



Newsletter



December 2007

Survey Results Show Demand for SouthEast Service *Analysis dictates the need for new transit options in the Southland*

More than 20 percent of residents living and working near the proposed SouthEast Service would use the line, according to a new survey conducted by the SouthEast Service Business Alliance. Intended to help better inform Metra's efforts to predict ridership, the survey focused on employers in the suburban market in addition to looking at reverse commute patterns.

While the positive survey results demonstrate a clear demand for this important public transportation project, the Business Alliance expects support for the SouthEast Service to continue to grow as it promises to foster economic development, help businesses grow and create a larger labor pool.

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

More than 200 people completed the survey. Highlights gleaned from the survey results include:

- On average, commuters are spending 23 minutes driving each way to and from work.
- Fewer than one in ten used transit on the day of the survey to get to work or school. But, nearly half have used transit regularly at some point in their lives.
- Those who have regularly used transit to travel to work or school are significantly more likely to say they will use the SouthEast Service than those who never have.
- Nearly 75 percent of survey respondents currently live within five miles of a proposed SouthEast Service station.

Introducing the SouthEast Service Business Alliance Newsletter

In response to member feedback, SouthEast Service Business Alliance members will now receive the group's new newsletter. Geared toward our business, chamber or municipal members, the newsletter will feature a membership update and the latest information on the Alliance's activities and the SouthEast Service's progress.

The 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 newsletters.

SouthEast Service Business Alliance Membership
As of 12/20/07 there are officially **108** members and supporters of the SouthEast Service Business Alliance.

