



Village of Hoffman Estates
**FLEXIBLE TRANSIT SERVICE
OPERATIONS PLAN**

ACKNOWLEDGEMENTS

Thank you to everyone for participating in the planning process for the Hoffman Estates Flexible Transit Service Operations Plan. The success of this 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 Village of Hoffman Estates, Regional Transportation Authority, Pace Suburban Bus, and Metra Commuter Rail.

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Flexible Transit Service Operations Plan Steering Committee:

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- ✦ Ms. Karen Mills, Village Trustee, Village of Hoffman Estates
- ✦ Mr. Jim Donahue, Village of Hoffman Estates
- ✦ Mr. Michael Hankey, Village of Hoffman Estates
- ✦ Mr. Algean Garner, Hoffman Estates Department of Health and Human Services
- ✦ Ms. Cyndi Alexander, St. Alexius Medical Center
- ✦ Mr. Gary Buczkowski, Hoffman Estates Park District
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1: INTRODUCTION

Purpose & Scope

As one of the leading suburban communities in the Chicago metropolitan area, the Village of Hoffman Estates offers residents and businesses a strategic location, natural attractions, shopping and entertainment amenities, and high quality education. Hoffman Estates is well connected to the region by road (I-90, IL 53, Golf Road, Algonquin Road, Higgins Road), Pace transit service (Routes #554, 602, 610, and 696), and Metra rail stations within adjoining communities (six stations exist within nine miles including Roselle Station, Schaumburg Station, Hanover Park Station, Barrington Station, Palatine Station, and Bartlett Station), making it an attractive residential, commercial, and employment location. Additionally, local township transit services augment the transit system by addressing non-traditional commute patterns and inter-county trips. The Hoffman Estates Flexible Transit Service Operations Plan seeks to enhance these existing assets and simultaneously maximize the community's transit ridership potential through elimination of service gaps and improvements to overall system efficiency.

Capitalizing on the groundwork established by the Joint Transit Plan (JTP) completed in 2003, the Village of Hoffman Estates has identified the need to develop operating plans for flexible transit service routing options and establish the specific metrics by which implementation of flexible transit operations may be achieved to serve the general public.

The Hoffman Estates Flexible Transit Service Operations Plan outlines detailed recommendations for implementation of flexible transit service operations based upon the JTS recommendations, a thorough examination of the existing transit services within the Village, employee and patron travel patterns, needs, and desires, and service operational characteristics. In particular, the plan defines an implementation and operating plan that may incrementally build short term market base allowing for future expansion into medium and long range service improvements.

Process & Participants

Representatives from Village of Hoffman Estates, RTA, Metra, Pace, local institutions, and community stakeholders have participated in the development of the Hoffman Estates Flexible Transit Service Operations Plan. Through ongoing Steering Committee collaboration, one-on-one interviews, community surveys, stakeholder meetings, and planning workshops, the Village is working with the consultant team to engage the community and ensure that all issues, concerns, and desires are clearly identified and transit priorities defined to maximize service operations for the community.

The Hoffman Estates Flexible Transit Service Operations Plan has involved:

- ❑ review of existing transit studies, travel options, and planning documents for the Village of Hoffman Estates and surrounding areas, including supporting materials of the 2003 Joint Transit Plan;
- ❑ identification and evaluation of the various activity nodes, community facilities, and employment centers within the Village which may benefit from enhanced transit accessibility;
- ❑ evaluation of existing travel and mobility patterns within the Village through a combination of available data and distribution of targeted transit surveys;
- ❑ interviews with key 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, flexible service options and implementation priorities (ongoing); and
- ❑ presentation of the Flexible Transit Service Operations Plan for public review, input, and approval (pending).

Goals & Objectives

The goal of the Hoffman Estates Flexible Transit Service Operations Plan is to identify and develop appropriate flexible transit service options that will encourage, promote, and complement existing public transportation and mobility options within Hoffman Estates for residents, employees, patrons, visitors, and businesses. The Hoffman Estates Flexible Transit Service Operations Plan allows the Village to promote its transit desires while simultaneously enhancing operational efficiencies aimed at improving the overall quality of life within the community. Under this goal the plan seeks to achieve a series of guiding objectives which include:

- ✦ Identifying the feasibility of new flexible transit service within the Village of Hoffman Estates.
- ✦ Highlighting the flexible service options and service types to match the communities' needs and desires.
- ✦ Outlining the implementation priorities to ensure the success of the service.

These preliminary objectives serve as the guiding principles under which the Hoffman Estates Flexible Transit Service Operations Plan has been conducted and shall be routinely reevaluated to ensure successful implementation of its recommended service options.



2: BACKGROUND DATA REVIEW

In order to fully understand the issues and opportunities affecting transit within Hoffman Estates, various documents and supporting materials were reviewed, including existing transit services, previously completed local and regional studies, and ongoing initiatives regarding transit within the Village.

The documents reviewed include:

- ❑ Joint Transit Plan (2003)
- ❑ Hoffman Estates Comprehensive Plan (2007)
- ❑ Hoffman Estates Capital Improvements Program (2012-2016)
- ❑ Pace Vision 2020
- ❑ Pace Restructuring Plan
- ❑ Pace Transit Service Guidelines / Development Guidelines
- ❑ Pace I-90 Market Expansion Project Description (2011)
- ❑ RTA's Moving Beyond Congestion Regional Transportation Strategic Plan (2007)
- ❑ Proposal to Reduce Transportation System Congestion in Northeastern Illinois (2007)
- ❑ CMAP GO TO 2040 Plan
- ❑ CMAP Land Use Policies and Strategies for Expressway-Based Bus Rapid Transit (2012)
- ❑ Improving Jane Addams Memorial Tollway (I-90) (2010)
- ❑ Jane Addams Memorial Tollway (I-90) Transit Value Planning Study (2011)
- ❑ I-90 / Barrington Road Full Interchange website
- ❑ Metra Star Line Alternatives Analysis Final Report (2012)

A summary or overview of each of the above documents is provided on the following pages. The information collected from these sources and the previous planning efforts serve as reference documents in conjunction with the development the various flexible transit service alternatives.



Joint Transit Plan (2003)

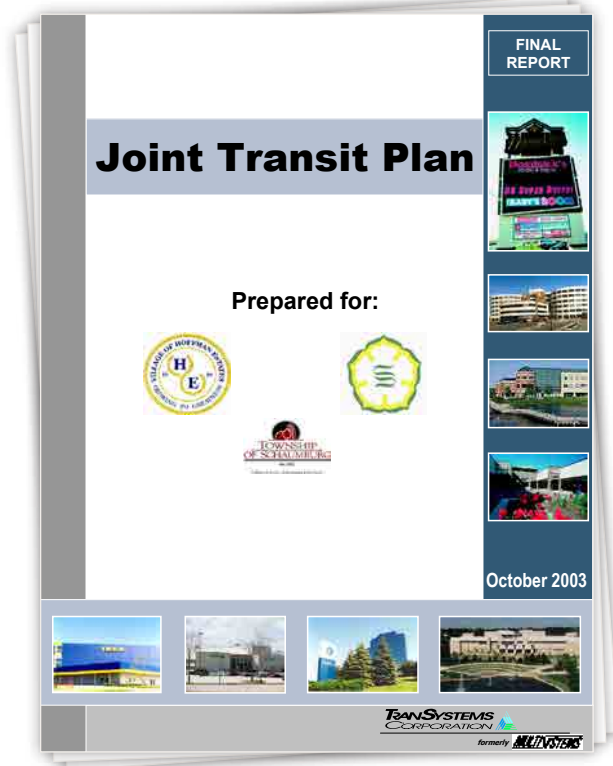
In 2003, the Villages of Schaumburg and Hoffman Estates and Schaumburg Township commissioned the Joint Transit Plan (JTP) to look at the specific mobility needs of the three municipal entity areas and recommend a set of coordinated transit services and coordination strategies.

Components of the study included analysis of demographics, employment patterns, and existing services. These data sets, combined with input gathered from key stakeholders and the general public during the study, led to findings of significant gaps in service, gaps in information, missing connections that could be well served by transit, and the need for marketing and branding of area transit service.

The JTP recommended a mixture of demand responsive and fixed route transit services to address the identified mobility needs and transit market demand for the area.

Within the Village of Hoffman Estates, long term recommended transit services for consideration included already-planned future Pace bus service along Golf Road, as well as the following:

- ❑ fixed routes along Hassell Road, Barrington/Higgins Road, Bode Road, and Roselle Road;
- ❑ Dial-a-Ride services in the northern and western parts of Hoffman Estates;
- ❑ Dial-a-Ride Connector along Higgins Road; and
- ❑ establishment of a mini transit hub at St. Alexius Medical Center.





Phasing of these recommendations included short term (1-5 years) alternatives, such as a subsidized taxi system and interim route deviation service along the proposed Bode Road route. Medium term (6-10 years) recommendations included options such as point deviation service in the area of Hassell Road, in addition to being inclusive of all recommendations classified as short term alternatives.

The medium term route and point deviation interventions listed above fall within consideration of this Flexible Transit Service Operations Plan. Details of the JTP recommendations are highlighted below:

TABLE 2-1: JOINT TRANSPORTATION PLAN SERVICE RECOMMENDATIONS

AREA	ELEMENT	SPAN OF SERVICE	FREQUENCY	VEHICLES NEEDED	ANNUAL RIDERSHIP	OPERATING COST-ANNUAL	TOTAL CAPITAL COSTS
Hoffman Estates	Hassell Road Point Deviation	6am to 10pm (M-F) 8am to 8pm (Sat) 10am to 8pm (Sun)	30-min peak 60-min off-peak	3	65,000 - 75,000	\$480,000 to \$580,000	\$150,000 (vans) to \$675,000 (small buses) \$50,000 mini-hub at Golf/Roselle (if not built in short term)
Hoffman Estates/Schaumburg	Bode Road Deviation	6am to 10pm (M-F) 8am to 8pm (Sat) 10am to 8pm (Sun)	30-min peak 60-min off-peak	-	90,000 - 110,000	\$750,000 to \$900,000	If vans used, replacement cost of \$200,000

note: these services would be characterized as flex route operation; additionally, capital cost estimates are based on 2003 estimates

The long term recommendations were for a fixed route system throughout the area, anticipated to be completed in 11- 15 years. The JTP includes implementation strategies for accomplishing the recommended transit services. Key implementation priorities include:

- ❑ Need for intake/dispatch services for flexibly routed transit.
- ❑ A centralized contractor for the broad range of recommended services.
- ❑ Intergovernmental agreements to ensure reliable long-term service funding

The Flexible Transit Service Operations Plan will update the transit evaluations to reflect current conditions, and reconsider recommended transit routes based on the new findings.



Hoffman Estates Comprehensive Plan (2007)

In 2007, the Village of Hoffman Estates commissioned Solomon Cordwell Buenz (SCB) to complete an update to the Village's Comprehensive Plan. The intent of the Comprehensive Plan is to guide public policy and decisions associated with land use, economic development, neighborhoods, housing, transportation, urban design, open space, and the environment.

The plan identifies the following goals and objectives for the Village:

- ❖ Maintain Strong and Healthy Neighborhoods
- ❖ Maintain a High Quality of Life
- ❖ Enhance and Update the Retail Environment
- ❖ Ensure Quality Housing is Accessible
- ❖ Provide Transit Alternatives
- ❖ Provide Additional Civic Space
- ❖ Preserve Village History
- ❖ Encourage New Mixed-Use Development
- ❖ Support Community Resource Centers
- ❖ Maintain a Strong Office Market
- ❖ Ensure Environmental Sustainability

As indicated by the Plan's goals and objectives, transit alternatives are a high priority for the Village of Hoffman Estates. Throughout the plan, transit is addressed in the context of each major topic covered: retail, office, residential, open space and recreation, transportation, transit-oriented development, and infrastructure.

The Comprehensive Plan reviewed the existing fixed-route bus transit in Hoffman Estates and nearby Metra rail service, concluding that it is limited in frequency and service area. Future transit opportunities include Metra's proposed STAR Line commuter rail system, Bus Rapid Transit along Golf Road (part of Pace's Vision 2020 Plan), six additional fixed route bus lines, general purpose dial-a-ride service, and a subsidized taxi program (recommendations from the 2003 Joint Transit Plan).

Metra and RTA's plans for the future STAR Line, a suburb-to-suburb commuter rail line, include two new stations in Hoffman Estates, which would link the Village to suburban communities and downtown Chicago. The Comprehensive Plan proposes mixed-use transit oriented development surrounding these future STAR Line stations, as well as incorporation of residential mixed-use TOD overlay zones into the zoning code.



COMPREHENSIVE PLAN TRANSPORTATION POLICIES

Of the 17 Transportation Policies, the following are directly related to transit goals for the Village:

TRANSPORTATION POLICY 1:

Continue to work with IDOT and Cook County to balance the Village's travel needs with regional travel needs.

TRANSPORTATION POLICY 3:

Identify key intersections for improvements, such as bus stop locations, major commercial areas, or corridor with widely spaced intersections.

TRANSPORTATION POLICY 8:

Identify roadway and intersection improvements supportive of transit service operations.

TRANSPORTATION POLICY 10:

Actively work with Pace to improve existing bus stops and improve fixed route service throughout the Village. Coordinate on the Pace Vision 2020 plan, recommendations from the Joint Transit Plan and/or proposed STAR Line feeder routes.

TRANSPORTATION POLICY 11:

Continue to work with Pace to study an Arterial Bus Rapid Transit (ART) along Golf Road and identify intersections for transit stations and park-and-ride locations.

TRANSPORTATION POLICY 12:

Continue to work with Metra on the STAR Line Project. Continue work on proposed station areas following TOD guidelines.

TRANSPORTATION POLICY 13:

Provide additional feeder bus service to any new Metra rail station to encourage transit ridership.

TRANSPORTATION POLICY 17:

Explore opportunities to connect to existing and future recreation paths by working with the Cook County Forest Preserve and the Northwest Municipal Conference. In particular pursue east-west links between the central and western portions of the Village, as well north-south pedestrian and bicycle linkages across Northwest Tollway in association with the STAR Line stations area development opportunities.

Hoffman Estates Capital Improvements Program (2013-2017)

The Village of Hoffman Estates prepares a five-year Capital Improvements Program (CIP) budget, which is updated annually. It contains the Village's planned capital improvement projects and recommended financing methods for funding the projects. Transit-related projects included in the current approved CIP (2013-2017) include:

Public Works:	\$240,000 – Sidewalk/Curb Replacement Program
Development Services:	\$3,100,000 – Transit Improvements
	\$4,990,000 – Sidewalk and Bicycle Improvements

Pace Vision 2020

In 2000, Pace, the suburban bus division of the Regional Transportation Authority (RTA), developed a blueprint for Pace's 2020 Vision along with implementation strategies to achieve desired goals. Vision 2020 is a strategy to reshape the suburban bus system, incorporating new technology and transit methodology to meet community needs and market demand. Pace's vision for the year 2020 is to provide public transportation to every resident of northeastern Illinois through a network that is fast, easy and inexpensive.

Within Hoffman Estates, Vision 2020's Proposed Suburban Mobility Network includes:

- ❑ community based services such as flexible transit routes, curb-to-curb van services, and subscription routes;
- ❑ new and improved passenger facilities, including community transportation centers at Prairie Stone and Harper College, and a regional transportation center in neighboring Schaumburg;
- ❑ line-haul bus routes along major arterials such as IL Rte 59, Higgins Road, and Barrington Road;
- ❑ transit signal priority corridors along IL Rte 59 and Golf Road;
- ❑ express bus service along I-90; and
- ❑ proposed STAR Line railway along the I-90 corridor.

Overall, Hoffman Estates is categorized as a "Low" service area, which will be best served by vanpools, subscription services, demand-response vans, and flexible bus routes. Sears Holdings is a designated van-pool destination within Hoffman Estates. The Townships of Dundee, Barrington, Schaumburg, Hanover, and Palatine have established dial-a-ride services for disabled seniors, and Pace's paratransit service is to be extended throughout the Townships of Hanover and Schaumburg. The TRIP (Township Riders Initiative Pilot) program allows elderly or disabled residents of the townships of Elk Grove, Hanover, Palatine, Schaumburg, or Wheeling to go to medical appointments in those townships as well as in Barrington and Maine townships.

The implementation strategies proposed in the Vision 2020 plan stress the need for transit partnerships between various communities that will help develop strong funding and innovative financing opportunities. Upon implementation, Vision 2020 projects will benefit customers, protect the environment, positively influence the region, promote growth, serve the changing demographics, and provide enhanced suburban access.

Pace Restructuring Plan

Consistent with Vision 2020 and GO TO 2040, Pace has begun restructuring service routes in suburbs across the region. Within Hoffman Estates, current and proposed changes to service include:

- ✘ Expansion of Route 554 Elgin-Woodfield
- ✘ Discontinuation of the Route 557 – The HOT Line – Barrington Road Corridor
- ✘ Expanded services along the I-90 Jane Addams Memorial Tollway

As of August 22, 2011, Route 554 Elgin-Woodfield services have been expanded to include more weekday trips and new Saturday service. This route begins in Elgin and enters Hoffman Estates along Barrington Road in the south part of the Village with a stop at St. Alexius Medical Center, then turns east along Golf Road and terminates at Woodfield Mall in Schaumburg. Buses run along this route every 30 minutes during morning and evening rush hours, and every 65-75 minutes in the midday. Saturday service runs every 70 minutes during the day. Additionally, ADA-accessible complementary paratransit service for the disabled is now available.

Route 557 – The HOT Line previously serviced locations along Barrington Road from I-90, through Hoffman Estates, to the Barrington Metra Station. This route was primarily funded by large employers along the route. In 2011, those employers decided to no longer provide funding for the route. Effective April 1, 2011, Route 557 was eliminated by Pace. Following elimination of Route 557 some area employers opted to form vanpools to meet their respective transit needs. Service on Route 610 was expanded to include one morning and one evening connection from the Rosemont Blue Line CTA Station to Siemens and Claire's, two of the largest employers previously served by Route 557.

The I-90 Market Expansion Project aims to improve air quality and decrease congestion by reducing the number of automobiles along the I-90 Jane Addams Memorial Tollway. Other goals include providing service to new markets and those affected by I-90 road reconstruction, and providing service to new park -n-ride lots. Proposed project components are a mix of Bus Rapid Transit (BRT) based on use of new congestion-free managed lanes on I-90, added park-n-ride lots/stations for BRT routes the express buses including two in Hoffman Estates: one at Prairie Stone and one in the vicinity of Barrington Road, and Call-n-Ride demand-responsive services (including one in the Barrington Road area). While Pace has not yet formally designated the service to be added under the I-90 Market Expansion Project as BRT, because it is planned to operate in congestion-free managed lanes, and is expected to make few stops (primarily at designated stations/park and ride lots) it clearly qualifies as BRT and, thus, this report uses that designation.

Pace Transit Service Guidelines/Development Guidelines

Pace's Development Guidelines, originally introduced in 1999 and currently being updated, were created to encourage the coordination of real estate development and transit service, assisting municipalities in accommodating transit service in their new development plans. The Guidelines provide design recommendations on vehicle characteristics, roadway design, bus stop zones, and land use. Pace also encourages joint development projects between private and public entities that are compatible with transit service delivery and public convenience. The revised Pace Development Guidelines are expected to be released in early 2013.

The Development Guidelines give an overview of plan and service review procedures. Through its Market Development Program, Pace offers assistance to municipalities, businesses, and developers to integrate transit design features in development plans and to identify viable transit service options. Pace representatives work with individual communities to establish custom transit services, provide complementary technical review of development plans and transit service plans, and coordinate new initiatives with existing Pace service.

RTA's Moving Beyond Congestion Regional Transportation Strategic Plan (2007)

The Regional Transportation Strategic Plan was developed by the RTA, CTA, Metra, and Pace, in cooperation with various business, government, civic, and religious organizations identified together as Partners for Transit. The purpose of the Strategic Plan is to address critical questions about the condition and adequacy of public transportation within Chicago region and to guide decisions toward achieving a world-class public transportation system that will support the region's economic, social and environmental goals.

The Plan's major components include:

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

Suburb to Suburb services are highlighted as a priority for the region, especially by means of innovative methods such as flexible routes/route deviation, and demand-responsive service. Included in the \$17.9 billion "Invest to Expand" list of projects is the Pace Golf Road Bus Rapid Transit (BRT), and the Metra STAR Line, as well as subsidized taxi programs and locally based service expansion throughout Cook County.

Proposal to Reduce Transportation System Congestion in Northeastern Illinois (2007)

Representatives from Illinois Department of Transportation, City of Chicago, Illinois State Highway Authority, regional transit agencies, local governments, and local businesses and civic groups joined together in 2002 to form the Chicago Metropolitan Urban Partnership (CMUP). CMUP proposes actions in Chicago's Central Business District, and along the Interstate-90 and Southwest Corridors as a means of achieving their goal to help alleviate traffic congestion in the metropolitan area. The Proposal is a study of congestion in Metropolitan Chicago's transportation system, as well as program pilots within each targeted area.

Within the I-90 Corridor, which bisects the Village of Hoffman Estates, CMUP proposes an express bus, park-n-ride lots, arterial rapid transit (ART) along Golf Road and Higgins Roads, congestion pricing, and support of telecommuting and enhanced technology. Feeder services between suburban communities and freeway express bus routes would help connect communities such as Hoffman Estates to Chicago's Central Business District.

CMAP GO TO 2040 Plan

The Chicago Metropolitan Agency for Planning (CMAP) is the official regional planning organization for the northeastern Illinois counties of Cook, DuPage, Kane, Kendall, Lake, McHenry, and Will. The organization developed and now guides the implementation of its GO TO 2040 Plan, metropolitan Chicago's first comprehensive regional plan in more than 100 years. The Plan establishes coordinated strategies that will help the region's 284 communities address transportation, housing, economic development, open space, environment, and quality-of-life issues in a creative and collaborative manner.

Two main recommendations of the GO TO 2040 Plan are to invest strategically in transportation and to increase commitment to public transit. CMAP is assisting communities throughout the region in planning and implementing priority projects. Transit service within Hoffman Estates will be influenced either directly or indirectly as a result of select initiatives undertaken as part of this Plan.

I-90/Barrington Road Full Interchange

The Village of Hoffman Estates is currently in partnership with the Illinois Tollway and the Illinois Department of Transportation (IDOT) to study potential improvements to the Interstate 90/Barrington Road interchange. As the leader of this initiative the Village also is responsible for promoting its complete streets policies throughout the community.

Barrington Road provides highway access to the Villages of Hoffman Estates and South Barrington, as well as Palatine, Schaumburg, Barrington, and Hanover Townships and shares a critical interchange with Interstate 90. The interchange project will study the transportation needs of the area in order to address the improvements necessary to support the desire of Hoffman Estates in becoming increasingly prominent in regional mobility while analyzing the potential natural, social, community, and environmental impacts of the study.

Based on the principles of Context Sensitive Solutions (CSS), stakeholder participation and public involvement will be a key tool for this project. This approach will enhance public participation through the implementation of a Stakeholder Involvement Plan which will serve as a blueprint to define procedures to be utilized to engage all stakeholders in the decision making process. In addition, Project Study Groups composed of representatives from the Village of Hoffman Estates, Illinois Tollway, IDOT, the Federal Highway Administration, and the project consultant will be formed in order to facilitate and ensure that all Federal, State, and Local requirements are met.

Metra Star Line

The STAR Line Alternatives Analysis was initiated in 2005 and concluded in June, 2012. It considered the potential for construction of a high capacity transit route that would operate in the I-90 corridor between Rosemont CTA station and Prairie Stone, where it would turn south along the corridor served by the EJ&E Railroad (and now owned by CN). The study concluded that the commuter rail alternative in the I-90 median should be the “Long Term Vision” (with 10 stations along I-90, including ones in the vicinity of Barrington Road and Prairie Stone). Frequencies of every 15 minutes in the peak and 30 minutes in off-peak periods were proposed. While funding is not available to move this project into preliminary engineering or environmental analysis, Metra continues to work with the Tollway and Pace to work to build the market for transit service in this corridor. Through the I-90 Corridor Planning Council, the stakeholders identified a consensus cross section for constructing the Tollway add-lane on I-90 which would minimize the required impacts if demand is sufficient and funding available to construct the STAR Line in the median of I-90. This solution must be considered a very long term possibility.

Tollway Widening Program

Responding to ongoing issues of congestion, ISTHA (the Tollway authority) developed a program of widenings, to be funded by a significant toll increase, possibly supplemented by premium charges for use of managed lanes. A key element of, is the construction of additional lanes on the section of I-90 between Rosemont and Elgin, which it intends to operate as “managed lanes”; these are to be kept flowing freely through some combination of premium tolls and high occupancy vehicle (HOV – carpool and bus) priority. This program was approved in 2011 and the Tollway is moving to construct the additional lanes rapidly. This effort will integrate plans developed with Pace and CMAP for bus park and ride/station facilities and expanded express bus service in the corridor. It is intended to construct the expansion of the Barrington Road interchange simultaneously. CMAP has subsequently published a guidebook for the effective development of bus station facilities along expressways, targeted at maximizing associated land use impacts. CMAQ has made a substantial grant to Pace for purchase of buses, construction, and the operation, and marketing, of new service in the Corridor.

3: EXISTING TRANSIT SERVICE

Pace Bus Routes

There are four Pace Bus Routes that directly serve or are very near the Village of Hoffman Estates:

- 1. Pace Route 554 (Elgin-Woodfield)** travels mainly in an east-west direction along Golf Road through the southeastern portion of the Village, serving key destinations including the Hanover Park Metra Station (Milwaukee District / West Line) to the south and Woodfield Mall to the east. The route terminates at the Pace Northwest Transportation Center in Schaumburg, a transit center for many Pace bus routes. Other key destinations along the route include Towne Place West, Park Place Apartments, the Irving Park Commercial Corridor in Streamwood/Hanover Park, the Golf and Roselle shopping area, and St. Alexius Medical Center. Route 554 provides weekday service at 30-35 minute intervals during peak hours, and 60-75 minute intervals during off-peak hours. Route 554 is the only Pace bus route in Hoffman Estates to provide weekend service, running at 70 minute intervals on Saturdays.
- 2. Pace Route 602 (Higgins-Salem-Cedarcrest)** provides service to the Schaumburg Metra Station (Milwaukee District / West Line) to the south. It operates mainly in a north-south direction along Salem Drive in southeast Hoffman Estates serving various apartment complexes along the route including Salem Ridge and Autumn Chase Apartments. Route 602 provides four one-way trips each weekday: two southbound during morning peak hours and two northbound during evening peak hours.
- 3. Pace Route 610 (River Road-Prairie Stone Express)** provides weekday rush hour express service between the Rosemont CTA Blue Line Station (east of Hoffman Estates) and Prairie Stone Business Park. It travels along Interstate 90 as an express bus with no stops between Rosemont and the business park. Route 610 provides one-way, reverse-peak, service at 20-45 minute intervals during weekday peak hours only.
- 4. Pace Route 696 (Randhurst-Woodfield-Harper College)** travels within a quarter mile of the eastern edge of the Village, along Roselle Road to Golf Road before heading east. Key destinations include the Arlington Heights Metra Station (Union Pacific Northwest Line), Harper College, Cook County Courthouse, Motorola Headquarters, Schaumburg Convention Center, IKEA, Roosevelt University, Woodfield Mall, and the Pace Northwest Transportation Center. Route 696 provides weekday service at 30-75 minute intervals during peak hours, and 90-110 minute intervals during off-peak hours.

There are no Pace fixed routes that serve the residential areas in the north or west of the Village of Hoffman Estates.

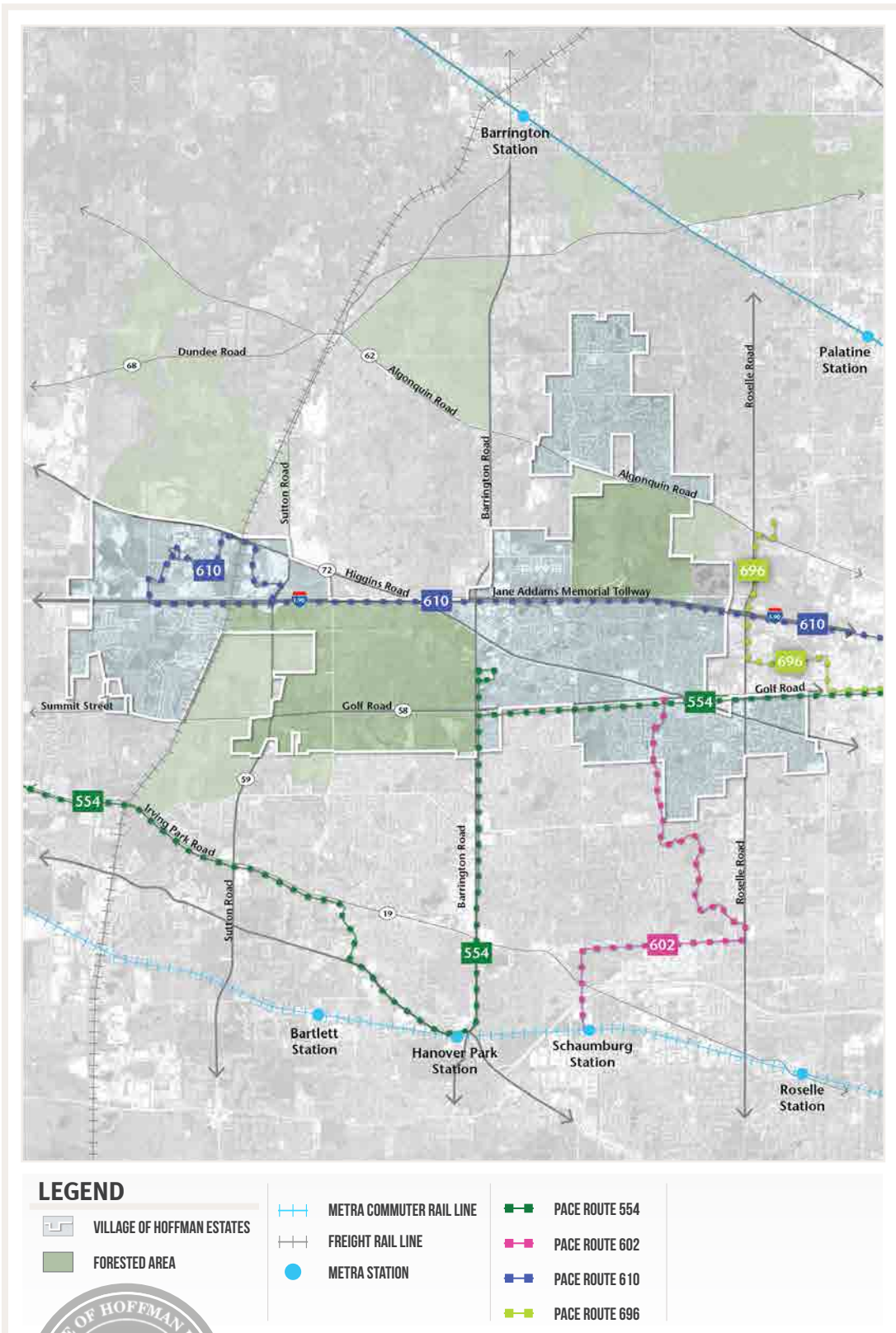


FIGURE 3-1: PACE FIXED ROUTES

TABLE 3-2: PACE ROUTE SERVICE FREQUENCY

PACE ROUTE	WEEKDAY	SATURDAY	SUNDAY
Route 554 (Elgin-Woodfield)	Peak: 30-35 minutes Off-peak: 60-75 minutes	70 minutes	no service
Route 602 (Higgins-Salem-Cedarcrest)	Peak: Two AM & Two PM trips Off-peak: no service	no service	no service
Route 610 (River Road-Prairie Stone Express)	Peak: 20-45 minutes Off-peak: no service	no service	no service
Route 696 (Woodfield-Arlington Heights-Randhurst)	Peak: 30-75 minutes Off-peak: 90-110 minutes	no service	no service

Source: Pace

In 2011, Route 554 service was increased from weekday-only to include Saturday service. It also was enhanced to provide bidirectional service and increased frequency. Pace Route 557, which connected the center of the study area with the Barrington Metra station, was discontinued in 2011 due to lack of funding. No Pace service exists on Sunday within the Village of Hoffman Estates. Subsequently, following the elimination of Route 557, some area employers opted to form vanpools to meet their respective transit needs.

Pace Ridership

The average daily ridership during September 2011 for the four Pace routes is shown in the following table. Route 610, the express route which serves the Prairie Stone Business Park, has the highest ridership, followed by Route 554. Route 602 shows very low ridership numbers, however, it is important to note that this bus route provides only four trips per day. Data for Route 602 is only available through April 2004.

TABLE 3-2: PACE ROUTE AVERAGE DAILY RIDERSHIP | AUGUST 2012

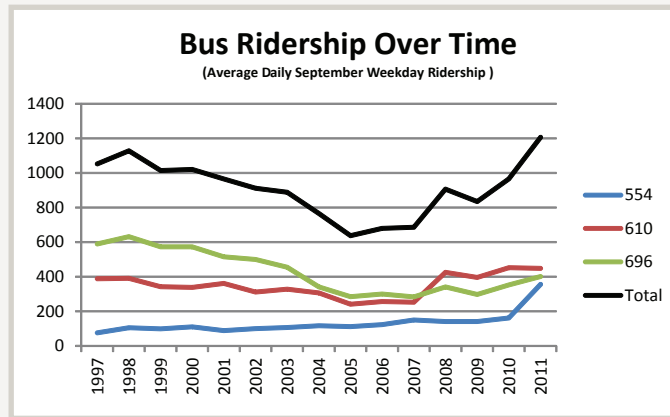
PACE ROUTE	WEEKDAY
Route 554 (Elgin-Woodfield)	461
Route 602 (Higgins-Salem-Cedarcrest)	21*
Route 610 (River Road-Prairie Stone Express)	460
Route 696 (Woodfield-Arlington Heights-Randhurst)	388

*Latest data available is April 2004

Source: Pace

FIGURE 3-2: BUS RIDERSHIP | 1997-2011

A comparison of annual data collected from 1997 to 2011 shows that bus ridership has fluctuated over time, but has increased overall in recent years. Routes 554 and 610 had the highest average ridership in September 2011 than any time since 1997. Route 696 has shown a slight increase since 2009, but is still below its ridership levels prior to 2003.



Stop Level Data

Pace creates profiles of each of its routes showing the number of people getting on and off the bus at specific stops. Data for Routes 554, 602, 610, and 696 were analyzed to determine the number of boardings and alightings within and near Hoffman Estates. Locations that generate five or more boardings or alightings on an average daily basis are shown in the tables below.

TABLE 3-3: PACE ROUTE BOARDINGS
FIVE OR MORE ON AN AVERAGE WEEKDAY IN FALL 2011

PACE ROUTE	LOCATION	BOARDINGS	ALIGHTINGS	TOTAL
Route 610	Prairie Stone/Sears	206	2	208
Route 696	Harper College Dr./Building A	59	39	98
Route 610	Prairie Stone Transit Center	8	3	11
Route 610	Prairie Stone Pkwy./Higgins	7	5	12
Route 554	St. Alexius Medical Center	6	2	8
Route 554	Barrington/Tower Rd.	5	1	6

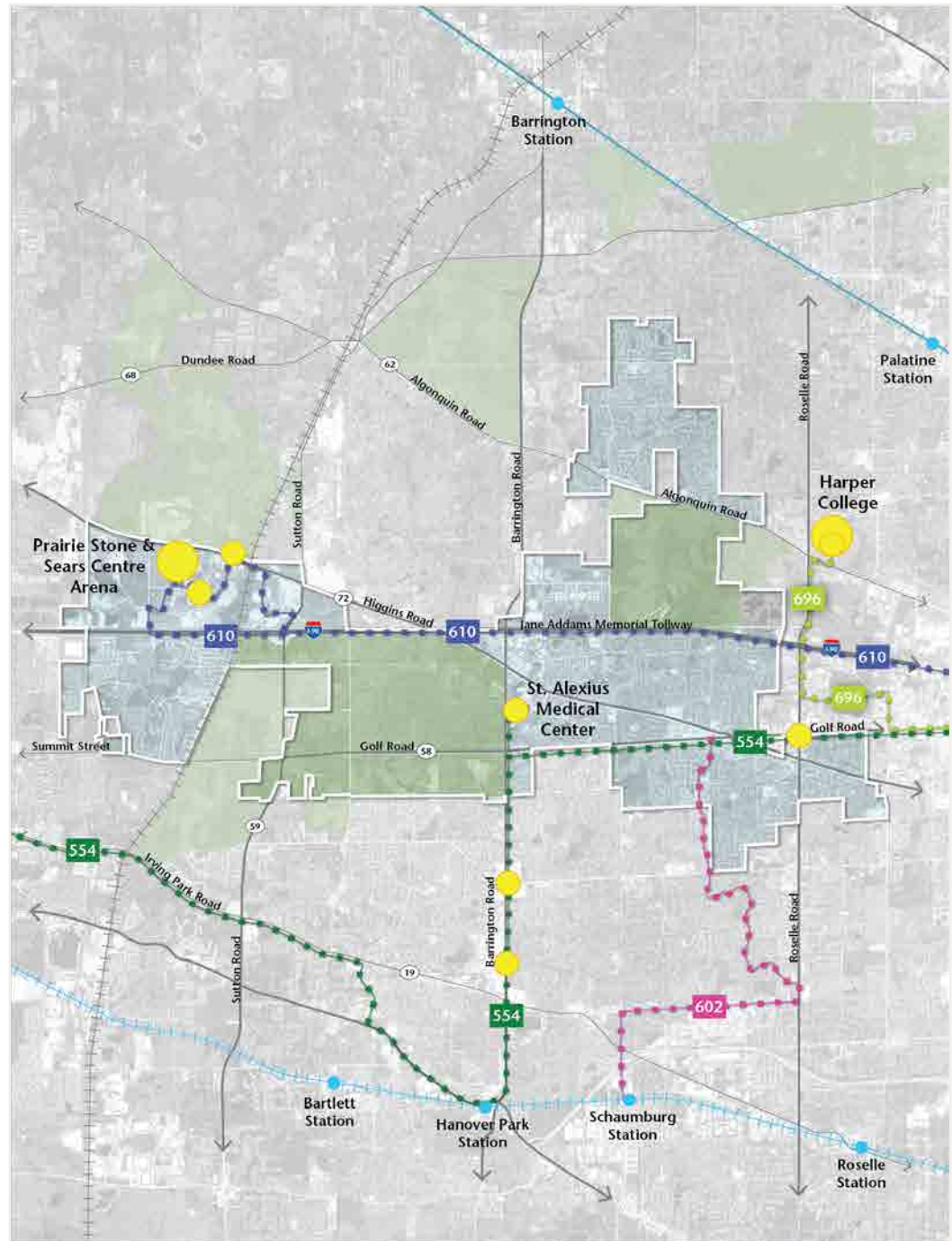
Source: Pace

TABLE 3-4: PACE ROUTE ALIGHTINGS
FIVE OR MORE ON AN AVERAGE WEEKDAY IN FALL 2011

PACE ROUTE	LOCATION	BOARDINGS	ALIGHTINGS	TOTAL
Route 610	Prairie Stone/Sears	1	199	200
Route 696	Harper College Dr./Building A	59	39	98
Route 696	Harper College Dr./Building A	3	18	21
Route 554	St. Alexius Medical Center	2	6	8
Route 610	Prairie Stone Pkwy./Higgins	7	5	12
Route 610	Prairie Stone Transit Center	3	5	8
Route 554	Golf/Walnut/Moon Lake	0	5	5

Source: Pace

The following map shows Pace bus stops with over five boardings and alightings combined on an average weekday. Stops near the Prairie Stone Business Park have the most passenger activity, followed by stops at Harper College and St. Alexius Medical Center.



LEGEND

- VILLAGE OF HOFFMAN ESTATES
- FORESTED AREA

- METRA COMMUTER RAIL LINE
- FREIGHT RAIL LINE
- METRA STATIONS

- PACE ROUTE 554
- PACE ROUTE 602
- PACE ROUTE 610
- PACE ROUTE 696

DAILY BOARDINGS AND ALIGHTINGS

- 5 - 50
- 51 - 299



FIGURE 3-3: PACE DAILY BOARDINGS & ALIGHTINGS

Transit Stops

Pace operates a flag stop system for bus routes within the Village of Hoffman Estates. Buses may stop upon signal to the driver at any intersection along the route where it is safe to do so. Heavier utilized stops are typically marked with a bus stop sign and sometimes a passenger shelter. Within the Village, there are two shelters located in the Prairie Stone Business Park. There are also two shelters located at the Harper College stop.

Sidewalks are prevalent in most residential areas of Hoffman Estates, however the curvilinear pattern of the roadway network and low density development patterns impact pedestrian accessibility to Pace bus routes that operate along major roads via extended walking distances. This pedestrian accessibility impact is a barrier to attracting potential transit riders.

Pace Vanpool Programs

Pace operates a Vanpool Incentive Program (VIP) in which Hoffman Estates residents and employers are eligible to participate. The Vanpool Program 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 vanpool participant 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 rate of \$750 per month per van. Not-for-Profit agencies can participate in the program at a discounted rate of \$600 per month per van.

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 \$58 per month, 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. The cost of the program is \$401 per month per van.

Village of Hoffman Estates Programs

TAXI DISCOUNT PROGRAM

The Taxi Discount Program, administered and managed by the Village of Hoffman Estates and contracted through a private provider, is designed to serve senior, disabled and low income residents of Hoffman Estates by making transportation more affordable for destinations not served by public transit or outside of public transit service times. Eligible residents may receive up to 10 \$5.00 coupons per month for taxi trips that begin or end within the Village. This service generates 6-9 trips per day.

The above figure shows annual ridership data for a two year period for origins or destinations with 50 or more trips per year (data from 2011 and 2012). As indicated, key destinations include St. Alexius Medical Center, Poplar Creek Village senior housing, two Jewel-Osco shopping centers, Woodfield Mall and Harper College.

Ridership in the discounted taxi program as well as costs to the Village to operate the service has been steadily rising since the program was implemented in 2008. In 2012, there were a total of 3,774 riders resulting in a cost to the Village of \$18,870. Additional cost by the Village for miscellaneous expenses including printing costs and supplies is approximately \$500 for a total 2012 cost of \$19,400, or approximately \$5.14 per rider.

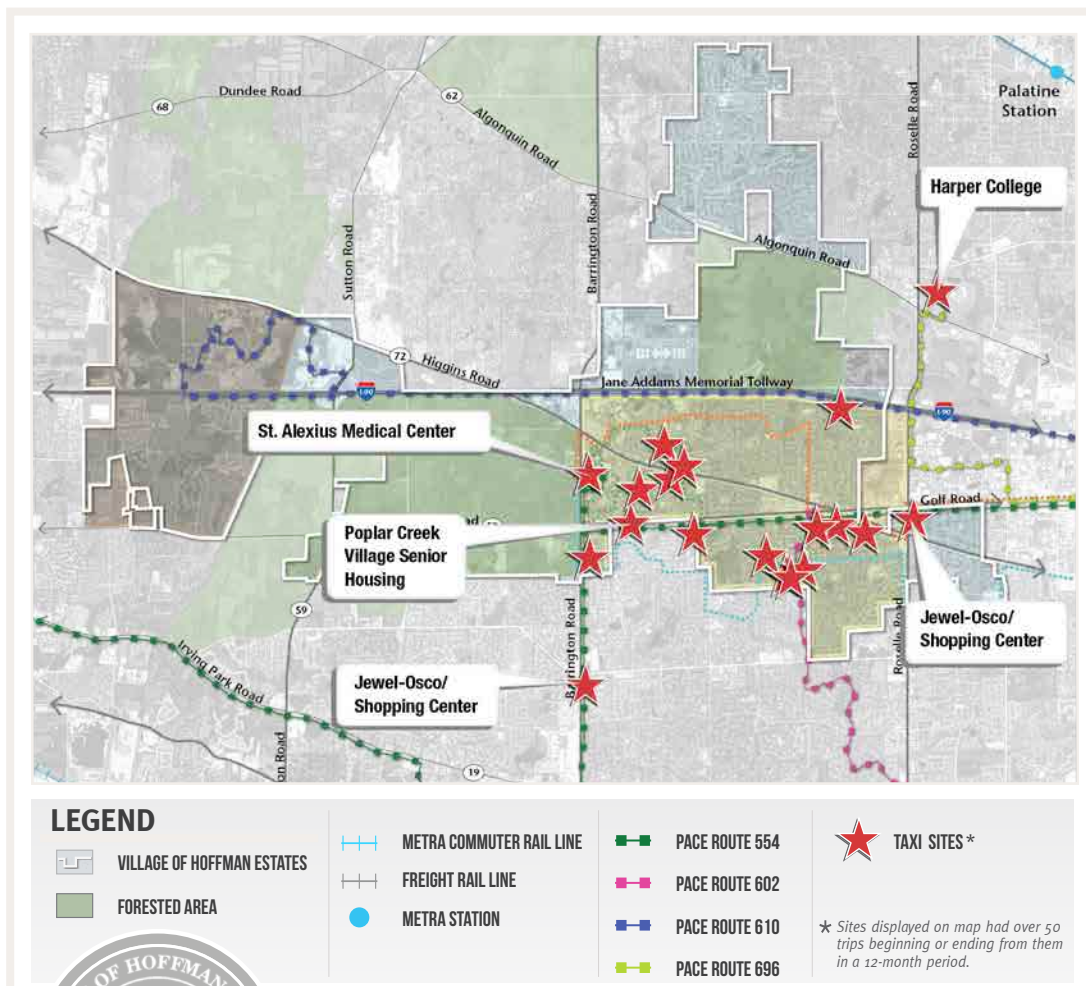


FIGURE 3-4: SUBSIDIZED TAXI SERVICE

Township Programs

TRIP: TOWNSHIP RIDERS INITIATIVE PILOT

The TRIP program is a cooperative effort between PACE and five townships, including Schaumburg, Hanover, Palatine, Wheeling, and Elk Grove. TRIP provides inexpensive transportation across township boundaries to and from medical appointments for seniors and individuals with a permanent disability. The program provides service within the five townships plus Barrington and Maine Townships. Fees are \$5.00 for every township border crossed, to a maximum of \$10.00 per one-way trip.

PALATINE TOWNSHIP

Palatine Township provides curb-to-curb transportation services within the Township boundaries for senior citizens and residents with permanent disabilities. Tuesday medical appointments in Arlington Heights are also serviced. Fees are \$2.00 for a one-way trip. The Township also provides a \$4.00 subsidy on taxi fares for the same qualifying residents.

SCHAUMBURG TOWNSHIP

The Schaumburg Township Transportation Department provides door to door services on weekdays to senior and permanently disabled residents. The range of these trips is within Township boundaries, or up to five miles beyond the boundaries for medical trips only. The fee is \$1.00 per ride.

HANOVER TOWNSHIP

Hanover Township offers several transportation services for senior citizens and residents with physical, cognitive, or developmental disabilities.

1. Dial-A-Bus Program – Hanover Township Senior Services Dial-A-Bus is a curb-to-curb weekday service providing transport to residents age 55 and over and those with permanent disabilities. Fees are in the form of a suggested donation (\$0.75 one-way). The range of these trips extends up to five miles beyond Township boundaries.
 2. TIDE: Ticket to Ride Taxi Voucher Program – The TIDE Ticket to Ride Taxi Voucher Program is available for residents of Hanover Township, 16 years or older, who have a physical, cognitive, or developmental condition that interferes in at least one “major life activity.” This service provides transportation to and from work or job training up to seven miles beyond Township boundaries. Fees are based on mileage.
 3. Dial-a-Ride and Paratransit services - The Townships of Barrington and Dundee also provide local, on-demand services for serving special purpose and special needs passengers and trips.
-

BARRINGTON TOWNSHIP

Barrington Township Dial-a-Ride provides curb-to-curb transportation for elderly and disabled riders on weekdays. Rides must be booked at least one day in advance, and medical appointments can be booked up to a week in advance. The fare is \$1.00. Dundee Township provides curb-to-curb service for the elderly and disabled through the Ride in Kane program.

Metra

Metra commuter rail service does not directly serve the Village of Hoffman Estates. However, Metra commuter rail lines do provide regional passenger connections near Hoffman Estates, Chicago, and the greater region. Commuters desiring to ride Metra can access the Union Pacific Northwest (UP-NW) Line a few miles to the north of the Village, and the Milwaukee District West (MD-W) Line a few miles to the south. Stations along these lines that are closest to Hoffman Estates are the Barrington and Palatine stations to the north, and the Bartlett, Hanover Park, Schaumburg, and Roselle stations to the south.

The Union Pacific Northwest Line provides service between Chicago’s Ogilvie Station and Crystal Lake (some trains to Harvard or McHenry), Illinois. The Milwaukee District West Line provides service between Chicago’s Union Station and Elgin, Illinois. As shown in the table below, for both rail lines train frequency at peak hours is every 10-30 minutes, while off-peak service is hourly. Weekend service is provided every one to two hours.

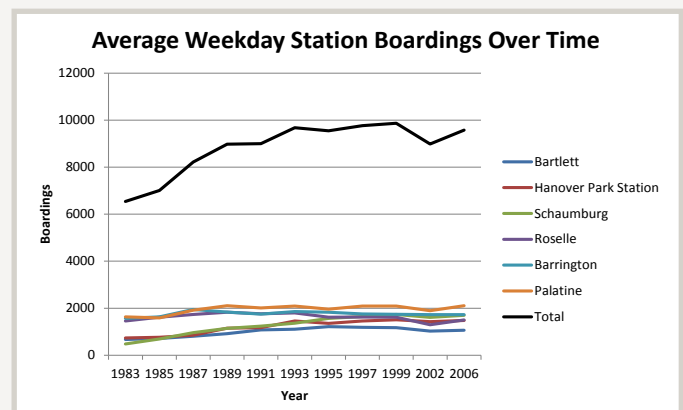
TABLE 3-5: METRA LINE SERVICE FREQUENCY

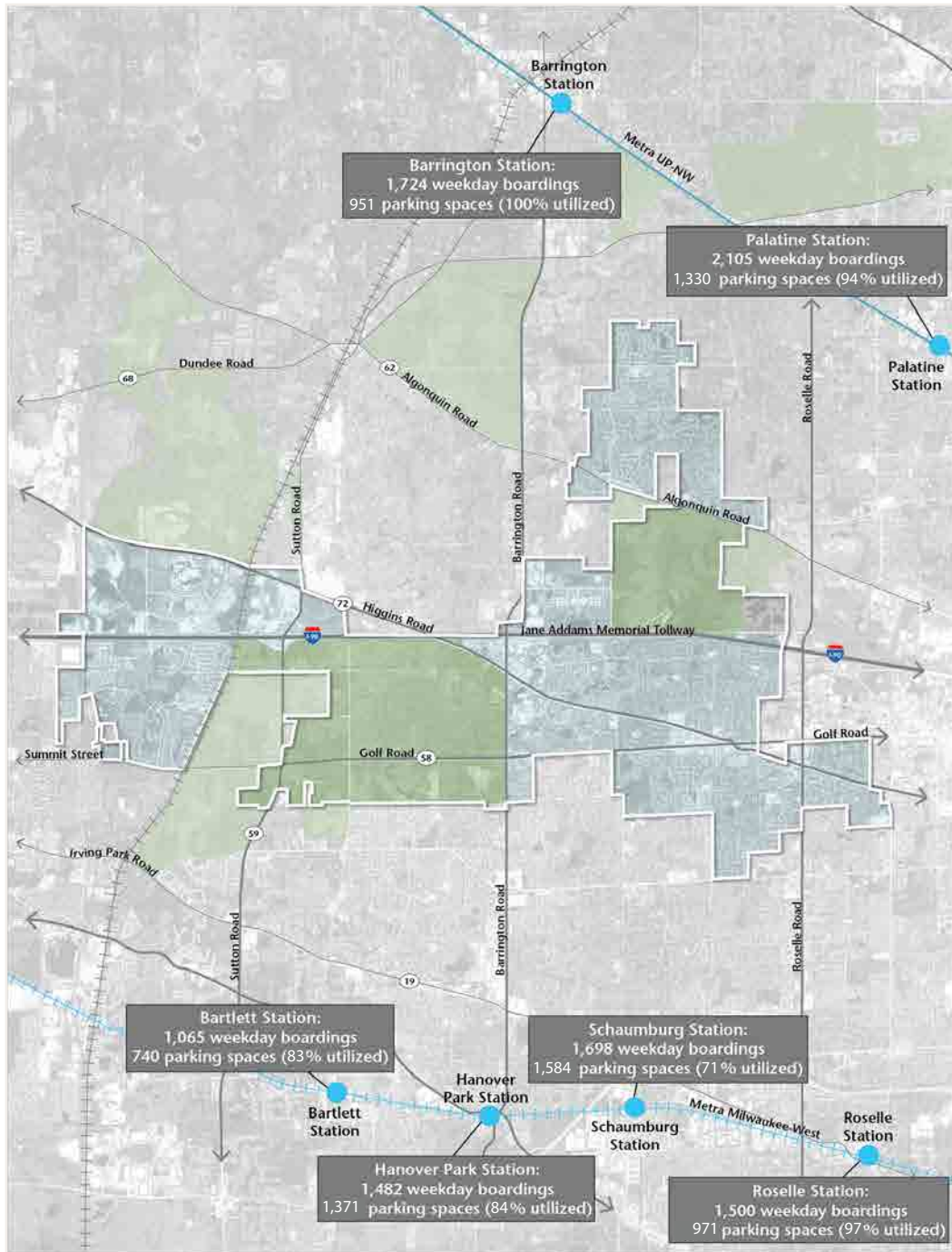
METRA LINE	WEEKDAY	SATURDAY	SUNDAY
Milwaukee District West Line (MD-W): Bartlett, Hanover Park, Schaumburg, Roselle stations	(Peak) 10-30 min. (Off-peak) Hourly	Hourly (1) to every two (2) hours	Every two (2) hours
Union Pacific Northwest Line (UP-NW): Barrington & Palatine stations	(Peak) 10-30 min. (Off-peak) Hourly	Hourly (1) to every two (2) hours	Every two (2) hours

**FIGURE 3-5:
BOARDINGS | 1983-2006**

Since 1983, weekday ridership at each of the six Metra stations near Hoffman Estates has slightly increased, for an overall ridership increase of 46%.

Current Metra ridership data show that the Palatine and Barrington stations on the UP-NW Line have the greatest weekday boardings of the six stations closest to Hoffman Estates. The Palatine station has 2,105 average weekday boardings and Barrington has 1,724. Each of the four MD-W Line stations range from 1,000 to 1,700 boardings on an average weekday.





LEGEND

- VILLAGE OF HOFFMAN ESTATES
- FORESTED AREA

- METRA COMMUTER RAIL LINE
- FREIGHT RAIL LINE
- COMMUNITY FACILITIES



FIGURE 3-6: METRA STATION USAGE

Source: RTAMS

Based on Metra 2006 Origin-Destination Survey data, and shown in the following table, the greatest number of Hoffman Estates residents appears to use the Schaumburg Metra station as compared to other stations. However, at all nearby Metra stations, Hoffman Estates residents compose only 2% to 12% of all boarding passengers.

TABLE 3-7: METRA HOFFMAN ESTATES RESIDENTS' USE OF METRA STATIONS
METRA 2006 ORIGIN-DESTINATION SURVEY

METRA STATION	NUMBER AND PERCENTAGE OF PASSENGERS BOARDING AT STATION WHO ARE FROM HOFFMAN ESTATES	FARE ZONE AND TICKET PRICE*
Schaumburg (MD-W)	183 / 12%	Zone F / \$5.75
Palatine (UP-NW)	172 / 10%	Zone F / \$5.75
Roselle (MD-W)	72 / 6%	Zone E / \$5.25
Hanover Park (MD-W)	66 / 5%	Zone F / \$5.75
Barrington (UP-NW)	30 / 2%	Zone G / \$6.25
Bartlett (MD-W)	21 / 2%	Zone F / \$5.75

*Ticket price based on a one-way trip from the origin station to downtown Chicago.

Metra collects data on the origins of its passengers and their mode of access to rail stations. As shown in the previous table, Hoffman Estates residents access six nearby Metra Stations. The exhibits and table below show the residency location for people who use Metra stations near Hoffman Estates, as well as the mode of travel they use to access the Metra stations. As can be seen, the majority of people access the stations by driving alone. "Driving alone" is the mode of choice for over two thirds of the respondents. "Getting dropped off" is often the second most popular option. It is important to note that the percentage of people using the bus to get to a Metra station is low, at only 0% to 4%. Bartlett, Roselle, Barrington, and Palatine Metra stations are not served by a bus route. Pace Route 554 connects to Hanover Park Metra station. Pace Route 602 connects to Schaumburg Metra station.

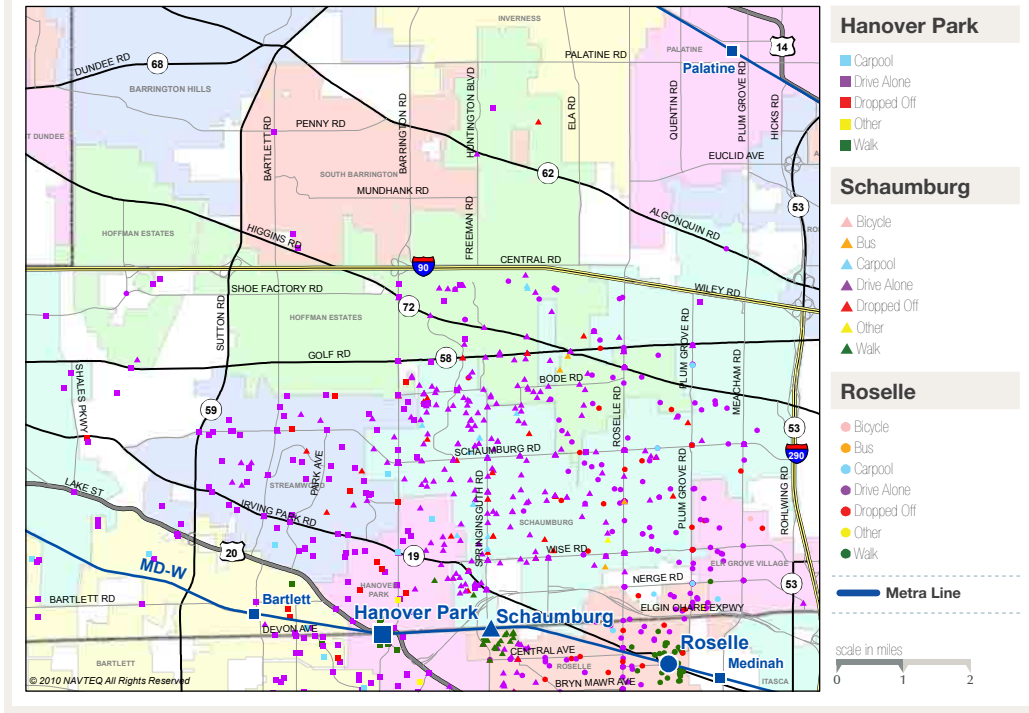
TABLE 3-8: METRA MODE OF ACCESS TO STATIONS | 1999-2006

STATION	YEAR	WALKED	DROVE ALONE	DROPPED OFF	CARPOOL	BUS	RAPID TRANSIT	BIKE	OTHER
Bartlett	1999	7%	76%	12%	6%	0%	0%	0%	0%
	2002	5%	67%	18%	9%	0%	0%	1%	0%
	2006	7%	67%	20%	4%	0%	0%	1%	1%
Hanover Park	1999	6%	78%	8%	7%	0%	0%	1%	1%
	2002	6%	73%	13%	7%	0%	0%	0%	1%
	2006	22%	56%	4%	7%	4%	7%	0%	0%
Schaumburg	1999	7%	80%	8%	3%	0%	0%	2%	1%
	2002	5%	77%	12%	5%	1%	0%	0%	0%
	2006	6%	79%	10%	5%	1%	0%	0%	0%
Roselle	1999	8%	72%	11%	5%	2%	0%	1%	0%
	2002	9%	70%	17%	3%	0%	0%	1%	0%
	2006	8%	70%	16%	4%	0%	0%	1%	1%
Barrington	1999	8%	71%	13%	5%	0%	0%	1%	2%
	2002	8%	70%	13%	6%	0%	0%	1%	1%
	2006	8%	67%	16%	6%	0%	0%	1%	1%
Palatine	1999	9%	72%	14%	4%	0%	0%	0%	0%
	2002	9%	70%	13%	5%	1%	0%	1%	0%
	2006	15%	64%	15%	2%	1%	0%	1%	0%

Source: Metra

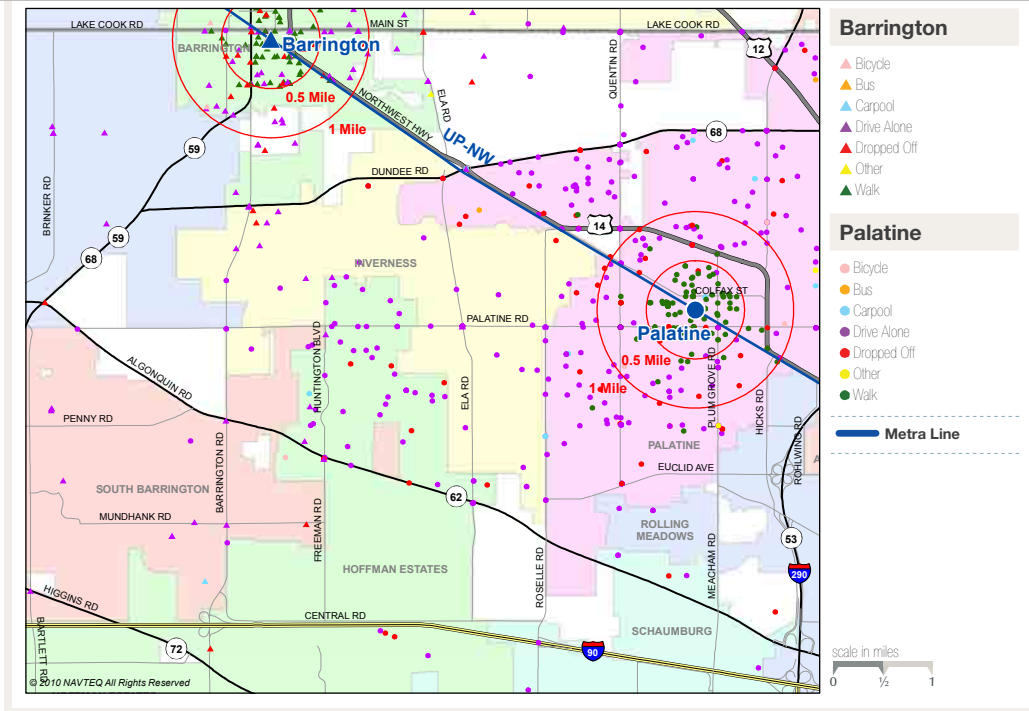
ORIGINS OF HOFFMAN ESTATES METRA RIDERS USING MD-W STATIONS

FIGURE 3-9



ORIGINS OF HOFFMAN ESTATES METRA RIDERS USING UP-NW STATIONS

FIGURE 3-10



Source: Metra Division of Strategic Capital Planning
 Map Date: May 2011, Metra Division of Capital & Strategic Planning



Journey to Work

“Journey to work” data refers to travel patterns between where people live and where they work. Released in May 2012 by the U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD) and Local Employment Dynamics (LED) combine federal and state administrative data on employers and employees with other 2010 Census information to show where workers are employed and where they live. “OnTheMap” is an online application that provides a variety of data and tables for a specified location that are useful to assist in transit planning in Hoffman Estates. The data discussed below applies to Hoffman Estates limits as well as a 0.5 mile buffer around of the Village.

The following map shows job density in Hoffman Estates color coded to represent number of jobs. In areas where many jobs are located a thermal overlay displays darker shades. Lighter shades characterize areas where fewer jobs exist. The map shows that the area around I-90 and Barrington Road near the center of the Village has the most jobs. This supports the associated “Major Employers” map that shows many large employers are in this area. Additionally, many employers are in the Prairie Stone Business Park to the west. Finally, the Village of Schaumburg to the east of Hoffman Estates has a high amount of jobs. The north and west portions of Hoffman Estates are mostly residential and therefore, have the least number of jobs.

JOB DENSITY (TRIP DESTINATIONS)

The total number of jobs within and adjacent to (within 0.5 mile) Hoffman Estates totals approximately 54,000. The majority of these workers live outside of Hoffman Estates. The data reveals that approximately 5,000 people both live and work in Hoffman Estates.

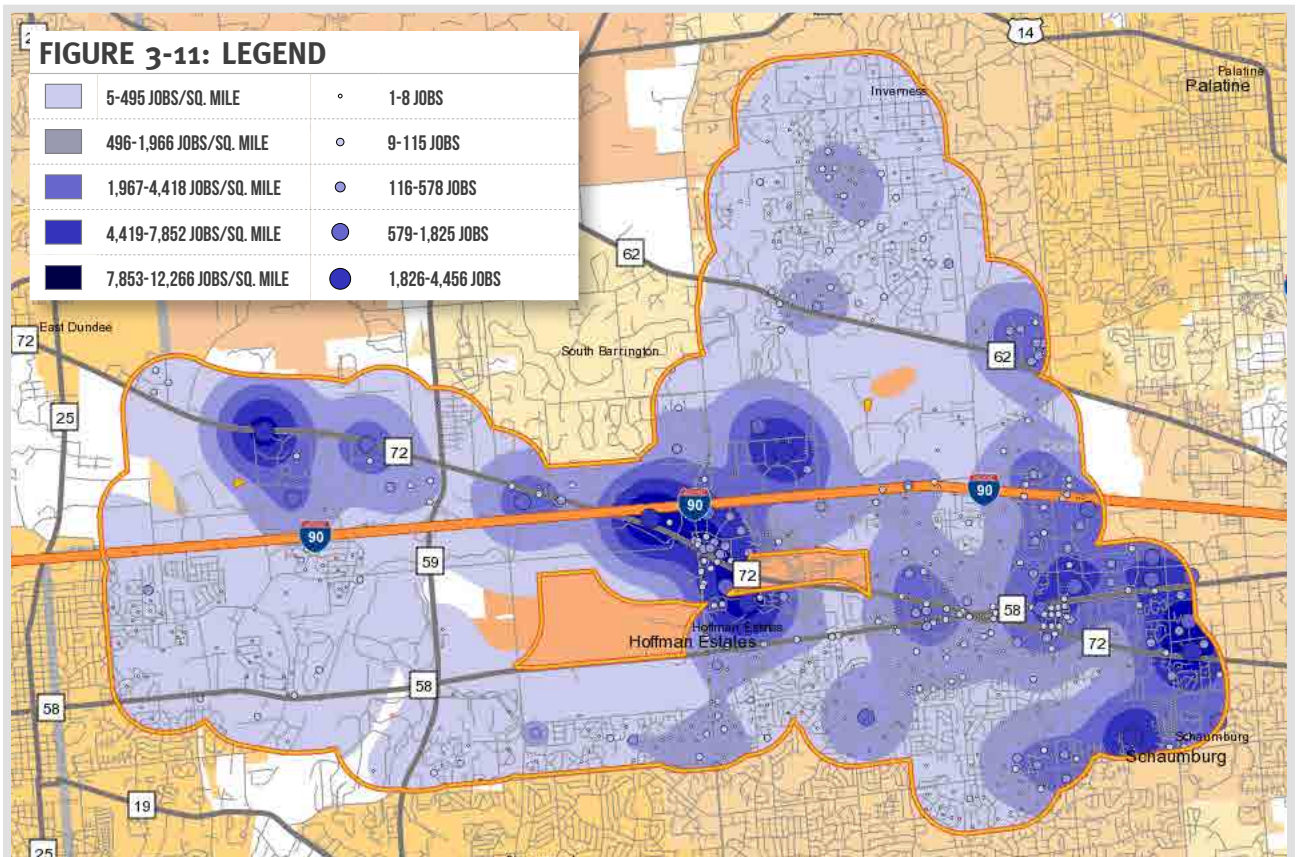


TABLE 3-9: FLOW OF WORKERS AND RESIDENTS INTO AND OUT OF HOFFMAN ESTATES

INFLOW/OUTFLOW JOB COUNTS - ALL JOBS IN HOFFMAN ESTATES AND WITHIN 0.5 MILE BUFFER - 2010		
Employed in Selected Area	Count	Share
Employed in Selected Area	54,618	100.0%
Employed in Selected Area but Living Outside	49,519	90.7%
Employed and Living in Selected Area	5,099	9.3%
Living in Selected Area	47,111	100.0%
Living in Selected Area but Employed Outside	42,012	89.2%
Living and Employed in Selected Area	5,099	10.8%

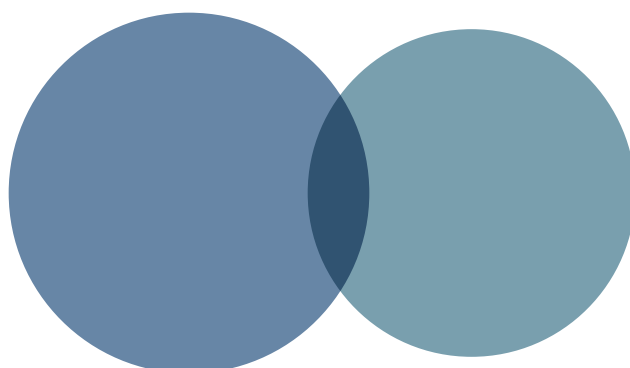


FIGURE 3-12: INFLOW/OUTFLOW JOB COUNTS IN 2010

49,519	Employed in Selection Area, Live Outside
42,012	Live in Selection Area, Employed Outside
5,099	Employed and Live in Selection Area

As displayed in below, the majority (56%) of workers in Hoffman Estates travel over 10 miles from their homes to their place of employment.

TABLE 3-10: DISTANCE FROM HOME TO WORK FOR EMPLOYEES IN HOFFMAN ESTATES - 2010

	Count	Share
Less than 10 miles	20,799	44.1%
10 to 24 miles	18,739	39.8%
25 to 50 miles	6,106	13.0%
Greater than 50 miles	1,467	3.1%

TABLE 3-11: DISTANCE FROM HOME TO WORK FOR RESIDENTS IN HOFFMAN ESTATES - 2010

	Count	Share
Less than 10 miles	22,436	40.5%
10 to 24 miles	21,919	39.6%
25 to 50 miles	8,118	14.7%
Greater than 50 miles	2,858	5.2%

FIGURE 3-13: TRIP ORIGINS

The following map illustrates the dispersed nature of trip origins for people who work in Hoffman Estates. Each dot represents the number of people originating from locations and the shading represents density of people originating from locations who are traveling to Hoffman Estates for work. As shown, workers travel from a variety of locations across the Chicago metropolitan area to get to work in Hoffman Estates.

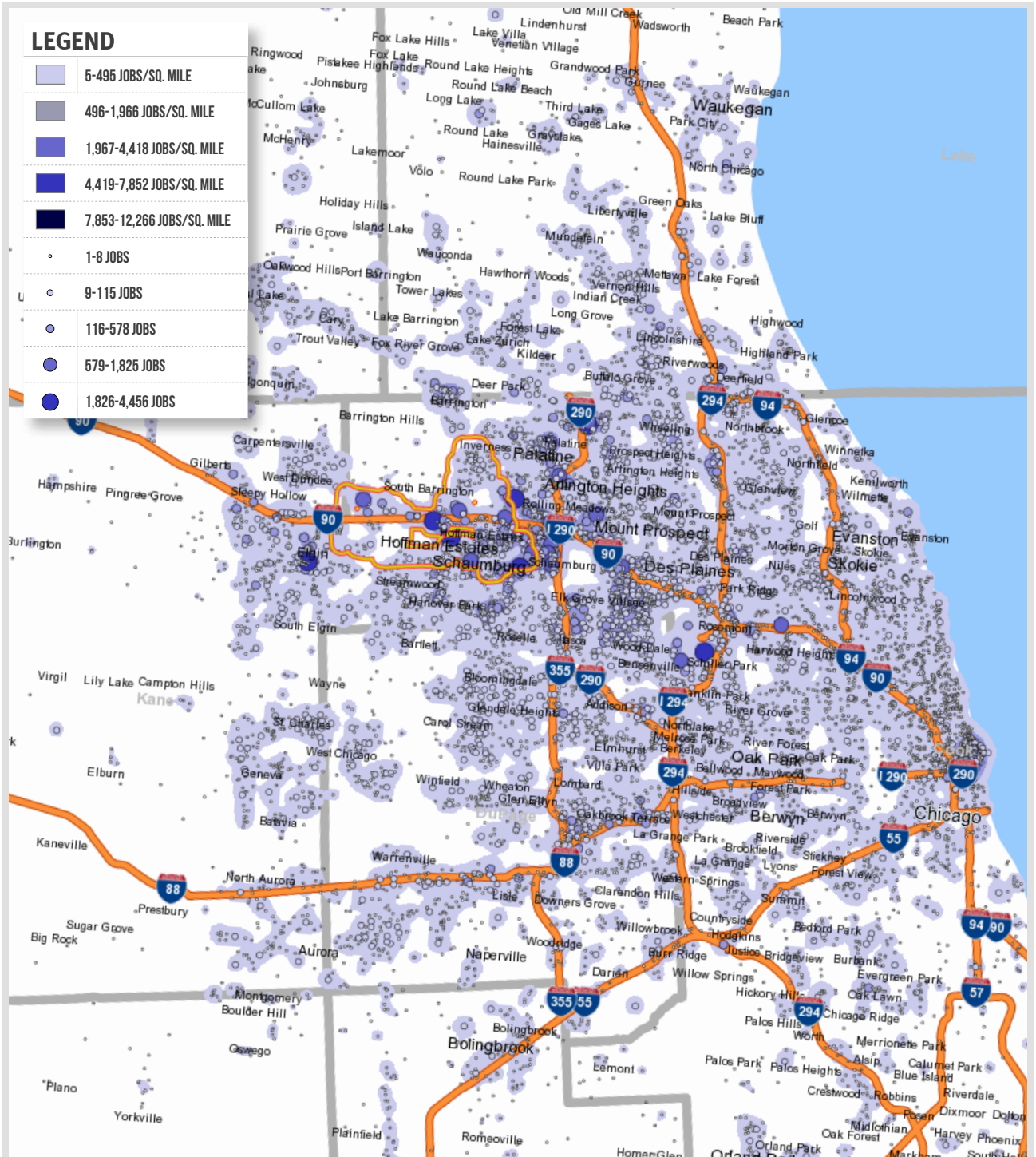
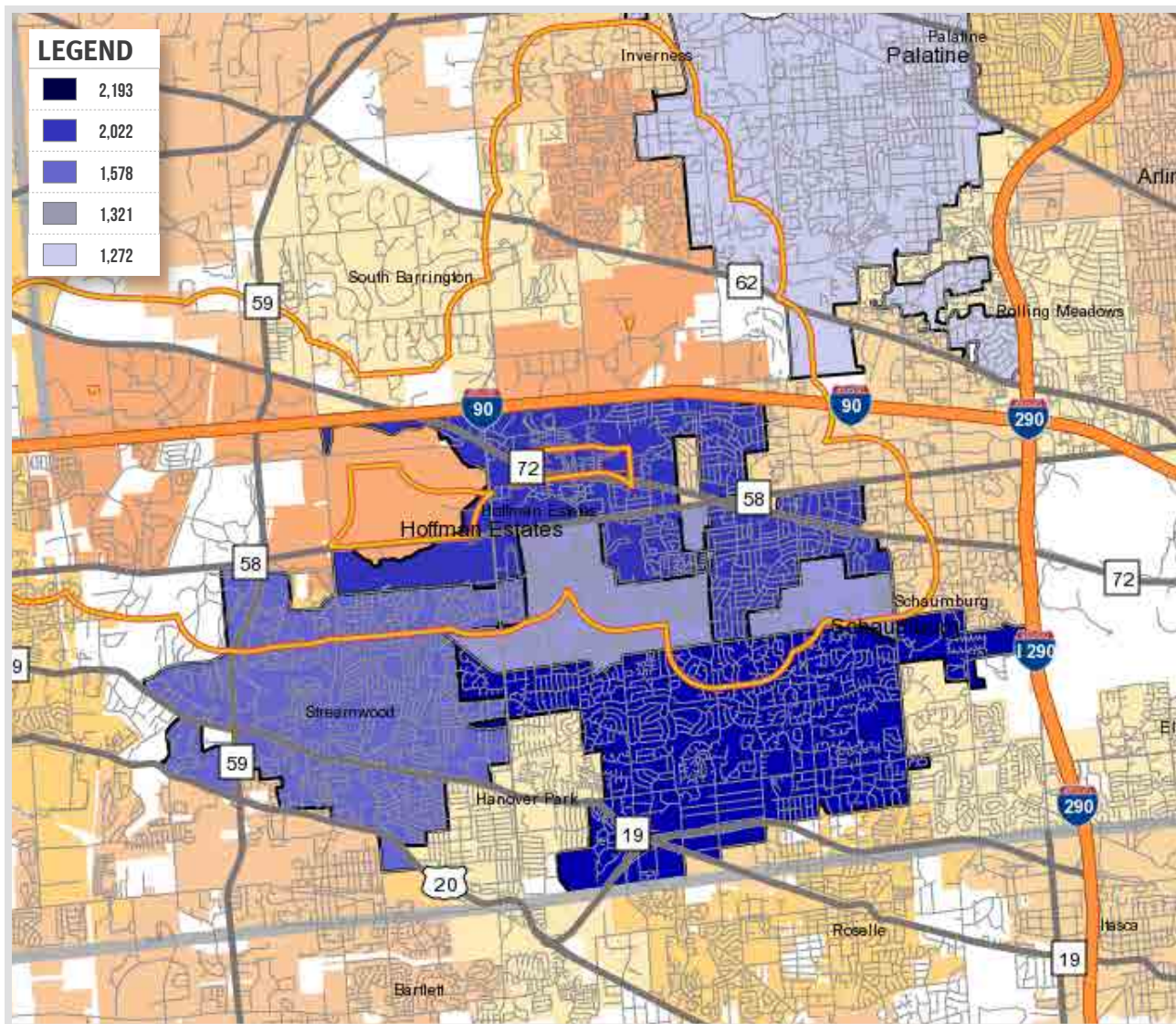


FIGURE 3-14: TOP ORIGINS

The following map displays the top five origins, or homes, of workers who have jobs in Hoffman Estates. As can be seen, the southeastern portion of the Village is the location where the majority of residents who work in Hoffman Estates reside. Nearby towns of Streamwood, Schaumburg, and Palatine also each include over 1,000 homes (origins) for people who work in Hoffman Estates. The areas shown in the map accounts for approximately 15% of the origins for people who work in Hoffman Estates.



The dispersed trip patterns for workers in Hoffman Estates pose challenges for transit use. For those coming from outside of the Village, they primarily travel long distances from a variety of locations in all directions. These trips tend to be more automobile based trips.

However, transit opportunities exist as well. Thousands of people both live and work in Hoffman Estates or nearby municipalities. I-90 intersects the Village as well as the region, and plans are in place for Pace to implement Bus Rapid Transit (BRT) as the toll road is rebuilt. Opportunities exist for finding creative transit solutions for the residents and workers of Hoffman Estates.

4: DEMOGRAPHIC ANALYSIS

The identification and evaluation of socio-economic characteristics are often used as indicators for support and/or demand for public transportation and to help identify ways to streamline transit service to most effectively serve desired travel patterns and markets. Building upon the analysis conducted for the Joint Transit Plan (October 2003), and using 2010 United States Census Bureau statistics, as available, the following socio-economic evaluations were conducted:

- ✘ Household Density (2010 U.S. Census)
- ✘ Senior Population (65+) (2010 U.S. Census)
- ✘ Youth Population (10-18 Years) (2010 U.S. Census)
- ✘ Persons With Limited Vehicle Access (2005-2009 U.S. Census ACS)
- ✘ Households Below Poverty Level (2010 U.S. Census)

Household Density

The density of households within a particular area is an important factor in determining the potential for use of transit. 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 household units per acre may support flexible route or demand response service types.

The 2010 U.S. Census data reports a total population in the Village of 51,895 which is a slight increase (5%) from the 2000 Census. The number of households is 18,132 and the average household size is 2.84 persons.

Evaluation of 2010 U.S. Census data shows that the majority of the Village consists of single family homes with densities from 1 to 3.0 units per acre. Areas with greater household density (3 to 8 units per acre) are located in the central and southeastern parts of the Village, with smaller pockets scattered throughout the entire eastern half of the Village. The largest areas of higher density housing include:

- ✘ Central Hoffman Estates – north of Higgins Road, and east of Barrington Road, south of Higgins Road, and west of Roselle Road

Lower density areas reflect a development pattern produced by quarter-acre zoning with detached single family homes. Higher density areas include multi-family dwellings such as townhomes and apartment buildings. The development pattern in the Village remains consistent with that reported in the 2003 Joint Transit Plan.

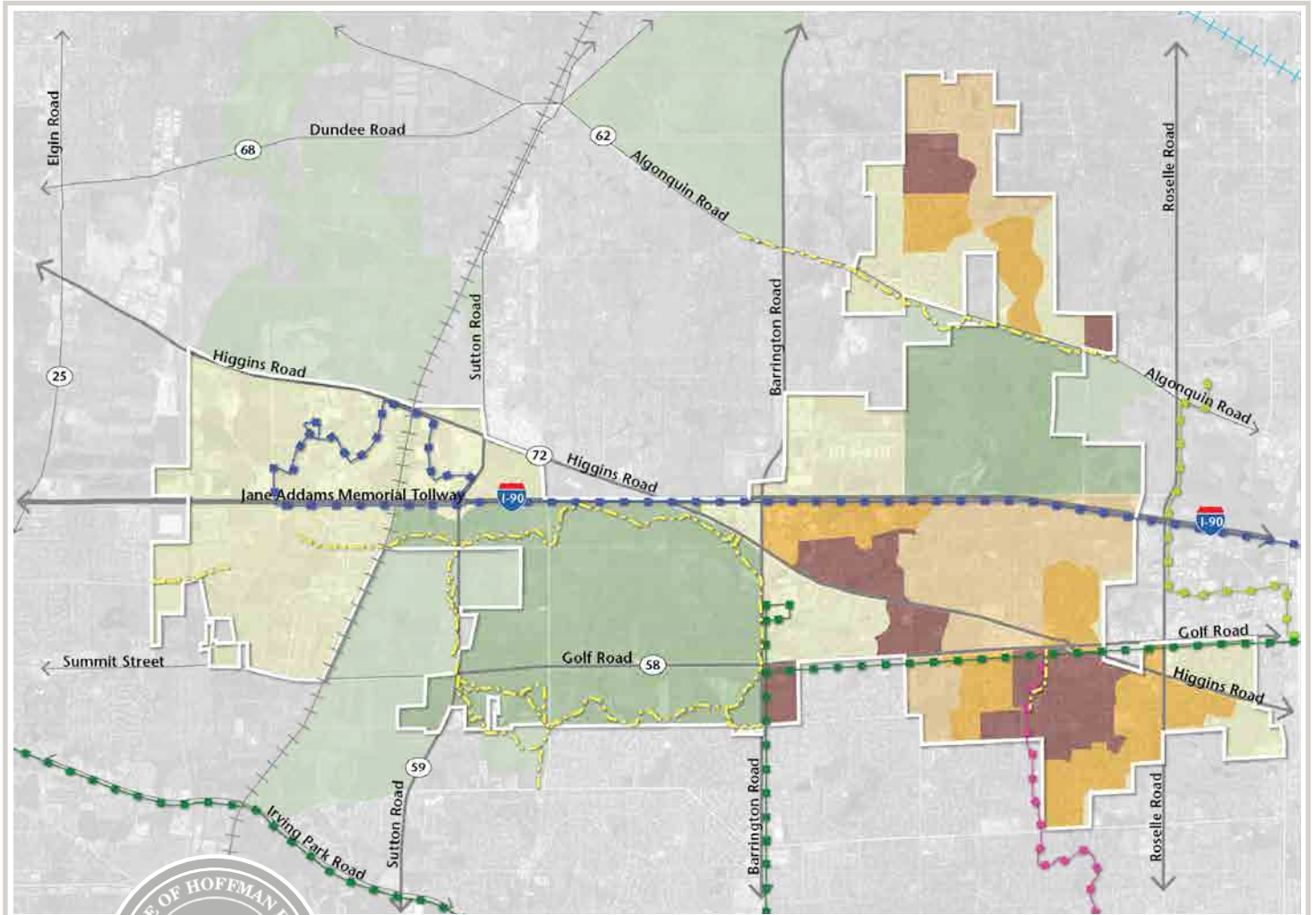
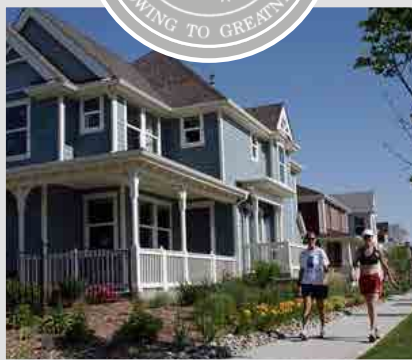


FIGURE 4-1: HOUSEHOLD DENSITY



A majority of the Village consists of single family homes with densities from 1 to 3.0 units per acre with the largest concentration of higher densities located in the central and southeastern parts of the Village.

LEGEND

- VILLAGE OF HOFFMAN ESTATES
- FORESTED AREA
- METRA COMMUTER RAIL LINE
- FREIGHT RAIL LINE
- PACE ROUTE 554
- PACE ROUTE 602
- PACE ROUTE 610
- PACE ROUTE 696
- BIKE PATH/LANE
- 3.1 - 8.5 HOUSEHOLDS/ACRE
- 2.1 - 3.0 HOUSEHOLDS/ACRE
- 1.1 - 2.0 HOUSEHOLDS/ACRE
- UNDER 1.0 HOUSEHOLDS/ACRE

Senior Population (Age 65+) & Youth Population (Age 10-18)

Seniors represent a group that may be more dependent on transit. Due to income and age related issues many seniors choose not to drive.

Based on 2010 US Census data, seniors in Hoffman Estates represent 9.4 percent of the total population. The highest concentration of seniors (more than 15%) is in central part of the Village including:

- ❑ North of Higgins Road, east of Barrington Road
- ❑ East of Barrington Road, between Higgins Road and Golf Road. Two senior living complexes are located within this area: Brighton Gardens and Devonshire. Each facility provides transportation services to its residents.

Other areas of the Village which have higher percentages of seniors (between 10 and 15%) include:

- ❑ Central Hoffman Estates – south of I-90, and north of Golf Road, south of Golf Road, and east of Roselle Road

These areas also correlate to some degree with Hoffman Estates' lower income population.

According to data used to create the RTA's Transit Demand Index, households with children are less likely to ride transit than other households without children. Residents under 18 years of age are distributed throughout all parts of the Village. The only area where the youth population does not reach 20% is in the central part of Hoffman Estates near the intersection of Barrington Road and Higgins Road. This area also has the highest group of senior citizen residents and has two senior living residences.

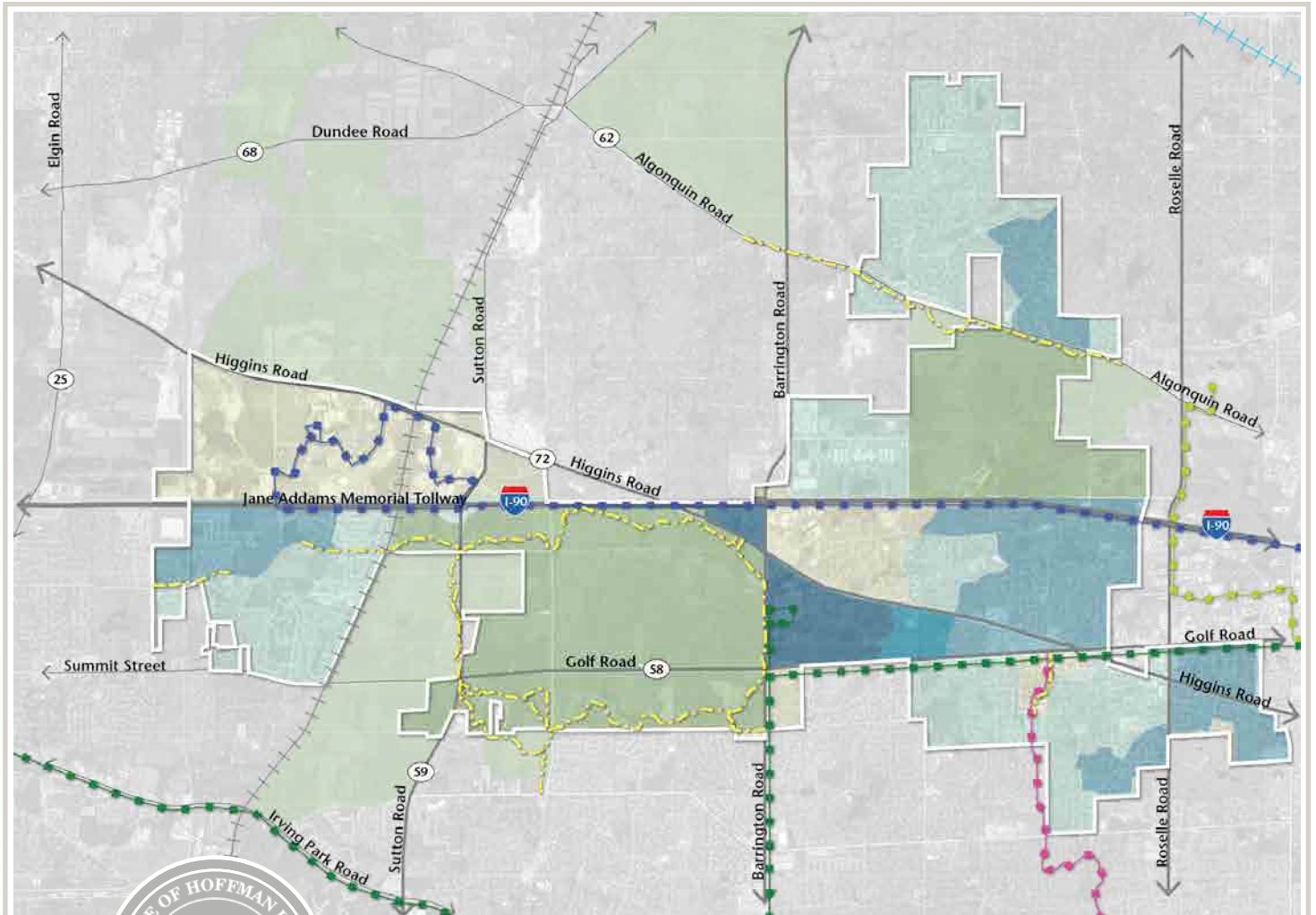


FIGURE 4-2: SENIOR POPULATION



The highest concentration of seniors is in central part of the Village, which includes the two (2) senior living complexes: Brighton Gardens and Devonshire.

LEGEND

- VILLAGE OF HOFFMAN ESTATES
- FORESTED AREA
- METRA COMMUTER RAIL LINE
- FREIGHT RAIL LINE
- PACE ROUTE 554
- PACE ROUTE 602
- PACE ROUTE 610
- PACE ROUTE 696
- BIKE PATH/LANE
- UNDER 5%
- 5.1 - 10.0%
- 10.1 - 15.0%
- 15.1 - 20.0%
- OVER 20.0%

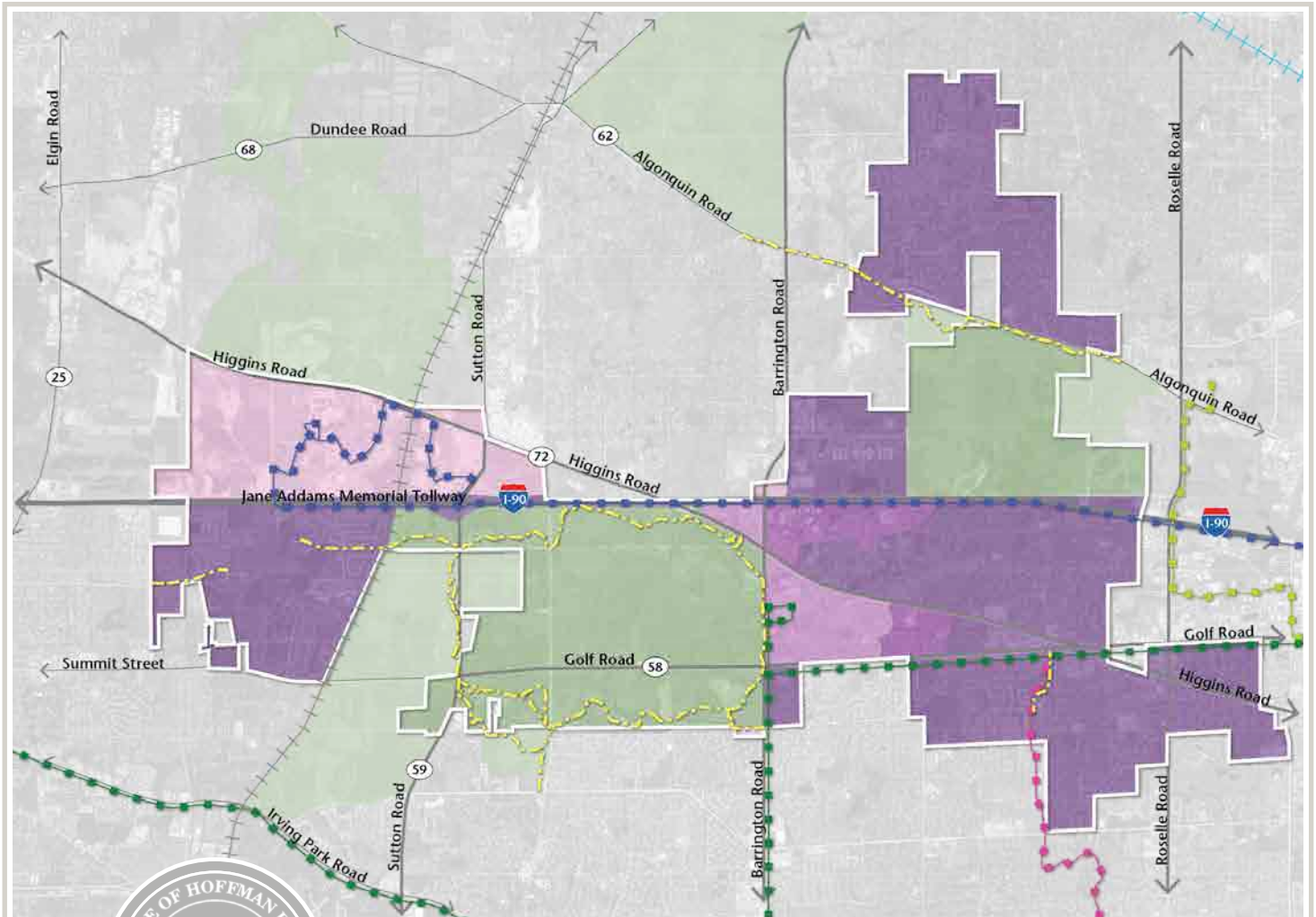


FIGURE 4-3: YOUTH POPULATION



Residents under 18 years of age are well distributed throughout the Village of Hoffman Estates.

LEGEND

- VILLAGE OF HOFFMAN ESTATES
- FORESTED AREA
- METRA COMMUTER RAIL LINE
- FREIGHT RAIL LINE
- PACE ROUTE 554
- PACE ROUTE 602
- PACE ROUTE 610
- PACE ROUTE 696
- BIKE PATH/LANE
- UNDER 10%
- 10.1 - 15.0%
- 15.1 - 20.0%
- OVER 20.0%

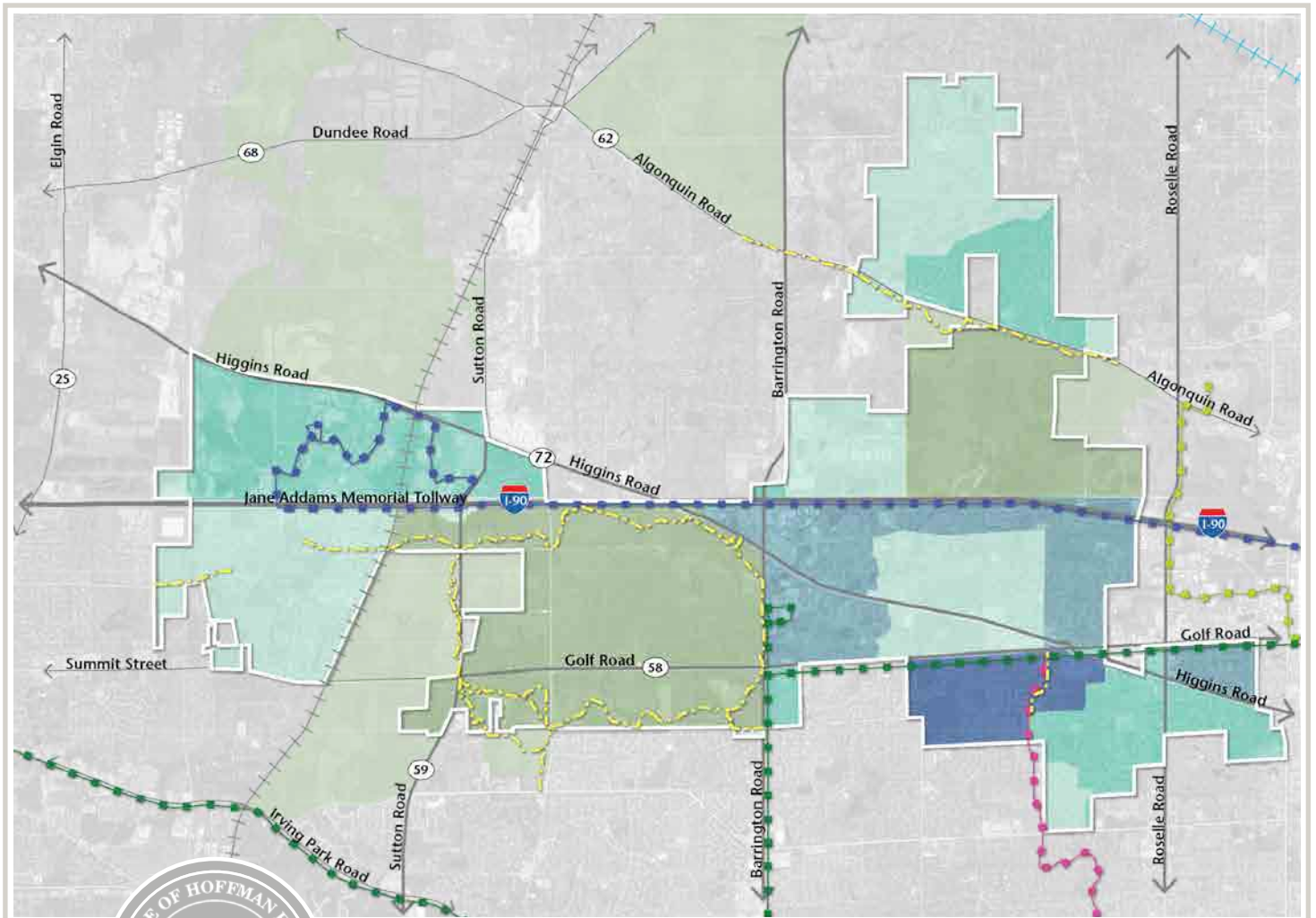


FIGURE 4-4: PERSONS WITH LIMITED VEHICLE ACCESS

Persons with Limited Vehicle Access

Communities with a greater percentage of persons who do not have access to a vehicle may rely on public transit service to meet their transportation needs. Census data (2005-2009 ACS) shows that most Hoffman Estates residents have access to a vehicle. The only area in the Village where more than 5% of persons over the age of 16 do not have access to a vehicle is in central Hoffman Estates, south of Golf Road and west of Payson Road.

LEGEND

- VILLAGE OF HOFFMAN ESTATES
- FORESTED AREA
- METRA COMMUTER RAIL LINE
- FREIGHT RAIL LINE
- PACE ROUTE 554
- PACE ROUTE 602
- PACE ROUTE 610
- PACE ROUTE 696
- BIKE PATH/LANE
- UNDER 1.0% OF WORKERS
- 1.1 - 3.0% OF WORKERS
- 3.1 - 5.0% OF WORKERS
- 5.1 - 5.6% OF WORKERS

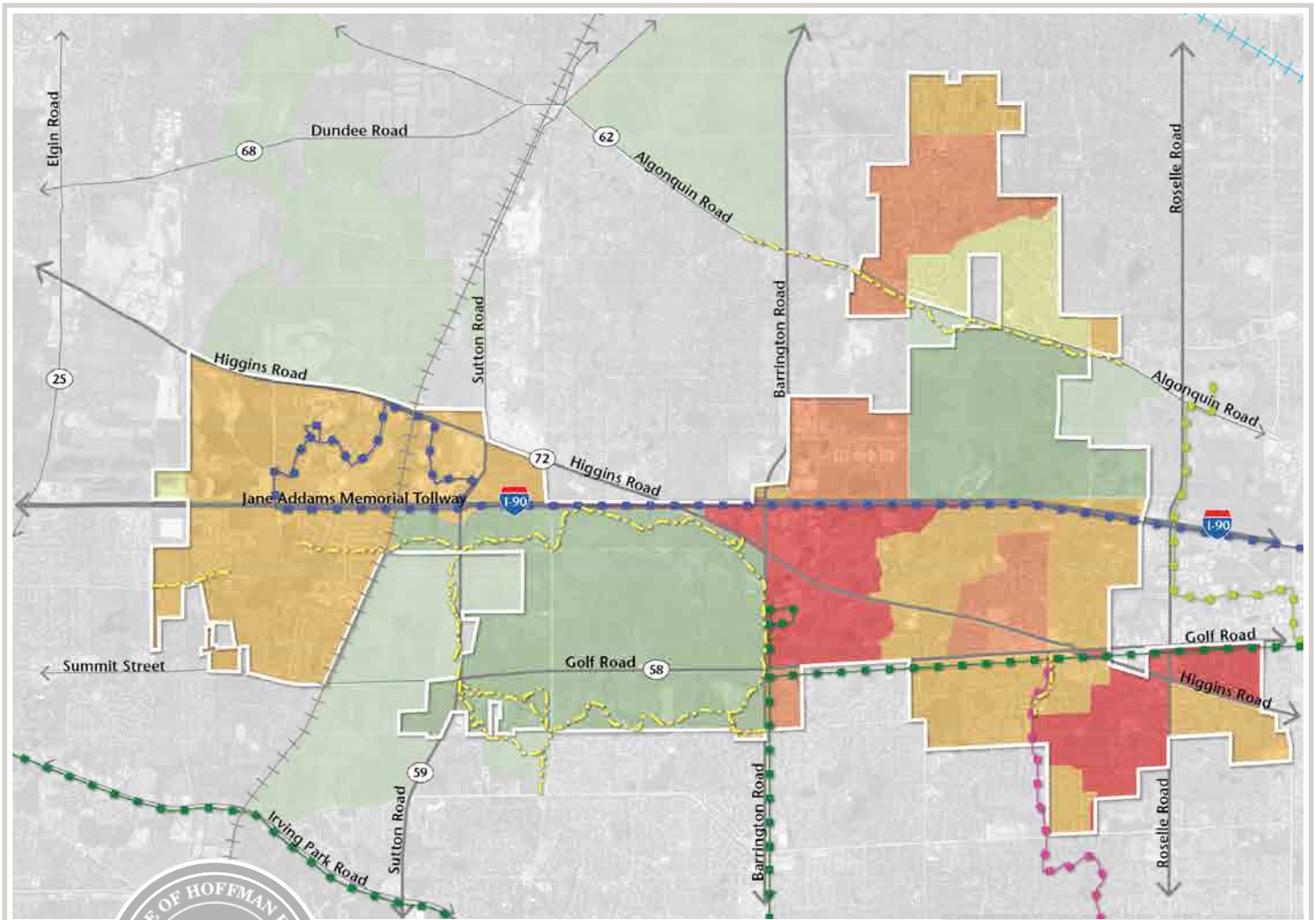


FIGURE 4-5: HOUSEHOLDS BELOW THE POVERTY LEVEL

Households Below the Poverty Level

Income is often a determining factor for transit. Households 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. As a result, these households may need to utilize public transit to fulfill their transportation needs.

In 2010, the median household income in Hoffman Estates was \$76,171. The overall percentage of the Village’s population below the poverty threshold was 4.3%. Areas of the Village with over 10% of the population below the poverty threshold include:

- ❑ Central Hoffman Estates – south of Golf Road, and east of Salem Drive, the area surrounding the intersection of Higgins Road and Barrington Road.

Areas of Hoffman Estates with higher concentrations of households below the poverty level tend to correspond with areas of the highest household density as well.

LEGEND

- VILLAGE OF HOFFMAN ESTATES
- FORESTED AREA
- METRA COMMUTER RAIL LINE
- FREIGHT RAIL LINE
- PACE ROUTE 554
- PACE ROUTE 602
- PACE ROUTE 610
- PACE ROUTE 696
- BIKE PATH/LANE
- UNDER 2.0%
- 2.1 - 5.0%
- 5.1 - 10.0%
- 10.1 - 15.0%

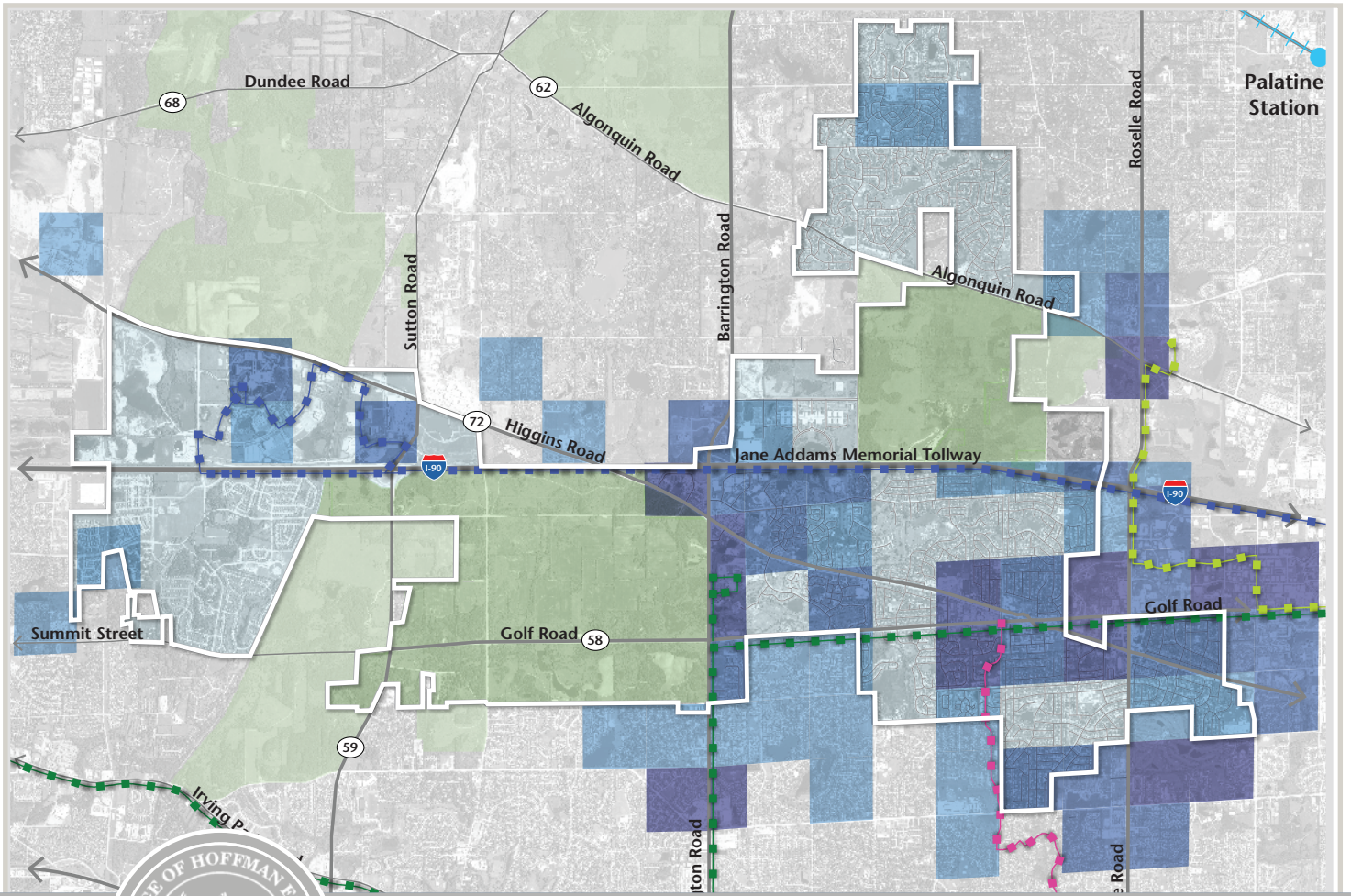


FIGURE 4-6: RTA REGIONAL TRANSIT DEMAND INDEX

Since the issuance of the draft Discovery and Diagnosis Report, the Regional Transportation Authority has developed a Transit Demand Index, which can be viewed online (<http://www.rtams.org/RTG/>). The Transit Demand Index (TDI) is based on an amalgamation of data that RTA planners have identified are good predictors of propensity to use transit and include:

- ❑ Population density
- ❑ Senior density
- ❑ Quantity of existing transit service
- ❑ Youth, under 18 (negatively correlated)
- ❑ Auto availability (negatively correlated)

The TDI information is presented over a small geographic area, dividing each Transportation Analysis Zone (TAZ) into nine subzones, representing the size of about half a mile square.

FIGURE 3-9: LEGEND

	VILLAGE OF HOFFMAN ESTATES		PACE ROUTE 554		LOW TRANSIT DEMAND
	FORESTED AREA		PACE ROUTE 602		MODERATE TRANSIT DEMAND
	METRA COMMUTER RAIL LINE		PACE ROUTE 610		HIGH TRANSIT DEMAND
	FREIGHT RAIL LINE		PACE ROUTE 696		

The zones are color coded to represent low transit demand, moderate transit demand and high transit demand. As shown in below, Hoffman Estates has areas that range from low to moderate to high transit demand. Existing Pace routes have been overlaid onto the TDI. As displayed, the business centers at Barrington Road and Prairie Stone Business Park and the southeastern portion of Hoffman Estates include the highest transit demand. Areas of Golf Road, Higgins Road, Hassell Road, and Bode Road have some level of transit potential.

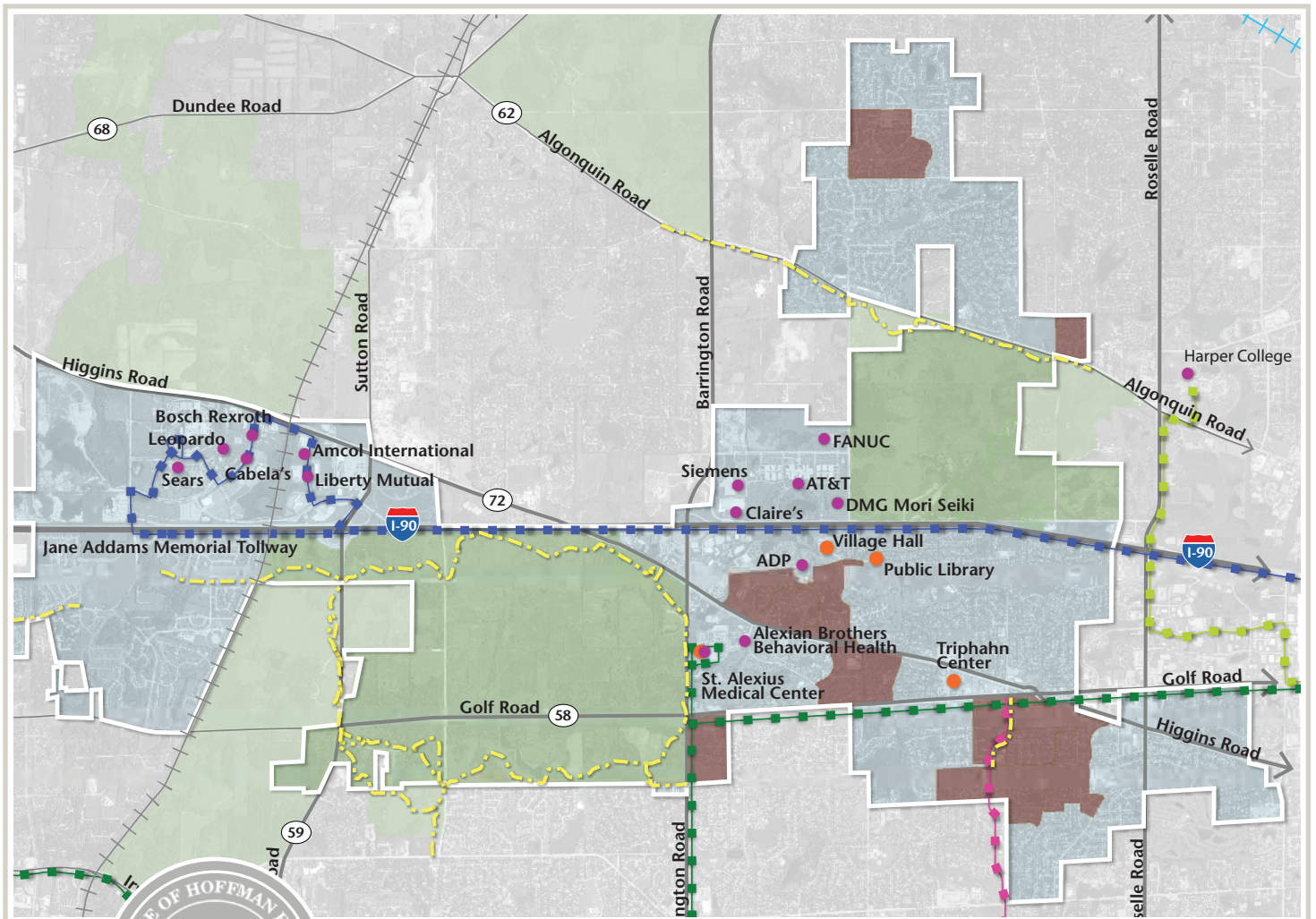


FIGURE 4-7: POTENTIAL TRANSIT GENERATORS



Significant employers such as Sears Holdings Corporation, Prairie Stone Business Park, AT&T, and St. Alexius Medical Center represent a potential opportunity to capture transit riders within Hoffman Estates.

LEGEND

- VILLAGE OF HOFFMAN ESTATES
- FORESTED AREA
- METRA COMMUTER RAIL LINE
- FREIGHT RAIL LINE
- PACE ROUTE 554
- PACE ROUTE 602
- PACE ROUTE 610
- PACE ROUTE 696
- BIKE PATH/LANE
- COMMUNITY FACILITIES
- MAJOR EMPLOYERS

Potential Transit Generators

To gain a preliminary understanding of the potential demand for transit within the Village, it is important to identify the existing potential transit generators. Potential transit generators include higher density housing, community facilities, places of employment, and commercial areas to and from which riders may be captured.

RESIDENTIAL DENSITY CLUSTERS

The Village of Hoffman Estates is almost evenly split between residential land uses and open space. The Village contains significant open space in the form of parks, the Poplar Creek, Paul Dogulas, and Shoe Factory Road Woods forest preserves, as well as many golf courses. Residential areas surround these open spaces in the central, north and western parts of the Village. There are several higher density residential housing clusters (greater than 3 units per acre) located throughout the Village. These developments include, but are not limited to:

- ❑ Berkshire Apartments, along Barrington Road south of Golf Road
- ❑ Autumn Chase Apartments, Salem Ridge, and Village Park of Hoffman Estates, southwest of the intersection of Golf Road and Higgins Road
- ❑ Blackberry Creek and Barrington Square Townhomes north of Higgins Road
- ❑ North of Palatine Road at Huntington Boulevard
- ❑ Steeple Chase/Highland Crossing southwest of Golf and Higgins area
- ❑ Barrington Lakes Apartments north of Higgins Road

Higher density housing provides concentrations of potential transit riders that help support bus routes and reduce dependence on personal automobiles.

COMMERCIAL, INDUSTRIAL, & EMPLOYMENT CENTERS

Commercial, industrial, and employment centers represent a potential opportunity to capture transit riders within Hoffman Estates. Significant office campus space such as Prairie Stone Business Park, Sears Centre Arena, and several industrial sites occupy the northwest corner of the Village and areas near Interstate 90. Business uses in the form of retail and service uses are located primarily along the major arterial roadways – Higgins Road and Golf Road.

Employers with over 100 employees include:

- ✦ **Sears Holdings Corporation:** *6,200 employees*
- ✦ **AT&T:** *2,500 employees*
- ✦ **St. Alexius Medical Center:** *2,100 employees*
- ✦ **Alexian Brothers Behavioral Health Hospital:** *650 employees*
- ✦ **ADP, Inc.:** *600 employees*
- ✦ **Siemens Medical Solutions:** *500 employees*
- ✦ **Leopardo:** *400 employees*
- ✦ **Liberty Mutual:** *400 employees*
- ✦ **Claire's Accessories:** *350 employees*
- ✦ **Bosch Rexroth Corporation:** *160 employees*
- ✦ **Cabela's:** *150 employees*
- ✦ **Amcol International:** *130 employees*
- ✦ **FANUC America:** *100 employees*
- ✦ **DMG Mori Seiki:** *100 employees*

The areas with highest employment concentrations are on the north side of Interstate 90. Five of the largest employers are located in the Prairie Stone Business Park and Sears Centre Arena in the northwest corner of the Village; these employers collectively employ over 7,400 employees. In the AT&T Center office park north of Interstate 90, there are also five major employers that employ over 3,500 employees. The remaining three large employers reside in the central portion of Hoffman Estates between Higgins Road and Golf Road, east of Poplar Creek Forest Preserve; the most significant of these is St. Alexius Medical Center which employs approximately 2,100 people.

COMMUNITY FACILITIES

Community facilities, including shopping centers, schools, institutional facilities (library, post office, Village Hall) and recreational facilities may serve as potential transit generators. Within Hoffman Estates, the main community facilities include:

- ✦ **Village Hall** - located at 1900 Hassell Road, near Interstate 90, east of Barrington Road
- ✦ **Hoffman Estates Public Library** - located at 1550 Hassell Road
- ✦ **Scott Triphahn Center** - a Village Park District community/recreation center located at 1685 West Higgins Road
- ✦ **Prairie Stone Wellness Center** - a Village Park District recreation center located at 5050 Sedge Boulevard, near Higgins Road and the Prairie Stone Business Park.

5: STAKEHOLDER INTERVIEWS

Interview Overview

In order to better understand the needs and desires of current and potential transit users in the community, and to evaluate potential ridership, interviews were conducted with Village stakeholders, business owners, service agencies, and property managers. Each stakeholder was individually contacted and asked to provide input on existing transit service, potential improvements, organizational needs, and potential benefits of flexible transit within Hoffman Estates. These interviewees were selected based on their proximity to the possible flexible ride service area.

Stakeholders invited to participate in interviews for purpose of the Hoffman Estates Flexible Transit Service Operations Plan include:

- ✘ Barrington Square Improvement Association
- ✘ Village Park of Hoffman Estates
- ✘ Salem Ridge Apartment
- ✘ AT&T
- ✘ St. Alexius Medical Center
- ✘ DMG/Mori Seiki
- ✘ NSK
- ✘ BIG Kaiser
- ✘ Greenspoint Office
- ✘ Jewel / Osco
- ✘ Valli Produce



INTERVIEW SUMMARY | FLEXIBLE TRANSIT SERVICE OPERATIONS PLAN

Valuable input was gathered from a diverse group of stakeholders who participated in the interview process. Overall, stakeholders indicated that transit service in Hoffman Estates is very limited, and they have little awareness of the schedules and service areas for the bus routes that do exist. Pace routes currently serving the area are perceived as inefficient, infrequent, and having limited connectivity between desired destinations.

Transportation obstacles facing residents and employees include vehicle affordability, parking availability, inability to drive (for seniors and disabled), and reliance on the car due to the lack of alternative transportation options. Interviewees indicated that the vast majority of households and employees have access to at least one private vehicle, and therefore have limited incentive to use public transportation, particularly for trips that would require them to walk long distances to a transit stop or their final destination (e.g. home, work, shopping, other). Despite generally convenient vehicle access, many households are looking for transportation alternatives to accommodate multiple family members making trips to separate locations throughout the day.

Interviewees consider youth, elderly, and low income populations as having the greatest potential to benefit from flexible transit service. Service outside of normal commuting hours as well as connections between major employment, shopping, and institutional destinations may provide the most effective service enhancement and the greatest potential ridership.



Barrington Square Improvement Association

Location: 1800 Williamsburg Road

Interviewee: Karen Mills, Village Trustee and Steering Committee Member

Interview Date: November 9, 2011

-
- ✘ Barrington Square Improvement Association (BSIA) is the largest of four Barrington Square associations. Of the 680 townhomes that make up BSIA, 85% are owner-occupied, and 15% are privately rented.
 - ✘ The neighborhood generally has a high resident turnover rate, although it has been more stable in recent years due to current economic conditions.
 - ✘ Many of BSIA's households have low to moderate incomes, and many are families with children of all ages.
 - ✘ Public transportation in Hoffman Estates is so limited that it is difficult to have an opinion on the quality of service.
 - ✘ When Pace Route 557 ran along Barrington Road and Hassell Road, some residents may have used the service.
 - ✘ Most residents have access to at least one vehicle, but for many families, this does not meet all of their transportation needs. Residents are often seen walking to both shopping and employment destinations.
 - ✘ Affordability and limited availability of parking are the biggest transportation obstacles for Barrington Square residents.
 - ✘ Residents typically shop for day-to-day items at the local Mariano's at Golf Road and Barrington Road, and other nearby supermarkets.
 - ✘ Proximity to a bus route and/or train station would be a major amenity to residents, particularly those with older children who may need to travel to part-time jobs or to Harper College.
 - ✘ A flexible transit service option would certainly benefit residents, especially if it was available during hours outside of regular commuting hours. Daytime and evening hours seem to be periods when residents have transportation needs and corresponding transit access difficulties. Subscription service would be the best option, as many residents may use the service on a regular basis.
 - ✘ The entrance to the proposed Barrington Road BRT station is adjacent the north edge of the Barrington Square, and the entire complex would be within easy walking distance.

Village Park of Hoffman Estates

Location: 990 Evanston Street #8
Interviewee: Nicole Granquist, Property Manager
Interview Date: November 3, 2011

- ❑ Village Park has 224 residential units.
- ❑ Residents represent a very wide range of socio-economic demographics.
- ❑ Residents typically shop for day-to-day items at nearby stores, including Valli Produce, Aldi, and Jewel.
- ❑ Public transportation in Hoffman Estates is not readily available enough for residents to even be aware of the existing services.
- ❑ Workplace destinations range from local area businesses to regional locations. Some residents commute by Metra; some ride bicycles to local destinations; many others drive to work.
- ❑ Currently, not many residents utilize available public transportation options. One resident in particular uses a nearby bus service to commute to work, but the Route number is unknown.
- ❑ Most residents have access to private vehicles. For residents who need additional transportation options, proximity to a public transit route may be a great amenity.
- ❑ Flexible transit services would certainly be beneficial for Village Park residents, whether a subscription service or one requiring a 1-24 hour advance request.

Salem Ridge Apartments

Location: 700 Salem Drive, #116
Interviewee: Dina Nunez, Property Manager
Interview Date: November 3, 2011

- ❑ There are 249 residential units at Salem Ridge. Residents are of mixed socio-economic demographics; however, there are slightly more lower-income households than higher-income. One unit in the development is Section 8 subsidized housing.
- ❑ Although many residents ask the management office about public transportation options, few use the services available due to low frequency and limited destinations.
- ❑ In general, public transportation in Hoffman Estates is poor.
- ❑ Most residents work in the local area, and either drive to work or share rides with other residents and/or co-workers.
- ❑ Daily shopping destinations include Valli Produce, Shop-n-Save, and stores around the intersection of Bode Road and Roselle Road.
- ❑ Residents face many transportation obstacles. Most households have only one vehicle, which is often inadequate for the transportation needs of households with multiple persons. Without alternative transportation options, households have difficulty getting to multiple locations throughout the day, including places of work, children's schools, and daily shopping destinations.
- ❑ Residents frequently make trips to and from Woodfield Mall, Golf Road, and Village of Schaumburg.
- ❑ Flexible transit options which offer subscription services or those requiring 1-24 hour advance scheduling may be beneficial to residents of Salem Ridge.

AT&T

Location: 2000 AT&T Center Drive
Interviewee: Tom Seliger, Operations Manager
Interview Date: November 3, 2011

- ✘ For AT&T, there are currently very limited public transportation options.
- ✘ At one time, AT&T participated in Pace's RideShare program, but that is no longer the case.
- ✘ On an average day, approximately 2,500 employees work at AT&T's Hoffman Estates campus.
- ✘ Roughly half of the employees live in the local area. The remainder travel throughout the Chicago metropolitan area.
- ✘ The vast majority of employees commute to work by automobile, whether individually or via shared rides. The biggest transportation obstacle is the absence of any viable bus option. Employees must arrive by automobile.
- ✘ Approximately half of employees stay at the AT&T facility for lunch. The other half typically drive to nearby areas.
- ✘ AT&T previously contributed to Pace's Route 557 bus along Barrington Road. However, employees did not use this service as much as expected and this option was not provided to employees at locations throughout the country
- ✘ A flexible transit option may be beneficial to AT&T employees, particularly a service that allowed employees to set up a regular subscription service.
- ✘ AT&T is located about 3000 feet from the proposed Barrington Road BRT station and would be served by the planned route #609 Call-n-Ride services.

St. Alexius Medical Center

Location: 1555 Barrington Road
Interviewee: Cyndi Alexander, Assistant Vice President of Marketing and Steering Committee Member
Interview Date: November 3, 2011

- ✘ Public transportation in Hoffman Estates is nearly non-existent.
- ✘ St. Alexius Medical Center employs approximately 950 employees daily at its Hoffman Estates campus.
- ✘ Some employees do travel between facilities for work. The hospital's corporate headquarters is in Arlington Heights; Alexian Brothers Medical Center is in Elk Grove Village. Alexian Brothers Children's Hospital is currently under construction, and will significantly increase the number of patients served and employees working at the Hoffman Estates campus.
- ✘ Pace Route 554 runs along Barrington Road, and has a bus stop at the entrance to the Outpatient-Bettendorf Pavilion at St. Alexius Medical Center. This may be an ideal location for a potential bus stop at the hospital.
- ✘ Very few employees use the existing Pace bus service. Although a number of patients do utilize the service.
- ✘ The biggest transportation obstacle facing patients of St. Alexius Medical Center is the ability to drive. There are many senior citizen patients who no longer have a driver's license.
- ✘ A flexible transit service option may benefit employees and patients, although it is difficult to predict. Employees and patients travel from a very large service area, and a locally-based transit service may not be very beneficial for them.

DMG/Mori Seiki

Location: 2400 Huntington Boulevard
Interviewee: Vicki Cohen, Human Resources Manager
Interview Date: November 3, 2011

- ❏ The general impression of public transportation in Hoffman Estates is that there is not any service available.
- ❏ DMG/Mori Seiki employs approximately 120 employees daily (including DMG Holding Company, housed in the same building). In addition, the Hoffman Estates facility hosts the company's "Corporate University" training sessions for employees from across the nation.
- ❏ Most employees live in the northwest Chicago suburbs, and some in the far northwest. All employees currently drive to work.
- ❏ Many employees spend their workday on the road, making calls to customers, and may not even come into the main office before or after appointments. For this reason, public transportation is not seen as a practical option for DMG/Mori Seiki employees.
- ❏ When Pace ran its Route 557 along Barrington Road, DMG/Mori Seiki employees did not utilize the service. DMG/Mori Seiki chose not to share the cost of Route 557 because it was not convenient for its employees. This is due in part to the long distance between the Barrington Road bus stops and the DMG/Mori Seiki facility (almost 1.5 miles).
- ❏ Flexible transit options may not benefit DMG/Mori Seiki employees because most need to drive a vehicle to perform work duties. The limited number of administrative staff may take advantage of flexible transit options.
- ❏ DMG/Mori Seiki is located about 3500 feet from the proposed Barrington Road BRT station and would be served by the planned route #609 Call-n-Ride services.



NSK

Location: 1800 Global Parkway
Interviewee: Diane Codac, Human Resources
Interview Date: November 8, 2011

- ✘ Public transportation in Hoffman Estates, and in other suburban communities, is not convenient enough to be an attractive option for many people. By nature of the systems' design, riders must travel to a hub before traveling to their ultimate destinations. This requires multiple transfers and makes trips very time consuming.
- ✘ On an average day, 10-12 employees work at NSK's Hoffman Estates facility. Employees commute to work from throughout the Chicago metropolitan area.
- ✘ Currently, all employees drive personal vehicles to work.
- ✘ When Pace Route 557 provided service along Barrington Road, NSK employees did not utilize the service. The distance between bus stops along Barrington Road and the NSK facility was too far for employees to traverse, especially during inclement weather.
- ✘ A flexible transit service option may be beneficial to NSK employees on occasion, but most likely would not be used as a regular commuting option. Most employees will continue to drive to work, and take advantage of public transit only under extenuating circumstances, such as car trouble.
- ✘ Even if public transit provided a link to nearby Metra stations, employees would probably choose to drive to NSK, rather than take the time to get to a Metra station, ride the train, and then transfer again to get to the office.
- ✘ NSK is located about 3500 feet from the proposed Barrington Road BRT station and would be served by the planned route #609 Call-n-Ride services.





BIG Kaiser

Location: *2600 Huntington Boulevard*
Interviewee: *Daniela Pison, Human Resources*
Interview Date: *November 3, 2011*

- ❑ In general, the Village of Hoffman Estates does not have many public transportation options available.
- ❑ BIG Kaiser employs approximately 36 individuals daily. Employees travel to BIG Kaiser from the entire Chicagoland area and as far away as Wisconsin and Indiana.
- ❑ BIG Kaiser has core hours of operation; however, many employees have varying start and end times, so individual transportation arrangements are necessary.
- ❑ Currently all employees drive to work.
- ❑ Due to the nature of the company's industry, at least half of the employees must drive a vehicle to perform their work responsibilities. A public transportation option for these employees would not be practical, as they must still bring a vehicle to work.
- ❑ For those who do not drive a vehicle as part of their work duties, the biggest transportation obstacle is the absence of a convenient connection between surrounding Metra Stations and the facility. If these connections were available, a number of employees may choose to use Metra to commute to and from work.
- ❑ Former Pace Bus Route 557, along Barrington Road, was not helpful for BIG Kaiser employees because the distance from Barrington Road to the facility is almost 1.5 miles. If an employee travelled by Metra train and took a connecting bus along Barrington Road, there would still be the obstacle of traversing the distance from Barrington Road to the BIG Kaiser facility.
- ❑ Flexible transit options requiring either advance scheduling or subscription may be marginally beneficial to some BIG Kaiser employees.
- ❑ BIG Kaiser is located about 3600 feet from the proposed Barrington Road BRT station and would be served by the planned route #609 Call-n-Ride services.

Greenspoint Office

Location: *Higgins Road and Greenspoint Road*
Interviewee: *Tim Beecheck, Hamilton Partners, Property Managers*
Interview Date: *November 8, 2011*

- ❑ Hamilton Partners is the leasing agent and manager for multiple commercial/office properties in the Chicagoland region. Most of their projects are located near major highway/roadway intersections to maximize convenience for corporate employees and visitors.
- ❑ Greenspoint Office is a campus housing multiple tenants. When fully occupied, the campus accommodates approximately 2,000 employees daily.
- ❑ Lunch facilities within Greenspoint include a deli food service; however, most employees drive to nearby restaurants and food stores during their lunch breaks.
- ❑ When Pace Route 557 was in service along Barrington Road, not many employees at Greenspoint used the service.
- ❑ The most effective way to maximize transit ridership at an office complex is for large employers to offer incentives or create rules that encourage transit ridership over private vehicle use.
- ❑ If public transit options are offered, they must be highlighted and promoted to potential users to raise awareness.
- ❑ It will be a stretch to ask anyone from the suburbs to tie themselves down to a regular bus schedule.
- ❑ Greenspoint Office would be served by the planned route #609 Call-n-Ride service.

Jewel / Osco

Location: *1069 N. Roselle Road*
Interviewee: *Debbie Mesce, Store Director*
Interview Date: *November 3, 2011*

- ❑ Approximately 50 employees work at this Jewel/Osco store on an average day. Most part-time workers live in the local Hoffman Estates/Schaumburg area. Most full time workers live farther away, in Elgin, Mount Prospect, Park Ridge, and other parts of the region.
- ❑ Employees are unaware of public transportation options, if any exist. No employees currently use public transportation to get to work.
- ❑ Approximately 2,000 shoppers visit the store daily.
- ❑ Shoppers who do not drive to the store tend to arrive/depart in taxi cabs.
- ❑ There are currently zero bus stops located nearby the store, however, the intersection of Golf Road and Roselle Road is within walking distance.
- ❑ Access to public transportation is the biggest transportation obstacle facing employees and shoppers at this Jewel location. If public transportation was available, more employees and shoppers may choose to use it as an alternative to a personal vehicle.
- ❑ If new public transportation options are implemented, brochures and other promotional materials will be key to the service's success. Access to information about services is very important.
- ❑ Flexible transit options may be beneficial to both employees and shoppers. Neither have fixed schedules, therefore, a service where riders can call up to one hour in advance would be ideal.

Valli Produce

Location: 850 N. Roselle Road
Interviewee: Carmen Prasta, Store Manager
Interview Date: November 9, 2011

- ❑ The general impression of public transportation in Hoffman Estates is limited, because there is not much service available and it is not utilized by Valli Produce employees.
- ❑ On an average day, 50-60 employees work at Valli Produce. Valli Produce does have plans to expand in the future, increasing the size of the store and the number of workers employed.
- ❑ Up to 2,500 patrons shop at Valli Produce on a typical day.
- ❑ All employees currently drive or ride a bicycle to work.
- ❑ The only shoppers who use some sort of public transit to get to Valli Produce are those who live in retirement communities where a private transit shuttle service is available.
- ❑ The closest bus stop to Valli Produce is located at Golf Road and Roselle Roads. This is a bus stop for Pace Route 554.
- ❑ A flexible transit option may not be useful to Valli employees, because workers already commute by car. Shoppers may use a public transit option, but it is difficult to predict the overall potential ridership.



6: TRANSIT SURVEY FINDINGS

Survey instruments such as that used for the Hoffman Estates Flexible Transit Service Operations Plan serve as an effective tool in gauging the needs, desires, and opinions of residents, employees, and both current and potential transit riders. The survey portion of the Hoffman Estates Flexible Transit Service Operations Plan is designed to collect specific data and feedback on community use and satisfaction with existing services, needed/desired types of transit within the community, anticipated frequency of use, desired amenities, connectivity and linkages, origin and destination points, hours of operation, fares, and operational characteristics. The survey is not intended as a statistically valid representation of transit conditions.

Survey Design

Surveys were designed to be completed via the project website, via paper surveys distributed by area employers, and via mobile kiosks located in public areas including Hoffman Estates Village Hall, the Hoffman Estates Branch Library, St. Alexius Medical Center, Scott R. Triphahn Community Center, and the Prairie Stone Sports and Wellness Center. The website and kiosk version of the survey were created and administered using the survey tool Survey Gizmo, which allows users to create and collect surveys via the internet.

All versions of the survey were identical, with 18 questions, 14 of which 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.



Hoffman Estates
FLEXIBLE TRANSIT STUDY

WE NEED YOUR HELP!
Help us improve public transportation in Hoffman Estates!

Have 5 minutes? Then please sit down and answer some questions regarding public transportation in Hoffman Estates. 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.landdivision.com/hoffmanestates.


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

- Mail It:** Pick up a paper copy, complete questions, and send to the address listed on the paper copy.
- HR Office:** Received the survey from your employer? Simply complete and hand it in to your personnel or human resource manager.
- Online:** Go to www.landdivision.com/hoffmanestates and click "Take T Survey".
- Email It:** Complete a paper copy, scan it, and email as an attachment email address listed on the paper copy.

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.

Community Transit Survey
HELP US IMPROVE PUBLIC TRANSPORTATION
in Hoffman Estates

Please take a few minutes to answer some questions regarding public transportation in Hoffman Estates. The Village of Hoffman Estates is administering this survey as part of a larger effort to make informed decisions about transportation improvements in the area. Your Dec. 29, 2011. For more information, please visit the website at www.landdivision.com/hoffmanestates.



When going to work, what mode of transportation do you use the MOST? (CHECK ALL THAT APPLY)

1. How many times have you boarded public transit services in the past 6 MONTHS?

2. How would you rate the existing Pace Bus service in coverage of your community?

3. When going to work, what mode of transportation do you use the MOST? (CHECK ALL THAT APPLY)

4. If your primary mode of traveling to work (Question 4) is a Metro Train or a CTA Train, how do you get to/from your workplace to the train?

5. If your primary mode of traveling to work (Question 4) is a Metro Train or a CTA Train, how do you get to/from your workplace to the train?

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

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 business 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 www.landdivision.com/hoffmanestates.

Email: You may also scan your completed survey and email it as an attachment to: James.Donahue@hoffmanestates.org

SURVEY DEADLINE: DECEMBER 11, 2011

Please Mark an "X" in the Appropriate Boxes

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

Pace Bus	<input type="checkbox"/>	Which Pace Lines?	550C	602C
Metro Train	<input type="checkbox"/>	Which Metro Lines?	550C	602C
Township Dial-A-Ride	<input type="checkbox"/>	Which Metro Lines?	550C	602C
Vanpool	<input type="checkbox"/>	Which Metro Lines?	550C	602C
CTA Bus	<input type="checkbox"/>	Which CTA Lines?	550C	602C
CTA Rail	<input type="checkbox"/>	Which CTA Lines?	550C	602C
None	<input type="checkbox"/>	Which CTA Lines?	550C	602C
Other	<input type="checkbox"/>	Please identify.		

Collection Method

In total, 241 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. Many 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.

One hundred eight (108) surveys were collected via the digital kiosks. One hundred twenty-four (124) were collected via the project website. Fifteen (15) were collected as paper surveys.

It is important to note that not all 241 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. Response rates generally ranged from 40% to 95%, not including question #18 (question asking for any additional comments) which had a much lower response rate. In general, questions at the beginning of the survey had higher response rates than those toward the end.

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?
- ❑ If taking a Metra Train or a CTA Train to work, how do they travel between home and the train and between work and the train?
- ❑ To which specific locations would they like to have the option of traveling by transit?
- ❑ What improvements would make them more likely to use transit?
- ❑ What transit service operating scenarios do they prefer?
- ❑ Would they be willing to pay more in transit fare for service that meets their needs? If so, how much more?
- ❑ 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?

Survey Results Summary

The survey form covered various aspects of community needs using five groupings of questions. These groups of questions are not distinctly identified in the survey form itself; rather, the blocks of questions flow together in fluid and cogent sequence to help keep the survey respondent focused. The categories used for analysis examine the questions, first by existing ridership and trends, then by future preferences and desires, and lastly by analysis of demographics. These groupings highlight the recurring trends while providing a clearer vision of the direction the community would like to move in in regards to transit.

Data from the collected survey responses was synthesized and analyzed and the following is a summary of the associated commentary on the findings generated. In general, the majority of respondents do not appear to be regular transit users. For those respondents who do use transit, Metra is the most common transit service used. Since so few respondents report having used Pace Bus, it is not surprising that most were unable to rate the quality of existing Pace service. Even for respondents who have used transit during the last month, single occupant vehicle is the most often used mode of travel regardless of trip purpose.

Respondents indicated that they would be interested in taking transit to a number of specific locations within the study area. Although respondents slightly prefer a fixed-schedule service, results also indicate that many respondents may be open to a flexible type service. Respondents are evenly split between those who are unwilling to pay any additional transit fare and those who are willing to pay 75¢ more for a flex-ride option. Very few respondents live in zero-car households, but one-third live in households where there are more cars than drivers. Write-in comments indicated that respondents are generally open to improving transit service, especially by adding service to areas where none currently exists.

Complete raw data collected from the surveys can be found in the appendix in the form of tables and graphics.

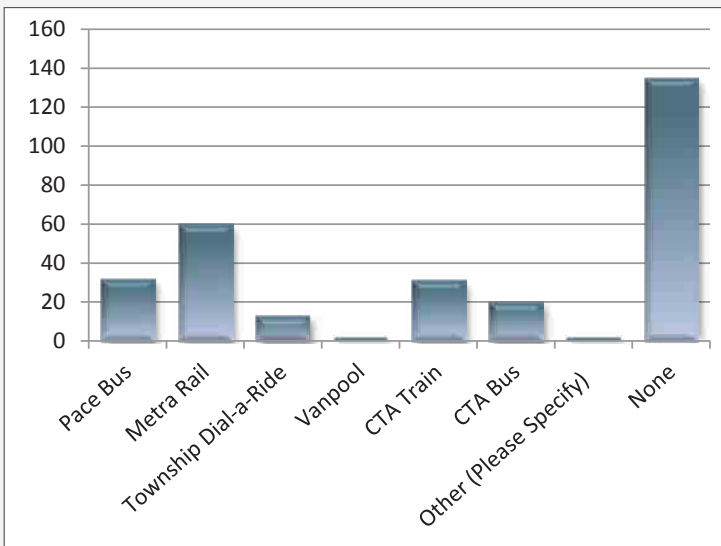


Survey Response Findings

USE OF PUBLIC TRANSIT

To gauge the extent of current transit use, respondents were asked to indicate which, if any, transit services they currently use. The majority of respondents (58%) indicated that they do not currently use any transit services. For those who do use transit service, Metra Rail was indicated most often, at 26%. Pace Bus and CTA Train each received about 13% of responses. Township Dial-a-Ride, Vanpool, and CTA Bus were selected least often, each receiving less than 10% of responses.

FIGURE 6-1:
WHICH PUBLIC TRANSIT SERVICES DO YOU CURRENTLY USE?



Where respondents reported that they use Pace Bus, Metra Rail, Township Dial-a-Ride, CTA Train, or CTA Bus they were also asked to indicate which routes and/or stations they primarily use. Thirty-two (32) people reported that they use Pace Bus. Pace Route #554 was identified as the most used route, followed by Route #602, #610, #696, #600, and #606, respectively.

Regarding Metra stations, sixty (60) people reported having used Metra within the last month with fifty-eight (58) persons indicating the station(s) they use. Schaumburg Station received the most responses with nearly 45% of those responding. Barrington, Bartlett, and Hanover Park tied as the second most chosen response, each receiving about 20% of the total responses.

Only about half of the thirty (30) people who indicated that they use CTA Rail identified their primary CTA line. The Blue Line received the most responses with eleven (11). This was followed by the Red Line, Brown Line, and Orange Line receiving 5, 2, and 1 responses, respectively. One additional response was given indicating “various lines.”

FIGURE 6-2:
WHICH PACE BUS ROUTES DO YOU CURRENTLY USE?

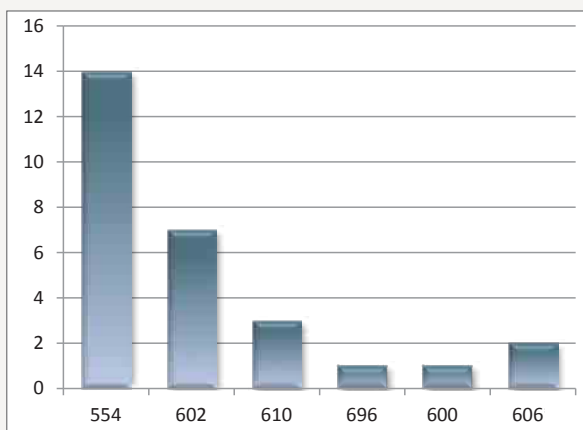


FIGURE 6-3:
WHICH METRA RAIL STATIONS DO YOU CURRENTLY USE?

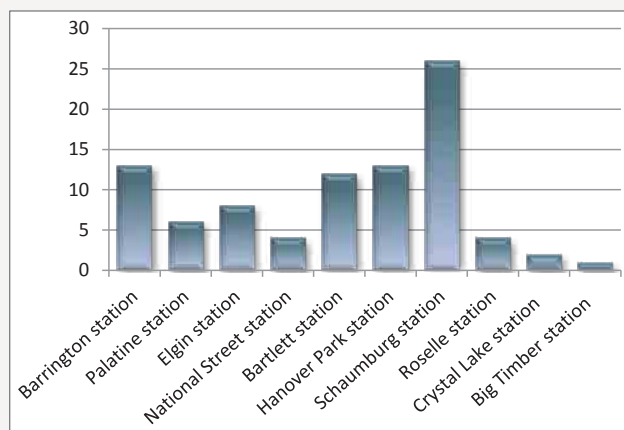
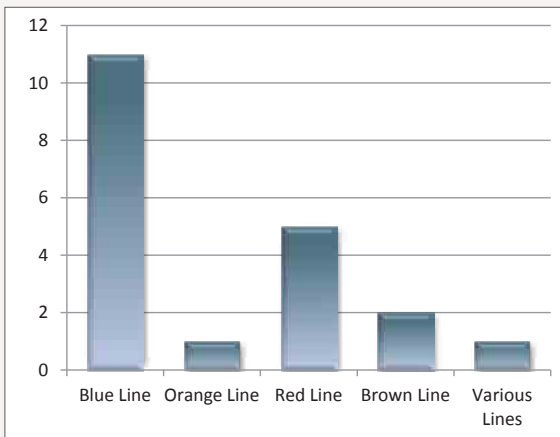


FIGURE 6-4: WHICH CTA RAIL LINES DO YOU CURRENTLY USE?

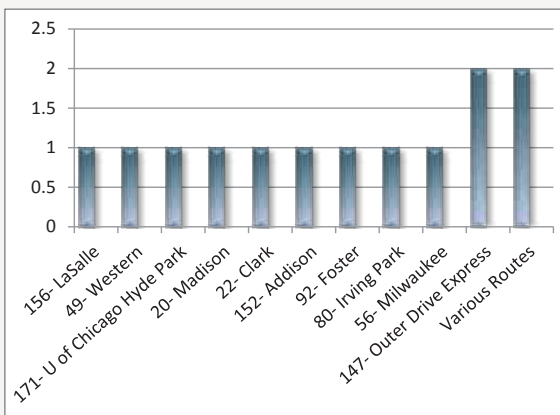


Answer Options	Response Percent**	Response Count
Blue Line	68.8%	11
Orange Line	6.3%	1
Red Line	31.3%	5
Brown Line	12.5%	2
Various Lines	6.3%	1
total valid answers given		20
total people who answered question		16
total people who skipped question		224
participation rate		7%

** Percent calculated using total number of people who answered question, since each person could select more than one answer choice.

Fewer responses were provided giving details about Township Dial-a-Ride and CTA Bus routes. Regarding Township Dial-a-Ride, 13 respondents indicated using this service with five of those respondents identifying Schaumburg Dial-a-Ride as their service option. Barrington Township Dial-a-Ride was selected by only one survey respondent. Eleven (11) respondents indicated that they utilize CTA Bus service. Nearly all of these respondents identified a unique CTA Bus Route that they utilize as part of that specific transit service.

FIGURE 6-5: WHICH CTA BUS ROUTES DO YOU CURRENTLY USE?



HOW MANY TIMES HAVE YOU BOARDED PUBLIC TRANSIT IN THE PAST MONTH?

Answer Options	Response Percent *	Response Count
1 time	10.6%	23
2-3 times	10.2%	22
4-10 times	5.1%	11
More than 10 times	9.7%	21
Not at all	64.4%	139
total valid answers given		216
total people who answered question		216
total people who skipped question		24
participation rate		90%

* Percent calculated using total number of people who answered question, since each person could select more than one answer choice.

For those persons who indicated whether or not they had used some form of transit in the preceding month, only 36% stated that their frequency of use was at least once in the past month. Among these 77 respondents, 45 respondents reported using transit only three times per month or less. This is compared to 32 respondents who have taken transit at least 4 times during the last month. Despite these ridership and frequency of use numbers, overall transit usage in Hoffman Estates is considerably low with 64% (139) of survey respondents indicating that they did not use any form of transit during the past month.

WORK TRIP TRAVEL

A total of only 21 respondents indicated they had used transit at least ten times during the last month. As such, it is apparent that the vast majority of respondents do not use transit as their primary mode of transportation to work. The majority (150 respondents), indicated that their primary mode of choice is to drive alone to work. Another 40 respondents are either dropped off or arrive via carpool to their workplace. In terms of mode share, the respective transit modes were only selected by 0% to 5.5% of the total number of respondents. Interestingly, the use of a bicycle and walking each received more responses than any single transit mode.

Respondents who selected either Metra Train or CTA Train as their primary mode of travel to work were then asked in two subsequent questions to indicate how they travel to the train station from their home and from the train station to their workplace. The majority of respondents reported traveling from home to the train station by driving alone, with a total of 28 responses. Seven (7) people indicated that they are dropped off at the train station. The final 12 respondents were evenly split between the remaining modes of transportation.

Regarding mode of travel from the train to their places of employment, a similar trend was identified. Driving alone was chosen most often, with the other travel modes each receiving fewer responses. One notable exception is that walking and bicycling received 8 and 4 responses, respectively, suggesting that these modes of travel are more widely used when traveling between train and workplace than between home and train. This is not surprising, given the assumption that people using the train to travel to work—particularly Metra—are most likely traveling from a suburban community to the downtown Chicago business district, where walking and bicycling are more common.

FIGURE 6-6: WHEN GOING TO WORK, WHAT MODE OF TRANSPORTATION DO YOU USE THE MOST OFTEN?

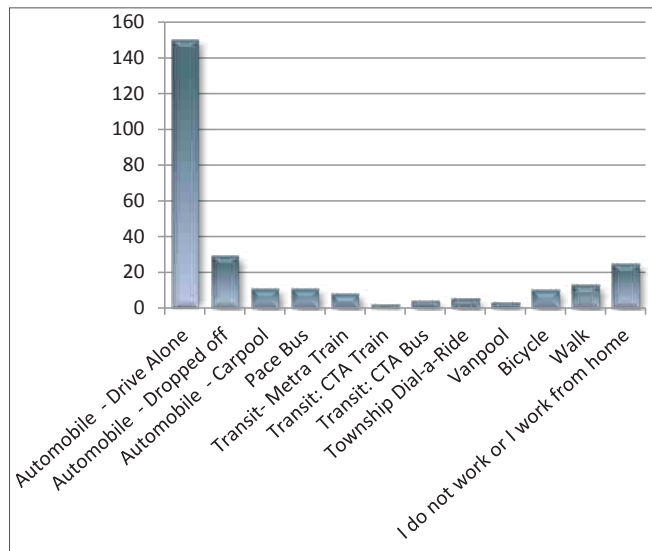


TABLE 6-1: IF YOUR PRIMARY MODE OF TRAVELING TO WORK IS A METRA OR CTA TRAIN:

A: HOW DO YOU GET TO/FROM YOUR HOME TO THE TRAIN?

Answer Options	Response Percent	Response Count
Automobile - Drive Alone	8.9%	17
Automobile - Dropped off	2.6%	5
Carpool; Pace Bus; CTA Train/Bus; Dial-a-Ride; Vanpool	6.3%	12
Bicycle	2.1%	4
Walk	4.2%	8
I do not work or I work from home	76.0%	146
total valid answers given		192
total people who answered question		192
total people who skipped question		48
participation rate		80%

B: HOW DO YOU GET TO/FROM YOUR WORKPLACE TO THE TRAIN?

Answer Options	Response Percent	Response Count
Automobile - Drive Alone	15.4%	28
Automobile - Dropped off	3.8%	7
Carpool; Pace Bus; Metra; CTA Train; Dial-a-Ride; Vanpool; Bicycle; Walk	6.0%	11
I do not work or I work from home	74.2%	135
total valid answers given		181
total people who answered question		182
total people who skipped question		58
participation rate		76%

IMPORTANT TO NOTE:

Some important notes about the preceding trip connection data: there appear to be some inconsistencies in responses to the mode of travel questions and to this mode of access and egress question which should be kept in mind while interpreting the results. The first inconsistency is that the number of respondents who chose either Metra Train or CTA Train or as their primary mode of travel to work was quite low, only 10 responses total. However, for these subsequent questions regarding mode of access and egress to and from train stations, the response rate was much higher. This may indicate that respondents who don't use train as their primary form of travel answered these access and egress questions even though these questions were not meant for them. It is possible that these respondents do take transit on occasion and that their answers to these questions reflect how they get to/from the train station when they do use transit.

The second inconsistency is the number of respondents who told us that they drive alone to the train station. It is reasonable to think that many individuals would use their car to get from their home to the train station. It is also reasonable that a small number of individuals may use a single occupant car to get from the train station to their place of work (assuming they work in a suburban location where park-and-ride lots are available and that they leave the car at the train station over night). However, the number of respondents who chose "Automobile-Drive Alone" told us in previous questions that they never use transit at all. For example, 28 people said they drive from their home to the train station. However, 14 of those 28 said in question #2 that they have not used any transit service during the last month. The same thing applies to the question regarding connections between work and train. Here 7 of the 17 people who selected "Automobile-Drive Alone" as the way they connect between the train station and their place of work also said in question #2 that they have not used transit at all during the last month. This inconsistency implies that some respondents who never use rail transit nevertheless answered this question, thereby skewing the data.

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 as identified by the respondents:

- ✘ **School** - A slight majority make school trips less than once a month. About 49% of respondents report traveling to school 2-3 times per week or more.
- ✘ **Shopping** - Of all of the trip types, shopping trips are reported as being made most regularly. Forty-six percent (46%) of respondents make shopping trips between 2-3 times per week. An additional 21% report making shopping trips once per week.
- ✘ **Entertainment** - The frequency of entertainment trips appears to be spread fairly evenly between 2-3 times per month and 2-3 times per week, with each of these categories receiving between 24% and 26% of responses, respectively.
- ✘ **Doctor** - Trips to the doctor are much less frequent, with approximately 75% of respondents reporting traveling to the doctor once a month or less.

Respondents were also asked to report what mode of travel they use for their non-work trips. Regardless of the type of trip, respondents indicated that they drive alone the majority of the time. Between 58% and 80% of all respondents selected “automobile - drive alone,” depending on the trip purpose. Transit, bicycling, and walking were selected with the least frequency. Combining all transit response options, including bus, train, and Township Dial-a-Ride, only 121 selections were made for transit when combining trip categories. This compares to a total of 625 responses made for any of the three automobile mode choices when combining all trip categories.

FIGURE 6-7:
HOW OFTEN DO YOU MAKE NON-WORK TRIPS, SUCH AS SCHOOL, SHOPPING, ENTERTAINMENT OR DOCTOR APPOINTMENTS?

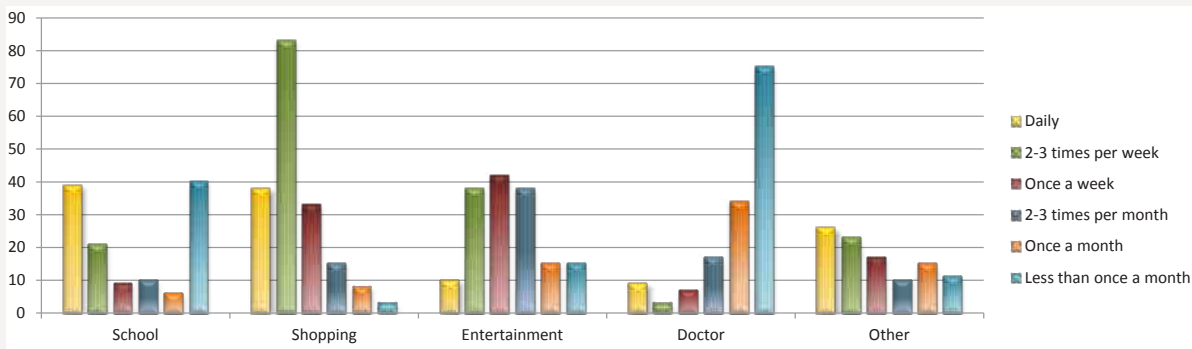
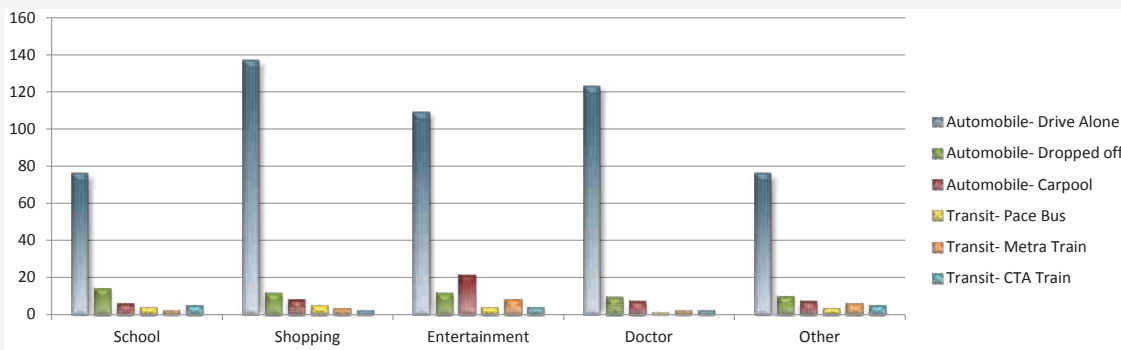


FIGURE 6-8:
FOR EACH OF THE FOLLOWING NON-WORK TRIPS, WHAT MODE OF TRANSPORTATION DO YOU USE THE MOST OFTEN?



DESTINATIONS OF INTEREST

Based upon the responses received, survey participants expressed definite interest in taking transit to several area destinations. The two most popular locations — each receiving over 90 nominations — include Woodfield Mall and St. Alexis Medical Center. In regards to accessing other transit services (i.e. Metra train stations), the Schaumburg Metra Station was the most popular destination with a total of 53 responses, followed closely by the Barrington Metra Station with 44 responses. The remaining local Metra Stations each received 33 responses or less. The chart to the right displays all destination options, including those provided as write-ins by the survey respondents.

To identify potential concentrations of transit ridership, respondents were also asked to report the nearest major intersection to their home as well as their place of employment. Collected responses indicate that work locations occur most frequently near the intersections of Barrington Road with Higgins Road, Golf Road, and Bode Road. Smaller work concentrations are also evident along Golf Road and Higgins Road between Barrington Road and Roselle Road. Concentrations of participants' homes appear to be more evenly distributed throughout the study area with notable massing at the intersection of Barrington Road and Higgins Road; along Barrington Road between I-90 and Irving Park Road; and along Algonquin Road between Huntington Road and Ela Road.

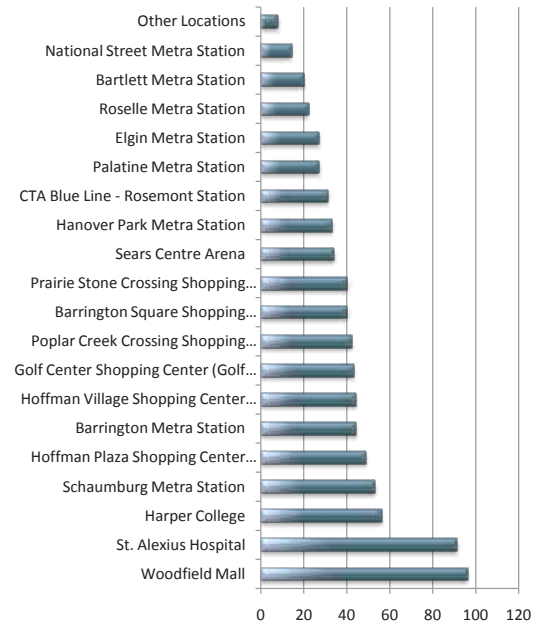


FIGURE 6-9: WHICH OF THE FOLLOWING DESTINATIONS WOULD YOU LIKE THE BUS TO SERVE?

TRANSIT SERVICE PREFERENCES AND SATISFACTION

Respondents were asked to rate Pace bus service performance in the areas of service hours and frequency. As learned previously in the survey, the majority of respondents are not currently transit users. Therefore, it is not surprising that between 61% and 63% of respondents chose “don’t know” when asked to rate the quality of existing Pace service. Of those who did rate the service, most gave Pace a “poor” rating across all three categories, especially in the service coverage category with 47 “poor” responses. Ratings for service hours and frequency of service were slightly better.

FIGURE 6-10: HOW WOULD YOU RATE THE EXISTING PACE BUS SERVICE IN HOFFMAN ESTATES?

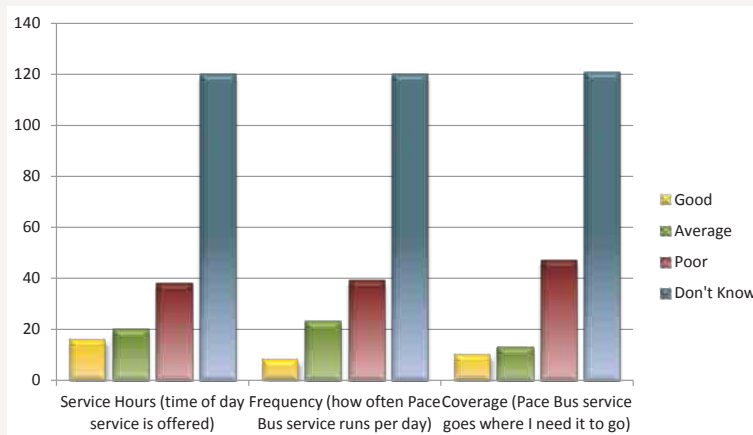
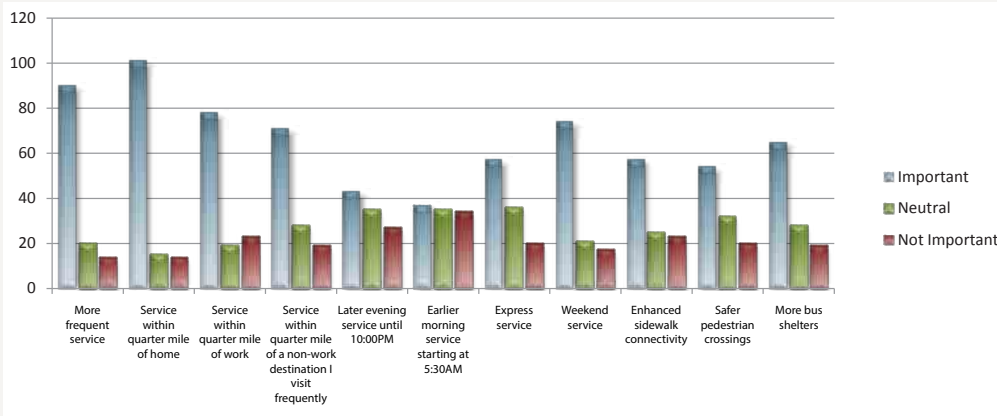


FIGURE 6-11: PLEASE INDICATE WHAT WOULD ENCOURAGE YOU TO TAKE PUBLIC TRANSIT MORE OFTEN.



To begin to understand the types of desired service operations, respondents were also given several service operating scenarios and asked to indicate their preferences. Options ranged from traditional fixed-route service to Dial-a-Ride and flexible service. The largest number of respondents (70) indicated a preference for fixed-route service. Flexible service also ranked well with 59 respondents saying they would prefer this type of service. The least preferred option, with 45 total responses, was Dial-a-Ride with a 1-day advance reservation requirement.

Finally, respondents were asked if they would be willing to pay a premium fare for enhanced transit service. The largest proportion of respondents (37%), said that they may be willing to pay 75¢ more than Pace’s current base rate of (\$1.75), while 17% indicate that they would pay \$1.25 more in fare, and 13% would pay \$1.75 or more. A total of 33% said they would be unwilling to pay any more at all.

DEMOGRAPHIC INFORMATION

While households with limited access to a vehicle may be an indicator of transit dependence, the responses collected as part of the transit survey indicated only a limited number of households (3%) with limited vehicle access. In total, approximately 78% of respondents indicated having two or more vehicles in their household. A secondary indicator of transit dependence is the ratio of vehicles in a household to the number of individuals of driving age in that household. Households with fewer vehicles than drivers are more likely to use transit. Despite the relatively low percentage of limited vehicle households, approximately 30% of respondent households have fewer vehicles available than they do drivers.

The average household income among respondents appears to be quite high. Only 9% of respondents live in households with income below \$30,000. The largest percentage of respondents live in households with income between \$60,000 and \$100,000.

TABLE 6-2

Summary of Write-In Comments	
Need Transit Service in Specific Locations	
I hope the STAR line is built. (2 comments)	
I need early morning service from Bartlett to St. Alexius Medical Center.	
I'd like service from Golf and Gannon to the Hospital and to Woodfield.	
I'd like a dial-a-ride bus to Lake Creek Care Center.	
There needs to be a bus that goes down Higgins to Elk Grove Village.	
Make the ADP route available to general members of the public, not just ADP employees.	
We need public transit in north Hoffman Estates north of I-90 and east of Barrington.	
Pace bus from Schaumburg to Chicago is very appreciated and a comfortable ride.	
Service Improvement Suggestions	
Transit must be operated in a safe environment. (2 comments)	
I do not currently use transit service but if it were cost and time effective, I would.	
I will not use service due to dissatisfaction with scheduling.	
Transit needs to be more on time, more convenient to places I need to go and more affordable	
I'd like more bike paths and facilities. (2 comments)	
Sunday morning bus service needed.	
Need More Information About Available Transit Service	
I am unaware of transit service in the area.	
Transit service availability should be advertised so that more people know about it.	
Statements Generally Supporting Transit	
Hoffman Estates needs more transit.	
I don't need transit but I am in support of there being transit service for those who do need it.	
I have not had bus service within a reasonable walking distance of my home the entire time I've lived in Hoffman Estates.	

WRITE-IN COMMENTS

A total of 22 “write-in” comments relevant to transit in Hoffman Estates were provided by survey respondents. Respondents generally expressed overall support for the enhancement of transit in Hoffman Estates, individual needs for transit along specific corridors, a desire for more transit routes located within a reasonable walking distance of home, and an overall feeling of being ill-informed about what transit service currently exists and how to use it. The comments received have been paraphrased and aggregated and are shown in the table below for reference purposes.

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

7: DEMAND ANALYSIS

Purpose

The primary goal of the discovery and diagnosis phase of this study was to determine if a market for modified or additional public transit service with a focus on Flexible Transit Service Operations exists in the study area. Analysis of the data collected and survey responses considered several elements for estimating the potential demand for transit in the study area, including:

- ✘ preference to use transit;
- ✘ demographics and the surrounding built environment;
- ✘ destinations and activity generators; and
- ✘ additional issues.

Preference to Use Transit

According to both the Census data and survey responses, the vast majority of households and workers age 16 and older in Hoffman Estates have access to at least one automobile. Despite this availability of private automobiles, there are residents who choose to use either Metra or Pace service with some frequency. Evaluation of the survey results revealed that 29% of respondents prefer to not use bus service, meaning that over 70% may be open to using bus service, assuming it meets their specific needs. When asked what type of transit service is preferred, fixed route bus was favored by a majority of respondents (58%). Flexible route bus was viewed favorably by 47%, while 33% had a favorable opinion of curb-to-curb service with one hour advance reservation. This indicates a high percentage of respondents who may be willing to consider the use of transit, regardless of their current reliance on an automobile.

Demographics and Surrounding Built Environment

Household densities that may support transit can be found at various locations along Bode Road, Hassell Road, Golf Road, and Higgins Road. Concentrations of senior populations, low income households, and households with limited access to a vehicle also exist in various areas along these corridors and provide potential opportunities for increased transit ridership. Other than Pace Route 554 along Golf Road, these corridors currently lack transit service. Bode Road and Hassell Road were each identified as potential locations for new flexible route transit service in the Joint Transit Plan developed in 2003 for the Village of Hoffman Estates, Village of Schaumburg, and Schaumburg Township.

In addition to household densities, the ability of riders to access transit services is an important consideration. In areas where land uses are spread out and/or there are large expanses between buildings, the environment for walking to a fixed route bus stop may be a significant disincentive for residents to use transit routes. Residents may not consider such routes as options because they seem inaccessible, and/or bus stop locations may even be unknown. This can negatively impact demand for transit service, especially if fixed route service is the only option.

Destinations and Activity Generators

Complementary to the desired destinations noted by survey respondents, there are a number of locations that generate significant activity and may potentially warrant demand for transit. Based on survey responses, locations for new or revised bus service may include destinations in adjacent municipalities, especially Woodfield Mall (the Chicagoland Region's largest mall) in Schaumburg and Harper College (40,000 students enrolled) in Palatine. Desired destinations within Hoffman Estates include St. Alexius Medical Center (25,000 patients annually), shopping centers along Golf Road and along Higgins Road, as well as the Poplar Creek entertainment district. Of the 26,000 persons employed within the Village, major employers that may provide potential for increased transit use are clustered at Prairie Stone Business Park (over 7,000 employees), along Barrington Road, and near Huntington Boulevard. Nearby Metra stations and the CTA Blue Line Rosemont Station were also listed in surveys as desired destinations.

Additional Issues

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 transit service in the study area. These include but are not limited to the following:

- ❑ Hoffman Estates residential, shopping, and business areas are characterized by automobile-oriented development that includes low density single family houses, extensive open spaces, large parking lots, long distances between buildings, and wide and winding roads. This development pattern is perceived as a significant impediment to attracting and capturing the necessary volume of transit riders to support enhanced services.
- ❑ Survey respondents stated that they desire better route coverage (a bus route closer to their home and destination) 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 may be the appropriate type of service to address both the route coverage and convenience of access demands expressed as principal service design considerations.
- ❑ The survey results demonstrate that the majority of respondents may be infrequent transit users rather than daily users. This ridership pattern of infrequent or casual use, coupled with the high vehicle ownership rate, may result in lower ridership than if riders used transit daily.

In consideration of these issues and others highlighted within the Discovery and Diagnosis Report, it is the preliminary opinion of the consultant team that potential exists to support appropriately designed Flexible Transit Service alternatives within the Hoffman Estates study area so as to warrant continuation of the study into Phase 3 Service Design Alternatives.

8: SERVICE DESIGN ALTERNATIVES

Market

Service must be designed to meet the market for transit. Through research collected as part of the Village of Hoffman Estates Flexible Transit Service Operations Plan transit market survey, and data collection efforts including the Journey to Work trip analysis and the RTA Regional Transit Demand Index, the market for new services has been identified. As a result, the business centers at Barrington Road and Prairie Stone Business Park and the southeastern portion of Hoffman Estates include the highest transit demand. Areas of Golf Road, Higgins Road, Hassell Road, and Bode Road possess some level of transit potential. “Journey to Work” information provided from the 2010 Census, indicates that the area around I-90 and Barrington Road near the center of the Village holds the most jobs, supporting the information presented on major employers in the area. Additional sources of employment are found in the Prairie Stone Business Park to the west, as well as in neighboring municipalities such as Village of Schaumburg to the east.

Evaluation of the demographic information indicates that household densities which may support transit can be found at various locations along Bode Road, Hassell Road, Golf Road and Higgins Road. Results from the survey indicated that participants expressed interest in utilizing transit to a variety of destinations especially towards Woodfield Mall and St. Alexius Medical Center, which is located on Barrington Road between Golf Road and Higgins Road. In addition, when asked where their work was located, respondents most frequently answered near the intersections of Barrington Road/Higgins Road, Barrington Road/Golf Road and Barrington Road/ Bode Road. Smaller work concentrations are also evident along Golf Road and Higgins Road between Barrington Road and Roselle Road.

Service Recommendations

The following transit service improvement alternatives for the Village's consideration are recommended in phases and are broken down into short term, medium term and long term time frames. In order to develop the transit service alternatives, the Joint Transit Plan (October 2003) was referenced along with analysis and data collected during this study. Recommendations of this plan of this plan are intended to meet local transit services needs of Village of Hoffman Estates stakeholders while simultaneously complementing the transit enhancements being undertaken by others within the region.

In order to be successful, it is recommended that these transit service improvement alternatives go hand in hand with complementary land use policies that encourage transit friendly patterns of development and redevelopment throughout the Village. Transit friendly patterns of development at a minimum incorporate a mix of land uses, traditional street design where building fronts are on the sidewalks with parking lots behind the buildings, grid pattern streets rather than cul d' sacs and pedestrian features such as sidewalks on both sides of the street and designated crosswalks.

It is appropriate to recommend a range of transit services for the Village of Hoffman Estates which will encourage the development of a more robust transit market. In order to do this, the service plan promotes using existing transit options in the short term such as vanpools and taxis. The next level of service recommended is a demand response service that operates similar to a taxi service (i.e. door to door), but is more efficient in serving a larger number of riders at one time from multiple origin and destinations than a taxi. The next level of service would be fixed route service. As more and more riders are acquainted with public transit, demand builds and the ability for successful implementation of fixed route service in the future may become more feasible.

Short Term (under 1 year):

- ✘ Improve the general public's knowledge of the existing Pace Vanpool Incentive Program, Metra Feeder Program, Ridershare Carpool Matching Service, Community Vehicle Program, and Hoffman Estates Taxi Discount Program.
- ✘ Create a Transit Improvement Task Force to organize and assist in implementation of transit service initiatives within Hoffman Estates.

Medium Term (1-5 years):

- ✘ Consider a new demand response service in Southeast Hoffman Estates in the Central sub-area in order to serve a more transit dependent population along Bode Road and south of Bode Road. This also may assist in developing a market for an eventual fixed route service along Bode Road.
- ✘ Consider implementation of new demand response service in the West sub-area of the Village.

Long Term (over 5 years):

- ✘ Continue to monitor and evaluate implementation of fixed route bus service on Hassell Road and Bode Road (as previously recommended in the Joint Transit Plan).

Since the completion of the Joint Transit Plan, new plans for transit services serving the I-90 corridor have emerged. Widening of Interstate-90 by the Illinois State Toll Highway Authority (ISTHA) integrated with express bus services, operating in congestion-free managed lanes, are planned to be in operation starting in 2016. The ability to access the I-90 corridor more efficiently, thus taking advantage of regional connections is included in the recommendations separate from the local service recommendations. Components of the widening program and Pace express bus service which will have positive benefits for Hoffman Estates residents include:

- ❖ A Barrington Road Station or Park & Ride facility in conjunction with the express bus service planned for operation along the widened I-90 Expressway lanes.
- ❖ A Pace planned Route 609 Barrington Road Hoffman Estates Call-N-Ride which will serve the North sub-area of the Village including the Barrington Road Station / Park & Ride.
 - » Including a proposed service area of eight square miles terminating at Golf Road to the south.
- ❖ A Pace planned expansion of Route 610 River Road-Prairie Stone.
- ❖ A Bode Road flexible service expansion to serve the Barrington Road Station/Park & Ride.
- ❖ Links to Route 554 and other routes.



Short Term Recommendations

Pace Vanpool Incentive Programs

Pace offers different types of Vanpool Incentive Programs to address a diversity of transit needs and desires geared primarily toward set scheduled work trips and may serve as an alternative method of commuting to/from employment destinations. The two programs that are the most applicable to the Village of Hoffman Estates and the goals and objectives of the Transit Service Operations Plan include the Metra Feeder and the Traditional Vanpool.

The Metra Feeder program allows for a Pace van to be parked at or near a Metra station near the worksite, so that participants (i.e. employees of a firm located in Hoffman Estates) can take the train and then use the van to complete their commute. Five to 13 participants share the van to get to their destination (i.e. place of employment). In order to qualify for the program, at least half of the participants must purchase a Metra monthly pass or 10-ride ticket. Each participant then pays \$58 per month (not including the Metra ticket and possible parking fees) which covers all costs associated with the van including fuel, maintenance, insurance, tolls, roadside assistance, and van washes.



Vanpools provide a variety of options for sharing rides with others making similar trips. For example, employees at businesses in the Prairie Stone Business Park and along Barrington Road, Higgins Road, Golf Road, Hassell Road, and Bode Road are at least five miles from the nearest Metra station. By parking a Pace van at the Metra station; a commute without a car becomes a viable option for employees in these specific locations. When compared to other transportation options, this is an affordable alternative to driving a car.

Applicants may complete forms on Pace's website after identifying and securing participation by at least five participants per van. 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.

Before a Metra Vanpool can be implemented, overnight parking at the Metra station must be permitted. The Bartlett and Hanover Park stations do not allow overnight parking, but Hanover Park is currently working to permit overnight parking at its station. Roselle, Barrington, and Palatine Metra stations currently do allow overnight parking with a certain permit through the municipalities. In fact, Barrington and Palatine Metra stations currently have reverse commute permits used by between 12-25 commuters. These commuters may park their cars at the Metra stations overnight, utilizing them only during the workday to travel between the stations and their workplaces. This demonstrates that there is an existing market for “last mile” commuter transportation from the Metra stations, and subsequently promise for future success of Metra Vanpools. As shown in the following table, the Metra Feeder Vanpool service would operate daily and hours of operation are established by the participants in the van. There would be no cost to the Village of Hoffman as part of this program. The capital cost of the vehicle is borne by Pace and the operating costs are supported by the monthly fee established by Pace to participate in the program.

TABLE 8-1: METRA FEEDER VANPOOL SERVICE CHARACTERISTICS

Service Area	Metra Stations and Work Sites
Days of Service	Daily
Service Span	As Needed to Fit Employee Group Schedules
Frequency	One Trip to and One Trip from Work
Vehicles	One per 5-13 Participants
Capital Cost of Vehicle	(Pace’s cost) \$50,000 to \$75,000
Annual Operating Cost	Rider supported (\$58.00/month/rider)

Ridership: Ridership is required to be 5 to 13 passengers per vehicle.

Capital Cost: One Pace van would be required per 5 to 13 participants at an approximate cost of \$50,000 to \$75,000. This cost is considered a one-time capital cost covered by Pace. Additional capital cost is required if more than one van is operating.

Operating Cost: Operating cost is covered by the riders participating in the program. Fees to participate may go up over the next five years depending on increases in fuel and maintenance cost of the vehicles.

Strengths of Service: Provides a transportation alternative to driving one’s own car to their final work destination.

Weaknesses of Service: Five to 13 participants must coordinate their arrivals at the Metra station (passengers on both inbound and outbound trains arriving within a short span of time could partner on the same Metra Feeder vanpool) and work at the same place of employment or multiple employers within close proximity. Participant’s schedules must be similar.

In addition to the Metra Feeder program, Pace’s Traditional Vanpools are another alternative for groups of employees who live and work near one another. The Traditional Vanpool option is for participants who are unable to utilize Metra. 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 may form a group that conveniently gets them between home and work. 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 five riders and \$73 each for 13 riders. The cost increases incrementally for each additional 10 miles added to the distance of the daily round trip. The highest cost that Pace allows is for round trips of 151-160 miles, in which 4 riders would pay \$174 each and 13 riders would pay \$89 each. This fee covers all costs of the vanpool including fuel, maintenance, insurance, tolls, roadside assistance, and van washes. As part of the program, one of the participants volunteers to be the primary driver. He or she does not pay a fare and also receives 300 personal miles a month.

The service characteristics of the Traditional Vanpool are shown below. The vanpools operate daily and serve the needs of the riders in terms of destination and service hours. There would be no cost to the Village of Hoffman Estates as part of this program. The capital cost of the vehicle is borne by Pace and the operating costs are supported by the monthly fee established by Pace to participate in the program.

TABLE 8-2: PACE TRADITIONAL VANPOOL SERVICE CHARACTERISTICS

Service Area	Employee Homes and Work Sites
Days of Service	Daily
Service Span	As Needed to Fit Employee Group Schedules
Frequency	One Trip to and One Trip from Work
Vehicles	One per 5-13 Participants
Capital Cost of Vehicle	(Pace’s cost) \$50,00 to \$75,000
Annual Operating Cost	Rider supported (\$73.00-\$112.00/month/rider)

Ridership: Ridership is required to be 5 to 13 passengers per vehicle.

Capital Cost: One Pace van would be required per 5 to 13 participants at an approximate cost of \$50,000 to \$75,000. This cost is considered a one-time capital cost covered by Pace. Additional capital costs are required if more than one van is operating.

Operating Cost: Operating cost is covered by the riders participating in the program. The amount of \$73.00 to \$112.00 is based on a maximum mileage of 20-miles per day, or 10 miles each way. Fees to participate may go up over the next five years depending on increases in fuel and maintenance cost of the vehicles.

Strengths of Service: Provides a transportation alternative to driving one’s own car to their work destination.

Weaknesses of Service: Five to 13 participants must live and work in close proximity to each other. Participant’s schedules must be similar.

As described previously within this study, employers and the general public expressed limited knowledge of the existing vanpool services available to them within the Village of Hoffman Estates. Outreach to employer human resources departments and tenants in large business parks should be prioritized initiatives from transit and municipal representatives. Hoffman Estates, Pace, and RTA may work to regularly deliver marketing materials and provide workshops to those companies that they are currently not in contact with. In addition, they may choose to publicize these services to Hoffman Estates residents who work elsewhere. The Prairie Stone Transportation Management Association is a strong example of supportive vanpool formation. Once more people know about this existing program, it is likely that utilization will increase.

Ride Share

Pace RideShare is a free, easy and convenient matching service that connects commuters who are interested in forming a carpool in and around Northeastern Illinois. This website gives residents and employees in the greater Chicago area the ability to identify potential carpool partners quickly and securely. Free to the public, commuters register online to find matching drivers with similar routes and schedules. Commuters can set multiple preferences to filter matches, such as non-smoking vehicles and commuting only with coworkers. Pace RideShare also allows someone to match with existing Pace vanpool groups, or even other bikers or walkers. Interested parties set their preferences and the system will identify potential matches that the interested party can contact by e-mail.

The site currently has over 10,000 registered users, with more than 2,000 added during 2012. Over 150 carpools were registered in 2012 and the program has currently over 300 vanpool seats open that can be matched through the site. Once connected, registered members are also able to log their trips with the site automatically calculating their cost savings and emission reductions. On top of that, Pace has a company option, working with employers to promote the site to employees and giving employers administrative rights to their employer page. That way the employers can follow up on employees' rideshare performances and keep track of program metrics.

In 2013, Pace RideShare is looking to the launch of a new version of their PaceRideShare.com site using GreenRide Connect. The program will supply improved functionality, including enhanced map displays, event matching, integrated vanpool routes, and the ability to have multiple trips under one profile. An updated live phone system and mobile alert capabilities for 'real-time' carpooling will also be incorporated into the service.

Pace RideShare also looks towards a potential partnering with Drive Less Live More. An incentive-based program created by Active Transportation Alliance and supported by Regional Transportation Authority, Drive Less Live More is dedicated to shifting travel behavior of commuters from driving alone to other modes such as transit or ridesharing.

Employer Shuttle Program

The Employer Shuttle Program provides vans to employers in the Pace service area for their use in work-related passenger trips at the rate of \$750 per month per van.

The Not-For-Profit Shuttle Program provides vans to employers in the Pace service area registered as a Not-For-Profit company/agency for their use in work-related passenger trips at the rate of \$600 per month per van.

With prior approval from Pace, employers may charge riders/participants an administrative fee(s) to cover costs associated with the operation of the Shuttle Service.

Taxi Discount Program

An alternative transportation option that exists for members of the general public who are economically disadvantaged, over 60 years old, or with a disability is the Hoffman Estates Taxi Discount Program. Eligible Village residents can receive up to 10 coupons per month, each valued at \$5. Each ride must begin and end in the Village. As described in detail previously in this study, this program is not well-known among residents, but should be since people with low incomes, disabilities, or the elderly have some of the highest potential to be helped by alternative transportation options due to the high cost of owning a car.

Although cost to the Village for the program continues to rise with an increase in ridership, operating the Taxi Discount Program is significantly less expensive than other transit services recommended in this report, such as Demand Response or Fixed Route Service. Annual operating costs for these types of services range from \$270,000 to \$475,000 as described.

It is the recommendation that the Village continue with the Taxi Discount Program as it fulfills a much needed service for select residents. Once the taxi program grows to such a point where it is providing at least 3-4 trips per hour it will be worth considering to transition to a demand response service.

TABLE 8-3: HOFFMAN ESTATES TAXI DISCOUNT PROGRAM

Service Area	Hoffman Estates
Days of Service	Daily
Service Span	24 hours
Frequency	Maximum of 10 Trips per Month with Discount Coupon
Vehicles	Taxi Company Fleet
Capital Cost of Vehicle	Included in Existing Hoffman Estates Program

Ridership: Varies.

Capital Cost: No capital cost as existing taxi company fleet is utilized.

Operating Cost: Operating cost is part of the taxi company annual operating cost.

Strength of Service: Provides ten free trips a month for low income, elderly, or disabled residents to destinations within Hoffman Estates.

Weakness of Service: Not open to the general public.



MID TERM RECOMMENDATIONS

Demand Response Services

Demand response service is a type of locally based transit service that is a needs-based, general public, shared ride, door to door option that can provide more cost effective service in low density, small scale service areas where transit demand exists, but ridership is too low for traditional fixed route service to be effective. The distinct characteristics of locally based service can make it a viable option in such environments.

Demand response service operates within a designated service zone rather than a fixed route, and allows passengers to call in advance to reserve specific transit trips. The service picks up and drops off passengers anywhere within the service zone, thus effectively accommodating the modern day travel patterns that often result in dispersed trip origins and destinations. Additionally, this origin-destination focused service is a viable answer to the “last mile issue”, which is the first or final portion of a transit trip that often is not served by traditional transit service.

Service is typically designed to benefit residents, employees, and possibly tourists/shoppers. Typical destinations include employment centers; local shopping areas; connections to other transit services; and activity nodes such as medical, educational, and recreational facilities. Smaller scale shuttle buses and vans, such as 10-12 passenger wheelchair accessible vehicles, are utilized.

Dial-a-Ride and Call-N-Ride are two primary service alternatives that can be used to provide demand response service in the study area.

DIAL-A-RIDE OVERVIEW

Dial-a-Ride is demand response service that is established by local communities such as municipalities or townships. In most cases, these municipalities or townships enter into a financial partnership with Pace to pay for and operate the service. The local community determines the fares, geographic boundaries and eligibility. There are currently dozens of Pace Dial-a-Ride programs throughout the suburbs.

For Dial-a-Ride services, riders contact a call center to inform the operator where they wish to be picked up and where they are traveling to, and at what day/time. Often, reservations can be made up to one week in advance. Dial-a-ride service areas can be relatively large, often 30 square miles when funded by townships. For a municipality funded Dial-a-Ride the service area can be much smaller. A mix of operations and coverage areas may vary by day. For example, Bloomingdale Township Dial-a-Ride operates weekdays in the entire township, but Village of Bloomingdale funds additional service for its residents that covers only the Village on Saturdays.

Dial-a-Ride service can have a variety of ridership eligibility requirements based on the needs of the local service area. In many cases, service is restricted to seniors or people with disabilities with certain exceptions making service available to people with low incomes as established by local criteria. Dial-a-Ride services can also be established for general public use.

Similar to the way that eligibility requirements may vary, service coverage can vary as well. The most simple coverage area occurs in cases where an entire township is served. This can also be more costly to the provider, so often Dial-a-Rides focus service to areas and destinations of greatest need. In some situations, medical and shopping facilities are the only destinations served by the Dial-a-Ride, however in others, certain shopping centers are served on certain days and times of the week. For example, the Dial-a-Ride may have a scheduled trip to the grocery store Tuesdays at 10:00 a.m., and a scheduled trip to the mall Thursdays at 1:00 p.m.

Schaumburg Township, Village of Schaumburg, Barrington Township, and Palatine Township provide Dial-a-Ride service in or near Hoffman Estates. There are at least 50 Dial-a-Ride services in the Chicago region.

CALL-N-RIDE OVERVIEW

Call-N-Ride service is an emerging Pace service option that provides demand response service to specialized areas. Under current operations of Pace's existing Call-N-Rides, the fare for the service is \$1.75 per one-way ride, which is the same fare as the local Pace fixed routes. Pace's Call-N-Ride service is open to the general public.

The service is characterized by smaller service areas typically 3-5 square miles. At times, the service area can be larger, up to nine square miles. By having a smaller service area, the service is more concentrated on serving local rather than regional needs. In order to make a reservation, the rider can call the driver the day they want the service and leave a message on the driver's voice mail about trip details. The driver will call the rider back to arrange the trip. Pace currently operates the following Call-N-Rides: West Joliet, Round Lake Area, Wheaton - Winfield, St. Charles – Geneva, Vernon Hills – Mundelein, and Arlington Heights – Rolling Meadows.

PACE COMMUNITY VEHICLE PROGRAM OVERVIEW

Pace's Community Vehicle Programs serve to provide cost-effective transportation options tailored to the unique needs of the subject community and their specific service area. This program is a key part of Pace's "family" of services, which also includes fixed-route service, complementary paratransit services and vanpools. The program provides local jurisdictions the flexibility to meet their transportation mobility needs for senior citizens, parks and recreation requests, moving people to and from regional transportation facilities, or other transit circulation needs as defined by the municipality.

Utilizing a vehicle provided by Pace, the community is responsible for determining the types of transportation service to be provided, eligible ridership requirements, transit service area, hours of operation, fares, and select the service contractors. While Pace provides the vehicle and regular maintenance, Hoffman Estates is responsible for retaining and covering the costs for drivers, insurance, and fuel to operate the service. In addition to the operation costs, Pace does require the municipality to pay a security deposit of \$1,000.00 per vehicle as well as a monthly charge of \$100.00 per vehicle (\$1,200.00 annually). Pace does retain the right to change monthly fares when deemed appropriate by the Pace Board of Directors.

Pace's Community Vehicle program may serve as a cost effective means by which to initiate the recommended Hoffman Estates Southeast and Western Area Demand Response transit services thereby enhancing their long-term success.

Potential Demand Respond Service

Two demand response services are recommended for consideration by the Village of Hoffman Estates as municipal transit services. These services would be available to the general public and provide transit service to areas of the Village where no transit services exist.

Southeast Hoffman Estates Demand Response Service

It is recommended that a demand response service be concentrated in the Hassell Road/Higgins Road/Bode Road area, an area with moderate population density and a transit dependent population. It may be operated as either a Dial-a-Ride service or a Call-N-Ride service, depending on future discussions in regards to operational characteristics and funding. As mentioned previously in this study, this is an area where there are concentrations of seniors, workers with limited vehicle access, and households below the poverty level.

The demand response service area would be approximately eight square miles and extend from Barrington Road on the west, Interstate 90 (I-90) on the north, Roselle Road on the east, and the village limits on the south. Demand response service in this area would provide an important connection to destinations including St. Alexius Medical Center, the proposed I-90 Barrington Road Express Bus Station or Park & Ride facility, Hoffman Estates High School, Village Hall, the public library, the Triphahn Community Center, as well as shopping centers along Golf Road and Higgins Road. It also would interface with Pace's existing Route 554 which operates weekdays and Saturdays between the City of Elgin and Village of Schaumburg, traveling through Hoffman Estates on Barrington Road and Golf Road with a diversion to St. Alexius Medical Center. An option to provide service to the Woodfield Shopping Mall and the Northwest Transportation Center is also a consideration.

TABLE 8-4: SOUTHEAST HOFFMAN ESTATES DEMAND RESPONSE SERVICE CHARACTERISTICS

Service Area	Roselle Road on the east, village limits on the south, I-90 on the north, and Barrington Road on the west.
Days of Service	Weekdays and Saturdays
Service Span	7:00 a.m. - 9:00 p.m.
Frequency	On Demand
Vehicles	One
Estimated Daily Vehicle Hours	14 hours
Estimated Additional Riders	Daily: 110 Annually: 28,000
Estimated Capital Cost	\$250,000
Estimated Annual Operating Cost	\$270,000
Estimated Annual Revenue	\$49,000

Ridership is based on demand response services for similar type communities.

Capital Cost: One 12-passenger cut-a-way van would be used for this service at approximately \$250,000. This would be considered a onetime cost. Vehicles are typically provided by Pace.

Operating Cost: Annual operating cost is based on an average hourly cost of demand response service of approximately \$60. Cost sharing between municipal “partners” such as St. Alexius Medical Center should be explored by the Village.

Estimated Annual Revenue which would offset the annual operating cost is based on a fare of \$1.75.

Strengths of Service:

- ✘ Serves an area that is identified as transit dependent with a moderate density of housing and low income.
- ✘ Provides an important connection to many destinations including the St. Alexius Medical Center, proposed I-90 Barrington Road Express Bus Station or Park & Ride facility, and Hoffman Estates High School.
- ✘ Demand response service may build up a demand for future fixed route service along Bode Road and Hassell Road, as recommended in the long term recommendations.

Weaknesses of Service:

- ✘ A Call-N-Ride or Dial-a-Ride requires the rider to call in advance for the service.
- ✘ A part of the service area is currently served by existing Pace Route 554.

Western Area Demand Response Service

A new demand response service should be considered in the western sub-area of the Village of Hoffman Estates with a focus in and around the Prairie Stone Business Park. It may be operated as either a Dial-a-Ride service or a Call-N-Ride service, depending on future discussions in regards to operational characteristics and funding. At this time, there is no CMAQ funding allocated for expanded service to the Prairie Stone Business Park as part of the I-90 Market Expansion Project. Also, the service area proposed for local implementation would serve a larger market area, including residential uses on the south side of I-90 that would not necessarily be serviced by proposed Route 610 which is part of the I-90 Market Expansion Project and explained in detail below. The service is based on the idea that a circulator vehicle will be needed to efficiently transport residents who live south of I-90 to either the Prairie Stone Business Park or to the existing temporary Park n' Ride to be located on the Sears headquarters in order to access the I-90 Expressway Based Service or shopping centers. This service would operate only on weekdays from approximately 5:00 a.m. to 7:00 p.m.

The Service Alternatives Map illustrates that the demand response zone would be bound by Golf Road to the south, Village limits to the west, Higgins Road to the north, and railroad tracks to the east. Like the proposed Southeast Hoffman Estates Demand Response Service, this service is expected to attract a similar number of riders, with the same capital and operating costs.

TABLE 8-5: WESTERN AREA DEMAND RESPONSE SERVICE CHARACTERISTICS

Service Area	Zone bound by Golf Road to the south, Village limits to the west, Higgins Road to the north, and railroad tracks to the east
Days of Service	Weekdays
Service Span	5:00 a.m. - 7:00 p.m.
Frequency	On Demand
Vehicles	One
Estimated Daily Vehicle Hours	14
Estimated Riders	Daily: 110 Annually: 28,000
Estimated Capital Cost	\$250,000
Estimated Annual Operating Cost	\$270,000
Estimated Annual Revenue	\$49,000

Ridership is based on demand response services for similar type communities.

Capital Cost: One 12-passenger cut-a-way van would be used for this service at approximately \$250,000. This would be considered a onetime cost. Vehicles are typically provided by Pace.

Operating Cost: Annual operating cost is based on an average hourly cost of demand response service of approximately \$60.

Estimated Annual Revenue which would offset the annual operating cost is based on a fare of \$1.75.

Strengths of Service:

- ✘ Provides direct connection to the I-90 Expressway Based Transit Service corridor which offers express connection to the region for those Hoffman Estates residents living south of I-90.
- ✘ Provides a direct connection to the Prairie Stone Business Park for those Hoffman Estates residents living south of I-90.

Weaknesses of Service:

- ✘ A Call-N-Ride or Dial-a-Ride requires the rider to call in advance for the service.
- ✘ Part of the service area overlaps with the proposed Route 610 River Road-Prairie Stone Express Service.

Long Term Service Recommendations

Two recommendations from the 2003 Joint Transit Plan called for additional fixed route service in Hoffman Estates on Hassell Road and Bode Road. In the long term, after the transit market is further developed due to demand generated by the Southeast Hoffman Estates demand response service, additional fixed route service may be viable. Steps necessary to facilitate this evaluation include continuing the promotion of 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.



Hassell Road Fixed Route Service

The Hassell Road Fixed Route service would provide service from the Northwest Transportation Center and Woodfield Mall in Schaumburg to the St. Alexius Medical Center in Hoffman Estates. It would serve the employment area around the Barrington Road interchange, residential areas west of Roselle Road, and commercial areas east of Roselle. It would provide additional service coverage for Hoffman Estates while also connecting to Route 554 and the Route 609 Demand Response Zone, as described in the section below. Whereas the demand response service would provide trips exclusively within its service area, the Hassell Road route would provide connections to other bus routes to the east at the Northwest Transportation Center. This service would operate on weekdays and Saturdays from 6:00 a.m. to 6:00 p.m. Characteristics of this proposed route are provided below.

TABLE 8-6: HASSELL ROAD FIXED ROUTE SERVICE CHARACTERISTICS

Service Area	Barrington Road Express Bus Station to Woodfield via Hassell Road
Days of Service	Weekdays and Saturdays
Service Span	Mon-Sat ; 6:00 a.m. -6:00 p.m.
Frequency	30 minute peak, 60 minute off-peak
Vehicles	Three
Estimated Daily Vehicle Hours	18 hours weekday 12 hours Saturdays
Estimated Riders	Daily: 270-360 Annually: 80,000 to 110,000
Estimated Capital Cost	\$1.05 million
Estimated Annual Operating Cost	\$425,000 to \$475,000
Estimated Annual Revenue	\$140,000 to \$192,500

Ridership: Based on other suburban local routes, productivity is likely to be in the 15-20 passenger passengers per vehicle hour range. Thus ridership is estimated to be in the range of 270-360 per weekday and 165-220 per Saturday with annual ridership in the range of about 80,000 to 110,000 per year.

Capital Cost: Three 30 foot passenger vehicles at approximate cost of \$325,000 each (2012 costs), or \$1,050,000 total cost. This would be considered a onetime cost. Vehicles are typically provided by Pace.

Operating Cost: Providing 30 minute peak period service would require two buses and hourly midday and Saturday service one bus. Thus, the total number of additional vehicle hours is about 18 on weekdays and 11 on Saturdays. The total number of annual bus hours would be approximately 5,200. Using the cost per hour of Route 554 (about \$92 on weekdays and \$83 on Saturdays) cost would be about \$425,000 to \$475,000 per year in 2012 costs.

Estimated Annual Revenue which would offset the annual operating cost is based on a fare of \$1.75.

Strengths of Service: Would provide service in Central Hoffman Estates along a corridor where there is no transit service.

Weaknesses of Service: Without meaningful change, current land use patterns and population density may not support fixed route transit service.

Bode Road Fixed Route Service

The Bode Road Fixed Route was proposed to provide transportation from the Northwest Transportation Center in Schaumburg to St. Alexius Medical Center in Hoffman Estates serving residential areas south of Golf Road. This service would operate weekdays and Saturdays from 6:00 a.m. to 6:00 p.m. Service characteristics are provided below.

TABLE 8-7: Bode Road Fixed Route Service Characteristics

Service Area	Bode Road
Days of Service	Weekdays and Saturdays
Service Span	Mon-Sat ; 6:00 a.m. -6:00 p.m.
Frequency	30 minute peak, 60 minute off-peak
Vehicles	Three
Estimated Daily Vehicle Hours	18 hours weekday 12 hours Saturdays
Estimated Riders	Daily: 270-360 Annually: 80,000 to 110,000
Estimated Capital Cost	\$1.05 million
Estimated Annual Operating Cost	\$425,000 to \$475,000
Estimated Revenue	\$140,000 to \$192,500

Ridership: Based on other suburban local routes, productivity is likely to be in the 15-20 passenger passengers per vehicle hour range. Thus ridership might be in the range of 270-360 per weekday and 165-220 per Saturday with annual ridership in the range of about 80,000 to 110,000 per year.

Capital Cost: Three 30 foot passenger vehicles at approximate cost of \$325,000 each (2012 costs), or \$1,050,000 total cost. This would be considered a onetime cost. Vehicles are typically provided by Pace.

Operating Cost: Providing 30 minute peak period service would require two buses and hourly midday and Saturday service one bus. Thus, the total number of additional vehicle hours is about 18 on weekdays and 11 on Saturdays. The total number of annual bus hours would be approximately 5,200. Using the cost per hour of Route 554 (about \$92 on weekdays and \$83 on Saturdays) cost would be about \$425,000 to \$475,000 per year in 2012 costs.

Estimated Annual Revenue which would offset the annual operating cost is based on a fare of \$1.75.

Strength of Service: Would provide service along a major corridor where there is no transit service.

Weaknesses of Service: Without meaningful change, current land use patterns and population density may not support fixed route transit service.

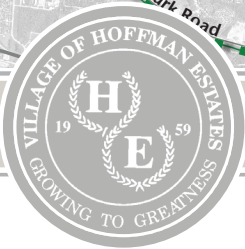
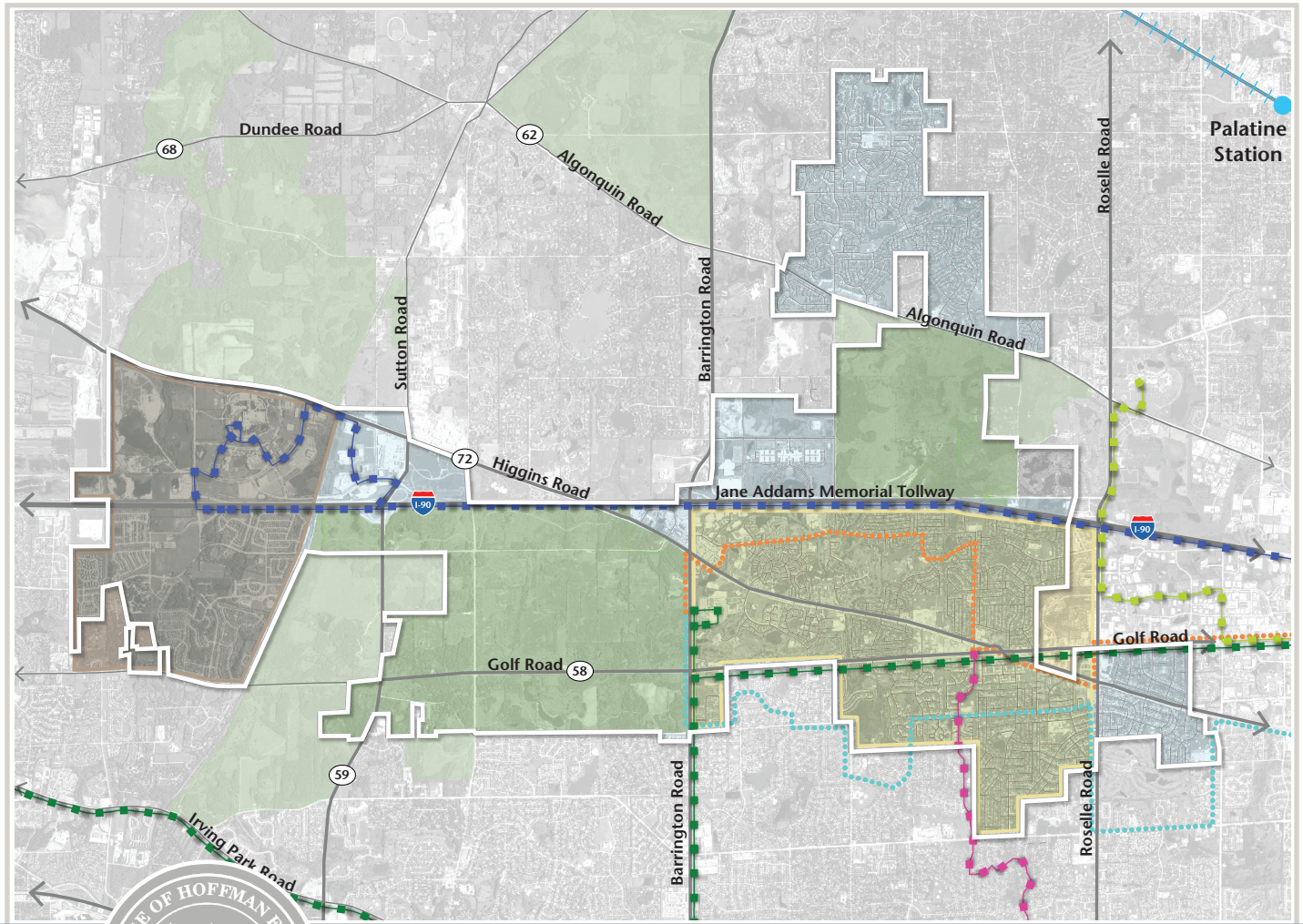














FIGURE 8-1: TRANSIT RECOMMENDATIONS

LEGEND

-  VILLAGE OF HOFFMAN ESTATES
-  FORESTED AREA
-  METRA COMMUTER RAIL LINE
-  FREIGHT RAIL LINE
-  PACE ROUTE 554
-  PACE ROUTE 602
-  PACE ROUTE 610
-  PACE ROUTE 696
-  HASSELL FIXED ROUTE
-  BODE FIXED ROUTE
-  WESTERN AREA DEMAND RESPONSE ZONE
-  SOUTHEAST HOFFMAN ESTATES DEMAND RESPONSE ZONE

NOTE: Additional I-90 BRT Station to be located in Prairie Station TBD

I-90 Market Expansion Project Recommendations:

I-90 Expressway Based Service - Corridor Connection

The “I-90 Market Expansion Project” is a CMAP/Pace/RTA initiated capital improvement and operations supported project designed to provide fast, frequent express bus service operating along I-90 as part of the Illinois Tollway’s I-90 widening initiative. Pace has received funding through the Congestion Mitigation and Air Quality (CMAQ) program which includes funding for four park and ride lots and station facilities along the corridor between Rosemont and Randall Road, purchase of 25 buses and operating costs for the initial two years of operation of new express buses on the Tollway and circulator/feeder service at certain stations. A variety of express bus services to and from various destinations within the corridor are being planned, allowing for connections to the Rosemont CTA Station (for connections to downtown Chicago, O’Hare Airport and northwest City and suburban destinations) and Woodfield/Schaumburg.

Two of the proposed service enhancements that are proposed by Pace and applicable to the Village of Hoffman Estates are:

- ✘ Route 609 Barrington Road Hoffman Estates Call-N-Ride; and
- ✘ Route 610 River Road-Prairie Stone Express Bidirectional Operation.

Proposed Routes 605 and 607 will serve the Barrington Road stop as well. Their descriptions are the following:

- ✘ Route 605 will operate Monday through Saturday and will be bidirectional. It will serve the park-n-rides at IL 25 Randall Road and Barrington Roads originating at Randall Road and traveling to the Rosemont Blue Line Station via I-90

Route 607 will serve as a branch of Route 605, providing connections to the three park-n-rides and terminating at the NWTC in Schaumburg via I-90. It will also have timed connections new call and ride service that will act as a local distributor

In a separate, but coordinated project, the Barrington Road interchange is also being reconstructed to provide entrances/exits to the Tollway in both directions as a full interchange. At or near this interchange, Pace is proposing a Park-n-Ride lot and station facility to service the expressway based bus service. Discussions are on-going regarding facilitating Pace service operations with interchange design operations. Other potential options may include a median oriented service or a ramp oriented Park & Ride facility.

The two proposed transit services that service the Village as well as the Barrington Road station facility are described on the following pages. The Village of Hoffman Estates is in an optimal position to take full advantage of these significant transportation improvements as the I-90 Expressway travels directly through the center of the community. All Tollway and Pace construction is scheduled to be complete by the end of 2016.

Barrington Road – Expressway Based Service Park-n-Ride Lot/Station Facility

A Park-n-Ride Lot/Station Facility is proposed for construction in the vicinity of Barrington Road to provide access to the planned Expressway Based Service along I-90. Pace, IDOT, ISTHA, and Village of Hoffman Estates are collectively working to finalize the location and configuration of the lot/facility. Given its location, Barrington Road is anticipated to serve as a significant transportation hub. Subsequently, it is important that both existing fixed route and demand responsive bus service in the Village interconnect with the station to act as a feeder service to the mainline Expressway Based Service.

General plan concepts have been developed for the Barrington Road Station to facilitate Pace operations and provide the best potential benefits to users of the service. The location of the Park-n-Ride lot/station is designed so that the Expressway Based Service vehicles have easy off/easy on Tollway access to avoid delays for riders. In addition, the location of the station is envisioned to be situated so the area can be easily served by local transit services as well as by pedestrians. This may reduce operating costs and provide flexibility for a variety of routes to serve the station. An overcrossing of entrance and exit ramps as well as the Tollway mainline lanes would afford Park-n-Ride users with a means to access the parking areas on both sides.

The Barrington Road full interchange study led by the Village identified the concept for the Park-n-Ride. The process involved participation by Pace, IDOT, and Illinois Tollway staff. From the outset, the Village's approach was to incorporate Complete Streets philosophy and practice into the development and evaluation of the various interchange configuration options. Once the initial large set of alternatives was reduced, more detailed review of the details of how to include Park-n-Ride facilities as part of the interchange designs evolved. Comparisons of center station orientation and roadside configurations for the station area were made, but at this time the orientation of the station to the outside of the Tollway lanes was selected. The concept of the express bus operation was to minimize the deviation required to access the Park-n-Ride lots and station areas. Keeping the location of facility in-line with the mainline Tollway flows eliminates the need for the bus operation to travel on intersecting arterials where traffic signals and peak hour congestion negatively impact travel times. The preferred alternative interchange design at the time of this writing is the Single Point Urban Interchange shown in Figure 8-2. Its footprint is relatively compact compared to other options and the existing interchange. In turn, there is flexibility and opportunity to use the existing Tollway right of way for the Park-n-Ride lots and station. The team of agencies worked together to identify the Barrington Road Park-n-Ride concept layout which can be further developed when Pace creates engineering plans for the work.

The station area is proximate to the 4,000+ jobs currently located at companies on the east side of Barrington Road as well as to the higher density residential units within a half mile walk of this proposed station. The advantage of the proposed location is that it provides the optimized easy off/easy on access, allowing buses to serve the station efficiently from the perspective of time expended. In order to enhance pedestrian connections to the station, new or modified sidewalks/walkways will need to be constructed. The final station location is still currently under evaluation. The Tollway mainline reconstruction and widening plans allow sufficient space in the median for implementation of a future higher capacity transit service such as Bus Rapid Transit or commuter rail. The location for the former STAR Line station shown in the Village Comprehensive Plan is about 2500 feet east of Barrington Road and adjacent to two sites with vacant land (one north and one south of the Tollway) with potential to support a future station. If warranted in the future, the station could be located in this area.

A cost estimate provided by the Village interchange consultant for the construction of a Barrington Road Station and Park-n-Ride is on the order of \$4 to \$6 million. A determination will need to be made by Pace on how it plans to proceed with the engineering and construction of the facility as well as whether this work can be included with the Tollway mainline changes planned for 2015-16.

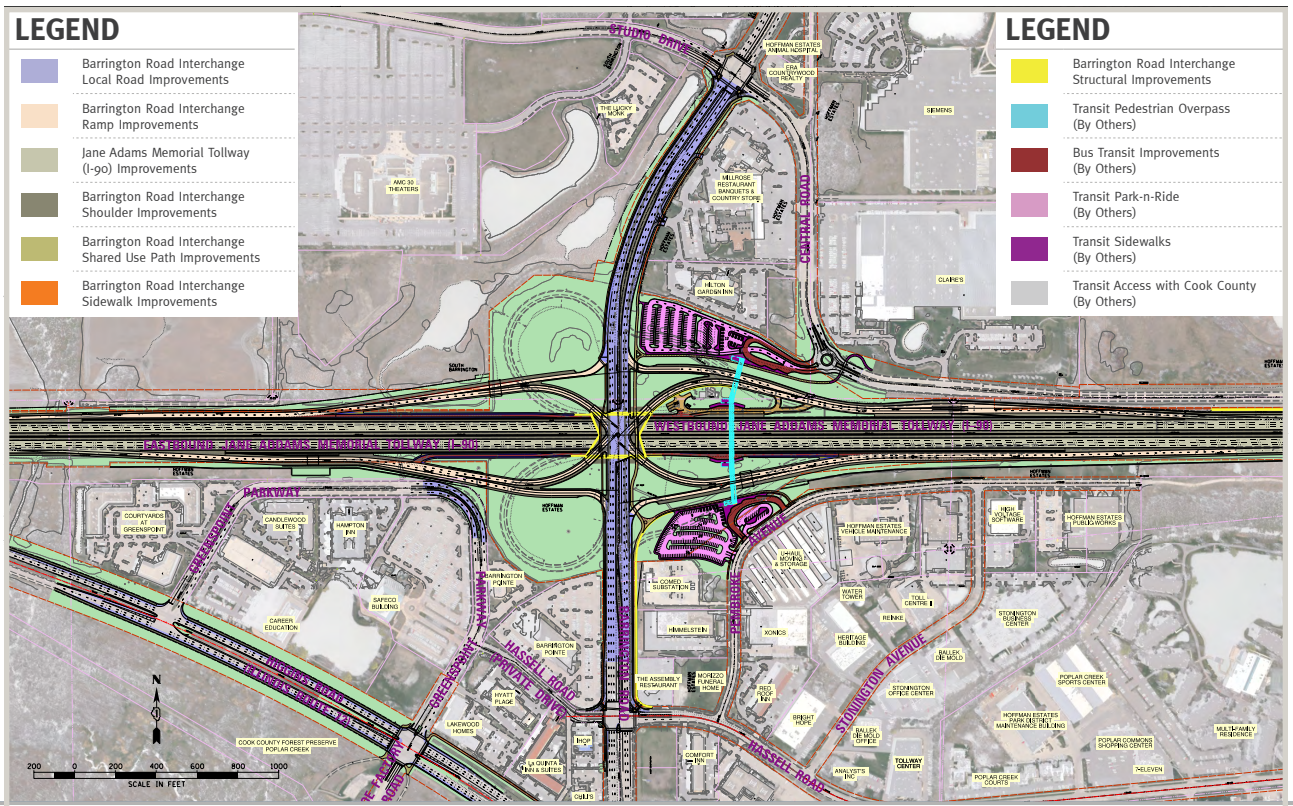


FIGURE 8-2: PROPOSED BARRINGTON ROAD STATION

CMAP has just issued a two volume set of reports, *Land Use Policies and Strategies for Expressway-Based Bus Rapid Transit*, that discuss at length the potential for transit facilities in conjunction with expressways, providing analysis of such facilities in other cities with observations as to how they might apply in the Chicago area. Significant attention is placed on opportunities along the I-90 Expressway. The two volumes are:

- ❖ *A Guide for Municipalities and Transportation Providers*
- ❖ *A Review of the Literature and its Applications for the Chicago Region*

The design/layout of such facilities is critical. The reports make several key points:

- ❖ *Major stations should be provided, that indicate permanence, and provide shelter from the elements.*
- ❖ *To provide effective transit service, and have a positive impact on development patterns, transit centers need to be designed so that they can easily be served with minimal delay to through buses, allowing frequent service to be provided. If facilities are awkward to access by through service, operators will not feel it appropriate to have them make these intermediate stops. Thus, they will only be served by trips required to serve ridership generated by the single stop. Such limited service will attract few riders.*
- ❖ *Walkable pathways need to be provided to connect stations to surrounding developments.*

Route 610 River Road-Prairie Stone Express Service

Expansion of service on this peak only express route, which operates between the Rosemont CTA Blue Line Station and major employers at and near Prairie Stone Business Park, has been proposed as part of the I-90 Market Expansion Project. The expansion of the route would be directed towards commuters wanting to travel to downtown Chicago to work. The current schedule favors “reverse commuters” traveling from Chicago to the Prairie Stone Business Park. The route would pick passengers up at what is considered to be a temporary Park n’ Ride facility at the Sears headquarters until the time that the Barrington Road Station is developed. The expansion of this service has not yet been funded; funding is being requested through the Congestion Mitigation and Air Quality (CMAQ) program.

The proposed service characteristics of the expanded service are shown below. Operating characteristics and ridership estimates have been prepared by Pace.

TABLE 8-8: ROUTE 610 RIVER ROAD-PRAIRIE STONE EXPRESS

Service Area	I-90 Corridor between Prairie Stone Business Park and Rosemont CTA Blue Line Station
Days of Service	Weekdays
Service Span	6:00 a.m. to 9:00 a.m. 3:15 p.m. to 6:50 p.m.
Frequency	Every 20 minutes
Vehicles	2
Estimated Daily Vehicle Hours	15
Estimated Riders	Daily - 350 Annually – 89,250

Strengths of Proposed Service: Provides new express service for Hoffman Estates residents (as well as service for workers at the Sears headquarters at Prairie Stone Business Park now using the route).

Weaknesses of Proposed Service: Only proposed for operation during the peak period.

Route 609 Barrington Road Hoffman Estates Call-N-Ride

New demand response service is proposed to be operated and funded by Pace Suburban Bus Service in the vicinity of the I-90 Barrington Road Expressway Based Service Station with a focus on the station and areas on both the south and north side of I-90. The service area has not yet been defined. However, for purposes of this report, a proposed service area of about 8 square miles is proposed. The service area is bound by the village limits to the north, Jones Road to the east, Golf Road to the south, and Barrington Road to the west.

This new, all day (14 hours/day, on weekdays only) demand responsive collector/distributor service would connect to/from nearby office parks/retail businesses and the Barrington Road Station Park and Ride lots. Many employment areas and moderate density housing exist within this proposed zone.

The service characteristics of the Route 609 Barrington Road Hoffman Estates Call-N-Ride are shown below. Operating characteristics and ridership estimates have been prepared by Pace. The service would span from 5:00 in the morning and operate until 7:00 p.m. essentially serving the work trip. Riders would need to call the driver ahead of time to be picked up. Pace Call-n-Ride services also accept subscription trip requests (eliminating the need for riders to call repeatedly for recurring trips).

TABLE 8-9: ROUTE 609 BARRINGTON ROAD HOFFMAN ESTATES CALL-N-RIDE SERVICE CHARACTERISTICS

Service Area	Zone bound by I-90 to the north, Jones Road to the east, Bode Road to the south, and Higgins Road to the west in Hoffman Estates
Days of Service	Weekdays
Service Span	5:00 a.m. - 7:00 p.m.
Frequency	On Demand (vehicle would wait at Barrington Road Station when not on a trip)
Vehicles	one
Estimated Daily Vehicle Hours	14
Estimated Riders	Daily - 112 Annually - 28,560

Strengths of Service:

- ❑ Provides a demand response service to many employment, commercial, and institutional generators near the Barrington Road Station.
- ❑ Provides Village residents transit connections within the I-90 Expressway Based Transit Service corridor.
- ❑ Can also pick up the service at a designated pulse point which allows for better connections to other transit services.

Weaknesses of Service:

- ❑ A Call-N-Ride requires the rider to call in advance for the service.
- ❑ Service area overlaps slightly with the proposed Southeast Hoffman Estates Demand Response Service.

Transit Service Implementation Priorities

Developing the desired transit enhancement service recommendations for the Village of Hoffman Estates is the initial step in the on-going planning process of expanded service delivery within the community. The following implementation priorities provide a description of tasks, initiatives, and responsibilities of the Village of Hoffman Estates and other participating agencies and organizations in charge of ensuring the recommended projects move forward. Timeframes have been assigned to each implementation priority. Those noted as Immediate are suggested to occur within year one (<1 year); Near-Term are to occur in one to three years (1-3 years); and Long-Term have an anticipated timeframe of beyond three years (>3 years).



Implementation Priorities Summary

Implementation Priority	Priority	Timeframe	Responsible Parties
Approve and Incorporate the Transit Service Operations Plan as an Update of the Village of Hoffman Estates Comprehensive Plan	High	Immediate	Village of Hoffman Estates will be responsible for incorporating the Transit Service Operations Plan as part of the Village of Hoffman Estates Comprehensive Plan.
Establish a Transit Improvement Task Force	High	Immediate	The Village of Hoffman Estates will take the lead and administrative responsibility in establishing and maintaining the Transit Improvement Task Force. The RTA will assist the Village of Hoffman Estates in performing task force priorities and achieving the identified 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 the Action Steps below.
Coordinate among Village of Hoffman Estates, Pace, and Local Taxi Service Providers to Promote Existing Transit Options and Programs	High	Immediate	Transit Improvement Task Force members including the Village of Hoffman Estates, Pace, RTA, Northwest Council of Mayors, Cook County, Kane County, and local taxis service providers.
Cooperate with Implementation of the I-90 Transit Market Expansion Project	High	Immediate/ On-Going	The Village of Hoffman Estates will assist ISTHA, Pace, RTA, and others as appropriate, in undertaking necessary studies and evaluations, refining improvement recommendations, and prioritizing the service and physical enhancements in support of the I-90 Transit Market Expansion Project.
Establish Pedestrian Friendly Infrastructure Policies in the Community	High	Near-Term/ On-Going	Transit Improvement Task Force members including the Village of Hoffman Estates, Pace, RTA, Northwest Council of Mayors, Cook County, and Kane County will work collaboratively to ensure pedestrian friendly infrastructure policies are included as part of future development and redevelopment activities.
Introduce New Demand Response Service in the Village	Medium	Near-Term	Transit Improvement Task Force members including Pace, RTA, local Dial-a-Ride/Call-N-Ride administrators, Village of Hoffman Estates, Northwest Council of Mayors, Cook County, and Kane County.
Establish Public/Private Financing Partnerships	Medium	Near-Term	Transit Improvement Task Force members including the Village of Hoffman Estates, Pace, RTA, Northwest Council of Mayors, Cook County, and Kane County.
Evaluate New Fixed Route Service Along the Hassell Road and Bode Road Corridors	Low	Long-Term	Transit Improvement Task Force members such as the Village of Hoffman Estates, RTA, Northwest Council of Mayors, Cook County, and Kane County.

Approve and Incorporate the Transit Service Operations Plan as an Update of the Village of Hoffman Estates Comprehensive Plan

Priority, Timeframe, and Responsible Parties

Priority: High

Timeframe: Immediate

Responsible Parties: Village of Hoffman Estates will be responsible for incorporating the Transit Service Operations Plan as part of the Village of Hoffman Estates Comprehensive Plan.

Action Steps

The Village of Hoffman Estates should consider undertaking the following activities to approve and incorporate as an addendum, the Transit Service Operations Plan into the Village's Comprehensive Plan.

- ✘ Assign a liaison from the Transit Improvement Task Force (presumably a Village staff member) to serve as an advisor to the amendment of the Comprehensive Plan. Responsibilities of this position will include addressing specific questions regarding the goals, objectives, alternatives, and implementation priorities identified with the Plan.
- ✘ 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 Village Board to approve, amend, or deny the Comprehensive Plan addendum.

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 for the Village of Hoffman Estates. The Task Force will be responsible for implementing the recommendations of the transit service operations plan. The Task Force should be comprised of a highly diversified collection of stakeholders that can contribute to making the transit service recommendations a reality.

Priority, Timeframe, and Responsible Parties

Priority: High

Timeframe: Immediate

Responsible Parties: The Village of Hoffman Estates will take the lead and administrative responsibility in establishing and maintaining the Transit Improvement Task Force. The RTA will assist the Village of Hoffman Estates in performing task force priorities and achieving the identified 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 the Action Steps below.

Task Force Members

- ❖ The Villages of Hoffman Estates may assist in overall coordination, planning, financing, and system guidance related to service development. In addition, the Village 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, the Village should work to incorporate the Transit Service Operations Plan as an update to the comprehensive plan, and work to establish pedestrian friendly infrastructure policies within their community.
- ❖ RTA will provide extensive implementation assistance to the Village of Hoffman Estates and overall Task Force. This may include but is not limited to 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 will be instrumental in promoting existing transit services, designing and where appropriate assisting in the implementation of enhanced demand response service, and monitoring the long term potential for future fixed route service.
- ❖ Metra and IDOT may assist where appropriate with design coordination and implementation of the potential transit service improvements which impact their respective jurisdictional areas.
- ❖ Cook County, Kane County, and Northwest Council of Mayors will share responsibility for spreading the word regarding these service enhancements, increasing awareness of existing services, and building overall consensus for future transit improvements.
- ❖ Local businesses, institutions, property owners, and developers may be utilized to assist in securing the necessary financing and comprehensive marketing and promotion of the desired service improvements.
- ❖ Residents, leaders of neighborhood groups, employers, and employees, can assist in ensure success of these services through their on-going utilization, marketing, and promotion.

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 Village Board 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 Transit Service Operations Plan as an update of the Village of Hoffman Estates Comprehensive Plan.
 - » Establish pedestrian friendly infrastructure policies in the community.
 - » Implement enhanced demand response service.
 - » Develop the BRT station east of Barrington Road in conjunction with the I-90 managed lanes improvements.
 - » Restructure Route 554 to link with the I-90 BRT initiative.
 - » Implement Express Bus Service between the Prairie Stone Business Park and CTA Blue Line.
 - » Evaluate long-term implementation of fixed route service along Hassell Road and Bode Road within the Village of Hoffman Estates.
 - » Establish public/private partnerships.
- ❏ Re-evaluate implementation priorities on a regular basis. The conditions and variables upon which the Transit Service Operations Plan is built, are by their nature fluid, and cannot be predicted with 100% accuracy. To ensure the Plan's assumptions, goals, objectives, and alternatives continue to be representative of the community, implementation should take place as soon as possible and implementation strategies should be annually re-evaluated.

Coordinate among Village of Hoffman Estates, Pace, and Local Taxi Service Providers to Promote Existing Transit Options and Programs

Public input has demonstrated that many residents, workers, business owners, and local officials are unaware of existing Pace services, as well as the availability of local taxi discount programs. Particularly evident is a lack of knowledge of non-fixed route services such as Pace Vanpool service. The Transit Improvement Task Force should address the awareness and promotion of existing local transit, focusing on community outreach.

Priority, Timeframe, and Responsible Parties

Priority: High

Timeframe: Immediate

Responsible Parties: Transit Improvement Task Force members including the Village of Hoffman Estates, Pace, RTA, Northwest Council of Mayors, Cook County, Kane County, and local taxis service providers.

Action Steps

Transit Improvement Task Force members should consider working collaboratively with Pace Suburban Bus Service and local taxi service providers to:

- ❖ Reach out to local Human Resources (HR) departments to raise awareness on existing alternative transit options within the Village. Consider utilizing the Village Chamber of Commerce to increase employer participation. Raising awareness of these available services is a necessary first step to their utilization. Specific information to pass along should describe the benefits of utilizing these services along with the financial benefits to employers and employees who take advantage of them.
- ❖ Promote outreach to Village residents to raise awareness for taxi discount programs provide by local providers. It will be necessary to inform local residents of specific eligibility requirements for these discount programs as the use of this service is reserved for the economically disadvantaged, elderly, and disabled.
- ❖ Provide continual updates and information regarding transit service and taxi discount programs in the Hoffman Estates Citizen Newsletter. A permanent insert in the newsletter may be developed to include a section which maintains publicity for Vanpool services, taxi discount programs, and other transit/transportation related news.
- ❖ 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.

Cooperate with Implementation of the I-90 Transit Market Expansion Project

The Village of Hoffman Estates via its Transit Improvement Task Force should work cooperatively with ISTHA and Pace in the successful implementation of the I-90 Transit Market Expansion Project, including:

- ❏ Barrington Road- Expressway based Service Park-n-Ride Lot/Station Facility
- ❏ Route 605 Elgin-Rosemont Express Bi-Directional Operation
- ❏ Route 607 Elgin-Rosemont Express Branch
- ❏ Route 609 Barrington Road Hoffman Estates Call-n-Ride
- ❏ Route 610 River Road – Prairie Stone Express Bi-Directional Operation

Priority, Timeframe, and Responsible Parties

Priority: High

Timeframe: Immediate (on-Going)

Responsible Parties: The Village of Hoffman Estates will assist ISTHA, Pace, RTA, and others as appropriate, in undertaking necessary studies and evaluations, refining improvement recommendations, and prioritizing the service and physical enhancements in support of the I-90 Transit Market Expansion Project.

Action Steps

- ❏ Assign a liaison from the Transit Improvement Task Force to represent the entity at future meetings of the I-90 Transit Market Expansion Project.
- ❏ Provide input on the various initiatives currently underway and/or proposed as part of the project.
- ❏ Coordinate with Village leaders and staff in regards to the projects impacts on the Village and its residential, commercial, institutional, and business and property owners.
- ❏ Assist where possible in facilitating promotion and implementation of the project improvements.
- ❏ Provide on-going updates regarding the project's initiatives to community stakeholders, commissions, boards, and elected leaders.

Establish Pedestrian Friendly Infrastructure Policies in the Community

Transit works best when walkability is a priority, allowing riders to easily access bus stops 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 varying conditions of development patterns in the Village, access to transit stops may be difficult. Under the guidance of the Transit Improvement Task Force, the Village should implement changes to their zoning ordinance and development policies which require future developments (residential, commercial, and industrial) to embrace transit supportive development characteristics. In addition, the Village should install sidewalks and add other treatments to increase walkability in the community, making access to transit more convenient.

Priority, Timeframe, and Responsible Parties

Priority: High

Timeframe: Near-Term (On-Going)

Responsible Parties: Transit Improvement Task Force members including the Village of Hoffman Estates, Pace, RTA, Northwest Council of Mayors, Cook County, and Kane County will work collaboratively to ensure pedestrian friendly infrastructure policies are included as part of future development and redevelopment activities.

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 Kane County on their respective jurisdictional routes.
- ✘ Review and amend local zoning ordinances to encourage future developments to embrace pedestrian friendly and transit supportive development principals.

Introduce New Demand Response Service in the Village

Currently, transit gaps in the Village of Hoffman Estates exist around within two sub-areas of the Village, specifically the Southeast and Western portions of the Village. New demand response service centered on these locations can be used to address the demands of transit users within the community.

Priority, Timeframe, and Responsible Parties

Priority: Medium

Timeframe: Near-Term

Responsible Parties: Transit Improvement Task Force members including Pace, RTA, local Dial-a-Ride/Call-N-Ride administrators, Village of Hoffman Estates, Northwest Council of Mayors, Cook County, and Kane County.

Action Steps

The Transit Improvement Task Force should work with Pace to extend demand response service areas to fill transit demand gaps located within the Southeast and Western portions of the Village as defined within the study by:

- ❏ Coordinating with Pace to further evaluate demand response service within the respective areas. In addition, the proposed service areas may include access to major residential and employment concentrations and commercial centers.
- ❏ Advertising and promoting transit services including the proposed Demand Response service, in order to better spread knowledge of the services available in the enhanced zones.
- ❏ Establishing a limited call-ahead time for future Demand Response service to promote convenience for all potential users.
- ❏ As ridership warrants, consider purchasing or leasing a 10-13 passenger, wheelchair-accessible, vehicle to meet additional ridership demands.
- ❏ Install passenger amenities (e.g. shelters) at key locations in the proposed demand response zones.

Establish Public/Private Financing Partnerships

The Transit Improvement Task Force should work with local 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.

Priority, Timeframe, and Responsible Parties

Priority: Medium

Timeframe: Near-Term

Responsible Parties: Transit Improvement Task Force members including the Village of Hoffman Estates, Pace, RTA, Northwest Council of Mayors, Cook County, and Kane 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 on transit enhancements 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 transit service improvements.

Evaluate New Fixed Route Service Along the Hassell Road and Bode Road Corridors

The 2003 Joint Transit Plan recommended the addition of fixed route service along Hassell Road and Bode Road. These recommendations were made prior to plans for BRT along I-90. The Village and Pace should continue to monitor demand along these corridor for their potential to support future fixed route services.

Priority, Timeframe, and Responsible Parties

Priority: Low

Timeframe: Long-Term

Responsible Parties: Transit Improvement Task Force members such as the Village of Hoffman Estates, RTA, Northwest Council of Mayors, Cook County, and Kane County.

Action Steps

Transit Improvement Task Force members should work directly with Pace to identify and introduce new fixed-route service within Hoffman Estates to be implemented as demand warrants. Steps to be utilized in order to complete this process include:

- ❏ Monitor with Pace, the implementation of Bus Rapid Transit Service along I-90, including the modification of existing fixed route service and the addition of demand response services.
- ❏ Collect, review, and present data supporting the introduction of new fixed route service such as future development plans, changes in employment densities, existing gaps in service, etc.
- ❏ In conjunction with Pace, prepare a detailed study analyzing the changes in transit usage resulting from the addition of Bus Rapid Transit along I-90.
- ❏ Request from Pace the opportunity to actively participate in the planning of new fixed route service, as warranted, in order to coordinate with adopted plans and studies within the Village of Hoffman Estates.
- ❏ Assist Pace with promotion, marketing, and educational materials to be used to inform the public about the introduction of additional 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.