

The background is a collage of four grayscale images: a modern multi-story apartment building, a large multi-story office building with a curved facade, a real estate sign for "HOFFMAN ESTATES" with the tagline "Growing to Greatness", and a Pace bus with a "pace" logo on the front and a side advertisement for "Think your commuting costs".

Flexible Transit Service Operations Plan

Open House

February 13, 2013

1. **Goals & Objectives**
2. **Project Status**
3. **Service Design Alternatives & Mobility Enhancements:**
 - ✓ Immediate Term Recommendations
 - ✓ Medium Term Recommendations
 - ✓ Long Term Recommendations
3. **Implementation Priorities**
4. **Questions and Next Steps**





Goals & Objectives



Goals and Objectives:

- ✓ Identifying the feasibility of new flexible transit service within the Village of Hoffman Estates
- ✓ Highlighting the flexible service options and services types to match the community's needs and desires
- ✓ Outline implementation priorities to ensure the success of the service

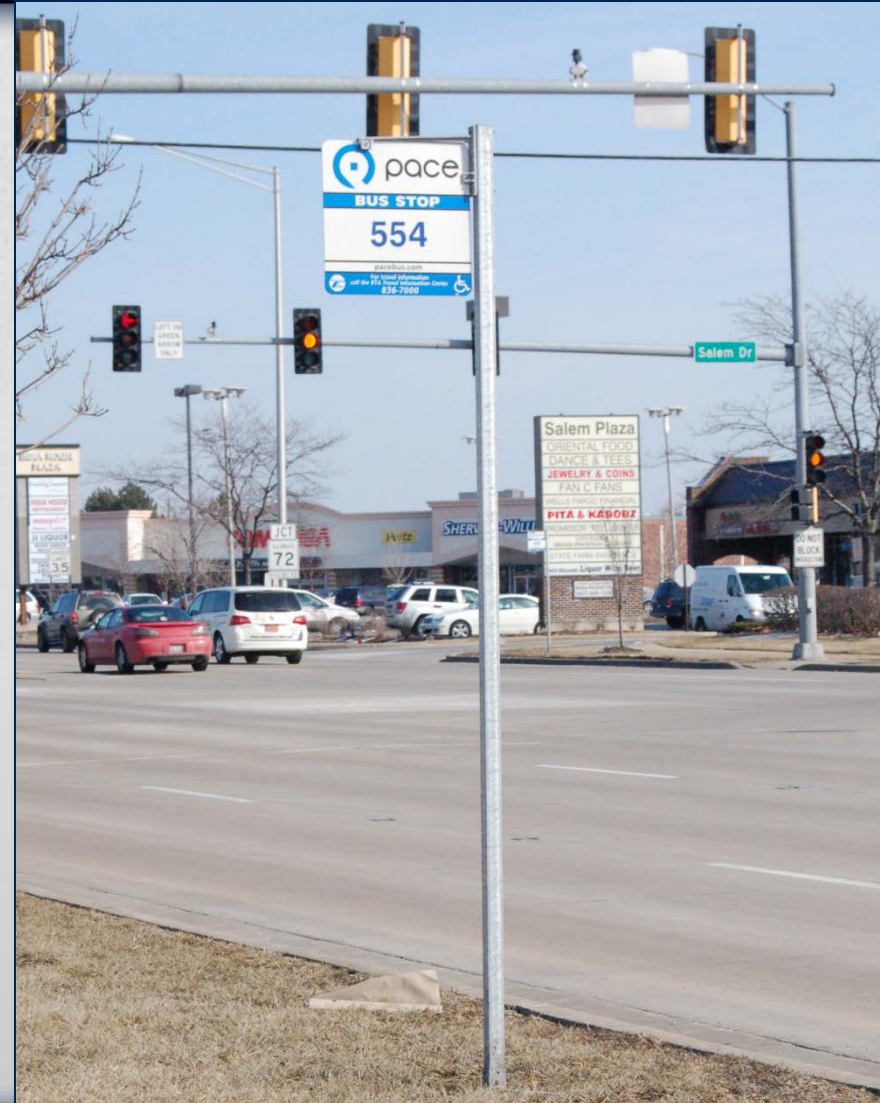


Project Status



Three Primary Phases to the Planning Process:

- ✓ Phase 1: Existing Conditions & Demand Inventory (Completed)
- ✓ Phase 2: Service Design Alternatives & Mobility Enhancements (In Progress)
- ✓ Phase 3: Implementation & Final Plan (In Progress)



A collage of four grayscale images: a multi-story apartment building, a modern office building with a circular facade, a sign for Hoffman Estates with the slogan "Growing to Greatness", and a Pace bus with a "Think your commuting costs" advertisement.

Existing Conditions & Demand Inventory

Data, Reports, & Studies:

- ✓ Significant number of initiatives have been conducted over the years:
 - Joint Transit Plan
 - Hoffman Estates Comprehensive Plan
 - Pace Vision 2020
 - Pace Restructuring Plan
 - CMAP Go To 2040 Plan
 - I-90 Transit Market Expansion Project

Representative Input from Local Stakeholders:

- ✓ Interviews were conducted with representatives from a mixture of corporate, institutional, and non-profit agencies, organizations, and managers



Existing Transit Conditions

Existing Pace Service:

- ✓ Four (4) regional & local routes service the study area
- ✓ Evaluated connectivity, ridership, hours of operation, and operation costs

Demand Response Service:

- ✓ Dial-a-Ride Services in Schaumburg, Hanover, Palatine, Wheeling, Elk Grove, Barrington, & Dundee Townships, and Taxi Discount Programs
- ✓ Service area, operational characteristics & ridership levels were evaluated

Metra Commuter Rail Service:

- ✓ Evaluated average boardings & alightings by rail line and station
- ✓ Identified the documented Mode of Access to stations



Regional Transit Demand Index

Regional Transit Demand Index:

- ✓ Five (5) Indicators Evaluated:
 - Population Density
 - Senior Density
 - Quantity of Existing Transit
 - Youth, Under 18
 - Automobile Availability

Journey To Work:

- ✓ Used to identify travel patterns between where people live and where they work
 - Job Density – Trip Destinations
 - 54,000 people employed in/near Hoffman Estates
 - Only 5,000 people both live & work in Village
 - 56% of Hoffman Estates workers travel more than 10 miles to work

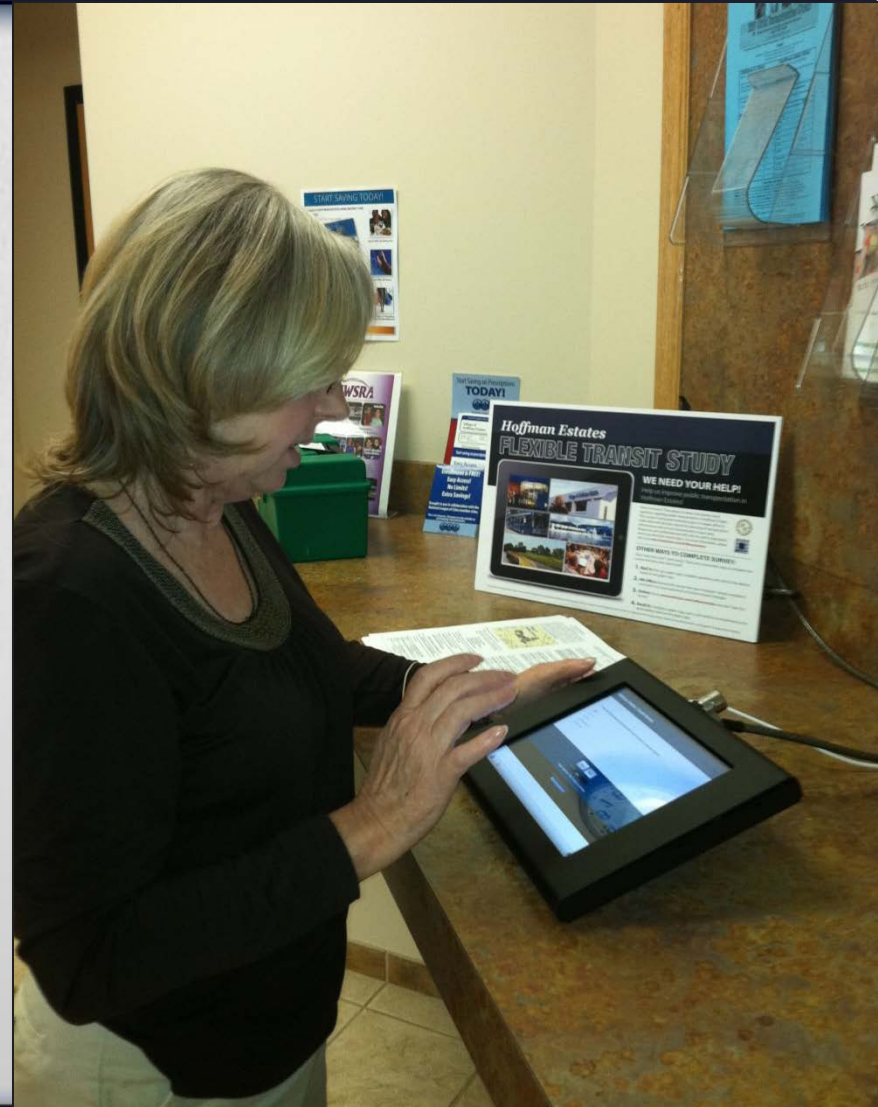


Socio-Economic Indicators of Public Transit Demand:

- ✓ Five (5) Indicators Evaluated:
 - Household Density
 - Senior Population (65+)
 - Youth Population (10-18 Years)
 - Persons with Limited Vehicle Access
 - Households Below Poverty Level

Transit User Survey:

- ✓ Designed to provide insight into needs, desires, satisfaction, and expectations with existing transit services



Potential Transit Generators:

- ✓ Residential Density Clusters:
 - Higher density residential housing clusters with greater than 3 units per acre such as Berkshire, Autumn Chase, Barrington Lakes Apts., Blackberry Creek TH, etc.

- ✓ Commercial, Industrial, & Employment Centers:
 - Sears, Siemens, AT&T, ADP, DMG Mori Seiki, Leopardo, others

- ✓ Community Facilities
 - Village Hall, Public Library, Triphahn Center, Prairie Stone Wellness Center



The background is a collage of four grayscale images. Top-left: A multi-story apartment or office building. Top-right: A modern, curved office building with "ALTA DEE" signage. Middle-right: A large sign for "PROFFMAN ESTATES" with the tagline "Growing to Greatness" and a crest. Bottom: A Pace bus with a "pace" logo on the front and a side advertisement for "Think your commuting costs" with a person using a mobile device.

Service Design Alternatives & Mobility Enhancements

Service Alternative Recommendations:

- ✓ Improvements should directly correspond with complimentary regional transit initiatives (i.e. I-90 Transit Market Expansion Project) and local land use policies to encourage comprehensive transit connectivity and transit supportive future development
- ✓ Transit service improvements are represented in phases:
 - Immediate Term (under 1 year)
 - Medium Term (1-5 years)
 - Long Term (over 5 years)



Service Design Alternatives



Immediate Term (Under 1 year):

- ✓ Improve knowledge and utilization of existing Pace Vanpool Incentive Program:
 - Metra Feeder Program
 - Traditional Vanpool
 - Ride Share
 - Employer Shuttle
- ✓ Enhance outreach efforts to HR departments and large corporations in corporate parks
- ✓ Emulate Prairie Stone TMA in vanpool promotion
- ✓ Metra Feeders require overnight Vanpool vehicle Parking at Metra commuter lots

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) |

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) |

Immediate Term (Under 1 year), cont'd:

- ✓ Promote Hoffman Estates Taxi Discount Program:
 - Eligible participants include: economically disadvantaged, elderly (60+), and disabled
 - Residents receive coupons for taxi fare within the Village

- ✓ Create a “Transportation Corner” in the Hoffman Estates Citizen Newsletter



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 |

Service Design Alternatives



Medium Term (1-5 years):

- ✓ Southeast Hoffman Estates Demand Response Service:
 - Proposed service for consideration near Roselle Road, Higgins Road, Bode Road
 - Access to concentrations of seniors, persons with limited vehicle access, and households below poverty level
 - Would link with St. Alexius, Village Hall, Library, Triphahn Center, and local retail

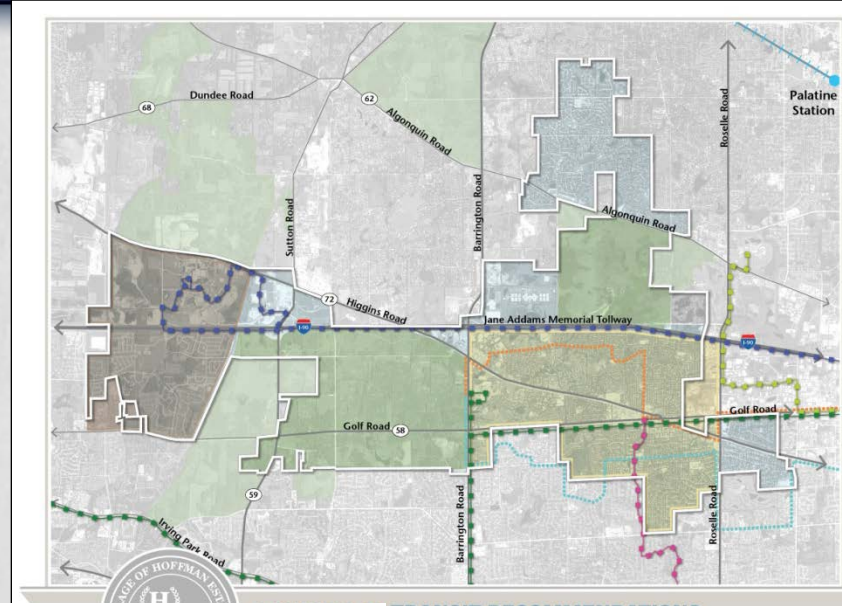


TABLE 8-4: SOUTHEAST HOFFMAN ESTATES DEMAND RESPONSE SERVICE CHARACTERISTICS

| | |
|--|--|
| 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 |

TRANSIT RECOMMENDATIONS

LEGEND

| | | | |
|--|----------------------------|--|--|
| | VILLAGE OF HOFFMAN ESTATES | | HASSELL FIXED ROUTE |
| | FORESTED AREA | | BODE FIXED ROUTE |
| | METRA COMMUTER RAIL LINE | | WESTERN AREA DEMAND RESPONSE ZONE |
| | FREIGHT RAIL LINE | | SOUTHEAST HOFFMAN ESTATES DEMAND RESPONSE ZONE |
| | PACE ROUTE 654 | | |
| | PACE ROUTE 602 | | |
| | PACE ROUTE 610 | | |
| | PACE ROUTE 688 | | |

Service Design Alternatives

Medium Term (1-5 years), cont'd:

- ✓ Western Area Demand Response Service:
 - Proposed service for consideration near Prairie Stone Business Park
 - Provide a circulator vehicle to link I-90 BRT riders to local employment destinations
 - Service vehicle may also be used for Demand Response service in adjacent areas

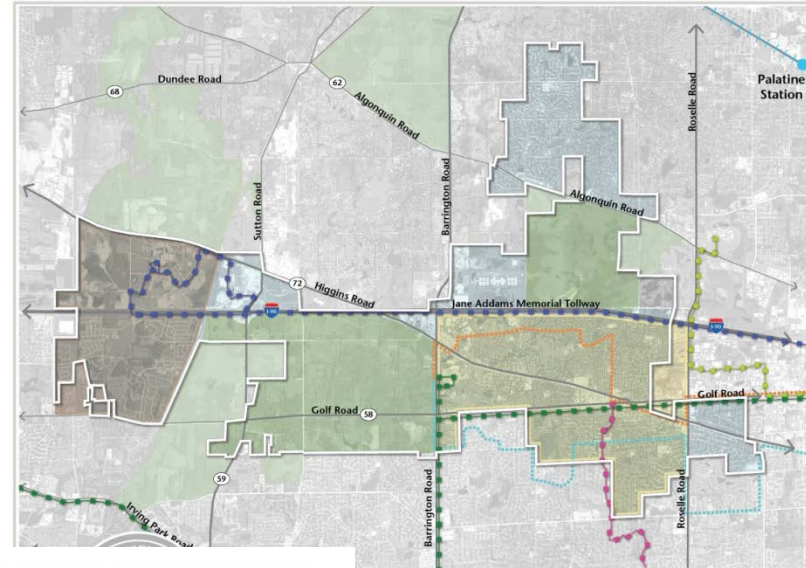


TABLE 8-5: WESTERN AREA DEMAND RESPONSE SERVICE CHARACTERISTICS

| | |
|--|--|
| 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 |

TRANSIT RECOMMENDATIONS

LEGEND

| | | | |
|--|----------------------------|--|--|
| | VILLAGE OF HOFFMAN ESTATES | | HASSELL FIXED ROUTE |
| | FORESTED AREA | | BODE FIXED ROUTE |
| | METRA COMMUTER RAIL LINE | | WESTERN AREA DEMAND RESPONSE ZONE |
| | FREIGHT RAIL LINE | | SOUTHEAST HOFFMAN ESTATES DEMAND RESPONSE ZONE |
| | PACE ROUTE 554 | | |
| | PACE ROUTE 602 | | |
| | PACE ROUTE 610 | | |
| | PACE ROUTE 686 | | |

Service Design Alternatives

Long Term (Over 5 years):

- ✓ Hassell Road Fixed Route Service:
 - Provide service from Northwest Transportation Center and Woodfield Mall to St. Alexius Medical Center
 - Service for employment areas near Barrington Rd. interchange, residential area west of Roselle Rd., & commercial area east of Roselle Rd.
 - Connect to Route 554 & Route 609 Demand Response Zone

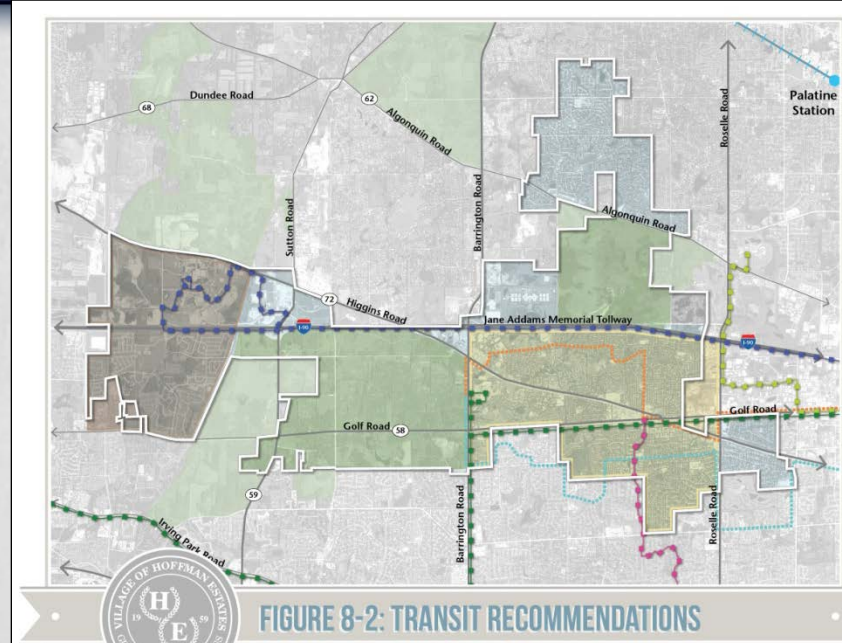


FIGURE 8-2: TRANSIT RECOMMENDATIONS

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 |

LEGEND

| | | | |
|--|----------------------------|--|--|
| | VILLAGE OF HOFFMAN ESTATES | | HASSELL FIXED ROUTE |
| | FORESTED AREA | | BODE FIXED ROUTE |
| | METRA COMMUTER RAIL LINE | | WESTERN AREA DEMAND RESPONSE ZONE |
| | FREIGHT RAIL LINE | | SOUTHEAST HOFFMAN ESTATES DEMAND RESPONSE ZONE |
| | PACE ROUTE 554 | | |
| | PACE ROUTE 602 | | |
| | PACE ROUTE 610 | | |
| | PACE ROUTE 609 | | |

Service Design Alternatives



Long Term (Over 5 years), cont'd:

- ✓ Bode Road Fixed Route Service:
 - Provide service from Northwest Transportation Center to St. Alexius
 - Service for residential areas south of Golf Road
 - Operating days/hours include weekdays/Saturdays 6am to 6pm

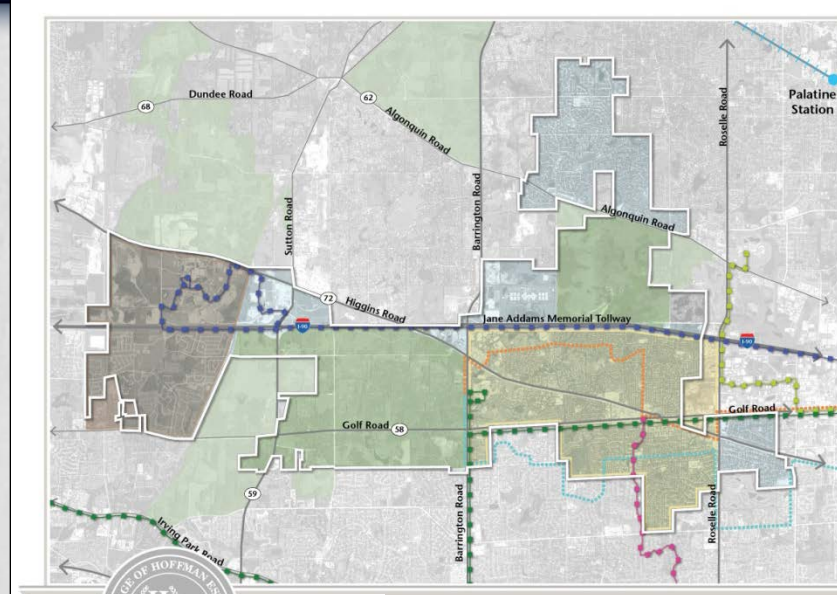


TABLE 8-7: Bode Road Fixed Route Service Characteristics

| 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 |

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 686 |
| | HASSELL FIXED ROUTE |
| | BODE FIXED ROUTE |
| | WESTERN AREA DEMAND RESPONSE ZONE |
| | SOUTHEAST HOFFMAN ESTATES DEMAND RESPONSE ZONE |

I-90 Transit Market Expansion Initiatives

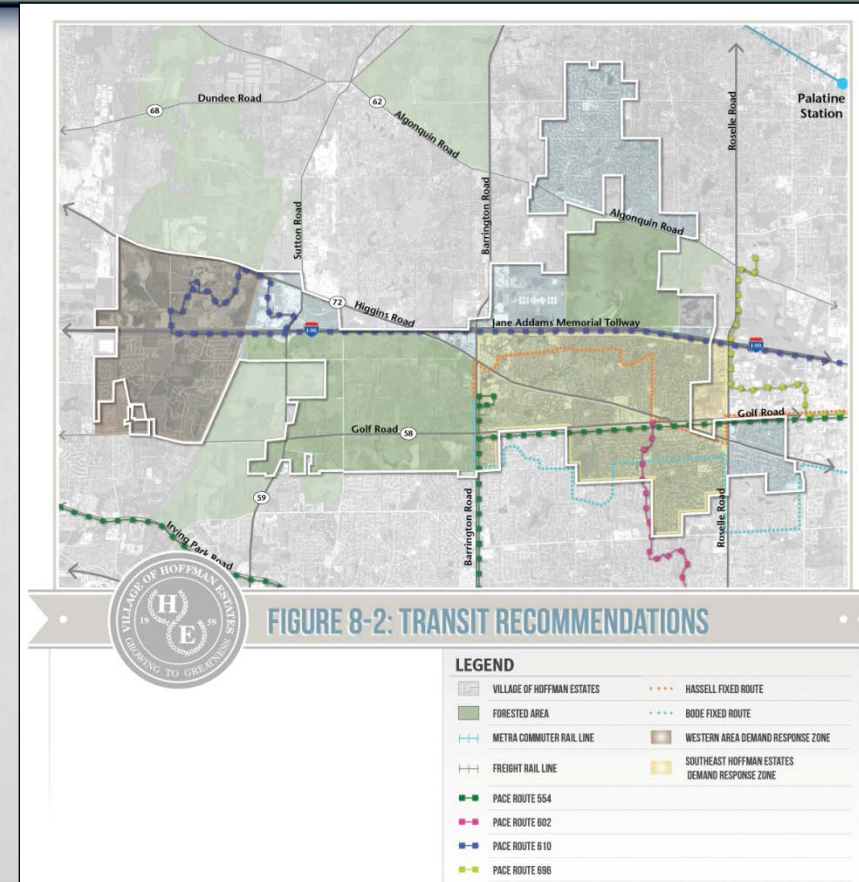
I-90 Expressway Based Service

ISTHA enhancements to the I-90 corridor expected to be completed by 2016, include:

- ✓ Roadway widening by ISTHA
- ✓ Integrated BRT services in congestion free managed lanes

These provide accessibility, efficiency, and connectivity opportunities for additional transit service enhancements, such as:

- ✓ I-90 Corridor Connection
- ✓ Barrington Road Park & Ride Lots/Station Facilities
- ✓ Route 609 Barrington Road Hoffman Estates Call-n-Ride
- ✓ Route 610 River Road-Prairie Stone Express Service Expansion



I-90 Transit Market Expansion Initiatives

I-90 Expressway Based Service:

- ✓ I-90 BRT Corridor Connection:
 - Capital improvement and service operation projects to provide fast, frequent, express bus service along I-90

- ✓ BRT Park & Ride Lot/Station Facility:
 - A proposed park and ride lot/station planned for Hoffman Estates at Barrington Road (location TBD)
 - The location will require easy Tollway ingress/egress and connectivity to local transit services and pedestrian circulation
 - Barrington Road site is proximate to 4,000+ jobs & high density residential



FIGURE 8-1: PROPOSED BARRINGTON ROAD STATION

| LEGEND | |
|---|---|
|  | VILLAGE OF HOFFMAN ESTATES |
|  | FORESTED AREA |
|  | PARK N RIDE |
|  | PHASE 1/NUMBER OF SPACES |
|  | PACE ROUTE 664 |
|  | PROPOSED BRT STATION WITH PEDESTRIAN BRIDGE |
|  | NEW WALKWAY |

I-90 Expressway Based Service:

- ✓ Route 609 Barrington Road Hoffman Estates Call-n-Ride:
 - Zone will provide service and linkages to between the I-90 Expressway Based Transit Service and BRT station at Barrington Road and adjacent commercial and residential areas
 - Proposed zone to focus on employment & higher density residential housing concentrations
 - Final service area is still under evaluation by Pace

- ✓ Route 610 River Road-Prairie Stone Express Service Expansion:

- Expansion of peak only service to include "forward direction" in addition to existing "reverse commute"
- New park and ride lot is intended for forward direction riders

Implementation Priorities



Implementation Priorities:

- ✓ Transit service alternatives is the initial step in the planning process
- ✓ Implementation priorities outline the tasks, initiatives, and responsibilities of those charged with moving the efforts forward
- ✓ Priorities have been generally divided into three timeframe categories:
 - High Priority
 - Medium Priority
 - Low Priority
- ✓ Success will depend on Hoffman Estates overcoming continually changing priorities, budgetary constraints, and facilitation difficulties between various stakeholders



High Priority Initiatives:

- ✓ Immediate Timeframe:
 - Incorporate the Flexible Transit Service Operations Plan as an update to the Village Comprehensive Plan:
 - Assign staff liaison to advise Village commissions, schedule requisite public hearings and adopt comprehensive plan update
 - Establish Transit Improvement Task Force:
 - Prepare mission statement and organization structure, list qualified candidates, initiate group and regular meetings
 - Coordinate among the Village, Pace, and Local Taxi Service Providers to promote existing transit options:
 - Outreach to HR departments, updates on Village transit services



High Priority Initiatives, cont'd:

- ✓ Immediate Timeframe (On-Going):
 - Cooperate with Implementation of the I-90 Transit Market Expansion Study:
 - Where appropriate, assist ISTHA, PACE, RTA and others in implementing the recommendations of the project
 - Establish Pedestrian Friendly Infrastructure Policies:
 - Update Village regulations to ensure pedestrian friendly infrastructure policies are included as part of future development and redevelopment activities



Medium Priority Initiatives:

- ✓ Near-Term Timeframe:
 - Introduce New Demand Response Service in the Village:
 - Coordinate with Pace where appropriate on evaluation and service design for new Demand Response Service in the Southeast and Western portions of the Village to fill existing transit demand
 - Establish Public/Private Financing Partnerships:
 - Prepare list of targeted organizations, prepare cost benefit analysis, solicit participation agreements



Low Priority Initiatives:

- ✓ Long Term Timeframe:
 - Evaluate New Fixed Route Service Along Hassell Road & Bode Road Corridors:
 - Work with Pace to monitor demand along the two corridors for their ability to support fixed-route service in the future



Questions & Next Steps

