

CHAPTER II

Community Input

INTRODUCTION

This chapter provides the analysis of data collected through a survey of residents in the Village of Lombard. Surveys were distributed, both in paper and electronic formats. A total of 407 responses were received. If a respondent did not answer, the response was reported in the “no answer” category. The purpose of the survey was to gather input from residents about the proposed local circulator bus service that would take passengers to destinations within the community.

SURVEY METHODOLOGY

Information is provided about household characteristics, trip characteristics, travel patterns, and service characteristics that would influence the use of the proposed local circulator service. A draft survey instrument was prepared and submitted to the DuPage Mayors and Managers Conference for review and comment. The survey instrument was provided in English and is included in Appendix A. A Spanish version was also made available. The survey instrument included questions regarding the household and provided space for responses from up to four members of the household.

These survey efforts—along with the focus group—were focused on the target population segments to identify the service that best meets the needs of the community. Responses were entered into a database, and an analysis was performed in a spreadsheet program. In addition to the individual responses, several of the questions were open-ended and those responses are included in Appendix B. The responses are summarized in the following sections.

DEMOGRAPHIC CHARACTERISTICS

Age

The average age of the respondent was 52 years, ranging from 16 to 93 years. Age 50 was the most frequent age of the respondents. Approximately 17 percent of respondents were between the ages of 16 and 29 years, 47 percent were between 30 and 59 years, and 36 percent were 60 years and older.

HOUSEHOLD CHARACTERISTICS

There were a number of questions asked to determine the household characteristics of each respondent. This includes information on the household size, vehicle availability in a household, number of people employed in a household, number of people in a household with a health condition or a disability that limits their travel, and employment status. These characteristics help to determine the household characteristics and market segments of respondents in the Village of Lombard.

Household Size

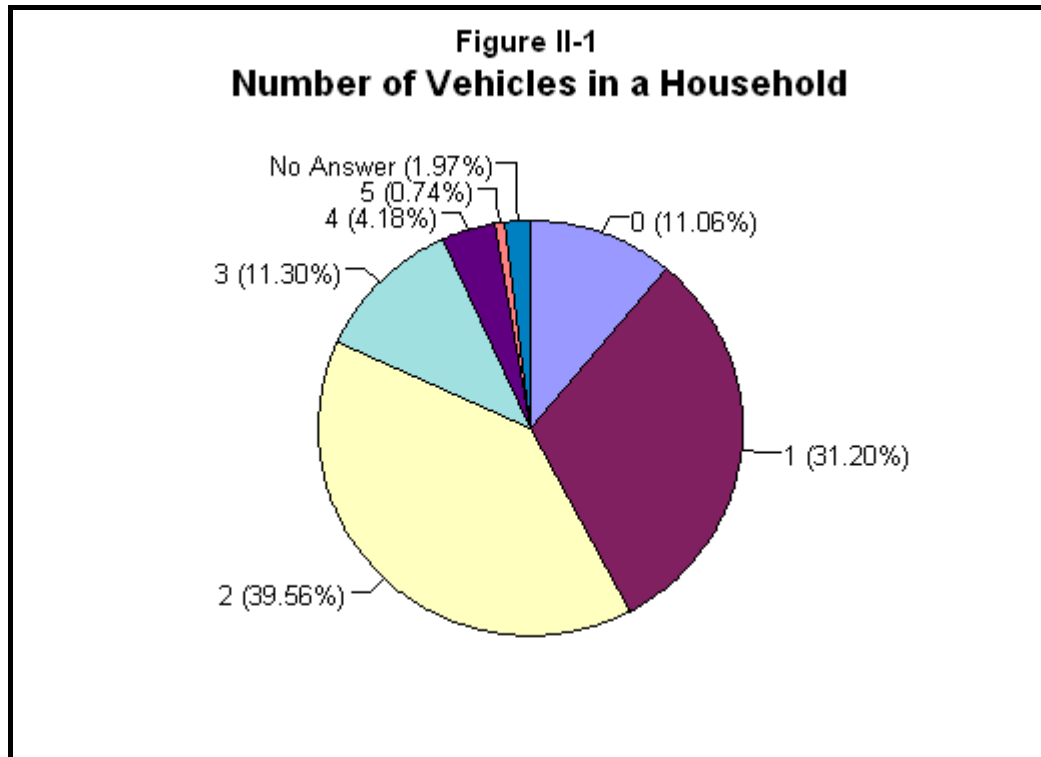
Respondents were asked the number of people that live in their household. A three-person household was the average household size of the respondent. Responses ranged from one to eighteen people in a household. A two-person household was the most frequent response.

Respondents were also asked the number of people under 16 years of age and over 60 years of age in their household. Approximately 22 percent of respondents indicated having household members less than 16 years of age and approximately 49 percent of respondents indicated having household members 60 years and older.

Vehicle Availability in a Household

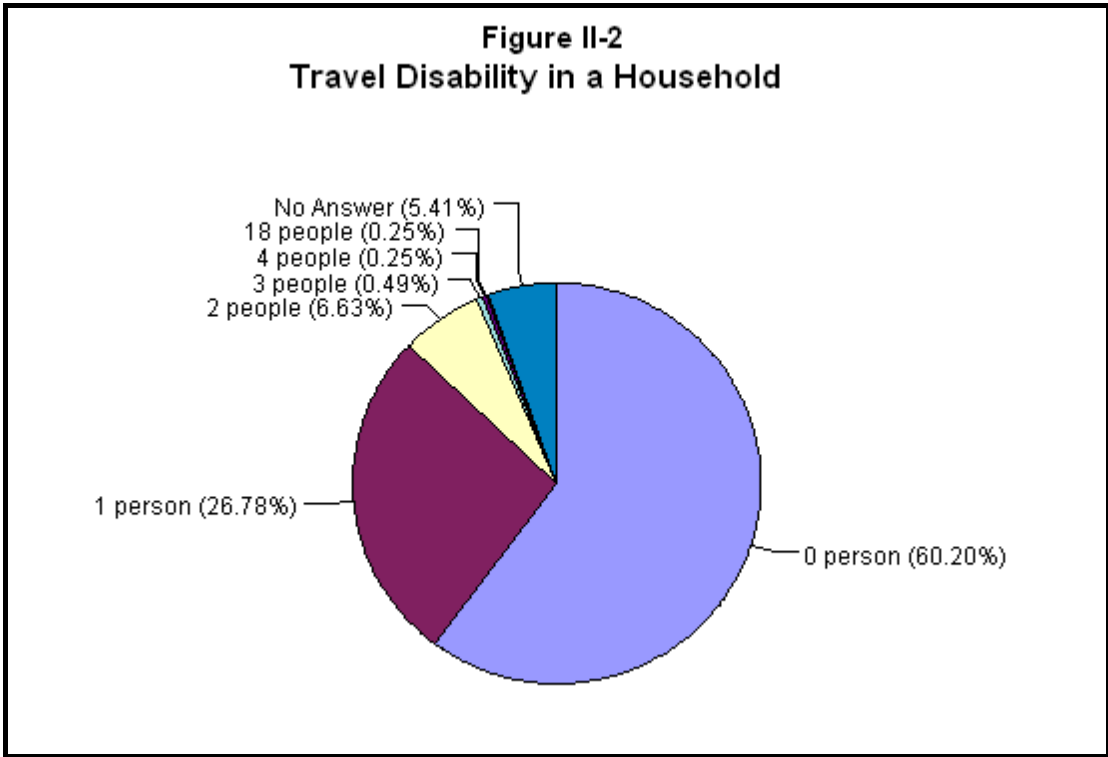
Residents were asked the number of vehicles available in their household. Responses are shown in Figure II-1. As illustrated, a significant portion of respondents (11 percent) live in households with no vehicles. Two-vehicle households was the most common response, with 40 percent of the respondents

indicating two vehicles available in their household. Another 31 percent live in households with one vehicle available.



Travel Disability in a Household

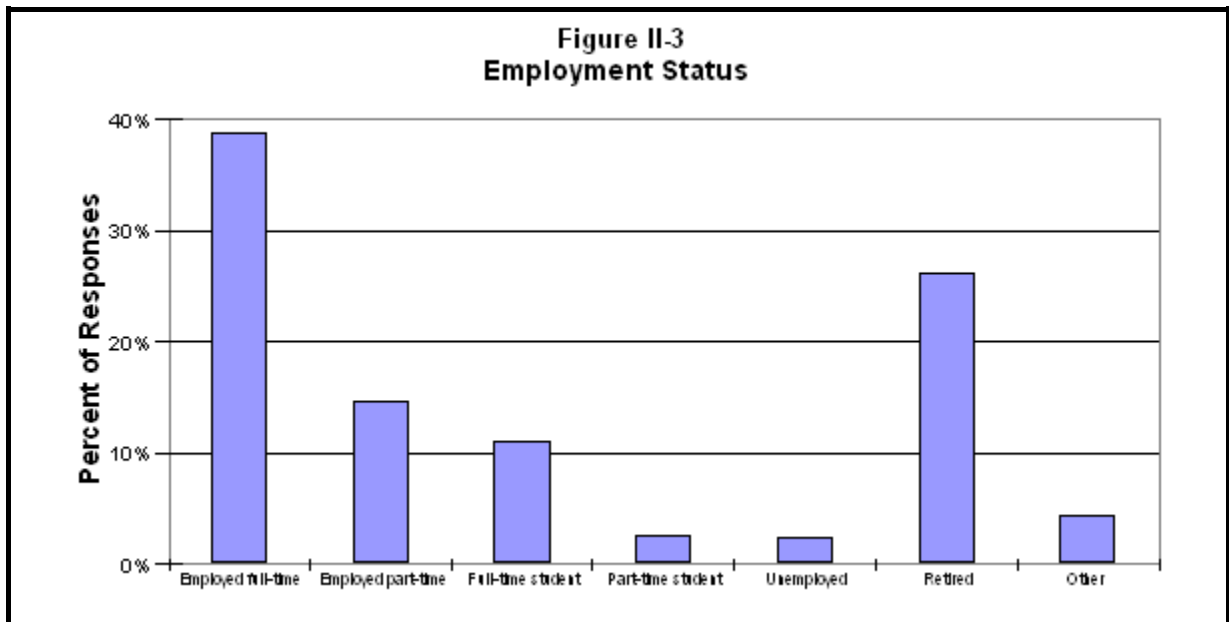
Respondents were asked to indicate the number of people in their household that had a health condition or a disability which limited their ability to drive. Figure II-2 illustrates that approximately 34 percent of respondents indicated having a household member with a health condition or a disability that restricted them from driving.



Employment Status

Respondents were asked the number of people in their household that were employed outside the home. Approximately 70 percent of the total respondents indicated that household members were employed outside home. An average of two people per household were employed outside the home. The number of employed persons per household was up to six persons per household. Two employed persons per household who worked outside the home was the most frequent response.

Respondents were also asked to indicate their employment status from a list of options and were allowed to select multiple responses. As shown in Figure II-3, approximately 53 percent of respondents indicated being employed (which includes 39 percent employed full-time and 15 percent employed part-time) reflecting the potential commuter market segment within the Village of Lombard. This is followed by 26 percent of respondents who reported being “retired.” Approximately 14 percent of respondents were either full-time or part-time students. Two percent of respondents indicated being unemployed.



TRAVEL PATTERNS

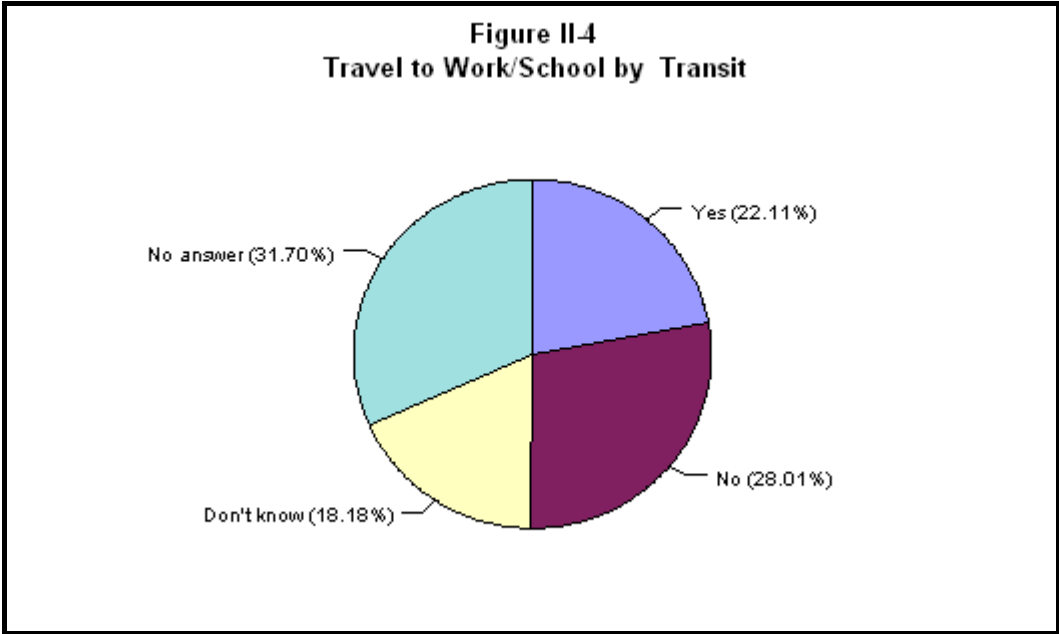
The survey asked respondents to indicate their zip code of work or school so that travel patterns might be assessed. The highest percentage of responses received were from zip code 60148 (Lombard) with a small percentage from communities adjoining Lombard indicating the trips originated from these zip codes. The zip codes of work or school are presented in Appendix C. As shown, 19 percent of respondents live and work within the same zip code 60148 (Lombard), whereas one percent of respondents each work in the zip codes of 60137 (Glen Ellyn), 60532 (Lisle), and 60606 and 60610 (Chicago).

The survey asked residents to provide information about their trip characteristics such as the likelihood of using public transit, vehicle availability, and mode of transportation on their trip to work or school. The following analysis provides insight on the current trip characteristics of Lombard residents.

Likelihood of Using Public Transit

Respondents who are employed or are students were asked to indicate whether they could travel by public transit to the location of work or school to which they reported most days. Figure II-4 shows the results. Approximately 22 percent of respondents indicated that they could travel to their place of employment or

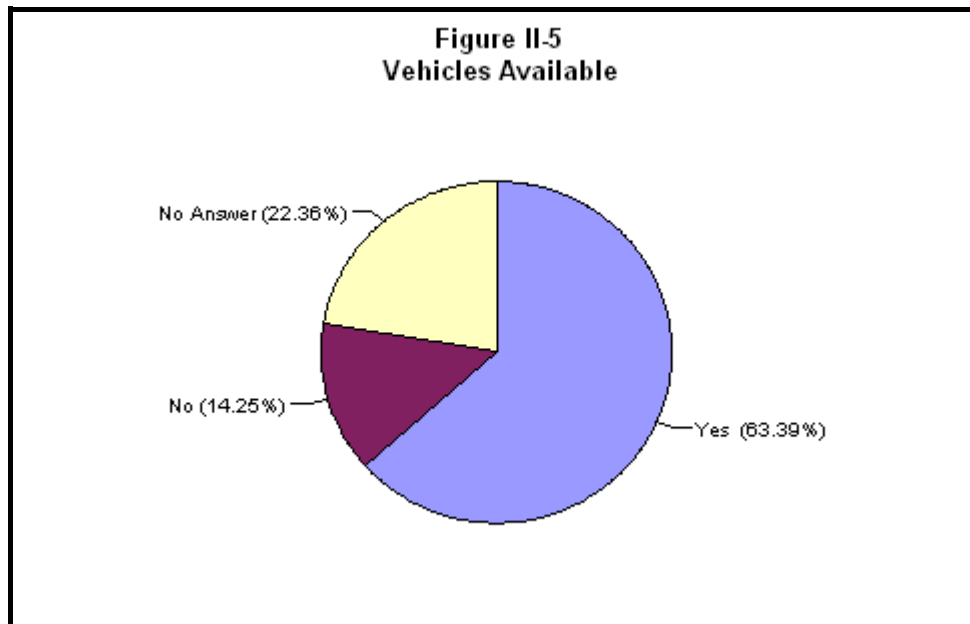
school using public transit, while 28 percent of respondents indicated they could not use public transit to travel to this location.



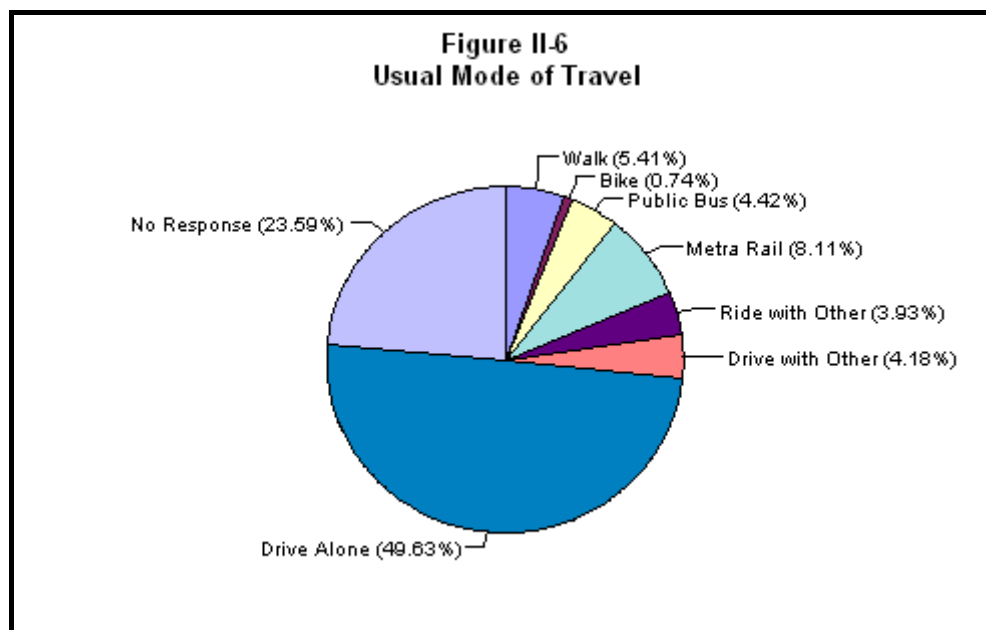
Vehicle Availability and Mode of Travel

Lack of a private vehicle influences people to use public transportation. This comparison provides an indication of the number of *potential choice riders* compared to those who are *transit-dependent*. Potential choice riders refer to those respondents that have a vehicle available to drive to work or school but may choose to use transit.

Figure II-5 shows the proportion of respondents who have a vehicle available to drive to work or school. Approximately 14 percent of respondents do not have a vehicle available, indicating the transit-dependent population.



Respondents were asked to indicate their usual mode of travel to work or school. As shown in Figure II-6, approximately 50 percent of respondents drove alone. This was followed by 13 percent of respondents who use public transportation such as the public bus or the Metra rail to work/school. There is a small percentage (eight percent) of respondents who carpool by either riding or driving with others to work or school.



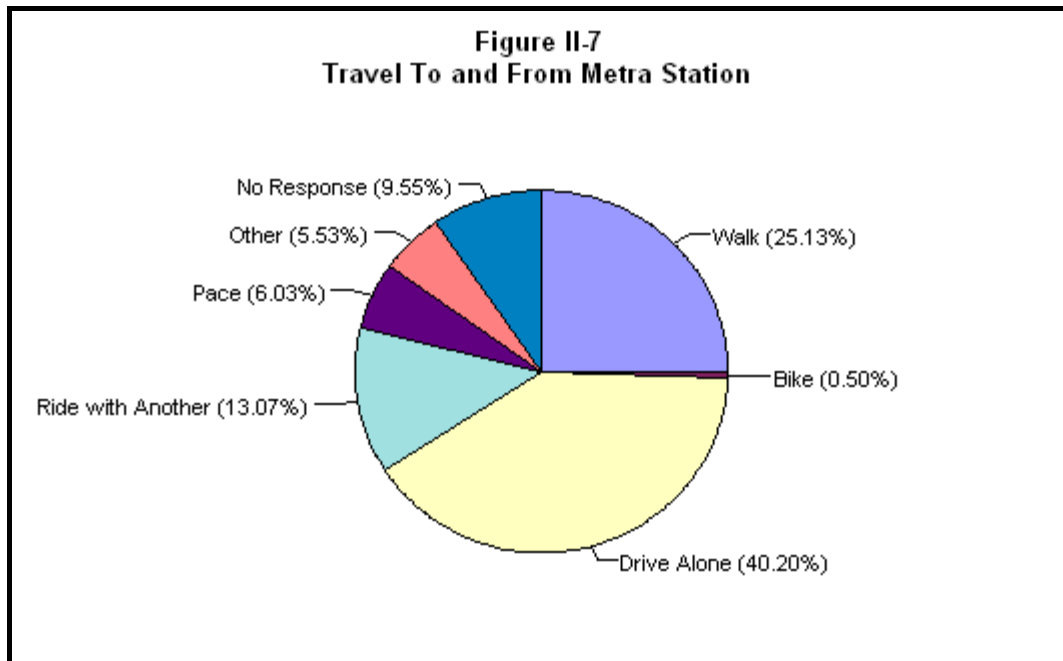
Potential Public Transit Riders

To determine potential riders who would use public transit to work or school, a multi-step analysis was done. Respondents were first asked if they could use public transit between their home and school/work—90 out of the 407 respondents responded in the affirmative. The respondents were then asked if they needed a car while at work. Out of the 90 respondents who indicated that they could use public transit, 74 responded that they would not need a car while at work. The next question asked respondents if they dropped off or picked up children at school or daycare while traveling to/from work or school. Based on the responses, about 58 out of the total 407 respondents were determined to be potential riders who could use public transit to work or school. This indicates that approximately 14 percent of the total respondents could do without their cars while at work and on their trip after work or school, reflecting potential riders who could use public transit and the local circulator bus service to work.

Metra Riders

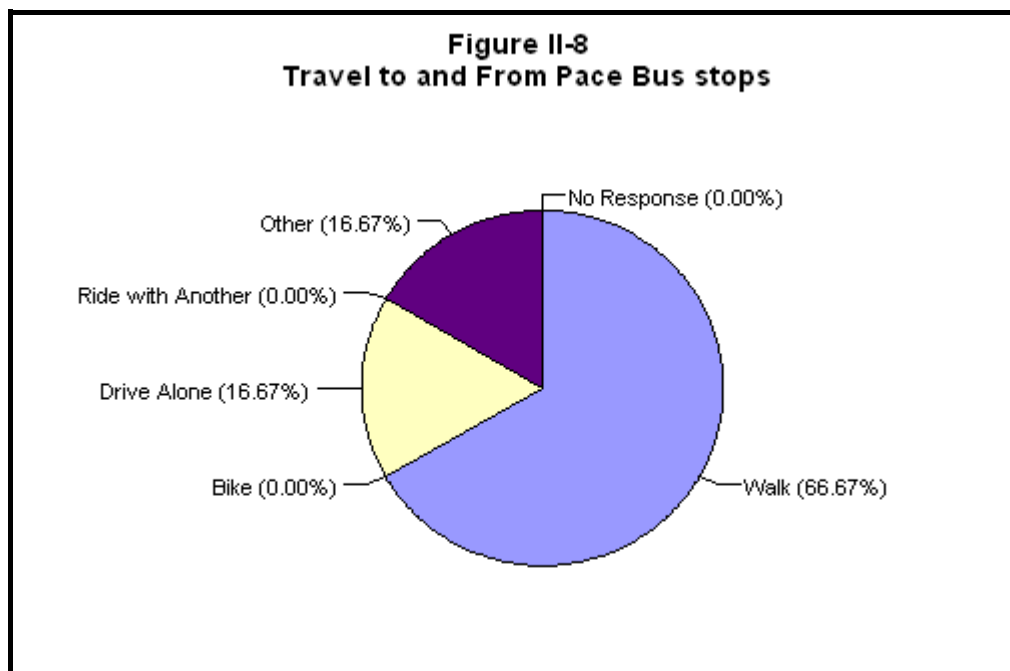
Respondents were asked to indicate which station they used most often if they used Metra rail to get to work or school. Appendix B presents the responses. The highest used stations reported were Lombard (144 responses) and Villa Park (11 responses).

Metra passengers were also asked their mode of travel to and from the Metra station. Figure II-7 shows the responses. Approximately 40 percent of passengers reported driving alone, followed by 25 percent who walk and 13 percent who share a ride. A small percentage (six percent) of Metra passengers traveled to and from the station using Pace routes. Respondents were also asked to indicate the Pace route numbers or names that they used. The Pace routes used by Metra riders are shown in Appendix B. The highest response was from Pace route “674” to get to and from the station.



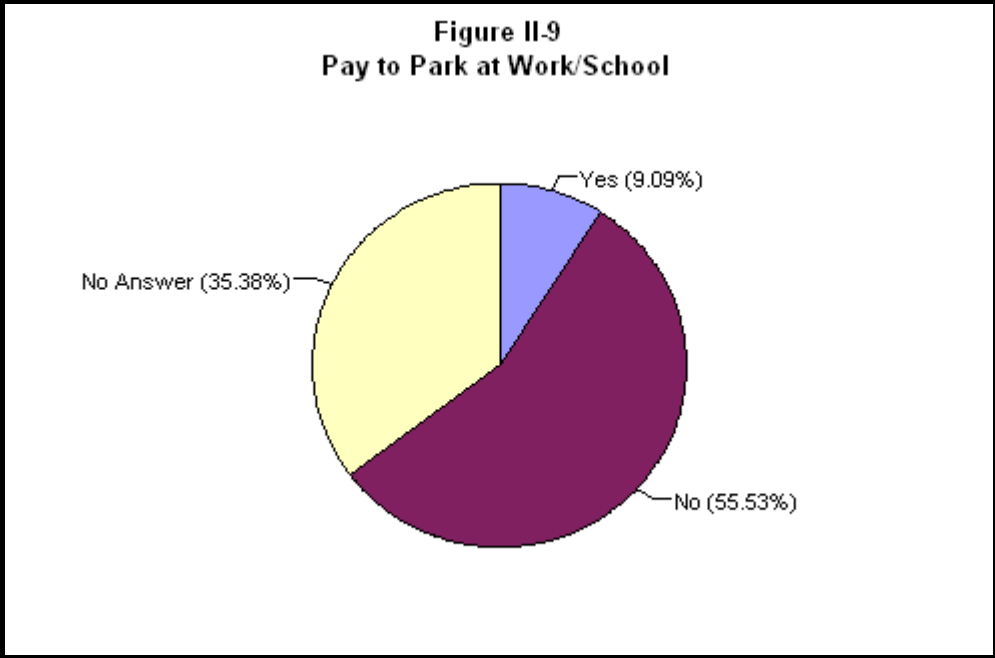
Travel To and From Pace Routes

Metra and Pace riders were then asked how they traveled to and from the Pace bus stops. As shown in Figure II-8, a majority (67 percent) of Metra rail and Pace bus riders walked to the Pace bus stop.



Pay to Park at Work/School

Realizing that there may be commuters or students who use a particular mode of transportation depending on whether there was a cost to park at work or school, respondents were asked whether they had to pay to park at work or school and the amount paid per day. Figure II-9 shows the responses. The majority of the respondents (56 percent) indicated that they did not have to pay to park at work or school, while a small percent of respondents (nine percent) had to pay to park. The amounts paid per day by respondents are also presented in Appendix B. The amounts varied from \$0.10 to \$20 per day. The average daily payment to park at work or school was \$2.00.



Travel Time

Respondents were asked how long it took to travel from home to work or school. The average travel time from home to work was approximately 29 minutes, ranging from one minute to two hours. The most frequent travel time from home to work or school reported by respondents was 10 minutes.

Places in Lombard That You Travel To/From

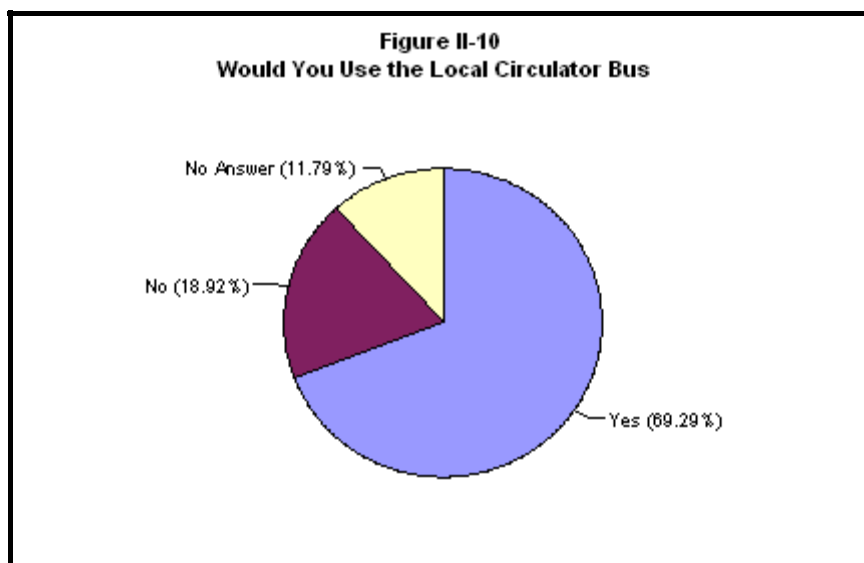
In order to get a better idea of the places that the Lombard local circulator bus should serve, respondents were asked to provide the name of those places within the community that they travel to and from once a week or more often. Appendix B shows the responses. Yorktown Center, Metra Train station and, Downtown Lombard were some of the places that Lombard residents currently travel to and from.

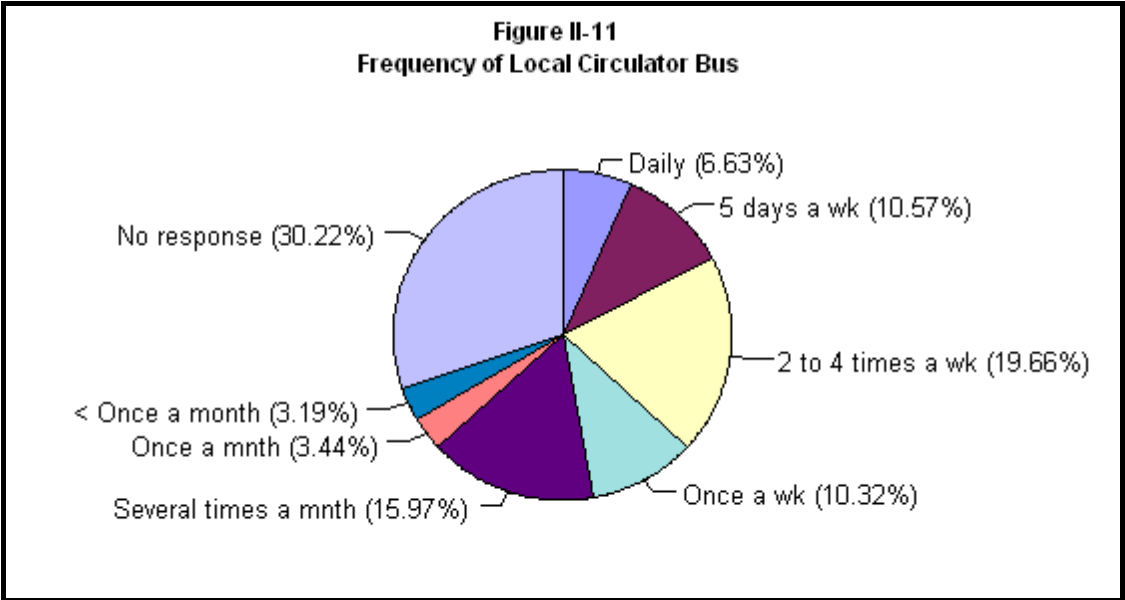
Likelihood of Using the Local Circulator Bus

To determine the likelihood that residents would use local circulator bus service, several questions were asked of respondents.

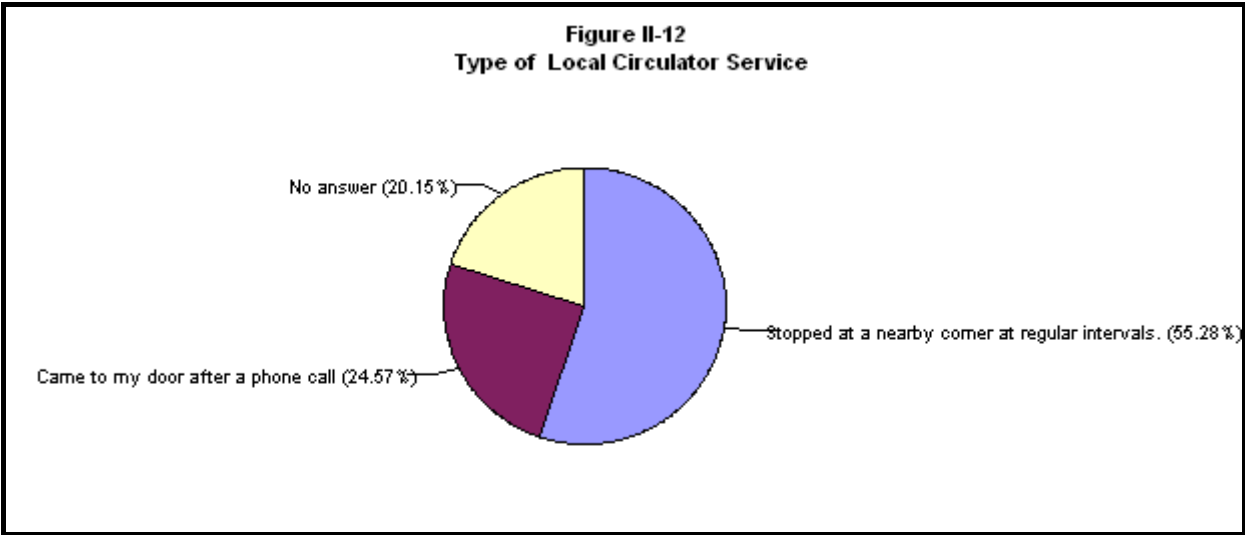
Usage of Bus Service

Respondents were asked if they would use the local circulator bus service if it was available. Figure II-10 shows that a majority of respondents (69 percent) indicated they would use such a service. Additionally, respondents were asked how often they would use such a service. Figure II-11 shows those responses. Twenty (20) percent indicated they would use the service two to four times a week. Seventeen (17) percent indicated they would use the service at least five days a week. Approximately 23 percent of respondents indicated they would use the service infrequently ranging from less than once a month to several times a month.





Respondents were asked questions about the type of service that they would prefer. The results are shown in Figure II-12. The majority of respondents (55 percent) indicated that the preferred type of service was the one that stopped at a nearby corner at regular intervals.

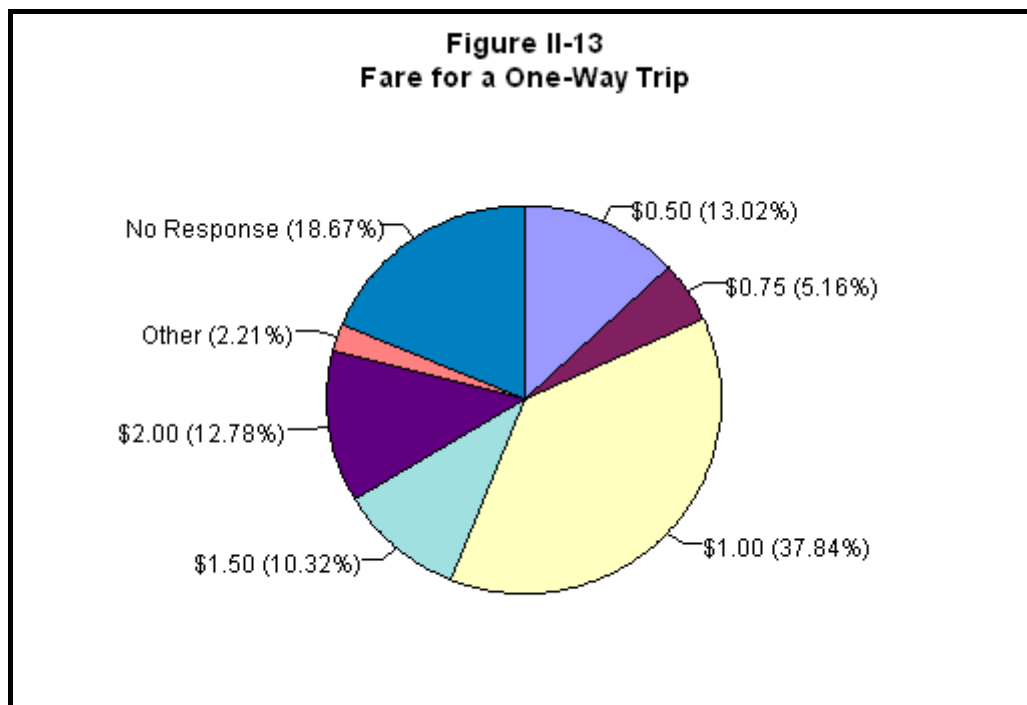


Number of Blocks/Minutes To or From a Bus Stop

Respondents were asked the number of blocks or the number of minutes to and from a bus stop. The average number of blocks a respondent was willing to walk was two blocks (or seven minutes) with responses up to 10 blocks (or up to 20 minutes). Two blocks or five minutes was the most frequent response of the respondents.

One-Way Fare

Respondents were also asked what was the most they would be willing to pay for a one-way trip. Figure II-13 shows the responses. The highest response (38 percent) on the fare for a one-way trip was \$1.00, followed by 13 percent of respondents who were willing to pay \$0.50 and another 13 percent who were willing to pay \$2.00.

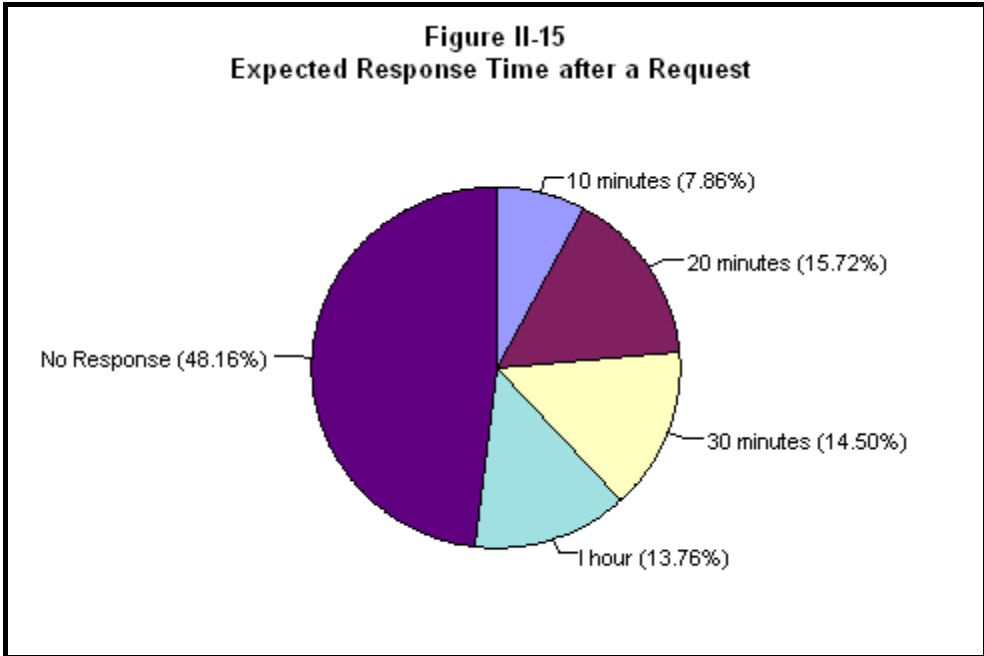
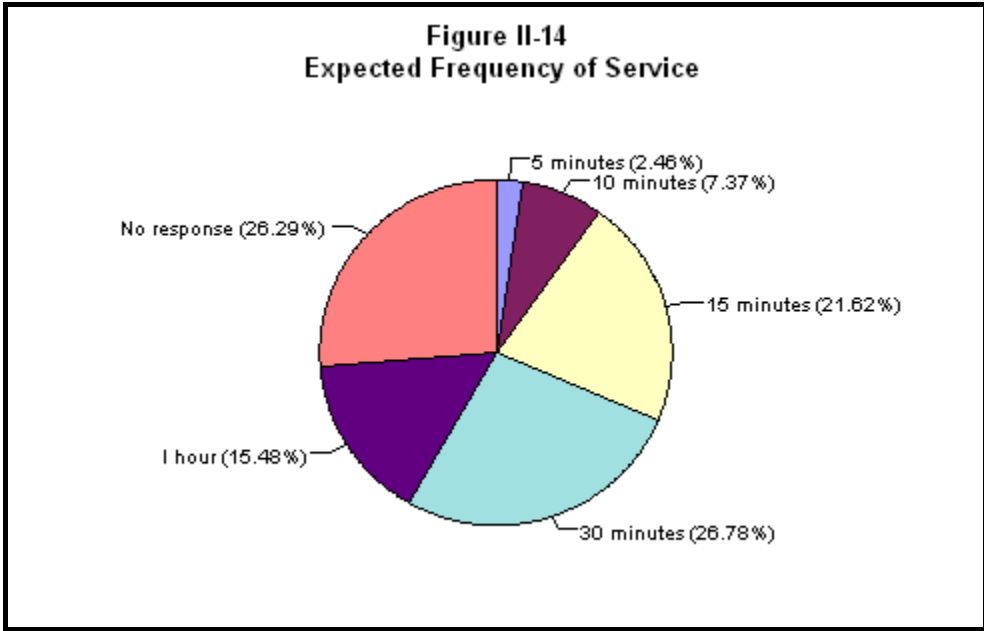


Frequency and Response Time

Respondents were also asked other preferences such as the frequency of the local circulator bus service at the bus stop and the response time after a phone request was made. Figures II-14 and II-15 provide those responses. As shown in Figure

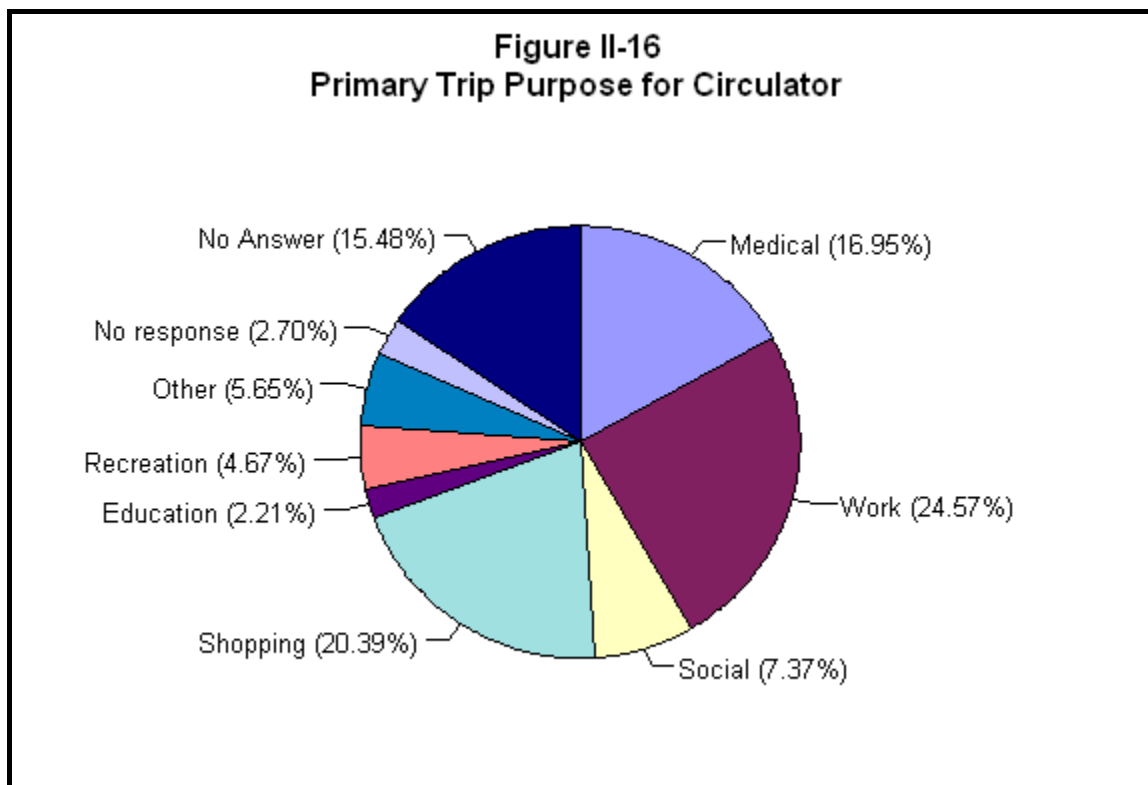
Community Input

II-14, the highest response (27 percent) about preferred frequency at the bus stop was 30 minutes. Figure II-15 shows that 20 minutes to one hour was the preferred response time after a phone request to schedule a trip is made.



Primary Trip Purpose

Respondents were asked to indicate the primary purpose for using the local circulator service. Primary trip purposes for the local circulator service are shown in Figure II-16. The primary trip purpose (25 percent) was to and from work. The second most common trip purpose (20 percent) was for shopping. The third most common trip purpose reported was for medical purposes (17 percent). Social, recreational, and school trips were ranked low by respondents.



Temporal Need

To determine the hours and days of service, respondents were asked to indicate specific days and times during the day they would need the local circulator service. Respondents were allowed to select multiple responses. Tables II-1 and II-2 provide those responses. As shown in Table II-1, Monday through Friday are evenly represented for needed days of service, while the need for service on weekends (especially Sundays) was lower. In terms of specific times during the day, morning, afternoon, and evening time periods dominate the proportion of needed times as shown in Table II-2. Specifically, 15 percent of the respondents need

service during the 6:00 a.m. to 8:00 a.m. commute time, 17 percent need the service between 10:00 a.m. and noon, and 20 percent need the service between 4:00 p.m. to 6:00 p.m. The lowest need for transportation was between 8:00 a.m. and 10:00 a.m. and between 8:00 p.m. and 6:00 a.m.

| Table II-1 Days of Transportation for Local Circulator | | |
|---|--------|---------|
| Days of the Week | Number | Percent |
| Monday | 219 | 17% |
| Tuesday | 211 | 16% |
| Wednesday | 219 | 17% |
| Thursday | 214 | 16% |
| Friday | 233 | 18% |
| Saturday | 123 | 9% |
| Sunday | 94 | 7% |

Source: Lombard Neighborhood Survey, 2007.

| Table II-2 Hours of Service for Local Circulator | | |
|---|--------|----------------------|
| Hours | Number | Percent of Responses |
| 6:00 to 8:00 a.m. | 116 | 15% |
| 8:00 to 10:00 a.m. | 0 | 0% |
| 10:00 a.m. to noon | 137 | 17% |
| Noon to 2:00 p.m. | 111 | 14% |
| 2:00 to 4:00 p.m. | 114 | 14% |
| 4:00 to 6:00 p.m. | 161 | 20% |
| 6:00 to 8:00 p.m. | 88 | 11% |
| 8:00 to 10:00 p.m. | 45 | 6% |
| Between 10:00 p.m. and 6:00 a.m. | 25 | 3% |

Source: Lombard Neighborhood Survey, 2007.

LOMBARD SERVICE PLANNING FOCUS GROUP

The Lombard Focus Group was held April 19, 2007 at the Lombard Village Hall. Seven people participated in the focus group. Four of the participants live in Lombard; the other participants represent Lombard businesses. All were knowledgeable of the current transit services available in Lombard, with one being a frequent user of Pace service in Lombard. Listed below is a summary of the information gathered through the focus group.

- The new service should travel along Westmore - Meyers Road.
- The proposed route should serve shopping centers at Finley and Butterfield.
- The route should go to hotels and shopping on the south side of Butterfield.
- The service should operate every day from 6:00 a.m. to 11:00 p.m.
- Participants preferred a vehicle that was accessible, is very visible with an appealing paint scheme, large windows, is a low-floor design, and has a modern appearance.