



County Farm Road **TRANSIT SERVICE STUDY**

December 2012

Acknowledgements

Thank you to everyone for participating in the planning process for the County Farm Road Transit Service Study. The success of this planning effort is made possible only through the concerted and sustained efforts, input, and insights of the residents, business and property owners, and representatives of the Villages of Hanover Park, Roselle, Bloomingdale, Winfield, Carol Stream, City of Wheaton, Regional Transportation Authority, Pace Suburban Bus, and Metra Commuter Rail.

Hanover Park Village Board:

- ✘ Rodney S. Craig, President
- ✘ William Cannon, Trustee
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- ✘ Jon Kunkel, Trustee
- ✘ Rick Roberts, Trustee
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- ✘ Eira Corral, Village Clerk



Transit Service Study Steering Committee:

- ✘ Robert Zimmerer, Village Planner - Village of Roselle
- ✘ Janice Herson, Planning & Development Coordinator - Village of Bloomingdale
- ✘ Christopher Oakley, Assistant to the Village Manager - Village of Carol Stream
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- ✘ James Kozik, Director of Planning and Economic Development - City of Wheaton
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- ✘ Patty Mangano, Regional Transportation Authority
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Public Transportation Agencies:

Representatives of the Regional Transportation Authority of Northeastern Illinois (RTA), Pace Suburban Bus, and Metra Commuter Rail.



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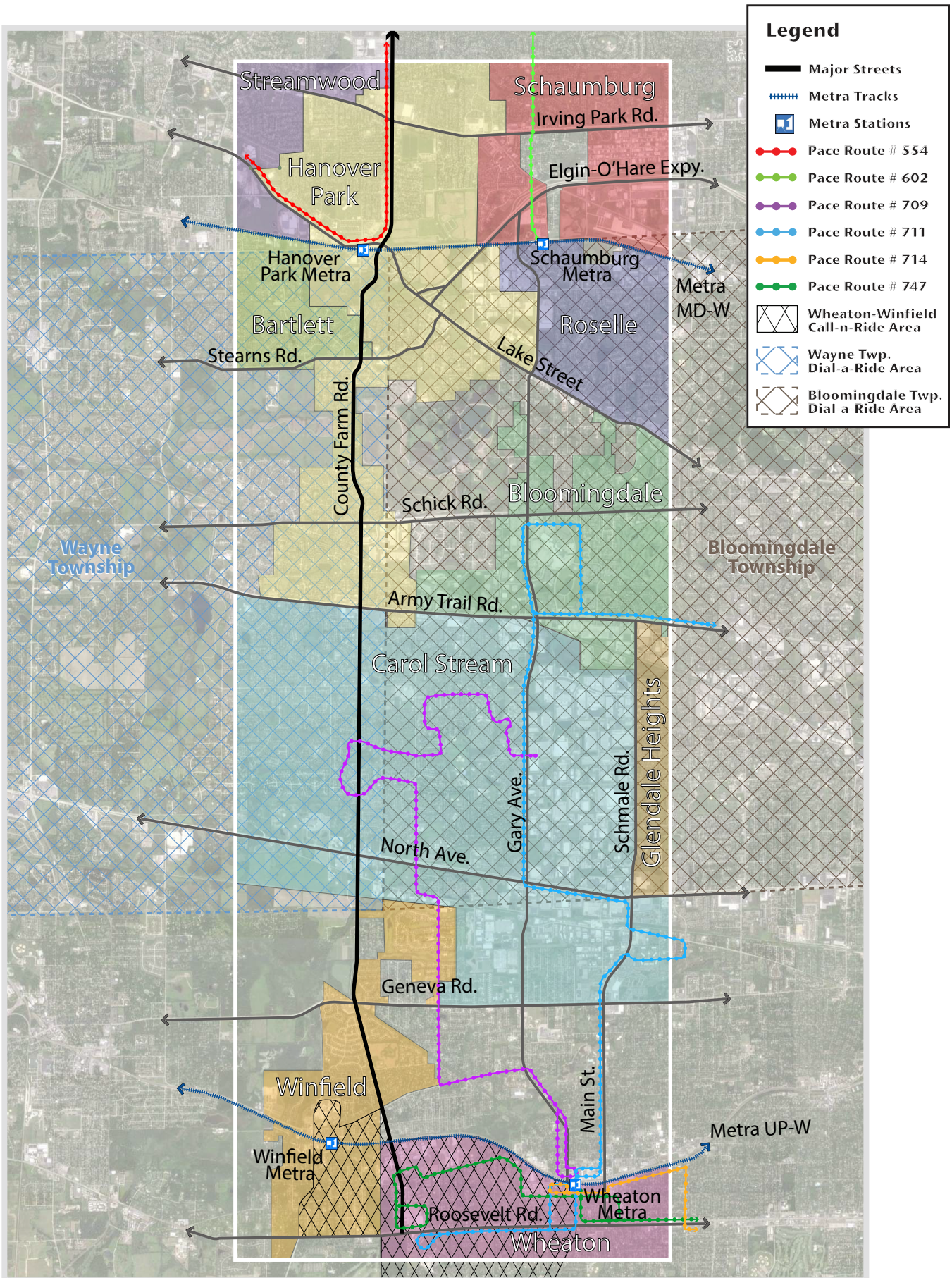
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1: Introduction

Purpose & Scope:

As some of the most desirable places to live in the Chicago metropolitan area, the Villages of Hanover Park, Roselle, Carol Stream, Bloomingdale, Winfield, and City of Wheaton offer their residents and visitors unique characteristics including a rich history, natural beauty, and a diversity of business opportunities. The County Farm Road corridor study area is well connected to the region by road (US 20, Elgin-O’Hare Expressway, Route 64, Route 38), and two Metra commuter rail lines, making it an attractive residential and business location. Pace service (Routes #554, #602, #709, #711, #714 and #747) in the area has been improving and expanding. The County Farm Road Transit Service Study builds from these existing assets while simultaneously maximizing the economic development and transit ridership potential within the stakeholder communities.

Anticipating the growing transit/transportation desires of the corridor communities, municipal officials have identified the need to enhance and coordinate their shared and respective transit options with a focused evaluation of potential bus transit service within the County Farm Road corridor study area.

Since the initiation of the County Farm Road Transit Service Study in early 2010, numerous changes to existing transit services and routes have been initiated by various agencies and organizations. These include but are not necessary limited to elimination of Pace Route 747, reconfiguration of Route 301, and additional scheduling of Route 554. Over the course of an extended study such as the County Farm Road Transit Service Study these types of changes are expected to occur. As a result of these modifications portions of the existing conditions findings are no longer representative of the conditions in existence at the beginning of the study. These various modifications have been considered and incorporated into recommendations of the Study beginning in Chapter 9: Potential Service Design Alternatives and thereon throughout the remainder of the plan.

The County Farm Road Transit Service Study outlines detailed transit recommendations based upon a thorough examination of the area’s existing transit services, resident and employee travel patterns, and their identified travel needs and desires. In particular, the Study focuses its efforts on significant residential and employment clusters, (i.e. industrial parks, commercial corridors, moderate to high density housing) to assess their potential ridership and mobility needs and enhance connectivity. The transit service alternatives identified allow for their incremental implementation over time and expansion based upon the overall success of the service and future corridor demand.



Process and Participants:

Representatives from the Villages of Hanover Park, Roselle, Carol Stream, Bloomingdale, Winfield, City of Wheaton, RTA, Pace, Metra, local institutions, and community stakeholders have participated in the development of the County Farm Road Transit Service Study. Through numerous Steering Committee interaction, one-on-one interviews, community surveying, and a series of stakeholder meetings and planning workshops, the municipalities and consultant team worked to engage, identify, and ensure that all issues, concerns, and desires are clearly defined and priorities recognized by all transit service beneficiaries.

The County Farm Road Transit Service Study has involved:

- ❑ identification and evaluation of the various activity nodes that exist within the corridor or may benefit from enhanced transit accessibility;
- ❑ evaluation of existing travel and mobility patterns within the corridor through a combination of available data and distribution of targeted transit surveys;
- ❑ meetings with key corridor businesses, institutions, and agency stakeholders to assess their needs, desires, and support of transit services within the area;
- ❑ meetings with municipal and Steering Committee representatives to review the assessment findings, test transit demand and service alternatives and implementation priorities; and
- ❑ presentation of the Transit Service Study for public review, input, and approval.

Goal & Objectives:

The goal of the County Farm Transit Service Study was to identify and develop transit service improvements that encourage, promote, and complement existing public transportation and mobility options within the corridor for residents, employees, patrons, and visitors. Under this goal the plan achieves a series of guiding objectives which include:

- ❑ Identifying the feasibility of new and/or modified transit service within the corridor.
- ❑ Highlighting the best route alternatives and service types to match the communities' growing needs.
- ❑ Outlining implementation priorities to ensure the success of the service.

These goals and objectives serve as the guiding principles under which the County Farm Road Transit Service Study has been conducted to ensure successful implementation of its recommended alternatives.

2

Background Data Review

Where We Started

In order to fully understand the transit issues and opportunities presented in the County Farm Road corridor, various documents and supporting materials were reviewed including existing transit services, local plans and codes, regional studies, and prior and ongoing projects and recommendations regarding transit services within the study area.

The documents reviewed include:

Comprehensive and Future Plans

- ❑ Village of Hanover Park 2010 Comprehensive Plan Update
- ❑ Village of Carol Stream Comprehensive Plan and Future Land Use Plan
- ❑ Village of Winfield General Development Plan Update
- ❑ Village of Winfield Riverwalk Comprehensive Plan
- ❑ City of Wheaton Comprehensive Plan Update
- ❑ Village of Bloomingdale Comprehensive Land Use Plan

Circulation and Transit Plans

- ❑ DuPage Area Transit Plan 2020
- ❑ Elgin O'Hare Western Bypass Study
- ❑ CMAP Strategic Regional Bicycle and Pedestrian System
- ❑ DuPage County Comprehensive Road Improvement Plan
- ❑ DuPage County 2007 Average Daily Traffic Update

Regional Studies

- ❑ Pace Vision 2020: Comprehensive Operating Plan Update
- ❑ Regional Transportation Strategic Plan (2007 – The Year of Decision)
- ❑ Proposal to Reduce Transportation System Congestion in Northeastern Illinois
- ❑ CMAP GO TO 2040 Plan
- ❑ Pace Development Guidelines

A summary overview of each of the above documents is provided on the following pages. The information collected from these sources and previous planning efforts has been used for reference purposes during development of the various transit service study alternatives.

Comprehensive and Future Plans

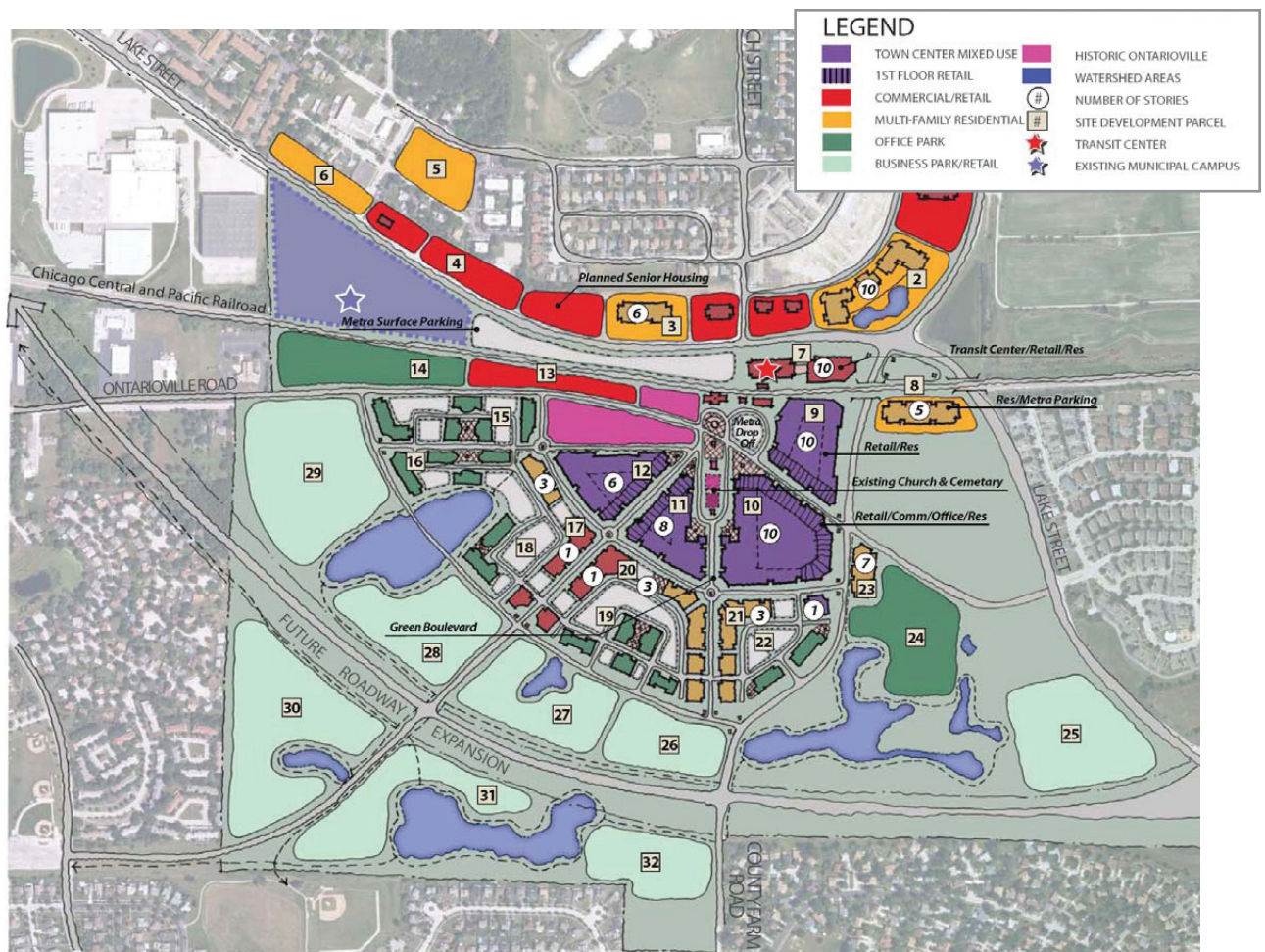
Village of Hanover Park Comprehensive Plan Update

In 2010, the Village of Hanover Park completed an update to their existing Comprehensive Plan. The Update identifies a series of common concerns and desires among stakeholders in regards to transit, circulation and non-motorized transportation. As expressed in the Comprehensive Plan Update, Hanover Park, with a population of approximately 38,500 residents, is underserved by alternative modes of transportation. Based on stakeholder interviews, the following specific issues were identified:

- ❑ Non-car transportation to the Hanover Park Metra station is limited with a single bus route (Pace Route #554) on the north side of the Village and very few, non-connected bicycle routes.
- ❑ Transportation options in Hanover Park are limited for non-drivers including younger residents, the handicapped, and senior citizens.
- ❑ Travel north and south through the community is only possible via County Farm Road/Barrington Road. This creates a very limited number of connectivity choices for residents and visitors and funnels all traffic onto this corridor.
- ❑ Dedicated bike lanes along County Farm Road/Barrington Road are non-existent, creating an unsafe and unwelcoming bicycle environment.
- ❑ There is a need for non-motorized transportation and new Pace bus route(s) along County Farm Road/Barrington Road and Pace bus route connections to regional retail/employment centers outside of the Village, including the Stratford Square Mall and DuPage County Government Center.

The Comprehensive Plan Update acknowledges the importance of County Farm Road as a major arterial connecting Hanover Park to the larger region, as a commercial corridor for local economic development, as a link between residential neighborhoods, and as a gateway to the Village from the surrounding municipalities. Furthermore, the Plan recognizes the Village Center, located near the intersection of Lake Street and County Farm Road, as a potential hub for multi-modal public transportation, and as a focus for higher-density mixed-use development.

A major goal of the Comprehensive Plan is to encourage inter-governmental and agency cooperation to enhance regional transportation access and circulation through the improvement of public transportation. The Plan states that the Village should continue to work with Pace to implement additional bus routes, particularly those that would connect the north and south sides of the Village via County Farm Road/Barrington Road, and provide a connection to other key retail/employment centers located outside of the Village within adjacent municipalities.



The Plan also makes the following recommendations for land use, development, and neighborhood improvements within the County Farm Road corridor:

- ❑ Enhance the appearance of all properties along County Farm Road/Barrington Road.
- ❑ Enhance the appearance of community gateways at the key intersections of Barrington Road/ Irving Park Road and County Farm Road/Army Trail Road.
- ❑ Seek creative ways to enhance the appearance and use of vacant properties and buildings in highly visible locations, especially those along Lake Street, County Farm Road/Barrington Road, and Irving Park Road.
- ❑ Promote higher-density residential development along Lake Street and Barrington Road.
- ❑ Promote higher-density residential/mixed-use development around the Hanover Park Metra station and emerging Village Center.
- ❑ Promote walking, biking, and other linkages among mixed-use districts, and encourage creative alternatives to public and private parking in these areas.
- ❑ Capitalize on the strategic location of the Village Center via development of the area surrounding the Hanover Park Metra station as a multi-model public transportation hub.

Village of Carol Stream Comprehensive Plan and Future Land Use Plan

The Village of Carol Stream's most recent Comprehensive Plan was prepared by DuPage County in the 1980s. Since that time, the Village has continued to periodically update its Future Land Use Plan. In January 2005, the Village approved the most current Future Land Use Plan which identifies the majority of the area adjacent to County Farm Road as low-density and medium density housing. Areas surrounding the intersections of County Farm Road / Army Trail Road and County Farm Road / North Avenue are designated for commercial development. These designations are generally consistent with the existing land use patterns along the corridor.



Village of Winfield General Development Plan Update

In 2000, the Village of Winfield hosted a Public Strategic Planning Session to examine the needs of area stakeholders and establish future goals for the Village. A top priority identified as part of the Strategic Planning Session was the need to update the Village's General Development Plan (adopted in 1994). In 2001, the Village completed preparation of the General Development Plan Update.

The planning issues specifically addressed by the Plan Update relate to municipal growth management: including annexation options, definition of the Village's planning jurisdiction, and boundary agreements with neighboring municipalities. The primary focus of the 2001 Plan Update is the recommended land use designation for eight (8) Key Development Areas, all of which were identified at the time as vacant or underutilized parcels.



Key Development Areas in and adjacent to the County Farm Road corridor include areas 1a, 1b, 2, 4, 7, and 8 (See General Development Plan Map for Key Development Areas). The majority of these key development areas are located at major intersections along County Farm Road. With the exception of Area 4, the desired Future Land Use for each of these areas is designated as General Commercial to capitalize on the visibility and traffic volumes at these locations. Area 4 is designated as Village Residential and is intended to promote development that is complementary within the historic Village Center.

Transportation issues are not specifically addressed by the General Development Plan Update, however, the Plan Update states that the proposed commercial land uses along County Farm Road could help to support the creation of Pace bus transit routes within the corridor.

Village of Winfield Riverwalk Plan

The Winfield Riverwalk Plan, created in 2007, illustrates the existing trail amenities of the Illinois Prairie Path - Elgin Spur and the Forest Preserve District Trail near the intersection of County Farm Road and Geneva Road. While the focus of the Plan is a new Riverwalk Trail, the Plan also includes recommendations for enhancements to the network of sidewalks, bikeways, and multi-use trails throughout the community. The Plan specifically recommends sidewalk improvements along both sides of County Farm Road from Geneva Road to the Union Pacific Railroad and similar improvements to both sides of Jewel Road from County Farm Road to the Town Center.



City of Wheaton Comprehensive Plan Update

In 1999, the City of Wheaton completed an update to the City's 1989 Comprehensive Plan. The Plan update shifted the municipal focus from growth management to the promotion of infill and redevelopment, enhancement of the City's commercial base, and expansion of civic and religious institutions. Primary areas designated for future change were identified as downtown Wheaton, the Roosevelt Road corridor, and several significant institutional areas.

The Plan Update presents an assessment of the current community demographics, land uses, economic and cultural conditions, and other planning issues which exist throughout the City. The primary transit-specific issue addressed by the Plan Update is recognition that the Wheaton Metra stops (downtown and College Avenue) were the most heavily used stations on the Metra UP-W rail line. Since the time of the document (1999), Metra has addressed this by completing design and construction of a new station building in downtown Wheaton and increasing commuter parking capacity at the College Avenue station. Other transportation issues identified by the Plan Update include the requirement of the provision of sidewalks along residential and arterial roads, downtown parking and circulation improvements, at-grade railroad crossings, streetscape and design improvements to North Main Street, pedestrian access enhancements to Roosevelt Road, and proposed additions to the local bicycle route network.

City of Bloomingdale Comprehensive Land Use Plan

The Comprehensive Land Use Plan, completed in 2010, represents a statement of the Village's character, goals, and identity. The Plan seeks to establish the Village as a high quality suburban environment with a diverse housing stock, ample commercial and retail destinations, and a solid business environment. The Plan focuses on supporting retail and business development within the Army Trail Road, Gary Avenue, and Lake Street corridors as well as surrounding the Stratford Square Mall which is identified by DuPage County as a "Super Regional Mall."

The Plan seeks to maintain a balanced network of pedestrian and vehicular thoroughfares that provides safe and efficient circulation, encourages land development where appropriate, and protects residential development from adverse traffic impacts. Specific transportation goals outlined in the Land Use Plan include:

- ✦ Minimizing the number of curb cuts provided for new development along Bloomingdale's major arterial and collector streets while encouraging cross access easements where possible to minimize the need for curb cuts.
- ✦ Recognizing that as the population of the Village ages, zoning standards may need to be adjusted to accommodate more persons with limited mobility.
- ✦ Requiring developers to provide for connection or extension of planned streets to adjacent undeveloped properties to create a balanced system and continuity of major arterial streets.
- ✦ Fostering improvements in public transportation by cooperating with other suburban communities and regional agencies in anticipating future needs and services, especially as they may relate to proving access to the Village's retail destinations.



Circulation and Transit Plans

DuPage Area Transit Plan 2020

The DuPage Area Transit Plan 2020 was completed in 2002 and is currently undergoing its first update. The Transit Plan states that an efficient and well-functioning transportation system is crucial to maintaining economic vitality and a high quality of life within DuPage County. The Transit Plan originated from the recognition that simply planning and constructing larger roads would not meet the area's future transportation needs and that a more comprehensive approach was necessary.

The Transit Plan classifies County Farm Road as a Connector Route which is intended to function in concert with Metra rail lines to provide connections between circulator areas and to facilitate cross-county travel. The Transit Plan recognizes that in order for a potential County Farm Road Pace bus route to function effectively and efficiently, significant capital investment to improve the pedestrian and roadway environment would be needed. Pull-out lanes, bus shelters, sidewalks and other pedestrian amenities are seen as critical elements to the overall success of a Pace bus route within this corridor. Additionally, flexible/demand response transit services are a method to serve underserved areas in the corridor.

DuPage Area Transit Plan 2020 - 2010 Update

An update to the Dupage Area Transit Plan 2020 was begun in 2010. This update represents the plans first revision since its adoption in 2002, and its primary purpose is to evaluate the overall progress of the initial study as well as the impacts of the long-term planning study for the I-290 Corridor Study, the Elgin-O'Hare Western Bypass, and O'Hare expansion on the DuPage transit system.

Within this study, the Elgin-O'Hare corridor is identified as a future transit corridor supported by tollway design elements which will connect future transit services in the Hanover Park-County Farm Road corridor. Additionally, this corridor also serves as a connector to the J-Line conceptual transit corridor connecting Elgin, Western O'Hare access, and Naperville. It will be important, for a wide-spread marketing effort to be utilized and coordinated with the County Farm Road Study in order to increase knowledge about the variety of transit services available to the county.

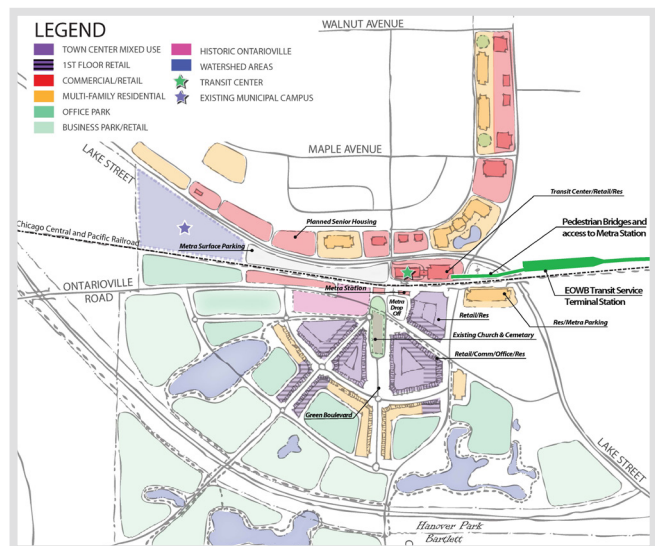
Elgin O'Hare Western Bypass Study | Illinois Department of Transportation (IDOT); Federal Highway Administration (FHWA) | 2007

In 2007 IDOT and FHWA initiated the Elgin O'Hare Western Bypass Study, a project designed to identify transportation solutions for the area just west of O'Hare Airport. The largest component of the project is an extension of the existing Elgin-O'Hare Expressway from its current terminus at I-290 to the west side of O'Hare Airport including a new roadway bypass around the airport. Plans to add capacity to the existing Elgin O'Hare Expressway are also included, as well as improvements to supporting roadways and transit, pedestrian, and bikeway improvements.

The study proposes a new transit system serving the full length of the Elgin-O'Hare Expressway. The centerpiece of this system is a high capacity transit service operating in a dedicated corridor from Hanover Park to the west side of O'Hare Airport. This is conceived of as either a light rail system or a Bus Rapid Transit (BRT) system, although initial phasing options do include express bus alternatives. Working with stakeholder communities including Hanover Park, station locations are planned as follows: O'Hare Airport, Wood Dale Road, Hamilton Lakes, IL Route 53, Roselle Road, Schaumburg Metra Station, and Hanover Park just east of the existing Metra Station.

Because the Elgin O'Hare expressway itself ends at Lake Street, an examination was undertaken to determine the best way to connect the transit corridor to Hanover Park. Eleven route/mode options were compared in terms of travel time, level of service, cost, consistency with Hanover Park's land use plans, and environmental impact.

The Elgin O'Hare Western Bypass study is now in its Tier Two analysis which consists of more detailed environmental and engineering studies. Final implementation of any of the improvements identified in the study is subject to the availability of funding.



Preferred Alternative Transit Connection to Hanover Park

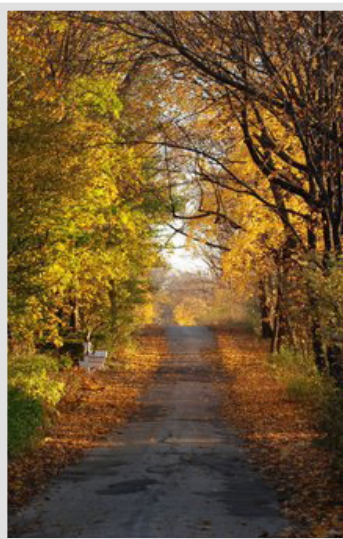
Strategic Regional Bicycle and Pedestrian System | CMAP; SharedPath 2030 Regional Transportation Plan for Northeastern Illinois; Chicago Area Transportation Study (CATS) | 2006

In 2006, the Chicago Metropolitan Agency for Planning (CMAP) gathered information regarding existing and planned bicycle routes from municipalities throughout northeast Illinois, and prepared a compiled regional bicycle system map. The map includes existing and proposed bicycle routes across the region.

The map shows relatively few planned or existing bicycle routes along the County Farm Road corridor as compared to other major north-south streets in the area, such as Bartlett Road and Bloomingdale Road. The following three sections of the County Farm Road corridor are identified as existing or planned bicycle routes:

- ❑ Walnut Avenue south to Lake Street (along Church Street) – Planned Sub-Regional/Council of Mayors Bike Route;
- ❑ Hanover Park Metra Station (Church Road) south to Stearns Road – Planned Local/Municipal Bike Route; and
- ❑ Great Western Trail south to Geneva Road – Existing County Bike Route and Planned Northeastern Illinois Greenways and Trails Route.

A number of existing and proposed major east-west bicycle routes intersect with County Farm Road, including a multi-use path through Hawk Hollow Forest Preserve (including a bridge connecting to Mallard Lake), Lies Road Trail, the Great Western Trail, and the Illinois Prairie Path. These connections provide the opportunity to link bicycle routes along County Farm Road with the greater regional bicycle network.



DuPage County Comprehensive Road Improvement Plan

DuPage County's 2005 Comprehensive Road Improvement Plan outlines how impact fees are distributed to various road improvement projects between the years 2005 and 2015. The Plan outlines the following within the County Farm Road corridor:

- ❑ County Farm Road is designated as a "Strategic Regional Arterial" by the Illinois Department of Transportation and the Chicago Area Transportation Study.
- ❑ County Farm Road is under the jurisdiction of the DuPage County Division of Transportation.
- ❑ County Farm Road from Schick Road to Lies Road is classified as "moderately congested."
- ❑ County Farm Road traffic, from Manchester to IL 38/Roosevelt Road, is projected to increase by 0.96% annually through 2015.
- ❑ Intersection improvements are recommended at County Farm Road and Schick Road.
- ❑ Roadway improvements are recommended on County Farm Road between Schick Road and Lies Road.
- ❑ Intersection improvements are recommended at Stearns Road and County Farm Road.
- ❑ Roadway improvements are recommended on County Farm Road from the Union Pacific Railroad to Roosevelt Road.
- ❑ Roadway improvements are recommended on County Farm Road from Stearns Road to Lies Road.

DuPage County 2007 Average Daily Traffic Update

DuPage County Division of Transportation's daily traffic map for 2007 shows average daily traffic counts based on data from more than 50 count stations. The map includes data for a number of major roads within the corridor study area from the years 2004 - 2007. These average daily traffic counts include but are not limited to:

- ❑ **North Avenue** - 55,000 to 73,600 vehicles per day
- ❑ **Roosevelt Road** - 38,000 to 41,400 vehicles per day
- ❑ **Lake Street** - 28,500 to 35,100 vehicles per day
- ❑ **County Farm Road** - 27,500 to 35,400 vehicles per day
- ❑ **Geneva Road** - 24,800 to 26,100 vehicles per day
- ❑ **Schick Road** - 22,800 to 27,900 vehicles per day
- ❑ **Army Trail Road** - 19,100 to 35,900 vehicles per day
- ❑ **Gary Avenue** - 18,400 to 37,600 vehicles per day
- ❑ **Stearns Road** - 16,500 vehicles per day



County Farm Road carries a similar amount of traffic to Gary Avenue, the nearest north-south collector roadway. North Avenue has significantly higher traffic counts than other area east-west roadways. Based on these traffic counts, the intersection of County Farm Road and North Avenue seems to have significant potential to develop as a future node of higher intensity commercial uses.

Regional Studies

Pace Vision 2020: Comprehensive Operating Plan Update

Pace, the suburban bus division of the Regional Transportation Authority (RTA), recently completed the Pace Vision 2020: Comprehensive Operating Plan Update. Pace's desired goal is to reshape its existing system using new technology and methods to meet market needs and demands.

The Plan is focused on providing arterial bus routes on major roadways that will connect with smaller, community-based services at regional and community transportation centers. The Plan 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 Plan will benefit customers, protect the environment, positively influence the region, promote growth, serve the changing demographics, and provide enhanced suburban access.

Regional Transportation Strategic Plan

The Regional Transportation Strategic Plan was developed in 2007 by Partners for Transit, an organization made up of RTA, CTA, Metra, Pace, and various business, civic, and government stakeholders. The goals of the Strategic Plan include providing greater transportation options, ensuring the regional transit system's financial viability, enhancing livability and economic vitality of the region, and demonstrating the value of transit. The Plan's major components include:

- ❑ Analyzing the condition and adequacy of the existing public transportation system.
- ❑ Identifying external forces and factors influencing transit (e.g. traffic congestion, travel market needs).
- ❑ Identifying additional investments needed to meet current and future transit needs.
- ❑ Providing funding and resource allocation to ensure successful implementation of transit projects.

The Plan's list of projects includes proposed improvements such as a Pace Route #711 extension to Schaumburg. This extension is intended to create a "one seat" ride from Naperville to the Northwest Transportation Center. The proposed improvement would extend the route north of the Stratford Square Mall via Gary-Schick-Roselle-Meacham-Higgins Roads, with service provided from 9am to 9pm every day.



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 the 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 Proposal provides various techniques and methods to reduce congestion along major transportation corridors including:

- ❑ 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 Express Bus Service on freeways supported by feeder services from suburban communities as a way to help connect suburban communities along existing expressways to Chicago's Central Business District.

GO TO 2040 Plan

The Chicago Metropolitan Agency for Planning (CMAP) is the official regional planning organization for the northeastern Illinois including Cook, DuPage, Kane, Kendall, Lake, McHenry, and Will counties. The organization developed and now guides the implementation of its GO TO 2040 Plan, metropolitan Chicago's comprehensive regional plan. The Plan establishes coordinated strategies that will assist the region's 284 communities in addressing transportation, housing, economic development, open space, environmental, and quality-of-life issues in a creative and collaborative manner.

One of the major goals of the GO TO 2040 Plan is to improve the region's transportation system by strategically investing and increasing commitments in public transit services. CMAP is currently working with numerous communities throughout the region as part of its Local Technical Assistance program to implement the established goals and objectives of the GO TO 2040 Plan. Transit service within the County Farm Road Corridor may be influenced as a result of select initiatives undertaken as part of this Plan and CMAP's Local Technical Assistance Program.



Pace Development Guidelines

Pace's Development Guidelines, introduced in 1999 and currently undergoing an update, were created to encourage the coordination of real estate development and transit service within suburban Chicago communities. The Guidelines are intended to assist both local municipalities and the development community to acknowledge and accommodate bus transit service during the design and planning of new projects. The revision to Pace Development Guidelines are expected to be completed in early 2013. The Development Guidelines manual contains three major sections:

- ❑ Transit-Supportive Design Specifications (including: Vehicle Characteristics, Roadway Design, and Bus Stop Zones)
- ❑ Land Use Planning Considerations (including: Residential, Retail, Office & Industrial, and Mixed-Use Centers)
- ❑ Implementation and Process (including: Service Review & Development, Technical Review Assistance Program, and Site Plan Review Procedures)



The Development Guidelines provide criteria for suburban area development and redevelopment that is complementary to local municipal codes and guidelines. While adherence to the Guidelines is strictly voluntary, municipalities, developers and other interested individuals are encouraged to follow the recommendations where appropriate and possible.

3: Existing Transit Services

The County Farm Road corridor study area is currently serviced by six (6) Pace routes as well as four (4) Metra stations along the Metra Union Pacific West (UP-W) and Milwaukee District West (MD-W) commuter rail lines. The majority of existing Pace bus services are concentrated in the southeast side of the study area primarily within the Village of Bloomingdale, Village of Carol Stream, City of Wheaton, and unincorporated DuPage County. The existing Metra stations, including Hanover Park, Schaumburg, Winfield, and Wheaton are located on the far north and south sides of the overall study area. Location of existing Pace service creates a large gap between services in the north and south.

Pace Service

Six Pace bus routes currently provide service within the County Farm Road study area. These include Route #554, #602, #709, #711, #714, and #747. Apart from three small segments, the County Farm Road right-of-way currently lacks Pace bus service along most of its north-south length. Pace Routes #709 and #711 serve the most significant portion of the study area through the Village of Bloomingdale, Village of Carol Stream, and City of Wheaton. The remaining routes encroach into small portions of the study area primarily in conjunction with the Metra Stations at the north and south termini of the study area boundaries.

Route #709 provides rush hour commuter service from the commercial/industrial area in eastern Carol Stream and northern Wheaton to the Wheaton Metra Station. Residential areas served by the Route include Greenway Apartments, Lakehaven, Carol Shire and Klein Creek apartment complexes, Wheaton Crossing, and Wheaton Oaks. Route #709 connects with Pace Routes #711, #715, and #747, as well as Metra's UP-W line.

Service on Route #709 is specifically designed to take passengers to and from trains departing for and arriving from downtown Chicago at the Wheaton Metra Station. Service is provided at 40-50 minute intervals during weekday peak hours only. Three morning buses operate between 5:30am and 7:35am; afternoon service includes four buses operating between 5:00pm and 7:00pm. Afternoon buses meet to pick up passengers from arriving Metra trains at the Wheaton Station and traverse the entire route until the last passenger departs the bus.

Route #711 provides service between Marianjoy Rehabilitation Hospital in Wheaton and the Village of Addison. It travels through the eastern half of the study area, serving Marian Park Senior Apartments, the Wheaton Metra Station, retail and medical uses along Schmale Road, Carol Stream Industrial Park, and the Stratford Square Mall. Multi-family residential areas served by the route include Yorktree, Covered Bridges, St. Charles Square, and Autumn Ridge. Route #711 connects with Pace Routes #709, #714, #715, and #747, as well as Metra's UP-W line.

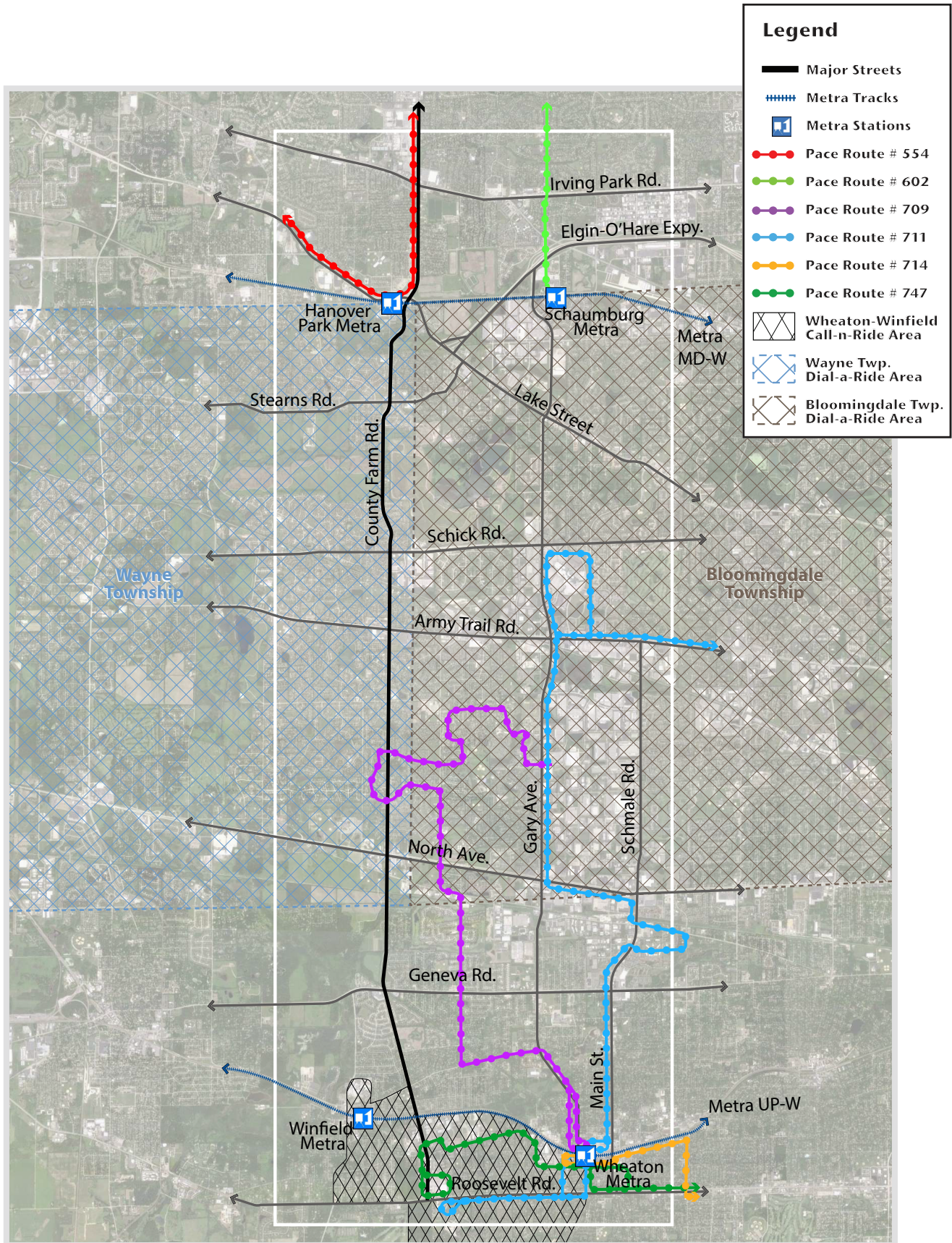


Exhibit 2: Existing Transit Services

Service on Route #711 is provided at 50 to 90 minute intervals on weekdays only, beginning at 5:46am and concluding at 8:09pm. Arrivals and departures from the Liberty/West stop (a.k.a. Wheaton Metra Station) are scheduled to coordinate with arrival and departure time for Metra trains to and from downtown Chicago. Weekend service is not provided along Route #711.

Pace Route #554 runs north of County Farm Road and is the primary bus route serving the Hanover Park Metra Station. It is the only bus route in the study area that provides Saturday service. The route operates on weekdays at 30-70 minute intervals, and on Saturdays at 70 minute intervals.

Pace Route #747 runs along County Farm Road for a short distance at the southern end of the study area, services the Wheaton Metra Station and continues east along Roosevelt Road. The route provides weekday service between the CTA Blue Line Forest Park station and the City of Wheaton with select trips to high-demand areas such as Central DuPage Hospital in Winfield.

Routes #602 and #714 each pass briefly into the study area while traveling between Metra stations and adjacent communities.

Large portions of the western part of the study area including the entire Hanover Park section of County Farm Road from Army Trail Road north to the Hanover Park Metra station, are not served by existing Pace bus routes.

The following table shows the service frequency of existing Pace bus routes within the study area. Routes #709 and #711, which are most significant to the study area, are highlighted in bold.

Pace Route Service Frequency (Minutes)		
Route	Weekday	Saturday/Sunday
Route 554 Elgin-Woodfield*	<i>Peak: 30 min.</i> <i>Off-Peak: 35-70 min.</i>	<i>Saturday: 70 min.</i> <i>Sunday: n/a</i>
Route 602 Higgins-Salem-Cedarcrest	<i>Peak: 60 min.</i> <i>Off-Peak: no service</i>	<i>no service</i>
Route 709 Carol Stream-North Wheaton	<i>Peak 40-50 min.</i> <i>Off-Peak: no service</i>	<i>no service</i>
Route 711 Wheaton-Addison**	<i>Peak: 50 min.</i> <i>Off-Peak: 50-90 min.</i>	<i>no service</i>
Route 714 College of DuPage-Naperville- Wheaton Connector	<i>Peak 20-35 min.</i> <i>Off-peak: 50 min.</i>	<i>no service</i>
Route 747 DuPage Connection***	<i>Peak: 10-40 min.</i> <i>Off-Peak: 30-45 min.</i>	<i>no service</i>

*Route 554 was upgraded in August 2011 from peak-only weekday service to all-day weekday and Saturday service.

**Route 711 Saturday service was discontinued in 2008.

***Route 747 Saturday service was discontinued in 2010.

Source: Regional Transportation Asset Management System (RTAMS)

Pace Ridership

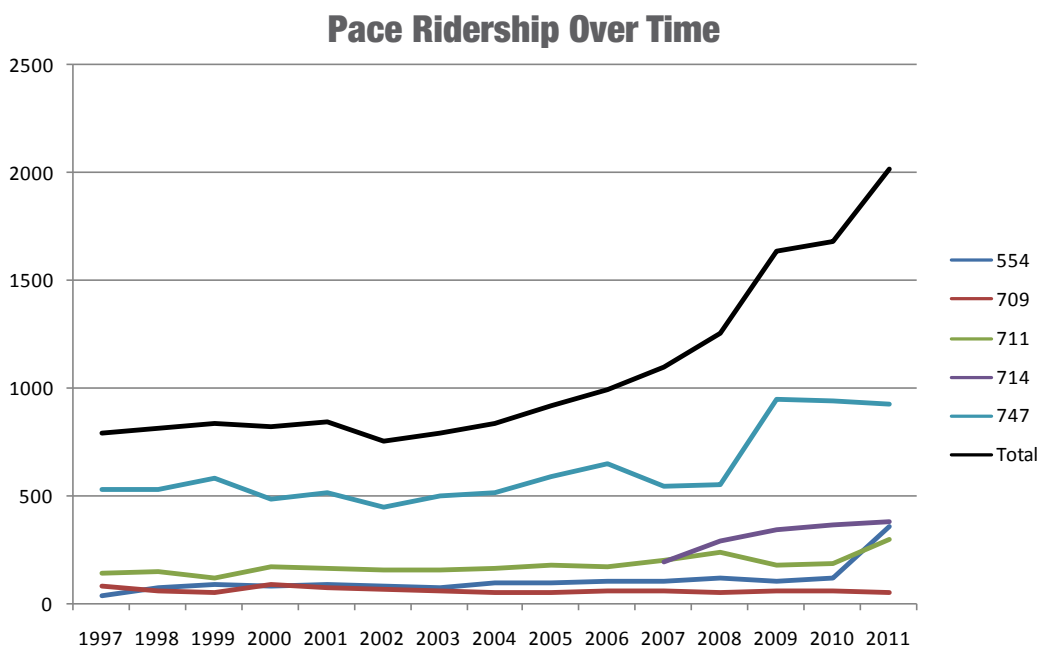
The average daily ridership statistics for Pace Routes #554, #602, #709, #711, #714, and #747 are shown in the following table. Generally, ridership levels for Routes #709 and #711 are on the lower end of Pace’s fixed route services. Route #747, which connects County Farm Road with the Wheaton Metra station, achieves the highest ridership of any of the routes within the study area.

Ridership on Pace routes in the study area has fluctuated over time, but shown significant increase overall, particularly in the last five years. When considered in tandem, Routes #709 and #711 show a general increase over time with the slight decline in ridership on Route #709 outweighed by an increase in ridership on Route #711.

Pace Route Average Daily Ridership September 2011	
Route	Weekday
Route 554	357
Route 602	n/a
Route 709	50
Route 711	302
Route 714	385
Route 747	923

Source: Regional Transportation Asset Management System (RTAMS)

Bus ridership on Pace routes in the study area has fluctuated over time resulting in an overall increase:



Source: Regional Transportation Asset Management System (RTAMS)

Pace Call-n-Ride and Dial-a-Ride Service

Three services provide curb-to-curb demand response trips for the general public in the study area:

- ❑ Wheaton-Winfield Call-n-Ride
- ❑ Bloomingdale Township Dial-a-Ride
- ❑ Wayne Township Dial-a-Ride

Pace's Wheaton-Winfield Call-n-Ride service began operation in December 2011, and operates between and around the Wheaton and Winfield Metra stations in the southern end of the study area. Pace Call-n-Ride service is available to the general public. Passengers call vehicle drivers to reserve trips one hour in advance. This curb-to-curb service takes passengers to any destination within the designated nine square mile geographic service area. The fare set by Pace is \$1.75 per one-way ride.

Pace has a financial partnership with Bloomingdale Township and Wayne Township to pay for and operate Dial-a-Ride service. Dial-a-Ride service differs from Call-n-Ride in that there may be eligibility restrictions set by the townships operating the service. Individual Dial-a-Ride partners have different rules on fares, geographic boundaries, and passenger eligibility. Residents call a dispatcher in advance to schedule a trip for curb-to-curb service.

Bloomingdale Township operates service Monday through Friday from 8:00 am to 5:00 pm for members of the general public who are residents of Bloomingdale Township. Saturday and Sunday service exists for residents of the Village of Bloomingdale only (Saturday 9:00 am – 1:30 pm and Sunday 10:00 am – 2:30 pm). Ride fares are \$1.50 for students, seniors and people with disabilities and \$3.00 for others. Reservations are accepted between one week and one day in advance of a trip. In addition to locations in Bloomingdale Township, residents can travel to Central DuPage Hospital, Alexian Brothers Hospital and Dialysis Center, DuPage Oncology Clinic, Mona-kea Medical Complex, Wheaton Eye Clinic, and DuPage County Complex. The service area covering Bloomingdale Township is approximately 35 square miles with a population of 110,000, but data is not available that shows where people are coming and going on the service. According to Pace, approximately 9,500 passengers rode the Bloomingdale Township and Village Dial-a-Ride in the first six months of 2012. While data does not show passengers by day of week, the overall average ridership was approximately 53 riders per day and 6.8 per hour. Transit industry experience suggests a demand response service is performing well with five passengers per hour.

Wayne Township operates Dial-a-Ride service to the general public for trips within Wayne Township and trips from Wayne to Bloomingdale Township, an area over 70 square miles in size. Wayne Township alone has a population of approximately 70,000. Service is provided weekdays between 8:00 am and 5:00 pm. Fares are \$1.50 for students, seniors and people with disabilities and \$2.50 for others. Reservations are accepted between one week and one day in advance of a trip. Destinations include Central DuPage Hospital, Charlestowne Mall, and Stratford Square Mall. Data is not available that shows where people are coming and going on the service. According to Pace, approximately 2,100 passengers rode the Wayne Township Dial-a-Ride in the first six months of 2012. Average ridership was approximately 16 riders per day and 1.8 per hour.

Pace Vanpool Programs

Pace operates a Vanpool Incentive Program (VIP) in which study area residents and employers are eligible to participate. The Traditional Vanpool is designed to transport a group of 5-13 people to work in a Pace Van. Employees that live and work near one another and share similar schedules can form a group that conveniently gets them between home and work. Each rider pays a low monthly fare based on their distance to work and the number of participants in the specific “pool.” This fee covers all costs of the vanpool including fuel, maintenance, insurance, tolls, roadside assistance, and van washes. One of the vanpool participants is required to volunteer to be the primary driver. In exchange for serving as the driver, his or her monthly fare is waived and they are permitted to log 300 personal miles a month on the vehicle.

The Employer Shuttle Program provides vans to employers in the Pace service area for their use in work-related passenger trips at a flat monthly rate. Pace offers a reduced rate for the same service to Not-for-Profit employers.

The Metra Feeder Program allows for a Pace van to park at a Metra station near the worksite so that 5-13 participants taking the train may then use the van to complete their commute to their place of employment. To qualify for this program, at least half of the participants must purchase a Metra monthly pass or 10-ride ticket. In addition, each participant pays a monthly fee, which covers all costs associated with the van including fuel, maintenance, insurance, tolls, roadside assistance, and van washes. Metra fares and parking are not included in this monthly participation rate.



The Advantage Program is available to not-for-profit human service organizations and agencies located in the Pace six county region. Participating organizations and/or agencies must hold a current State of Illinois Developmental Training Certification or equivalent and provide work-related transportation service to persons with disabilities. There is a monthly fee per van for the service.

As of November, 2011, there were 18 Pace vanpools with either an origin or destination within the study area. These vanpools include trip ends in distant suburbs such as Tinley Park and other regions such as Rockford. There were no Pace vanpools with both a beginning and an end within the study area.

Metra Service

Commuters desiring to ride Metra can access the system via a combined total of four stations along the Milwaukee District West Line (MD-W) (Hanover Park & Schaumburg Stations) and the Union Pacific West Line (UP-W) (Winfield and Wheaton Station). Additional stations are also located just outside the designated boundaries of the study area. These stations may also be used by area commuters depending on their individual proximity to the particular facility. Both Metra lines provide regional passenger rail connections between the study area, downtown Chicago, and the greater region.

The Milwaukee District West Line (MD-W) provides service from downtown Chicago’s Union Station to the Big Timber Road Metra Station in Elgin. Weekday trains run between approximately 4:30am and 1:30am with a frequency of every 15-30 minutes at peak times and hourly during off-peak times. Weekend service is hourly to every two hours, running between approximately 6:00am and 1:30am on Saturdays, Sundays, and holidays.

Within the study area, MD-W trains stop at the Schaumburg Metra station, located east of Gary Avenue just south of the Elgin O’Hare Expressway, and at the Hanover Park Metra station, located on Lake Street, just west of County Farm Road. A connection to Pace Bus Route #602 is available at the Schaumburg Metra Station, and to Route #554 at the Hanover Park Metra Station.

The Union Pacific West Line (UP-W) provides service from downtown Chicago’s Ogilvie Transportation Center to the Elburn Metra station. Weekday trains run between approximately 5:00am and 1:30am with a frequency of every 20-30 minutes at peak times, and hourly during off-peak times. Weekend service is every two hours, running between approximately 7:00am and 1:30am on Saturdays, Sundays, and holidays.

Within the study area, UP-W trains stop at the Wheaton Metra station, located at the intersection of West Street and Front Street in downtown Wheaton, and at the Winfield Metra station, located along Church Street in downtown Winfield. Connections to Pace Bus Routes #709, #711, #714, and #747 are available at the Wheaton Metra station.

Metra Line Service Frequency			
Route	Weekday	Saturday	Sunday
Milwaukee District West	<i>(Peak) 15-30 min. (Off-Peak) Hourly</i>	<i>Hourly to every two hours</i>	<i>Every two hours</i>
Union Pacific West	<i>(Peak) 20-30 min. (Off-Peak) Hourly</i>	<i>Every two hours</i>	<i>Every two hours</i>

Source: Regional Transportation Asset Management System (RTAMS)

Metra Ridership

The average daily ridership (Metra 2006 Origin-Destination Survey) for the four stations along the MD-W and UP-W Metra lines are shown in the following table:

Metra Average Weekday Boardings	
Station	2006
Schaumburg (Milwaukee District West)	1,698
Hanover Park (Milwaukee District West)	1,482
Wheaton (Union Pacific West)	1,661
Winfield (Union Pacific West)	503

Source: Regional Transportation Asset Management System (RTAMS)

Metra ridership is relatively strong for all stations within the study area with the exception of the Winfield station. Schaumburg and Wheaton stations have the greatest number of boardings, averaging over 1,600 boardings on a weekday. The Hanover Park station is similar in average weekday boardings with approximately 1,482. The lowest utilized Metra station in the study area is Winfield with 503 daily boardings. Providing enhanced bus transit connections to the Hanover Park, Schaumburg and Wheaton stations should be prioritized in connection with the establishment of any new Pace bus routes in the corridor study area.

Metra Mode of Access to Station

Metra collects data on the origins of its passengers and their mode of access to rail stations. Data collected for 1999, 2002, and 2006 are shown in the table below. According to Metra's most current data (2006), the most prevalent mode of access to Metra stations within the study area is driving alone, ranging from 49% of riders at the Wheaton station to 79% at the Hanover Park and Schaumburg stations. Walking and being dropped off are the second most popular options for commuters. Stations with the greatest proportion of walkers include the Wheaton and Winfield stations (22% and 16%, respectively). Stations with the greatest proportion of riders delivered via drop-off are also the Wheaton and Winfield stations (18% and 16%, respectively). Hanover Park has the largest percentage of carpoolers with 6%. Wheaton has the most people accessing the station by bus with 5%. Few commuters are choosing to access the stations via bicycle. Between 0-3% of commuters used this mode over the past decade.

Mode of Access to Station								
Station	Year	Walked	Drove Alone	Dropped Off	Carpool	Pace Bus*	Bike	Other
Hanover Park	1999	6%	78%	8%	7%	0%*	1%	1%
	2002	6%	73%	13%	7%	0%*	0%	1%
	2006	4%	79%	11%	6%	0%*	0%	0%
Schaumburg	1999	7%	80%	8%	3%	0%	2%	1%
	2002	5%	77%	12%	5%	1%	0%	0%
	2006	6%	79%	10%	5%	1%	0%	0%
Winfield	1999	12%	64%	16%	8%	0%	0%	1%
	2002	14%	62%	19%	3%	0%	2%	0%
	2006	16%	63%	16%	3%	0%	2%	0%
Wheaton	1999	19%	49%	15%	3%	7%	3%	3%
	2002	22%	51%	20%	3%	3%	1%	0%
	2006	22%	49%	18%	5%	5%	1%	1%

Source: Metra 2006 Origin-Destination Survey

*It is important to note that Pace initiated bus service to the Hanover Park Metra Station in 2009 via Route 554. Pace's monthly ridership data for October 2011 shows that on an average weekday, 19 riders boarded and 10 riders alighted bus route 554 at the Hanover Park Station. On Saturdays, an average of 11 riders boarded and 8 riders alighted at this stop.

Utilization of Commuter Parking Lots

Commuter parking is provided at each of the four (4) Metra stations within the study area. As shown in the table below, in 2010 each station was approaching capacity with regard to its parking facilities, ranging from 72%-88% of available spaces utilized. Schaumburg and Hanover Park have the greatest number of parking spaces (1,584 and 1,374 spaces, respectively), while the stations to the south have 764 spaces (Wheaton) and 320 spaces (Winfield).

The amount of parking spaces can be associated with the number of passengers accessing the Metra station by automobile. As discussed previously, approximately 80% of the Schaumburg and Hanover Park Metra stations' passengers access it by driving alone. By contrast, the Wheaton station has only 49% of its passengers driving alone to the station. Currently, grant dollars are available for future parking garage with a Pace route bus rapid transit to O'Hare.

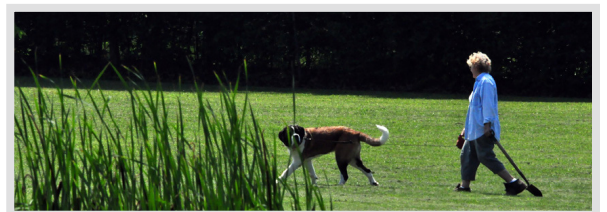
Metra Parking Utilization		
Station	Spaces Available	Percentage Utilized
Hanover Park	1,374	84%
Schaumburg	1,584	72%
Winfield	320	73%
Wheaton	764	88%

Source: 2010 Metra Parking Counts - Metra Division of Capital & Strategic Planning

4: Demographics

The identification and evaluation of socio-economic characteristics are often used as indicators for support and/or demand for public transportation. Using 2000 and 2010 US Census Bureau statistics, as available, the following socioeconomic evaluations were conducted:

- ❑ Household Density
- ❑ Employment Density
- ❑ Senior Population
- ❑ Youth Population
- ❑ Households with Limited Vehicle Access
- ❑ Population Below the Poverty Level



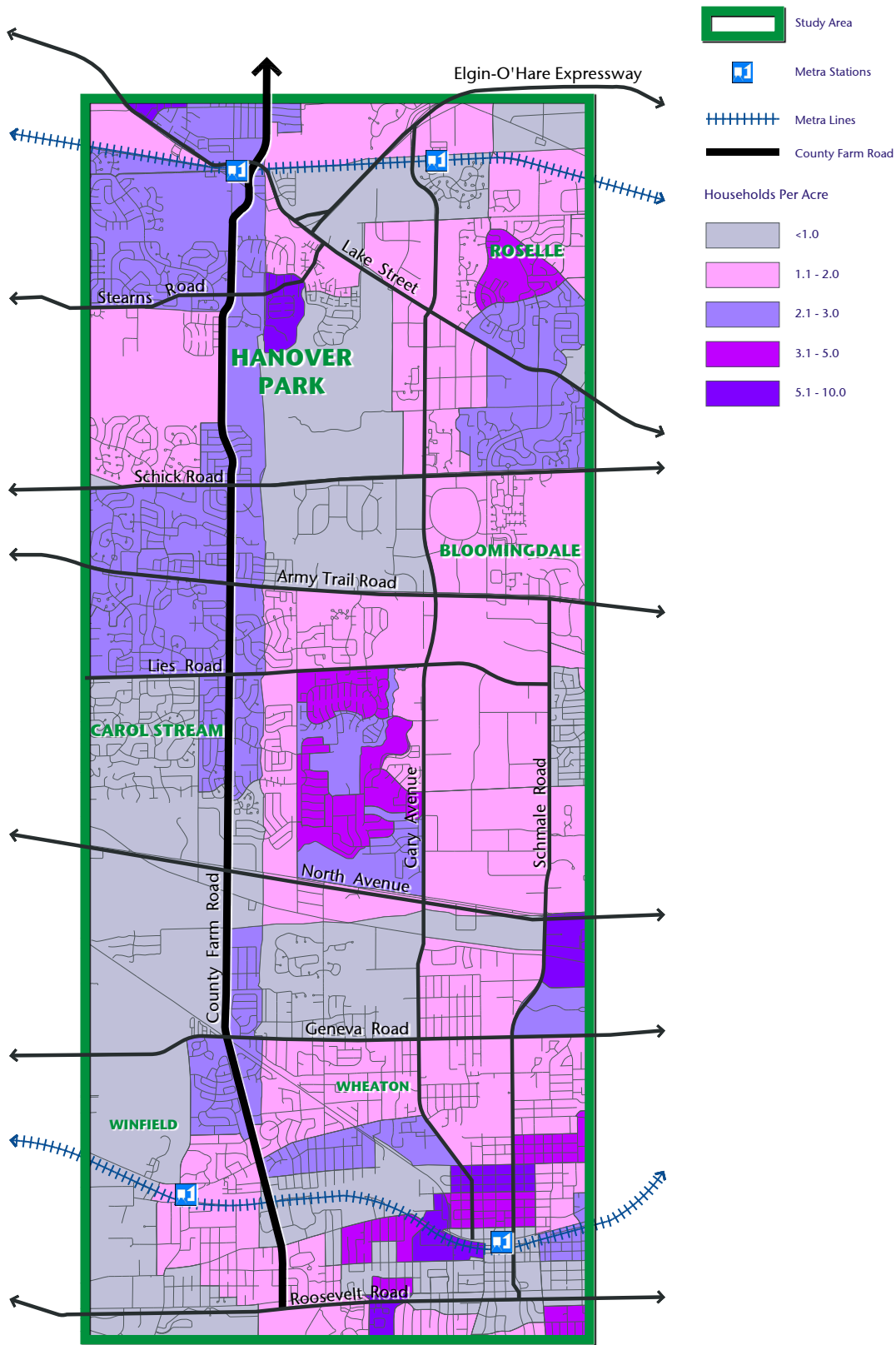


Exhibit 3: Household Density

Household Density

The density of households within a particular area can be directly correlated to the potential for supporting transit service. The Transit Capacity and Quality of Service Manual considers 3 households per acre to be the minimum acceptable threshold 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, demand response, or a combination of both service types.

Evaluation of US Census data shows that the majority of the study area consists of household densities between 1-3 dwelling units per acre. Pockets of higher density housing exist within Roselle, Hanover Park, Carol Stream, and Wheaton. The following three areas have densities of more than 5.0 units per acre:

- ❑ areas surrounding the intersection of Ridge Road and Greenbrook Boulevard in Hanover Park;
- ❑ areas southeast of IL Route 64 (North Avenue) and Schmale Road in Carol Stream; and
- ❑ areas west and north of the Wheaton Metra station in Wheaton.

Additional areas with over 3.0 households per acre lie within Roselle, Carol Stream, and Wheaton. These include:

- ❑ areas northeast of Lake Street and Gary Avenue in Roselle;
- ❑ areas south of Lies Road between Kuhn Road and Gary Avenue; and
- ❑ areas directly around the Wheaton Metra Station.

Densities between 2 and 3 households per acre are scattered throughout the corridor study area. Several large areas of densities between 2 and 3 units per acre are located along County Farm Road between the Hanover Park Metra Station and IL Route 64 (North Avenue), as well as surrounding the intersection of County Farm Road and Geneva Road.



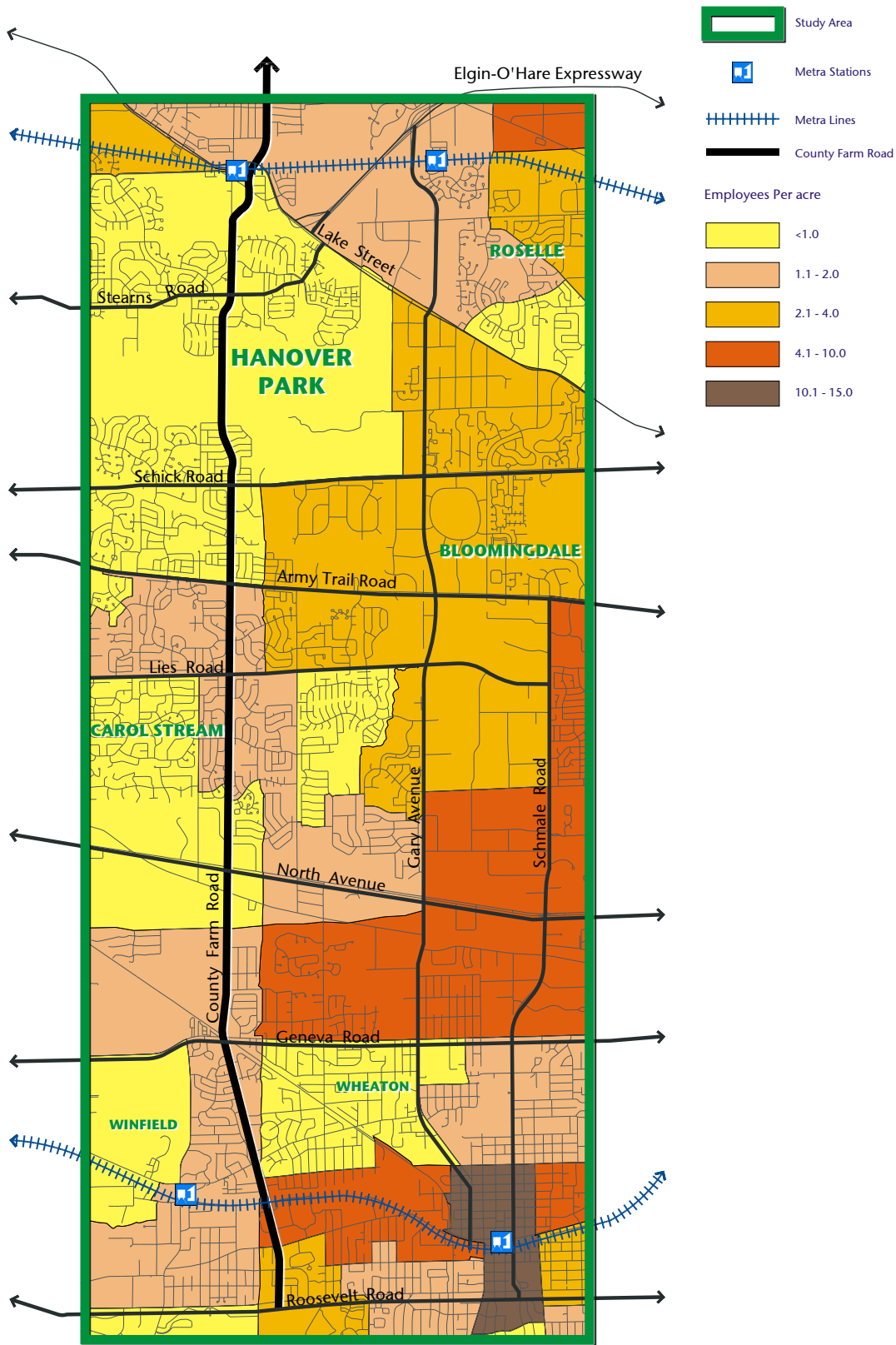


Exhibit 4: Employment Density

Employment Density

Work-related trips often account for a sizeable portion of transit ridership. Transit is often viewed as a desirable mode for work-related trips, as long as it is convenient. As a result, portions of the corridor study area with concentrated employment may benefit from access to and/or enhanced transit services. The Transit Capacity and Quality of Service Manual suggests that areas with at least four (4) jobs per acre have potential to support fixed route transit service.

Based on 2010 US Census data, employment centers with a concentration of jobs at a rate of greater than 4 per acre include:

- ❑ areas immediately surrounding the Wheaton Metra Station;
- ❑ industrial uses within areas surrounding the intersection of North Avenue and Schmale Road; Wheaton College and surrounding areas; and
- ❑ areas surrounding the DuPage Government Center, located at County Farm Road north of Roosevelt Road.

The lowest employment density within the study area exists along County Farm Road, largely due to a combination of Forest Preserve, park, and open spaces and the single-family residential nature of the corridor.



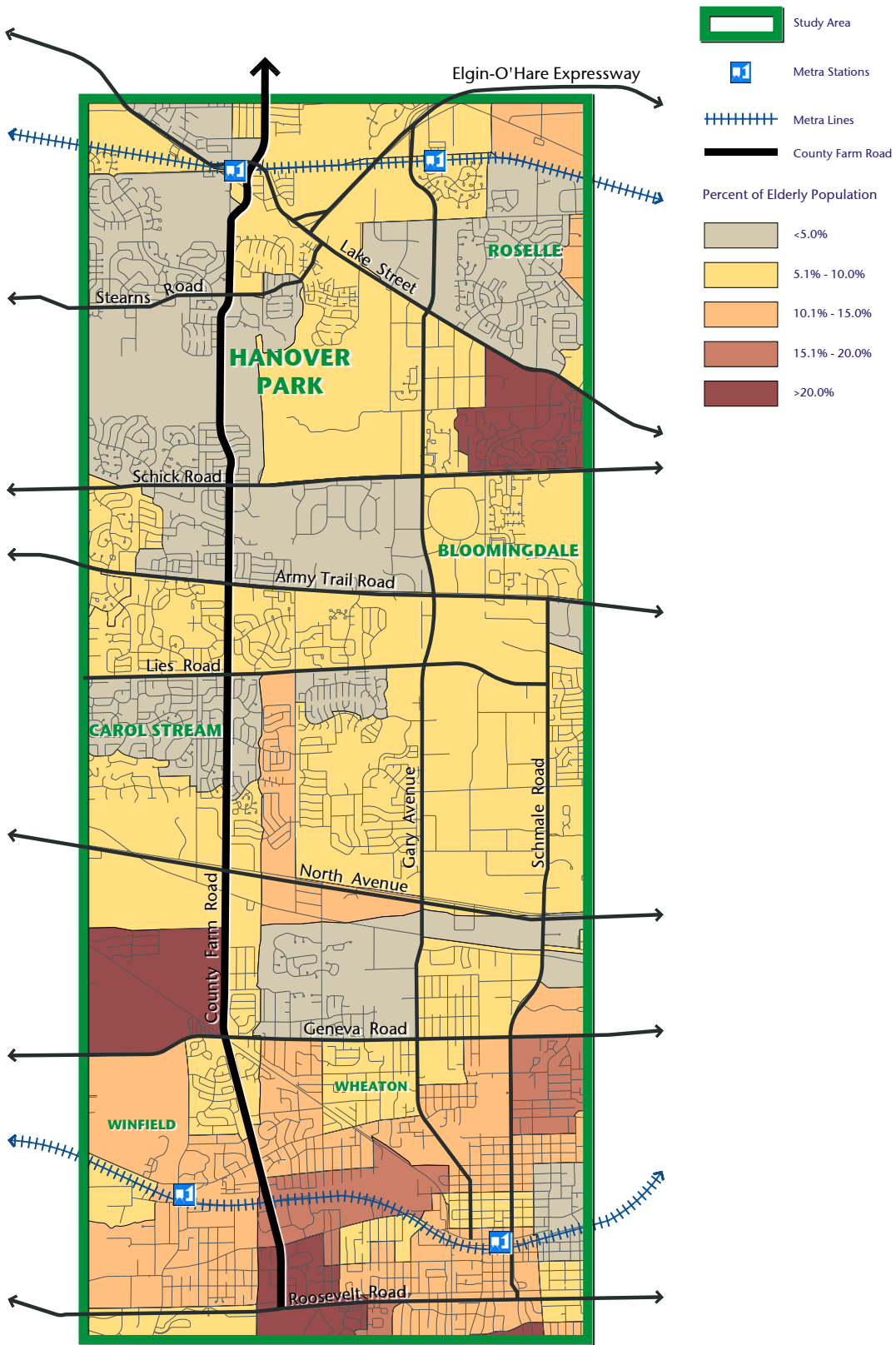


Exhibit 5: Senior Population

Senior Population & Youth Population

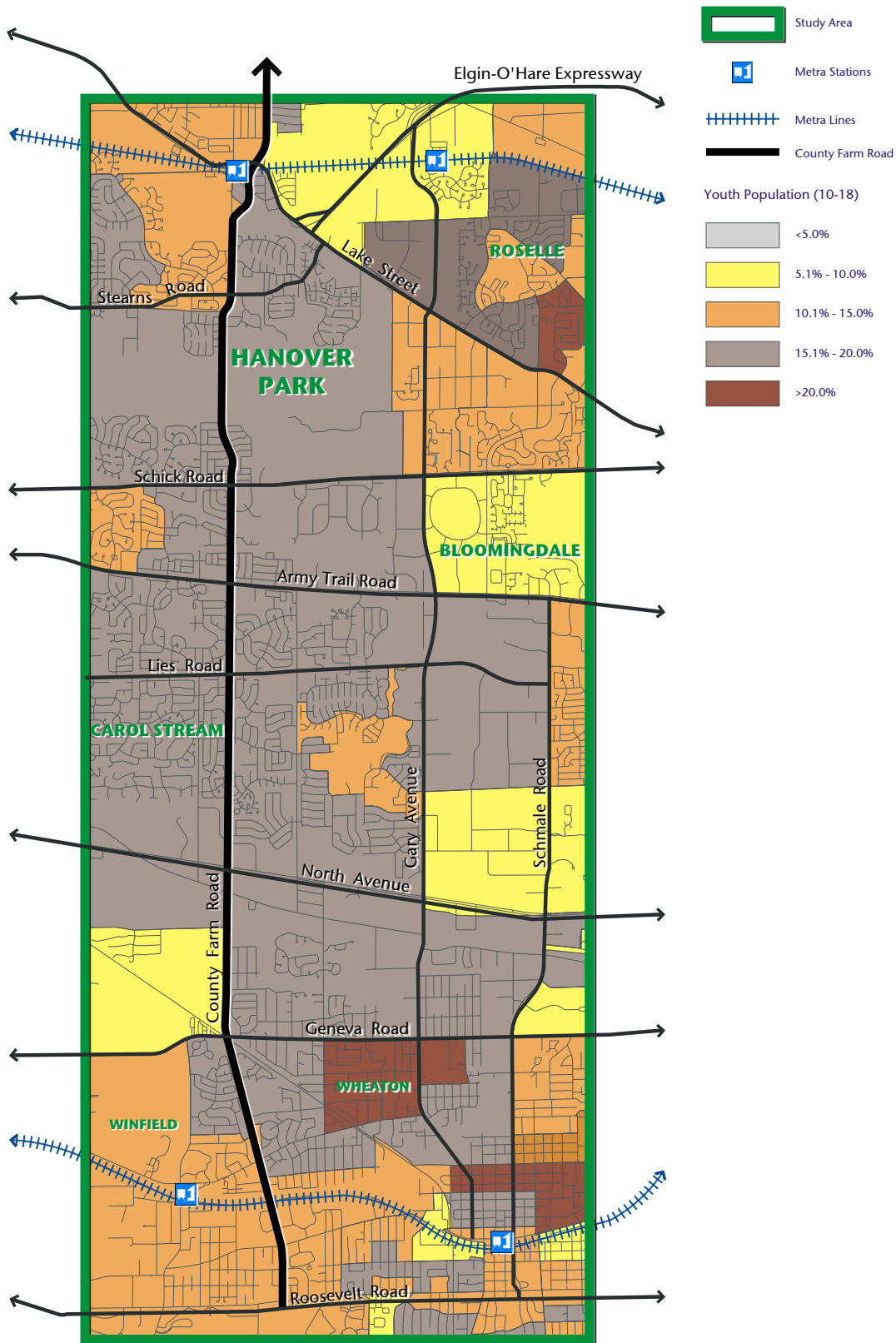
Senior population (*age 65+*) and youth population (*age 10-18*) represent groups that may be more dependent on transit. Due to income and age related issues, many seniors choose not to drive. Youth populations between ages 10 and 18 are typically recognized as old enough to travel independently on a local basis and typically require the ability to get to after school activities, shopping, and/or work, but may not be able to drive or have access to a vehicle.

Senior Population

Based on 2010 US Census data, overall senior populations in Wheaton and Winfield are higher (10% and over) than those in the northern half of the study area. Locations with the highest concentrations (more than 20%) of seniors include:

- ❑ areas surrounding the intersection of County Farm Road and Roosevelt Road in Wheaton and Winfield, including the Wyndemere Senior Living housing development;
- ❑ northwest of County Farm Road and Geneva Road, including Pleasant Ridge Mobile Home Park; and
- ❑ between Schick Road and Lake Street, east of Gary Avenue, including Bloomingdale Horizon Independent Senior Living Community and Alden of Old Town West.





Source: U.S. Census 2010

Exhibit 6: Youth Population

Youth Population

The majority of the study area has relatively high concentrations of youth, with those ages 10-18 representing over 15% of the population. Focused concentrations of youth population greater than 20% occur within three small pockets of the study area:

- ✦ north of Lake Street, at Springfield Drive, adjacent to Lake Park High School in Roselle;
- ✦ west of Gary Avenue and south of Geneva Road, adjacent to Wheaton North High School; and
- ✦ north and east of the Wheaton Metra Station, including the area surrounding Wheaton College.



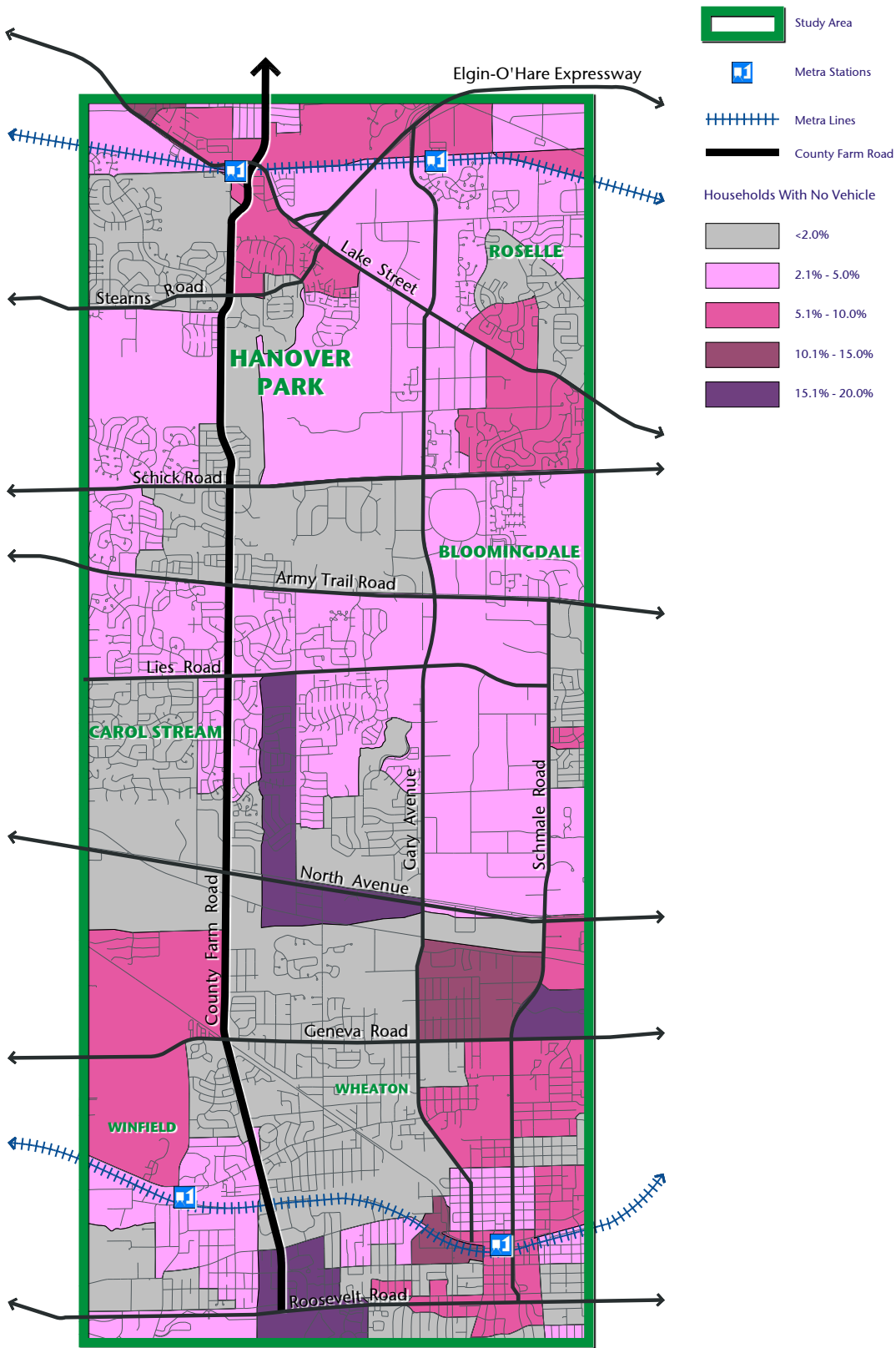


Exhibit 7: Households With Limited Vehicle Access

Households With Limited Vehicle Access

Limited access to a vehicle may mean that either a household does not own a vehicle at all, or that the number of vehicles owned is insufficient to meet the household's transportation needs. These households may rely on transit service to meet their transportation needs. Within the study area, a majority of households have access to a vehicle. The 2010 US Census data indicates the areas with greater than 10% of households having limited access to a vehicle are concentrated south of IL Route 64/North Avenue. These areas include:

- ✦ near IL Route 64 (North Avenue) and Kuhn Road;
- ✦ southeast of Saint Charles Road and east of Gary Avenue;
- ✦ west of the Wheaton Metra Station;
- ✦ surrounding the intersection of County Farm Road and Roosevelt Road; and
- ✦ west of Kuhn Road between Lies Road and IL Route 64/North Avenue.



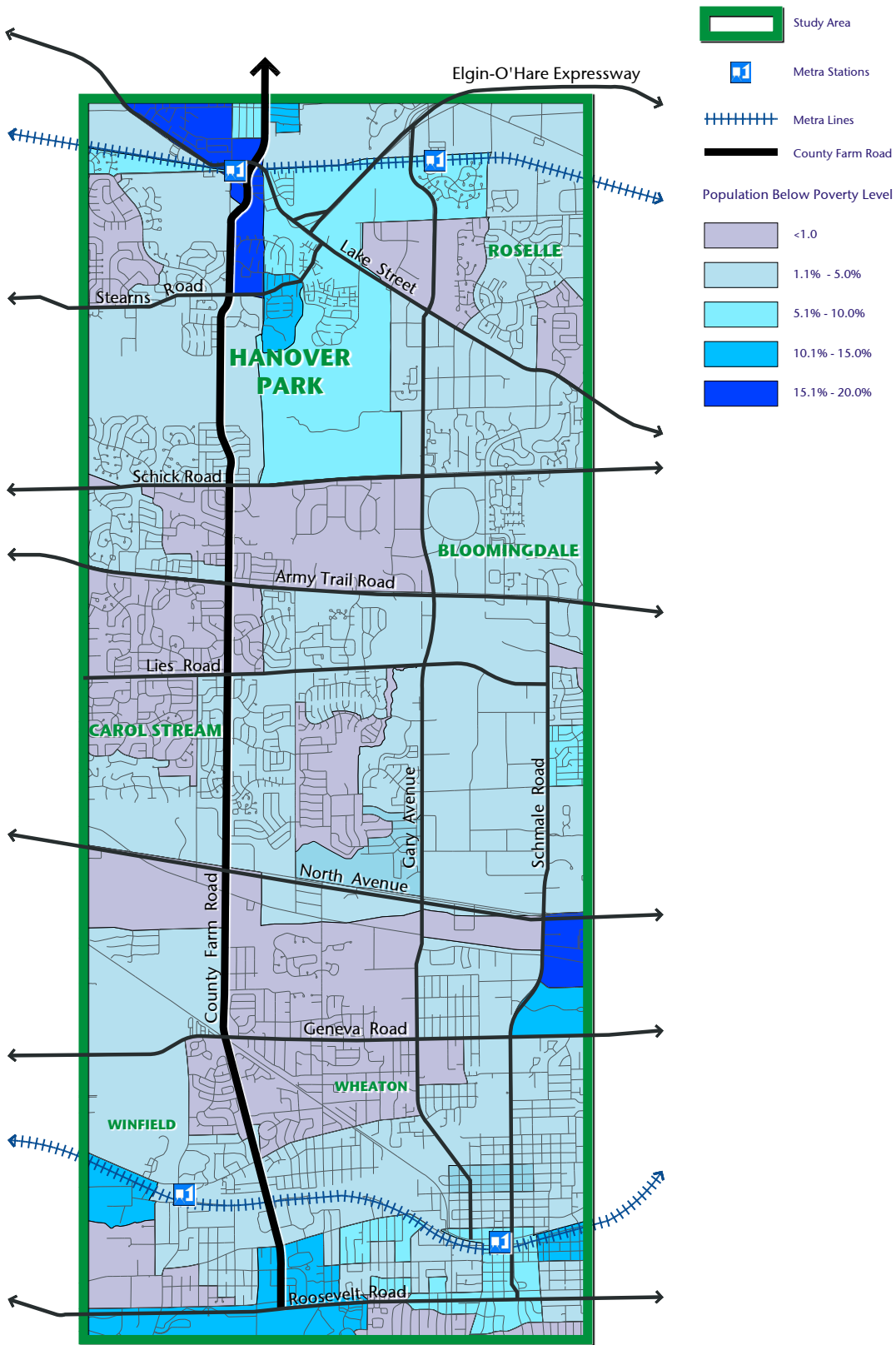


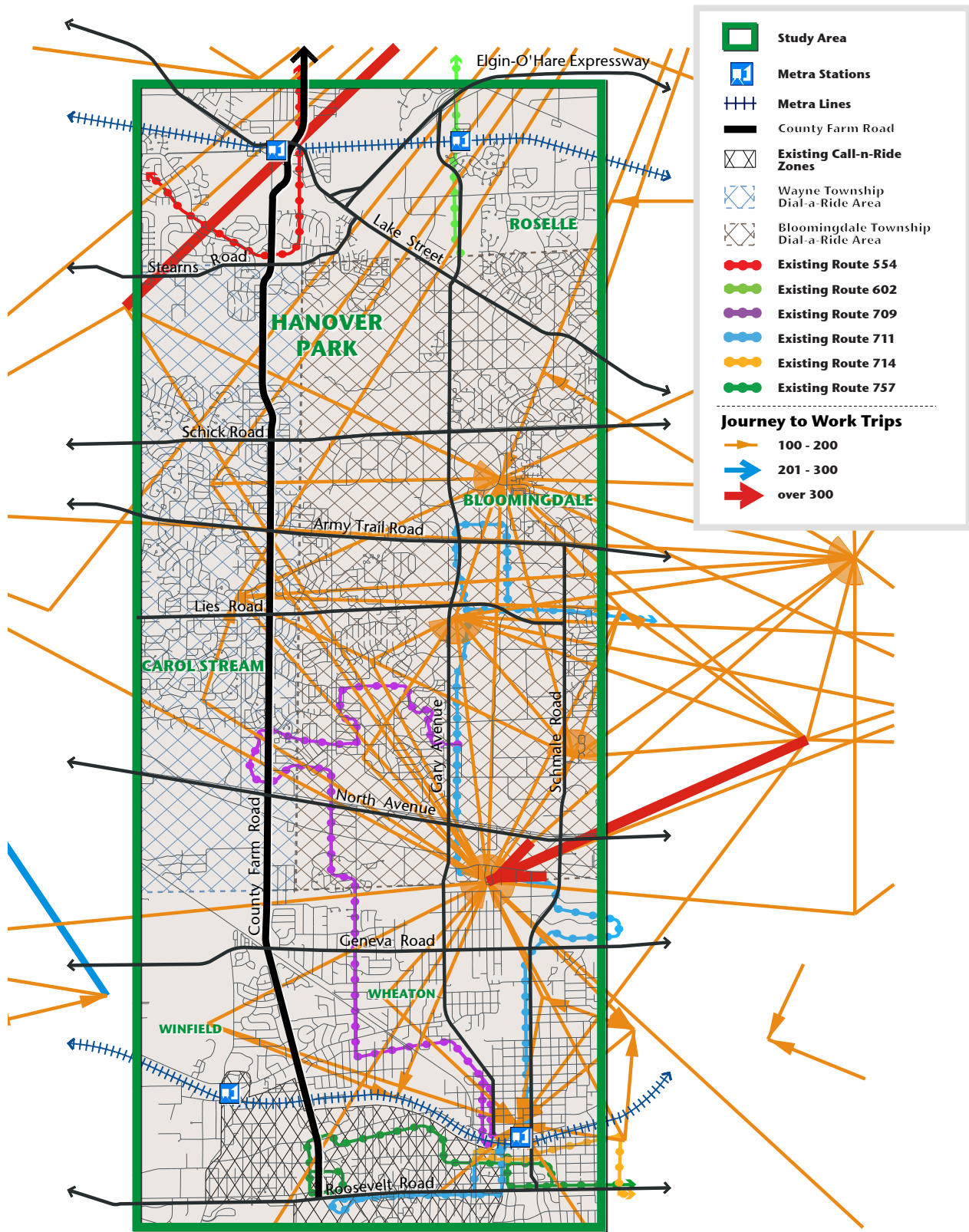
Exhibit 8: Households Below Poverty Level

Households Below Poverty Level

Residents whose income level is below the poverty threshold may not be able to afford to lease, buy, or maintain a vehicle or their vehicle may be unreliable. Insurance and gasoline prices create additional burdens of utilizing a car. As a result, these residents may utilize public transit to fulfill their daily transportation needs.

The majority of the corridor study area contains low levels of poverty. Analysis of 2010 US Census data reveals the largest concentrations of households below poverty level around the Hanover Park Metra station, particularly north, as well as southeast of the intersection of North Avenue and Schmale Road. Areas with over 10% of households below poverty are generally scattered south of the Metra Union Pacific West Line at the southern end of the study area.





Source: U.S. Census 2000

Exhibit 9: Journey to Work

Journey to Work

Journey to Work data is available through the 2010 US Census by census tract geography. The data is a record of a person's work trip, noting their origin (i.e. their home) and their destination (i.e. their place of employment). The data is based on a sample of households that responded to the US Census "long" form; this form was distributed to approximately 1 in 6 households.

Daily work trips of over 100 from any one census tract to another census tract were mapped to reflect concentrations of local trips within and near the corridor study area. Note that the pattern of direction from the place of residence to the place of employment is indicated by the arrow. As shown, the greatest number of local trips within the corridor study area are destined for the portions of the corridor located east of Gary Avenue between Schick Road and Geneva Road. This encompasses portions of Bloomingdale and Carol Stream. These census tracts include large industrial and business park areas south of Army Trail Road, as well as the Stratford Square Mall at the intersection of Schick Road and Gary Avenue. Downtown Wheaton surrounding the Wheaton Metra station is also a major destination for journey to work trips.

Study area residents who travel to adjacent municipalities for work do so in the greatest numbers to Schaumburg. The northeast portion of Schaumburg is a major regional employment hub and within five (5) miles of the corridor study area.



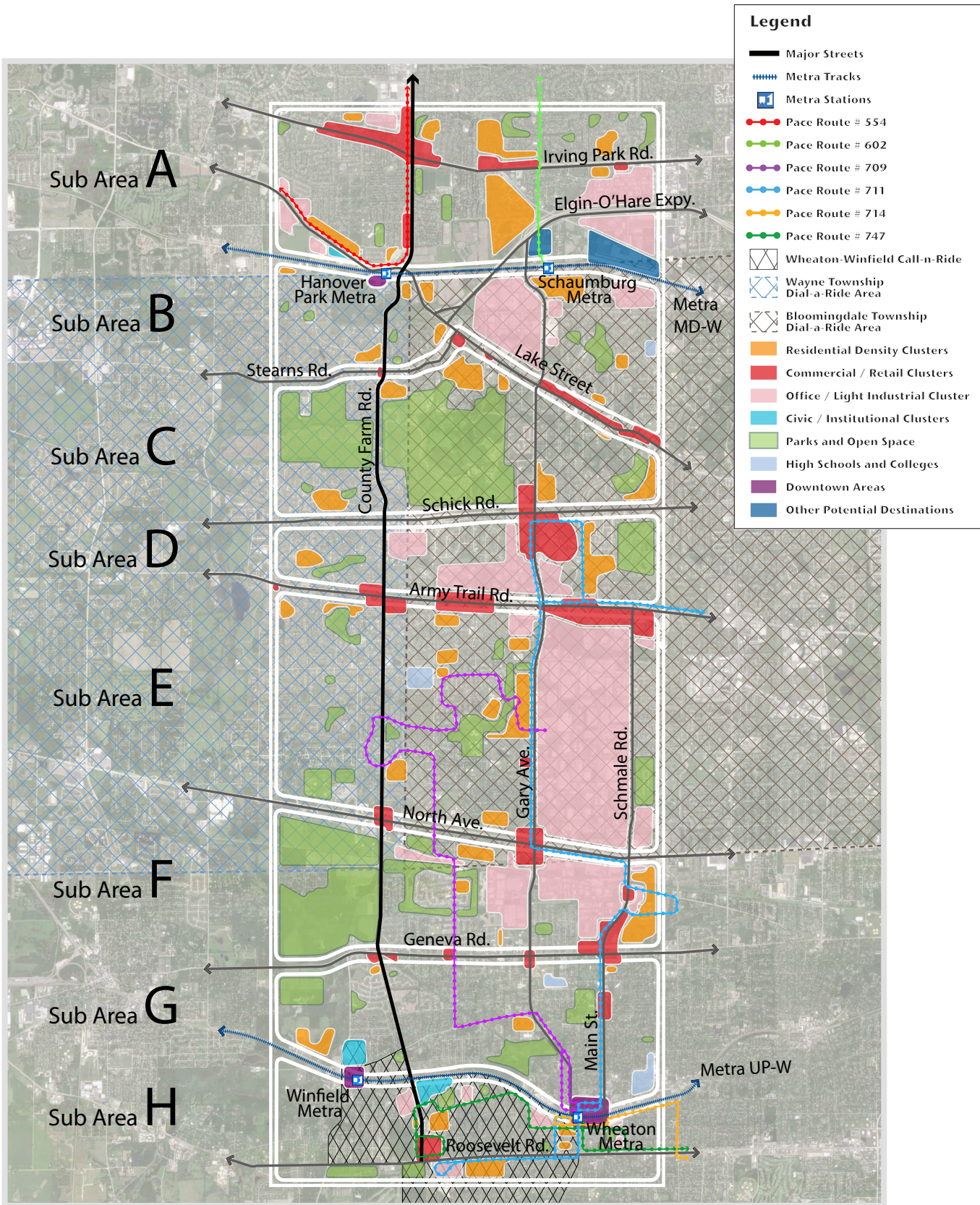


Exhibit 10: Existing Conditions

5: Existing Physical Conditions

In order to be able to effectively and efficiently evaluate potential bus transit improvements within the County Farm Road corridor, it is imperative that the underlying existing physical conditions of the study area be understood. In relation to the defined study area, this process involved an evaluation of existing land use clusters, area destinations, and pedestrian amenities along the major corridors. Particular focus was given to the conditions along County Farm Road and Gary Avenue and the proximate areas around their intersections with key east-west corridor within the study area. Visual assessments of the corridor study area were compiled with reviews of available background information and stakeholder interviews to prepare the existing physical conditions evaluation.

As a way of documenting and understanding the larger study area, the evaluation identifies a series of eight sub areas which are delineated by major east-west roadways and Metra rail tracks. From north to south the identified sub areas include:

- ✦ **Sub Area A** – from the Metra MD-W rail tracks on the south to the northern border of the study area (just north of Irving Park Road) on the north.
- ✦ **Sub Area B** – from Stearns Road and Lake Street on the south to the Metra MD-W rail tracks on the north.
- ✦ **Sub Area C** – from Schick Road on the south to Stearns Road and Lake Street on the north.
- ✦ **Sub Area D** – from Army Trail Road on the south to Schick Road on the north.
- ✦ **Sub Area E** – from North Avenue on the south to Army Trail Road on the north.
- ✦ **Sub Area F** – from Geneva Road on the south to North Avenue on the north.
- ✦ **Sub Area G** – from the Metra UP-W rail tracks on the south to Geneva Road on the north.
- ✦ **Sub Area H** – from the southern border of the study area (just south of Roosevelt Road) north to the Metra UP-W rail tracks.

Residential Density Clusters

The study area, while largely single-family in nature, also includes a number of significant clusters of higher density multi-family dwellings. Typically, transit can operate more efficiently and is better utilized within higher density areas. Higher density uses are located throughout the study area and are generally in close proximity to commercial/retail and office/light industrial clusters. These areas often serve as a transitional land use between the commercial/industrial areas and the nearby lower intensity single-family uses. The largest clusters of higher density residential development are within the eastern half of the study area, in close proximity of Gary Avenue and within the following sub areas:

- ✦ **Sub Area A** – just north of the intersection of Gary Avenue and the Elgin – O’Hare Expressway;
- ✦ **Sub Area A** – north of Irving Park Road near its intersection with Olde Salem Road;
- ✦ **Sub Area B** – directly south of the Schaumburg Metra station;
- ✦ **Sub Area D** – directly east of the Stratford Square Mall;
- ✦ **Sub Area E** – west of Gary Avenue near its intersection with Elk Trail Road; and
- ✦ **Sub Area F** – east of Schmale Road between Geneva Road and North Avenue.

While primarily single-family in nature, older neighborhoods surrounding Downtown Wheaton have a medium density character and appear well-served by sidewalks and other pedestrian amenities helping to create a transit-friendly environment. Higher density residential areas within the western half of the study area are generally located on the interior of larger single-family neighborhoods, with the exception of small clusters surrounding the Hanover Park Metra station and the intersections of County Farm and Stearns Roads. In order to create greater transit accessibility for the highest number of residential density clusters, new and/or reconfigured Pace bus transit service may best be focused on the eastern half of the overall study area.





Commercial/Retail Clusters

The study area contains several significant commercial / retail clusters, typically centered on major intersections. Because of the linear nature of these clusters, they tend to be located at the borders of study sub areas. The largest of these commercial / retail clusters include:

- ❑ The intersection of Main Street and Geneva Road in Sub Areas F and G, including large format stores such as Office Depot, Dominick's and the Home Depot as well as several smaller retail operations.
- ❑ Army Trail Road between Gary Avenue and County Farm Road in Sub Areas D and E, including large format stores such as Jewel/Osco, Lowe's Home Improvement, and Toms Price Furniture Outlet as well as several smaller retail operations.
- ❑ The intersection of Gary Avenue and Schick Road in Sub Areas C and D, including the Stratford Square Mall and large format stores such as Meijer and the Sports Authority as well as several smaller retail operations.
- ❑ The intersection of County Farm Road / Barrington Road and Irving Park Road in Sub Area A, including the large format stores such as Sam's Club, Value City Furniture and Walmart as well as several smaller retail operations.

Although all four of these larger commercial/retail clusters currently have Pace bus access, improved transit service to these areas could be beneficial for both employees and shoppers. Better access to the County Farm Road / Barrington Road and Irving Park Road area may be especially beneficial to lower-income transit riders due to the discount nature of many of the retail stores at this location.

Other key intersections along both County Farm Road and Gary Avenue contain smaller clusters of commercial/retail uses including gas stations, restaurants and pharmacies. These minor commercial/retail clusters are generally less critical in establishing transit connections due to their lower intensity of employees and shoppers.

Office / Light Industrial Clusters

Office / light industrial clusters within the study area generally include low to medium intensity employment uses. The study area doesn't contain any truly high-intensity suburban employment areas such as those found in parts of Schaumburg and Hoffman Estates. Office / light industrial clusters are typically focused within close proximity of Gary Avenue within the eastern portion of the study area. Sub Areas with the largest office / light industrial clusters include:

- ❑ **Sub Area A** – areas directly north of the Schaumburg Airport;
- ❑ **Sub Area B** – areas adjacent to Gary Avenue between Lake Street and the Metra MD-W line;
- ❑ **Sub Area D** – focused on the intersection of Army Trail Road and Gary Avenue;
- ❑ **Sub Area E** – the largest office / light industrial cluster in the study area generally including the entire district bound by Gary Avenue, Schmale Road, North Avenue, and Army Trail Road; and
- ❑ **Sub Area F**- including large areas on both sides of Gary Avenue from Geneva Road to North Avenue.

The largest office / light industrial clusters on County Farm Road are located near its intersections with Schick Road and Roosevelt Road. In order to create greater transit accessibility for employees while connecting to the highest number of office / light industrial clusters, it may be beneficial to consider new and/or reconfigured Pace bus transit service focused on the eastern half of the overall study area.



Civic / Institutional Clusters

Outside of core downtown areas, major civic and institutional clusters are located within Sub Areas A, G and H and include the DuPage County Government Center, the Central DuPage Hospital and the offices and facilities for the Village of Hanover Park.

The DuPage County Government Center, located near the intersection of County Farm Road and Manchester Road, includes facilities for all County departments as well as the County judicial and detention centers. As this facility concentrates a high number of workers and visitors in one central location, it acts as an important regional destination. Currently, the Government Center is served by Pace Routes #711 and #747, neither of which connect to the north or west sides of the study area. In evaluating potential transit routes, the Government Center is a critical focal point for increased bus access.

The Central DuPage Hospital is located near the intersection of Winfield and High Lake Roads, just north of downtown Winfield in Sub Area G. The Hospital is a major regional destination, currently employing approximately 4,000 people while undergoing a merger with Delnor Community Hospital. This merger will bring an additional 1,000-2,000 employees to the Central DuPage facility. Thousands of patients and visitors also access the facility on a daily basis. Though the Hospital is adjacent to the Winfield Metra station, it is not currently served by any Pace bus routes. Because of the 24-hour nature of a major medical center, the hospital could be an important destination for transit riders throughout the day and night.

The Village of Hanover Park facilities are located approximately $\frac{3}{4}$ of a mile west of the intersection of County Farm Road and Lake Street in Sub Area A. The Village complex includes public works offices, the police department and general Village administrative services. Because of the relatively small number of employees and daily visitors to the Village of Hanover Park facilities, the complex is viewed as a minor destination for new transit riders.



Parks and Open Space

The study area contains a wide variety of parks and open spaces including forest preserves, neighborhood parks, golf courses, athletic fields and pool facilities. Forest Preserves, the largest of these open spaces, are generally located on the western side of the study area in Sub Areas C, F and G and include:

- ✦ Winfield Mounds County Forest Preserve – Winfield Mounds Forest Preserve includes approximately 359 acres, currently stands as an undeveloped, natural area consisting of restored savannas, open fields and prairie, with the West Branch of the DuPage River flowing through it.
- ✦ Timber Ridge County Forest Preserve and Kline Creek Farm – The Preserve, including 1,164 acres of land, contains Spring Lake and other interesting natural features, as well as the Kline Creek Farm, a living-history farm, with original farm buildings, authentic re-creations, livestock and historically accurate activities. The Timber Ridge County Forest Preserve and Kline Creek Farm area also includes a large segment of the regional Prairie Trail bicycle path.
- ✦ Mallard Lake County Forest Preserve - The 942 acre Mallard Lake Forest Preserve features open waters, wetlands, fields and scattered woodlands with wildlife.
- ✦ Hawk Hollow County Forest Preserve – The 1,170 acre preserve includes a gently rolling landscape covered with grassy meadows, accented with mature woodlands, dotted with fens, and bisected by a river.

While the forest preserves are important community amenities, they are generally lower potential transit ridership generators than other, more intensive land uses. Because of their orientations fronting County Farm Road in Sub Areas F and C, the forest preserves break up the linearity of neighborhoods and commercial development and may create a difficult context in which to execute new bus transit operations.

Of the existing parks and open spaces within the study area, athletic fields, such as Red Hawk Park and pool/fitness centers including Founders Park and the Coral Cove Water Park are the highest potential ridership generators due to their appeal and available activities for a wide range of ages. Other open spaces, such as the DuPage County Fairgrounds, may have high ridership potential for specific events while having much lower potential when un-programmed.



Schools

Though most area schools provide their own bussing options, larger school facilities can be important public transit destinations. Many schools provide a variety of community programs during evening and weekend hours along with school-hosted cultural, academic and athletic events that can draw large crowds. The study area contains school facilities serving local communities as well as a portion of Wheaton College, a larger regional education center. The study area includes a number of elementary and middle schools as well as Wheaton North High School, Glenbard North High School and the west campus of Lake Park High School. Of these three larger educational facilities, Wheaton North High School (approximately 2,200 students) and Glenbard North High School (approximately 2,600 students) are both within close walking distance of the major north-south roadways of County Farm Road and Gary Avenue. Both of these schools are currently 2-3 blocks away from existing Pace bus transit routes.

Wheaton College, located within Sub Area G just east of downtown Wheaton, is a Christian liberal arts college and graduate school established in 1860. Wheaton College offers more than 50 undergraduate and graduate degrees and has an enrollment of approximately 3,000 students. In addition to the student population, the institution employs approximately 200 full time and 100 part time faculty. Wheaton College is a residential school with approximately 88% of students living on campus. Though Wheaton College is currently accessible by public transportation through Pace Route #711, additional bus routes could be beneficial for students, faculty and visitors to the College, especially during major academic or athletic events.



Downtown Areas

The study area contains the traditional downtown centers of Wheaton, Winfield, and Hanover Park. Each of these areas is in close proximity to a Metra station and is generally walkable and mixed-use in character.

Located within Sub Area B, Hanover Park's downtown, historically known as Ontarioville, is the smallest of the three and is focused on a 1-2 block stretch of Ontarioville Road southwest of the Metra station. This area contains the Hanover Park Chamber of Commerce, the Ontario Art Center and several small businesses housed in historic commercial buildings. Though the downtown is small in size and somewhat disconnected from surrounding areas, the Village has plans for encouraging transit-oriented development in this vicinity which could help to create a more vibrant walking environment and enhance Ontarioville's role as a local destination for transit riders.

Downtown Winfield is located at the intersection of Winfield Road and Jewel Road, immediately surrounding the Winfield Metra station at the border of Sub Area G and H. This historic community is directly adjacent to the Central DuPage Hospital, a major regional destination. Downtown Winfield contains a number of unique small businesses including John's Restaurant and Tavern and Calendo's Restaurant as well as civic uses including the Post Office and Fire Department facilities. The downtown area contains a mixture of historic buildings and newer construction including a recently built 2 story mixed-use building on the southwest corner of Winfield Road and High Lake Road. Continued redevelopment efforts guided by RTA's Winfield Town Center Revitalization Plan (2008) coupled with the expansion of the Central DuPage Hospital could help to further enhance the appeal of downtown Winfield for transit patrons.



Downtown Wheaton, centered on the Metra Station at West Street and Front Street, is the largest and most significant of the downtown environments within the study area. Situated at the border of Sub Areas G and H and including over 100 shops, restaurants and services, Downtown Wheaton is a major regional destination for visitors. In addition to this, the historic downtown draws visitors with special events and promotions throughout the year. Key civic uses including the public library, DuPage County Historical Museum and City Hall are also located downtown, within a highly walkable environment. The greater downtown, including Wheaton College directly to the east, is currently the most transit-rich section of the study area. Because of its uniqueness and high intensity of uses, Downtown Wheaton may be an appealing location for improved and expanded bus transit access.

Other Potential Destinations

The eastern portion of Sub Area A contains two potential destinations for transit riders: the Schaumburg Regional Airport and Alexian Field. The Schaumburg Regional Airport is owned by the Village of Schaumburg, and is a public use general aviation airport, encompassing 117 acres in both Cook County and DuPage County. The airport holds numerous businesses including an award winning restaurant, aircraft charters, flight training, airplane and helicopter rides, aircraft maintenance, local news helicopters, and other aviation related businesses. The airport is home to approximately 100 aircraft and handles about 40,000 operations per year. Without increased use and programming at the Schaumburg Regional Airport, potential bus transit ridership to this facility would likely be fairly low.

Alexian Field is a stadium that is primarily used for baseball, and was the home field of the Schaumburg Flyers minor league baseball team from 1999 through 2010. In 2011, the Roosevelt Lakers, a NAIA baseball program, began playing its home games at Alexian Field. The stadium has a capacity of 6,000 and is surrounded by several large surface parking areas. There are plans in the works to bring another minor-league team to the field for the 2012 season. Seasonal Pace Bus transit access could be a welcome amenity for baseball fans in the future and could help create a stronger connection between the minor-league team(s) and surrounding neighborhoods.



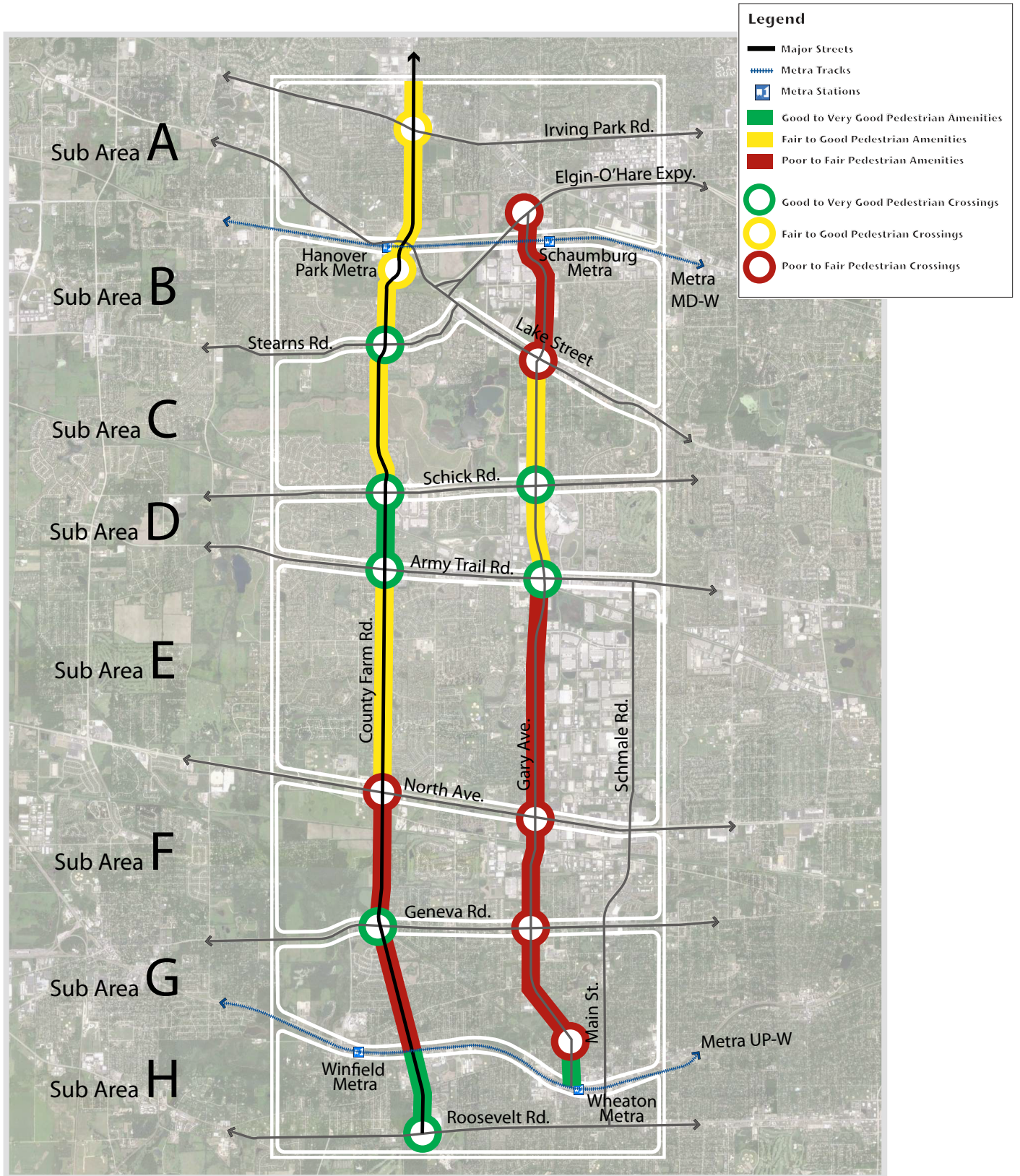


Exhibit 11: Sidewalks and Pedestrian Connectivity

Sidewalks and Pedestrian Connectivity

Sidewalks and pedestrian amenities along both County Farm Road and Gary Avenue range from very good to non-existent. In order to promote transit ridership, safe and attractive connections from surrounding residential neighborhoods, commercial areas and employment centers are essential. The following is a general overview of pedestrian amenities along County Farm Road within each of the corridor sub areas:

- ❑ **Sub Area A** – Pedestrian amenities are generally fair as the majority of this segment includes sidewalks on at least one side of the street. The intersection of County Farm Road and Ontarioville Road includes both pedestrian crosswalks and crossing lights but lacks sidewalks on two sides of the intersection. Pedestrian access to the Hanover Park Metra Station from County Farm Road is limited at best.
- ❑ **Sub Area B** - Pedestrian amenities are generally fair as the majority of this segment includes sidewalks on at least one side of the street. The intersection of County Farm Road and Ontarioville Road includes both pedestrian crosswalks and crossing lights but lacks sidewalks on two sides of the intersection.
- ❑ **Sub Area C** - Pedestrian amenities are generally fair as the majority of this segment includes sidewalks on at least one side of the street. The intersection of County Farm Road and Stearns includes both pedestrian crosswalks and crossing lights.
- ❑ **Sub Area D** - Pedestrian amenities range from good to very good and generally include sidewalks on both sides and clearly defined crosswalks and crossing lights.
- ❑ **Sub Area E** – Pedestrian amenities are generally fair to good as the majority of this segment includes adequate sidewalks on both sides of the street. The intersections of County Farm Road and Lies Road as well as Army Trail Road include both pedestrian crosswalks and crossing lights. The Village of Carol Stream continues to follow up with DuPage County on an outstanding request to improve pedestrian safety by reducing the speed limit at the intersection of County Farm Road and Lies Road.
- ❑ **Sub Area F** - Pedestrian amenities are generally poor to fair as many portions of County Farm Road lack sidewalks and crosswalks completely or have sidewalks on only one side of the street. The intersection of County Farm Road and North Avenue lacks both sidewalks and safe crosswalks for pedestrians.
- ❑ **Sub Area G** - Pedestrian amenities are generally poor to fair as a portion of County Farm Road, between Jewel Road and Parkway Drive, lacks sidewalks on both sides as well as adequate crosswalks. Areas north of Parkway Drive generally have sidewalks on one or both sides of the road. Pedestrian crosswalks and lights are in place at the intersection of County Farm Road and Geneva Road.
- ❑ **Sub Area H**- Pedestrian amenities range from good to very good and generally include sidewalks on both sides and clearly defined crosswalks and crossing lights.



The following is a general overview of pedestrian amenities along Gary Avenue within each of the corridor Sub Areas:

- ❑ **Sub Area A** - Gary Avenue terminates just north of the Metra MD-W line at the Elgin-O’Hare Expressway. This segment generally has poor pedestrian amenities and crossings.
- ❑ **Sub Area B** - Pedestrian amenities are generally poor as the majority of this segment lacks sidewalks on either side of the street, crosswalks and crossing lights.
- ❑ **Sub Area C** - Pedestrian amenities are generally fair as the majority of this segment includes sidewalks on at least one side of the street though several small sections lack sidewalks on either side. The intersection of Gary Avenue and Lake Street includes crossing lights but lacks both crosswalks and sidewalks in all directions.
- ❑ **Sub Area D** - Pedestrian amenities are generally good to fair as the majority of this segment includes sidewalks on at least one side of the street though several smaller sections lack sidewalks on either side. The intersection of Gary Avenue and Schick Road includes both crossing lights and crosswalks in all directions.
- ❑ **Sub Area E** - Pedestrian amenities are generally fair to poor as the majority of this segment does not include sidewalks on either side of the street. The intersection of Gary Avenue and Army Trail Road includes both crossing lights and crosswalks in all directions. The Village of Carol Stream and DuPage County have received approval on a grant application for a bicycle trail along Gary Avenue’s western right of way between Lies Road and the Great Western Trail (within Sub Area F).
- ❑ **Sub Area F** - Pedestrian amenities are generally fair to poor as the majority of this segment does not include sidewalks on either side of the street. The intersection of Gary Avenue and North Avenue includes crossing lights but lacks crosswalks in all directions. The approved bicycle trail within Sub Area E will extend into Sub Area F and connect to the Great Western Trail.
- ❑ **Sub Area G** – North of the intersection with Gary Court, pedestrian amenities are generally fair to poor as the majority of this segment includes sidewalks on at least one side of the street though several large sections lack sidewalks on either side. The intersection of Gary Avenue and Geneva Road includes crossing lights but lacks crosswalks in all directions. South of its intersection with Gary Court, Gary Avenue includes pedestrian amenities that range from good to very good and generally include sidewalks on both sides and clearly defined crosswalks and crossing lights.
- ❑ **Sub Area H** - Gary Avenue does not run through Sub Area H.

6: Stakeholder Interviews

In order to understand the current and potential end users' travel needs and expectations, interviews were conducted with a representative collection of area 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 improvements within the study area corridor.

The stakeholders invited to participate in interviews for purposes of the County Farm Road Transit Service Study include:

- ✘ DuPage County Government Center, *Wheaton*
- ✘ Alexian Brothers Immediate Care, *Hanover Park*
- ✘ Central DuPage Hospital, *Winfield*
- ✘ Stratford Square Mall, *Bloomingtondale*
- ✘ Bloomingtondale Court Shopping Center, *Bloomingtondale*
- ✘ Core Centric Solutions, *Hanover Park*
- ✘ Quintessence Publishing Company, *Hanover Park*
- ✘ Lowes Home Improvement Center, *Carol Stream*
- ✘ Jewel / Osco, *Carol Stream*
- ✘ West Line Apartments, *Hanover Park*
- ✘ Camden Apartments, *Bloomingtondale*
- ✘ Hanover Park Park District, *Hanover Park*

Interview Summary:

As a whole, stakeholders expressed a perception that transit service is limited within both the County Farm Road corridor and surrounding areas. While six routes (#554, #602, #709, #711, #714, and #747) currently exist within the larger study area, their connectivity and effectiveness for circulation in the area is perceived as limited. The value of enhanced transit opportunities within the County Farm Road corridor study area, as generally expressed by the stakeholder interviewees, is most applicable to the area's youth, persons with limited mobility (e.g. seniors/disabled), and to a lesser degree those with moderate incomes. This is consistent with the ridership demographics for suburban bus transit systems within the Chicago metropolitan area. Providing enhanced linkages between the key institutional and employment destinations (e.g. DuPage Government Center, Alexian Brothers Medical Center, Stratford Square Mall, and industrial parks) as well as other regional transportation modes such as Metra Commuter Rail (e.g. Hanover Park, Wheaton, Winfield, and Schaumburg stations) may provide the greatest accessibility benefits to the community and thereby attract the greatest potential ridership.



DuPage County Government Center, Wheaton

Stakeholder Interview Contact:

Nick Pappas, Senior Planner - June 23, 2011

Mr. Pappas believes that a Pace bus route within the County Farm Road corridor study area would be a great asset to both the surrounding communities and the DuPage County Government Center. According to Mr. Pappas, although the Winfield Metra Station is in close proximity, not many employees of the Government Center use Metra to commute to work. He mentioned that at one time there was a proposal for a shuttle to connect the Government Center to the Winfield Metra Station. Though he has seen the Pace Route #747 bus pass the Government Center, he has not seen many people using the bus and is unsure about the current ridership volumes. Mr. Pappas expressed that this may be related to the promotion of the available service/route and feels that more could be done to educate employees about transit options in the area and to entice them to ride the bus. Mr. Pappas feels that during events, the DuPage County Fairgrounds could also be a major destination for transit riders. In terms of routing options, Mr. Pappas expressed that a bus circulation within the interior of the DuPage County Government Center has the potential to attract strong ridership. A proposed bus could enter the interior of the Government Center and that the Courts, the Administration Area and the Health Department could be key boarding/alighting destinations within the campus.



Alexian Brothers Immediate Care, Hanover Park

Stakeholder Interview Contact:

Veronica Herrera-Sanchez, Director of Medical Affairs - June 28, 2011



Ms. Herrera-Sanchez believes that a Pace bus on County Farm Road would provide an important community benefit, especially to those using Alexian Brothers Immediate Care facility. She suggested that it may be a desirable alternative for many patients who currently take taxis to the facility. Ms. Herrera-Sanchez feels

that it likely would be less of an asset to employees, all of whom currently drive to work. She did not think that a direct bus transit link to the Central DuPage Hospital was a necessary amenity for the Alexian Brothers facility. The Immediate Care facility generally draws patients from a 10-mile radius and currently has no plans for expansion or renovation. Ms. Herrera-Sanchez believes that Alexian Brothers Immediate Care would be very supportive of a new Pace bus route to provide enhanced access for patients and visitors.

Central DuPage Hospital, Winfield



Stakeholder Interview Contact:

Tammy Pressley, Director External Communications - June 29, 2011

The Central DuPage Hospital, which currently employs approximately 4,000 people, is in the middle of an important merger with Delnor Community Hospital. This merger will likely bring an additional 1,000-2,000 employees to the Central DuPage facility. Ms. Pressley expressed that a County Farm Road Pace bus route may be a major amenity for both employees and patients at the Hospital. In the past, Ms. Pressley has lobbied Pace to have the Route #747 bus extended to the Hospital. Though the Hospital does not have the ability to track employee or patient ridership on Pace Route #747, two years ago, Ms. Pressley sent out a survey to hospital employees which asked the question “how do you get to work?” Out of 1,200 participants, 1,107 arrive by car, 12 arrive by bicycle, 4 arrive by Pace bus, 11 arrive by Metra, and 7 arrive by carpool. Ms. Pressley feels that the survey was somewhat skewed in its outreach method. “Front line staff,” who she feels are more likely to ride transit, likely did not have the email access necessary to take the survey. Ms. Pressley has routinely observed taxis picking up and dropping off patients throughout the hospital campus. Though the Hospital originally focused on a small patient market area, they now draw patients from an increasingly large regional market area. A major Central DuPage Hospital expansion project was completed in 2011. This expansion includes a new main entrance with a large vehicular turn-around area. According to Ms. Pressley, this entrance, located on Winfield Road, would be the preferred location for a new Pace bus stop. Ms. Pressley states that the Central DuPage Hospital would like to go on record in favor of any opportunity for additional public transportation in the area.

Stratford Square Mall, Bloomingdale

Stakeholder Interview Contact:

Robert Cohen (Urban Retail Properties, LLC), Interim Manager - December 8, 2011

Mr. Cohen believes that a Pace bus route along the County Farm Road corridor would not do much to address the transportation needs of Stratford Square Mall employees and patrons. The mall employs approximately 1,200 employees daily, and serves nearly 5 million shoppers on an annual basis. There is currently one bus stop at the mall, served by Pace Route #711 which runs on weekdays only after 10:00am. Most day shift employees must be at the mall prior to 10:00am store openings, and therefore cannot rely on transit to travel to work. According to Mr. Cohen, connections between the mall and DuPage County Government Center, Central DuPage Hospital, or Metra stations are unnecessary, as people rarely move between the mall and these locations. Those traveling to the mall are most likely to come from their homes within residential neighborhoods where current bus routes do not provide service. Mr. Cohen suggests that demand response services would be most beneficial for mall employees and patrons, and within the entire study area. Mr. Cohen also stressed the importance of improving bicycle infrastructure to increase cyclist and pedestrian access to major bus routes.



Bloomingtondale Court Shopping Center, Bloomingtondale

Stakeholder Interview Contact:

Brian Walls, Manager - December 8, 2011

Mr. Walls estimated that Bloomingtondale Court Shopping Center and the adjacent Walmart employ approximately 500 people daily. The center is in the early stages of a major improvement project, including expansion of the Walmart into a Walmart Supercenter and redevelopment of a number of the small shops. This project will result in significantly more employees and shoppers traveling to and from the site. He has not seen employees or shoppers using Pace Route 711 along Army Trail Road, and would assume that a curb to curb demand response type of service would be most beneficial to those wishing to use public transit to access the shopping center.

CoreCentric Solutions, Hanover Park

Stakeholder Interview Contact:

Prasha Shuela, Manager - June 23, 2011



Mr. Shuela is very supportive of a new Pace bus route along the County Farm Road corridor. His facility, located near the intersection of Schick Road and County Farm Road, currently employs 27 people and is headquartered in Glendale Heights along with a warehouse facility in Hanover Park. A majority of employees at CoreCentric Solutions commute from surrounding communities such as Glendale and Addison. According to Mr. Shuela, several upper-level employees live in Chicago and drive to the facility in Hanover Park. Mr. Shuela stated that CoreCentric Solutions employs many lower-wage workers for whom greater bus transit access may be very desirable. He mentioned that higher gas prices have made commuting by car a significant financial burden for many people. Mr. Shuela feels that a direct connection to the Hanover Park Metra station and other surrounding amenities may be beneficial to the area as a whole. In terms of routing, he believes that the best scenario may be to run the Pace bus through the interior of the business park in order to capture the highest potential ridership. He estimates that there are several hundred to 1,000 people currently working within the business park.



Quintessence Publishing Company, Hanover Park

Stakeholder Interview Contact:

Eric Shuilski, Associate - June 28, 2011

Mr. Shuilski was generally not familiar with local Pace bus options in the Hanover Park area. In the past, several patrons and/or vendors traveling to the Quintessence from Chicago have arrived at the Hanover Park Metra Station and been picked up via car. To enable a more direct transit connection in the future, Mr. Shuilski feels that having a Pace bus route to the Metra Station may be a benefit to the company. According to Mr. Shuilski, out of the 27 employees currently employed at the publishing company's Hanover Park facility, two of them live in Chicago and would likely be interested in a reverse commute by transit if it was efficient and user friendly. Other employees generally live south of Hanover Park, in Wheaton and beyond. Although every employee drives to work at this time, Mr. Shuilski expressed that having a transit option may be beneficial to both his company and the surrounding local community.



Lowe's Home Improvement Center, Carol Stream

Stakeholder Interview Contact:

Jeff Ellefan, Manager - June 28, 2011

Mr. Ellefan was very supportive of a potential Pace bus route near the Lowe's Home Improvement Center on Army Trail Road in Carol Stream. He believes that a Pace bus route would probably be more of an asset to some of his 140 employees than to customers given the nature of their business of home improvement supplies. Mr. Ellefan expressed that several former employees used Pace's Dial-a-Ride service to get to and from work. He also mentioned that a former employee, who is now retired, used to take the Pace Route #711 on Gary Avenue. Mr. Ellefan feels that beyond the benefits to Lowe's, a direct transit connection to the Stratford Square Mall may be helpful, especially for employees during their lunch hour. In order to provide this connection in a usable and efficient way, bus schedules and headways would have to be closely followed. Lowe's offers a delivery service, so customers could potentially ride transit to and from the store for their shopping needs and then have larger items delivered to their homes.

Jewel / Osco, Carol Stream

Stakeholder Interview Contact:

Jim Salkiner, Manager - June 23, 2011



Mr. Salkiner expressed his opinion that a Pace bus route near his store, located at County Farm Road and Army Trail Road, would be an asset for customers. He feels that employees are probably less likely to ride the bus as many arrive directly from the high school or walk from surrounding residential areas. According to Mr. Salkiner, the current Pace Route #711 bus is too far from the store to be useful to current customers and/or employees. As a local destination, the Carol Stream Jewel / Osco averages about 3,700 customers per day. Mr. Salkiner stated that he is supportive of a new County Farm Road Pace bus route.



West Line Apartments, Hanover Park

Stakeholder Interview Contact:

Jill Kukulka, Manager - June 28, 2011

As Ms. Kukulka has only been employed at West Line Apartments for a few months and isn't completely familiar with the needs and desires of West Line residents, she did not express a strong opinion about a possible Pace bus route through the corridor. Because of West Line's convenient location, Ms. Kukulka believes that a good portion of residents use the nearby Hanover Park Metra Station for their daily commutes into Chicago. As a reflection of the strong local rental market, 260 of 265 homes at West Line Apartments are currently occupied. Ms. Kukulka was unsure whether a new Pace bus route would be considered an amenity by local residents, but feels that a better connection to Stratford Square Mall would likely be viewed as a positive for local shoppers. Although it is not a problem with Metra commuters, she expressed concern that a new Pace bus route may encourage unauthorized users to park in the West Line Apartments' parking lot which is intended for residents and visitors only. The West Line Apartments' parking lot currently has an overnight permit program which could be modified if commuter parking issues become apparent.

Camden Apartments, Bloomingdale

Stakeholder Interview Contact:

Valerie Ingue, Manager - June 28, 2011

Ms. Ingue expressed that there are not many existing bus transit options in Bloomingdale. In general, she would be very supportive of a new Pace bus route, especially if it connected Camden Apartments to the Schaumburg Metra Station. The Camden Apartment complex includes 360 units and currently has very low vacancies. Ms. Ingue estimates that 25% of Camden's residents work in Chicago, and commute to and from the City via Metra. While Stratford Square Mall is within walking distance, she feels that a stronger bus connection may be beneficial to those with mobility limitations and be an amenity during inclement weather. Ms. Ingue expressed that the best location for a possible bus stop would be on Gary Avenue near the entrance to the Camden Apartments complex.



Hanover Park Park District, Hanover Park

Stakeholder Interview Contact:

Jeff Acks, Director - June 23, 2011

Mr. Acks expressed strong support for a potential new Pace bus route along the County Farm Road corridor. In his opinion the service may be a good option for youth going to the Hanover Park Park District's Safari Springs Aquatic Center or the Community Center. In addition, Mr. Ackes also supports the concept that the bus route may link to areas beyond the Hanover Park municipal boundaries. Mr. Ackes, expressed that it will be very important for parents to feel comfortable letting their children ride the bus unaccompanied. He laments that children do not ride buses, ride bicycles, or walk to community and regional destinations very often. There are many children in the community with limited access to transportation modes/ options in order to reach the Park District's aquatic and community centers.



7: Transit Survey Findings

Purpose

Surveys serve as an effective tool in gauging the needs, desires, and opinions of the potential transit riders, employers, and residents. The survey portion of the County Farm Road Transit Service Study, while not statistically valid, is designed to solicit specific data and feedback on community use and satisfaction with existing services, needed/desired types of transit within the study area, anticipated frequency of use, desired amenities, connectivity and linkages, origin and destination points, hours of operation, fares, payment methods, and operational characteristics.

The study area for this project includes several municipalities as well as areas of unincorporated DuPage and Cook Counties. Municipalities with the largest amount of land within the study area include Hanover Park, Carol Stream, Bloomingdale and Wheaton. Portions of Schaumburg, Streamwood, Bartlett, Roselle, Glendale Heights and Winfield are also included in the survey. The social and demographic variety of municipalities located within the area illustrates the importance of the County Farm Road corridor as a regional connector, helping to tie together diverse communities, all with unique identities and specific development and transit goals for the future.

Survey Design

The survey form was designed to be completed either by responding to a hardcopy or entering the information into a website. The hardcopy of on-line versions of the survey were produced in both English and Spanish to attract the greatest diversity of potential respondents. Hardcopies of the surveys were printed and distributed to a representative collection of area employers to solicit input from their employees. Access to the web based/on-line version of the survey was available through respondents business or personal computers as well as mobile kiosks placed within the study area. The mobile survey kiosk locations included the following:

- ✘ Hanover Park Village Hall
- ✘ Bloomingdale Library
- ✘ Winfield Founder's Park
- ✘ Carol Stream Coral Cove Water Park
- ✘ Carol Stream Recreation Center
- ✘ Hanover Park Library
- ✘ Carol Stream Library
- ✘ DuPage Government Center Cafeteria

Both survey versions were identical, with 16 questions. Twelve of these were multiple-choice. Three were fill-in-the-blank questions regarding home and work locations and household population. The final question included a field where respondents were asked to give any additional comments. A copy of the survey form is attached.

Community Transit Survey

HELP US Improve public transportation along County Farm Road!

Please take a few moments to answer some questions regarding public transportation in the County Farm Road area. The participating communities are administering this survey as part of a larger effort to make informed decisions about planning transportation infrastructure and service improvement in the areas. Your responses are confidential. For more information, please visit the project website at:

<http://www.landvision.com/countyfarmroad/>

Study Area Map



Ways You Can Complete This Survey:

- **Mail It:** After completing all questions on this form, simply attach a first-class US postage stamp to a standard sized envelope and send to the address listed below.
- **HR Office:** Received the survey from your employer? Simply complete it and hand it in to your personnel or human resource manager.
- **Online:** You also have the option of completing an electronic version of this survey online at: <http://www.landvision.com/countyfarmroad/>

Mail completed surveys to:
 Howard A Killian, PE
 Director of Public Works
 Village of Hanover Park
 2141 West Lake Street
 Hanover Park, IL 60133

Please Mark an "X" in the Appropriate Boxes.

1. Which public transit services do you currently use? (mark all that apply):

Pace Bus	<input type="checkbox"/>	Which Pace routes _____
Metra Rail	<input type="checkbox"/>	Which Metra line(s) _____
		Which Metra station(s) _____
Ride DuPage	<input type="checkbox"/>	
Vanpool	<input type="checkbox"/>	
Other	<input type="checkbox"/>	Please identify _____
None	<input type="checkbox"/>	

2. How many times have you boarded public transit service(s) in the past MONTH:

1	2-3	4-10	More than 10	Not at all
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. How would you rate the existing Pace Bus service in the study area (in terms of schedule, frequency, and coverage of your community)?

	Good	Average	Poor	Don't Know
Service Hours (time of day service is offered)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency (how often Pace Bus service runs per day)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coverage (Pace Bus service goes where I need it to go)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. When going to work, what is the mode of transportation you use the MOST OFTEN?

Automobile - Drive Alone	<input type="checkbox"/>	Vanpool	<input type="checkbox"/>
Automobile - Dropped off	<input type="checkbox"/>	Bicycle	<input type="checkbox"/>
Automobile - Carpool	<input type="checkbox"/>	Walk	<input type="checkbox"/>
Transit- Bus	<input type="checkbox"/>	I do not work or I work from home	<input type="checkbox"/>
Transit- Train	<input type="checkbox"/>		

5. If your primary mode of traveling to work (Question 4) is Metra, how do you get to/from your Metra station:

Automobile - Drive Alone	<input type="checkbox"/>	Vanpool	<input type="checkbox"/>
Automobile - Dropped off	<input type="checkbox"/>	Bicycle	<input type="checkbox"/>
Automobile - Carpool	<input type="checkbox"/>	Walk	<input type="checkbox"/>
Pace Bus	<input type="checkbox"/>	Not Applicable	<input type="checkbox"/>

6. How often do you make non-work trips such as school, shopping, entertainment, or medical appointments?

	School	Shopping	Entertainment	Doctor	Other
Daily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2-3 times per week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Once a week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2-3 times per month	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Once a month	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Less than once a month	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. For each of the following non-work trips (such as school, shopping, entertainment, or medical trips) what is the mode of transportation you use the MOST OFTEN?

	School	Shopping	Entertainment	Doctor	Other
Automobile - Drive Alone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Automobile - Dropped off	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Automobile - Carpool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transit- Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transit- Train	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ride DuPage	n/a	n/a	n/a	<input type="checkbox"/>	<input type="checkbox"/>

8. Would you take Pace Bus service to any of the following destinations? (mark all that apply):

Schaumburg Metra Station	<input type="checkbox"/>	Coral Cove Water Park	<input type="checkbox"/>
Hanover Park Metra Station	<input type="checkbox"/>	Tumberry Business Park	<input type="checkbox"/>
Winfield Metra Station	<input type="checkbox"/>	Marianjoy Rehabilitation Center	<input type="checkbox"/>
Wheaton Metra Station	<input type="checkbox"/>	Stratford Square Shopping Center	<input type="checkbox"/>
College of DuPage and Performing Arts Center	<input type="checkbox"/>	DuPage County Government Center	<input type="checkbox"/>
Prairie Trail Shopping Center	<input type="checkbox"/>	DuPage County Fairgrounds	<input type="checkbox"/>
Heritage Plaza Shopping Center	<input type="checkbox"/>	Other (Specify) _____	

9. Please indicate what would encourage you to take public transit more often.

	Important	Neutral	Not Important
More frequent service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service within quarter mile of home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service within quarter mile of work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service within quarter mile of a non-work destination I visit frequently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Later evening service until 10:00PM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Earlier morning service starting at 5:30AM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Express service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekend service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Please indicate what type of bus service you prefer to ride.

	Prefer	Neutral	Don't prefer
Service operating on a fixed schedule and timetable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dial-a-Ride service where I must make travel arrangements at least 1 day in advance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dial-a-Ride service where I must make travel arrangements at least 1 hour in advance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subscription service that I sign up for and take to work/home daily at the same time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flexible service where a vehicle follows an established route and timetable, but may travel off route to pick up or drop off passengers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer not to use bus service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. What major intersection is closest to your place of work?

Street 1: _____

Street 2: _____

City: _____ Zip Code _____

12. What major intersection is closest to your home?

Street 1: _____

Street 2: _____

City: _____ Zip Code _____

13. How many motor vehicles (car, van, truck or other) are owned or leased by people in your household?

0 1 2 3 or more

14. Tell us about the ages of people in your household. How many are:

Age	Number of People
9 or younger	_____
10 to 15	_____
16 to 24	_____
25 to 64	_____
65 or over	_____

15. What was your 2010 combined household income?

Less than \$14,999	<input type="checkbox"/>	\$100,000 to \$149,999	<input type="checkbox"/>
\$15,000 to \$29,999	<input type="checkbox"/>	\$150,000 to \$199,999	<input type="checkbox"/>
\$30,000 to \$59,999	<input type="checkbox"/>	\$200,000 or more	<input type="checkbox"/>
\$60,000 to \$99,999	<input type="checkbox"/>	Don't Know	<input type="checkbox"/>

16. Do you have any other comments regarding transit service in the corridor?

'THANK YOU FOR YOUR COOPERATION!'

Collection Method

In total, 388 usable surveys were returned. Surveys were considered “usable” if they contained at least two valid answers and did not contain significant signs of being spam or computer generated. A number of empty surveys were collected, where no answers were given to any question. It can be assumed that these were generated when users activated the kiosk or clicked on the online survey form but did not continue past the introductory screen.

Twenty-one of the total usable surveys collected were paper surveys (19 in English and 2 in Spanish), which were completed and returned via employers or municipal staff. The vast majority of surveys, 367 of them, were collected via the kiosks or the website. Only one of these was in Spanish.

Surveys Received		
Method	English	Spanish
Kiosk or Online	366	1
Paper	19	2

For each question, invalid responses were removed prior to analysis. For example, in question 1, respondents were asked to indicate which public transit services they have used during the last month. In addition to offering a variety of answer choices, a line for “other” was offered where respondents could write in a transit service that they’ve used but that is not on the list of answer choices. In some cases, the written-in answer consisted of “no” or “my car.” As these responses were considered to be invalid, they were removed prior to the data analysis process. This type of data cleaning was done on a question by question basis, so an invalid response to one particular question did not invalidate that respondent’s entire questionnaire. However, in cases where multiple invalid responses were given in such a way as to indicate that either the respondent was intentionally giving nonsensical answers or that the response was generated by an internet error or spammer, the entire questionnaire was invalidated. For example, a few surveys contained strings of random letters in all the write-in fields. In these cases, the entire survey was removed from analysis.

It is also important to note that not all 388 respondents answered every question. None of the questions in the electronic survey were set as mandatory. Respondents were able to skip questions or portions of questions at will. Therefore, each question has its own unique total number of valid responses that is equal to or less than 388.



Survey Response Intent

The survey was designed to elicit the following information from respondents:

- ❑ How often do they use transit service now?
- ❑ Which transit services do they use now and for what types of trips?
- ❑ How satisfied are they with existing transit service in the study area?
- ❑ What mode of transportation do they use most often for various trip purposes?
- ❑ To what specific locations would they like to have the option of traveling by transit?
- ❑ What improvements or amenities would make them more likely to use transit?
- ❑ What transit service operating scenarios do they prefer?
- ❑ Where do they live and work (closest major intersections)?
- ❑ What are their demographic characteristics including:
 - » How many cars are available in their household?
 - » How many people live in their household and what are their ages?
 - » What is their total household income?



County Farm Road TRANSIT SERVICE STUDY

WE NEED YOUR HELP!
Help us improve public transportation along County Farm Road!

Have 5-minutes? Then please sit down and answer some questions regarding public transportation in the County Farm Road area. This survey is being administered as part of a larger effort to make informed decisions about the planning of transportation infrastructure and service improvements in your area. Responses are confidential and will only be used to help better serve you and other transit riders. For more information, please visit us at www.landvision.com/CountyFarmRoad.

OTHER WAYS TO COMPLETE SURVEY:
Too Busy? Too cool? Don't have time now? Don't worry! There are several other ways to complete this survey and have your voice heard!

- 1. Mail It:** Pick up a paper copy, complete questions, and send to the listed address.
- 2. HR Office:** Received the survey from your employer? Simply complete it and hand it in to your personnel or human resource manager.
- 3. Online:** Go to www.landvision.com/CountyFarmRoad and click "Take The Survey".

This project is being prepared under contract with the Regional Transportation Authority of Northeastern Illinois, financed in part through a grant from the U.S. Department of Transportation, Federal Transit Administration, and Regional Transportation Authority.

Survey Results Summary

In general, the majority of survey respondents have used some type of transit service within the preceding month. However, for most of them a single occupant vehicle is the mode of travel they use most often regardless of their destination. Respondents tend to be unsatisfied with current Pace service, and indicate that a lack of service area coverage is the most significant problem. Respondents are interested in taking transit to a number of specific locations within the study area, and they would prefer a fixed-schedule service over a flexible service. Very few respondents live in limited vehicle households, but some live in households where there are more cars than drivers. In general, respondents appear open to improving existing transit service and the potential of adding additional service.

Survey Response Findings

Use of Public Transit

As shown below, 57% of respondents report that they have used one or more forms of transit in the preceding month. Of those who have used transit, Metra is the mode used most frequently. Fifty-four percent of all respondents currently use Metra Rail, while 10% report that they currently use Pace Bus. Another 2% and 1% of respondents selected Ride DuPage and CTA, respectively. A field for “other” was given as an answer choice for this question. Seventeen respondents chose “other;” however most of the write-in answers—i.e. “car”; “library”; intelligible strings of letters; and blank answers—were considered invalid and were removed from analysis. The 5 write-in answers that were valid—i.e. “CTA” and “Dial-a-Ride”—are identified below.

Transit Use During the Preceding Month		
Transit Services	Number of Respondents	Percentage of Respondents
Metra Rail	198	54%
None	159	43%
Pace Bus	38	10%
Ride DuPage	7	2%
Vanpool	5	1%
CTA*	5	1%
Total # of respondents who gave a valid answer to this question - 366		
Note: Since respondents were permitted to choose more than one answer, percentages do not add up to 100%		
* Although CTA was not given as an answer choice, 5 respondents wrote in CTA in the “other” field. These 5 responses have been subtracted from the “Other” count.		

Where respondents reported that they use Metra Rail or Pace Bus they were asked to indicate which Metra stations or Pace routes they typically use. Even though only 38 people checked the box for “Pace Bus”, 45 people chose or wrote in a valid Pace route. In general, Pace Routes #747, #554, #709 and #771 were most frequently cited. The table below shows all Pace routes that were indicated by the survey respondents.

Pace Routes Used		
Pace Routes	Number of Respondents	Percentage of Respondents
Route # 747	16	36%
Route # 554	14	31%
Route # 709	9	20%
Route # 771	7	16%
Route # 711	4	9%
Route # 331	1	2%
Route # 714	1	2%
Route # 715	1	2%
Total # of respondents who gave a valid answer to this question - 45		
Note: Since respondents were permitted to choose more than one answer, percentages do not add up to 100%		



In regards to Metra stations, there were 198 respondents who reported having used Metra within the last month; however 289 people gave valid responses to the question regarding which Metra station. Hanover Park is clearly the most widely used Metra Station with a total of 135 respondents. The Hanover Park Station is followed by the Schaumburg, Wheaton, Winfield, and Roselle stations. Respondent Metra Station ridership preferences are shown in the table below.

Metra Stations Used		
Metra Station	Number of Respondents	Percentage of Respondents
Hanover Park	135	47%
Schaumburg	83	29%
Wheaton	57	20%
Winfield	30	10%
Roselle	24	8%
Madinah	7	2%
West Chicago	3	1%
Bartlett	2	1%
College Avenue	2	1%
Aurora	1	1%
Des Plaines	1	1%
Elburn	1	1%
Geneva	1	1%
Itasca	1	1%
Lombard	1	1%
Glen Ellyn	1	1%
Naperville	1	1%
Elgin	1	1%
Westmont	1	1%
Total # of respondents who gave a valid answer to this question - 289		
Note: Since respondents were permitted to choose more than one answer, percentages do not add up to 100%		

For those who have used transit during the past month, the most common frequency of use (81 respondents / 37%) is 2-3 times per month. Approximately a quarter of the 219 respondents to this question (55 people), report using transit more than 10 times per month. However, an almost equal number (54 people) report having only used transit once during the last month.

Frequency of Transit Use During the Past Month		
Number of Times in the Past Month	Number of Respondents	Percentage of Respondents
1 Time	54	25%
2-3 Times	81	37%
4-10 Times	29	13%
More than 10 Times	55	25%
Total # of respondents who gave a valid answer to this question - 372		
Note: 153 respondents selected "Not at All." They are not shown in this table.		

Work Trip Travel

While the majority of respondents have used transit during the last month, approximately 85% of respondents do not use transit as their primary mode of transportation to work. The majority of respondents drive alone to work. Of those who do use transit, the train is the most frequently used mode, followed by Pace bus, and then finally Vanpool. Only a handful of respondents report that they regularly walk or bike to work.

Primary Mode of Travel for Work Trips		
Travel Mode	Number of Respondents	Percentage of Respondents
Automobile - Drive Alone	248	71%
Transit - Train	47	14%
I do not work or I work from home	24	7%
Automobile - Dropped off	14	4%
Automobile - Carpool	5	1%
Pace Bus	4	1%
Bicycle	3	1%
Vanpool	1	1%
Walk	1	1%
Total # of respondents who gave a valid answer to this question - 347		

This preference for driving alone in one's car appears again as the primary mode of access to Metra stations for those who use Metra as their means of access to work. The second most used way to access Metra stations is by walking. Only five people (5%) reported using Pace to access their desired Metra station.

Mode of Access to/from Metra		
Travel Mode	Number of Respondents	Percentage of Respondents
Automobile - Drive Alone	67	60%
Walk	24	22%
Automobile - Dropped off	10	9%
Pace Bus	5	5%
Automobile - Carpool	2	2%
Total # of respondents who gave a valid answer to this question - 111		
Note: 170 respondents marked "not applicable" to this question. They are not shown in this table.		



Other Travel Behavior

Respondents were asked to indicate how frequently they make certain types of non-work trips. The following results represent the most significant non-work trips identified by the respondents:

- ✘ **School** - The majority of respondent (61%) make school trips less than once a month. About 30% travel to school 2-3 times per week or more.
- ✘ **Shopping** - Shopping trips are made more regularly. Fifty percent of respondents make shopping trips between 2-3 times per week. Another 22% report making shopping trips once per week.
- ✘ **Entertainment** - The frequency of entertainment trips is spread more evenly, with about 70% of respondents making entertainment trips somewhere between 2-3 times per month and 2-3 times per week.
- ✘ **Doctor** - Trips to the doctor are much less frequent. About 85% of respondents report traveling to the doctor once a month or less.

Trip Frequency by Trip Purpose							
Trip Purpose	Daily	2-3 Times Per Week	Once a Week	2-3 Times Per Month	Once a Month	Less Than Once a Month	Total Number of Respondents Per Trip Type
School	48	18	8	6	5	136	221
	22%	8%	4%	3%	2%	61%	
Shopping	34	149	67	29	4	18	301
	11%	50%	22%	10%	1%	6%	
Entertainment	9	64	86	64	38	36	297
	3%	22%	29%	22%	13%	12%	
Doctor	1	6	7	29	70	168	281
	1%	2%	2%	10%	25%	60%	
Other	38	60	29	34	15	58	234
	16%	26%	13%	15%	5%	25%	

Respondents were also asked to report what mode of travel they use for their non-work trips. Regardless of the type of trip, they drive alone most of the time. Depending on the trip purpose, between 76% and 92% of all respondents selected, “auto-drive alone”. Transit, bicycling, and walking were selected with less frequency. Combining all transit response options, including bus, train, and Ride DuPage, 51 selections were made for transit. Some respondents selected transit more than once, therefore a closer examination of the data shows that those 51 selections were made by 31 people, or about 10% of the total number of people who answered this question. Likewise, walking and bicycling were selected 22 times by 12 people, representing 4% of all respondents who answered this question.

Travel Mode by Trip Purpose

Trip Purpose	Auto-Drive Alone	Auto Dropped Off	Auto Carpool	Transit - Bus	Transit - Train	Bicycle	Walk	Ride DuPage	Total Number of Respondents Per Trip Type
School	149	17	5	4	1	0	4	0	180
	83%	9%	3%	2%	1%	0%	1%	0%	
Shopping	262	7	13	3	7	3	3	1	299
	88%	2%	4%	1%	2%	1%	1%	1%	
Entertainment	218	8	40	4	15	2	0	0	287
	76%	3%	14%	1%	5%	1%	0%	0%	
Doctor	256	10	3	2	3	2	0	1	277
	92%	4%	1%	1%	1%	1%	0%	1%	
Other	183	8	14	0	6	5	3	4	223
	82%	4%	6%	0%	3%	25	1%	2%	



Destinations of Interest

Based upon the responses received, survey respondents expressed definite interest in taking transit to several key areas within the project study area. The most frequently identified locations—each receiving over 100 votes include: Stratford Square Mall, Hanover Park Metra Station, and DuPage County Government Center. In addition to the choices that were presented on the survey, respondents were also able to write-in other locations they would be interested in traveling to via transit. While there were 30 write-in answers, each destination identified in those responses was selected by 5 or fewer respondents. The table below displays all destination options, including write-ins, and their respective frequency of identification.

Destinations of Interest		
Place	Number of Respondents	Percentage of Respondents
Stratford Square Mall	147	65%
Hanover Park Metra Station	112	50%
DuPage County Government Center	103	46%
College of DuPage and Performing Arts Center	86	38%
DuPage County Fairgrounds	82	36%
Wheaton Metra Station	62	27%
Schaumburg Metra Station	61	27%
Heritage Plaza Shopping Center	42	19%
Winfield Metra Station	37	16%
Prairie Trail Shopping Center	33	15%
Coral Cove Water Park	28	12%
Turnberry Business Park	15	7%
Marianjoy Rehabilitation Center	11	5%
Roselle Metra Station	5	2%
Alexian Brothers Hospital	3	1%
Woodfield Mall	3	1%
Central DuPage Hospital	2	1%
O'Hare Airport	2	1%
Ultra Supermarket	2	1%
Hanover Park	2	1%
Wheaton	2	1%
Downtown Wheaton	1	1%
Medinah Metra Station	1	1%
Westfield Mall	1	1%
North of Irving Park Road	1	1%
Seafari Springs Water Park	1	1%
Winfield Farmer's Market	1	1%
Wheaton Driver's Facility	1	1%
Total # of respondents who gave a valid answer to this question - 226		

To be able to identify potential concentrations of transit ridership, respondents were asked to report the nearest major intersection to their home as well as their place of employment.

Respondents were asked to give the nearest major intersection to their home and also to their work. Regarding workplace, 189 respondents gave valid answers. Regarding home, 234 gave valid answers. These points were then geocoded in order to help identify geographical trends on where respondents live and work. The map below shows how responses were distributed throughout Cook, DuPage, Kane, Lake, and McHenry counties. Work locations are shown in blue. Home locations are shown in yellow. Green indicates areas where areas containing both home and work locations overlap.

The maps on the following pages show more detailed views of the study area including nearby intersections indicated by respondents.

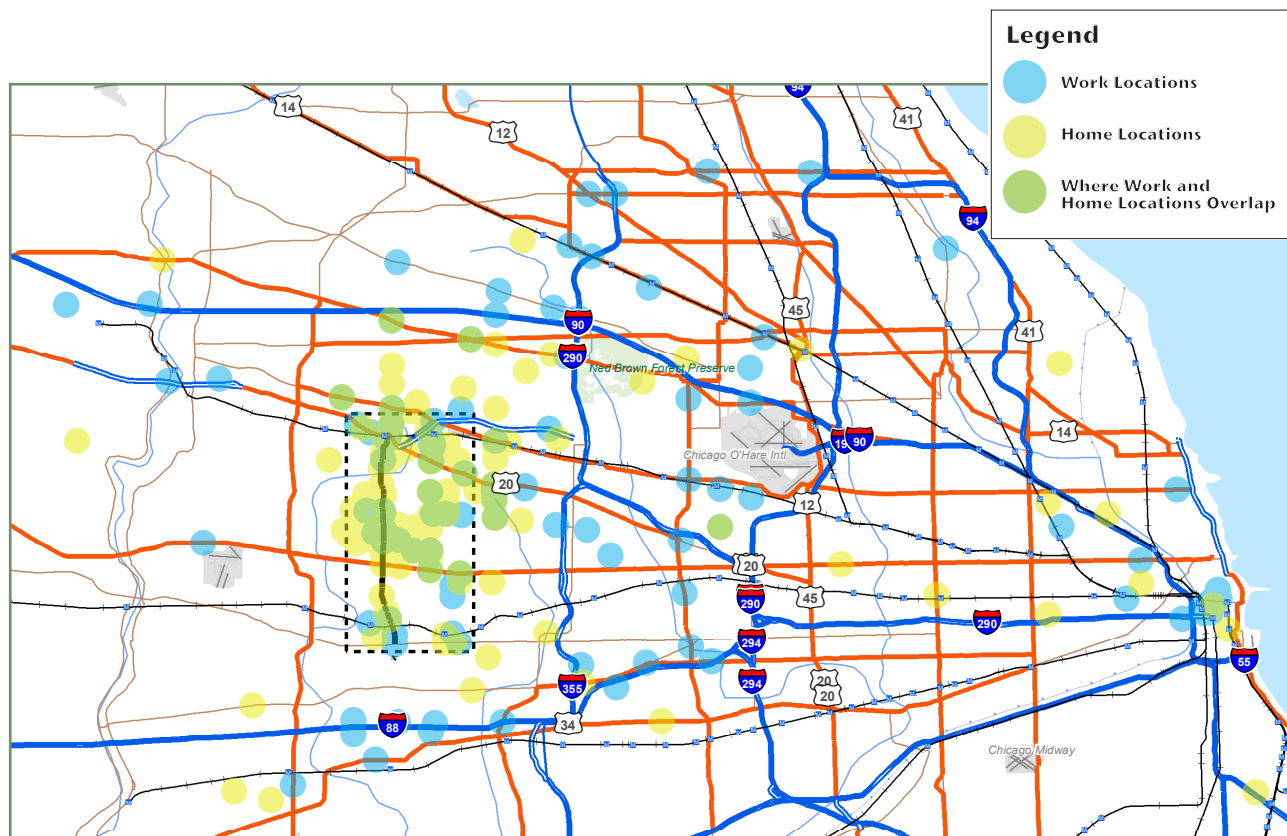


Exhibit 12: Regional Home and Work Concentrations



Exhibit 13: Study Area Home Concentrations

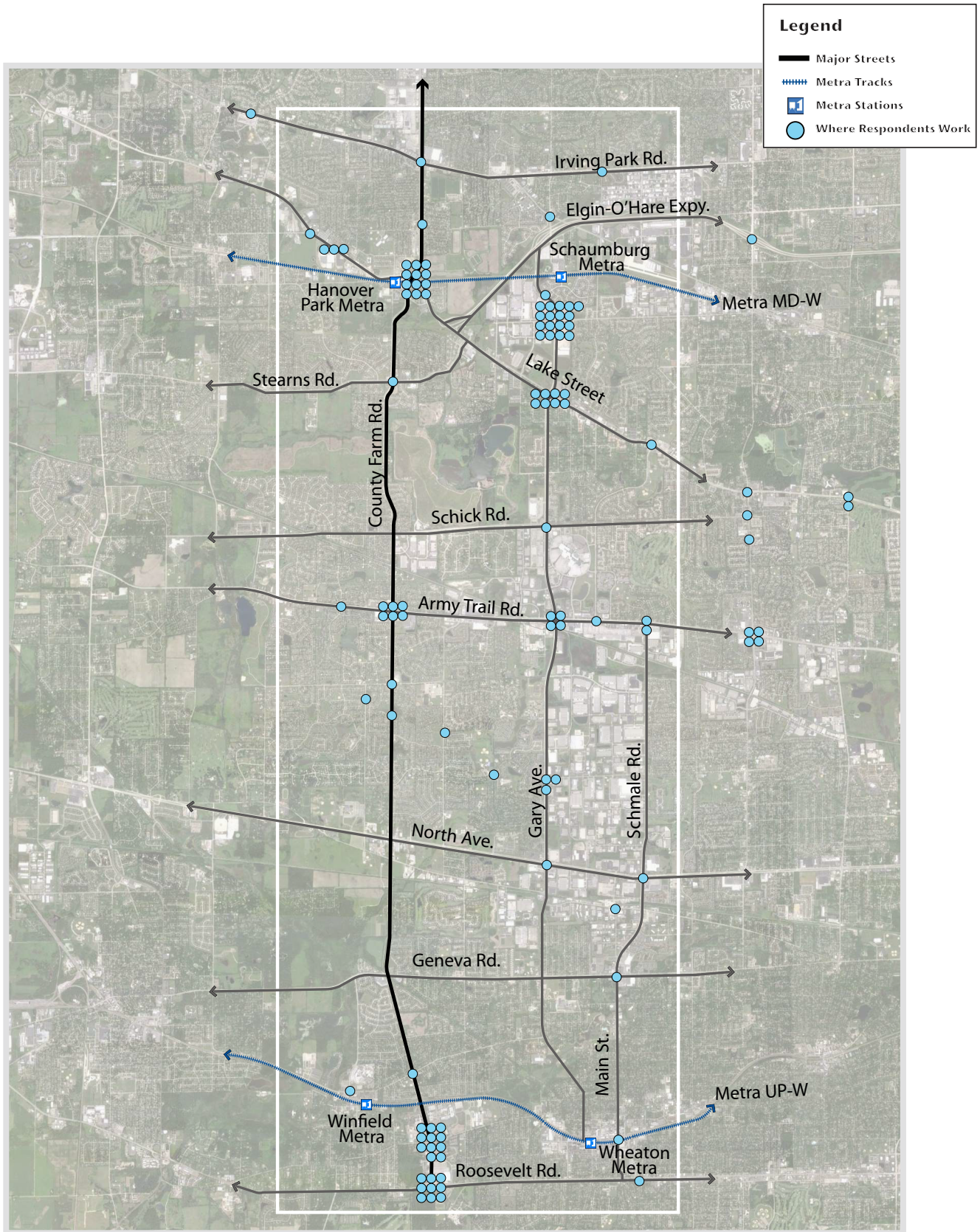


Exhibit 14: Study Area Work Concentrations

Outside the Study Area:

- ❑ In general, both home and work locations were distributed throughout the multi-county area. However, work locations are more likely to be located further away from the study area than are home locations.
- ❑ For work locations that occur outside the study area, the most often cited areas were: downtown Chicago, along I-90 to the north of the study area, along I-88 to the south, along IL-83 east of the study area, and along the northern, western, and southern perimeter of O'Hare Airport.
- ❑ The majority of home locations outside the study area occur in the areas just east of the study area, stretching as far north as the Union Pacific Northwest line and as far south as I-88. Some are located within downtown, northern, and western areas of the City of Chicago.

Inside the Study Area

- ❑ Just over half (55%) of work locations were located within the study area. The highest concentrations of work locations inside the study area occur at: Central Avenue and Gary Avenue; Lake Street and County Farm Road; along Army Trail Road between Roselle Road and County Farm Road; and along County Farm Road at and just north of Roosevelt Road.
- ❑ Seventy-one percent of home locations given occur inside the study area. There was some overlap between the areas of high workplace concentrations and those of high home concentrations. These include: Central Avenue and Gary Avenue; and County Farm Road and Lake Street. In addition to these, home locations were also numerous in the following areas: County Farm Road between Schick Road and Army Trail Road; County Farm Road and Sterns Road; and the area bounded by Army Trail Road, Fair Oaks Road, Lies Road, and Gary Avenue.



Transit Service Preferences and Satisfaction

When asked to rate Pace bus service performance in the areas of service hours, frequency, and coverage, the majority of respondents selected “don’t know” indicating that they do not have enough experience using Pace service to provide an educated judgment. Of those who did rate the service, they gave Pace a “poor” rating across all three categories. Service coverage is the category that received the most “poor” votes (85), while the categories of service hours and frequency only received between 50 and 60 “poor” ratings. On average, only about 14% of respondents ranked Pace performance as “good” or “average” in any of the three categories.

Respondents Current Pace Bus Service Rating					
	Good	Average	Poor	Don't Know	Number of Respondents
Service Hours (time of day service is offered)	18	31	50	208	307
	6%	10%	16%	68%	
Frequency (how often Pace bus service runs per day)	10	33	57	204	304
	3%	11%	19%	66%	
Coverage (Pace bus service goes where I need it to go)	12	24	85	184	305
	4%	8%	28%	60%	



In addition to rating existing Pace service, respondents were given a list of possible transit service improvements and asked to indicate which improvements are more important to them. In general, more respondents chose “important” over “neutral” and “not important,” and indicated that all of the listed improvement options were important. The most important service improvements include: service within a quarter mile of home (79%), more frequent service (70%), service within a quarter mile of work (63%), and weekend service (61%). The service improvements that were most frequently cited as “not important” include: later evening service and earlier morning service. However, even in these categories the majority of respondents selected “important.”

Importance of Potential Service Improvements				
	Important	Neutral	Not Important	Number of Respondents
More Frequent Service	172	47	28	247
	70%	19%	11%	
Service within 1/4 Mile of Home	204	29	27	260
	79%	11%	10%	
Service within 1/4 Mile of Work	151	36	51	238
	63%	15%	21%	
Service within 1/4 mile of a Non-work Destination I Visit Frequently	142	58	40	240
	59%	24%	17%	
Later Evening Service Until 10:00 pm	95	67	70	232
	41%	29%	31%	
Earlier Morning Service Starting at 5:30 am	101	64	73	238
	42%	27%	31%	
Express Service	121	74	43	238
	51%	31%	18%	
Weekend Service	150	58	38	246
	61%	24%	15%	

To begin to understand types of desired service operations, respondents were given several service operating scenarios and asked to indicate the type of service they prefer. Options ranged from traditional fixed-route service to demand responses (e.g. Dial-a-Ride) and flexible service. A large majority of respondents (213), indicated a preference for fixed-route service. Flexible services was indicated as the second most preferred service type by 84 respondents. The least preferred option was demand responses (e.g. Dial-a-Ride) with a 1-day advanced reservation requirement.

Preference for Transit Service Operating Characteristics				
Service Characteristics	Prefer	Neutral	Don't Prefer	Number of Respondents
Service operating on a fixed schedule and timetable	213	27	16	256
	83%	11%	6%	
Dial-a-Ride service where I must make travel arrangements at least 1 hour in advance	55	89	83	227
	24%	39%	37%	
Dial-a-Ride service where I must make travel arrangements at least 1 day in advance	23	90	107	220
	11%	41%	49%	
Subscription service that I sign up for and take to work/home daily at the same time	64	79	75	218
	29%	36%	34%	
Flexible service where a vehicle follows an established route and timetable, but may travel off route to pick up or drop off passengers	84	77	66	227
	37%	34%	29%	
I prefer not to use bus service	52	96	64	212
	25%	45%	30%	

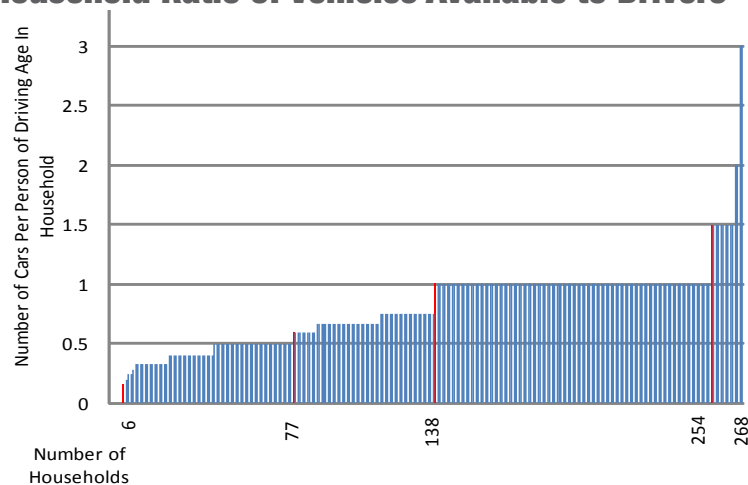
Demographic Information

The responses collected as part of the transit survey indicate that limited vehicle households are rare within the study area. Only 2% of respondents report living in a limited vehicle household. Approximately 75% (207) of respondents report having two or more vehicles in their household.

Number of Vehicles in Household		
Number of Vehicles in Household	Number of Respondents	Percentage of Respondents
0 Vehicles	5	2%
1 Vehicle	67	24%
2 Vehicles	139	50%
3 or More Vehicles	68	24%
Total # of respondents who gave a valid answer to this question - 279		

Beyond knowing how many vehicles are in the household, it is helpful to know how many vehicles there are in each household compared to the number of drivers in that household. For respondents who told us the number and age of people in their household and the number of vehicles in their household, we were able to calculate the ratio of vehicles per driver by subtracting the number of people 15 years old and younger. Using this calculation, only 5 households demonstrate having a vehicle to driver ratio of zero. Seventy-two households have a vehicle to driver ratio of 0.5 or lower, while 61 households have a vehicle to driver ratio between 0.5 and 1. One-hundred-sixteen households have a ratio of 1:1. There were only 14 households who have a vehicle to driver ratio over 1. Thus, there were slightly fewer households with a vehicle to driver ratio below 1:1 than households with a ratio above 1:1.

Household Ratio of Vehicles Available to Drivers



The average household income among respondents appears to be quite high. A total of approximately 56% of respondents live in household greater than \$60,000 annually. The largest single percentage of respondents (30%), live in households with income between \$60,000 and \$100,000. This is followed by 21% of respondents have household income between \$30,000 and \$59,000, and approximately 8% of respondents living in households with income below \$30,000.

Household Income		
Average Yearly Household Income	Number of Respondents	Percentage of Respondents
Less than \$14,999	4	2%
\$15,000 to \$29,999	17	6%
\$30,000 to \$59,999	56	21%
\$60,000 to \$99,999	80	30%
\$100,000 to \$149,999	56	21%
\$150,000 to \$199,999	12	5%
\$200,000 or more	2	1%
Don't Know	39	15%
Total # of respondents who gave a valid answer to this question - 266		



Write-In Comments

The following table provides a summary by topic area of the diversity of additional write-in comments provided by survey respondents. These comments have been organized by topic area so as to demonstrate as best as possible respondents' collective key areas of interest and/or concern.

A total of 87 write-in comments were received. In numerous cases respondents provided comments that may be categorized in to more than one of the topic area. In these cases, the comment was included in each of the applicable topic areas. As a result, the actual total number of write-in comments (87) is fewer than the total number of comments shown in following table. Where comments consisting of "no", "none", or "n/a" were provided (14 responses), the response was removed from the evaluation.

A complete listing of all individual comments may be available for review upon request.

Additional Write-In Comments By Topic Area	
Comment Topic Area Category	Number of Comments Received
Suggestions for specific points transit should serve	37
Suggestions for specific routes / corridors transit should serve	22
I do not like and/or plan to use transit service	12
Comments in support of transit service	12
Need better service hours and / or frequency	10
Difficult to obtain info about transit service in area	6
Issues related to pedestrian access	5
Proponents of more transit service in the area	4
Want transit to be more environmentally friendly	3
Concerns about safety	3
Want better bicycle accommodations	2
Comments comparing cost of transit vs. driving	2
Unaware that there is any transit service provided currently	2
Suggestions about transit vehicles	2
Need flag stops	1
Add a new Metra station	1
Issues related to parking	1
Comments regarding taxation	1
Comments regarding transit system aesthetics	1

8: Demand Analysis

The primary goal of the discovery and diagnosis phase of this study is to determine if a market for additional public transit service exists in the study area. The collected data and survey results have been examined to provide a preliminary determination of the transit market potential in the corridor.

Based upon the data collected and evaluated to date, it does appear that a market for additional or modified service exists in the corridor study area. The evaluation of the survey results revealed that 70% of respondents prefer or are neutral towards using bus service. This represents a high percentage of respondents that are willing to consider the use of transit in comparison to their currently strong reliance on an automobile. For example, ninety-eight percent (98%) currently have at least one vehicle in their household and forty-three percent (43%) of respondents indicate that they have not used transit in the past month. Most respondents that have used transit, utilize Metra as opposed to Pace bus.

Stakeholders also indicated their perceived value of additional transit service for the study area. Nine out of ten stakeholders were supportive of the concept of enhanced bus service in the County Farm Road study area. Employment and household densities that may support transit can be found at various locations between County Farm Road and Gary Avenue. Destinations for new or revised bus service may include Stratford Square Mall and DuPage County Government Center. These were the top destinations in both the journey to work analysis and respondent surveys. Other desired destinations included Hanover Park Metra Station, College of DuPage, DuPage County Fairgrounds, and Wheaton Metra Station. Finally there exist several areas of concentration where 20% or more of the residing population were either a youth, an older adult, or had limited access to an automobile. These concentrations may also serve as potential rider opportunities.

While it appears that a market exists for additional and/or modified transit service, there remain a number of issues that will require significant consideration when designing new or revised bus service in the study area. These include but are not limited to:

- ❑ Along County Farm Road long linear distances separate the major activity nodes. The areas between these nodes are occupied by low density residential uses and in many cases extensive open spaces and/or preserve areas thereby limiting the potential to attract and capture transit riders along a transit route.
- ❑ Housing along County Farm Road backup to the road and are often physically separated from the road by privacy fence. This creates significant difficulty for people within the abutting residential neighborhoods to walk to or from a nearby bus stop.
- ❑ Survey respondents stated that they would like better route coverage (a bus route closer to their house) and a preference for fixed-route service. From a design and efficiency standpoint, it is difficult to provide extensive coverage with a fixed-route bus service. A flexible or demand response service and/or service enhancements can provide additional service coverage and may be the best type of alternative if route coverage and convenience of access are determined to represent the principal service design considerations.

In consideration of these issues and others highlighted within the Existing Conditions evaluations it appears that the market for addition with service within the County Farm Road Transit Service Study Corridor Area is best focused on service enhancements in the northeastern and southeastern portions of the corridor study area. The objective of these enhancements may be to improve connectivity and efficiency of and between existing routes such as Route #554, #747, and/or #711 in the northeast and #709 and/or #711 in the southeast.

9: Potential Service Design Alternatives

Based on the existing conditions evaluations, including the responses collected as part of the transit market survey and stakeholder interviews, a lack of service area coverage and lack of knowledge about existing services appear to be the biggest concerns with transit service in the study area corridor. Survey respondents felt that the existing Pace routes lack of connectivity and effectiveness in circulation is a problem. They expressed a need to get to certain locations including Stratford Square Shopping Center, Hanover Park Metra Station, DuPage County Government Center, College of DuPage and DuPage Performing Arts Center, Alexian Brothers Medical Center, and DuPage County Fairgrounds.

In evaluating these expressed desires, it is recommended that consideration be given to two (2) phases of potential service alternatives to enhance or improve mobility within the study area. These include:

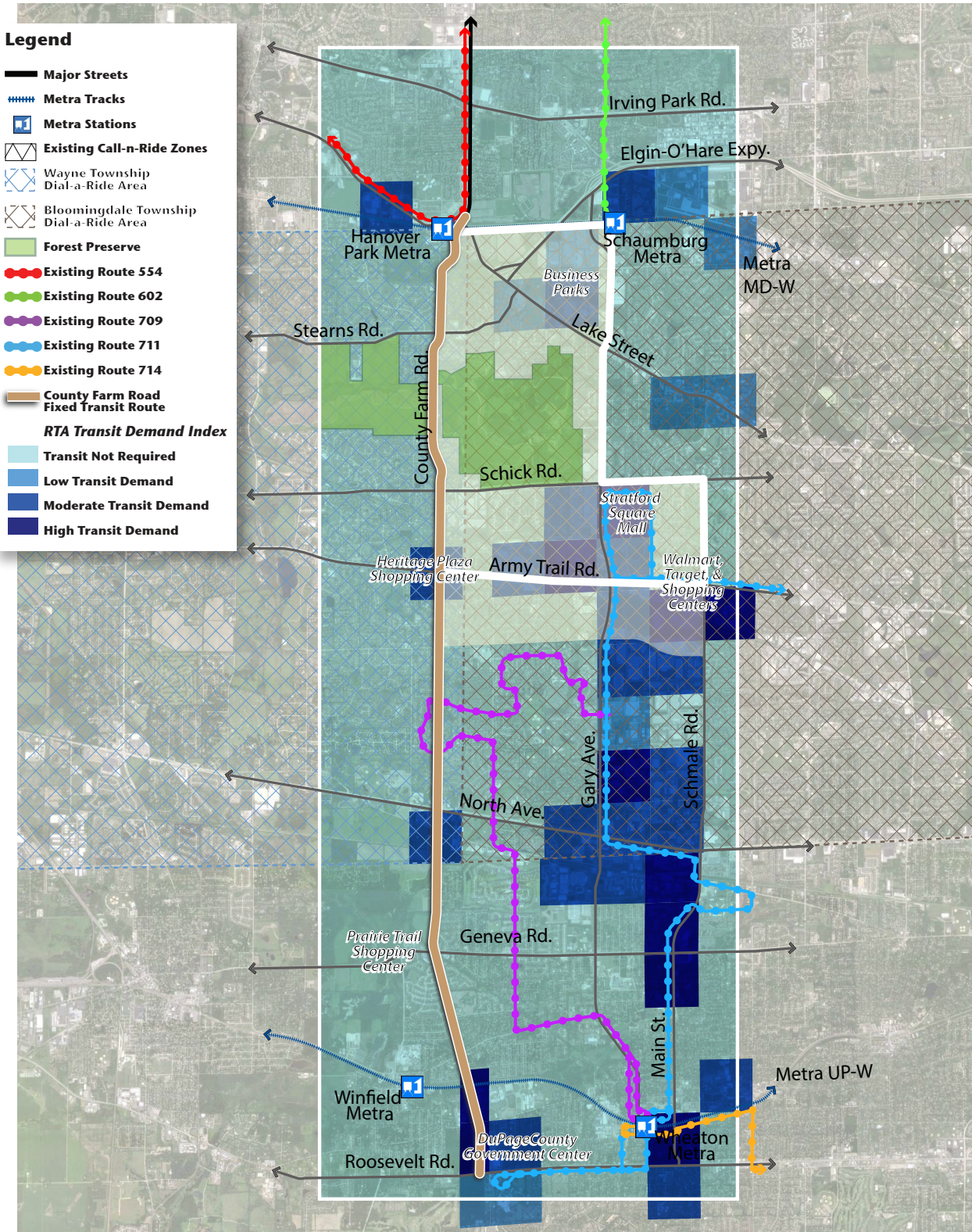
- ❑ Phase 1 - Near Term: Improve knowledge of and utilization of existing services for the general public and employers, including Pace vanpools, Bloomingdale Township Dial-A-Ride, and Wayne Township Dial-A-Ride.
- ❑ Phase 2 - Long Term: Fixed route service on County Farm Road in coordination with adjacent land use changes.



Recently Implemented Changes:

The provision of efficient, effective, and affordable transit service requires an on-going process of evaluation and modification, where appropriate. User needs and economic realities continually alter the demand parameters for delivery of the appropriate mix of transit services. As a result, in 2011/2012 Pace introduced a series of desired service changes within the study corridor. These changes include the following:

- ✦ In December 2011, Pace Route 747 was discontinued. Route 747 travelled east along Roosevelt Road and served the Wheaton Metra Station at the southern end of the study area. As part of the reconfigured Pace Route 301, portions of Route 747 were consolidated into this reconfigured route. The reconfigured Route 301 now operates between the CTA Blue Line Forest Park Transit Center to the east and Wheaton Metra station to the west, as well as peak hour trips traveling to and from the DuPage County Judicial Center, located on County Farm Road.
- ✦ In August 2011, service along Route 554 was increased to include Saturday schedules. Route 554 serves the Hanover Park Metra station, approaching from the west on Lake Street and from the north on Barrington Road. It terminates to the west in the City of Elgin and to the east in the Village of Schaumburg.
- ✦ In December 2011, the Wheaton-Winfield Call-n-Ride began operation in the southern portion of the study area. The Call-n-Ride provides curb-to-curb service to the general public south of the Metra UP-West Line, reaching various destinations such as Central DuPage Hospital, Winfield Metra Station, Wheaton Metra Station, DuPage County Judicial Center, and Marianjoy Rehabilitation Hospital. In addition to curb-to-curb service, the Call-n-Ride also makes regular hourly runs between the Wheaton Metra Station and DuPage County Judicial Center.
- ✦ In conjunction with its established policy, Pace allows a one year trial before official assessment of any recently implemented changes and/or modifications to its routes and services. As such, no evaluations and/or suggested modifications to these specific changes are included as part of this transit service planning study.



New Service Recommendations with Existing Services

Phase 1-Near Term Service Recommendations:

Improve Knowledge and Utilization of Existing Services for the General Public and Employers



Pace Vanpools

As described previously within this study, employers and the general public express limited knowledge of the existing services available to them within the County Farm Road study area. Outreach to employer human resources departments and tenants in large business parks should be prioritized initiatives from transit and municipal representatives. Pace and RTA may work with Hanover Park and the other villages to regularly direct marketing materials and provide workshops to employers regarding Pace vanpools. These vanpools provide a variety of options for sharing rides with others making similar trips. For example, employees at businesses in the vicinity of Lake Street and Gary Avenue are over one mile from the nearest Metra station so it is too long to walk. But a Pace van at the Metra station allows 5-13 participants to take the train and then use the van to complete the commute. In this way, a commute without a car becomes a viable option for employees.

Metra Feeder Vanpools may be implemented relatively quickly because it is an existing program. Applicants can complete forms on Pace’s website after collecting at least four participants per van. Each participant pays a \$58 per month fee and at least half of the participants must purchase a Metra monthly pass or 10-ride ticket. When compared to other transportation options, this is an affordable alternative to driving a car. Participating municipalities should look to waive parking fees and overnight parking restrictions in Metra lots for Van Pools in order to promote this as a viable transit option. Ultimately, the flexibility and lack of centralized requirements (no phone number to call or vehicle to wait for each day) make this an attractive option for employers who have many employees who can take Metra but have difficulty reaching the job site without a vehicle.

Pace Metra Feeder Vanpool	
Service Area	<i>Metra Stations and Work Sites</i>
Days of Service	<i>Daily</i>
Service Span	<i>As Needed to Fit Employee Group Schedules</i>
Frequency	<i>One Trip to and One Trip from Work</i>
Vehicles	<i>One per 5-13 Participants</i>
Cost	<i>Included in Existing Pace Program</i>

In addition to Metra Feeders, Pace Traditional Vanpools are another alternative for groups of employees who live and work near one another. This option is for participants who are unable to utilize Metra. Each rider pays a low monthly fare based on distance and number of participants. For daily round trips under 20 miles, the cost is \$112 each for four riders and \$73 each for 13-14 riders. As with Metra Feeders, the primary way to publicized this existing pace option is to employers at large business parks. Many employees at these locations likely do not know that an affordable, safe, Pace-authorized carpool service exists. Information regarding Van Pools should be shared with municipalities, local committees, and businesses. Once more people know about this existing program, it is likely that utilization will increase.

Pace Traditional Vanpool	
Service Area	<i>Employee Homes and Work Sites</i>
Days of Service	<i>Daily</i>
Service Span	<i>As Needed to Fit Employee Group Schedules</i>
Frequency	<i>One Trip to and One Trip from Work</i>
Vehicles	<i>One per 5-13 Participants</i>
Cost	<i>Included in Existing Pace Program</i>

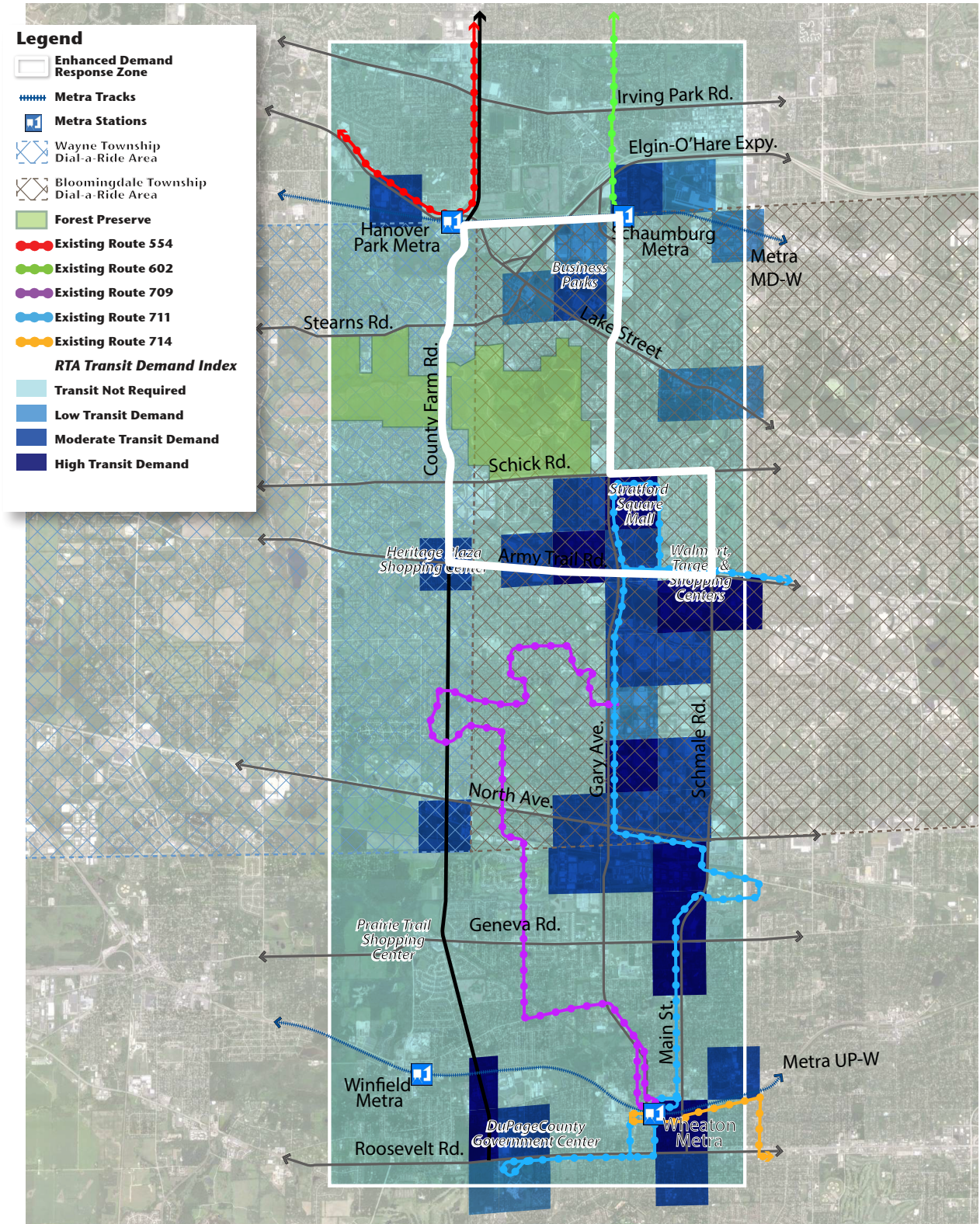


Enhanced Demand Response Zone

There are destinations in the northern half of the County Farm Road study area to which residents with limited or no availability to a vehicle cannot easily access. As a result the northern half of the County Farm Road Transit Service study area demonstrates demand for some transit but has gaps in Pace fixed transit route service.

The study area is served by two general public demand response services as described in the Existing Conditions section: Bloomingdale Township Dial-A-Ride and Wayne Township Dial-A-Ride. Because population and employment density may not initially support new fixed route service in the northern half of the study area, enhanced demand response may serve as an effective alternative.

As shown in the figure on the following page, the township boundary exists near County Farm Road. It is recommended that enhanced demand response service be considered for the area between the Metra Milwaukee District West Line to the north, County Farm Road to the west, Army Trail Road to the south, and Gary Road and Schmale Road to the east as shown in the following figure.



Demand Response Improvements

The proposed enhanced demand response zone covers several areas that are difficult to serve with fixed transit routes due to factors such as winding roads and low population densities. The proposed demand response would serve Hanover Park south of the Metra line and the Village of Bloomingdale shopping areas surrounding Stratford Square Mall. Stratford Square Mall was identified as a top desired destination during the public input process. In addition to the mall, the service area also includes access to Walmart, Target, Costco, Lowes, Jewel, Dominick's, Meijer, and a variety of other big box stores. The Hanover Park Metra Station and Schaumburg Metra Station are included in the proposed service area to enhance overall transit connectivity. Proposed service would operate 6 am - 6 pm Monday -Friday and 10 am - 6 pm on Saturdays.

As seen before, RTA's recently released Transit Demand Index finds that transit demand exists and would be captured by this enhanced demand response zone. The business parks near Lake Street and Gary Avenue exist at the northern end near the Metra stations. At the southern end, the large shopping areas provide additional strong demand for transit service.

Both Bloomingdale Township and Wayne Township have Pace Dial-A-Ride (DAR) service that accesses some of the proposed enhanced demand response zone, but those services require at least one-day advance notice. Each of those townships is approximately 35 square miles, which limits the degree of service that can be provided to any one area. The Bloomingdale Township DAR operates four vehicles and the Wayne ownership DAR operates one vehicle.

Enhanced service could mean a variety of improvements. The most simple would be to simply advertise and promote the existing services more to better spread knowledge of the services in the enhanced zone. Additional improvements could involve specifying this zone for priority pickup and dropoff within the existing Bloomingdale Township or Wayne Township DAR's. One of the best improvements that could be made over the existing demand response services would be a reduction in call-ahead time. Currently both DAR's require 24-hour advance notice.

Frequency and Span of Service

The proposed service characteristics for the enhanced demand response option are shown below. As proposed, the service will be focused on a relatively small area (approximately 5 square miles), and will be an improvement over the current available Dial-A-Ride services.

Enhanced Demand Response Service Characteristics	
Service Area	<i>Parts of Hanover Park, Bloomingdale (approx. 5 square miles)</i>
Days of Service	<i>Monday-Saturday</i>
Service Span	<i>Weekdays: 6:00a.m. – 6:00p.m. Saturday: 10:00a.m. – 6:00p.m.</i>
Frequency	<i>On-demand</i>
Vehicles	<i>One</i>
Estimated Daily Service Hours	<i>Weekdays: 12 hours Saturday: 8 hours</i>

Estimated Annual Cost

If the enhanced demand response is primarily a matter of improved promotion, then the cost would be minimal. However, if additional service above the existing demand response is implemented in the enhanced demand response zone, then the approximate cost is described below. The first step in estimating the annual cost for proposed demand response service is to multiply the estimated daily service hours by an estimated cost per hour to produce the estimated daily cost. The cost per hour is estimated to range from \$50 - \$65 per hour based on data from Pace’s existing operations. The cost per hour includes drivers’ salaries, fuel, maintenance, insurance, and overhead costs.

The estimated daily cost was multiplied by 255 weekdays (365 days minus 52 Saturdays minus 52 Sundays minus the six major holidays per year) to determine the annual weekday cost. To estimate the annual Saturday cost, the estimated daily cost is multiplied by 52 Saturdays. The cost for weekdays was added to the cost for Saturdays to get the estimated annual operating cost. The estimated daily cost and annual cost is shown in the following table.

Enhanced Demand Response Estimated Operating Cost		
<i>(Cost shown for service separate from existing DAR’s is implemented. Otherwise additional cost will be reduced from what is shown below)</i>		
	Estimated Daily Cost	Estimated Annual Cost
Weekday	\$600-700	\$153,000-\$198,000
Saturday	\$400-520	\$20,800-27,040
	Total	\$175,000-\$225,000

Fares and Funding

Funding the potential enhanced demand response service may require revenues from fares, local partnerships and other sources. A fare of \$1.75 is recommended. This is the same fare Pace charges on their existing demand response services. Since the enhanced demand response is not a fixed route service, Pace offers no reduced fares or free rides for seniors, Circuit Permit holders, or those with RTA Reduced Fare ID cards. Free rides are allowed for uniformed military personnel or up to two children less than 7 years of age when accompanied by a fare-paying adult.

Ridership

Pace has developed a formula for estimating ridership on proposed demand response service (i.e. Dial-a-Riad & Call-n-Ride). This formula provides insight into the utilization of service in the proposed enhanced demand response zone. Additionally, this formula is used for new service, which is different from the area as proposed which is currently covered by Dial-A-Ride service. With these issues in mind, the formula uses the following inputs:

- ❑ Zone size
- ❑ Population density
- ❑ Employment density
- ❑ Number of connecting bus routes
- ❑ Percentage of the population in the zone over age 65

For the potential enhanced demand response service, 3.8 riders per hour are estimated to utilize the service. Weekday ridership is estimated to be 45 and Saturday ridership is estimated to be 30. Annual ridership in the area is estimated to be 13,000. While the new ridership is difficult to parse from existing demand response riders in the zone. Currently, Bloomingdale DAR has approximately 20,000 annual riders and the Wayne DAR has approximately 4,000 annual riders. Each of those services cover over 30 square miles, while the enhanced demand response zone as proposed is approximately 5 square miles.

Vehicles

To be able to meet additional ridership, one 10– 13 passenger, wheelchair-accessible vehicle may be needed. These types of vehicles typically cost between \$50,000 and \$75,000 and have a useful life of five to seven years. If one of the municipalities were to decide to operate the proposed service, Pace may offer a vehicle for lease through its Community Vehicle Program at a reduced cost.

Stop Locations and Support Facilities

Ridership comfort and convenience is a significant contributor to generating successful ridership demand. To capture as many riders as possible, it is recommended that consideration be given to installation of passenger amenities (e.g. shelters) at key locations in the proposed enhanced demand response zone in coordination with shelter locations for designated fixed-route services. At minimum key locations should include an informational kiosk with a description and the phone number for the local enhanced demand response service. Important locations to consider for installation/provision of passenger amenities include Stratford Square Mall, Hanover Park Metra Station, and Schaumburg Metra Station.

Summary

Issue	<i>Many parts of the study area do not have sufficient transit access to local destinations, but demand is not sufficient for fixed routes.</i>
Recommendation	<i>Implement an enhanced demand response zone serving Hanover Park, Stratford Square Mall and nearby shopping areas. This could include improved promotion of existing service, prioritized service within proposed zone, and potentially reduced call-ahead times from the current 24-hour requirement.</i>
Intended Outcome	<i>Increases in overall transit ridership, enhanced ridership satisfaction associated with the ability to reserve a trip for when they want to travel, and more competitive travel times with automobile use over fixed route service.</i>
Potential Challenges	<i>Respondents indicate a preference for fixed route service rather than one in which a person is required to call ahead for a reservation.</i>
Timeframe	<i>Near-term</i>



Phase 2-Long-Term Recommendation

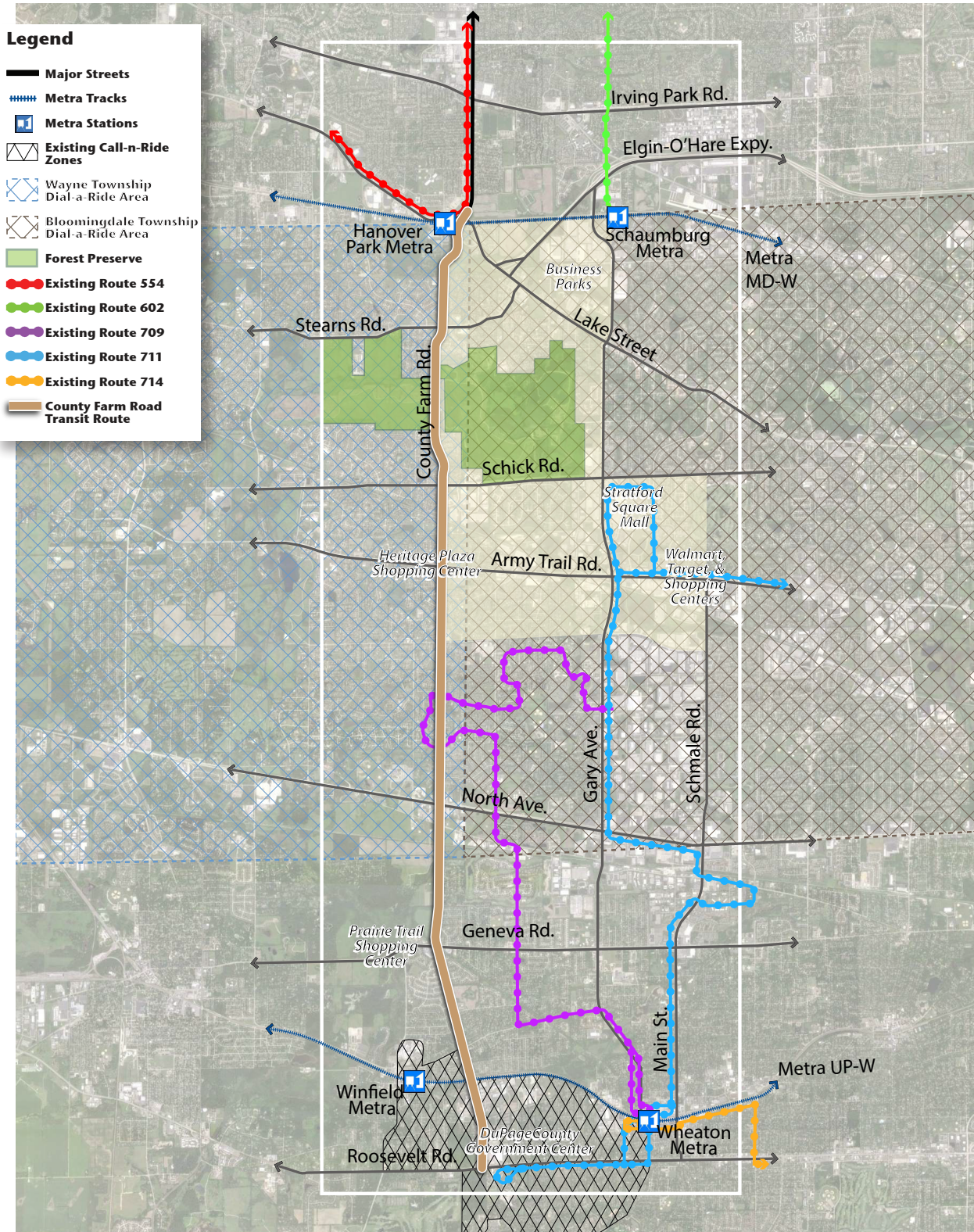
County Farm Road Fixed Route Service

Due to the nature of land use development patterns and population density, it is difficult to recommend implementation of new fixed route service in the study area in the immediate future. However, with a time horizon of at least 5 or 10 years from now, the stakeholder municipalities could take important steps to improving the outlook for fixed route transit service in the study area. Such steps include continuing the promotion of the future fixed route service, updating land use plans and revisions to local codes to promote transit supportive development, and creating access to transit infrastructure along the potential route. The RTA document “Setting the Stage for Transit” provides a guide on actions to take to prepare communities for transit. The document can be found at http://rtachicago.com/images/stories/Initiatives/landuse_tod/TransitGuide_Interactive.pdf.

An illustration of the problem is exemplified by the urban planning website called “Walkscore.com”. This website performs a simple analysis and establishes a rating of a given municipality’s “walkability,” which is directly related to the potential to support desired types of transit. The website states that all of the study area municipalities are classified as “car dependent”, with the exemption of Bloomingdale which is “somewhat walkable”. While this alone should not serve as the exclusive guide developing transit recommendations, the website appears to correspond with the evaluations and findings developed as part of the transit study. Transit works best when origins (people’s homes) and destinations (such as workplaces, shopping, medical and educational facilities, others) are grouped close together. Sidewalk connectivity between these destinations and to and from transit stations provides people additional mobility options exclusive of the automobile. Large parking lots occupying significant portions of parcels between the building and the street, roads lack sidewalks, and homes are sequestered in winding subdivisions make successful fixed route transit difficult to implement.

Future fixed route service could potentially be implemented by the year 2020 along County Farm Road. The route would terminate to the north at the Hanover Park Metra Station and to the south at DuPage County Government Center. The government center includes facilities for all county departments as well as the county judicial and detention centers. This facility concentrates a high number of workers and visitors in one central location, and is therefore a potential destination for a fixed transit route.

At the northern terminus of the County Farm Road route, Hanover Park plans a Village Center with a mix of commercial, residential, retail and businesses. The “Village Center & Transit-Oriented Development Plan” adopted by the Hanover Park Village Board in 2012 estimates future development around the Hanover Park Metra station could result in an annual sales tax revenue increase of \$1.5 million and an increase in property values of over \$1 billion. As this planned development begins coming to fruition, the Hanover Park Metra station will be a prime location for increased transit activity. In addition to the termini, a County Farm Road route could serve multiple destinations along the corridor. Currently, these include Heritage Plaza Shopping Center at Army Trail Road, Prairie Trail Shopping Center at Geneva Road, Illinois Prairie Multiuse Path at Geneva Road, and Coral Cove Water Park at Lies Road during the summer season. Today, these destinations do not attract sufficient visitors from elsewhere along the corridor, rendering a fixed route service difficult to sustain. Once municipalities bring more commercial activity and higher density residential along the corridor, in addition to the advent of the Village Center, the market for fixed route transit service along County Farm Road may be established.



Fixed Route Transit | Hanover Park Metra to DuPage County Government Center

Frequency and Span of Service

The proposed service characteristics for the County Farm Road Fixed Route are shown in the following table:

County Farm Road Service Characteristics	
Service Area	<i>Hanover Park, Bartlett, Carol Stream, Wheaton, Winfield</i>
Days of Service	<i>Weekday</i>
Service Span	<i>6:00 a.m. - 6:00 p.m.</i>
Frequency	<i>60 minutes</i>
Vehicles	<i>Two</i>
Estimated Daily Service Hours	<i>24 hours</i>

Estimated Annual Cost

Based on the service characteristics and typical costs of existing Pace services, an estimate of cost is shown below.

County Farm Road Estimated Fixed Route Service Operating Cost		
	Estimated Daily Cost	Estimated Annual Cost
Weekday	\$1,600-\$2,000	\$400,000-\$500,000

Fares and Funding

Funding the restructured service may require revenues from fares; operating budgets and potentially partnerships and other sources. Pace's regular and local fares will continue to be charged on the route. The adult fare is \$1.75 and the reduced fare is \$0.85. Reduced fares require a RTA Reduced Card/ Permit, School ID, CTA Student Riding Permit or Pace Permit. Transfers are \$0.25 for adults and \$0.15 for reduced fare passengers. Local transfers, valid only within a local transfer zone are free. The fare for children ages 7-11 is \$0.85. Free rides are allowed for uniformed military personnel, or up to two children less than 7 years of age who when accompanied by a fare paying adult.

Ridership

Given that demand must grow before this service may be implemented, ridership is difficult to estimate. Given the service characteristics, the expected changes in land use, and other existing Pace services, it is estimated that ridership could be approximately 250 riders per day, or approximately 60,000 riders per year.

Vehicles

It is expected that Pace's standard 30-foot transit coaches would be used on this route. These low-floor vehicles are wheelchair-accessible. These types of vehicles cost Pace approximately \$300,000 and have a useful life of twelve years.

Stop Locations, Support Facilities, & Pedestrian Access

Pace currently operates a “flag stop” service. This 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. Pace is beginning to implement a designated stop-only system throughout the metropolitan region. To capture as many riders as possible, it is recommended that consideration be given to installation of passenger amenities (e.g. shelters) at key locations along County Farm Road. This effort may contribute to ridership convenience and comfort and as a result enhance ridership demand along the restructured route.

Appropriate locations to consider the installations/provision of shelters along County Farm Road include:

- ✦ Hanover Park Metra station
- ✦ Hanover Park Village Center
- ✦ Stearns Road/Greenbrook Boulevard
- ✦ Schick Road
- ✦ Army Trail Road
- ✦ Lies Road
- ✦ North Avenue/SR 64
- ✦ Geneva Road
- ✦ Jewell Road
- ✦ DuPage County Government Center

In addition to the potential stops listed above, other stop locations may be evaluated and added as appropriate in the future based upon ridership characteristics and general market demand.

Pace provides a standardized set of shelter designs available for placement at the identified locations. Where appropriate, the shelters should blend into Hanover Park’s streetscape in an aesthetically pleasing way. Pace’s Ad Shelter Program may provide enhanced design flexibility and could be considered by the Village to achieve their design/aesthetic aspirations for the community. In addition to the shelter, other passenger amenities such as lighting, bench, heating, trash receptacle, and a display space for a local map with the route displayed, hours of operations, service area, fares, arrival times for scheduled stops, and advertising purposes may be considered. To make the service more appealing, an electronic panel that displays route information and real-time next-bus information may also be considered. Implementation of any additional passenger amenities will be dependent on the municipal stakeholder communities securing outside funding sources such as grants and/or private contributions to offset the costs of these expenditures.

Convenient, safe, and easily recognizable pedestrian access to transit routes and services are critical to maximizing ridership and thereby the overall success of these services. The Village should consider implementing enhancement mechanisms to the contributing elements of pedestrian accessibility. These may include by are not limited to the following:

- ❑ Sidewalk linkages between transit stops and stations and the abutting commercial, institutional, and residential neighborhoods;
- ❑ Conformance with ADA requirements for area sidewalks and roadway crossings;
- ❑ Striping improvements for pedestrian crosswalks as well as pedestrian signals at busy intersections;
- ❑ Wayfinding and signage demarcations leading to and from transit nodes and key activity and employment areas;
- ❑ Connectivity of local bike trails/paths with larger regional systems;
- ❑ Streetscape amenities including but not limited to pedestrian scale lighting and landscaping to promote a sense of safety; and
- ❑ Transit supportive site design/massing standards (e.g. setbacks, parking placement, and density) for future development and redevelopment activities in the Village.

Summary

Issue	<i>Establishment of demand for and implementation of transit service along County Farm Road between Hanover Park Metra Station and DuPage County Government Center.</i>
Recommendation	<i>Build market/demand for existing transit through ongoing promotion of existing service in the study area. This may be achieved over time through improvements to development density, pedestrian connectivity, and building patterns, thereby creating support for fixed route transit service along County Farm Road. The planned Village Center at Hanover Park Metra station may increase demand for transit.</i>
Intended Outcome	<i>Increases in overall transit ridership, enhanced ridership satisfaction associated with enhanced fixed route service connectivity between the two top desired destinations, Hanover Park Metra and DuPage County Government Center.</i>
Potential Challenges	<i>Lower population densities as a result of historic development patterns may result in lower than anticipated transit ridership.</i>
Timeframe	<i>Long term, potentially the year 2020.</i>

10: Communications & Marketing Strategy

Clear and concise delivery of the intended message to the target audience, whether it is achieved through the use of text, illustrative graphics, or some combination of both is the cornerstone of any effective communication and marketing strategy. Historically, the availability of transit service has not been effectively communicated or marketed within the County Farm Road study area. Time and again, residents, business owners, and employees express having limited knowledge about the transit options available in their suburban communities. Unlike those living and working in urban areas, many suburban residents do not appreciate or utilize transit beyond commuter rail. This shortcoming is further compounded by the multiple transit modes operating within the study area (e.g. Pace, Metra, Township Dial-A-Ride, others). The average person who knows about traditional fixed bus routes often has limited knowledge about the variety of other transit options such as vanpools and paratransit services within their area. Often, each of these systems utilizes and promotes their independent and unrelated brand which reinforces the 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 communication and marketing approach be undertaken by the various entities and organizations in relation to area transit services. To begin this effort, a series of preliminary alternatives has been outlined. The preliminary alternatives are not intended to represent the final “communication strategy” for the study area transit services but rather to identify the opportunities and key components that will need to be further developed by the stakeholder municipalities as part of on-going and future transit system enhancement initiatives.



Existing Communication Programs:

Metra and Pace

When Metra and / or Pace services are offered it is necessary that official logos and station guide signs are displayed on all transit related promotional materials. Utilizing official logos and signage simplifies wayfinding and reinforces brand identity for all users.

Currently, Metra and Pace officials actively provide in-person outreach at all transit related fairs and events, as well as public information sessions and community gatherings throughout the County Farm Road Transit Service Study area. By taking advantage of these opportunities to meet with other transit officials as well as local residents, Metra and Pace representatives can spread firsthand the depth of their brands and more easily control the outflow of information relating to the services that they provide.

Individually, both Metra and Pace currently use print, radio, television, and websites (employing both large print and other visually-impaired systems) as primary means of marketing and communication.

In addition, the following methods are utilized, where appropriate, by both Metra and Pace to market their various transit services in the area and throughout the region:

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



Dial-A-Ride & Additional Seniors / Disabled Persons Services

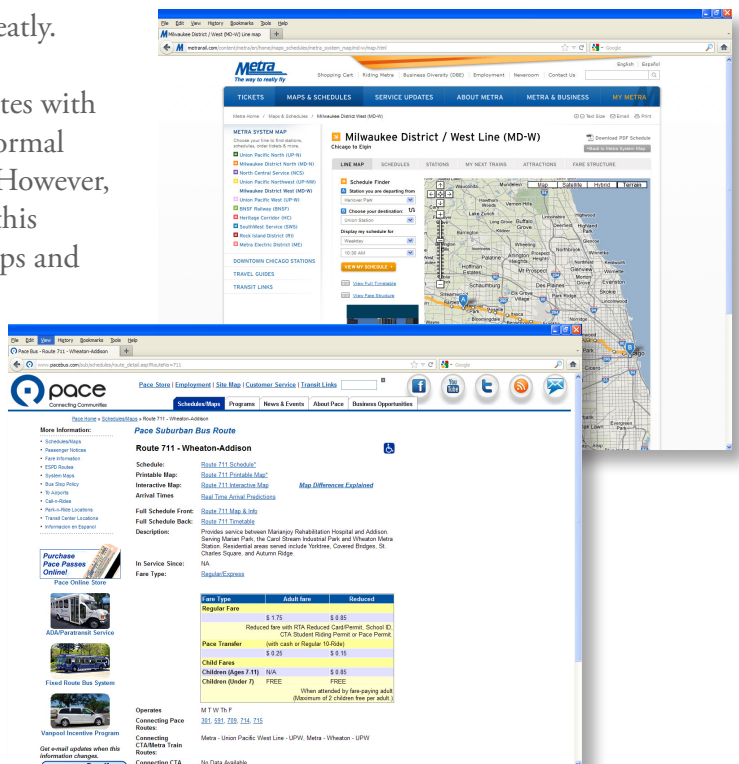
Currently, Pace operates a Dial-A-Ride transportation service throughout the study area. Although local residents are likely aware of this service they may confuse the Dial-A-Ride with other transportation services catered only towards seniors and disabled persons within the area. This will be an important distinction to feature in future communication and marketing programs to ensure the realization that Dial-A-Ride may be utilized by all residents.



County Farm Road Study Area Transportation Web Sites

A review of the municipal stakeholder websites within the County Farm Road study area has yielded a variety of insight relating to how much attention is paid towards transportation and transit options within each community. Although each community's website does possess some link or direction to both local and regional transit options the manner in which this information is presented varies greatly.

In most cases maps of major bus and rail routes with links to specific operators are provided in a formal transportation page located within the site. However, other pages required more effort in locating this information and in several cases access to maps and links to local transit operators was limited. Recommendations for streamlining this information to a more consistent and easily identifiable format across all municipalities is suggested in the following pages.



Options for a Coordinated Communications and Marketing Program:

To meet the goals and objectives of communications program for transit, there are several underlying strategies which are viewed as potentially beneficial to the County Farm Road corridor. These strategies can be spearheaded by the transit improvement task force, as detailed in the Implementation Priorities section of this report. Strategies include:

- ❑ Generate awareness of the County Farm Road study area's access and connectivity between various modes of transportation.
- ❑ Consolidate all transportation related services into a single source of information that is accessible from a variety of municipal web pages such as, www.accesscountyfarmtransit.com.
- ❑ Coordinate all transit related promotional materials and graphics to create a visual identity among various transit services that allow for potential users to associate each service with the overarching theme of public transportation.
- ❑ Market the County Farm Road study area transportation network as an interconnected and accessible package of services to area destinations and connections.
- ❑ The information and reservation call number(s) 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 with, at a minimum, an attractively designed sign and map which relates back to the visual identity established in the transit services promotional materials and graphics.
- ❑ At popular destinations in high traffic locations, an architecturally pleasing shelter and / or kiosk should be built in order to provide users with information about all connecting County Farm Road study area transit services.
- ❑ All municipal-operated vehicles should have similar style, color and graphic palettes for ease of recognition.
- ❑ Real time messaging at fix route end points and/or subscription text messaging for regular customers should be provided.
- ❑ An easy to read and comprehend service area map is a key component to the 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 regional bicycle trails and walkways. This map could be made available on the web, as an interactive element engaging its users while providing to them a convenient platform to plan and personalize their trips across all means of transit.
- ❑ Human resources managers, commercial property managers, apartment managers, condo associations, and hotel concierges should be given informational materials on availability of public transit services.

Media Communications, Print, & Signage:

Municipal staff should continue to provide or contract for in-person outreach at local corridor fairs and events, and public information sessions upon request in the respective communities. Stakeholder municipalities 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 various transit services. The proportion of Spanish-speaking residents has increased in the region. Foreign language populations should be properly informed through continual language-appropriate outreach at cultural events and through employers.

The following items should be considered, designed, and utilized to market the study area 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 maps
- ❑ Email blasts to municipal transit subscribers
- ❑ Transit signage at stops
- ❑ Local advertisement
- ❑ Door-hangers
- ❑ Newsletters and transit-oriented articles in local publications
- ❑ Service area maps



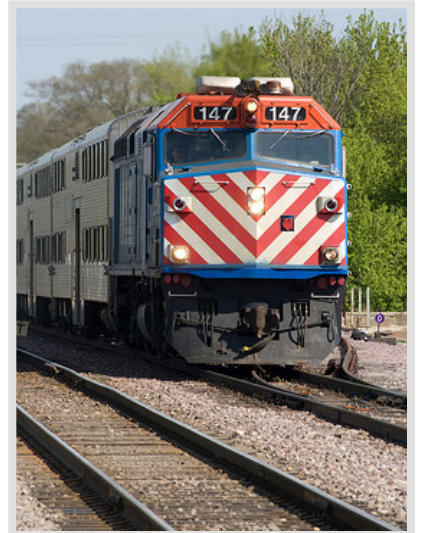
Pace Existing Vehicle Graphics



Pace provides vehicle graphics on buses to identify each vehicle in their fleet

11: Implementation Priorities

Developing the desired transit service alternatives for the County Farm Road study area is the initial step in the planning process to enhance opportunities within the stakeholder communities. The following implementation priorities provide a description of the tasks, initiatives, and responsibilities of the stakeholder communities and other agencies, and organizations charged with moving the envisioned projects forward. Timeframes have been assigned to each implementation priority. Those noted as Immediate are suggested to occur within year 1; Near-Term are to occur in 1 to 3 years; and Long-Term have an anticipated timeframe of 3+ years.



Establish a Transit Improvement Task Force

In order to effectively advocate, promote, market, and monitor the delivery of transit service, transit related infrastructure improvements, and land use and development policies, a Transit Improvement Task Force should be established. The task force will be responsible for implementing the recommendations of the transit service study. The task force should be comprised of a highly diversified collection of stakeholders that can contribute to making the transit recommendations a reality.

Priority, Timeframe, and Responsible Parties

Priority: High Priority

Timeframe: Immediate

Responsible Parties: The Village of Hanover Park will take the lead and administrative responsibility in establishing and maintaining the Transit Improvement Task Force. The RTA will assist the Village of Hanover Park in performing task force priorities and achieving selected goals. Tasks and agenda items addressed by the Task Force will stem from the recommendations listed in the Implementation Priorities section of this plan, and as listed in action steps below.

- ❑ The Villages of Hanover Park, Roselle, Bloomingdale, Winfield, Carol Stream, and City of Wheaton, may assist in overall coordination, planning, financing, and system guidance related to service development. In addition, the municipalities may assist by encouraging businesses to promote the transit services and recruit ridership via their visitors and patrons, provide marketing activities, and connect local businesses with possible advertising opportunities that may be used to provide a portion of the service funding. Additionally, these municipalities should work to incorporate the County Farm Road Transit Service Study as an update to their comprehensive plans, and work to establish pedestrian friendly infrastructure policies within their community.
- ❑ RTA who will be providing extensive implementation efforts to the Village of Hanover Park and overall task force. Assistance includes participating in outreach activities, working to establish new service, identifying and pursuing funding for all implementation recommendations, and serving as an advocate for the Village and Task Force regarding transit opportunities.
- ❑ Pace who will be instrumental in promoting existing transit services, implementing enhanced demand response service, and monitoring the potential for County Farm Road fixed route service.
- ❑ Metra and IDOT who may assist with the design coordination and implementation of the potential transit service improvements.
- ❑ DuPage County and DMMC who will share responsibility of spreading the word regarding these new services, increasing awareness of existing services, and building overall consensus.

- ❑ Local businesses, institutions, property owners, and developers who may be utilized to assist in securing the necessary financing and comprehensive marketing and promotion of the desired services. Additionally, these Task Force members can address land use and pedestrian infrastructure recommendations.
- ❑ Residents, leaders of neighborhood groups, employers, and employees, who can market, support, promote, and ensure success of these services through their utilization.

Action Steps

- ❑ Prepare a mission statement outlining the Task Force structure, membership composition, appointment procedures, appointment term lengths, goals, objectives, responsibilities, and organizational/meeting characteristics. The municipal Boards and Councils should review and approve creation of the Transit Improvement Task Force.
- ❑ Prepare a list of qualified candidates from the representative stakeholders groups for consideration to appointment to the Transit Improvement Task Force.
- ❑ Initiate quarterly Transit Improvement Task Force meetings in accordance with the requirements and responsibilities outlined and approved with the group's mission statement.
- ❑ Determine and pursue implementation tasks regarding the recommended priorities.
- ❑ Coordinate among communities and Pace to promote existing transit options.
- ❑ Approve and incorporate the County Farm Road Transit Service Study as an update of the stakeholder community's comprehensive plans.
- ❑ Implement enhanced demand response service.
- ❑ Study and improve County Farm Road fixed route service.
- ❑ Establish public/private partnerships.
- ❑ Establish pedestrian friendly infrastructure policies in the corridor.
- ❑ Re-evaluate implementation priorities on a regular basis. The conditions and variables upon which the Transit Service Study is built, are by their nature fluid, and cannot be predicted with 100% accuracy. To ensure the Study's assumptions, goals, objectives, and alternatives continue to be representative of the study area, implementation should take place as soon as possible and implementation strategies should be annually re-evaluated.

Coordinate among Stakeholder Communities and Pace to Promote Existing Transit Options

Public input has shown that many residents, workers, business owners, and local officials do not know about Pace's transit services currently available to the community. The Transit Improvement Task Force should address the awareness and promotion of existing local transit, focusing on community outreach. A current CMAQ grant being administered by the RTA to promote transit within DuPage County can assist the Transit Improvement Task Force in achieving this goal.

Priority, Timeframe, and Responsible Parties

Priority: High Priority

Timeframe: Immediate

Responsible Parties: Transit Improvement Task Force members such as Pace; the Villages of Hanover Park, Roselle, Bloomingdale, Winfield, and Carol Stream; the City of Wheaton; RTA; DuPage Mayors and Managers Conference; and DuPage County.

Action Steps

Transit Improvement Task Force members should consider working collaboratively with Pace Suburban Bus Service in order to:

- ❑ Reach out to Human Resources (HR) departments so that employers can provide transit information to employees. Consider utilizing local chambers of commerce to help increase employer participation. Being informed of available services is the first step to utilizing them. Information should describe the benefits of utilizing transit services, along with the financial benefits to employers and employees who take advantage of these services.
- ❑ Provide continual updates and information regarding transit service in municipal newsletters.
- ❑ Assign a Spanish-language liaison to lead outreach to the increasing Spanish-speaking population so that they are informed about transit services available to them.
- ❑ Create a focus group of municipal stakeholders, employers, and community members to test alternatives to transit vehicle exteriors that are more informative and inviting than the existing vehicles.



Ease Overnight Parking Restrictions and Waive Daily Parking Fees in Metra Lots for Metra Feeder Van Pool Vehicles

Priority, Timeframe, and Responsible Parties

Priority: High Priority

Timeframe: Immediate

Responsible Parties: Villages of Hanover Park, Winfield, and Schaumburg, and City Wheaton

Action Steps

The municipal stakeholders should consider:

- ❏ Facilitating meetings and/or public hearings with their respective local Planning and Zoning Commissions to discuss modifying current parking restrictions to allow for overnight parking for Feeder Vanpool vehicles within local commuter rail station parking lots.
- ❏ Designating specific “priority” parking spaces adjacent to the platform within the commuter lots for use exclusively by Vanpool vehicles.
- ❏ Eliminating daily parking fees for Vanpool vehicles to incentivize and promote their use as a viable transit option.
- ❏ Adopting the recommendation of the Planning and Zoning Commissions in regards to parking space allocation, restrictions, and fees for Vanpool vehicles within commuter parking lots.

Approve and Incorporate the County Farm Road Transit Service Study as an Update of the Stakeholder Communities Comprehensive Plans

The value and effectiveness of the County Farm Road Transit Service Study is directly correlated to the stakeholder communities' willingness to embrace its alternatives and aggressively work toward their implementation. Approval and incorporation of the Study as part of the respective municipal Comprehensive Plans is a definitive first step in demonstrating their individual and collective belief in and commitment to the positive benefits that the Study may provide to the area. Immediately following completion of the study the municipalities may undertake the necessary and appropriate steps to approve and incorporate the study as an addendum their respective Comprehensive Plans.

Priority, Timeframe, and Responsible Parties

Priority: High Priority

Timeframe: Immediate

Responsible Parties: Transit Improvement Task Force members such as the Villages of Hanover Park, Roselle, Bloomingdale, Winfield, Carol Stream, and City of Wheaton

Action Steps

The municipalities may consider undertaking the following activities to approve and incorporate as an addendum the County Farm Road Transit Service Study into their Comprehensive Plans:

- ❑ Assign a liaison from the Transit Improvement Task Force (presumably a municipal staff member) to serve in an advisory role on the amendment to the Comprehensive Plan. The liaison may be available to address specific questions in relation to goals, objectives, Transit Service Study alternatives, and implementation priorities identified within the study.
- ❑ In conformance with the regulatory procedures for updates to the Comprehensive Plan, distribute the updated study documents to the respective Planning and Zoning Commission members for their review.
- ❑ Schedule the requisite public hearings before the Planning and Zoning Commission for review and public comment of the Comprehensive Plan update.
- ❑ Following closure of the public hearing, the Planning and Zoning Commission may vote on a recommendation to the municipal Board or Council to approve, amend, or deny the Comprehensive Plan addendum.
- ❑ The municipal Board or Council may consider the received recommendation of the Planning and Zoning Commission in regards to the Comprehensive Plan addendum and following which they may vote to approve, amend, or deny the addendum to the Comprehensive Plan.

Establish Pedestrian Friendly Infrastructure Policies in the Corridor

Transit works best when walkability is a priority, allowing riders to easily access the bus stop due to the presence of sidewalks, marked crosswalks, pedestrian signals, grid like street patterns, and traditional development patterns for residential and commercial land uses. Due to the existing conditions of development patterns in the study area, access to a bus stop is not that feasible. Under the guidance of the transit improvement Task Force, individual communities within the corridor should implement changes to their zoning ordinance and development policies which require future developments to embrace transit oriented development characteristics. In addition, communities should install sidewalks and add other treatments to increase walkability in their communities, making transit stops more accessible.

Priority, Timeframe, and Responsible Parties

Priority: High Priority

Timeframe: Near/Long Term

Responsible Parties: Transit Improvement Task Force members such as the Villages of Hanover Park, Roselle, Bloomingdale, Winfield, and Carol Stream; the City of Wheaton; Pace; RTA; DuPage Mayors and Managers Conference; and DuPage County.

Action Steps

- ❑ Conduct a sidewalk inventory to identify missing or deteriorated sidewalks and prioritize repairs and installation of sidewalks
- ❑ Work with Pace to improve bus stops by adding benches and shelters as appropriate
- ❑ Install marked crosswalks and pedestrian signals at intersections; coordinate with IDOT and Cook County and DuPage County on county and state routes
- ❑ Review and amend local zoning ordinances to encourage future developments to embrace pedestrian friendly and transit oriented development principals.



Implement Enhanced Demand Response Service

The northern half of the County Farm Road Transit Service study area has demonstrated transit demand but gaps currently exist in Pace fixed transit route service. Due to a lack of population and employment density, enhanced demand response service may be a suitable mechanism to fill these gaps.

Priority, Timeframe, and Responsible Parties

Priority: Medium

Timeframe: Near Term

Responsible Parties: Transit Improvement Task Force members such as Pace; the Villages of Hanover Park, Roselle, Bloomingdale, Winfield, and Carol Stream; the City of Wheaton; RTA; local dial-a-ride administrators; DuPage Mayors and Managers Conference; and DuPage County.

Action Steps

The Transit Improvement Task Force should work with Pace to extend demand response service areas to fill transit demand gaps in fixed transit route service by:

- ❑ Coordinating with Pace to further evaluate demand response service areas to include Hanover Park south of the Metra line and shopping areas south of Stratford Square Mall. In addition, the proposed service area may include access to Walmart, Target, Costco, Lowes, Jewel, Dominick's, Meijer, and other big box stores, as well as the Hanover Park and Schaumburg Metra Stations.
- ❑ Advertising and promoting existing services including Bloomingdale and Wayne Township Dial-A-Ride (DAR) service within individual municipalities in order to better spread knowledge of the services available in the enhanced zone.
- ❑ Considering establishment of the County Farm Road Transit Service study area as a priority pickup and drop-off location within the existing nearby DAR zones.
- ❑ Evaluating the potential to reduce the call-ahead time for Bloomingdale and Wayne Township DAR's in order to increase convenience for potential users.
- ❑ Considering purchasing or leasing a 10-13 passenger, wheelchair-accessible vehicle to meet additional ridership demands.
- ❑ Installing passenger amenities (e.g. shelters) at key locations in the proposed enhanced demand response zone, coordinating with shelter locations for designated fixed route services.

Establish Public/Private Financing Partnerships

The Transit Improvement Task Force should work with corridor institutions, agencies, organizations, businesses, and developers to help fund a test program as well as provide on-going funding of the service following completion of the test program. Partnership participants may include the Hanover Park Park District, DuPage County Government Center, Alexian Brothers Immediate Care, Central DuPage Hospital, Stratford Square Mall, Bloomingdale Court Shopping Center, Core Centric Solutions, Lowes Home Improvement Center, and others.

Priority, Timeframe, and Responsible Parties

Priority: Medium Priority

Timeframe: Near Term

Responsible Parties: Transit Improvement Task Force members such as the Villages of Hanover Park, Roselle, Bloomingdale, Winfield, and Carol Stream; the City of Wheaton; Pace; RTA; DuPage Mayors and Managers Conference; and DuPage County.

Action Steps

- ❑ Prepare a list of targeted businesses, organizations, and institutions currently providing and/or likely to directly benefit from the provision of transit service improvements. Initiate discussions with the identified businesses, organizations, and institutions to inquire about their specific needs and/or services as well as existing costs for those currently providing independent transit service operations for their clients/employees.
- ❑ Prepare a cost benefit analysis for those businesses, organizations, and institutions to demonstrate how partnering as part of the proposed enhanced demand response zone can both meet their needs and save them financial resources on an annual basis.
- ❑ Solicit participation agreements with those businesses, developers, and organizations to fund start-up and on-going operations of the proposed enhanced demand response zone service.



Study and Improve County Farm Road Fixed Route Service

Transit Improvement Task Force members should work cooperatively with Pace to refine and formalize the parameters for new fixed route service in the study area as demand increases. New service should make connections to future development plans, existing and planned commercial centers and higher density residential areas along the corridor to promote walkability and alternative modes of transit.

Priority, Timeframe, and Responsible Parties

Priority: Low

Timeframe: Long Term

Responsible Parties: Transit Improvement Task Force members such as Pace; the Villages of Hanover Park, Roselle, Bloomingdale, Winfield, and Carol Stream; the City of Wheaton; RTA; DuPage Mayors and Managers Conference; and DuPage County.

Action Steps

Transit Improvement Task Force members should work directly with Pace to identify and introduce locations for new fixed route service along County Farm Road to be implemented as a long-term priority. Steps to be utilized in order to complete this process include:

- ❑ Meet with Pace as new transit supportive development occurs to discuss and review the County Farm Road Transit Service Study recommendations as they relate to the potential for fixed route service expansions in the area.
- ❑ Collect, review, and present data supporting long-term expansion of fixed route service such as future development plans, changes in employment densities, existing gaps in service, etc.
- ❑ Request from Pace the opportunity to actively participate in the locating of new fixed route service, as warranted, in order to coordinate with adopted plans and studies within each of the participating municipalities.
- ❑ Assist Pace with promotion, marketing, and educational materials to be used to inform the public about the addition of future fixed route services.
- ❑ Coordinate with Pace the monitoring of future development plans and any other issues which may alter or accelerate the need for additional fixed route service in the area.