 19,900 ADT)

Minor Collector Roadways

Minor collector roadways also link with the major collector and arterial roadways but provide linkages to specific destinations such as retail/office centers, residential subdivisions, cultural and recreational amenities, and/or individual businesses and parcels. The Community's typical minor collector provides a 2-4 lane cross section, traffic volumes of up to approximately 12,000 vehicles per day and speed limits of 25 to 35 miles per hour. The following minor collector roadways and their corresponding average daily traffic volumes (ADT) serve Pace bus routes within Schaumburg:

- Martingale Road (11,600 ADT)
- Salem Drive (6,510 to 8,979 ADT)
- McConnor Parkway (7,175 to 8,950 ADT)
- Plum Grove Road (8,851 ADT)
- Roosevelt Boulevard (4,845 to 6,163 ADT)
- Plaza Drive (5,844 ADT)
- State Parkway (4,132 to 4,279 ADT)
- Cedarcrest Drive (1,722 to 3,275 ADT)
- Hartford Drive (2,758 ADT)
- Sienna Drive (no data available)
- Spring South Road (no data available)
- Springinsguth Road (no data available)
- Victoria Lane (no data available)

Based on review of the available traffic counts for the Village's transit serving rights-of-way, there do not appear to be any significant constraints to the provision and circulation of transit within the area. While higher traffic volumes along roadways such as Golf Road, Higgins Road, Barrington Road, and Algonquin Road may impact circulation times, particularly during the AM and PM peak hours, they do not appear to impede overall transit service delivery along these roadways.

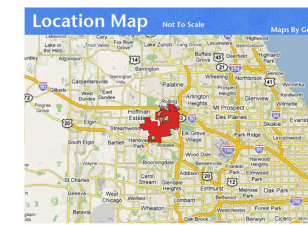
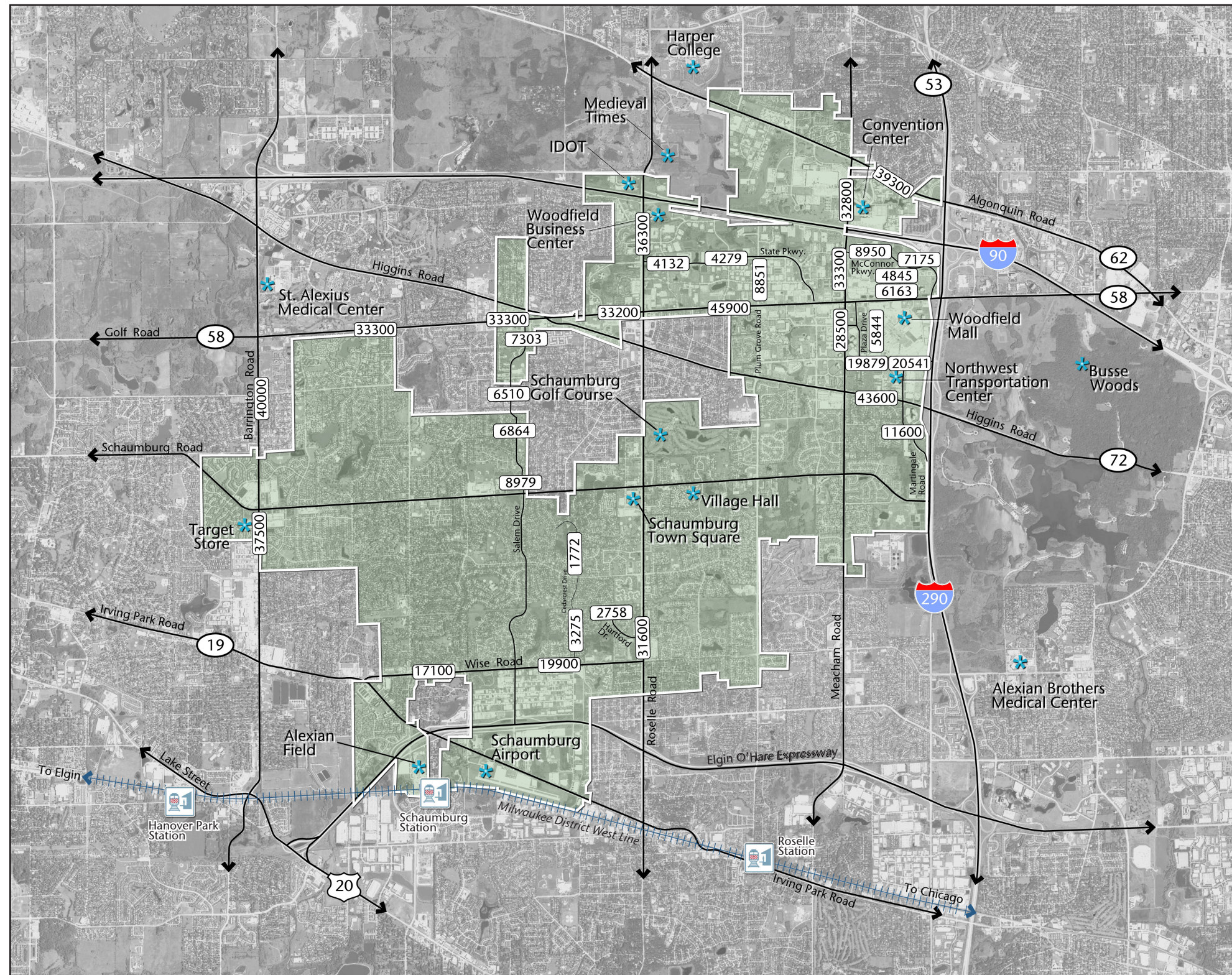


Interstate 290 at Mile Marker 4, Looking North Toward Schaumburg



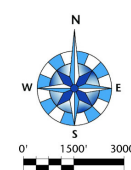
Traffic Along Interstate 90, Heading Towards the Illinois 72 and Illinois 58 Exits





Legend

- Railroad
- Traffic Counts
- Within Corporate Limits of Schaumburg
- Commuter Rail Station
- Activity Center



Average Daily Traffic Along Fixed Route Transit Service





stakeholder interviews

In order to understand the current and potential end users' travel needs and expectations, interviews were conducted with a representative collection of Village stakeholders. Stakeholders were individually contacted and asked to provide their input on existing transit service gaps or deficiencies, their personal and/or organizational needs, desires, and potential benefits that may be derived as a result of transit service adjustments or enhancements.

The stakeholders interviewed for this purpose include:

- Schaumburg Business Association
- Schaumburg Corporate Center
- Harper Community College
- Schaumburg Convention Center
- Woodfield Mall
- Woodfield Chicago Northwest Convention Bureau
- Friendship Village of Schaumburg
- Masjid-Al-Huda Midwest Islamic Center
- St. Marcelline Catholic Church
- Kelley, Kelley & Kelley

Efforts were also made to interview several of Schaumburg's larger corporations, including Motorola, Transwestern, UGL Equis, and CB Richard Ellis. Despite repeated efforts, those efforts were unsuccessful.

The following is a summary of input collected during each of the respective stakeholder interviews.



Phone Interviews were Conducted to get Local Insight on Transit Usage and Needs

Schaumburg Business Association (SBA)

Stakeholder Interview Contact:

Ms. Laurie Stone, Executive Committee Member

- The Schaumburg Business Association officially represents approximately 700 businesses but considers itself to be an advocate for all Village businesses.
- Schaumburg, especially the Central Business District (CBD) is attractive to businesses because of its ease of access from major highways, accessibility to transit services, highly educated and qualified workforce, and the overall vibrant business climate.
- Given that the Village is currently built out, it is important to maintain the attractiveness of the area to potential businesses through the provision of a diversity of amenities. These include the dining, entertainment, shopping options, as well as convenient access to transit alternatives.
- An issue currently impacting the Village is the elevated level of vacancies in both retail and office space as a result of the economic downturn. Vacancy levels give a perception of potential issues within the community that may negatively affect other businesses considering relocating to the area.
- Large employers in the Village stress the need for transit to attract employees. Large businesses promote the access to transit in their employee recruitment efforts particularly with young professionals. There is a need to make transit more convenient and accessible for young professionals commuting to their jobs in Schaumburg. While smaller business benefit from the availability of transit, most of their employees are driving to and from work and have limited benefit.
- Transit is beneficial and vital for area hospitals as well as students and employees of Harper College.
- While SBA agrees that transit has been important in the community historically, they are unsure if it will be an important issue in the future. Changes in the types of businesses in the area may lead to a reduction in the importance of transit. It will/may likely remain important to the largest businesses, hospitals, and schools but not to other businesses and industry.
- The lack of coordination of arrival and departure schedules between Metra and Pace along with overall frequency of transit creates a disincentive for employees to use transit. In addition, there is a lack of transit connections from Metra stations to employers in the Village. From the perspective of the Schaumburg Business Association this is only going to get worse given the proposed cuts to transit service region wide.

- Historically, businesses such as Motorola and Friendship Village have provided independent transit services for their employees and residents between activity nodes and destinations (e.g. Metra Station, Woodfield Mall, etc.).
- SBA worked with Pace and had limited success in providing van-pool services. Logistics and marketing of the services within the private organizations were difficult issues to overcome. SBA is not sure if anyone is still using the services locally.
- The biggest factor limiting the success of transit in Schaumburg as well as other communities is the reluctance of people to get out of their car. A change in mentality will be needed to make transit successful.



SBA Produces a Commuter Brochure as Part of their Transportation Initiative Efforts

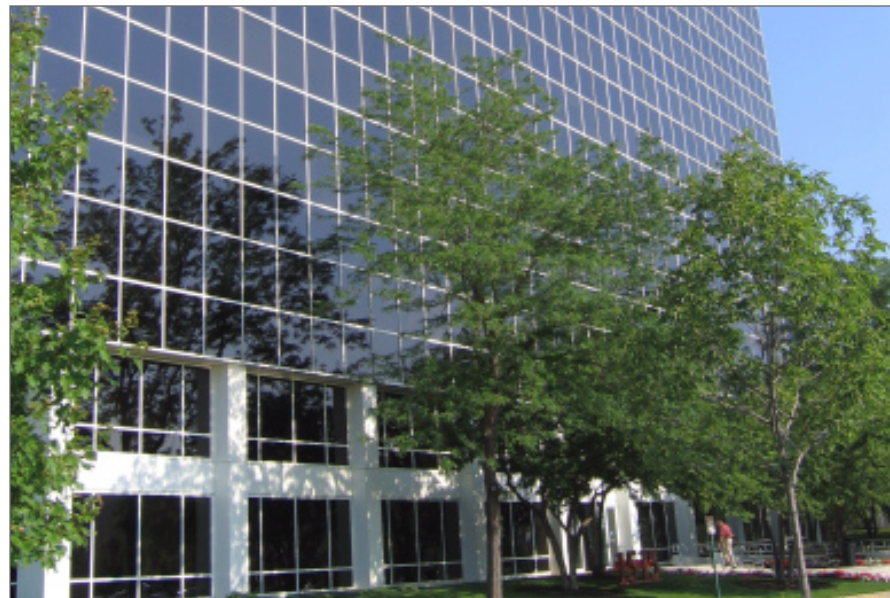


Schaumburg Corporate Center

Stakeholder Interview Contact:

Mr. David Adams, Property Manager at Manulife Financial

- The Schaumburg Corporate Center is home to approximately 70 tenants employing around 2,800 people. Tenant sizes range from small 2 person businesses to corporation employing more than 600.
- The primary base of tenants are office/corporate in the nature of their business.
- As a result of the economic downturn vacancy rates in the center range between 22-25%.
- Businesses in the corporate center are recognized for attracting the best and brightest to the area for employment. Approximately 20 % of the corporate center workforce is commuting from downtown Chicago.
- While transit could be an asset to the corporate center, its needs are not currently being met particularly in relation to those commuting from Chicago.
- Transit in the area currently is designed to service Des Plaines much more effectively than the Village of Schaumburg.
- If transit service were to be enhanced it would need to provide access to and from the center between 7am and 7pm. The hours of operation vary between businesses but typically range over a 12 hour window.
- Funding any transit improvement is likely to be the most difficult obstacle to overcome. Businesses cannot absorb more taxes to provide additional transit service at this time. Some form of public/private partnership may be possible for the area if it can be shown that the burden is being carried proportionately by all users of the service.



Entrance to the Schaumburg Corporate Center Located on East Woodfield Road

Harper Community College

Stakeholder Interview Contact:

Mr. Phil Burdick, Vice President of Communications and Legislative Relations

- Harper College has approximately 40,000 students annually through the spring, summer, and fall semesters.
- The typical age break down for Harper College student is 18 and below (17%), 19-24 (46%), 25-28 (10%), 29 and above (27%).
- Harper College's district includes, Barrington on the north, Elk Grove Village on the south, Prospect Heights on the east, and South Barrington on the West.
- The largest percentage of students at the school come from Schaumburg, Hoffman Estates, Arlington Heights, and Palatine.
- On a weekly basis there are about 200 students who use transit to get to the college. These students tend to use transit because they have no other means to get to and from the school. They do not have and cannot afford to have a personal vehicle. They would choose a car over the bus because of convenience.
- A major issue for students is the length of time it takes to ride the bus. A 10 minute car ride is a 40 minute bus ride on Route 696.
- There are some employees who use transit to get to the college. They are typically coming from Chicago to the Metra station and then take the bus to the college. The issue for employees is the lack of coordinated schedules with Pace and Metra trains at the station.
- The College does market transit to students and employees as a recruitment tool, providing maps and schedules within their materials. The school also provides discounted bus passes to further promote transit use.
- Harper is meeting with Pace to discuss the potential service cuts and work to identify potential alternatives to keep some level of access to the College.
- The proposed service cuts will impact those student most in need of access alternatives to the school. These are the most vulnerable students and may drop out of school without a means of access to classes.
- Harper is discussing options to overcome the transit cuts through van pool, taxi service contracts, and other alternatives. These will depend on Paces final choices for service cuts.
- Harper is proposing a reduced service to correspond with its peak class times of 9:15am, 2:00pm, 5:45pm, and 9:30pm. This would allow some access but at a reduced cost to Pace.
- Phil Burdick is interested in staying involved in the transit service assessment process for the Village of Schaumburg. He may be contacted at pburdick@hapercollege.edu or 847.925.6183.



Harper College Avanté Center for Science, Health Careers & Emerging Technologies



Harper College Campus Located on West Algonquin Road in Palatine, Illinois



Schaumburg Convention Center

Stakeholder Interview Contacts:

Mr. Peter Woods, Director of Event Management

Mr. Jeff Woolford, Interim General Manager

- Area hotels, including the Schaumburg Convention Center have traditionally used the trolley service to its benefit.
- The reduction in service days has been a particular problem. Hotels have begun compensating by arranging for private shuttles to accommodate some of their larger groups. They will provide one-driver per shift and travel 3-5 miles from the hotel.
- Guests have been very receptive to the privately provide transportation service. It is highly convenient for guests as they may call the driver directly to arrange for their transportation needs.
- The lack of convenient transportation access to and from airport was raised as a serious issue impacting the hotel industry in the community. Airport shuttles, cabs, and private car services are most often used for accessibility between the two locations.
- Passenger cabs appear to be the most frequent form of access to and from the airport but are confusing for guest that are unfamiliar with the City of Chicago versus suburban cab stand issues at the airport.
- A strong interest/desire in the development of the Star Line was suggested as a means by which to improve transit accessibility to and from the community. It was recognized that this is not likely a short term solution to the issues of the community.
- Publicity campaigns and education of available transit options are viewed as financially feasible methods to enhance transit usage for the existing system in the near term.



Renaissance Schaumburg Convention Center

Woodfield Mall

Stakeholder Interview Contact:

Mr. Marc Strich, General Manager

- Schaumburg as a whole does not appear to have the demand or capabilities to support broadened mass transit. This is in part a result of the suburban resident mind set in relation to transit usage well as the financial limitations of providing a highly inter-connected system necessary to meet the expectations of riders.
- Pace routes do currently circulate through the Woodfield Mall property, which provide necessary transportation alternatives for the area.
- The mall is designed for and capable of accommodating one staged bus at any given time. Increasing demands from riders has resulted in some instances of up to 4 buses staging at the mall concurrently. This situation causes emergency access issues as the staged buses block entrances to the building. The mall discourages staging of more than one bus at a time.
- The Mall has discussed the need and potential value of incorporating a transit hub within the property. The current configuration of the facility and access/circulation issues associated with a transit hub make its incorporation in to the property highly unlikely.
- The Woodfield Mall has more than 1,000 motor-coaches enter the property annually. The majority (55%) arrive between October and December during the peak holiday shopping season. In all about 1/3 of the coaches arrange with the mall their arrival, while the remaining 2/3 arrive unannounced. The mall assists all coaches (arranged and unarranged) in access, circulation, and parking within the property.
- The shoppers trolley while a valuable asset to the Woodfield Mall has had limited growth over in recent years. Ridership on the trolley is primarily out of town shoppers/visitors to the area. It is not seen or utilized to a great extent by local area shoppers or commuters.
- There is a need for enhanced communication and promotion of the trolley to visitors to the Mall.
- Improvements that are needed in general include better north-south connections within the community and between abutting municipalities. Enhanced transfer options at the Northwest Transportation Center as well as elsewhere within the community.
- Communication and promotion improvements are needed to better educate locals and visitors (single day travelers) to the various transit options available to link the area's entertainment, shopping, and restaurant venues.
- March Strich is interested in remaining involved in the transit service assessment process and may be contacted at mstrich@taubman.com or 847.330.0220.

Woodfield Chicago Northwest Convention Bureau

Stakeholder Interview Contact:

Mr. David Parulo, Director of Membership and Community Outreach

- Communication of the availability of transit services remains one of the most significant challenges to the Village of Schaumburg. The suburban location and limited overall walkability both negatively impact the perception that transit is a viable option in the community.
- There are typically 2 types of clients attending events in Schaumburg. These include drive-ins and fly-ins. Drive-ins are more family oriented and drive 150-250 miles and typically have their own vehicles for intra community travel. Fly-ins are more business travelers who are prepared to take advantage of available options so long as they are convenient.
- As currently operating most events in Schaumburg are categorized as single venue events. Thereby limiting the need for significant travel between multiple venues. The Village does perhaps 20 events per year that are multiple venue events. The desire is to do more multiple venue events which may require enhanced transit circulation options.
- To meet guest/visitor transit needs, several hotels used to offer shuttle service between the airport and their facility. These services are dying out as a result of individual costs and inability to maintain guest satisfaction.
- The trolley system is a generally a strong selling point for events interested in coming to Schaumburg. The reduction in service to only weekends has not been a particular impact in marketing the Village. From a service perspective, the trolley system has to be designed to service everyone as best as possible. As a result it is unable to service anyone exceptionally well.
- Some hotels and venues have required that private shuttle service be made available in addition to the existing trolley services in order to hold their event in town. Better communications via web site and printed guide enhancements are needed to educate visitors on how to utilize Metra and Pace service within the community.
- A potential may exist to execute public-private partnership arrangements with various venues to meet the needs of alternative transit operations. This is a topic that should be explored further.
- North and south connections within the Village are viewed as weak both internal to Schaumburg and external between abutting municipalities.
- The planned western access and terminal for O'Hare Airport provides a much needed connection for travelers and visitors to Schaumburg.
- For a regional perspective development of the Star Line service is viewed as a significant link between Schaumburg and the larger Chicago region.
- David Parulo is interested in remaining involved in the transit service assessment process and may be contacted at dparulo@chicagonorthwest.com or 847.490.1010.



Friendship Village of Schaumburg

Stakeholder Interview Contact:

Ms. Cathy Ritter with additional input from Mike MaCann, Lifestyles Director

- Friendship Village is home to approximately 900 residents as of November 2009. The facility has room for approximately 1,000 residents at any given time. This includes approximately 660 independent living apartments, 100 assisted living units, and 248 skilled care units.
- Of the total number of current residents approximately 600 utilize some form of transit into and out of the community.
- Friendship Village does provide use of 2 shuttle vans for transportation needs of its residents. These shuttles each have seating for 14 persons and operate on a predefined schedule of stops. The stops and schedule are defined by the residents and refined annually to ensure access to areas of interest or need by community residents. The shuttles do operate 7 days per week and are free to community residents.
- In addition to the Friendship Village Shuttle Service, residents also use dial-a-ride, Schaumburg Township transit services, and private shuttles (Alexian Brothers, VA, etc.), where available to and from the community.
- Residents have expressed an interest in past about enhanced connections to O'Hare Airport and the Metra Station.
- Friendship Village is also interested in connecting to Pace's fixed route system with a stop abutting or within the community. This would enhance accessibility options for residents as well as provide a transit alternative to employees working at and visitors coming to the community.



Friendship Village

Masjid-Al-Huda Midwest Islamic Center

Stakeholder Interview Contact:

Mr. Jamil Zara, General Secretary

- The existing transit service is limited to the Dial-A-Ride service, utilized only by a small portion of members. Most members arrive at the Center by their personal vehicles or share rides with other members.
- A large number of members at the Center are from foreign countries and do not have a US drivers license. As a result, car pooling is a regular system for such members to and from the Islamic Center.
- Transit service would be highly beneficial for members commuting to the Center and attract ridership. Currently, prayer services are held five (5) times a day with 100-200 attendees at each session during weekdays and over 400 attendees on Sunday. Friday services have the maximum attendance.
- The Center provides day care service for young kids from 7:30am to 2:30pm. Due to a lack of transit service, parents drive their kids to the Center in their personal vehicles.
- The Center would like to stay involved and informed about the Transit Service Assessment Plan and future updates via email at jzara@sbcglobal.net.



Masjid-Al-Huda Midwest Islamic Center located on Irving Park Road

St. Marcelline Catholic Church

Stakeholder Interview Contact:

Ms. Barbara Lamantia

- St. Marcelline is a congregation of about 1,850 people.
- While transit is available as an option, it is not utilized by many members. A small number of members use both the Pace fixed routes and Dial-A-Ride services to commute to and from the church. Members who are unable to drive to the Church due to a lack of vehicle or other conditions are most often driven by a relative or a friend.
- At present, there is no shuttle service or rider-share program operated by the Church for its members.
- In addition to its core activities, the institution provides several services and programs during the week, e.g. the Seniors Group. Most attendees drive or are driven to the event.
- The institution would be interested in and benefit from the provision of more frequent and convenient transit service that may allow some members who have difficulty making services to attend more frequently.
- St. Marcelline Church would like to remain informed of the recommendations as the project moves forward via email at blamantia@stmarcelline.com.

Kelley, Kelley & Kelley

Stakeholder Interview Contact:

Mr. Bill Kelley

- Mr. Kelley has been a resident of Schaumburg since 1958. He has practiced law in the Village for the past 30 years.
- Despite being a resident of Schaumburg for more than three decades, Mr. Kelley has not utilized any of the available transit services including the Woodfield Trolley. A lack of convenient access was cited as the primary reason for not using the services for either personal or professional reasons.
- At present, driving is a more convenient way to get around the Village. The current system is limited and needs to be expanded to reach more residents.
- Mr. Kelley stressed on the importance of providing transit services to serve a niche market of the Village's population which includes students at Harper College as well as commuters desiring access to the Metra Stations.





transit market surveys

To help facilitate the study of transit services within Schaumburg and gain an in-depth understanding of the unique issues and expectations of individual user groups, a series of four (4) transit service surveys were undertaken.

These surveys include:

- ◉ Residents Survey (distributed during Septemberfest - September 2009)
- ◉ Dial-A-Ride (DART) Survey (distributed February & March 2010)
- ◉ Trolley Survey (distributed February & March 2010)
- ◉ Employers Survey (distributed February & March 2010)

The surveys were designed to provide insight into the satisfaction and expectations of residents, employees, and visitors/patrons, in regards to existing transit services within the community.

In addition to the surveys conducted directly in conjunction with this study, the consultant team also reviewed, compared, and where appropriate incorporated the results of past transit surveys prepared by the Village and Pace Suburban Transit. These past transit surveys include the 2008 Employee Transportation Survey, 2006 Trolley Survey, 2006 DART Passenger Survey, and 2006 Schaumburg Transit Survey.

The results collected from the survey responses and the existing conditions evaluations were used to develop the various service enhancement recommendations as part of the study.

For discussion purposes, a bullet list and commentary on the results from each of the project specific surveys as well as summaries of the results from the previous community transit surveys have been provided. A full tabulation of the raw results from each of the project specific surveys is available upon request.

Residents Survey

The resident survey was prepared and made available for distribution during the Schaumburg Septemberfest. Village representatives encouraged visitors to the municipal booth at the event to complete the survey. In addition to the hard copy of the survey an on-line version was also available and advertised on the Village's web site. Despite its availability, promotion, and distribution efforts by the Village the response rate was limited.

Key findings include:

- » Bus transit (includes Pace, trolley, and dial-a-ride) ridership by Village residents appears to be very limited. Approximately 50% of respondents indicated that they never ride a bus in town. Over 37.5% indicate riding the system only a couple times per year and remaining 12.5% of respondents ride it one a month. Daily and weekly ridership responses were zero. The mode of choice for those respondents riding a bus in town is the Woodfield Trolley (100%)
- » "Frequency of service" was ranked by respondents as the most important factor that would contribute to their increased ridership of bus transit in town. This factor was followed by "reasonable travel time compared to automobile" and "service operating when I need to travel" as the next two characteristics contributing to the potential for increased ridership. The rankings of these particular characteristics reinforces the notion that convenience of use dominates the decision making of persons in relation to the use of transit.
- » The desired destinations in which to have connections inside and outside of the Village did vary by respondent. They did include: Schaumburg Library, Hoffman Estates, St. Alexian Hospital, and shopping.



Dial-A-Ride (DART) Survey

The Dial-A-Ride survey was distributed to riders using the service during the months of February and March 2010. A total of 36 riders completed and returned the survey.

Key findings include:

- » DART riders are dedicated to the service. Of the total respondents, 31 (86.1%) indicated that they ride the service daily or a couple of times per week. The remaining 13.9% said they ride the service a couple of times per month.
- » Riders of the DART system are geographically distributed throughout the Village of Schaumburg. No one location appears to dominate the ridership demographic.
- » Availability of a personal automobile and/or ability to drive is limited to non-existent for a majority (97.1%) of DART riders. Only 2.9% or respondents indicate that an automobile is sometimes available at their household. Fifty percent (50%) of all respondent indicate they have no automobile in their household. The remaining 47.1% state that they do not drive. This limited vehicular availability is consistent with the significant dedication to the DART service indicated in question one.
- » The typical types of destination of DART survey respondent were fairly equally distributed between shopping/medical (61.1%), work (58.3%), and transfer locations (36.1%). The high percentage of work related trips (58.3%) exemplifies that the DART service is not merely a convenience service but for a significant number of riders it is critical to their livelihood. The diversity of specific locations for each destination type can be found with the raw survey data responses.
- » Respondents were asked to identify destinations/connections outside of Schaumburg they would to have available but are not currently served by DART. The responses vary considerably and unfortunately were vague in that only the city was indicated rather than a specific destination within that city. Several of the most common responses include the following, Elk Grove Village, Hoffman Estates, Arlington Heights, Streamwood, Palatine, and Alexian Brothers Hospital.



- » DART riders as a group appear to be ardent users of a diversity of the available Village transit options. Approximately 58.8% of DART users also use one or more of the existing Pace routes. 55.9% of riders also use Metra Commuter Rail and 41.2% utilize the Woodfield Trolley service. While this may be a result of their limited access to a personal vehicle it also indicates that the collection of existing services is meeting to some degree the access and circulation needs of an important component of the Village's residential population.
- » The convenience of transit remains a critical factor in potential riders' decision to use or not use the system. DART survey respondents indicated overwhelmingly (84.8%) that the provision of a fixed-route, fixed-schedule system that did not require advance travel registration would increase their likely use of the service. In addition, other convenience oriented responses including "service operating when I need to travel" (64.3%) and "more hours of service" (62.5%) were also identified by respondents as highly desirable service enhancements.



Dial-A-Ride Pace Bus

Trolley Survey

Between February and March 2010, Woodfield Trolley users were presented with the opportunity to complete a survey in regards to their expectations, experience, and desires related to the system. Of those given the opportunity to respond, a total of 17 surveys were collected.

Key findings include:

- » Based on the responses collected, the majority of riders (58.8%) utilizing the trolley service are residents of the Village of Schaumburg. Riders from Chicago, Downers Grove, Arlington Heights, Elgin, Evanston, Roselle, and Elk Grove Village were also identified.
- » The frequency of ridership for the respondents appears to be strong. Approximately 52.9% of riders expressed using the system at least once per week.
- » Ridership across the existing three days of service (Friday, Saturday, & Sunday) is well distributed. Saturday represents the most active day of trolley ridership among the respondents at 93.8%. The Saturday frequency is followed in priority by Friday with 56.3% and Sunday with 43.8%, respectively.
- » Trolley rider destinations (e.g. stops frequently used) vary significantly. The Mall Entrance at JC Penny & Nordstrom's is cited as the destination most frequently used (88.2%) by the respondents. This is followed by IKEA (52.9%), Marshalls & Borders (47.1%) and Carson Pirie Scott (41.2%). The remaining destinations range between 35.3% and 5.9% of riders. Interestingly the Renaissance Schaumburg Hotel and Convention Center garners only 23.5% of riders.
- » Riders were queried about destinations not currently served by the trolley to which they would like to have connections. Target Store consisted of 23.8% of the responses while Dominick's, Whole Foods, Crate & Barrel, Walmart, Kohl's, and restaurants along Golf Road and Meacham Road made up the collection of remaining responses.
- » The trolley system appears to be used primarily as a single purpose system with limited transfers to other modes of transit. Sixty percent of respondents indicated they do not transfer between the trolley and other forms of transit. The 40% that do transfer to other forms of transit transfer to existing Pace routes.
- » The majority (66.7%) of transfers between Trolley and Pace transit service occur at the Northwest Transportation Center while 33.3% occur at the Woodfield/JC Penny Transit stop.
- » The service reductions in May of 2009 (which eliminated the Monday-Thursday service) impacted slightly less than half (47.1%) of the respondents. Those who were affected stated that the cuts have reduced their ability to get to and from Woodfield Mall, work, and IKEA.

- » Ridership satisfaction on the Woodfield Trolley is strong with 88.2% of respondents stating they are somewhat or very satisfied with the service. The remaining 11.8% indicated they were somewhat or very dissatisfied with the service. There were no neutral responses.
- » Trolley service convenience in regards to more frequent service (52.9%) and service operating Monday through Thursday (52.9%) were both given as ways to encourage more frequent ridership by respondents. These were followed closely by stops closer to my destination and reasonable travel time compared to automobile at 43.8%, respectfully.
- » Respondents provided various additional comments about the trolley service which have been summarized as follows:
 - » *Trolley is good bus service.*
 - » *Trolley is perfect for Woodfield.*
 - » *Great not to have to get into car for short trips around Woodfield area.*
 - » *Hopefully Schaumburg will continue to provide this valuable service.*
 - » *Would appreciate if service were to be continued.*
 - » *Nice to have alternative options with no Pace service on weekend.*
 - » *Need additional routes available a few days a week.*
 - » *Start earlier from Woodfield.*
 - » *Trolley is not necessary. There is ample parking. Everyone drives to their shopping destination. Don't see point when I can park close to my destination and put my purchases in my car and drive to the next store.*



Woodfield Trolley Boarding Passengers at the Northwest Transportation Center



Employers Survey

Schaumburg area businesses were approached to participate in a survey regarding their transit experiences, needs, and desires between February and March 2010. A total of 72 individual businesses from throughout the community participated in the survey.

Key findings include:

- » Similar to the diversity of business sizes within Schaumburg, the survey respondent businesses spanned the entire range of size from less than 50 to more than 1,000 employees. The largest percentage of respondents (72.6%) reported employing between 1-50 persons. Approximately, 8.2% of the respondents employed 500 or more employees.
- » The business respondents were asked to classify themselves as retail, eating establishment, office, or other. Given the difficulty in self classification, most respondents choose the category of other (56.2%). Based on a review of the “other” responses it appears that the majority of businesses are office (53.4%) oriented. Retail businesses consist of 24.6% of the respondents.
- » The typical hours of operations for respondent business ranged from the standard 9am to 5pm to 24 hours per day. Based on a tabulation of the written responses, the largest percentage of businesses (approximately 41.1%) started operations before 8:00am. This was followed closely by businesses starting between 8:00am and 9am (38.4%). Similarly, most businesses ended before 6pm (54.8%).
- » Transit accessibility is not perceived as a negative impact on employees by most business respondents (64.3%). Approximately 30% indicated some impact while only 5.7% indicated a major impact.
- » Accessibility via transit is not seen as a negative impact on customers by most (62.9%) respondents. Only 25.7% of respondents feel the lack of transit has some impact.
- » Business respondents overwhelmingly are not aware of or do not encourage use of transit through incentive programs. Approximately 50% do not promote transit and 31.4% are not aware of the incentive programs. Only 18.6% of respondents promote transit usage.
- » Employees and applicants do not generally request transit information or assistance from their employers. Only 30% of respondents indicated requests for information.
- » The transportation challenges impacting employers in regards to their employees varied considerably by respondent. Among the key responses were high cost of fuel, lack of access to transit (e.g. not enough Metra trains, no rail service from O’Hare, no mass transit option), length of commute, and congestion during peak hours.

- » The transportation challenges impacting employers in regards to their customers varied considerably by respondent but closely mimic those of their employees. Among the key responses were gas prices, easy and inexpensive transportation to/from O’Hare, poorly routed bus service, not enough Metra trains to/from Chicago, and traffic congestion.
- » In conjunction with the transportation issues impacting the area the following are some of the key points that would have positive impact on area organizations. These include increase bus/train routes and frequency of service, public transportation to/from O’Hare airport, extending the trolley service to Schaumburg hotels, and greater flexibility of service hours.
- » The May 2009 service reduction to the Trolley service and Shoppers Shuttle does not appear to have impacted area business. 89% percent of the respondents stated that it did not impact the business. This is fairly consistent with the limited number of business utilizing the system.
- » When asked to provide financial assistance to operate transit in the area, the majority of respondents (58.8%) indicate they are unwilling to help. While the number is high it is consistent with the perception of transit being a publicly funded/provided venture. Interestingly, 35.3% of respondents may be willing to consider financial assistance in the future. This is something that should be further explored in conjunction with the service assessment recommendations.



Local Employers were Asked About the Transit Experiences, Needs, and Desires of their Businesses

2008 Employee Transportation Survey

The survey developed by Pace in 2008 was designed to collect information about the transportation experiences of employees in Schaumburg. The results of the survey were used to understand employee transportation needs and evaluate five (5) potential service modifications including:

- Fixed route Metra feeder service between work and MD-W Line Schaumburg Station.
- Fixed route Metra feeder service between work and UP-NW Line Arlington Park Station.
- Vanpool Metra feeder service between work and MD-W Line Schaumburg Station.
- Vanpool Metra feeder service between work and UP-NW Line Arlington Park Station
- VIP vanpool service between home and work.

Key findings from the survey include:

- » A total of 943 respondents from 81 companies participated in the Employees Transportation Survey.
- » The largest percentage of respondents (60%) came from the AC Nielsen and Zurich corporations.
- » Approximately 9.9% (93 people) of the respondents indicated that they would probably or definitely use the fixed route Metra feeder service to travel between their workplace and MD-W Line Schaumburg Station.
- » Approximately 9.0% (85 people) of the respondents indicated that they would probably or definitely use the fixed route Metra feeder service to travel between their workplace and UP-NW Line Arlington Park Station.
- » Approximately 13.4% (126 people) of the respondents might, or would probably/definitely use the vanpool Metra feeder service to travel between their workplace and MD-W Line Schaumburg Station.
- » Approximately 11.7% (110 people) of the respondents might, or would probably/definitely use the vanpool Metra feeder service to travel between their workplace and UP-NW Line Arlington Park Station.
- » Approximately 39.6% (373 people) of the respondents might, or would probably/definitely use the VIP vanpool service to commute between their home and workplace.



2006 Trolley Survey

The survey distributed on the Trolley service in 2006 was designed to provide a broad based overview of the ridership demographics, destinations and overall satisfaction with the service. The results of the survey were used to make various modifications to increase total annual ridership and enhance the customer experience.

Key findings from the survey include:

- » A total of 34 responses were collected from a group of 24 women (70.6%) and 10 men (29.4%).
- » Of the total respondents 29 (85.3%) were from the Chicago metropolitan area. Of these riders, the largest percentages were from the City of Chicago (17.7%) and Village of Schaumburg (17.7%), respectively. Residents of both Chicago and Schaumburg are familiar with the use of transit and as such embrace use of these systems when available.
- » The typical age of riders of the Trolley service appear to be 26-35 (38.2%). This is followed by 55-65 year olds at 23.5%.
- » The Trolley services most effective advertising system appears to be the print notifications located within the mall and its stores. Approximately 44.1% of the riders indicated becoming aware of the service while shopping.
- » Riders indicated very high overall satisfaction level (73.5%) with the Trolley service. This included ranking the friendliness of the service as excellent (70.6%), driving style as just right (82.4%), and vehicle temperature as comfortable (91.2%).



Trolley Riders During the Holiday Season

2006 DART Passenger Survey

The 2006 DART (Dial-a-Ride) passenger questionnaire was used to gather patron opinions about the quality of service and potential service enhancements. The results of the service were compared to the results from similar survey conducted in 2004 and 2005.

Key findings from the survey include:

- » Overall the rider satisfaction rating of 16 individual variables remained constant at 4.1 on a 5 point scale between 2005 and 2006.
- » Increased rankings of between 0.1 and 0.3 were recorded in 8 of the variables while simultaneously decreases were recorded in the 8 remaining variables.
- » The larger individual increases were recorded in “How the Driver Obeys/Enforces the Rules” and “Cleanliness inside the Bus” at plus 0.3 points, each.
- » The largest decreases were recorded in “DART’s Concern for Customers” and “Overall Service Provided by DART” at minus 0.3 points, each.

In addition to the overall satisfaction, various suggestions were identified for service enhancements. These suggestions include:

- » A need for more frequent pick-ups from home to Woodfield particularly during the AM hours.
- » A need for more direct routing to and from pick-up and drop-off locations to reduce travel times.
- » Better communication between the bus and riders so as to inform them of when/if the bus is running late.
- » Enhanced on-time operations and/or need for additional drivers to ensure consistency.
- » Enhanced bus maintenance procedures.
- » Expansion of the service to operate on Saturday evenings and Sundays.

2006 Schaumburg Transit Survey

The Schaumburg Transit Survey was conducted in 2006 to gather demand/desire information in regards to the operation of a bus route linking Schaumburg’s Metra Station with Woodfield area office parks.

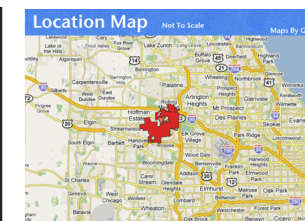
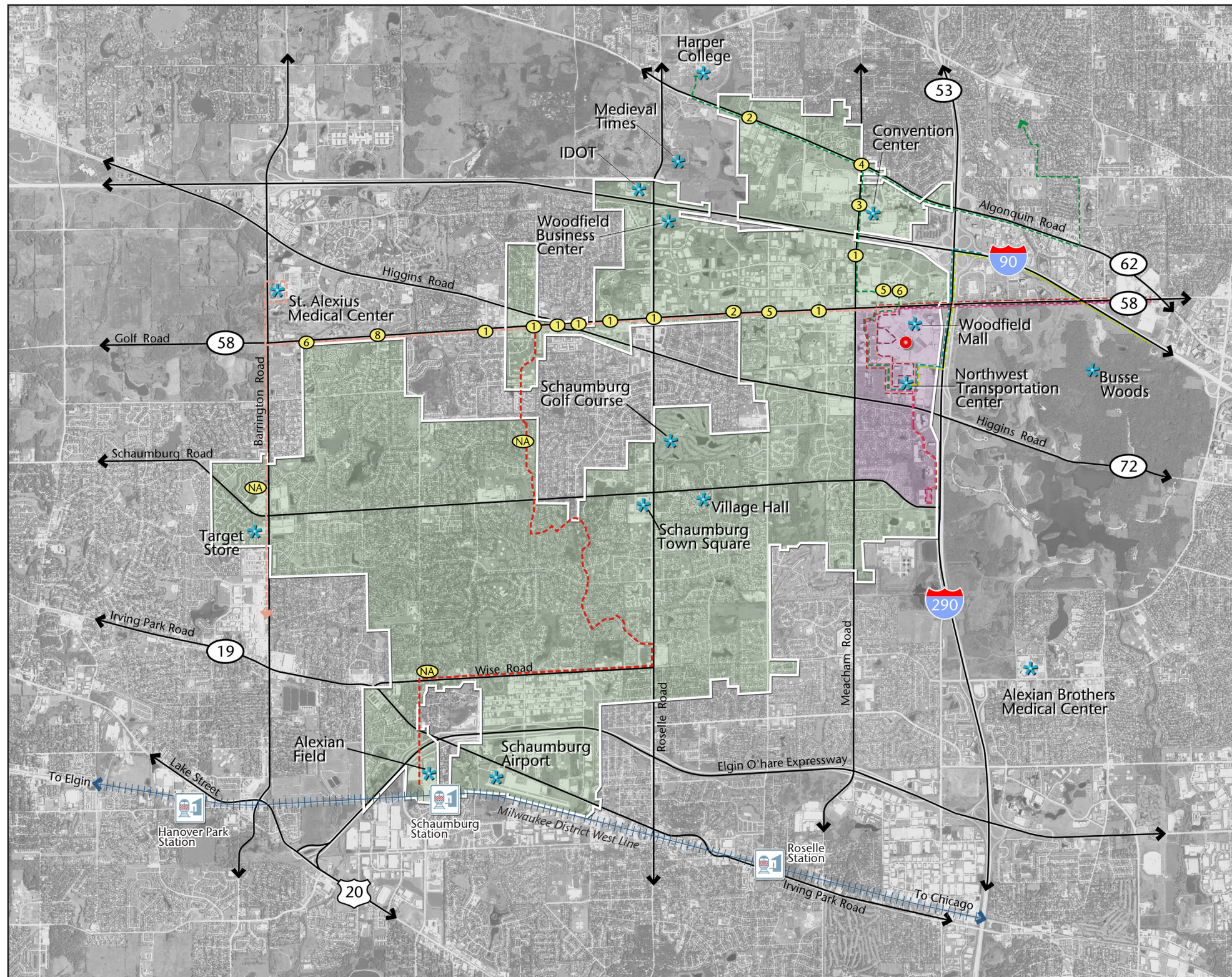
Key findings from the survey include:

- » Of the 161 respondents, 91 (56.5%) indicated that they would be interested in the provision of the bus linkage between the Schaumburg Metra Station and the Woodfield area office parks. The remaining 70 (43.5%) indicated no interest in the service.
- » The primary mode of access to work for respondents was by personal automobile (88.8%). Of these drivers, the majority (88) are not interested in the service, while 55 would be interested in the transit link.
- » Residents of Chicago working in the area (30 people) represented 43% of the respondents interested in the service. Residents of Schaumburg working in the area represented the largest percentage of those not interested in the services at 27%. This result is consistent with the increased desire of those living outside of community (e.g. Chicago) to be able to get to work without use of personal vehicle.
- » Of the total respondents 45% (66) indicated that the maximum time they are willing to ride transit is 20 minutes. Short commute tolerance times impact the ability to attract riders to new transit service routes.



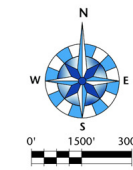
Destinations Surveyed Include the Woodfield Corporate Center





Legend

- +++++ Railroad
- - - - - Pace Route 208
- - - - - Pace Route 554
- - - - - Pace Route 600
- - - - - Pace Route 602
- - - - - Pace Route 606
- - - - - Pace Route 696
- - - - - Pace Route 757
- - - - - Pace Routes 237, 282, 284
Special Events Routes direct from NWTC to:
• Soldier Field (237)
• Wrigley Field (282)
• Six Flags Great America (284)
- * Activity Center
- Schaumburg Trolley
See "Route Detail Pullout"
- 7 Bus Ridership
- NA Bus Ridership Not Available
- See "Bus Routes Detail Pullout"
- Schaumburg Cooperate Limits
- Commuter Rail Station



Existing Transit Service Routes





potential service design adjustments

Background

The provision of efficient, effective, and affordable transit service requires an on-going process of evaluation and modification. User needs and economic realities continually alter the parameters for delivery of the appropriate mix of municipal transit services.

To this end, the on-going economic recession has had negative impacts on the amount of transit service provided in Schaumburg. In the past year, the following service reductions have occurred:

- » On May 1, 2009, the Lunchtime Shoppers Shuttle was eliminated. The Shuttle had operated mid-day on weekdays; connecting Woodfield Corporate Center to Woodfield Mall and Streets of Woodfield. This service was subsidized by Woodfield Mall and Streets of Woodfield.
- » On May 1, 2009, the days of service on the Schaumburg Trolley were reduced from daily to Friday through Saturday. The operating cost of this service is paid for by the Village.
- » On February 8, 2010, Route 699 Palatine – Woodfield – Elk Grove was eliminated. Route 696 was modified to serve Harper College on the same day. The operating cost of these routes is paid for by Pace.
- » On March 5, 2010, Route 655 Bolingbrook – Schaumburg was eliminated. This Pace route began service on November 30, 2009 and operated along I-355 from Bolingbrook to Schaumburg. Stops were made in Downers Grove, Addison, and Itasca. This route was funded by an Innovation Coordination and Enhancement Program grant from the Regional Transportation Authority.

Restoration of these eliminated services should be considered but should not be the only public transportation objective of the Village. The creation of new or enhanced services that better meet the transportation needs of the identified markets should remain the driving goal of Schaumburg.

This goal may be achieved through a multi-phased approach. The first step may be to modify existing Village-funded services to provide cost-efficient transit options for residents. The second step may be the creation of new services once the economy shows signs of strengthening. A strengthening economy will not only provide needed funding, but also additional employees to utilize the services. The following service design adjustment recommendations provide a blueprint for transit services enhancements in Schaumburg as resources become available.

Utilizing this multi-phased approach in conjunction with evaluation of the Village transit supportive demographics, stakeholder interviews, and surveys, three (3) potential markets for transit service enhancements in Schaumburg have been identified. They include and are summarized as follows:

Residential Services

1. The first market is residents that desire to travel within Schaumburg and to adjacent communities for medical services and educational opportunities that are not currently provided within the Village.

Commuter Services

2. The second market is for commuters that travel to Schaumburg for employment and shopping.

Visitor/Tourist Services and Other Connections

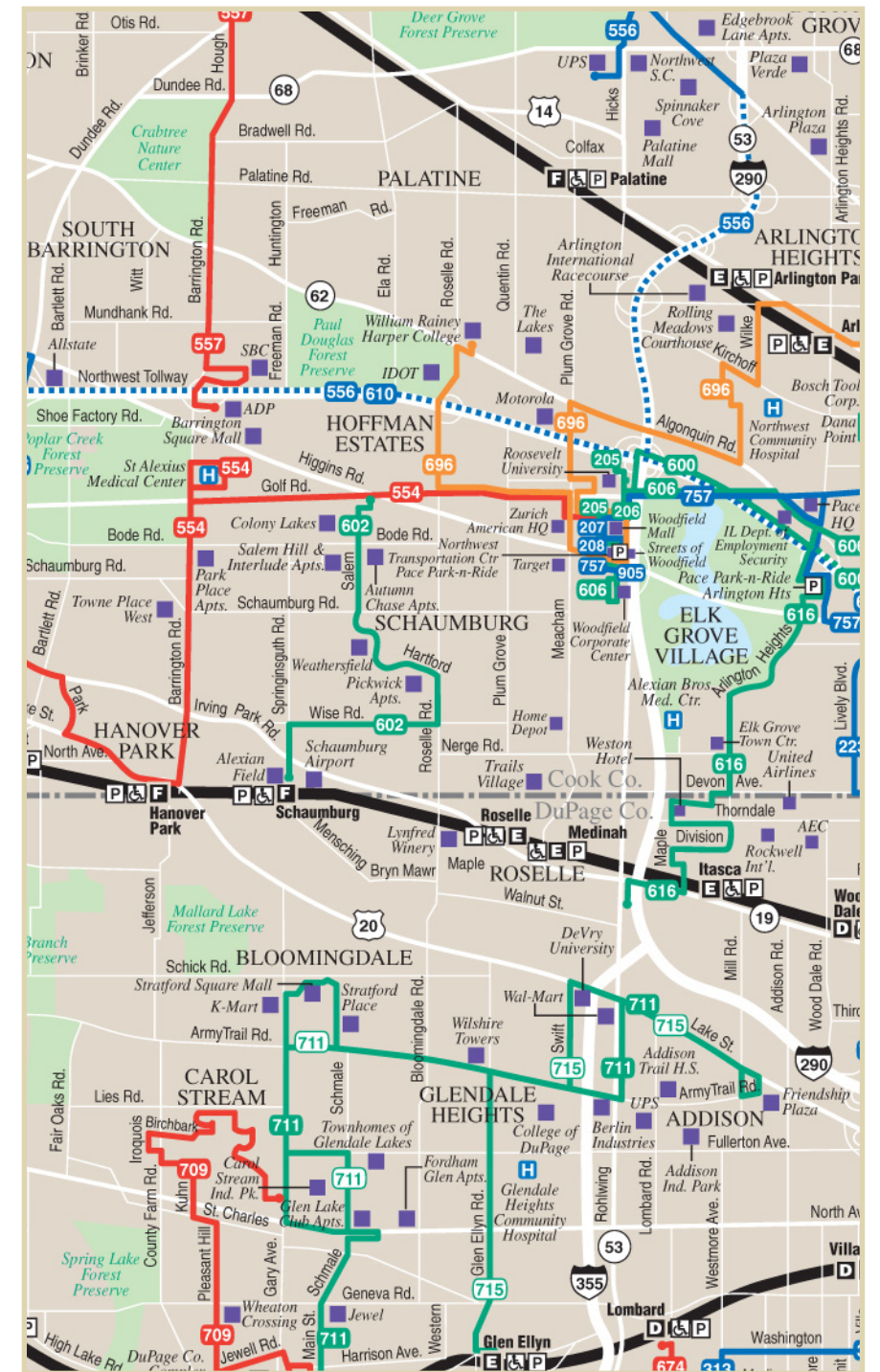
3. The third market is tourists that travel within Schaumburg for shopping and dining and also to and from O'Hare International Airport.

Public Transportation

There are a variety of public transportation options to choose from within the Village of Schaumburg. Recognizing the strategic link that Schaumburg provides to Chicago and most of the surrounding suburbs, the Metra Train and Pace bus services have located central hubs and stations throughout the village.

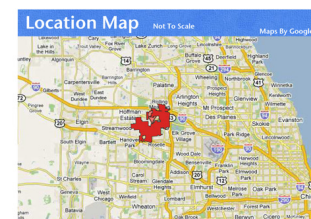
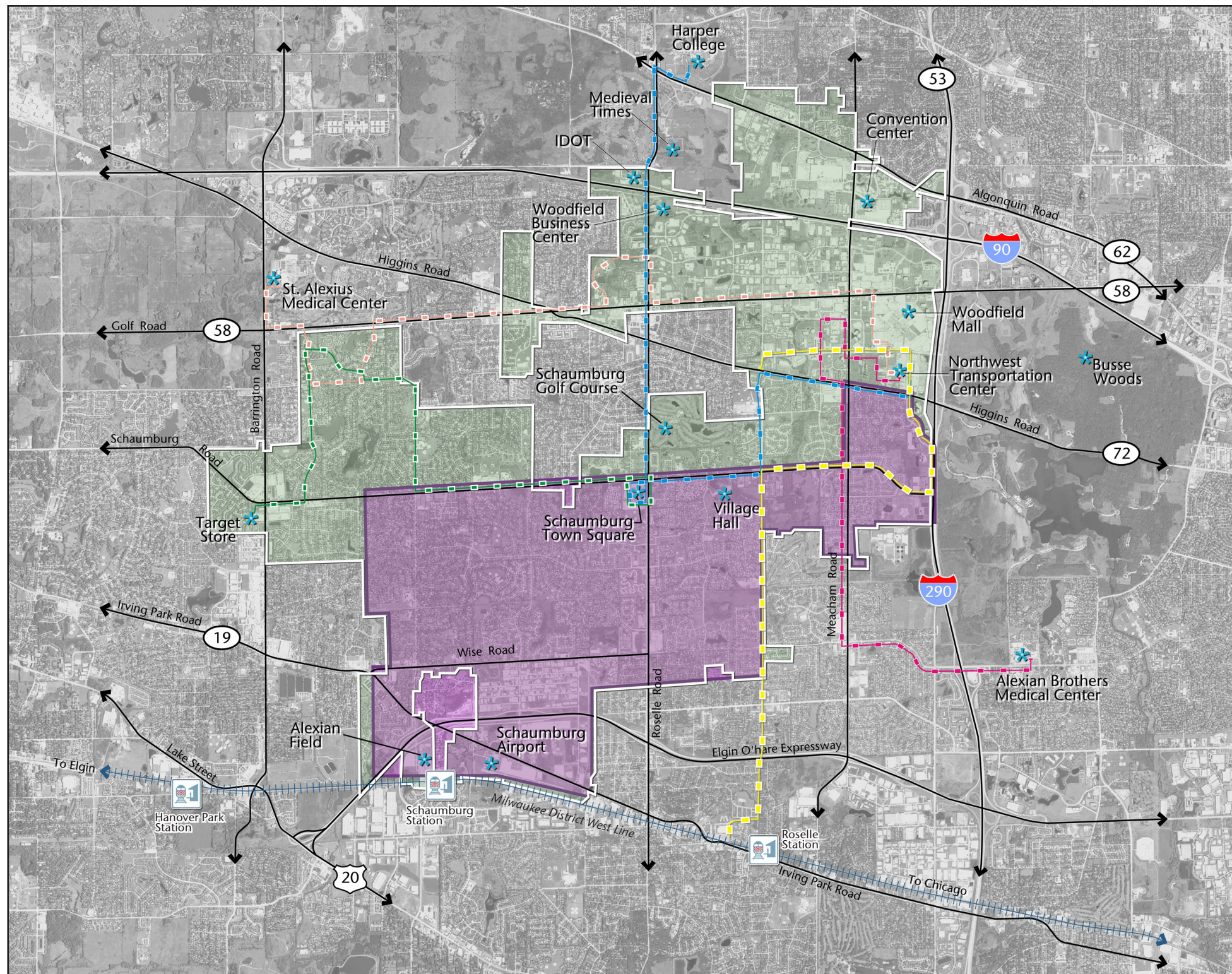
- » THE METRA TRAIN SERVICE HAS A STATION LOCATED AT THE SOUTH-WEST END OF THE VILLAGE, AT 2000 S. SPRINGSGUTH ROAD.
- » PACE BUS HAS A MAJOR HUB LOCATION NEAR THE STREETS OF WOODFIELD (THE NORTHWEST TRANSPORTATION CENTER), WHERE SEVEN SCHEDULED ROUTES MAKE STOPS. IN ADDITION TO THE REGULARLY SCHEDULED SERVICES, EXPRESS BUSES TO SPECIAL EVENTS SUCH AS BEAR'S AND CUB'S GAMES PICK UP AT THIS LOCATION, AND THE WOODFIELD TROLLEY.
- » PACE BUS SERVICE HAS OVER A DOZEN SCHEDULED AND SPECIAL EVENT ROUTES THAT PASS THROUGH THE VILLAGE.
- » DIAL-A-RIDE IS A VILLAGE SPONSORED PROGRAM THAT PROVIDES DOOR TO DOOR SERVICE WITHIN THE VILLAGE OF SCHAUMBURG.
- » TAXI DISCOUNTS ARE AVAILABLE FOR QUALIFYING VILLAGE OF SCHAUMBURG RESIDENTS WHO ARE ENROLLED IN THE ILLINOIS CIRCUIT BREAKER PROGRAM.
- » TRIP PROGRAM WHICH WILL PROVIDE TRANSPORTATION ACROSS TOWNSHIP LINES FOR MEDICAL REASONS FOR SENIOR CITIZENS AND PERSONS WITH DISABILITIES.
- » RTA'S SENIORS RIDE FREE PROGRAM OFFERS FREE RIDES TO SENIORS REGISTERED WITH THE CIRCUIT BREAKER PROGRAM AND DISCOUNTED RIDES TO ALL OTHER SENIORS.

Public Transportation as Summarized on the Village's Website



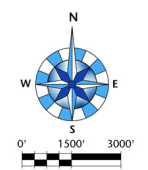
Excerpt from RTA System Map, March 2010





Legend

- +++++ Railroad
- Proposed Reverse Commute Rte.
- Proposed Golf Road Route
- Proposed Meacham Rd. Route
- Proposed Harper College Route
- Proposed Schaumburg Rd. Rte.
- Proposed South Schaumburg "Call n Ride" See Detail Pullout
- Schaumburg Cooperate Limits
- Commuter Rail Station
- Activity Center



Potential Pace Bus Routes Modifications



Residential Services

Within the identified residential services market, three (3) service options were identified for potential consideration by the Village. These options include:

- Expansion of the DART service
- Replacement of all or portion of existing DART with a subsidized taxi program
- Implementation of new Schaumburg Road Fixed Route

Expansion of the DART Service

The DART service within the Village of Schaumburg is operating efficiently with a low subsidy cost per passenger and complementary high passenger occupancy per vehicle operation hour. While DART is operating efficiently, there are opportunities for improved service. One of these opportunities for potential Village consideration is to expand DART's service boundaries beyond the Village's municipal boundaries to meet the expressed needs/desires of existing transit riders. Two primary locations were identified as desired destinations by community transit stakeholders. These locations include:

- Alexian Brothers Medical Center
- St. Alexius Medical Center

St. Alexius Hospital is located approximately three-quarters of a mile outside of DART's current service area. People are currently using DART to access this location by requesting a drop-off or pick-up at a nearby location within the Village boundaries (e.g. near the intersection Knollwood Drive and Golf Road). St. Alexius is also served by Township Dial-A-Ride service. Seniors and individuals with disabilities can use the Township service to access St. Alexius Hospital.

While it is not unusual for municipal dial-a-ride services to serve a point of interest outside of its borders, especially for medical or educational purposes, it may present logistical and financial implications that may require significant consideration prior to implementation. For example, providing access to a location such as St. Alexius may require the vehicle to operate approximately 2-3 additional minutes to reach the medical center. This additional time may lengthen the ride duration to other municipally located destinations. Providing pick-up/drop-off locations outside the Village boundaries also may increase the potential for non-residents of Schaumburg to utilize the service and thereby impact its availability to Village residents. Finally, the potential expansion beyond the Village boundaries may also impact service operating costs depending on the distance required to be traveled to the destinations outside the community.

In regards to the St. Alexius facility, its proximity to the border of the Village is not anticipated to result in any additional operating expenses. Should the Village determine at some point in the future that servicing destinations outside of the Village boundaries were appropriate, it is recommended that the Village create a policy of requiring those destinations to enter into a financial agreement to cover any additional costs for the service. This type of policy will help limit the number of destinations outside of the Village that DART may serve. A fixed fee or requiring the reimbursement of the subsidy per passenger transported to/from the destination may be negotiated between the Village and the transit destination. In addition, any service delivery outside of the municipal boundaries should be monitored on an on-going basis as the DART region is expanded. The monitoring will ensure no increase in trip denials is experienced after the addition of destinations outside the Village. An increase in trip denials would reflect that the expanded service has caused capacity to be exceeded demand. As a result, additional vehicles may be considered to meet the increased demand.

What is DART

Sponsored by the Village of Schaumburg and Pace's Suburban Bus Division, DART offers curb-to-curb public transportation that is as near as your telephone. Just call, and a bus will be routed to pick you up and take you anywhere in Schaumburg, while picking up and dropping off other passengers along the way. Service is available only within the municipal boundaries of Schaumburg.

Fares are only \$2.00 on DART, and for a low cost transfer you may travel to many parts of the Northwest Suburbs and Chicago. Some reduced fares are available, with restrictions.

Give us time to serve you better

Reservations for rides are accepted 90 minutes prior to your desired pick-up time. DART is not a fixed-route service. Routing is developed each day in response to reservations received. When planning a ride, in addition to the 90 minute advance reservation, you may be on the bus for up to 45 minutes. Be sure to plan accordingly if you must meet a specific appointment time.

Be ready for DART

The DART dispatcher will tell you when the bus is scheduled to arrive. Please be ready at least five minutes before that time, just in case the bus arrives early. The bus waits one minute for you to appear. This way you can be provided with expedient service. When boarding, please remind the driver where you are going.

Woodfield pickup

For your convenience, a telephone is located inside the lower level entrance of Woodfield Mall near Radio Shack that you may use to phone DART for a pickup. When you are almost done shopping, just pick up the phone. It dials DART automatically! Listen carefully to find out which bus to board.

Schaumburg's commuter Metra Train Station

DART provides service to Schaumburg's Metra Commuter Train Station. East and westbound Metra departures that DART can meet are listed to the right (as of 5/19/08). When departing from Schaumburg, remember that there is a 90 minute minimum advance reservation for service required, and that you may be on the bus for up to 45 minutes. Please plan accordingly. On trips returning to Schaumburg, call DART before boarding the train and request service for five minutes after the scheduled train arrival (just in case the train is running behind schedule).

PACE'S Northwest Transportation Center

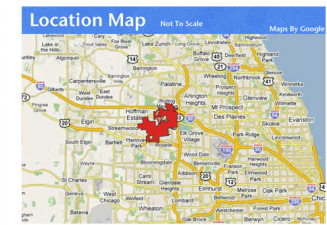
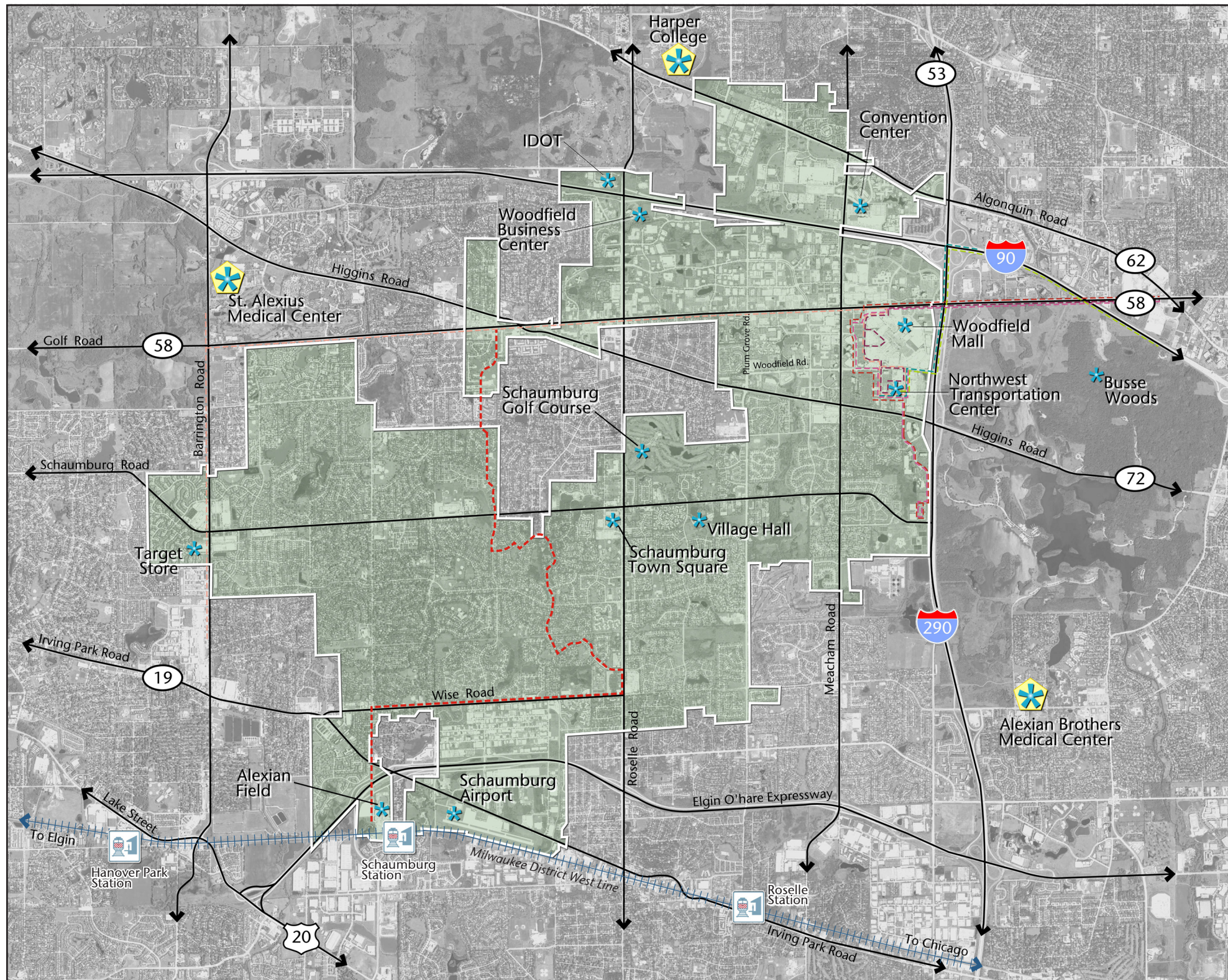
The Northwest Transportation Center at the corner of Mall Drive and Kimberly Drive is DART's transfer point to fixed routes and Schaumburg's Woodfield Trolley, with other bus services. DART picks up and drops off at Bay 4. A direct dial phone to DART dispatchers is available east of Bay 4. Refer to panel at right to see routes serving the center.

Who's eligible for reduced fares?

- Persons with disabilities and senior citizens 65 or over. RTA Special User Card applications may be obtained at the Schaumburg Township office, One Illinois Blvd., Hoffman Estates, IL 60194, and at the Robert O. Atcher Municipal Center, 101 Schaumburg Court, Schaumburg, IL 60193.
- Students through Grade 12, to and from school.
- Children age 7 to 11.
- Children under 7 are free if accompanied by an adult.

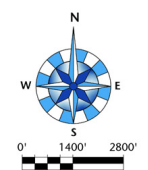
Source: "Dial-A-Ride Transportation - Schaumburg" Brochure Published in 2009





Legend

- Destination Site
- Pace Route 208
- Pace Route 554
- Pace Route 600
- Pace Route 602
- Pace Route 606
- Pace Route 757
- Pace Routes 237, 282, 284
- Schaumburg Corporate Limits
- Activity Center



Potential DART Service Deviation



Subsidized Taxi Program

An alternative way of providing curb-to-curb transit service is by replacing DART, or a portion thereof, with a subsidized taxi program. In a subsidized taxi program, eligible individuals may obtain discount coupons to use at their discretion as taxi fare. The Village currently operates a subsidized taxi program for seniors and people with disabilities. While this option was considered for its potential to address expressed issues within the community it was determined that it is inconsistent with the overall transit goals and objectives of the Village.

Converting DART, or a portion of DART, into a subsidized taxi program may require opening the existing subsidized taxi program to the general public. The goal of this conversion is to reduce the Village paid subsidy per DART trip, which is currently \$10.50. This could potentially be accomplished by selling an \$11.50 coupon for \$3.00 (a \$1.00 increase over the DART full fare). A \$11.50 coupon would cover the cost of most DART trips. Taxi rates in Schaumburg are \$2 or \$4 for the first mile and \$2 for each additional mile in Schaumburg or an adjacent community. The fare increases if the customer travels to a community that is not adjacent to Schaumburg.

Analysis of one day of DART trips¹ determined the average distance for a DART trip is 4 miles. An \$11.50 coupon could purchase a trip ranging from 4.75 to 5.75 miles. Eighty-three (83) trips (34%) are longer than 4.75 miles and 49 trips (20%) are longer than 5.75 miles. Passengers would be responsible for paying the difference if the fare at the end of a trip exceeds the value of the coupon. This program may increase travel costs for approximately 35% of current DART passengers.

The taxi company would be paid the actual cost of the trip² (up to \$11.50) plus an administration fee (a fixed fee per trip between \$0.50 and \$1.00 is typical). Using these assumptions, the most the Village would reimburse a taxi company would be \$12.50. The actual subsidy would be \$9.50 for full fare paying passengers (\$12.50 - \$3.00 payment for the coupon). Unlike DART where the quantity of available trips can be controlled by the number of vehicle hours in a service agreement, it is hard to control the level of service provided in a subsidized taxi program.

¹ Trips from Wednesday, September 23, 2009 – 243 total trips. Recent weekday ridership has been averaging approximately 300.

² Since taxi companies could operate an additional 200 – 250 trips per day, they may be willing to negotiate a lower rate for some trips.

A number of potential benefits may be realized by utilizing an enhanced subsidized taxi program over the existing DART service. These benefits may include:

- » Less geographic restrictions on trip destinations. Trips would only need to begin or end in the Village. This would allow passengers enhanced access to requested destinations which may be outside the Village boundaries such as Harper College, St. Alexius, Alexian Brothers, or Walmart.
- » No time of day or day of week restrictions. Taxi companies tend to operate 24 hours a day, seven days a week thereby enhancing service availability to riders/patrons.
- » Shorter reservation period. Passengers may be able to call only 30 minutes prior to their desired picked-up time.
- » Fewer shared rides. It is unlikely that taxi companies will schedule shared rides. Passengers will have direct service between their origin and destination thereby resulting in a travel time competitive to a personal automobile.

While the service may provide some benefits, a significant number of issues also exist which conflict with the Village's overall goals and objectives for community transit. The issues include the following:

- » The Village would lose Pace's Paratransit Grant, which pays for approximately 20% of DART's existing operating cost.
- » Passengers must purchase the coupon prior to taking a trip, thereby limiting spontaneous trips if they do not have an available coupon.
- » The quality of service can vary significantly by taxi driver.
- » There is an increased potential for fraud by the taxi driver or passenger.
- » Additional Village staff may be needed to administer the program.
- » The costs for this program are variable. If a large demand develops, the Village may need to either reduce the number of coupons that a passenger can purchase or spend more on the program than is currently being spent on DART service.

In addition to determining the cost and face value of the coupons, a method for distributing coupons and placing limits on the number of coupons that a passenger can purchase within a specified timeframe would need to be determined. Distribution options may include:

- » Internet – coupons may be purchased online and emailed to the passenger.
- » Mail – passengers may complete an order form (in person or on-line) and coupons will be mailed to them.
- » In-person at Village Hall or other designated locations (social service agency, grocery store, currency exchange, or similar agency/organization).
- » Limits on the number of trips that can be purchased should be established as part of any Subsidized Taxi Program. These could be per week or per month and limited to the equivalent of a total of four trips per day.

In order to control potential fraud, participants should be required to register with the Village to participate in the program. A photo ID card with a unique number may be issued to each participant and used to track the number of coupons sold to a particular participant. Customers may be required to show this card when purchasing or using the service coupons.

As mentioned previously, a subsidized taxi program is likely to be more labor intensive for Village staff. There are several administrative requirements/procedures necessary for the program. These include, but may not be limited to:

- » tracking trips and other statistics (origin, destination, time of trip, fare paid, etc.).
- » monitoring the provision of service, particularly in the areas of quality, customer service, and potential fraud.
- » negotiating and contracting with taxi operators.
- » auditing invoices submitted by operators and overseeing the payment process.

One additional obstacle to implementing a subsidized taxi program may be the availability of accessible vehicles to provide transportation for individuals with disabilities. Minivans equipped with wheelchair ramps would be suitable for transporting both ambulatory passengers and those who use wheelchairs. Taxi operators that provide service as part of the subsidized taxi program would be required to provide accessible vehicles in order to participate in the program. This requirement may limit the number of available operators and thereby negatively affect service delivery for municipal residents.



Schaumburg Road Fixed Route

Approximately 10% – 20% of DART boardings occur within one-quarter to half-mile distance of Schaumburg Road. This distance is consistent with the distance that most passengers are willing to walk to board a fixed route bus. As a result of this correlation a new fixed route operating along Schaumburg Road is recommended for consideration.

In order to implement this new Schaumburg Road fixed route, one of the vehicles operating DART service may be used to meet the demand of this service. By using an existing DART vehicle, this new service may be cost neutral. It is expected that passengers living along Schaumburg Road would switch to the fixed route, thereby allowing DART service to continue to be efficiently operated with the remaining vehicles.

The proposed route would start at the Jewel Osco shopping center located at the southeast corner of Barrington Road and Schaumburg Road. The bus would operate on Schaumburg Road – Meacham Road – Higgins Road – Mall Drive – Perimeter Drive – and end at Woodfield Mall. Potential operating characteristics for this route are shown in the table below.

Operating Characteristics	
Span of Service	Weekdays: 6:30 a.m. – 9:30 p.m. Saturdays: 9:00 a.m. – 6:00 p.m.
Frequency of Service	Every 60 minutes
Vehicles Needed	1
Estimated Annual Operating Hours	3,900 hours
Estimated Annual Operating Cost	\$236,500 - \$279,500 (This cost may be completely off-set through the reallocation of the one of the existing DART vehicles)

In order to ensure this service operates on time, the bus would operate on major roadways. Direct access to possible ridership generators (such as Friendship Village, Town Square, or Pace’s Northwest Transportation Center) would be limited except to turn around. If the bus entered these locations, it is likely that it would not be able to maintain its recommend hourly frequency. If “front door” service is needed to these locations, the hourly frequency would have to be reduced and/or the route shortened. Reducing the frequency would make the service less attractive, especially to choice riders. Shortening the route may require elimination of service to popular destinations.

In conjunction with the implementation of this potential service, Schaumburg may consider ways to encourage passengers to choose the fixed route over DART. One option is for the fixed route to have a fare less than DART. Pace’s local fare is \$1.75, which is only \$0.25 less than DART’s fare. If Pace’s local fare is charged, Schaumburg may want to consider raising DART’s fare. Or, Schaumburg may work with Pace to charge a fixed-route fare less than \$1.75.

Another option to encourage ridership may be to adopt a policy of not allowing trips that originate or end within a certain minimum distance (possibly one quarter, half, or three quarter mile) to be taken on DART unless the passenger is disabled.

When determining if reallocating an existing DART vehicle to a fixed route may be successful, there are a few issues that need to be considered. The new service and its impact on DART service may need to be well marketed. Residents living along Schaumburg Road need to be informed of the benefits of the fixed route service over DART. Residents living along Schaumburg Road and currently using DART will have to walk to a bus stop instead of being picked up in front of their residence. They will have to travel according to a fixed schedule instead of trip times based on their desired arrival time. Remaining DART users will need to understand that due to reduced capacity there may be a need for negotiated trip times and an increase in trip refusals.

The benefits of the service will also need to be effectively communicated. For example, passengers will not need to call in advance to arrange a trip and travel can occur more spontaneously. Travel time on the vehicle will be more predictable since the bus operates on a fixed schedule.

Long term initiatives within the residential services market build off of the potential Schaumburg Road Route and DART riders’ desires to make spontaneous trips without needing to schedule a ride in advance.

To achieve this goal, the Schaumburg Road route may potentially be modified and three fixed-routes including the Golf Road route, Meacham Road route, and Harper Road route and one call-n-ride zone may potentially be implemented to create an efficient local transit system. Three of the fixed routes would serve Pace’s Northwest Transportation Center. Two routes would also meet at Town Square. While the fixed-routes and call-n-ride are designed to work together as a system, it may be possible to incrementally implement individual services based on demand and available resources. The Schaumburg Road and Harper College routes may initially be implemented with supplemental DART serving the travel needs in the areas of other recommended services. As demand or additional resources become available other recommended routes may be brought on-line. Detailed descriptions of the proposed routes and their potential operating characteristics are defined on the following pages.

Modified Schaumburg Road Route

The previously recommended Schaumburg Road route may be modified to start east of Barrington Road and end at Town Square via Schaumburg Road where it may connect to other fixed routes operating throughout the Village. The bus would depart the Target store at Barrington Road and Schaumburg Road and operate on Schaumburg Road – Knollwood Drive – Pennview Lane – Walnut Drive – Bode Road – Springinsguth Road – Schaumburg Road – stop at Friendship Village – Schaumburg Road – and end at Town Square. Westbound trips would operate the opposite routing. A timed connection to the Harper College route and South Schaumburg Call-n-Ride may be made at Town Square. A timed connection minimizes transfer time and allows for the shorter travel time.

This route provides service to those areas that currently generate significant DART ridership (Schaumburg Road and Knollwood Drive). The route is designed to also serve Schaumburg High School, Village Hall, and Friendship Village.

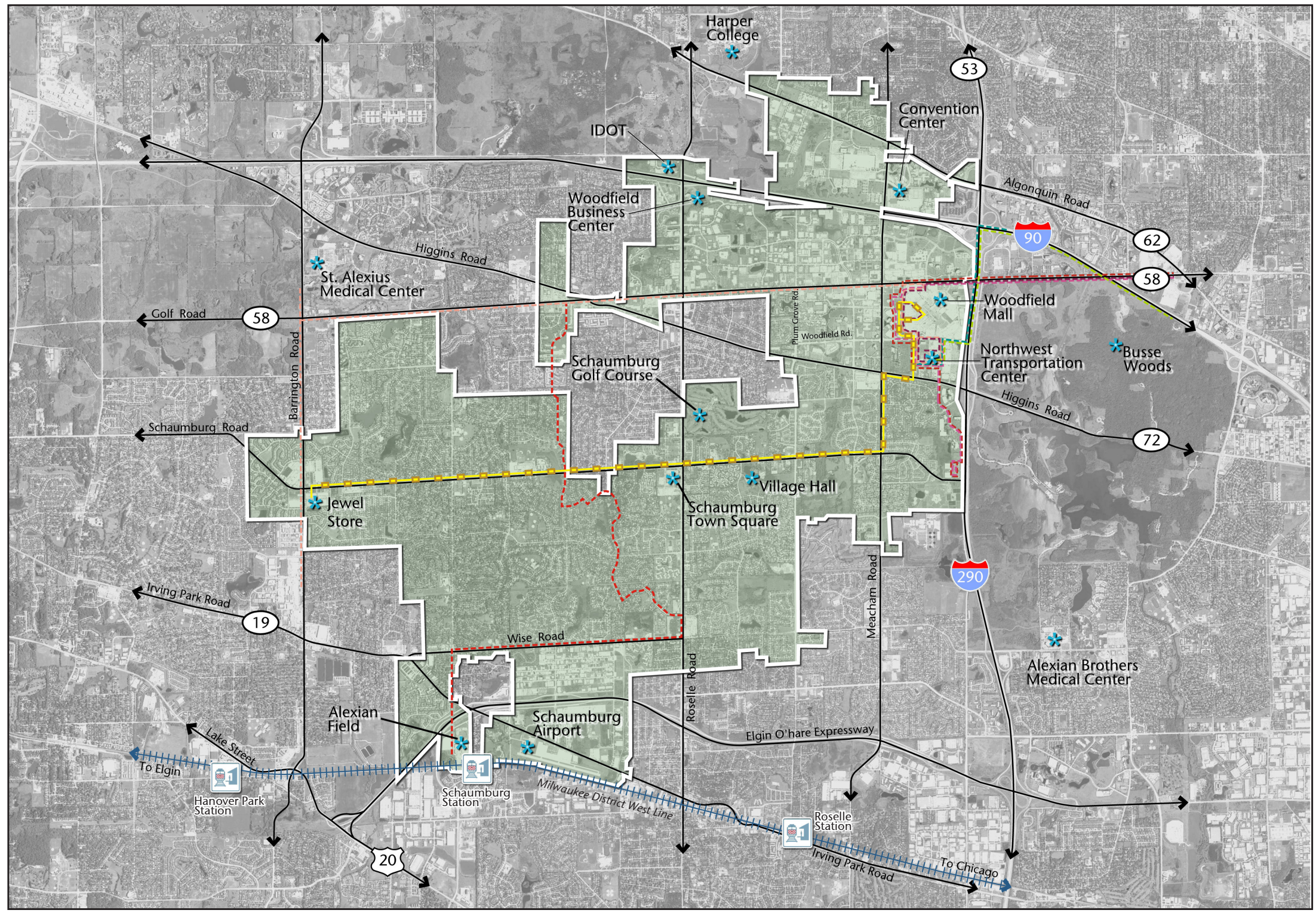
Operating Characteristics	
Span of Service	Weekdays: 6:00 a.m. – 8:00 p.m. Saturdays: 8:00 a.m. – 8:00 p.m.
Frequency of Service	Every 60 minutes
Vehicles Needed	1
Estimated Annual Operating Hours	4,200 hours
Estimated Annual Operating Cost	\$231,000 - \$315,000

This proposed modified Schaumburg Road route operates entirely in the Village of Schaumburg. The Village may consider working with Pace to determine if they can provide vehicles, grant application assistance, and technical and planning support for the service. Prior to implementation of any modified route, funding sources will need to be identified and secured to ensure the long term viability of the service.



Pace Bus at Stop

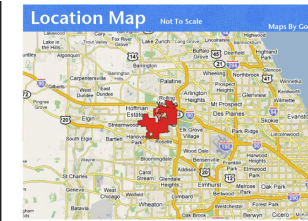
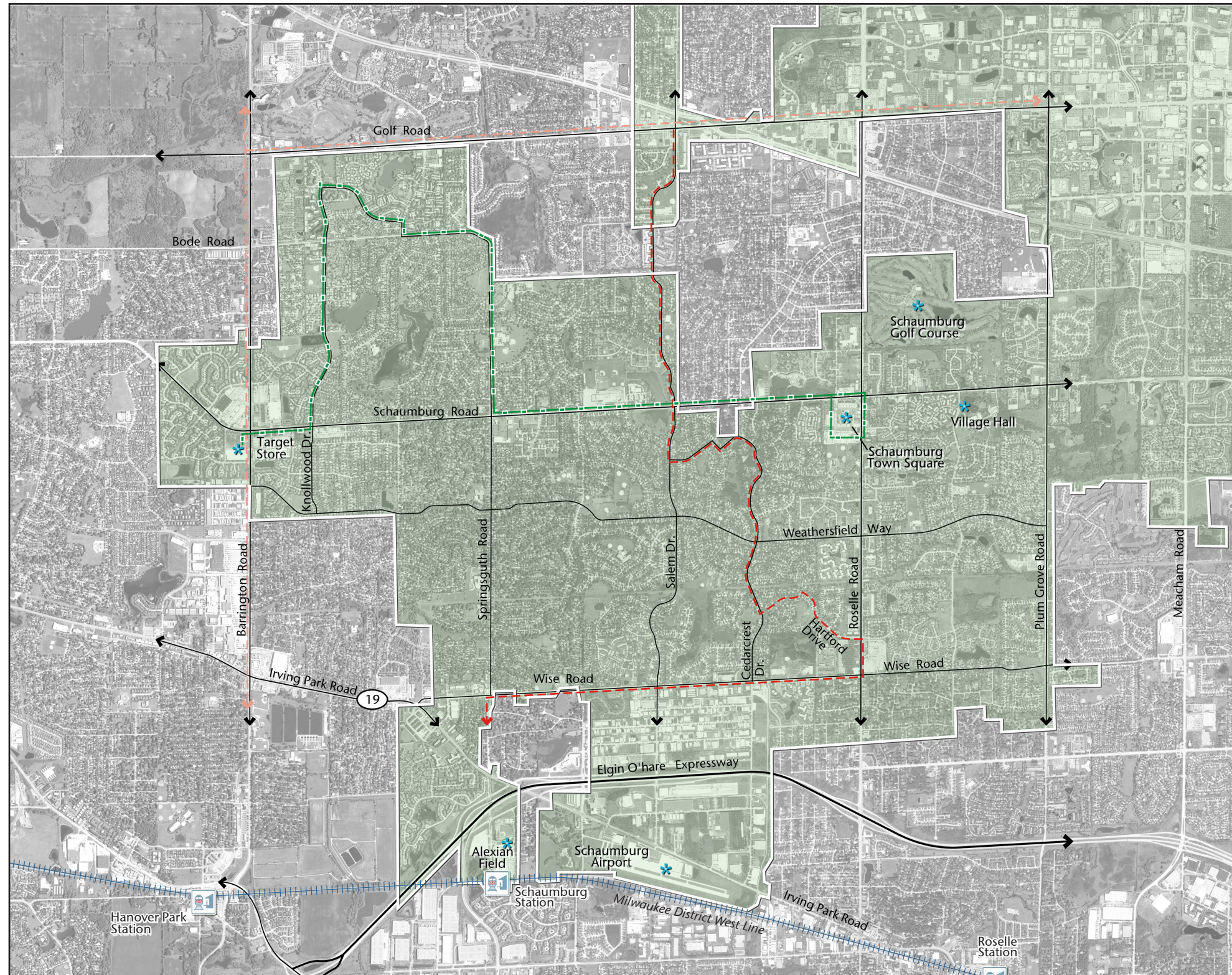




Pace Route Legend

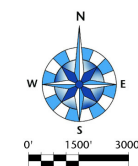
- Proposed Additional Schaumburg Rd. Route
- Pace Route 208
- Pace Route 554
- Pace Route 600
- Pace Route 602
- Pace Route 606
- Pace Route 757
- Pace Routes 237, 282, 284
- Schaumburg Corporate Lin
- Activity Center

Potential Schaumburg Road Fixed Route



Legend

- - - Proposed Schaumburg Rd. Rte.
- - - Pace Route 554
- - - Pace Route 602
- Schaumburg Cooperate Limits
- Activity Center



Modified Schaumburg Road Route



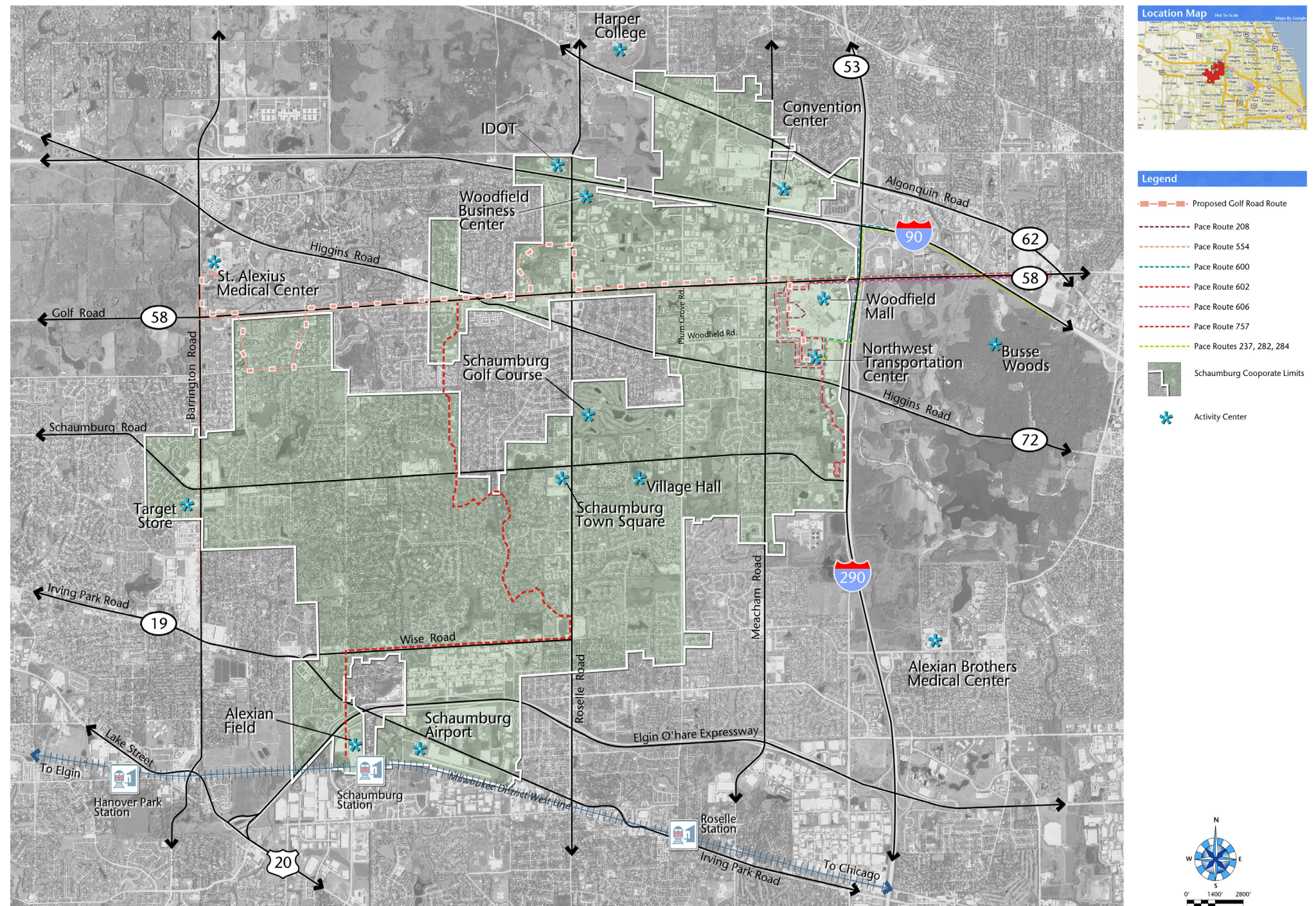
Golf Road Route

The Golf Road Route is proposed as a fixed route between St. Alexius Medical Center in Hoffman Estates and Pace's Northwest Transportation Center. The bus would depart St. Alexius Medical Center and operate on Barrington Road – Golf Road – Knollwood Drive – Bode Road – Walnut Lane – Golf Road – Valley Lake Drive – Roselle Road – Golf Road – Perimeter Drive – Mall Drive – Kimberly Drive and end at the Northwest Transportation Center. Westbound trips for Golf Road would operate the opposite routing.

This route is designed to improve service between St. Alexius Medical Center and Pace's Northwest Transportation Center. The proposed Golf Road route would provide bidirectional service all-day long. Schaumburg residents requested service to St. Alexius, which is just outside of the Village limits. The Golf Road route also serves several "big box" retail establishments that are currently served by Route 696. The route deviates from Golf Road at two locations to serve high-density, lower income areas of Schaumburg. The proposed Golf Road route may provide more consistent service compared to the varying frequency of Route 696.

Operating Characteristics	
Span of Service	Weekdays: 6:00 a.m. – 8:00 p.m. Saturdays: 8:00 a.m. – 8:00 p.m.
Frequency of Service	Every 60 minutes
Vehicles Needed	1
Estimated Annual Operating Hours	4,200 hours
Estimated Annual Operating Cost	\$231,000 - \$315,000

Since the proposed route operates through Hoffman Estates and to St. Alexius Medical Center, the Village of Schaumburg may consider working cooperatively with Hoffman Estates, St. Alexius, and Pace to form a public/private partnership to assist in funding this service alternative.



Potential Golf Road Route



Meacham Road Route

The Meacham Road route is proposed as a fixed route connecting Alexian Brothers Medical Center to Pace’s Northwest Transportation Center. The bus would depart Alexian Brothers Medical Center and operate on Biesterfield Road – Meacham Road – enter Walmart – Meacham Road – Higgins Road – National Parkway – American Lane – Meacham Road – Woodfield Road – Mall Drive – Kimberly Road – and end at Pace’s Northwest Transportation Center. Southbound trips along Meacham Road would operate the opposite routing.

The proposed route would reestablish service along Meacham Road south of the Northwest Transportation Center that was eliminated with the discontinuation of Route 699. The proposed route serves Alexian Brothers Medical Center, which is a frequent destination request of the survey respondents. It also serves the new restaurants and hotels along American Lane and National Parkway.

Operating Characteristics	
Span of Service	Weekdays: 6:00 a.m. – 8:00 p.m. Saturdays: 8:00 a.m. – 8:00 p.m.
Frequency of Service	Every 60 minutes
Vehicles Needed	1
Estimated Annual Operating Hours	4,200 hours
Estimated Annual Operating Cost	\$231,000 - \$315,000

Since the proposed Meacham Road route operates through Elk Grove Village and to Alexian Brothers Medical Center, the Village of Schaumburg may consider working cooperatively with Elk Grove Village, Alexian Brothers, and Pace to form a public/private partnership to assist in funding the service. Additionally, the Village may consider working with Pace to determine if they may be able to provide vehicles, grant application assistance, and technical and planning support for the new service.

Harper College Route

The Harper College route is proposed as a fixed route connecting Harper College to Pace’s Northwest Transportation Center via Woodfield. The bus would depart from Harper College and operate on Algonquin Road – Roselle Road – Schaumburg Road – Meacham Road – American Lane – Perimeter Drive – Woodfield Road – Martingale Road – end at Pace’s Northwest Transportation Center. Northbound trips to Harper College would operate the opposite routing. A timed connection to the Schaumburg Road route and South Schaumburg Call-n-Ride may be made at Town Square.

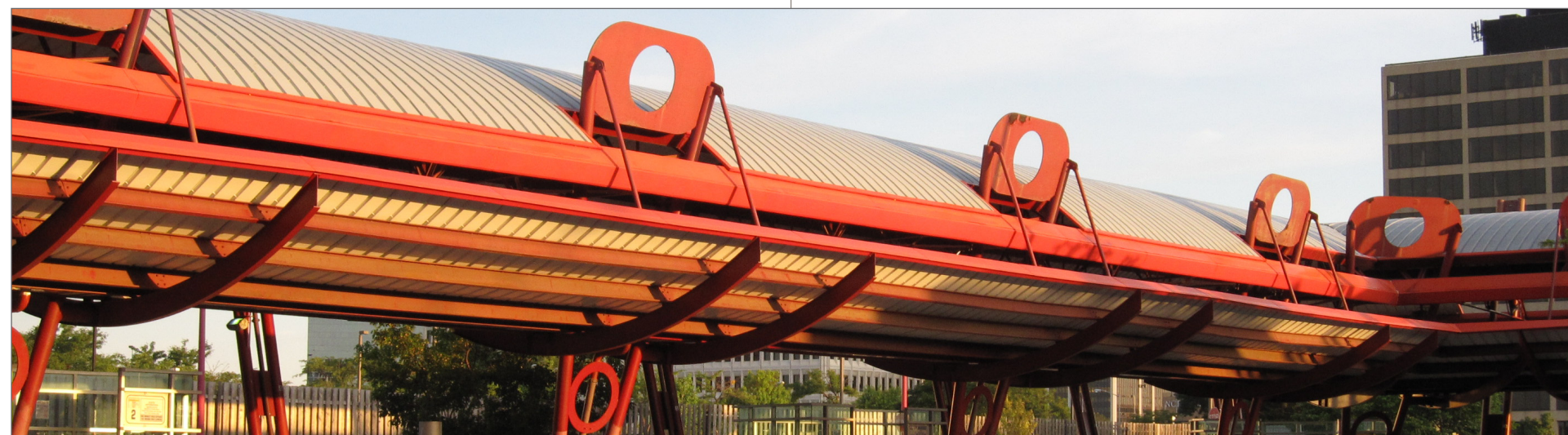
The recommended service may provide more frequent and consistent service compared to Pace Route 696 service.

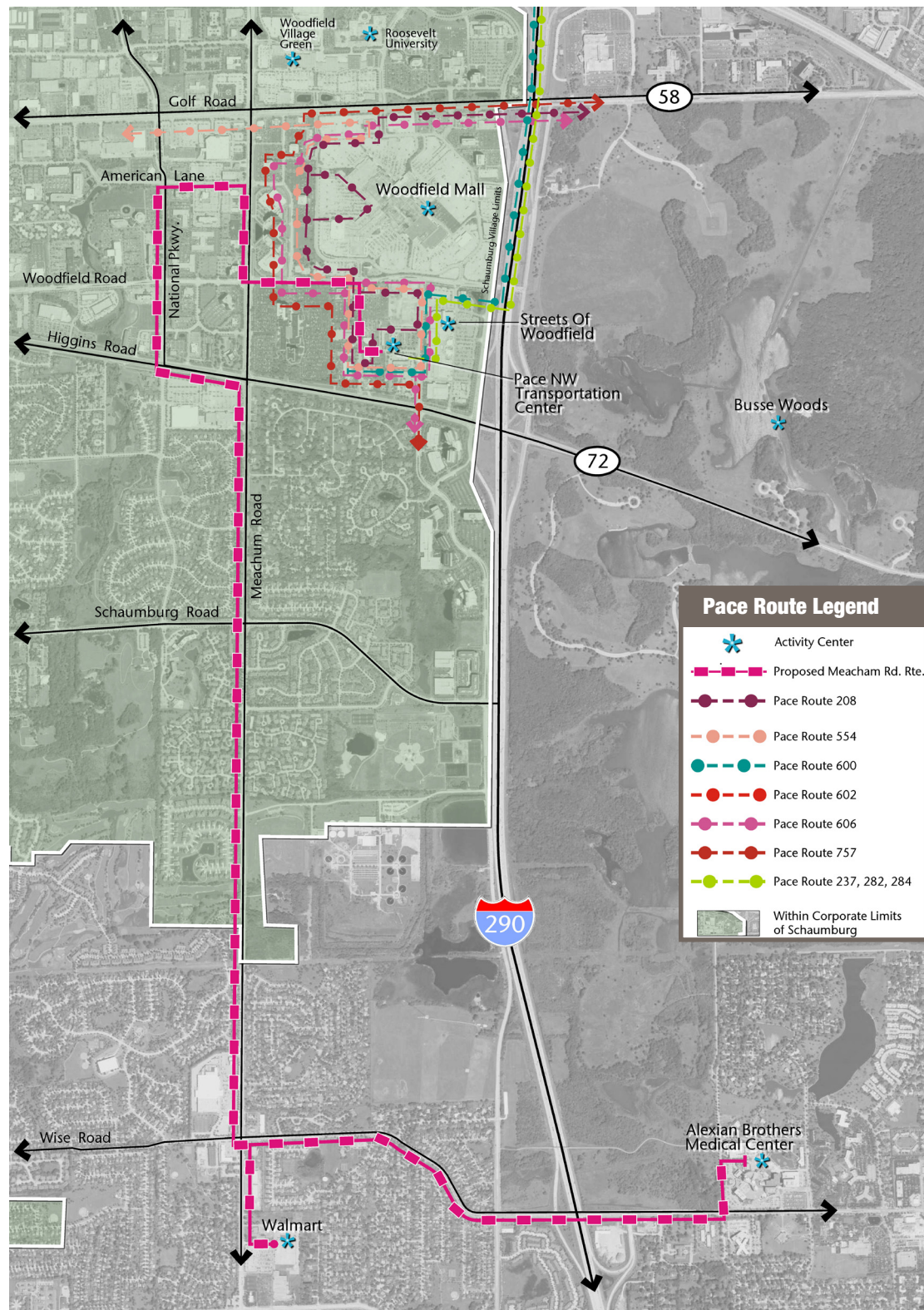
Operating Characteristics	
Span of Service	Weekdays: 6:00 a.m. – 8:00 p.m. Saturdays: 8:00 a.m. – 8:00 p.m.
Frequency of Service	Every 60 minutes
Vehicles Needed	1
Estimated Annual Operating Hours	4,200 hours
Estimated Annual Operating Cost	\$231,000 - \$315,000

Since the recommended route operates to Harper College, the Village of Schaumburg may consider working cooperatively with the College and where appropriate Pace to form a public/private partnership to assist in funding the service. Additionally, the Village may considering working with Pace to determine if they can provide vehicles, grant application assistance, and technical and planning support for the new service.

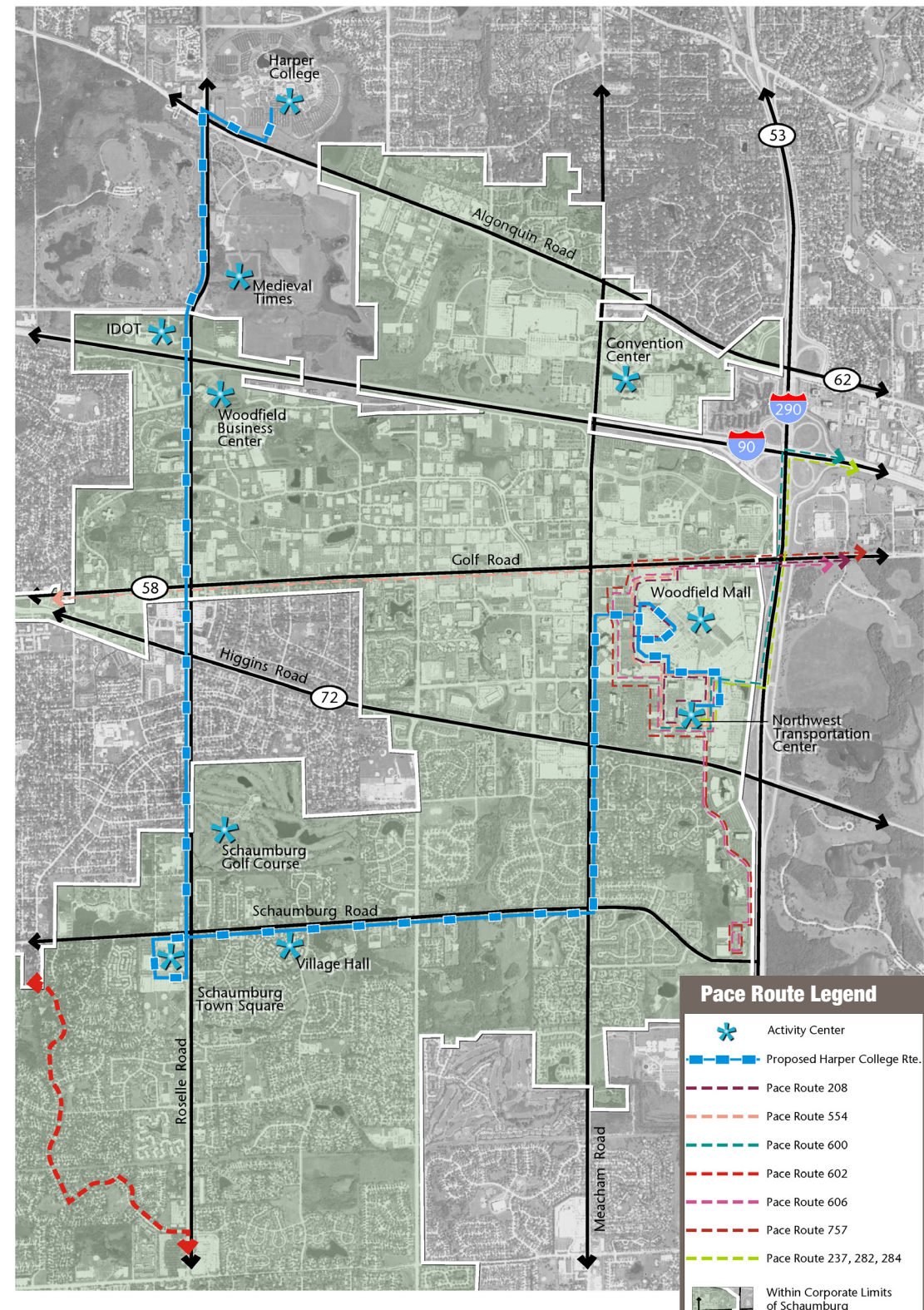


The Meacham Road Route Connects the Alexian Brothers Medical Center (topmost) to the Pace Northwest Transportation Center. The Harper College Route Connects the Harper College Campus (above) to the Pace Northwest Transportation Center (shown below).





Potential Meacham Road Route



Potential Harper College Route



South Schaumburg Call-n-Ride

A call-n-ride zone roughly bounded by Schaumburg Road and Higgins Road on the north, Elgin – O’Hare Expressway on the south, Plum Grove Road and Martingale Road on the east and Walnut Lane on the west is proposed for consideration. The proposed call-n-ride zone encompasses approximately 8.7 square miles.

To reserve a trip, passengers will call the driver’s cell phone. Passengers may call at least one hour in advance for same day service or may schedule trips up to 24 hours in advance. When reserving a trip, passengers will provide their name, date of travel, pick-up location, destination, and desired arrival time. The driver will inform the passenger of an expected pick-up time. Passengers will need to be ready at least 10 minutes prior to their scheduled pick-up time. The driver may not wait for passengers that are not ready so as to ensure the service is reliable for other passengers. The driver is responsible for determining the most efficient routing for the passengers.

Passengers with a recurring trip (same days and times) may be able to schedule a subscription trip. These trips are arranged at the same time and day for an extended period of time. This allows regular users to ride the service without being required to call/schedule a new trip each day.

Establishment of timed transfers between the Call-n-Ride and other transit services is recommended at Town Square. The vehicle would be scheduled to provide timed connections with the Schaumburg Road Route and Harper College Route. Transferring to the Harper College Route allows passengers to travel to the Northwest Transportation Center³. At Town Square, passengers will be able to board the vehicle without a reservation.

The recommended Call-n-Ride service area is a lower-density, higher income portion of the Village. This type of land use is often better served by a demand response service design rather than a fixed-route service design. The smaller geographic service area allows for timed connections at Town Square where customers can transfer to the Schaumburg Road and Harper College routes.

³ It may be possible to establish the NWTC as a pick-up/drop-off point outside of the service area zone. This may allow passengers to reach the NWTC without transferring to another vehicle. Single seat trips are typically preferred by customers over having to transfer vehicles.

Operating Characteristics	
Span of Service	Weekdays: 6:00 a.m. – 8:00 p.m. Saturdays: 8:00 a.m. – 8:00 p.m.
Frequency of Service	Every 60 minutes at timed transfer location at Town Square
Vehicles Needed	1
Estimated Annual Operating Hours	4,200 hours
Estimated Annual Operating Cost	\$231,000 - \$315,000

Call-n-Ride service is a newer service design that Pace first operated in Will County in November 2008 and expanded to Lake County in November of 2009. The Village should work with Pace to apply any lessons learned with these services to the potential service in Schaumburg.

Prior to implementation of the South Schaumburg Call-n-Ride, the Village will need to work with Pace to identify and secure funding sources for the services operational costs.

Pace’s Call-n-Ride Service

In 2008, Pace launched its first ever Call-n-Ride program in West Joliet and its second, dubbed the Round Lake Area Call-n-Ride, at the end of 2009. This innovative new approach to local public transit service is a reservation-based, curb-to-curb service that picks up riders and takes them anywhere within a designated geographic service area. This service differs from other curb-to-curb service like Dial-a-Ride and ADA Paratransit service because it is open to the general public.



Riders can travel to many destinations, including work, school, shopping, medical offices or to other Pace routes as long as these destinations are within the geographic boundaries of the service area. Riders travel on a small, wheelchair-accessible Call-n-Ride bus. The vehicle is recognizable with its large green phone number and “phone on wheels” logo (see photo to the right). Trip reservations are granted on a first come, first served basis.

Call-n-Ride is a service that operates in addition to existing transportation services. The difference between a Call-n-Ride and Dial-a-Ride is that Call-n-Ride is open to anyone, the hours of service are different, and Call-n-Ride reservations can be made on the same day. Service boundaries and fares are also different.

Fixed Route Coordination with DART /Taxi Subsidy Program

The fixed route services proposed as part of this assessment operate in the same area as the DART and/or the taxi subsidy program, as a result it is anticipated that ridership on these services may decrease as customers transition to the proposed new fixed route services. Customers are likely to switch to the new fixed routes to benefit from lower fares and the ability to avoid having to prearrange their trips. Customers may also be encouraged to switch by increasing DART fares or decreasing the taxi subsidy. With increased fixed route coverage in Schaumburg, it may possible to modify the eligibility of the DART or taxi subsidy to focus only on seniors and persons with disabilities.

Coordinating between enhanced fixed-route service and DART may allow for DART resources to be reallocated and/or the provision of expanded service, including:

- Late evening weekday service
- Reducing the call in advance time to 60 minutes.
- Expand the hours of service on Saturday
- Operate on Sunday

It is likely that DART can provide these service expansions more cost effectively than the proposed fixed route service.

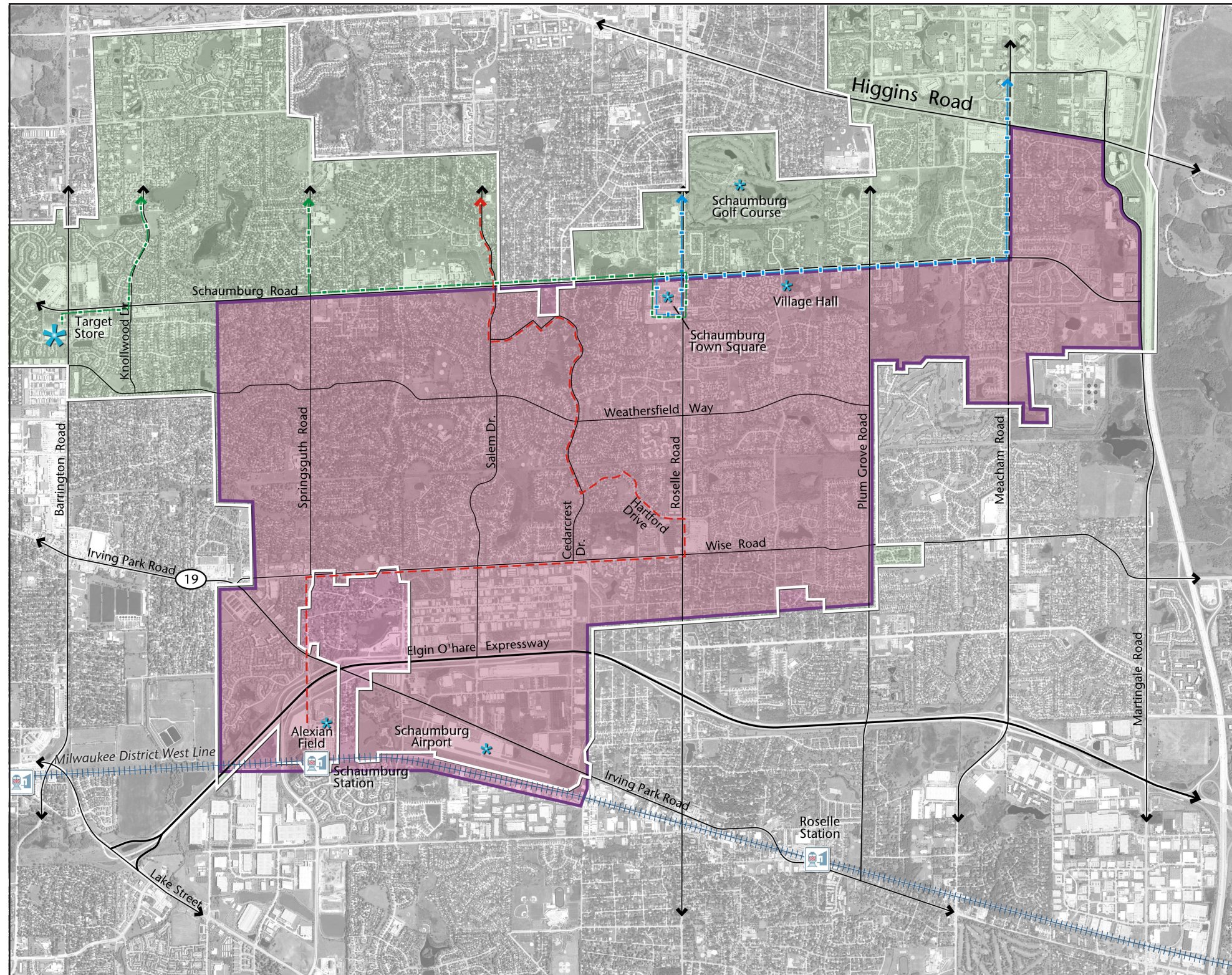
DART will remain responsible for providing the federally mandated Americans with Disabilities complementary paratransit⁴ service that must be provided within three-quarters of a mile of the any fixed route service and during the same hours of operation as the fixed route service.

Coordination with Pace

The fixed routes proposed in this assignment are currently served in part by Pace Routes 554 and 696. Implementation of the proposed Schaumburg fixed-routes may allow Pace to modify or restructure these existing routes. Route 554 could be modified to end at St. Alexius Medical Center and eliminate travel to the Northwest Transportation Center. A timed connection to the proposed Golf Road Route could be made at St. Alexius. Route 696 could be modified to end at the Northwest Transportation Center and eliminate travel to Harper College. The Village should work with Pace to make sure that any savings from these service reductions are reinvested into the proposed Schaumburg services.

⁴ Complementary paratransit is specialized demand response service provided for people who cannot use fixed route transit due to a disability, meeting specific comparability requirements as established by the ADA Act. The service is called complementary because it complements fixed-route service by providing additional service need to make the entire system usable by people with disabilities.





Potential South Schaumburg Call-n-Ride Service



Commuter Services

Commuters are and will remain an important transit market within Schaumburg. Attracting and retaining the highest quality employees is a delicate balance between available employment opportunities, quality of life within the community, multi-modal accessibility options to get to and from those jobs. To help achieve and maintain this balance a series of commuter oriented transit enhancements have been identified.

The residential services proposed in the previous section begin to address a portion of the travel needs of Schaumburg area commuters. For example, the Meacham Road route is designed to serve Zurich American Insurance Group and the new restaurants and hotels along American Lane and National Parkway. The Golf Road route serves Woodfield Mall and the “big box” retailers along Golf Road. However, these routes do not meet all of the travel needs of Village commuters. Many commuters use regional services provided by Pace and Metra to arrive in Schaumburg. Once they arrive in Schaumburg, they require a convenient and reliable connection to their final employment, shopping, or recreational destination.

Inconvenient, unreliable, and/or missing connections from the Northwest Transportation Center to Woodfield area destinations may have contributed to the lack of success of Pace Route 655 Bolingbrook – Schaumburg. When the Route 655 bus arrived at the Northwest Transportation Center in the morning, few options existed for riders to travel from the Northwest Transportation Center to their place of employment or desired destination.

To begin to address these issues, three services are proposed for consideration of commuters traveling to Schaumburg. These service options include:

1. Restoration of Woodfield Trolley to daily service with earlier weekday hours
2. Reverse commute service from Milwaukee District- West Line Schaumburg Station to the Woodfield area
3. Midday Pace Route 606 to Woodfield Corporate Center

Restoration of Woodfield Trolley Service with Earlier Weekday Hours

The Woodfield Trolley provides an important circulator option for commuters arriving in the Woodfield area by tour bus, Pace route, or DART service. Only providing Friday, Saturday, and Sunday service limits the travel options for commuters who are not tourists. The Village should consider restoration of daily service on the Woodfield Trolley year round with weekday service beginning at 10:30 a.m.

As noted on the Village’s website, 75% of the Trolley’s ridership occurred between January and October. This indicates that there is demand for this circulator all year round.

In addition to restoration of daily trolley service, earlier weekday service is also recommended to provide an additional travel option during the midday (e.g. lunch time) timeframe.

Operating Characteristics	
Span of Service	Weekdays: 10:30 a.m. – 8:00 p.m. Saturdays: 10:00 a.m. – 9:00 p.m. (existing) Sundays: 11:00 a.m. – 6:00 p.m. (existing)
Frequency of Service	Every 28 -34 minutes
Vehicles Needed	2
Estimated Additional Annual Operating Hours	4,100 hours
Estimated Additional Annual Operating Cost	\$328,000 - \$410,000

Prior to restoration/implementation of the Trolley Service enhancements, funding sources will need to be identified and secured. Given that the trolley operates exclusively within Schaumburg, the Village may bear the majority of the associated costs for the service restoration/expansion.

The Village should work with Pace to evaluate innovative and creative revenue generating options to fund the service. This may include but is not limited to public/private partnerships as well as corporate sponsorship and advertising alternatives. These options may include but are not limited to the use of more fuel efficient vehicles (other than actual trolley) and/or wrapping the vehicles as a means to provide advertising spaces that may be marketed to businesses to generate a revenue stream for the service. The Village may consider undertaking an additional cost benefit analysis of the various cost savings/ revenue source alternatives to refine its decision making regarding future trolley service enhancements.

The Village should also monitor retail spending in the Woodfield area for signs of growth. While the amount of retail spending does not necessarily directly correlate with ridership (the same number of passengers can spend more or less depending on their available resources), increased retail spending would likely contribute to the potential increase in trolley ridership.

Reverse Commute Service from Metra Milwaukee District – West Line

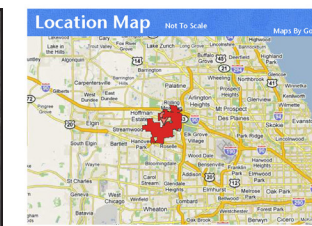
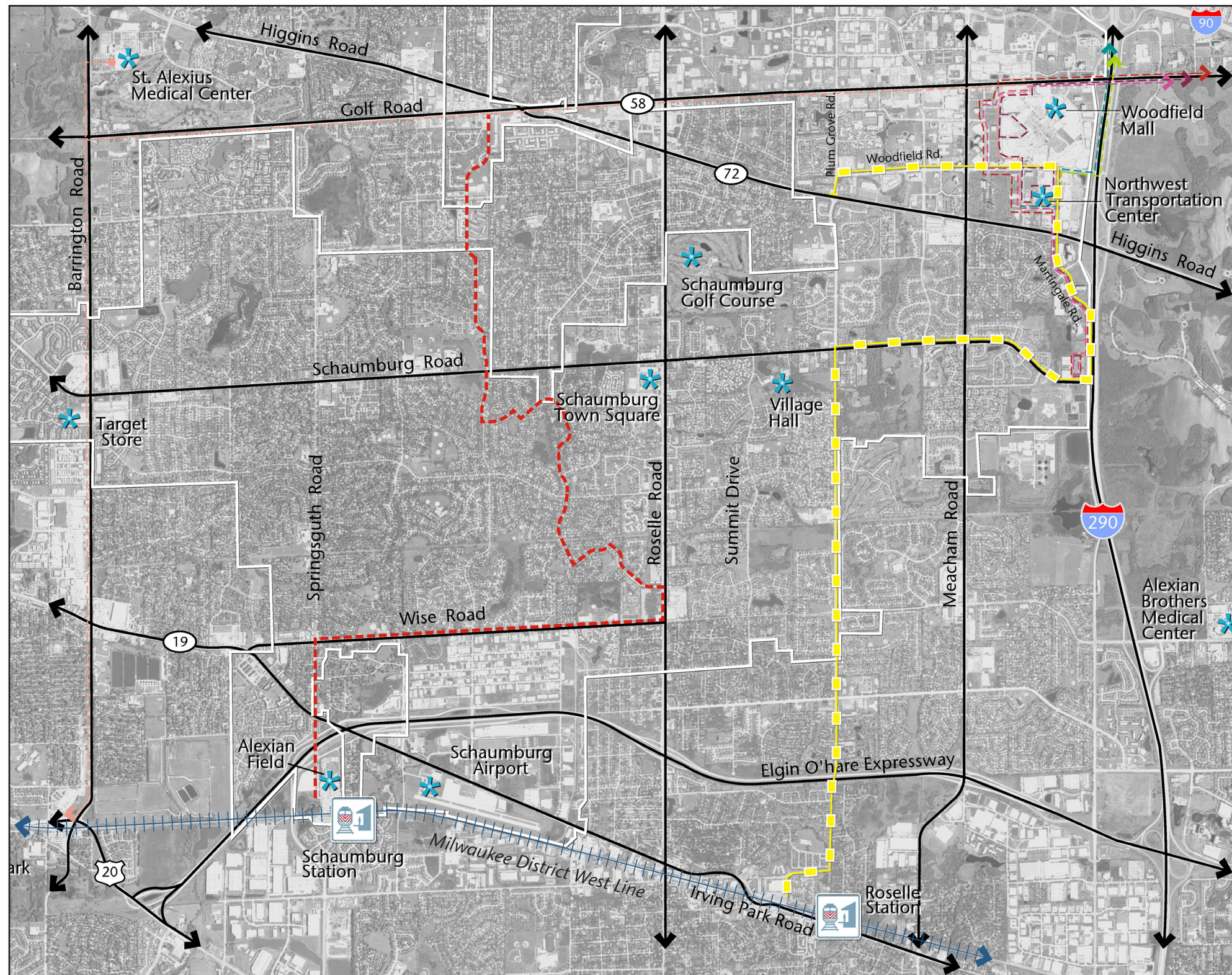
To increase connectivity and convenience to/from the Roselle Metra Station, consideration should be given to Reverse Commute Service from Metra Milwaukee District – West Line to major employment centers in eastern Schaumburg. The bus would depart the Roselle Station and travel on Rose Drive – Lawrence Avenue – Plum Grove Road – Schaumburg Road – Martingale Road – Woodfield Road – Plum Grove Road – and end at Higgins Road. The service may be provided on weekdays during peak AM (e.g. 6:35 a.m. - 8:40 a.m.) and PM (e.g. 3:50 p.m. - 6:30 p.m.) commuting hours.

The proposed Reverse Commuter Service is designed to provide access to local jobs by allowing employees who live along the Metra Milwaukee District - West Line to more conveniently use public transportation to journey to work in Schaumburg. Ninety-three respondents to the 2008 Employee Transportation Survey indicated that they would probably or definitely use a fixed route service between their workplace and a Metra Milwaukee District- West Line Station.

Operating Characteristics	
Span of Service	Weekdays: 6:40 a.m. – 8:45 a.m. (connects to three trains from Elgin and three trains from Chicago) 3:45 p.m. – 6:30 p.m. (connects to three trains to Elgin and three trains to Chicago)
Frequency of Service	Approximately every 60 minutes to connect to trains
Vehicles Needed	2
Estimated Annual Operating Hours	1,200 hours
Estimated Annual Operating Cost	\$78,000 - \$90,000

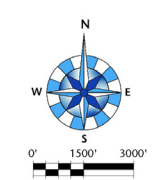
Funding sources for the proposed service will need to be identified prior to implementation. The Village should also monitor employment levels and occupied office space in the Woodfield area for signs of growth and their potential for corresponding increases in ridership from Milwaukee District- West Line commuters.





Legend

- Railroad
- Proposed Reverse Commute Service Route
- Pace Route 208
- Pace Route 554
- Pace Route 600
- Pace Route 602
- Pace Route 606
- Pace Route 757
- Pace Routes 237, 282, 284 Special Events Routes direct
- Schaumburg Cooperate Limits
- Commuter Rail Station
- Activity Center



Potential Reverse Commute Service from Metra Mid-West Line



Mid-Day Route 606 Service Expansion

Description

The Mid-Day Route 606 Service Expansion is proposed to extend Route 606 to/from the Northwest Transportation Center to the Woodfield Corporate Center between 9:30 a.m. and 3:00 p.m. Route 606 currently serves Woodfield Corporate Center only during the morning and evening rush hours.

The proposed Route 606 expansion would provide additional service to the numerous large office complexes just south of Woodfield Mall. A mid-day connection may allow employees in these complexes to leave their car at work when going to Woodfield Mall, Streets of Woodfield, or other Woodfield area restaurants and stores during their lunch break. Expanded service may also allow access/circulation options for employees and/or visitors travelling during atypical work hours. This service would restore a portion of the service that was eliminated with the reduction of the Lunchtime Shopper Shuttle. The shuttle provided approximately 40,000 rides per year before its elimination in May 2009.

Operating Characteristics	
Span of Service	Weekdays: 9:30 a.m. – 3:00 p.m.
Frequency of Service	Every 30 minutes
Vehicles Needed	1
Estimated Additional Annual Operating Hours	1,400 hours
Estimated Additional Annual Operating Cost	\$112,000 - \$140,000

The Village will need to identify funding source(s) prior to implementation of the proposed mid-day Route 606 expansion. The Village should work with Woodfield Mall and Streets of Woodfield to form a public/private funding partnership similar to the previously subsidized Lunchtime Shopper Shuttle. The Village should also monitor employment levels and occupied office space in the Woodfield area for signs of growth. Increasing employment will likely contribute to the success of the recommended service expansion.

Visitor Tourist Services & O'Hare Connection

The Schaumburg Woodfield Trolley is the only Village transit service designed primarily to serve area visitors/tourists. In addition to circulation in the Woodfield area, the need for an improved connection to O'Hare International Airport was also identified.

Woodfield Area

Circulation in the Woodfield area is currently provided by the Schaumburg Woodfield Trolley on Fridays, Saturdays, and Sundays. Operation of the Trolley is a partnership between the Village of Schaumburg and Pace. The Village of Schaumburg pays the operating cost of the service, (currently \$356,654.02) and Pace provides the necessary vehicles.

The Trolley's performance statistics as a fixed route service are marginal. Ridership on the Trolley has decreased approximately 13% in 2010 when compared to 2009 (likely due to the on-going recession). It is estimated that the subsidy per passenger may increase to approximately \$13.50 during 2010. This is more than the subsidy per passenger for existing DART service. The productivity (number of passengers per revenue hour) is estimated to be 7.5 in 2010, which is at the low end of the range of what is considered to be an acceptable productivity for this type of service.

The Village should consider ways to reduce the amount it is spending on the Trolley through one or a combination of the following initiatives:

- partnering with Woodfield businesses to fund the Trolley;
- charging fares on the Trolley;
- directly contracting the operations of the service with a private provider; or
- changing to a less costly service design

Trolley Sponsorship

The Village may also work with Woodfield area business to find partners that may be willing to sponsor the Trolley. The Cleveland RTA has found exclusive contributors to partner with to reduce the cost of its two free downtown trolleys. All advertising on their trolleys (including exterior locations) is reserved for the contributor.

The Village has explored a similar partnering concept in the past, however Pace's current policies do not allow sponsorship contributions to be used to offset the operating cost. This is a policy Pace may consider changing. Pace is looking for communities to fund local services and many communities do not have funding for public transportation services. If communities are able to put together partnerships / sponsorships for service, Pace should consider allowing these funds to offset the Village's operating costs for said service.

Trolley Fares

Passenger responses collected as part of the surveys administered on the Trolley indicate a willingness to pay a small fare. Assuming a range of modest fare alternatives, the following table provides an estimate of potential revenue that could be generated based on ridership:

Fare	Estimated Fare Revenue	Estimated Subsidy per Passenger
\$0.25	\$6,500 - \$8,000	\$13.25
\$0.50	\$13,000 - \$15,500	\$13.00
\$1.00	\$26,000 - \$31,000	\$12.50

Direct Provider Contracting

The Village currently contracts with Pace to operate the Trolley. Pace then contracts with a private operator to provide the services. Part of the Village's agreement with Pace is that Pace provides the necessary vehicles. By directly contracting with a private operator, the Village may be able to reduce its overall cost through efficiencies provided in the competitive marketplace. Examples of these efficiencies may include smaller more fuel-efficient vehicles, reduced labor rates, and other cost savings. Direct contracting may increase the Village's administrative and operation support requirements.

Alternate Service Design

Finally, the Village may consider changing the Trolley to a Call-n-Ride demand response service. This type of service was previously described in the residential services section of this report. A significant difference between the residential Call-n-Ride and a Woodfield Call-n-Ride would be the need for a reduced reservation time. Tourist are not likely to be willing to call an hour before wanting to be picked-up. A more reasonable period would be 15 minutes. Even with a reduced reservation period it is likely that this service may only appeal to tourists staying at area hotels rather than tourists visiting Woodfield for shopping. Hotel guests are more accustomed to having to wait for a hotel shuttle, while shoppers are used to driving from shopping center to shopping center.

In order to achieve a shorter reservation period, additional vehicles may be required at peak periods along with a significantly compact geographic service area. The Call-n-Ride zone could be bounded by I-90 on the north, Higgins Road on the south, Highway 53 on the east, and National Parkway on the west.



There are issues to be considered with using a Call-n-Ride for Woodfield circulation:

- » Without vehicles circulating on a fixed route, the service will have limited visibility. Increased marketing may be required to make people aware of the Call-n-Ride service.
- » Using demand response to serve the Woodfield area is a “step back” from what prior studies have proposed. Fixed route circulators from Pace’s Northwest Transportation Center have been a key element of transportation plans where the concept is to bring people to the Northwest Transportation Center on regional routes and then allow them access their final destination on a local circulator.
- » It is possible that between Thanksgiving and New Year’s Day, demand for the Call-n-Ride may exceed its ridership capacity. The Village may need to consider continuing to operate a fixed route during the peak shopping time. An analysis of Call-n-Ride pick-up and drop-off locations may help determine an optimal route and ridership demand for any necessary fixed route service.

Operating Characteristics	
Span of Service	Fridays and Weekdays in December: 12:00 p.m. – 9:00 p.m. Saturdays: 10:00 a.m. – 9:00 p.m. Sundays: 11:00 a.m. – 6:00 p.m.
Frequency of Service	On Demand
Vehicles Needed	3 during peak periods / 2 during other times
Estimated Annual Operating Hours	4,250 hours
Estimated Annual Operating Cost	\$235,000 - \$320,000



Taxi cab line-up; similar to that found at O’Hare International Airport

O’Hare Connection

Transportation improvements between O’Hare International Airport and the Village of Schaumburg are desired. Historically, area hotels operated private shuttles to meet the connectivity needs of their guests to O’Hare airport. Overtime, these amenities have been reduced and/or eliminated due to cost and quality of service issues. The remaining options for tourists to have direct service from O’Hare to their hotel⁵ are to take a taxi or private car, use a shared ride shuttle such as Go Airport Express, or rent a car.

For visitors/tourists to O’Hare, the systems are difficult to understand. Taxi stands at the airport are reserved for taxis with City of Chicago medallions. While they can operate to the suburbs, they can charge twice the meter rate. This results in an \$80 taxi fare for a trip to Schaumburg. Suburban taxis charge a flat rate of \$32 - \$36 dollars to Schaumburg. Unfortunately, suburban taxis require their passengers to claim their baggage and then call dispatch to request a pick-up. The dispatcher then directs the passenger which door to exit and provides the number of the taxi that will pick them up. This creates confusion for most travelers. In addition, many of the suburban taxi companies use the word American in their name, further creating confusion for the passenger as to which company they want to contact.

Shared-ride airport shuttles can be a slightly less expensive option than a cab at approximately \$29. These services require advanced reservations which less experienced tourists may not realize. Car rentals, while available and convenient, are often very expensive at over \$60 per day. A rental car may be used only slightly while in Schaumburg and the high cost may not be justified, especially for short trips/visits.

Given this identified gap in tourist service, event organizers may contract with a private company to provide group transportation to/from O’Hare and the Village of Schaumburg.

Short-Term

Stakeholders have identified that there is an information/education issue with informing visitors and guests about how to use the transportation options from O’Hare to Schaumburg, especially in regards to taxis. Organizations such as the Convention and Visitor Bureau, Woodfield Convention Bureau, and Renaissance Center, are taking steps to better educate tourists and visitors and should continue this process. The Village may consider working with these organizations to standardize and enhance information on their respective web sites in regards to how travelers can access suburban taxis services via the existing kiosk locations. Another simple solution may be to develop and

⁵ It is possible to travel from O’Hare to Schaumburg on public transportation. The tourist would have to take the CTA Blue Line to Rosemont and transfer to Pace Route 606.

provide for distribution to visitors and guests a business card that has the phone number for one or more suburban taxi companies, the rate from O’Hare to Schaumburg, and instructions for arranging a ride. The Village may work with area taxi operators in its subsidized taxi program, to provide a small discount to visitors and tourists presenting this travel card when paying their fare.

The Village of Schaumburg may continue to support the development of other transit options for the region such as Bus Rapid Transit (BRT) along I-90 as well as along future extensions/connections of the Elgin-O’Hare Expressway.

Other Option Considerations

Consideration was given to the potential to create a partnership between the Village and the Convention and Visitor Bureau to support local shuttle service between the Village and O’Hare Airport. Potential partners for this type of service may include Woodfield area hotels and possibly Pace. While the service may have its potential benefits, they are limited in regards to the anticipated ridership being unable to off-setting the significant operational costs.

The shuttle would need to provide direct and frequent service for it to meet the needs of tourists and be successful. The vehicle may operate non-stop to Schaumburg and then serve the properties of the partnered businesses/organizations. A minimum frequency of 30 minutes is recommended. One of the difficulties serving O’Hare is the multiple terminals. It may be helpful to select a single boarding location such as O’Hare Airport Transit System (ATS) Kiss-N-Fly Station⁶. Passengers could then connect to the various terminals using the Airport Transit System.

Operating Characteristics	
Span of Service	Weekdays: 5:30 a.m. – 10:00 p.m. Weekends: 7:00 a.m. – 9:00 p.m.
Frequency of Service	Every 30 minutes
Vehicles Needed	3
Estimated Annual Operating Hours	5,720 hours
Estimated Annual Operating Cost	\$429,000

⁶ Once O’Hare’s western access is developed, consideration may be given to providing service exclusively to the west side of the airport.





transit funding options

Transit Funding Options

Funding is typically the largest barrier to implementing new transit services. In general, capital project funds are more readily available than are funds for operating expenses. This often creates a barrier to implementation because for bus based services, the capital expenses are not very large, yet the on-going nature of operating costs tend to be viewed as burdensome to municipal budgets. This will remain an on-going issue in regards to the service alternatives for the Village of Schaumburg. It is important to note that implementation of any transit service enhancement will not proceed until such time as a long term funding source can be identified and secured for the envisioned services. To assist in these efforts, descriptions of potential funding sources are listed below.

Schaumburg has long demonstrated a financial commitment to improving public transportation options within the Village. The Village funds DART, Route 554, Route 602 and the Woodfield Trolley. The Village has also historically put together successful partnerships with Pace, local businesses and organizations to fund its desired service. The willingness to fund transit service and ability to create and maintain partnerships will be important components in implementing new any services or service enhancements.

In the past, Pace has participated in applying for federal funds on behalf of communities and often times provided the local match required. Due to significant funding constraints, Pace is rethinking these policies and has indicated that in the foreseeable future they are not able to provide the local match for operating costs of new services. They also will not be applying for the funding on behalf of the municipality. Pace may be able to support local agencies by providing vehicles, technical and planning support for the new services. Subsequently, in order for new services to be implemented, it may fall to the Village to provide or find a sponsor for the local match, and solicit the appropriate funds to support the service.

CMAQ Congestion Mitigation and Air Quality Program

The Congestion Mitigation and Air Quality (CMAQ) Improvement Program is a federally funded program of surface transportation improvements authorized by the Safe, Accountable, Flexible, Efficient, Transportation Equity Act: A Legacy for Users (SAFETEA-LU) in 2005. CMAQ may fund up to 80% of projects that increase the use of public transportation systems. Generally, there are four broad categories of transit service-related projects or programs: transit system startup, transit transfer facilities, transit facility improvements, transit service and equipment.

There are several disadvantages of the CMAQ program that may limit its applicability. Although the CMAQ program can support new transit services as stated above, the CMAQ program for northeastern Illinois has historically consisted primarily of capital projects associated with vehicle procurement, and construction of installation of new transportation systems. CMAQ funds are limited to three years of start up operations. If a new bus service was put into place, a permanent funding source to fund future operations would need to be identified.

Job Access Reverse Commute / New Freedom (JARC/NF) Program

The Job Access Reverse Commute (JARC) program is a federally funded program that provides operating and capital assistance for transportation services planned, designed, and carried out to meet the transportation needs of eligible low-income individuals and of reverse commuters regardless of income. The New Freedom program provides new public transportation services and public transportation alternatives beyond those required by the Americans with Disabilities Act (ADA).

The Regional Transportation Authority (RTA) is the designated recipient of JARC funds and responsible for overseeing and administering the program in northeastern Illinois. Projects funded through this program advance the vision and goals of the RTA Strategic Plan by reducing transportation barriers and expanding mobility options available to persons with disabilities beyond the requirements of the ADA. Types of projects may include

- Fixed-route service oriented to reverse commuters and/or at times specific to access lower wage jobs
- Shuttle service to and from rail stations
- Services that go beyond what is minimally required by ADA

Private non-profit organizations, state or local government authorities, and public and private operators of public transportation in RTA's six-county service area are eligible to receive funds. Capital projects are funded 80% federal and 20% local match. Operating projects are funded 50% federal and 50% local match.

The proposed Call-n-Ride could potentially be eligible for JARC funding.

A difficulty pursuing JARC funding is it may be difficult to prove that the users of the new or expanded bus services are low income individuals. There is a one year limit on funds. If new bus service was put into place, a permanent funding source to fund future operations would need to be identified.



Utilization of Car Pool Lanes to Help Mitigate Congestion and Improve Air Quality



The following table is a summary of the known funding sources available for public transportation and their potential applicability.



Public Transportation Funding Sources:

Funding Program	Match Split Program/ Local	Use	Applicability	Comments
CMAQ (Congestion Mitigation and Air Quality)	80/20	<ol style="list-style-type: none"> 1. Transit Services: <ul style="list-style-type: none"> » Transit System Startup » Transit Transfer Facilities » Transit Facility Improvements » Transit Service and Equipment 2. Commuter Parking Facilities 3. Bicycle and Pedestrian Facilities 4. Bicycle Education Programs 5. Connector Services 6. Reverse Commute Services 	<ul style="list-style-type: none"> • Harper College Route • Golf Road Route • Meacham Road Route • Schaumburg Road Route • South Schaumburg C-n-R 	<ul style="list-style-type: none"> • Historically, the CMAQ program in northeastern Illinois has been used only for capital projects so most of the service improvements on this list would not secure funds • CMAQ funds limited to three years of start up operations; other funding sources beyond three years would need to be secured
JARC (Job Access and Reverse Commute)	80/20 (capital) 50/50 (operating)	Transit for low income individuals to get to job sites; includes reverse commute service, late night service; addition of bike racks at transit centers, and service expansion	<ul style="list-style-type: none"> • Meacham Road Route • Reverse Commute Route 	<ul style="list-style-type: none"> • Difficult to prove new services would be used by low income individuals • JARC funds may only be allocated for one year; would need to secure additional funding beyond one year





branding & communications

Overview

Clear and concise delivery of the intended message to the target audience, whether it is achieved through illustrative graphics, the use of text, or some combination of both is the cornerstone of any effective branding and communications strategy. The Village of Schaumburg has worked to achieve this objective through the development and extensive use and distribution of its recognized “heraldic rose”. While this logo is clearly recognized as the symbol of the Village of Schaumburg as a whole, it has not been effectively used or correlated to transit services within and throughout the Village. This shortcoming is further complicated by the multiple transit services operating within the Village (e.g. Pace, Village Trolley, DART, others). Each of these systems utilizes and promote their independent and unrelated brand which presents a perception of disconnection between the various services. Existing and/or potential riders are left to wonder about the inter-connectivity and transferability between the various systems and as a result may be less likely to utilize one or more portions of the transit system.

To overcome these issues it is important that a unified brand and communication approach be undertaken by the Village in relation of transit services. To begin this effort, the Village’s existing transit related branding and communications efforts have been reviewed and preliminary alternatives to enhance those efforts have been identified. The identified preliminary alternatives are not intended to represent the final “brand” or “communication strategy” for the Village’s transit services but rather to identify the opportunities and key components that will need to be further developed by the Village as part of its on-going transit system enhancement initiatives.



Collage of Existing Public Transportation Options in Schaumburg

Existing Program

Village Logo & Graphics

The Village of Schaumburg has an historic “S” logo illustratively composed of willow leaves, surrounded by a five-petal heraldic rose recalling the German ancestry of Schaumburg’s earliest residents. The rose represents the Village theme “Progress Through Thoughtful Planning” which maintains a continuous balance between its people, nature, business, and industry.

In addition, the Village logo, the logos of the park district, library system, Woodfield and other organizations and services, each with its own distinctive identity are also used extensively within the Village’s promotional activities. This divergent set of logos lacked perceived visual interrelationship, so while attractive in among themselves, the sense of the “Village of Schaumburg” is lost.

Promotional Materials

The existing Schaumburg transportation services branding and communications program includes:

- Village web site information and links to Pace, RTA, and Metra
- One page flyer describing all services
- Individual brochures and freestanding signs for the Woodfield Trolley, Dial-a-Ride-Transportation (DART), Pace bus, and seniors/disabled persons services.

Using these pieces, the Village routinely conducts information sessions upon request by residents and business owners and is present at various public festivals and events to promote the Schaumburg transit options. The Village does not utilize billboards, print advertisements, radio/TV or other communications media in relation to promoting the Village transit system.

Generally, a potential rider will need to assemble all of the various information pieces to be able to effectively plan his/her trip. The RTA Trip Planner is useful for access and connections beyond Schaumburg but still requires a more local understanding of Schaumburg services. This is typically discouraging for persons not accustomed to transportation other than in a private vehicle.

Village Identity



VILLAGE OF SCHAUMBURG

logo with text



logo only



public service logo



Village website

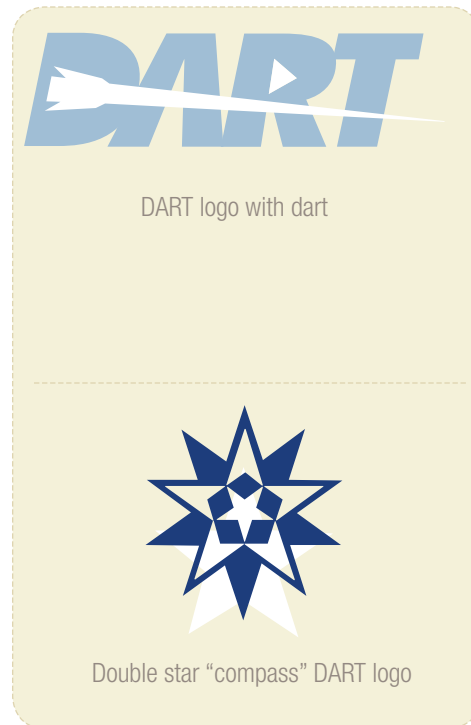


Dial-A-Ride Transportation

Schaumburg operates the DART service with vehicles provided by Pace with a Pace logo and graphics. The DART logo(s) is not evident on vehicles and appears only in the services print and web promotional materials. The arrow in the word DART conveys the sense of movement, direction and purpose appropriate for a demand response service, but does not possess any relationship to the Village of Schaumburg.

Another double star “compass” logo also appears in DART promotional materials and also conveys the sense of movement, direction and destination, but similarly does not relate to the recognized Village of Schaumburg brand.

Neither of these logos are utilized on the DART service vehicles in Schaumburg which have the standard Pace markings, missing the opportunity to visually and perceptually link this to the Village of Schaumburg. Since Schaumburg is operating the Dial-a-Ride service (instead of Pace),



Schaumburg does have the option to utilize any accessible vehicle for this purpose. For example, accessible vans in a trolley style are available for purchase or lease from other organizations. An advantage of considering a trolley-style vehicle for the Dial-a-Ride service is that the “Schaumburg Trolley” is already well known within the Woodfield area and if the trolley service was extended for either fixed routes or curb-to-curb pickups, the attractiveness and visual understanding provided by the Trolley would be extended to these new service areas within the Village. Trolley replica vehicles cost between \$140,000 and \$180,000 depending on options. The cost per hour for the service is estimated to range from \$80 - \$200 per service using an outside contractor. The cost per hour includes drivers’ salaries, fuel, maintenance, insurance, and overhead costs.



Example of an Accessible Trolley that is Wheelchair Accessible

Trolley Service

The Schaumburg trolley service within the Woodfield mixed-use area provides “park once ride all day” access for shoppers and visitors. The trolley runs between the major attractions of the Woodfield area and stops at the Northwest Transportation Center. The Woodfield trolley already is signed “Village of Schaumburg” conveying the sense that the trolley might offer service beyond the shopping center, as recommended previously.



Woodfield Trolley at the Transportation Center

Seniors / Disabled Persons Services

There are several different transportation services available to seniors and persons with disabilities throughout Schaumburg. Schaumburg residents are probably aware of these services but may confuse the Dial-a-Ride (DART) service as available only to seniors and persons with disabilities. This will be an important distinction to feature in a future branding and communications program.

Metra Train

Where Metra rail services are provided, the recognized Metra logo and train station guide signs for vehicles should be utilized in transit service promotional materials.



Metra Logo

Pace and Metra standard signage or logos are not utilized appropriately in the existing promotional materials thus adding some additional confusion about the identity of bus and train service providers.

Pace Bus

Where Pace services are indicated on transit service promotional materials, the Pace logo should be utilized, thereby simplifying wayfinding and reinforcing the Pace brand.



Pace Logo

Existing Pace Communications Program

Pace staff actively provide in-person outreach at fairs, events and public information sessions as well as upon request in the community. Pace utilizes print and signage, the Pace web site (including large print and visually-impaired systems), radio ads, and the on-board TV for advertising the call-n-ride service. The following methods are utilized where appropriate by Pace to market their services in other communities:

- Billboards/Mobile billboards
- Brochures and display container
- Business cards with route map
- Email blasts to subscribers
- Fixed signage at “time points”
- Information kiosk
- Laminated 8.5 x 11 poster
- Letters to potential customers/ groups
- Local ads
- Newsletters or articles
- Service area maps
- Shelter at circulator stops
- Staff uniforms
- Vehicle graphics

It is recommended that the Village of Schaumburg consider utilizing some of these communications, media and print strategies to cooperatively promote its various and inter-related transit services.



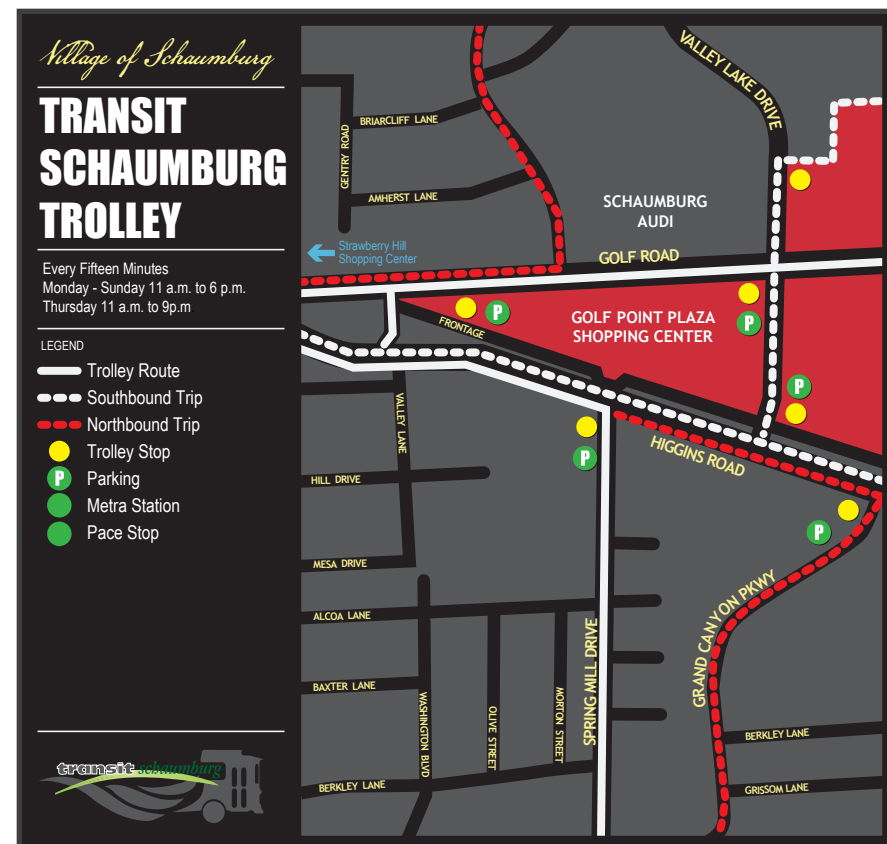
Dial-A-Ride Transportation (DART) Vehicle



Schaumburg Strategies for Branding and Communications

To meet the goals and objectives of Schaumburg's branding and communications program for transportation, there are several underlying strategies which are recommended:

- » Generate awareness of Schaumburg access and connectivity between various modes of transportation.
- » Unite all of the transportation services under a single identity and with one coordinated source of information.
- » Coordinate all of the graphics so that there is a visual relationship between transportation services and between the Village and these services
- » Focus on the 'green' aspects of connecting all points within Schaumburg with a network of transit choices.



Transit Route Map Detail Example

Options for a Coordinated Communications and Marketing Program

- » The Schaumburg transportation network should be marketed as an interconnected and accessible package of services to destinations and connections.
- » The website for the Schaumburg transit services should have naming which is easy to remember and linked to the Village home page, such as www.accessschaumburg.com
- » The information and reservation call number should ideally be an easy-to-remember number combination 888-123-4567, or spell the transit services tagline, such as: Your Driver (888-737-4837)
- » Fixed stops should be clearly identified at the most popular destinations with a distinctive sign and map; and ideally, a shelter and / or kiosk giving full information about all connecting Schaumburg transit services.
- » All Village-operated vehicles should have the same style, color and graphic palettes for ease of recognition. For example, the Dial-a-Ride vehicles could be accessible trolleys.
- » Real time messaging at fix route end points and/or subscription text messaging for regular customers should be provided.
- » Single, multiple ride, and monthly cards should exhibit the Schaumburg transit services logo and colors.
- » An easy to read and comprehend service area map is a key component to the branding and communications program. The map needs to show the boundaries of service within which any origin or destination is served, show "popular" destinations and show any key connecting Pace or Metra transit stops, as well as the Schaumburg bicycle trails and walkways.
- » Human resources managers, commercial property managers, apartment managers, condo associations, and hotel concierges should be given informational materials on availability of public transit services.



Real Time Text Messaging for Regular Customers

Communications Team: Schaumburg staff should continue to provide or contract for in-person outreach at fairs and events, and public information sessions upon request in the community.

Media: Schaumburg should utilize print and signage, a web site (including large print and visually-impaired systems), radio ads, and the on-board TV for advertising the transit services.

Print and Signage: The following items should be considered, designed, and utilized to market the Schaumburg's transit services:

- Laminated 8.5 x 11 posters
- Brochures and display containers
- Shelters
- Information kiosks
- Banners
- Staff uniforms and other products
- Vehicle graphics
- Business cards with route map
- Email blasts to Village transit subscribers
- Transit signage at stops
- Local advertisement
- Door-hangers
- Newsletters and transit-oriented articles in local publications
- Service area maps



Example of Advertising Banner with Branding Identity and Contact Information



Schaumburg Transit Identity

The network of Schaumburg transit services needs a name, a logo, and possibly a tagline to be the foundation of the branding and communications program for the Village transit service.

The Schaumburg transit services should be different from Pace and Metra services, and distinctly different from other transportation services coming into and out of the Village of Schaumburg.

Ideally, it should have an easy-to-remember name, much like DART but signifying the entire network of services, and an easy-to-remember logo for visual distinction.

Words and themes that are relevant to Schaumburg are identified as alternative concepts for the network of Schaumburg services. These may include:

- Use of “Schaumburg” or “Village”
- Use of the words “access”, “connections”, “destinations”
- Use of the words: “all”, “anyone”, “anytime”, “anywhere”

Other combinations of these words could convey the sense that Schaumburg offers a network of transit services, such as:

- Access Schaumburg
- Connect Schaumburg
- Destination Schaumburg
- Go Schaumburg
- Ride Schaumburg
- Transit Schaumburg
- Transport Schaumburg

Or, an acronym, such as:

- SMART (*Schaumburg Municipal Area Rapid Transit*)
- STRIDER (*Schaumburg Transit Riders*)
- SNAP (*Schaumburg Network of Access Points*)
- RIDES (*Ride Schaumburg*)

A tagline for advertising may also be desirable. Greyhound once had “leave the driving to us” as their tagline. Yellow Pages had “let your fingers do the walking”. An easy-to-remember phrase may help in describing the Village’s transit services and could include some or all of these words:

- A transit network to serve you
- Connecting transit
- Connecting Schaumburg
- Getting you there
- Getting you where you want to go
- Going green while getting around
- Green connections in Schaumburg
- It’s a SNAP!
- Let us give you a lift
- Accessing Schaumburg
- Quick link
- Ride SMART
- Schaumburg connects you
- Servicing Schaumburg
- Serving Schaumburg one trip at a time
- We help you find the way
- Your destination; our service



Examples of Information Kiosks/Stops with Branding Logo and Route Maps



Example of Map Banner in Display Case at Transit Stop



Map Route Incorporated into Existing Bus Stop Bench



Logo:

Ideally, there would be one logo for all of the Schaumburg transportation services, instead of many different ones which is confusing to potential users. The logo should relate to Schaumburg and to reinforce that these access and connection services are provided by the Village.

Combinations of these elements may also yield a memorable, distinctive logo to express the Village's transit services.

Transit Service Identity



Various examples of "identity logos" and branding designs for the Schaumburg Transit Service incorporating and borrowing elements of the "heraldic" rose, willow leaf, compass, and arches.



Example of the Communications Graphics “Suite”:

“Brand” is the personality that identifies a product, service or company (name, term, sign, symbol, or design, or combination thereof) and how it relates to key constituencies, including customers, staff, partners, investors etc. The recognition and perception of a brand is highly influenced by its visual presentation. Effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction, such as specific fonts, colors, and graphic elements. At the core of every brand identity is a brand mark, or logo. The following is an illustration of a graphics “suite” that incorporates the “Transit Schaumburg Logo”. Schaumburg could employ this as a foundational piece of its branding and communications program.



Example of Transit System Brochure Highlighting Routes and Key Destinations



Examples of Various Forms of Branding Material to Build Support and Brand Recognition for the Transit System. This Includes:

- a) staff work shirts;
- b) casual attire;
- c) staff/driver and customer baseball caps;
- d) reusable grocery bags
- e) bike messenger bags
- f) Information post cards





implementation priorities

Developing the desired transit service alternatives for Schaumburg is the initial step in the evaluation process to enhance service within the community. To assist the Village, the following implementation priorities provide a description of the tasks, initiatives, and responsibilities of the Village and other agencies and organizations charged with moving the enhancements forward. Timeframes for each implementation priority have been established to allow progress of the initiatives to be tracked over time. Those noted as Immediate are suggested to occur within year 1; Short-Term are to occur in years 1-3; Long-Term have an anticipated timeframe of 3+ years.

Among the numerous stakeholders anticipated to be involved in the implementation of the various service enhancements include:

- » Village of Schaumburg, Pace, RTA, IDOT, and Metra who may assist with the design coordination and implementation of the potential transit enhancements.
- » Federal and state agencies providing funding for service infrastructure (e.g. vehicles, shelters, operators, etc.) as identified within the service alternatives.
- » The Village of Schaumburg who may assist in the overall coordination, planning, financing, and system guidance related to transit service delivery throughout the community.
- » Local businesses, institutions, property owners, and developers who may assist in financing and marketing of the various services.
- » The Schaumburg Business Association who may assist in providing marketing and promotional activities for the transit services, connect businesses with possible advertising opportunities linked to the various services, and encourage its members businesses to promote/recruit ridership via their employees, visitors, and patrons.
- » Residents, business owners and employees, and patrons who may assist by committing to use community transit services when visiting and patronizing businesses and institutions within the community.

The conditions and variables upon which the Transit Service Assessment is built, are by their nature fluid, and cannot always be accurately predicted. To ensure the assessment's assumptions, goals, objectives, and alternatives continue to be representative of the community, they should be periodically reevaluated. This reevaluation will allow necessary modifications and adjustments to the alternatives so it is kept current with the long-term vision and needs of Schaumburg. It is recommended that the alternatives be reviewed annually, with preparation and adoption of appropriate updates every three to five years.

To ensure the success of the Transit Service Assessment, the Village will have to overcome continually changing priorities, budgetary constraints, facilitation difficulties among the various public agencies and private interests impacting transit in the community. This is the challenge facing the Village of Schaumburg. It is a challenge that was welcomed by the Village when this assessment was commissioned. It is a challenge that the Village will overcome in continuing to provide the highest quality transit options and service for its residents, businesses, and visitors/patrons.



High Priority Initiatives:

Lower the Cost to Operate the Trolley

The Schaumburg Trolley provides a valuable and unique amenity within the community. While it is highly desired by the community the service has been identified to have a high cost per hour to operate. The Village should continue working cooperatively with Pace, similar to the fuel and maintenance reductions in 2011 to identify additional ways to lower the Village's portion of the operating costs and/or increase revenues through methods such as the use of a fare based service.

Priority, Timeframe, and Responsible Parties:

- Priority: High Priority
- Timeframe: Immediate Term
- Responsible Parties: Village of Schaumburg and Pace

Action Steps:

- Continue to negotiate reductions to the operating costs of the Trolley service with Pace. The negotiations should aim to identify an operational cost per hour for service that is operated by Pace that is competitive with an operational cost per hour for service that could be obtained from a private operator.
- Evaluate the potential fare and revenue streams that may be generated as a result of the negotiated operational cost reductions.

Educate Visitors and Tourists about Transportation Options to/from O'Hare Airport

To attract and retain visitors and tourists to the businesses and amenities in Schaumburg it is essential that accessibility between the Village and O'Hare Airport be highly convenient and easy to understand. While the ability to utilize of multi-modal alternatives to/from O'Hare is desired, understanding and ease of use of local taxis is critical. Existing regulations at O'Hare in regards to the staging of "city" versus "suburban" taxis creates significant confusion for visitors/tourists. Schaumburg should work with Woodfield area organizations, City of Chicago, and O'Hare Airport to develop a clear and concise access/circulation pamphlet which may be included and distributed as part of visitor and tourist promotional materials relating to the area.



Priority, Timeframe, and Responsible Parties:

- Priority: High Priority
- Timeframe: Immediate/Short Term
- Responsible Parties: Village of Schaumburg, Convention and Visitor Bureau, Woodfield Convention Bureau, and Renaissance Center

Action Steps:

- In cooperation with the Schaumburg Convention and Visitor Bureau, Woodfield Convention Bureau, and Renaissance Center, consider developing marketing and promotional materials for distribution to area visitors and tourists in regards to area transit and circulation alternatives.
- Coordinate with taxi operators in the subsidized taxi program to offer a “discount” to visitors and tourists traveling from O’Hare to the Village in exchange for promoting the taxi company name and phone number in the marketing and promotional materials included in information packets distributed to visitors and tourists.



O'Hare International Airport Terminal

Medium Priority Initiatives:

Establish a Schaumburg Road Route

By redirecting a portion of existing resources from the DART service, Schaumburg may consider implementing a new fixed route service along Schaumburg Road. The route would start at the Jewel Osco shopping center located at the southeast corner of Barrington Road and Schaumburg Road. The bus would operate on Schaumburg Road – Meacham Road – Higgins Road – Mall Drive – Perimeter Drive – and end at Woodfield Mall. The route would operate once an hour with Monday through Saturday service.

Priority, Timeframe, and Responsible Parties:

- Priority: Medium Priority
- Timeframe: Medium Term
- Responsible Parties: Village of Schaumburg and Pace

Action Steps:

- Evaluate the feasibility and support for converting one or more of the existing DART buses into a designated fixed route along Schaumburg Road.
- Finalize the operating characteristics of the new route to ensure its efficiency and cost effectiveness in comparison to the existing DART service.
- Evaluate a fare strategy for the route that may encourage people to choose to use the new fixed route bus instead of DART service.
- Create a marketing plan and promotional campaign to inform people of the availability and benefits provided by the new service as well as inform existing DART passengers of any potential modifications or alternations in relation to their trips.
- Start up the service and provide on-going monitoring whereby any appropriate service adjustments may be quickly made to address ridership demands.



Expand Mid-day Route 606 Service

To increase connectivity between the NWTC and Woodfield Corporate Center, consideration may be given to extending Route 606 between 9:30 a.m. and 3:00 p.m. which will provide additional service to the large office complexes just south of Woodfield Mall. A midday connection may allow employees in these complexes to leave their car at work when going to Woodfield, Streets of Woodfield, or other Woodfield area restaurants and stores during their lunch break. Additional service allows greater options for employees or visitors that do not work typical work shifts. This restores some of the service that was eliminated with the reduction of the Lunchtime Shopper Shuttles.

Priority, Timeframe, and Responsible Parties:

- Priority: Medium Priority
- Timeframe: Medium Term
- Responsible Parties: Village of Schaumburg and Pace

Action Steps:

- Schaumburg should work with Pace where appropriate to develop operating characteristics for an expanded Route 606 service.
- Pace should work to how much, if any additional cost may result from implementation of an expanded Route 606 service.
- Funding sources for operations must be identified prior to implementation of expanded services.
- Consideration should be given to forming a funding partnership for the proposed service between Woodfield Mall, Streets of Woodfield, and any beneficiary office complexes within the area.
- Schaumburg should monitor employment levels in the Woodfield area to identify positive growth trends which may increase the potential for success of expanded Route 606 service.
- Create a marketing plan and promotional campaign to inform people of the availability and benefits provided by the expanded Route 606 service.
- Start up the service and provide on-going monitoring whereby any appropriate service adjustments may be quickly made to address ridership demands.



Find Sponsors for the Trolley

Creative and innovative funding strategies for desired services such as the Woodfield Trolley will likely be required to ensure the long term viability of these amenities. In conjunction with the Village's efforts to negotiate with Pace to lower the operating costs for the Trolley service, Schaumburg may consider finding local beneficiaries of the Trolley to assist in sponsoring its operations. These efforts will need to be openly coordinated with Pace so as to modify where possible Pace's existing policy of prohibiting the application of sponsorship revenue directly to operational costs of the respective service.

Priority, Timeframe, and Responsible Parties:

- Priority: Medium Priority
- Timeframe: Medium Term
- Responsible Parties: Village of Schaumburg, Pace, Convention and Visitors Bureau, and Schaumburg Business Association

Action Steps:

- Work cooperatively with Pace to advocate for a change to their advertising policy to allow funds obtained through "transit sponsorship" of a service to be applied to the operating cost of that service. The Village may work with other municipalities to demonstrate the value of the policy change in regards to ridership enhancements and operating cost reductions.
- Prepare a list of businesses, institutions, attractions and property owners in the Woodfield area which currently or may in the future benefit from access/availability to the Trolley.
- Initiate discussions with the identified businesses, institutions, attractions and property owners to gage their interest/willingness to cooperatively assist in sponsorship of the Trolley. Few entities are willing to be the sole participant in any sponsorship efforts, but cooperative efforts reduce individual responsibility and generally increase overall participation interest and thereby funding availability.
- Create an active marketing plan and promotional campaign around the Trolley existing brand/identity to inform people of the availability and benefits provided by the Trolley.
- Execute mutually beneficial agreements between the identified businesses, institutions, attractions and property owners to financially sponsor Trolley operations. The agreements may be limited to one year commitments and clearly delineate the timelines, deliverables, responsibilities, and cost obligations of each of the respective parties.

Implement Local Fixed Route and Call-n-Ride Services

To meet the travel demands of current and anticipated future riders within the Village of Schaumburg, and remain an attractive destination from a transit accessibility perspective, implementation of "new and/or modified" transit services and routes may be appropriate within the Village. These services would build off of the foundation of the recommended Schaumburg Road route (short-term initiative). The Schaumburg Road route may be modified and three fixed-routes and one call-n-ride implemented to provide an enhanced local transit system. The proposed routes would be designed to meet and serve Pace's Northwest Transportation Center. Two routes would meet at Town Square. The services include:

- Modified Schaumburg Road Route
- Golf Road Route
- Meacham Road Route
- Harper College Route
- South Schaumburg Call-n-Ride

Priority, Timeframe, and Responsible Parties:

- Priority: Medium/Low Priority
- Timeframe: Long Term
- Responsible Parties: Village of Schaumburg and Pace

Action Steps:

- Schaumburg should work with Pace to determine the desired operational characteristics of the local fixed-route and call-n-ride services in the Village. The proposed services should be coordinated with existing Pace and DART services operating in the Village.
- Based on the identified operational characteristics, the Village and Pace should evaluate the operating and capital costs associated with the service options. This may include the ability and willingness of Pace to provide the necessary vehicles for service delivery.
- Utilizing the operational cost evaluations, implementation of the envisioned routes must be prioritized assuming that all services are unlikely to be implemented simultaneously.
- The Village should actively identify and apply for grants and other funding sources that may be used to pay for capital costs and operations for the envisioned services.
- For those services operating/benefiting multiple municipalities, Schaumburg may consider establishing "funding partnerships" to share the costs of operations between various beneficiaries.
- Start up the service and provide on-going monitoring whereby any appropriate service adjustments may be quickly made to address ridership demands.



The Streets of Woodfield



Woodfield Mall Shopping Center



Low Priority Initiatives:

Expand Trolley Service

The existing Trolley service within the Village of Schaumburg is seen as a unique and attractive amenity differentiating the Village and its economic generators from other locations within the metropolitan area. To further capitalize on the value of this amenity, once the operating cost have been reduced, the Village may consider alternatives to expanded the service to operating seven days a week along with earlier start times on weekdays. Expanded operations may enhance the utilization of this important service option for commuters arriving in the Woodfield area by tour bus, Pace route, or DART service.

Priority, Timeframe, and Responsible Parties:

- Priority: Low Priority
- Timeframe: Long Term
- Responsible Parties: Village of Schaumburg and Pace

Action Steps:

- Schaumburg may work with Pace to determine the desired operational characteristics of the expanded services and thereby identify the additional cost associated with expansion of the service.
- A cost-sharing funding strategy may be developed in conjunction with benefiting Village businesses and institutions thereby off-setting any additional operating costs that may result from expansion of the service.
- Create a marketing plan and promotional campaign to inform people of the availability and benefits provided by the expanded Trolley Service.

Expanded DART Service

Increasing access to key destinations within/adjacent to the Village of Schaumburg was identified as a highly desirable outcome of any transit service enhancements. Two of the key destinations identified during the assessment process included Harper College and St. Alexius Medical Center. Each of these destinations are located approximately three-quarters of a mile outside of the existing community DART service area. Given the generally close proximity, passengers are currently using DART service to get close access to these locations and choosing to walk the remaining distance between the service boundary and the College or Medical Center. The Village should consider working to expand direct access of DART service to the Harper College and St. Alexius Medical Center. To off-set any additional costs for the provision of the expanded service, financial agreements between DART, Village, and the institutions should be developed and executed between the respective parties.

Priority, Timeframe, and Responsible Parties:

- Priority: Low Priority
- Timeframe: Long Term
- Responsible Parties: Village of Schaumburg, Pace, Harper College, and St. Alexius Medical Center

Action Steps:

- Work with Pace to modify the DART service boundaries to allow for pick-up/drop-off at Harper College and St. Alexius Medical Center.
- Establish a policy requiring destinations that exist outside of Schaumburg's boundaries to enter into a financial agreement for service to off-set the costs of delivering the agreed upon services.
- Coordinate with Pace to determine any incremental changes to the operating costs of the services as a result of the inclusion of service to Harper College and St. Alexius.
- Execute an agreement with Harper College and St. Alexius to reimburse the Village of Schaumburg for the cost of expanding service to their respective locations.
- In cooperation with Harper College and St. Alexius Medical Center, develop marketing and promotional materials for the expanded service for distribution to existing and potential riders.



St. Alexius Medical Center



Harper College Campus



Trolley Outside Movie Theatre

