

condominiums and Metra stations. Westmont, Elmhurst, Downers Grove, Lisle, Naperville, West Chicago, Roselle and Hanover Park have developed TOD plans for the area surrounding their Metra station and/or are actively pursuing development in their station area. Other communities in the DuPage area could benefit by capitalizing on existing resources through TOD planning in their central business districts.

Overall Impact

Long-Term Scenario: The recommended scenario is designed to connect to key destinations and areas of economic activity. The combination of local and intra-county services, particularly at transit centers, can have a positive impact on development and investment.

Objective 6: Develop a Sustainable Transportation System in DuPage County

Public transit must be developed in a manner that is feasible and cost-effective, particularly given DuPage County’s existing pattern of low-density, suburban development. The Market Assessment report showed a number of areas in the county that have household and employment densities at about the standard industry thresholds needed to define a transit-supportive environment. Analysis for this plan showed that a number of areas with relatively high concentrations of populations which tend to be more dependent on transit service than the average person. Finally, the report showed that much of the travel in the county, for work and non-work purposes, is relatively local. All of these factors indicate that a well-planned and thoughtfully implemented system of transit services is potentially sustainable within the county.

Overall Impact

Given the limited amount of local transit service available in DuPage County today and the fact that local transit is barely relevant to the residents’ daily travel, it will be a long and expensive process to make transit an integral part of the transportation system. The recommended long-term scenario has been developed in a holistic and incremental approach that allows for flexibility in design and implementation to enhance the sustainability of the service. This flexibility is crucial in the implementation of an overall system that is sustainable over time.

Net Transit System Costs and Ridership

The costs discussed to date represent the total cost of the services depicted on the maps. They do not represent the net new costs to the region for providing the transit services recommended in this plan. In this section, the net financial operating will be discussed.

Table 9: Comparison of Long Term and Current Costs and Ridership
(in millions)

	Current Bus System	Long Term Recommended System	Net Increase
Annual Operating Costs	\$12.7	\$38.1	\$25.4
Ridership	2.6	7.8	5.2

Table 9 summarizes the increment between the current expenditure for bus service and the long term estimated annual operating costs. A similar comparison for ridership is also made. These figures do not include the operating costs or ridership associated with commuter rail operations.

Operating costs increase from \$12.7 under the current system, to \$38.1 million in the long term recommended system for an increase of \$25.4 million. Ridership under the recommended system increases by 5.2 million annual riders.

By the long term recommended system, the current bus services in DuPage are assumed to be incorporated and expanded into the new system. As the transit plan implementation moves forward, the details of how this occurs and the specifics of the nature of each circulator area will need to be determined. This plan has been developed by looking carefully at the nature of each area in determining the type of service that is likely to make sense in the long run.

A natural question to arise is whether the DuPage County area will actually generate the ridership that is estimated. The following tables provide evidence that the overall level of service being recommended for the DuPage County area is supportable. Table 10 shows the difference between urban and suburban transit trips per capita on an annual basis.

Table 10: Urban vs. Suburban Transit Trip Rates

Metro Area	Urban Trips / Capita	Suburban Trips / Capita
Chicago	101.7	9.4
San Francisco	174.4	9.3
Philadelphia	83.4	3.5
Washington	86.5	19.5

This table shows a fairly consistent relationship in transit trips per capita across metro areas and between urban and suburban areas. The sustainable trip rate in DuPage is probably slightly lower than the average as it is further from the urban core.

Getting more specific to outer ring suburban areas, Table 11 identifies several communities and the annual per capita transit usage rates.

Table 11: Outer Ring Suburban Transit Trip Rates

Community	Annual Trips per Capita
Fairfax County, VA	5.2
Cobb County, GA	4.8
Western Contra Costa County, CA	7.4
Niles, IL	9.1
DuPage Recommended System	7.9

Fairfax County is the home of Tysons Corner, a similar area to some areas of DuPage County. The transit trip rate shown here is only for the Fairfax Connector local service and does not include trips made on the Metro regional system (comparable to the Pace system here). Cobb County, Georgia is an affluent suburban area outside of Atlanta. They have their own community bus system. Western Contra Costa County is a suburban county in the San Francisco Bay area. The Niles service referenced in this table is the ‘Niles Free Bus’ that provides fixed route circulation on three routes within Niles. With Niles being an inner ring suburb, we would project that DuPage services would have lower levels of ridership than a community like Niles.

The transit ridership estimated for the long term recommendation calculates to 7.9 annual transit trips per capita, a figure in the range of the outer ring suburban experience. This is based on an estimated 2020 population of 985,700. This number appears to be slightly on the high side compared to others, but it included the regional services that are not included in the other systems.

Funding

Funding the recommended plan will be a challenge requiring partnerships and a strong consensus behind the recommendations.

In this section, potential funding sources are identified for different parts of the project. Sources of funds for land use enhancements, roadway improvements to accommodate transit, transit operations, and transit capital funding will differ.

Funding for Transit Service

In the early stages of implementation, the formation of partnerships – with communities, funding agencies, employers or groups of employers – will be essential to deliver ‘early successes’ in plan implementation. Some of the sources of funding for transit operations, beyond passenger fares, are:

- RTA / Pace
- Job Access and Reverse Commute funds from the Federal Transit Administration
- Congestion Mitigation and Air Quality federal funds
- Employers or groups of employers (UPS, East-West Corporate Corridor)
- Illinois Department of Public Transportation
- Local municipalities / townships
- DuPage County

In some cases, these entities will be able to assist in pilot funding. In other cases, the new services will enable funds used by these organizations to be reallocated to fund this service. The expectation should be, however, that it will take unique combinations of these types of funding sources to be able to get the initial services implemented.

Longer term stability of funding sources will likely be desired. Some of these sources will provide start-up assistance prior to assumption of the costs locally at the end of a specified period. Generally, as a system matures, a more stable source of funding is sought. A dedicated

tax to support the base level of transit service in the community may be a stable solution in the longer run. However, in the process of implementation, creative assemblage of a variety of funding sources as well as taking advantage of opportunities will be the way the system implementation will begin.

Funding for Transit Capital Investments

Funding for capital investments (vehicles, the high speed corridor, communications technology) has some different potential sources:

- Pace / RTA / Metra
- Federal Transit Administration New Starts
- Federal transportation earmarks
- Illinois Department of Transportation
- Local bonds
- Congestion Mitigation and Air Quality Federal Funds
- Surface Transportation Program Funds

On the capital side, many of these sources provide funds with the need for the local community to pay a nominal share (20%) of the total cost. Some of the local match requirements are higher. Most capital costs, through the federal process, need to go through the CATS process that DuPage Mayors and Managers staff coordinates for the county.

Funding for Roadway / Pedestrian Environment Improvements

Another funding avenue to pursue is that for funding roadway improvements and enhancements in the pedestrian environment. Public input throughout this project has raised the issue of the difficult environment that someone traveling without an automobile faces. Improvements in the pedestrian environment – so that walking is a safer and a more pleasant experience – must be made for transit to be able to grow to the role in providing mobility that is envisioned by this Transit Plan. Additionally, for safe operation of transit vehicles on the connector routes, on the major arterials, accommodations for the vehicle to stop to pick up passengers must be made.

- Coordination with DuPage County roadway projects to include transit and pedestrian friendly features
- Illinois Department of Transportation – Illinois Transportation Enhancement Program
- Illinois Department of Transportation – involvement in state road projects to include transit and pedestrian friendly features
- National Main Street program – qualifying communities can access funding for infrastructure improvements
- Participate and influence other studies such as the EJ&E land use study

Key Challenges

Given the limited amount of local transit service available in and around DuPage County today, and the almost exclusive reliance on automobile travel for meeting current mobility needs, it will be a challenging and expensive process to develop transit as an integral part of the DuPage area's transportation system. The approach described in this plan is designed to produce a transit system in the long-term that is built in an effective and incremental way.

In addition to developing transit services that meet residents' travel needs, the transit agencies and local officials must work to educate the public on how transit works and why everyone—not just people without other mobility options—can benefit from it. People must see and experience success in the early stages of implementation; otherwise, there will be little support for the larger investments needed to bring about the later stages.

With careful planning, phased implementation, marketing, and information campaigns, the DuPage County area can build a transit system that will significantly improve mobility and support sustainable development in the future.

The key challenge will be to develop early momentum towards implementation. Finding funding will be difficult, and important immediate actions involve assembling sources of funding to assist the early implementation. The first few successes will make the next steps of implementation easier.

Other challenges will include incorporating transit and pedestrian friendly design into roadway design as well as land use and local zoning codes. These types of efforts are also challenging in the early stages of implementation. It is difficult to convince government bodies to approach design and problem solving in a different way, when they have seen little evidence that transit is a real player in providing mobility options in the DuPage County area to date. One way to overcome this challenge is to work to collect information from other areas of the country where pedestrian and transit friendly design was incorporated to the benefit of all.

For all of these efforts, aggressive marketing and public information will be essential. Marketing will need to be taken to a new level to shift perceptions and create awareness. Proactive marketing and the formation of key partnerships must also be pursued.

Immediate Actions for the First Five Years

The process of developing the plan provides an inherent level of activity and momentum. Nothing will help plan implementation more than being able to identify some early successes. The following list of items is meant to provide some suggested immediate steps to take following completion of the Transit Plan development project.

- Set realistic goals—identify some quick successes to build upon. These might include identifying a community or business group that is interested in expanding existing service or commencing local circulator service. Working with them to bring projects to implementation will help build momentum.
- Work with existing providers (Pace, Metra, municipalities, townships and County) to begin discussion of potential changes to existing service, augmenting existing services, or coordination with Pace Vision 2020. Develop a list of items—big and small—to pursue.
- Form key partnerships with the business community, including Oak Brook, I-88 Corridor, East-West Corporate Corridor Association and hotels to determine their needs and resources to assist in bringing a focus to transit possibilities. Leverage employers ability to provide tax-free benefits for transit to their employees.
- Further refine the recommended alternative. Prioritize, develop specific action items to pursue in the very short-term. These may include things like exploring alternative service provision options, identifying possible funding sources, with specifics such as application timelines, matching requirements, and assembling resources to assist interested communities and businesses in developing service ideas and approaches.
- Assemble an Implementation Team – including the current providers, the RTA and others – to follow through on early action items and to develop regional support and assistance in securing funding for plan implementation.
- Commence detailed study of specific implementation of the high-speed corridor service.
- Encourage and/or facilitate Transit Oriented Development (TOD) studies among communities with exiting or planned transit centers and commuter rail stations
- Monitor the progress of the following studies to assess their impact and incorporate their findings into future implementation activities.
 - Metra Outer Circumferential Service Corridor Study
 - Northwest Corridor Study
 - Pace/Metra Bus-to-Rail Study
 - Metra Inner Circumferential Study
 - BNSF Outer Corridor Study
 - Kane County Transit Market Assessment
 - DuPage County Park-and-Ride Study
 - Naperville’s Comprehensive Transportation Plan

- Monitor plan implementation and periodically update the DuPage Area Transit Plan (every three to five years) to stay abreast of current services, changing travel and land use patterns, and unforeseen needs.

This document summarizes work conducted for the DuPage Mayors and Managers Conference. The DuPage Area Transit Plan document was prepared by Multisystems, Inc., under contract to the DuPage Mayors and Managers Conference. Preparation of this document was financed in part through a grant from the Regional Transportation Authority, U.S. Department of Transportation, Federal Transit Administration, under the Federal Transit Act, and the Illinois Department of Transportation, Division of Public Transportation.

The contents do not necessarily reflect the official views of the Regional Transportation Authority, U.S Department of Transportation, Federal Transit Administration, or the Illinois Department of Transportation, Division of Public Transportation.



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