

City of Rolling Meadows

Transit & Pedestrian Mobility Plan

The Golf Road Corridor



March, 2013

i Acknowledgements

The Golf Road Transit & Pedestrian Mobility Plan represents the collective effort of City staff, a Planning Advisory Committee, the Regional Transportation Authority, local stakeholders, transportation and transit agencies, and planning professionals to improve access to and throughout the Rolling Meadows Golf Road corridor. The following parties have contributed to the drafting and review of the Plan, and should remain closely engaged as partners in implementation.

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iii Preface

Planning that Responds to Specific Local Needs

The Golf Road Transit & Pedestrian Mobility Plan includes recommendations aimed specifically at improving transit, bicycle and pedestrian mobility in Rolling Meadows. Every step of the planning process – community engagement, analysis of existing conditions and influences, visioning, and plan-making – maintained focus on this end goal so that implementation partners can easily identify priorities and responsibilities related to achieving it. This is not a traditional plan. It is directly responsive to the conditions and issues present in the Rolling Meadows Golf Road corridor, and the specific goals of the Regional Transportation Authority's Local Technical Assistance Program.

Learning from an Engaged Corridor Community

This Plan is a direct result of the concerns of corridor stakeholders who rely on transit, bicycle and pedestrian mobility to access jobs, attract employers or employees to the community, shop, or connect to regional transit and bicycle networks. The planning process included several tools and events aimed at gaining important local insights from corridor stakeholders and user. These include the following.

Planning Advisory Committee

A Planning Advisory Committee (PAC), consisting of local property owners and managers, major employers, City staff, transportation agencies and local not-for-profits, was assembled to provide regular guidance and feedback regarding the planning process and products. The PAC also assisted in advertising outreach efforts to the broader Golf Road corridor community. The PAC met a total of four times throughout the process.

Project Website

A project website was created that included several tools for receiving input from the community, including an on-line mapping application and a web-based questionnaire. The website also included updates regarding meetings and interim and final documents that could be viewed by the public.

Stakeholder Interviews

At the beginning of the process, a series of stakeholder interviews were conducted to identify the critical issues related to transit, bicycle and pedestrian mobility along Golf Road, and identify the fundamental goals of the Plan itself. Participants included major employers, building owners and managers, and transit users in the planning area.

Public Meetings

Public open houses were conducted so that the Golf Road corridor community could view draft plan recommendations and provide comments to consultants and City staff. The open houses were held at various locations along the Golf Road corridor to ensure adequate visibility and access to the planning process.

Working Together to Make a Better Corridor

Fully implementing this Plan will require close collaboration between the City of Rolling Meadows, local stakeholders, IDOT, Pace and others. However, the Plan is designed to clearly articulate whose participation is necessary in order to implement specific recommendations, and what resources may be used to do so. In fact, those involved in making this plan celebrated a success during the planning process, as Pace launched its local Call-n-Ride service in October 2012. This is one example of how local collaboration is already enhancing the vitality of the Golf Road corridor, and how future collaboration will continue to do so for years to come.

01 Introduction



The Golf Road Transit and Pedestrian Mobility Plan is a partnership between the City of Rolling Meadows, Pace Suburban Bus (Pace), the Regional Transportation Authority (RTA) and local businesses intended to increase transit usage on Golf Road by providing appropriate services, infrastructure and amenities for riders. This will also enhance the overall transit experience by providing a safer and more comfortable trip, including the critical “last mile” from the bus stop to the front door of a destination. The City, transit service providers, and stakeholders recognize the importance of transit in continuing the development of the Golf Road corridor as a major employment and commercial node. This document summarizes analysis, stakeholder input, and field observations that collectively lay the foundation for understanding the current challenges to safe and efficient access. Subsequent documents will present recommendations for service, infrastructure and amenities, and establish a work program to implement those recommendations over time.

The Study Area

The study area for this Plan consists of the Golf Road (IL Route 58) corridor between Route 53 on the west and Algonquin Road (IL Route 62) on the east. Several major land use and transportation features help to define the character of the corridor, including I-90 which bisects the corridor into two distinct subareas (Corporate Park South to the west of I-90 and Corporate Park North to the east of I-90), I-290/Route 53, the Busse Forest Nature Preserve, and Woodfield Mall. Together with the major employment and retail uses on Golf Road, this unique mix of interstate access, regional retail, and dedicated natural open space makes Golf Road a major destination for residents, workers, and shoppers throughout the year.

Creating a Transit Partnership

Plans and studies often focus on a specific set of issues or stakeholders and, therefore, offer limited potential for successful implementation of effective actions. In order to be maximally effective, this Plan must consider all those who have a part in creating safe, efficient, and comfortable transit-based access. The Plan was initiated through a technical assistance grant provided to the City of Rolling Meadows by the RTA. Major businesses and employers in the Golf Road corridor were instrumental in advocating for the Plan in order to secure grant funding for its development. Through this partnership, the Plan is able to consider the complete transit trip – from its origin in some other part of the community or region, to its destination at the front door of a privately owned building.

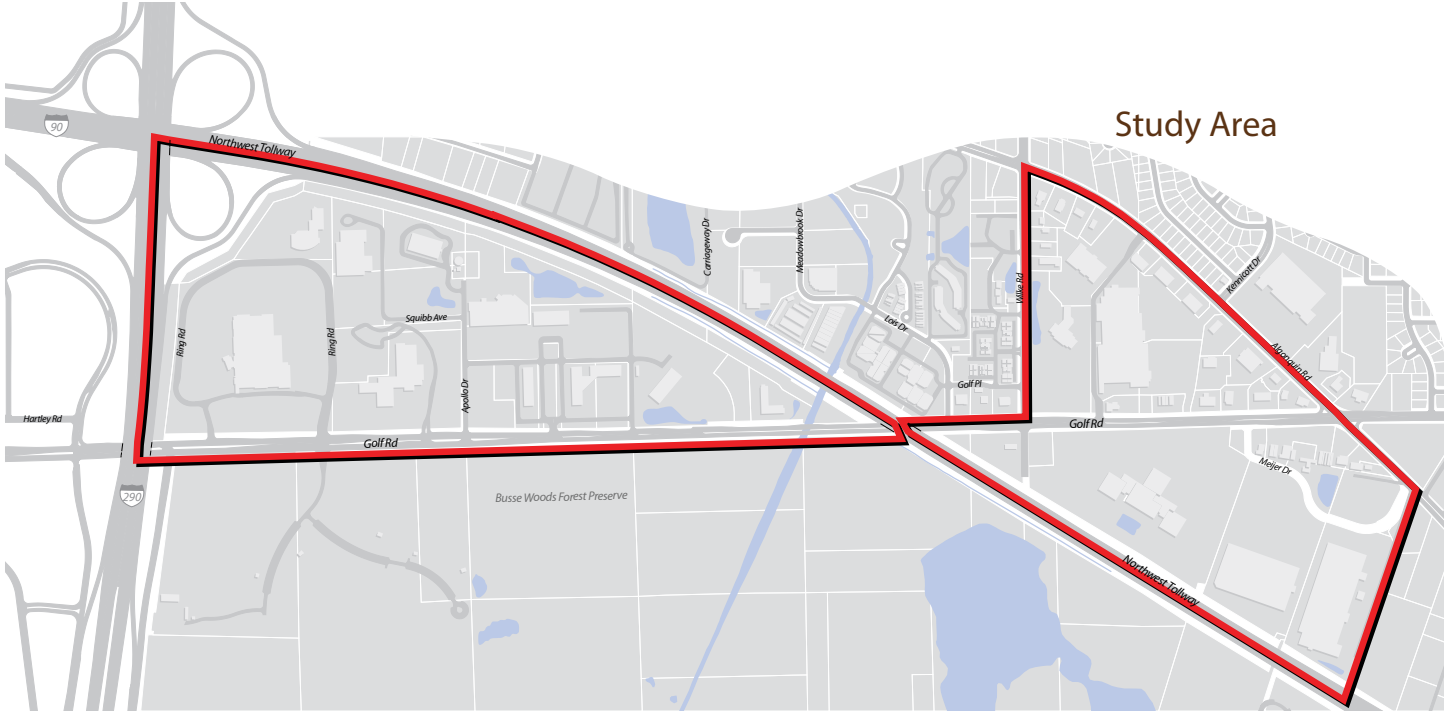
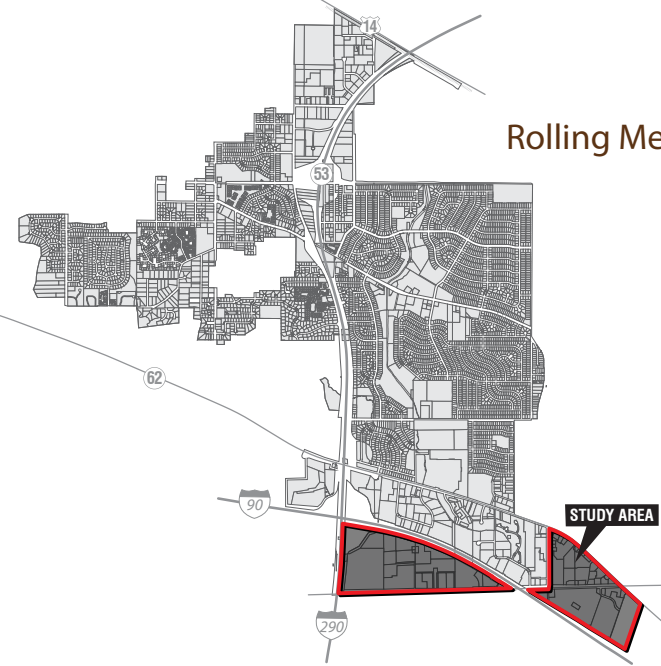
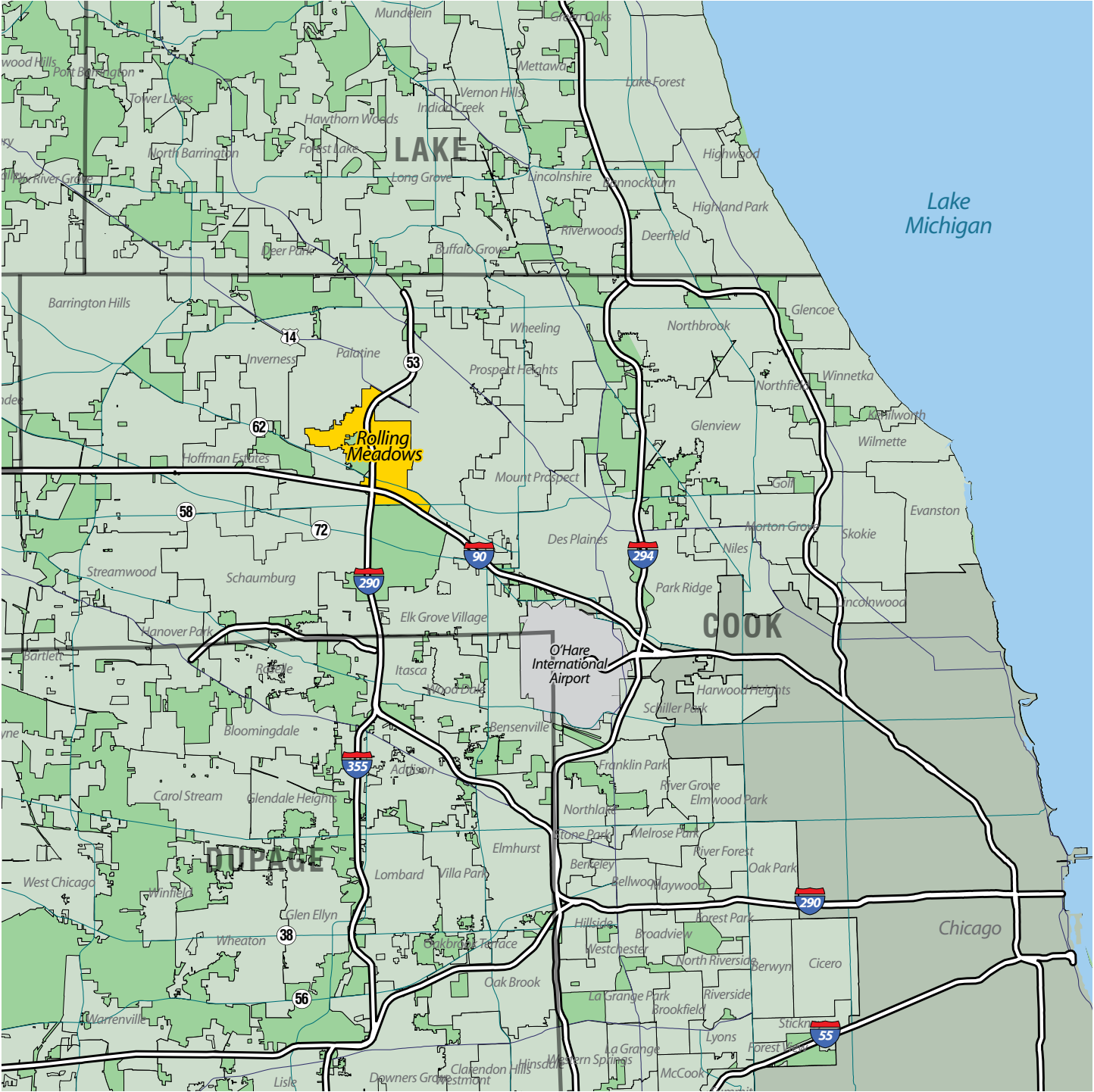
Goals of the Plan

Ultimately, the primary goal of the Golf Road Transit and Pedestrian Mobility Plan is to create more efficient and safer transit trips, recognizing that a trip begins and ends at a destination rather than a transit stop. In order to do so, the Plan must meet other incremental goals, including:

- » Actively engaging a broad set of corridor stakeholders, such as transit service providers, municipal agencies and departments, local and regional transportation entities, residents, tenants, and transit riders,
- » Comprehensively addressing challenges related to transit and pedestrian mobility, including service schedules, route alignments, facilities, information, pedestrian infrastructure, and development policies, and
- » Creating a clear road map to implementing effective actions, including the roles and responsibilities of various stakeholders, amendments to local policies that impact mobility, short- and long-term capital improvement programming, and project funding.

Study Area Context Map

Rolling Meadows is located in the northwest portion of Chicagoland. The community benefits from a high level of access to interstates and state and local highways. It is surrounded by other strong communities and the Busse Forest Nature Preserve.



Study Area Context

After incorporating in 1955, the City of Rolling Meadows began rapidly developing and became an emerging center for business and commerce in northeast Chicagoland. Golf Road quickly became a center for corporate investment. This injection of investment and local wealth spurred related housing and commercial development. In 1971, Woodfield Mall opened just west of Rolling Meadows, solidifying the area as a major destination for professional employment and retail.

Today, the Golf Road corridor in Rolling Meadows is home to several corporate offices, retail centers, restaurants, and natural spaces. Though taken as a whole it is a thriving mixed-use environment, several of its individual components are showing signs of stress. Older retail centers require constant investment to remain competitive with contemporary development in surrounding communities, and all types of uses have been impacted by the on-going recession. These and other factors underscore the importance of building upon any local advantage to attract and retain jobs and consumer dollars. Bus transit is seen as one of these advantages.

Local and Regional Geography

The City benefits from adjacency to the Union Pacific Northwest Line Metra stations in Arlington Heights, Arlington Park, and Palatine. In addition, easy proximity to I-90 and I-290 is a key locational advantage providing quick access to the entire Chicago area including O'Hare International Airport. O'Hare is just 11.5 miles from Rolling Meadows, though the proposed western access entry to the airport will significantly reduce travel time. The Golf Road corridor is synergized by surrounding destinations and uses. Woodfield Mall includes 2.7 million square feet of commercial space, and Busse Woods Forest Preserve is a regional passive open space that includes bike trails and environmental features.

Local Pace Bus Transit Performance

Effective bus service is dependent on people who need transit and an environment in which transit and pedestrian access is feasible. Pace statistics demonstrate the magnitude of the challenge. The table to the right illustrates how the routes that serve the Golf Road corridor have performed over the past twelve months. In several instances the routes do not meet Pace's performance indicators for subsidy per ride covered by Pace or recovery ratio (the percentage of operating cost covered by passenger revenue.)

Pace Bus Transit Performance Indicators

Route	Schedule	Average Subsidy per Rider	Recovery Ratio
208	Weekday	\$2.33	32%
	Saturday	\$3.21	26%
	Sunday	\$4.22	21%
606	Weekday	\$2.16	34%
757	Weekday	\$8.30	12%
Pace Performance Standards:			
» Average system-wide weekday subsidy:		\$2.58	
» Average system-wide weekend subsidy:		\$2.49	
» Maximum allowable subsidy:		\$4.00	
» Minimum recovery ratio:		18%	

Orange text indicates local routes performing under the system-wide averages.

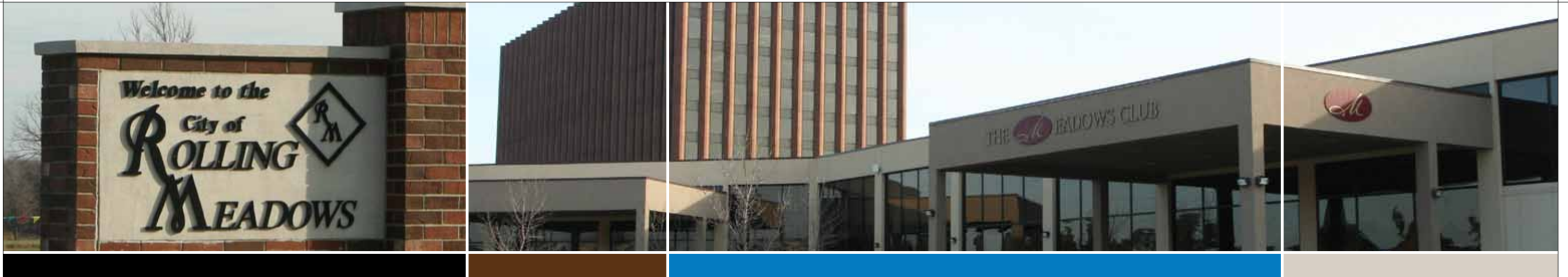
Red text indicates local routes performing under Pace standards.

Corridor Employment

The Golf Road Corridor is located in the heart of the Northwest Suburban Chicago office market, which like every other segment of the market, has been hit hard by the downturn in the economy. As a whole, vacancy in the Northwest suburban market area; which includes Rolling Meadows, Schaumburg, Hoffman Estates, Arlington Heights and Palatine, has remained around 27% for the past few years. While these numbers do not show any indication of varying greatly in the near-term there has been some positive news. Advocate Physician Partners recently secured a lease for 47,000 square feet at 1701 Golf Road (Tower II) and the Atrium Corporate Center signed a tenant who will provide 1,100 jobs in 158,000 square feet of space. However, the greater market area still contains over 8.8 million square feet of available space.

In terms of impact on the study area, lower employment, increased vacancy and demand on transit ridership are intertwined. As companies leave and/or reduce work force, office buildings are correspondingly impacted by space consolidation or total loss of tenants. This not only puts a strain on building managers and leasing agents, but transit providers as well as fewer workers translates to less demand for service.

02 Community Input



The recommendations contained within the Golf Road Transit and Pedestrian Mobility Plan represent a combination of system-wide service and facility standards for Pace and the RTA, best practices in planning for transit and pedestrian mobility, and specific local needs. In addition, the City is used a series of engagement tools to gain input from a broad set of stakeholders, including:

- » Planning Advisory Committee,
- » Key person interviews with corridor stakeholders,
- » An on-line questionnaire designed to identify major obstacles to efficient and safe transit use on Golf Road,
- » An interactive on-line mapping tool called Planning Mapper that allows stakeholders to cite specific challenges or desires,
- » Community open houses to review and provide input to planning recommendations, and
- » Plan Commission and City Council meetings to review plan recommendations and gain public comments and reactions.

Planning Advisory Committee

The first Planning Advisory Committee meeting was convened on June 28, 2011. Though Houseal Lavigne Associates was not involved with the preparation, attendance, or summary for that meeting, it provides a basis for understanding some of the project issues brought forth in that discussion. The following summarizes the primary issues discussed as part of an open dialogue, and the SWOT Analysis conducted as part of the meeting.

Meeting Summary

The meeting started with introductions of the attendees and an open discussion about each member's concerns or desires related to transit and mobility in the area. Issues and concerns discussed include:

- » The various locations from and means by which workers, shoppers and residents get to the Golf Road corridor
- » The relationship between bus transit service and surrounding land use and development

- » Challenges related to the recruitment and retention of businesses and employees who see transit mobility as a key factor in decision-making
- » The ability of effective transit in maximizing the viability and profitability of corridor development
- » The integration of bike and pedestrian infrastructure into the overall mobility plan for the corridor
- » Overcoming physical barriers to mobility, such as the I-90 overpass or Golf Road itself
- » The need for a plan that is attainable and can be implemented, since several other plans have been completed but not implemented
- » The integration of previous traffic engineering and planned corridor improvements
- » Addressing multi-agency or municipal coordination in siting and installing transit-supportive infrastructure and facilities
- » The need for a plan that addresses project funding and identifies short-term impactful fixes

SWOT Analysis

Attendees were asked to identify the strengths, weaknesses, opportunities, or threats for the project area. The following summarizes the input from the Steering Committee.

Strengths:

- » Large commerce in the area
- » Diverse businesses in area
- » Large population
- » Multiple restaurants and shopping in area
- » A city that cares!
- » Great location, many quality of life amenities in proximity (i.e. Woodfield)
- » Well known for commerce
- » Close to Forest Preserve
- » Strong existing bus service on Golf Road Corridor



Weaknesses:

- » No lighted bus stops
- » No pedestrian or bike access under Tollway overpass, to forest preserve or to the west (Schaumburg)
- » Poor access to buildings from Golf Road
- » Bus schedules aren't "user friendly" to business start times
- » No convenient buses at lunch time, they only come in 30-40 minute increments
- » No interconnections between buildings/business centers
- » No easy access to/from trains (Metra/CTA)
- » No sidewalks or walkways
- » No transit along I-90
- » No eastbound bus service within corporate campus
- » No traffic signal at Apollo

Opportunities:

- » Thriving businesses in the area
- » Create a sense of "place" at bus stations
- » Add lighting at crossings along Golf Road
- » Needs push button pedestrian crossings and safety islands
- » Sustainable development
- » Complete streets
- » Rideshare, carpool, carpool shuttle promotions
- » Shuttle to/from Woodfield or Walmart area during lunch time
- » Bike path bridge over Salt Creek
- » Potential Public/Private partnerships with private companies

Threats:

- » Unsafe/inadequate crosswalks under I-90, Golf Road, Salt Creek or at stoplights
- » Unsafe/inadequate bus stops at Apollo
- » Snow plows fill shelters with snow
- » Widening of Golf Road from 2 lanes to 3 lanes
- » Are there enough employees to warrant internal Pace services?
- » Lack of a centralized database of communication for commuters
- » Poor land-use planning, built solely for single occupancy vehicles
- » Recruiting to office building from city is difficult



Key Person Interviews

At the outset of the project, the consultant team held a series of stakeholder interviews with corridor employers, building property managers, and transit users. Their comments, categorized and summarized below, demonstrate the broad-sweeping consensus of many of the primary challenges to effective bus transit mobility on Golf Road.

The Transit and Pedestrian Mobility Plan

Stakeholders have been discussing the issue of better transit and pedestrian mobility on Golf Road for several years. In order to be effective, they stated that the plan must focus not simply on bus service, but on the surrounding environment that riders deal with during their trip. This includes bike and pedestrian networks, development, and environment.

They also stated that the plan must clearly identify implementation actions and responsibilities. With the plan recommendations needing to be so broadly sweeping, it is likely that improvements will require the coordination among several parties or agencies, and that cost will quickly become a key issue. The plan must identify who is responsible for what actions.

Corridor Transit Service

Several stakeholder comments related to the utilization of service on the Golf Road corridor. Several employers stated that a small percentage of employees take bus transit to work, but perhaps more would if service or pedestrian networks were improved.

Stakeholders identified several factors that make transit use in the corridor difficult. One important factor is that service is not frequent enough and results in long periods of waiting in exposed areas. Another factor is that it is difficult to use transit to get to important destinations like restaurants or stores that employees might visit during different times of day. Finally, the lack of coordination between transit services and routes was cited as an important factor that results in very long trips when they require transfers. Stakeholders feel it is necessary to better coordinate transfer opportunities between Pace, Metra and CTA bus and rail.

Regional Transit Mobility

Stakeholders discussed the idea that the transit service on Golf Road is only part of the issue with transit and pedestrian mobility. Another primary concern is the connection to the regional transit network. Many feel Rolling Meadows lacks links to nearby rail stations, such as Arlington Heights. Most transit commuters come from Chicago and take a CTA bus or Blue Line to Rosemont in order to transfer to the Pace bus. Stakeholders stated that the community and corridor would benefit from having bus routes that link up with regional rail service in such a way that their schedules and hours of operation are better coordinated.

One stakeholder discussed a specific concern related to connections between their facility on Golf Road and another facility in Itasca, and that the lack of transit connections between the two makes management and logistics difficult for employees who would prefer to or have to take transit.

Pedestrian and Bike Infrastructure

Several stakeholders cited general or specific issues with the pedestrian and bicycle network. Site-specific issues include the lack of a path under I-90 on the north side of Golf Road, the lack of sidewalks from Golf Road to 1701 Golf Road, and the long distance and lack of sidewalks between 2550 Golf Road and its closest bus stop.

General comments included the overall lack of sidewalk connections throughout the corridor, as well as inadequate crosswalks and signalization. They also discussed how the pedestrian environment has deteriorated over time as Golf Road has become wider and more heavily trafficked. Finally, they discussed the lack of lighting along sidewalks and at bus stops.



Employer-Sponsored Transit Programs

Several employers in the study area have implemented programs that complement traditional Pace bus service. For example, RIM operates a carpool program that provides priority parking close to the building entrance. However, only a handful of people use the program. Komatsu (1701 Golf Road) operates a ride-share program which they feel was responsible for retaining a major tenant in the building. Houghton Mifflin provides two morning and two evening shuttles to the Arlington Heights Metra station, thereby filling a need for its employees. Approximately 6-8 people use the shuttle service each day.

However, several stakeholders cited challenges to employer-based transit programs. It is not known if any employers take part in the tax-free transit reimbursable program, and other employers stated that it has been difficult to implement a carpool or shuttle service since staff schedules vary or are not aligned in terms of start and end times.

On-site Amenities

Several stakeholders stated that on-site amenities are necessary to make transit use more appealing. Depending on the specific location, there may be showers associated with a health facility, or bike racks for safe storage during the work day. However, the presence of these amenities is inconsistent throughout the corridor.

Transit Mobility and Economic Development

A primary theme articulated by almost every stakeholder was the impact of transit access and mobility in attracting and retaining quality businesses and employees to the Golf Road corridor. This is seen as a primary impetus for the Plan. Improved transit access and mobility would strengthen the corridor by making it more competitive for office and retail development, thereby maximizing the potential of existing development and possibly creating the opportunity for new investment.

Information

Stakeholders discussed the need for better information. This includes pre-ride information pertaining to regional connections, destinations beyond the corridor, and service within the corridor. They also stated that the perceptions, expectations and realities of transit service must be aligned so that riders see the existing service not as a disappointment, but rather as an asset when understood and planned for.

Stakeholder Impacts

Several stakeholders, especially employers, cited crucial impacts of the current state of transit and pedestrian mobility along Golf Road. Many employers are trying to recruit a younger demographic with high educational attainment. Often, this cross-section of the population prefers to live in Chicago. However, the current level of access afforded by transit is a barrier to attracting quality workers. One firm has had difficulty retaining workers after they expanded to a new facility on Golf Road. Generally, employers stated that better transit mobility would provide a competitive advantage over other northwestern suburbs that lack transit access.

On-line Questionnaire

An on-line questionnaire was provided to capture specific aspects of how residents and employees arrive at and move through the Golf Road corridor. Though not a statistically valid or scientific survey, the questionnaire identifies several issues and opportunities relevant to the goal of enhancing transit and pedestrian mobility in this portion of the Rolling Meadows community. At the time of the drafting of this summary, 111 people had responded to the questionnaire.

General Characteristics of the Corridor Population

Before specific issues or patterns of transportation behavior were queried, the questionnaire established the general profile of the respondents. Respondents were asked to identify how they use the corridor. (They could respond to more than one of the provided options.) The vast majority (96%) responded that they work in the corridor. About one-third of the respondents shop in the corridor, while less than 10% live near the corridor.

When asked how they typically get to a destination in the Golf Road corridor (respondents could select more than one of the provided options), almost 92% stated that they drive a personal vehicle. Approximately 12% take a Pace bus, with the large majority of those riders connecting from Metra or CTA rail service. Just over 5% of the people stated that they take a bike to the corridor.

Transit Users

Once a general profile was established, transit riders were asked a series of questions designed to more specifically describe the nature of their transit trip, including the mode, distance, and reasons for using transit.

Respondents were asked to identify which bus route they might use to access the corridor. (They were allowed to select more than one bus route.) About three-quarters of bus transit riders in the Golf Road corridor use the 606 – Northwest Limited route. 25% might use the 208 – Golf Road route, and 12.5% might use the 757 – Northwest Connection route.

Most of the respondents make their transit trips according to a regular schedule that is consistent with normal morning and evening commuting times. However, one respondent makes trips that do not coincide with regular rush hour commuting.

Almost 78% of the transit users' trips begin more than 10 miles away from the corridor. This represents a significant challenge to the efficient movement of passengers across areas of the region with trips that typically entail bus-to-bus or multi-modal transfers.

Most of the trips originate in the City of Chicago and rely on CTA bus or rail to connect to a Pace bus route. The Atrium Corporate Center (3800 Golf Road) and the Meadows Corporate Center (2550 Golf Road) are the primary destinations of transit users in Golf Road, with each accounting for approximately half the transit trips.

Transit riders were asked to indicate a number of factors as to why they take transit and 87.5% stated that transit being less expensive than personal vehicular travel is a major factor. Other high-ranking factors include frustrations related to sitting in traffic and the desire to be environmentally responsible. Just over 37 % stated that they don't own a car, indicative of the rider population who lack a choice in mobility to the corridor.

Transit users were asked to identify the issues they experience during their trip. (They were asked to select all issues that they feel are relevant.) The most frequently cited issue (75%) is the lack of a safe path to the destination. This includes crosswalks and sidewalks. Other important issues include the frequency and predictability of bus service and the shelters, lighting and other amenities at the bus stations. Less frequently cited issues include published or real-time scheduling information, the comfort of the transit vehicle, and on-bus information regarding location and transfers. Issues capturing the fewest responses were the location of bus stops and the noise and traffic of the corridor.

Personal Vehicle Users

For the purposes of this plan, it is critical to understand why people choose to use their personal vehicle and what barriers or perceptions exist that inhibit transit use. (For this question, respondents could select multiple factors.) The most frequently cited factors for choosing a personal vehicle over transit were the ability to control and predict the environment of a car and the perception that transit service does not take people where they need to go.

Car users were also asked to identify what issues, if addressed, would make transit a viable option. Several people stated that transit is simply not a viable option because it doesn't adequately serve their trip origins or destination, or because they require or prefer car travel based on commuting or other mobility needs.

Frequently cited issues that could foster transit use include sidewalk connections and comfortable bus stops, the proximity of service to points of origin and destination, and the scheduling and frequency of service. One issue that was not frequently selected was the transit vehicles themselves.

Planning Mapper

Planning mapper is a web-based tool that allows residents, business owners and other stakeholders to provide spatial input regarding issues and desires in the planning area. Users were asked to place points on a map and define them based on a given menu of options, then provide specific comments regarding a challenge or improvement. The map on the following page summarizes the locations and general themes of points provided through Planning Mapper.

Public Open Houses

On January 15, 2013, a series of public open houses was held to solicit input from the Golf Road corridor community regarding the draft recommendations contained in Chapter 5 of this Plan. Open houses were held concurrently at the following locations from 11:00 a.m. to 1:00 p.m.:

- » Atrium Corporate Center, 3800 Golf Road
- » Meadows Corporate Center, 2550 Golf Road
- » Continental Towers, 1701 Golf Road

The open houses were effective in creating awareness about the planning effort, as many people came simply to learn about the project. Generally, discussions with participants affirmed the need for the plan and its direction. Participants were asked to submit comments or reactions to the Plan on comment cards. Comments submitted by participants are summarized as follows:

- » The most frequently cited issue was the unsafe crossing to/ from the south side of Golf Road. Several ideas were provided, including better crosswalks, better pedestrian signals, and a pedestrian bridge over Golf Road.
- » Several people noted that Pace shelters make transit use uncomfortable. They stated that stations are often too dark to feel safe or for drivers to see riders, and that signal lights do not work, and buses often pass by passengers without picking them up.
- » Many people noted the need for a vanpool or shuttle service to the Rosemont CTA station. As a complement to this service, one person suggested waiving fees for overnight parking so that vanpool vehicles could be parked there for riders coming out from Chicago.
- » One person mentioned the need for better "customer service" from Pace bus drivers, as they frequently pass by passengers without picking them up, or use quick braking that makes for a jerky and uncomfortable ride.

Planning Mapper

Planning Mapper is a web-based, interactive tool that allows residents and stakeholders to identify specific locations of issues or opportunities. Mappers were able to identify the following types of points from the categories illustrated below.



03 Planning Context



The Golf Road corridor in Rolling Meadows has been the focus of previous planning and design efforts. While the Transit and Pedestrian Mobility Plan will establish specific recommendations related to a relatively narrow element of corridor function and design, it will be influenced by, and can have influence over, other aspects of planning and development. This section summarizes completed or on-going planning and design projects that will help shape the Plan's vision and recommendations.

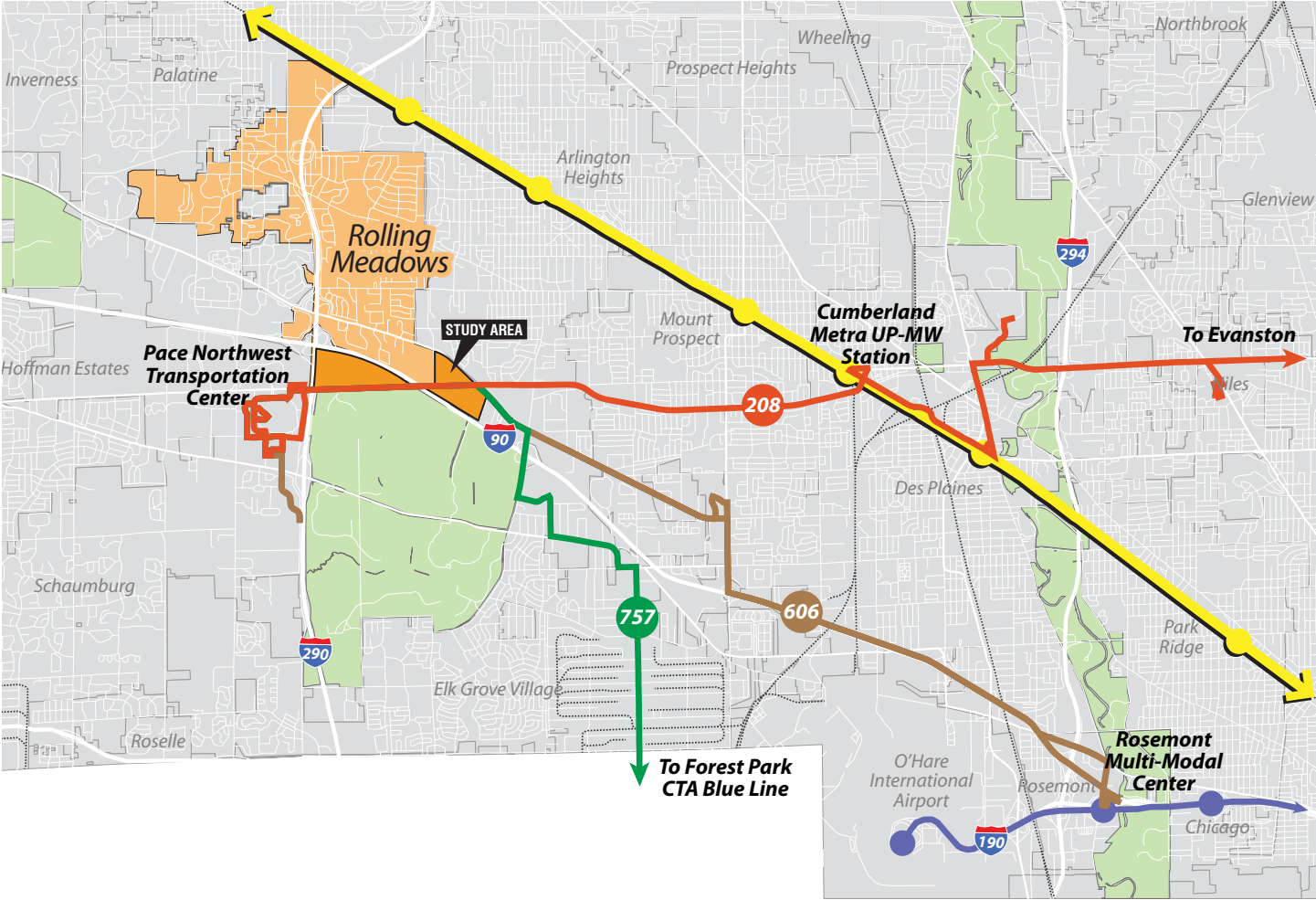
Study Area Profile

The study area for the Golf Road Transit and Pedestrian Mobility Plan includes approximately 341 acres of land hosting office, service, hospitality, and retail uses. It is surrounded by several major land uses, including Woodfield Mall, the Busse Forest Nature Preserve, I-90, and I-290/Route 53. Corporate Park South (west of I-90) includes the greatest concentration of office space as well as hospitality and banquet space. Corporate Park North (east of I-90) includes one major office complex (Continental Towers), but also hosts major retail, service, and restaurant tenants. This portion of the study area is also more closely associated with the surrounding residential areas that include single-family neighborhoods and multi-family developments.

Because the study area includes a significant critical mass of employment and commercial uses, it is imperative to consider its regional context. Every day thousands of workers, shoppers, and residents travel through, to or from the Golf Road corridor. Therefore, the Transit and Pedestrian Mobility Plan must consider regional transit access policies and practices as part of the solution to mobility within the Golf Road corridor. The map and table on the following page describe how the existing transit network provides access to local, sub-regional, and regional destinations throughout Chicagoland.

Regional Transit Connections

The Rolling Meadows Golf Road is served by three Pace bus routes that provide access to regional transit connections. Beginning from Woodfield Mall immediately west of Rolling Meadows, Route 208 provides access to the Metra UP-NW line, and Route 606 provides access to the CTA Blue Line.



Golf Road Transit Mobility - From Local to Regional

Type of Trip	Description	Accessible Land Uses	Factors of Trip Effectiveness
Corridor Trip	Access to uses in or adjacent to the study area via a bus route that serves the corridor	Pace 208, 606, 757 » Busse Forest Nature Preserve, major corporate employment offices, regional and local retail, restaurants, banking, medical, educational, and basic services	Local bus service schedule (hours and frequency), bus stop facilities and amenities, crosswalks and sidewalks in the public right-of-way, pedestrian connections on private property from bus stop location to front door of destination
Local Trip	Access to uses beyond the study area via a bus route that serves the corridor	Pace 208 (Golf Road) » Northwest Transportation Center, Woodfield Mall, Cumberland UP-NW Metra station, Holy Family Medical Center (Des Plaines), Oakton Community College, Golf Mill Shopping Center (Niles), Old Orchard Mall (Skokie) Davis Street CTA/UP-N Metra Station, Downtown Evanston Pace 606 (Northwest Limited) » Woodfield Corporate Center, Northwest Transportation Center, Woodfield Mall, O'Hare area industrial and logistics properties, Rosemont CTA Blue Line station and transportation center Pace 757 (Northwest Connection) » Northwest Transportation Center, Woodfield Mall, Elk Grove Park-n-Ride Center, Western O'Hare industrial and logistics properties, CTA Forest Park Blue Line station	In addition to those listed above, express service segments, facilities, information and signage, and connectivity at major destinations
Sub-regional Trip	Access to uses beyond the study area via transfer to one other bus or rail transit route	O'Hare International Airport, Chicago neighborhoods along the CTA Blue Line, communities along the Metra UP-NW, UP-N, MD-N, and NCS lines, communities along the Pace bus routes serving the Northwest Transportation Center, Woodfield Mall, Rosemont, and other major transfer centers	In addition to those listed above, physical connections between stations where transfers occur, service and schedule coordination, travel times, rider information regarding transfers and scheduling
Regional Trip	Access to uses beyond the study area that may require several transfers or transit modes	Full regional access throughout RTA service area	All those listed above

Existing Plans and Policies

The Transit and Pedestrian Mobility Plan is one piece of the vision for Golf Road's future. It must be crafted to dovetail with other plans that establish a direction for desired transportation, land use and development characteristics. This section provides a brief summary of other plans and policies that may influence mobility planning in the study area.

Rolling Meadows Zoning Ordinance

The municipal zoning ordinance is the rules by which development may occur. The study area includes four districts as identified in the Rolling Meadows Zoning Ordinance; C-1 Commercial, C-2 General Commercial and Services, T-1 Office, Institutional and Research, and M-2 Multipurpose. These districts permit a variety of uses and require varying site development characteristics. However, they share several characteristics pertaining to the effectiveness of local transit.

- » They all include minimum lot size requirements varying from 2 acres to 20 acres. This results in adjacent developments that tend to be spread out and difficult to walk to or between from Golf Road.
- » They all include on-site parking requirements that remove barriers to vehicular use and add barriers to transit use, such as increased walking distances, uncomfortable or unprotected pedestrian environments, or neglected on-site transit facilities and amenities.
- » The subdivision ordinance lacks requirements for basic pedestrian amenities. This results in a car-oriented environment with expansive street cross-sections and minimal or no sidewalks, crosswalks, landscaping, or lighting.

Golf Road Corporate Campus Land Use Study

The Corporate Campus Land Use Study was drafted in 2003 and establishes a vision for the Corporate Park South properties bound by I-90, I-290/Route 53, and Golf Road. Some of the key components of this study include:

- » An interconnected roadway system centered on a proposed boulevard called Corporate Drive
- » A linked sidewalk and path system that would provide an attractive pedestrian environment throughout the campus
- » Transit-oriented development centered around the proposed STAR Line commuter rail transit stop in the I-90 right-of-way
- » Uses that complement the primary office function of the site, such as hotels, restaurants, and day care
- » Coordinated design that creates a more attractive physical setting
- » Comprehensive signage and wayfinding at site entrances and throughout the internal street network
- » Enhanced parking provisions and parking lot design

Though recent economic trends have slowed development and increased vacancies in several buildings, the study represents the most recent formal vision for the Corporate Park South site.



Squibb Avenue Extension

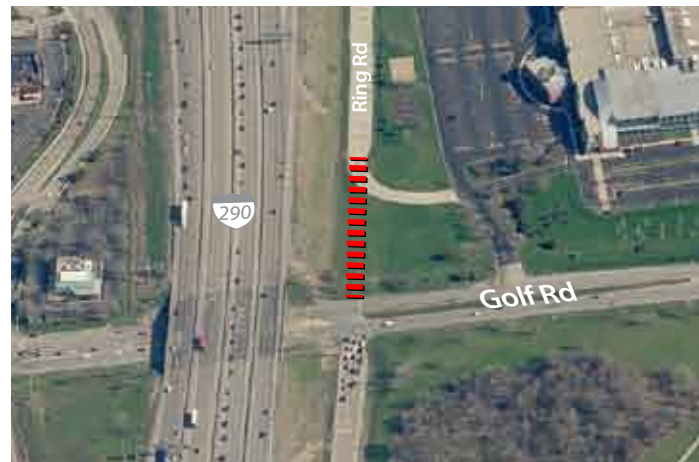
In 2008, the City of Rolling Meadows explored the possible extension of Squibb Drive within Corporate Park South. The road currently runs west from Apollo Drive on a private property easement in order to provide access to J.C. Restoration, Inc. The proposed extension would continue Squibb Avenue west from its current turning point in order to create a link to Ring Road, thereby enhancing connectivity between development parcels on the north side of Golf Road. At this time, there is no immediate plan to complete the extension as it is planned. The proposed concept does not include any modifications or additions to the existing sidewalk network.





Ring Road Extension

Ring Road currently circumvents the Atrium Corporate Center at the west end of Corporate Park South. Its eastern leg provides full signalized access to Golf Road, while its west leg provides non-signalized right in/right out access to Golf Road. The proposed Ring Road extension would realign the west leg to intersect Golf Road at an existing signalized location opposite the I-290/Route 53 frontage road. This extension was originally proposed as part of the redevelopment for the 3Com Corporate Campus, the predecessor to the Atrium Corporate Center. The extension was approved as part of the Access Modification Report I-290/IL Route 53 at the Interchange of IL Route 58 and 72, prepared by SDI Consultants, and construction documents have been completed. The concept does not include any modifications or additions to the existing pedestrian network. The need for the improvement was driven by the planned construction of additional phases of development on the 3Com site. The project languished, however, after the 3Com Corporation sold the property.



Golf Road Improvements

Several planning studies and engineering design plans have been prepared to-date for the Golf Road corridor that, when ultimately completed, will improve access to Corporate Park North and Corporate Park South. These studies and plans affect the roadway system, transit network, and bicycle/pedestrian system.

Roadway Improvements

Roadway improvement plans are in various stages of planning for specific sections of the corridor. The ultimate goal of the plans is to increase road capacity in an effort to reduce traffic congestion and delay and increase traffic safety.

For the section between IL 53 and the I-90 overpass, preliminary engineering has been completed to widen Golf Road to a consistent six lanes. Funding for final engineering has not been secured and construction is not presently scheduled. Improvements would include the following, as noted in the *Golf Road Preliminary Engineering Study*, prepared by V3 Infrastructure Services in October 2001:

- » Widening of Golf Road to six lanes from IL 53 east to the I-90 Overpass
- » Intersection improvements at the IL 53 frontage road, Ring Road, former Unilever building drive, Apollo Drive, Meadow Tower Gould Center Drive, RTC Drive and East Tower Drive
- » Traffic signal installations at Apollo Drive and RTC Drive
- » Traffic signal removal at Gould Center Drive

- » Realigned bicycle/pedestrian path with new bridge over Salt Creek
- » Pedestrian bridge over Golf Road between IL 53 and Ring Road

For the section between the I-90 overpass and the Marketplace/Continental Towers driveways, final engineering and construction documents were completed in November 2009 by Christopher B. Burke Engineering, Ltd. This project is awaiting ComEd right-of-way acquisition and is scheduled for the September 12, 2012 state letting, with construction expected to begin in Spring 2013. Improvements include:

- » Widening of Golf Road to six lanes from the I-90 Overpass to just east of the Marketplace/ Continental Towers driveways
- » Addition of turn lanes at the New Wilke Road intersection
- » Replacement of temporary traffic signals with permanent signals at the Marketplace/ Continental Towers drive intersection.

For the section between the Marketplace/Continental Towers driveways and Algonquin Road, preliminary engineering was completed as part of the *Golf Road/Algonquin Road Strategic Regional Arterial Study*, prepared for IDOT in February 1996 by Dames & Moore. The study defines the ultimate lane configuration for the Golf Road/Algonquin Road intersection to include a third eastbound through lane on Golf Road and a third through lane on Algonquin Road. Funding for final engineering has not been secured and construction is not presently scheduled.

The entire Golf Road corridor (IL 53 to Algonquin Road) is planned for resurfacing and bridge rehabilitation. Final engineering design plans were completed in 2001 and construction is included in IDOT's FY 2012-2017 Highway Improvement Program.

There is presently no direct access to or from I-90 to the City of Rolling Meadows. A new westbound exit ramp at New Wilke Road may be feasible to improve automobile and transit access to the Golf Road corridor and could be evaluated as part of the planned I-90 reconstruction project. Preliminary engineering for this exit ramp has yet to occur.

Transit Shelter Enhancements

Pace has near-term plans to replace, relocate and/or install six new “Courier” style advertising shelters on Golf Road, similar to the existing shelter serving eastbound buses at the southwest corner of Golf Road/Gould Center Drive. Three of the shelters will be installed in Spring 2012 to serve Corporate Park South, including:

- » Westbound Golf Road at Gould Center Drive (northwest corner). New shelter installation at existing posted stop.
- » Westbound Golf Road at Ring Road (northwest corner). New shelter installation at existing posted stop.
- » Eastbound Golf Road at Ring Road (southeast corner). Replacement and relocation of existing shelter from southwest corner to southeast corner.

The three other shelters will serve Corporate Park North and will be installed after the Golf Road/New Wilke Road intersections improvements are completed in 2014, including:

- » Eastbound Golf Road at New Wilke Road (southeast corner)
- » Westbound Golf Road west of Marketplace driveway
- » Westbound Golf Road at Lois Drive (northeast corner)

Bus Rapid Transit

Pace’s long-term plans to improve suburban mobility and enhance transit service in the Golf Road corridor include the implementation of line-haul bus rapid transit (BRT) service. BRT features high-frequency, limited-stop service that operates on existing arterial roadways or dedicated bus lanes/high occupancy vehicle lanes and make use of Intelligent Transportation System (ITS) technologies and specially-designed buses and shelters to increase the speed of passenger boardings and alightings, improve travel times, provide comfortable weather protected waiting areas, provide real-time bus arrival information, and provide facilities/infrastructure for transfer to the pedestrian and bicycle system.

Potential line-haul routes would operate along I-90 and Golf Road connecting transportation centers at the Rosemont CTA station, Woodfield Mall, and downtown Evanston in a more time-competitive manner than traditional fixed-route service. Golf Road was one of 24 key arterial corridors identified in Pace’s *Vision 2020 Comprehensive Operating Plan* as having the highest potential for successful implementation of BRT service. A follow-up evaluation of these corridors documented in the *2009 Pace Arterial Rapid Transit (ART) Study* categorized the Golf Road corridor as a long-term network improvements based on existing ridership, potential to generate new riders, regional connectivity, support from local communities and regional institutions, and potential for travel time savings.

The implementation of BRT service along I-90 would coincide with the planned reconstruction of I-90 and, as described in the *Jane Addams Memorial Tollway (I-90) Transit Value Planning Study (Kennedy Expressway to Rockford)* completed in September 2011 by the Illinois State Toll Highway Authority, would be a cost-efficient initial improvement that would make use of managed lanes on the

inner lanes or inside shoulder to accommodate bus service. The service would deviate from I-90 onto Arlington Heights Road and Golf Road to serve the greater Woodfield area.

The ultimate transit service option along I-90 could include replacing the managed lanes with fixed guideway (rail) transit service with dedicated stations, as proposed in Metra’s *Suburban Transit Access Route (STAR) Line Alternatives Analysis*, including a station in Rolling Meadows near the I-90 overpass of Golf Road.

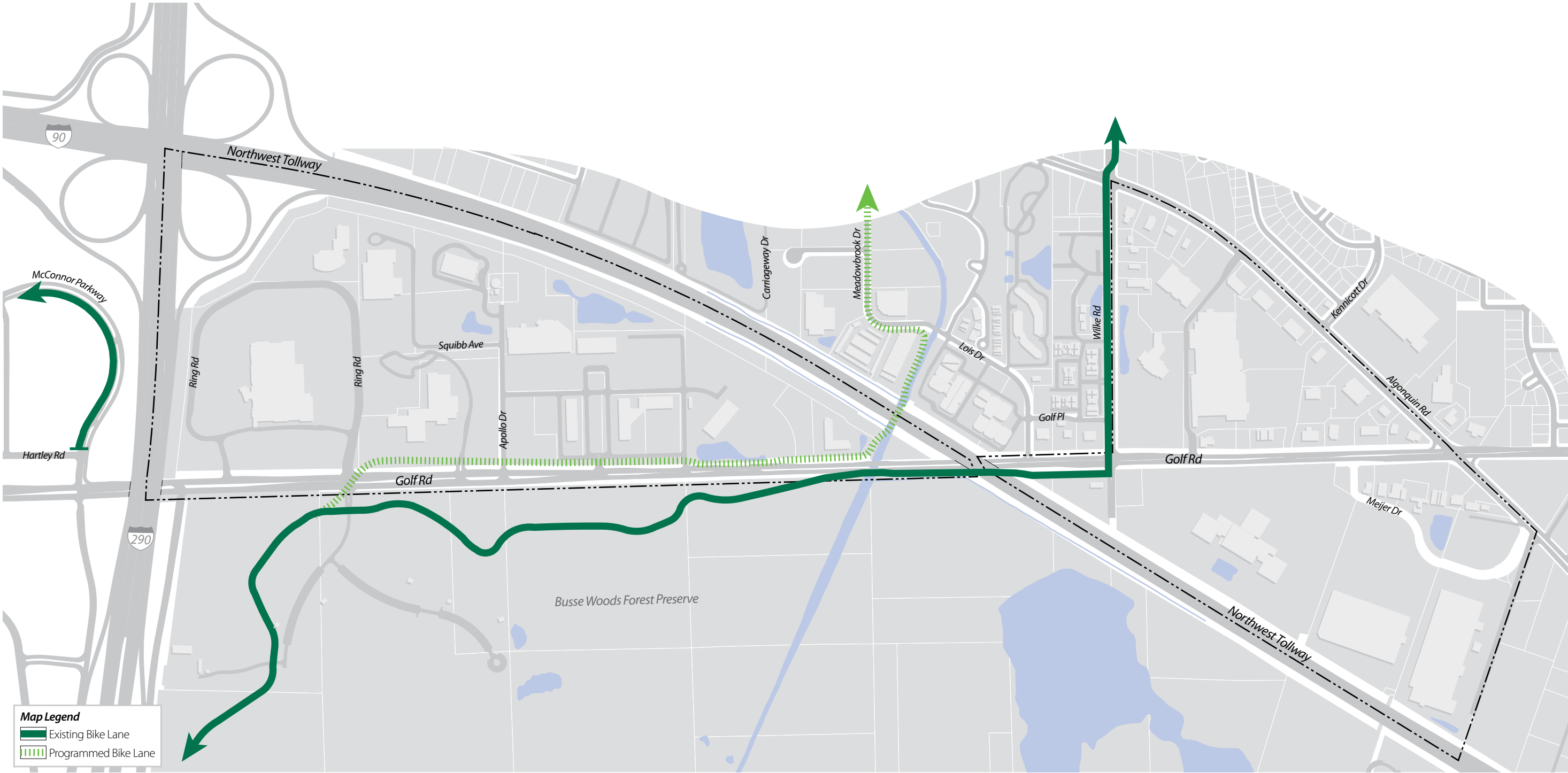
Bicycle/Pedestrian System Extensions

The Golf Road corridor was identified as a Tier One corridor in the *Northwest Municipal Conference Bicycle Plan*, prepared by the Active Transportation Alliance in December 2010, as it serves as an east-west trunk line in the regional system, from the Fox River Trail to the Green Bay Trail, connecting 13 communities, eight regional destinations, and Metra and CTA stations. Within the corridor study area, the primary plan includes the development of an off-street side path extending along Golf Road from the existing path on McConnor Parkway east past Algonquin Road. The alternative plan would include the development of an off-street side path from the McConnor Parkway path to Ring Road, then crossing Golf Road at-grade to connect with the existing Busse Woods bicycle trail and bicycle paths along New Wilke Road and White Oak Street. The planned side paths have yet to be funded or programmed. Ancillary improvements include the installation of regional destination signage and bicycle parking facilities, and the implementation of Complete Streets policies on Golf Road.



Planned Bike Network Improvements

The NWMC Bike Plan identifies several new segments of bike trails that would link the study area to other local and regional bike facilities.



04 Summary of Existing Conditions



Establishing an accurate understanding of existing study area characteristics will provide a basis for planning recommendations that both enhance transit and pedestrian mobility and fit within the existing and anticipated constraints of the Golf Road corridor. This section summarizes the observed existing conditions according to a structure that will set the stage for subsequent planning recommendations. First, it describes the transportation-related environment in order to answer the following questions:

- » How does transit currently operate in the study area in terms of service, facilities, and regional connections?
- » How does bicycle and pedestrian infrastructure complement transit services and the desired paths of riders?
- » How does the non-transit environment accommodate existing traffic and where might there be opportunities for appropriate improvements to enhance transit (i.e. crosswalks, bus stops, traffic and turn lanes, etc.)?

Next, it describes the land use and development characteristics that influence how a transit user gets from the bus to the front door in order to answer the following questions:

- » How do general land use patterns influence transit and pedestrian mobility?
- » How does site and building design influence transit and pedestrian mobility?
- » Where are there critical missing linkages between uses and transit services?
- » Finally, it provides a summary of demographic data about the study area in order to answer the following questions:
 - » How many people use the different parts of the study area for various activities?
 - » How many people rely on transit for part or all of their trip on Golf Road?

Transportation

The transportation network in the study area consists of several layers of infrastructure designed to accommodate specific services or functions. While they are undoubtedly interrelated, the transportation network can be better understood by breaking down into its fundamental components; the highway and roadway system, the transit system, and the bike and pedestrian system. Each system includes infrastructure, technology, and operations that define its role in providing local and regional mobility on Golf Road.

Highway / Roadway System

Roadways have two basic functions: to provide mobility and to provide land access. For planning and design purposes, and to recognize the role of individual highways and roadways in the overall transportation system, roadways are classified by function. Four general functional classifications are typically used, including freeways/tollways, arterials, collectors and local streets. Each roadway classification serves as a collecting/distributing facility for the next higher classification in the system. The major highways and roadways serving the Golf Road corridor are described below.

Freeways/Tollways

Freeways and Tollways provide the highest degree of regional mobility, with access limited to grade-separated interchanges to preserve capacity for high volumes of traffic and high travel speeds. There are two freeways/tollways in the study area, Jane Addams Memorial Tollway (I-90) and I-290/Illinois Route 53 (IL 53).

Arterials

Arterial roadways are intended to provide a high degree of sub-regional mobility and function as the primary travel routes through urban areas. The following arterials serve the Golf Road corridor.

Freeways/Tollways

Route	Jurisdiction	Truck Route	Number of Lanes	ADT	Study Area Access
Jane Addams Memorial Tollway	Illinois State Toll Highway Authority (ISTHA)	Class I	6	130,000	Woodfield Road (via I-290/IL 53) Arlington Heights Road
I-290/IL 53	IDOT	Class I	8-12	210,000	Higgins Road (via Frontage Road) Algonquin Road

Arterials

Route	Jurisdiction	Truck Route	Number of Lanes	ADT	Study Area Access
Golf Road	IDOT	Class II	2-4	33,000-47,000	Provides mix of signalized and general access throughout corridor
Algonquin Road	IDOT	Class II	8-12	21,000	Provides signalized access to east end of study area at Golf Road and abutting commercial properties





Collectors

The collector system is designed to support the arterial network. Collector roads consist of medium-capacity, medium-volume streets that have limited continuity and serve to link higher level arterial streets to lower level local streets. Collectors provide some direct land access but to a lesser degree than local streets. The following collectors serve the Golf Road corridor.

Local Streets and Private Drives

The remaining streets within the study area are classified as local streets or private drives. Local streets are low-capacity, low volume public streets that primarily serve to provide direct land access. Private drives serve a similar function by are privately-owned. The following are the most significant local streets and private drives in the Golf Road corridor.

Collectors

Route	Jurisdiction	Truck Route	Number of Lanes	ADT	Study Area Access
New Wilke Road	City of Rolling Meadows	N/A	4	20,500	Provides non-signalized access to fronting land uses and local streets, and includes sidewalks
I-290/IL 53 Frontage Road	IDOT	N/A	2-3	17,100	Provides access to local network from I-290/IL 53 and signalized intersections

Local/Private Streets

Route	Jurisdiction	Number of Lanes	Study Area Access
Ring Road	Public	3-5	Access to the Atrium Corporate Center and abutting properties at the west end of Corporate Park South with one signalized and one non-signalized right-in-right-out access point
Unilever Drive	Private	2	Provides non-signalized access to parking area for 3100 Golf Road 800 feet east of Ring Road
Apollo Drive	Public	2	Provides non-signalized access to several office and utility sites, and is located 300 feet east of Unilever Drive
Squibb Avenue	Private	2	Extends from Apollo Drive west and north to the J.C. Restoration facility at 3200 Squibb Avenue
Gould Center Drive	Private	2	Provides signalized access to the parking areas serving 2900 Golf Road, 2850 Golf Road, and the 2800 Golf Road via a one-way counterclockwise circulation road
RTC Drive	Private	2	Provides access to the parking garage and lots serving the West Tower and the RTC USA world headquarters, and the below-grade parking garage and loading area at 2550 Golf Road
East Tower Drive	Private	2	Provides non-signalized access to the front loop drive and parking areas serving the East Tower and the Extended Stay America hotel
Lois Drive	Public	2	Extends from Golf Road north through a corporate park to Meadowbrook Industrial Drive, which continues north to Algonquin Road
Marketplace/Continental Towers Drive	Private	4	Provides signalized access to the parking areas serving the Marketplace shopping center on the north side of Golf Road and the Continental Towers office complex on the south side of Golf Road
Meijer Drive	Public	3	Extends from Golf Road south and east to Algonquin Road and provides signalized access to the Meijer Supercenter, Weber Packaging Solutions, and Weber Atrium Center

Existing Roadway Network

The shape and functionality of the study area is defined primarily by the system of freeways, arterials and collectors that provide access to and throughout the Golf Road corridor. However, this network presents both opportunities (in terms of access and mobility for vehicles) and challenges (in terms of connectivity for bicycles and pedestrians).



Traffic Operations

The volume of daily traffic presently carried by Golf Road (33,000-47,000 vpd) exceeds the carrying capacity for a four-lane arterial roadway operating at satisfactory levels of service (LOS D or better). The preliminary engineering studies noted earlier in this report were prepared more than a decade ago to identify appropriate roadway and intersection capacity improvements necessary to resolve the traffic flow inefficiencies during the weekday peak commuting periods. These improvements included the widening of Golf Road to six lanes throughout the corridor, addition of auxiliary turn lanes at major intersections, and the installation of new traffic signals. With these improvements, intersection operations were shown to improve to satisfactory levels of service at all signal-controlled intersections.

Complete Streets

A “complete street” is a roadway that is designed to be safe for all users of the transportation network, including motorists, transit riders, bicyclists and pedestrians. Based on the roadway descriptions above, Golf Road in its current form would not be considered a “complete street”.

The aforementioned roadway improvements planned for Golf Road are focused on maximizing road capacity, reducing traffic congestion and improving motorist safety. The needs of other roadway users, however, have not been taken into account in the design plans as they do not include crosswalks, pedestrian signals, refuge islands, and other features that promote safety by non-motorized means. Since these plans were prepared, IDOT has adopted design policy changes in response to the 2007 Complete Streets state law, which requires IDOT to construct bicycle and pedestrian ways when an urban roadway is constructed, reconstructed, or widened. These features should be incorporated into future Phase II design plans for Golf Road to improve mobility within the Golf Road corridor.

Bus and Rail Transit

Public transit service within the Golf Road corridor is presently provided by Pace, which provides local fixed-route bus service within the City of Rolling Meadows and adjoining communities as well as regional connections to Metra’s commuter rail system and the Chicago Transit Authority’s rapid transit rail and bus systems. Pace also recently implemented its local Call-N-Ride service that provides curb-to-curb demand-response rides from the planning area to portions of Rolling Meadows and Arlington Heights, including the Arlington Heights Metra station. Collectively, Pace services provide transit connections to other Pace routes serving the Northwest Transportation Center at Woodfield Mall, Metra Union Pacific-Northwest Line (Cumberland, Des Plaines, and Arlington Heights stations), Metra Milwaukee District-North Line (Golf Road station), Metra Union Pacific-North Line (Davis Street station), CTA Blue Line (Rosemont and Forest Park stations), CTA Green Line (Harlem/Lake station), and CTA Purple Line (Davis Street station). There is also one private shuttle service provided within Corporate Park South. The following pages describe these transit services in greater detail.



Existing Bus Routes and Connections Map

The existing transit network on Golf Road consists of fixed-route line-haul service that provides access to regional bus and rail lines. However, the proposed STAR Line and planned Bus Rapid Transit service would shift the dynamic of the study area from a local service corridor to a regional feeder.



Pace Fixed-Route Bus Service

Pace operates three (3) fixed-route bus routes along Golf Road, providing public transit access within ¼-mile walking distance of all of the properties within Corporate Park South and Corporate Park North. All buses are wheelchair accessible and equipped with bike racks. The three routes are described below. Service times and frequencies are summarized in the table to the right.

» Route 208 (Golf Road) offers daily service to the study area along Golf Road, with regional connections to the Northwest Transportation Center in Schaumburg, Cumberland and Des Plaines Metra Stations (Union Pacific Northwest Line) in Des Plaines, and the Davis Street Metra Station (Union Pacific North Line) and CTA Purple Line Station in Evanston. Other major destinations served include Westfield Shoppingtown Old Orchard, Golf Mill, Oakton Community College, Woodfield Mall, and the Streets of Woodfield. Route 208 operates 16.5 hours a day on weekdays, 14 hours a day on Saturdays, and 12 hours a day on Sundays. Peak period travel times are around 10 minutes between Corporate Park South/North and the Northwest Transportation Center and around 15 minutes between Corporate Park South/North and the Cumberland Metra Station.

» Route 606 (Northwest Limited) – Offers daily service to the study area along Golf Road, with regional connections to the Northwest Transportation Center in Schaumburg and the CTA Blue Line Station in Rosemont via the Jane Addams Memorial Tollway between Elmhurst Road and River Road. Other major destinations served include Woodfield Mall and commercial areas in Schaumburg, Arlington Heights, and Mt. Prospect. Route 606 operates 18.5 hours a day on weekdays and 18 hours a day on Saturdays and Sundays. Peak period travel times are around 10 minutes between Corporate Park South/North and the Northwest Transportation Center and around 30 minutes between Corporate Park South/North and the Rosemont CTA Station.

» Route 757 (Northwest Connection) – Offers weekday rush hour express service to the study area along Golf Road with regional connections to the Northwest Transportation Center in Schaumburg, the CTA Blue Line Station in Forest Park, and the CTA Harlem Green Line Station in Oak Park, via I-290. Other major destinations served include the Elk Grove Park n’ Ride, Woodfield Mall and Streets of Woodfield. Route 757 operates in the westbound direction only for 2.5 hours on weekday mornings and eastbound service only for 2.5 hours on weekday afternoons. Peak period travel times between Corporate Park South/North and the Forest Park Transit Center range from 43-55 minutes in the morning to 47-73 minutes in the afternoon.

Pace Service Times and Frequencies

Route	Communities Served	Metra Stations/Transit Centers Connections	Base Frequency	Peak Frequency	Service Hours
208 - Golf Road	Schaumburg, Rolling Meadows, Arlington Hts, Mt Prospect, Des Plaines, Niles, Morton Grove, Golf, Skokie, Evanston	Pace NWTC, Davis St CTA Purple Line, Davis St Metra UP-N, Cumberland Metra UP-NW, Des Plaines Metra UP-NW, Golf Metra MD-N	30 min. (Weekdays, Saturday & Sunday)	30 min. (Weekdays, Saturday & Sunday)	5:55 AM-10:35 PM, Weekdays 6:45 AM-8:40 PM, Saturday 8:30 AM-8:45 PM, Sunday
606 – Northwest Limited	Schaumburg, Rolling Meadows, Arlington Hts, Mt Prospect, Des Plaines, Rosemont	Pace NWTC, Rosemont CTA Blue Line	30 min. (Weekdays), 30-45 min. (Saturday & Sunday)	10-15 (Weekday peak direction)	5:10 AM-11:40 PM, Weekdays 6:25 AM-11:40 PM, Saturday 6:40 AM-11:40 PM, Sunday
757 – Northwest Connection	Schaumburg, Rolling Meadows, Arlington Hts, Elk Grove, Wood Dale, Bensenville, Forest Park, Oak Park	Pace NWTC, Forest Park CTA Blue Line, Harlem CTA Green Line	30-45 min. (Eastbound), 25-40 min. (Westbound)	30-45 min. (Eastbound), 25-40 min. (Westbound)	Westbound: 6:12-8:35 AM, Weekdays Only Eastbound: 2:40-5:15 PM, Weekdays Only

NWTC – Pace Northwest Transportation Center, MD-N – Metra Milwaukee District North Line, UP-N – Metra Union Pacific North Line, UP-NW – Metra Union Pacific Northwest Line

Average boardings and alightings at each of the bus stops within the Golf Road study area are shown in the following table for each of these three Pace routes. The ridership data indicates that approximately 71% of Pace bus riders in the corridor utilize Route 606, 26% utilize Route 208, and 3% utilize Route 757. These Route utilization numbers are comparable to that reported in the Corporate Park South/North employee travel surveys.

Pace Golf Road Boardings and Alightings by Stop

Route	Direction	Corporate Park South			Corporate Park North			
		Ring Rd	Guild Center Dr	East Tower Dr	Lois Dr	New Wilke Rd	Marketplace/Cont. Towers Dr	Algonquin Rd/Meijer Dr
208	EB	4	2	0	0	17	6	19
	WB	2	0	1	4	4	12	20
606	EB	12	8	0	0	48	27	40
	WB	12	3	3	8	23	31	35
757	EB	0	0	0	0	2	1	1
	WB	1	0	0	1	0	2	1

Source: Pace

There are three other Pace bus routes that operate within 1.5 miles of the Golf Road corridor but do not presently provide service to the corridor without first transferring onto one of the three above-noted routes, including:

- » Route 600 (Northwest Express) offers non-stop weekday rush hour service (5:15-8:42 AM; 4:13-7:30 PM) between the Northwest Transportation Center and the Rosemont CTA Blue Line Station via I-290 and the Jane Addams Memorial Tollway.
- » Route 616 (The Chancellory Connection) offers weekday rush hour express service (5:50-8:51 AM; 3:23-6:25 PM) between the Rosemont CTA Blue Line Station and the Itasca Metra Station via the Jane Addams Memorial Tollway and Arlington Heights Road.
- » Route 696 (Randhurst/Woodfield/Harper College) offers weekday service (5:40 AM-9:06 PM) between Randhurst Mall and Harper College with connections to the Arlington Heights Metra Station, Northwest Transportation Center and Woodfield Mall. Route travels through Rolling Meadows and Schaumburg with nearest stops at Algonquin Road/Weber Drive (Old Wilke Road) and Golf Road/Roosevelt Boulevard.

Private Shuttle Service, Vanpools and Carpools

In addition to traditional line-haul bus service, there are a number of options that can enhance local mobility and serve specific trips between destinations.

Private Shuttle Service

There is presently one privately-operated shuttle (van) service operating in the Golf Road study area. It is sponsored by Houghton Mifflin Harcourt Publishing, which is located in the Atrium Corporate Center, and provides complimentary (i.e. no fee) transfer service for its employees and contractors to and from the Arlington Heights Metra Station during weekday morning and afternoon rush hour periods. The service was initiated in December 2006 to provide an efficient linkage between the office and the Metra Union Pacific Northwest line as there was no time-sensitive public transit service available to serve these employees. The shuttle makes two runs from the Metra station to Corporate Park South in the morning (7:15 A.M.; 8:01 A.M.) and two runs from Corporate Park South to the Metra station in the afternoon (4:15 P.M.; 5:02 P.M.). The shuttle runs are coordinated with the inbound and outbound Metra trains so that wait times at the station are 15 minutes or less. Travel times between the Metra station and Corporate Park South range from 15-20 minutes. Information provided by Houghton Mifflin Harcourt Publishing indicates that, on average, 6-8 people make use of this shuttle service for their weekday commute to work. The shuttle arrives and departs from the mid-building south entrance of the Atrium Corporate Center.



Vanpools

Pace offers a variety of vanpool services through its Vanpool Incentive Program (VIP), including its traditional vanpool program, Metra Feeder Program and Employer (Corporate) Shuttle Program. Program participants are provided vans to use to connect with train stations, transportation centers, or common employment centers and residential communities, resulting in a more economical, convenient, and environmentally-friendly commute to work than driving alone. Presently there are no corporations or individuals participating in the VIP program from Corporate Park South or Corporate Park North.

Carpools

The stakeholder interviews identified two employer-sponsored carpool/ride-share matching programs in the Golf Road corridor, one operated by RIM and the other by Komatsu. The RIM program, located out of their offices in the Meadows Corporate Center East Tower, is a voluntary program that has been in place for about 2 years. It is modeled after the employee carpool program at their head office in Waterloo, Ontario, Canada and follows their mission as an environmentally conscious company. The employees organize the carpools themselves using an online tool on the company's intranet. Carpoolers receive a special parking "hang tag" which allows them to use the preferential parking spaces located close to the building entrance. There are typically 10-12 people participating in the program and any given time. The Komatsu program is located out of their offices in the Continental Towers.

Rail Transit and Regional Transportation Centers

While there are presently no rail transit stations within walking distance of the Golf Road corridor, there are several Metra commuter rail stations, CTA rapid transit stations, and other regional transportation centers that are within 8.5 miles of the corridor, some of which are already connected to the corridor by Pace fixed-route bus service or private shuttle services.

Rail Transit and Regional Transportation Centers

Station	Service Providers	Proximity to Study Area	Study Area Access	Access to Other Destinations
Northwest Transportation Center (NWTC)	Pace	1.5 miles	Pace 208, 606, 757	Western Cook County (Elgin, Hanover Park, Streamwood) and Northern Cook County (Mount Prospect, Palatine, Arlington Heights)
Rosemont CTA Blue Line Station	CTA (Blue Line and bus), Pace	7.5 miles	Pace 606	O'Hare Airport, Chicago, western and northwestern suburbs
Cumberland Metra Station	Metra (UP-NW), Pace	4.5 miles	Pace 208	Chicago, northern and northwestern suburbs
Arlington Heights Metra Station	Metra (UP-NW), Pace	3.5 miles	Shuttle access from Houghton Mifflin office to Arlington Park Metra, or transfer to Pace 696 at NWTC	Chicago, Northwestern suburbs
Itasca Metra Station	Metra (MD-W), Pace	6 miles	No direct access, transfer from Pace 757 to Pace 616 at Arlington heights Pace Park-N-Ride facility	Chicago, Western suburbs
Forest Park Transit Center	CTA (Blue Line), Pace	20 miles	Pace 757	Chicago, Western and southwestern suburbs

Transit Technologies

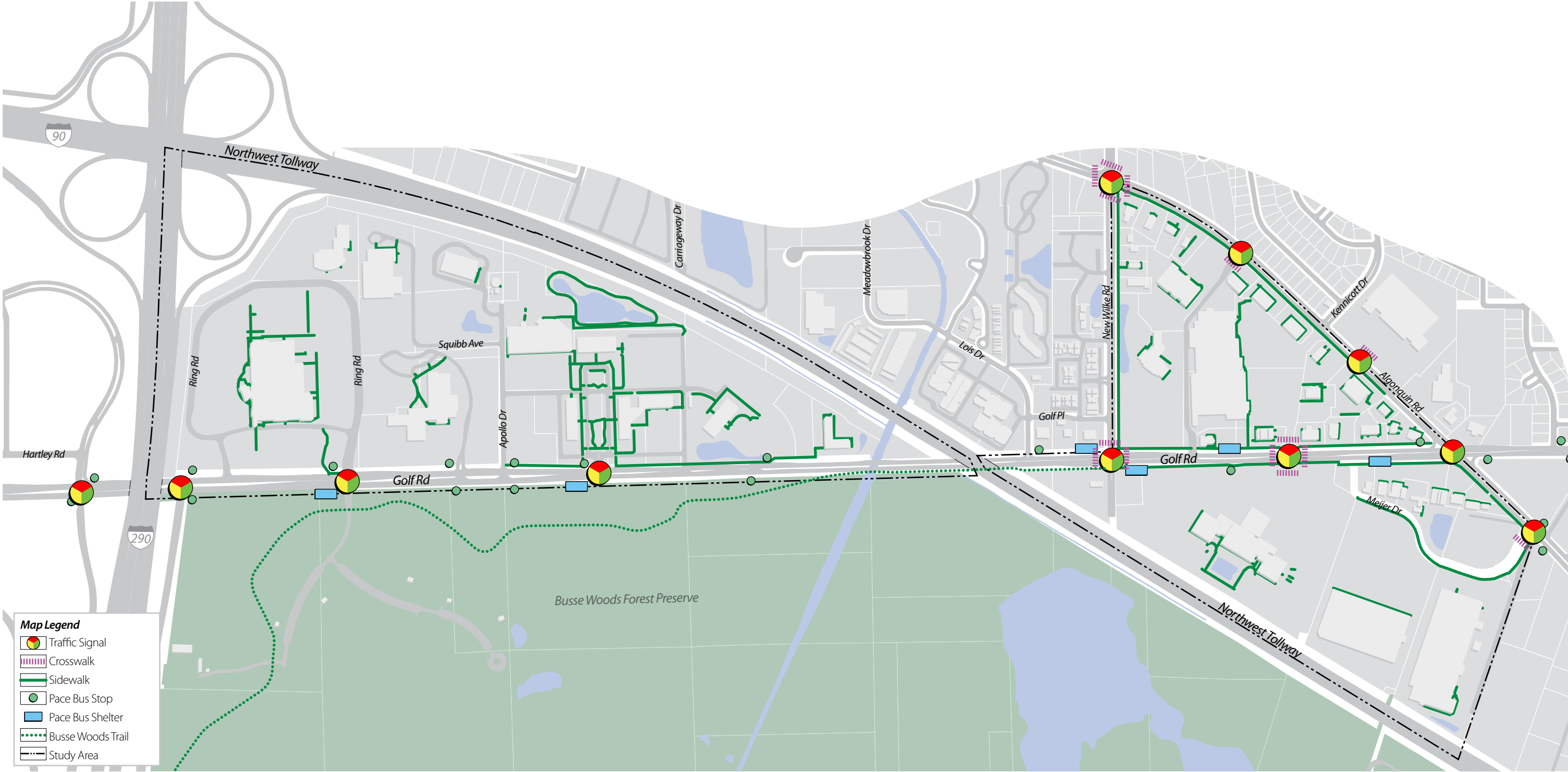
All Pace buses are now equipped with an on-board audio enunciator and visual display that automatically announce stops, points of interest and other important information. All buses are also equipped with an exterior enunciator that provides passengers at bus stops with information about the bus's route and destination, which is particularly important for the visually impaired.

Some transit centers are now equipped with active transit station signs, which are electronic signs that provide real-time data on bus arrivals, delays, detours or other notices to waiting passengers in the form of next bus "countdown" displays or text messages.



Bus Transit and Pedestrian Amenities Map

The transit vehicle represents only a portion of the transit trip. Transit and pedestrian amenities, including shelters, sidewalks, crosswalks and traffic signals, help provide a safe “last mile” from the bus to the front door of a destination.



Pace has also implemented GPS-based technologies that provide real-time bus arrival and departure information at any particular bus stop, including those in the Golf Road corridor. This service, known as WebWatch, allows riders to track their bus on a computer map and/or obtain e-mail notifications in advance of bus arrivals from desktop computers, web-enabled mobile communication devices, and kiosks. These features can reduce wait times at bus stops and exposure to inclement weather.

Pace's long-term plans to improve suburban mobility and enhance transit service in the Golf Road corridor involves the utilization of Intelligent Transportation System (ITS) technologies to implement line-haul bus rapid transit (BRT) service. Potential routes would operate along the Jane Addams Memorial Tollway (I-90) and Golf Road connecting transportation centers at the Rosemont CTA Blue Line station and the Northwest Transportation Center. The BRT service along I-90 would make use of managed lanes and would coincide with the planned reconstruction of I-90. The ultimate transit service option along I-90 could include replacing the managed lanes with constructing Metra's STAR line fixed guideway (rail) transit service in the I-90 median with dedicated stations, including one in Rolling Meadows near the I-90 overpass of Golf Road.

Bus Transit Amenities

There are several posted bus stops in the Golf Road corridor served by Pace routes 208, 606 and 757. Many of these stops, however, lack the basic amenities that attract ridership

Corporate Park South

Within the Corporate Park South area there are posted bus stops on both sides of Golf Road at the signalized intersections of Ring Road and Gould Center Drive, but there are no crosswalks on Golf Road, curb ramps, or pedestrian signals to facilitate access to the stops on the south side of the roadway. There is also one active flag stop on Golf Road at its non-signalized intersection with East Tower Drive.

At Gould Center Drive, the stop at the southeast corner was recently improved with Pace's prototypical "Courier" shelter with concrete pad and solar lighting panels. The stop on the northwest corner does not presently have a shelter and is not connected to the pedestrian system. Pace is in the process of working with IDOT to install a courier-style shelter at this location, which would adjoin the sidewalk that continues west on Golf Road and north to the Jani-King building.

At Ring Road, there is presently an existing shelter on the southwest corner, which Pace is working with IDOT to replace with a courier-style shelter and relocate to the southeast corner, with a sidewalk connection to the Ned Brown Meadow driveway. The stop on the northwest corner has a sidewalk connection to the Atrium Corporate Center but does not presently have a shelter or pedestrian connection along Golf Road. Pace is working with IDOT to install a courier-style shelter at this location.

Corporate Park North

Within the Corporate Park North area there are three bus stops on the north side of Golf Road and two stops on the south side.

At Lois Drive there is a bus shelter at the northeast corner that is connected to the pedestrian system serving the business park to the north. At New Wilke Road, there is a bus shelter at the southeast corner that is connected to the sidewalk that extends along the south side of Golf Road. There are crosswalks and pedestrian signals at the Golf Road/New Wilke Road intersection, though the crosswalks are worn and the pedestrian signals are dated.

On the north side of Golf Road, approximately 450 feet to the west of the signalized intersection with the Marketplace driveway, is a bus shelter that is connected to the sidewalk that extends along Golf Road. On the south side of Golf Road, approximately 165 feet east of Meijer Drive, there is a bus shelter that is connected to the sidewalk that extends along the south side of Golf Road. While the signalized intersection of Golf Road/Marketplace/Continental Towers driveway provides crosswalks and pedestrian signals, the crosswalks are worn, the signals are dated, and the shelters are not convenient to the signalized crossing.

The easternmost bus stop in the Golf Road corridor is located approximately 275 feet west of Algonquin Road on the north side of the roadway. The stop does not have a bus shelter or connection to the pedestrian system, but is one of the most heavily used bus stops in the study area. Current boardings and alightings justify a shelter based on Pace's standards.

Pace has plans to relocate and replace the bus shelters within the Corporate Park North as the roadway widening projects are completed.



Golf Road Corridor Employee Travel Modes

According to the on-line questionnaire used as part of the community input for this project, approximately 8.3% of employees utilize transit or non-motorized means for their journey to work.

The vast majority of employees that utilize transit (87.5%) indicate that their trips tend to be on a consistent schedule for commuting to and from work. Approximately 77.8% of the employee transit trips originate from more than 10 miles away, with 11.1% originating from 6-10 miles away and 11.1% originating from within 5 miles.

Golf Road Employee Mode of Travel to Work

Auto-Drive Alone	Pace	Metra or CTA w/Pace transfer	Metra / private shuttle transfer	Van-pool	Bike	Walk	Combination Transit & Bike or Walk	Total
82.0 %	1.6%	9.0%		0.0%	5.0%	0.8%	1.6%	100%

Source: Corporate Park South/North Employee surveys

The reasons given as to why these employees use transit for their work commute include:

- » Less expensive than driving
- » Do not own a car
- » Enjoy not having to drive
- » Want to be environmentally responsible

Several issues related to the transit customer experience were identified in the employee survey by employees that commute by transit, including in order of importance:

- » Lack of crosswalks and sidewalks
- » Frequency and predictability of buses
- » Time of day that route operates
- » Bus stop amenities (i.e., shelters, lighting, etc.)
- » Information pertaining to schedule or real-time service
- » On-board information regarding bus location and transfers
- » Bus comfort
- » Location of bus stops
- » Bus stop context (noise, traffic, etc.)

The reasons provided as to why so many of the employees choose to commute by auto instead of transit include:

- » Prefer controlled/predictable environment of car
- » Transit doesn't go from trip origination point to destination point
- » Transit schedules don't meet travel needs
- » Difficulty of getting from transit stop to destination
- » Unreliability and/or unpredictability of transit service

Several reasons were given by these auto-oriented employees on how transit could make a viable option for their trip, including:

- » Improved proximity and connections to destination
- » Additional bus stop locations and improved bus stop facilities
- » Enhanced transit service (i.e., schedules and/or frequency)
- » Published and real-time information provided
- » More comfortable transit vehicles





Bicycle and Pedestrian System

The pedestrian system in the study area includes sidewalks, multi-use paths, street crossings and pedestrian signals. The bicycle system in the study area consists of off-street trails, multi-use side paths and posted bike routes. Improving the connectivity of these systems with the transit services that operate in the Golf Road corridor, and the office, retail and recreational land uses within and adjoining Corporate Park South and Corporate Park North, is critical to decreasing the auto dependency of the study area for both short- and long-distance trips.

Pedestrian Network

There are currently large gaps in the pedestrian network along Golf Road and within the corporate parks. The majority of the sidewalks along Golf Road do not provide continuity to the building entrances in the corporate parks, leaving pedestrians to traverse large unmarked or unprotected parking areas and drive aisles. Missing sidewalk linkages within the corporate parks and along Golf Road deter employees from walking between buildings and to nearby retail stores, restaurants, and the Forest Preserve.

In addition, the Pace bus stops at Ring Road and Gould Center Drive are disconnected from the Corporate Park South pedestrian system, are not ADA compliant, and lack crosswalks and pedestrian signals to accommodate safe pedestrian crossings on Golf Road. In the Corporate Park North area where crosswalks and pedestrian signals are provided at the signalized intersection on Golf Road, the crosswalks are severely worn and the pedestrian signals are older models that feature lettered (Walk, Don't Walk) messages rather than symbolized messages with countdown displays.

As such, while the Pace bus routes and bus stops within the Golf Road corridor are within a convenient ¼-mile walking distance of all of the properties within Corporate Park South and Corporate Park North, the discontinuous pedestrian network does not promote mobility by non-auto means nor does it encourage an active, healthy lifestyle. This is related to two primary issues; 1) the incomplete pedestrian network on private lots, and 2) the difficulty in crossing Golf Road due to high traffic speeds and volumes coupled with inadequate crosswalk facilities and technologies.



Bicycle and Pedestrian Connectivity Map

The linkages between transit stops, bike paths, and destination uses or structures are a critical component of local mobility. This map illustrates how the current infrastructure fails to provide connections for bike- or pedestrian-based movement. While some areas provide a good network, most of the corridor is fragmented.



Bicycle Network

The Busse Woods Trail is the only bicycle facility that presently accesses the Golf Road study area. The Busse Woods Trail is an 11.2-mile Class I (paved) bicycle trail that winds through the Ned Brown Meadow and Busse Woods Forest Preserve. It extends to the south of Golf Road from New Wilke Road to the Ned Brown Meadow access drive opposite Ring Road, and then continues through the Forest Preserve connecting to the Schaumburg and Elk Grove Village bicycle systems and the Northwest Transportation Center. Its only connection to Golf Road, however, occurs at New Wilke Road and at the Ned Brown Meadow access drive.



Nearby off-street side paths are located in Schaumburg along McConnor Parkway (at Hartley Road) approximately ¼-mile west of the west leg of Ring Road and along Woodfield Road (at 1-290/IL 53 E. Frontage Road) approximately 3,000 feet south of Golf Road. Nearby bicycle facilities in Rolling Meadows include posted bike routes along New Wilke Road, White Oak Street, and Oak Lane, an off-street side-path along Weber Drive/Old Wilke Road (Oak Lane to White Oak Street), and an off-street trail system that extends along Salt Creek from Rolling Meadows High School to Euclid Avenue, with branch connections to the Arlington Park Metra Station and Plum Grove Road.

In addition, the Chicagoland Bike Map, prepared by the Active Transportation Alliance, identifies several roadways near the study area that are suitable for riding based on road design, traffic volumes and traffic speeds. These roadways include Golf Road (east of Algonquin Road), New Wilke Road, and White Oak Street.

There are missing links in the bicycle network that limit bicycle mobility to the study area, most notably linkages to Corporate Park South from the McConnor Parkway side path and the Busse Woods Trail. Furthermore, the lack of crosswalks and pedestrian signals on Golf Road affects bicycling safety and access to the Corporate Park South area. Implementation of the primary plan or alternative plan from the *Northwest Municipal Conference Bicycle Plan*, discussed earlier in this report, would address these critical missing bicycle linkages along Golf Road.

Bicycle parking opportunities are provided at several of the buildings in the study area, including the Atrium Corporate Center, Meadows Corporate Center East Tower and West Tower, Charles Industries, Continental Towers (east tower only), 1600 Corporate Center, Wal-Mart, Meridian Banquets, and Meijer. All consist of either traditional double-sided bicycle racks or wave-style racks. The only two bicycle parking locations that are weather protected are the racks within the Meadows Corporate Center East Tower garage and West Tower garage. In addition, the Meadows Corporate Center East Tower and the Atrium Corporate Center have fitness centers with shower facilities available for bikers to use.



Existing Land Use and Development

Mobility is not just impacted only by transportation services and facilities in the public realm. What happens on private property – function, building location, sidewalk networks, building entry points, etc. – defines the rider’s “last mile,” or the walk from the transit service to the ultimate destination. Since corridor occupants use the study area for a variety of activities, the distribution of land uses along Golf Road plays a role in how, where and when people rely on transit mobility. Additionally, the physical design of a site can either foster or inhibit accessibility. This section describes corridor characteristics related to land use and design.

Land Use Patterns

The Golf Road corridor and its context includes a variety of office, light manufacturing, retail, service, open space and residential uses. However, the accessibility between complementary uses is frequently disjointed. At the parcel level, private lots frequently rely upon their own curb cut from a primary arterial or collector street. Adjacent parking lots or pedestrian facilities infrequently link to one another. At the corridor level, subdistricts emerge based on major transportation thoroughfares. Golf Road is a significant pedestrian barrier dividing uses to the north from uses to the south. I-90, with its grade-separated alignment and intimidating Golf Road underpass, creates a clear distinction between Corporate Park South to the west and Corporate Park North to the east. The result of these barriers is a reduction in mobility for multi-purpose trips – going to a restaurant for lunch, walk in the forest preserve, or shopping at the end of the work day during the homebound commute, for example.

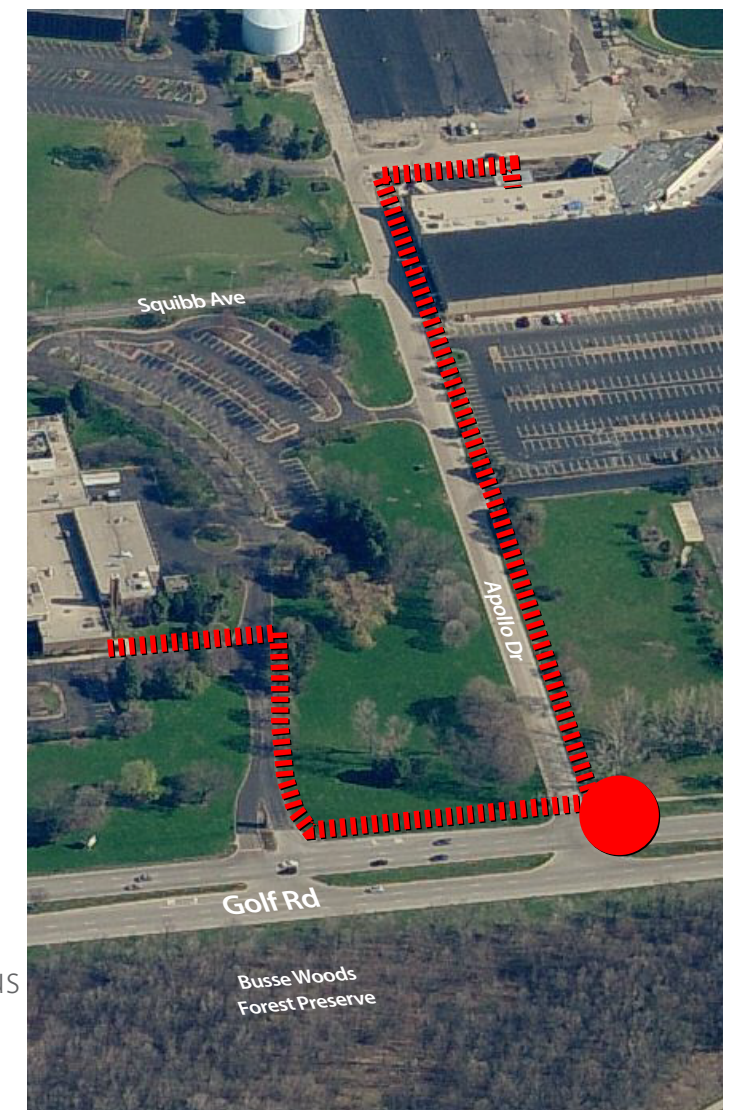
Design and Development Character

With much of the development in the study area occurring in the past 30 to 40 years, site access, building entry, and building location have been designed primarily around the private automobile. The result is an environment with minimal pedestrian infrastructure, large expansive areas between transit stops and building entries, and unprotected and uncomfortable linkages.

Building Location

In some instances, buildings are up to 1,200 feet away from Golf Road. This is almost ¼-mile, which is typically considered the pedestrian tolerance for walking distance under good conditions. However, many of these distances do not account for circuitous paths to building entries or missing sidewalks.

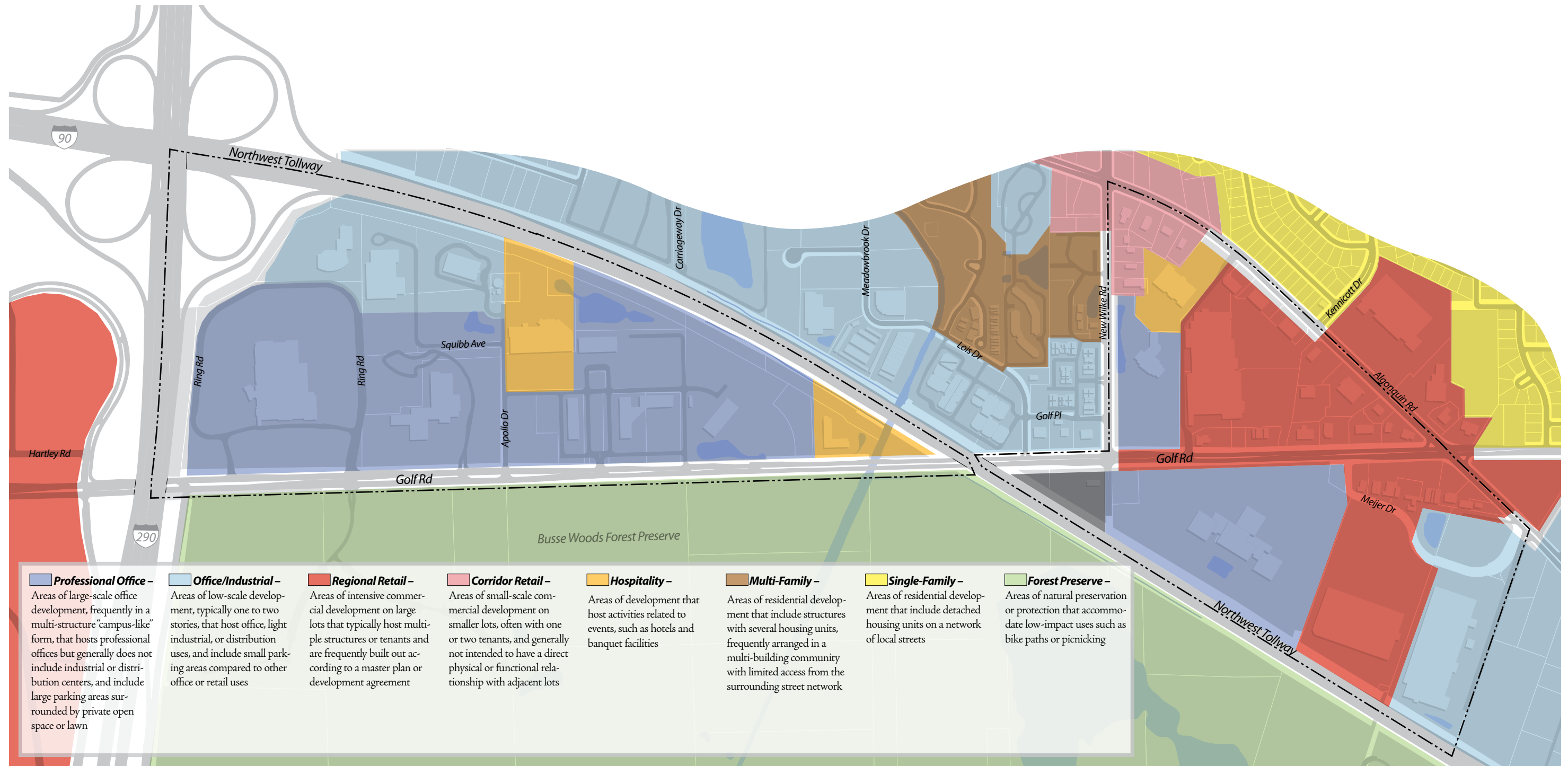
The image to the right illustrates examples in the Golf Road corridor where the path between a bus stop and an employment destination is both lengthy and without pedestrian infrastructure.



Red lines indicate long and/or circuitous walking paths between transit and potential destinations.

Existing Land Use Map

The existing land use and development pattern presents several challenges to pedestrian and transit mobility. At the larger scale, I-90 fragments the corridor. At a finer scale, individual lots are designed in such a way that they result in long walking distances to or between uses, discourage access between lots, and fail to provide for a safe and accessible walking path.



Connectivity Between Lots

Once a transit rider is in the corridor, they may want access to several sites. However, adjacent lots in the study area tend to be bound by fences or landscape buffers. As a result, a pedestrian is required to walk to the public street to access the nearby lot, adding several hundred feet of distance to the trip where sidewalks frequently do not exist.

On-site Pedestrian Network

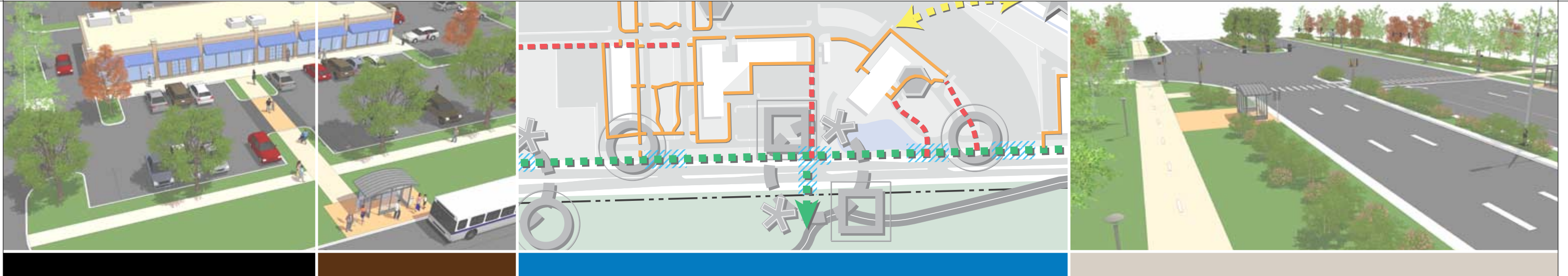
Some development on Golf Road includes a comprehensive on-site pedestrian network that provides safe pedestrian access from the public right-of-way to various buildings or building entries. However, many sites do not. The result is a difficult “last mile”, especially in inclement weather.

On-site Multi-modal Facilities and Amenities

Large-scale commercial or office development frequently includes amenities that encourage bicycle, pedestrian or transit mobility. Secure weather-protected bike storage facilities and showers foster bicycle commuting. Adequate lighting and landscaping enhance safety and comfort for bicyclists and pedestrians. On-site transit stops or waiting facilities provide shelter and information for riders. Some development in the study area offers these amenities. However, much of the development in the corridor does not, resulting in additional barriers to transit and pedestrian mobility.



05 Transit and Pedestrian Mobility Concept Plan



Introduction to the Concept Plan

The Golf Road Corridor consists of a somewhat complex and interconnected system of buildings, activities, roads, paths, sidewalks and environmental features. The Transit and Mobility Concept Plan demonstrates how these elements can be coordinated in order to maximize mobility for Pace bus riders, pedestrians and bicyclists, while preserving the integrity of the existing roadway network. The Plan presents recommendations in three major sections. Collectively, these sections establish a direction for the Golf Road corridor aimed at enhancing multi-modal access to jobs, goods and services, and regional open spaces. The following identifies the intent and content of each section:

The Concept Plan Goals and Objectives include corridor-wide aspirations and actions that can enhance corridor mobility or set the stage for site-specific improvements.

The Transit Concept Plan describes site-specific improvements throughout the study area that relate to operations, infrastructure and facilities necessary to implement a multi-faceted approach to local and regional transit.

The Connectivity Concept Plan describes site-specific improvements throughout the study area that relate to the surrounding environment – buildings, sidewalks, crosswalks, etc. – and influence mobility between transit service and the front door of a destination.

It should be noted that this chapter assumes that improvements identified in IDOT's FY 2013-2018 Highway Improvement Program and the City of Rolling Meadows' Capital Improvement Program will occur and are in turn shown as existing characteristics. Improvements include the widening of Golf Road to six lanes between the I-90 overpass and Marketplace/Continental Towers Drive, the addition of turn lanes and upgrades to the pedestrian crossings at the New Wilke Road intersection, and the replacement of the temporary traffic signals with permanent signals at the Marketplace/Continental Towers Drive intersection.

Concept Plan Goals and Objectives

The Golf Road Transit and Pedestrian Mobility Plan looks forward to envision and articulate how the area can better serve residents, employees and shoppers through enhanced multi-modal mobility. This section presents the Plan's goals and objectives which outline how the City, Pace and local stakeholders can achieve the desired outcome. Ultimately, full implementation of these goals and objectives will require a collaborative approach between the City, transit providers, agencies and local stakeholders. The goals and objectives form the framework for planning recommendations, policies, future projects and actions:

Goals describe desired outcomes toward which planning efforts should be directed. They are broad, long-range, represent an end to be sought, rather than a specific action to undertake.

Objectives describe more specific actions that should be undertaken by implementation partners to advance toward the overall goals. They provide more precise and measurable guidelines for planning action.

Together, the goals and objectives provide specific direction and serve as a guide for the evaluation of proposed improvements and modifications to the built environment and transportation network. They are based heavily on input from the public and project Steering Committee, and are directly related to site-specific recommendations found in the Transit and Connectivity Concept Plans later in this chapter.

Goal 1. Create comprehensive pedestrian and bicycle networks between transit service and uses.

Objectives

1. Inventory the presence and condition of all sidewalk segments in the planning area.
2. Create linkages to the Northwest Municipal Conference (NWMC) Bicycle Plan segments to enhance regional bicycle mobility. Paths that are part of a regional bicycle network should include regional destination signage.
3. Prioritize installation of new sidewalk segments or reconstruction of existing sidewalk segments based on existing and potential pedestrian volumes and proximity to transit and pedestrian traffic generators.
4. Create a pedestrian capital improvement program (CIP) that reflects priorities and needs in order to maximize benefits for transit users and pedestrians.
5. Modify zoning regulations to require ADA-compliant sidewalk connections between the public sidewalk network and building entries fronting on public streets. To be fully-comprehensive, the pedestrian network should connect transit service to building entries, building entries to building entries, and building entries to nearby recreational and commercial assets.
6. Modify development regulations to require all streets and plans to include comprehensive ADA-compliant sidewalk networks.
7. Should redevelopment occur, encourage investment that reduces the distance between transit and corridor uses and activities.

Goal 2. Eliminate/mitigate conflict points between vehicles, bicycles and pedestrians.

Objectives

1. Minimize the need to utilize Golf Road for internal campuses or areas where several private development lots can be connected with internal roadway networks.
2. Install streetscaping and pedestrian scale lighting along corporate park streets to increase pedestrian visibility, improve safety, and enhance aesthetics.
3. Improve the physical design of intersections to better accommodate pedestrian movements for all types of potential users by including countdown features, crosswalks and curb ramps.
4. Ensure that traffic signal phasing adequately accommodates the time required for pedestrians to cross major roadways.
5. Integrate appropriate technologies that provide pedestrians adequate information to safely cross vehicular traffic areas.
6. Work with IDOT to incorporate Complete Streets elements into the Phase II engineering plans for the Golf Road widening project (IL 53 to I-90 overpass), including pedestrian refuge islands and crosswalks with ADA-compliant curb ramps.
7. Establish locally appropriate design standards for non-signalized intersections (including intersecting streets and parking lot entrances) that ensure adequate visibility and traffic calming.
8. Modify zoning regulations to include standards related to on-site access and circulation that 1) minimize points where bike, pedestrian and vehicular paths intersect, and 2) provide standards for paving materials, signage, and other information that enhances vehicle and pedestrian awareness where conflicts do occur.
9. Modify subdivision regulations to include standards for the development of properties such that the design of streets and right-of-way cross-sections minimize and mitigate the impacts of bike, pedestrian and vehicular conflicts.

Goal 3. Consider rider comfort at all phases of the transit trip.

Objectives

1. Ensure that transit vehicles are properly maintained to provide a clean and comfortable ride for transit users.
2. Consider on-board technologies (i.e. Wifi) that enable riders to perform personal or work-related duties during longer trips, which in turn may enhance the desirability of using transit.
3. Continue to upgrade or install shelters with basic rider amenities, including lighting, route signage, heat, and driver pick-up alerts.
4. Based on various types of service, consider rider amenities that enhance rider comfort, such as real-time arrival times, transfer information, or fare card kiosks.
5. Publicize Pace WebWatch technology and supporting desktop and mobile applications that provides real-time bus tracking, scheduling, trip planning and driver pick-up alerts.
6. Integrate buffers into intersection and roadway designs that provide adequate barriers between pedestrians waiting for bus service, crossing a street, or walking parallel to a street.

7. Provide pedestrian refuge areas in the middle of roadways with large cross-sections that may be difficult to cross during a single signal phasing.
8. Install crosswalk technologies that provide countdown information for pedestrians and enhance the visibility of pedestrians for drivers.
9. Provide screening and landscaping on private lots that mitigate the impacts of harsh weather conditions on unprotected pedestrian paths between transit and local land uses.
10. Provide information and amenities in private development that complement transit and bicycle use, such as route maps, waiting areas, bike storage, showers, etc.
11. Work with IDOT to identify and implement the installation of Transit Signal Priority and other transit technologies that enable more efficient service between communities.
12. Relocate bicycle racks to weather-protected locations either within buildings or beneath building overhangs. Alternatively, freestanding bicycle parking shelters can be installed.

Goal 4. Make Golf Road competitive for employment and development.

Objectives

1. Ensure that current and future transit services are responsive to changing employment and customer characteristics for businesses throughout the planning area.
2. Publicize Route 606 routing, convenience to/from City of Chicago via Rosemont CTA Blue Line station, Golf Road bus stop locations, peak-period frequency (10-15 min. headways), and Pace WebWatch technologies.
3. Provide opportunities for green transportation choices, such as consolidated car sharing, electric car charging, and bike sharing stations.
4. Advocate for more frequent service and expanded service hours for routes already serving the Golf Road corridor.

5. Publicize short bus transit travel times (15 min.) between Cumberland Metra Station and Golf Road corridor.
6. Enhance bus and vehicular access to strategic developments, existing or future, that create prominent employment opportunities and potentially enhance transit usage.
7. Enhance access to regional and interstate corridors through better wayfinding and important roadway connections.
8. Continue to market the planning area to potential businesses and employees who match the long-term vision and benefits offered by Golf Road and the City of Rolling Meadows.
9. Undertake a comprehensive marketing and outreach program to advertise the corridor's unique advantages (i.e. regional/interstate access, Forest Preserve, multi-modal accessibility, proximity to Woodfield, O'Hare, etc.)

Goal 5. Maximize the benefit of evolving regional transit service.

Objectives

1. Work with local property owners to identify easements necessary to accommodate current and future transit infrastructure, facility and technology needs.
2. Work closely with IDOT and Pace to coordinate local transit infrastructure, facilities and technologies (i.e. bus pull-outs, dedicated lanes, Transit Signal Priority (TSP), etc.)
3. Modify land use and zoning policies/incentives to encourage development that provides greater intensity around and proximity to transit services.
4. Adopt building and site design standards that reinforce the physical relationship between private development and transit.

5. Continue to assess transit ridership patterns to maximize linkages to other local and regional transit networks and service providers.
6. Work to increase transit ridership in support of higher-efficiency transit service such as Bus Rapid Transit (BRT.)
7. Preserve a pedestrian corridor to the future BRT/STAR line station area near the I-90 overpass, and ensure that appropriate vehicular and multi-modal access can be provided to potential station areas.
8. Promote Pace Call-N-Ride service and the use of vanpools, local circulators or shuttles that fill the gap between traditional fixed-route service and local land uses. Discuss options, define interest and participation (businesses and employees), identify staging locations, and implement service.
9. Capitalize on Pace service expansion plans that enhance service to Schaumburg from the west along I-90 and the north and south along IL 53”.

Goal 6. Foster coordination among relevant implementation partners.

Objectives

1. Conduct coordination meetings with City staff, IDOT, Pace, and property owners for proposed projects that may impact traffic, transit service and facilities, or development along the Golf Road corridor.
2. Regularly coordinate between the City and Pace regarding new development or significant changes in employment along the Golf Road corridor.
3. Coordinate with Pace to determine the feasibility of short-term service improvements to existing routes 208, 606 and 616.
4. Coordinate with CMAP to assess local impacts of regional or sub-regional planning initiatives.
5. Consider establishing a Transportation Management Association or similar consortium that advocates for and/or provides locally-based services related to circulator or shuttle transit service, rideshare matching, bicycle parking/shower facility agreements, electric car charging stations, and car sharing/bike sharing services, on behalf of Golf Road employers and businesses.

6. Coordinate with the Northwest Municipal Conference and surrounding communities to ensure that local transit, bicycle and other and transportation initiatives respond to issues that cross municipal boundaries.
7. Coordinate with IDOT and ISTHA on the feasibility of incorporating a westbound exit ramp at Golf Rd/New Wilke Rd in the I-90 reconstruction design plans.
8. Advocate for funding for final engineering and construction of roadway improvements included in the 2001 Golf Road Preliminary Engineering Study and the 1996 Golf Road/Algonquin Road Strategic Regional Arterial Study.
9. Provide financial incentives to encourage employee transit use via participation in RTA/CTA Transit Benefit Fare Program (<http://rtachicago.com/fare-programs/transit-benefit-program.html>.)

Transit Concept Plan

The Transit Concept Plan includes site-specific recommendations aimed at enhancing transit service throughout the Golf Road corridor. The recommendations are guided by the following fundamental principles:

1. Transit service should have a stronger relationship with local land uses and potential ridership generators.
2. Transit service should consist of a layered set of options, some of which may be provided by parties other than Pace.
3. Transit infrastructure, facilities and service types should be closely coordinated with each other and with other characteristics of the transportation system.

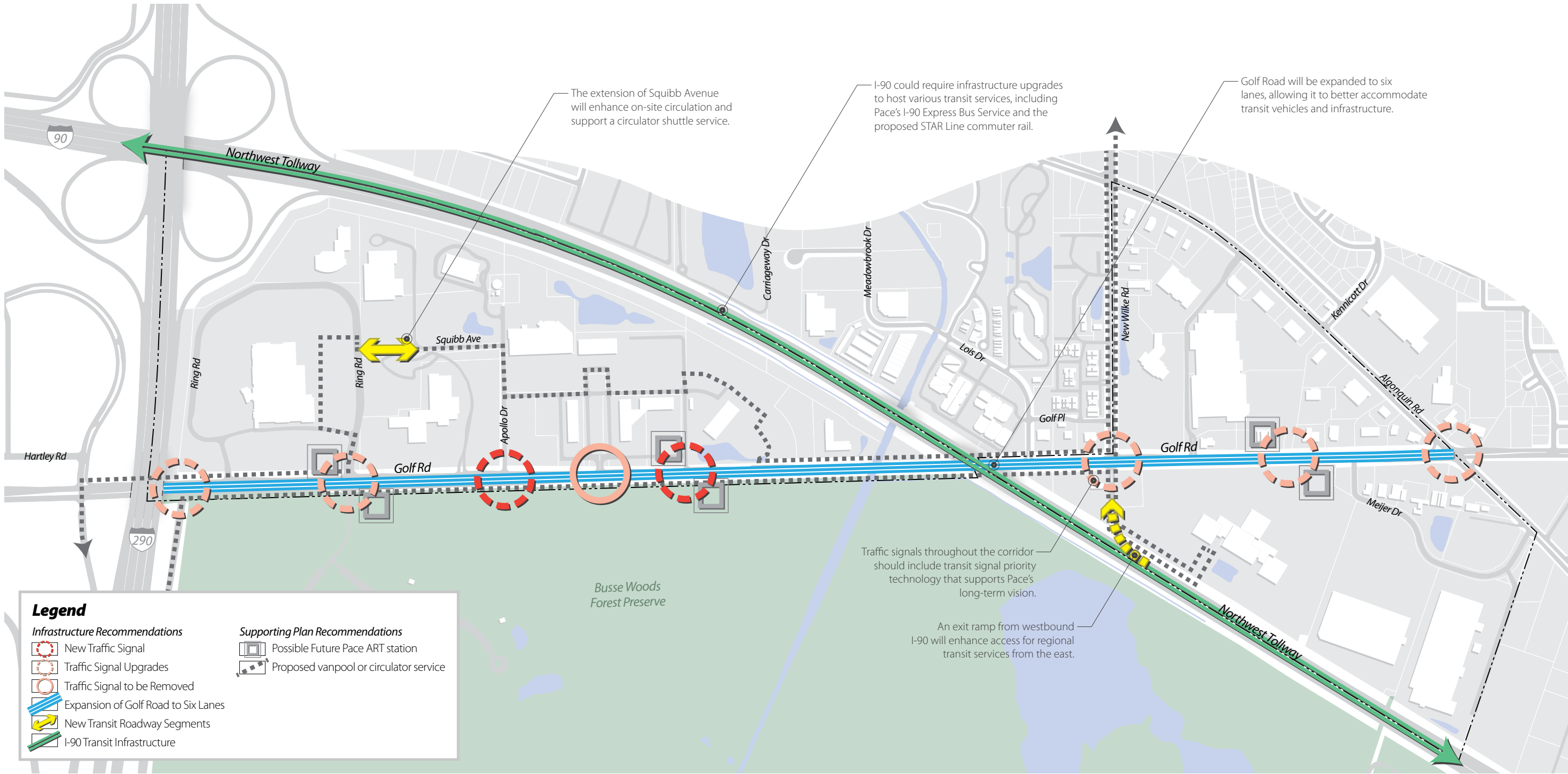
The Transit Concept Plan illustrates how various improvements may be coordinated to result in a more effective corridor-wide transit system. A series of maps illustrates the geographic locations of these improvements, and narrative text and graphics describe the critical characteristics of each improvement. Recommendations are presented under four types of improvements, each of which is given its own map as part of the Transit Concept Plan:

- » *Transit infrastructure recommendations* that relate to modifications to the design of the roadway network and technologies that help manage traffic flow,
- » *Transit facility recommendations* that relate to structures and amenities used by riders when accessing transit service,
- » *Transit service recommendations* related to the types and alignments of various transit options, and
- » *Transit operations recommendations* related to the frequency and scheduling of various services in order to respond to local ridership demand

Collectively, these recommendations represent the desired end result of investment in the corridor aimed at enhanced transit mobility.

Transit Concept Plan - Infrastructure Recommendations

Infrastructure recommendations include items related to roadway improvements, signalization technologies, and other physical improvements that enhance transit operations and efficiency.



Transit Infrastructure Recommendations

Several planning studies and engineering design plans have been previously prepared to reduce traffic congestion along Golf Road and improve traffic circulation to, from and within the corporate parks. Transit infrastructure recommendations build on these efforts by incorporating transit technologies to further enhance transit efficiency, and pedestrian and bicycle safety features that improve access to transit, consistent with IDOT's Complete Streets policies.

Planned Expansion of Golf Road to Six Lanes

The Transit Concept Plan incorporates the roadway design improvements from the programmed 2013 Golf Road/New Wilke Road improvement project, 2001 Golf Road Preliminary Engineering Study, and 1996 Golf Road/Algonquin Road Strategic Regional Arterial Study. The 2013 Golf Road/New Wilke Road improvements will widen Golf Road to six lanes from Algonquin Road west to the I-90 overpass. Implementation of the design improvements from the 2001 Golf Road Preliminary Engineering Study will continue the road widening west to Apollo Drive.

I-90 Transit Infrastructure

The I-90 corridor is envisioned to host a number of possible transit services. The planned STAR Line is included in CMAP's long-range plan for the region. While the exact alignment of the rail line is undetermined, its implementation would require new rail infrastructure within the I-90 right-of-way. Pace's planned I-90 express service, planned for 2016, may require managed lanes and access points to enhance regional bus mobility along the corridor.

New Traffic Signals or Existing Signal Upgrades

The noted engineering studies/plans also include traffic signal improvements in the Golf Road corridor including the installation of new traffic signals (Apollo Drive, RTC Drive), upgrades to existing traffic signals (IL 53 frontage road, Ring Road, New Wilke Road, Algonquin Road, Marketplace/Continental Towers drive), and the removal of existing traffic signals (Gould Center Drive) with IDOT approval. (The new traffic signal locations, in combination with the existing traffic signal removal, are consistent with IDOT's recommended 1,300-foot traffic signal spacing standard for suburban arterial roadways.) All new and upgraded signals should include pedestrian signals with countdown and audible features, push button actuation, and active transit signal priority technologies, which allow in-service vehicles to extend or truncate green cycle times at traffic signal-controlled intersections to maintain schedules and progression.

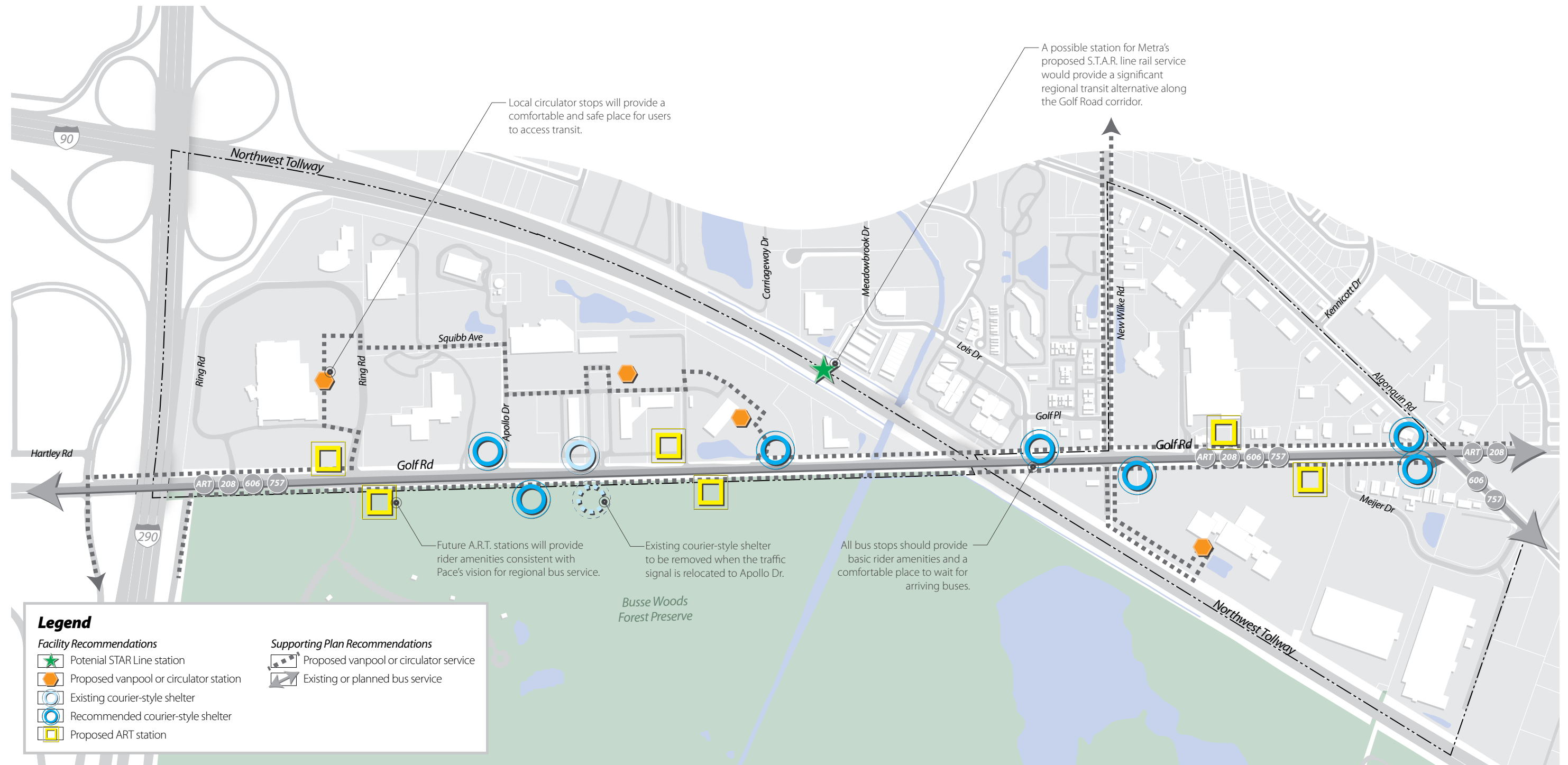
New Transit Roadway Segments

To fully implement the transit service recommendations presented later in this plan, several new roadway segments may be required. The extension of Squibb Avenue to Ring Road would enable an on-site alignment for a corporate circulator shuttle providing access to surrounding Metra stations or Pace's Northwest Transportation Center. A new I-90 westbound exit ramp at Wilke Road would provide the opportunity for interstate Bus Rapid Transit/Arterial Rapid Transit service to access the corridor if future planning deems it appropriate.



Transit Concept Plan - Facilities Recommendations

Facilities improvements include structures and amenities used by transit riders that foster a safe and comfortable transit trip. Recommendations are included for both the public right-of-way and private realm.



Transit Facilities Recommendations

Existing Local Pace Stops with Shelter Upgrades

Several of the Pace bus shelters in the Golf Road corridor have recently been replaced with new “Courier” style advertising shelters, and some have been relocated to enhance intersection operations and eliminate conflicts with right-turning vehicles. There are several other locations in the corridor where shelters should be replaced, relocated and/or installed, and where posted stops should be removed. All shelters should provide basic rider amenities, including seating, lighting, route signage, and driver pick-up alerts.

- » Shelters to be replaced include Lois Drive (WB) and New Wilke Road (EB).
- » Shelters to be replaced and relocated include Marketplace Drive (WB) and Meijer Drive (EB).
- » New shelters to be installed include Apollo Drive (EB & WB), RTC Drive (EB & WB), East Tower Drive (WB), Continental Towers Drive (EB), and Algonquin Road (WB).
- » Posted stops to be removed include Apoolo Drive (WB), New Wilke Road (WB).

The existing shelters at Lois Drive, New Wilke Road and Marketplace Drive (WB) will be replaced by Pace upon completion of the 2013 Golf Road/New Wilke Road improvement project. When the Marketplace Drive shelter is replaced, it should be relocated closer to the Marketplace Drive intersection. The bus shelters at eastbound Gould Center Drive should be removed, in the future, if the traffic signal at this intersection is relocated.



- 1 Paved shelter pad that provides year-round accessibility
- 2 Pace bus shelter with basic amenities, including route information and solar-powered lighting
- 3 Direct pedestrian connection to public sidewalk network

Possible Future Arterial Rapid Transit Stations

Pace’s long-term plans to enhance transit service in the Golf Road corridor include the implementation of Bus Rapid Transit (BRT) and/or Arterial Rapid Transit (ART) service. This higher-level service could overlap with some of the traditional fixed-routes that operate in the corridor. Where BRT/ART stations coincide with local fixed-route stations, both services could share a modified bus shelter that responds to the specific goals of BRT/ART service; level boarding, precision docking, greater rider information, pre-boarding fare payment, higher image, etc. While near-term shelter installations will utilize Pace’s current menu of shelter types, station areas should be given enough space to be retrofit as BRT/ART service is planned and shelter and vehicle specifications are established.

The locations identified in this plan represent potential locations for ART stations. However, actual locations will be dependent upon a number of factors, including the viability of ART service on Golf Road, the impact on existing services, the spacing of stops, traffic flow, ridership, and others. Further analysis should be conducted to determine actual stops as ART service is planned and implemented. Potential ART station locations include Ring Road (EB & WB), RTC Drive (EB & WB) and Marketplace Drive/Continental Towers Drive (EB & WB).

Potential STAR Line Commuter Rail Station

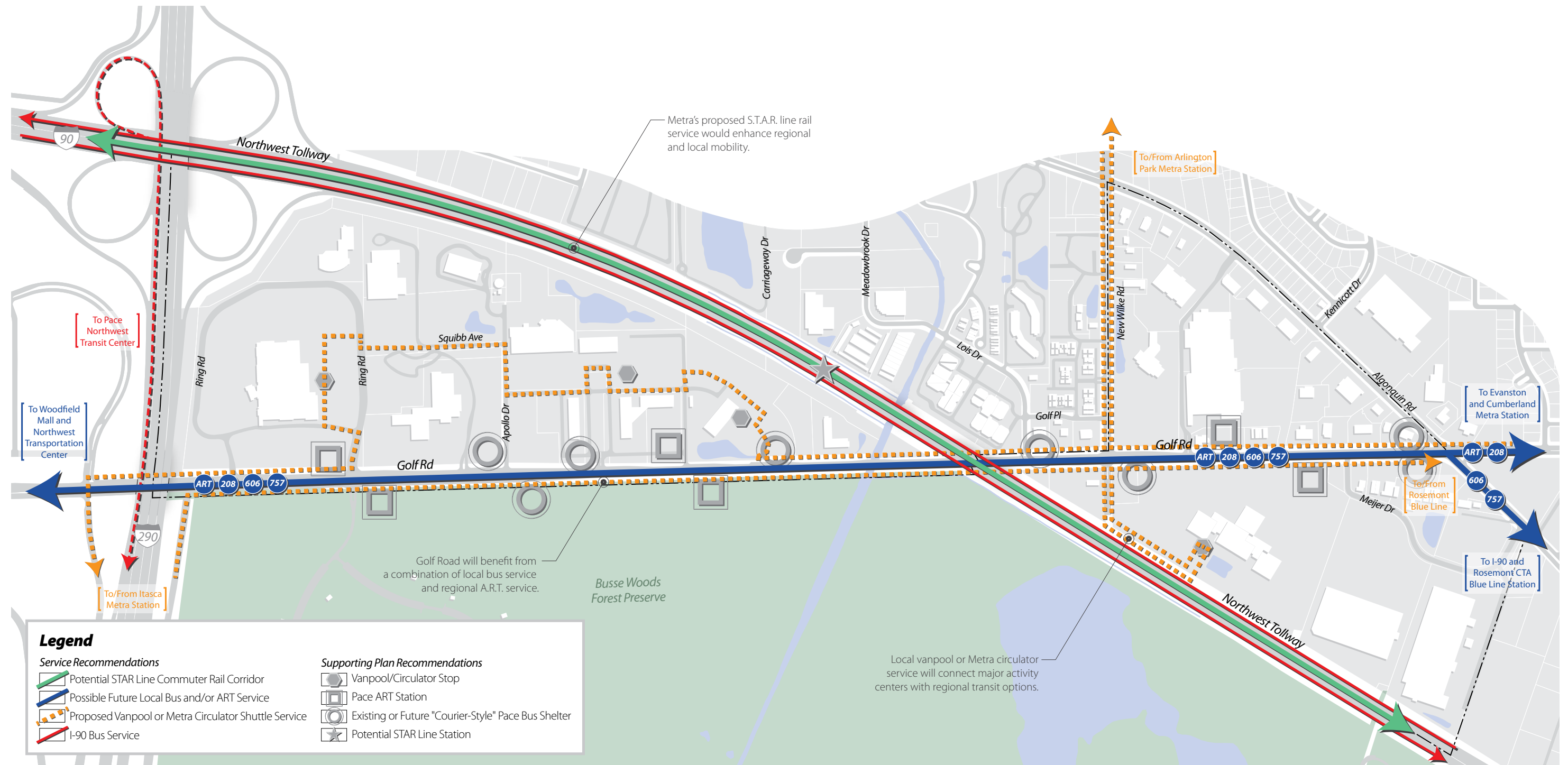
The long-term vision for transit service along I-90 could include replacing the managed lanes with constructing fixed guideway (rail) transit in the I-90 median with dedicated stations, as proposed in Metra’s Suburban Transit Access Route (STAR) Line Alternatives Analysis. The plan includes a station in Rolling Meadows along I-90 between Apollo Drive and the I-90 overpass of Golf Road. While the most feasible location for the rail corridor along the I-90 alignment is unknown, and the specific location of the commuter rail station would require further analysis, appropriate land area should be preserved to accommodate future parking areas, as well as vehicular, pedestrian and bicycle connections to the corporate parks and the Golf Road corridor.

Proposed Vanpool or Metra Circulator Station

The Transit Service Recommendations section of this chapter describes how vanpool and circulator service can complement traditional fixed-route bus transit and demand-response (paratransit) bus service. As service alternatives are explored, vanpool drop-off/pick-up locations should be strategically located to maximize convenience to major employment centers, minimize the number of stops, and provide weather-protection for participants. Potential vanpool stops include the Atrium Corporate Center, Meadows Corporate Center and Continental Towers.

Transit Concept Plan - Service Recommendations

Service improvements include the potential restructuring of bus routes, the introduction of new kinds of transit service, and the coordination of Pace services and privately-sponsored shuttles and circulators.



Transit Service Recommendations

This section includes a broad spectrum of possible transit services, including transit alternatives that complement traditional fixed-route services. All service types should be considered by Pace and local stakeholders in order to best meet the demands of local transit users. It should be noted that, for many of these services, collaboration between Pace, the City of Rolling Meadows, and local stakeholders using the transit services will be required in planning, implementing, and funding the most appropriate service solution.

Regional Transit Services

Regional transit services include those most typically under direct and autonomous control of Pace, Metra or CTA. They include transit routes and infrastructure that provide intercommunity services and access to other portions of the Chicagoland region.

Existing Pace Fixed-Route Service

Pace has stated its policy that the existing fixed-route bus service along Golf Road remain on this major arterial and not deviate onto local public streets or private development. The alignment of the three Pace routes serving the corridor (208, 606, 757) are not planned to change. However, as new development or employment impacts the operations and overall profile of the corridor, Pace should work with the City and local businesses to review the performance characteristics of these routes and identify opportunities for adjustments to service times and frequencies.

Possible Future Arterial Rapid Transit Service

The development of Arterial Rapid Transit (ART) service in the Golf Road corridor is a long-term transit network improvement, as noted in the 2009 Pace Arterial Rapid Transit (ART) Study. The service would operate along a 15-mile segment of Golf Road from downtown Evanston to the Woodfield Mall in Schaumburg and would feature branded, low-floor standard 40-foot buses, on-board and off-board fare collection systems, and branded and electrified bus shelters. The ART service would also make use of Intelligent Transportation System (ITS) technologies such as traffic signal priority (TSP) and real-time information systems at stations.

Potential STAR Line Commuter Rail Corridor

The Metra STAR Line is a long-term proposal that includes a 55-mile route connecting Joliet to O'Hare International Airport via two dedicated transportation corridors including the 19-mile Northwest Corridor Segment along I-90 and the 36-mile Outer Circumferential Corridor Segment along the CN Railroad. The Northwest Corridor Segment would extend along the I-90 median from the Rosemont CTA Station to the CN Railroad near IL 59 and the Prairie Stone development. Stations located along the Northwest Corridor Segment would serve the communities of Rolling Meadows, Des Plaines, Elk Grove Village, Mount Prospect, Arlington Heights, Schaumburg, and Hoffman Estates.

Local Transit Services

Local transit services includes those that may be provide by Pace, but may also be implemented in partnership with or entirely by local municipalities or stakeholders. These service options represent the greatest likelihood of filling in gaps in regional services that provide barriers to transit use for Golf Road employees, businesses, residents and customers. Please note that, since many of these services have no specific geographic service area or alignment, they may not be represented on the map on the previous page.

Fixed-Route Circulator

A local fixed-route circulator service should be considered as a means of providing trips between specific origins and destinations at certain times of the day. For example, employment centers could be connected to regional commuter rail transit stations (such as Arlington Heights or Itasca) or CTA rail stations (such as the Rosemont Blue Line station) during the morning and evening rush hours. The circulator would operate on a designated route and could serve several employment centers in the study area. The circulator could be funded by private stakeholder or through a collaboration with Pace, and could be used to demonstrate the demand for a more permanent service ultimately provided by Pace.

Pace Vanpool

Pace allows a group of riders to collectively take part in a vanpool service. The group pays a monthly fee, and is provided with a van for use by one of the designated riders. Riders who have similar points of origin and destination enjoy the convenience of shared rides and door-to-door service at a competitive cost to private transportation. Vehicles can be stored at the home of one of

the vanpool riders, or at a transit station (such as the Arlington Heights Metra station or Rosemont CTA Blue Line station) so that riders can utilize traditional transit services for a portion of their trip, but use the vanpool for the portion of the trip not well served by transit. Participants pay a monthly service fee, but Pace is responsible for maintenance of the vehicle. Those interested in participating in the program should contact Pace service planners for more information regarding program information and requirements, or visit Pace's website at: http://www.pacebus.com/pdf/vanpool/municipal_program_guide.pdf.

Pace Rideshare (PaceRideShare.com) is a free and convenient online matching service for those interested in carpooling but may not have enough riders to fill a van. The service allows those with similar work schedules, origins and destinations to communicate and organize pick-up/drop-off schedules and locations, and to share expenses related to gas, tolls and parking. Employers should promote this service along with the transit service options.

Local Municipal Transit Service

Several communities throughout the Chicago region provide their own local transit service to meet specific rider needs within their community. Such services utilize vehicles provided by Pace, though each community pays a monthly fee per vehicle and is responsible for maintenance and service. The community is also responsible for providing qualified vehicle operators and a staff person identified as the local program coordinator. More information regarding the requirements of this program can be found on Pace's website: http://www.pacebus.com/sub/vanpool/locally_based_vanpool_program.asp.

Pace Demand-Response Service

Pace demand-response services offer pre-arranged trips for eligible riders, unlike fixed-route service in which buses travel along a prescribed route on a set time schedule. Two specific types of demand response services would enhance mobility to and throughout the study area. More information can be found at Pace's website: http://www.pacebus.com/sub/vision2020/demand_response_service.asp.

ADA Paratransit

This service is available to disabled persons with origins or destinations within ¼-mile of fixed-route service. Service times are the same as the fixed-route service.

Dial-a-Ride

Pace's Dial-a-Ride program provides the opportunity for individual communities to be a partner in providing local transit service. Dial-a-Ride is a curbside-to-curb, demand responsive service. Passengers are picked-up and dropped off anywhere in the service area, thus providing a customized trip. Additionally, riders have the ability to accommodate timed transfers to other transit modes, and are able to accommodate specific timed appointments. Communities pay for a nominal monthly service fee, the cost of fuel, and maintenance and repairs for a 10-12 person vehicle.

Call-n-Ride

Pace recently implemented the Arlington Heights/Rolling Meadows Call-N-Ride Route 594. This is a reservation-based, shared-ride, curbside-to-curb service for the general public that picks up riders and takes them anywhere within a designated geographic service zone, which includes this Plan's study area. With a minimum of one-hour advance notice, riders can be transported between any two points within the service zone on weekdays between 6:30 A.M. and 6:15 P.M. This new transit service should be promoted by the local businesses and, if demand warrants, can serve as a precursor to the initiation of organized, route-specific vanpools or Metra circulator service. The map below illustrates the area served by Call-N-Ride Route 594.



Service Implementation and Collaboration

It is imperative that the City of Rolling Meadows, Golf Road stakeholders, and Pace work closely to ensure that a clear direction is established for the testing and implementation of services.

Service Funding

There are three basic options for the funding of transit services:

- » Pace funds local services,
- » The City of Rolling Meadows and/or Golf Road stakeholder fund local services, or
- » The City of Rolling Meadows, Golf Road stakeholders, and Pace collaborate to fund local services.

These parties must work closely to reach agreement on the appropriate funding approach for each individual service provided based on the availability of vehicles, the level to which local services meet Pace's overall service objectives, and the extent to which local ridership revenue offsets the costs related to providing the service.

Service Phasing

Providing transit service is often a "chicken or the egg" proposition; are people not riding transit because there is no service, or is there no service because no people will ride it? Local transit services should be used to test the viability of a more robust permanent service network. For example, a local demand-response service can provide a snapshot of demand for specific trips at certain times of the day. Based on that demand, incremental services, such as a fixed-route circulator, or a new route can be implemented with greater assurance that they meet both the needs of local riders and the benchmarks set by Pace for farebox recovery.

Long-Term Monitoring

It is critical that regular monitoring of transit services be done to ensure that changing land use and ridership patterns are reflected in service types, alignments and frequencies. This may entail modifications to existing transit timetables, as well as the coordination of both Pace services and privately-operated services.

Proposed Service Frequencies and Operating Times

The two Pace routes most heavily-utilized by Golf Road corridor employees includes Routes 208 and 606. Route 208 operates daily on 30-minute headways, unlike many other Pace routes that offer increased frequency during peak commuting times. The City and corridor stakeholders should work with Pace to initiate enhanced service frequency (i.e., 10-15 min. headways) on this route during the weekday peak-periods, as the Pace maintenance facility support structure allows. Route 606 is one of the routes that provides more frequent service during the weekday peak periods, but this peak service frequency ends earlier than desired at 5:35 P.M. The City and corridor stakeholders should work with Pace to extend the weekday peak-period service frequency of Route 606 later into the evening (i.e., 7:00 PM) as operating funds permit and market demand justifies.

These improvements should be planned and implemented as resources are available to Pace so that other service areas are not compromised. Pace is constrained by several factors, including operational funding, anticipated local demand, the availability of buses, and the logistics related to maintenance at various facilities throughout the region. The implementation of new or improved bus services should meet Pace's benchmark's for regional mobility within available resources.

Connectivity Concept Plan

The Connectivity Concept Plan includes site-specific recommendations aimed at strengthening the relationship between multi-mobility along the corridor with uses and activities surrounding Golf Road. The recommendations are guided by the following fundamental principles:

1. The public street should accommodate users of all modes of transportation, including personal vehicles, transit, bicycles and walking.
2. Private property owners and managers have a significant role in providing efficient and safe access to their facilities.
3. In order to be truly bicycle and pedestrian friendly, facilities for bicyclists and pedestrians must be a priority in what is an otherwise auto-dominated environment.

The Connectivity Concept Plan illustrates how various improvements may be implemented to result in a more effective multi-modal environment. A series of maps illustrates the geographic locations of various improvements, and narrative text and graphics describe the critical characteristics of each improvement. Recommendations are presented under five types of improvements, each of which is given its own map as part of the Connectivity Concept Plan:

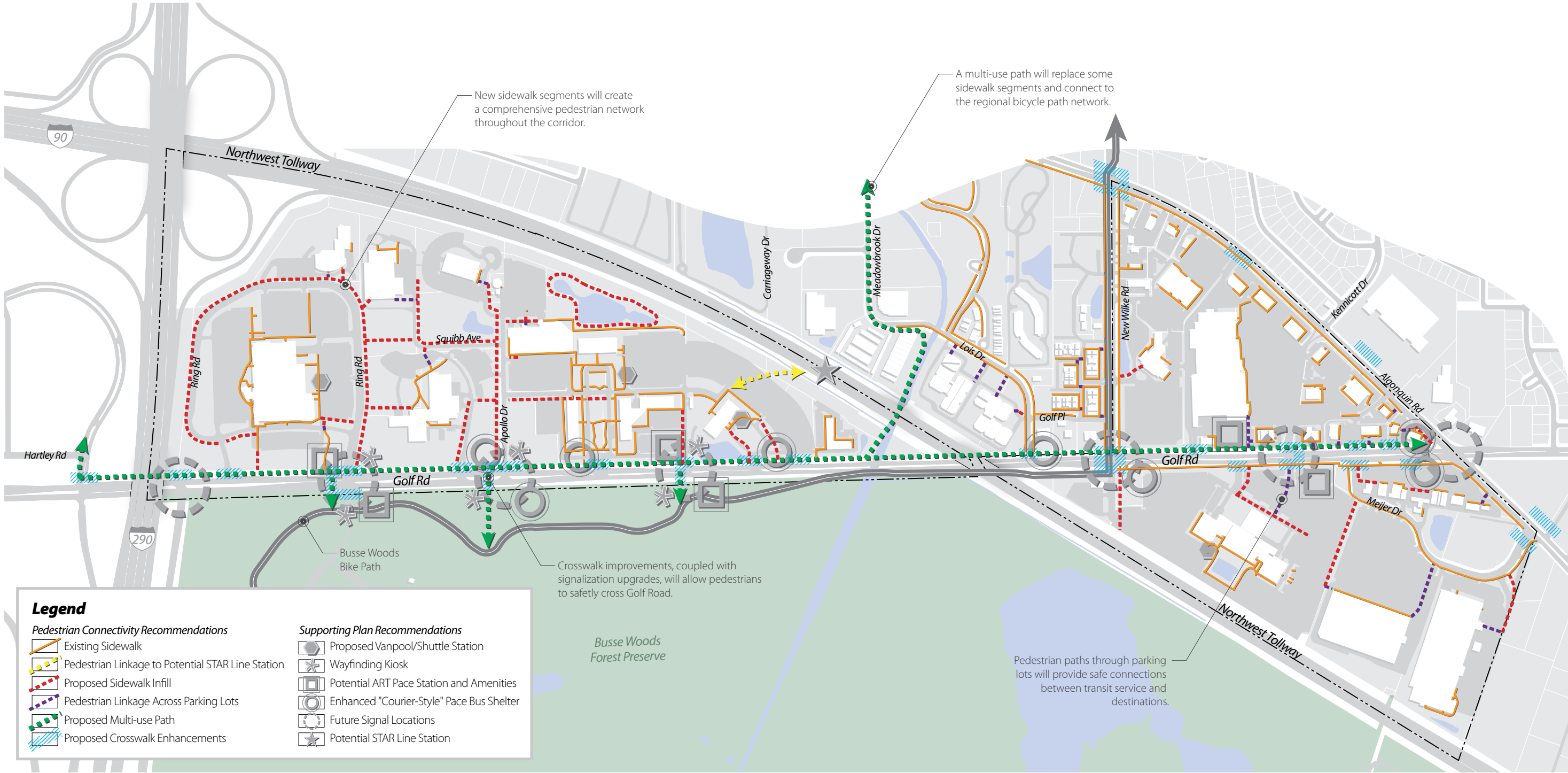
- » Pedestrian network recommendations
- » Bicycle network recommendations
- » Roadway network recommendations
- » Safety and comfort recommendations
- » Land use and development recommendations

Collectively, these recommendations represent the desired end result of improvements aimed at complementing transit services in order to create a complete and comprehensive trip.

The Americans with Disabilities Act (ADA) should be complied with for any type of improvement in the study area. Whether in the public right-of-way or on private property, all sidewalks, curb cuts, building access points, transit facilities, etc., all segments between transit and local uses should create a fully accessible path network.

Connectivity Concept Plan - Pedestrian Network

Pedestrian network recommendations relate to the the improvement of walking connections between transit service and local activities and uses. Improvements must be made in both the public right-of-way and on private development lots.







Pedestrian Network Recommendations

Proposed Sidewalk Infill

New sidewalk segments should be installed to create a comprehensive pedestrian network. The plan identifies locations where sidewalks currently do not exist but linkages can be made in order to enhance pedestrian mobility. The existing sidewalk network should be more closely inventoried to identify where segments may need repair or replacement. The comprehensive network should provide logical connections between transit stops, uses and activities, and other modes of transportation, and should be properly lighted and fully compliant with ADA requirements by including curb ramps with detectable warning surfaces, pedestrian signals with audible features, etc.

Proposed Crosswalk Enhancements

Crosswalk enhancements should be implemented in order to ensure safe and accessible connections across Golf Road, side streets, and internal street segments. Enhancements should include, at a minimum, clearly marked crosswalks that are highly visible to on-coming vehicular traffic, ADA-compliant curb cuts, street lighting and sidewalk segments connecting to the public sidewalk network. Additional amenities that enhance the pedestrian environment, such as technologies, signage and urban design elements, are described in other sections of this plan.

-  Public sidewalk improvements or multi-use path upgrade
-  Private sidewalk installations and connections to local uses
-  Well-articulated crosswalks that are visible to approaching motorists
-  Fully accessible curb cuts and sidewalk network



Pedestrian Linkage Across Parking Lots

Private lots should provide safe and comprehensive pedestrian connections between the public sidewalk and on-site uses and structures. Given the nature of development in the planning area, this may often require pedestrian paths that cross parking areas. Such paths should be clearly identified through pavement markings or decorative materials. Warning signs, curb extensions and raised crosswalks can provide additional information for vehicles to ensure they are aware of pedestrians. The graphics to the right illustrate how existing development can be retrofitted with minimal impact to parking capacity or site functionality.

- 1 Direct link to public sidewalk near bus stop location
- 2 Decorative or marked pavers define the pedestrian crossing zone
- 3 Landscaped parking lot islands provide refuge along walking path and reduce crossing distances
- 4 Additional crossing segments serve adjacent development
- 5 Optional raised crosswalks provide pedestrian crossings at the same grade as the sidewalk while slowing vehicular traffic



Proposed Multi-use Path

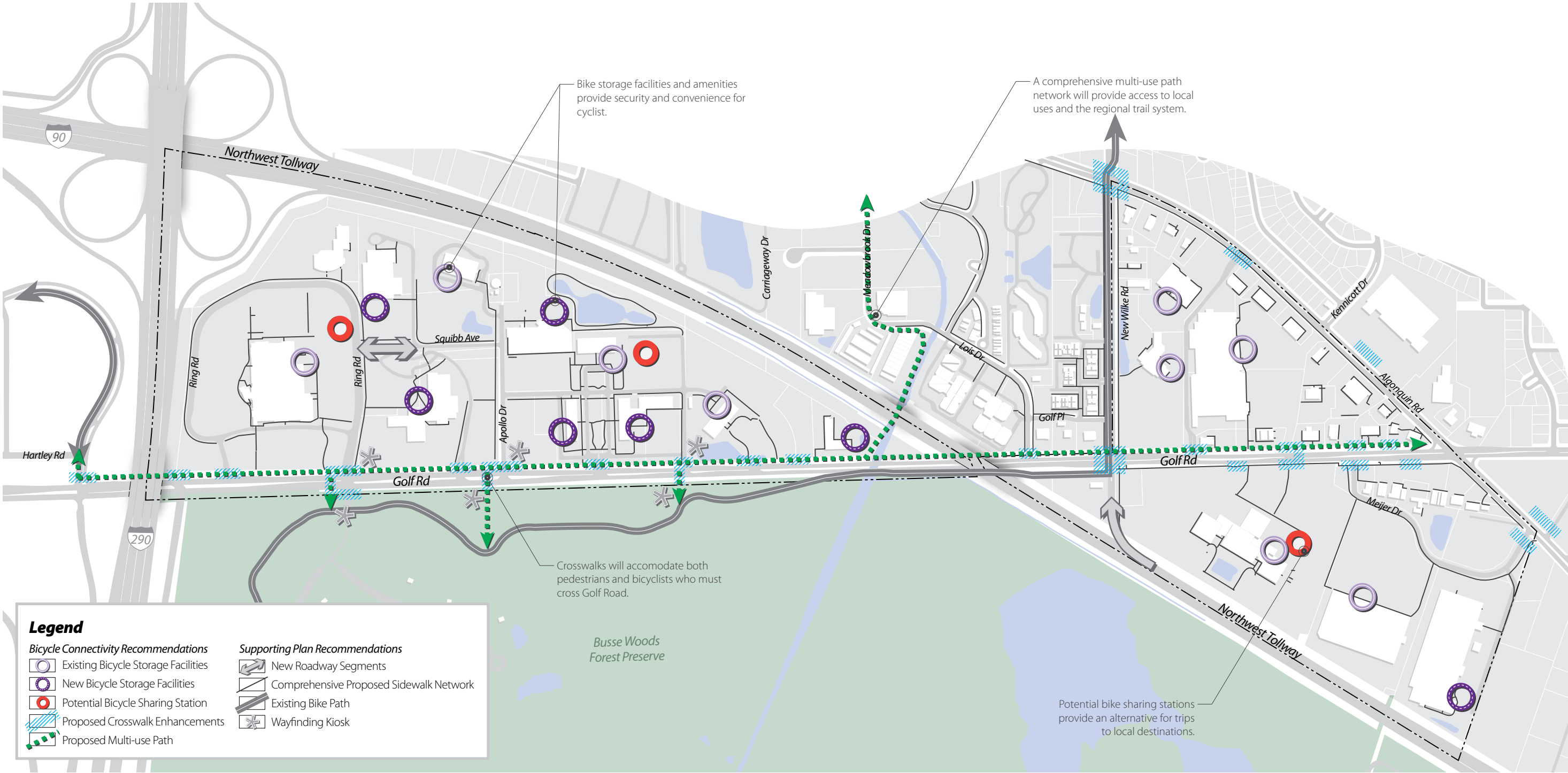
To enhance pedestrian access to the Pace bus stops, connectivity between area land uses, and linkages to the area bicycle system, the existing piecemeal sidewalk along the north side of Golf Road should be replaced with a continuous 10-foot wide multi-use path from McConnor Parkway east to Algonquin Road, consistent with the Northwest Municipal Conference Bicycle Plan. The path should include ADA-compliant curb ramps at all public roadways and private driveways. Wayfinding kiosks should be located along the path to guide users to the employment centers, retail destinations, and Forest Preserve trails. Pedestrian scale lighting should also be located along the path, while street lighting should be installed at the intersections where the path crosses Golf Road.

Pedestrian Link to Potential STAR Line Station

Metra's potential STAR Line fixed guideway (rail) transit system includes a station in Rolling Meadows along I-90 between Apollo Drive and the I-90 overpass of Golf Road. Though the location of the rail corridor and potential station are yet to be determined, adequate land area around potential future station sites should be preserved to accommodate future vehicular, pedestrian and bicycle connections to the corporate parks and the Golf Road corridor.

Connectivity Concept Plan - Bicycle Network

Bicycle network recommendations relate to improvements to the local bicycle path system so that local and regional linkages can be made that enhance mobility and access to local amenities.



Legend

Bicycle Connectivity Recommendations	Supporting Plan Recommendations
Existing Bicycle Storage Facilities	New Roadway Segments
New Bicycle Storage Facilities	Comprehensive Proposed Sidewalk Network
Potential Bicycle Sharing Station	Existing Bike Path
Proposed Crosswalk Enhancements	Wayfinding Kiosk
Proposed Multi-use Path	

Bicycle Network Recommendations

Proposed Multi-use Path

As described in the Pedestrian Network Recommendations, the existing piecemeal sidewalk along the north side of Golf Road should be replaced with a continuous 10-foot wide multi-use path from McConnor Parkway east to Algonquin Road, consistent with the Northwest Municipal Conference Bicycle Plan. The path should include ADA-compliant curb ramps at all public roadways and private driveways. On the west end, the multi-use path would continue up the west side of McConnor Parkway to Hartley Road to connect with the existing McConnor Parkway off-street side path. To the south, the multi-use path would connect with the Busse Woods Trail via trail extensions and new crosswalks on Golf Road opposite Ring Road, Apollo Drive and RTC Drive. On the east end, the multi-use path would connect with the existing bike route on New Wilke Road and the City of Rolling Meadows's future bicycle trail extension along Salt Creek and Meadowbrook Drive. One of the key components of the multi-use path is the segment on the north side of Golf Road that would run under the I-90 overpass. This is a critical linkage between major employment areas and retail, service, and other transportation amenities.

Existing or Proposed Bicycle Storage Facilities

Bicycle storage should be provided at development with the potential to foster significant bicycle ridership. Storage can include outdoor bicycle racks, outdoor enclosed storage lockers, or indoor storage areas integrated into private development. As future bike storage locations are identified over time, efforts should be made to ensure that bike-friendly paths and amenities are provided to remove barriers to bicycle use.

Proposed Crosswalk Enhancements

Crosswalk enhancements should accommodate both pedestrian and bicycle movements, especially where the crosswalk is the primary point of access to identified bicycle trails or multi-use paths or Pace bus stops. Crosswalks should be wide enough to ensure that bikes and pedestrians can safely pass one another. Signals should be placed such that cyclists can easily access push-button signal triggers without their bicycles protruding into either the public sidewalk or roadway.

Potential Bicycle Sharing Station

Chicago B-cycle is the first bike sharing system in the City of Chicago and self-service, bike rental stations (B-stations) are being installed throughout the City. Similar bicycle sharing stations should be installed within Corporate Park South and Corporate Park North in strategic locations that would maximize their use, such as at the Atrium Corporate Center, Meadows Corporate Center, and Continental Towers. Initially, a pilot program may provide "round trip" bicycle sharing from concentrated population and employment centers. If it is successful, a full bicycle sharing program can be implemented. In the Golf Road corridor, trips might include shopping, dining, recreation within the Forest Preserve, or travel to/from the Northwest Transportation Center or Arlington Park Metra Station. Bicycle sharing stations can be stand-alone facilities or consolidated with other alternative/green transportation facilities such as car sharing services and electric car charging stations.



A phased bicycle sharing program can enhance local mobility to goods and services.

Connectivity Concept Plan - Roadway Network

Roadway network recommendations relate to investments in vehicular infrastructure that enhance the efficiency of the existing roadway system and reduce potential conflicts between various types of transportation.



Roadway Network Recommendations

Planned Expansion of Golf Road to Six Lanes

The Connectivity Concept Plan incorporates the roadway design improvements from the 2001 Golf Road Preliminary Engineering Study, programmed 2013 Golf Road/New Wilke Road improvement project, and 1996 Golf Road/Algonquin Road Strategic Regional Arterial Study. The 2013 Golf Road/New Wilke Road improvements will widen Golf Road to six lanes from Algonquin Road west to the Jane Addams Memorial Tollway (I-90) overpass. Implementation of the design improvements from the 2001 Golf Road Preliminary Engineering Study will continue the road widening west to Apollo Drive. This will provide the opportunity for managed left-hand turning movements at several intersections along Golf Road. Wherever possible, traffic operations should consider transit services, pedestrian flows, and access to bicycle networks in determining infrastructure design and signal phasing.

Other Planned Intersection Improvements

The above-noted engineering studies/plans include improvements to add turn lanes at the Golf Road intersections with the IL 53 frontage road, Ring Road, Apollo Drive, Gould Center Drive, RTC Drive, East Tower Drive, and New Wilke Road. The plans also include limiting access to right-in/right-out movements at Weichai Drive and adding a third through lane on Algonquin Road. Pedestrian accommodations should be implemented with all intersection improvement projects, including crosswalks, ADA-compliant curb ramps, pedestrian refuge islands, and crosswalk warning signage.

Proposed Roadway Segments

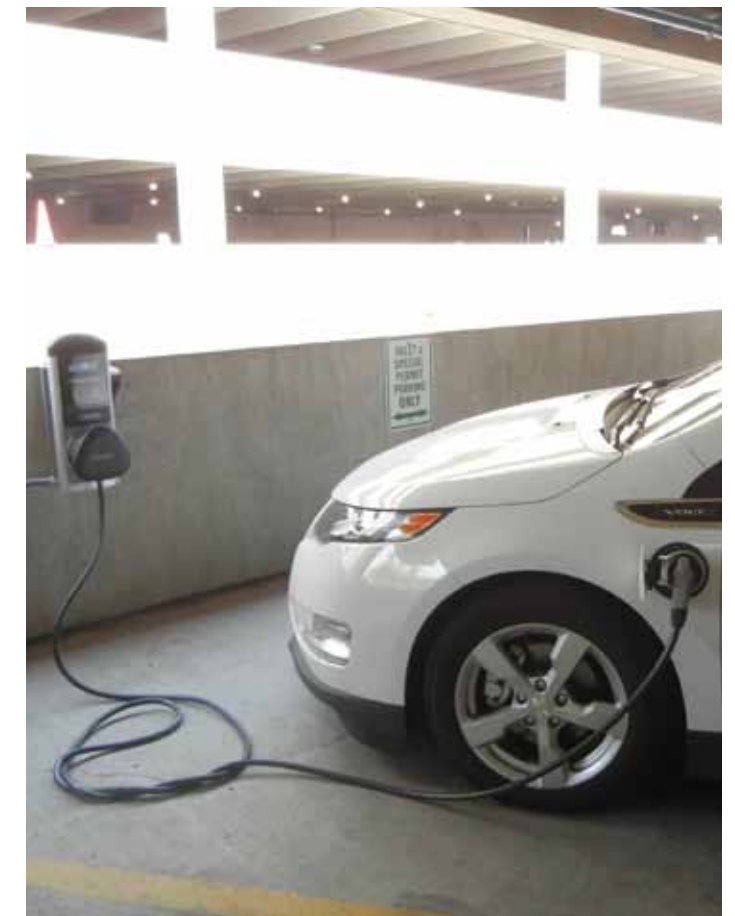
There are several proposed roadway segments that would enhance connectivity for both private vehicles and transit circulators. The Ring Road extension, approved as part of the I-290/IL Route 53 Access Modification Report, would realign the west leg of Ring Road to intersect Golf Road at the existing signal opposite the IL 53 frontage road. The Squibb Avenue extension to Ring Road would improve internal circulation within Corporate Park South and eliminate the need to access Golf Road for internal circulation to/from the Atrium Corporate Center. It should be noted that these segments may require easements, dedications or agreements with private property owners to create appropriate rights-of-way.

Though not a formal recommendation of this Plan, the City has expressed interest in exploring the feasibility of a new exit ramp from westbound I-90 to New Wilke Road. This would provide direct vehicular and transit access to the Golf Road corridor, improving access from the City of Chicago, O'Hare International Airport, and the Rosemont CTA Blue Line station. Should local leadership be interested in pursuing this project more formally, the City would be required to follow the multi-step approval process detailed in the Tollway's "Interchange and Roadway Cost Sharing Policy". Steps in the process include: (1) the development of a Memorandum of Understanding, (2) preparation of an application including a Statement of Need, Traffic Analysis Report, and Financial Plan for funding the local share of the project costs, and (3) preparation of a preliminary construction cost estimate.

However, a new westbound I-90 exit ramp at New Wilke Road is considered a low priority for the purposes of this Plan. If it is not implemented, it does not preclude other recommendations from being implemented.

Potential Car Sharing/Car Charging Stations

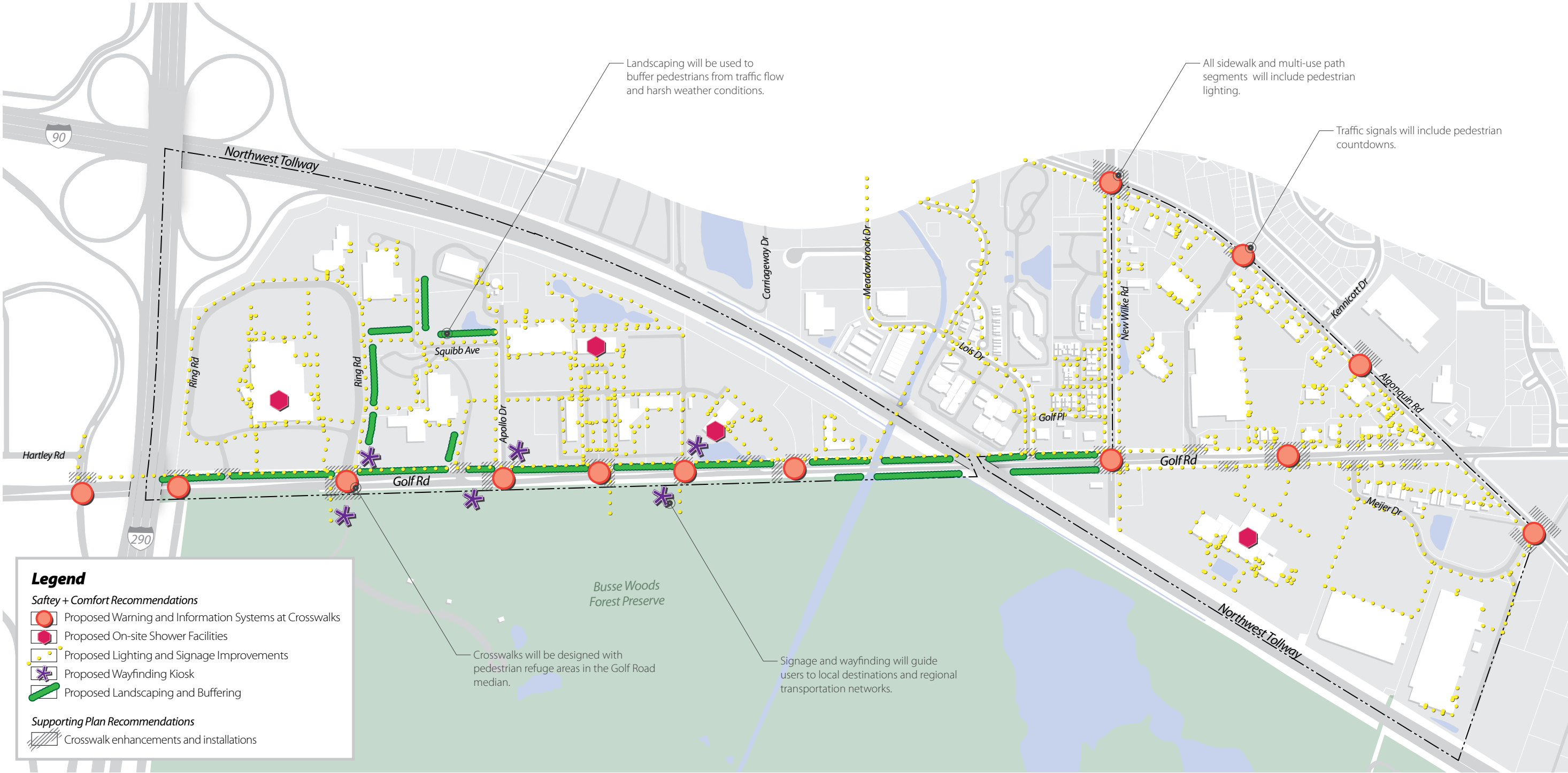
The Connectivity Concept Plan promotes alternative modes of travel and "green" technologies. To encourage commuting by transit or non-motorized means, transportation conveniences such as car sharing services can be provided to make vehicles available for employees to use for midday trips, as needed. Green technologies that reduce auto emissions and improve air quality, such as electric or hybrid cars, can be promoted by providing car charging stations. The car sharing vehicles and car charging stations can be located within existing surface lots and parking garages or can be consolidated into stand-alone facilities in strategic locations within the corporate parks. The consolidated facilities can also feature bike sharing services and wayfinding kiosks.



Development should integrate sustainable transportation infrastructure and programs in order to foster low-impact vehicle use.

Connectivity Concept Plan - Safety and Comfort

Safety and comfort recommendations relate to improvements intended to make multi-modal mobility attractive and comfortable for all users. Recommendations include buffering, areas of safe refuge, and technologies intended to provide adequate information to corridor users.



Pedestrian information systems and wayfinding kiosks provide cues to cyclists and pedestrian that enhance safety and functionality of the corridor.

Safety and Comfort Recommendations

Proposed Lighting and Signage Improvements

Lighting should be provided throughout the corridor. Street lighting standards should be selected based on their ability to meet IDOT standards and reflect a desired local character. Pedestrian-scale lighting should be used along sidewalks and multi-use paths. Signage should be integrated into on-site roadway networks to inform pedestrians, cyclists and motorists of key tenants or destinations.

Proposed Landscaping and Buffering

Landscaping and buffering should be used throughout the corridor to provide a barrier between the roadway and sidewalks. Plant materials should be dense enough to create an appropriate buffer, but low enough to allow adequate sight lines for all traffic flow. Landscaping should also be integrated into bus stop areas so that wind and splashing caused by vehicles do not impact rider comfort or safety while they wait for transit service. Medians can include landscaping in order to create pedestrian refuge areas where multiple signal phases may be required to complete a crossing.

Proposed Wayfinding Kiosk

Wayfinding kiosks are an effective way of providing information for visitors to areas with several tenants or buildings. Kiosks should include maps illustrating how all users – pedestrians, bicyclists, and motorists – can access various portions of a site. They should also highlight building entry points, bicycle storage facilities, and other amenities that foster multi-modal mobility.

Proposed Pedestrian Information Systems

Crosswalks should include technologies aimed at providing information to pedestrians and motorists. Pedestrian countdown signals allow walkers to assess the likelihood of completing a crossing, audible signals provide the same information to the sight-impaired, curb ramps with detectable warning surfaces advise vision-impaired individuals of the entrance to the crosswalk, and pedestrian crossing signage provides advance notification to motorists that pedestrians may be present at they approach a crossing.

Proposed On-site Shower Facilities

Development should seek opportunities to include on-site amenities that foster bicycle and pedestrian use. Such facilities should be located in areas of significant employment population, and may be integrated into other uses, such as workout facilities. Existing developments that currently offer workout and shower facilities should develop agreements with other corporate park employers to allow use of those facilities to promote alternative modes of travel, which ultimately benefits all corporate park users.

- 1 Pedestrian lighting along mixed-use path and local sidewalks
- 2 Landscape buffers shield pedestrians and cyclists from high-speed traffic flow and severe weather
- 3 Countdown signals provide important information to pedestrians crossing Golf Road
- 4 Median refuge areas provide a safe location for pedestrians to cross Golf Road in phases



Land Use and Development Recommendations

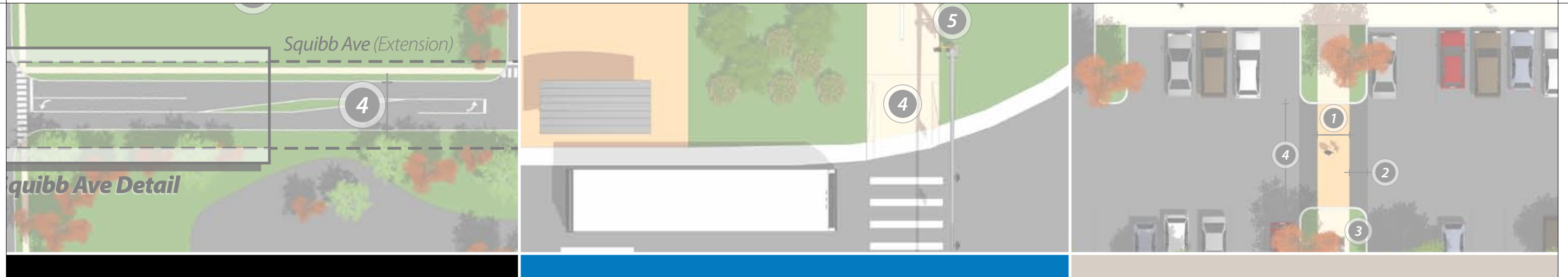
Bus-oriented Development Opportunities

As new development occurs along Golf Road, it should integrate characteristics that create synergy with bus transit service. Pace provides complementary review under its Design Review Assistance For Transit (DRAFT) Program to ensure that proposed private development appropriately accommodates transit infrastructure and facilities. This also allows Pace the opportunity to assess local impacts to ridership, and adjust the alignment or frequency of routes as necessary. Developers and designers should coordinate with Pace prior to municipal development review and approval.

Many communities encourage private development that complements local bus transit services and supports multi-modal mobility. Private development that does this effectively tends to include the following characteristics:

- » Uses and structures maximize the density of a given activity. Offices often contain a high ratio of employees per square foot, and other commercial uses tend to maximize the goods or services provided in a given space.
- » Uses complement other activities in the corridor, especially those immediately adjacent to the development site. For example, dry cleaners, day care providers, small medical offices, etc. provide services may be located near offices in order to provide easy access for professionals who work in the corridor.
- » Buildings are designed to maximize access from public transit. This includes direct pedestrian connections, articulated front entries, and attractive façade design.
- » Site design integrates elements that enhance comfort and safety, such as landscaping, screening from roadways, and lighting along sidewalks.
- » Development may occasionally integrate multi-modal amenities, such as bike storage facilities, showers, protected bus waiting areas, etc.
- » Parking location and access are sited and designed to minimize barriers to safe pedestrian circulation.

06 Plan Implementation



Introduction

The preceding chapters of this Transit and Pedestrian Mobility Plan answer two critical questions; what issues does the corridor currently face, and what does the community and stakeholders want it to be in the future? This chapter, Plan Implementation, answers the final question; how will we attain that vision?

Chapter 5 *Transit and Pedestrian Mobility Concept Plan* outlines a series of goals and objectives, service improvements, and infrastructure and facility enhancements aimed at creating a more transit-friendly environment along Golf Road. However, making many of these recommendations a reality will require a coordinated effort among the City of Rolling Meadows, local stakeholders, Pace, RTA, IDOT, and other entities. This chapter provides additional detail regarding several recommended improvements, and establishes a framework for aligning policies, strategies, and funding that will be necessary to affect positive change.

This chapter includes the following:

- » Drawings that identify the general parameters and dimensions of several proposed physical improvements
- » Recommendations related to municipal regulations that guide development and transportation infrastructure
- » Proposed strategies that will enhance the relationship between local implementation partners
- » Identification of various funding sources available for plan recommendations
- » An action matrix that correlates plan recommendations, timing, and funding

Implementing Infrastructure Improvements and Policies

The recommendations included in this Plan can be generally categorized into the following:

- » *Infrastructure improvements* that include physical enhancements or upgrades to the corridor and may be under the purview of a number of local stakeholders,
- » *Policies* administered by the City of Rolling Meadows that regulate certain characteristics of development, such as lot size and configuration, site design, access, etc. This category also includes strategies that may entail cooperation among stakeholders in order to promote or incentivize specific characteristics of development or behavior throughout the corridor.

The following sections describe specific tools or techniques aimed at implementing the recommendations established in the Plan.

Infrastructure Improvements

Chapter 5 *Transit and Pedestrian Mobility Concept Plan* includes a number of physical improvements, including various types of roadway infrastructure, technologies, or facilities, aimed at enhancing multi-modal mobility. The following pages include drawings that provide additional detail regarding the general physical parameters required for several of the key improvements, as well as annotations describing important design aspects. It should be noted that more detailed design and engineering will be required for each type of improvement based on the specific location of the improvement, unforeseen site constraints, and the integration with other infrastructure and technology systems.

Infrastructure Improvements

These drawings build upon the recommendations of *Chapter 5: Transit & Mobility Concept Plan* to provide additional detail regarding the overall dimensions and characteristics of important physical enhancements to the Golf Road corridor.



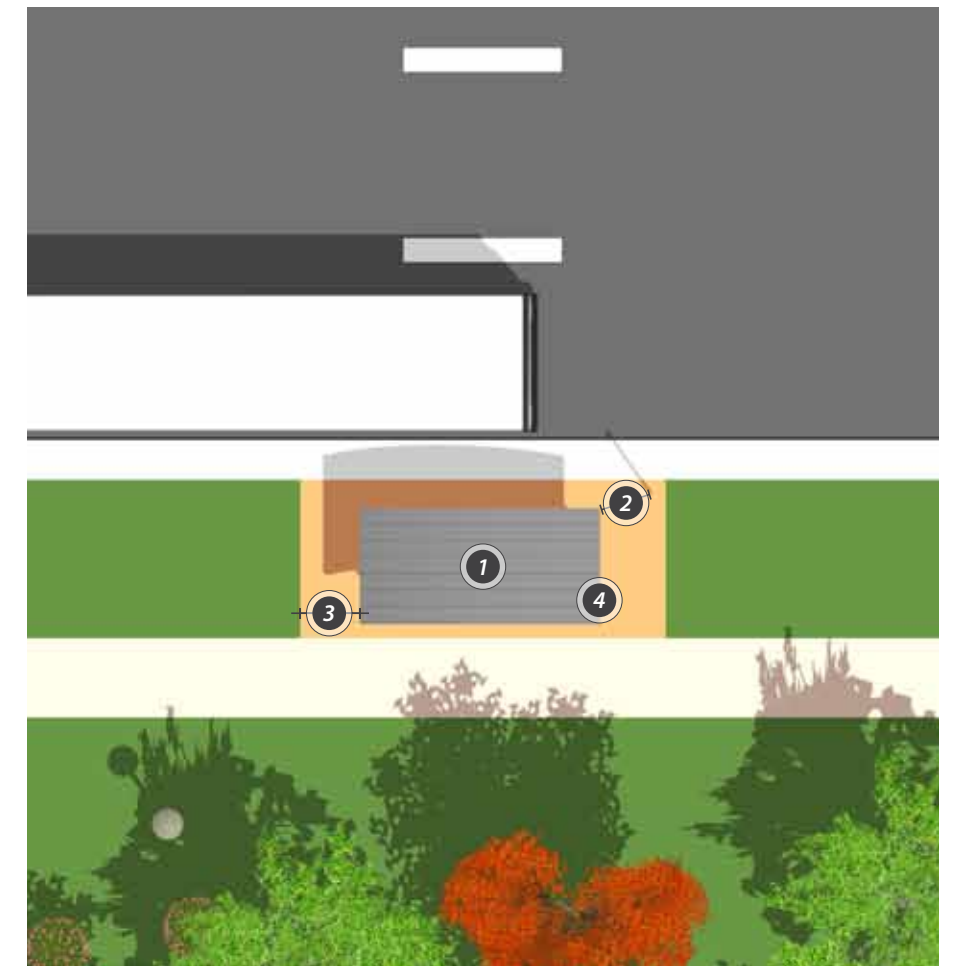
Typical Crosswalk Improvements

- 1 Crosswalks should be a minimum of 10' wide and use highly visible striping that meets IDOT and local standards.
- 2 Vehicle stop bars should be provided a minimum of 4' away from the designated crosswalk.
- 3 Where appropriate, pedestrian refuge areas with a minimum width of 8' should be provided on heavily travelled corridors.
- 4 ADA-compliant ramps provide connections to surrounding sidewalks.
- 5 Pedestrian countdown and vehicle signalization timing should be synchronized based on crossing distance.



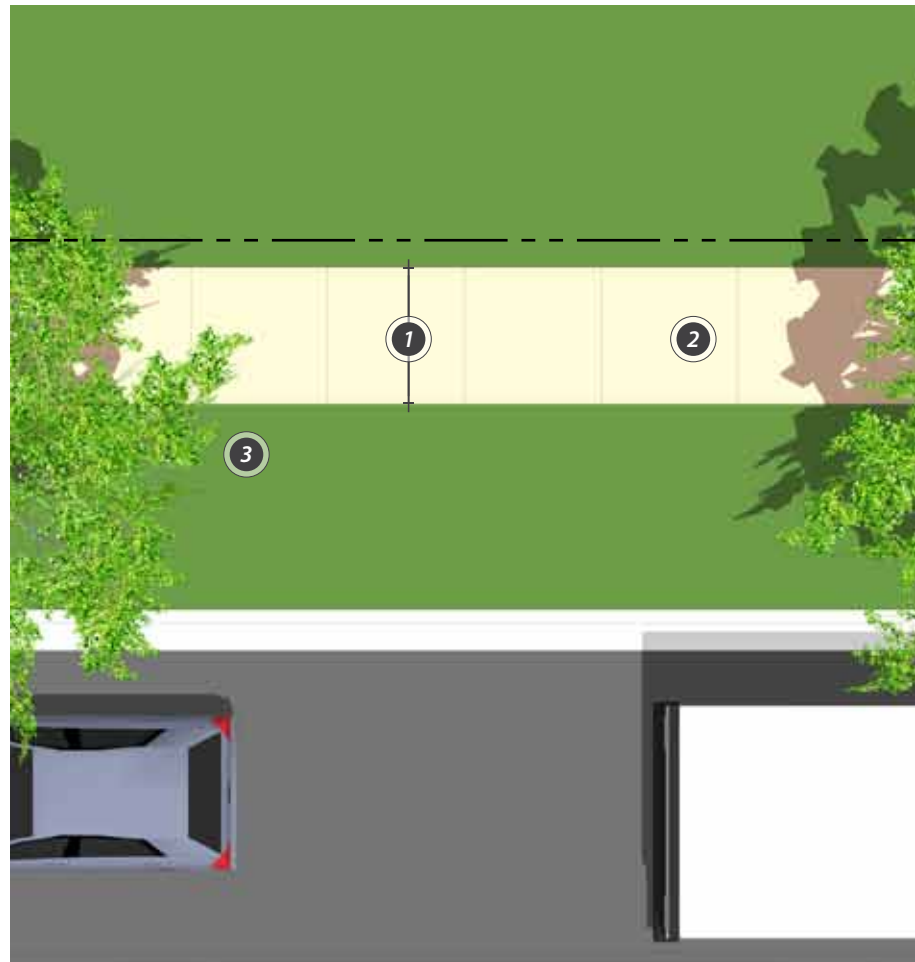
Typical Multi-Use Bike Path

- 1 Multi-use paths should be a minimum width of 10', providing adequate space for full-speed two-way bicycle or pedestrian traffic.
- 2 Striping should be provided in accordance with local standards to delineate lanes on the multi-use path.
- 3 Adjacent objects, including landscaping, lighting, wayfinding, etc., should be setback at least 2' from the path.
- 4 All curb cuts should be ADA-compliant in order to provide safe entry to crosswalks and streets.



Typical Bus Shelter and Pad

- 1 To accommodate existing or future shelters, bus stop pads should be big enough to accommodate a shelter that is 14' wide and 7' deep, as well as surrounding clearances.
- 2 The concrete pad at the bus stop should be big enough to provide a minimum width of 5' between objects on the pad, including the shelter, signage, bike racks, newspaper boxes, etc.
- 3 The concrete pad should provide a direct connection at least 5' in width to the sidewalk network on at least one side of the shelter.
- 4 All bus stops should provide as many basic amenities as possible (i.e. route maps, shelters, lighting, etc.)



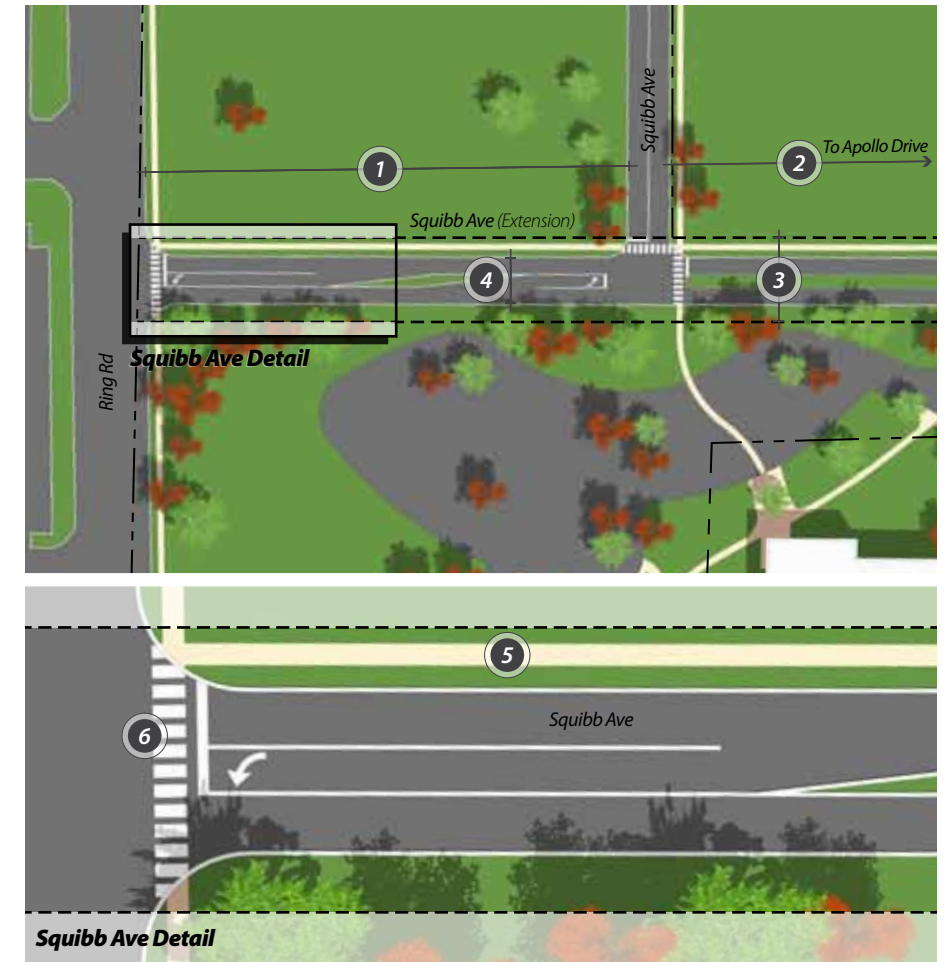
Typical Sidewalks

- 1 Sidewalks should be a minimum of 5' in width, with an additional 1' buffer from adjacent objects, such as landscaping, lighting, etc.
- 2 Sidewalks should promote full multi-modal mobility by linking to surrounding pedestrian networks, complying with ADA requirements, and being constructed out of durable materials.
- 3 Adjacent objects and amenities should be located so as to not obstruct the sidewalk, and long-term maintenance should be required to ensure surface conditions are not compromised by pavement deterioration, tree root growth, fallen leaves, etc..



Typical Parking Area Pedestrian Paths

- 1 Parking area pedestrian paths should be a minimum of 10' wide and use decorative pavers or asphalt that differentiates them from vehicle circulation aisles.
- 2 Optional raised crosswalks provide crossings at the same grade as the sidewalk. Vehicular approaches to the raised crossing should be a minimum of 5' in width.
- 3 Landscaped islands should be provided to minimize the crossing distance, and should extend to the edge of the vehicle circulation aisle.
- 4 The width of the vehicular circulation aisle should be the minimum width allowed under local development regulations.
- 5 Paths should connect to the surrounding pedestrian network and transit facilities.



Squibb Avenue Extension

- 1 Proposed Squibb Avenue extension to extend 500' west to Ring Road.
- 2 Existing Squibb Avenue segment (1,250') to be improved east to Apollo Drive.
- 3 Typical right-of-way minimum width of 60'.
- 4 Typical roadway width of 36' with pavement marking channel traffic and delineate movements.
- 5 Proposed sidewalks maintain a 5' minimum buffer from roadway.
- 6 Proposed crosswalks should have a minimum width of 8'.

Policy Recommendations

This section describes various policies that can be implemented by the City or local stakeholders in order to enhance mobility and encourage the use of transit on Golf Road. These policies are presented in two primary categories; 1) municipal policies and regulations that are under the purview of the City of Rolling Meadows, and 2) collaborative strategies that can be implemented by the City and/or local stakeholders in order to facilitate or incentivize transit-supportive development and behavior.

Municipal Policies & Regulations

Municipal subdivision regulations, zoning regulations and public works standards have a profound impact on the shape of the built environment and its ability to safely foster bicycle, pedestrian and transit behaviors. It is recommended that the City conduct a comprehensive review of its development policies to ensure that policies and regulations:

- » Do not require development characteristics that create barriers to transit and pedestrian mobility,
- » Do not prohibit development characteristics that foster transit and pedestrian mobility, and
- » To the extent appropriate, require development characteristics that reflect the goals, objectives and concepts articulated in this Plan. (For example, Chapter 122-26 of the zoning code requires pedestrian and bicycle amenities for developments of 5 acres or more. This is a positive precedent that could be applied more broadly, especially in areas served by transit.)

Relating the Transit and Mobility Plan to Municipal Policies

As discussed on this page, there are several instances where current development policies do not adequately support transit and pedestrian-supportive development. The City should distribute this Plan to any current or potential property owners, developers or designers of projects along the Golf Road corridor. It should be encouraged for use as a template for design elements that go beyond current regulations to cover the following topics:

- » Transit-supportive infrastructure and technologies
- » Transit facilities, including those integrated into private development
- » Comprehensive pedestrian networks and amenities, including new sidewalk networks and managed pedestrian/vehicular areas
- » Bicycle storage facilities and supporting amenities (i.e. showers, lockers, etc.)
- » “Green” transportation options and programs (i.e. car or bike sharing, charging stations, etc.)
- » Pedestrian and bike comfort and safety measures

Public Works Standards

Throughout the development of this plan, the Rolling Meadows Public Works Department has reviewed recommendations to assess inconsistencies or conflicts between existing standards and proposed concepts. As a result, there are no areas where such conflict exists. However, the Public Works Department should consider providing additional detail within its standards, where appropriate, to advance specific elements of this plan for project located along the Golf Road corridor.

Zoning and Subdivision Regulations

An initial review of local regulations has resulted in the following recommendations regarding the City’s subdivision ordinance (Chapter 98 of the City of Rolling Meadows Municipal Code) and zoning ordinance (Chapter 122 of the City’s Municipal Code):

- » In *Division 4: Design Standards* of the subdivision ordinance, regulations should be considered that would require the inclusion of a comprehensive pedestrian network for all development. This could consist of sidewalks that run alongside proposed streets, or bike/pedestrian paths that deviate from the street network but provide adequate access throughout a site and the uses and amenities it hosts. Such a network should be required at the time of initial infrastructure installation as to avoid gaps in the sidewalk caused by incomplete development. This amendment should also include requirements related to crosswalks, curb cuts, and other components that enhance mobility by adequately and safely connecting sidewalk segments interrupted by streets and other on-site features.
- » The C-1 Commercial zoning district requires a building entrance on facades facing a public street, and limits the amount of parking that can be placed between that façade and the public street to 50% of the total parking. However, it also requires an excessive amount of parking compared to other suburban communities in the Chicago region. (For example, the C-1 district currently requires one space per 150 square feet of retail space plus one space per two employees. Many communities use a standard of 3.5-4 spaces per 1,000 square feet of retail space.) This results in extremely large parking areas, which extend the distance a pedestrian must walk between a transit stop and the front door of a destination. The City should consider amending the code to ease requirements regarding parking capacity.

- » The C-2 General Commercial and Services zoning district references many of the regulations applied to the C-1 district regarding parking capacity and site design. However, it requires a minimum front yard setback of 90 feet. Even if a front entrance is provided, this is an excessive distance and hinders pedestrian access. The City should consider permitting a smaller front yard setback in transit corridors. The C-2 district is designed to accommodate multi-tenant shopping centers. In that regard, the district regulations should be amended to require continuous on-site sidewalks that create a safe environment where they intersect with parking aisles and on-site streets.
- » The M-2 Multipurpose zoning district requires a minimum of 20 acres for development. While this requirement helps mitigate the nature of uses permitted in this district, it results in development that is spread out and difficult to serve by transit or access by foot. The City should consider amending this district to permit smaller lots in areas served by transit, provided they mitigate impacts through screening, buffering or other methods.

Collaborative Strategies

Beyond projects and municipal policies, there are several strategic actions that can help mobilize local stakeholders to implement recommendations or advocate on behalf of the Golf Road community. These actions generally entail collaboration between municipal staff or departments, local stakeholders, and other agencies or governmental entities. The following summarize strategic recommendations.

Collaboration and Communication

There are several stakeholders throughout the Golf Road corridor who share similar issues and interests related to transit and pedestrian mobility. The greatest potential to affect positive change in the corridor is to create a collective voice to either implement or advocate for improvements. It is recommended that the following actions be taken to do so:

- » Establish a Transit Implementation Task Force, made up of employers, building owners and managers, City staff, and other local entities, to regularly discuss existing and emerging issues, approaches to enhancing mobility, and progress made to that end.
- » Hold regular meetings with partner agencies, such as IDOT, Pace and RTA, to voice concerns, monitor progress, and discuss opportunities for public-private collaboration to advance implementation.

Transportation Demand Management

There are several factors that determine when and where people ride transit. Some of these factors can be managed to help facilitate more efficient transit operations and easier means of access for transit users. The following strategies should be considered as a way of managing transit demand and enhancing the viability of transit, bicycle and pedestrian alternatives.

- » **Ridesharing** is a cost-effective commuting alternative, particularly for employees utilizing transit services that are not well connected to the Golf Road corridor, residing in areas that are not well serviced by public transit, or that do not drive or have an automobile available. Carpooling and vanpooling are the most common forms of ridesharing. Carpools make use of participants' own automobiles. Vanpools generally use vans supplied by employers or Pace. Rideshare matching can be facilitated by individual companies or through Pace's RideShare program. Rideshare incentives can include preferential parking spaces, use of vehicles, and awards. In order to encourage ridesharing, Metra, CTA and local stakeholders should implement priority parking spaces and no-cost overnight parking for vehicles actively participating in rideshare programs.
- » **Dial-a-Ride** services are currently provided by Pace in several portions of the Chicago region. However, this service, which entails a floating vehicle that can provide door-to-door trips based on phone-in requests, could be implemented by either Pace or local stakeholders. This would complement Pace's new local Call-n-Ride service, but could serve other areas outside of that route's service area, such as Woodfield Mall and other surrounding Metra or CTA stations (i.e. Rosemont Blue Line station.)

- » **Commuter Financial Incentives/Transit Allowances** should be considered by individual companies. These can encourage the use of transit and alternative commuting modes of travel by their employees. Employers can offer free or discounted transit fares to employees commuting by transit by participating in the RTA/CTA Transit Benefit Fare Program. Through this program, employers can purchase CTA transit cards, CTA Chicago Card Monthly smart cards, Chicago Card Plus cards, and/or RTA's FareCheck transit vouchers that allow employees to use pre-tax dollars for commuting expenses on METRA, CTA, Pace, South Shore Railroad, certain Amtrak routes or vanpools. Employers can also implement policies that reimburse employees that commute by bicycle or walking on a per-mile basis.
- » **Alternative Work Schedules** can reduce peak-period commute travel and help accommodate ridesharing and transit use. These types of schedules can include flextime, compressed work weeks, and staggered shifts. Flextime allows employees flexibility in their daily work schedules. For example, rather than all employees working 8:00 to 4:30, some might work 7:30 to 4:00, and others 9:00 to 5:30. Compressed work weeks allow employees to work fewer but longer days, such as four 10-hour days each week (4/40), or 9-hour days with one day off every two weeks (9/80). Staggered shifts modifies work shifts to reduce the number of employees arriving and leaving a worksite at one time, which has a similar effect on traffic as flextime, but does not give individual employees as much control over their schedules.

- » **Private Shuttles**, similar to the existing shuttle service provided by Houghton Mifflin Harcourt Publishing (3800 Golf Road), can be provided by individual businesses, or organized among multiple businesses, to provide scheduled connections between the corporate parks and major transit centers such as Metra or CTA stations.
- » **Guaranteed Ride Home** is a program that can be implemented by employers to provide an occasional subsidized ride home to commuters that use alternative modes when unexpected conditions arise, such as an employee needing to stay at work beyond hours of transit operation. Guaranteed Ride Home programs may use taxis, company vehicles or rental cars, and may be free or require a modest co-payment. The cost of offering this service tends to be low because it is infrequently used.
- » **Bicycling and Walking Encouragement Programs** can support and promote non-motorized transportation. They may include facility improvements (i.e. bike sharing stations, bicycle lockers, worksite changing/shower facilities, etc.), promotional campaigns/events, educational programs to teach safe bicycling skills and the health benefits related to walking and bicycling, information materials such as route maps, and financial incentives.

Transportation Management Association (TMA)

The recommendations described above can be implemented by individual stakeholders. However, many of them become difficult to administer for stand-alone businesses for the amount of participation they result in. Local stakeholders should consider forming a Transportation Management Agency, or TMA, to pool resources in order to implement programs that may be beneficial to several stakeholders along the corridor.

TMA's are non-profit, member-controlled organizations that are established to cooperatively provide transportation-enhancing programs in a common area such as a corporate park. These public-private partnerships bring businesses together with local government, regional transportation agencies and elected officials, giving the businesses a more unified voice in local/regional transportation decision-making and providing a forum for financing and implementing recommendations. Existing TMAs in the Chicago area include the TMA of Lake Cook and the Prairie Stone TMA.

TMA's pool employer resources to provide an institutional framework and deliver Transportation Demand Management programs described previously. TMA's can provide these programs and services in a more cost-effective manner than programs managed by individual businesses. The TMA should be flexible and should first determine the needs of the businesses served and then develop a plan to service those needs. The TMA programs should also be scalable and can start with certain services and then expand to meet the needs as they develop.

Regional or local governments, chambers of commerce and/or businesses can help create a TMA and provide seed funding. TMA's are typically funded through dues paid by member businesses, direct business contributions, and government grants such as FTA or FHWA formula funds and CMAQ funds. Transportation Management Coordinators are installed to manage the activities of the TMA and are typically professionals who work for the TMA or for one of the member organizations.

If a Golf Road TMA is formed, it is recommended that it be the entity that administers any Transportation Management Demand programs and collaborates with the City of Rolling Meadows, Pace, IDOT, RTA and other agencies on solving local mobility issues.

Implementation Action Program

This section includes an Implementation Action program that identifies the individual actions necessary to achieve the vision for the Golf Road corridor as articulated in this Plan. The program also includes a general assessment of the timing, cost, and funding sources available for each action. This Action Program should be used by the City of Rolling Meadows, local stakeholders, and transportation and transit agencies in determining the most appropriate allocation of resources. The Implementation Action Matrix should be updated regularly to ensure that progress is being made on on-going actions, any new actions are appropriately integrated into the program, and funding sources remain relevant to current policies.

Potential Funding Sources

In order to provide context for the subsequent Implementation Action Matrix, this section provides a brief description of the funding sources available to the City, local businesses, and transportation and transit agencies who may serve as implementation partners.

Local Funding Sources

The use of local funding sources provides the City of Rolling Meadows and Golf Road stakeholders with the best opportunity to address specific issues with the greatest level of flexibility in order to enhance transit and pedestrian mobility. Several of the funding sources described on this page can be used as incentives to encourage or require appropriate transit-supportive development or programs. For example, a tenant seeking incentives to build out office space could be required to participate in an employee transit program, or the funding agreement for a roadway that serves a building could include allowances for transit circulators or on-site bike and transit amenities. The City should seek opportunities to tie such requirements to municipal subsidies or public/private partnerships whenever possible. The following items include local funding sources that may be allocated to implement aspects of this Plan.

General Municipal Funds

General municipal funds, accrued through local property and sales taxes, can be allocated for improvements throughout the Golf Road corridor, recognizing that these funds are already in high demand for services throughout the City. In order to maintain the long-term viability of the City's finances, the use of general funds for improvements related to this Plan should focus on improvements that will positively impact other tax generating properties. In this way, the investment would be returned over time through the development additional tax generating uses or the enhanced viability of office and industrial properties.

Tax Increment Financing (TIF)

Tax Increment Finance (TIF) utilizes future property tax revenues generated within a designated area or district to pay for improvements and incentivize further reinvestment. As the Equalized Assessed Value (EAV) of properties within a TIF District increases, the incremental growth in property tax over the base year that the TIF was established is invested in the area. Local officials may then issue bonds or undertake other financial obligations based on the growth in new tax revenue within the district.

The maximum life of a TIF district in the State of Illinois is 23 years. Over the life of a TIF district, the taxing bodies present within the district receive the same amount of tax revenue that was generated in the base year in which the TIF was established. Several of the Transit and Pedestrian Mobility Plan's recommendations could be funded through TIF, including but not limited to land acquisition, infrastructure and utilities, and consultant fees (i.e. planning, design and engineering).

Special Service Area (SSA)

A Special Service Area (SSA) could provide another means of funding improvements and services along Golf Road. In an SSA, a small percentage is added to the property tax of the properties within the defined service area. The revenue received from this targeted increase is channeled back into projects and programs benefiting those properties. An SSA can be rejected if 51% of the property owners and electors within a designated area object. SSA funded projects can include such things as local transit and shuttle services and district marketing and advertising assistance. They can also include promotional activities and special events, streetscape and signage improvements, and property maintenance services.

Business Development District

A Business Development District (BDD) would allow the City to levy up to an additional 1% retailers occupation tax, 1% hotel tax, and 1% sales tax within a designated district. A BDD has a maximum life of 23 years, and legislation permits municipalities to utilize tax revenue growth that has been generated by BDD properties to fund improvements in the district. Business District designation also empowers a municipality to carry out a business district development or redevelopment plan, which may include applying for and accepting grants and loans, borrowing funds for improvements within the district, and completing infrastructure improvements. The nature of the Golf Road corridor limits the potential effectiveness of a BDD. It would be applicable only in the eastern portion of the corridor where there is a higher concentration of retail uses, and given the limited amount of funds that a BDD is capable of generating, compared to a TIF district, BDD is best suited for funding small scale improvements. This could, however, apply to on-site sidewalks and pedestrian connections.

Local Stakeholder In-Kind Contributions

Local stakeholders are a critical partner in implementing several of the recommendations included in this Plan. While business owners and property managers may be subject to programs or policies described in this section, they should be encouraged to use their resources independently to help achieve the goals of this Plan. Such actions may include sponsoring employee transit incentive programs, donating land or right-of-way necessary to enhance mobility, or incorporating marketing and advertising materials into corporate publications, among others.

Other Funding Sources

Often, improvements impact agencies or jurisdictions beyond the local municipality, or require significant capital investment beyond the capacity of a City. The following items include federal or state grant programs that are designed to fund the kinds of improvements identified in this Plan.

MAP-21

In July 2012, President Obama signed into law Moving Ahead for Progress in the 21st Century (MAP-21), a two-year transportation reauthorization bill. MAP-21 replaced the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), which expired in September 2009 and was extended nine times. The goal of MAP-21 is to modernize and reform the current transportation system to help create jobs, accelerate economic recovery, and build the foundation for long-term prosperity. MAP-21 continues funding for numerous programs previously funded through SAFETEA-LU.

The following discussion summarizes grant programs covered under MAP-21 that could be utilized by the City to make enhancements to local transportation infrastructure, including roadways, sidewalks and trails.

Surface Transportation Program (STP) Funds

The Surface Transportation Program (STP) is one of the core Federal transportation programs funded through MAP-21. STP funds are administered through CMAP and IDOT. Funds can be used to widen, reconstruct or add lanes, replace bridges on public roads, increase intersection capacity, upgrade or install traffic signals, add street lighting, and implement Transportation Control Measure (TCM) projects such as pedestrian walkways, bicycle paths, bicycle storage facilities in private and public areas, corridor or commuter parking facilities including adding electric vehicle charging and natural gas infrastructure to existing facilities, and intelligent transportation systems (ITS) capital improvements. STP funds programmed through the Northwest Municipal Conference cover land acquisition and Phase II engineering at 50%, and construction engineering, construction and transportation control measure projects at 80%. The local sponsoring agency is responsible for the remaining project costs.

Congestion Mitigation & Air Quality (CMAQ) Program Funds

The CMAQ Program is another of the core Federal transportation programs funded through MAP-21. CMAQ funds are administered by IDOT and programmed by CMAP for projects that reduce congestion and improve air quality, such as new or improved transit stations, transit service improvements that increase bus frequency or operating speed, traffic flow improvements that reduce bottlenecks and increase intersection capacity, facilities serving electric or natural gas-fueled vehicles, traffic signal installation and interconnection, pedestrian connections to transit stops, and bicycle paths and bike parking facilities. The program funds land acquisition, Phase II engineering, construction engineering, and construction. Projects must be sponsored by a state agency or local government which must provide a local match of a minimum of 20% of the total CMAQ funds requested.

Transportation Alternatives Program (TAP) Funds

The Transportation Alternatives (TAP) is a new program funded through MAP-21 that consolidates the former Transportation Enhancements programs (ITEP, TCSP) with the Safe Routes to School and Recreational Trails programs. (This consolidation is occurring over a multi-year process, so the City should verify the status of current programs and the TAP program to ensure that all potential funding sources are explored.) TAP funds are administered by IDOT and programmed by CMAP, in consultation with IDOT, for a variety of alternative transportation projects including the planning, design and construction of on-road and off-road bicycle and pedestrian pathways, including supporting measures such as crosswalks, ADA-compliant curb ramps, pedestrian modifications to existing traffic signals, bicycle lockers/racks, pedestrian lighting, and signage. TAP funds can also finance vegetation management in transportation rights-of-way to improve roadway safety and provide erosion control, and environmental mitigation addressing stormwater management, control, and water pollution prevention or abatement related to highway construction or runoff. Project sponsors include local governments, transit agencies, and other entities with oversight of transportation or recreational trails.

Innovation, Coordination, and Enhancement Program (ICE) Funds

The Innovation, Coordination, and Enhancement (ICE) program, established as part of the 2008 Mass Transit Reform Legislation and programmed by the RTA 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. Projects have included Pace bus pad installations, purchase and installation of real-time next-bus signs for shelters and transit centers in Pace's service area, arterial transit signal priority, and others. Most grants have been received by Metra, CTA and Pace so coordination needs to take place early with the RTA to determine which elements of a project, if any, are eligible for ICE funding. Program requires a 20% local match with the RTA funding the remainder.

Illinois Bicycle Path Grant Program

This grant program is administered by the Illinois Department of Natural Resources (IDNR) to assist local governments to acquire, construct, and rehabilitate public non-motorized bicycle paths. Eligible projects include linear corridor land acquisition costs, including associated appraisal fees, and bicycle path development or renovation costs, including site clearing and grading, drainage, surfacing, bridging, fencing, signage, and directly related support facilities such as potable water and restroom facilities. The program provides financial assistance up to 50% of approved project cost. Maximum grant awards for development projects are limited to \$200,000 per annual request.

Open Space Land Acquisition and Development (OSLAD)

The OSLAD program is administered by the Illinois Department of Natural Resources (IDNR). The OSLAD program awards up to fifty percent of project costs up to a maximum of \$750,000 for acquisition and \$400,000 for development/renovation of such recreation facilities as tot lots and playgrounds, community and regional parks, outdoor nature interpretive areas, park roads and paths, and waterfront improvements.

Implementation Matrix

Implementing any plan can be a daunting challenge. In order to assist the City of Rolling Meadows and its implementation partners in establishing priorities and advancing the improvements described in this Plan, the following pages include a series of three implementation matrices that clearly articulate the following:

- » Recommendations included throughout the plan
- » General locations of improvements
- » The types of benefits provided to the transportation system
- » Roles and responsibilities of local stakeholders and agencies
- » Potential timing based on known factors and existing plans
- » Estimates of probable construction costs
- » Potential funding options based on sources described in this section

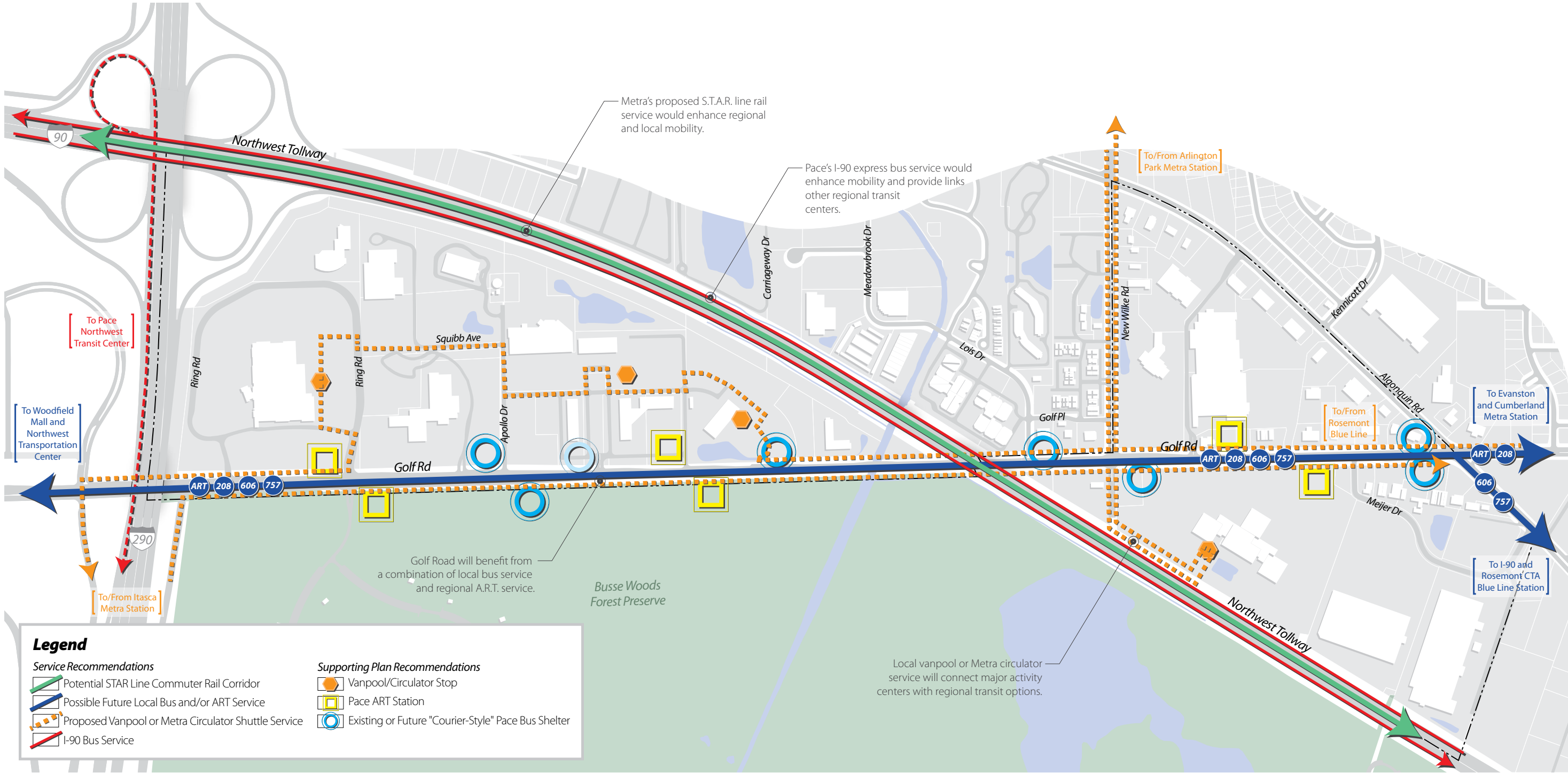
Each matrix includes plan recommendations based on the following categories:

- » Service Recommendations, including enhancements to local circulator service, demand-response services, and Pace's local and regional routes
- » Infrastructure Recommendations, including physical improvements throughout the planning area designed to enhance transit, bicycle and pedestrian mobility
- » Policy Recommendations, including municipal policies and regulations, stakeholder actions and programs, and efforts to enhance collaboration between implementation partners

The Service Recommendations Matrix and Infrastructure Recommendations Matrix are preceded by maps that illustrate the locations of various improvements as per *Chapter 5 Transit and Pedestrian Mobility Concept Plan*.

Together, the matrices and maps will allow different implementation partners to focus on a specific set of recommendations, depending on their specific role and capacity. These matrices should be referenced by various City departments, local stakeholders, and transportation agencies in establishing programs, policies, regulations and capital improvement programs.

Implementation Plan-Service Recommendations



Legend

Service Recommendations		Supporting Plan Recommendations	
	Potential STAR Line Commuter Rail Corridor		Vanpool/Circulator Stop
	Possible Future Local Bus and/or ART Service		Pace ART Station
	Proposed Vanpool or Metra Circulator Shuttle Service		Existing or Future "Courier-Style" Pace Bus Shelter
	I-90 Bus Service		

Implementation Matrix-Service Recommendations

Recommendation	Location	Benefit			Responsibilities				Timing (years)			Estimate of Probable Cost	Funding Options
		Transit Service/Operations	Bike/Pedestrian Mobility	Vehicular Circulation	City of Rolling Meadows	Local Stakeholders	Pace	IDOT or Other Agencies	0-3	4-8	8+		
Provide a transit circulator or vanpool service and locate convenient loading facilities to provide mobility to surrounding regional transit nodes, such as the Rosemont Blue Line station, Itasca Metra, and NWTC/Woodfield Mall	Atrium Corporate Center Meadows Corporate Center Continental Towers	■			■	■	■		■			Vanpool: \$875-1,350 pp/year Circulator Shuttle: \$550,000/yr/route	CMAQ, LS
Monitor on-going ridership patterns and trends on Pace fixed-route, vanpool, circulator and Call-n-Ride services		■			■		■		→				
Increase service frequency on Pace Route 208 during weekday peak periods	Davis St CTA/Metra Station to Northwest Transportation Center	■					■			■		\$200,000	Pace
Extend peak period service frequency on Pace Route 606 to 7:00 p.m.	Rosemont CTA Blue Line Station to Northwest Transportation Center	■					■			■		\$55,000	Pace
Implement I-90 Express Bus Service	Rosemont Blue Line to Elgin	■					■		■			\$38 million	CMAQ
Install Transit Signal Priority (TSP) equipment/software throughout the corridor to improve transit operations		■					■	■	→			\$10,000-\$20,000 / intersection	ICE, Pace, IDOT
Implement planned ART service along Golf Road	Evanston to Woodfield Mall	■					■			→		Capital Cost: \$29 million-\$48 million, Operating/Maintenance Cost: \$6 million-12 million/yr	Pace, CMAQ

Cost Note:
 Estimates of probable cost are derived from industry standards, input from agencies responsible for specific improvements, or previous planning and engineering studies where available. 'TBD' implies that the improvement is subject to one or more significant variables that make it infeasible to generate an estimation of probable cost. These improvements will require additional study to establish a more definitive estimate.

Funding Option Acronyms:
 CMAQ = Congestion Mitigation and Air Quality Grant
 ICE = Innovative Clean Energy Fund Grant
 IDOT = Illinois Department of Transportation Capital Program
 LS = Local Stakeholders
 RM = Rolling Meadows General Fund, Incentives, or Local Improvement District
 Pace = Pace Suburban Bus Capital or Operations Funding
 STP = Surface Transportation Program Grant
 TAP = Transportation Alternatives Program
 IBPG = Illinois Bicycle Path Grant Program
 OSLAD = Open Space Land Acquisition and Development Grant Program

Implementation Plan-Infrastructure Recommendations



Implementation Matrix-Infrastructure Recommendations

Recommendation	Location	Benefit			Responsibilities				Timing			Estimate of Probable Cost	Funding Options
		Transit Service/ Operations	Bike/Pedestrian Mobility	Vehicular Circulation	City of Rolling Meadows	Local Stakeholders	Pace	IDOT or Other Agencies	0-3	4-8	8+		
Install bicycle racks or lockers at key transit nodes or office buildings	J.C. Restoration, Inc., Weichai Power Co., Ltd., The Meadows Club, Jani-King International, Inc., RTC USA, Extended Stay America, Weber Atrium Centre		■		■	■			■			\$150 / bike rack, \$1,500 / bike locker	STP, TAP
Fully implement the planned 2013 Golf Road/New Wilke Road Improvement project , including the following improvements; - Widening Golf Road to 6 lanes, addition of turn lanes at Golf Rd., New Wilke Rd intersection, traffic signal upgrades, pedestrian countdown signals, crosswalks with continental-style markings, crosswalk warning signage at Golf Rd/New Wilke Rd & Golf Rd/Continental Towers Dr., traffic signal interconnect to Golf Rd signal system, new storm sewer system, sidewalk, bike path, driveway entrances, medians, retaining walls & landscaping	Golf Rd between I-90 overpass/Salt Creek bridge and Continental Towers Dr	■	■	■				■	■			\$ 5,300,000	STP
Upgrade or install bus shelters throughout the corridor	Apollo Dr (EB & WB), TC Dr (EB & WB), East Tower Dr (WB), Lois Dr (WB), New Wilke Rd (EB), Marketplace Dr (WB), Continental Towers Dr (EB), Meijer Dr (EB), Algonquin Rd (WB)	■	■				■		→			\$30,000 / shelter	Pace, ICE
Implement crosswalk improvements to accommodate pedestrian crossings at existing signals, including continental-style crosswalk markings, modified signal phasing, pedestrian countdown signals, pedestrian crossing warning signage, ADA-compliant curb ramps, crosswalk lighting, median refuge areas	Golf Rd/Ring Rd, Golf Rd/ Gould Center Dr		■		■	■		■	→			\$70,000-\$90,000 / intersection	TAP, STP, RM
Replace damaged sidewalks or install new sidewalks where they currently do not exist	Ring Rd, Apollo Dr, Squibb Ave, RTC Dr, East Tower Dr, New Wilke Rd (south of Golf Rd), Continental Towers Dr, and private driveway connections to Atrium Corp. Center, AT&T, J.C. Restoration, Weichai Power, Charles Industries, Meadows Club, Meadows Corp. Center, Jani-King, 1600 Corp. Center, Wal-Mart, Continental Towers, Meijer, Weber Packing Solutions & Weber Atrium Center		■		■	■			→			\$75-\$110 / linear foot	TAP, STP

Cost Note:
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Funding Option Acronyms:
 CMAQ = Congestion Mitigation and Air Quality Grant
 ICE = Innovative Clean Energy Fund Grant
 IDOT = Illinois Department of Transportation Capital Program
 LS = Local Stakeholders
 RM = Rolling Meadows General Fund, Incentives, or Local Improvement District

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 IBPG = Illinois Bicycle Path Grant Program
 OSLAD = Open Space Land Acquisition and Development Grant Program

Implementation Matrix-Infrastructure Recommendations (continued)

Recommendation	Location	Benefit			Responsibilities				Timing			Estimate of Probable Cost	Funding Options
		Transit Service/ Operations	Bike/Pedestrian Mobility	Vehicular Circulation	City of Rolling Meadows	Local Stakeholders	Pace	IDOT or Other Agencies	0-3	4-8	8+		
Install multi-use path along the north side of Golf Road from McConnor Parkway to Algonquin Road, and connections to regional trail network	Golf Rd (north side, Mc-Connor Pkwy-Algonquin Rd), McConnor Pkwy (west side, Golf Rd-Hartley Rd), Busse Woods Trail connections (Ring Rd, Apollo Dr, RTC Dr), Salt Creek/ Meadowbrook Dr		■		■					→		\$150-\$175 / linear foot	CMAQ, TAP, IBPG
Install directional signage along multi-use segments that serve regional cycling activities			■		■					→		\$5,000/network mile	TAP
Fully implement improvements included in the 2001 Golf Road Preliminary Engineering Study, including widening Golf Road to 6 lanes, addition of turn lanes at Golf Rd intersections with IL 53 frontage road, Ring Rd, Apollo Dr, Gould Center Dr, RTC Dr, East Tower Dr, traffic signal removal at Gould Center Dr, new traffic signal installations at Apollo Dr & RTC Dr, traffic signal interconnect to Golf Rd signal system, and realigned bike trail with new bridge over Salt Creek	Golf Rd between I-290/IL 53 and I-90 overpass/Salt Creek bridge			■						→		\$9,000,000	CMAQ, STP
Fully implement bike and pedestrian-oriented improvements in conjunction with the 2001 Golf Road Preliminary Engineering Study improvements, including continental-style crosswalk markings, modified signal phasing, pedestrian countdown signals, pedestrian crossing warning signage, ADA-compliant curb ramps, crosswalk lighting, median refuge areas, and Busse Woods Trail connections at all signal-controlled intersections	Golf Rd between I-290/IL 53 and I-90 overpass/Salt Creek bridge		■		■	■				→		Intersection improvements: \$70,000-\$90,000/intersection	TAP, IBPG, OSLAD
Upgrade standard bus shelters to ART as ART service is implemented, including upgraded shelter, bus pad, platform area, heated passenger waiting area, and Intelligent Transportation System (ITS) technologies to provide real-time information to transit riders	Ring Rd (EB & WB), TC Dr (EB & WB), Marketplace Dr (WB), Continental Towers Dr (EB)	■	■					■		→		\$275,000 - \$350,000/station	Pace, ICE
Install pedestrian lighting along all sidewalk and bike path segments			■		■	■				→		\$150 / linear foot	TAP, RM, LS
Install the proposed Squibb Avenue extension	Apollo Dr to Ring Rd	■		■	■	■				→		\$2,500,000	CMAQ, RM, LS
Install the proposed Ring Road extension	IL 53 Frontage Rd to Ring Rd	■		■	■	■				→		\$ 600,000	CMAQ, RM, LS

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Implementation Matrix-Policy Recommendations

Recommendation	Location	Benefit			Responsibilities			Timing (years)			Estimate of Probable Cost	Funding Options
		Transit Service/Operations	Bike/Pedestrian Mobility	Vehicular Circulation	City of Rolling Meadows	Local Stakeholders	Pace	IDOT or Other Agencies	0-3	4-8		
Establish a Transit Implementation Task Force or Transportation Management Association (TMA) of corridor stakeholders that advocates for and/or funds specific transit service options		■	■	■		■			■			
Conduct quarterly meetings with regular participation from City staff, corridor stakeholders, Pace and IDOT to discuss emerging issues related to local transportation and infrastructure needs		■	■	■	■	■	■	■	■	→		
Actively market Pace web-based services that provide information to riders		■			■	■	■		■	→		
Actively market Pace services and their benefits to the corridor		■			■	■	■		■	→		
Provide incentives to encourage transit use and non-motorized mobility among corridor stakeholders and employees		■			■	■			■	→	TBD	LS
Identify, and reach agreements with property owners regarding, necessary easements for transit or pedestrian infrastructure		■	■		■	■			■	→	TBD	RM, LS
Establish a program to fund or incentivize on-site pedestrian connections within existing commercial development			■		■	■			■	→	TBD	RM, STP
Monitor the progress of STAR Line implementation and adjust local policies and programs to maximize benefits related to parking, access to transit, supporting services, pedestrian mobility, safety, etc.		■	■		■	■			■	→	TBD	TAP, STP
Amend zoning and subdivision regulations to require pedestrian-friendly development characteristics and sidewalk networks, and encourage transit-oriented uses and densities			■		■				■			
Amend zoning procedures to advise or require local development to participate in Pace's Development Review Assistance For Transit (DRAFT) program		■	■		■	■			■			
Coordinate with car share and bike share vendors to determine the viability and locations of such programs and facilities along Golf Road	Atrium Corporate Center, Meadows Corporate Center, Continental Towers		■	■	■	■			■		\$2,500 carshare set-up/location	RM, LS
Work with IDOT to assess the viability of a westbound I-90 exit ramp at New Wilke Road		■		■	■		■			→	TBD	CMAQ, STP

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