

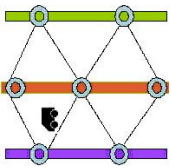
## CONCEPTS/Service \_



Through our research we found that some service improvement and enhancements could keep current passengers happy and attract new passengers. These ideas are lighthearted, build community, enhance Pace brand identity and emphasize the needs of the passengers. These include ideas like having gifts for the 1000th customer or discounts for special days.

### Smart Routes \_

Many passengers expressed a desire for more service on the weekends, late at night, and even possibly door-to-door! To accommodate these we came up with **Smart Routes**, an example of Smart Routes is **Variable Routes**. Since all buses have a connection to a central dispatch office, it would be possible for late-night riders to call this office, informing them of where they are and where they need pick-up. During these hours a single bus could function on various routes thus conserving resources while providing optimum service.



## CONCEPTS/Large System \_

Through our research we discovered adjustments to the larger transportation system which could provide the Pace bus system with significant advantages over cars. Ideas in this category include a **Bus-Only Lane**. A lane exclusively for buses not only ensures faster service but also provides better connectivity and accessibility.

## Why Pace wanted IPRO 321

Amongst its 34 million riders **Pace** loses about 15% of its riders annually, accounting for a 4 million dollar loss. Even though **Pace** attracts new riders, this is not desirable at a time when the RTA is suffering losses. In order to come up with concepts and strategies to help them retain their customers, **Pace** approached us.

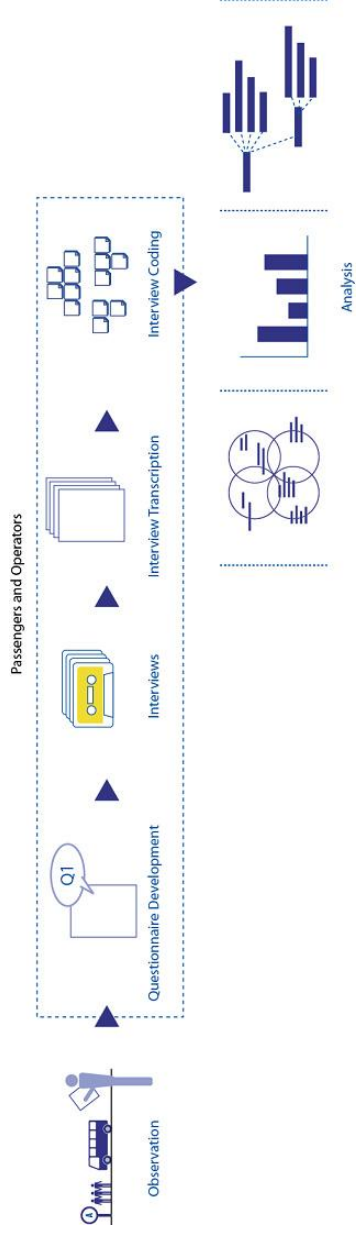


## Pace

Pace is the suburban bus division of the Regional Transportation Authority and the backbone of Chicago's suburbs. It began operating throughout Chicago's six-county suburbs since mid-1984 and is now the premier transit provider.



# PROCESS\_



**Groundwork\_** To get acquainted with the **Pace** service we did several ride-alongs on which we observed the service and the passengers. Taking into account our objectives and observations we then developed questionnaires for the interviews we would conduct of the passengers.

**Research\_** We conducted 46 passenger interviews and 14 **Pace** bus operator interviews, which we then transcribed and analyzed. These provided insights into passenger motivations, opportunities for service improvements, and their general attitudes.

**Concepts\_** Through our research and analysis, we discovered three major areas where **Pace** can focus its strategic effort: Communication, Services, and Large System Concepts. Some of which are illustrated in the following pages.

## CONCEPTS/Communication\_



**Informational management kiosks\_** These kiosks, located at major transfer points, would be designed to help the **Pace** passenger gather needed information about **Pace** services. Schedules and maps with emphasized landmarks and events on relevant routes could be printed directly at the kiosks with a selection of different languages.



**Smart Cards\_** Kiosks could function as a trip planner, employing RFID enabled smart cards that would remember passenger route preferences and double as transit cards.



**Advertising\_ Pace** may use the local media, such as newspaper, TV, radio, Internet, and locations on the route itself to advertise itself. Current **Pace** advertising can be extended into ads placed on ceiling panels, seat covers, shelters and print materials.



**LED Displays\_** LED displays that inform passengers about a current time, date, location, a current and next stop and landmarks that are closely located from the particular route. LED displays located at bus stations would contain a current time, date, arrivals and departures.