

**FINAL**

***DeKalb-Sycamore Area Transportation Study MEMO  
DSATS154-08***

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**DATE:** September 12, 2008

**TO:** DSATS Committee Members

**FROM:** Paul LaLonde

**RE:** VAC Ridership Counts Project

**Background and Methodology**

To fulfill a new requirement of the National Transit Database (NTD) – a program administered by the Federal Transit Administration – all metropolitan planning organizations (MPO) must report the average trip distance of their public transit riders. As DSATS has never collected these measures before, staff had to create a method to gather this information. Voluntary Action Center (VAC) keeps the average trip distance for its demand / response Red Line. However, VAC does not keep average trip distance records for the Green Line or the newly created Blue Line. The Green Line services the City of DeKalb, and the Blue Line services the City of Sycamore.

To obtain accurate information, DSATS determined a staff member would have to ride both the Green and Blue Lines for one hour, every hour of operation. This plan would equal one days ride. Also, staff tried to ride at least once every day of operation. VAC operates Monday through Friday from 7am to 9pm on non-holidays. The staff member would keep track of where a passenger got on the bus and where that same individual exited the bus. This would count as one trip. After every trip was accounted for, the trip distance was calculated, then averaged.

The main intent of doing this project was to satisfy the NTD requirements of averaging user trip distance; however, staff decided it would be worthwhile to collect additional information as well. Staff gave in-route surveys to Blue Line riders to gage their satisfaction with the service and to obtain their general thoughts and comments. Originally, it was planned to hand out surveys on the Green Line also, but this proved to be more difficult than anticipated. There were barriers to administering surveys on the Green Line that were not present on the Blue Line. The biggest reason for not conducting an in-route survey on the Green Line was the sheer number of passengers. The Green Line is far more established than the Blue Line, and DeKalb has over three times the population of Sycamore. As a result, far more people ride the Green Line on a regular basis. Trying to administer a survey made it harder to track where people were getting on and off the buses, which was the more important task.

In addition to the larger ridership base, staff did not administer the surveys on the Green Line because the buses were bigger. The Blue Line operated with smaller buses making one-on-one contact easier to accomplish. The Green Line, however, used newer, bigger buses because of the larger ridership base. These larger buses made one-on-one contact and moving around nearly impossible. It was a safety hazard to move around the bus while it was in motion. To help compensate for the lack of surveys, staff would occasionally ask near-by riders their thoughts and opinions about the Green Line service without asking them to fill out an entire survey. Survey results and rider comments will be discussed later in the memo.

Staff also sought to better understand how VAC operates by observing the procedures of drivers, riders, and the system as a whole. Staff observed that VAC operates efficiently and effectively. VAC tries to hire the best drivers possible who are not only friendly and courteous, but very adept at their profession. As to the drivers staff observed, VAC is successful at this mission. Their attitudes build something unique in the world of public transit: A loyal, relationship-based ridership. The number one compliment riders gave was the VAC drivers.

### **Results**

Green Line ridership far outnumbers the Blue Line. As previously discussed, this is due to DeKalb's higher population and the long established Green Line. Staff rode the Lines from 7am – 9pm in two hour intervals over a four week period. This simulated a “typical” day on the public transit routes. As such, the results can be thought of as an average day's number of riders.

Below is a chart showcasing the average trip distance for both Green and Blue Line riders. Between the hours of 7am and 9pm, the Green Line had 156 riders traveling an average of 6.64 miles. Between the same hours, the Blue Line had 50 riders traveling an average of 5.81 miles. Green Line passengers traveled farther on average for two reasons: (a) the Green Line is approximately 15.72 miles while the Blue Line is 15.14 miles, and (b) most living quarters in DeKalb (i.e. apartments and nursing homes) are further from desired shopping destinations than they are in Sycamore. For example, the largest drop-off destination and pick-up point for both the Green and Blue Lines is Market Square Plaza. Nineteen percent of Green Line passengers got off at Market Square Plaza, while 44 percent of Blue Line passengers got off there. The largest pick up point for the Green Line was N. Annie Glidden Rd. at University Village Apartments (12 percent). After Market Square Plaza, the largest pick up point for the Blue Line was Mason Court Apartments (18 percent). The Green Line travels 4.84 miles to get from University Village to Market Square Plaza, while the Blue Line travels 4.35 miles to get from Mason Court to Market Square Plaza. There are many other examples, but the Market Square Plaza example stands out. A complete trip by trip catalogue can be found in the appendix.

#### Average Trip Distances

<u>Line</u>	<u>Time</u>	<u>Total Rides*</u>	<u>Average Trip Distance**</u>
Blue	7am - 9am	4	6.81
Blue	9am - 11am	9	3.22
Blue	11am - 1pm	3	6.97
Blue	1pm - 3pm	9	8.84
Blue	3pm - 5pm	9	4.74
Blue	5pm - 7pm	10	4.21
Blue	7pm - 9pm	6	5.85
	<b>Total</b>	<b>50</b>	<b>5.81</b>
Green	7am - 9am	14	5.86
Green	9am - 11am	20	6.75
Green	11am - 1pm	30	6.55
Green	1pm - 3pm	31	6.16

Green	3pm - 5pm	27	7.29
Green	5pm - 7pm	13	8.49
Green	7pm - 9pm	21	5.39
<b>Total</b>		<b>156</b>	<b>6.64</b>

**\*Total rides indicate where passengers got off the bus during the hour.**

**\*\*Distance measured in miles.**

After finding out the average trip distance, staff sorted the most frequented stops. By determining the most used stops, staff can determine higher priority locations for potential bus shelters. The top pick-up and drop-off points for the Green Line are:

*(NOTE: At the time of the ridership counts, VAC listed Sullivan's Grocery Store as a stop. Staff counted according to the upcoming schedule that does not list Sullivan's Grocery Store as a stop. Therefore, riders who used the Sullivan's stop were counted as using the next nearest stop, which will be 4<sup>th</sup> & Sunset, once the new schedule is implemented.)*

<b>No.</b>	<b>Stop Name</b>	<b>Percent On</b>
1	Market Square Plaza	18%
2	N. Annie Glidden @ University Park	12%
3	Amber Manor	10%
4	American National Bank	6%
5	Target	5%
6	Jewel	5%
7	N. Annie Glidden & Arcadia	4%
8	N. Annie Glidden & Crane	4%
9	4th & Sunset (Sullivan's)	4%
10	N. 6th & Locust	4%

<b>No.</b>	<b>Stop Name</b>	<b>Percent Off</b>
1	Market Square Plaza	19%
2	Jewel	9%
3	Golden Years Plaza	7%
4	Amber Manor	6%
5	N. 6th & Locust	5%
6	New Hospital	4%
7	Hopkins Park	4%
8	N. 3rd & Locust (Library)	4%
9	4th & Sunset (Sullivan's)	4%
10	Gideon Court Apartments	4%

It must be noted that at the time of this project, the Green Line had not included Schnuck's Grocery Store as a stop. However, the Green Line has since restructured the route so drivers will stop at Schnuck's once the new schedule is implemented. This new stop may shift the data in the future. The Blue Line breaks down in this fashion:

<b>No.</b>	<b>Stop Name</b>	<b>Percent On</b>
1	Market Square Plaza	28%
2	Mason Court Apartments	18%
3	Civic Apartments	10%
4	Jewel	8%
5	Sycamore Public Library	6%
6	Clark Gas Station	6%
7	Health Services Drive Old Shelter	6%
8	Brown's County Market	4%
9	Bethany Rd. & Rt. 23	4%
10	Rest of the stops used (each)	2%

<b>No.</b>	<b>Stop Name</b>	<b>Percent Off</b>
1	Market Square Plaza	44%
2	Mason Court Apartments	12%
3	DeKalb County Courthouse	8%
4	Civic Apartments	8%
5	Opportunity House	4%
6	Brown's County Market	4%
7	Northland Plaza	4%
8	Rest of stops used (each)	2%

What this data suggests is that most people who utilize the public transit system provided by VAC and DSATS overwhelmingly use it for shopping, and Market Square Plaza is obviously the biggest beneficiary. Green Line riders are more spread out across the route, while Blue Line riders seem to be rather concentrated around Market Square Plaza, Mason Court, and Civic Apartments. These areas would benefit from added bus shelters, as would the stops at National City Bank, N. 6<sup>th</sup> & Locust, N. Annie Glidden & Crane, and Amber Manor, among others. Additional data regarding stops can be found in the appendix. An interesting note is that as of a 2007 special census, DeKalb's total population is estimated at 45,749. Sycamore's population is estimated at 14,866 as of a 2005 special census. This ratio breaks down to roughly 3:1 in favor of DeKalb. The total ridership for one day on the Green and Blue Lines are 156 and 50, respectively. This ratio breaks down again to 3:1 in favor of the DeKalb Green Line. The data suggests that the same percentage of people use public transportation in both DeKalb and Sycamore when compared to the total populations.

After determining the most frequented stops, it was important to figure out what time of the day most people are utilizing the public transit system. Also, while not a top priority, staff also kept track of the gender breakdown of riders. Ridership of public transportation is not a gender specific issue, yet it can help determine some policy issues if a certain trend is discovered over a longer period of time.

### Hour and Gender Breakdown of Riders

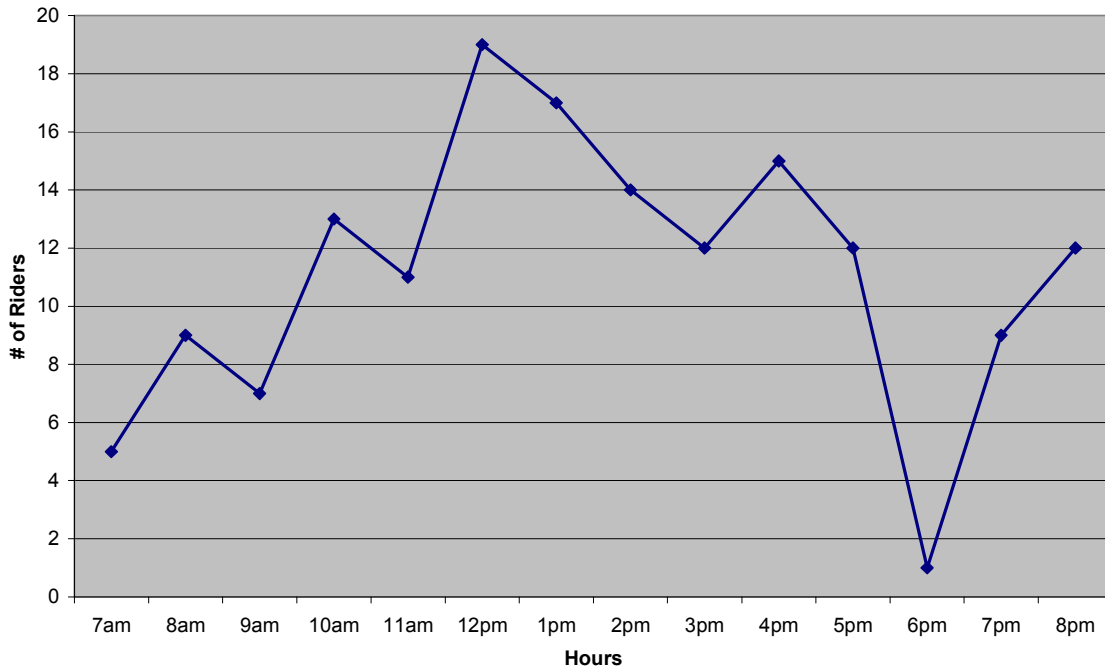
<b>Line</b>	<b>Hour</b>	<b>Male</b>	<b>Female</b>	<b>Total No. of Riders</b>
Green	7am	4	1	5
Green	8am	2	7	9
Green	9am	4	3	7
Green	10am	5	8	13
Green	11am	4	7	11
Green	12pm	7	12	19
Green	1pm	8	9	17
Green	2pm	5	9	14
Green	3pm	3	9	12
Green	4pm	5	10	15
Green	5pm	5	7	12
Green	6pm	0	1	1
Green	7pm	4	5	9
Green	8pm	5	7	12
<b>TOTALS</b>	<b>14 Hours</b>	<b>61</b>	<b>95</b>	<b>156</b>
Blue	7am	1	1	2
Blue	8am	1	1	2
Blue	9am	2	3	5
Blue	10am	1	3	4
Blue	11am	0	1	1
Blue	12pm	2	0	2
Blue	1pm	2	4	6
Blue	2pm	2	1	3
Blue	3pm	3	2	5
Blue	4pm	1	3	4
Blue	5pm	0	1	1
Blue	6pm	7	2	9
Blue	7pm	2	3	5
Blue	8pm	1	0	1
<b>TOTALS</b>	<b>14 Hours</b>	<b>25</b>	<b>25</b>	<b>50</b>
<b>TOTAL</b>	<b>14 Hours</b>	<b>86</b>	<b>120</b>	<b>206</b>

The data suggests that there is no correlating peak time between the Lines. For example, the Blue Line had its highest level of ridership during the 6pm hour, while the Green Line had its lowest level of ridership during the 6pm hour. However, both graphs show that ridership fluctuates throughout the day. There are many variables that determine ridership during particular hours – weather, work schedules, municipal events – but it seems both lines fluctuate least between the hours of noon and 2pm.

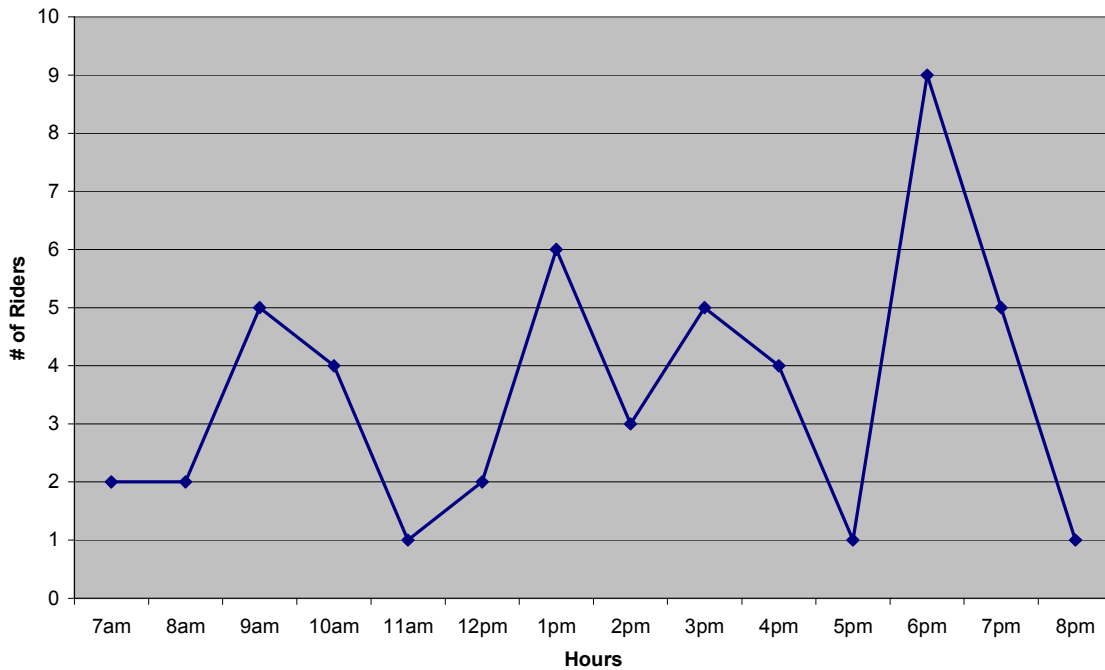
As far as the gender break down is concerned, the Blue Line has an even distribution. There were 25 male riders and 25 female riders. On any given day, this will probably tend to vary. The Green Line, however, was dominated by female riders. Nearly 61 percent of Green

Line passengers were female. More research will have to be done to see if this is a common trend or if this was a onetime occurrence.

**Green Line: Ridership by Hour**



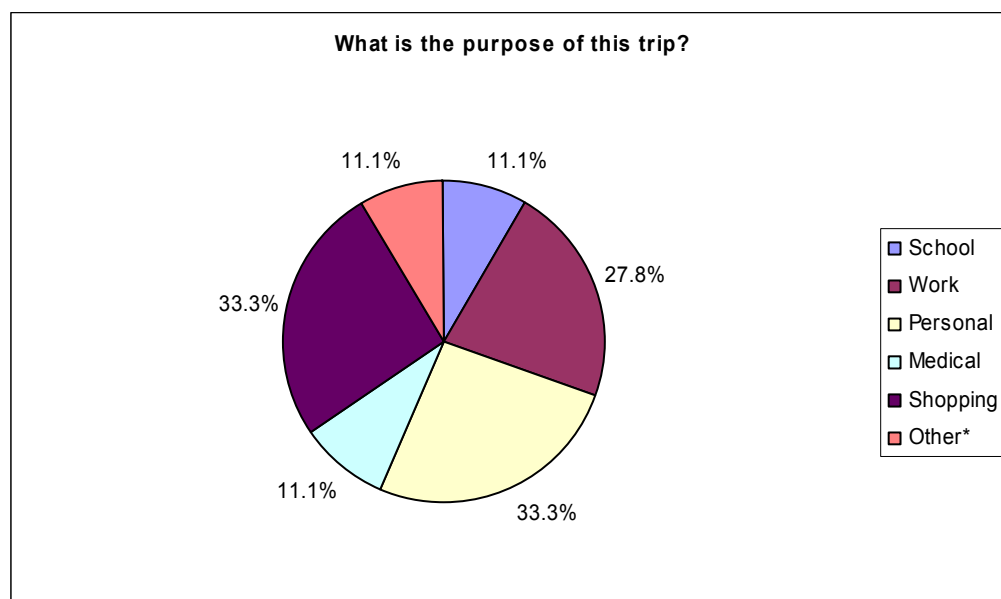
**Blue Line: Ridership by Hour**

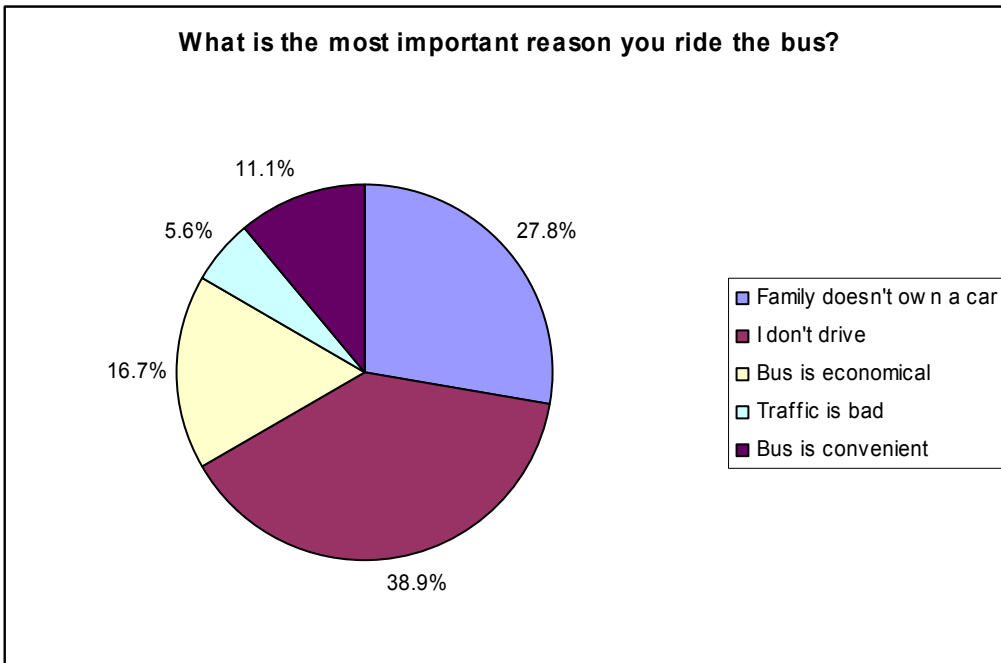
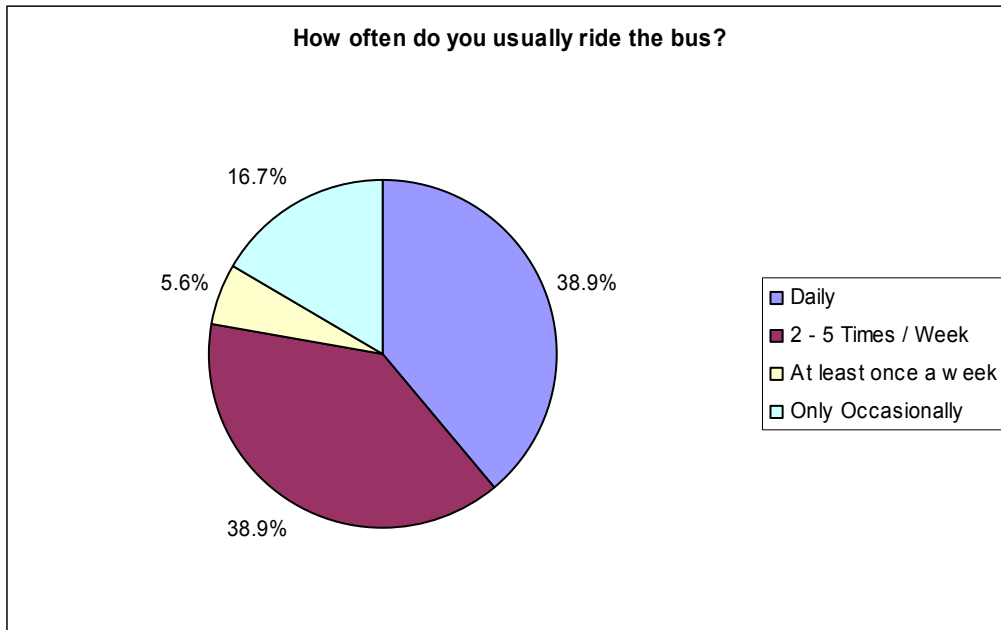


### Survey and Rider Comments

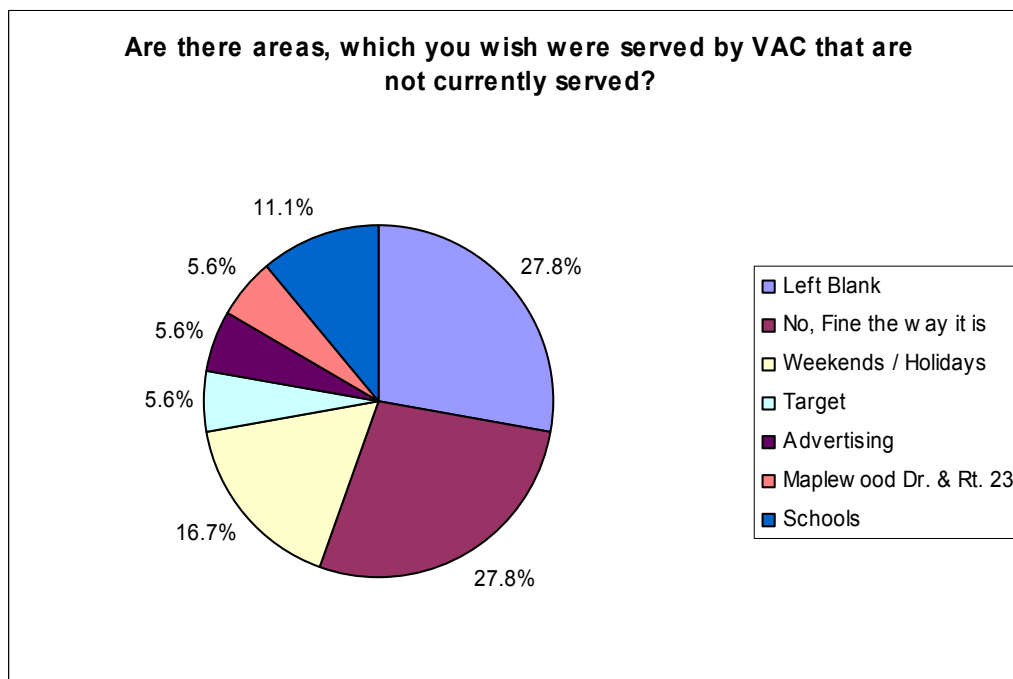
As previously discussed, an in-route survey was created to gauge riders' overall experience while using the public transit system. Due to the difficulty of administering the survey on the Green Line, staff only administered it on the Blue Line; however, staff still asked Green Line passengers for their thoughts and comments. It must be noted that Blue Line riders, as well as Green Line riders, are very passionate about the bus service VAC, DSATS, and the municipalities help provide. When staff asked Blue Line riders if they would like to participate in the survey, the first reaction of many was to question if the Blue Line was being discontinued. Blue Line passengers were very concerned and hopeful that the bus system would stay in place. A copy of the survey is provided in the appendix, as well as the full survey results.

The survey totaled seven short questions. The questions were aimed at understanding why the clientele used public transit, how often they used it, and what they wanted to see in the future. Most of the Blue Line riders used the bus system for shopping and work. Most used it either daily or two – five times a week. The biggest reason why people used the bus was because they did not have access to a car. Most riders either like the system the way it is or wanted to see service expanded to weekends. Some general comments people had included: Holiday and weekend travel, left turn lanes for safer pick-ups and drop-offs, less time between pick-ups and drop-offs, more advertisement of the VAC system, and system-wide comprehensive bus schedules and maps. The number one comment, however, was that VAC drivers were the nicest most courteous people. By and large, the passengers appreciate VAC drivers and the bus service in Sycamore, as well as in DeKalb.









Again, while the survey was not conducted on the Green Line, staff still obtained some general comments from the DeKalb ridership. The biggest suggestion by Green Line riders was a second Green Line route that traveled in the opposite direction. Many Green Line Riders get on at the apartment complexes along Annie Glidden Rd. north of NIU campus. A majority of these riders go to Jewel or Wal-Mart. While these riders travel an average of three to four miles to get to these shopping locations, they have to travel an average of ten to twelve miles to get back home. A bus going the opposite way would cut down these people's travel times immensely. Other comments included comprehensive bus maps. Many riders would like to see comprehensive maps showing all the connecting stops between the Green and Blue Lines and the Huskie Bus Lines, too. These maps would create an easier navigation environment for riders. Also, many riders complimented VAC drivers on their courtesy.

### **Conclusion**

The DeKalb-Sycamore area has a vibrant and growing transportation system. Its current ridership is loyal and dedicated. This is indicated by the vast amount of repeat riders observed. As gasoline and fuel costs continue to rise, public transportation will become more attractive; and the public transit system will have to be prepared to take an influx of new riders. The bus system is woven into DeKalb's greater infrastructure system and helps many DeKalb residents function in day-to-day life. Service has just begun in Sycamore, yet the percentage of those riding the Blue Line is already similar to the percentage riding on the much more established Green Line. More Green and Blue Line ridership studies have to be done to see if the trends presented in this memo continue over a longer period of time. More studies will be done in the future because the NTD will require them to be conducted. These studies will help paint a more detailed picture of the DSATS transit system in the future. However, it is safe to say that VAC maintains and provides a service that many DeKalb and Sycamore residents use and appreciate.

**Appendix**

Average Trip Distances Blue and Green Lines

Totals at Stops Blue and Green Line

Counts by Hour

Blue Line Survey Results

## Average Trip Distance -- Green Line

7am - 9am		
Rider On	Rider Off	Trip Distance*
New Hospital	S. 7th & Grove	4.44
N. Annie Glidden & Crane	S. 4th & Sunset	12.18
N. Annie Glidden & Arcadia	Road Ranger	4.04
N. Annie Glidden & Arcadia	Northland Plaza	4.91
N. Annie Glidden & Arcadia	N. 6th & Locust	10.55
Ridge & N. 1st Street	Market Square Plaza	2.04
Road Ranger	Market Square Plaza	0.59
Market Square Plaza	N. 2nd & Locust	5.64
Old Kish Shelter	N. 3rd & Locust	4.07
Old Kish Shelter	N. 3rd & Locust	4.07
Golden Years Plaza	Market Square Plaza	9.00
Gideon Court Apartments	Road Ranger	5.51
N. Annie Glidden & Crane	Market Square Plaza	5.12
N. Annie Glidden & University Village	Pier One	7.99
Amber Manor	Market Square Plaza	2.95
Northland Plaza	N. Annie Glidden & University Village	10.60
<b>Average Distance</b>		<b>5.86</b>

9am - 11am		
Ben Gordon Center	2nd & Locust	4.12
American National Bank	N. 3rd & Locust	4.57
Market Square Plaza	N. 6th & Locust	5.92
Jewel	N. 6th & Locust	6.83
S. 4th & Sunset	Market Square Plaza	8.66
Gideon Court Apartments	CLC / Growing Place	13.04
Northland Plaza	N. Annie Glidden & University Village	10.60
New Hospital	Hopkins Park	2.30
N. 3rd & Locust	Market Square Plaza	10.03
Golden Years Plaza	Market Square Plaza	9.00
Golden Years Plaza	Market Square Plaza	9.00
Golden Years Plaza	Jewel	8.09
S. 4th & Sunset	Market Square Plaza	8.66
Barb City Manor	Market Square Plaza	7.80
Gideon Court Apartments	N. Annie Glidden & Arcadia	1.47
N. Annie Glidden & Crane	Jewel	4.21
N. Annie Glidden & Crane	Jewel	4.21
N. Annie Glidden & Crane	Old Kishwaukee Shelter	6.74
Dresser Court Apartments	Market Square Plaza	3.09
<b>Average Distance</b>		<b>6.75</b>

11am - 1pm		
Market Square Plaza	Golden Years Plaza	6.72
Market Square Plaza	Golden Years Plaza	6.72
Hopkins Park	S. 4th & Sunset	3.04

Hopkins Park	S. 4th & Sunset	3.04
Target	Golden Years Plaza	3.84
N. Annie Glidden & University Village	Northland Plaza	5.12
N. Annie Glidden & University Village	Northland Plaza	5.12
N. Annie Glidden & University Village	Northland Plaza	5.12
N. Annie Glidden & University Village	Northland Plaza	5.12
N. Annie Glidden & University Village	CLC / Growing Place	11.78
N. Annie Glidden & University Village	N. Annie Glidden & Arcadia	15.93
N. Annie Glidden & Arcadia	Market Square Plaza	4.63
Amber Manor	Market Square Plaza	2.95
Amber Manor	New Hospital	4.67
Amber Manor	New Hospital	4.67
Amber Manor	New Hospital	4.67
Amber Manor	New Hospital	4.67
Amber Manor	S. 7th & Grove	9.11
Amber Manor	S. 7th & Grove	9.11
Market Square Plaza	Pier One	3.15
American National Bank	Amber Manor	11.65
American National Bank	Amber Manor	11.65
American National Bank	Amber Manor	11.65
Barb City Manor	American National Bank	8.92
Barb City Manor	American National Bank	8.92
Barb City Manor	American National Bank	8.92
Stadium View Apartments	Golden Years Plaza	14.14
N. Annie Glidden & Arcadia	Market Square Plaza	4.63
Dresser Court Apartment	Market Square Plaza	3.09
Amber Manor	Market Square Plaza	2.95
Amber Manor	Jewel	2.04
Amber Manor	New Hospital	4.67
Amber Manor	New Hospital	4.67
Market Square Plaza	N. 3rd & Locust	5.69
<b>Average Distance</b>		<b>6.55</b>

1pm - 3pm		
Golden Years Plaza	Pier One	12.15
American National Bank	N. 3rd & Locust	4.57
Target	Hopkins Park	1.14
Hopkins Park	Dollar Video	5.38
N. 2nd & Locust	Golden Years Plaza	1.08
Barb City Manor	Jewel	6.89
N. Annie Glidden & University Village	Jewel	3.93
N. Annie Glidden & University Village	Jewel	3.93
N. Annie Glidden & University Village	Market Square Plaza	4.84
N. Annie Glidden & University Village	Market Square Plaza	4.84
N. Annie Glidden & University Village	Market Square Plaza	4.84
N. Annie Glidden & University Village	Market Square Plaza	4.84
N. Annie Glidden & University Village	Market Square Plaza	4.84
Market Square Plaza	Golden Years Plaza	6.72
Market Square Plaza	Golden Years Plaza	6.72

Market Square Plaza	Gideon Court Apartments	9.62
Market Square Plaza	Gideon Court Apartments	9.62
Market Square Plaza	Gideon Court Apartments	9.62
Market Square Plaza	Gideon Court Apartments	9.62
Target	Gideon Court Apartments	6.74
Target	Gideon Court Apartments	6.74
Golden Years Plaza	Market Square Plaza	9.00
S. 4th & Sunset	Dollar Video	2.34
Barb City Manor	Target	10.68
N. Annie Glidden & Crane	Ridge & N. 1st Street	3.08
N. Annie Glidden & Arcadia	4th & Sunset	11.69
N. Annie Glidden & Arcadia	4th & Sunset	11.69
Dresser Court Apartments	New Hospital	4.81
Amber Manor	Market Square Plaza	2.95
Amber Manor	Market Square Plaza	2.95
Amber Manor	Market Square Plaza	2.95
<b>Average Distance</b>		<b>6.16</b>

### 3pm - 5pm

Annie Glidden & University Village	N. 3rd & Locust	10.53
Market Square Plaza	Golden Years Plaza	6.72
Market Square Plaza	S. 4th & Sunset	7.06
New Hospital	N. 3rd & Locust	3.97
N. 3rd & Locust	Market Square Plaza	10.03
N. 6th & Locust	N. Annie Glidden & Crane	4.68
Jewel	Market Square Plaza	0.91
Jewel	Market Square Plaza	0.91
Jewel	N. Annie Glidden & Crane	11.51
Jewel	N. Annie Glidden & Crane	11.51
Market Square Plaza	Dresser Court	12.63
Market Square Plaza	Dresser Court	12.63
Market Square Plaza	N. 6th & Locust	5.92
Northland Plaza	Golden Years Plaza	6.44
Northland Plaza	Golden Years Plaza	6.44
New Hospital	Dresser Court	10.91
Target	N. 6th & Locust	3.04
Target	Barb City Manor	5.04
N. 2nd & Locust	CLC / Growing Place	1.30
N. 6th & Locust	Jewel	8.89
N. 6th & Locust	Jewel	8.89
N. 6th & Locust	Jewel	8.89
N. 6th & Locust	Jewel	8.89
<b>Average Distance</b>		<b>7.29</b>

### 5pm - 7pm

Market Square Plaza	Gideon Court Apartments	9.62
Market Square Plaza	Amber Manor	12.77
Market Square Plaza	Amber Manor	12.77
Market Square Plaza	Amber Manor	12.77

Market Square Plaza	Amber Manor	12.77
Market Square Plaza	Amber Manor	12.77
Old Kish Shelter	N. 2nd & Locust	4.02
N. 6th & Locust	Barb City Manor	2.00
N. Annie Glidden & University Village	Jewel	3.93
N. Annie Glidden & University Village	Jewel	3.93
Road Ranger	American National Bank	1.71
Market Square Plaza	Amber Manor	12.77
<b>Average Distance</b>		<b>8.49</b>

<b>7pm - 9pm</b>		
American National Bank	Hopkins Park	2.90
American National Bank	Hopkins Park	2.90
American National Bank	Hopkins Park	2.90
Northland Plaza	N. 7th & Garden	5.26
Market Square Plaza	N. Annie Glidden & Arcadia	11.09
Pier One	Dresser Court Apartments	9.48
Pier One	Dresser Court Apartments	9.48
S. 4th & Sunset	Riverside Apartments	1.50
S. 4th & Sunset	Riverside Apartments	1.50
Jewel	Old Kish Shelter	2.53
Jewel	Old Kish Shelter	2.53
Jewel	Old Kish Shelter	2.53
Market Square Plaza	Barb City Manor	7.92
Market Square Plaza	Stadium View Apartments	9.50
Market Square Plaza	Amber Manor	12.77
American National Bank	Hopkins Park	2.90
American National Bank	N. 6th & Locust	4.80
Target	N. 6th & Locust	3.04
Target	N. 6th & Locust	3.04
S. 4th & Sunset	American National Bank	9.78
N. Annie Glidden & University Village	Market Square Plaza	4.84
<b>Average Distance</b>		<b>5.39</b>

**Total Average Distance**

**6.64**

\* Distance measured in mileage.

<b>Average Trip Distance -- Blue Line</b>		
<b>7am - 9am</b>		
<b>Rider On</b>	<b>Rider Off</b>	<b>Trip Distance*</b>
DeKalb County Courthouse	Market Square Plaza	5.00
Mason Crt. Apartments	Market Square Plaza	4.35
Civic Apartments	Walgreens	12.62
Brown's Market	Market Square Plaza	5.27
<b>Average Distance</b>		<b>6.81</b>
<b>9am - 11am</b>		
Civic Apartments	Opportunity House	0.96
Civic Apartments	Brown's Market	2.38
Mason Crt. Apartments	Market Square Plaza	4.35
Mason Crt. Apartments	Market Square Plaza	4.35
Mason Crt. Apartments	Market Square Plaza	4.35
Civic Apartments	Sycamore Post Office	1.49
Bethany Rd. & Rt. 23	Market Square Plaza	2.18
Bethany Rd. & Rt. 23	Market Square Plaza	2.18
Market Square Plaza	Court House (Route Deviated)	6.78
<b>Average Distance</b>		<b>3.22</b>
<b>11am - 1pm</b>		
Bethany Rd. & Rt. 23	Sycamore Public Library	12.28
Jewel	Civic Apartments	1.31
Jewel	Civic Apartments	1.31
Jewel	Market Square Plaza	8.96
Brown's Market	Farm & Fleet	10.74
Market Square Plaza	County Court House	6.78
Market Square Plaza	County Court House	6.78
Market Square Plaza	County Court House	6.78
Market Square Plaza	Carls Fargo	7.77
<b>Average Distance</b>		<b>6.97</b>
<b>1pm - 3pm</b>		
Jewel	Ben Gordon Center	7.18
Market Square Plaza	Opportunity House	8.45
Market Square Plaza	Mason Crt. Apartments	10.79
Sycamore Public Library	Market Square Plaza	5.04
Market Square Plaza	Mason Crt. Apartments	10.79
Market Square Plaza	Mason Crt. Apartments	10.79
<b>Average Distance</b>		<b>8.84</b>
<b>3pm - 5pm</b>		
Farm & Fleet	Kingsway Drive	4.07
Civic Apartments	Market Square Plaza	7.65
Market Square Plaza	DeKalb Ave. Restaurants	1.75
Opportunity House	Market Square Plaza	6.69
Mason Crt. Apartments	Market Square Plaza	4.35

Mason Crt. Apartments	Market Square Plaza	4.35
Mason Crt. Apartments	Market Square Plaza	4.35
<b>Average Distance</b>		<b>4.74</b>

5pm - 7pm		
350 N. Maple St.	Market Square Plaza	7.05
Market Square Plaza	Civic Apartments	7.49
Mason Crt. Apartments	Northland Plaza	4.63
Mason Crt. Apartments	Northland Plaza	4.63
Clark Gas Station	Market Square Plaza	3.02
Clark Gas Station	Market Square Plaza	3.02
Clark Gas Station	Market Square Plaza	3.02
Health Services Dr. Shelter	Market Square Plaza	1.68
Health Services Dr. Shelter	Market Square Plaza	1.68
Health Services Dr. Shelter	Market Square Plaza	1.68
Market Square Plaza	Opportunity House	8.45
<b>Average Distance</b>		<b>4.21</b>

7pm - 9pm		
Market Square Plaza	Mason Crt. Apartments	10.79
Northland Plaza	Brown's Market	9.59
Sycamore Public Library	Mason Crt. Apartments	0.69
Sycamore Public Library	Mason Crt. Apartments	0.69
Market Square Plaza	Civic Apartments	7.49
<b>Average Distance</b>		<b>5.85</b>

Total Average Distance		
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5.81

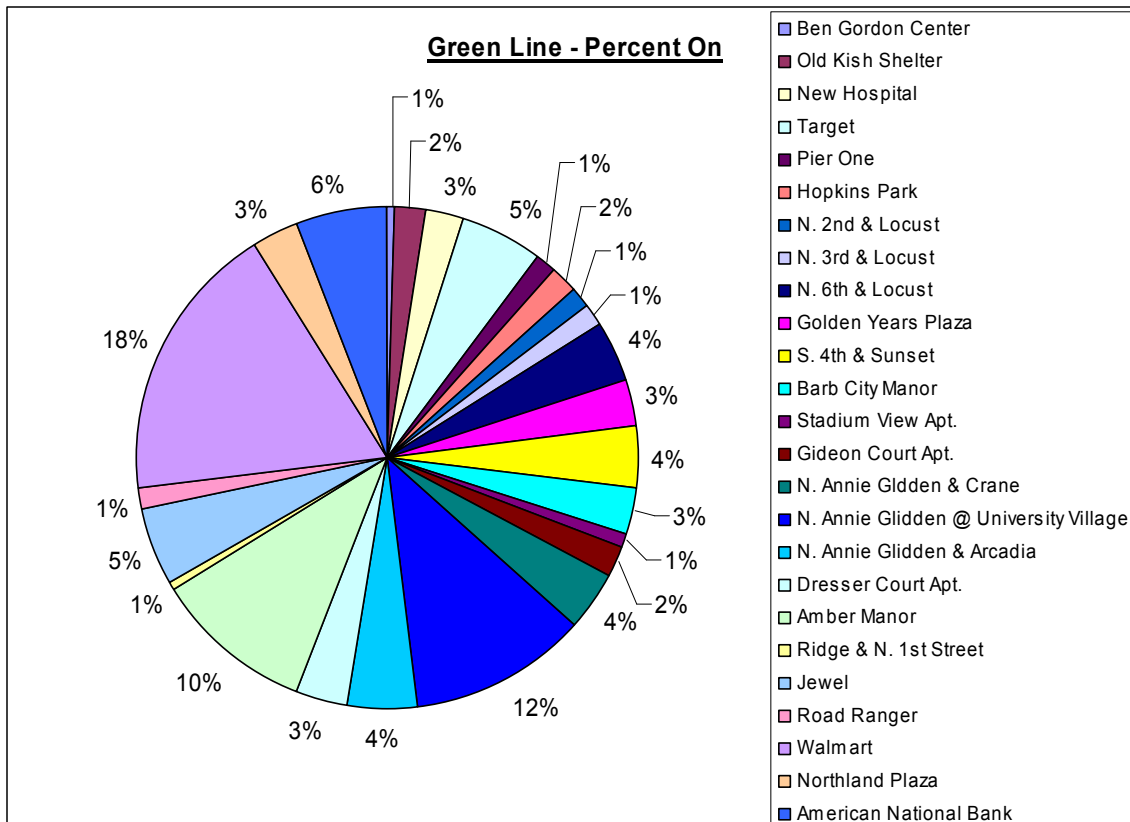
\* Distance measured in mileage.

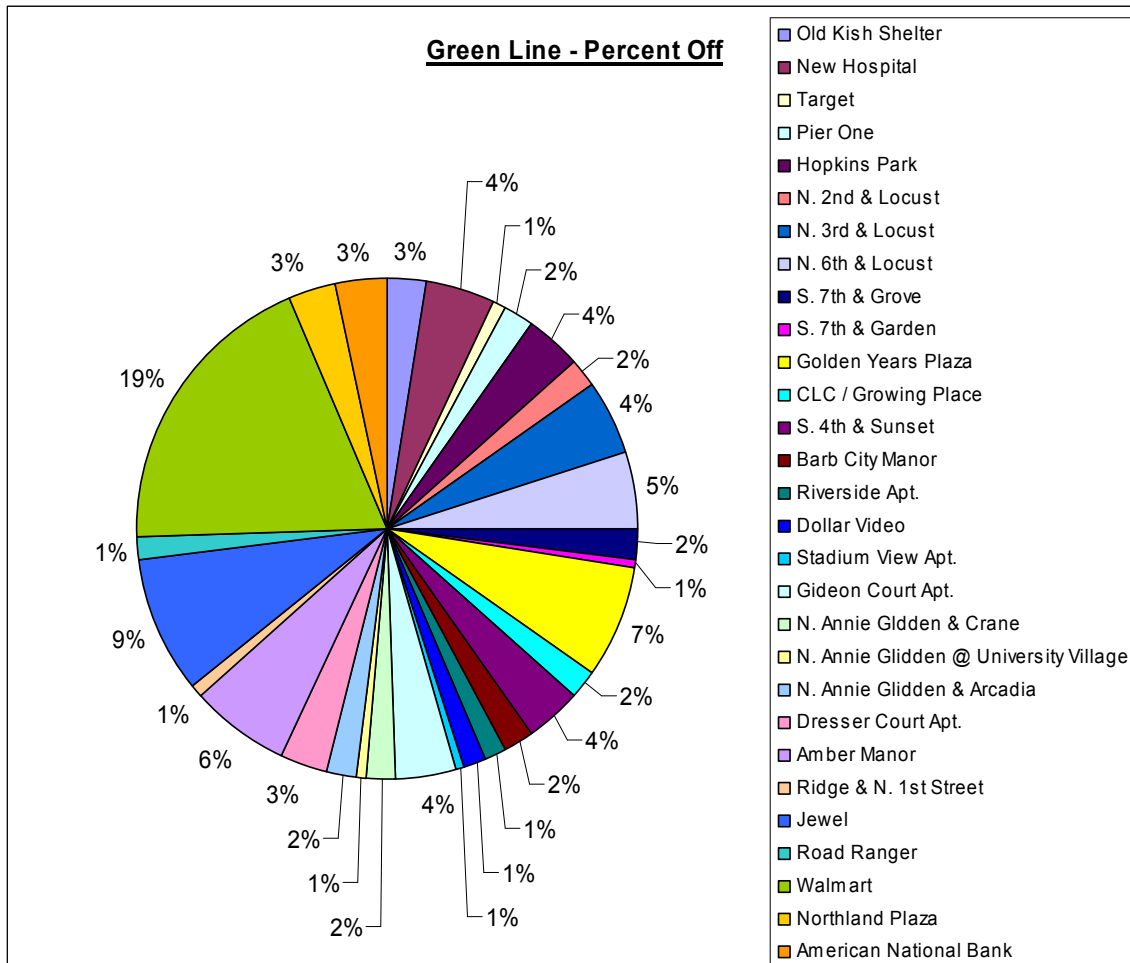
### Most Utilized Stops – Green Line

<u>Stop Name</u>	<u>Total No. On</u>	<u>Total No. Off</u>
Ben Gordon Center	1	0
Old Kish Shelter	3	4
New Hospital	4	7
Target	8	1
Pier One	2	3
Hopkins Park	3	6
N. 2nd & Locust	2	3
N. 3rd & Locust	2	7
N. 6th & Locust	6	8
S. 7th & Grove	0	3



S. 7th & Garden	0	1
Golden Years Plaza	5	11
CLC / Growing Place	0	3
S. 4th & Sunset	6	6
Barb City Manor	5	3
Riverside Apt.	0	2
Dollar Video	0	2
Stadium View Apt.	1	1
Gideon Court Apt.	3	6
N. Annie Glidden & Crane	6	3
N. Annie Glidden @ University Village	18	1
N. Annie Glidden & Arcadia	7	3
Dresser Court Apt.	5	5
Amber Manor	16	10
Ridge & N. 1st Street	1	1
Jewel	8	14
Road Ranger	2	2
Market Square Plaza	28	30
Northland Plaza	5	5
American National Bank	9	5

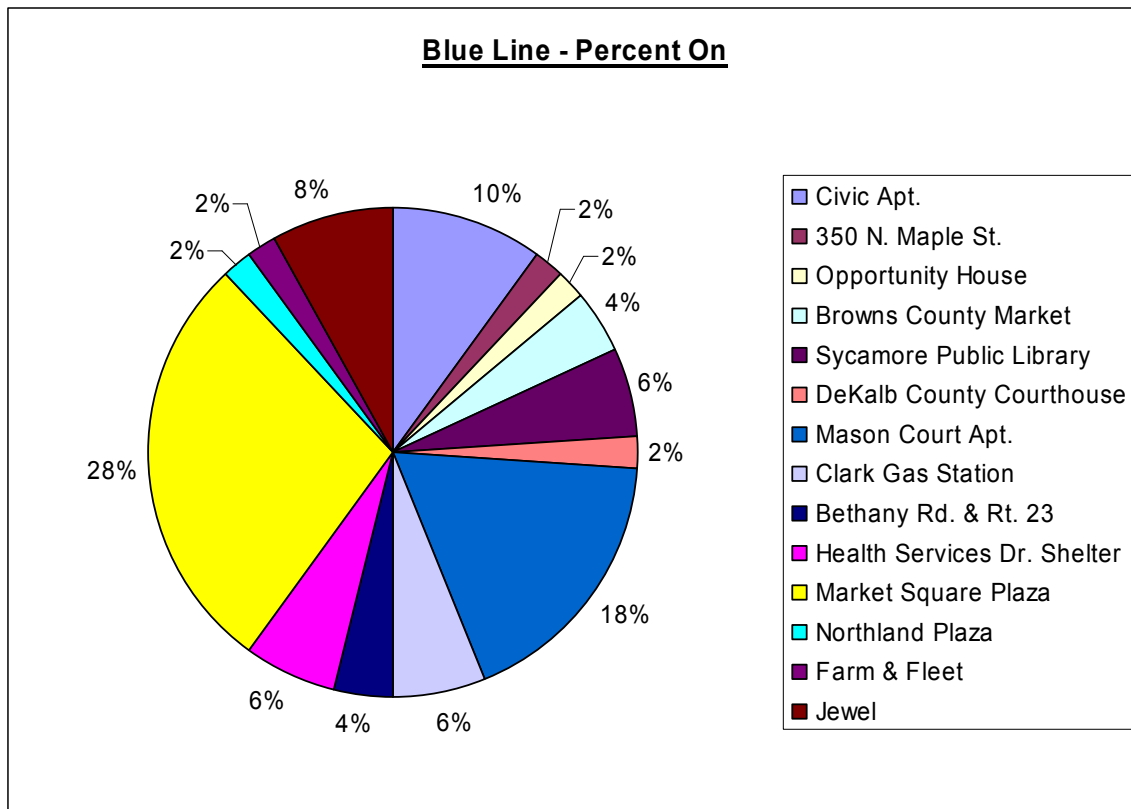


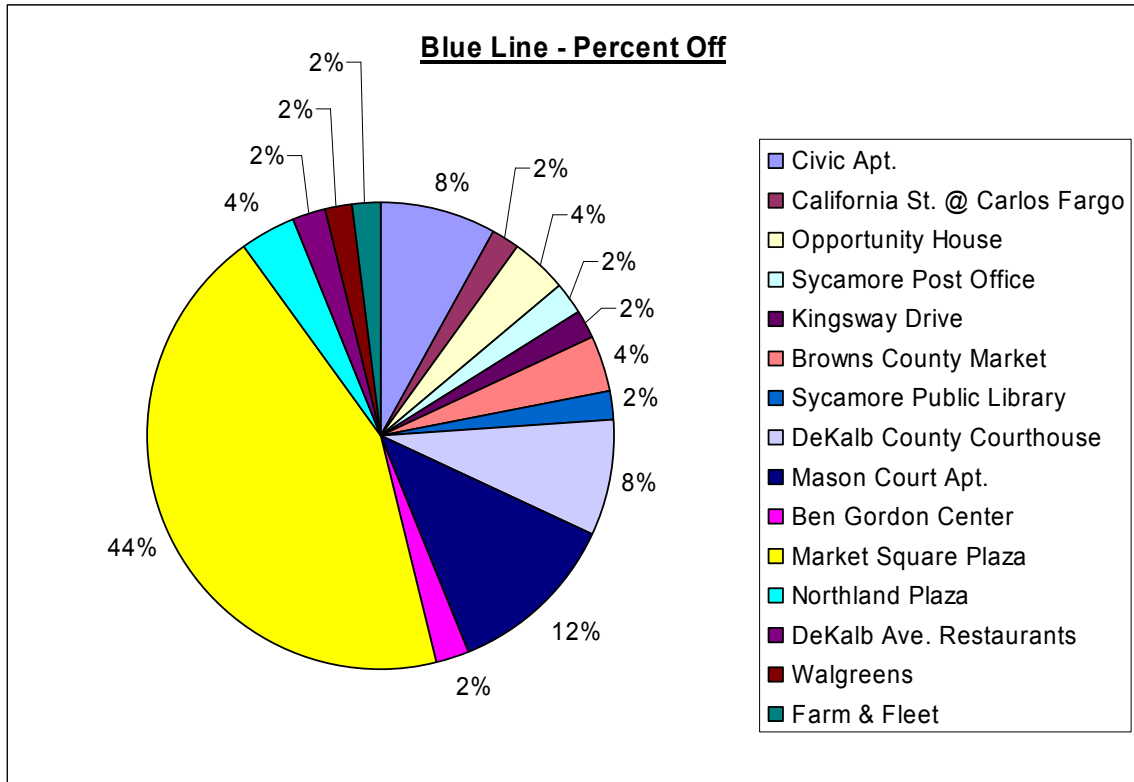


### Most Utilized Stops – Blue Line

<u>Stop Name</u>	<u>Total No. On</u>	<u>Total No. Off</u>
Civic Apt.	5	4
California St. @ Carlos Fargo	0	1
350 N. Maple St.	1	0
Opportunity House	1	2
Sycamore Post Office	0	1
Kingsway Drive	0	1
Browns County Market	2	2
Sycamore Public Library	3	1
DeKalb County Courthouse	1	4
Sacramento St. @ State St.	0	0
Mason Court Apt.	9	6
Sycamore High School	0	0
Plaza Drive	0	0
Clark Gas Station	3	0
Four Seasons Sports	0	0
Bethany Rd. & Rt. 23	2	0

Ben Gordon Center	0	1
Health Services Dr. Shelter	3	0
Kish Hospital Canopy	0	0
Market Square Plaza	14	22
Northland Plaza	1	2
Gateway Dr.	0	0
Route 23 @ Mercantile Dr.	0	0
DeKalb Ave. Restaurants	0	1
Dept. of Human Services	0	0
Prairie Dr. & Borden Ave.	0	0
Walgreens	0	1
Farm & Fleet	1	1
Jewel	4	0



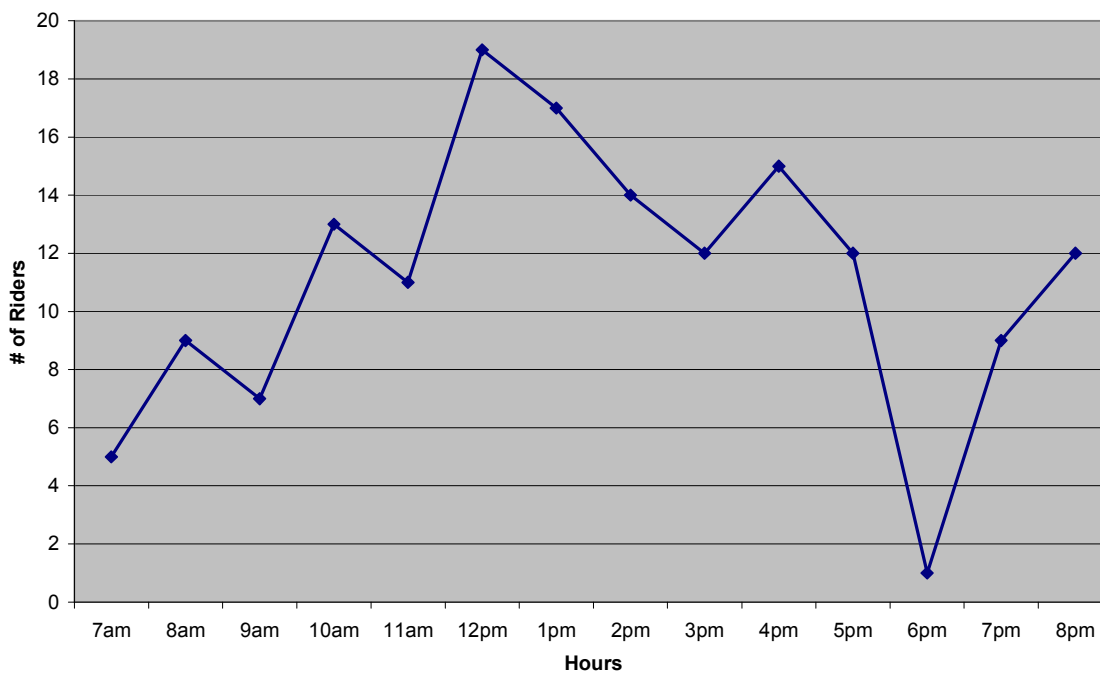


### Total Ridership by Hour

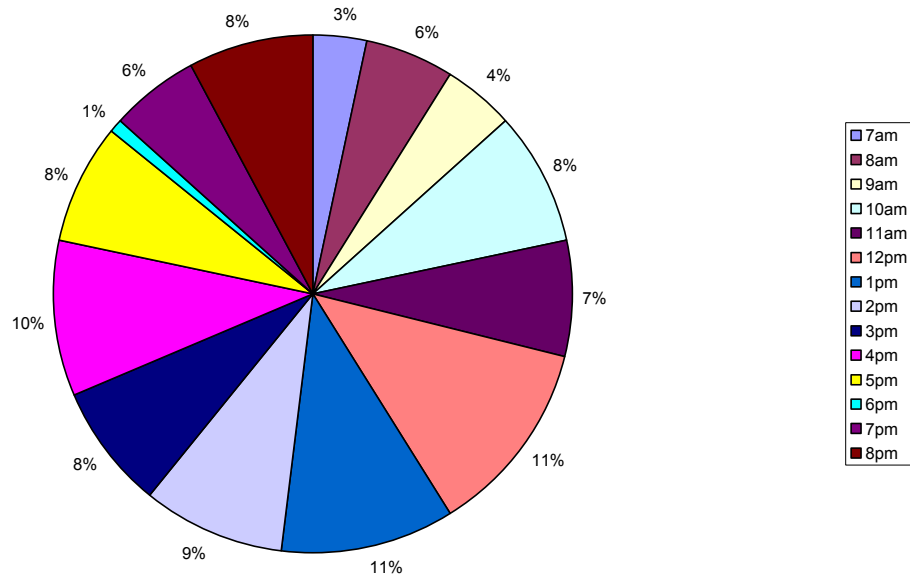
<u>Line</u>	<u>Hour</u>	<u>Male</u>	<u>Female</u>	<u>Total No. of Riders</u>
Green	7am	4	1	5
Green	8am	2	7	9
Green	9am	4	3	7
Green	10am	5	8	13
Green	11am	4	7	11
Green	12pm	7	12	19
Green	1pm	8	9	17
Green	2pm	5	9	14
Green	3pm	3	9	12
Green	4pm	5	10	15
Green	5pm	5	7	12
Green	6pm	0	1	1
Green	7pm	4	5	9
Green	8pm	5	7	12
<b>TOTALS</b>	<b>14 Hours</b>	<b>61</b>	<b>95</b>	<b>156</b>
Blue	7am	1	1	2
Blue	8am	1	1	2
Blue	9am	2	3	5
Blue	10am	1	3	4
Blue	11am	0	1	1

Blue	12pm	2	0	2
Blue	1pm	2	4	6
Blue	2pm	2	1	3
Blue	3pm	3	2	5
Blue	4pm	1	3	4
Blue	5pm	0	1	1
Blue	6pm	7	2	9
Blue	7pm	2	3	5
Blue	8pm	1	0	1
<b>TOTALS</b>	<b>14 Hours</b>	<b>25</b>	<b>25</b>	<b>50</b>
<b>TOTAL</b>	<b>14 Hours</b>	<b>86</b>	<b>120</b>	<b>206</b>

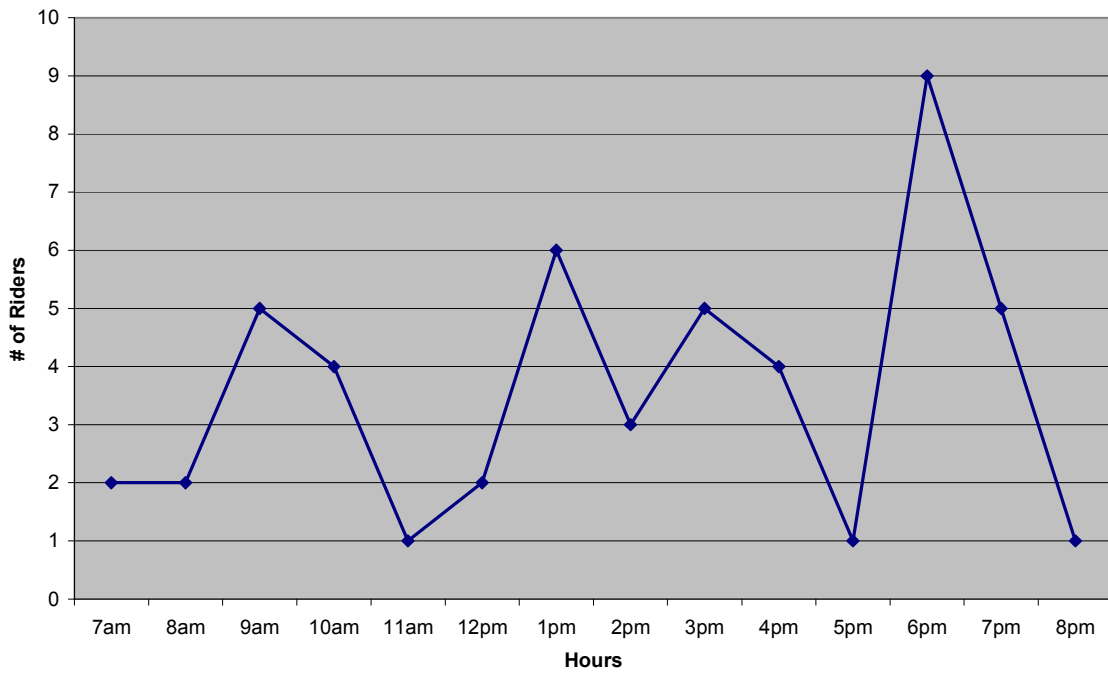
**Green Line: Ridership by Hour**



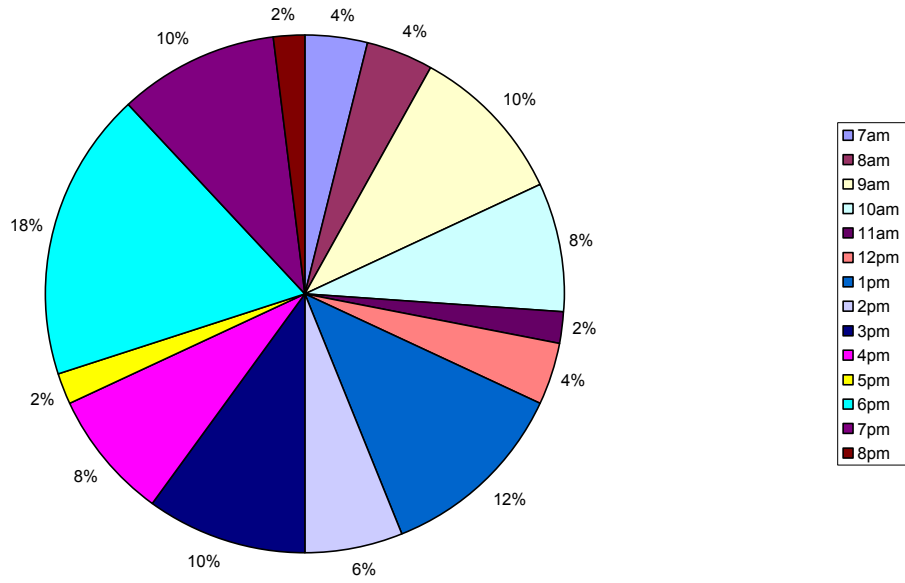
**Percent of Riders by Hour - Green Line**



**Blue Line: Ridership by Hour**



Percent of Riders by Hour - Blue Line





### **DSATS / VAC: Ridership Survey**

The DeKalb-Sycamore Area Transportation Study (DSATS) is the metropolitan planning organization (MPO) for all or portions of the City of DeKalb, the City of Sycamore, the Town of Cortland, and DeKalb County. As an MPO, DSATS is federally mandated to provide transportation services to the region. DSATS has partnered with VAC to achieve this goal. By filling out this survey, you will help DSATS and VAC provide better quality service. Staff thanks you for your time.

1. Where did you get on the bus?

Indicate closest intersection: \_\_\_\_\_ & \_\_\_\_\_

2. Where will you get off the bus?

Indicate closest intersection: \_\_\_\_\_ & \_\_\_\_\_

3. What is the purpose of this trip? *(Please check all that apply.)*

- |                                   |                                       |
|-----------------------------------|---------------------------------------|
| <input type="checkbox"/> School   | <input type="checkbox"/> Medical      |
| <input type="checkbox"/> Work     | <input type="checkbox"/> Shopping     |
| <input type="checkbox"/> Personal | <input type="checkbox"/> Other: _____ |

4. How often do you usually ride the bus? *(Please check one.)*

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Daily             | <input type="checkbox"/> At least once a week  | <input type="checkbox"/> Only Occasionally |
| <input type="checkbox"/> 2 - 5 time a week | <input type="checkbox"/> At least once a month |  |

5. What is the most important reason you use the bus? *(Please check one.)*

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Family doesn't own a car | <input type="checkbox"/> Someone else uses the car | <input type="checkbox"/> Parking is an issue |
| <input type="checkbox"/> I don't drive            | <input type="checkbox"/> Traffic is bad            | <input type="checkbox"/> Other: _____        |
| <input type="checkbox"/> Bus is economical        | <input type="checkbox"/> Bus is convenient         | _____  |

6. Are there areas, which you wish were served by VAC that are not currently served?

\_\_\_\_\_

7. Personal Questions *(Optional)*:

A. What is your age as of your last birthday? \_\_\_\_\_

B. What is your gender? \_\_\_\_\_

C. Today's Date: \_\_\_\_\_



### Survey Results

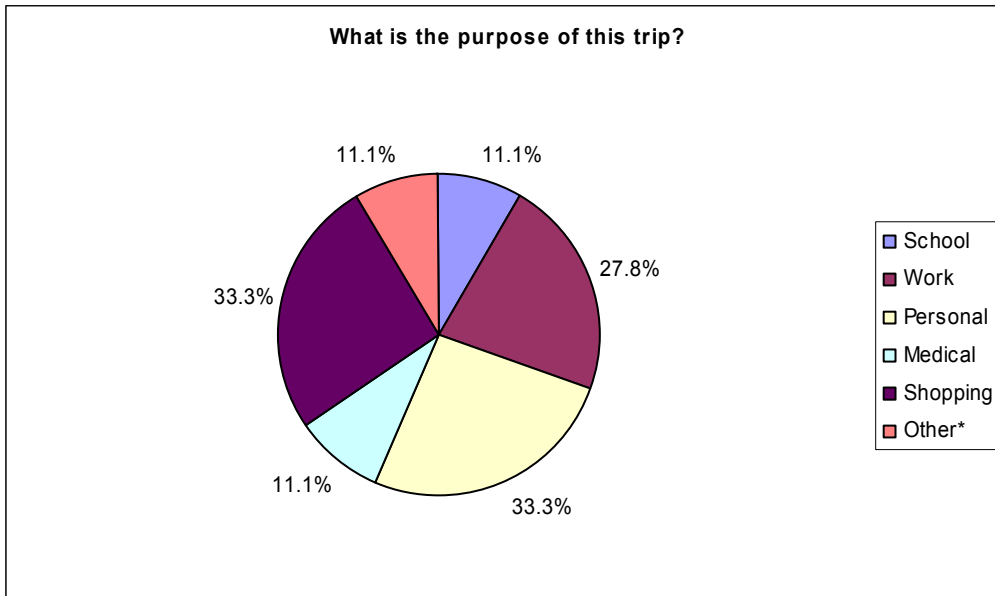
**Total Passengers:** 50  
**Total Respondents:** 18  
**Return Rate:** 36.0%

#### Question 3: What is the purpose of this trip?

<b>School</b>	2	11.1%
<b>Work</b>	5	27.8%
<b>Personal</b>	6	33.3%
<b>Medical</b>	2	11.1%
<b>Shopping</b>	6	33.3%
<b>Other*</b>	2	11.1%

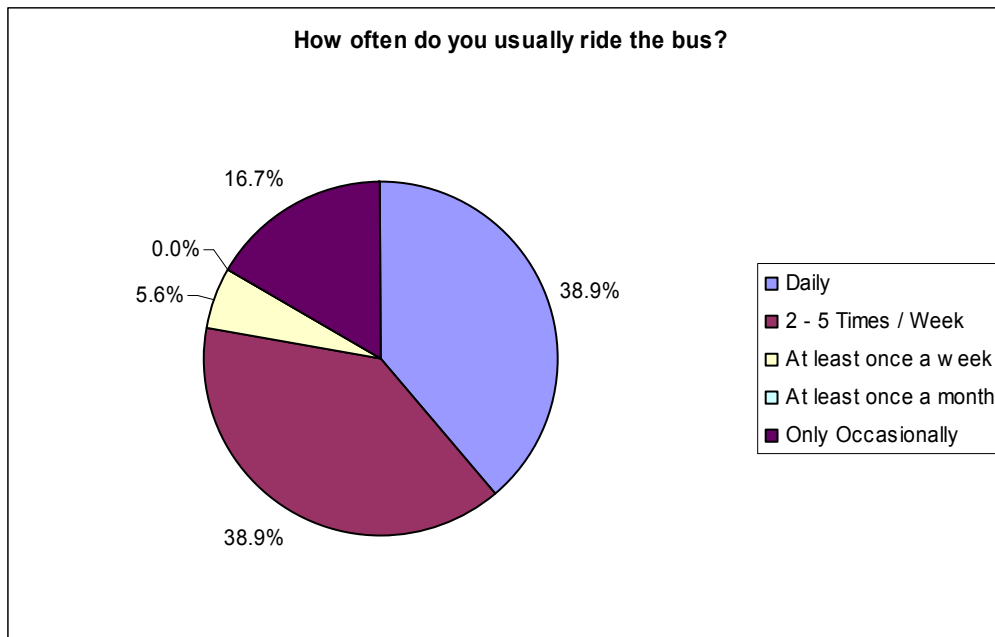
\*Court

\*Everyday Living



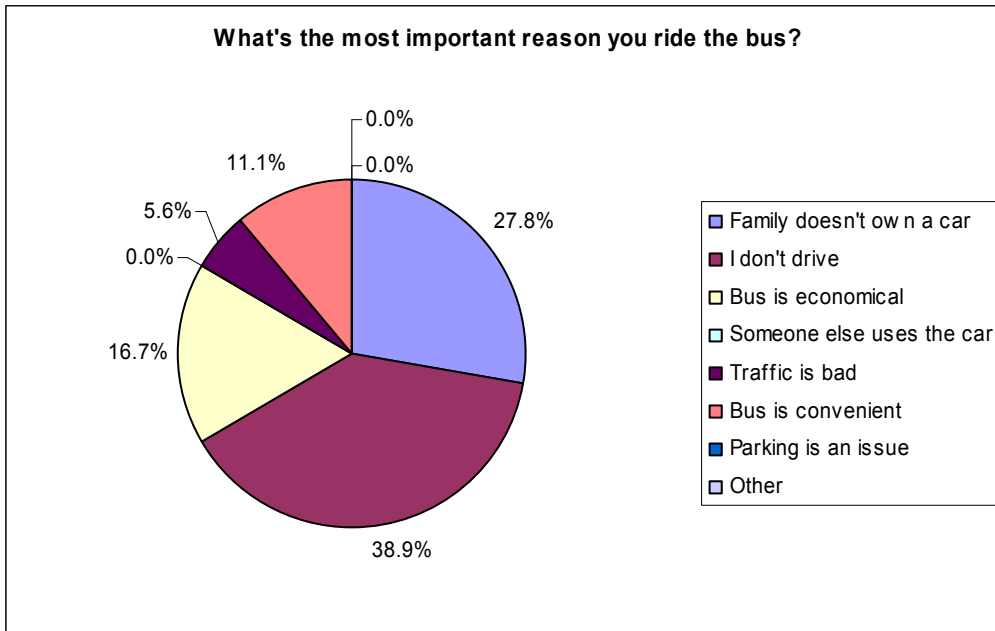
**Question 4: How often do you usually ride the bus?**

<b>Daily</b>	7	38.9%
<b>2 - 5 Times / Week</b>	7	38.9%
<b>At least once a week</b>	1	5.6%
<b>At least once a month</b>	0	0.0%
<b>Only Occasionally</b>	3	16.7%



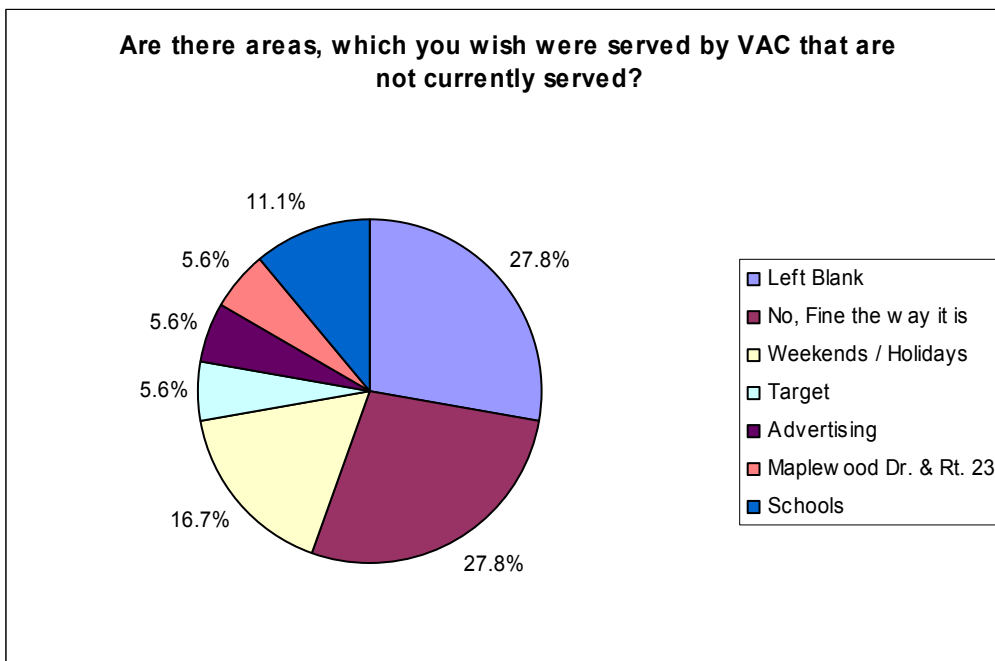
**Question 5: What is the most important reason you ride the bus?**

<b>Family doesn't own a car</b>	5	27.8%
<b>I don't drive</b>	7	38.9%
<b>Bus is economical</b>	3	16.7%
<b>Someone else uses the car</b>	0	0.0%
<b>Traffic is bad</b>	1	5.6%
<b>Bus is convenient</b>	2	11.1%
<b>Parking is an issue</b>	0	0.0%
<b>Other</b>	0	0.0%



**Question 6: Are there areas, which you wish were serviced by VAC that are currently not served?**

Left Blank	5	27.8%
No, Fine the way it is	5	27.8%
Weekends / Holidays	3	16.7%
Target	1	5.6%
Advertising	1	5.6%
Maplewood Dr. & Rt. 23	1	5.6%
Schools	2	11.1%



**Additional Comments:**

I wish the VAC was allowed to pick passengers up on the weekends.

Weekend bus and holiday.

I am interested in bus service to Target.

Weekend travel, at least Saturday.

I wish VAC did a better job advertising to low income peoples.

I wish some of the stops were rearranged.

I wish more stops had a turn lane to stop in for safety reasons.

I wish VAC serviced the schools.

I wish VAC serviced the middle school.

Advertise in the MidWeek or on the local radio.

Wish the stops were less than an hour apart.

Nicest bus drivers. Very courteous and friendly.

Courteous, safe bus drivers.

Need maps that show all the stops of the bus lines.  
 No bus shelters or signs showing where the buses pick people up.

**Question 7: Personal Questions (Optional)**

<u>Gender</u>	<u>Age</u>	
Female	Blank	<b>11 Females</b>
Female	19	
Female	20	<b>7 Males</b>
Male	24	
Male	25	<b><u>Average Age</u></b>
Male	26	38.9
Female	27	
Male	32	
Male	38	
Female	43	
Female	45	
Female	50	
Female	50	
Female	52	
Female	54	
Male	55	
Male	68	
Female	72	