

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

Resolution or Ordinance (Blue) _____
Waiver of First Requested
Recommendations of Boards, Commissions & Committees (Green) _____
Other Business (Pink) _____

X

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: William T. Lichter, Village Manager

DATE: October 10, 2007 (B of T) Date: October 18, 2007

TITLE: Circulator Study Update

SUBMITTED BY: Department of Community Development *WTL*

BACKGROUND/POLICY IMPLICATIONS:

The Department of Community Development through the DuPage Mayors & Managers Conference presents for discussion a Circulator Study update.

Please place this item on the October 18, 2007 Board of Trustees agenda.

Fiscal Impact/Funding Source:

Review (as necessary):

Village Attorney X _____

Finance Director X _____

Village Manager X _____

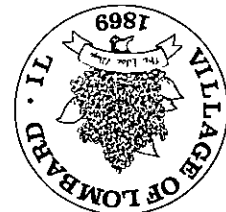
William T. Lichter

Date _____

10/10/07

Date _____

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



MEMORANDUM

TO: William T. Lichter, Village Manager

FROM: David A. Hulseberg, AICP, Assistant Village Manager/Director of Community Development *DH*

DATE: October 18, 2007

SUBJECT: Circulator Study Update

Tam Kutzmark of the DuPage Mayors and Managers Conference will present a brief overview of the circulator study to date. She will also discuss the fourth and final phase in the circulator study (implementation), which will involve the formation of a local task group related to the circulator.

For your reference, attached is Chapter 5 of the Service Specifications Report for Lombard which contains the recommended service plan.

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The presentation began with an overview of the planning process DMMC and DuPage County have developed to improve public transportation in DuPage County. This planning process includes the DuPage Area Transit Plan, which was adopted by the County in 2002. The plan recommended that three levels of transit service be developed: Circulator service, which provides transit service geared primarily to serve the community, Connector service to provide transit between communities in DuPage County, and Bus Rapid Transit to provide commuter service to Chicago, Schaumburg, O'Hare, and areas in DuPage County with a large business and employment sector. These transit services are intended to work together to form an extensive public transportation network that reaches all DuPage County communities and better links residents and employees to the regional transit system. The DuPage Area Circulator Study is the first in a series of implementation plans leading to this extensive transit network. Each attendee was provided a copy of the Executive Summary with maps of the service alternatives and a comment card.

The Lombard Community Choice Forum meeting to discuss transit service alternatives took place on July 19, 2007 at the Lombard Village Hall. Representatives from DMMC, the Village of Lombard, and LSC Transportation Consultants, Inc. presented four transit service alternatives to those attending the meeting. There were eight people in attendance representing senior service agencies, Plum Library, a condominium association, and employment opportunities for low-income individuals in Lombard, as well as Lombard citizens.

COMMUNITY CHOICE FORUM

In this chapter, the Planning Team presents a recommended service plan for the Village of Lombard Circulator Service. This chapter includes a comparison of the four alternative service plans developed for the Village, the recommended service plan, and a recommended organizational structure.

Recommended Service Plan

CHAPTER V

The four alternatives were presented with a description of the type of service to be used, service route, hours and days of operation, and schedule. Possible vehicles were described as well. Twelve different buses were pictured on a display board for meeting attendees. A thorough description of each alternative can be found in Chapter III of this report along with descriptions of several vehicle types. The group was then asked to select their preferred service plans and vehicle types. Each participant was given four stickers with two stickers having the number 1 and two having the number 2 with instructions to place these stickers on the map of the alternative they preferred and on the vehicle they preferred. The participants were also encouraged to make comments on the alternatives if they wished. Comments could be written on the notes and placed directly on the display board or written on the comment cards.

Listed below are the scores and comments for each alternative and vehicle type:

- Alternative 1 was not the preferred choice for anyone and a second choice for only one participant. Comments stated concerns that the bus would not serve Plum Library, Lombard Health Center and the DuPage Medical Group Building.

- Alternative 2 was the second choice for two participants with written comments asking for a stop at Plum Library on Maple Street and service on St. Charles street to the intersection with Westmore-Myers Road.
- Alternative 3 was the second choice for two participants with written comments asking for a stop at Plum Library on Maple Street and service on St. Charles street to the intersection with Westmore-Myers Road.
- Alternative 4 was the preferred option among participants. When asked why they preferred this alternative, participants indicated they preferred this alternative because it provided flexible fixed-route service. The flexibility of scheduled service was preferred over the options with fixed-route service accompanied by complementary paratransit service.

There were no clear choices for a vehicle type with several people stating they had no preference. Written comments expressed a desire for biofuel-powered buses with Global Position System (GPS) locators and bike racks.

For those individuals who were unable to attend the community forum, the Planning Team developed a comment card (see Appendix D). The comment card was made available on the Circulator Study website as well as given to partici-

scored. In order to determine the best alternative, the Planning Team developed evaluation criteria based on community priorities and compared each alternative to these criteria. Each alternative received a score that represents how well the alternative meets each criterion. Table V-1 displays the criteria and how each alternative scored.

traditional fixed-route service. flexible fixed-route service as opposed to the first three alternatives, which provide much lower level and frequency of service. Alternative 4 was developed to provide service. Alternative 3 has the same route alignment as Alternative 2 but with a Route 1, a 30-minute frequency of service all day everyday, and longer hours of major difference between this alternative and Alternative 1 is the alignment of tions gathered from the Lombard Focus Group meeting held April 19, 2007. The Lombard Metra station and Yorktown Center. Alternative 2 incorporates sugges- Yorktown Center for the western portion of the Village. Both routes meet at the 1 Route 2 provides fixed-route service from the Lombard Industrial Park to station to Yorktown Center serving the eastern portion of the Village. Alternative routes. Alternative 1 Route 1 provides fixed-route service from the Lombard Metra Chapter III. Alternative 1 was developed as a fixed-route service that has two Chapter III of this report. These alternatives are presented in more detail in For the Village of Lombard, four alternatives were developed and presented in

COMPARISON OF SERVICE ALTERNATIVES

comments. There was no preference for vehicle type among those submitting written comments indicated that any service should include a stop at the Plum Library. Alternative 2 had two responses indicating this as their preferred option. Several 1 and 3 each had one person indicating the alternative as their preference and 4 was the preferred option based on the written responses, although Alternatives parts at the forum. Nine comment cards were received from Lombard. Alternative

**Table V-1
Comparison of Transit Service Alternatives - Lombard**

Comparison Indicator	Alternative 1	Score	Alternative 2	Score	Alternative 3	Score	Alternative 4	Score
Percent of Target Market Served	59%	2	70%	2	70%	2	83%	3
Percent of Community Population Served		0		1.5		1.5		3
Annual Operating Cost	\$1,300,000	1	\$1,700,000	0	\$1,000,000	2	\$650,000	3
Initial Capital Cost	\$1,200,000	1	\$1,300,000	0	\$1,000,000	2	\$850,000	3
Cost per Passenger	\$16.01	2	\$19.74	1	\$20.41	0	\$13.27	3
Annual Passenger-Trips	81,222	2	86,125	3	49,000	1	49,000	1
Connections to Metra, Pace, other Circulators	9	3	9	3	9	3	9	3
Community Forum Selection	1 first & 2 second	0	2 first & 3 second	2	1 first & 4 second	1	7 first & 2 second	3
Trip Generators (18)	10	2	8	0.5	8	0.5	15	3
TOTAL SCORE		13		13		13		25

The criteria comparison for the Lombard Circulator indicates that Alternative 4 best meets the transit needs for Lombard. The following provides a description of each criterion and an explanation of how each alternative was scored.

Service to Target Markets

As part of the market analysis and service type analysis, specific target markets were identified in each community. For Lombard, the primary markets to be served are the elderly and people with disabilities as well as employees commuting between the Metra station and the Industrial Park. Each of the alternatives was scored based on how well each of these target markets would be served including the percentage of the population that would have service as well as key destinations for the particular market. In each of these three categories, the alternative received a score of 0 to 3 based on the relative ranking of the alternative. The results of the target market scoring can be seen in Table V-2. Alternative 4 scored highest for this criterion because it serves more of the target populations.

Table V-2 Lombard Target Market									
Target Market Indicator	Alternative 1	Score	Alternative 2	Score	Alternative 3	Score	Alternative 4	Score	
Service to Lombard Industrial Park	YES 5,796	3	YES 6,698	3	YES 6,698	3	YES 6,850	3	3
Service to Seniors	1,420	1	1,667	2	1,667	2	2,132	2	3
Service to Mobility Limited		1		2		2		2	3
TOTAL SCORE		2		2		2		2	3

Percentage of Transit Dependent Population Served

For this comparison, the Planning Team used census block group data to see how many individuals in the transit-dependent population groups (youth, elderly, low income, and mobility limited), are in the service areas of the four alternatives. Alternative 1 has 59 percent of the total community transit-dependent population. Alternatives 2 and 3 have 71 percent. Alternative 4 has 84 percent. Alternative 4 would serve the greatest percentage of the Lombard transit-dependent population. Table V-3 shows the results of this comparison.

Lombard Transit-Dependent Population				
Table V-3				
YOUTH POPULATION				
Alternative	Total	Alternative #	Alternative %	Score
Alternative 1	10,790	5,992	55.53%	0
Alternative 2	10,790	7,160	66.36%	1.5
Alternative 3	10,790	7,160	66.36%	1.5
Alternative 4	10,790	9,357	86.72%	3
ELDERLY POPULATION				
Alternative	Total	Alternative #	Alternative %	Score
Alternative 1	8,650	5,796	67.01%	0
Alternative 2	8,650	6,698	77.43%	1.5
Alternative 3	8,650	6,698	77.43%	1.5
Alternative 4	8,650	6,850	79.19%	3
MOBILITY IMPAIRED POPULATION				
Alternative	Total	Alternative #	Alternative %	Score
Alternative 1	2,467	1,420	57.56%	0
Alternative 2	2,467	1,667	67.57%	1.5
Alternative 3	2,467	1,667	67.57%	1.5
Alternative 4	2,467	2,132	86.42%	3
LOW INCOME POPULATION				
Alternative	Total	Alternative #	Alternative %	Score
Alternative 1	1,918	947	49.37%	0
Alternative 2	1,918	1,424	74.24%	1.5
Alternative 3	1,918	1,424	74.24%	1.5
Alternative 4	1,918	1,542	80.40%	3
TOTAL TRANSIT DEPENDENT				
Alternative	Total	Alternative #	Alternative %	Score
Alternative 1	23,825	14,155	59.41%	0
Alternative 2	23,825	16,949	71.14%	6
Alternative 3	23,825	16,949	71.14%	6
Alternative 4	23,825	19,881	83.45%	12

Annual Operating Cost

This indicator was graded highest for the alternative that has the lowest estimated annual operating cost. Alternative 4 has the lowest estimated annual operating cost at \$650,000 for the first year of operation and therefore receives the highest score for this indicator.

Initial Capital Cost

Since all alternatives will be new service, the initial or first year allocation for capital equipment will be large since new buses, shelters, bus stops, and bus stop platforms will need to be purchased in order to begin the transit service. Capital costs in the second year of operation will drop dramatically for each alternative. This indicator was graded highest for the alternative that has the lowest estimated initial capital cost. Alternative 4 has the lowest estimated initial capital cost at \$850,000 for the first year of operation and therefore receives the highest score for this indicator.

Cost per Passenger Trip

This indicator was graded highest for the alternative with the lowest cost per passenger-trip. This cost is developed by taking the annual operating cost and dividing it by the estimated number of annual passenger-trips. Alternative 4 was graded highest with a cost per passenger-trip of \$13.27. Alternative 3 has the highest estimated annual cost per passenger-trip of \$20.41.

Annual Passenger Trips

The alternative with the largest number of estimated annual passenger-trips received the highest grade for this indicator. A good indicator of how well a transit service is performing is how many passengers it carries. This shows that the route is helping to decrease congestion, improve air quality and improve the economic vitality of the community. Alternative 2 is estimated to have the most annual passenger-trips with 86,125. Alternatives 3 and 4 are the lowest, estimated to carry 49,000 passenger-trips annually.

Possible Connections to Metra, Other Circulators, and Pace Service

An important function of a circulator service is to connect with other transit services, thereby allowing people to take the circulator to a transit route that will take them to various locations in the region. Perhaps even more important, it allows people commuting into the Village of Lombard the opportunity to use public transit to get to Lombard locations not on any regional transit routes. The four alternatives tied in this category with a potential of connecting to six Pace Suburban Bus routes, the Downers Grove and Addison Circulators, and one Metra rail station.

Community Forum Selection

The Planning Team conducted a community forum in Lombard as well as distributing comment cards and receiving e-mails as described earlier in this chapter. Alternative 4 was the preferred option among those participating in the forum and submitting written comments.

Trip Generators Served

Key transit trip generators are areas or facilities that have proven to be attractive to people using transit. The trip generators for Lombard are shown in Table V-4. Alternative 4 received the highest ranking in this category since it provides service to 15 of the 18 key trip generators.

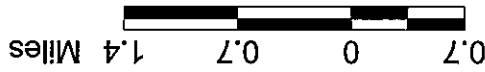
Table V-4
Lombard Trip Generators

Trip Generators	Alternative 1	Score	Alternative 2	Score	Alternative 3	Score	Alternative 4	Score
Lombard Industrial Park	YES	1	YES	1	YES	1	YES	1
Lombard Metra Station	YES	1	YES	1	YES	1	YES	1
Elmhurst Hospital	NO	0	NO	0	NO	0	NO	0
Lombard Civic Centre	YES	1	NO	0	NO	0	NO	0
Eastgate Shopping Center	NO	0	YES	1	YES	1	YES	1
Willowbrook High School	NO	0	NO	0	NO	0	YES	1
Lombard Pines	NO	0	NO	0	NO	0	YES	1
High Point Shopping Center	YES	1	NO	0	NO	0	YES	1
Montini High School	NO	0	YES	1	YES	1	YES	1
Woodlake Office Park	NO	0	NO	0	NO	0	YES	1
Glendale East High School	YES	1	YES	1	YES	1	YES	1
Oak Creek Industrial Park	YES	1	YES	1	YES	1	YES	1
Lexington Health Care Center	YES	1	YES	1	YES	1	YES	1
Eisenhower Industrial Park	YES	1	NO	0	NO	0	YES	1
Beacon Hill	YES	1	NO	0	NO	0	YES	1
Yorktown Center	YES	1	YES	1	YES	1	YES	1
Good Samaritan Hospital	NO	0	NO	0	NO	0	YES	1
TOTAL SCORE		10		8		8		15

It is recommended that Alternative 4 be selected as the circulator service for the Village of Lombard. The Comparison of Transit Service Alternatives gives a major edge to this alternative, being 13 points higher than the rest of the proposed alternatives. The service gathered the highest vote by the public, serves 15 of the 18 trip generators identified in earlier reports, has weekend service that operates from 8:00 a.m. to 10:30 p.m. with weekday service operating from 6:00 a.m. to 9:30 p.m., and has been projected to carry the third most passengers. The estimated operational cost for this service is \$650,000, with an initial estimated capital cost of \$850,000. Alternative 4 also has the lowest cost per passenger. The majority of individuals who participated in the public input process desired the service to be fixed route with complementary paratransit service. However, the three alternatives that use fixed-route service had high operational costs and low passenger per hour figures. In fact, the passenger per hour figures of the fixed-route alternatives indicated that a flexible fixed-route service is more appropriate for the Village. If Alternative 4 proves to be successful, the Village can consider enhancing the service to fixed route and will have data on fixed-route service from the first three alternatives developed in this report. Alternative 4 provides good service at a reasonable cost with the ability to grow as it becomes more successful. The recommended circulator route will provide connections to the circulators in the Villages of Addison and Downers Grove and access to the BNSF Line Metra service in Downers Grove. The proposed route is shown in Figure V-1. Draft schedules and the estimated budget can be found in Chapter III of this report.

RECOMMENDED SERVICE PLAN

This map produced by LSC Transportation Consultants, Inc.



- Lombard Route 2
- Lombard Route 1
- Landmarks
- Pace Rush Hour Routes
- Pace Primary Routes
- Pace Feeder Routes
- Major Roadways
- Interstates
- IL Routes
- US Highways
- Metra Lines
- 3/4 Mile Lombard Route 2 Buffer
- 3/4 Mile Buffer
- Streets
- Lombard

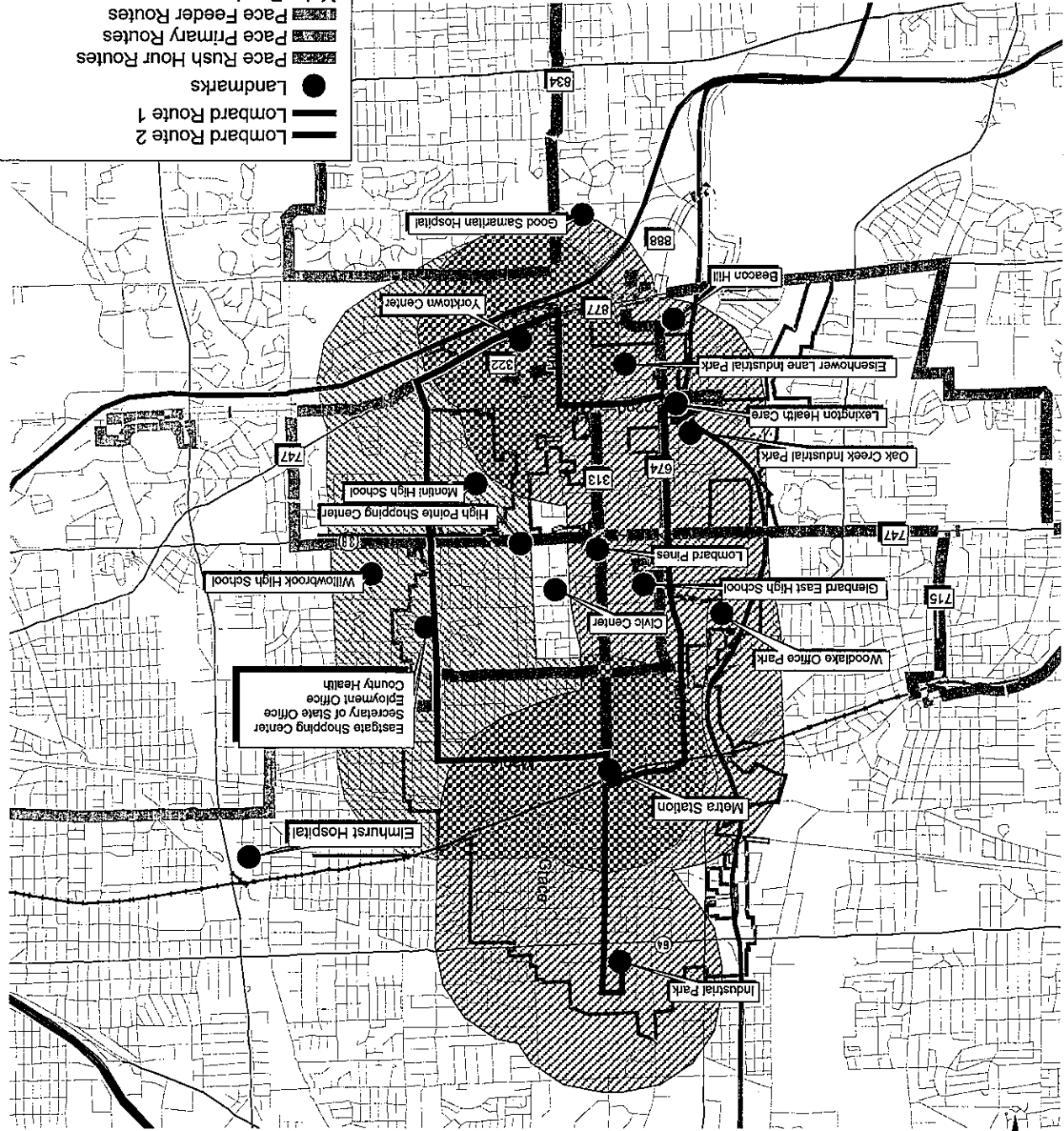


Figure V-1
 Lombard Circulator - Preferred Alternative



Preferred Route

Route 1

Route 1 begins at the Lombard Metra Station. From the station the route proceeds south on Main to Maple Street where it turns left and travels east to Westmore-Myers Road. Traveling south on Westmore-Myers the bus goes to Butterfield Road then travels west to the Yorktown Center. The route then reverses itself and returns to the Lombard Metra station.

Route 2

Route 2 begins service at the Lombard Industrial Park traversing through the park on DuPage and Courtland Streets. It then travels south on Main Street to the Lombard Metra station. From the Metra station, Route 2 proceeds west on Charles Road to Crescent Boulevard then south on Finley to 22nd Street. From 22nd the route travels east to Highland then south on Highland to the Yorktown Center. The route then reverses itself and returns to the Lombard Industrial Park.

Potential Bus Stops

This section of Chapter V will discuss potential sites for bus stop shelters, benches, schedule display holders and signs. These sites will be reviewed on location with a final bus stop plan being developed in the Implementation Phase of the Circulator Study.

These major stops should be reviewed for potential development of a bus shelter:

Route 1

1. Lombard Metra station (should be able to use existing shelters)
2. Eastgate Shopping Center
3. Intersection of Myers and Roosevelt
4. Intersection of Myers and 22nd Street (several senior housing complexes are located at this intersection)
5. Yorktown Center (may be able to use shelters at the Pace Transfer Station)

Route 2

- 6. Lombard Industrial Park (to be used jointly with the proposed Addison Circulator)
- 7. Lombard Metra station (should be able to use existing shelters)
- 8. Yorktown Center (may be able to use shelters at the Pace Transfer Station)

The Village should consider negotiating with any private businesses along the route to see if they are willing to pay for shelters at their business site.

These locations should be reviewed for potential bus stops with benches:

Route 1

- 1. The intersection of Main and Maple
- 2. Maple and Westmore-Myers
- 3. The intersection of Westmore-Myers and Washington
- 4. The intersection of Westmore-Myers and Madison
- 5. The intersection of Myers and 16th Street (Knoll Park and Montini High School).
- 6. The intersection of Myers and 18th Street

Route 2

- 7. The intersection of Main and Berkshire
- 8. The intersection of Main and Grove
- 9. The intersection of Finley and Maple
- 10. Finley and Hickory
- 11. Finley and Madison
- 12. Finley and Roosevelt (Roosevelt Plaza)
- 13. DeVry Institute of Technology
- 14. Finley and 22nd Street
- 15. 22nd and Main
- 16. 22nd and Highland
- 17. Highland and Majestic Drive

Bus stops should provide a waiting area and passenger loading area meeting the requirements of the Americans with Disabilities Act. The stops should be accessible from pedestrian facilities such as sidewalks. Each stop should also have a schedule holder that displays the circulator schedule and route map. A separate pedestrian facilities study is being conducted that will provide information on improvements that will be needed to support the circulator service. Some of these stops may prove to need sidewalks or pedestrian sidewalk ramps before they can be implemented so that they meet ADA regulations. A thorough review of each bus stop site will be made during the implementation phase of this study.

VEHICLES

The Planning Team presented twelve types of transit vehicles at the Lombard community forum meeting held at the Public Works Building. Attendees were asked to rate these vehicles as "most preferred" and "second most preferred". Based on the proposed service and input from the local community, the suggested vehicle type is a low-floor, small transit coach, but no clear winner emerged from the forum. Therefore, any of the buses shown in Chapter III will be effective and are quality manufactured by reputable companies.

RECOMMENDED ORGANIZATIONAL STRUCTURE

In Chapter III of this report, the Planning Team developed and detailed three options by which the Village of Lombard may operate the new circulator service. The three options are:

1. Incorporate transit operations into an existing Village department such as Public Works.
2. Contract with Pace Suburban Bus to operate the new circulator route.
3. Contract the service through a competitive bid process. This would not only allow Pace to bid on the service, but also private transit operating companies such as First Transit or MV Transportation.

After careful consideration, the Planning Team recommends contracting with Pace Suburban Bus (Pace). Pace is the primary bus public transit operator in the county. The Planning Team has used the Pace cost of operating in our financial

plan in the likelihood that Pace may incorporate the circulator service into its existing transit service. The Planning Team believes there are many advantages to using Pace to operate the circulator service including the following:

- Pace provides or contracts out the vast majority of bus public transportation in DuPage County. Currently, Pace operates nine bus routes in and around the Village.
- Pace specializes in public transit and is very familiar with operating flexible fixed-route service recommended as the type of service to operate the circulator.
- Pace has operations and maintenance facilities and a trained transit workforce that can provide drivers, mechanics, schedulers, and administrative and supervisory support to the Lombard Circulator Service thus taking the burden off the Village to recruit, employ, and retain professionally trained transit personnel. The Village will also not have to make office and maintenance facility space available for the new transit service.
- Pace, as part of the RTA, is recognized by the federal government as a recipient of FTA Section 5307 and 5309 transit funds and is familiar with ways to fund public transit.
- Pace contracts for the operation of Ride DuPage and the call center. The call center could be used for scheduling and dispatching the route-deviation services.
- Since the Village is contracting this service out, it will be able to have control of how the service is operated because the city is financially supporting the service.

STAFFING REQUIREMENTS

A Contract Manager should be designated among existing staff or hired by the Village. It is recommended that this position be placed in the Village Manager's Office. The person hired for this position should be knowledgeable about public transit operations, have transit managerial experience and be well-versed in contract, proposal, and grant writing. The duties of the contract manager would include:

1. Performs contract management to include negotiating contracts, preparing contracts, and making or receiving payments.
2. Performs periodic inspections of contractor's facilities to assure they meet the standards provided in the contract.
3. Develops a monthly report and presents report to the Village Council.
4. Reviews and approves changes to the route structure or schedule.

5. Is the Village's liaison on transit matters with the Illinois Department of Transportation and the Federal Transit Administration.
6. Represents the village at meetings and on committees for transportation; provides administrative and technical support for the Transit Advisory Committee, which should be developed to provide community input and support.
7. Actively promotes public transportation within the community and develops marketing strategies to increase ridership and positive public perception.
8. Develops transit goals and objectives; develops short- and long-range plans.
9. Researches and develops applications for private, local, state, and federal grants that can be used to support the circulator service.
10. Works closely with the private sector to promote the economic advantages of public transit and generate private support and funding for the circulator service.
11. Other duties as assigned.