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

- **2016**: Project Vision
- **Spring 2017**: Market Research Findings
- **Fall 2017**: CAC
- **Spring 2018**: Final Report
Demographics help us understand where people are more likely to ride transit. Two important factors are concentrations of population and employment.

**Population**

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**Transit Tendency**

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**

Our Transit Propensity Index also includes low income populations, zero-vehicle households, renters, people with disabilities, the elderly, youth 0–17, and the college-aged population (18–24).
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. Non-home-based work trips accounted for 95 responses in the rider survey.

TRANSFERS

- 51% 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 willing to wait 5 minutes or more for a reliable transfer.

RIDERS

- 50% of riders are between 18 and 40 years old. Those aged 18-24 are the most over-represented.
- 69% of Pace and CTA bus riders self-identify as non-white.
- 65% of riders’ households earn less than $50,000 per year.

WHAT DO RIDERS WANT?

1. More weekend service
2. More frequent service
3. More reliable service

REASONS FOR RIDING

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

**WHERE ARE THEY GOING?**

1. 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

   Numbers exclude those who didn’t know their income.

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

3. Buses that come on time more often

4. Buses that run earlier and later in the day

**WHAT WOULD MAKE THEM RIDE MORE?**

1. Buses that come more frequently

2. Buses that go more places

3. Buses that run earlier and later in the day

4. Buses that run earlier and later in the day
TELL US WHAT YOU THINK

Here are three themes to consider for further analysis. Each one has different benefits and trade-offs. **Which ideas do you prefer?**

**THEME 1: EFFICIENCY & CONNECTIVITY**
- Reduce duplication
- Reallocate under-performing service to high-demand areas
- Eliminate unnecessary transfers by re-routing service
- Maintain system coverage

**THEME 2: FREQUENCY**
- Less wait time between trips
- Higher quality service like Pace’s Dempster Line (in development)
- Concentrate improvements on routes where ridership is high
- Benefits all trip types throughout the day

**THEME 3: SPEED & RELIABILITY**
- Better on-time performance
- Dependable transfer opportunities
- Focus transit speed and reliability improvements on key corridors such as those with current and future Pace Pulse service