



SPRING 2025

PULSE

INVESTING IN PULSE

Investing in the Future

Public transit is more than just getting from Point A to Point B. It's about unlocking opportunity.

Pulse is leading the way in transforming travel across northeastern Illinois, making it easier, faster, and more reliable to reach jobs, schools, healthcare, entertainment, and more. These connections create a ripple effect throughout local economies, supporting community growth and creating access to opportunities.

According to the American Public Transportation Association, **every dollar invested in transit generates five times the economic return**, fueling local businesses and creating jobs. That's why **local, state, and federal leaders continue to invest in Pulse** and trust Pace to keep communities moving. With over \$70 million in grants awarded, Pulse is a smart, high-impact investment in our region's future.

Pulse isn't just enhancing transit. It's building stronger, more connected communities.

Source: American Public Transportation Association's 2020 Economic Impact of Public Transportation Investment report

Learn how
Pulse is making a
REAL DIFFERENCE
for communities,
businesses, and
riders!



Public transit **DRIVES**
powerful economic **GROWTH!**

\$17
BILLION



That's the **ECONOMIC VALUE** transit
generates for northeastern Illinois every year.

\$3,800
PER HOUSEHOLD



That's the economic benefit regional
residents gain, **SUPPORTING JOBS,
BUSINESSES, AND MOBILITY CHOICE.**

Source: RTA "Transit is the Answer" transitistheanswer.org

The Power of Pulse

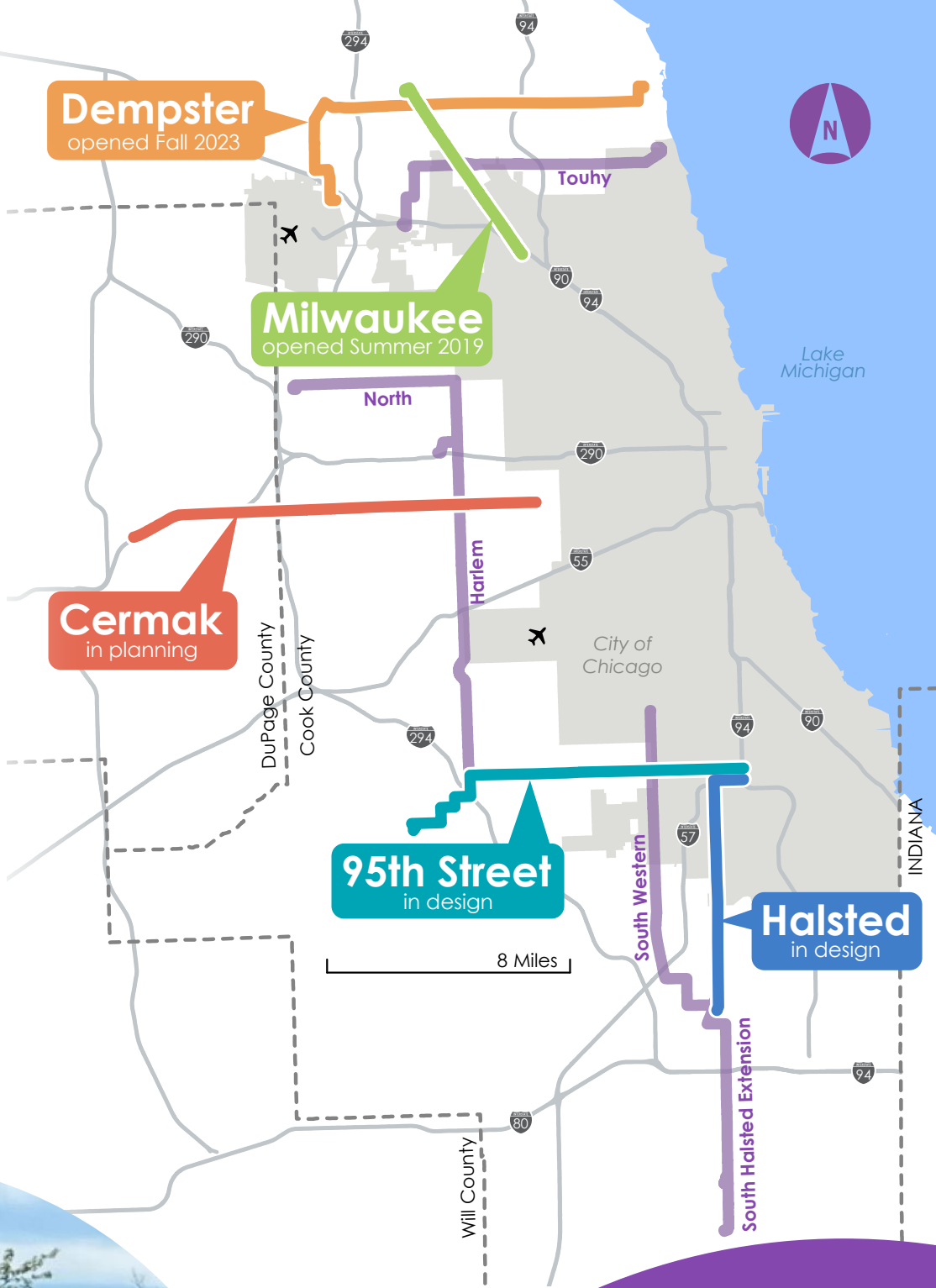
As Pulse expands, its impact grows. From helping local businesses thrive to improving access to O'Hare, **these real-life success stories show how Pulse is making a powerful difference every day.**



A Smart Ride for Students

The Pulse Dempster Line was featured in *The Daily Northwestern*, the student media publication for Northwestern University. The Dempster Line's east end in downtown Evanston is walkable to Northwestern's main campus, and students find it a great, economical, time-efficient way to get between campus and O'Hare. While ridership on other transit services across northeastern Illinois has struggled to rebound, the Dempster Line launched strong and continues to thrive. "It goes beyond just making the case for Pulse," said Pace's Chief Communications Officer, Maggie Daly Skogsbakken. "It makes the case for faster, frequent service."

Source: Graves, Shun. "Pulse Dempster bus to O'Hare notches strong opening year." *The Daily Northwestern*, January 21, 2025 bit.ly/DailyNorthwestern



A Daily Brew & A Reliable Ride

Convenient transit service and great coffee make the perfect pair at Brew Coffee Lab in downtown Des Plaines, within the transit station building on Miner Street. Pulse Dempster Line riders stop by daily for fresh coffee and Filipino-inspired favorites like the Ube Latte.

"In general, Pace buses have been a staple to my non-train commuting customers. A lot have mentioned how it is their daily routine to grab a different drink every time while they wait to hop on their bus and have actually looked forward to that moment each day. We came into this location with having a strong following to begin with, but having daily commuters that smell the freshly brewed coffee and the cinnamon sugar glazed Croffles constantly being made were a great addition to our customer base."

– Japhlet Aranas Jr., Owner & Founder, Brew Coffee Lab

"For over a year, Pace's Pulse Dempster Line has been an invaluable resource for passengers and employees traveling to O'Hare International Airport from the north and northwest suburbs. Reliable, convenient public transit not only strengthens connections to employment opportunities across the region but also enhances Chicago's role as a global gateway, seamlessly linking the city to the world and bringing the world to Chicago."

– Jamie L. Rhee, Commissioner, Chicago Department of Aviation



Airport Travelers & Workers Appreciate Pulse

For those destined for O'Hare International Airport, the Pulse Dempster Line has become a vital connection.



Take Action! SUPPORT TRANSIT

Transit service in Chicagoland is at risk, but you can help! Visit SaveTransitNow.org to contact your state legislator and tell them why funding for transit matters to you. Investment in Pace means better service, faster connections, and a stronger future for our communities.



NEXT STOP: Pulse 95th Street & Halsted Lines

Big things are coming to 95th Street and Halsted Street as two new Pulse Lines move into the design phase!

Pace has worked closely with the City of Chicago's Department of Planning and Development and the CTA on the 95th Street Corridor Plan, which studied and set a vision for an area that will be served by both the Pulse 95th Street and Halsted Lines. The plan seeks to ensure upcoming transit infrastructure to the neighborhood, including Pulse, will spur ongoing investment and benefit residents. Learn more about the plan at bit.ly/95thStPlan.

As a first step, on March 2, 2025, Pace launched a pilot to expand service on Route 381, the current route serving 95th Street. Service will run every 15 minutes for most of the day, laying the groundwork for the future Pulse Line.

BETTER CONNECTIONS Coming to Cermak

The Pulse Cermak Line will bring faster, more reliable service from Cicero to Lombard, with upgraded stations and bus priority features.

You can now view the Project Definition Report, including conceptual station drawings and preliminary studies at PaceBus.com/Cermak. As we continue the environmental review through 2025, community input will play a key role in shaping the project.

We kicked things off at September's "Touch a Truck" event in North Riverside, where residents got a sneak peek at Pulse, and more events are coming. Signup online for updates on the project at PaceBus.com/Cermak. Click on "Get Involved with Pulse."

Pace appreciates the support of Cook County, which is funding environmental review and Phase I design through its Invest in Cook grant program.



Municipalities are KEY to Pulse SUCCESS

As the Pulse network expands, collaboration with municipalities is key to bringing fast, reliable service to more communities.

Looking ahead, Pace will coordinate with dozens more municipalities on future Pulse corridors including Far South Halsted, Harlem, North Avenue, South Western, and Touhy.

How can communities support this effort? By integrating transit-friendly design into right-of-way and development projects, such as pedestrian pathways, conducting thoughtful utility planning, and negotiating for transit incentives in new developments and businesses, municipalities can help seamlessly connect residents to Pulse.

Let's build Pulse together. Reach out to your Pace Community Relations representative at pulse@pacebus.com, and check out the updated Pulse addendum in Pace's Transit Supportive Guidelines to see how your community can get involved. Visit PaceBus.com/TSG. In addition, add the RTA's Transit-Friendly Communities Guide to your municipal toolbox at bit.ly/RTACommunitiesGuide.

