



# CHAPTER I

## Introduction

---

This Market Analysis Report is the first of four reports to be prepared for the DuPage Area Local Circulator Study. The Market Analysis looks at specific market segments which may be potential users of local circulator services. This work builds on previous work in the DuPage Area Transit Plan.

The DuPage Area Transit Plan was adopted in 2002 by the DuPage County Board and DuPage Mayors and Managers Conference. It is the culmination of a process that actively involved the citizens of the DuPage County area, the 35 member communities of the DuPage Mayors and Managers Conference (DMMC), DuPage County Board members and staff, regional transit providers, and Conference staff. Drawing from an extensive information base—including a transit inventory which was developed, high levels of participation to establish transit objectives and mobility needs, a market assessment to analyze demographic characteristics and travel patterns in the study area, and cost-effectiveness data—the Transit Plan recommends three “layers” of transit service:

- Circulators: local bus services that would provide trips within a community or transfer opportunities to other services (major bus routes or Metra trains).
- Connectors: bus services that would run north-south or east-west on major arterial streets.
- Bus Rapid Transit (BRT): a service that would provide high-speed connections between Naperville, Oak Brook, O’Hare, and Schaumburg.

Also, the Transit Plan recommends many transit-supportive features, such as bus shelters, park-and-rides, and Transit Oriented Development land use patterns.

A key project of the DuPage Area Transit Plan is the Local Circulator Study. Circulators are community-based, locally-oriented bus transit services that bridge the gap between the larger bus or train routes and residential, commercial, or work-

place destinations. They can also be used to travel around the community or even between communities.

The DuPage Transit Plan recommended communities and areas to be considered for circulator service. The DMMC Steering Committee selected 13 communities for consideration in this Circulator Study. The communities were selected based on the initial assessment of potential need and community interest. The Market Analysis focuses on the potential demand in these 13 communities selected by DMMC and will be used to select potential service areas in each of the communities.

## **REPORT CONTENTS**

Chapter II provides an analysis of the demographics in the 13 communities selected to participate in the study. Drawing from US Census block group data, this chapter describes population density as well as the demographics of specific groups which are typically users of public transit services. This chapter identifies market segments within the communities.

Chapter III presents a summary of employment by economic sector and major employment centers in the communities. These employment centers are potential destinations for local circulators.

Major activity centers within each community are presented in Chapter IV. These activity centers are also potential destinations for the local circulator services.

Commute travel patterns are evaluated in Chapter V. Maps in this chapter show residence and workplace trip patterns within DuPage County and within the 13 communities. These patterns suggest potential service areas and types of service to be considered within each community.

Chapter VI contains the quantitative analysis of demand using a variety of methods based on the different market segments. Appropriate techniques have been used for each of the market segments. This chapter also includes an analysis

of a survey conducted of Metra and Pace users. These estimates provide an indication of the potential demand for transit services within the existing commuter population.

Chapter VII describes the community outreach efforts which were conducted as part of this market analysis. The community meetings are described and the results of a community survey are presented. The information from the community survey will also be used to identify potential service areas in each of the 13 communities.

Chapter VIII is a brief summary of the likely markets for local circulator services based on the information and findings in the previous chapters. The previous chapters identify the potential transportation needs of the various market segments including seniors, persons with disabilities, low-income residents, commuters within the community areas, and commuters traveling to and from the community areas. Each population segment has different transportation needs and different travel patterns. As service areas and types of service are considered in the next phase of the Circulator Study, these market segments will form the basis for developing the service concepts and prioritizing the needs within each community area.