

## Meeting Summary

**Meeting Name**  
Advisory Group Meeting #4

**Meeting Date**  
October 24, 2022

**Time**  
2:00pm

**Location**  
Zoom Conference

### ATTENDEES

#### Lake County Division of Transportation

Kevin Carrier	(847) 377-7448	kcarrier@lakecountyil.gov
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#### AECOM

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#### Metro Strategies Group

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#### JPS Analytics Inc

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#### Advisory Group Members

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## **Welcome, Introductions and Agenda**

Mr. Mike Klemens provided welcoming remarks from Lake County DOT and emphasized the importance of receiving members' feedback during the meeting, especially regarding the potential SOV reduction projects. Ms. Tammy Wierciak (Metro Strategies) took attendance and reviewed the meeting agenda.

## **Study Update**

Mr. Gary Foyle (AECOM) reviewed the progress completed thus far. This included local stakeholder interviews, peer interviews of agencies from across the County, a public survey, distribution of surveys to employers and business parks, development of reports for SOV reduction measures and existing conditions, defining six sub-regional study areas and drafting the framework for a grant program. Mr. Foyle briefly covered the study timeline including items planned for the remainder of the project. Following this meeting, with members' input, the project team will finalize the project report and study recommendations.

Mr. Howard Goodman (TMA of Lake-Cook) asked for clarification about the sub-regions and the exclusion of the area north of Lake Cook Road between the North Shore and Central Corridor sub-regions. It was noted that when the sub-regions were defined, that area was well served by a network of shuttle services. It was also noted that service in this area has changed since the COVID-19 pandemic; however, the recommendations related to the sub-regions are meant to be replicated throughout the County, and thus this change in service does not impact the recommendations.

## **Candidate SOV Reduction Projects**

Mr. Foyle provided an overview on how candidate projects were evaluated and would be presented. Project evaluation was based on the following factors: reduction of SOV travel, capital cost, operating cost and ease of implementation. Thirty-four preliminary SOV reduction projects were evaluated and ranked as most favorable, somewhat favorable, or least favorable. The 34 projects were then described for members across nine reduction measure categories. This agenda item included basic information on each potential project, including the evaluation factors described above. For each project, the level of effort to implement and maintain was provided, as well as a tentative list of possible project sponsors.

The project team presented the candidate projects for the following categories:

- A. Commute Options Programming Projects***
- B. Rideshare Projects***
- C. Transit Projects***
- D. Pedestrian, Bicycle, Scooter Projects***
- E. Non-Commuter Based Strategy Projects***
- G. Parking Projects***
- I. Land Use and Policy Projects***

Ms. Allie Velleca (AECOM) presented information for projects under **Category A, Commute Options Programming Projects**. Following the review of Category A projects, the meeting was opened for member comments and questions.

1. Create County Commute Options Office  
Mr. Goodman provided clarification that the TMA of Lake-Cook is a countywide association and has the infrastructure to assist with a lot of transportation related items.
2. Establish Commute Options Info Clearinghouse
3. Launch Countywide Marketing Campaigns
4. Issue Commute Options Newsletter
5. Hold Marketing Events/Promotions
6. Conduct Employer Worksite Assessments  
Mr. Dimitre Guenov (Pace) noted that Pace often receives requests for service from businesses; however, employers tend to not want to share shift schedules and employee numbers with Pace. Therefore, gathering this information for programs could be difficult. Mr. Goodman added that part of the data issue is that companies are unsure of the future and number of in-person employees moving forward due to the pandemic.
7. Establish County Transportation Management Association  
Ms. Jessica Hsu-Hector (RTA) added that the RTA assisted with a study several years ago to expand the Lake-Cook TMA model to other regions and found obtaining the cooperation of employers difficult. Lake County's participation could be very helpful. She also commented that some locales have regulatory structure that requires companies to provide commuting options for their workers. Mr. Foyle responded that in developing SOV reduction projects it was decided to use incentives instead of regulations.  
  
Mr. Goodman also noted that the Association for Commuter Transportation (ACT) recently held their annual conference in Chicago. ACT hosts a TMA Council and he encouraged the study team to review the Greater Valley Forge TMA website ([gvftma.com](http://gvftma.com)). This TMA serves as a good example of public-private partnership.
8. Pilot Guaranteed Ride Home for NCS
9. Encourage Telecommuting

Dr. Joe Schwieterman (JPS Analytics Inc) presented information for the next set of projects under **Category B, Rideshare Projects**. Category B projects are listed below:

10. Promote Use of Pace RideShare

#### 11. Promote Carpooling

#### 12. Develop Vanpools

Mr. Edward Gallagher (Pace) noted that in addition to the VanGo program, Pace has also implemented a hybrid vanpool program, which offers a 50% reduction in fare for using a vanpool three days or less per week.

Ms. Kim Koy (Pace) informed the group that Pace updated their vanpool requirements and employer resource section of their website on September 15, and additional changes are being made to their marketing and promotional material. She stated that finding vanpool drivers has been a challenge for the program, and Pace is planning a specific campaign to promote the VanGo program.

#### 13. Promote Use of TNCs

Mr. David Tomzik (Pace) described some challenges that TNCs have experienced, which include employees who commute less than five days a week, rising costs and the availability of drivers. He noted that Pace is moving forward on projects that involve TNCs in the South Suburbs and a paratransit project.

Ms. Hector-Hsu stated that the proposed options were all good alternatives to address SOV travel. A key factor in deciding the appropriate service model is how many people are expected to be served and what the goal is. Developers or businesses should share in the cost of TNC connecting services as they directly benefit from the service.

Mr. Guenov noted that that Uber is selling its Uber transit service and will focus on serving overflow travel, or trips that involve limited ridership or guaranteed ride home programs.

Next, Mr. Foyle presented information for the next set of projects under **Category C, Transit Projects**. Category C projects are listed below:

#### 14. Recommend Pace Service Improvements

Mr. Goodman commented that fresh ideas are needed for service. He noted that only one shuttle is currently operating in the Lake Cook service area serving six companies and about 35 riders. He also commented that Pace Route 626 continues to serve the Lake-Cook area but stated that eastbound service to the Walgreens corporate campus is limited by the lack of a safe crossing for commuters of Lake Cook Road. Mr. Tomzik responded that the 626 currently is a long route, and the option to have the bus pull directly onto the campus would not be feasible.

Mr. Gallagher informed the group that Pace has proposed eliminating 69 fixed routes regionwide that were suspended due to COVID-19. A budget hearing in Lake County to solicit public input is set for Thursday, October 27. The affected routes in Lake County include all the TMA of Lake-Cook shuttle routes. A final decision will be made by the Pace Board on Wednesday, November 9.

Mr. Tomzik added that the Pace Service Improvements slide included conflicting information; restoring service impacted by the pandemic may not be warranted and service should be based on the market. The service eliminations and reductions are expected to become permanent in November; however, they could potentially be resurrected through the Network Revitalization and Restructuring Initiative. This initiative will examine service from a fresh perspective and is seeking to provide the right level of service based on demand.

Ms. Hector-Hsu noted that the Shuttle Bug and Metra pilot services were great examples of businesses supporting transit services. She added that another example is the Bedford Park pilot that provides on-demand service for different shift workers.

Mr. Guenov noted that Pace On Demand services typically provide first/last mile connections to traditional transit. For this reason, the study's proposed On Demand services in Antioch and Lake Zurich may not be feasible since these areas are isolated from the transit network. Community-based services could be more appropriate solutions to consider. Successful examples include services in Schaumburg or Rosemont.

Mr. Goodman informed the group that the TMA of Lake-Cook had received an Invest in Cook grant to study service needs in the South Deerfield area.

15. Recommend Metra Service Improvements

Mr. John McFarlane (Metra) stated that Metra agrees with the study service recommendations. Additionally, a new Milwaukee District North Line schedule is to be issued in November.

16. Recommend Pace Infrastructure

Mr. Gallagher shared that sidewalk connections at bus stops are important to riders. Relatedly, encouraging communities to adopt transit supportive guidelines is also important.

17. Recommend Metra Infrastructure

Mr. McFarlane stated that Metra is kicking off a study to review all Metra stations for ADA accessibility. This study's findings align with this initiative.

18. Pilot Local Lake County Metra Fare

Mr. McFarlane noted that the \$6- and \$10-day pass program is expected to be continued.

Then, Mr. Foyle presented information on the next set of projects under **Category D, Pedestrian, Bicycle, Scooter Projects**. Category D projects are listed below:

19. Complete Sidewalk Links

20. Recommend Bike Infrastructure

Mr. Guenov stated that appropriate bike infrastructure should be a priority in roadway planning.

21. Support Bike and Pedestrian Education Programs

22. Promote Commercial Bike Parking

23. Recommend Bike Parking at Transit Facilities

Mr. Gallagher noted that all Pace buses have bike storage on the bus, which may limit the need for parking.

Mr. Tomzik added that at Pulse stations, Pace has provisions for bike parking, however, there is frequently a lack of space to accommodate a parking pad.

24. Expand Bike Share Programs

25. Expand DIY Bike Repair Stations

Ms. Velleca then presented information on the next set of projects under **Category E, Non-Commuter Based Strategy Projects**. Category E projects are listed below:

26. Develop Residential Outreach/ Programming

Ms. Hector-Hsu suggested that Lake County examine service improvements to the non-commute travel market. She noted that Lake County has many non-work-related destinations/events that could be potential opportunities to promote non-SOV travel.

27. Implement County Trail Wayfinding

Mr. Gallagher suggested that the Lake County Forest Preserves could be a valuable partner as they would benefit from increased use of their trail system.

28. Expand Bike to Metra Guides

Next, Mr. Foyle and Ms. Hoffman presented information on the following set of projects under **Category G, Parking Projects**. Category G projects are listed below:

29. Expand Parking at Metra Stations

30. Recommend Parking at Trail Access Points

31. Demo Mobility Hub Concept

There were no questions or comments from members following the review of Category G projects.

To conclude the potential SOV reduction projects section, Mr. Foyle presented information on the final set of projects under **Category I, Land Use and Policy Projects**. Category I projects are listed below:

32. Expand TOD Plans

Mr. Tomzik commented that the land use recommendations should not be solely focused on Metra stations. The study should advocate for the inclusion or review of more focused development, such as the Milwaukee Avenue or Washington Street corridors. He noted that shopping malls and business parks are redeveloping, which could be opportunities for realizing more transit supportive uses.

33. Adjust Parking Requirements for New Development

34. Encourage Proximate Commute

### **Next Steps**

Ms. Wierciak reviewed the study timeline, reminding the Group that comments are requested by November 11. She advised that project information and the presentation will be posted on Lake County's project website at <https://www.lakecountyiil.gov/4463/MY-Commute-Lake-County-Study>. She noted that the project team does not anticipate any additional Advisory Group meetings but stated that the final report will be sent out to the Group for comment in the first quarter of 2023.

Ms. Hector-Hsu asked how the County would prioritize projects and implementation going forward. Mr. Klemens responded that the County Board would consider the study's findings at a meeting early next year.

Mr. Klemens closed the meeting by thanking everyone for their participation and assistance with the study and stated he is looking forward to potential partnerships in advancing SOV reduction projects. He also thanked IDOT for providing the grant that funded the study.