

Pilot Plan Scenarios

FOR WILLOWBROOK CORNERS, DUPAGE COUNTY
COMMUNITY ADVISORY GROUP, MARCH 22, 2022

JOHN

Agenda



Welcome Remarks (10 min)

Transportation Options (20 min)

Scenario Planning Exercise (45 min)

Pilot Plan Process (10 min)

Closing Remarks (5 min)

Fill the gaps in transportation

Project Overview

To develop a pilot plan with ideas to improve transportation to, from, and through Willowbrook corners that supports the community in accessing fresh food, employment, education and other essentials.



JOHN



State of Transportation

IN WILLOWBROOK CORNERS

- Pace commuter routes discontinued during the pandemic will not resume due to operation costs and low ridership
- Pace is investing in flexible on-demand and microtransit services, but the current geographic boundaries do not cover Willowbrook Corners
- Pace DuPage Access Program is a new program in partnership with Uber that reimburses trips for commuters in the ADA community up to \$30
- Pace DuPage Access Program offers flexible serve to people with ability differences
- School-district “after-school ubers” with volunteer drivers in personal vehicles
- Interfaith community partnership to offer volunteer-provided for little to no-cost to healthcare destinations for older adults

What We Learned From You

ABOUT COMMUNITY NEEDS

In addition to the need for more flexible and diverse transportation options, there is a bigger picture of how transportation can create access to living wage jobs and employment retention, keep youth engaged from school to extracurriculars, make essential resources like fresh food within reach, and support local economic development where there are vacancies or opportunities for rezoning.

Fixed route bus service is not enough. There is a gap in midday and late-night service, and it is not an efficient trip for grocery shopping.

Older students do not have enough options to get from school to work or school to enrichment programs.

Streets are not pedestrian and bike friendly, particularly in areas near the highway, or areas that are long stretches between destinations.

It's not just about getting people out of Willowbrook Corners to surrounding resources, it's also about how we bring resources in for them

What We Learned From Residents

ABOUT COMMUNITY NEEDS

In Fall 2021, the project team surveyed a sample of Willowbrook Corners residents through email and in-person pop-up events. The survey inquired about travel patterns and behavior. About 40 people participated in the survey.

Affordability and flexibility are priorities for transportation options. People are primarily concerned about getting to school and work in the morning.

72% of respondents prefer to work within 2-5 miles of Willowbrook Corners. But 59% would be interested in warehouse employers along I-55 with adequate transportation.

23% of adults would need a smartphone to use app-based transportation. 18% of adults with children would need a smartphone for their children to use app-based transportation.

Bus stop improvements are very important with 67% wanting seating, and 31% wanting shelter from the weather while waiting.

Sidewalk improvements are very important with 88% stating they feel unsafe walking given the lack of sidewalks in their neighborhood.

Microtransit

Option A

APP-BASED ON-DEMAND TRANSIT

This option offers **flexible on-demand service** for an **individual or small group**. It can be accessed through a smartphone **app or by phone call**, depending on the service provider. Usually, this option requires **e-payment**. Pick-up and drop-off spots may be near your location or door-to-door, depending on the service. Providers can include Via, Uber, Lyft, and others in the market.

KEY CONSIDERATIONS

Criteria	Evaluation
Usage	Flexible
Passenger Cost	More per one-way trip than Pace bus
Service Area	Medium-distance coverage
ADA Friendly	Yes
Destination Access	Based on service geography
Partnership	Required



SUPPORTING ENHANCEMENTS



SUBSIDY



PUBLIC INFORMATION



SIDEWALK NETWORK

SAMPLE USE CASE

“I need to get to a local doctor’s appointment, but I don’t have a car.”

jo0 Microtransit is a CLASS of services encompassing a wide variety of vehicles and models. Usually app driven but not necessarily. If this is really meant as TNC, then we should just title TNC.

john.loper@dupageco.org, 2022-03-19T21:47:01.636

G0 0 The existing description says access is "by app or by phone". This is not intended to be a slide about TNC. However, I don't recall another feasible option for WC other than a private partnership with a mobility tech company. Is there?

Gabrielle, 2022-03-21T20:37:59.608

Microtransit Option B

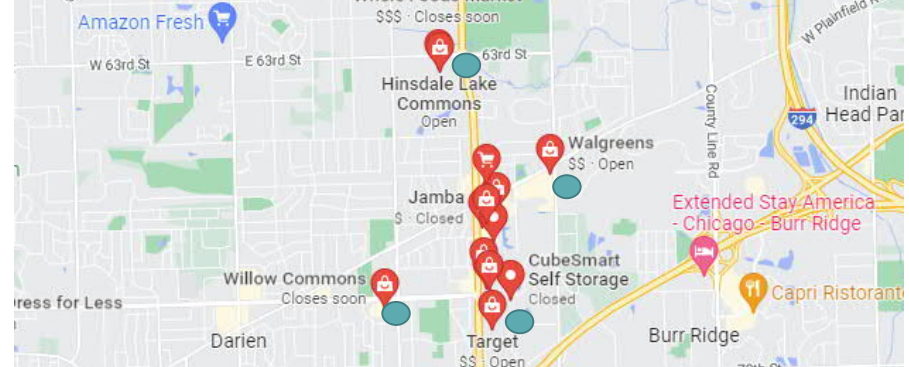
COMMUNITY VAN

A **volunteer-driven van** that provides rides for local trips. The service can be provided on **routes that hit common destinations** like grocers, retail, and health appointments. Or the service can be provided **on-demand**. The vehicles must be purchased or leased.

“I need to get from one job to the next during the day, but the traditional bus doesn’t service my destinations.”

KEY CONSIDERATIONS

Criteria	Evaluation
Usage	Flexible
Passenger Cost	Similar to Pace bus service
Service Area	Medium-distance coverage
ADA Friendly	Yes
Destination Access	Based on service geography
Partnership	Required



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PUBLIC INFORMATION



SUBSIDY

jo0 Not always volunteer driven. In the case of SureRide, it is a concierge service. It is differentiated from VanPool in that it does not require min number of passengers and does not always require all people to be destined for the same location.

john.loper@dupageco.org, 2022-03-20T13:11:27.319

G0 0 What is the distinction we want to make between microtransit and vanpool? It's getting too cloudy for a pros/cons or preferences discussion.

Gabrielle, 2022-03-21T20:46:20.246

Microtransit

Option C

FIXED ROUTE PACE VANPOOL

Vanpool usually provides **fixed weekday service between home and work locations**. Passengers of a given van usually live near each other and have the same or close by work locations. Vanpools usually **operate based on the work schedules of the passengers**; they are not available on-demand. Vanpools **require at least four (4) passengers** to operate.

KEY CONSIDERATIONS

Criteria	Evaluation
Usage	Fixed, Not Flexible
Passenger Cost	Monthly payment vs. ride cost of Pace bus
Service Area	Long-distance coverage
ADA Friendly	Yes
Destination Access	Specific work destinations only
Partnership	No



SUPPORTING ENHANCEMENTS



PUBLIC INFORMATION



SUBSIDY



EMPLOYER
COORDINATION

SAMPLE USE CASE

“I work a traditional 9-5 schedule. My family only owns one car, so I need a ride to work.”

Pause & Check-In

ARE THERE ANY QUESTIONS WE CAN ANSWER TO
CLARIFY THE **MICROTRANSIT** OPTIONS?

Micromobility

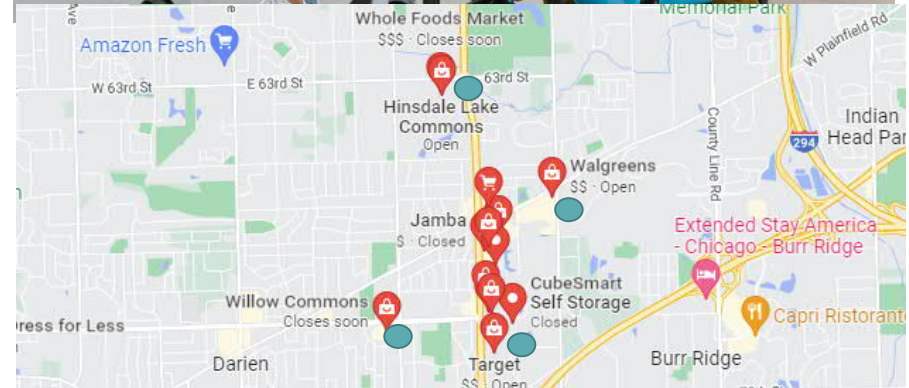
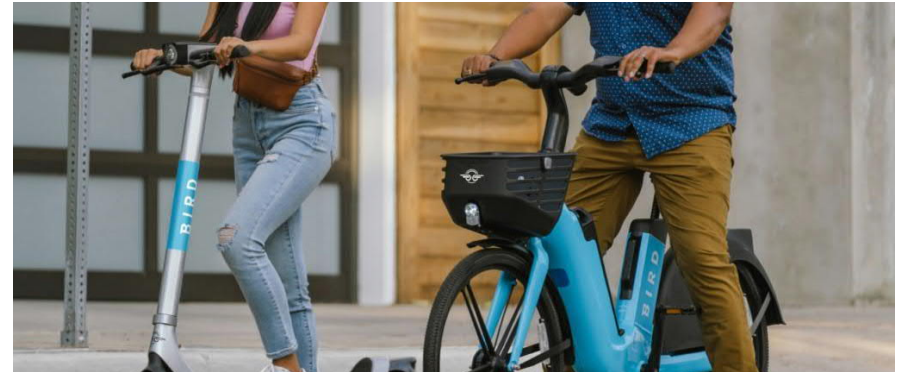
Bike and Scooter Share

SELF-SERVE CURBSIDE THROUGH APP

Bike and scooter share provides small vehicles for individual use that are **designed for short local trips**. Bikes must be reserved from and returned to a docking station, while scooters can be accessed at random. Bikes and scooters **require reservation and payment by app**. Availability also depends on maintenance as the **vehicles must be charged for use**.

KEY CONSIDERATIONS

Criteria	Evaluation
Usage	Flexible
Passenger Cost	More per one-way trip than Pace bus
Service Area	Limited-distance coverage
ADA Friendly	No
Destination Access	Based on e-charge
Partnership	Required



SUPPORTING ENHANCEMENTS



BIKE LANE
NETWORK



SIDEWALK
NETWORK



CROSSING
IMPROVEMENTS



MOBILITY
HUB

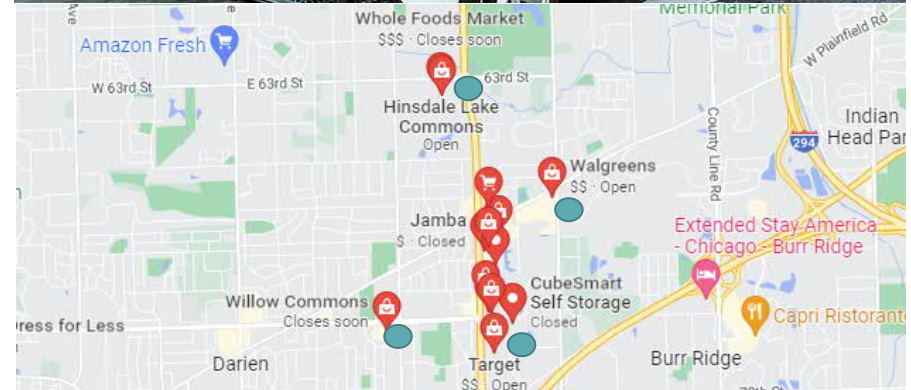
Micromobility Car Share

SHORT-TERM RENTAL THROUGH APP

Car share provides a small fleet of **vehicles for short-term rental**. Sometimes, cars must be reserved from and returned to specific parking spaces in public parking lots. Other times, cars can be anywhere within a geographic zone. Car share **requires reservation and payment by app**. Typically, **the costs do not afford daily use**.

KEY CONSIDERATIONS

Criteria	Evaluation
Usage	Flexible
Passenger Cost	More per one-way trip than Pace bus
Service Area	Long-distance coverage
ADA Friendly	No
Destination Access	Based on fuel or charge
Partnership	Required



SUPPORTING ENHANCEMENTS



SIGNAGE



MOBILITY HUB



PUBLIC INFORMATION

Pause & Check-In

ARE THERE ANY QUESTIONS WE CAN ANSWER TO
CLARIFY THE **MICROMOBILITY** OPTIONS?

Infrastructure Option 1

Pedestrian & Bike Network Improvements

SAFETY ENHANCEMENTS

Sidewalks and bike lanes create a safe environment that encourages walking and biking and supports people who are transit-dependent and need to travel to transit stops.

88%

Survey respondents want to see sidewalks in their neighborhood.



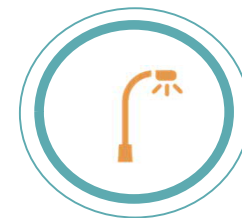
SUPPORTING ENHANCEMENTS



STRIPING



CROSSING



LIGHTING



BUFFERS



SIGNAGE

jo0 **Instead of Add-On, can we call it Infrastructure 1, 2, 3?**
john.loper@dupageco.org, 2022-03-20T13:18:00.834

G0 0 **I think that's a bit of technical term, but sure.**
Gabrielle, 2022-03-21T20:53:26.862

jo1 **For this particular improvement: SRTS is one reason among many. We want to emphasize continuity and connectivity of system for better and safer ped mobility. ; we want to get peds off street and onto path and SW.**
john.loper@dupageco.org, 2022-03-20T13:30:28.394

G1 0 **Agreed, good talking point.**
Gabrielle, 2022-03-21T20:55:39.060

Infrastructure Option 2

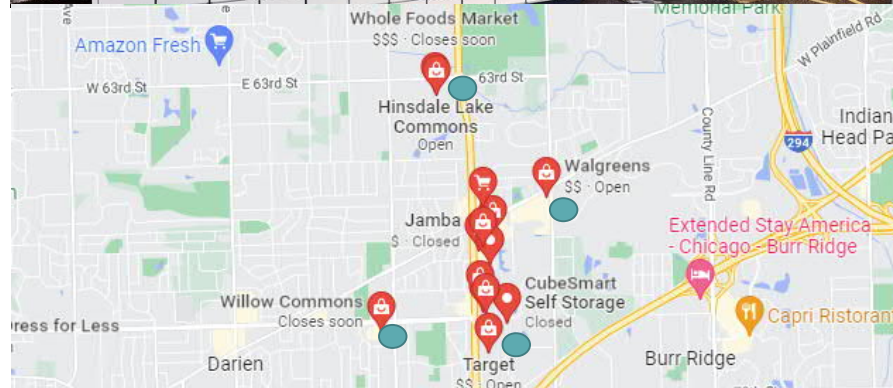
Delivery Lockers

ACCESS TO ONLINE GOODS

Delivery lockers are a solution to **bring resources into the community**, to supplement transportation efforts. **Online orders can be delivered to lockers**, including essentials like groceries, and accessed using a digital code provided to the recipient.

Lockers should be **located in convenient and well-trafficked areas** like large employer sites, transportation stations or hubs, park and ride lots, and mixed-use areas.

In addition to convenience, **delivery lockers reduce shipping costs** by up to 30% making home deliveries more affordable to low-income communities.



SUPPORTING ENHANCEMENTS



BROADBAND ACCESS



POWER

jo0 I would not say that Comcast Lift Zone is a supportive element. Lift Zones are digital network enhancements and capital equipment benefits for education and employment resources. I would say wireless network infrastructure, ComEd electrical service.

What about subsidized delivery service ? We discuss instacart programs in our ancillary services document
john.loper@dupageco.org, 2022-03-20T13:44:35.499

G0 0 Delivery lockers require internet access for online purchases, that was the point of mentioning Comcast. Electricity from ComEd is a different thing, also relevant.

We don't have information to substantiate a discounted grocery delivery service option. I was hoping this presentation would feel more concrete - otherwise we set ourselves up for questions we can't really answer.
Gabrielle, 2022-03-21T21:03:55.248

Infrastructure Option 3

Bus Stop Improvements

USER-FRIENDLY EXPERIENCE

A variety of transit services can utilize curbside bus stops. Improvements to these bus stops can include weather protection, seating, digital infrastructure for real-time arrival updates, ADA infrastructure and more.

98%

Survey respondents want better seating and weather protection.



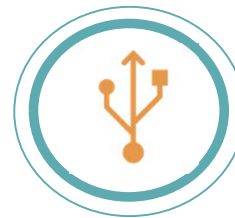
SUPPORTING ENHANCEMENTS



SIDEWALK NETWORK



WEATHER
MAINTENANCE



TECHNOLOGY



LIGHTING

jo0

BUT, stops are not necessarily tied to Pace service. They can be used for Community Van, Van Pool or other Microtransit services where there is need for common pickup/dropff.

john.loper@dupageco.org, 2022-03-20T13:47:05.030

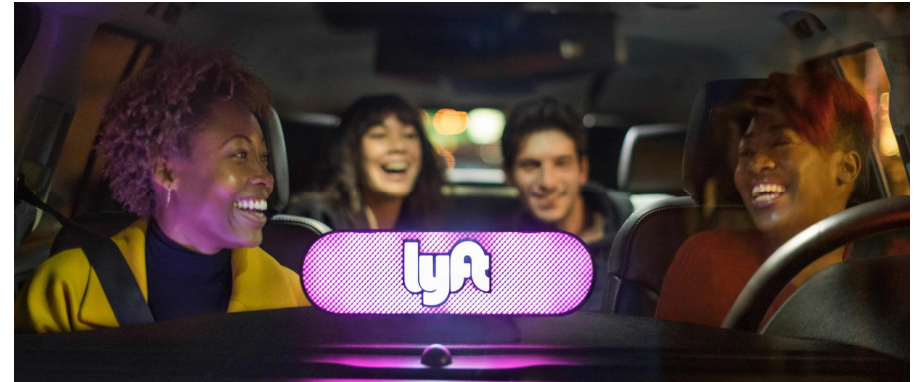
Programming Option 1

Guaranteed Ride Home

PARTIAL OR FULL REIMBURSEMENT

A program that reimburses local transportation costs when alternative transportation is needed to return home from work. This often includes the cost of Uber and Lyft.

Program administration and terms and conditions must be developed to determine how reimbursements are requested and issued, what trips are eligible for reimbursement, and how often an individual can be reimbursed.



SUPPORTING ENHANCEMENTS



PROGRAM ADMINISTRATION



PUBLIC INFORMATION

jo0 Can be used for transit, education, work rides depending upon registrants and zone requirements.
john.loper@dupageco.org, 2022-03-20T13:52:04.606

JN1 **Are health checkups included?**
Jones, Nye, 2022-03-21T12:50:57.480

Discussion

WHICH OPTIONS DO YOU THINK BEST MEET THE
DIVERSITY OF COMMUNITY NEEDS? LET'S DISCUSS
PROS, CONS, AND PREFERENCES.

JOHN



Pilot Plan

DEVELOPMENT & LAUNCH TIMELINE

- **Development (1-5+ years)**
 - Prioritize Options
 - Site Selection
 - Identify Funding
 - Township and County Coordination
 - Solicit Private Partners
 - Procure Consultants
- **Launch (rolling basis)**
 - Permits
 - Construction or Installations
 - Public Information
 - Township and County Coordination

Metrics of Success

EVALUATION

- Number of riders or users for selected options (sustained ridership)
- Distribution of users based on infrastructure
- Public awareness of how to access and use selected options
- Safety improvements
- Maintenance of vehicles and infrastructure
- Local government collaboration

jo0

Ridership - monthly/quarterly

Sustained ridership - meaning is there consistent usage or growth?

Benefit value - what is monthly/quarterly benefit? Or, avoided cost... this applies to transit as well as delivery options

Cost per ride (cost to County or other agencies per arranged ride).

john.loper@dupageco.org, 2022-03-20T13:54:31.887

Thank You

DUPAGE COUNTY CONTACT

John Loper | E: john.lover@dupageco.org

CONSULTANT CONTACT

Mary Lupa | E: mary.lupa@wsp.com