

ABOUT THE PLAN

PURPOSE

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

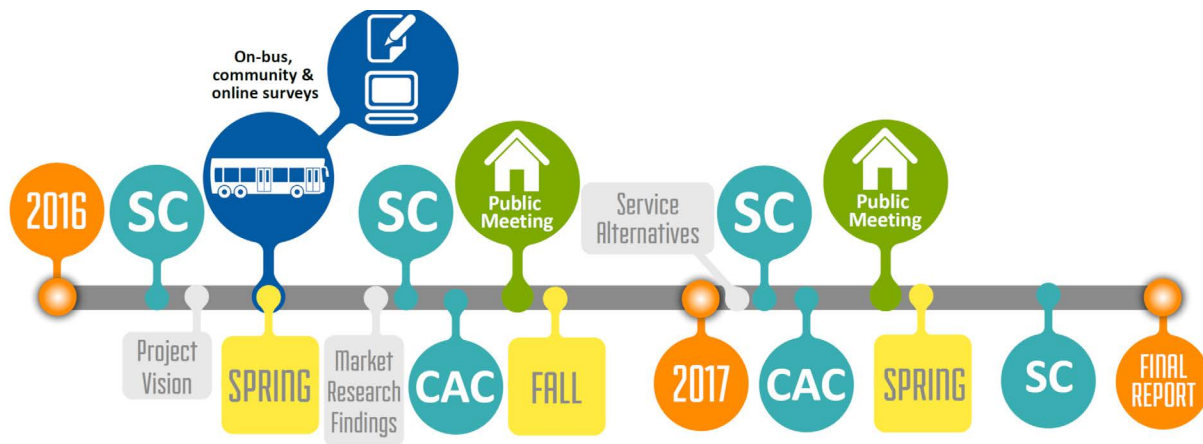


Better understanding existing **travel demands** and **transit markets**

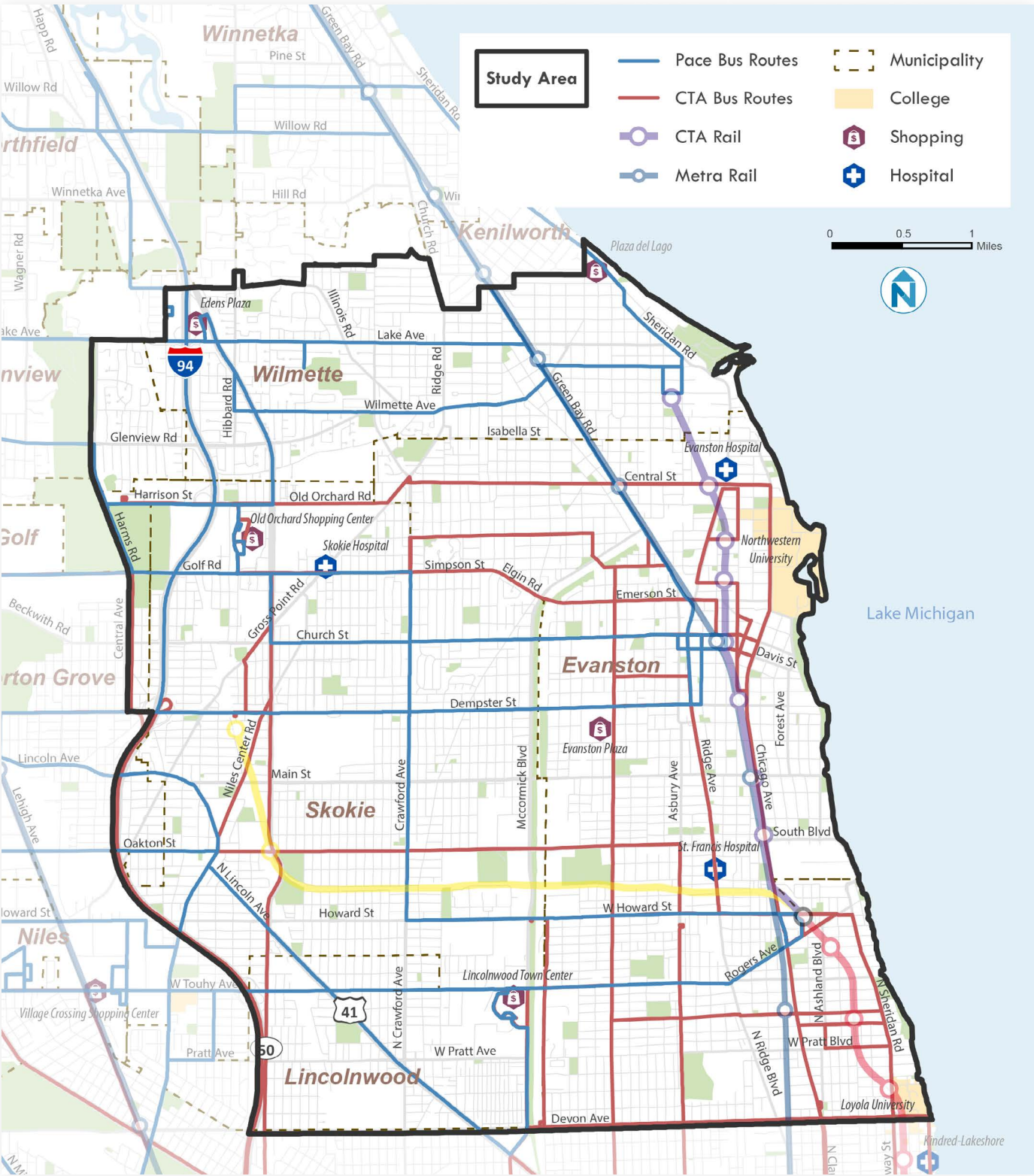


Leveraging changes in communities and transit investments since last major service revision in the area

PROJECT TIMELINE

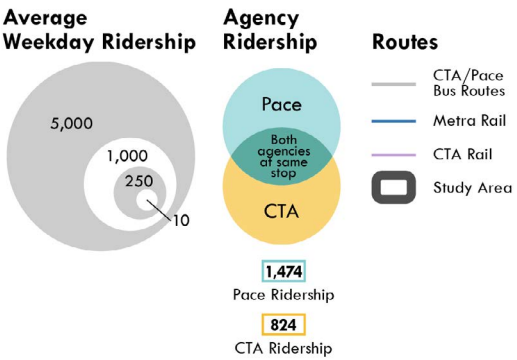
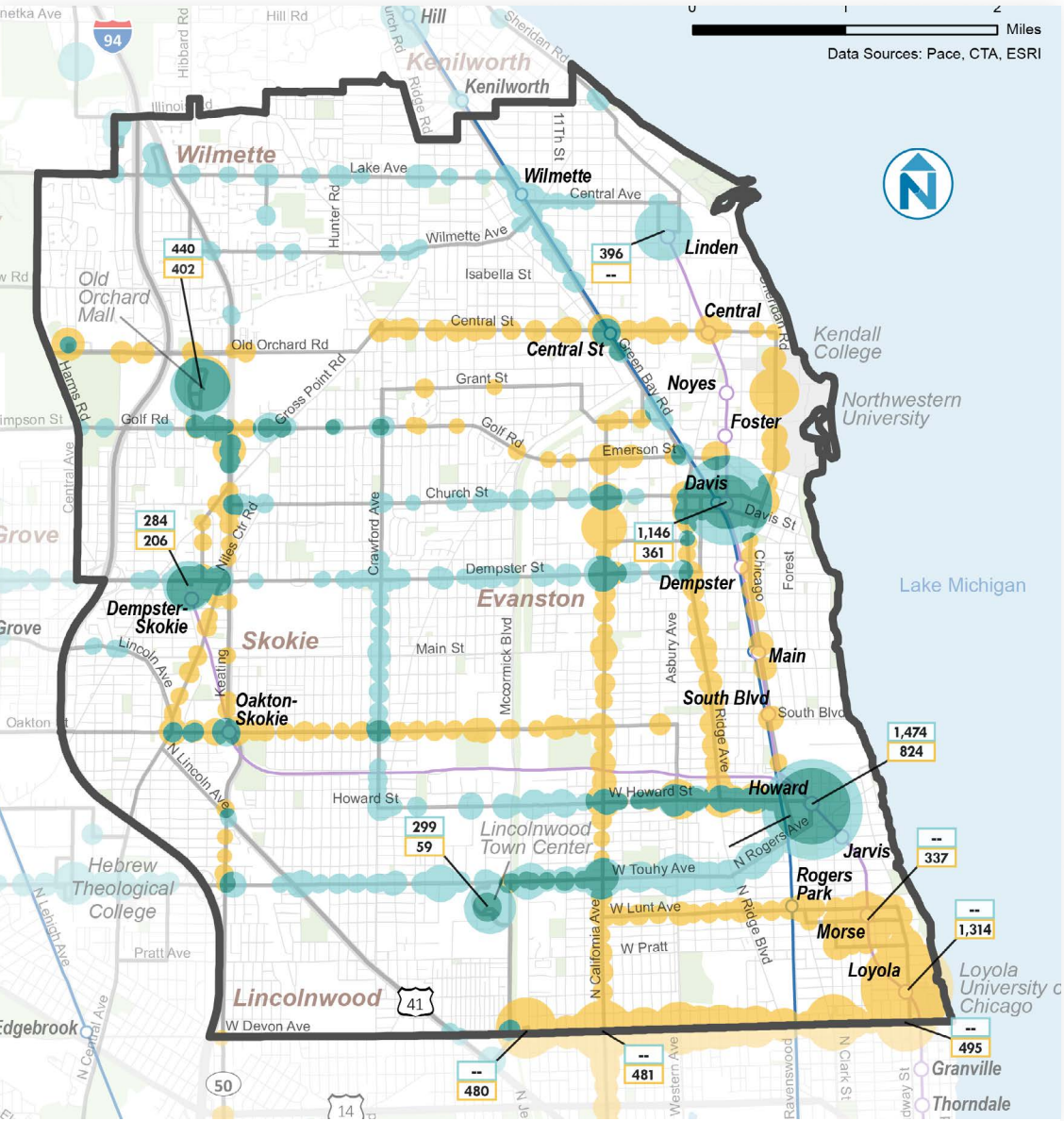


STUDY AREA



CURRENT BUS SERVICE

STOP-LEVEL RIDERSHIP

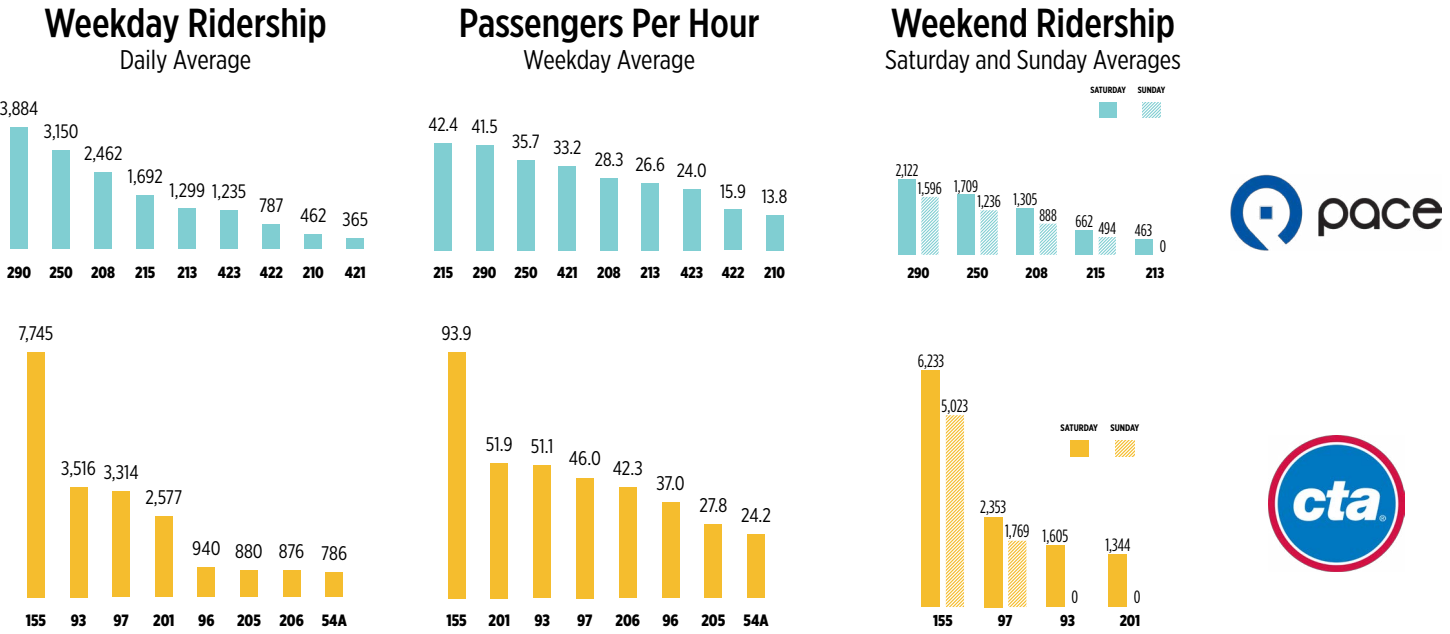
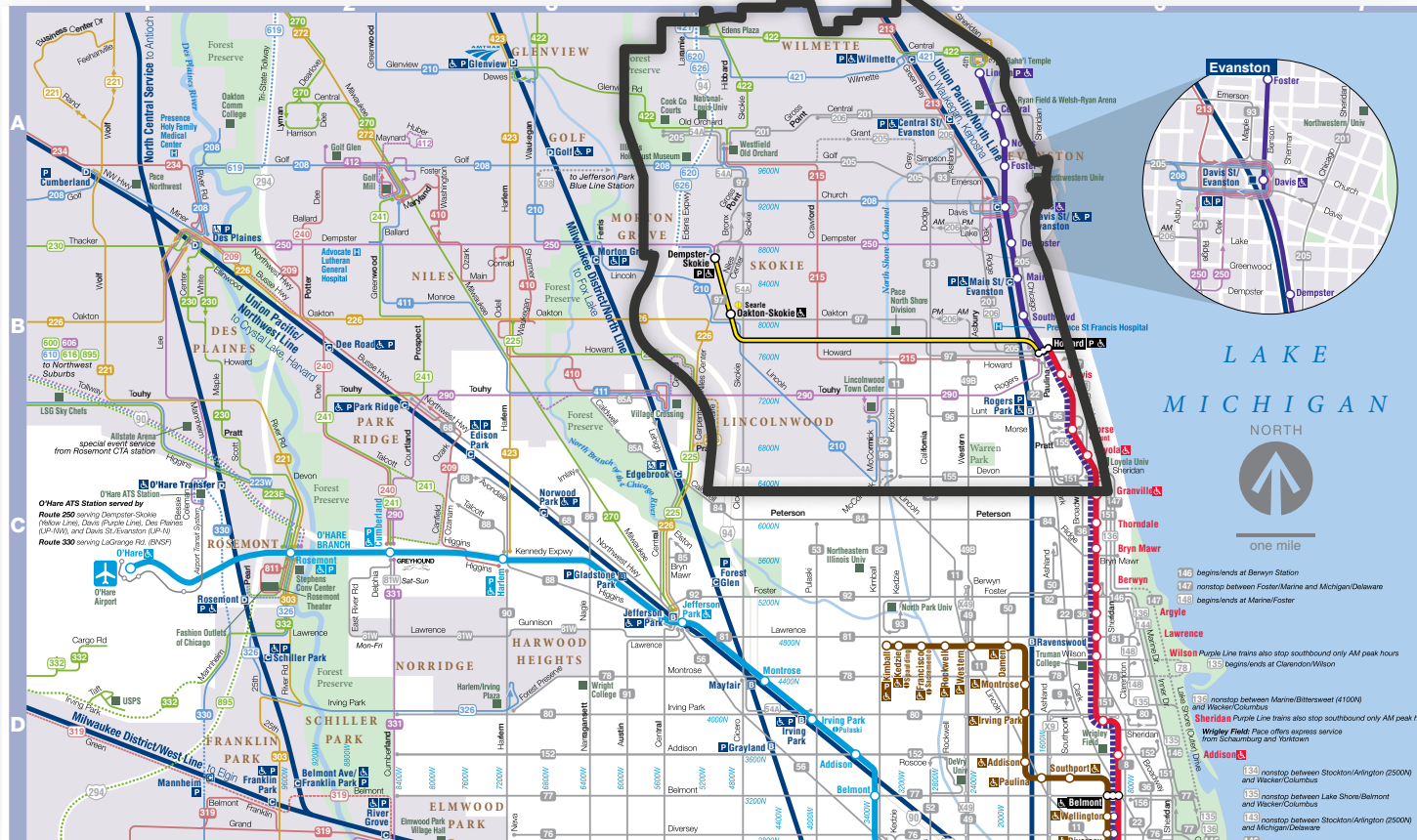


Notes:

1. Agency-specific ridership shown for select high-ridership stops.
2. At Howard Station, the CTA ridership number is listed for the sum of two adjacent stops (1,789 and 1,711 boardings respectively). Circle sizes reflect the two stops individually.
3. Charts reflect values for entire routes, not portions of the routes within the study area.
4. Ridership consists of boardings at each stop for each direction based on data compiled in April, 2016.
5. Pace and CTA boardings data source: automated passenger counters (APC), 2016.

PERFORMANCE INDICATORS

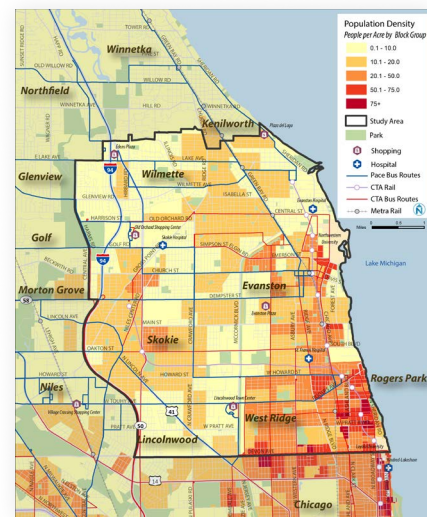
STUDY AREA WITHIN RTA SYSTEM MAP



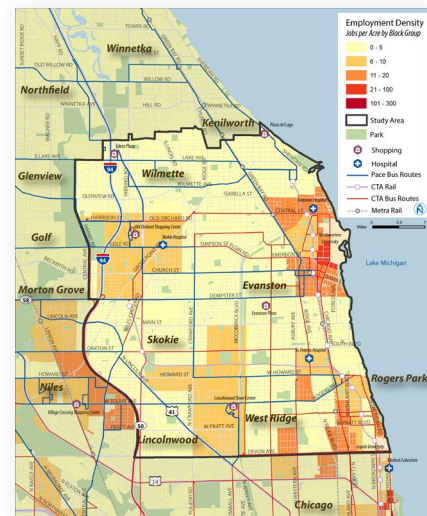
DEMOGRAPHICS

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

POPULATION

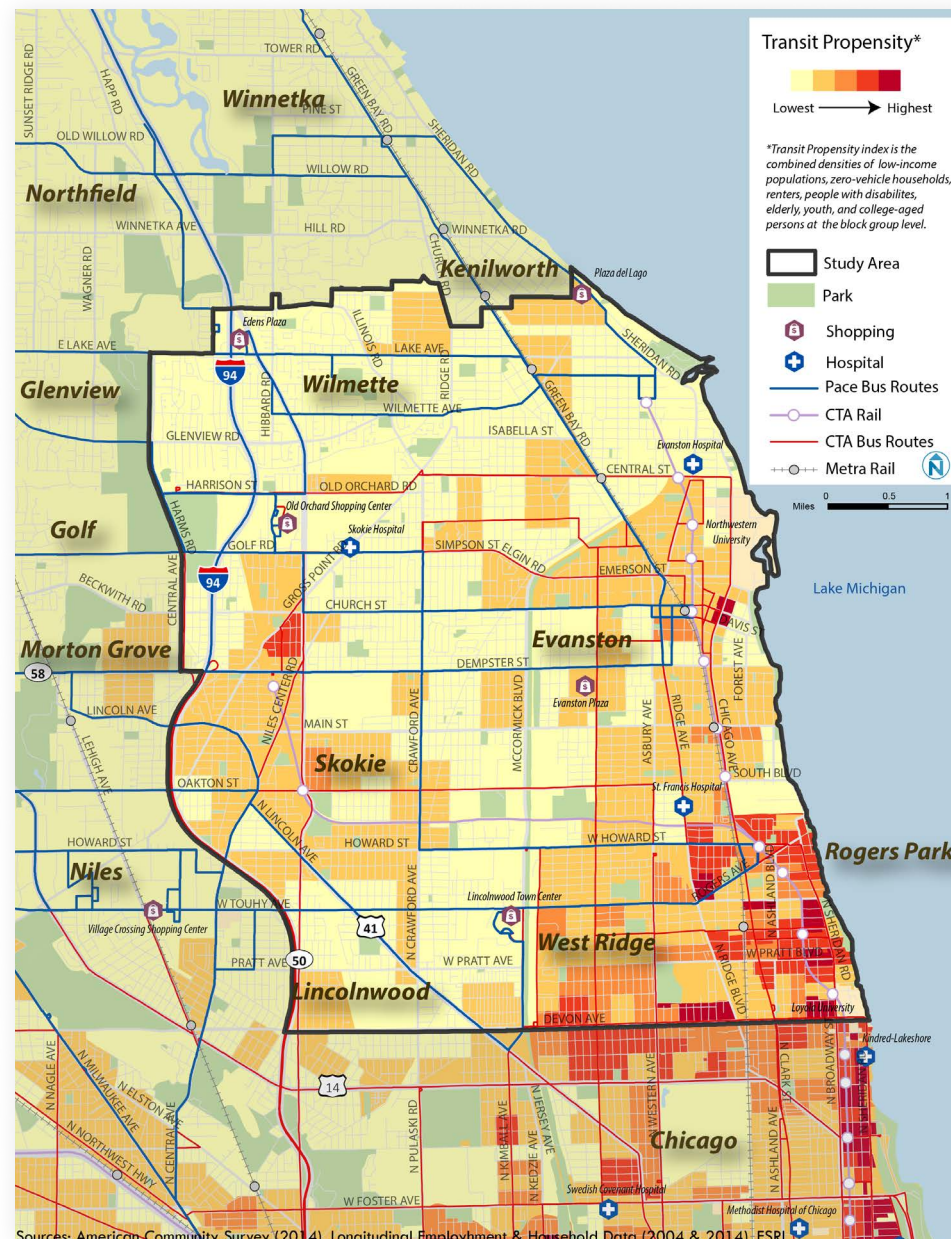


EMPLOYMENT



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)

TRANSIT TENDENCY

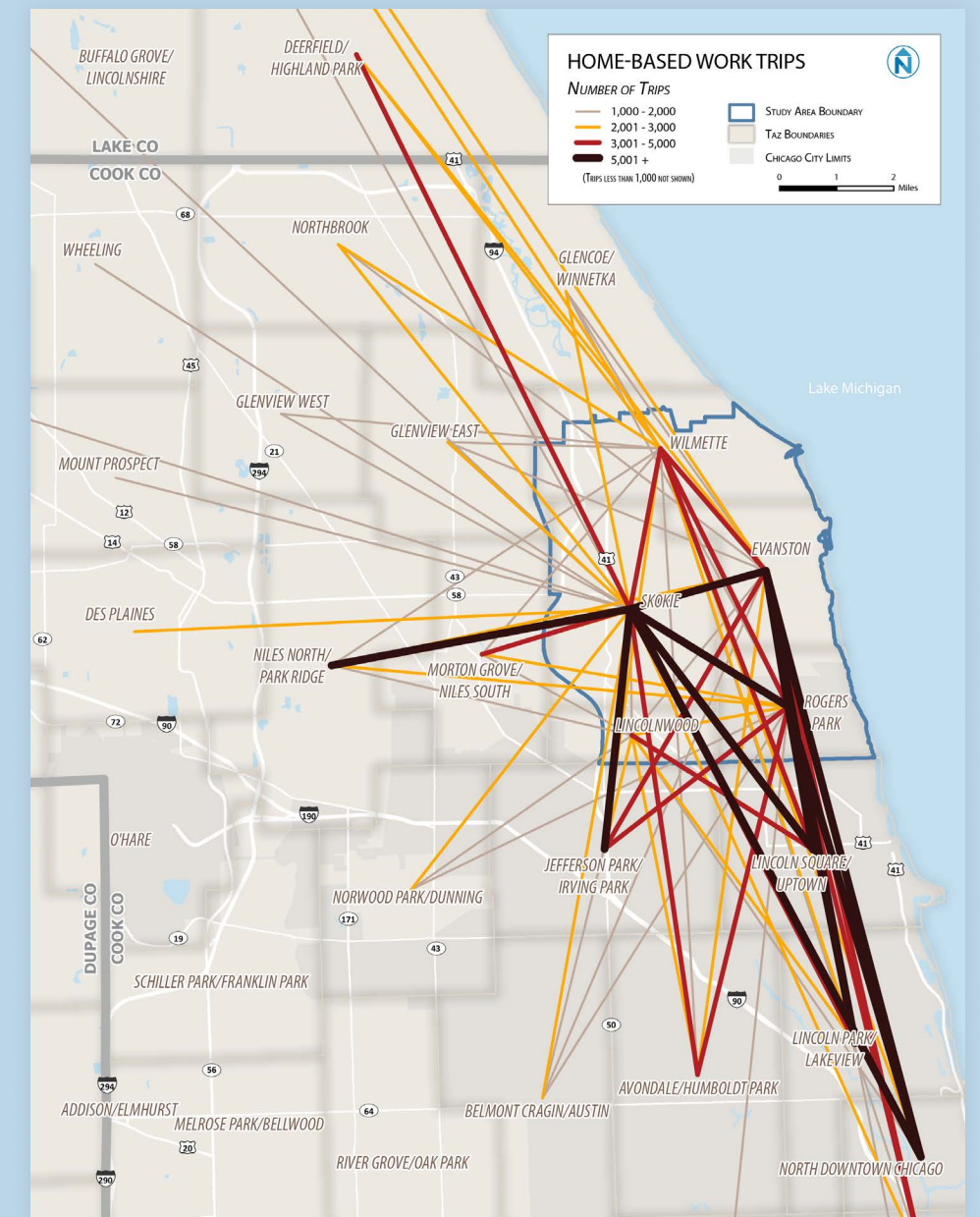


Sources: American Community Survey (2014), Longitudinal Employment & Household Data (2004 & 2014), ESRI

TRAVEL PATTERNS

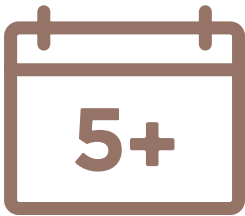
More people commute into or out of the study area (85%) than those who commute within it (15%). Communities outside the study area that attract and generate the most trips are (in order): Downtown Chicago, Rogers Park/Lincoln Square, Lincoln Park/Lakeview, and Jefferson Park/Irving Park.

HOME-BASED WORK TRIPS

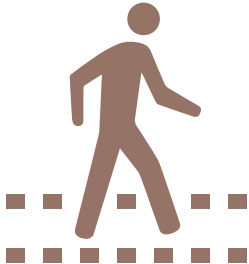


ABOUT PACE/CTA BUS RIDERS

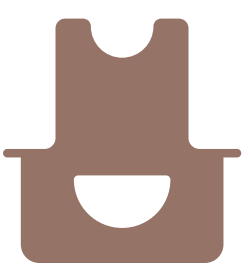
RIDING PATTERNS



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. 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.

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

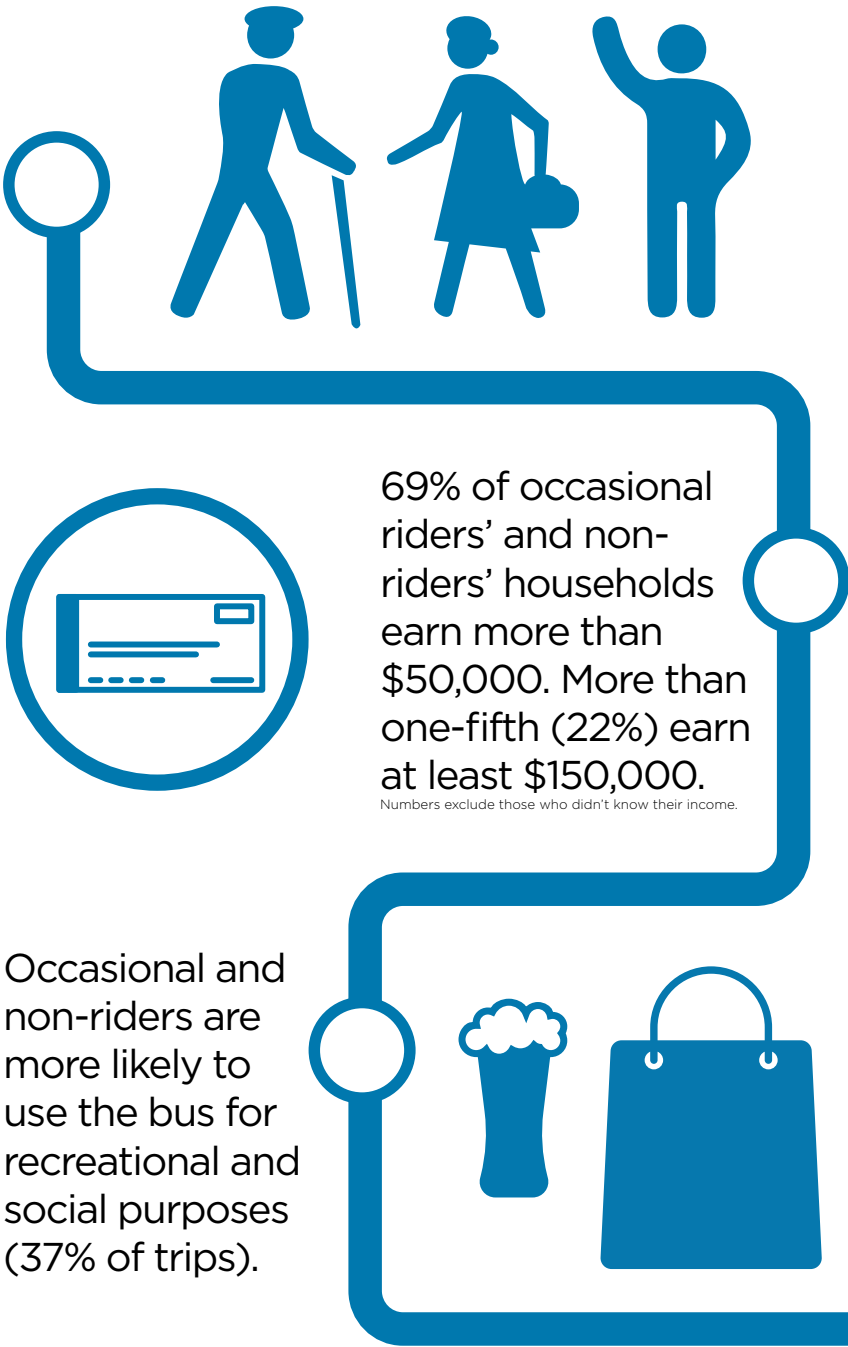


3 More reliable service
On-time performance

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.**
- 2 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?

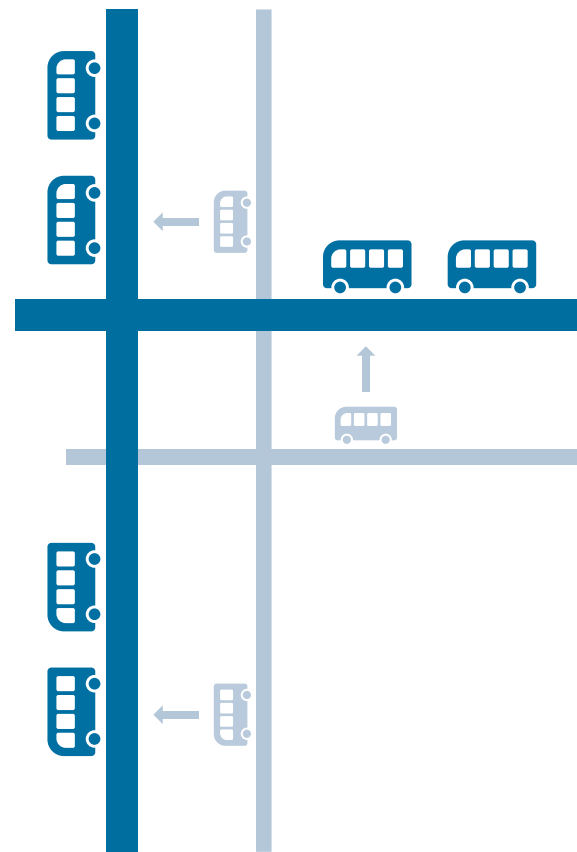
- 1  Buses that come more frequently
- 2  Buses that go more places
- 3  Buses that come on time more often
- 4  Buses that run earlier and later in the day

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

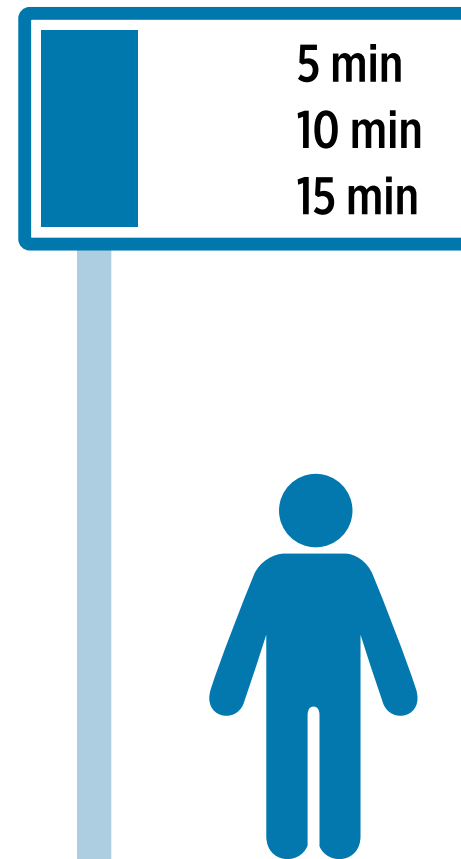
EFFICIENCY & CONNECTIVITY



- Reduce duplication
- Reallocate under-performing service to high-demand areas
- Eliminate unnecessary transfers by re-routing service
- Maintain system coverage

THEME 2

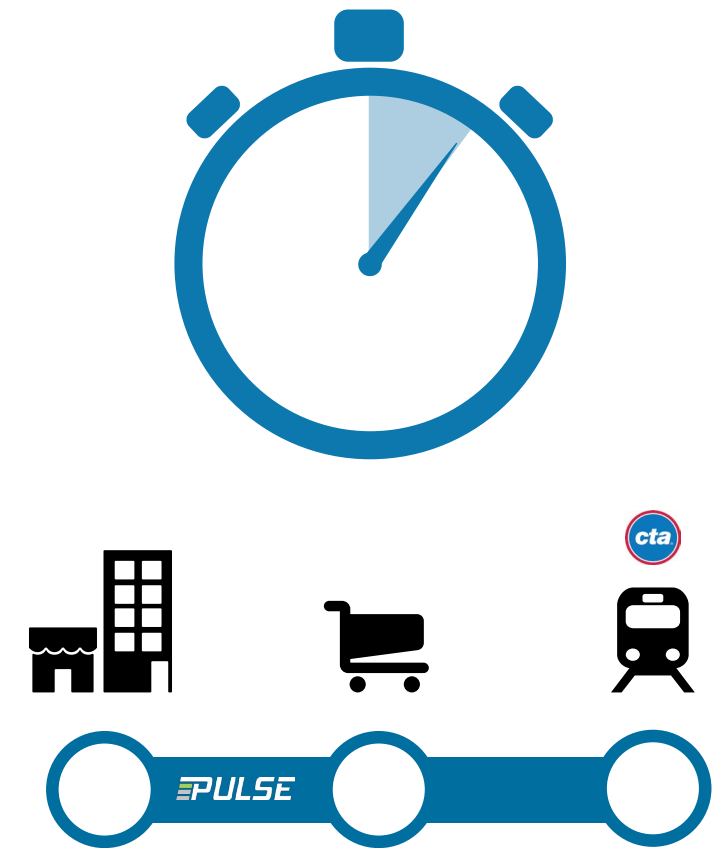
FREQUENCY



- 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