



Survey Results Show High Demand for STAR Line

Analysis dictates the need for alternative transit options

More than half of the residents living and working near the proposed STAR Line would use the suburb-to-suburb commuter rail service, according to a new survey by the STAR Line Business Alliance. Intended to help better inform Metra's efforts to predict ridership, the survey's target market was employees and students who live and work in the corridor.

We received more than 4,000 completed surveys. The results demonstrate a clear demand for this innovative public transportation project, as well as the benefits the STAR Line will offer to employers and employees throughout the region.

It is a critical part of the Business Alliance's role to continue to build support for the STAR Line. In the coming weeks and months, we plan to share the valuable information from the survey results with business and civic leaders throughout the STAR Line's planned route to help garner continued enthusiasm and support.

Highlights gleaned from the survey results include:

- Nearly half of respondents in the STAR Line's target market report that they are likely or very likely to commute via the STAR Line.
- On average, commuters are spending about 40 minutes driving each way to work every day.
- Half of the respondents live within five miles of a proposed STAR Line station and 24 percent live within just two miles of a proposed station.
- Just one in 10 respondents used public transit to get to work or school on the day they took the STAR Line survey, but nearly half have used public transit regularly in the past.
- Those who live in Chicago say they are more likely to use the STAR Line.

Introducing the STAR Line Business Alliance Monthly Newsletter: Business Edition

In response to member feedback, STAR Line Business Alliance members will now receive one of three tailored editions of the group's new monthly newsletter. Geared toward our business, chamber or municipal members, each month's newsletter will feature a membership update, the latest information on the Alliance's activities and the STAR Line's progress. Additionally, beginning next month, each edition will feature a profile of an Alliance member that will highlight the benefits their constituencies can expect from the innovative STAR Line.

The monthly newsletter will also feature increased functionality to enable members to co-brand the newsletters by adding their logo to each edition. Members can also download specific stories for inclusion in an existing business newsletter. Please go to the link at the right for more information.

STAR Line Business Alliance Membership
 As of 08/13/07 there are officially **172** members and supporters of the STAR Line Business Alliance.

Want to include any of this month's stories in an existing company newsletter? Please go to <http://metraconnects.metrarail.com/newsletter/cobrand.php?v=1> for download instructions.

