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Will Heelan

Drivers and Riders of **Pace** for whom this is
being done.



Social Network Analysis for Pace Suburban Bus Stakeholders

Spring 2005

Pace Statistics_

Size of Area Covered_ 3,500 sq. mi

Population of Area_ 5.2 million

Communities Served_ 210

Fixed Bus Routes_ 240

Total Ridership (2004)_ 34.4 million

Daily Riders_ 130,000

Pace Employees_ 1,490

Number of Routes_ 240

Vanpools_ 490

Vanpool ridership in 2004_ 1.4 million

Operating Divisions_ 11

Service Area_ DuPage, Kane, Lake, McHenry, Will, Suburban Cook

Bus Shelters_

We also researched ideas to improve and the identity of **Pace** via its Bus Shelters. At present shelters exist, but not in sufficient numbers, and not with a coherent identity. Their number should be increased strategically by locating them at major community points within town centers or major intersections and transfer points between two or more **Pace** routes, where they also serve to reinforce **Pace**'s presence. We also recommend providing at least one sheltered stop within walking distance of major residential areas.

These shelters can also be used to build partnerships with local businesses that would offer shelter space in exchange for other services. Shelters can also be used for design competitions, where the winning designs would be implemented in the originating communities, and strengthening **Pace**'s ties with these communities, as well as the identities of the communities themselves.

Conclusion_

The identity of **Pace** was what this **IPRO** worked on improving and we believe the work we have done and concepts we have presented will go a long way in helping Pace not only retain customers but also attract new ones. Hence in a sense we believe we have accomplished more than what we set out to do.