

City of St. Charles  
**TRANSIT CIRCULATOR PLAN**





# ACKNOWLEDGEMENTS

Thank you to everyone who participated in the planning process for the City of St. Charles Transit Circulator Plan. The success of this planning effort was made possible only through the concerted and sustained efforts, input, and insights of the residents, business and property owners, and representatives of the City of St. Charles, Regional Transportation Authority, Pace, and Metra.

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# INTRODUCTION

## PURPOSE & SCOPE:

The City of St. Charles is a vibrant and mature community of over 32,000 residents. Multi-national businesses, innovative schools, multi-modal (vehicular & pedestrian) transportation systems, beautiful and well maintained parks, and unique architecture have earned the community its reputation as the Pride of the Fox! These characteristics, along with the effective provision of municipal services, amenities, and incentives have all contributed to St. Charles' success in attracting and retaining residents, visitors, businesses, and industry.

Anticipating the growing transit/transportation needs of St. Charles' population and to successfully integrate the development activity/opportunities within the First Street and Towne Center redevelopment areas and Geneva Metra commuter rail station, City officials have identified the need to enhance and coordinate their transit options via evaluation of a community transit circulator.

The St. Charles Transit Circulator Plan is derived from sustained public participation throughout the planning process. It is focused on assessing the travel patterns and mobility needs of community residents, employees, and patrons to develop detailed transit service alternatives that may be implemented incrementally over time and expanded upon based on overall success of the service and future community demand.

Since initiation of the St. Charles Transit Circulator Study in June 2009, several of the anticipated development projects which contributed to the undertaking of this project have changed. For example, the pace of development within the First Street project has decreased and development of the St. Charles Towne Centre project has been put on hold. While these changes are unfortunate they are not unusual for long term initiatives such as the St. Charles Transit Circulator Plan. As a result of the City's confidence in the ultimate development of these particular sites in a format consistent with the underlying principals of the Transit Circulator Plan, it is their opinion that these changes do not negate the underlying rational, need, and/or benefits that may be provided by development of a phased transit circulator system within St. Charles.

## PROCESS & PARTICIPANTS:

Representatives from the City of St. Charles, RTA, Pace, Metra, local developers, institutions, and community stakeholders were invited to participate in the development of the Transit Circulator Plan. Through on-going steering committee interaction, one-on-one interviews, and a series of stakeholder meetings and planning workshops, the City and consultant team worked to engage, identify, and ensure that all issues, concerns, and desires were clearly defined and priorities recognized by all Transit Circulator Plan beneficiaries.

The Transit Circulator planning process has involved:

- identification and evaluation of activity nodes that exist within the study area and may benefit from enhanced transit accessibility;
- delineation of the characteristics that contribute to successful transit circulators via interview of case study systems/communities;
- evaluation of existing travel and mobility patterns within the area through a combination of available data and distribution of a target transit circulator survey;
- meetings with key community businesses, institutions, land owners, and agency stakeholders to assess their needs, desires, and support of alternative transit services within the community;
- meetings with City and steering committee representatives to review the plan's findings, test circulator service alternatives, communication and marketing options, and implementation priorities; and
- presentation of the Transit Circulator Plan for public review, input, and approval.

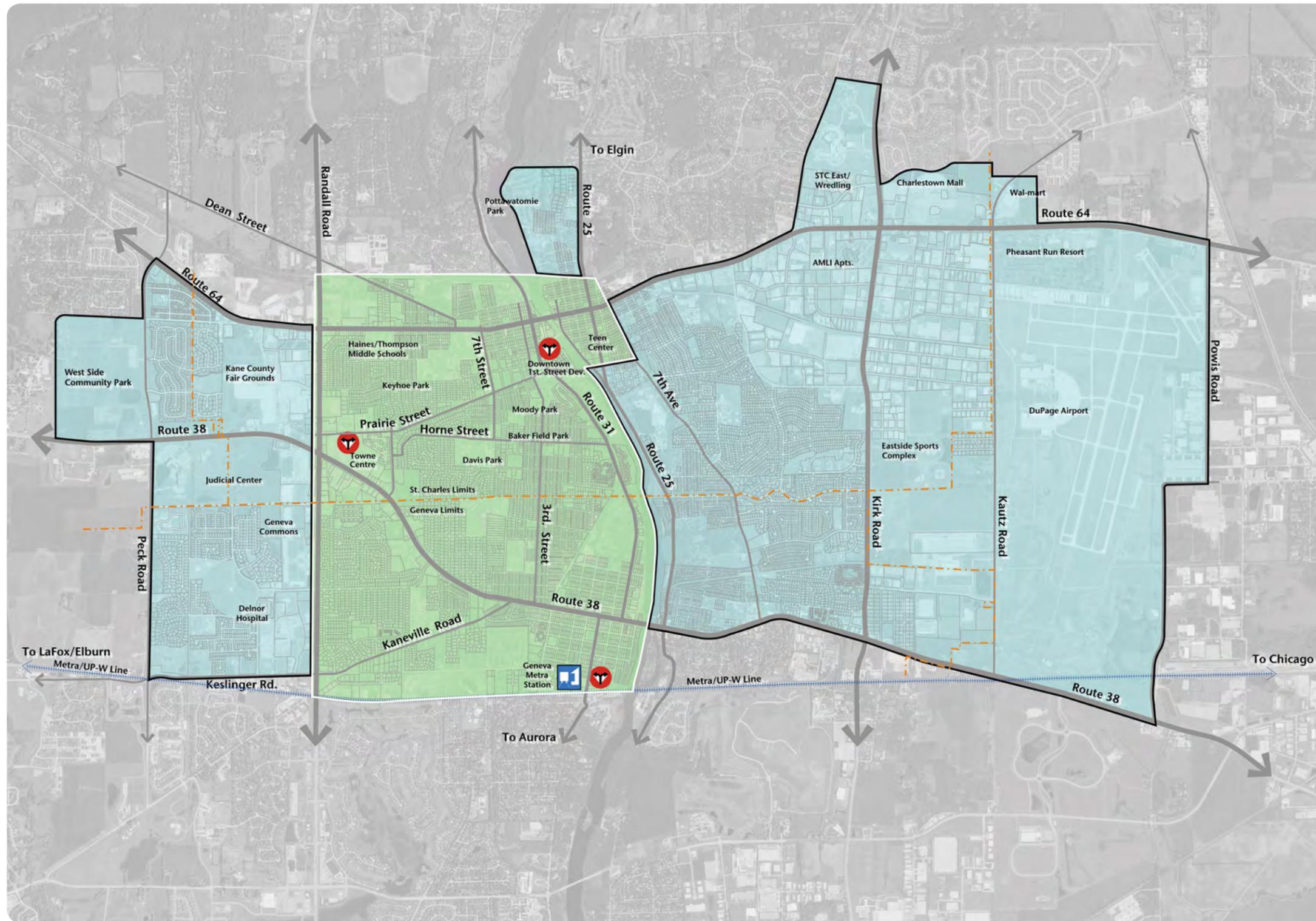
## GOAL & OBJECTIVES:

The goal of the St. Charles Transit Circulator study is to identify and develop a transit circulator plan to encourage, promote, and complement public transportation and mobility options within the community for residents, employees, patrons, and visitors. Under this goal the plan seeks to achieve a series of guiding objectives which include:

- enhanced accessibility, efficiency, and safety of transit throughout the study area;
- identification of transit service alternatives that allow for expansion and phasing of the transit system over time;
- reducing operating costs while maintaining affordability for transit riders; and
- establishing communication, marketing and implementation options to ensure success of transit system.

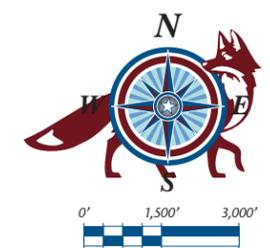
These objectives serve as the guiding principles under which the St. Charles Transit Circulator Plan is established and shall be routinely reevaluated to ensure successful implementation of its alternatives.





**LEGEND**

- Primary Study Area
- Secondary Study Area
- Corporate Limits
- Metra Train Station
- Key Activity Node



TRANSIT CIRCULATOR STUDY AREA



## CIRCULATOR STUDY AREA & ACTIVITY NODES

To clearly understand and outline the context of existing activity nodes, or the points where activity is concentrated within the circulator study area, the consultant team conducted a visual assessment of the preliminarily identified nodes. The activity nodes were identified based on input collected from the City and Steering Committee during the project kick-off meeting, as well as the consultant team's first-hand knowledge of the study area. Based on a field inventory of each node, it's defining elements and potential opportunities and limitations in regards to location, use, surrounding development, accessibility, connectivity, wayfinding/signage, and other transit supportive characteristics were documented.



Downtown St. Charles

As a result of the dispersion of activity nodes identified during the kick-off meeting, the transit circulator study area was divided into primary and secondary districts. A map showing the primary and secondary districts is shown on the following page. The primary district encompasses approximately 4.65 square miles and is generally bound by the Fox River to the east (except for a portion of the Central Business District east of the Fox River), Randall Road on the west, the freight railroad tracks on the north and the Geneva Train Station and freight/passenger railroad tracks to the south.

Within the primary study district, a collection of key economic, employment, recreation, institutional, and civic activity nodes exist. The activity nodes include:

- » First Street Development/Downtown St. Charles
- » Proposed St. Charles Towne Centre Development
- » Geneva Metra Station

Additional activity nodes within the primary district that were identified as having merit for consideration of their transit supportive opportunities include:

- » Haines/Thompson Middle Schools
- » Kehoe Park
- » Moody Park
- » Baker Field Park
- » Davis Park



Pedestrian Circulation along Main Street

A secondary study district also exists which extends to the east and slightly to the west to include other activity nodes that may contribute to future transit ridership and/or benefit St. Charles residents as a result of connectivity to a potential future transit circulator. The boundaries of the secondary study district encompass approximately 11.6 square miles and are generally bounded by IL 64 on the north, IL 38 on the south, Powis Road on the east, and Peck Road on the west. The activity nodes within the secondary study district include:

- » DuPage Airport
- » Pheasant Run Resort
- » Charlestowne Mall/Walmart
- » AMLI Apartments
- » St. Charles East High School, Norris Recreational/Cultural Arts Center & Wredling Middle School Campus
- » Pottawatomie Park
- » Kane County Fairgrounds
- » West Side Community Park
- » Kane County Judicial Center
- » Geneva Commons
- » Delnor Hospital
- » East Side Sports Complex



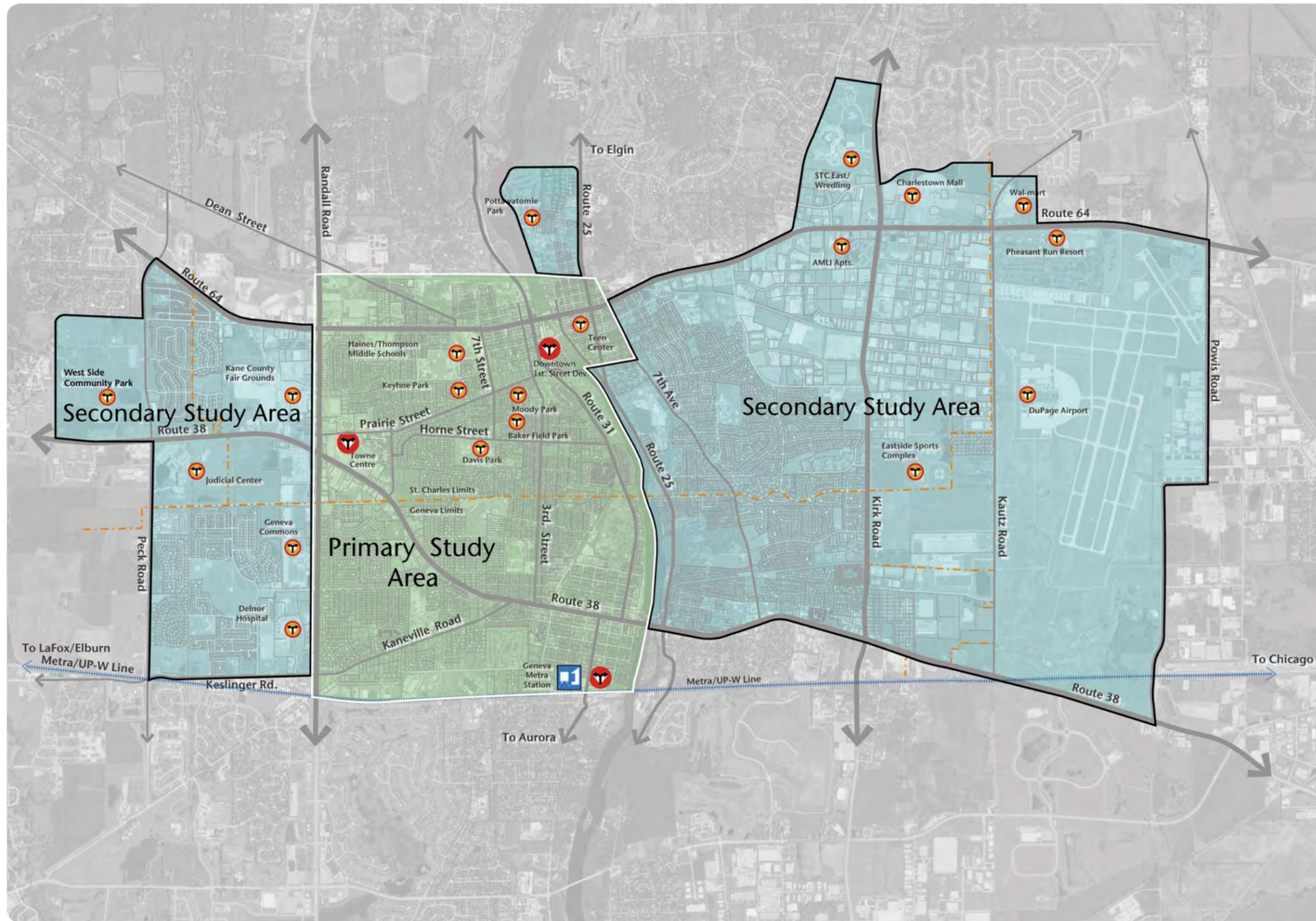
Entrance to East Side Sports Complex

The primary and secondary activity nodes included for their potential link along and/or between the diversity of economic, employment, recreational, institutional, entertainment, and transportation destinations within the City and its immediately abutting communities (e.g. City of Geneva). Each of the identified activity nodes and their corresponding characteristics are generally described on the following pages. In regards to the First Street and St. Charles Towne Centre developments, representative future plans have been included to visualize the approved, although not yet fully constructed, developments for each site.



Kane County Judicial Center

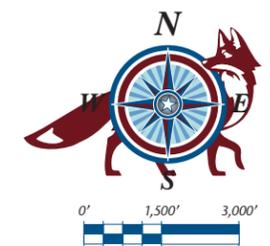




**LEGEND**

-  Primary Study Area
-  Secondary Study Area
-  Corporate Limits
-  Metra Train Station
-  Primary Activity Node
-  Secondary Activity Node

STUDY AREA DISTRICTS & ACTIVITY NODES

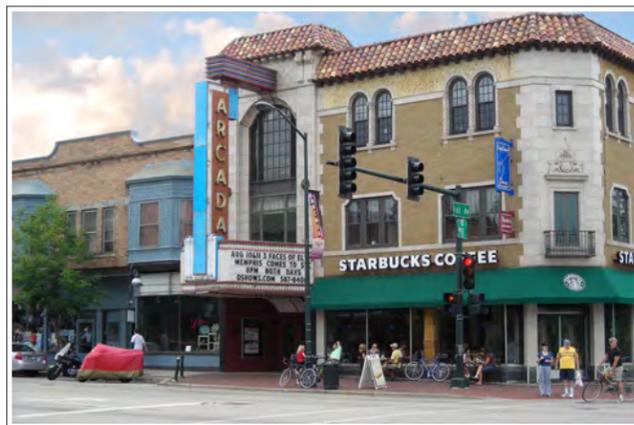


## PRIMARY STUDY DISTRICT:

### » Downtown St. Charles

Downtown St. Charles is the civic heart of the city. It provides a wide diversity of land uses and mix of business that include retail, dining/entertainment, office, civic (e.g. City Hall), hotel, and residential neighborhoods. Among the major draws/destinations within the downtown include the Arcada Theater, Hotel Baker, and the collection of restaurants and retail venues along IL 64 (Main Street) and the blocks immediately to the north and south.

This rich mix of land uses, coupled with its riverfront open space, attractive streetscapes, multi-modal transportation alternatives (e.g. Pace Route 801 & 802, bike trail, sidewalks, and street grid), and event programming by the City, Park District, and Downtown St. Charles Partnership and Visitors Bureau attract significant numbers of people to the area on a daily basis.



Arcada Theater

### » First Street Redevelopment

The First Street Redevelopment is a mixed-use redevelopment project currently underway between Main Street on the north, Prairie Street on the south, the Fox River on the east, and IL 31 on the west. The proposed development includes retail, office, and condominium residential uses. A new river walk, relocation of the Blue Goose grocery store and construction of a 600 space parking garage are also key aspects of the development.

To date, four of the key buildings have been completed. These include: the Milestone Row condominium and office building, Harris Bank retail and apartment building, Blue Goose grocery store (relocated), and the primary retail/office building with structured parking facilities.

In addition to the new structures, underground utilities and infrastructure as well as streetscape improvements along the entire length of First Street have also been completed. Development of the river facing mixed-use retail/condominium buildings and three other buildings within the First Street redevelopment plan are pending construction.

The development's design is modeled on the characteristics of the existing downtown blocks and buildings with similar heights, representative materials and colors, and building layout/massing. The street grid, sidewalks, and characteristics of the pedestrian environment compliment the previous improvements in the central business district. The project's materials, detailing, and lighting create a distinct new aesthetic in the First Street Redevelopment District.

When completed, the project will increase the residential population of the area as well as create additional retail, dining, and office destinations which may benefit from enhanced transit circulation alternatives beyond the existing Pace 801 and 802 routes.



First Street Redevelopment



Mixed-Use Development- First Street



New Development along Fox River

### » St. Charles Towne Centre (proposed)

As proposed, the St. Charles Towne Centre mixed-use development will include retail, office, restaurant, entertainment, and residential uses on approximately 30.5 acres at IL 38 and Randall Road. When completed, the development may provide 2.5 million square feet of building space including parking for 3,206 vehicles and 777 residential units.

The mixed-use components of the proposed development will create a concentration and mix of uses that may reduce the reliance on automobiles for local trips. Pace Route 801 with stops along IL 38 and Randall Road provides fixed route access for the project. Route 801 has direct service to the Geneva Train Station with stops timed for commuters in the morning and afternoon at approximately 45 minute intervals.

Pace Route 529 provides fixed route service within walking distance of the Towne Centre along Randall Road. Route 529 provides service to Geneva Commons and Delnor Hospital, as well as certain trips to the Kane County Judicial Center. Route 529 extends south to the City of Aurora and terminates in the Village of Montgomery.

The density of residential units within the proposed Towne Centre development; onsite mix of retail, entertainment, and office uses; and the proximity to existing retail uses (e.g. Jewel Osco grocery) may provide a "captured audience" of riders to help support a transit circulator.



St. Charles Towne Centre Proposed Plan



» **Geneva Metra Station**

Access to and from the Geneva Metra Station is important for St. Charles residents who work in the surrounding region and City of Chicago. Transit connections for St. Charles residents to the station are provided by the Pace 801 along IL 38 and the Pace 802 along IL 31. Based on data provided by Pace, approximately 66 riders utilize these two routes to access the Metra station during the AM and PM peak hours.

The Geneva Station is located at the southern terminus of the Third Street corridor. Third Street is an attractive mixed-use corridor providing niche retail, dining, office, and residential uses within the City of Geneva. An inviting pedestrian environment with benches, landscaping, lighting, and hardscape elements encourages people to traverse and mingle throughout the day and early evening hours. New residential, commercial, and structured parking development during the past several years have increased activity around the station and enhanced its recognition as a desired destination for residents of both St. Charles and Geneva.

» **Haines/Thompson Middle School Campus**

Located at the intersection of IL 64 and 7th Street, the campus for the Haines/Thompson Middle School is an area of active recreation for St. Charles residents residing to the west of IL 31. The campus provides a dedicated running track with space for football/soccer games, five baseball diamonds, four tennis courts, and ample open space for other outdoor recreation activities. Some of the campus facilities, such as the baseball fields and tennis courts, are utilized for organized youth sports during the summer as well as casual use by neighborhood residents.

The campus is well connected to the abutting neighborhoods by the existing street grid. Sidewalks terminate into the campus from the north, south, east, and west. Bike trails are proposed to link to the campus along 7th Street, although they do not exist at this time. The campus is accessible via transit by use of the Pace 801 route along IL 64.

The active recreation amenities provided within the campus, along with the age independence (11 to 14 years) of the student population creates a potential opportunity for this location to be a destination along a transit circulator.



Geneva Metra Station



Commuters Entering the Geneva Metra Station



George E. Thompson Middle School

» **Kehoe Park (a.k.a Rocket Park)**

Kehoe Park, located at the northwest corner of Prairie Street and 8th Street is a highly used, 1.5 acre, passive recreation space within the neighborhood. Centrally located between downtown St. Charles and the Randall Road corridor, this park serves as an activity zone for neighborhood residents.

The park provides an attractive pedestrian environment with a playground, “rocket slide”, small shelter, benches, lighting, landscaping, and trash receptacles. While the park is not currently linked to transit, its location along Prairie Street and its high traffic volumes create the potential for a transit circulator stop at or near the park.



Kehoe Park

» **Moody Park**

Moody Park is a 1.8 acre mini park located at the southwest corner of Moody Street and 3rd Street. Its playground, open field, benches and picnic tables provides both active and passive recreation for neighborhood residents. While the park is within walking distance of IL 31, it does not currently have direct access to transit. Future bike paths connections are proposed to extend along the east side of the park on 3rd Street.

Third Street is a highly used north-south minor collector between IL 64 and IL 38. Its direct connection between these two arterial roadways makes it a potential roadway for use by a transit circulator.



Moody Park

» **Baker Field Park**

Baker Field Park, located at the southwest corner of 5th Street and Cutler Street is an approximately 2.3 acre neighborhood park. Surrounded by single family residential uses and providing 2 ball fields, 2 tennis courts, basketball court, and a playground; the park is used for a combination of active and passive recreation. While used extensively by surrounding neighborhood residents the park is not currently linked to transit or existing or proposed bike trails.



Baker Field Park



» **Davis Park**

Davis Park and the abutting elementary school is a 9.2 acre neighborhood park at the southwest corner of 7th Street and Horne Street. The park provides 4 ball fields, basketball courts, a school playground, as well as a gazebo and small shelter for neighborhood use. The park and school are important anchors of the abutting neighborhood.

Seventh Street and Horne Street are highly used roadways within the neighborhood. Horne Street is an east-west, minor collector linking IL 31 with IL 38. 7th Street is a north-south, minor collector linking IL 64 with Horne Street. Given their importance and use within the neighborhood, 7th Street and/or Horne Street may be appropriate to consider as part of a proposed transit circulator route.



Davis Park

» **Pheasant Run Resort & Spa**

Located on more than 250 acres at the intersection of IL 64 and Kautz Road, Pheasant Run Resort and Spa provides 473 guest rooms, 33 suites, 100,000 square feet of meeting space, a 320 seat auditorium, two theaters, a comedy club, six restaurants/lounges, and a 36 hole championship golf course. The resort is one of the largest entertainment resorts in the Midwest.

The resort is surrounded by commercial and industrial uses to the north including the Charlestowne Mall and Walmart, and industrial uses to the south, east, and west. The DuPage Airport abuts the south and east edges of the resort property.

Access to the resort is primarily accomplished by personal automobile or car service. Pace Route 801 does provide certain limited service to the intersection of Kautz Road and IL 64 but this remains a significant distance west of the resort entrance. Pheasant Run provides van and shuttle service for its guests. This service provides limited access to associated venues (such as the expo center and nearby hotels) as well as downtown St. Charles and Geneva attractions. Pedestrian access to the resort is limited to sidewalks along IL 64. The sidewalks do connect to the Charlestowne Mall but the walking distance from the resort entrance to the nearest mall entrance is over half a mile.

Pheasant Run's significant number of annual visitors, its collection of theaters and entertainment venues, restaurants, and golf amenities warrants its consideration as a linkage as part of a transit circulator.



Pheasant Run Resort & Spa

**SECONDARY STUDY DISTRICT:**

» **DuPage Airport**

The DuPage Airport is located at the east edge of the project's secondary study area. Generally bounded by IL 64 on the north, IL 38 on the south, Powis Road on the east, and Kautz Road on the west the airport occupies a significant portion of the district.

The airport serves as a reliever field for Chicago's O'Hare and Midway airports. It is surrounded primarily by industrial land uses with the exception of the Pheasant Run Resort and Spa which abuts the northwest corner of the airport.

The airport is accessible by automobile from its entrance along Kautz Road at International Drive. Passengers arriving into or departing from the airport typically secure their own transportation access via rental car, limo services, or are picked up/dropped off by a business or personal associate. While Pace does run certain limited trips via Route 801 which abut the northwest corner of the airport, transit access to the terminal is non-existent.

While the airport is a significant transportation destination, its location, surrounding land uses, and patron access/departure characteristics do not seem to be complementary with a transit circulator.



Flight Communication Tower at DuPage Airport



Existing Grounds at Pheasant Run



Existing Sheltered Pick-Up/Drop-Off at Pheasant Run



» **Charlestowne Mall/Walmart**

Charlestowne Mall and Walmart are located at the northeast and northwest corners of IL 64 and Kautz Road. These two major retail, entertainment, and employment centers combine to represent one of the largest concentrations of economic power within St. Charles.

Access to the mall and Walmart are provided via two curb cuts from IL 64, two curb cuts from Smith Road, and one access point along Foxfield Drive. The layout of the mall and Walmart are intended to primarily serve patrons entering the properties via automobile. The large setback of the structures from the road and expansive surface parking lots discourage pedestrian access to the facilities. Transit access to Charlestowne Mall is provided via the Pace 802 and 801 which enter the Mall parking lot from IL 64 and drop passengers near the Von Mar department store.



Charlestowne Mall

» **AMLI at St. Charles**

The AMLI at St. Charles is a residential apartment community of 400 units located at the intersection of IL 64 and Lakeside Drive. It is surrounded by commercial uses abutting IL 64 to the north, east, and west, and industrial uses to the south.

The majority of residents of the AMLI at St. Charles are empty nesters and individuals who have downsized from traditional single family homes. With apartments ranging in size from 700 to 1,400 square feet, the community provides a diversity of residential options.

Vehicular access to community is achieved from its main entrance along IL 64 as well as a secondary entrance along Kirk Road.

Pace Routes 801 and 802 travel east-west past the community along IL 64. The bus stops located along IL 64 are not within an easy walking distance of the units due to their significant setback from the road. AMLI does provide a well designed bus shelter within its property for pick-up/drop off of resident school children but its location does not allow for its use as a Pace bus shelter.



Wal-Mart Center



Entry Monument to AMLI at St. Charles

» **St. Charles East High School/Norris Recreation Center and Wredling Middle School Campus**

The St. Charles East High School/Norris Recreation Center and Wredling Middle School campus is generally located at the northwest corner of IL 64 and Kirk Road. The campus is surrounded to the north, east, and west by residential housing and to the south by commercial/retail uses along IL 64.

Access to the campus uses is provided by automobile and by school bus when the schools are in session. Public transit linkages to the campus are not provided. A pedestrian path is located along Kirk Road and does allow bicycle and pedestrian linkages between the campus and areas to the north and south.



Wredling Middle School Campus

» **Pottawatomie Park**

Pottawatomie Park is one of St. Charles' premier regional parks. Consisting of more than 92 acres, it provides a diversity of amenities including a community center, swimming pools, golf course, mini golf, band shell, a historic outdoor softball stadium, tennis and sand volleyball courts, playgrounds, pavilions, native plant demonstration gardens, and fishing along the Fox River. Pottawatomie Park also has access to the river for canoeing, kayaking and paddle boats.

Scenic paddle boat cruises along the Fox River depart from Pottawatomie Park and are popular with area tourists. Weekday cruises depart at 3:30 pm with multiple cruises on Saturdays and Sundays.

The park is located along 2nd Avenue in close proximity to the St. Charles central business district and fronting along the east bank of the Fox River. The Park abuts a nature preserve to the north and is adjacent to single family residential homes to the east. The south boundary is defined by railroad tracks with the St. Charles municipal campus immediately to the south of the tracks. A river walk links the park directly to the downtown. A bicycle bridge extends over the Fox River at the park's southern border and links to an extended bicycle path heading west to the Grand Western Trail. A regional bicycle trail extends to the north and is referred to as the Fox River Trail just beyond the northeast corner of the park.



Pottawatomie Community Center (above) and Swanson Pool (below)

Despite its extensive and diverse amenities and its ability to draw users from the larger community the park is poorly connected via transit. Pace Route 801 runs along IL 25 which is approximately 2.5 blocks to the east. While this is typically viewed as being within an acceptable walking distance, the significant grade changes between the park and IL 25 limit some user's ability or desire to access the park via transit.



» **Kane County Fairgrounds**

The Kane County Fairgrounds is a multi-use facility hosting a huge diversity of events and expositions throughout the calendar year. Generally located at the southwest corner of IL 64 and Randall Road, the facility is surrounded by a combination of commercial, institutional, residential and undeveloped land.

Transit access to the fairgrounds is available via the Pace 801 which abuts the eastern edge of property along Randall Road. While sidewalk access is available to pedestrians along portions of Randall Road, they are inconsistent and the distance to/from nearby residential uses is more than most persons are willing to walk. Pedestrian crossing at the intersection of Randall Road and IL 64 is difficult to use.

A potential exists to connect the Fairgrounds as a special event destination during the annual Fair or other significant events.

» **West Side Community Park**

West Side Community Park is a 240 acre park located at the southwest corner of Campton Hills Road and Peck Road at the western terminus of the secondary study district. The park is home to a combination of soccer and football fields along with restored wetlands, fen, sedge meadow, and two pothole marshes.

While located somewhat distant from large portions of St. Charles's residential population, the park is extensively used for active recreation events such as soccer and football leagues. The residential neighborhoods to the north and east also utilize the park for its active and passive recreation amenities.

Currently a new aquatic center and nature center are under construction and will increase activity levels at the park. Following completion and opening of the new aquatic center, the existing pool facility at Pottawatomie Park will be renovated. The west side aquatic center will temporarily serve as the only pool facility in the community.

Vehicular access to the park is limited to personal automobile. The nearest available transit service is via the Pace 801 and 529, which make certain limited trips terminating at the Judicial Center to the south and east along IL 38. The walking distance between the Judicial Center and the park make use of the limited available transit service impractical. Pedestrian path connections to the park are along Peck Road from IL 38.



*Kane County Fairgrounds Prairie Events Center*



*Kane County Fairgrounds Parking with RV Hook-ups*



*West Side Community Park*

» **Kane County Judicial Center**

The Kane County Judicial Center is located at the southeast corner of IL 38 and Peck Road. The facility is surrounded by single family residential uses to the south, undeveloped land to the north and east, and government land to the west.

The primary mode of access to the facility is via automobile. Limited transit service to the Center is provided via the Pace 801 and 529. These trips are designed to correspond with peak days and times during the month for the facility. While pedestrian paths do extend along a portion of Bricher Road they do not extend to the main entrance of the facility along Peck Road or IL 38. As a result, the automobile remains the mode of choice for many persons visiting the facility.



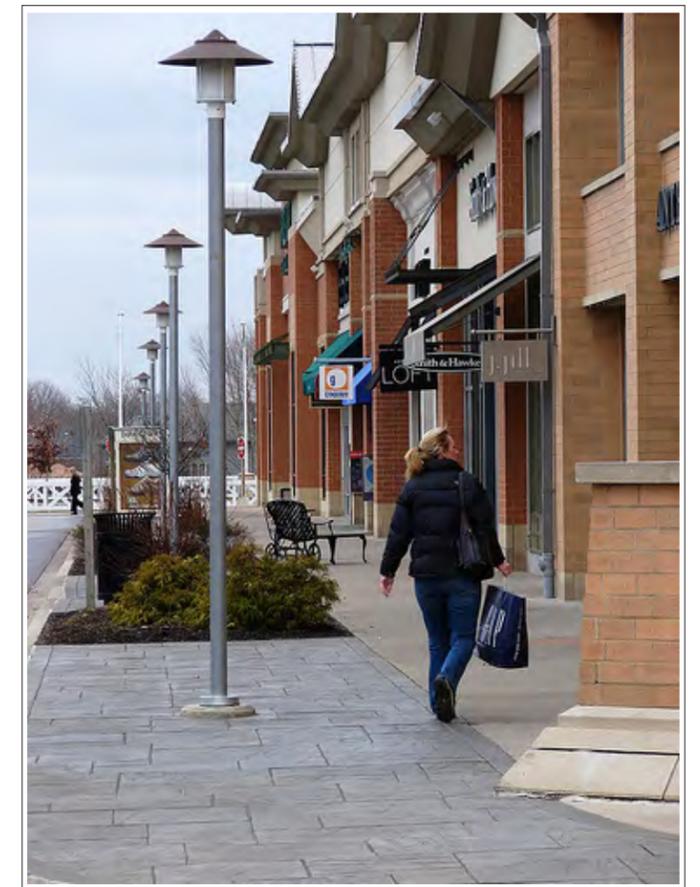
*Kane County Judicial Center*

» **Geneva Commons**

Located within the City of Geneva but abutting St. Charles at the southwest corner of Randall Road and Bricher Road, Geneva Commons is a major shopping, dining, entertainment, and employment destination for St. Charles and Geneva residents.

Fronting along the west side of Randall Road, access to the Commons is provided by automobile, Pace bus, and a network of pedestrian paths. While the massing of the Common's buildings lends itself mostly to automobile traffic, Pace Route 529 does pass the property along Randall Road. Pedestrian paths are provided along Randall Road, Bricher Road, Williamsburg Road, and Fisher Road linking the Commons with the residential townhomes to the west and Delnor Community Hospital to the south. Pedestrian linkages between the Commons and Route 529 are limited. This limited infrastructure is indicative of some of the transit barriers along Randall Road. It should be noted that Kane County is currently studying alternatives to improve transit passenger amenities along Route 529.

The concentration of jobs, commercial uses, and destination restaurants make the Geneva Commons a desirable transit circulator destination.



*Geneva Commons*



» **Delnor Hospital**

Delnor Community Hospital is a full service community hospital serving the Fox Valley region including St. Charles and Geneva. The facility is located in Geneva at the northwest corner of Randall Road and Keslinger Road and opened for service in 1991.

While fronting onto Randall Road, the medical campus is accessed by automobile from the north via Williamsburg Avenue, south via Keslinger Road, and west via Fisher Drive. The hospital provides free valet service to visitors and patients who drive to the facility. For those unable or unwilling to drive, transit access to the facility is available by the Pace 529. Pace currently enters the site at the north from Williamsburg Avenue and picks up/drops off at the main building's north entrance. The 529 arrives at the hospital approximately once per hour.

Bike paths are located along the periphery of the hospital and provide an alternate means of access for visitor and employees. Several persons were observed accessing the facility by bicycle during the activity node visual assessment.

The hospital's large employment base and significant number of patients and visitors along with existing access to transit makes it a significant transit destination. While the Pace 529 bus currently serves the hospital, additional transit services may be desirable from specific pick up locations as part of a transit circulator route.



*Delnor Community Hospital*



## PAST PLANNING & EXISTING CONDITIONS

To fully understand the issues and opportunities within the primary and secondary study areas as well as larger community, various documents and supporting materials were reviewed. These include existing transit services, socio-economic and population demographics, city codes, and prior and ongoing projects and recommendations which may impact the feasibility, operational characteristics, and implementation of a potential transit circulator.

The past planning documents reviewed include:

- » St. Charles Comprehensive Plan
- » First Street Redevelopment Project
- » St. Charles Towne Center Project
- » Corridor Improvement Program
- » 2014 Strategy Plan
- » Downtown St. Charles Strategy Plan
- » St. Charles Economic Development Plan
- » St. Charles River Corridor Master Plan
- » Pace Development Guidelines
- » City of St. Charles Zoning Ordinance
- » Subdivision Ordinance
- » Kane County Bicycle and Pedestrian Plan
- » Ride in Kane Program
- » St. Charles Traffic Counts
- » Pace Restructuring Plan
- » Metra Origin-Destination Ridership Data
- » Metra New Starts

### » St. Charles Comprehensive Plan

The City of St. Charles created its Comprehensive Plan in 1990 with a subsequent update in 1996. The principal author of the Comprehensive Plan Update of 1996 was Mr. Bob Hupp, Director of Planning and Development with assistance from Robert H. Anderson & Associates.

The Comprehensive Plan is divided into four (4) main sections:

- Part 1: *City Framework*
- Part 2: *Natural Environment Factors*
- Part 3: *Man-Made Development Factors*
- Part 4: *Development Approach*

The Comprehensive Plan recognizes the interdependent relationship of transportation systems and land use patterns. To accommodate and facilitate future development, the Comprehensive Plan recommends providing for alternative transportation modes such as biking, bus travel, and walking.

Part 3: *Man-Made Development Factors* of the Comprehensive Plan outlines the City's desires and vision with respect to transportation and public transit. These include development of a comprehensive pedestrian/bicycle system and provision of varied transportation options that cater to all residents. The Comprehensive Plan recommends linking major facilities including the Norris Recreation Center (part of the STC East/Wredling Campus), downtown St. Charles, and commuter train stations via public transit (e.g. Pace Buses). In addition, the Plan identifies the need to provide tourist bus routes, bus parking areas, and outlots with shuttle bus services that would minimize traffic congestion during annual special events.

Several bike and pedestrian connections are identified linking different land uses, such as residential areas to downtown.

### » First Street Redevelopment Project

The City of St. Charles Downtown Strategy Plan adopted in 2000 identified First Street as the largest area suitable for infill development. The First Street Redevelopment project, being developed by First Street LLC, is a mixed-use, transit-oriented development located on 7.42 acres. The project contains over 135,000 square feet of retail, 115,000 square feet of office/commercial, 79 condominiums and 16 apartments. The high-quality development aims to achieve the following goals:

- *Create a pedestrian-oriented development with a mix of land uses including retail stores, restaurants, offices, residential apartments and condominiums.*
- *Offer opportunities for aesthetic improvements to the river's edge, expansion of the river walk, and enhanced streetscaping and public spaces for residents and visitors.*
- *Promote investment and create opportunities for redevelopment in the downtown area.*

The project is divided into five phases, with the final completion targeted for July 2012. A TIF district (TIF #4) for the redevelopment site was established in 2007 to help fund improvements in the area as well as attract potential tenants.

### » St. Charles Towne Centre Project

The Towne Centre Project is a mixed-use, transit-oriented development located on the site of the former St. Charles Mall. The proposed development is planned to include new residential, retail, office, and commercial development while retaining the existing Jewel Osco store at the west end. The 30.59 acre site being developed by Sho-Deen Construction Company, LLC will contain 777 residential units, 4 parking structures, over 300,000 square feet of retail and office, a 115 room hotel, fitness center, and an entertainment venue. The area is currently served by Pace Bus Routes 801 and 529 running along the west and south ends of the site on Randall Road and IL 38.

The proposed layout is designed to offset the hard paved surfaces (buildings, streets, parking) with open areas including plazas, water features, pocket parks, streetscape, and green roofs over the parking garages.



First Street Redevelopment Site Plan and Renderings



Towne Centre Preliminary Concept Plan (October 2008)



» **Corridor Improvement Program**

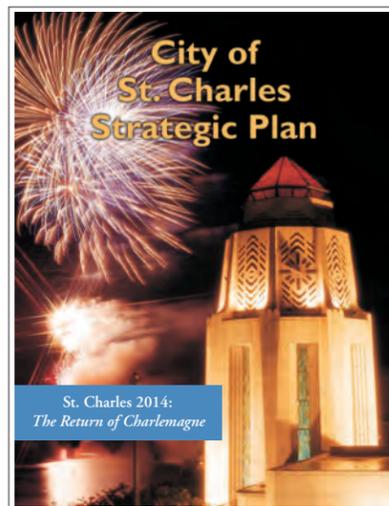
As part of its initiative to revitalize the downtown and neighboring areas, the City of St. Charles launched the Corridor Improvement Program in 2001. The Program aims to enhance the physical appearance of private landscape and streetscape along three major corridors. These corridors include Main Street/IL 64, Randall Road, and Kirk Road. The program is intended to improve the safety of pedestrians and motorists using these corridors while contributing to the overall economic vitality and character of the City. The Program also provides funding in the form of grants to interested property owners.

The consulting firm of DLK Civic Design was hired to create design guidelines that would assist City officials and property owners in understanding best landscape practices through the use of prototypical solutions. The guidelines are distributed into three major sections: Edge Treatments; Internal Treatments; and Streetscape and Site Accessories.

» **2014 Strategy Plan**

In early 2009, the City of St. Charles adopted a five year Strategic Plan created with the assistance of Monte Associates. This plan will assist the City in defining its goals and objectives along with the methods, procedures, and individuals responsibilities to ensure success. The plan emphasizes the need for a quality transportation system that ensures community access, mobility, and connectivity.

The Strategic Plan identifies the potential need for a local circulator for in-town transit and recommends that transit service providers analyze and increase their levels of service within the City to boost transit ridership.



St. Charles Strategic Plan

**Downtown St. Charles Strategy Plan**

The City of St. Charles undertook a community driven planning process to create a Downtown Strategy Plan in 2000. The project involved residents, downtown business owners, stakeholder organizations, elected officials, and civic leaders. The study was divided into the following sections:

- o Existing Conditions
- o Community Vision for the Downtown
- o Guiding Principles and Goals
- o Future Development Patterns
- o Business Retention and Development Strategies
- o Marketing Strategies
- o Immediate, Intermediate, and Long Term Implementation Strategies

The Community Vision seeks to promote the downtown as a 24 hour activity node with Main Street accommodating a variety of modes of travel that are convenient, functional, and aesthetically designed. Parking strategies include expansion of transportation alternatives such as public transit and bicycles, and the provision of supporting infrastructure such as shelters and storage.

» **St. Charles Economic Development Plan**

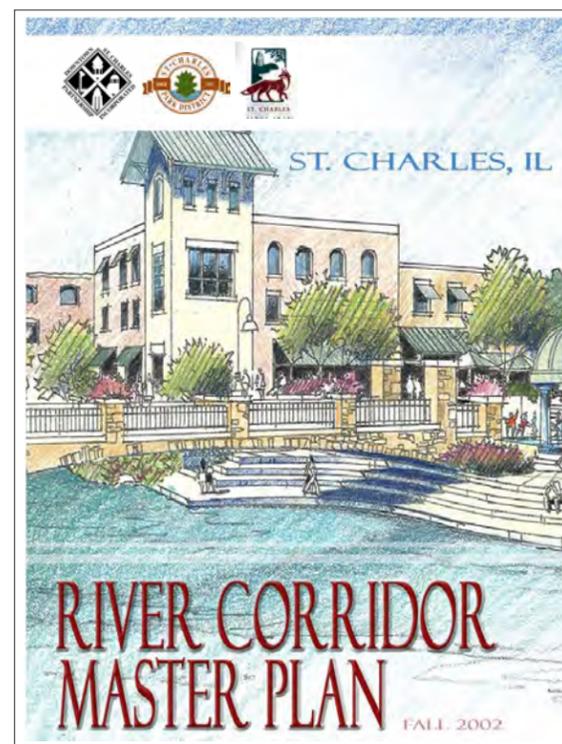
The St. Charles Economic Development Plan was generated by Business Districts, Inc. in 2007. The report is organized into two main sections. The first section contains a comparison of St. Charles to surrounding communities including Elburn, Geneva, South Elgin, and West Chicago in categories varying from population to the number of jobs and the number of annual building permits. The analysis concludes that St. Charles maintains its position as a Fox Valley economic center despite a slowdown in residential growth in the last few years.

The latter portion of the report focuses on economic development strategies for the overall City and specific development opportunities for the historic downtown and Charlestowne Mall. The report recommends that ‘municipal incentives’ may be necessary to achieve high standards of development and redevelopment which include tax rebates, density bonuses, and municipal infrastructure development.

» **St. Charles River Corridor Master Plan**

As recommended in the Downtown Strategy Plan, the City of St. Charles undertook a River Corridor Master Plan study in 2002. The report was created with assistance from the consultant team of Hitchcock Design Group, Hoisington Kogler Group, and Robert H. Anderson Associates. The objective of the study was to refine the vision for the Fox River corridor outlined in the Strategy Plan, identify its potential, and create a detailed implementation strategy. The study’s objectives include improvement of access to and between attractions such as trails, retail stores, and residential neighborhoods.

The study divided the river corridor into four sub areas, the South Central Corridor being part of the Transit Circulator study area. Recommendations for this sub-area include creation of parking decks, dedicated bike lanes, a pedestrian bridge on Walnut Street, several riverfront amenities and attractions, and streetscape amenities. The implementation strategy is outlined as a nine-step process with recommended sources for funding and agencies with whom to coordinate activities.



St. Charles River Corridor Master Plan

» **Pace Development Guidelines**

The Pace Development Guidelines were created in 1999 to help municipalities and the development community accommodate transit service early on in the development process. Pace, the suburban bus division of the Regional Transportation Authority, works with suburban Chicago communities to coordinate transit service needs, promote transit and pedestrian friendly land use planning techniques, and develop management policies to reduce rush hour traffic congestion.

The Development Guidelines manual contains three major sections:

- o Transit-Supportive Design Specifications (including Vehicle Characteristics, Roadway Design, and Bus Stop Zones)
- o Land Use Planning Considerations (including Residential, Retail, Office & Industrial, and Mixed-Use Centers)
- o Implementation and Process (including Service Review & Development, Technical Review Assistance Program, and Site Plan Review Procedures)

The Development Guidelines do not supersede the authority of local governments, employers, and developers, but provide complementary criteria for suburban area development and redevelopment.



Pace Transit Vehicle



» **City of St. Charles Zoning Ordinance**

The primary study district of the Transit Circulator Plan contains a diversity of land uses within its various zoning classifications. Of the twenty-four total zoning classifications permitted within the City’s Zoning Ordinance, fourteen of those classifications are found within the boundaries of the primary study district. These existing zoning classifications include:

- RS-3 *Suburban Single-Family Residential District*
- RS-4 *Suburban Single-Family Residential District*
- RT-2 *Traditional Single-Family Residential District*
- RT-4 *Traditional Single-Family Residential District*
- RM-1 *Mixed Medium Density Residential District*
- RM-2 *Medium Density Multi-Family Residential District*
- RM-3 *General Residential District*
- CBD-1 *Central Business District*
- CBD-2 *Mixed-Use Business District*
- BL *Local Business District*
- BC *Community Business District*
- BR *Regional Business District*
- M-1 *Special Manufacturing District*
- PL *Public Land District*

The permitted zoning classifications within the primary study district, with a few exceptions, appear to be complimentary in nature and appropriately positioned and distributed. It contains a diverse mix of land uses that support one another and therefore create a need for connectivity. Most of the zoning standards encourage the use of transit and will generate greater ridership if the systems and routes are designed appropriately.

In addition to the zoning classifications, the Ordinance also contains Design Review Standards and Guidelines that may influence transit service including parking, traffic circulation, and signage. The CBD design guidelines recommend minimal building setbacks, signage and wayfinding for pedestrians, and parking garages for multi-family residential developments. From an urban design standpoint, the design guidelines create a framework for streetscape and building improvements.

A brief description of the various zoning classifications within the study area follows:

The RS-3 and RS-4 Single Family Residential Zoning are the largest districts in the Primary Study Area in terms of size. Geneva Road divides the single family residential district from higher density residential districts along the Fox River. Overall, the single-family districts appear appropriately located and well configured.

The RT-2 and RT-4 Traditional Single-Family Residential Districts are distributed at the edge of the Central Business District. These, in addition to RM-2 and RM-3 districts serve as a transition between the commercial and single-family residential districts. The multi-family residential districts are located along the Fox River and along Geneva Road, with certain parcels along Prairie Street and Randall Road.

The CBD-1 and CBD-2 Central Business Districts together form the core downtown area, located to the east and west of the river and extending north up to railroad bridge and south to Prairie Street. These areas are typically characterized by small to moderate parcel sizes and a concentration of local retailers. The CBD-1 District consists of older structures that may be historically or architecturally significant as well as parcels ready for redevelopment. The CBD-2 District creates a transition from the retail core uses to residential uses while retaining most of the commercial district’s character in terms of heights and setbacks.

The BL, BC, and BR Business Districts are concentrated along Randall Road, Main Street west of 14th Street, and IL 38. The BL Districts contain small-scale service and retail uses that serve the surrounding residential neighborhoods. The BC District along Randall Road and IL 64 accommodates mid-size retail and service uses that generate significant automobile traffic. The BR District caters to the greater St. Charles region with shopping centers and similar large scale commercial development.

The M-1 Special Manufacturing District is located along Randall Road. The district accommodates older manufacturing uses that are either transitioning from manufacturing to other uses, or in need of rehabilitation.

The PL Public Land District seeks to protect and maintain open space within the City’s boundaries and promote outdoor recreation. The study area contains a variety of open spaces, varying from pocket parks in the downtown core along Cedar Street to the riverfront open space along Geneva Road to the parks and play areas in single-family residential neighborhoods.

» **Subdivision Ordinance**

The existing Subdivision Ordinance contains standards for rights-of-way (ROW) that are typical for suburban communities. ROWs within the Primary Study Area classified as Major and Collector Streets should be able to accommodate most types of transit vehicles. Further study will be necessary to confirm the use of particular vehicles (buses, trolleys and vans) on specific cross sections.

» **Pace Evaluation of Service in St. Charles**

Pace’s strategic planning is guided by its Vision 2020. Vision 2020 is Pace’s “Blueprint for the Future”. The guiding philosophy of Vision 2020 is to provide arterial routes on major roadways that will connect with smaller, community-based services at regional and community transportation centers. The strategies for growth include Bus Rapid Transit, speed enhancements, community based services, intelligent bus system, and improved passenger amenities.

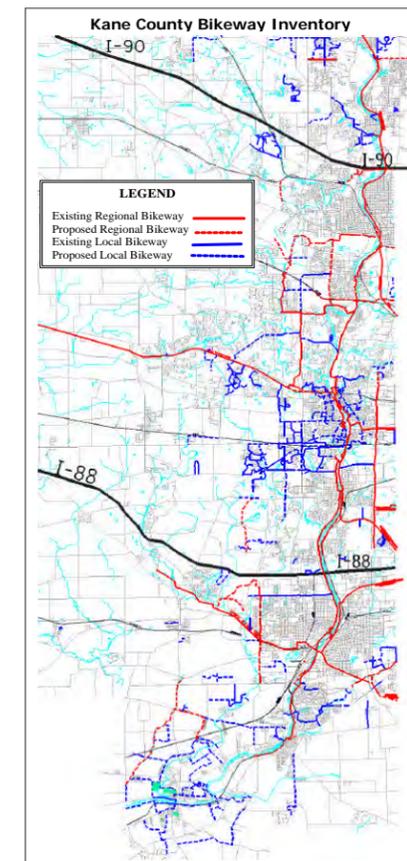
Circulators are one of the proposed types of community based services. Pace views circulators as a route traveling around a community on a set schedule that provides access to shopping, entertainment or other attractions.

Pace is currently in the preliminary planning stages to restructure Routes 801 and 802 but it is too early to reveal the impacts to service in St. Charles.

**Kane County Bicycle and Pedestrian Plan**

The purpose of the Kane County Bicycle and Pedestrian Plan was to collect all previous bicycle and pedestrian planning studies, comprehensively identify all existing, proposed, and conceptual bikeways, and strategically plan for bikeway projects to create a countywide network. The plan identified St. Charles and Geneva having the most significant amount of bikeway mileage and number of trails that link residential areas with schools, parks, downtown, and the regional trail system along the Fox River.

A proposal to extend the Kirk Road path north of IL 64 was identified (since completed), along with a recommendation for filling a bikeway gap between downtown St. Charles and Charlestowne Mall.



Excerpt from the Kane County Bicycle and Pedestrian Plan showing the Existing County Bikeway Inventory



» **Metra Origin-Destination Ridership Data**

In 2006, Metra conducted an Origin-Destination study for its metropolitan area stations. According to the survey, 682 St. Charles residents board Metra service at various stations. The largest percentage board at Geneva (63%) followed by La Fox (13%), West Chicago (12%), and National Street (5%).

Of the total Metra ridership departing from the Geneva station, 428 of the riders are St. Charles residents. St. Charles residents account for 30.5% of the boardings in Geneva. Of the 428 St. Charles residents boarding in Geneva, 71% drive alone, 18% are dropped off, 3% are carpool passengers, 4% drive carpools, 1% walk, 1% bike, 0.7% use another form of transportation, and 0.4% ride a bus.



» **Ride in Kane Program**

The Ride in Kane Program was a result of a Paratransit Coordination Study conducted for Kane County. The study examined existing conditions and offered coordination strategies. The strategies included:

- establishment of a Kane County Paratransit Coordinating Council
- development of a Coordinated Marketing Program
- implementation of a User-Side Taxi Subsidy Program
- creation of an Eastern Kane Regional Dial-A-Ride Service.

The Ride in Kane Program started on February 15, 2008. St. Charles is one of 25 partners providing expanded transportation services for senior, disabled, and low-income individuals in Kane County. The partners contract with Pace Suburban Bus to manage the day-to-day operations of the centralized call center, which dispatches taxis, Pace lift-equipped buses, and other service provider vehicles for demand response, curb-to-curb transportation.



Eligible riders must register to use the service. Service is provided from the user's home to just about anywhere in Kane County and operates 24 hours a day, seven days a week. To reserve a trip, riders must call 1 – 7 days in advance. Fares start at \$3 for the first 10 miles and a mileage charge is applied thereafter.

» **Metra New Starts**

Metra is currently going through the New Starts process to justify improvements along the UP-W Line. New Starts is a federal program administered by the Federal Transit Administration. The process is necessary to obtain federal funding for expanded service. The first step in this process, Alternatives Analysis, has been completed and Metra now is undertaking an Environmental Assessment. Engineering and construction may follow.

The UP-W project may include signal system upgrades to increase the amount of service, reduce travel times, and allow additional operational flexibility. The project may also add additional tracks and crossovers to improve capacity and restructure one of the busiest rail crossings in Northeastern Illinois. Station and parking improvements are planned to accommodate increased ridership, and additional rolling stock may be purchased to add capacity and increase service on the line. Successful implementation of the proposed improvements may increase UP-W Line capacity thereby allowing more express train service which may improve travel times and enhance transit service for reverse commuters along the line.

Six additional inbound trains and two additional reverse-commute trains during the AM peak period may be added with similar levels of service being added in the PM peak period.

A crucial component of the successful New Starts project is a commitment for the non-federally funded portion. For the UP-W to advance, a state capital program with sufficient dollars is needed. If Metra does not receive sufficient funds through a State Capital Funding package this year, it may be difficult to demonstrate to the FTA that Metra will be able to build, maintain, and operate its existing system, let alone any of the proposed upgrades in services.



## STAKEHOLDER INTERVIEWS

Interviews were conducted with a collection of area stakeholders to identify and explore uses, issues, desires, and opportunities relating to transit service in the study areas. Stakeholders were individually contacted and asked to provide input on their personal or constituents needs, desires, and/or potential benefits that may be derived from access to a transit circulator within St. Charles.

The stakeholder interviews conducted include:

- » Geneva Commons
- » City of Geneva
- » Kane County Division of Transportation
- » Downtown St. Charles Partnership
- » St. Charles Park District
- » Carriage Oaks Retirement Center
- » Pheasant Run Resort
- » Q-Center
- » St. Charles Towne Center Development
- » Walmart
- » Kane County Economic Development
- » AMLI Residences
- » Delnor Hospital

A bullet point summary of the input collected during each of the respective stakeholder interviews follows.

### Geneva Commons:

Stakeholder Interview Contact: *Ms. Cathy Charhut, Property Manager, Mid America Group*  
email: [ccharhut@midamericagr.com](mailto:ccharhut@midamericagr.com)

- » Geneva Commons is interested in any transit opportunity that could enhance connectivity to the center for its employers, employees, visitors and patrons.
- » The existing Pace route on Randall Road near Delnor Community Hospital may be used by a minor number of visitors but the primary access to the Common's is via personal vehicle. Geneva Commons does not specifically track how persons are arriving at the center or by which mode of transportation.

- » The Common's may be willing to allow the circulator to loop through the property similar to Delnor Hospital to maximize its convenience to users. This may also help to promote use of the circulator by increasing its visibility to shoppers. It could function similar to Schaumburg's transit circulator system.



Geneva Commons

### City of Geneva:

Stakeholder Interview Contact: *Ms. Ellen Divita, Economic Development Director and Mr. Dick Untch, Director of Planning*

email: [edivita@geneva.il.us](mailto:edivita@geneva.il.us)  
[duntch@geneva.il.us](mailto:duntch@geneva.il.us)

- » Geneva feels that most existing transit routes are focused on north-south connections and that there is a need to boost route connections from east to west.
- » Consideration should be given to linkages and/or special connections to the Kane County Stadium during Cougar games.
- » Geneva expects that a circulator may have potential to enhance economic development efforts within the community.
- » The City believes that there is potential for a combined or expanded "St. Charles – Geneva" Circulator.
- » Geneva would like to see the potential to service some additional Geneva locations such as:
  - *The Herrington*
  - *Kane County Judicial Center*
  - *Senior Housing*
  - *Downtown Geneva*

### Kane County Division of Transportation:

Stakeholder Interview Contact: *Mr. Carl Schoedel, County Engineer*  
email: [schoedelcarl@co.kane.il.us](mailto:schoedelcarl@co.kane.il.us)

- » KDOT will review any proposed transit alternatives to identify complementary or conflicting elements with existing or proposed County initiatives including the proposed Randall Road Bus Rapid Transit (BRT).

### Downtown St. Charles Partnership:

Stakeholder Interview Contact: *Mr. David Richards, Executive Director*  
email: [david@dtown.org](mailto:david@dtown.org)

- » Transit usage and ridership in the downtown has historically been weak. Problems with reliability, promotion, and convenience have impacted potential ridership.
- » Users such as the residents of Carroll Towers may take advantage of the service if centralized pick-up and drop-off locations were provided.
- » Traffic issues on IL 64 and IL 31 make pedestrian circulation within the downtown difficult. There is a need for crosswalk enhancements and pedestrian signal timers to enhance safety perceptions for those walking within downtown.
- » DSCP believes that the transit circulator effort should be coordinated between St. Charles, Geneva and Batavia to maximize opportunities between the 3 communities.

### St. Charles Park District:

Stakeholder Interview Contact: *Mr. Denny Ryan, Ms. Holly Cabel*

#### STC Underground Teen Center

- » Only teens from the immediate vicinity use the center.
- » The teen center would greatly benefit from a transit service option.
- » Requests have been made to the school district to provide afterschool transportation from Wredling and St. Charles East High School but budget constraints prevent the school district from being able to offer this service.
- » Without added transit service the teen center will most likely not be able to expand the user base beyond the immediate downtown area.
- » The staff will seek input from the newly established teen advisory board.

#### West Side Community Park

- » In addition to soccer fields there is a splash park and a new aquatic center and nature center under construction.
- » The Park District acknowledges that the new aquatic center will be difficult to reach for many residents due to the far west location.
- » Once the new aquatic center opens, the Pottawatomie pool will be closed for renovations. This will be the only community pool for at least one summer season.
- » The feeling is that a transit service option can benefit residents and staff members in getting to this location.

#### East Side Sports Complex

- » This park facility is primarily accessed by automobile due to its location.
- » This skate park has very little usage compared to the downtown skate park due to its location.



**General Comments:**

- » The Park District has a unique condition of having both younger and older patrons as well as having younger staff especially in the summer months.
- » It was noted that for any particular facility, even a one-way transit option is helpful (e.g. kids getting to the pool at 1:00 pm and being picked up by a parent later in the afternoon).
- » The Park District knows that seniors cannot always attend desired programs due to transportation limitations.
- » Pricing will be a very sensitive issue.
- » The Park District believes it could be a strong partner with the City to cross promote and utilize a circulator.
- » The Park District facilities could be used as stops (e.g. the large parking lot at the West Side Community Park could function as a west side “park & ride” to the Geneva train station in the future).



Activities at the Teen Center and the Skate Park

**Carriage Oak Retirement Center:**

Contact: *Two Unnamed Residents*

- » The residents expressed great interest in a circulator.
- » Carriage Oaks provides their own on-site van for use by the residents. Residents are “always looking to get out”.
- » The Carriage Oak van takes residents primarily to doctor’s appointments.
- » Any proposed circulator vehicle will need to be easy to board and exit and the vehicle’s ride needs to be comfortable.
- » Residents expressed that for a circulator service to be attractive, pickups/drop offs would need to be right at the front door of the facility.

**Pheasant Run Resort:**

Contact: *Mr. Joe Pinto, McCardle Enterprises (Pheasant Run Management Firm)*

- » Pheasant Run works very closely with City agencies to cross market the Pheasant Run Resort and downtown St. Charles.
- » Pheasant Run uses the proximity and the ambience of historic downtown St. Charles in their retail marketing to attract shows to the resort.
- » Pheasant Run has their own vans to move guest between nearby hotels to attend their shows and events.
- » The Pheasant Run van will take guests downtown for dinner in either St. Charles or Geneva – mostly St. Charles as that is the town they promote.
- » If guests use the Pheasant Run van to get downtown they are going to need to be picked up by the van to get back.
- » They usually pick a time/place for the ride back ahead of time to avoid a long wait if they call in when they are ready.
- » Often the van is busy running between hotels and guest may have to wait 30 minutes to get a ride downtown.
- » A circulator that reinforces the transit connection between downtown and the Resort would most likely benefit everyone.
- » The Resort would be very supportive of a circulator and would like to see Pheasant Run as the eastern stop/terminus on the route

**Q-Center:**

Stakeholder Interview Contact: *Ms. Lora Cain, Marketing Manager*

- » The Q-Center is very supportive of the concept of a St. Charles circulator transit system. The Q-Center has numerous guests with no access to a personal vehicle.
- » Almost all of the guests arrive by private transit – airport vans, and by large charter busses from an airport.
- » A transit connection to the Geneva train station would be a benefit to the Q-Center. Guests travelling by Metra are required to take cabs from the station. If the circulator was inexpensive or free, more people may be enticed to use it over a cab.
- » Guests are responsible for their own transportation from the airport and for the most part getting to local restaurants and downtown.
- » The Q-Center aims to provide activities and amenities that encourage people to stay on site. They are there for serious training sessions. Despite these effort, guests like to get out and explore.
- » The Q-Center has a small bus/van vehicle that takes trips on a set schedule to Charlestowne Mall in St. Charles and Fox Valley Mall in Aurora. They also take guests to Wal-mart and some other basic shopping. These trips are typically in the evening after training sessions and there is a schedule for certain destinations and locations.
- » The Q-Center provides bicycles and helmets to guests to use along the abutting bike path. If guests are staying for the weekend, they will often use bikes to explore the various downtowns in the Fox Valley.
- » Guests typically report a great experience in coming to the Q-Center in part based on the proximity to downtown St. Charles and the availability of many amenities and an attractive environment.

**St. Charles Towne Centre Development:**

Stakeholder Interview Contact: *Mr. David Patzelt, Sho-Deen, Inc.*

- » Pace currently provides bus stops along IL 38 in close proximity to the primary entrance into the Sho-Deen site. The stops are located on both sides of IL 38 serving east and west bound commuters.
- » Transfer improvements are needed at this location. To make a route to route transfer near the intersection of IL 38 and Randall Road, a rider is required to get off of a bus and walk across the expansive intersection.
- » A discussion of possible route refinements in this area is needed to eas transfers and perhaps take advantage of an improved shelter at the Towne Centre.
- » Sho-Deen has met with Pace representatives and has proposed a developer contribution to improve the stops at the Towne Centre/IL 38 entrance which may include partially enclosed and heated shelters.
- » Electronic screens with route maps and GPS locations for the buses should be encouraged. Emergency call buttons and electronic screens could serve as a potential revenue source for the service.
- » The shelters should be handicapped accessible and maintained in the winter to ensure daily access. Concerns remain about snow removal maintenance to keep the shelters accessible in the winter.
- » Sho-Deen would like to work with Pace and/or the City of St. Charles to coordinate the design of the shelters at this location to be compatible to the architecture, materials and colors of the proposed Towne Centre buildings.
- » Sho-Deen is interested in discussing a north Towne Centre shelter along Prairie Street to serve the Wessel Court apartments along Prairie Street.



**Wal-Mart:**

Stakeholder Interview Contact: *Mr. Darryl Allen, Store Manager*

- » Wal-Mart is very interested in the process to study the circulator route.
- » The workforce at the store for the most part does not reside in St. Charles, therefore there is little assistance that could be provided by a local circulator for getting employees to work.
- » Wal-Mart is not sure if any employees use Pace and walk from the stop at Charlestowne Mall.
- » Would like to stay informed regarding the process.

**Kane County Department of Economic Development:**

Stakeholder Interview Contact: *Mr. Chris Aiston, Economic Development Director*

- » Primary concerns is to make sure that the circulator route takes into consideration the proposed St. Charles Towne Centre development and the potential Randall Road BRT route that is under study at the county level.

**AML Residences:**

Stakeholder Interview Contact: *Ms. Mary Lynn Yarter, Community Manager and Ms. Kelly Bradley, Assistant Manager*

- » AMLI has 400 rental units onsite.
- » AMLI residents for the most part have cars and, in the opinion of Lynn and Kelly, do not use transit very much.
- » AMLI is served with Pace stops currently along IL 64 and Kirk Road.
- » AMLI has a very nice shelter near the main entrance that is for kids waiting for the school bus, however it is not used very much as parents will wait with their kids in the car.
- » The managers would like to be kept informed of the process as it goes forward and may be able to offer additional feedback through resident input.



*AML Residences*

**Delnor Community Hospital**

Stakeholder Interview Contact: *Ms. Anne Geroulis*  
 Phone: 630.208.4490  
 email: *Anne.geroulis@delnor.com*

- » Delnor Community Hospital is currently served by Pace Route 529 with a bus stop at the hospital's north entrance. Service frequency is approximately on the hour throughout the day. The bus stops near the canopy at the north entrance east of the emergency room following its stop at Geneva Commons.
- » The hospital believes that the biggest gap in local commuter transportation is the limited number of connections to the Geneva train station. There is at least one hospital employee that walks to and from the Geneva station each day to get to work at the hospital.
- » The hospital does field telephone calls inquiring if there is a way to get to the hospital from the train station.
- » Delnor provides numerous free clinics and consultations with doctors that are often underutilized as a result of limited access to transportation. Delnor believes that one of the primary reasons that people are unable to take advantage of the hospital's free services is due to their inability to get to the hospital, clinic, or doctors office. For example, someone staying at Lazarus House in St. Charles has no way beyond use of a personal automobile to get to the free services that are routinely offered by Delnor.
- » Delnor Hospital and the City of St. Charles should continue to coordinate on transit issues as the transit circulator assessment plan moves forward. It may be advantageous to involve the hospital's Patient Partnership Council to identify which individuals from the hospital should be involved in this process.



*Delnor Hospital*



*Delnor Road Access to Hospital*



## CASE STUDY INTERVIEWS

To assist in identifying the elements of a successful transit circulator system, three Case Study systems were identified and interviewed as part of the St. Charles Transit Circulator Study. These systems include:

- » Village of Schaumburg, Illinois - Transit Circulator
- » Village of Niles, Illinois - “Free Bus”
- » Phoenix, Arizona - Neighborhood Circulator Service (6 Neighborhood Circulators)

These systems were selected based on their respective similarities to the City of St. Charles in regards to a combination of recognized transit supportive socio-economic characteristics, route length, and desired system components.

Based on the information collected during each of the interviews, several contributing components to the establishment of a success transit circulator system were identified. These components include the need to:

- » encourage active public/stakeholder participation in the development of the circulator route, naming of the route, selection and approval of future route modifications and where necessary service cuts.
- » minimize the cost to use the service. The provision of “free” fares is likely to attract and retain the greatest number of system riders.
- » ensure that the system operates with a combination of designated circulator stops as well as “flag” stops along the route.
- » ensure that route frequency is kept as short as possible. Frequency of approximately 30 minutes during peak operating hours is most desirable.
- » encourage cooperation with the business community within the proposed route to promote use of the system, provide readily accessible maps, schedules and other information related to the system to these patrons, and provide incentives to their patrons to encourage transit usage.

### Village of Schaumburg Transit Circulator

Case Study Contact: *Mr. Richard Bascomb, Senior Transportation Planner, Village of Schaumburg*

The Village of Schaumburg provides a diversity of transit services for its residents, businesses, employees, visitors and patrons. These services include traditional fixed-route services as well as its Dial-a-Ride Transportation, Shoppers Shuttle, and the Woodfield Trolley. Outside of the traditional transit services operated by Pace, the Village does financially contribute to its supplemental services that are operated by a private contractor.

**Dial-a-Ride Transportation (DART):** DART service has existed since the mid 1970s and evolved into its current design around 1985. DART offers curb-to-curb service within the municipal boundaries of Schaumburg. Passengers must call 90 minutes prior to their desired pick-up time to arrange a ride. The general public is eligible to use the service and is required to pay a fare. Pace provides a 20% operating subsidy.

**Woodfield Trolley:** Trolley service began in 2000. This free service connects the Schaumburg Convention Center, IKEA, Woodfield Village Green, Woodfield Mall, Streets of Woodfield, and the Pace Northwest Transportation Center. Service operates on Fridays, Saturdays, and Sundays. Pace provides the vehicles and the Village pays for the operating costs.

**Lunchtime Shoppers Shuttle:** This service was eliminated on May 1, 2009 due to budgetary constraints. It had operated during the mid-day and connected Woodfield Corporate Center to Woodfield Mall and Streets of Woodfield. The routes were also subsidized by Woodfield Mall and Streets of Woodfield.

Attracting riders is one of the challenges of community funded transit services. While the DART service is open to the general public, many residents do not want to go through the burden of making advance reservations or share rides with other customers. The DART service also does not extend beyond the Village’s borders. There are residents that need to travel into adjacent communities for medical and employment trips.

One of the important lessons learned is that community provided services must be fully supported by the community. Internal staff needs to oversee the service; oversight should not be left to the private provider. It is also important to obtain partners that are willing to help fund the service. The best solution to funding is a dedicated revenue stream. With a dedicated revenue stream, service likely will not need to be modified every time there is an economic downturn. Also, the service should be branded to reflect the characteristics of the community and to be easy identifiable. A marketing and outreach campaign should also be devised to promote the services. Promoting the service should go beyond typical municipal channels: cable access channel, newsletters, website, etc.



Schaumburg's Woodfield Trolley

### Village of Niles Free Bus Circulator System:

Case Study Contact: *Mr. Michael Haws, Fleet Manager, Village of Niles*

Started in the early 1970’s the Nile’s Free Bus is a Village supported circulator system of 10, thirty foot buses running multiple routes throughout the community. The Village’s objective in providing the service is to ensure alternative transportation options for community residents and linkages between the Village’s various activity generators. The system and routes are intentionally configured to complement the existing fixed-route services that are provided by Pace along Niles’ major rights-of-way.

Niles circulator system design is arranged to maximize accessibility by minimizing the walking distance to circulator routes/stops. As currently configured, most areas in Niles are within a two block walk of a circulator route/stop. To avoid conflicts with Pace’s fixed routes the Nile Free Bus is restricted predominantly to Village side streets. Free Bus routes are developed by the community and forwarded to Pace for final approval. This allows the Village to efficiently address local ridership needs and destination desires while also minimizing overlap with established Pace routes and operations.

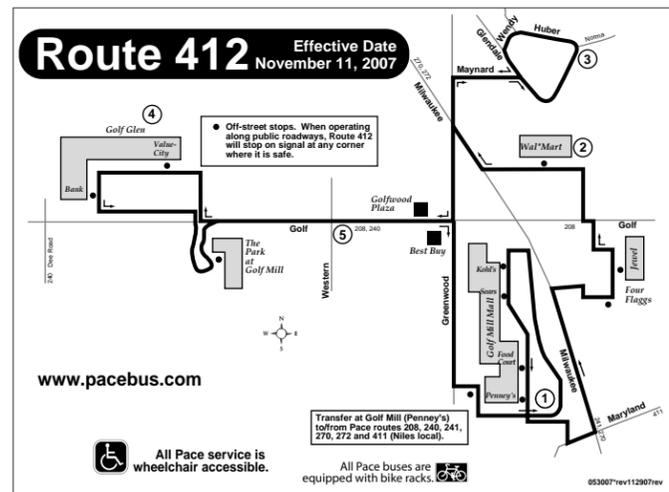


Niles Free Bus Circulator



The Village of Niles currently maintains a fleet of 10 vehicles and is responsible for all vehicle maintenance and hiring of drivers. All maintenance is conducted by the Village within its own facility. Typically, 8 of the 10 vehicles are in use daily while 2 vehicles are held for emergency backup in the event of an equipment breakdown. To meet the service demands of the existing routes, Niles employs approximately 25 part-time drivers.

While a free service to riders, the cost to operate the system is significant. Niles stated that it would be unlikely to afford to start the service today without the reimbursements that it receives from Pace. These reimbursements include driver pay, parts for buses, and a portion of the total fuel costs. Depending on total ridership, the cost to Niles range from \$325,000 to \$400,000 annually. The per person reimbursement value varies by rider type with \$0.50 per ride for seniors, children, and the disabled, and \$1.00 for adults. The largest percentage of system riders are senior citizens. Seniors make up approximately 70% of total riders followed by adults at 20%, and youth at 10%.



Pace Bus Route 412 Map

While ridership remains strong, Niles rider demographics have been changing in recent years as more seniors own cars and continue driving later into life. Seniors have become very reluctant to give up their cars and transition to the use of public transit despite age or health consideration that may necessitate the change. To help maintain ridership the Village does promote the system through its new resident “welcome” packets, how to seminars at the Village Hall, library, and retirement homes, as well as postings on its web site, and printed system maps.

Despite the Niles Free Bus overall success in meeting its objectives and providing needed transportation alternatives for the community it does face a series of challenges. Among the most difficult is the lack of contiguous streets. The meandering routes that are required to get between points contribute to inconsistent arrival times and complaints from riders about the inability to maintain scheduled appointments. This issue is further exacerbated by continuous road construction which causes route deviations and/or increased travel times. In addition to these challenges, the use of part-time drivers, while beneficial in controlling costs does present issues to workforce reliability. Part time drivers are generally retirees who demonstrate a potential to miss work which can result in an inability by the Village to service particular route(s) due to a shortage of drivers.

The development of any future transit circulator service should work to involve those agencies and individuals with extensive experience, such as Pace so as to avoid expensive and time consuming pitfalls of system operation. Inclusion and/or cooperation with these experienced entities does require some loss of flexibility/control but the benefits of a smoother operating system typically outweigh the costs.

### Phoenix Arizona Neighborhood Circulator System:

Case Study Contact: Mr. Jorge Luna, Planner II, City of Phoenix Public Transit Department

The City of Phoenix Arizona operates an extensive system of six neighborhood circulators to meet the transit demands of City residents, students, employees, employers, and shoppers. These circulators include:

- » DART (Desert Ridge Area Revolving Transport)
- » ALEX (Ahwatukee Local Explorer)
- » SMART (Sunnyslope Multi Access Area Residential Transit)
- » MARY (Maryvale Area Ride for You)
- » DEER RUN
- » DASH (Downtown)

Each route is tailored to the unique needs and desires of its respective neighborhood. The routes range in length from a few miles within the downtown (DASH) to more than 25 miles through the Ahwatukee Foothills via the ALEX. Each route provides bidirectional service with a frequency of 30 minutes to 60 minutes depending on the time of day and length of the route. While the routes and their rider demographics differ, the operations of the overall system are standardized. This allows for easy expansion and/or modification to the system based on ridership and/or economic conditions.

The system was established in 2001 with the DASH route to serve the downtown core. It was quickly expanded to other neighborhoods to provide access for residents without access to or desire for use of an automobile. All rides within any of the routes are free. Transit services revenues are generated by a 0.04% sale tax.



Phoenix Neighborhood Circulator Bus

Development of the system, its routes, route names, and hours of operations heavily involve neighborhood stakeholders. These include the chamber of commerce, seniors, disabled citizens, parents, employers, and teachers. In addition to workshop and public meeting venues to gather input and identify routes during the early stages of planning/development, neighborhood transit councils are maintained to continually gauge rider satisfaction, identify issues, and where necessary modify or eliminate routes. This on-going interaction and neighborhood feedback results in a high level of perceived ownership of the route/system. As a result, stakeholders feel directly linked and responsible for the success or failure of a particular route. This perceived ownership also translates to increased ridership. Youth within the neighborhood display an affinity for the system and will at times chose it over use of local schools buses when both options are provided. For example, the level of use along the SMART route has exceeded the capacity of the buses and resulted in passengers standing in the aisle and quicker deterioration of the buses than anticipated. All neighborhood circulator routes utilize the same 19 seat “mini-bus” which is handicapped accessible providing two wheelchair seating positions and racks capable of holding two bicycles. Standardization of the type of bus used allows for flexibility in the assignment of routes and utilization of resources. A breakdown of a bus along one route can quickly and easily be exchanged with an available bus from another route without creating any confusion as to which route the bus belongs.

Each circulator route operates as a combination of designated stops at major intersections and flag stops between intersections and/or as needed. A large percentage of the stops at major intersections do provide shelters for the comfort and protection of riders. As a direct result of the \$10,000 - \$12,000 cost to construct a shelter they are typically simple structures that include a roof, bench, and map of the particular route(s). Phoenix promotes a “personal cooling campaign” to educate riders about ways to protect themselves from the heat and thereby reduce the need and cost of expensive cooling systems within individual shelters.

The success of the Phoenix Neighborhood Circulator system is locally attributed to the tremendous level of stakeholder engagement from system planning, to route identification, through on-going service enhancements. Taking perceptual ownership of the respective routes and system creates incentives to use and continually promote the system by those who most directly benefit from its success.



# EXISTING TRAVEL PATTERNS & MOBILITY INVENTORY

## Activity Nodes & Destinations

The identification of and linkages between the City's diversity of economic, employment, recreational, institutional, entertainment, and transportation nodes/destinations is a primary goal of any transit circulator system. In conjunction with the City and Project Steering Committee, 20 locations were preliminarily identified as significant nodes/destinations within the community. Nine of the nodes/destinations are located within the primary study area and 11 are located within the secondary study area.

The primary study area nodes/destinations include:

- » Downtown St. Charles
- » First Street Redevelopment
- » St. Charles Towne Center (proposed)
- » Geneva Metra Station
- » Haines/Thompson Middle Schools
- » Kehoe Park
- » Moody Park
- » Baker Field Park
- » Davis Park

The secondary study area nodes/destinations include:

- » Pottawatomie Park
- » DuPage Airport
- » Pheasant Run Resort
- » Charlestown Mall/Wal-mart
- » Geneva Commons
- » Delnor Hospital
- » Kane County Fairgrounds
- » Kane County Judicial Center
- » West Side Community Park
- » AMLI Apartments
- » St. Charles East High School & Wredling Middle School Campus

## Pace Routes, Ridership & Fares

Transit service within the City of St. Charles is currently provided via fixed route bus service. Three routes including Route 529, Route 801, and Route 802 connect large portions of the City along its arterial rights-of-way. In addition to the fixed route system Pace also provides paratransit and vanpooling services along with participation in the Ride-in-Kane program.

St. Charles' three fixed routes include:

- » **Route 529 Randall Road – 5th Street** – Operates on weekdays and Saturdays from Settlers Landing in Aurora to Kane County Judicial Center in Geneva. The route serves the Aurora Transportation Center and operates along 5th Street, Pennsylvania, and Randall Road.
- » **Route 801 Elgin – Geneva** – Operates on weekdays and Saturdays between the Elgin Terminal and St. Charles. The route operates a clockwise loop in St. Charles along Main/IL 64, Kirk Road, State/IL 38, Randall Road, and Main/IL 64. It serves IL 31 and IL 25 between Elgin and St. Charles.
- » **Route 802 Aurora – St. Charles** – Operates on weekdays and Saturdays from the Aurora Transportation Center to Charlestowne Mall. The route operates along IL 31 between Aurora and St. Charles.



Route 801 Stop Near AMLI Residences

## Hours of Operation

The hours of operations for each of the St. Charles routes are summarized in the following table.

	Weekday	Saturday	Sunday
<b>Route 529</b>	6:00am-9:40pm	7:10am-9:40pm	No Service
<b>Route 801</b>	5:20am-7:00pm	9:10am-5:10pm	No Service
<b>Route 802</b>	5:25am-7:40pm	7:20am-7:00pm	No Service

Route 529 operates on a weekday and Saturday service at approximately 60 minute intervals throughout the day. Route 801 and Route 802 operate six days a week with a frequency varying between approximately 35-75 minutes during the weekdays and 1-2 hours on Saturday. There is no bus service on Sunday on all three routes.

## Ridership

The average 2009 ridership for each route by type of day is shown in the following table.

	Weekday	% Change	Saturday	% Change
<b>Route 529</b>	412	16.7%	195	-1.1%
<b>Route 801</b>	194	-4.9%	75	5.6%
<b>Route 802</b>	313	8.9%	184	-5.4%

Ridership for the first quarter of 2009 was compared to the first quarter of 2008 to determine if it is increasing or decreasing. The table above summarizes the change in ridership for the routes serving St. Charles.



Pace Bus 802 Shelter near Geneva Metra Station

## Stop Level Data

Data for the routes provided by Pace indicate the total number of people getting on and getting off the bus at each stop in St. Charles on a daily basis. The following table lists the stops in the study area that have more than 5 total passengers boarding or alighting.

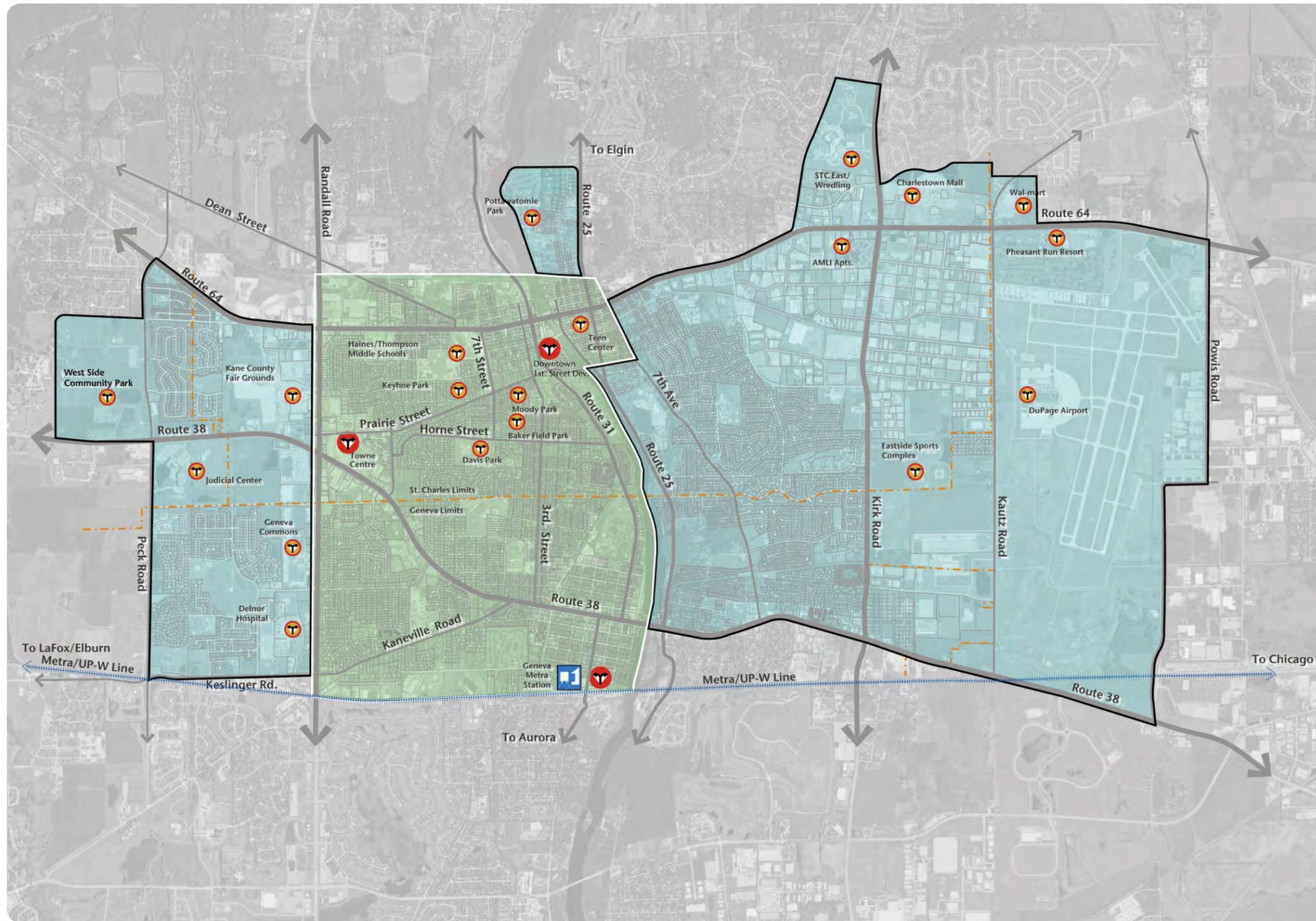
Route	Location	Total Ons/Offs
<b>Route 529</b>	Judicial Center	44
<b>Route 802</b>	Geneva Station	44
<b>Route 529</b>	Randall and IL 38	32
<b>Route 802</b>	Charlestowne Mall	30
<b>Route 801</b>	IL 25 and IL 64	26
<b>Route 801</b>	Charlestowne Mall	24
<b>Route 801</b>	Geneva Station	22
<b>Route 801</b>	Randall and Prairie	20
<b>Route 801</b>	Judicial Center	17
<b>Route 801</b>	IL 38 and Randall Road	8
<b>Route 802</b>	2nd and Illinois	8
<b>Route 801</b>	3rd and Main	7
<b>Route 529</b>	Delnor Community Hospital	6

Pace Route 529, with its connections/linkages to activity nodes such as the Kane County Judicial Center and Intersection of Randall Road & IL 38 represents the most active passenger boardings or alightings in the area. Route 529 is followed closely by Route 802 and its connections to Geneva Station and Charlestowne Mall. The boardings and alightings along these three routes demonstrate demand for transit connections within the area. Service enhancements through the provision of a transit circulator may provide an opportunity to boost ridership on the existing routes through additional frequency and linkages to other activity nodes within the community.

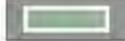
## Fares

The adult fare for these routes is \$1.75 and the reduced fare for the disabled, seniors, or students is \$0.85. These routes contain a Local Transfer Zone. Transfers that take place in the zone are free. Transfers outside of the zone are \$0.25 for adults and \$0.15 for reduced fare passengers. Seniors with a Seniors Ride Free Smart Card may ride Pace fixed routes for free.

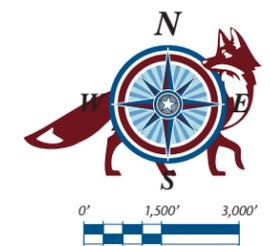


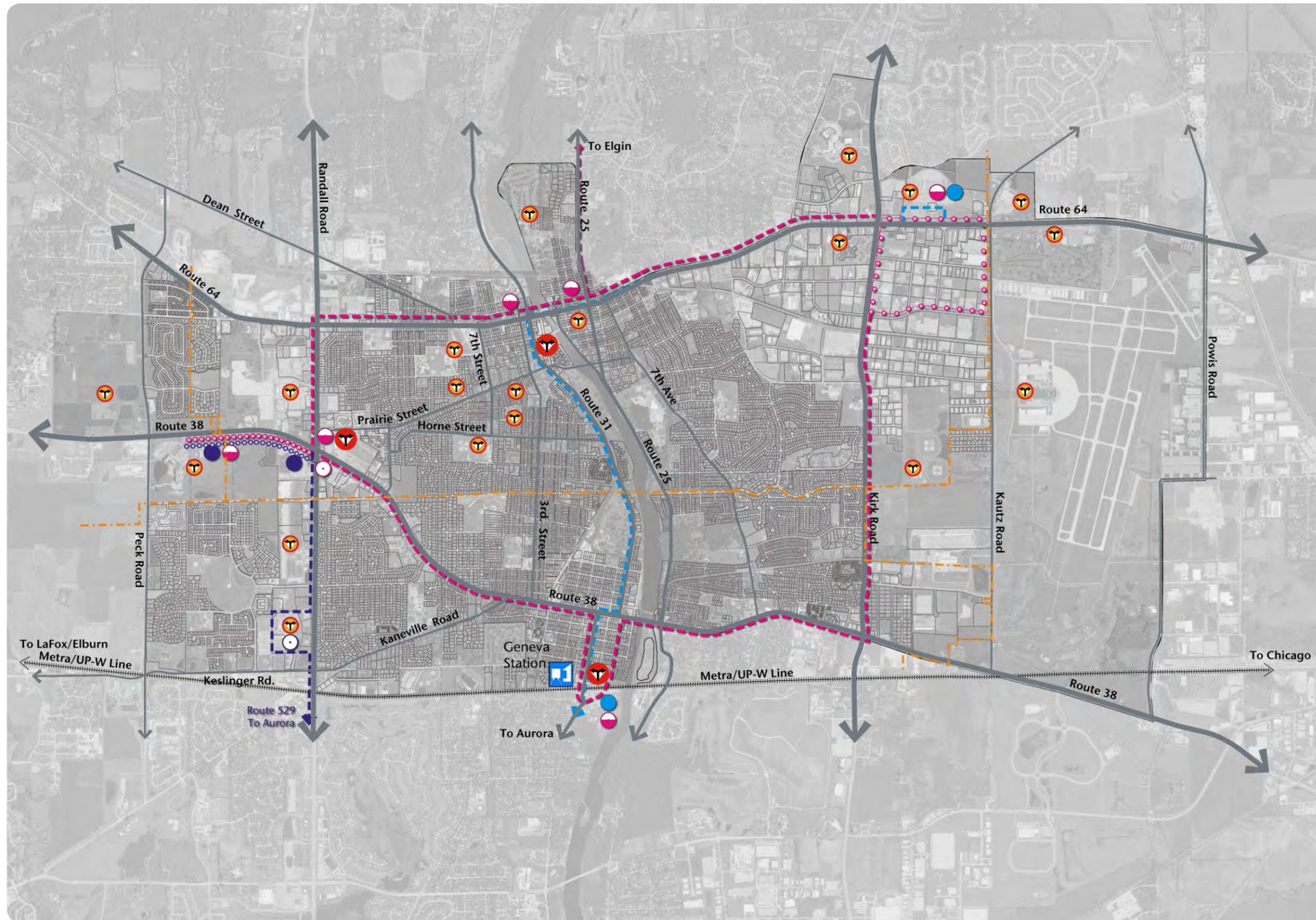


### LEGEND

-  Primary Study Area
-  Secondary Study Area
-  Corporate Limits
-  Metra Train Station
-  Primary Activity Node
-  Secondary Activity Node

 ACTIVITY NODES / DESTINATIONS



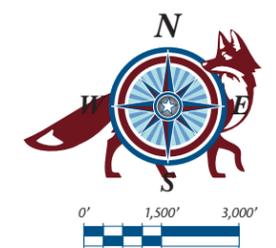


### LEGEND

- - - Pace Bus Route 801
- - - Pace Bus Route 802
- - - Pace Bus Route 529
- Pace Bus Route 801 Certain Trips Only
- Pace Bus Route 529 Certain Trips Only
- - - Corporate Limits
-  Metra Train Station
-  Primary Activity Node
-  Secondary Activity Node

### RIDERSHIP VOLUMES (DAILY)

529	801	802	Passenger Activity
			5 - 10
			11 - 29
			30 - 50



TRANSIT ROUTES & RIDERSHIP



### Metra Origin-Destination Survey Data

Commuter rail service for most St. Charles residents is provided via the Geneva Metra Station at Third Street and Crescent Place. Metra operates daily service along the Union Pacific West Line between Elburn and City of Chicago terminating at the Ogilvie Transportation Center.

Service hours to/from the station are as follows:

- » Weekday Inbound: 5:00am to 10:37pm
- » Weekday Outbound: 7:03am to 1:47am
- » Saturday Inbound: 6:37am to 10:37pm
- » Saturday Outbound: 9:47am to 1:47am
- » Sunday/Holiday Inbound: 6:37am to 10:37pm
- » Sunday/Holiday Outbound: 9:47am to 1:47am

During the peak period, peak-direction trains operate on a weekday inbound and outbound service that runs on 15-20 minutes frequency during the AM and PM peak hours and approximately 1 to 2 hour frequency during the remainder of the day. Saturday and Sunday/Holiday services run on 1 to 2 hour frequency depending on the day and time.

In 2006, Metra conducted an Origin-Destination survey of its metropolitan area stations. According to the survey, 682 St. Charles residents board Metra service at various stations. The largest percentage board at Geneva (UP-W) (62.7%) followed by La Fox (UP-W) (13.3%), West Chicago (UP-W) (12.1%), and National Street (MD-W) (4.5%).

Of the total Metra ridership departing from the Geneva Station, 428 are of the riders are St. Charles residents. St. Charles residents account for 30.5% of the boardings in Geneva. Of the 428 St. Charles residents boarding in Geneva, 71.2% drive alone, 18.3% are dropped off, 4% are carpool passengers, 3.2% drive carpools, 1.1% walk, 1.1% bike, 0.7% use another form of transportation, and 0.4% ride a bus. Despite the Pace Route 801 and 802 connections to the Geneva Station, Metra's 2006 Origin-Destination Survey demonstrate that bus transit is not currently meeting the needs of St. Charles residents or a preferred mode of access to the station.

### Right-of-Way Hierarchy & Traffic Volumes

The existing roadway system and corresponding traffic volumes for rights-of-way abutting the identified activity nodes may directly impact the characteristics of a proposed transit circulator. While the preliminarily identified activity nodes are spread throughout the community the majority are located on or near rights-of-way capable of accommodating a transit circulator system.

Among the key rights-of-way within the primary and secondary study districts include:

- » Arterial Rights-of-Way:
  - IL Route 64
  - IL Route 38
  - Randall Road
  - Kirk Road
- » Major Collectors:
  - IL Route 31
  - IL Route 25
- » Minor Collector:
  - Kautz Road
  - 7th Avenue
  - 3rd Street
  - 7th Street
  - Prairie Street
  - Horne Street
  - Peck Road
  - Keslinger Road

Based on a review of available traffic counts for key roadways there do not appear to be any significant constraints to the provision of transit circulator service within the area. While higher traffic volumes along roadways such as Randall Road, IL Route 64, and IL Route 38 will impact circulation times, they do not appear impede the provision of service along those roadways.

Arterial roadway such as IL 64, IL 38, and Randall Road are capable of handling and appropriate for the use of larger 35 foot buses. While able to carry larger passenger volumes, these buses may not be appropriate for use along neighborhood streets such as Prairie Street, Horne Street, or 7<sup>th</sup> Avenue. Narrow rights-of-way, on-street parking, and tight turning radii make navigation of these size vehicles impractical along the study area's minor collectors.

### Pedestrian Circulation

Pedestrian circulation in the study area is provided via a combination of existing sidewalks and bicycle paths. As a result of the predominantly grid street network, sidewalks are located extensively within the primary study district and to a lesser degree within the residential portions of the secondary study district. The provision of sidewalks throughout the primary study district allows for pedestrians to choose among multiple routes and connections between the area's activity nodes and the surrounding residential neighborhoods. While the connections overall appear well positioned to link pedestrians to the activity nodes and thereby potential circulator stops, several issues with the system were identified. These include missing sidewalks and impediments to circulation located within the sidewalk itself.

Based on a review of the City's sidewalk inventory information, four locations within the primary study district were identified as missing sidewalks. These areas include:

- » IL 38 between Randall Road and Bricher Road;
- » Randall Road between Prairie Street and Bricher Road;
- » Randall Road between IL 64 and Dean Street; and
- » Dean Street between Randall Road and IL 64.

While not highly traveled by pedestrians at this time, proposed development of the St. Charles Towne Centre and its proximity to the Geneva Commons and other commercial/retail uses along Randall Road will increase the need of these sidewalk sections. In addition to the portions of missing sidewalks, a number of locations within the primary study district were identified to have utility boxes, light poles, sign poles, and other impediments to circulation in the middle of the existing sidewalk. These impediments reduce the width of the sidewalk from their typical 4 foot width to as little as 2 feet. As a result, pedestrians are forced to navigate around the impediments on unpaved areas or into the roadway to continue along the sidewalk. This is a particular safety concern for the disabled (e.g. wheel chair bound), elderly, parents with strollers, and young children on bicycles who utilize these sidewalks.

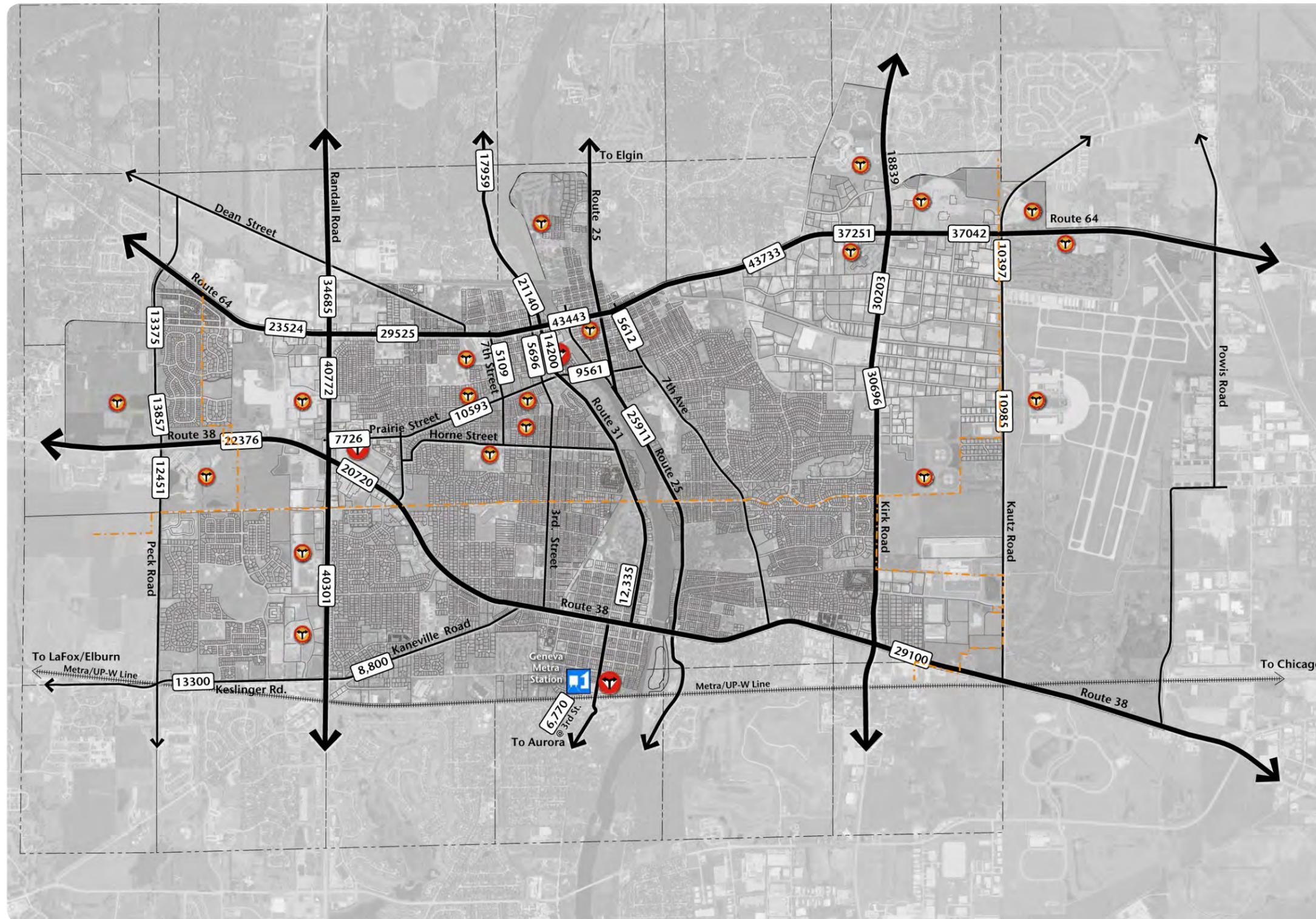
In addition to the sidewalk system, St. Charles also provides a network of bicycle paths. Existing paths within the community are focused along IL 31, IL 25, and Kirk Road. The paths today link the community north to south along the River with connections to the downtown, Pottawatomie Park, as well as along Kirk Road. A collection of proposed paths are planned which would enhance bicycle connectivity throughout the primary study district. The proposed paths would link to the existing path system and improve connections to many of the identified activity nodes within the primary and secondary study districts including:

- » Geneva Train Station
- » St. Charles Towne Center
- » Haines/Thompson Middle School
- » Davis Park
- » Baker Field Park
- » Moody Park



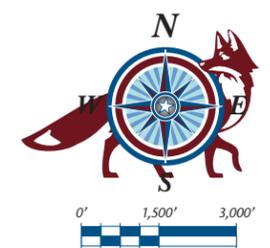
IL Route 64 Bridge in Downtown St. Charles





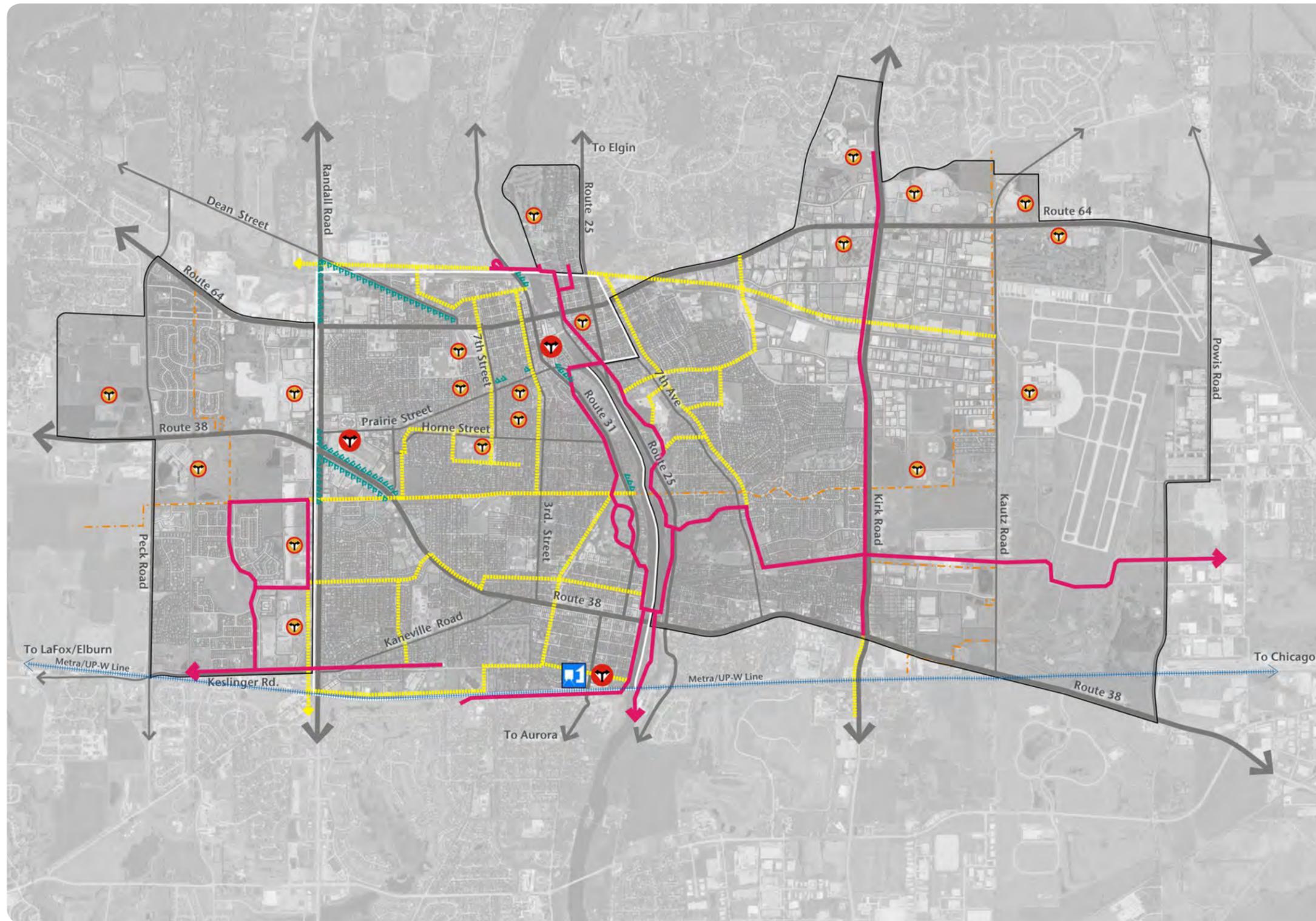
**LEGEND**

- Arterial Road
- Major Collector Road
- Minor Collector Road
- Corporate Limits
- Metra Train Station
- Primary Activity Node
- Secondary Activity Node
- Average Daily Trips

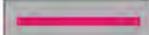


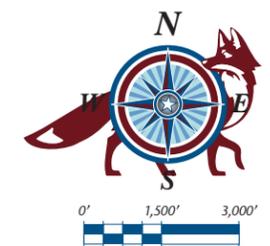
ROADWAY HIERARCHY & AVERAGE DAILY TRAFFIC





### LEGEND

-  Existing Trails
-  Proposed Trails
-  Missing Sidewalks
-  Corporate Limits
-  Metra Train Station
-  Primary Activity Node
-  Secondary Activity Node



 PEDESTRIAN PATHS

### Transit Supportive Characteristics

The identification and evaluation of specific socio-economic characteristics are often used as indicators for the support and/or demand for public transportation. Using a combination of decennial 2000 Census block group statistics, windshield surveys of existing land uses, zoning classifications, and interviews with key businesses and employers, a series of transit supportive characteristic evaluations for the primary and secondary study districts have been prepared.

The socio-economic evaluations include:

- » Household density
- » Employment density
- » Elderly population
- » Youth population
- » Households with zero vehicles

Maps demonstrating the concentrations of the above socio-economic evaluations are included on the following pages.



Transit-Supportive Development in Downtown St. Charles

### Household Density

The density of households within a particular area can be directly correlated to the potential for supporting transit service. For the purposes of the St. Charles Transit Circulator Plan household densities were categorized into 1-3 dwelling units per acre and greater than 3 units per acre.

Evaluation of the primary and secondary study districts shows that the majority of the area consists of household densities between 1-3 dwelling units per acre (see map on page 28). Concentrations of household densities greater than 3 dwelling units per acres are sporadically distributed throughout the study district. These concentrations of higher household density are typically locations of apartment, condominium, and townhome dwellings and in some cases senior and retirement care facilities.

The *Transit Capacity and Quality of Service Manual* considers 3 households per acre to be the minimum acceptable to support fixed route transit service. Lower densities may be able to support either Flexible Route, Demand Response, or a combination of both service types.



AMLI Residential Apartment Complex

### Employment Density

To visually demonstrate the concentration of existing jobs, the principal employment centers of the primary and secondary study districts were generally classified into either a high or low employment category (see map on page 29). Based on evaluation of the data, most employment density is positioned along arterial rights-of-way, including IL 64, IL 38, and Randall Road to benefit from ease of vehicular access and high visibility from passing motorists. The high employment areas generally include:

- » Downtown St. Charles
- » Geneva's 3rd Street Corridor
- » Randall Road Corridor
- » Route 64 Corridor between 14<sup>th</sup> Street and 13<sup>th</sup> Avenue, and west of Randall Road
- » East Side Business Park
- » DuPage Airport

The remainder of land within the primary and secondary districts consists largely of established residential neighborhoods. While these areas do contain some neighborhood oriented retail and office uses as well as home based businesses, overall they represent low employment generators. As such, they have been classified as low employment areas for the purposes of the transit circulator assessment.



DuPage Airport Control Tower and Terminal Building

### Senior Population

An evaluation of the available socio-economic characteristics shows that the senior population is largely concentrated within the primary study district (see map on page 30). This corresponds with the established residential neighborhoods of St. Charles and Geneva. In addition to the large number of seniors living independently within these neighborhoods, there are also 12 Senior Living/Retirement Facilities located within or immediately abutting the transit circulator study area.

Seniors represent a strong potential market for transit because as we age, we decrease our amount of driving for various reasons, including for health or physical capability reasons. This concentration of seniors creates a captured audience of potential transit circulator riders within close proximity to several of the major activity nodes, including downtown St. Charles, the proposed St. Charles Towne Centre, Geneva Metra Station and 3<sup>rd</sup> Street Corridor, and Geneva Commons.



Carriage Oaks Independent Senior Living Center



### Youth Population

Children between the ages of 10-18 are typically recognized as old enough to travel independently on a local basis, but may not yet be old enough to drive or have access to a vehicle. As a result, identification of the concentrations of youth within a community is an indicator of the potential to support transit services.

Similar to the senior population, the youth population is concentrated within the established residential neighborhoods within the primary study district as well as the neighborhoods immediately to the east within the secondary study district (see map on page 31). While newer developments within the secondary study district also indicate moderate youth population concentrations the larger lot sizes and lower permitted development densities do reduce the total youth concentration.

The proximity of the youth population to many of the commercial/retail, entertainment, employment, and recreational activity nodes including downtown St. Charles, Geneva Commons, Teen Center, Haines/Thompson Middle School, and Baker Field Park results in potential riders for a transit circulator.



Haines Middle School

### Households with Limited Access to Vehicles

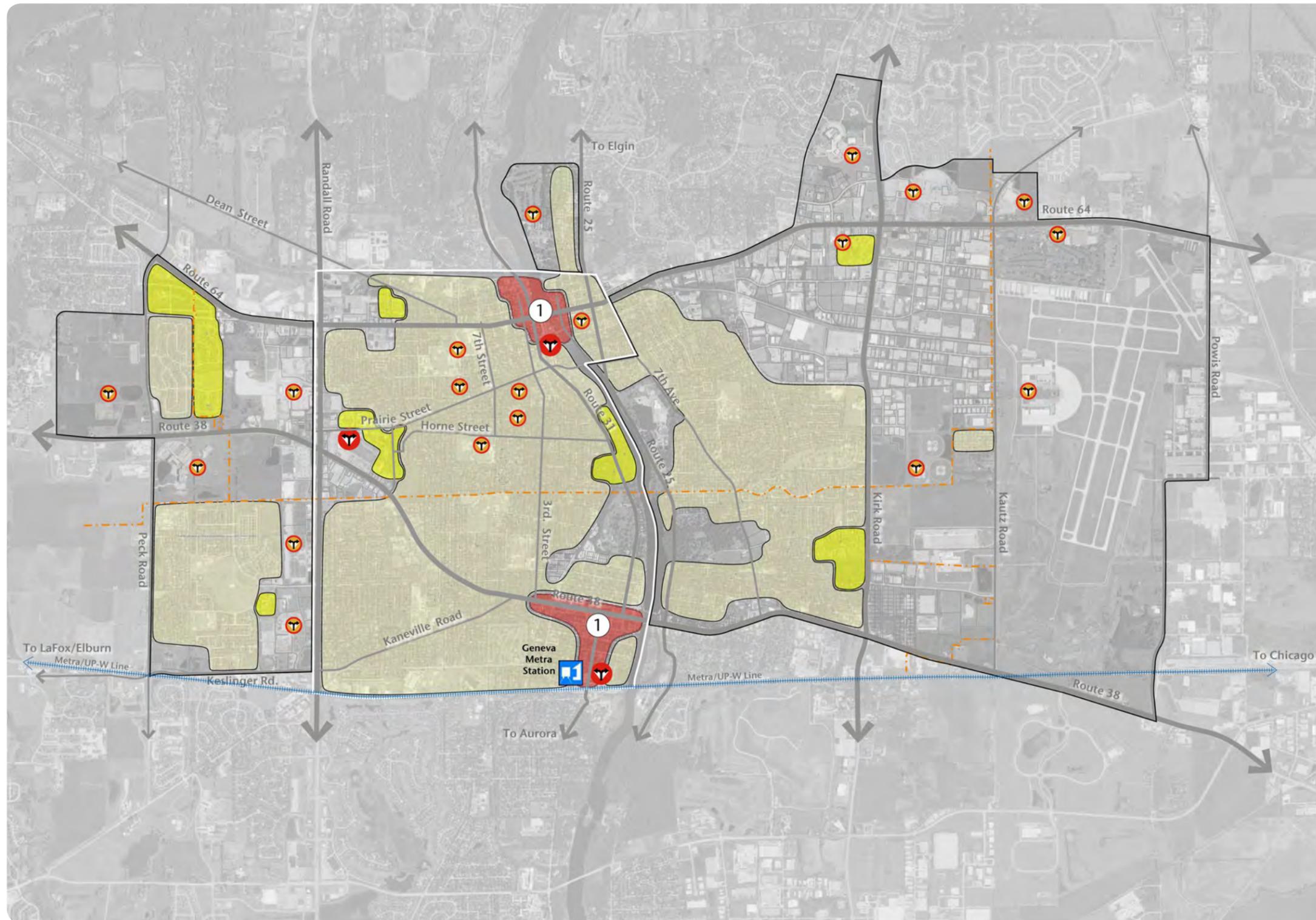
Limited access to a vehicle may mean that either the household does not own a vehicle at all, or that the number of vehicles owned by the household is not sufficient to meet their transportation needs. These households may be key target markets for transit services.

The downtown St. Charles district at the intersection of IL 64 and IL 31 contains a large concentration of households with limited access to a vehicle (see map on page 32). This location is home to the Carroll Towers Senior Living Center whose residents do not typically own vehicles. In addition to this area, other concentrations of limited vehicle households tend to correspond with apartment, senior living, and condominium/townhome developments which may be within walking distance of existing fixed-route or rail transit opportunities. These areas include the southeast corner of IL 64 and Randall Road, IL 38 and 3<sup>rd</sup> Street in Geneva, and along Prairie Street between Randall Road and 7<sup>th</sup> Street in St. Charles.



Carriage Oaks Senior Living Center





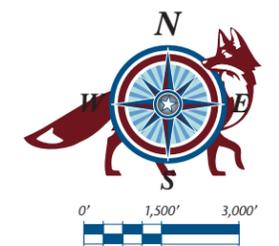
### LEGEND

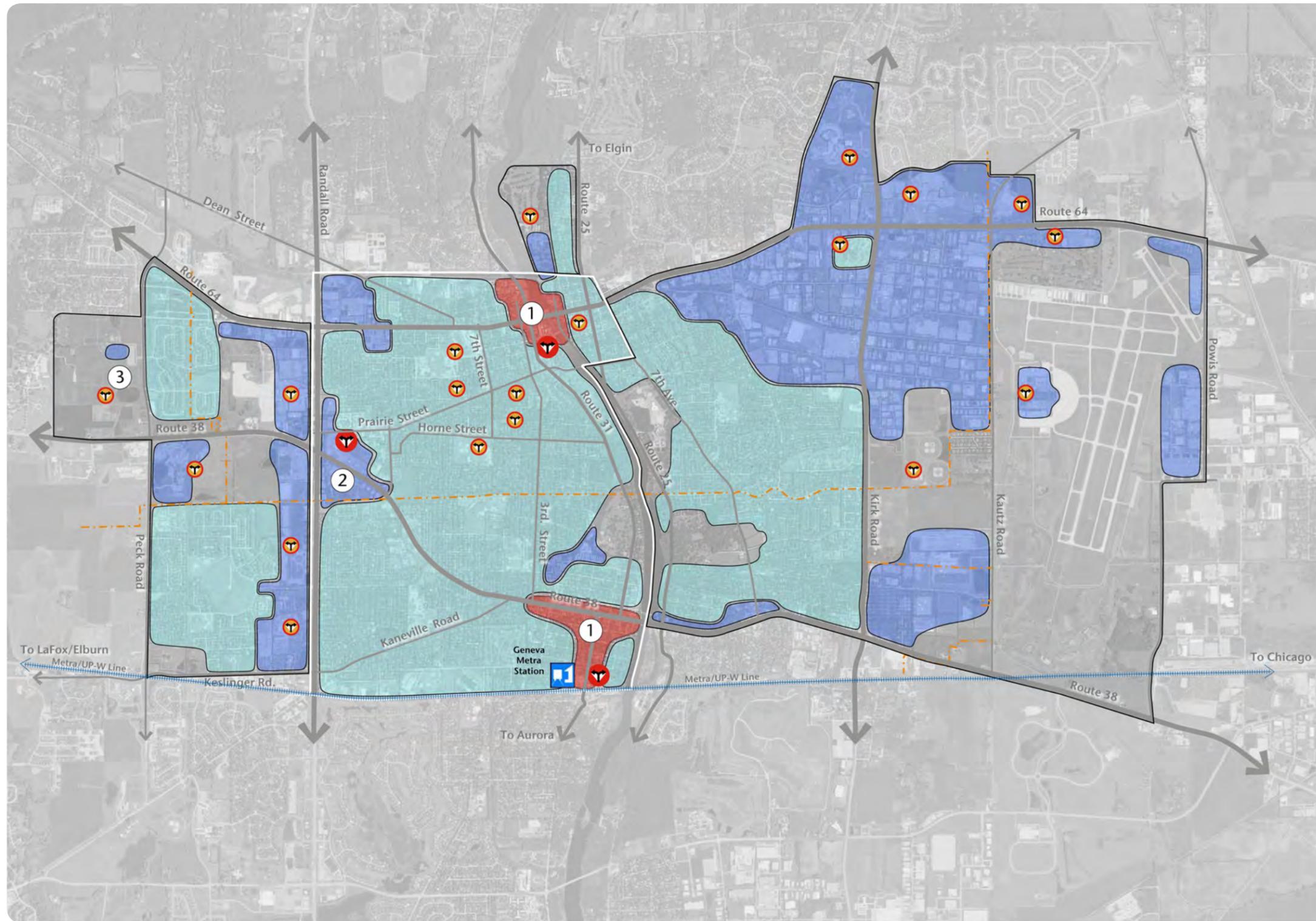
-  Corporate Limits
-  Metra Train Station
-  Primary Activity Node
-  Secondary Activity Node
-  Area At 1-3 DU/Acre
-  Area Over 3 DU/Acre

### ITEMS OF NOTE:

-  CBD - Mixed Use Units Have Occupied Residential Units

 HOUSEHOLD DENSITY



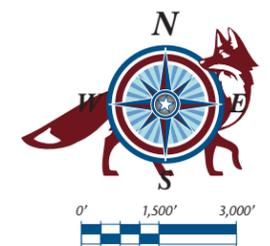


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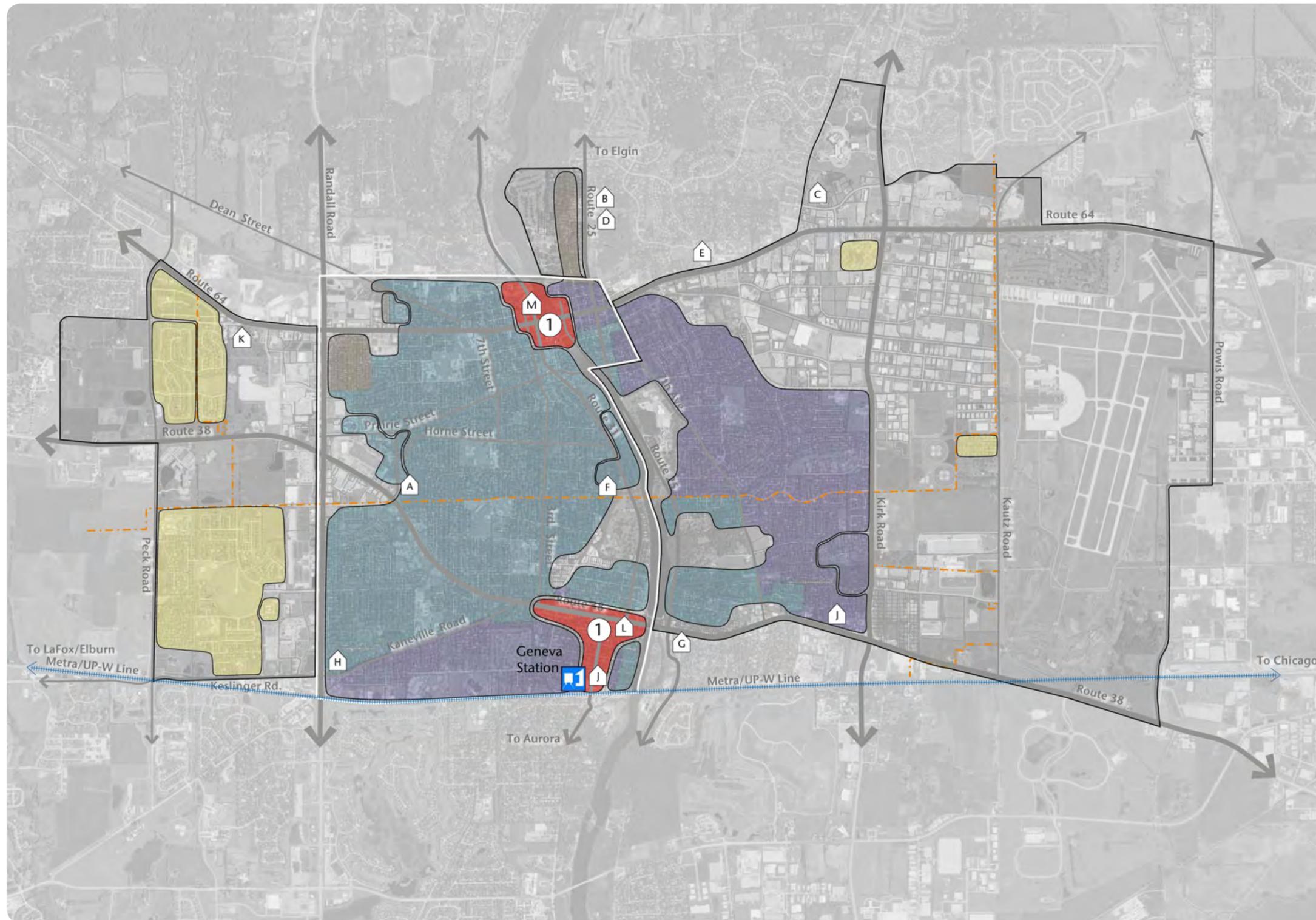
- Corporate Limits
- Metra Train Station
- Primary Activity Node
- Secondary Activity Node
- High Employment Area
- Low Employment Area

**ITEMS OF NOTE:**

- CBD - High Employment
- Future Town Centre
- Future Aquatic Park



EMPLOYMENT DENSITY



**LEGEND**

- Corporate Limits
- Metra Train Station

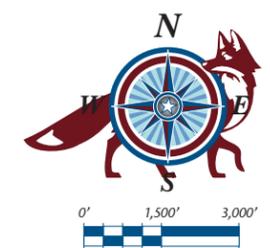
**ELDERLY POPULATION**

- Age Range 65 years and higher
- Under 10 Persons
  - 11 - 50 Persons
  - 50 - 150 Persons
  - 150 - 300 Persons
  - Over 300 Persons

**ITEMS OF NOTE:**

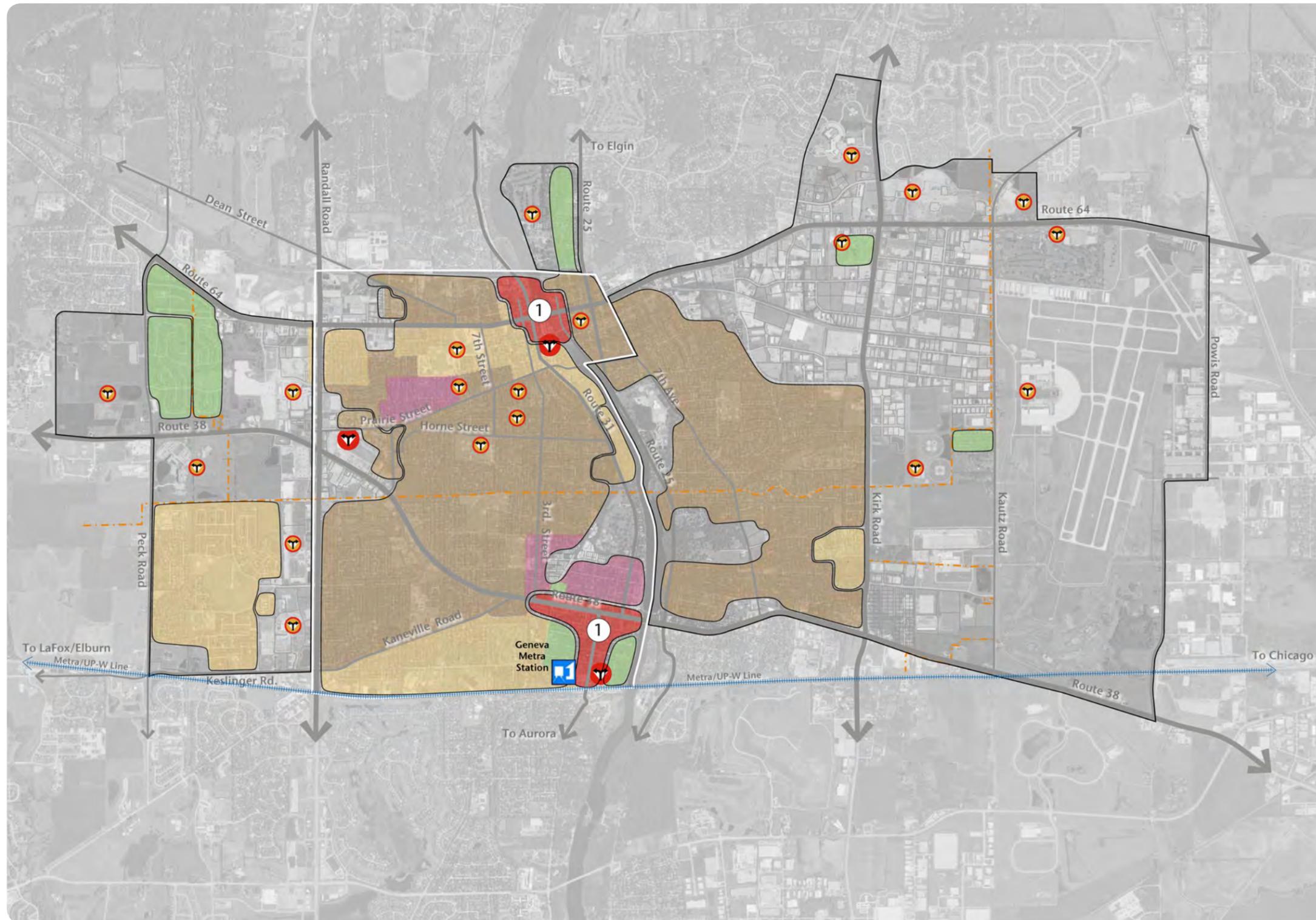
- CBD - Mixed Use Units Have Occupied Residential Units

Retirement Center	Capacity
Carriage Oaks Retirement Community St. Charles	Unavailable
Delnor Glen Assisted Living St. Charles	100 Units
Brighton Gardens of St. Charles St. Charles	120 Units
Provena Pine View Care Center St. Charles	112 Units
Hunt Club Village St. Charles	120 Units
Homecrest Foundation St. Charles	Unavailable
Geneva Place, LLC Geneva	54 Units
Reserve of Geneva Geneva	Unavailable
Greenfields of Geneva Geneva	140 Units
Provena Geneva Care Center Geneva	Unavailable
Bickford Cottage Campton Hills	Unavailable
Erickson Retirement Geneva	Unavailable
Carroll Tower St. Charles	108



ELDERLY POPULATION

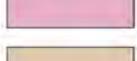
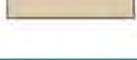




### LEGEND

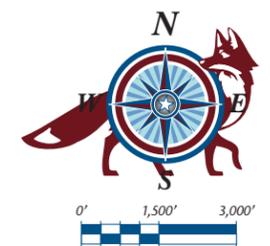
-  Corporate Limits
-  Metra Train Station
-  Primary Activity Node
-  Secondary Activity Node

### YOUTH POPULATION

- Age Range 10 to 18 years
-  Under 50 Persons
  -  50 - 100 Persons
  -  100 - 250 Persons
  -  250 - 500 Persons
  -  Over 500 Persons

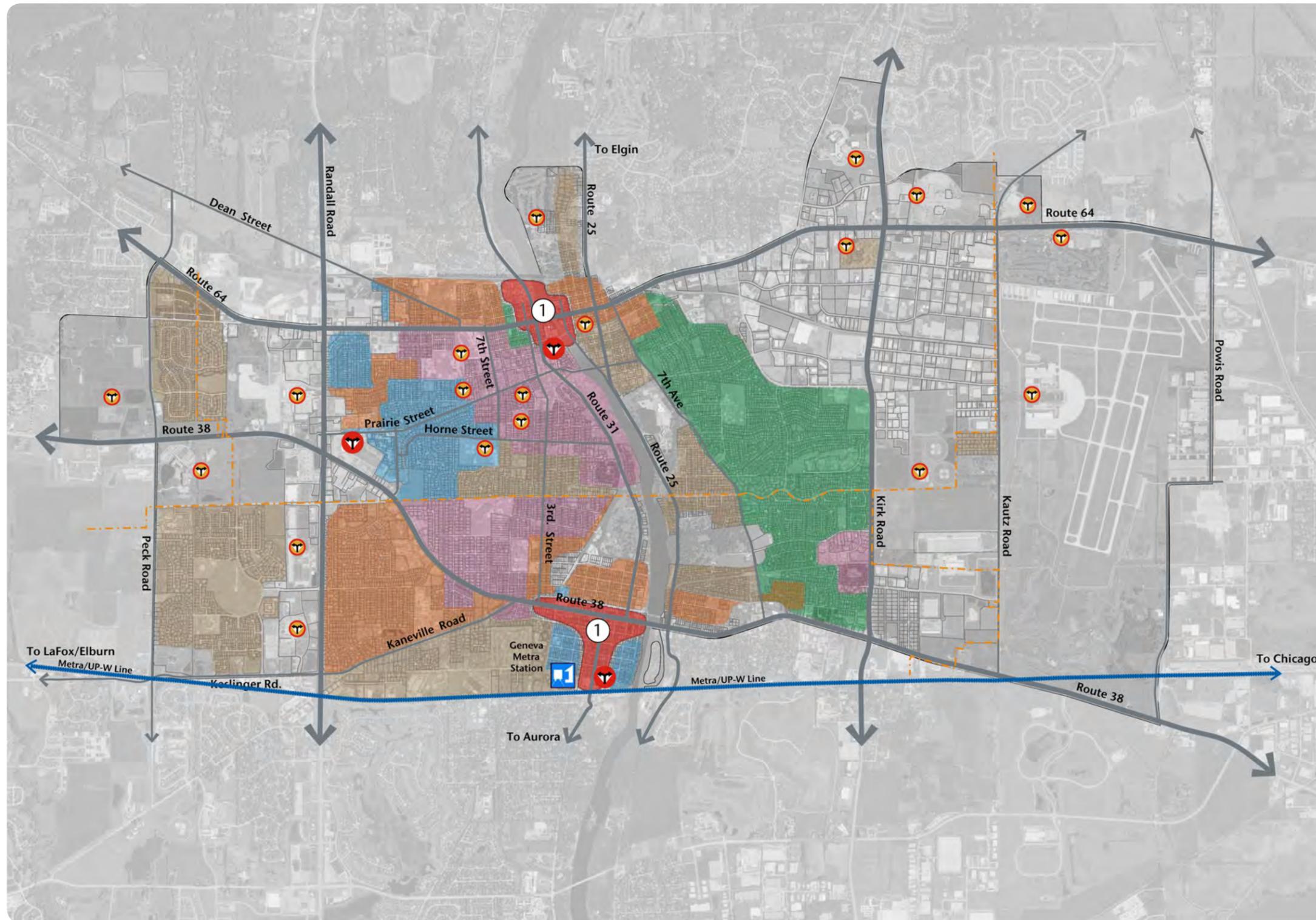
### ITEMS OF NOTE:

-  CBD - Mixed Use Units Have Occupied Residential Units



 YOUTH POPULATION





**LEGEND**

- Corporate Limits
- Metra Train Station
- Primary Activity Node
- Secondary Activity Node

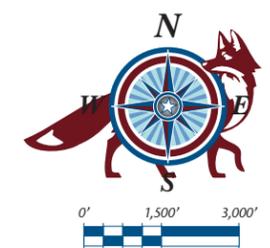
**LIMITED VEHICLE ACCESS**

- 0 - 5 Units
- 5 - 15 Units
- 15 - 25 Units
- 25 - 50 Units
- Over 50 Units

**ITEMS OF NOTE:**

- CBD - Mixed Use Units

HOUSEHOLDS WITH LIMITED ACCESS TO VEHICLES



### Commuter/Transit Parking

The availability of conveniently located, secure, and inexpensive parking is a contributing element of increasing use and ridership of transit alternatives such as a transit circulator. To accommodate these needs both the City of St. Charles and City of Geneva each provide parking adjacent/near their key activity nodes of the Downtown/First Street Development and the 3rd Street/ Geneva station.

Structure parking within the St. Charles Downtown/First Street Development is provided via a five story garage with parking for 429 vehicles. Constructed as part of the First Street Development the garage provides free parking for shoppers, visitors and patrons within the First Street Development as well as other downtown businesses and institutions. As part of the construction funding for the garage, 113 spaces have been reserved to accommodate transit park-n-ride needs. With the exception of major downtown events, the occupancy of the parking is well below its capacity. In conjunction with the limited current park-n-ride demand designation/demarcation of the reserved park-n-ride spaces has not been required at this time.



Entrance to Structured Parking in Third Street Development

As demand for parking in the Downtown/First Street Development continues to increase and transit ridership is enhanced via a transit circulator, the spaces reserved for park-n-ride users may require formal demarcation within the structure.

Geneva provides parking for its commuters via 9 lots in and around the station. Combined these lots provide parking for approximately 1,008 vehicles. Eighteen of these spaces are reserved for handicapped parking. Spaces within 7 of the lots totaling 487 spaces are permit parking only at a cost of \$80.00 quarterly. Parking within the remaining 2 lots are daily uses only costing between \$1.25 and \$1.50. Commuter parking within the Geneva Station lots is at full capacity. Parking observations from 2008 indicated an observed parking utilization of 96% and total effective utilization of 100%.

The City of Geneva constructed a 361 space, two (2) story parking structure in 2007 immediately east of the Geneva Metra Station. During peak hours parking utilization of the garage is approximately 90 percent. The structure is designed to accommodate one additional level of parking.



Entrance to Structured Parking in First Street Redevelopment

### Wayfinding, Signage, & Pedestrian Environment

The primary study district contains aesthetically designed gateway, street, directional, and civic feature signage for downtown St. Charles and downtown Geneva. Transit-supportive elements, such as shelters, benches, and/or bike racks are present in areas where new streetscapes have been installed. Unfortunately, these elements must compete with typical Manual on Uniform Traffic Control Devices (MUTCD) standards and retail, commercial, food and beverage signage. The overall effect is one of visual clutter, requiring close attention by both pedestrians and motorists for successful wayfinding.



Banner Signage Mounted onto Street Lights

In general, the secondary study district exhibits typical MUTCD recommended regulatory and warning signs, Pace bus signs on Pace routes, freestanding multi-tenant signboards at shopping centers, and large on-building signage, all contributing to visual clutter. While transit does exist within the secondary study district, few transit-supportive elements are provided to either identify the existence of transit or support its riders.

Overall, there is limited signage at intersections or on street signs indicating that a particular street is served by transit. In addition, there is limited signage within the identified activity nodes specifically directing individuals to transit systems.



Wayfinding Signs Located at Street Intersections

### Transit Service

Public transit for residents and businesses within the primary and secondary study area is provided via Pace and Metra. The major arterial roads including IL Route 64 and Randall Road lack appropriate signs for Pace Bus stops as well as bus shelters, making it difficult for riders and motorists to locate them. The bus stops for Routes 801 and 802 typically exist only on one side of the street with the other side being flag stops, enabling riders to dismount at their desired location by notifying the bus operator.

### Metra

The major arterial roads adjacent to the Geneva Metra Station contain limited directional signage, making it difficult for motorists and pedestrians to locate the train station. As a result, visitors and occasional riders have a difficult time finding the station.



**Pace**

Similar to the issues described for Metra, Pace signs are limited to their bus stops, with no overall sense of “transit service” within the primary and secondary study districts. With a few exceptions, Pace bus stops are indicated by a pole sign, with no direct connection to sidewalks or adjacent buildings or destinations. There is limited information provided at the stops regarding travel routes, frequency, arrival and departure times, or destination served. As a result, potential riders must retain a physical map or go online for desired information. The location of Pace bus stops and signs often appear to have no relationship with adjacent land use and activities, and few signs or stops are located at intersections where motorists (potential riders) can see that transit service exists.



Pace Bus Sign

**Pedestrian and Bike Circulation**

There is an extensive network of sidewalks along major streets within the primary study area, typically setback from the edge of the roadway. Although this ensures protection for pedestrians and bicyclists from vehicular traffic, the sidewalks are rarely connected to Pace bus stops. In some instances, damp or water-filled swales create barriers between adjacent sidewalks and Pace bus stops. Due to the lack of sidewalk maintenance during the winter season, riders are forced to walk on the roadway or step through snowdrifts to access their destinations.

In the downtown areas, the existing roadway grid pattern allows easy access for residents to transit-served streets. However, road networks in newer developments especially in the secondary study district are not designed for easy pedestrian and bicycle access. Cul-de-sac streets and gated neighborhoods make access to transit difficult.



Bike Route Signage



Pedestrian Sidewalk along Kehoe Park

Bicyclists were observed riding on the shoulders of major arterials (e.g. Randall Road), and on sidewalks. The bike trail crossing at Kirk Road is well-demarcated, and downtown bike routes are noted with small signs. However, dedicated bike lanes and segregated bikeways do not appear to exist. Bicycle parking at the Metra station exists but is not weather-protected or as secure as the state-of-the-art bike stations, at facilities such as the Arlington Heights Metra station or the bike station in Chicago’s Millennium Park.

**Streetscape**

With the exception of downtown St. Charles and Geneva which contain well designed streetscapes, typical intersections in both the primary and secondary study districts are auto-oriented, with minimal to no crosswalk striping or pedestrian crossing lights. There are no ‘safe-haven’ medians on the widest thoroughfares (e.g. Randall, Kirk, IL 64), discouraging pedestrians and bicyclists. Intersections that have been recently reconstructed provide ADA accessible curbs. The numerous left and right turn lanes along with the frequent curb cuts along downtown streets and major arterials present a safety hazard for cyclists and pedestrians.



Informational Signage with Area Map



Retail Signage in Downtown St. Charles



Wayfinding Signage



## COMMUNITY WIDE TRANSIT SURVEY

Stakeholder surveys serve as an effective tool in gauging the needs, desires, and opinions of existing and potential transit riders. For the St. Charles Transit Circulator Plan a community-wide transit survey consisting of 22 transit targeted questions was developed. The survey was distributed via direct mail to approximately 1,850 addresses within the primary study area as well as posted on-line on the City's municipal Web site.

The survey was designed to provide insight into the expectations and opinions of residents, employers, employees, and visitors/patrons, in regards to existing transit services within the community and their potential willingness to utilize a new circulator service, if developed.

The results collected from the survey responses and the existing conditions evaluations were combined and used in the development of various service alternative recommendations that may be applicable and appropriate for the City of St. Charles.

### Survey Result Summary

The following is a bullet list and commentary on the results from survey responses.

- » Overall 294 community stakeholders participated in the Transit Shuttle Survey. Given that 1,849 survey notifications were sent out to addresses within the study area, this equates a survey response rate of approximately 13.5%. This does not include responses that may have resulted from word of mouth or other informal survey notification methods.
  - » The largest percentage of survey respondents were age 50-64 (37%). Combined together more than 86.2% of the respondents were age 35 or older.
  - » There appears to be very limited existing Pace ridership within the study area. Only 2% of respondents indicated riding Pace. Approximately 85% indicated that they do not currently use the service. While the number appears high, it is generally consistent with suburban transit ridership within the Chicago metropolitan area.
  - » Pace Route 801 Elgin-Geneva attracts the largest percentage of transit riders (60%). This is consistent with Route 801's comprehensive coverage of the largest portion of the overall study area, including downtown St. Charles and the Geneva Metra Station. Route 802, 529, and paratransit routes represented 33.3%, 26.7%, and 20% of riders, respectively.
  - » Consistent with the limited overall Pace ridership, those who do ride the system, 70% are doing so less than once per month. Only 10% of the identified riders do so between 2-4 times per week.
  - » Primary ridership destinations on Pace are fairly equally distributed between work (14%), shopping (24%) social/recreational (19%), and other (33%). Given the low total ridership these results do not appear to suggest any singular dominant destination. When posed with the question of ever having ridden Pace to specific destinations, the Geneva Metra Station (44.2%) is identified as the single most significant destination.
- Destinations outside of St. Charles identified by respondents include:
- Downtown Geneva & Metra Station
  - Elgin Community College
  - Geneva Commons
  - Delnor Hospital
  - Meijer Grocery Store
  - Rt 64 & Rt 31 (multiple stops)
  - Randall Road Corridor
  - Charlestowne Mall
- » A majority of survey respondents (58%) indicated that they do ride Metra. Unfortunately, they appear to be infrequent riders with 70% using the train less than once per month. A total of only 6% use the train 2 or more days per week. Saturday utilization is most prevalent followed by Weekdays and Sundays.
  - » The Geneva Metra station is the station of choice for survey respondents at 86%. The next closest station is West Chicago with 5.2%. This is representative of the physical proximity of the station to a large percentage of the primary study area. Respondents also indicated the availability of parking (40%) as primary reason for using this station.
  - » Of those taking the train, the majority get to the station by driving (77.6%) or being driven by others (15.2%). Pace bus represented just 0.4% of those going to the station. While the availability of parking was expressed as a reason to use the Geneva station it may also be contributing to the large percentage of people who choose to drive or be driven to the station.
  - » Support for a transit shuttle on the surface appears strong at 70.1%. Respondents indicate they would use it only slightly more than they ride Metra. This ridership rate would equate to less than once per month (43.9%). This limited ridership will need to be evaluated in regards to the feasibility of circulator service.
  - » Desired ridership time responses were fairly equally distributed between 5:00am and 7:00pm. This is consistent with the primary activity hours for commuters and shoppers in the area.

- » The desired destinations for the shuttle linkages are indicated as Geneva Station (72.2%), downtown St. Charles (54.1%), and Geneva Commons (44.4%). These are the existing significant nodes of activity and contain the diversity of retail and entertainment venues within proximity of the residential population base.
- » Respondents appear receptive to paying between \$1-\$2 for use of the shuttle (70%). Approximately 12% indicated that they are unwilling to pay any amount to use the service.
- » The most important elements of a proposed service as discussed by respondents appear to include:
  - ability to know the arrival time
  - frequency of service
  - safety of service
  - schedule coordination with Metra

Each of the above responses, with the exception of safety correlates with the overall convenience of the service in comparison to driving.

- » A wide diversity of additional comments were provided by the survey respondents. The following is a summary of several of the most frequently mentioned comments:
  - Need to provide reliable service with coordination between Pace and Metra schedules and easy access to (i.e. walking distance) local stops.
  - Service would be helpful to seniors and youth and lower income families without access to a personal vehicle.
  - Taxes are too high. Need to stop spending money on services that are/will be used



# TRANSIT CIRCULATOR ALTERNATIVES

The Transit Circulator alternatives presented on the following pages are intended to provide the City of St. Charles with a series of options. They are not intended to represent the final course of action. The alternatives consider the diversity of transit supportive physical and socio-economic characteristics within the study area as well as the identified stakeholder’s desires and support for enhanced transit accessibility. Each option presented was further evaluated for its success in addressing the overall goals of the project while realistically considering its financial feasibility in relation to implementation and on-going operation of the service. It is clearly recognized that identification and allocation of the necessary financial resources to maintain any service enhancement will be required prior to its implementation.

Based on evaluation of the transit supportive physical and socio-economic conditions of the primary and secondary study areas there appears to be limited demand to support immediate implementation of an area wide transit circulator. However there does appear to be demand/support for implementation of a limited service linking downtown St. Charles, Geneva Train Station, and Geneva Commons. This service may be designed to be phased in and expanded over time to correspond with future development and overall demand.

Two service design options which may meet the City’s current demand and also be phased in and expanded over time are presented for consideration by St. Charles. These service design options include:

- *Call-n-Ride Circulator*
- *Special Event Circulator*

Descriptions of each of the these two potential circulator service alternatives are further described along with their potential operational characteristics, routes, hours of operation, estimated annual costs, fares and funding, ridership, vehicles, and supporting facilities.

## Call-n-Ride Service

Call-n-Ride service is a reservation-based, curb-to-curb service that picks riders up and drops them off anywhere within a designated service area. A unique feature of this service is that passengers call the driver directly to arrange their trip. This service includes the elements that were most important to the St. Charles Community Wide Transit Survey respondents:

- » Ability to know the arrival time (the driver will inform the passenger of expected arrival time)
- » Frequency of service (service is on-demand, allowing passengers to travel when they want to)
- » Safety of service (service is curb-to-curb, minimizing waiting time at a bus stop)
- » Schedule coordination with Metra (timed transfers with Metra trains at the Geneva station will be provided)

A Call-n-Ride service within the study area may be operated independently by the City of St. Charles or in cooperation with Pace Suburban Bus System. While Pace has initiated some preliminary evaluations of the feasibility of a Call-n-Ride service within the area no final determinations have been made at this time. The Call-n-Ride service and operational characteristics as described herein were developed by Pace in conjunction with their preliminary evaluations and may be applicable under either an independent municipal program or as part of an intergovernmental cooperative program between St. Charles and Pace Suburban Bus Service. Call-n-Ride services are designed to complement, not compete with existing fixed route services in the region.

Pace operates two Call-n-Ride services within its six-county service area, one in West Joliet and another in the Round Lake area. Consideration may be given to implementation of a St. Charles Call-n-Ride concurrent with any potential restructuring of Routes 529, 801, and 802. Pace is currently evaluating rerouting options for Route 801 and 802. Route 801 may be realigned to operate on Randall Road, eliminating a loop in St. Charles and Geneva. Route 802 may end at the Geneva Metra Station and may no longer operate to the Charlestowne Mall.

### Description

The potential designated transit circulator service area covers a significant portion of St. Charles as well as a portion of Geneva near the train station. Any final service area should be coordinated between the stakeholder entities and organizations.

The service is open to anyone. Passengers do not need to be registered or signed-up to use the service. To reserve a trip, passengers call the driver’s cell phone. Passengers may call at least one hour in advance for same day service or may schedule trips up to 24 hours in advance. When reserving a trip, passengers will provide their name, date of travel, pick-up location, destination, and desired arrival time. The driver will inform the passenger of an expected pick-up time. Passengers will need to be ready at least 10 minutes before their scheduled pick-up time. The driver may not wait for passengers that are not ready to make sure the service is reliable for other passengers.

Trip reservations are granted on a first come, first served basis. The driver will be responsible for determining the most efficient routing for the passengers. The Call-n-Ride is a shared ride service. There may be multiple passengers in the vehicle at the same time.

Passengers with a recurring trip (same days and times) may be able to schedule a subscription trip. These trips are arranged at the same time and day for an extended period of time. This allows regular users to ride the service without calling each day.

Establishment of timed transfers is recommended at the Geneva Metra Station and Kane County Judicial Center. The vehicle would be scheduled to arrive at these locations to provide connections with Metra/ Union Pacific – West line trains and Pace routes. At these designated locations and times, passengers may be able to board the vehicle without a reservation. The proposed Towne Centre could also be a timed transfer location, if constructed.

### Call-n-Ride Service Characteristics

	Call-n-Ride Service
Days of Service	Monday-Saturday
Service Span	Weekdays: 6:00am-7:00pm Saturdays: 8:00am-6:00pm
Vehicles	One
Estimated Daily Service Hours	Weekday: 13 hours Saturday: 10 hours



Pace Circulator Bus



**Estimated Annual Cost**

The first step in estimating the annual cost for Call-n-Ride service is to multiply the estimated daily service hours by an estimated cost per hour to produce the estimated daily cost. The cost per hour is estimated to range from \$50 - \$65 per hour based on data from Pace’s existing operations. The cost per hour includes drivers’ salaries, fuel, maintenance, insurance, and overhead costs.

The estimated daily cost was multiplied by 255 weekdays (365 days minus 52 Saturdays minus 52 Sundays minus the six major holidays per year) to determine the annual weekday cost. To estimate the annual Saturday cost, the estimated daily cost is multiplied by 52 Saturdays. The cost for weekdays was added to the cost for Saturdays to get the estimated annual operating cost.

**Estimated Costs**

	Est. Daily Cost	Est. Annual Cost
Weekday	\$650-\$845	\$165,750-\$215,475
Saturday	\$500-\$650	\$26,000-\$33,800
Total		\$190,000-\$250,000

As ridership increases, an evaluation of establishing a fixed route should be considered. Demand response services similar to Call-n-Ride can typically transport 6 to 8 passengers per hour. In order to maintain reliability as ridership increases, a fixed route may be needed. An analysis of Call-n-Ride ridership could allow a routing to be identified.

**Fares and Funding**

Funding Call-n-Ride service will require revenues from fares, local partnerships and other sources. Seventy percent of survey respondents were willing to pay a fare between \$1 and \$2 for use of a circulator. A fare of \$1.75 is recommended. This is the same fare Pace charges on their existing Call-n-Ride services. Since the Call-n-Ride is not a fixed route service, Pace offers no reduced fares or free rides for seniors, Circuit Permit holders, or those with RTA Reduced Fare ID cards. Free rides are allowed for uniformed military personnel or up to two children less than 7 years of age when accompanied by a fare-paying adult.

If the service is developed independently of Pace, St. Charles should consider using similar fare structures to maintain consistency between transit services.

It is recommended that St. Charles work to identify partnerships to help fund this service. Potential partners may include the Park District, Chamber of Commerce, City of Geneva, Pace, First Street, and Towne Centre when constructed. Other operators of private shuttles such as Pheasant Run Resort may also be potential partners. The Call-n-Ride service may allow these operators to reduce the amount of shuttle service they currently operate.

Funding agreements could be reached where users of the Pheasant Run Resort shuttle or other shuttles are allowed to use the Call-n-Ride for free or at a reduced fare. When entering into a partnership, these partners will need to relinquish some control especially related to routing since the Call-n-Ride is a shared ride service.

**Ridership**

Pace has developed a formula for estimating ridership on proposed Call-n-Rides. This formula uses the following inputs:

- » Zone size
- » Population density
- » Employment density
- » Number of connecting bus routes
- » Percentage of the population in the zone over age 65

For the potential St. Charles Call-n-Ride, 5.4 riders per hour are predicted. Weekday ridership is estimated to be 70 and Saturday ridership is estimated to be 55. The estimated ridership is less than the existing 161 total ons and offs identified at locations within the potential Call-n-Ride zone. While some of the passengers may continue to ride the restructured fixed-route service, it is possible that Pace’s formula has under predicted the total number of potential riders per hour.

**Vehicles**

A 10 – 12 passenger, wheelchair-accessible vehicle is recommended for the service. If a Pace vehicle is used, a different branding scheme than the one used on their other paratransit vehicles is recommended. This would help set the Call-n-Ride vehicle apart and prevent confusion with Ride-in-Kane paratransit vehicles.

To further differentiate the service, an entirely different vehicle could be used. There are two transit vans that offer modern styling: TurtleTop Terra Transport and Dodge Sprinter Van (originally designed and manufactured by Mercedes). These vehicles cost between \$50,000 and \$75,000 and have a useful life of five to seven years.

**Support Facilities**

It is recommended that consideration be given to installation of passenger shelters at key locations in the Call-n-Ride zone, including:

- » Geneva Commons
- » First Street
- » Kane County Judicial Center

The shelter should be designed and placed for pedestrian safety and convenience. A concrete pad should be provided for a firm, dry standing location. The shelter should be connected to adjacent sidewalks by a pathway. The shelter and pathway should be designed to accommodate passengers of all mobility abilities.

The shelter may include other passenger amenities such as lighting, bench, trash receptacle, and a display space for explaining the Call-n-Ride service, hours of operations, service area, costs, arrival times for scheduled stops, and advertising purposes.



Geneva Commons Shopping Complex

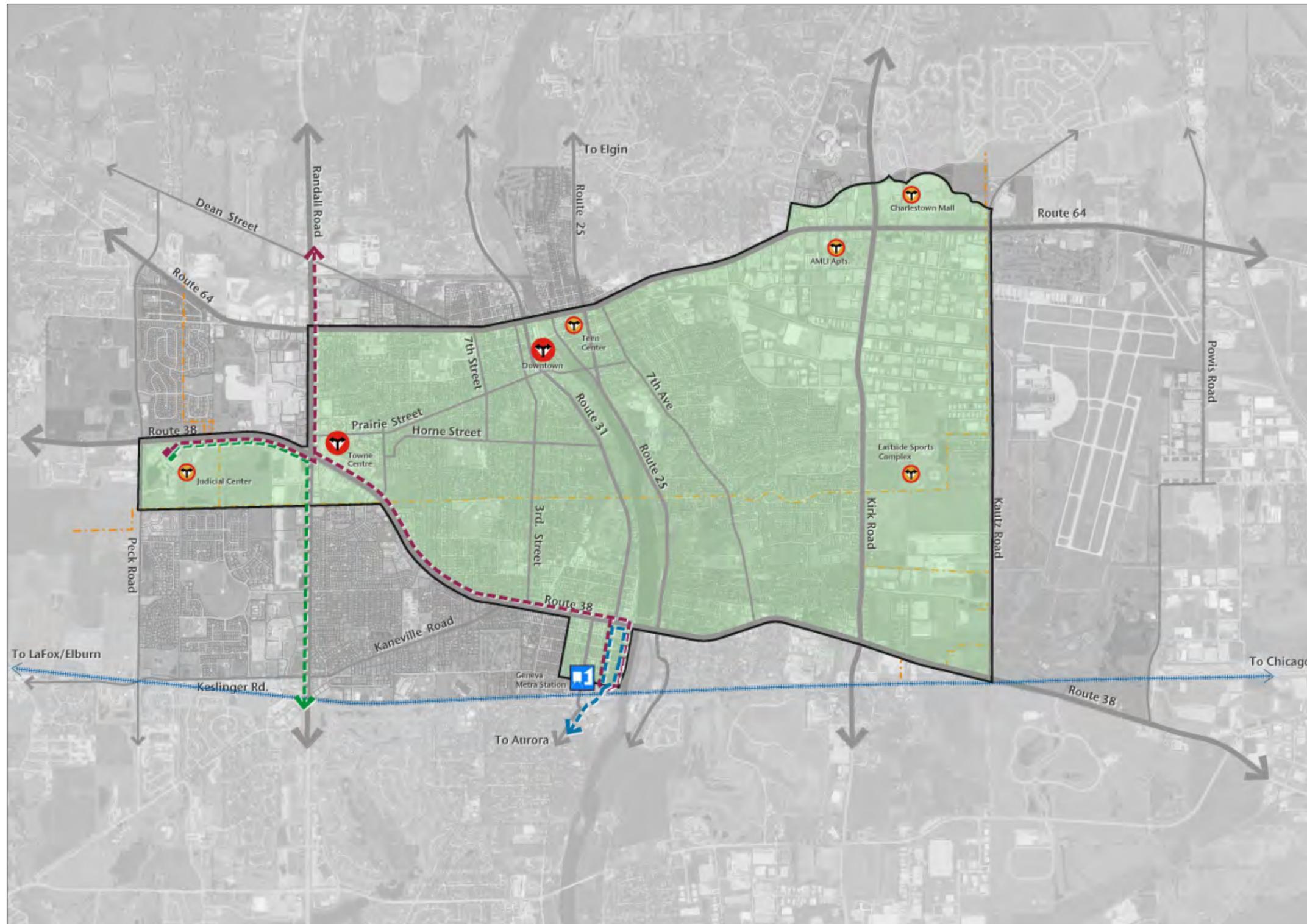


Kane County Judicial Center



10-12 Passenger Call-n-Ride Vehicle





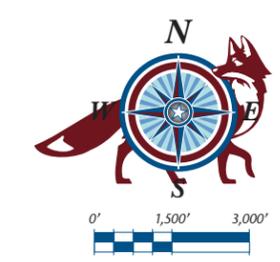
**LEGEND**

-  Proposed Call-N-Ride Service Area
-  Corporate Limits
-  Proposed Reroute 801
-  Proposed Reroute 802
-  Route 529
-  Metra Train Station

**OPERATING CHARACTERISTICS**

Call-n-Ride Service	
Days of Service	Monday - Saturday
Service Span	Weekdays: 6:00 a.m. to 7:00 p.m. Saturdays: 8:00 a.m. to 6:00 p.m.
Vehicles	One
Daily Service	Weekday: 13 Hours Saturday: 10 Hours

\* Service Area and Plan developed by Pace Suburban Bus Service



CALL-N-RIDE SERVICE MAP

### Special Event Circulator

A special event circulator service provides a highly flexible alternative to introduce St. Charles residents and visitors to the concept of a transit circulator. A special event circulator travels around a community on a fixed schedule and route. It may connect transit stations, parking garages, and/or retail areas, to periodic festival and special event attractions.

#### Description

A special event circulator may be considered during Pride of the Fox RiverFest, July 4th Celebration, and Scarecrow Festival. These are times when congestion may encourage residents to ride a circulator and visitors may desire to travel to St. Charles by Metra. If the special event circulator is deemed to be successful, it may be appropriate to offer it at other times of the year, such as during the summer time or Christmas holidays, when visitors may be coming to shop in St. Charles, and youths on vacation from school may need to get to various destinations in the City. Designing the circulator so that it provides limited service at first, and then as an expanded service as the need warrants allows the service to accommodate any potential growth in demand.

Two special event circulator routes are identified for consideration, including:

- » Downtown Circulator
- » Parking and Metra Circulator

The downtown circulator would operate a clockwise loop through downtown. It would start at the intersection of Cedar Street and 4th Street and travel on Cedar Street – 3rd Street – Illinois Street – 1st Street – Main Street – 2nd Street (Route 31) – State Street – 4th Street and end at the intersection of 4th Street and Cedar Street.

The Parking and Metra Circulator would operate a bidirectional route. Northbound trips would begin at the Geneva Metra Station and travel on 3rd Street – Route 31 – Illinois Street – 1st Street – Main Street – First Avenue – Cedar Street – Second Avenue – State Avenue – First Avenue – Main Street and end at a remote parking lot at 15th Street and Main Street. The southbound routing would reverse the routing.

#### Circulator Operating Characteristics

	Downtown Est. Daily Cost	Parking & Metra Est. Annual Cost
Days of Service	Friday – Sunday during festivals and 4th of July	Friday – Sunday during festivals and 4th of July
Service Span	11:00a.m. to 11p.m.	11:00a.m. to 11p.m.
Frequency	Every 15 minutes	Every 30 minutes
Vehicles	One	One
Estimated Daily Service Hours	12 hours	12 hours

One of the advantages of the special event circulator service is that the level of service can easily be adjusted to meet the needs of the specific festival or celebration.

#### Estimated Daily Cost

To estimate the daily cost for special event service, the estimated daily service hours are multiplied by an estimated cost per hour. The cost per hour is estimated to range from \$80 - \$200 per service using an outside contractor to provide service. The cost per hour includes drivers' salaries, fuel, maintenance, insurance, and overhead costs.

An annual cost was not estimated since the special event service would initially only operate a 7 – 10 days a year.

#### Estimated Daily Costs

	Estimated Daily Cost
Downtown Circulator	\$960 - \$2,400
Parking and Metra Circulator	\$960 - \$2,400
Total	\$1,000 - \$5,000

It is anticipated that the actual estimated daily cost will be near the high end of the range at start-up. This is because the service is operating only a few days a year. Private operators charge a higher cost to provide infrequent service because they have to make sure they have drivers and vehicles available. If the special event service operates on an expanded schedule, such as every weekend or day during summer, it is likely that the private operator may charge a lower cost per service hour.

#### Fares and Funding

No fare is recommended for the special event circulator service. One of the goals of the circulator is to reduce congestion by encouraging people to park their cars outside of the downtown area. The circulator must compete with the convenience and cost of the automobile. Any fare may make the circulator less attractive than the automobile. Eliminating fares will also speed up boardings at circulator stops and make the service less expensive to operate since the provider will not have to count the fare.

Similar to a broader Call-n-Ride service, it is recommended that St. Charles work to identify partnerships to help fund this service.

#### Ridership

Ridership is likely to be similar to ridership on existing festival shuttles operated for RiverFest and Scarecrow Fest in St. Charles. Since these festivals do not track ridership, it is not possible to estimate ridership.

#### Vehicles

A distinct, wheelchair-accessible vehicle that seats 21 – 24 passengers is recommended for the special event service. One possibility is a replica trolley. These vehicles are a truck chassis with trolley style body. These vehicles typically seat 21 passengers and have room for 10 standees. Trolley replica vehicles cost between \$140,000 and \$180,000 depending on options.

Another option would be to use a chassis on body vehicle. These vehicles have the passenger component mounted on a truck chassis. These are often referred to as cutaways and are used by many churches, medical centers, and car rental companies to transport their clients. There are several new models that offer modern styling that can be selected to distinguish the special event circulators from these other vehicles.

#### Support Facilities

Consideration should be given to passenger shelters at most stops, including:

- » Lincoln Park
- » First Street
- » Near the police station (stop for Pottawatomie Park)

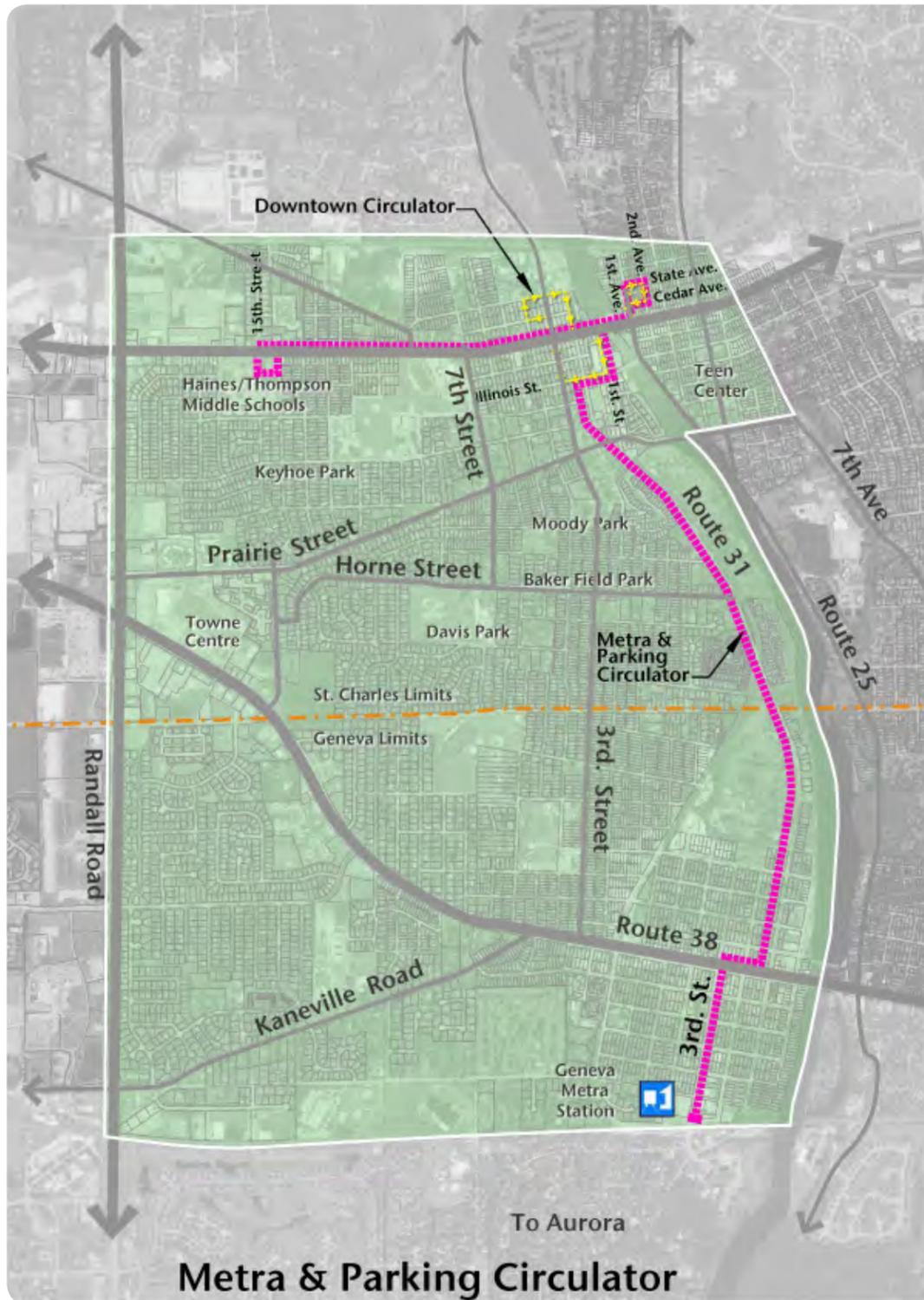
While the circulator may make other stops near carnival rides, food booths, and other displays, the cost of installing a shelter may not be justified by the few days of use at initial start-up. All stops should contain basic passenger amenities including benches, trash receptacle, and an informational sign.

If the service is expanded to operate beyond a few days to every day of summer, the installation of technology that can make using transit easier should be considered. Next bus signs and on-board bus stop announcements may be considered.

Next bus signs are electronic signs that are placed at key bus stops. These signs provide real time information about when the next bus will arrive, allowing customers to minimize their time waiting for the bus. Next bus information can also be delivered to the customer on their computer or cell phone.

On-board bus stop announcements make audio and visual announcements informing customer of upcoming bus stops. The announcements help ease customer concerns that they will ride past their stop on the bus. The system can also be used to make public service announcements or promote various aspects of the festivals or community. By having visual as well as audio information available, people with either visual or hearing impairments are able to receive valuable information about the service, community, and upcoming bus stop.





**Metra & Parking Circulator**



**Downtown Circulator**

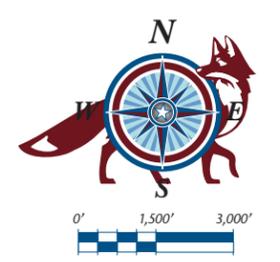
**LEGEND**

- ⋯ Metra & Parking Circulator
- - - Downtown Circulator
- - - Corporate Limits
- Metra Train Station

**OPERATING CHARACTERISTICS**

Metra & Parking Circulator	
Days of Service	Friday-Sunday during festivals and 4th. of July
Service Span	11:00 a.m. to 11 :00 p.m.
Frequency	Every 30 minutes
Vehicles	One
Daily Service	12 Hours

Downtown Circulator	
Days of Service	Friday-Sunday during festivals and 4th. of July
Service Span	11:00 a.m. to 11 :00 p.m.
Frequency	Every 15 minutes
Vehicles	One
Daily Service	12 Hours



■ ■ ■ SPECIAL EVENT CIRCULATOR



## COMMUNICATION & MARKETING OPTIONS

The proposed St. Charles circulator is a new approach to local public transit service. The circulator is a reservation-based, curb-to-curb ADA-accessible service within a designated geographic area, and is in addition to existing Pace Fixed Route, Dial-a-Ride and other transportation services. Customers may arrange to travel to and from any destination within the service area with a simple phone call.

If Pace operates the circulator for St. Charles, the service will be called “Call-n-Ride.” To correspond with its other existing Call-n-Ride services in West Joliet and Round Lake. If St. Charles operates the service independently, a distinctly different name, logo, and graphics will need to be developed. A series of alternative names, logos, and communication options are presented here as suggestions for St. Charles to consider.

The current Pace Call-n-Ride service and communication and marketing options is summarized here as a template upon which options may develop.

Maintaining consistency with existing transit promotion efforts from Pace as well as building upon what has been proven to work will enhance the chances for success for any St. Charles efforts.



### Current Pace Call-n-Ride Service Operations

As mentioned, Pace currently operates two Call-n-Ride services within the metropolitan area. These include West Joliet and Round Lake.

**Current Customers:** Customers of the Round Lake and West Joliet Call-n-Rides are typically students, workers, commuters and retired persons. Pace tracks customer usage and targets marketing programs to these typical customers.

**Hours of Operation:** 6:00 am – 6:15 pm, Monday through Friday on a first-call; first-served basis.

**Reservation Call Number:** (Varies by community) Reservations are made to the driver’s direct cell phone number. Customers must call at least one hour in advance of their intended trip. Repeat trips (same days, times and destinations) may be reserved on a subscription basis. Reservations are not needed to board at fixed circulator stops.

**Call-n-Ride Vehicles:** Designated Call-n-Ride van-style vehicles carry 12-13 passengers typically and are wheelchair accessible. No bike rack space provided; in-vehicle bike storage possible but space is limited.

**Cost:** \$1.75 per one-way ride, all riders, with free transfer. Exact cash, Pace, Pace / CTA and Pace/Metra passes are accepted forms of payment. Uniformed military personnel and up to two children under age 7, traveling with an adult, ride free.

**Current Pace Call-n-Ride Logo:** Vehicles have a large green phone number and a cell phone on two wheels over a road-like ‘C’ shape. The standard Pace logo is also utilized on vehicles and letterhead. Graphic standards do not allow the Pace logo to be modified in any way.

If Pace were to operate the Call-n-Ride service, it would customize a communication/marketing plan based upon its existing templates. St. Charles may be able to work with Pace to tailor the effort to the unique characteristics



of the community. Extensive deviation from Pace’s established marketing program is unlikely. Samples of additional Call-n-Ride marketing pieces for the existing West Joliet and Round Lake services may be found on Pace’s website at [www.pacebus.com](http://www.pacebus.com).

### Current Communications/Marketing Program

Pace has developed an extensive marketing and promotion campaign it uses to effectively inform and educate potential riders about the Call-n-Ride program. This campaign is used at both the initial start up of the service as well as on-going promotional purposes following its establishment.

**Communications Team:** Pace staff provide in-person outreach at fairs, events and public information sessions as well as upon request in the community.

**Media:** Pace utilizes print and signage, the Pace web site (including large print and visually-impaired systems), radio ads, and the on-board TV for advertising the call-n-ride service.

**Print and Signage:** The following items are utilized to market the Call-n-Ride service to the service area:

- Billboards
- Brochures and display container
- Business cards with route map
- Email blasts to subscribers
- Fixed signage at “time points”
- Information kiosk
- Laminated 8.5 x 11 poster
- Letters to potential customers/ groups
- Local ads
- Mobile billboards
- Newsletters or articles
- Service area maps
- Shelter at circulator stops
- Staff uniforms
- Vehicle graphics



## Proposed St. Charles Call-n-Ride or Special Event Circulator Service

If St. Charles should choose to operate a Call-n-Ride or Special Event Circulator service independent of Pace, numerous options exist for branding and marketing the service. The following outlines the various initiatives that may be appropriate to undertake in relation to the proposed service.

**Anticipated Customers:** Students, shoppers, workers, commuters and retired persons.

### Hours of Operation:

Call-n-Ride: 6:00 am – 7:00 pm, Monday through Friday on a first-call; first-served basis. 8:00 am - 6:00 pm on Saturday

Special Event Circulator: Hours of operation for a Special Event Circulator would be dependent on event needs.

### Reservation Call Number:

Call-n-Ride: The reservation call number should ideally be an easy-to-remember number combination 888-888-8888, or possibly spelling the circulator byline, such as: YourDriver (968-737-4837) Reservations will be made to the driver's direct cell phone number. Customers will need to call at least one hour in advance of their intended trip. Repeat trips (same days, times and destinations) may be reserved on a subscription basis. Reservations are not needed to board at fixed circulator stops.

Special Event Circulator: Would operate on fixed route and thereby not require a contact number.

### Fixed Stops:

Call-n-Ride: For the circulator, fixed stops may be established including the most popular destinations, such as the judicial center, Metra station, downtown St. Charles (and Geneva), hospital(s) and shopping center(s).

Special Event Circulator: Same as above.

### Circulator Vehicles:

Call-n-Ride: The circulator vehicles could be typical wheelchair-accessible vans, coaches, or trolleys, and should carry 10-15 passengers. A bike rack should be provided on the front or the rear of the vehicle.

Special Event Circulator: 21-24 seat trolley or chassis on body vehicle

### Cost:

Call-n-Ride: \$1.75 per one-way ride for all riders. Exact cash or pre-purchased circulator tickets / passes should be accepted forms of payment. Uniformed military personnel and [up to] two children under age 7, traveling with an adult, ride free.

Special Event Circulator: Should be free to maximize ridership potential



Circulator Vehicle Fitted with Bike Racks

## Proposed Communications and Marketing:

The proposed St. Charles circulator needs a name, a logo and possibly a byline to be the foundation of the communications and marketing program for the new service.

**Name:** The St. Charles circulator name may be required to be distinctly different from Pace's Call-n-Ride service. If St. Charles elects to operate the circulator. It should also be distinctly different from the Dial-a-Ride service for persons with disabilities and seniors operated in Kane County.

Ideally, the service should have an easy- to-remember name, much like BART for Bay Area Rapid Transit, and an easy-to-remember logo for visual distinction. Words and themes that may be relevant to St. Charles (and Geneva) are identified as alternative concepts for the St. Charles circulator. These may include:

- Use of the word "Fox"
- Use of the word "River"
- Use of the word "Driver"
- Use of the words: all, call, anyone, anytime, anywhere
- Use of "St. Charles" and "Geneva"

Or other combinations of the above, such as:

- cALLdriver
- cALLride
- cALLtrip
- FoxFleet
- FoxRide
- FRaT (Fox River Area Transit)
- pRIDE
- Pride
- PrideRide
- Ride the Fox
- RiverFox
- SCaT (St. Charles Area transit)
- stART (St. Charles Area Transit)
- STAT (St. Charles Area Transit)
- StCall-n-ride
- StCALLride

- StcALLRIDE
- stCALLRIDE
- StCirculator
- stRIDE
- StRIVER

It is not the intention of this plan to finalize the branding but rather to identify for consideration come of the available options.

**Byline:** A byline for advertising may also be desirable. Greyhound once had "leave the driving to us" as their byline. Yellow Pages had "let your fingers do the walking." An easy-to-remember phrase may help in describing the new service and could include some or all of these words:

- Call Hugo (you-go)
- Call the Fox, Call us
- call You go (similar to I-go)
- Call your Driver
- cALL-a-Driver
- callDriver
- cALLride
- Call-trans
- cALLtrip
- Call-Van
- c-LINK
- Curb-to-Curb
- Destination, Easy
- EZ ride
- Hitch a ride
- Let us drive
- Let us drive you
- Link
- PDQ
- Phone
- Phone-trans
- Q-Access
- Q-driver
- Q-Link (as in quick link)
- Quick Call (QC)
- Reserve [reservation]
- Ride on
- Ride us
- River-trans
- Safe, Smart
- Transit
- Transport
- Van
- Van Transit



- Van-Trans
- Wheels, Your access
- Your driver
- Your destination
- Your trip

**Logo:** The logo image should be distinctly different from the current Pace Call-n-Ride logo (cell phone on wheels with roadway crescent).

The use of a fox image connects St. Charles and Geneva via the Fox River, conveys a sense of smart, quick and fast, and is already associated with the St. Charles area.

The use of a river image similarly connects St. Charles and Geneva, conveys a sense of movement, and is already associated with the St. Charles and Geneva communities.

A combination of the two images is also a possibility. The following are preliminary alternatives for St. Charles to consider if the circulator is to be operated by the community.

The following are a few logo options which may reflect the image/perceptions of St. Charles Fox Valley area.

**Branding:** Based upon the selected logo, branding for the transit circulator service should be carried forward and included on all service related vehicles, marketing material, staff/driver uniform and associated materials.

*These are illustrative examples of how the St. Charles circulator service can be marketed in the service area. These also show how the name, logo and byline can be applied in these situations.*



Staff/Driver Cap with Circulator Logo



Staff/Driver T-Shirt with Circulator Logo

- Media Program:** The proposed circulator program can be very similar to the Pace program with the addition of:
- o Metra on-board and at-station advertising
  - o Fixed signage at 'time points', kiosks, and shelters
  - o Dedicated web site (linked to but not embedded in St. Charles municipal site)
  - o Real time messaging at fixed route end points or as subscription text messages

St. Charles staff will need to provide or contract for in-person outreach at fairs and events, and public information sessions upon request in the community.

St. Charles should utilize print and signage, a web site (including large print and visually-impaired systems), radio ads, and the on-board TV for advertising the circulator service. These efforts will be critical at both start up of service and ongoing to ensure community awareness and potential future ridership growth.

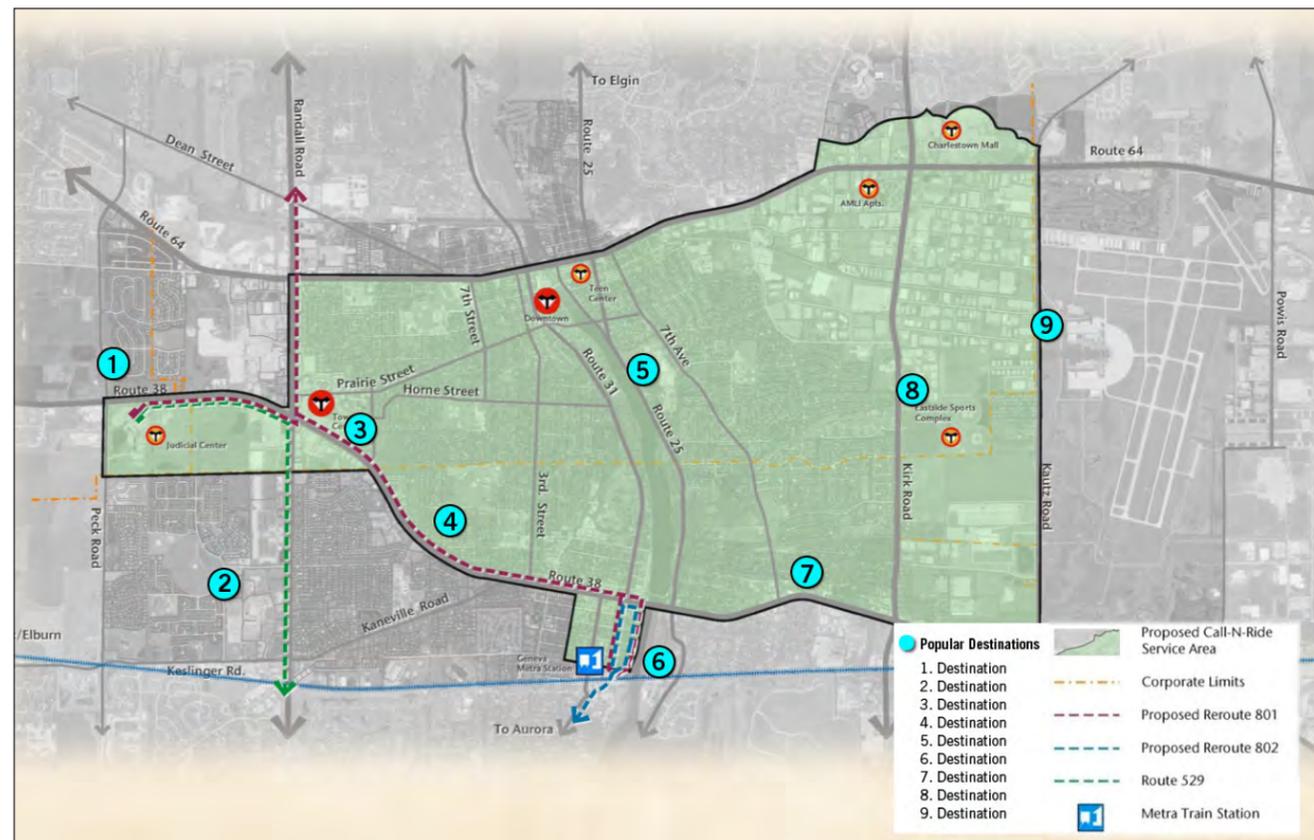
The following items may be designed and extensively utilized to market the circulator service to the residents, employers, employees, visitors, and patrons:

1. Laminated 8.5 x 11 poster
2. Brochures and display container
3. Billboards
4. Shelters
5. Information kiosk
6. Banners
7. Staff uniforms and other products
8. Vehicle graphics
9. Business cards with route map
10. Email blasts to subscribers
11. Signage at stops
12. Letters to customers, agencies, institutions
13. Local ads
14. Mobile billboards
15. Newsletters or articles in others' newsletters
16. Service area maps

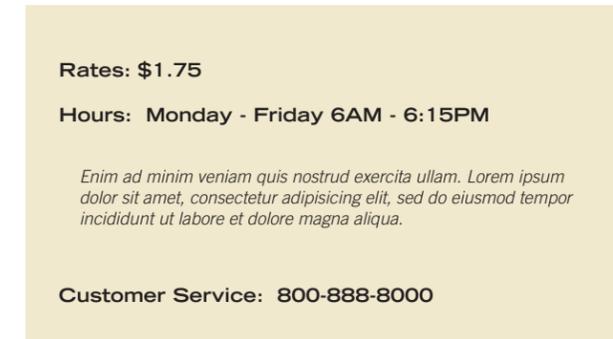
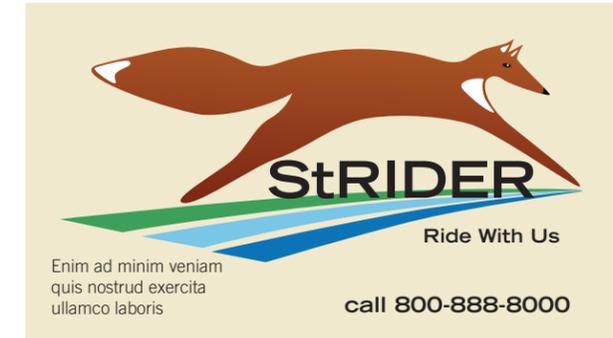
Examples of several of the possible marketing pieces are shown to illustratively demonstrate how they may be implemented in the community.

**Proposed Service Area Map:**

An easy to read and comprehend service area map is a key component to the communications and marketing program. The map needs to show the boundaries of service within which any origin or destination is served, show "popular" destinations and show any key connecting Pace or Metra transit stops.



Circulator Route Map Showing Key Destinations

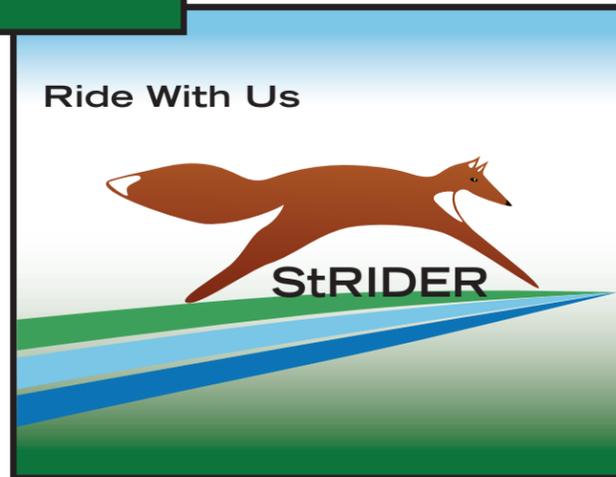
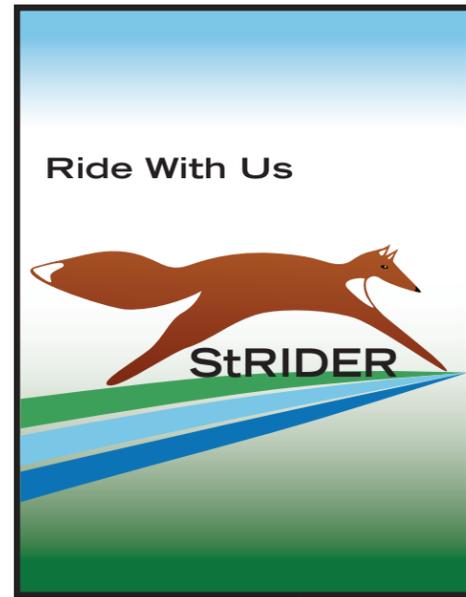


Informational Postcard



Route Information and Map in a Flyer





Circulator Service Banners/Posters for Display Purposes

**St. Charles Area Call Transit**  
The newest addition to our area's family of services

**StRIDER** is a reservation-based, curb-to-curb van service for all persons and all destinations in the St. Charles area.

Riders can travel to any destination within the transit service area.

Simply **CALL 1-234-5678** to let your driver know that you need a pickup.

StRIDER operates Monday through Friday from 6am to 6:15pm

**StRIDER costs \$1.75** per trip for all persons, except military in uniform and children under the age of 5.

StRIDER also interconnects with Pace, Metra and Dial-a-Ride transportation lines.

Simply **CALL 1-234-5678** at least **advance of your desired pickup time**

You can schedule trips up to two schedule service on the same day "subscription trip."

Simply provide your name, pickup location, destination

Be ready at least 10 minutes before pickup time.

If you need help in boarding, please have your attendant ready.

Use exact cash or your **StRIDER card** which can be purchased online at [www.StRIDER.com](http://www.StRIDER.com) or in person at the St. Charles City Hall.

**Ride With Us**

**StRIDER**

**St. Charles Area Call Transit**  
The newest addition to our area's family of services.

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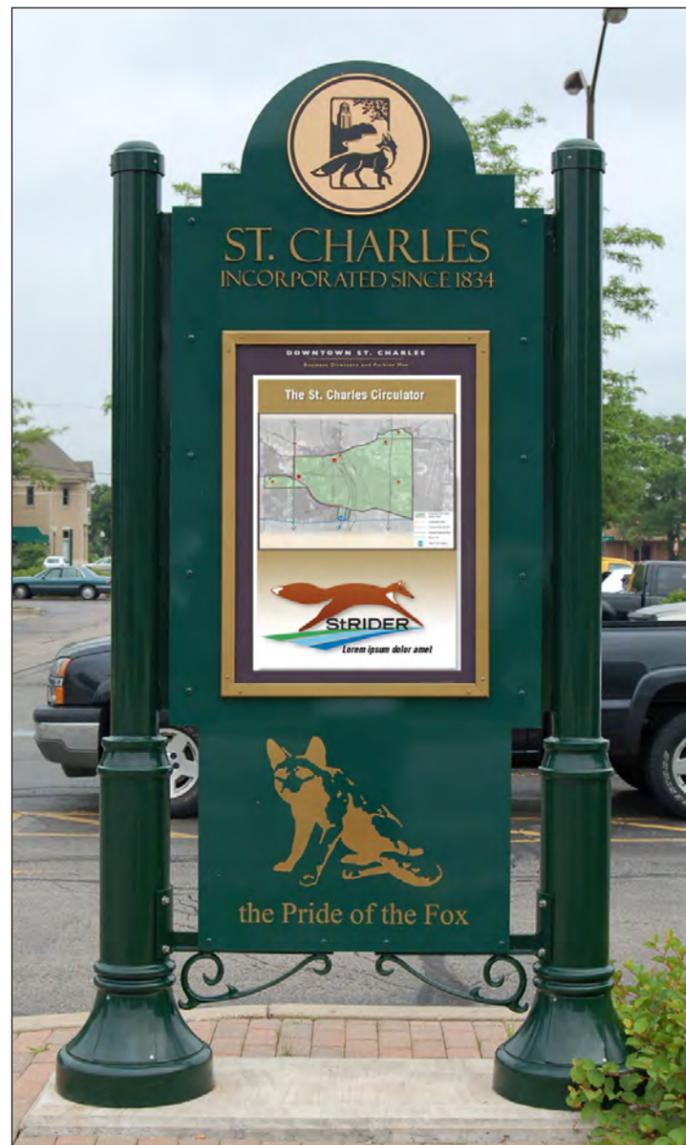
**StRIDER**  
Ride With Us

For information call: 1-234-5678

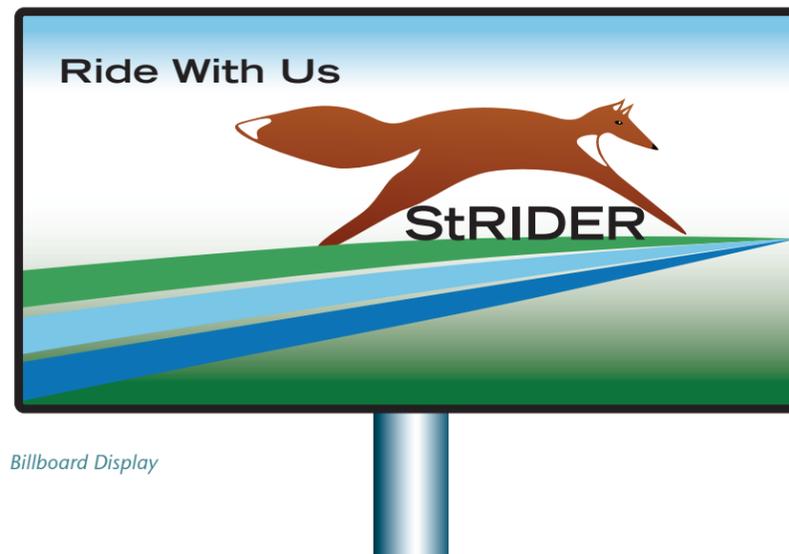
*Marketing and Informational Brochure*



These are illustrative examples of how the St. Charles Circulator service can be marketed in the service area and how the name, logo, and byline may be applied in various situations.



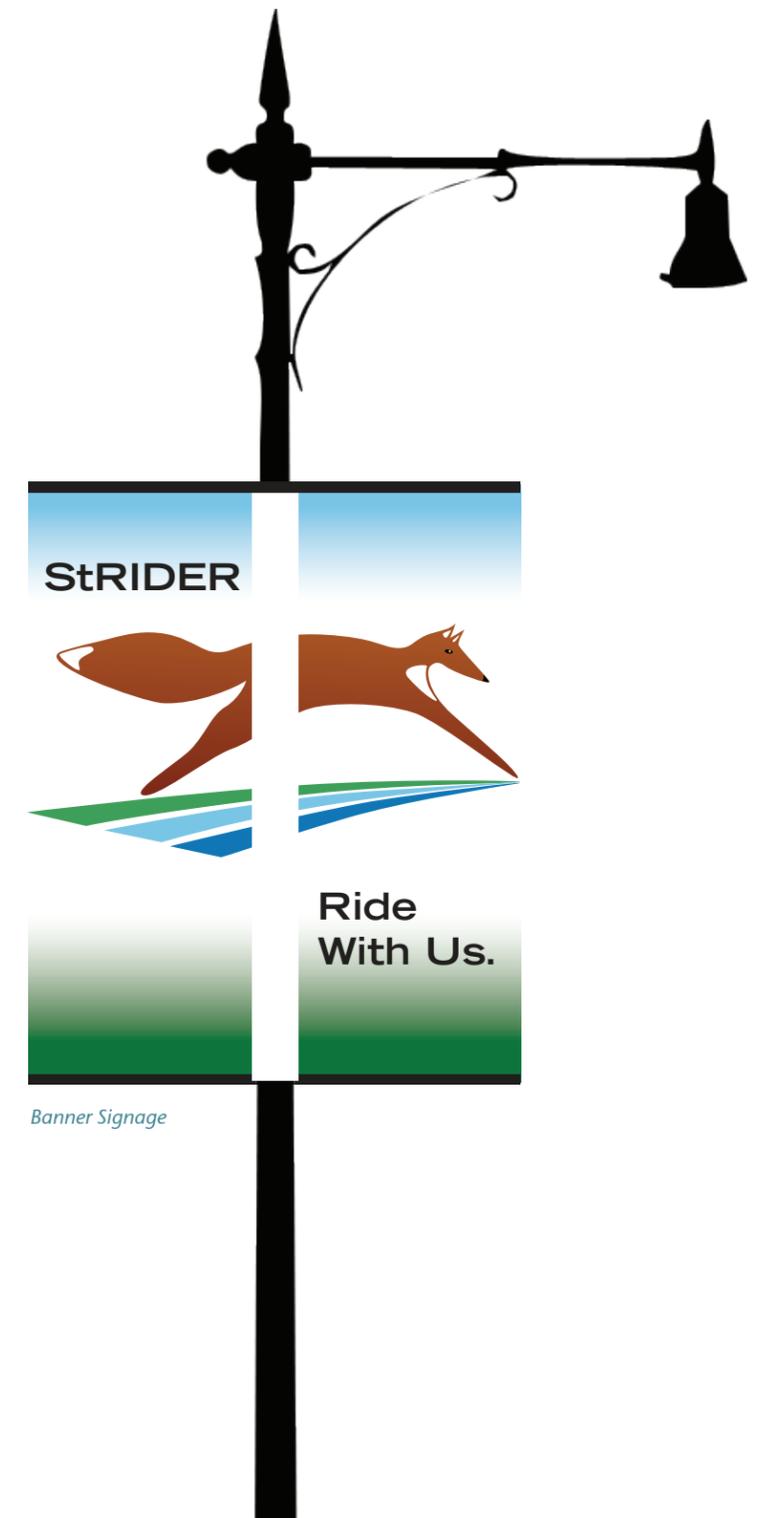
Kiosk Signage in Downtown



Billboard Display



Banner of Circulator Service Displayed at Bus Shelters



Banner Signage



## IMPLEMENTATION PRIORITIES

Developing the desired transit circulator alternatives for St. Charles is the initial step in the planning process to enhance opportunities within the community. To assist the City, the following implementation priorities provide a description of the tasks, initiatives, and responsibilities of the City and other agencies, and organizations charged with moving the project forward. Timeframes have also been assigned to each implementation step. Those noted as *Immediate* are suggested to occur within year 1; *Short-Term* are to occur in 1 to 3 years; and *Long-Term* have an anticipated timeframe of 3+ years.

Among the stakeholders anticipated to be involved in the plan's implementation include:

- » Pace, RTA, IDOT, and Metra who may assist with the design coordination, and implementation of the potential transit circulator.
- » Federal and state agencies providing funding for transit circulator infrastructure (e.g. vehicles, shelters, operators, etc.) as identified within the service alternatives.
- » The City of St. Charles who may assist in overall coordination, planning, financing, and system guidance related to service development.
- » Local businesses, institutions, property owners, and developers who may assist in financing and marketing of the service.
- » The St. Charles Chamber of Commerce who may assist in providing marketing and promotional activities for the service as well as connect businesses with possible advertising opportunities linked to the service.
- » The Downtown St. Charles Partnership who may assist by encouraging its member businesses to promote the circulator service and recruit ridership via their visitors and patrons.
- » Residents, business owners and employees, and patrons who may assist by committing to use the service when patronizing and supporting businesses and institutions within the circulator area.

The conditions and variables upon which the Transit Circulation Plan is built, are by their nature fluid, and cannot always be accurately predicted. To ensure the plan's assumptions, goals, objectives, and alternatives continue to be representative of the community, they should be periodically reevaluated. This reevaluation will allow necessary modifications and adjustments to the plan so this is kept current with the long-term vision and needs of St. Charles. It is recommended that the plan be reviewed annually, with preparation and adoption of appropriate updates every five years.

To ensure the success of the Transit Circulator Plan, the City will have to overcome continually changing priorities, budgetary constraints, facilitation difficulties among the various public agencies and private interests impacting transit and transportation systems in the community. This is the challenge facing the City of St. Charles. It is a challenge that was welcomed by the City when this Transit Circulator Plan was commissioned. It is a challenge that the City will overcome in continuing to provide the highest quality transit options for its residents, businesses, and patrons/visitors.

### Approve and Incorporate the St. Charles Transit Circulator Plan into the Update of the City Comprehensive Plan

The value and effectiveness of the St. Charles Transit Circulator Plan is directly correlated to the City's willingness to embrace its alternatives and aggressively work toward their implementation. Approval and incorporation of the Plan as part of the Comprehensive Plan is a definitive first step in demonstrating the City's belief in and commitment to the positive benefits that the Plan may provide to the community. Immediately following completion of the Plan the City may undertake the necessary and appropriate steps to approve and incorporate the Plan into the City's scheduled 2010 update of the Comprehensive Plan.

#### Priority, Timeframe, and Responsible Parties:

- » Priority: High Priority
- » Timeframe: Immediate / Short Term
- » Responsible Parties: City of St. Charles

#### Action Steps:

The City may consider undertaking the following activities to approve and incorporate the St. Charles Transit Circulator Plan into the City's update of its Comprehensive Plan:

- » Distribute the St. Charles Transit Circulator Plan to the City Council for their review.
- » Schedule a meeting with the City Council to present the findings and alternative recommendations of the St. Charles Transit Circulator Plan for comment.
- » Following the presentation meeting, the City Council may approve, amend, or deny the recommendations of the Transit Circulator Plan.
- » In conjunction with the City's scheduled 2010 update of the Comprehensive Plan, provide a copy of the approved Transit Circulator Plan to the personnel and/or consultants charged with preparation of the Comprehensive Plan update.
- » Assign a liaison from the Transit Circulator Plan Steering Committee (presumably a St. Charles staff member) to serve in an advisory role on the Comprehensive Plan update. The liaison may be available to address specific questions in relation to goals, objectives, circulator alternatives, and implementation priorities identified within the plan.

- » In conformance with the regulatory procedures for updates to the Comprehensive Plan, distribute the updated Plan documents to the Plan Commission for their review.
- » Schedule the requisite public hearings before the Plan Commission for review and public comment of the Comprehensive Plan update.
- » Following closure of the public hearing, the Plan Commission may vote on a recommendation to the City Council to approve, amend, or deny the Comprehensive Plan.
- » The City Council may consider the received recommendation of the Plan Commission in regards to the Comprehensive Plan and following which they may vote to approve, amend, or deny the update to the Comprehensive Plan.



### Coordinate with Pace on the Agency’s Call-n-Ride Feasibility Evaluation

The Call-n-Ride Transit Circulator option identified within the plan is currently under feasibility evaluation by Pace Suburban Bus Service. While Pace has implemented this type of service in other communities (e.g. West Joliet and Round Lake), Pace has not completed its evaluation of the potential service’s feasibility for St. Charles. The City of St. Charles should work cooperatively with Pace to refine and formalize the parameters of the desired service, including routes, service hours, and operational characteristics to allow for a definitive determination of its benefits to transit operations with the St. Charles and Geneva area.

#### Priority, Timeframe, and Responsible Parties:

- » Priority: High Priority
- » Timeframe: Immediate/Short Term
- » Responsible Parties: Pace Suburban Bus Service with support from the City of St. Charles

#### Action Steps:

The City should consider working collaboratively with Pace Suburban Bus Service to complete the following task in regards to the agency’s feasibility evaluation for the St. Charles Call-n-Ride service:

- » Meet with Pace to discuss the recommendations of the St. Charles Transit Circulator Plan.
- » St. Charles should assign a direct liaison from the City to promptly provide Pace with any requested information, address questions that may develop during the feasibility evaluation, and serve as a conduit for Pace to access City Officials, staff, and community stakeholders.
- » Request from Pace a preliminary timeline of when a feasibility evaluation may be completed.
- » Request from Pace a list of any information needed to assist in the evaluation of the Call-n-Ride feasibility analysis.
- » Request from Pace the opportunity to actively participate in the identification of the service area and operational characteristics of the potential service based on the adopted Transit Circulator Plan and any additional evaluation parameters.
- » Based on the results of the feasibility analysis St. Charles may work to secure municipal support for implementation of the service.

### Establish a City Transit Circulator Task Force

In order to effectively advocate, promote, market, and monitor the delivery of the circulator service, the City of St. Charles should consider the establishment of a Transit Circulator Task Force. The Task Force should be comprised of a highly diversified collection of stakeholders from throughout the community. This may include City officials and staff, residents, employers, leaders of neighborhood groups and organization, as well as representative experts from local and regional transportation agencies (i.e. RTA, Pace, and Metra).

#### Priority, Timeframe, and Responsible Parties:

- » Priority: High Priority
- » Timeframe: Short Term
- » Responsible Parties: City of St. Charles with assistance from Chamber of Commerce, Downtown Business Association, RTA, Pace, and Metra

#### Action Steps:

- » Prepare a mission statement outlining the Task Force structure, membership composition, appointment procedures, appointment term lengths, goals, objectives, responsibilities, and organizational/meeting characteristics. City Council should review and approve creation of the transit circulator task force
- » Prepare a list of qualified candidates from the representative stakeholders groups for consideration to appointment to the Transit Circulator Task Force.
- » Initiate regular Transit Circulator Task Force meetings in accordance with the requirements and responsibilities outlined and approved with the group’s mission statement.

### Coordinate with RTA to Secure “ICE” Funding for a Call-n-Ride Test Program

Initiation of any new and/or modified transit service is inherently difficult and costly. The political and financial motivation to “test” an unproven program is naturally limited, even during the best of times. To assist in mitigating these apprehensions, the City should coordinate with the Regional Transportation Authority of Northeastern Illinois (RTA) to secure funding for a Call-n-Ride test program through RTA’s “ICE” program.

RTA’s Innovative, Coordination, and Enhancement Program (ICE) provides operating and/or capital funding for projects that provide cost-effective ways to enhance the coordination and integration of public transportation, and develop and implement innovations to improve the quality and delivery of public transportation. ICE funds do require a 50% match of local share and grants are limited to one year. Organizations receiving ICE awards should identify a long term funding source that can sustain the service following expiration of the grant. Ridership fares alone typically are insufficient to cover 100% of the service’s operation costs.

#### Priority, Timeframe, and Responsible Parties:

- » Priority: Medium Priority
- » Timeframe: Short Term
- » Responsible Parties: City of St. Charles, RTA, and Pace Suburban Bus Service

#### Action Steps:

- » Coordinate with RTA to ensure that the objectives, operational characteristics, and amenities of the envisioned St. Charles Call-n-Ride Circulator align with the types of improvements that may be funded through the ICE program. Typical ICE funded initiatives include:
  - Shuttle bus service from rail stations and /or bus transfer facilities to key regional destination and major activity centers.
  - Rail and bus reverse commute, intra community, and/or off-peak services that enhance regional mobility by facilitating connections.
  - Creation of new interagency transfer opportunities at locations where services currently intersect (rail to rail, rail to bus, and bus to bus).

- Physical modifications to facilitate transfers at existing interagency locations to enhance/improve critical local or regional connections.
- Passenger amenities for customers that need to transfer (i.e. shelters, benches, kiosks, etc.).

Additional information in regards to the program’s objectives, requirements, eligible projects, and past program of projects is available at <http://www.rtachicago.com/i-c-e/innovation-cordination-and-enhancement.html>

- » Prepare a preliminary operational program for the envisioned service to clearly articulate how the system will function on a day to day basis as well as the anticipated connectivity benefits to the community. This program may be developed independently by the City of St. Charles or in conjunction with Pace Suburban Bus Service depending on mutually agreed cooperation between the City and Pace.
- » Secure and complete the necessary grant application paperwork from the RTA to be considered for ICE funding when the City is ready to move forward.
- » If selected as a recipient of the requested ICE grant, execute the required paperwork between the RTA and City of St. Charles.



### **Establish Public/Private Financing Partnerships**

Work with community institutions, agencies, organizations, businesses, and developers to help fund a test program during 2011 as well as provide on-going funding of the service following completion of the test program. Partnership participants may include the St. Charles Park District, Chamber of Commerce, Charlestowne Mall, Geneva Commons, First Street Development, St. Charles Towne Center Development, Pheasant Run Resort, City of Geneva, Delnor Hospital, and others.

#### Priority, Timeframe, and Responsible Parties:

- » Priority: High Priority
- » Timeframe: Long Term
- » Responsible Parties: City of St. Charles, Local Businesses, Developers, and Organizations

#### Action Steps:

- » Prepare a list of targeted businesses, developers, and organizations currently providing and/or likely to directly benefit from the City's provision of a transit circulator.
- » Initiate discussions with the identified businesses, developers, and organizations to inquire about their specific services and/or needs as well as existing costs for those currently providing independent transit services.
- » Prepare a cost benefit analysis for those businesses, developers, and organizations to demonstrate how partnering with the City as part of the proposed Transit Circulator Service can both meet their needs and save them financial resources on an annual basis.
- » Solicit participation agreements with those businesses, developers, and organizations to fund start-up and on-going operations of the proposed Transit Circulator Service.

### **Solicit Proposals to Provide Special Event Circulator Service**

The Special Event Circulator Service is envisioned to provide highly flexible, temporary transit connectivity during the City's major spring, summer, and fall events, specifically the 4th of July, Scarecrow Fest, and Riverfest. The City currently contracts with private companies to provide an enhanced transit alternative linking downtown events with the various remote parking areas located around the City.

To facilitate expansion of this service during the City's other seasonal events St. Charles should develop an event specific contractor Request-For-Proposals (RFP). The existing contract between the City and if vendor may be used as the model for the preparation of the expanded service RFPs.

#### Priority, Timeframe, and Responsible Parties:

- » Priority: Medium Priority
- » Timeframe: Long Term
- » Responsible Parties: City of St. Charles

#### Action Steps:

- » Prepare a RFP to solicit interest and secure a private provider of the desired Special Event Circulator Services. The RFP should identify at a minimum, the anticipated date(s) of the event(s), the number of days that transit services is required, the estimated hours of operation for the service (e.g. 10am till 11pm), the number of vehicles, vehicle style (e.g. trolley/bus), and size (i.e. number of seats) of the vehicles to be provided, location of the event as well as the stops/destinations to be connected by the service, and a point of contact at the City to whom questions may be directed.
- » Prepare a list of potential vendors/service providers to which the RFP may be distributed.
- » Distribute, collect, review, and rank the vendor responses received. Where appropriate interviews may be conducted with one or more transit vendors/providers.
- » Select a preferred vendor and initiate the necessary contract negotiations to come to a mutually acceptable agreement as to the services to be provided and costs for said services.

