

PARATRANSIT MARKET STUDY FOR THE LAKE COUNTY REGION

Station One: Project Overview

PROJECT GOALS AND OBJECTIVES

Goal: Develop a sustainable implementation plan to improve mobility for the target population

Objective 1: Identify the factors impacting current and unmet needs that limit mobility for the target population including:

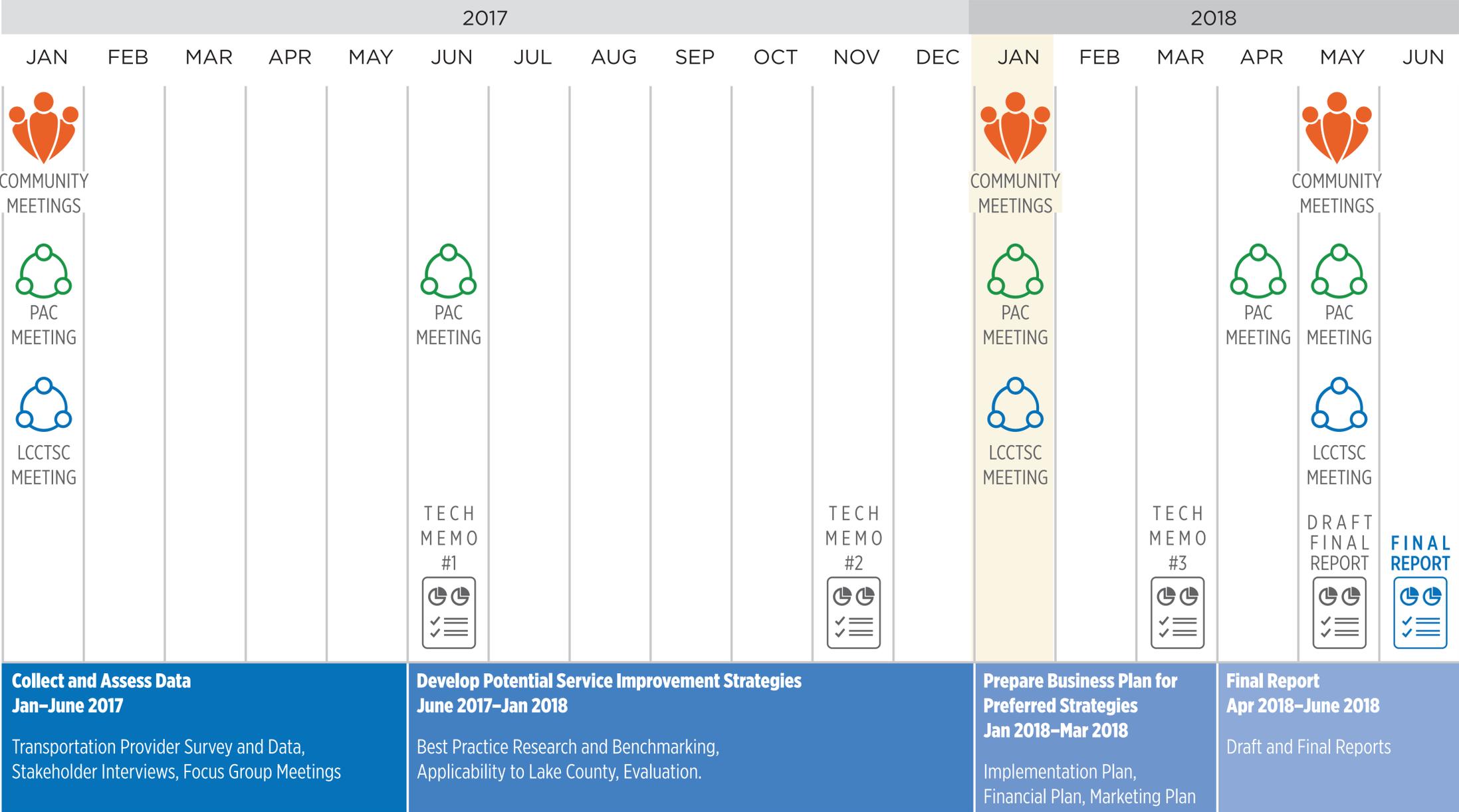
- Unserved or underserved geographic areas of Lake County
- Unserved or underserved passenger groups
- Days or hours of identified need which are presently unserved or underserved
- Trip purposes or key destinations for target populations that are currently unserved or underserved
- Significant operating expense and limited funding for public transportation

Objective 2: Assess alternative solutions to address the identified needs including the following areas:

- Facilitate awareness of all relevant mobility options and their value to meeting the target population mobility needs
- Enhance coordination among the existing mobility services to expand service availability
- Introduce new mobility options to address service gaps
- Identify funding and an organizational structure to sustain the desired mobility program
- Ensure program flexibility to be able to respond to emerging needs and changes in technology

PARATRANSIT MARKET STUDY FOR THE LAKE COUNTY REGION

PROJECT MILESTONES AND HIGHLIGHTS



S T A K E H O L D E R I N V O L V E M E N T

Legend:

- Project Advisory Committee (PAC)
- Lake County Coordinated Transportation Services Committee (LCCTSC)

PROJECT ACTIVITIES TO DATE

January to March 2017

- PAC, LCCTSC Kickoff Meetings
- 4 Community Meetings
 - 82 participants, 50 comments
- Online community survey
 - 284 responses
- 5 Focus Group Meetings
- 26 Stakeholder Interviews
- Transportation provider survey

March to June 2017

- Existing Conditions Tech Memo 1
- PAC Meeting

June to November 2017

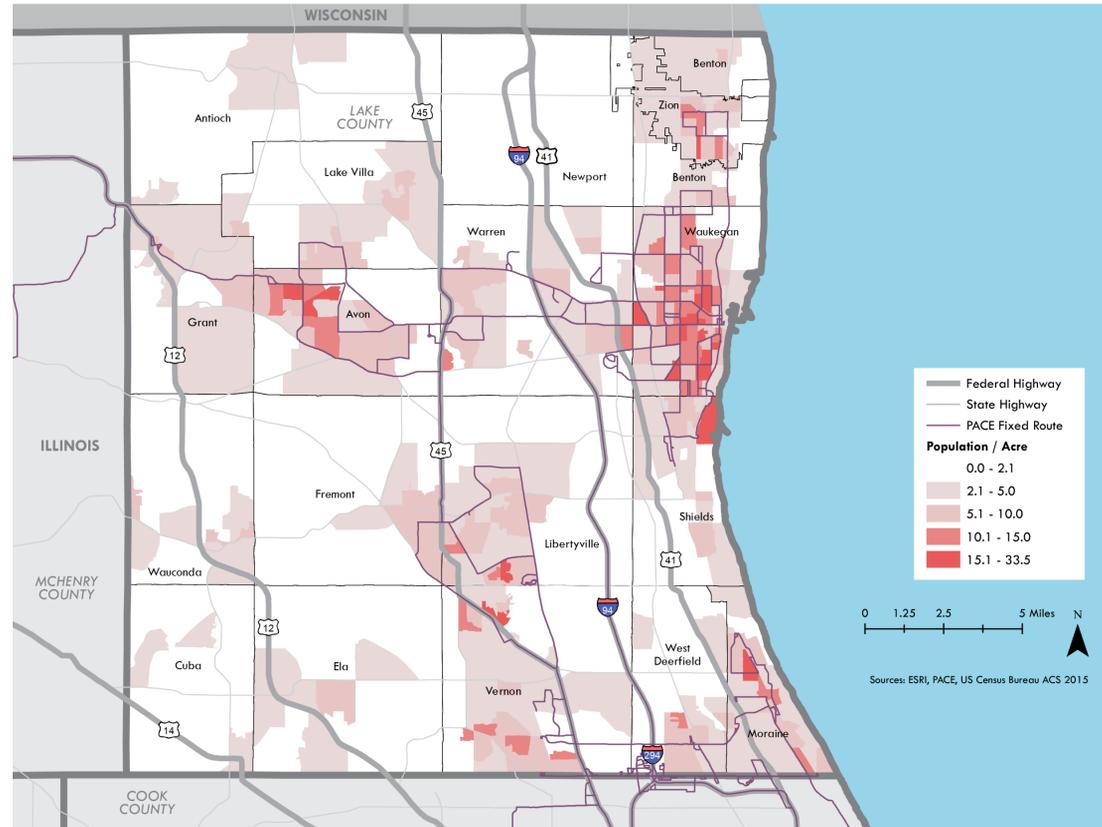
- Best Practices Research
- Potential Service Improvement Strategies Tech Memo 2

PARATRANSIT MARKET STUDY FOR THE LAKE COUNTY REGION

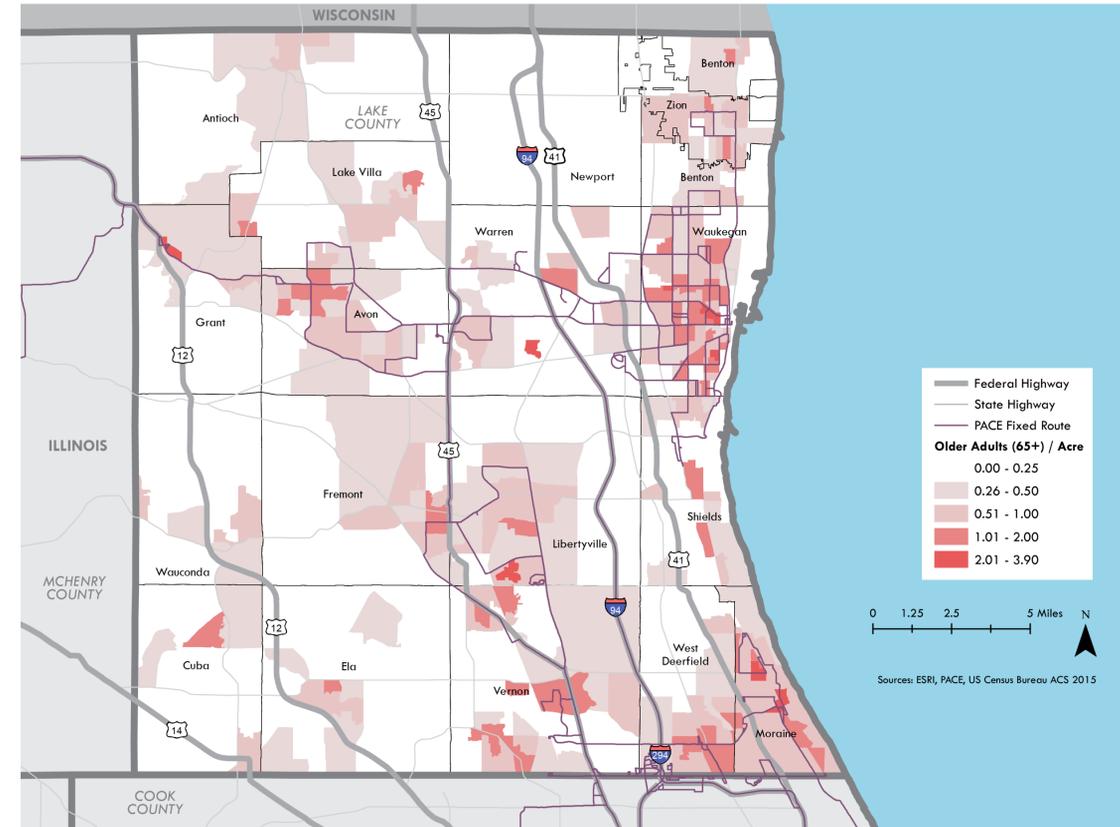
Station Two: Findings

LAKE COUNTY DEMOGRAPHICS

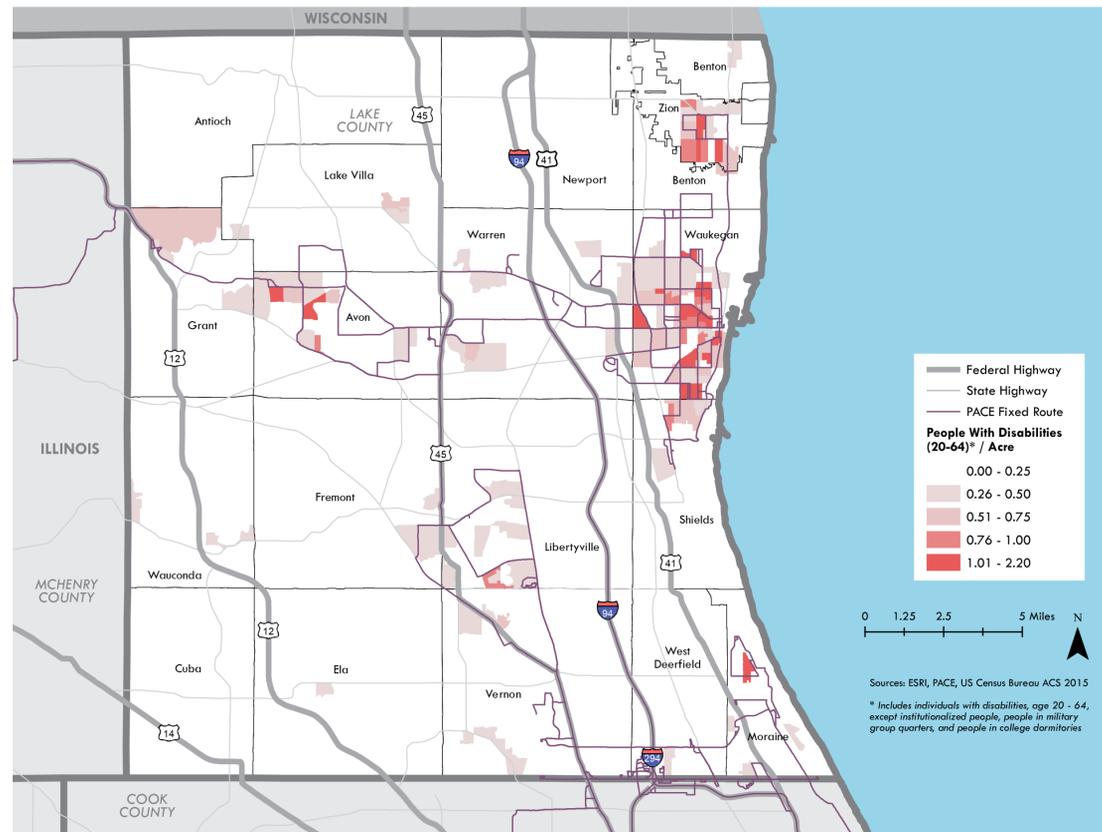
Population Density



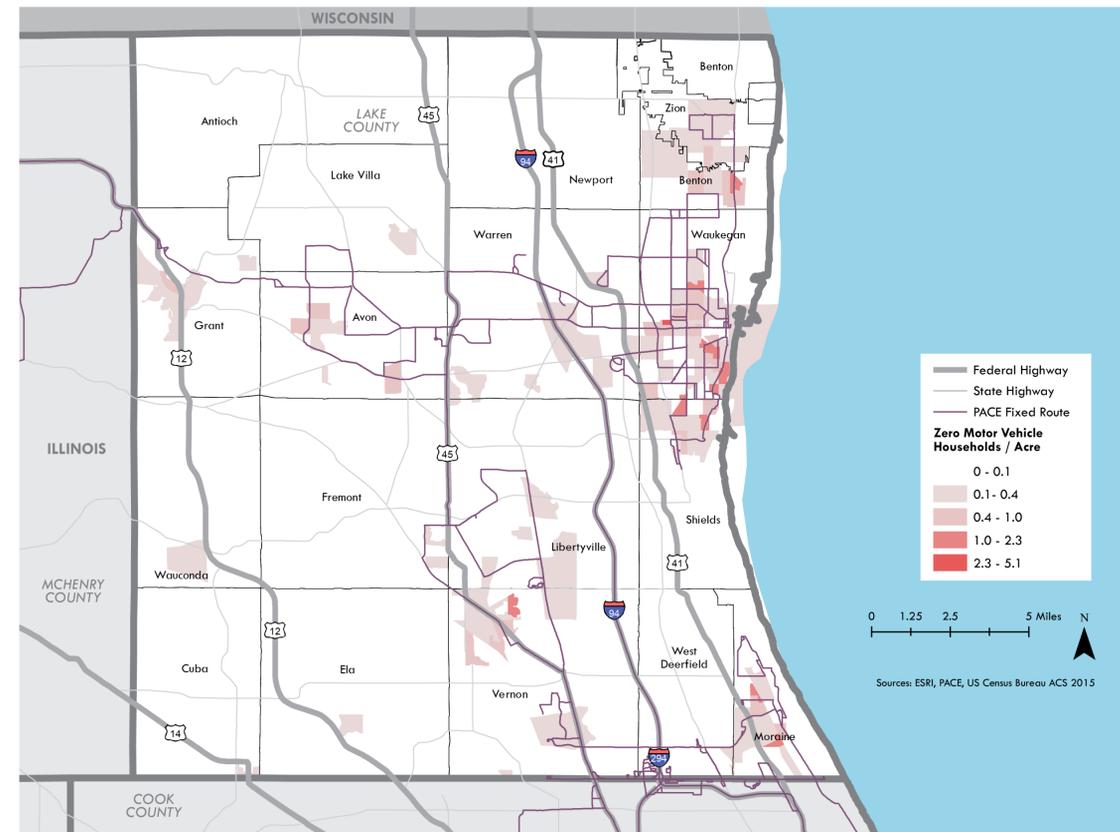
Density of Older Adults (65+)



Density of People with Disabilities



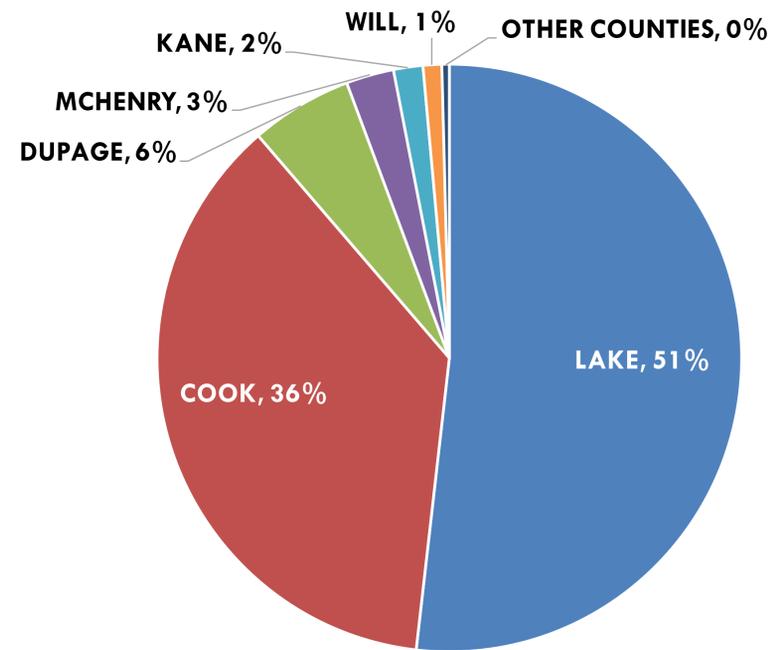
Density of Zero-Vehicle Homes



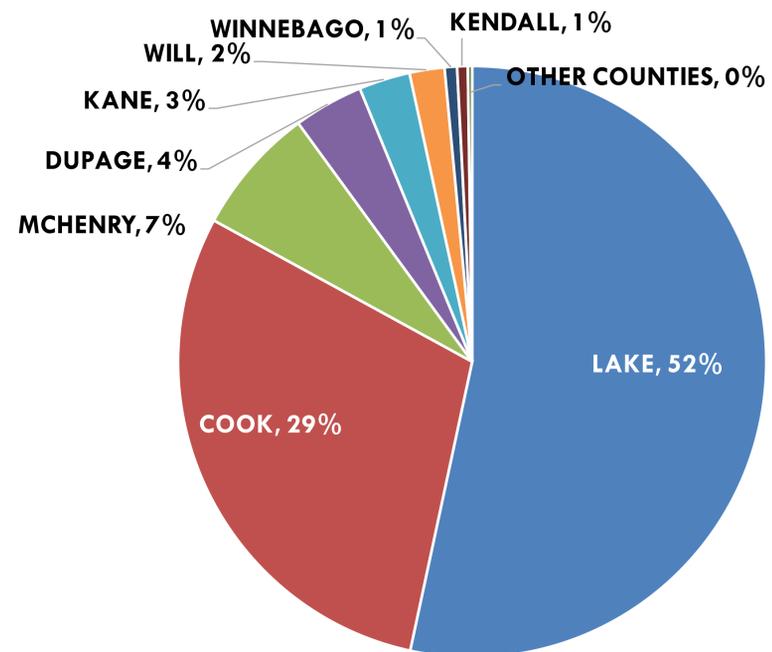
All data from
American
Community Survey
2015

LAKE COUNTY WORK TRIPS

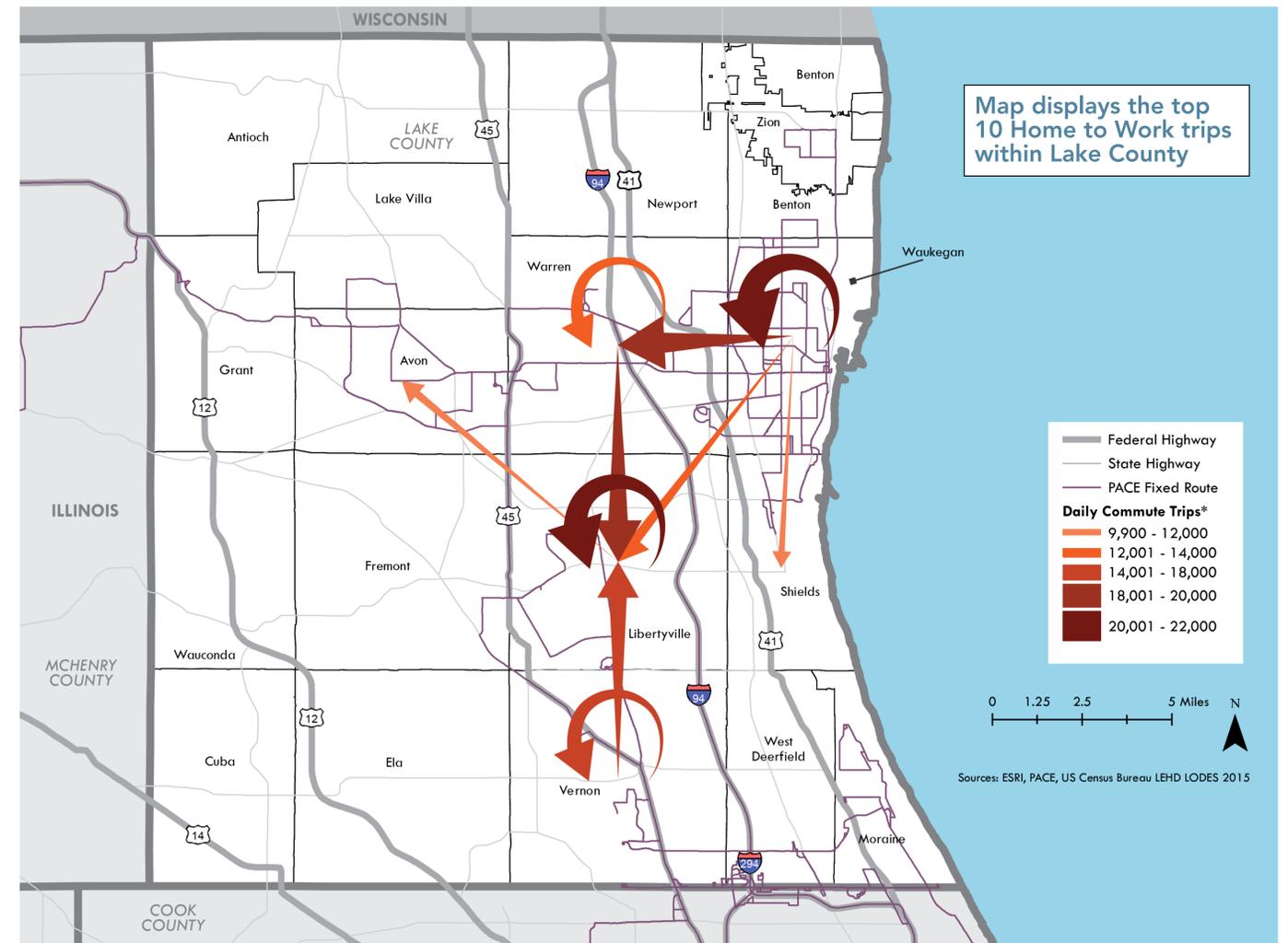
People who work in Lake County come from...



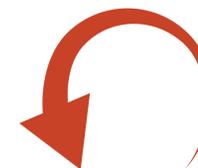
People who live in Lake County work in ...



People who live and work in Lake County are traveling to and from...



Trips between townships

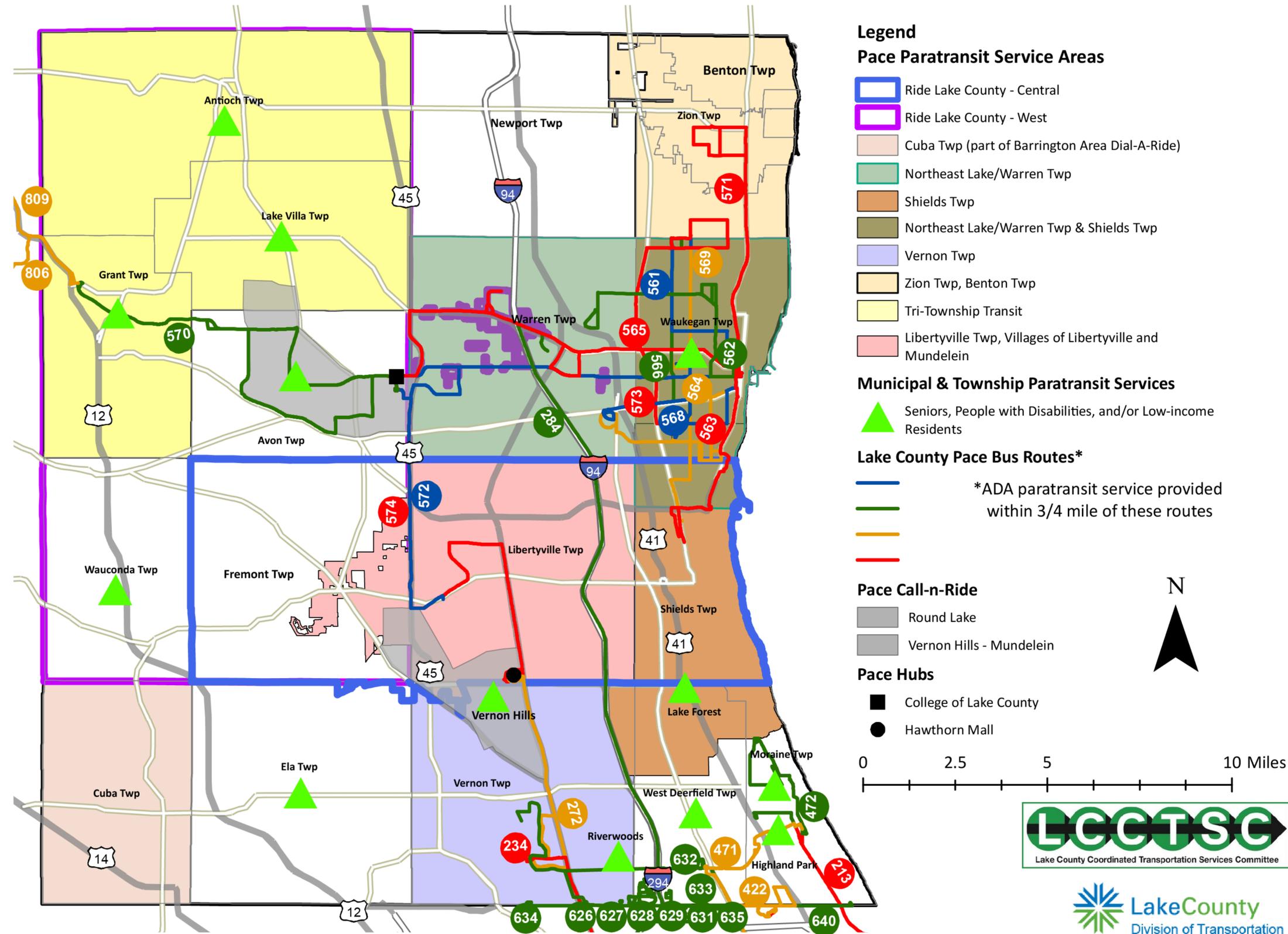


Trips within townships

All data from the Census Longitudinal Employer-Household Dynamics 2015

TRANSPORTATION SERVICES IN LAKE COUNTY

Existing Paratransit & Local Bus Services



- **41 non-fixed route options**
 - 5 Pace Dial-A-Ride services
 - 2 coordinated Dial-A-Ride services
 - 14 township/municipality bus/van services
 - 13 township/municipality taxi subsidy programs
 - At least 7 human service agency programs
- **At least \$3.6 million spent annually**
- **One-way cost per trip ranges from < \$10 to \$40**
- **Fares range from free or donation to \$6 one-way**

TRANSPORTATION SERVICES SUMMARY

Many transportation services operate in Lake County

- Metra rail service
- Pace fixed route bus services
- Pace ADA complementary paratransit service
- Pace Dial-A-Ride
- Employment shuttles: Metra, Pace, TMA, and employers
- Pace vanpools
- Pace Call-n-Ride
- Municipal van/bus services
- Coordinated systems overlaid on some community Dial-A-Ride services
- Single or joint township van/bus services
- Taxi subsidy programs
- Human service agency transportation
- Van service
- Volunteer driver programs

Needs and gaps identified by stakeholders, transportation providers, community feedback, and review of data pertaining to existing services:

- Early morning and evening hours, especially for work and school trips
 - Example: 4:00 or 5:00 a.m. until 7:00 or 8:00 p.m.
- Commuting for second or third shift jobs requires service until midnight
- Weekend service
- Better connections for regional trips
 - Between Lake County townships and between Lake County and other counties
 - Connections to employment areas
- More general public service
- Identifying transportation options
- Aspire to decrease travel time and increase on-time performance of Pace paratransit if possible
- Fares are perceived as high for some riders
- Sustainable and equitable sharing of cost of services

PARATRANSIT MARKET STUDY FOR THE LAKE COUNTY REGION

Station Three: Potential Strategies to Enhance Mobility

POTENTIAL PARTNERS TO ENHANCE MOBILITY IN LAKE COUNTY

- **Lake County**
 - **County Administrator's Office**
 - **Community Development**
 - **Health Department**
 - **Division of Transportation**
 - **Veterans Assistance Commission**
 - **Workforce Development**
- **Lake County Coordinated Transportation Services Committee (LCCTSC)**
- **Pace**
- **Metra**
- **Regional Transportation Authority (RTA)**
- **Transportation Management Association of Lake-Cook (TMA)**
- **Lake County Partners**
- **Lake County Center for Independent Living**
- **Barrington Area Council on Aging**
- **Townships**
- **Municipalities**
- **Catholic Charities**
- **ElderCARE**
- **All public, nonprofit, private transportation providers**
- **CMAP**
- **Private Businesses / Employers**



1 LATE NIGHT EMPLOYMENT TRANSPORTATION PILOT PROGRAM

Concept: Commuters who are unable to use fixed route bus service because one end of their trips occur when bus service is not in operation are given a shared-ride Dial-A-Ride option for that leg of the commute. For example, a commuter who takes a bus in the afternoon to get to work for a 3 p.m. to 11 p.m. shift is able to reserve a Dial-A-Ride trip to get home from work. Another commuter who needs a ride to work for a shift that starts at 11 p.m. is able to reserve a Dial-A-Ride trip and takes a bus home at 7 a.m.

For example, a pilot program might focus on Route 565, Waukegan Metra Station to College of Lake County, or Route 563, Waukegan Metra Station to Great Lakes Naval Base and Rosalind Franklin University Clinics.

COMMENTS

Key Benefits	<ul style="list-style-type: none"> Provides mobility to employees
	<ul style="list-style-type: none"> Builds ridership on fixed route buses for evening/overnight work shifts
Potential Partners	<ul style="list-style-type: none"> Pace, employers, and workforce development organizations
Expected Cost	\$\$\$

Please note that First Transit-Grayslake provides late night service from Monday to Thursday from the College of Lake County to nearby Waukegan, North Chicago, and the Village of Grayslake. The last trip begins at 10 PM.

2 ENHANCED CALL-N-RIDE SERVICE PILOT PROGRAM

Concept: More scheduled stops, or checkpoints, would be added to Round Lake Area and Vernon Hills/Mundelein Call-n-Ride services so that riders could board at more locations without an advance reservation. Scheduled stops would be located at fixed route transfer points and major employment or commercial destinations. Online booking options, which are currently in development for existing Pace Call-n-Rides, would be available to facilitate more efficient reservations/routing and/or shorter response times.

For example, a pilot program might begin with Round Lake Area Call-n-Ride.

Key Benefits	<ul style="list-style-type: none"> • Encourages use of Call-n-Ride for access to fixed route system • Increases ease of use for riders
Potential Partners	<ul style="list-style-type: none"> • Pace, stakeholders in Lake County
Expected Cost	<p>\$\$\$ <i>Pilot program with no additional costs</i></p>

COMMENTS

3 FLEXIBLE (ROUTE DEVIATION) SERVICES IN PLACE OF TRADITIONAL FIXED ROUTES—PILOT PROGRAM

Concept: Flexible services, sometimes known as flex routes, typically operate with fixed stops and timepoints, but enable individuals to request an off-route deviation, within a certain distance, for a pickup or dropoff at their home or destination. The bus then returns to the route or next timepoint. Deviations are requested in advance and may be available to all riders or limited to people with disabilities.

“Service route” variation offers curb-to-curb service for direct access to congregate residential sites, shopping centers,

For example, a pilot program might focus on parts of Avon or Warren Townships without fixed route service.

Key Benefits	• Offers an option for lower density areas that cannot be served cost-effectively by traditional fixed route service
	• Deviations enable riders who cannot travel to bus stops to use the bus
	• If smaller vehicles are used, operating costs may be lower
Potential Partners	• Pace, stakeholders in Lake County
Expected Cost	\$\$\$

COMMENTS

4 COUNTYWIDE PARATRANSIT SYSTEM

Concept: This strategy would build on the existing coordinated paratransit services in Lake County, RideLakeCounty Central and RideLakeCounty West, by incorporating other communities in phases. The goal would be a single paratransit system serving the county in the future. Days and hours of service, rider and trip eligibility, fares, and other service policies would be consistent across the service area.

Key Benefits	• Same level of access to transportation in all participating communities
	• Ability to travel between communities
	• Expanded service for the general public
	• Less complicated system, easier to identify options
	• More sustainable funding
	• Increases ease of use for riders
Potential Partners	• Pace, Lake County, nonprofit organization, or other regional organization
Expected Cost	\$\$\$

COMMENTS



POTENTIAL PERSONAL MOBILITY STRATEGIES

1

VANPOOLS FOR FIRST/LAST MILE SERVICE AND EMPLOYMENT

Concept: Pace’s Metra Feeder vanpool program is primarily used for last-mile service; vehicles are provided for groups of vanpool participants to drive from a Metra station to their workplace. The vehicle remains parked at the employer during the day and the Metra station overnight. The program may also be used for first-mile service: similar to a traditional vanpool, the vehicle is parked overnight at the driver’s home and used to drive the vanpool participants to a Metra station for their commute to work. This strategy involves promoting both first-mile and last-mile connections available through the Metra Feeder program.

Vanpools are a convenient and cost-effective means of travel for work trips. Targeted marketing of Pace’s Vanpool Incentive Program to Lake County area residents and employers would increase access to jobs in the county.

Key Benefits	<ul style="list-style-type: none"> Increased use of cost-effective, flexible method of traveling to work
Potential Partners	<ul style="list-style-type: none"> Pace, TMA of Lake Cook, workforce development organizations
Expected Cost	\$\$\$

COMMENTS



2

TAXI SUBSIDY PROGRAM MODIFICATIONS

Concept: The Village of Deerfield taxi subsidy program offers a deeper discount to riders who travel with others. This service has become the primary method of transportation for older adults and people with disabilities in the village. Per passenger subsidies for the village and per trip costs for riders are very low.

Options for replicating this model include:

- The addition of a shared-ride option to existing taxi subsidy programs offered by townships and municipalities
- Establishing taxi subsidy programs in new communities with a shared ride option
- Expanding shared-ride taxi subsidy programs to the general public for first/last mile connections or short direct trips. Possible areas for a pilot program might include Cuba or Ela townships, Barrington area communities, or Wauconda Township.

Key Benefits	• Encourages use of taxi subsidy programs—cost-effective for both sponsors and users
	• Could be a source of first/last mile connections for general public users
Potential Partners	• Townships or municipalities, Mobility Manager
Expected Cost	\$\$\$ <i>Pilot program including service for the general public</i>

COMMENTS



3 TRANSPORTATION NETWORK COMPANY (TNC) SERVICE FOR FIRST/LAST MILE CONNECTIONS

Concept: A sponsoring organization works with one or more TNCs such as Uber and Lyft (also known as ride-hailing services) to offer free or subsidized trips to eligible users. Trip requests typically require a smart phone for accessing a mobile app; payment typically requires a credit card and smart phone. Taxi companies may be used to provide a trip request phone number and/or to offer different fare payment options. Taxi companies or other paratransit providers may provide trips for users who need accessible vehicles. TNC services are generally used for first/last mile connections.

For example, a pilot program might be centered on the Great Lakes and/or North Chicago Metra stations.

Key Benefits	<ul style="list-style-type: none"> • Encourages use of fixed route services • Cost-effective option for first/last mile trips
Potential Partners	<ul style="list-style-type: none"> • Lake County, Transportation Management Association of Lake-Cook, townships or municipalities, employers, workforce development organizations
Expected Cost	\$\$\$ <i>Pilot program</i>

COMMENTS



4 TRANSPORTATION NETWORK COMPANY (TNC) PARATRANSIT SERVICE

Concept: A sponsor agency (usually a transit agency or municipality) contracts with a TNC, such as Uber or Lyft, to provide supplemental, subsidized, paratransit service for eligible customers. Customers place real-time trip requests, usually through a smart phone app. Drivers respond in their own vehicles. Payment is made by credit card through the same app. Typically, fares may change throughout the day in response to supply and demand. Shared-ride fares may be offered. Alternate arrangements for reserving trips by phone, paying with cash, or riding in an accessible vehicle may be available.

For example, a pilot program might offer:

- City-to-city service for individuals who live outside the fixed route/ADA paratransit service area
- Service for user groups who may have limited options in a community, such as older adults or people with disabilities
- Alternative, cost-effective service for ADA paratransit customers

Key Benefits	<ul style="list-style-type: none"> • More flexible, spontaneous mobility option for paratransit customers • Lower per-trip subsidy cost for sponsor(s) than traditional paratransit
Potential Partners	<ul style="list-style-type: none"> • RTA, Lake County, Pace, townships or municipalities, nonprofit organizations
Expected Cost	\$\$\$ <i>Pilot program</i>

COMMENTS



1 CENTRALIZED TRANSPORTATION INFORMATION AND TRIP PLANNING

Concept: Information about all types of transportation options—commuter rail, fixed route bus, Dial-A-Ride and ADA paratransit service, local bus and van services, taxi subsidy programs, volunteer ride programs—is consolidated in one central source. Riders, potential riders, families and caregivers, and human service agency staff members can easily identify the options available for an individual or a trip by making one phone call or visiting one website. Further assistance may be provided by a person or an online tool to plan itineraries and/or to book paratransit trips. Many options for centralized transportation directories are available, from printed or online directories to more complex online systems for itinerary planning and trip booking.

In the Lake County region, expansion of the Pace paratransit call center to include information about more transportation services and trip planning assistance from a person would offer a centralized transportation source in the middle of the technology/cost range.

COMMENTS

Key Benefits	<ul style="list-style-type: none"> Better mobility because information about all transportation options is readily available Enhanced customer service
Potential Partners	<ul style="list-style-type: none"> Pace, other regional organizations in Lake County
Expected Cost	\$\$\$ to \$\$\$



2 COUNTYWIDE MARKETING CAMPAIGN

Concept: A comprehensive marketing plan, encompassing all of the various transportation services and programs available in the Lake County region, designed to distribute information about services and their value to county residents on an ongoing basis. Elements would include brand tweaking, promotion of centralized information and trip planning, targeted marketing of Pace vanpools to key areas, and schedule of activities.

COMMENTS

Key Benefits	<ul style="list-style-type: none"> • Increases awareness of service options among users and potential users • Encourages use of services • Increases support among stakeholders, including elected officials and potential funding sources
Potential Partners	<ul style="list-style-type: none"> • RTA, Pace, Lake County, townships or municipalities, nonprofit organizations
Expected Cost	<p>\$\$\$ <i>Virtually no cost if designed as a project for CLC business students</i></p>



3 MOBILITY MANAGER FOR THE LAKE COUNTY REGION

Concept: A Mobility Manager for the Lake County region would be an individual responsible, with guidance from a paratransit oversight committee, for coordinating the implementation of strategies adopted as part of this planning process. Duties would include chairing or staffing the paratransit oversight committee, delivering technical assistance to transportation providers, serving as the point person for new programs and services, and conducting outreach and education to build support and new partnerships.

Key Benefits	<ul style="list-style-type: none"> • Continues momentum and ensures staff support for service improvements in the Lake County area • Creates a community resource to promote existing and available transportation programs and services • Can highlight mobility challenges and opportunities and raise awareness • Implementing programs and creating awareness can result in improved effectiveness and efficiency
Potential Partners	<ul style="list-style-type: none"> • LCDOT or other Lake County department, Pace, nonprofit transportation provider, or other regional organization
Expected Cost	\$\$\$

COMMENTS

PARATRANSIT MARKET STUDY FOR THE LAKE COUNTY REGION

Station Four: Next Steps

NEXT STEPS

- Identify highest priorities among potential strategies to enhance mobility, given constrained resources
 - Communities
 - Project Advisory Committee
 - Lake County
 - Public Feedback
- Develop more detailed plans for highest priority strategies
- Enlist participation by partner organizations, stakeholders
- Report out to stakeholders
- Implement strategies as funding allows

