

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION

Resolution or Ordinance (Blue) *Waiver of First requested* ___
Recommendations of Boards, Commissions & Committees (Green)
X Other Business (Pink)

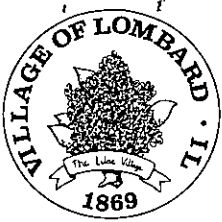
TO: PRESIDENT AND BOARD OF TRUSTEES
FROM: William T. Lichter, Village Manager
DATE: September 8, 2004 (B of T) Date: September 16, 2004
TITLE: Discussion of DuPage Area Transit Plan Bus Shelters
SUBMITTED BY: William T. Lichter, Village Manager

BACKGROUND/POLICY IMPLICATIONS:

Please see attached memorandum.

FISCAL IMPACT/FUNDING SOURCE:

Village Attorney _____ Date _____
Finance Director _____ Date _____
Village Manager W.T. Lichter Date 9/8/04



To: Honorable President and Board of Trustees

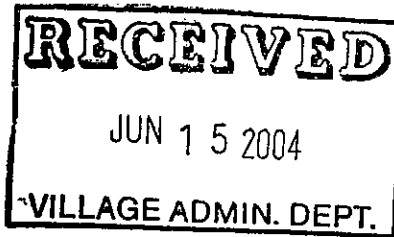
From: William T. Lichter, Village Manager *WTL*

Date: September 8, 2004

Subject: DuPage Area Transit Plan Bus Shelters

Attached is a letter from John Noel, Chairman of the DuPage County Board's Public Transit Committee. In his letter, Mr. Noel is requesting that the Village Board reconsider its position regarding the placement of bus shelters in Lombard. Also attached is a copy of the minutes from the meeting of December 18, 2003 at which time the Village Board previously considered this matter.

The Village President has asked that this item be placed on the September 16th agenda for discussion by the Board of Trustees.



X-WTZ

COUNTY BOARD

DuPage County

June 3, 2004

President William J. Mueller
Village of Lombard
255 E. Wilson Ave.
Lombard, IL 60148

X 6/21
cc: Don Wilber

Re: **DuPage Area Transit Plan Bus Shelters**

Dear President Mueller:

I am writing to encourage the Village Board to revisit the issues surrounding the placement of bus shelters at mutually agreeable locations in Lombard. As I understand it, this topic was discussed by the Board a couple of months ago and failed to obtain approval. I would appreciate the opportunity to address the Board about this if it can be placed on one of your upcoming agenda.

By way of background, the County entered into an umbrella contract with a bus shelter provider after a public bid nine months ago. The purpose of the contract was to further the implementation of the DuPage Area Transit Plan. As you know, that Plan was the result of a three-year effort by the Mayors And Managers' Conference in conjunction with the County. Its development included 26 local sessions with residents throughout the County and an interactive demonstration and survey at C.O.D. The effort cost ten's of thousands of dollars and aimed to get a definitive sense of what potential public transit riders required in order to be attracted away from personal travel via an automobile. Overall, the Plan was driven by a recognition that congestion was getting worse and the space for, and cost of, new roads could no longer be found. Over at least the last eight years, congestion has consistently ranked among the top three concerns for residents in DuPage, and probably higher in Lombard with its constant rail traffic.

Overwhelmingly, potential public transit users emphasized reliability and amenities as required aspects of useable public transit. Amenities included real time information about bus schedules and delays and shelters to protect riders from the elements. Staff of the Mayors And Managers Conference and the County have worked with PACE to implement the Plan according to its three phases. The phases seek to improve service on selected routes and, over time, establish a network of interlocking service to support intra-county travel. Initial routes selected for improvement included those associated with the Roosevelt Road corridor. Consistent with the Plan, improvement included location of bus shelters along the corridor with the ability - once PACE has purchased a system - to provide GPS real-time information on bus routing. We visited with each of the municipalities late last year to get feedback on the best bus shelter designs so as to create a common look for all shelters throughout the system. The shelters we have selected are high quality, good looking and, with a modular design, can be sized to suit the site and passenger demand.

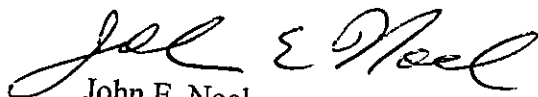
In implementing the Plan, one constant question was how to finance its added costs. Of course, any additional PACE operating costs are required to meet the farebox recovery ratio set by the RTA. The capital costs of new buses were the least of the problems. New amenities and land acquisition costs for bus transfer points, bus turn-outs and lane improvements will be substantial. Some of these costs we hope will be funded by the pending federal transportation bill. But there definitely will be a shortfall.

The bus shelter contract was an effort to self-fund implementation of a key element of the Plan. Purchase and installation of a shelter would cost more than \$10,000 each for the cheapest styles. Add in regular maintenance and repair, and the ongoing costs can be significant. These costs have led many municipalities and bus operators to enter into contracts with a third party who will provide, install and maintain shelters AND pay the owner of the right-of-way a leasehold fee. An expense item is converted into a revenue item. This turn-about is made possible through income received by the provider from advertising firms which pay for display ads placed in the shelters. The County's contract was an effort to leverage a greater number of shelters into a better revenue return. This was accomplished. The contract yields a return of 33% of ad revenue vs. the normal 10 - 15% for smaller contracts. The contract also provides that objectionable advertising will be immediately replaced - this has happened once in six years for the contracted provider. In short, the advertising component of the bus shelter contract contributes the resources to implement an important amenity of the Plan.

I understand that when the Board of Trustees considered bus shelters, their principle focus was on the advertising aspect of the shelters. I believe that a broader perspective needs to be taken. We should recognize the need for, and benefit of, public transit. Again, the shelter is an amenity for residents, not a display advertising board. I would encourage you and the Village Board to consider your residents - not just those who may use buses but those who are subjected to additional congestion because of the lack of buses - and to follow the path of many other municipalities in passing a code amendment to accept the shelter advertising.

As you know personally, the Mayors And Managers' Conference Plan is a sound one that has received awards for its process and scope. However, it will be nothing but a dusty old binder on a shelf if individual municipalities don't support it within their boundaries. As always, I am willing to discuss this with you and the Board at your convenience.

Sincerely,



John E. Noel
Chairman, Public Transit Committee
DuPage County Board

X Agenda Items for Discussion

A. 030807 Pace Bus Service and Shelters

A discussion relative to the following:

1. DuPage County Pace Hub Center
2. Bus Shelters along Roosevelt Road
3. Route Change for the 313 Service

President Mueller introduced that topic of Pace Bus Service and shelters at Yorktown for Pace buses and said that staff is seeking direction from the Board.

Mr. Heniff, explained the items up for discussion such as a route change for route 313, and Yorktown Mall as a Pace transfer station to multiple routes in DuPage County. He said a potential location for a hub center would be just to the north and east of JC Penney. He said that staff is seeking Board direction of the general concept. If staff was directed to pursue this concept, a CMAQ grant would need to be applied for by January 30, 2004.

Mr. Heniff then went on to inform the Board that DuPage County is looking at this as revenue source, as the shelters could include advertising space. Pace can provide free shelters, but the shelters would be subject to a maintenance agreement. They are looking at having two along Roosevelt Road. He did mention that the proximity to Roosevelt Road traffic is of concern.

Mr. Heniff stated that staff is seeking Board direction on the desirability of shelters within our right of way and about the advertising issue.

Trustee Sebby asked what kind of costs we are looking at.

Mr. Heniff replied that there were no definite numbers available in regard to the hub center but a grant could be obtained.

In response to Trustee Sebby' inquiry, Mr. Heniff explained that the hub center will have many different buses from a number of routes feeding into Yorktown. Trustee Sebby asked for clarification that they would not be parking buses there. Mr. Heniff answered that they would be moving stopping and staging.

Trustee Florey said that they had talked about this in strategic planning and it would benefit Yorktown and the Village of Lombard but it is also benefiting the County. He said he would expect to have money from the County and Pace.

Trustee Soderstrom agreed that it would be also benefit the County and many municipalities, we should not fund it.

Mr. Heniff said that they are looking for funding opportunities, and he did not know what our contribution might be.

President Mueller said that if the Board thinks the hub is a good idea, they can direct staff to proceed.

Trustee Soderstrom said that it is a good idea but not if Lombard is paying for it.

Trustee Koenig wanted to know if the grant money would come with strings attached, that Lombard has to come up with a certain portion.

Mr. Heniff indicated he would check.

Trustee DeStephano thought this was a good thing to pursue but agreed with Trustee Soderstrom that since this would be of county wide benefit, they should be coming up with the bulk of the money.

President Mueller summarized saying that it seems like a good idea but not for Lombard to pay for it.

* *President Mueller then mentioned the shelters may not be just on Roosevelt Road. John Noel met with him and discussed that these could go on other bus routes even in residential areas.*

Trustee Tross said that he would be personally appalled to see any advertising on the shelters and said that the Village has been spending a great deal of effort removing questionable billboards. He said that he would not support any bus shelter where advertising would be allowed.

Trustee DeStephano said she does not support advertising as it looks terrible visually.

Trustee Soderstrom said that he does not support the advertising and is concerned about how many shelters.

Trustee Florey said that a few shelters on Roosevelt Road may be appropriate but not with any advertising. He added that at the train station advertising has been vandalized and graffitied.

President Mueller spoke of a letter of objection sent to Metra regarding Metra Station advertising, but Metra is not negotiating.

With regard to the bus shelters, President Mueller said that they are being proposed by DuPage County as part of their transit program. They have reached an agreement with Pace that there would be no cost to the Village to maintain shelters. He said the County will refund a portion of the revenue that they receive. President Mueller stated he could not support the shelters with signage on them. The County will give the option to put up free of advertising, but then we must pay a fee to the County.

There was consensus of the Village Board there would be no shelters and no advertising in Lombard.

Trustee Tross said he also would prefer not to enter into agreement with the County.

President Mueller introduced that topic of the route change for the 313 bus line which proposes to use Wilson instead of Madison.

A presentation was made by Bob Buckman of the planning department of Pace. He explained that Route 313 is a 7 day a week service, which begins at the Chicago/Oak Park border and terminates at Yorktown. He explained that it runs along Westmore to Madison to Main Street and then to Yorktown. He said that Pace has received requests from agencies at the Eastgate Shopping Center, including the Illinois Secretary of State, Alliance Group, the Department of Employment Security and the College of DuPage Resource Center. He said that 5500 residents of Lombard applied for unemployment insurance last year. Eastgate's request was to bring Route 313 closer to Eastgate. He then showed the existing route, and the proposed route. He said that there are only 6 riders in the stretch on Main Street on weekdays. He said that the new route running

along Wilson would provide access to Village Hall. He asked for support in the change of the service scheduled for the first quarter of 2004. He told them that Pace would notify riders, publish the timetable showing the revision and that the employers at Eastgate would advertise the change in the pay stubs of their employees.

Trustee Soderstrom said that his initial opinion is unfavorable. He believes it is to benefit Eastgate Shopping Center. He said he thinks it's bad for the residents of his district. He further stated that Madison is the main collector street and the bus route doesn't belong on Wilson.

Trustee DeStephano said she is concerned when things are moved to the South part of town and commented that there is no coverage by Pace in the North part of town.

Mr. Buckman agreed that many of routes are in the South part of the Village, but during rush hour the bus goes from the Metra to Main Street. He said that other routes come from the South, the Downers Grove area to Yorktown and continue West to Wheaton.

Trustee DeStephano said that the farthest coverage in the North is the train station.

Trustee Tross asked if this is the Public Hearing.

Mr. Buckman said that this is done as a courtesy, explaining changes that Pace hopes to make in the future.

Trustee Tross asked if the Village Board says no, could Pace do it anyway.

Trustee Koenig said that although this part of the route is not in her district, it seems to make sense, considering what is in Eastgate shopping center will benefit from the change. She said that the goal of mass transit is to move the most people with the least fuel.

Trustee Tross said that in looking at the map, at Madison and Westmore there is a church on one corner and one long block to the bank and if you come across Madison, there are at least 16 streets. He said that this would be a lot of territory to inconvenience and that from Westmore and Madison it is a close walk to Eastgate.

Trustee Soderstrom said that the bus traffic doesn't belong on Wilson and that at Madison Meadow Park, the majority of the sports events are on south end of the park and the foot traffic in summer is unbelievable. He said that the bus route belongs on Madison not Wilson.

Trustee Koenig said that she doesn't want to inconvenience residents either but the same could be said of the amount of foot traffic is true of Madison in the Fall. She said that she understands Trustee Soderstrom's thinking but from a mass transit standpoint, Wilson may be a more efficient use of energy.

President Mueller said that we need to do what is the best for the community as a whole. He asked that Trustee Soderstrom take the matter to the Transportation and Safety Committee to take a look at this and bring back a report.

Trustee Soderstrom said he would be happy to do so and questioned Pace's time frame.

Mr. Buckman said that Pace's goal is to implement the change in the first quarter of 2004.

President Mueller suggested keeping the route, but come down Westmore to Eastgate,

or the Committee can look at other options.

Trustee Sebby asked if Pace would look at the North end of town.

Mr. Buckman said that Pace is looking at implementing a North/South corridor route through Lombard, but funding is critical at this point.

President Mueller said that during the transportation study by DuPage Mayors and Managers, that a North/South Corridor was talked about.

President Mueller thanked the Pace representatives for waiting so long.

He thanked the cable staff Bill Everett, Matt Wrzeszcz and Jay Wojik.

He wished everyone a Happy Holiday Season

XI Executive Session

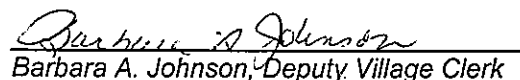
XII Adjournment

It was moved by Trustee Sebby, seconded by Trustee Florey, to adjourn the regular meeting of the President and Board of Trustees of December 18, 2003 at 10 p.m. The motion carried by the following vote:

Aye: 6 - Trustee Joan DeStephano, Trustee Richard J. Tross, Trustee Karen Koenig, Trustee Steven Sebby, Trustee Kenneth M. Florey and Trustee Rick Soderstrom


William J. Mueller, Village President

ATTEST:


Barbara A. Johnson, Deputy Village Clerk