

Technical Memorandum

Paratransit Coordination Study



Kane County



**Kane County
Division of Transportation**

MULTISYSTEMS

Recommended Coordination Strategies

January 10, 2003

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Introduction

After a review of the demographic characteristics of Kane County communities, existing transportation services, and comments from stakeholders and paratransit users, several alternative strategies for improving coordination among the county's paratransit services were developed. They include:

- ◆ Establishment of a paratransit coordinating council¹
- ◆ County-wide transportation marketing campaign
- ◆ User-side taxi subsidy program
- ◆ Adoption of consistent Dial-A-Ride service and operating policies
- ◆ Provision of local ADA trips by Dial-A-Ride operators
- ◆ Eastern Kane County Dial-A-Ride service

Several of the alternatives would be beneficial to paratransit providers and users regardless of whether more comprehensive coordination strategies move forward. The creation of a paratransit coordinating council and development of a county-wide marketing program are in this category. A joint user-side subsidy taxi program, while involving coordination among participating program sponsors, could be implemented without changes to the other paratransit services that are now available in the county.

The remaining strategies involve coordination among Dial-A-Ride services, and between Dial-A-Ride and ADA paratransit services, that would require changes to the way in which those services are delivered. While these strategies would provide more opportunities for increasing the efficiency and effectiveness of paratransit service in the county, their implementation would be more complex, challenging, and time-consuming than that of the three strategies previously mentioned.

This memo describes all of the coordination alternatives in more detail, incorporating initial comments from the project Steering Committee, presents estimates of cost and ridership for each, and identifies potential sources of funding for their implementation.

¹ This strategy was added to the list of alternatives as a result of the discussion of coordination options with the project Steering Committee.

Recommended Coordination Strategies

Each recommended coordination strategy is described in detail below.

Kane County Paratransit Coordinating Council

The Kane County Paratransit Coordination Study has been guided by a Steering Committee composed of selected stakeholder representatives. An important byproduct of Steering Committee involvement has been greater recognition and greater understanding of the various paratransit programs in Kane County among the committee members. This group should be expanded to include a broader spectrum of stakeholders and prospective sponsors of a coordinated paratransit system. The new group should continue to meet in order to share information, expand awareness of transportation issues, and identify opportunities for better coordination and operation of paratransit service.

The participants in this working group, which might be called the Kane County Paratransit Coordinating Council (KCPCC), will determine the specific mission, goals, projects and activities that the council will pursue, which might include one or more of the following:

- ◆ Providing a forum for identifying best practices among paratransit providers both within and outside of Kane County, and developing strategies to emulate them
- ◆ Encouraging human service agencies and transportation providers to learn about each others' transportation needs, issues and services, and to develop relationships that can lead to solutions
- ◆ Overseeing the implementation of the recommendations of this and future transportation studies
- ◆ Communicating with local elected officials and transportation decision-makers on behalf of the regional paratransit community
- ◆ Obtaining and sharing consumer input on existing and prospective paratransit services
- ◆ Serving as an advisory group for the development of county-wide transportation outreach/education and marketing campaigns
- ◆ Providing advice and establishing general policy for a user-side subsidy taxi program and/or a coordinated regional paratransit system

The KCPCC could be an informal or a more formal organization. At one end of the continuum, the KCPCC could operate with informal channels of communication among agencies. Support could be provided by the Transportation Division or various county agencies, as needed. At the other end of the continuum is the creation of a consortium, coalition, or some sort of more formal entity.

At the outset, a formal KCPCC would need to adopt a mission statement and bylaws governing such issues as membership criteria and responsibilities, officers and their

responsibilities, meetings, voting, and “standing” and “ad hoc” committees. In terms of membership, the KCPCC could be open to all representatives from organizations that provide or are interested in providing paratransit service in Kane County for their clients, constituents or customers. Suggested participants include the following:

- ◆ Kane County Division of Transportation
- ◆ Kane County Department of Employment and Education
- ◆ Elgin and Aurora local offices of Illinois Department of Human Services
- ◆ Townships, cities, and villages
- ◆ Dial-A-Ride providers
- ◆ Pace
- ◆ AID
- ◆ Senior Services Associates
- ◆ Interested non-profit organizations that provide transportation or have clients with mobility issues (Fox Valley Center for Independent Living or Sherman Health Systems, for example)
- ◆ Private transportation providers
- ◆ Customers and/or representatives of advocate organizations

The DuPage County (IL) Inter-Agency Paratransit Coordinating Council (IAPCC) is an excellent example of how a similar study’s Policy and Technical Advisory Committees were combined into a formal body to implement a paratransit coordination effort. The DuPage IAPCC has bylaws and officers, and the county assists by hosting the meetings, preparing the minutes, completing mailings and providing other administrative support.

The KCPCC will require an ongoing time commitment from the participants. There will be administrative costs associated with establishing and maintaining the council. These costs will need to be borne by the participants unless Kane County or another entity agrees to underwrite these administrative costs. Membership dues and other member contributions may be necessary and could range from very nominal to more significant amounts, depending on the level of in-kind services offered by the members and on the type of work program that the consortium wishes to adopt.

Establishment of a KCPCC offers several benefits to the providers and sponsors of paratransit services in Kane County. The basic goal of this strategy is to ensure that the Steering Committee continues to share experiences and best practices, and to work together to implement other coordination strategies after this project has been completed. Further, a KCPCC would improve communication between transportation coordinators and local decision-makers, and between providers and paratransit users. While a more formal KCPCC structure may result in a greater commitment of time and effort among its

members, the more stable the organization, the greater the likelihood of coordination efforts being implemented.

Coordinated Marketing Program

The development of a county-wide transportation marketing program would inform current and potential riders (and human service agency personnel) about the fixed route and paratransit services that are available to them and make the services easier to understand and use. Increasing the visibility of public transportation services within local communities would also help to encourage funding support.

The approach to marketing should be coordinated among the various providers either by the county or by a committee established for that purpose. Pace and RTA would be other valuable partners in county-wide marketing activities.

The campaign could include the following elements:

- ◆ Development of a name, symbol and color scheme to identify services and providers as part of a more coordinated transit/paratransit network
- ◆ Maps and schedules that highlight connections between services
- ◆ Development of a Transportation Guide that describes services and how to use them
- ◆ Preparation of a year-long calendar of marketing activities and promotions
- ◆ Public information/awareness campaign

These elements are illustrated below with ideas and images used by municipalities, transit authorities and counties in other areas.

System Identity

The separate transit and paratransit services that are currently provided in Kane County would present a more unified image within the communities that are served if a uniform name, symbol and color scheme were adopted among providers. While vehicles and public information materials could still identify the municipality or other sponsor of a particular service, the Kane County name and logo would also be displayed, raising awareness of the county's public transportation services among members of the general public and local decision-makers. Vehicles could display the county name and logo by means of decals or magnetic signs.

Figure 1 shows local bus service logos used in Tempe, AZ. The overall public transportation program in Tempe, which includes bus service, Dial-A-Ride, a bicycle program, and pedestrian improvements, is known as Tempe in Motion (TIM). TIM is also the name of the character shown in Figure 1, which is used to symbolize the program. Local bus services are known as Better Options for Local Transportation (BOLT), Free Local Area Shuttle (FLASH Forward and FLASH Back) and FLASH Lite

Figure 1: Local Bus Service Logos, Tempe (AZ)



Flash
Free Local Area Shuttle

(weekend service). Tempe bus schedules highlight links to the regional Phoenix bus service provided by Valley Metro. The city's marketing materials are just one element of an award-winning marketing campaign that includes a youth-oriented community outreach program with the slogan: "Go There. Do That." The campaign also utilized a website with a young, contemporary look, www.Busamove.com, to promote bus ridership among teens.

Tempe's marketing program was modeled on the approach taken by Boulder, CO. Sample marketing materials from Boulder are shown in Figure 2.

The Boulder transportation program is known as GO Boulder (Great Options in Transportation). Individual bus routes are called the HOP, SKIP, LEAP, JUMP, and BOUND. The newest additions to Boulder's Community Transit Network, which is being implemented in phases, are the STAMPEDE and the DASH, scheduled for introduction this fall and early in 2003, respectively. The Boulder service is operated by Denver RTD, which also provides connections to regional bus service.

In addition to being colorful and eye-catching, the logos and materials used in these two cities have a distinctive style and look, which helps to create an image of a unified transit system made up of different services. Even if public transit and paratransit services in Kane County are not part of an actual county transit system, the same technique could be used to lend a common identity to the separate services.

Transportation Guide

An important finding from the earlier phase of this project is that agency representatives, users, and service providers are not fully aware of all of the paratransit services that are available in the county, or familiar with their operating policies and procedures. In some cases, services are available to address what were reported to be service gaps or unmet transportation needs. A related observation is that little, if any, information about Pace fixed route service and municipal Dial-A-Ride programs is offered on some township or city/village websites.

A widely distributed Transportation Guide, providing information not only about the availability of fixed route and paratransit services, but also about service and operating policies, and ways to access the services, would encourage use of the existing services by those with travel needs.

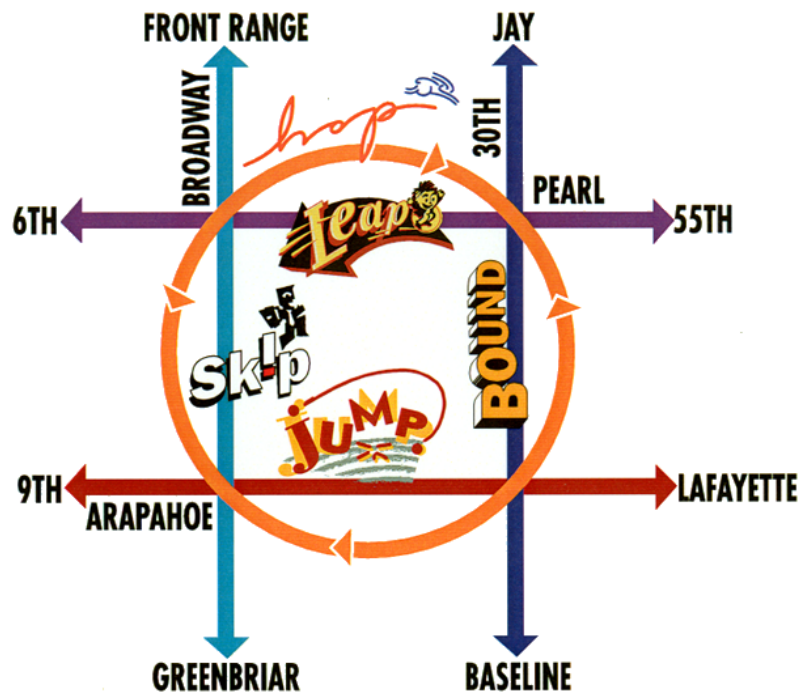
A user's guide to transit and paratransit services in Kane County could be based on Pace's current north and south Kane County regional maps, and incorporate the fixed route maps and service descriptions that are used in those materials. For more ideas about rider's guides and other marketing/informational materials, a good resource is the Promotional Materials Clearinghouse maintained by the Marketing Institute at Florida State University's College of Business. The clearinghouse includes an online gallery of transit marketing materials, campaigns, and promotions. The clearinghouse, which also identifies contacts for more information about each item, can be found at <http://nctr.cob.fsu.edu/pmchome.htm>.

Figure 2: Marketing Materials, Boulder, (CO)



- Catch a sneak preview of the JUMP, LEAP and BOUND!
- Buses running all over town beginning in June.
- Blockbuster services coming in 2001.
- The new services will be frequent and convenient.
- Easy connections. Same low fare.
- Buses will intersect at key "transfer points."

For more information call **303-441-3266** or visit our web site, go.boulder.co.us



**Coming Attractions! JUMP. LEAP. BOUND.
Coming Soon! In 2001!**



The HOP, SKIP, JUMP, LEAP and BOUND are links in your growing Community Transit Network.
An RTD, city of Boulder, and city of Lafayette Partnership

For widespread dissemination, the guide could be published in local newspapers and posted on local and county websites. This approach has been used successfully in other areas. The Orange County (NY) Department of Planning, with funding and assistance from MetroPool, the ridesharing agency for the Hudson Valley, developed a transit guide to the many different public and private transit and paratransit services available in the county. The county's major newspaper published the guide as a special supplement to a Sunday edition. It was also posted on various websites throughout the county. The MetroWest Growth Management Committee, located in western metropolitan Boston, created a regional map of transit services and published it in a widely read regional newspaper. (A copy of the Orange County Transit Guide and the MetroWest transit map has been provided to Kane County under separate cover.)

Maps and Schedules

Following the lead Pace has taken in this area, the county and/or other transportation providers should include information about other services on their maps, schedules, and related public information materials. Connections between services – St. Charles/Geneva Dial-A-Ride service to the Charlestowne Mall, where connections can be made to Pace Route 802, for example – should be highlighted to draw the attention of customers to them.

A county transportation website, perhaps as part of the Division of Transportation's site, would offer another opportunity for disseminating information about the various transportation alternatives and the connections between them. The Ventura County (CA) Transportation Commission website includes a page entitled "Getting There by Bus or Train", with links to local bus services, private airport transporters, Greyhound intercity bus service, Metrolink commuter rail service, and Amtrak, among other items. The local bus services link leads to a page of links to individual transit and paratransit providers in the county. Figures 3 and 4 illustrate these pages. To view them, go to <http://www.goventura.org> and click on "Getting There by Bus or Train" and then on "Local Bus Service".

Activities and Promotions

As another element of an overall transportation marketing program, the Division of Transportation should investigate the possibility of partnering with Pace and the Dial-A-Ride providers to sponsor or organize activities to increase the visibility of transit and paratransit service within the county, and familiarize residents with use of the services. Promoting transit as well as paratransit services will help to reduce the burden on paratransit services by ensuring that individuals whose travel needs could be met by the fixed route system are aware of that option. Moreover, creating a larger, combined group of loyal users and supporters of *public transportation* in the county, rather than separate groups of advocates for transit and paratransit services, will benefit both modes in terms of political and financial support.

Try Transit Week (an annual national transit industry event typically held during September; ideas and materials are usually available through the American Public Transportation Association, or APTA, at www.apta.com).

Figure 3: Ventura County Transportation Commission Website – Getting There by Bus or Train

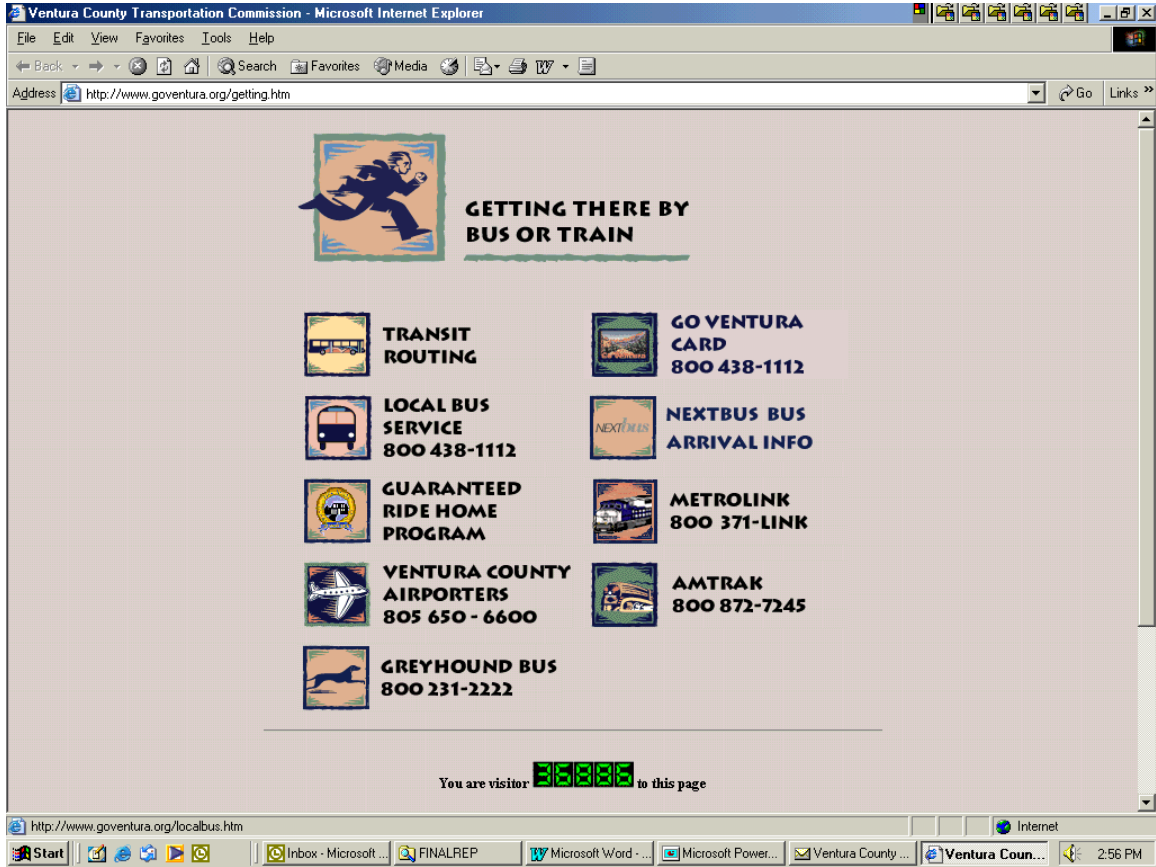
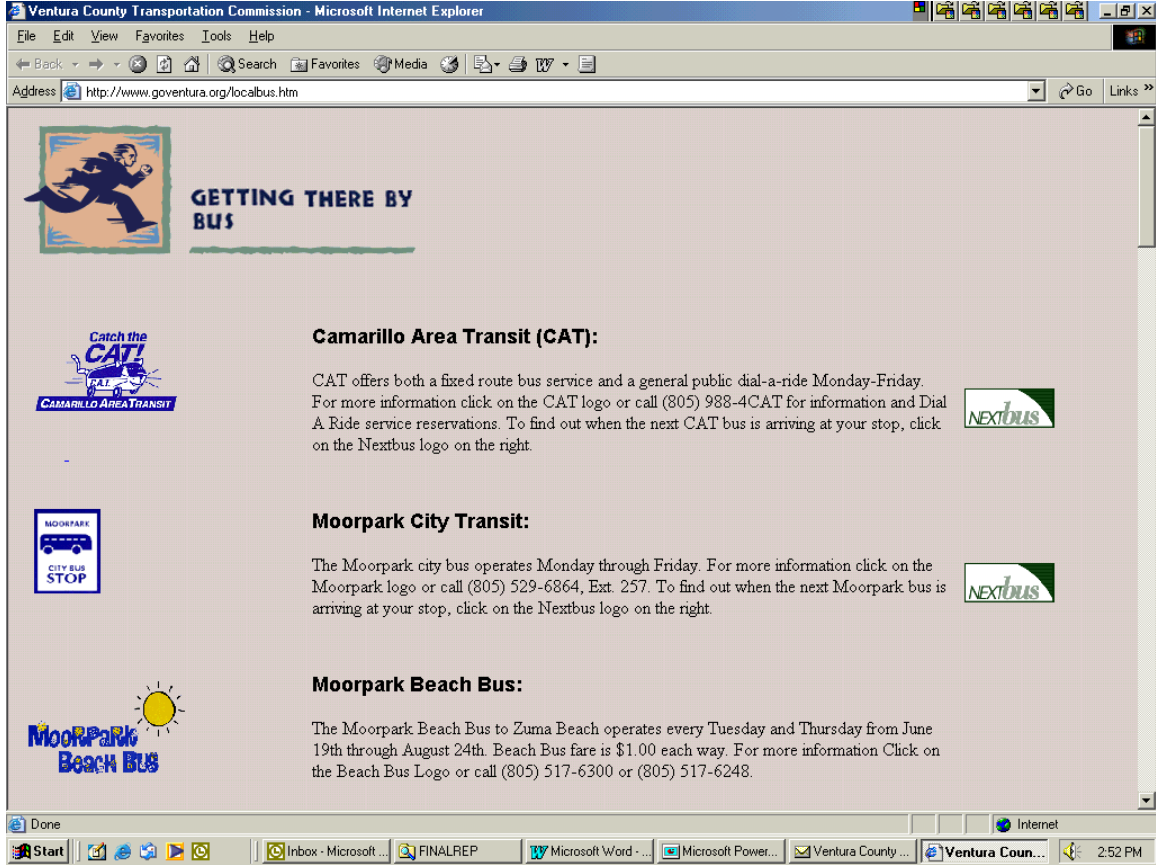


Figure 4: Ventura County Transportation Commission Website – Local Bus Service




Ventura County Transportation Commission - Microsoft Internet Explorer

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Address <http://www.goventura.org/localbus.htm> Go Links



Simi Valley Area Transit:


Serves Simi Valley with four regular bus routes, one of which connects with the Los Angeles County Metropolitan Transit Authority (MTA) in Chatsworth. Bus service is Monday through Saturday. For more information click on the Simi logo or call (805) 583-6456. To find out when the next Simi Valley Transit bus is arriving at your stop, click on the Nextbus logo on the right.






South Coast Area Transit (SCAT):

Operates 14 regular bus routes. Serves the cities of Ojai, Oxnard, Port Hueneme, and San Buenaventura, and the county area between them. Most routes run Monday-Saturday, with some routes running Sunday as well. Many routes now have weekday service until 9 p.m. For more information click on the SCAT logo or call (805) 487-4222; 643-3158; TDD only 486-2304. To find out when the next SCAT bus is arriving at your stop, click on the Nextbus logo on the right.





Thousand Oaks Transit (TOT):

Operates 3 regular bus routes. Serves Newbury Park, Thousand Oaks, and the Westlake area, Monday-Friday. For more information click on the TOT logo or call (800) 438-1112 or (805) 449-2100. Unfortunately because of poor communications coverage in the Thousand Oaks area we are unable to provide Nextbus information for Thousand Oaks Transit. We are hopeful that improved coverage will be in place by this coming fall and Thousand Oaks Transit will come on-line sometime in early winter.

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Address <http://www.goventura.org/localbus.htm> Go Links




Ojai City Trolley:

Provides service between Meiners Oaks and Ojai, seven days per week. For more information click on the Ojai logo or call (805) 640-2562.



Harbor and Beaches Dial A Ride:

Provides service to Channel Islands Harbor, Silver Strand, Hollywood By the Sea and Oxnard beaches, Oxnard Airport, Oxnard's downtown transportation center on Fourth Street, the transfer area on C Street and limited portions of Port Hueneme. The hours of operation are from 7 a.m. to 7 p.m., seven days a week. For more information click on the Harbor and Beaches logo or call (805) 207-0699 for reservations.



Dial-A-Ride Service:

There are several dial a ride services available on an on-call basis:

Camarillo Area Transit Dial-A-Ride:
Monday-Thursday 7:30 a.m. to 5:30 p.m.; Friday 7:30 a.m. to 8:00 p.m.; Saturday 8:00 a.m. to 4:00 p.m. Call (805) 988-4CAT for information and reservations.

Camarillo Health Care District:
Camarillo Health Care District provides Dial-A-Ride service from the Camarillo area throughout Ventura County. Monday-Friday, 8 am. to 4:30 p.m. Call (805) 388-1952 for information.

Fillmore Dial-A-Ride:
Monday-Friday 6:00 a.m. to 6:45 p.m.; Saturday 9:00 a.m. to 5:00 p.m. Call (805) 524-2319 for information and reservations.

Moorpark City Dial-A-Cab for ADA service:
Monday-Friday 7:15 a.m. to 4:30 p.m. For information call (805) 529-6864 Ext. 248. For reservations call (805) 495-3500.

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Address http://www.goventura.org/localbus.htm Go Links

Monday-Wednesday-Thursday (depending on which zone you are in) 9:00 a.m. to 5:00 p.m. Grocery transportation assistance only. Call (805) 643-3122 for information and reservations.

Santa Paula Dial-A-Ride:
Monday-Friday 6:00 a.m. to 7:00 p.m.; Saturday 9:45 a.m. to 4:00 p.m. Call (805) 933-2267 for information and reservations.

SCAT Access ADA Paratransit Service:
Monday-Sunday, depending on the area. For information call SCAT at (805) 487-4222 or 643-3158, or TDD only at 486-2304. For reservations call (805) 485-2319 toll-free for Oxnard, Port Hueneme, and Ventura); (805) 649-4421 (toll-free for West Ventura, Ojai, Oak View).

Simi Valley Transit ADA/Paratransit Dial A Ride:
Monday-Friday 5 a.m. to 8 p.m.; Saturday 5:30 a.m. -7:30 p.m. Call (805) 583-6464 for information and reservations.


Thousand Oaks Transit Dial-A-Ride:
Monday-Friday 7:30 a.m. to 5:30 p.m. Saturday and Sunday 9 a.m. to 5 p.m. Call (805) 492-1544 for information and reservations.

CHARTER SERVICES

Antelope Valley Bus Inc: (805) 485-6737
Fillmore Area Transportation Corporation: (805) 524-2319
Laidlaw Transit Inc: (805) 485-1003

Guaranteed Ride Home Program

Unsure about using the bus to get to work because you're worried about a transportation emergency? Our Guaranteed Ride Home Program takes the worry out of commuting by bus, train, carpool, or vanpool. We guarantee you a free ride home. Just click here: [Guaranteed Ride Home Program](#) to find out more about the program.



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Possible activities include the following:

- ◆ Transit fairs, or transportation booths at local job fairs or college orientation sessions
- ◆ Bus/van service to special events (Kane County Fair, holiday parades and celebrations, major sporting events, and music or drama festivals)
- ◆ Special joint promotions between transportation providers and local businesses
- ◆ Art, slogan, or essay contests held in cooperation with elementary or middle schools
- ◆ Bus facility tours or demonstrations for schoolchildren

Creative, low-cost marketing promotions and activities are described in more detail in Transit Cooperative Research Program (TCRP) Report 50: *A Handbook of Proven Marketing Strategies for Public Transit*.

Public Awareness Campaign

One of the objectives shared by the Division of Transportation, the initial group of stakeholders consulted in Phase I of the project, and the project steering committee is to increase the awareness of Kane County residents of the value of public transportation. It is agreed that outreach efforts are needed in order to garner support among county residents and decision-makers that will ensure the availability of services to provide mobility for those who depend on them, and to help with the achievement of public goals on issues such as air quality and congestion.

National market research has determined that the theme of “community benefit built on personal opportunity” is a meaningful way to promote public transportation, even to those who do not need or use it. Based on a research effort that included a national telephone survey and detailed discussions with small groups, only about half of the public are familiar with the transit services in their local areas; about one-quarter has no knowledge about them. Moreover, people tend to be more concerned about other, more critical issues than about public transportation. However, when public transportation is promoted in a way that emphasizes the mobility, freedom, and access to opportunities that it can provide for all members of a community, even non-supporters become more favorably disposed toward it.²

APTA has developed an outreach campaign based on this theme, and has designated October 3, 2002 as “Communities in Motion” Day. The stated goals of the campaign are to:

² Wirthlin Worldwide and FJCandN, *“Enhancing the Visibility and Image of Transit in the United States and Canada”*, Report 63, Transit Cooperative Research Program, Washington, D.C., 2000.

- ◆ Build public support for public transportation by increasing awareness of how public transportation improves quality of life - providing opportunity, freedom, mobility and access for all citizens
- ◆ Increase appreciation for public transportation's contributions to communities
- ◆ Recognize elected officials who have been supportive of public transportation initiatives
- ◆ Reach out and involve local groups and individuals that have a vital interest in public transportation's local, state and federal legislative goals
- ◆ Communicate the importance of investment in public transportation³
- ◆ APTA's website contains an online toolkit for transit systems and other organizations to use as they plan and conduct Communities in Motion activities (which need not be restricted to October 3). The toolkit includes:
 - ◆ Communication tools, providing facts and message points about the impact that public transportation has on communities, for use in speeches, press releases, and discussions with local elected officials
 - ◆ Suggested activities
 - ◆ Events that will be held in Washington, DC on October 3, which may be duplicated in local communities
 - ◆ An official Communities in Motion logo, with instructions for duplicating and using the logo in a number of different applications

The toolkit can be found at www.apta.com/services/commotion/index.asp; a printed copy is provided in Appendix A. While some of the information provided in the toolkit specifically applies to transit service, many of the activities, events and graphics could be used with equal success to increase awareness of paratransit services.

Findings and recommendations from both this project and the county's recent transit study should be highlighted in a public outreach campaign. For best results in its outreach efforts, it is recommended that Kane County explore partnering opportunities with Pace and RTA.

User-Side Taxi Subsidy Program

Unmet transportation needs that were identified through the analysis of existing services and discussions with users and stakeholders included:

³ APTA website, <http://www.apta.com/services/commotion/index.asp>

- ◆ Service in developing sections of the county such as Montgomery and the Randall Road corridor, and in the area to the west of Randall Road
- ◆ Service between Kane County communities and locations in DuPage and Cook Counties such as Naperville and Schaumburg
- ◆ Service during evening hours and on weekends in all communities, and service beyond mid-afternoon in some areas

The lack of transportation options in certain areas and during off-peak hours especially affects paratransit users' ability to make work trips.

Creating a user-side subsidy taxi program in eastern Kane County – where the customer receives a subsidy for transportation, and the provider is paid the market rate – would be a relatively quick and easy way to address these service gaps. In the short term, a taxi program would not involve changes to existing paratransit services. Over time, however, some agencies that now operate transportation services for clients because there is no alternative may find it more economical and less time-consuming to use the taxi program to meet all of their clients' transportation needs.

The taxi subsidy program would be overseen by an advisory council composed of representatives of both sponsor agencies and service providers. This group would likely be a subset of the KCPCC. The role of the advisory council would be to establish goals and objectives for the program, set uniform fare and pricing policies, determine system-wide service standards (for onboard travel time and on-time performance, for example), and provide guidance to the program administrator concerning operation of the program and desired modifications or enhancements.

Municipalities and/or agencies that would like to make services available to residents or clients would make coupons (or other fare media, such as vouchers, or “smart cards” embedded with computer chips for identifying passengers and debiting fares) available to eligible recipients. While the value of the fare media should be uniform, sponsors could establish the level of subsidy they will provide per trip and per customer.

Based on information supplied during the provider survey, an initial group of program sponsors might include the following organizations:

- ◆ AID, for client work trips and day program trips that do not fit easily into existing schedules
- ◆ Municipalities, for out-of-town trips by Dial-A-Ride customers
- ◆ Sherman Health Systems
- ◆ Ecker Center for Mental Health, for the agency's contracted service and/or evening trips to group meetings, appointments, and other activities
- ◆ Village of Algonquin, for trips after 5:00 PM on weekdays and on weekends

- ◆ Pace, for ADA trips during off-peak hours of low demand, or for overflow trips during peak periods of very high demand
- ◆ Countryside Care Centre, for senior shopping and medical trips
- ◆ Fox Valley Park District, for return trips from the community center after 4:00 or 5:00 PM
- ◆ Geneva Park District, for evening and weekend trips associated with Park District activities
- ◆ Provena Pine View Care Center, for non-emergency dialysis trips outside of normal business hours

These organizations might be interested in using a subsidized taxi program as a cost-effective way to address critical unmet transportation needs, and/or to eliminate the need to provide service directly.

Initially, each sponsor would determine the service and operating policies that would best suit the needs of its customers: service area, days and hours of service, trip purposes, trip distance, level of assistance, limits on number or distance of trips, and so on. Over time, as patterns become apparent in the characteristics of trips for which customers are using the service, uniform service and operating policies might be adopted by the advisory council. Other sponsor responsibilities would include informing clients or customers about the taxi subsidy program and how to use it, monitoring clients' use of the service and enforcing program regulations, and processing payments to the program administrator or to service providers.

Customers would purchase taxi trips with the coupons (perhaps adding cash to the value of the coupons, depending upon program regulations), and the sponsors would reimburse taxi providers (through the program administrator) for the face value of the redeemed coupons, or at the meter rate for the trip.

One entity, such as the Division of Transportation, would function as the program administrator. The duties of this lead agency would include:

- ◆ Helping sponsors to determine eligibility criteria and estimate demand for the service
- ◆ Developing marketing and registration materials to reflect each sponsor's policies
- ◆ Registering customers
- ◆ Distributing coupons or other fare media to customers and/or sponsors
- ◆ Developing and administering contracts with both sponsors and service providers
- ◆ Tracking trips and other statistics
- ◆ Auditing invoices submitted by providers and overseeing the payment process
- ◆ Monitoring the provision of service, particularly in the area of service quality

- ◆ Reporting back to sponsors and the advisory council on service operations and consumption
- ◆ Identifying additional program sponsors
- ◆ Investigating and obtaining ongoing funding to supplement contributions from sponsors

A taxi subsidy program could also be used to provide **Guaranteed Ride Home** service to promote transit use in Kane County. In many areas, the promise of a taxi ride to eligible commuters who need to get home under unusual circumstances is used to counteract the inflexibility that discourages people from commuting by public transportation (or carpool or vanpool). In a typical Guaranteed Ride Home program, an employee who must leave work in the middle of the day to handle an emergency, or who is required to work unexpected overtime and as a result misses his/her transit connection, is provided with a voucher for a trip with a participating taxi company. The taxi operator is reimbursed by the state, county, rideshare agency, employer, or Transportation Management Association (TMA) that is sponsoring the program.

Eastern Kane County Regional Dial-A-Ride Service

The analysis of existing paratransit services resulted in several findings that indicate the potential for increased service efficiencies and improved mobility through integration of existing local Dial-A-Ride services into a larger, regional operation. For example, multiple service providers – public bodies and human service agencies -- currently transport similar rider groups in Elgin, the Tri-cities area, and Aurora. Similarly, Pace provides paratransit service to ADA-eligible individuals in the same communities in which municipal Dial-A-Ride programs serve seniors and persons with disabilities. Most services have unused capacity during at least some part of the day. In addition, one of the service gaps reported by users and stakeholders is travel between communities. Municipal Dial-A-Ride programs operate within the boundaries of one or two communities. Transfers between services, if possible, are usually up to the customer to arrange.

Integration of the local Dial-A-Ride operations in eastern Kane County into one larger regional system would increase the effectiveness of Dial-A-Ride service by combining vehicle fleets and centralizing scheduling, and also address the need for inter-community travel. A regional Dial-A-Ride service could also be used to provide local collector and distributor services to deliver riders to and from fixed route bus stops and rail stations, thereby encouraging greater use of those systems.

Implementation of a regional Dial-A-Ride system, and the inclusion of some or all ADA trips, is likely to be challenging. At present, there does not seem to be a strong interest in either expansion of services or coordination on the part of some providers, and providers do not always agree with users and stakeholders about the extent of unmet transportation needs. Moreover, municipal providers may be committed to the direct provision of paratransit services for their residents, and reluctant to relinquish control over those services.

Creation of a regional system could be a long-term goal for the Division of Transportation, Kane County communities and Pace. In the more immediate future, however, it is recommended that Kane County consider a phased approach.

There are several actions that would provide many of the advantages of regional integration, as well as the opportunity for providers to develop cooperative relationships, without the need for structural changes. These strategies are: 1) the adoption of uniform, or more consistent, operating and service policies among Dial-A-Ride providers and 2) the provision of local trips for ADA-eligible customers by Dial-A-Ride providers rather than by Pace and its ADA service contractor.

Several municipal Dial-A-Ride providers indicated an interest in either providing services on behalf of other communities or contracting with another provider for service rather than operating it directly. Therefore, the third phase of exploring the potential for regional integration would be the design and implementation of a pilot project, among interested communities, to test the integration of services on a sub-regional level and identify issues to be resolved prior to more region-wide coordination.

Adoption of Uniform Dial-A-Ride Operating and Service Policies

Presently, municipal Dial-A-Ride programs operating in Aurora/Batavia, Elgin, St. Charles/Geneva, and the Dundee Township Park District (which is funded by Pace as a Dial-A-Ride program), and a similar service provided by the Village of Algonquin, have different eligibility requirements and service and operating policies. If these providers adopted consistent policies and procedures and arranged passenger transfers between services, better use could be made of the services, and more travel options would be available for customers. The effect would be similar to an integrated regional Dial-A-Ride system, but would be less disruptive for operators.

Table 1 compares current policies among the three Dial-A-Ride programs, the Dundee Township Park District service, and the Village of Algonquin's Senior Bus service. The programs are already consistent with regard to their days of operation and eligible trip purposes. Although whether each program offers service curb-to-curb or door-to-door is not known, all three that reported such information provide assistance from door to door. However, the programs vary greatly in terms of eligibility requirements and fare policy, and to a lesser degree with regard to service hours and advance notice requirements.

In order for transfers between services to work effectively, **service hours** should be uniform. A suggested span of service is 8:00 AM until 6:00 PM for all customers, subscription and non-subscription. Adopting such hours would mean a slight increase of daily hours of service for the St. Charles/Geneva, Algonquin, and Dundee programs. A more substantial increase in daily hours would be required for the Aurora/Batavia and Elgin programs, which serve primarily subscription riders in the early morning and afternoon hours, and offer service to non-subscription riders only until mid-afternoon.

Advance notice requirements should also be consistent across programs. The Aurora Township service currently requires 48 hours, as does the St. Charles/Geneva service

Table 1: Current Dial-A-Ride Service Characteristics and Recommended Standards

Municipal Program	Service Days	Service Hours	Service Area	Eligibility	Advance Notice	One-Way Fare	Trip Purposes	Door-to-Door or Curb-to-Curb
Aurora/Batavia Dial-A-Ride	M - F	8:30 am - 2:30 pm; Subscription -- 7 am - 8:30 am; 2:30 pm - 6 pm	Aurora plus 3-mile radius	Township residents with a disability or over age 65	48 hours Batavia - 24 hours	\$.75 within Township; \$1.50 outside of Township	No restrictions	Door-to-door
Elgin Dial-A-Ride	M - F	9 am - 2:30 pm; Subscription -- 2:30 pm - 4 pm	City of Elgin; Subscription -- Elgin and South Elgin	City residents with a disability or over age 65	Unknown	\$.65	Unknown	Unknown
St. Charles/Geneva Dial-A-Ride	M - F	8:15 am - 4 pm	City and Township of St. Charles, City and Township of Geneva	Residents over age 62	24 hours; 48 hours for wheelchair users	\$1 within city; \$1.25 outside	No restrictions	Door-to-door
Algonquin Senior Bus	M - F	8:30 am - 4:30 pm	Village of Algonquin and five-mile radius for medical trips; Village of Algonquin only for other trip types	Residents over age 55	24 hours	Incorporated residents \$1; Unincorporated residents \$2	No restrictions	Unknown
Dundee Township Park District	M - F	8:30 am - 4:00 pm	Dundee Township plus 6-mile radius	Township residents -- seniors, persons with disabilities	24 hours	Unknown	No restrictions	Unknown
Recommended Standard	M - F	8 am - 6 pm	NA	Reciprocal arrangements	24 hours	\$1 or \$1.25 per zone; each DAR service area = 1 zone	No restrictions	Door-to-door

when a customer uses a wheelchair. Reducing these requirements from 48 to 24 hours would result in a uniform policy.

Eligibility requirements vary greatly. Adopting a uniform approach to eligibility would mean either the discontinuation of service to currently eligible customers in some communities or the granting of eligibility to many additional residents in others. Finding a common policy that would be acceptable to all providers is therefore likely to be difficult. Rather than standardizing eligibility, it is recommended that each provider accept the eligible customers of the other programs. This would allow customers to transfer between systems, but would not take the ability to establish locally acceptable eligibility criteria away from the municipal sponsors. The other characteristic in which there is wide variation among the municipal programs is **fare policy**. Local programs would be able to retain their current fare policy for local trips, but would need to agree on a uniform fare for trips involving transfers between one or more systems. A simple approach would be to establish a fare for each zone traveled, with each Dial-A-Ride provider's service area comprising a zone. A one-way fare of \$1.00 or \$1.25 per zone would be consistent with most of the local fares currently

charged by the municipal programs. Additional fares could be added by Dial-A-Ride systems that transport customers outside of their service area for a higher fee. Under such a policy, if a passenger began a trip in the City of Aurora and traveled to the City of St. Charles, the Aurora and St. Charles Dial-A-Ride programs would each receive the zonal fare of \$1.00 or \$1.25. If the passenger's final destination were elsewhere in St. Charles Township, St. Charles Dial-A-Ride could charge an additional \$.50 or \$.75 to cover the longer distance.

At present, Dial-A-Ride providers rarely arrange passenger transfers to another system. As part of a feasible transfer policy, the Dial-A-Ride providers would need to develop procedures to address the following:

- ◆ Communications between the reservationists, dispatchers, and drivers of the two systems to ensure that the transfer is scheduled and carried out as safely and conveniently as possible
- ◆ Selection of a safe, secure, sheltered place with access to a telephone in which to conduct the transfer (the parking lot of a mall or shopping center, for example)
- ◆ Late arrival of one vehicle at the transfer point
- ◆ The provision of trips to destinations just over the boundary into the next provider's service area *without* a transfer
- ◆ Informing passengers about the new policy and how to make use of it

This strategy of adopting more consistent service policies and arranging for passenger transfers between systems would require each Dial-A-Ride provider to track trips taken by customers of other Dial-A-Ride programs so that it could be reimbursed for trips provided by the customer's "home" program. This in turn would involve issuing

customers an ID card (something which not all of the Dial-A-Ride providers currently do), adding space on driver manifests for recording out-of-town passengers, and developing procedures for a monthly or quarterly billing between systems.

Dial-A-Ride Service for ADA Customers

Another approach to combining paratransit would be the provision of local ADA trips by Dial-A-Ride operators, rather than by Pace's ADA contractor. The Pace contractor would continue to provide long-distance trips. This approach would provide many of the advantages of integrating the services, without the need for structural change.

Combining local trips for ADA customers with those provided to Dial-A-Ride customers would increase the productivity of the Dial-A-Ride services and bring revenue into the system that could be used to support the necessary expansion of service hours. Since Dial-A-Ride services are fairly cost-effective operations, Pace's ADA expenses are likely to decrease.

In such an operating scenario, RTA would continue to handle the ADA eligibility process. Eligible customers would then be given contact information for the local Dial-A-Ride program, for local trips, and Pace's ADA contractor, for regional trips. Customers would call the appropriate provider in order to make trip reservations.

For ADA customers, such a change in service delivery would mean dealing with two service providers rather than one. Some customers may prefer to ride with the current contractor for all trips, while others may be more familiar with their local Dial-A-Ride service and may in fact be using it now for local trips because of lower Dial-A-Ride fares as compared to the ADA service.

According to Pace staff, most travel is local, rather than regional. As a result, such a change could mean a substantial reduction in the number of ADA trips provided by the current contractor in Kane County.

Initially, Pace would need to provide training for Dial-A-Ride providers regarding ADA service requirements, including: days and hours of service, service area, fare, provision of next-day service, unrestricted trip purposes, capacity constraints, lift maintenance, use of lifts and securement devices, and employee training, among other topics. A public information campaign to introduce the new procedures to customers would be required as well. Contracting with Dial-A-Ride operators for local ADA trips would also complicate the Pace's procurement process (the current contractor provides ADA service in Pace's entire six-county service area) and increase the number of contractors to be managed. However, since Pace currently has relationships with the Dial-A-Ride operators that involve financial support, periodic compliance reviews, and providing technical assistance, the increase in ongoing administrative effort is likely to be small.

For the Dial-A-Ride systems, provision of ADA service would mean a change in operations that could be substantial. Days and hours of service, as well as the volume of

trips provided, would increase. Compliance with ADA requirements would be an additional responsibility.

Since this strategy would essentially result in a transfer of Pace funding from the ADA contractor to Dial-A-Ride operators, there would be no effect on net costs to Pace. In other words, Pace would not be subsidizing additional Dial-A-Ride trips.

Since there is another year left in Pace's current contract with Laidlaw/Car Enterprises, the earliest this coordination of service could take place would be 2004.

Integrated Dial-A-Ride Service Pilot Project

As discussed earlier, integration of the separate municipal Dial-A-Ride programs and Pace ADA paratransit service into one regional paratransit system for Kane County would offer the most significant benefits to both providers and customers, but would face the greatest implementation challenges.

Creating one or more pilot projects to test the integration of services, identify issues, and showcase cooperation between agencies would be an excellent way to show action in the early stages of developing a more fully realized coordination system, and to familiarize potential partners with the benefits of coordination. Once coordinated service in the pilot area is successfully running, the tested approach could be applied in other areas.

The site for the first pilot project should be an area where there is local interest in coordination. Both Aurora Township and the City of Geneva, through their Dial-A-Ride managers, expressed an interest in exploring relationships with other communities – Aurora as a possible operator of service and Geneva as a potential purchaser. A joint effort between the Aurora/Batavia and St. Charles/Geneva Dial-A-Ride programs, with Aurora/Batavia operating the service in St. Charles and Geneva Township, might be a good choice for a first pilot project. An alternative pilot project might be the provision of local Dial-A-Ride service, under contract to a township or city, by Pace's ADA contractor.

There is clearly a need for the Division of Transportation to play a leadership role in future coordination efforts, by facilitating implementation of a pilot project as well as by encouraging local interest and providing information and technical assistance. Specific activities for the county could include the following:

- ◆ Bring together potential participants, using information collected as part of the provider survey as a guide, and assess the level of interest in a pilot project
- ◆ Help the communities and other organizations to identify a lead organization or form a committee to oversee development of the pilot project
- ◆ Offer small incentive grants to fund technical assistance and/or administrative expenses for groups of interested municipalities and other organizations to evaluate the potential for coordination and the method for achieving it; administer the incentive grant program on an ongoing basis

- ◆ Document the pilot project process and compile information about progress and results
- ◆ After the pilot project is underway, assist with the provision of public information/marketing of the new integrated services

Once a group has formed to explore coordination possibilities in a local area, it will need to undertake the following initial planning tasks, with technical assistance from the county, Pace, or an outside consultant, if necessary:

- ◆ Refine information about the services that each municipality/organization purchases, and the contractors with which they do business
- ◆ Look more closely at vehicle utilization patterns, trip needs, current costs of service, and contracting schedules among the potential participating communities and organizations
- ◆ Discuss and resolve issues related to: roles and responsibilities (both operational and administrative functions), eligibility requirements, unique client characteristics, service policies, fare policies, vehicle ownership and maintenance, computer hardware and software resources and compatibility, and allocation of coordinated system costs among participants

Ridership and Cost Estimates

This section presents estimates of the cost of implementing and operating the recommended coordination strategies. Where applicable, estimates of ridership are also provided.

Paratransit Coordinating Council

The organizations participating in a coordinating council would incur costs in the form of staff time to participate in periodic meetings and planning activities. Such costs would be dependent on the agenda and schedule established by the council, and the specific participants.

If the Division of Transportation or some other Kane County unit provides staff support to the council, it would incur additional personnel costs. It is estimated that several hours of time per month would be sufficient for developing and mailing agendas, preparing and distributing meeting minutes, and other support functions.

County-wide Transportation Marketing Campaign

Development of Marketing Campaign

Several regional transit authorities in Massachusetts have been able to obtain valuable marketing assistance at little cost by working with local colleges to design a project for an intern or a group of business students to complete as part of a marketing course. The development of a name/symbol/color scheme and/or information materials, and a calendar of marketing activities, might be of interest to students at Waubensee Community College, Elgin Community College, Judson College, or Aurora University. The county could also seek professional marketing assistance. The cost of hiring a consultant to develop a marketing campaign for Kane County transit and paratransit services is estimated to be \$20,000.

Vehicle Signs

Magnetic signs, bearing the new name and/or logo adopted for the coordinated Kane County transit services, to be affixed to Dial-A-Ride vans and possibly fixed route buses and operate exclusively in the county, are available in many sizes and shapes. Prices for a standard 12" x 24" sign can range from \$40 to \$150 per pair, depending on the number of colors used and the complexity of the artwork. Suppliers often offer volume discounts. Signs for the 30 Dial-A-Ride vehicles could cost between \$1,200 and \$4,500.

Transportation Guide

Information from two other areas that have developed regional transit maps and guides provides a range of costs for Kane County to consider.

In the section of the Boston metropolitan area known as MetroWest, the MetroWest Growth Management Committee (a local arm of the region's Metropolitan Planning Organization), the MetroWest Daily News, and the MetroWest Chamber of Commerce sponsored a summit for organizations located along Route 9, a congested major arterial highway. As a result of the meeting, a local developer contributed \$100,000 for the creation of a map illustrating all the transportation services available in the area. The MPO provided the GIS services needed to develop the map under contract to the MetroWest Growth Management Committee at a cost of \$2,000. The newspaper printed 10,000 copies at no charge (about 5% of the area's 2000 population of 190,249), and included them as inserts in the Sunday edition.

The Times-Herald Record in Orange County, NY produced 90,000 copies of the county's 24-page Transit Guide, most of which were inserted into the Orange County editions of the newspaper, at a total cost of \$21,200. The number of copies was equal to about 26% of the county's population. Since the populations of Orange County and Kane County are comparable (341,367 and 404,119 in 2000, respectively), a similar number of copies of a transit guide might be appropriate for Kane County. Printing copies of the guide and distributing them as a supplement to a local/regional newspaper could be expected to cost a maximum of approximately \$21,000.

Public Awareness Campaign

The cost of conducting an outreach campaign to make Kane County residents and decision-makers more aware of the value of public transportation services will consist primarily of staff time and minor printing costs.

The Kane County Division of Transportation is the most appropriate agency to take the lead on developing and implementing a public awareness program, perhaps in conjunction with its Transportation Quarterly mailings. If the communication tools and suggested activities contained in APTA's Communities in Motion toolkit were used as the basis of the program, additional staff would most likely not be needed. In addition, RTA, Pace, and regional planning organizations such as CATS and NIPC would be potential partners in outreach activities that might be interested in sharing responsibility for developing and printing information materials and sponsoring events and activities.

Taxi Subsidy Program

There are two components to the cost of a subsidized taxi program – the expenses associated with start-up and ongoing administration of the program, and the subsidies to offset the cost of trips taken by eligible customers. Start-up expenses will be relatively fixed, but ongoing administrative costs and subsidy amounts will vary depending on the number of agency sponsors in the program and the number of trips taken by customers. As the number of participating sponsors and trips grows, the more cost-effective the program will become.

Start-up expenses will include:

- ◆ Salaries for program staff
- ◆ Office supplies and equipment
- ◆ Printing of tickets/vouchers, registration forms, and marketing materials
- ◆ Office rent and utilities (if space is not currently available in the office of the entity that will act as program administrator)

If Kane County were to implement a taxi subsidy program, a full-time Program Coordinator would be required in the first year to identify sponsor agencies, work with an advisory council to establish program goals and objectives, and accomplish all planning and implementation activities. Once the program became operational, a part-time administrative position would also be required, beginning at about .3 FTE in Year 1. Over time, with increases in the number of program sponsors, eligible riders, and trips, additional administrative support would be necessary. As a point of reference, the DuPage County Department of Human Services administers the county's Subsidized Taxi Program. During the second year of operation, when use of the service had reached 38,400 trips per year, the program was staffed by two FTEs. After one year of operation, administrative costs amounted to approximately \$1.23 per coupon used. However, the program goal was to achieve an administrative cost per coupon sold of 50 cents, or 10% of the face value of the coupon, and in subsequent years of operation, administrative efforts were streamlined and costs were reduced.

Administrative expenses will include the cost of staff time and office expenses for the central coordinating agency (the Kane County Division of Transportation, or some other organization) and supplies such as taxi tickets or vouchers, and registration and marketing materials.

Table 2 presents an estimate of expenses for the start-up year and three additional years of program operation. Estimates are based on the assumption that use of the service will begin at a relatively low level and increase as sponsors join the program and familiarity with the service grows. Note that the actual cost of each line item will depend on the organization that takes on the role of program administrator.

The other aspect of taxi program cost is the subsidies that will be paid by agency sponsors to underwrite the cost of trips taken by their eligible clients or customers. Many factors will affect each sponsor's total subsidy levels. The basis of payment to taxi operators for trips provided could be either the face value of tickets or coupons (with customers using as many tickets as needed to pay the meter fare, up to the allowed maximum, if there is one), or the meter or mileage rate for the trips. In any case, program sponsors will be able to decide how much of the cost of each trip they wish to subsidize for customers, as well as whether or not they will impose limits on the manner in which tickets may be used in order to manage their subsidy budgets.

Table 2: Estimated Start-Up and Administrative Expenses, Taxi Subsidy Program

Category of Expenses	Start-Up	Year 1	Year 2	Year 3
Personnel - Salaries				
Program Coordinator	\$ 42,000	\$ 44,100	\$ 46,305	\$ 48,620
Program Coordinator - Fringe	\$ 14,700	\$ 15,435	\$ 16,207	\$ 17,017
Administrative Assistant (.3 FTE Year 1, .5 FTE Year 2)	\$ -	\$ 7,500	\$ 12,500	\$ 25,000
Administrative Assistant - Fringe	\$ -		\$ 4,375	\$8,750
<i>Total Salaries (Start-up = 50% of year)</i>	\$ 28,350	\$ 67,035	\$ 79,387	\$ 99,387
Equipment and Supplies				
Photo ID Card Maker	\$ 4,000	\$ -	\$ -	\$ -
ID card supplies	\$ 1,000	\$ 1,200	\$ 1,440	\$ 1,728
Telephones - Equipment	\$ 600	\$ -	\$ -	\$ -
Fax Machine	\$ 400	\$ -	\$ -	\$ 600
Office Supplies (pens, paper, staplers, etc.)	\$ 800	\$ 600	\$ 660	\$ 926
Postage Meter & Postage	\$ 5,000	\$ 5,500	\$ 6,050	\$ 7,260
Printing - Coupons, Application forms, letterhead, envelopes, business cards	\$ 1,000	\$ 1,200	\$ 1,440	\$ 1,728
<i>Total Equipment and Supplies</i>	\$ 12,800	\$ 8,500	\$ 9,590	\$ 12,242
TOTAL	\$ 41,150	\$ 75,535	\$ 88,977	\$ 111,629

DuPage County experience can again provide an idea of the potential cost of a taxi program to sponsor agencies. In DuPage County's Subsidized Taxi Program, coupons have a face value of \$5, and the number of coupons each customer may purchase each month is limited. Sponsors sell coupons to customers at a discounted rate which they determine. Customers then use the coupons to pay part or all of the meter fare for their taxi trips. Information about the average taxi trip fare in 1999 and how fares were split between the customer and various program sponsors is presented in Table 3.

Between a cash co-pay and the discounted price of the coupon, customers pay between 21% and 55% of the total cost of each trip. Conversely, sponsors underwrite between 45% and 85% of the cost of each trip. For these particular trips, that translates into an average subsidy between roughly \$2.50 and \$7.20 per trip.

Eastern Kane Regional Dial-A-Ride Service

Consistent Dial-A-Ride Service and Operating Policies

Two aspects of the proposed changes to overall Dial-A-Ride service and operating policies would have costs associated with them – the standardization of hours during which service is provided, and the facilitation of passenger transfers between systems.

Table 4 shows the additional hours of service that would need to be added by each Dial-A-Ride system in order to meet the recommended standard, which is to make service available Monday through Friday from 8:00 AM until 6:00 PM. To estimate the cost of additional service to each system, current cost per hour (calculated based on information reported in response to the provider survey) was used to calculate the annual gross cost of the additional operating hours. Using calculated passengers per hour (also from survey information), the increased ridership that additional operating hours would generate was calculated. A fare of \$1 per trip was assumed, and the resulting fare revenue was subtracted from the annual gross cost to arrive at an estimated annual net cost of increased service hours. As Table 4 indicates, annual costs range from \$19,500 for the Village of Algonquin to \$51,750 for the Elgin Township Dial-A-Ride program.

Currently, the costs associated with Dial-A-Ride services are shared by Pace and the municipalities – Pace subsidizes services up to 75% of the cost of the service or \$2.25 per trip, whichever amount is lower. If the total cost of Dial-A-Ride service were to increase as a result of additional hours of service, a portion of that increase would be borne by the local community and a portion by Pace. Note that the amounts shown in Table 4 (as well as in Table 5) represent the *total* cost of additional service hours, rather than the share that would be paid by the local community.

If transfers between systems are arranged by Dial-A-Ride providers in order to accommodate inter-community travel, supplementary funding would be needed to subsidize the additional trips and to cover the cost of issuing ID cards to passengers to facilitate the tracking of trips made on other Dial-A-Ride systems.

Table 3: Trip Characteristics by Sponsor for DuPage County Subsidized Taxi Program

Sponsor	Average Meter per Trip	Average Coupon Value per Trip	Average Customer Cash Co-pay	Average Customer Cost per Trip	% of Trip Cost	Average Sponsor Cost per Trip	% of Trip Cost
Addison Township	\$5.66	\$5.17	\$0.50	\$3.09	55%	\$2.57	45%
DuPage County Transportation to Work Program	\$10.17	\$6.70	\$3.47	\$3.47	34%	\$6.70	66%
Elmhurst	\$14.27	\$13.33	\$0.93	\$7.06	49%	\$7.21	51%
Glen Ellyn	\$9.10	\$8.33	\$0.77	\$4.94	54%	\$4.16	46%
Parent's Alliance	\$9.14	\$5.56	\$3.58	\$3.58	39%	\$5.56	61%
Ray Graham Assoc.	\$7.02	\$5.17	\$1.85	\$1.85	26%	\$5.17	74%
Spectrum	\$8.49	\$6.10	\$2.39	\$2.39	28%	\$6.10	72%
Supported Employment	\$9.10	\$5.68	\$3.43	\$3.43	38%	\$5.68	62%
Wheaton	\$5.44	\$5.75	\$-0-	\$1.15	21%	\$4.60	85%

Table 4: Estimated Cost of Standardized Dial-A-Ride Service Hours

Municipal Program	Service Days	Current Service Hours	Additional Hours Needed to Meet Rec. Standard	Current Hourly Cost	Additional Annual Gross Cost	Additional Ridership	Additional Fare Revenue	Additional Annual Net Cost
Aurora/Batavia Dial-A-Ride	M - F	8:30 am - 2:30 pm; Subscription -- 7 am - 8:30 am; 2:30 pm - 6 pm	M - F 8:00 am - 8:30 am 2:30 pm - 6:00 pm	\$49	\$49,000	4,100	\$4,100	\$44,900
Elgin Dial-A-Ride	M - F	9 am - 2:30 pm; Subscription -- 2:30 pm - 4 pm	M - F 8:00 am - 9:00 am 2:30 pm - 6:00 pm	NR - estimated at \$50	\$56,250	4,500	\$4,500	\$51,750
St. Charles/Geneva Dial-A-Ride	M - F	8:15 am - 4 pm	M - F 8:00 am - 8:15 am 4:00 pm - 6:00 pm	\$57	\$32,063	2,081	\$2,081	\$29,981
Algonquin Senior Bus	M - F	8:30 am - 4:30 pm	M - F 8:00 am - 8:30 am 4:30 pm - 6:00 pm	NR - estimated at \$41	\$20,500	1,000	\$1,000	\$19,500
Dundee Township Park District	M - F	8:30 am - 4:00 pm	M - F 8:00 am - 8:30 am 4:00 pm - 6:00 pm	\$41	\$25,625	1,438	\$1,438	\$24,188

Table 5 presents estimates of the potential cost to each Dial-A-Ride system of travel by its customers on Dial-A-Ride services in other communities. Costs are calculated based on rates of inter-community travel at 10% and 25% of current annual ridership on each system. Estimates assume that the Dial-A-Ride operators would establish an equitable set cost per trip for trips involving transfers between systems, in order to simplify accounting and payment. Here, a cost of \$15 per trip was used, which is close to the current average cost per trip of \$17 across the systems (excluding the Algonquin Senior Bus cost of \$.50 per trip, which is unaccountably low). In addition to the \$15 payment it would receive from the “home” Dial-A-Ride system of the transfer passengers it transports, each Dial-A-Ride operator would also keep the fare revenue (\$1 or \$1.25 per trip for most trips) generated by transfer trips. Cost estimates range from approximately \$12,000 to \$50,000 per community at the lower rate of inter-community travel, and from \$31,000 to \$124,000 at the higher rate.

Table 5: Estimated Costs of Inter-Community Dial-A-Ride Travel – needs to be moved

Municipal Program	Current Annual Ridership	Estimated Inter-community Trips at 10%	Annual Cost, at \$15/Trip	Estimated Inter-community Trips at 25%	Annual Cost, at \$15/Trip
Aurora/Batavia Dial-A-Ride	33,083	3,308	\$49,625	8,271	\$124,061
Elgin Dial-A-Ride	28,546	2,855	\$42,819	7,137	\$107,048
St. Charles/Geneva Dial-A-Ride	12,000	1,200	\$18,000	3,000	\$45,000
Algonquin Senior Bus	12,000	1,200	\$18,000	3,000	\$45,000
Dundee Township Park District	8,200	820	\$12,300	2,050	\$30,750
Total	93,829	9,383	\$140,744	23,457	\$351,859

It is important to note that costs to the communities would be offset by fare revenues and payment from other Dial-A-Ride systems they would receive for trips provided to their customers. The amount of this offsetting revenue would be higher in communities that would attract a significant of passengers from other Dial-A-Ride service areas, such as Aurora and Elgin.

An additional cost of transporting transfer passengers that is not included in Table 5 is the Dial-A-Ride staff time that would be required for tracking trips and billing/paying other systems.

Passenger IDs cards could include a photo, at a one-time cost per Dial-A-Ride system of approximately \$4,000 for the necessary camera and equipment, and several hundred dollars per year for supplies. Alternatively, a simple printed card could be provided at minimal expense.

Dial-A-Ride Service for Local ADA Trips

Table 6 contains estimates of the cost and savings to Pace of contracting with Dial-A-Ride systems to provide local trips for ADA customers, rather than with its present contractor.

According to Pace staff, most ADA trips are local rather than regional. Table 4 therefore includes estimates of local ADA trips at 50%, 75% and 90% of the total number of ADA trips provided in Kane County in 2001.

A cost of \$20 per trip was used to calculate the cost to Pace of contracting with Dial-A-Ride providers. While this rate is higher than the average trip cost of \$17 currently incurred by the local operators, it reflects the need to make service available during additional days and hours, and to ensure that drivers and other personnel receive training in areas such as ADA regulatory requirements, passenger assistance techniques, and disability awareness.

A cost of \$20 per trip is significantly less than the cost of \$26.35 per trip that Pace incurred in 2001. Therefore, Table 4 also shows the savings to Pace that would result from the provision of local ADA trips by the Dial-A-Ride operators. Annual savings range from over \$75,000 assuming that local trips account for 50% of total trips, to over \$136,000 at the higher estimate of local trips, at 90% of the total number.

Table 6: Provision of Local ADA Trips by Dial-A-Ride Providers
Estimated Annual Cost and Savings – this is second line of title and needs to be moved

	Annual Trips	Estimated Annual Cost at \$20/Trip	Annual Savings to Pace
Current Annual ADA Ridership	23,828		
Estimated Local Trips at 50%	11,914	\$238,280	\$75,654
Estimated Local Trips at 75%	17,871	\$357,420	\$113,481
Estimated Local Trips at 90%	21,445	\$428,904	\$136,177

Regional Dial-A-Ride/ADA Paratransit Integration – Pilot Project

One of the objectives of integrating two municipal Dial-A-Ride programs, or Dial-A-Ride and ADA service in a given area, would be to deliver more trips, or higher quality trips, at a cost equal to or possibly less than is currently incurred by the separate

programs. Therefore, a pilot project to test this approach in a suitable area should not result in additional ongoing costs for any of the participating entities.

However, planning and implementing a pilot project could result in out-of-pocket costs for the participating entities. While the actual costs associated with a pilot project would depend on the transportation programs involved and their available resources and the specific coordination approach to be tested, professional assistance might be required with activities such as:

- ◆ Further analysis of trip patterns, vehicle utilization, and costs to determine the potential for integration
- ◆ Development of bid documents, if applicable
- ◆ Identification of specific contract issues and preparation of agreements
- ◆ Development of a combined service budget and cost allocation plan
- ◆ Staff training

In addition, the project might require the purchase and implementation of reservations and scheduling software, and/or the development and production of new public information materials.

In order to encourage transportation providers to participate in a pilot project and to help them cover some of the planning and implementation expenses, Kane County might wish to consider the creation of a technical assistance matching grant program. The program could establish a 50% match for an approved pilot project with a maximum total of \$50,000. The participating entities would be responsible for providing the required match, up to \$25,000. Grant applications could be solicited in order to offer all interested municipalities and transportation providers in the county a chance to receive technical assistance funding, and to ensure that pilot projects focus on coordination approaches in which there is interest at the local level. One pilot project could be planned to begin in 2003; if successful, the grant program could be continued and used to fund one project each year.

Cost Summary

Table 7 presents a summary of the estimated costs (or a description of anticipated expenses) for each of the recommended coordination strategies.

Table 7: Cost Summary, Recommended Coordination Strategies

Coordination Strategy	Timing	Estimated Cost
<i>Paratransit Coordinating Council</i>	Short-term	Staff time of Division of Transportation and council members
<i>County-wide Transportation Marketing Campaign</i>		
Development of campaign	Short-term	\$20,000, or assistance from local college students
Vehicle signs	Short-term	\$1,200 - \$4,500
Transportation Guide	Short-term	\$21,000 plus
Public awareness campaign	Short-term	Staff time, minor printing costs
<i>Taxi Subsidy Program</i>		
Start-up and implementation	Medium-term	\$41,000
Ongoing administration	Long-term	\$75,500 Year 1 to \$111,600 Year 3
Trip subsidies	Long-term	Dependent on sponsor policies
<i>Eastern Kane Regional Dial-A-Ride Service</i>		
Consistent Dial-A-Ride Service Policies		
<i>Days/hours of service</i>	Short to Medium-term	Varies by DAR system -- \$24,000 to \$51,750 per year
<i>Transfers</i>	Short to Medium-term	Varies by DAR system -- \$30,750 to \$124,000 per year
Dial-A-Ride service for local ADA trips	Short to Medium-term	Annual net savings to Pace -- \$75,650 to \$136,200
Dial-A-Ride integration pilot project	Medium-term	Technical assistance grant (50% county, 50% local match) -- \$50,000

Potential Funding Sources

Possible sources of the funding needed to implement the recommended coordination strategies are identified below.

- ◆ **Paratransit Coordinating Council.** The expenses associated with the establishment of a county-wide coordination advisory group would consist of personnel costs for the entity that provides support to the group (the Division of Transportation, for example) and those organizations that participate as members of the council. Since the time commitments should be minimal, it is expected that participating agencies could absorb those costs into their normal operating budgets.
- ◆ **County-wide Transportation Marketing Campaign.** If local college students are involved in the development of a coordinated transportation marketing program for the county, rather than a professional marketing consultant, expenses will be minimal. Many ideas and sample materials for a public awareness campaign are available free of charge from APTA and other organizations. RTA and Pace may also be potential partners in the development of such a campaign, since they may currently be involved in similar efforts. As a number of transportation providers that responded to the provider survey indicated at least possible interest in participating in a coordinated marketing program, they may be a source of contributions toward the elements of the program that will involve the outlay of funds, such as the Transportation Guide and vehicle signs. Pace, local business organizations, and regional news publications may be willing to donate funds and/or resources to the development, printing and distribution of the Transportation Guide.
- ◆ **Taxi Subsidy Program.** Once a subsidized taxi program becomes fully operational, more agency sponsors join the program, and the number of trips provided increase, operating and administrative costs should be covered by sponsor contributions. The goal would be to deliver service in such a manner that each sponsor would pay only a nominal fee (10% of the value of a trip coupon or ticket, for example), over and above its desired level of subsidy for trips, to cover administrative expenses. However, in order to fully plan and implement the program, and to support the program until it grows enough to become self-supporting, additional funding will be necessary. Potential sources of start-up funding might include Kane County, sponsor agencies, and organizations that support client groups that are expected to benefit from the new transportation services offered the by the program. For example, the Illinois Council on Developmental Disabilities contributes to projects designed to increase access to transportation services for individuals with developmental disabilities. Sponsor agencies may be able to identify other organizations that provide similar support for other client groups.

Potential sources of federal funding include the Federal Transit Administration's Job Access and Reverse Commute program and the Federal Highway Administration's Transportation and Community and System Preservation Pilot Program. Federal funding may also be available through IDOT's Illinois Transportation Enhancement

Program after the re-authorization of the federal transit funding programs in 2003-2004.

- ◆ **Adoption of Consistent Dial-A-Ride Service and Operating Policies.** As with the current Dial-A-Ride programs, Pace and the local municipalities would need to provide funding to cover the cost of additional days and hours of service and inter-community trips for Dial-A-Ride customers.
- ◆ **Provision of Local ADA Trips by Dial-A-Ride Operators.** This strategy would involve the transfer of Pace funding for local trips taken by ADA customers from the current ADA service contractor to the municipal Dial-A-Ride programs. It is expected that such a change in service delivery would result in a savings for Pace, rather than an additional expense.
- ◆ **Integrated Dial-A-Ride Service Pilot Project.** It is recommended that the Division of Transportation encourage a local test of the integration of Dial-A-Ride services by sponsoring a technical assistance grant for 50% of the cost of a pilot project, up to a maximum project cost of \$50,000. The participating municipalities and transportation providers would be responsible for providing the required match, up to \$25,000. Federal transportation planning funds, matched by county dollars, might be available to Kane County through NIPC.

Appendix A: APTA's Communities in Motion Toolkit



COMMUNITIES IN MOTION
OCTOBER 3, 2002
PUBLIC TRANSPORTATION
WHEREVER LIFE TAKES YOU

Communities in Motion is your special day to educate, promote and celebrate the benefits of public transportation. This site will help you map out, plan and implement strategies for the day.

- >> PROGRAM OVERVIEW
- >> COMMUNICATION TOOLS
- >> NATIONAL EFFORT
- >> IDENTITY TOOLS
- >> CONTACT US



COMMUNITIES IN MOTION
OCTOBER 3, 2002
PUBLIC TRANSPORTATION
APTA'S PUBLIC TRANSPORTATION PARTNERSHIP FOR TOMORROW (PT)²

>> PROGRAM OVERVIEW

+ Objectives

>> COMMUNICATION TOOLS

>> NATIONAL EFFORT

>> IDENTITY TOOLS

>> CONTACT US

PROGRAM OVERVIEW

On October 3, 2002, it is our hope that transit systems throughout the nation will join us in celebrating Communities in Motion. This online toolkit will provide important information that will assist you in bringing Communities in Motion to life at your transit system.

APTA's Marketing and Communications Committee thought this was the ideal time to embark on such an endeavor, since the key message points we hope to convey with Communities in Motion tie in so closely with APTA's Public Transportation Partnership for Tomorrow (PT)² initiative.

By participating in Communities in Motion, you will help build support for public transportation by educating your community and decision-makers about public transportation's role in the community. Public transportation gives people from all walks of life access to opportunities to accomplish what is important to them, making the community stronger and more vibrant.

On this very important day, your efforts will play a pivotal role as the industry works for the reauthorization of TEA 21 and higher funding levels of federal transit investment.



COMMUNITIES IN MOTION
OCTOBER 3, 2002
PUBLIC TRANSPORTATION
www.aptanet.org

>> PROGRAM OVERVIEW

• Objectives

>> COMMUNICATION TOOLS

>> NATIONAL EFFORT

>> IDENTITY TOOLS

>> CONTACT US

OBJECTIVES

ON COMMUNITIES IN MOTION DAY,
APTA ENCOURAGES YOU TO:

- Build public support for public transportation by increasing awareness of how public transportation improves quality of life - providing opportunity, freedom, mobility and access for all citizens.
- Increase appreciation for public transportation's contributions to communities.
- Recognize elected officials who have been supportive of public transportation initiatives.
- Reach out and involve local groups and individuals that have a vital interest in public transportation's local, state and federal legislative goals.
- Communicate the importance of investment in public transportation.



COMMUNITIES IN MOTION
OCTOBER 3, 2002
PUBLIC TRANSPORTATION

>> PROGRAM OVERVIEW

>> COMMUNICATION TOOLS

+ Useful Links

>> NATIONAL EFFORT

>> IDENTITY TOOLS

>> CONTACT US

COMMUNICATION TOOLS

We've compiled the tools below to help you with speeches, presentations and discussion about public transportation. Here you will find facts and figures, key message points, information on benefits, and other useful materials. In addition, be sure to check out the list of suggested activities.



[KEY MESSAGE POINTS \(PDF\)](#)



[FACTS AND FIGURES \(PDF\)](#)



[PUBLIC TRANSPORTATION BENEFITS \(PDF\)](#)



[SUGGESTED ACTIVITIES \(PDF\)](#)



[SAMPLE PROCLAMATION \(PDF\)](#)

Key Message Points

You can use these key message points when speaking with elected officials, preparing speeches, writing press releases or brochures, etc. Your message should emphasize that while transit clearly benefits those who use it, even larger benefits accrue to all citizens in the form of economic development, reduced congestion, more livable communities and cleaner air.

Stimulates Economic Development

- Every \$10 million in capital investment in public transportation yields \$30 million in increased sales.
- Every \$10 million in operating investment yields \$32 million in increased sales.

Saves Money

- According to the American Automobile Association, the estimated cost of driving a single-occupant vehicle is between \$4,826 (for a small car) and \$9,685 (for a large car), depending upon mileage. By contrast, the annual average cost for public transportation for one adult ranges from \$200 to \$2,000, depending upon mileage, time of day, type of vehicle or service.

Creates Jobs

- In addition to the 350,000 people directly employed by public transportation systems, thousands of others are employed in related support services (i.e., engineering, manufacturing, construction, retail, etc.).
- For every \$10 million invested in capital projects for public transportation, more than 300 jobs and a \$30 million gain in sales for business are realized.

Eases Traffic Congestion

- According to the Texas Transportation Institute (TTI), car drivers spent more than 40 hours last year stuck in traffic in one-third of the cities studied.
- Without transportation choices, there would be 64,413 more cars on the road in New Orleans, 167,061 more cars on San Diego roads, and 2,610,280 more cars on New York City roads, according to the Sierra Club.

Fosters More Livable Communities

- Public transportation facilities and corridors are natural focal points for economic and social activities. These activities help create strong neighborhood centers that are more economically stable, safe and productive.
- Public transportation provides opportunity, access, choice and freedom, all of which contribute to an improved quality of life.

Boosts Real Estate Values

- Public transportation fuels local development and in turn has a positive impact on local property values.
- Studies have shown greater increases in the value of properties located near public transportation systems than in similar properties not located near public transportation.

Improves Air Quality

- Public transportation helps promote cleaner air by reducing automobile use, which can exacerbate smog and public health problems.
- Each year, public transportation use avoids the emission of more than 126 million pounds of hydrocarbons, a primary cause of smog, and 156 million pounds of nitrogen oxides, which can cause respiratory disease.

Reduces Energy Consumption

- Public transportation can significantly reduce dependency on gasoline, reducing auto fuel consumption by 1.5 billion gallons annually.
- Many U.S. transit systems are continuing to invest in compressed natural gas, low-sulfur burning buses or diesel-electric hybrid buses.

Ensures Safety

- Riding a transit bus is 91 times safer than car travel. By train, passengers are 15 times safer.
- Every major public transportation system participates in annual safety audit programs that examine all areas of operation.

Enhances Mobility During Emergencies

- During many types of crises, both natural and man-made, people rely on public transportation.
- On September 11, 2001, the New York-New Jersey Port Authority transit systems moved people safely away from the Twin Towers disaster.
- Public transportation systems have operated around the clock to transport firefighters to the sites of wildfires; to evacuate nursing homes and hospitals; to move people to safety during storms; and to bring out-of-town police and rescue workers from the airport.

By providing **opportunity, access, choice and freedom**, public transportation is a critical element in the fabric of every community. The information below can be used to illustrate the community benefits of public transportation.

Opportunity

Public transportation creates a wealth of new opportunities for individuals and communities. It is a catalyst for economic and social opportunities that help make America more efficient and productive.

FACT: Public Transportation Provides Economic Opportunities.

- A transit coalition report, “Dollars & Sense: The Economic Case for Public Transportation in America,” found that every dollar taxpayers invest in public transportation generates \$6 or more in economic returns.
- Transit capital investment is a significant source of job creation. Economic studies show that 314 jobs are created for each \$10 million invested in transit capital funding and over 570 jobs are created for each \$10 million invested in the short run.
- A \$10 million investment in public transportation results in a \$30 million gain in sales for local businesses (three times the public sector investment in transit capital).
- For every \$10 million invested in public transportation, over \$15 million is saved in transportation costs to both highway and transit users.
- Business output is positively affected by transit investment. A sustained program of transit capital investment will generate an increase of \$2 million in business output. After 20 years, these benefits increase to \$31 million.
- On average, a typical state/local government could realize a 4 to 16 percent gain in revenues due to the increases in income and employment generated by investments in transit.

FACT: Public Transportation Enhances Personal Opportunities.

- American families spent 18 percent of household spending on transportation, making it the second largest household expenditure after housing. Public transportation can significantly reduce the amount of money a family spends getting to work, school and other activities.
- The high cost of driving, insuring and parking a car results in a reduction in individual economic opportunities. It can make it hard for many to access high quality and high paying jobs. Public transportation provides an affordable, and for many, necessary alternative to driving.
- A sustained program of transit capital investment will generate an increase of \$800,000 in personal income for each \$10 million in the first year. After 20 years, these benefits increase to \$18 million for personal income.

FACT: Public Transportation Expands Community Opportunities.

- Each year, public transportation systems across the country engage in community-based activities to introduce new riders to the system and say thank you to their employees, customers and communities.
- Public transportation systems work to become part of community residents' culture and lifestyle. The Washington Metropolitan Area Transit Authority hosted a "late night concert" in Washington's Adams Morgan neighborhood to promote its new late night weekend service and the new Metrobus shuttle that serves the area.

Access

Public transportation makes it possible for millions of people to access work, school, medical appointments and other everyday activities. It also provides access to new opportunities by fostering communities where people can drive less and walk more, by providing greater access to community events, and by meeting the needs of all citizens, particularly those who do not drive.

FACT: Public Transportation Helps People Get Where They Need to Go Everyday.

- Every weekday, public transportation takes an estimated 14 million people where they need to go.
- Work is the most popular destination with 54 percent of all trips ending at workplaces. Next, 15 percent of trips go to schools; 9 percent to shop; 9 percent to social visits; and 5.5 percent to medical appointments.
- Public transportation provides valuable options for suburban commuters who work in the city. In fact, the average annual income of rail commuters is more than \$50,000 and most own two cars.
- Public transportation is a key force in moving former welfare recipients into the workforce as permanent wage earners. APTA's 1999 "Access to Work Best Practices Survey" revealed that an estimated 94 percent of welfare recipients attempting to move into the workforce rely on public transportation.
- Under the current \$75 million federal "Access To Jobs" initiative, public transportation systems around the nation work with state and local agencies to identify and assess mobility needs and to improve employment accessibility. These new and expanded services will provide access to jobs for 8 million households without a car.

FACT: Public Transportation Helps All Community Members Stay Active, Mobile and Involved.

- Public transportation customers are diverse: People age 65 or older represent 7 percent of riders; 18 years and younger, 10 percent; women, 52 percent; White, 45 percent; African-American, 31 percent; Hispanic, 18 percent; and Asian and Native Americans, 6 percent.
- Eighty-three percent of older persons surveyed by AARP state that they want to remain independent as they age. Without public transportation, many seniors would be unable to move around the community to visit friends, get groceries or see the doctor.
- Printing large type and Braille maps and guides, providing reduced fares, and offering door-to-door van service allows those who are unable to drive to easily reach transit stations.

- Two-thirds of U.S. public transportation agencies provide service designed to meet the needs of senior citizens and persons with disabilities.

FACT: Public Transportation Provides Access to More Events and Activities, Creating Stronger Community Bonds.

- Public transportation makes it possible for people to live in all types of areas, including urban downtown areas, without owning a vehicle.
- Public transportation helps to preserve open spaces, enhancing a community's appearance while conserving recreational places where families spend time together.
- Public transportation provides convenient service to popular family and community events such as concerts and baseball games.
- Public transportation allows for the creation of "pedestrian-only" zones and other open spaces for community residents to enjoy and share. It means less noise and fewer cars traveling through pedestrian neighborhoods.

Choice

Public transportation is an essential part of a balanced transportation system that includes buses, trains, walkways, bicycle paths, air service and highways. Every day transit allows Americans from every walk of life to make decisions that improve the quality of their lives, such as shortening commute times to spend more time with their families, doing their part to improve air quality, or avoiding dangerous driving situations.

FACT: Public Transportation Reduces Traffic Congestion and Lessens Commute Time.

- Drivers in one-third of U.S. cities studied by the Texas Transportation Institute (TTI) spent more than 40 hours a year — an entire work week — in traffic that was stopped dead. In one half of the 68 cities studied by TTI, drivers spent at least half as much time in traffic as they did on vacation each year.
- Traffic isn't just a problem in big cities. Roads and highways in small-to-medium size cities, as well as larger metropolitan areas are jammed across the nation.
- Building more roads isn't always the answer to this growing problem. Each of the cities in the TTI study would require an average of 37 more lane miles to keep pace with just one year of increased traffic demand.
- Public transportation takes drivers off the road and eases congestion for everyone. It also offers drivers a reliable, inexpensive and efficient transportation option.
- Recent public opinion polls sponsored by the Transit Cooperative Research Program suggest that 57 percent of people do not feel their commute will get better over the next three years, and nearly a quarter (24 percent) feel they will spend more time commuting. Public transportation offers a choice to Americans concerned about increasing commute times.

FACT: Public Transportation Allows People to Walk More, Stress Less.

- Walking more every day — even if it is the short distance to the bus stop — is good for a person’s overall health.
- Using public transportation can eliminate the stress of driving in over-crowded, aggressive and even dangerous conditions. Stress is often a factor in a myriad of health problems.

FACT: Public Transportation Helps People Breathe Easier.

- Every year, public transportation prevents the emission of more than 126 million pounds of hydrocarbons, which cause smog, and 156 million pounds of nitrogen oxides, which can cause respiratory illness.
- Taking public transit to work every day instead of driving alone eliminates 3,300 pounds of vehicle exhaust emissions and pollutants every year.
- In 1999, public transportation vehicles used nearly 856 million gallons of fossil fuels and 5.2 billion kilowatt-hours of electricity — less than 1 percent of all energy consumed in the U.S.

FACT: Public Transportation Helps People Avoid Dangerous Situations.

- Each year an estimated 284,000 distracted drivers are involved in serious accidents, according to the University of North Carolina Highway Safety Research Center. Public transportation offers drivers distracted by things such as cell phones, radio, and passengers with a reliable transportation option when they do not feel they can drive.
- Alcohol-related traffic deaths are on the rise. In 2000, 16,653 people were killed in accidents involving alcohol, representing 40 percent of the 41,821 people killed in all traffic crashes, according to the National Highway Traffic Safety Administration. Public transportation helps to keep dangerous drivers off the road by providing a needed transportation choice.
- Aggressive driving has steadily increased by 7 percent every year since 1990, according to the American Automobile Association’s Foundation for Traffic Safety. In a 2000 Highway Traffic Safety Administration study of 6000 drivers, 62 percent said the behavior of another driver has been a threat to them in the last year. Public transportation gives drivers concerned about aggressive driving access to other forms of transportation.

Freedom

Public transportation provides Americans with freedom to live their lives, pursue opportunities, make choices, and enjoy greater access and mobility. It helps create neighborhoods that are strong, an environment that is clean, and an economy that is prosperous. Ensuring this freedom requires safety and security. That is why every public transportation system in America has made the safety and security of passengers a top priority.

FACT: Public Transportation Gives People the Freedom to Go Wherever Life Takes Them.

- Public transportation use has increased 21 percent since 1995. In 2000, Americans took 9.4 billion trips using public transportation, an increase of 3.5 percent from the previous year — the equivalent of more than a million new trips each day.
- During the same year, ridership grew twice as fast as the U.S. population and outpaced growth in other travel modes, including roads and airports.
- An estimated 14 million Americans ride public transportation each weekday and an additional 25 million use it on a less frequent but regular basis.

FACT: Public Transportation Provides the Freedom to Live and Work in Strong, Safe and Clean Communities.

- Public transportation helps people to create communities with strong job markets, thriving local businesses and expanding economies. It provides communities with new freedom in planning for future growth.
- Public transportation fosters community pride and spirit. People who take public transportation walk to the bus stop together. They get to know each other face-to-face on the train and they establish stronger ties to the community.
- Public transportation leads to cleaner air for everyone to breathe and fosters healthy habits and choices.

FACT: Public Transportation is Focused on Maintaining Freedom by Providing Security.

- Every major public transportation authority has comprehensive emergency plans in place. Public transportation employees receive routine disaster and emergency training, and work closely with fire and rescue crews, police and sheriff's departments, and local power companies. Most large transit systems have their own specially-trained police forces.
- For nearly 20 years, APTA safety programs and related safety management audits have been helping America's public transportation systems institute security and safety precautions and plan for unpredictable crises.
- During 1999 - 2000, a record 53 public transportation systems participated in the rail, commuter rail or bus safety audit programs offered by APTA. These comprehensive programs examine all areas of operation to ensure the safety of passengers.
- The Federal Transit Administration and the Department of Transportation's (DOT) Office of Intelligence and Security work hand in hand with APTA on coordinating all of its safety programs and safety management audits.

FACT: Public Transportation is Ready to Protect Freedoms by Responding to New Challenges.

- To ensure that federal, state and local agencies are coordinating efforts to increase security and prepare for emergencies, U.S. Transportation Secretary Norman Mineta created the National Infrastructure Security Committee (NISC). The Committee brings together the transportation industry, labor unions and the

government to examine current security systems, set national standards, and ensure a high level of protection for all transportation assets.

- Some major public transportation systems, including those in Washington, DC and Boston, are preparing to sound the first alert on bio-terrorist attacks or chemical accidents by readying state of the art scanners and detectors for their systems.
- After September 11, 2001, public transportation systems responded immediately to protect riders by instituting critical safety measures, making security personnel more visible, and removing trash receptacles where potentially dangerous packages could be hidden.

FACT: Public Transportation is Vital to America's Safety and Defense.

- On September 11, 2001, and the days that followed, public transportation in America showed that it is ready to assist when a crisis strikes a community. This isn't the first time public transportation has lent a helping hand in times of crisis. Public transportation has proven time and again that it is a vital resource for everyone in the community and a critical part of America's national defense and our country's freedom.

Below are some recent examples of how public transportation has responded to crises:

September 11, 2001 Terrorist Attacks

- New York: The Port Authority Trans-Hudson (PATH) train system in New York, which ran under the World Trade Center complex, put in place an emergency response plan on the morning of September 11. This plan helped evacuate passengers from the complex and saved thousands of lives with no reported injuries. Public transportation was also used to transport rescue workers quickly and efficiently. Similar responses by the New York MTA services also saved lives.
- Washington, DC: Public transportation systems provided buses to transport those injured at the attack on the Pentagon to area hospitals. The Metrorail system operated at rush hour levels all day, transporting people out of downtown and away from areas near the Pentagon.
- Nationwide: When air service was suspended, transit systems throughout the country evacuated people from airports in major cities, including San Francisco, CA, Portland, OR, Denver, CO, Chicago, IL, St. Louis, MO, Atlanta, GA, Little Rock, AR and Boston, MA.

Hurricane Floyd

- Local transit systems across North Carolina offered direct assistance to the victims of Hurricane Floyd in September 1999 by evacuating and rescuing hundreds of residents during and after the hurricane.

Michigan Gas Explosion

- In November 1999, the Mass Transportation Authority of Flint, Michigan successfully evacuated residents and employees of a senior citizens housing complex after a gas explosion destroyed the facility.

Volusia County Wildfires

- In 1998, public transportation provided invaluable service in the Daytona Beach, Florida area when parts of Volusia County were ravaged by wildfires. Public transportation vehicles operated around the clock to

transport firefighters to the site of the wild-fires; to evacuate nursing homes, adult day care facilities, and hospitals; and to bring out-of-town firefighters from the airport.

Suggested Activities

- Hold an information fair to broaden the public's awareness of how public transportation benefits your community.
- Host site tours of your facilities for elected officials, community activists and the media.
- Provide giveaways to people who answer a survey on the benefits of public transportation.
- Hold an event at your city hall or state capital. Recognize and reward key people from the community (elected officials, community and business leaders, pro-transit reporters).
- Develop public service announcements, interior and exterior vehicle signage, or paid advertising that promotes the community benefits of public transportation.
- Have your elected officials – governor, mayor, city councils, county executives, county councils, and other local officials – proclaim Communities in Motion Day locally. Have your elected officials ride public transportation that day.
- Compile a fact sheet on local congestion costs.
- Plan a meeting with an editorial board or reporter to discuss the benefits of public transportation.
- Release the results of a survey to the media (i.e customer satisfaction survey).
- Have riders and non-riders sign a pledge board proclaiming that they support public transportation and the benefits it delivers to the community.
- Utilize the (PT)² print ads and/or television commercials locally and add the Communities in Motion Day logo and date.
- Where possible, provide automobile drivers stuck in congestion handouts describing how the cost of driving results in a reduction in individual economic opportunities.
- Partner with a museum, amusement park, theater, restaurant, etc. to demonstrate that public transportation gets people to places other than just to and from work.
- Prepare an informational packet for local real estate agents highlighting the economic and personal benefits of living near transit that can be shared with clients or at open houses.

- Sponsor a “Public Transportation Benefits My Community” essay or poster contest at your local schools.
- Stage an event at a current or future transit-oriented development site.
- Pitch stories to your local media about how public transportation has enhanced the lives of specific riders.
- Launch, expand or announce a new service that takes people to a key community destination.
- Announce a local coalition of citizens that support public transportation and do an event with them.
- Hold an event with different types of people who benefit from public transportation (i.e. a senior, a student, a local business person, a non-rider, a worker (choice rider), a welfare-to-work mom).
- Record a special message on your telephone system promoting Communities in Motion Day. Also include an announcement on your Web site.
- Prepare a Communities in Motion information packet for your frontline employees. They are your best ambassadors.

Sample Proclamation

This Sample Proclamation can be customized and/or altered for use by governors, mayors, city councils, county executives, county councils, and other state and local elected officials to express public support for Communities in Motion Day and public transportation.

WHEREAS, public transportation is making a real difference in the daily lives of individuals and households in (city, county, state); and

WHEREAS, public transportation is vital to the quality of life and economic well-being of all citizens and,

WHEREAS, workers, school children, senior citizens, people with disabilities, and those unable to afford an automobile use public transportation to gain access to jobs, schools, medical facilities, and other fundamental services; and,

WHEREAS, public transportation helps lead the nation towards its goals and policies of protecting the environment, conserving energy, and providing for the health, safety and security of its citizens; and,

WHEREAS, public transportation enables people from all walks of life to access opportunities that allow them to accomplish what is important to them, making the community stronger and more vibrant; and,

WHEREAS, (name of local transit systems or company), the American Public Transportation Association, the U. S. Department of Transportation, the Federal Transit Administration, the American Association of State Highway and Transportation Officials, the Association for Commuter Transportation, the Association of Metropolitan Planning Organizations, the National Association of Counties, Community Transportation Association of America, the National League of Cities, National Governor's Association, the Surface Transportation Policy Project, and the U. S. Conference of Mayors, have declared October 3, 2002, to be COMMUNITIES IN MOTION DAY and have called upon all citizens to join in a nationwide effort to promote public transportation's benefits.

THEREFORE, BE IT RESOLVED THAT I, the (official's title) of (entity), proclaim October 3, 2002, as COMMUNITIES IN MOTION DAY in (city, county, state). I call upon all citizens to support public transportation and COMMUNITIES IN MOTION DAY, and to become more active in education and advocacy efforts to promote the vital role that public transportation plays in (city, county, state) and across the United States.



COMMUNITIES IN MOTION
OCTOBER 3, 2002
PUBLIC TRANSPORTATION

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NATIONAL EFFORT

Communities in Motion Day is about highlighting the importance public transportation plays in our communities. It is also a day to speak to our elected officials about supporting continued (and increased) investment in public transportation. In Washington, D.C., APTA along with Revolution, WMATA and our members will be hosting activities on Capitol Hill designed to increase our visibility, get our important message communicated and increase support of public transportation funding.

We suggest that the local transit systems duplicate this event in their hometowns — at their state capitals or City Hall — in order to achieve a truly "national day."

Here's what's on tap in Washington, D.C.:

[Part I: Photo Op — Media Event](#)

[Part II: Legislative Briefing](#)

Part I: Photo Op — Media Event

- ✦ "Celebrating Transit's Success and Those that Make It Possible."
- ✦ Congressional members who have been, and remain, strong supporters of public transportation will be invited.
- ✦ This will take place at the Federal Triangle at the U.S. Capital, Thursday, October 3, 2002, 3:00-3:45 p.m.
- ✦ A number of members of Congress (both Democrats and Republicans) will be called forth, recognized, and possibly presented with an award for their support of public transportation, enabling their communities to offer choice, mobility and freedom to citizens.

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Part II: Legislative Briefing

• This will be a substantive meeting of key congressional staffers with APTA, WMATA, Rail-volution, New Starts Working Group and other APTA members.

• This will be an opportunity to review the successes of TEA 21 and look ahead at what needs to be done for passage of "TEA-3" and growth in transit funding.

Other activities will also be planned to promote the message of community benefit when public transportation and transportation options exist in neighborhoods.

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IDENTITY TOOLS

Here you can download the Communities in Motion logo and its recommended usage and style guidelines. Consistent use of the logo and other identity elements ensures that Communities in Motion communication materials are easily recognized visually across different types of media.

LOGO

The logo can be reproduced in six different formats, depending on your printing needs. Click to download.

Black and White (mark only) [GIF](#) [JPEG](#) [Illustrator EPS](#)

Black and White (mark and tagline) [GIF](#) [JPEG](#) [Illustrator EPS](#)

Black and White Reversed
(mark only) [GIF](#) [JPEG](#) [Illustrator EPS](#)

Black and White Reversed
(mark and tagline) [GIF](#) [JPEG](#) [Illustrator EPS](#)

Color (mark only) [GIF](#) [JPEG](#) [Illustrator EPS](#)

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IDENTITY STYLE GUIDE

The Identity Style Guide contains the correct colors, typefaces and logo-usage standards. This guide illustrates how all graphical elements work together to present a unified image in the marketplace. Click on the PDF icon to download.

[Identity Style Guide](#)



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SUGGESTED LAYOUTS

Click on the graphic icons to see how the Communities in Motion logo can be used in print materials, merchandise and clothing.

