ABOUT THE PLAN

PURPOSE

The purpose of this plan is to **improve the coordination of CTA and Pace services** by:

- Better understanding existing **travel demands** and **transit markets**
- Leveraging changes in communities and transit investments since last major service revision in the area

PROJECT TIMELINE

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2016
SC Project Vision
SC Market Research
Public Meeting
Service Alternatives
Public Meeting
Final Report
2017
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*Note: Schedule is subject to change*

STUDY AREA

![Study Area Map](image)
DEMOGRAPHICS

Demographics help us understand where people are more likely to ride transit. Two important factors are concentrations of population and employment.

POPULATION

Transit Tendency

EMPLOYMENT

Our Transit Propensity Index also includes low-income populations, zero-vehicle households,Federal employees, people with disabilities, nonelderly, youth 0-17, and the college-aged population (18-24).

TRAVEL PATTERNS

More people commute into or out of the study area (85%) than those who commute within it (15%). Communities outside the study area that attract and generate the most trips are (in order): Downtown Chicago, Rogers Park/Lincoln Square, Lincoln Park/Lakeview, and Jefferson Park/Irving Park.

HOME-BASED WORK TRIPS
ABOUT PACE/CTA BUS RIDERS

**Riding Patterns**
- 69% of riders take the bus at least five days per week.
- Over 90% of riders walk to and from the bus.
- Over half of non-home-based work trips were riders traveling to a second job.
- 69% of riders and CTA bus riders self-identify as non-white.
- 61% of riders are willing to wait 5 minutes or more for a reliable transfer.
- 65% of riders’ households earn less than $50,000 per year.

**Transfers**
- 57% of riders transfer at least once to reach their destination.
- 48% of transfers are to a CTA rail line (not Metra).
- 61% of riders are between 18 and 40 years old. Those aged 18–24 are the most over-represented.

**Riders**

**Reasons for Riding**
1. No vehicle (69%)
2. Cost of driving and parking (26%)
3. Prefer transit (17%)

**What Do Riders Want?**
1. More weekend service
2. More frequent service
3. More reliable service
OCCASIONAL RIDERS AND NON-RIDERS

WHO ARE THEY?
Occasional transit riders (one transit trip per week or less) and non-riders are well-distributed by age. Adults aged 65 and over are over-represented.

69% of occasional riders’ and non-riders’ households earn more than $50,000. More than one-fifth (22%) earn at least $150,000.

Occasional and non-riders are more likely to use the bus for recreational and social purposes (37% of trips).

WHERE ARE THEY GOING?
Infrequent and non-transit riders are primarily going to and from Evanston.

Other important trip origins and destinations for infrequent and non-transit riders include:
- Rogers Park
- Skokie
- Downtown Chicago
- Wilmette

WHAT WOULD MAKE THEM RIDE MORE?
1. Buses that come more frequently
2. Buses that go more places
3. Buses that come on time more often
4. Buses that run earlier and later in the day
DOWNTOWN EVANSTON

Existing

Proposed

Note - Not all route deviations are shown

Peak/select trips only
North Shore Study Area

Route 97 and Route C offer transfer opportunities to Pulse Dempster and Yellow Line.

SKOKIE

Existing

Proposed

Note - Not all route deviations are shown

Peak/select trips only
North Shore Study Area
LINCOLNWOOD/CHICAGO

WILMETTE

Existing

Proposed

Route C provides express service to Jefferson Park

*Note - Not all route deviations are shown

Pace/CTA Routes*

Routes shown in gray have no proposed alignment change

Pace Pulse

Future/Proposed Stations

Peak/select trips only

New segment

- - - No longer served

North Shore Study Area

*Note - Not all route deviations are shown
OVERALL NETWORK

Existing

Proposed

- Pace/CTA Routes*
- Peak/select trips only
- North Shore Study Area

*Note: Not all route deviations are shown

- Routes shown in gray have no proposed alignment change
- Pace Pulse
- Future/Proposed Stations
- Peak/select trips only
- New segment
- No longer served
- North Shore Study Area

*Note: Not all route deviations are shown