Central Cook-DuPage Corridor Study

Program Management Plan

February 5, 2004
Central Cook/ DuPage Corridor Study

Program Management Plan

Introduction

Federal metropolitan transportation planning guidelines require a continuing, comprehensive and coordinated transportation planning process. Accordingly, a new long range transportation plan for Northeastern Illinois, the 2030 Regional Transportation Plan (RTP) was developed by the Chicago Area Transportation Study (CATS) and adopted in October 2003. A number of capital project proposals emerged in CATS’ process to expand system capacity in the west Cook County and neighboring DuPage County, including the following:

- High Occupancy Vehicle (HOV) lanes on the Eisenhower Expwy. (I-290)
- Additional lanes on the East-West Tollway (I-88)
- Extension of the CTA Blue Line Congress branch into DuPage County
- Ogden Avenue transitway, from Navy Pier to North Riverside
- Cermak Road bus rapid transit
- DuPage County “J” bus rapid transit corridor, connecting Naperville, Oak Brook, O’Hare and Schaumburg
- Metra Union Pacific-West Line premium service (upgrade)
- Inner Circumferential rail service (IHB/BRC) between O’Hare and Midway

The Illinois Department of Transportation (IDOT) began studying options to increase highway capacity on a heavily congested section of the Eisenhower Expressway (I-290) in the near west suburbs of Chicago in 1993. Through its initial feasibility studies, IDOT determined that High Occupancy Vehicle (HOV) lanes would be an effective treatment to improve mobility on I-290.

In early 2002, IDOT initiated preliminary engineering for reconstruction of the seven mile section of I-290 between Cicero Avenue (IL50) in Chicago and Mannheim Road (US 12/20/45) in Hillside. As part of the reconstruction, IDOT is proposing to add a new fourth lane in each direction that would function as an HOV lane.

Through its initial public meetings and reaction from local constituents, IDOT identified a need to develop a multi-modal plan that would include transit extensions and/or other treatments to meet some of the mobility needs in this corridor. To assure a multi-modal approach for planning transportation improvements in the I-290 corridor, IDOT requested that the RTA undertake a study of transit alternatives. This request for a multimodal study was additionally made to the RTA by the communities of the North Central Council of Mayors.

At the same time, local officials in DuPage County are pursuing additional transit service. Over the past two years, the RTA has been working with DuPage County and the DuPage Mayors and Managers Conference on several related efforts to improve transit in DuPage, including the DuPage Area Transit Plan (September 2002). Local stakeholders are now seeking to further
refine and/or begin implementation of the Plan’s recommendations; including a High Speed Corridor - recommended as bus rapid transit service - along the I-88 corridor from Naperville to Oak Brook, and north along IL83 to the regional centers of Schaumburg/Woodfield and O’Hare airport. Express bus service between the proposed Oak Brook transit center and the CTA Blue Line Forest Park Station is also recommended as part of this Plan.

Given the interrelated nature of these efforts, the RTA recommended combining these initiatives into a single corridor level planning study extending from central Cook County to western DuPage County. The RTA proceeded to hold a number of scoping meetings with local stakeholders in both Cook and DuPage counties and with IDOT to explore level of interest, roles and responsibilities, institutional arrangements, scope-of-work, schedule and resource requirements for a multi-modal corridor study. Based on input received in this preliminary scoping process, the RTA and IDOT agreed to cooperate in a joint multi-modal corridor level planning study for the Cook-DuPage Corridor. The RTA has since extended this partnership to the Illinois State Toll Highway Authority (ISTHA) and the Northeastern Illinois Planning Commission (NIPC), as well. A public kick-off meeting for the Cook-DuPage Corridor Study was held on August 21, 2003 at the Hillside Community Center.

**Corridor Profile**

The Cook-DuPage Corridor is centered on the Eisenhower Expressway (I-290) and the East-West Tollway (I-88) and extends approximately 30 miles from Cicero Avenue (IL50) in the city of Chicago to just west of IL59 in DuPage County. The Metra/Milwaukee District - West line and Metra/Burlington Northern Santa-Fe commuter lines form the north and south boundaries respectively. The Corridor is comprised of approximately 283 square miles, spanning 51 suburban municipalities in Cook and DuPage counties and a small portion of the west side of Chicago. The Corridor area has a 2000 Census population of over 1.1 million and approximately 750,000 jobs. Major activity centers located in the Corridor include:

- Cantera
- Morton Arboretum
- Stratford Square
- I-88 Technology Corridor
- College of DuPage
- Yorktown Center
- Oakbrook Center
- Triton College
- Hines VA Hospital
- Loyola University Hospital
- Brookfield Zoo
- North Riverside Park Mall
- Cook County Circuit Court, 4th District Maywood Branch

The communities in the Cook-DuPage Corridor are diverse in their size, demographics, stage of development and industry composition. The west Cook County suburbs grew rapidly in the post-World War II period and are highly urbanized today. A number of communities, such as
Cicero, Broadview, Bellwood and Maywood, have maintained a strong industrial base. Other communities such as Oak Park, Forest Park, Riverside, Brookfield, LaGrange Park and Western Springs, are largely residential in character with commercial development primarily along arterials and within downtown business districts. Economic development opportunity within these communities is focused on redevelopment, rather than expansion.

With a 2000 population of just under 1 million people, DuPage County is the second most populous county in the State of Illinois (after Cook). While most communities in DuPage developed as bedroom communities along rail lines in the early to mid 1900’s, the County’s population has tripled in the last few decades. Major concentrations of office, research and commercial development have emerged along the East-West Tollway and major arterial roadways. Two regional shopping centers, Yorktown and Oakbrook Center have been developed close to one another in the eastern part of county near the East-West Tollway. The Oak Brook/Oakbrook Terrace area in particular has developed into a major regional office/hotel/commercial district. The Oak Brook area (I-88 corridor) is one of three major activity centers in the region, with an estimated 1,282,000 million trips made each day to destinations along I-88. DuPage also supports a significant industrial base, with a number of manufacturing firms and industrial parks located in communities such as Elmhurst, Bensenville, Wood Dale, Addison, Carol Stream and West Chicago.

Transportation is a major land feature of the Cook-DuPage Corridor. Four interstate highways traverse the corridor, along with three radial commuter rail lines. In addition, three Chicago Transit Authority rapid transit lines serve the far eastern portion of the Corridor. An extensive grid of arterials – mostly designated State highways under the jurisdiction of the Illinois Department of Transportation – provide for internal distribution of traffic and for sub-regional commercial and vehicular travel. Regional surface transportation system assets located in the Corridor include:

**Highway System**
- East-West Tollway (I-88)
- Eisenhower Expressway and Extension (I-290)
- North-South Tollway (I-355)
- Tri-State Tollway (I-294)
- Kingery Highway (IL 83)

**Public Transportation System**
- CTA Green Line Lake Street branch
- CTA Blue Line Forest Park/Congress branch
- CTA Blue Line Cermak/Douglas branch
- Metra/Milwaukee District - West line
- Metra/Union Pacific - West line
- Metra/Burlington Northern-Santa Fe

The Eisenhower Expressway (I-290) serves as the main gateway between the western suburbs and the city of Chicago’s central area. It is a multi-modal corridor for the movement of people and goods. Along the section east of Des Plaines Avenue, the right-of-way is shared with the
CTA Blue Line Forest Park branch and the CSX freight railroad. Three of the region’s interstate highways, the Eisenhower Expressway (I-290), East-West Tollway (I-88) and Tri-State Tollway (I-294) converge near the center of the corridor in Hillside. Further west in DuPage County, the East-West Tollway (I-88) and North-South Tollway (I-355) converge between Downers Grove and Lisle. The Eisenhower Expressway bisects the west side of Chicago, Oak Park, Forest Park, Maywood and Hillside; similarly, the Tri-State Tollway divides the near west (or “inner ring”) suburbs in Cook County from the communities of DuPage.

The near western suburbs have considerable transit access to the Chicago central business district via a total of 14 stations on three CTA rapid transit lines and 27 stations on three Metra commuter rail lines. A network of fixed bus routes provides frequent service on arterial streets. In DuPage, three Metra rail lines provide commuter service to downtown Chicago - the Milwaukee District-West line, the Union Pacific West Line and the Burlington Northern-Santa Fe have a combined total of 54 stations. Unlike neighboring Cook to the east, the bus service in DuPage is characterized primarily by feeder routes serving Metra commuter rail stations during the peak travel periods. The recently completed DuPage Area Transit Plan (DuPage Mayors and Managers Conference, Sept. 2002) aims to redesign transit throughout DuPage County, by transitioning to an integrated transit system comprised of local circulators, arterial/mainline transit service and a proposed high speed (bus rapid transit) corridor linking the regional activity centers of Naperville, Oak Brook, O’Hare and Schaumburg.

**Multi-Year Program Plan**

Major corridor studies typically take several years to complete and are comprised of a series of studies to guide analysis through a phased decision making process. A Program Management is developed for each Corridor Planning Study undertaken by the RTA. The Program Management Plan is intended to articulate and describe the major phases of study, and to identify key participants and their anticipated roles and responsibilities throughout the study process. The document itself is periodically updated and detailed to reflect stakeholder input, key findings/decisions from each successive study phase, and program management objectives.

The Cook-DuPage Corridor study is structured to explore and define transportation alternatives for the corridor through a series of successive study phases including a market analysis, feasibility study and alternatives analysis. Local study components will be developed to explore and define transit supportive corridor policies for land use and local financing; and to articulate a local vision for mobility in the corridor. Major study phases and sub-study components are depicted in the Multi-Year Program Plan diagram (Figure 1) on the following page.

The program management methodology for the Cook-DuPage Corridor relies on local officials and project partners to manage complementary sub-studies and investigations. Detailed sub-study elements such as work scopes, resource plans, funding commitments, and schedules will be developed by and/or in consultation with the RTA.
Figure 1
Multi-Year Program Plan Diagram for the Cook-DuPage Corridor

Phase 1: Travel Market Analysis
Phase 2: Feasibility Study
Phase 3: Alternatives Analysis

Analyze Corridor Travel Markets
Purpose & Need for Corridor Mobility Improvements
Select Priority Markets for Mobility Improvements

Identify and Assess Improvement Options
Develop Corridor Planning Standards
Shortlist of Feasible Options

Develop and Evaluate Alternatives
Transit Supportive Land Use and Community Development Plans
Selection of Locally Preferred Alternative(s)

Project Development
Preliminary Engineering
EA/EIS
Final Design

IMPLEMENTATION

RTP
Regional forecasts & long-range plan

Public Input
Public Review & Comment
**Program Objectives**

There are five major planning program objectives:

- To provide useful data and analysis to support informed transportation investment decisions within the Corridor;
- To understand mobility needs, transportation system deficiencies, and existing and emerging travel markets within the corridor;
- To explore and assess a range of corridor transportation options and their impacts and to identify a small set of feasible cost-effective transportation improvement alternatives;
- To select locally preferred alternative(s) that offer the best net advantage to corridor communities and the region; and
- To explore and define a set of local transit supportive corridor policies for land use and local financing necessary to implement selected improvements.

**Program Schedule**

A 2-1/2 year schedule has been developed for completing the three phases of the proposed work program (Exhibit 1). The schedule anticipates a continuous and coordinated approach to undertaking each of the program’s successive phases and phase elements, and that necessary procurement of professional services will take place concurrent with the final wrap-up efforts of preceding work phases. The phasing of the program further takes into account dependent relationships among phases and/or elements in its overall staging of activities.

The attached schedule will be updated over the course of program implementation to reflect any changes attributable to public input, coordination with sponsor-developed project management plans, and any significant efficiencies and/or delays in work phase progress that occurs in carrying out these activities.

**Phase 1: Market Analysis**

**Objectives and Roles**

The first phase of study is to undertake a comprehensive, multi-modal Travel Market Analysis. The Travel Market Analysis will serve as an important resource of up-to-date information regarding the existing transportation system and key travel markets within the Corridor. The data analysis and resulting work products are intended to facilitate a shared, in-depth understanding about mobility needs and transportation system deficiencies in the Corridor among regional planners, local officials and Corridor residents. The Travel Market Analysis is intended as the primary foundation for an informed decision-making process to guide the future work phases of Cook-DuPage Corridor Study.

The Travel Market Analysis will define: (1) the nature and severity of mobility needs of the corridor, (2) the size and characteristics of various corridor travel markets, (3) system deficiencies in meeting existing and forecasted demand, and (4) the attributes and magnitude of specific travel markets. The market analysis will provide the requisite information including the
purpose and need for corridor mobility improvements for successive phases of the study. The market analysis has the following objectives:

- To define, characterize and quantify the corridor in terms of existing and projected demographics, development patterns, transportation system assets, services and usage.
- To differentiate the various travel markets and significant trip patterns within the Central Cook-DuPage Corridor.
- To identify and assess by magnitude, time-of-day, and mode share, the major traffic generators that play a key role in impacting corridor travel patterns.
- To evaluate the ability of the existing corridor transportation system to efficiently and effectively serve current and projected travel needs.
- To summarize mobility problems and transportation system deficiencies most critical to address within the Corridor.
- To explore the interrelationship between modes, and between travel markets, from both competitive and complementary standpoints.

In July of 2003, the RTA contracted with consulting firm Cambridge Systematics, Inc. for professional services to undertake the market analysis. A detailed scope-of-work is attached to this document as Exhibit 2. The market analysis phase is expected to take approximately one year to complete.

The Travel Market Analysis will draw upon existing data from a variety of local, regional, state and national data sources. Corridor travel markets, travel patterns, and the characteristics of needed mobility improvements will be established. In addition, the apparent potential of new transit services and/or enhancement of existing transit service to serve as an alternative to the proposed Eisenhower HOV lane will be addressed. This study phase will result in a comprehensive Travel Market Analysis report for the Cook-DuPage Corridor identifying needed transportation improvements in terms of markets to be served, system deficiencies to be addressed, the location/geography of needed highway and transit improvements, and recommended characteristics of potential improvements to optimize mobility. The Market Analysis phase will also develop a memorandum summarizing the purpose and need for corridor mobility improvements to provide a foundation upon which to develop and/or consider proposed alternative improvements in future phases of the overall Cook-DuPage Study program.

**Organizational Framework**

The Cook-DuPage Corridor includes over 51 communities comprising three Councils of Mayors and two councils of government (COGs), and two counties. The overall project will benefit from the continuous input of local officials, planners, and the public. Figure 2 presents the organizational framework structure developed cooperatively by the local governments and the RTA to ensure an efficient and effective exchange of information during the course of the market analysis.
During this first phase of study, the Corridor Coordinating Group (CCG) will serve as the primary conduit of information between the RTA and the many Corridor communities. In addition to sharing information with other local officials and sharing municipal concerns and/or perspectives, the CCG will have the opportunity to proactively help shape the organizational structure for future study phases and to address issues related to municipal and/or public engagement.

The CCG is a representative advisory body comprised of two local officials and the transportation planning liaison (PL) from each of three affected Councils of Mayors. The CCG is anticipated to meet 4-6 times during the course of the Cook-DuPage Corridor Travel Market Analysis. Officials from other Corridor communities, the county governments of Cook and DuPage and regional transportation agencies are welcome to attend.

The CCG participants were determined by each of the respective Councils, are as follows:

**DuPage Council:**
- Carmen Carruthers (Transportation Programs Coordinator, City of Naperville)
- Rick Boehm (Village Manager, Village of Oak Brook)
- Bob Dean (PL, DuPage Council of Mayors)
North Central Council:
Roy McCampbell (Comptroller/CFO, Village of Bellwood)
Peter Dame (Deputy Village Manager, Village of Oak Park)
Beth McCluskey (PL, North Central Council of Mayors)

Central Council:
Patrick Higgins (Village Manager, Village of Western Springs)
TBD
Jill Leary (PL, Central Council of Mayors)

To facilitate information sharing, RTA staff will also periodically attend Council meetings for status updates throughout the Market Analysis study phase.

The RTA will provide draft copies of all intermediate work products to the Corridor Coordinating Group, IDOT, ISTHA, NIPC, CATS, CTA, Metra and Pace for their comment and verification of data.

Upon completion of the Travel Market Analysis and prior to undertaking the Feasibility Study phase, the RTA anticipates that a Corridor Planning Council will be established to oversee future study phases. The composition of the Council will be designed ensure effective and inclusive representation and have the ability to make policy-level recommendations to the RTA on behalf of affected municipalities and/or Councils of Government. Finalization of an organizational structure for the Feasibility phase of study will be made when the market analysis is complete.

Public Participation
The RTA welcomes citizen input. Public input opportunities will be provided during each successive phase of study, and the number of input opportunities will increase as the overall Cook-DuPage Corridor Study progresses.

The public involvement and meeting schedule to be employed throughout the course of the Market Analysis is attached as Exhibit 3. The schedule outlines key public involvement events and activities. The public participation and meeting schedule may be updated during the course of the Market Analysis to reflect additional, unanticipated public involvement activities.

Intermediate work products developed during the Market Analysis will also be made available on the RTA website for public review and inspection. The RTA will present the draft Market Analysis report to the public, local officials and transportation agencies at a public open house in late-spring of 2004, and give sufficient time (four to six weeks) to collect public comment for integration into the final report.

Key or required staff and their responsibilities
The Market Analysis will be undertaken with the assistance of professional consultant services. The RTA will provide financial resources, project management, consultant oversight, and administrative support necessary to carry out and ensure the success of this project component.
**Project Agreements**

The Cook-DuPage Corridor Travel Market Analysis is jointly funded by the RTA and IDOT, as follows:

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Two agreements between IDOT and the RTA have been executed with respect to project funding, and are attached to this document as Exhibits 4 and 5:

1) Intergovernmental Agreement
2) Joint Agreement

**Phase 2: Feasibility Study**

At the onset of Phase 2, the Cook-DuPage Corridor Study Area will be revised to reflect the geography of the identified travel markets for which improvement options are to be developed in the Feasibility phase of this Study.

**Objectives and Roles**

With the travel market analysis complete, the second phase of study will develop a comprehensive list of options to improve mobility in the corridor for selected travel markets. These options will be evaluated for market and physical feasibility. Through the evaluation process, less viable options will be eliminated, and the resulting short list of feasible alternatives will be subject to more detailed study in Phase 3 - Alternatives Analysis.

Consistent with the RTA’s corridor planning study approach, local partners will also develop a baseline set of local standards (Corridor Planning Standards) to guide the development and evaluation of investment options in the Alternatives Analysis phase.

**Organizational Framework**

The organizational framework to oversee the Feasibility phase of study will be developed upon completion of the Travel Market Analysis and will be described in a future update of this document.

**Public Input**

A public participation plan for Phases 2 and 3 of the Cook-DuPage Corridor Study will be developed at the onset of the Feasibility study phase. This plan will lay out important project milestones for obtaining input, and the purpose and timing of anticipated public events. Communications with the following groups will specifically be addressed: 1) local officials, 2) public at-large 3) local stakeholders groups, and 4) businesses. The RTA will contract with a professional firm to: develop the public participation plan, identify and design appropriate communication tools, develop/facilitate workshops, and assist RTA staff with public meetings and hearings.
Objectives

- To develop and implement an effective, consistent and continuous program for communicating Study purpose, schedule, analysis approach, findings and conclusions with local officials, public and media; and
- To foster participation and to obtain input from local stakeholders.

Element 1: Improvement Options

The objective of this effort is to develop a short list of feasible transportation improvement options (or combination of options) that meet identified corridor mobility needs and that can be carried forward (either alone or in combination) as a starting point of consideration for the public, local officials and potential implementers in Alternatives Analysis.

The RTA will contract with a consultant firm to undertake the Feasibility Study. A detailed scope of work, schedule and fee will be developed in conjunction with the consultant team selected to perform this work.

Objectives

- To identify and/or develop a broad range of options that address specific Corridor needs for transportation improvements mobility needs;
- To evaluate transportation improvement options for market and physical feasibility;
- To develop a short list of feasible options for the development of Corridor transportation improvement alternatives as part of Phase 3 – Alternative Analysis.

Element 2: Corridor Planning Standards

In this study element, corridor planning standards based on local and regional transportation and land use values will be defined. The corridor planning standards, in addition to the other technical criteria developed as part of the alternatives analysis, will be used to quantitatively and qualitatively assess each alternative regarding mobility, connectivity, efficiency, safety and local preference.

Objectives

- To enhance the Alternatives Definition and Assessment (above) by developing a local vision and constituent value system for mobility in the corridor;
- To support the development and local consideration of transportation alternatives;
- To prepare local municipalities for major new transportation investment.

Phase 3: Alternatives Analysis

Objectives and Roles

During the Alternatives Analysis phase, the RTA and/or implementers - either directly or through the use of consultants - will be responsible for the development of detailed alternatives including technologies, mode, alignment and investment levels. The preferred alternative(s) for the corridor will be selected by Corridor communities and regional planning bodies.
Local municipalities will be responsible for jointly planning transit supportive land use and development policies within the corridor, as well as identifying local financing resources for a major transportation investment.

Following completion of Alternatives Analysis, the respective operating agencies will be responsible for advancing implementation of the selected locally preferred alternatives through federal planning, environmental and funding processes.

Organizational Framework
It is anticipated that the organizational framework developed to oversee the Feasibility phase of study will be continued through the Alternatives Analysis phase.

Public Input
The public participation plan developed earlier for Phases 2 and 3 of the Cook-DuPage Corridor Study will be refined and/or updated at the onset of the Alternatives Analysis phase, as needed.

Element 1: Alternatives Development and Assessment
The shortlist of improvement options will be further defined by mode, alignment, and technology. The local partners either directly or through the use of consultants will be responsible for the development of detailed alternatives including technologies, mode, alignment and investment levels. The alternatives will be evaluated and compared in terms of: physical feasibility, travel markets served, needs met, transportation system impacts, cost, and achievement of corridor planning standards.

Objectives
Following are the preliminary objectives of the Alternatives Development and Assessment:
- To undertake a detailed evaluation of a shortlist of feasible cost-effective transportation improvement alternatives (or combination of alternatives);
- To provide local officials with reliable information regarding cost, effectiveness and constraints to support the selection of a preferred alternative (or combination of alternatives).

Element 2: Transit Supportive Land Use and Community Development
This element is intended to assist local governments in evaluating corridor land use and development plans, as well as zoning and development regulations, for transit supportive attributes. Local land use policies and recommended development strategies to support major transportation investment in the corridor will be developed.

Objective
- To facilitate consideration and development of transit supportive land use policies and development regulations by local communities, in preparation for a possible major transit investment in the corridor.
Regional Integration and Coordination

The multi-year program has been developed to maximize opportunity for coordination with the related activities of other regional agencies. The corridor study and its findings will be integrated into other regional and subregional planning activities, as well. Where opportunities for coordinating public input activities exist, NIPC, CATS and RTA will consider working together to minimize the participation burden on the public and local officials.

Related activities and the nature of anticipated coordination and/or integration are summarized below:

*2030 Regional Transportation Plan for Northeastern Illinois*

The Market Analysis will utilize CATS regional travel model results for the 2030 Regional Transportation Plan. As part of the Alternatives Analysis, all major RTP projects within the corridor will be evaluated and modeled along with market-based alternatives. The locally preferred alternative(s) and technical study findings from the Cook-DuPage Corridor Study will be forwarded to CATS for incorporation in the 2030 RTP Update development process.

*Common Ground*

The Market Analysis will utilize NIPC’s most current land use forecasts that have been developed as part of NIPC’s Common Ground process for a general comprehensive plan for northeastern Illinois. The Common Ground goals and visions will be reviewed as part of the Corridor Planning Standards element in Phase 2 of the Cook-DuPage Corridor Study. Results from the Community Development element will be forwarded to NIPC for potential incorporation into the regional planning process, as appropriate.

*The DuPage Area Transit Plan (incl. DuPage “J” Line)*

The DuPage Area Transit Plan (DATP) will serve as a resource document for the Market Analysis. Published by the DuPage Mayors and Managers Conference (DMMC) in September 2002 and approved by DMMC, the DuPage County Board and the DuPage County Regional Planning Commission, the DATP is the official long-range transit plan for the DuPage County area. The RTA is monitoring the progress of Connector implementation, and a Circulator Study to further plan/refine local service has been included in the RTA’s 2004 RTAP program. The recommended “J” Line BRT Corridor is included in the 2030 RTP and will be included in the Feasibility Study.

*The Outer Circumferential Service (OSC), Inner Circumferential Service (ICS) and STAR Line*

Two proposed circumferential rail corridors pass through and/or are adjacent to the Cook-DuPage Corridor. An initial feasibility study for each was completed by Metra several years ago. Since that time, Metra and the affected communities and have been working on various elements of the Phase II Feasibility stage of study for these two prospective rail corridors, including Metra’s Design Set of Rail Alternatives and the locally-lead Land Use Planning studies.
Meanwhile, as part of the Northwest Corridor Alternatives study, Metra proposed the Suburban Transit Access Route (STAR) Line as a transit service alternative along I-90/Northwest Tollway. As proposed, the “Core Segment” of the STAR Line is comprised of a portion of the OCS (from Joliet to Hoffman Estates) and the Northwest Corridor (from Hoffman Estates to O’Hare). In May 2003, Northwest Corridor municipal officials selected Metra’s STAR Line as their preferred transit alternative in the I-90 Corridor. The OCS communities supported Metra’s STAR Line proposal and dissolved the OCS Task Force, developing instead a STAR Line Task Force. The STAR Line Task Force is structured to emphasize the “Core Segment” communities. Metra issued an RFQ in December 2003 to conduct an Alternatives Analysis for the STAR Line’s Core Segment for submission to the Federal Transit Administration.

The Inner Circumferential Service (ICS) and two remaining segments of the OCS are identified in Metra’s STAR Line proposal as potential future additions to the STAR Line.

Any current and available documentation resulting from the circumferential studies and/or proposed STAR Line will be reviewed for the Cook-DuPage Corridor Planning Study at the onset of relevant program elements. Similarly, work products developed for the Cook-DuPage Corridor Study will be benefit from the participation of Metra, and the DuPage, North Central and Central councils of Mayors, and will be offered for integration into the STAR Line and/or circumferential work efforts.

**Union Pacific-West Line Premium Service**
Metra released an RFQ in December 2003 to develop an Alternatives Analysis for the proposed UP-West Line premium service (upgrade). Any current and available documentation resulting from the Alternatives Analysis for the proposed UP-W upgrade will be reviewed.

The proposed UP-West upgrade is included in the 2030 RTP and will be included in the Cook-DuPage Corridor Alternatives Analysis, potentially as part of either the Transportation Control Measure alternative, or as a major investment alternative in conjunction with other improvement options.

**Eisenhower Expressway HOV Lanes**
This project proposal is included in the 2030 RTP and will be considered as part of the Cook-DuPage Corridor Study. Parsons-Brinckerhoff is currently under contract to IDOT for preliminary engineering. The results of the preliminary engineering work will provide detailed project information for the Cook-DuPage Alternatives Analysis.

**East-West Tollway Add Lanes**
This project proposal is included in the 2030 RTP and will be considered as part of the Cook-DuPage Corridor Study.

**Extension of the CTA Blue Line - Congress Park Branch**
This project proposal is included in the 2030 RTP and will be considered as part of the Cook-DuPage Corridor Study.
Cermak Road Bus Rapid Transit
This project proposal is included in the 2030 RTP and will be considered as part of the Cook-DuPage Corridor Study.

Ogden Avenue Transitway
The CTA has contracted consultant firm URS to undertake an Alternatives Study of the recently proposed Ogden Avenue Transitway, between North Riverside and Navy Pier. The RTA is serving on a technical advisory committee for this study, which is anticipated to be completed during summer 2004. This project proposal is included in the 2030 RTP and will be considered as part of the Cook-DuPage Corridor Study.

Mid City Transitway
A market analysis for the Mid City Corridor project was completed by the Chicago Department of Transportation in November 2002, with the assistance of Wilbur Smith Associates. CDOT’s corridor planning effort for this north-south corridor which runs along the eastern-most boundary of the Cook-DuPage Corridor is continuing under contract with WSA, with an examination of alternative potential uses. Among the uses being considered are automobiles, transit vehicles and trucks. Work products from the Cook-DuPage Corridor study and CDOT’s Mid City Transit Corridor Study will be reciprocated for integration in successive steps. This project proposal is included in the 2030 RTP and given its proximity to the Corridor, may be considered as part of the Cook-DuPage Corridor Study.

Approved Work Plans
The work plan for each program element will be attached and incorporated into this program management plan, when developed and approved:

Phase 1 Work Plan: Market Analysis
Phase 2 Work Plans: Feasibility Study
   Element 1: Improvement Options
   Element 2: Corridor Planning Standards
Phase 3 Work Plans: Alternatives Analysis
   Element 1: Alternatives Development and Assessment
   Element 2: Transit-Supportive Community Development
   Element 3: Communications and Public Input

Attachments
Exhibit 1. Cook-DuPage Corridor Study
Exhibit 2. Multi-year Program Schedule
Exhibit 3. Market Analysis Scope of Work and Schedule
Exhibit 4. Market Analysis Public Involvement and Meeting Schedule
Exhibit 5. Intergovernmental Agreement
Exhibit 6. Joint Agreement
### Exhibit 1

#### Cook-DuPage Corridor
Multi-Modal Corridor Planning Study

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1. Project Management and Administration

The objective of this task will be to ensure a smooth flow of work and delivery of key project reports on time over the course of the proposed 12-month duration of the project. The project management approach will be hands-on, flexible, and will recognize that fine-tuning adjustments of the analysis approach may be needed along the way to respond to unforeseen delays in data availability and analysis.

The project manager will be responsible for providing day to day interaction with the RTA, developing and maintaining the proposed schedule, allocating resources to best meet the needs of the project, and fine-tuning the approach to respond to data availability and analysis issues as they arise. The principal-in-charge will be responsible for quality assurance and control. This function will be a continuous effort conducted on a task-by-task basis and will start with the development of a schedule of project deliverables. The key subtasks include the following:

1.1. Project Initiation
A kick-off meeting will be held to initiate the project following the approval of the Scope of Work and the corresponding level of effort. A list of critical data requests to key agencies will be formulated and submitted at this meeting to initiate the process of compiling the data.

1.2. Schedule
The schedule that will be developed following project initiation will be responsive to the proposed 12-month duration. The dates for key milestone deliverables will be set and the critical path items will be identified. Assumptions on the timing of key data availability by different agencies will be clearly spelled out in the final schedule.

A preliminary DRAFT schedule has been developed and is shown in Figure 1. This schedule assumes that in July 2003 two critical data sources will be provided to the study team. These include the land use database maintained by NIPC and the CATS model trip tables. At the same time, data requests will be made to Metra, CTA, and Pace to obtain data related to transit routes, operating characteristics, ridership, and rider surveys. Finally, another major critical path item in this schedule is the availability of the Census journey-to-work data that are expected to be released in August of 2003.
1.3. Progress Reports
These brief monthly reports will be used to relate the actual progress made against the key project deliverables. In addition to documenting work completed to date, the progress reports will suggest corrective actions in cases where there are unforeseen delays in data availability or in the analysis tasks.

1.4. Quality Control and Project Administration
Both of these tasks are considered as on-going activities rather than freestanding independent tasks. Active hands-on project management and quality assurance will be conducted on a task-by-task basis to ensure a smooth flow for the project. All draft, draft final, and final work products will be reviewed for quality control, prior to submittal to the RTA. Comments by the RTA will be incorporated into the draft final and final versions prior to publishing and distributing the corresponding reports.

1.5. Meetings with the RTA
We expect to have frequent and ongoing interaction with members of the RTA staff throughout this year-long project. We expect to have monthly meetings with the RTA to monitor the early phase of this project. This will ensure that we stay on track within the agreed-upon budget and will allow us to make any necessary adjustments in scope and approach if warranted by data availability and other unanticipated issues that may arise during the course of this project.

2. Analysis of Existing and Future Conditions
The objective of this task will be to paint a comprehensive and accurate picture of the socioeconomic and travel conditions and trends in the Cook-DuPage corridor. Such a picture will include a socioeconomic profile of residents in the corridor, the existing highway and transit infrastructure, the travel patterns in the corridor, and the level of service offered by different modes serving the corridor.

For each of these socioeconomic and travel dimensions, we will also analyze and document the expected trends. We will examine forecasts of population and employment, describe the projects included in the Transportation Improvement Plan, evaluate the corresponding projections of level of service for highway and transit modes, and quantify the projected travel for different competing modes.

Although this task will have qualitative and descriptive elements, it will rely heavily on quantitative statistics and analysis. In-depth analyses of NIPC land use data and projections, Census journey to work products, existing household survey data, and outputs from CATS model runs will be required. The prompt availability of these data sources and the timing of data release by the Census will therefore be critical in developing a tight schedule and ensuring timely deliverables.
2.1. Population, Demographics, Employment and Land Use

The first step in the analysis will be to refine the corridor boundaries. The boundaries of the corridor have been developed following discussions with the RTA, Illinois DOT, and CATS. The corridor definition includes the area between the Milwaukee District-West and BNSF rail lines, and between EJ&E/IL 59 and Cicero Ave.

For the purpose of analysis, the corridor has been divided into 12 groups of zones. The north-south boundaries of these groups of zones are approximately located along:

- The DuPage/Kane county line (EJ&E/IL 59);
- A N-S line located roughly equidistant between IL 59 and IL 53;
- Route IL 53;
- Highway I-294;
- US12/45 (Manheim Road);
- Route IL 43 (Harlem Avenue); and
- Cicero Avenue.

The UP-West rail line will also be used as the E-W boundary that differentiates between the core study area north of BNSF and south of the UP-West lines versus the expanded study area north of the UP-West and south of the Milwaukee District-West line. This geographic breakdown will create the 12 zone groups used throughout this task.

The quarter section system used by NIPC, the block group geography used by Census, and the zone system used by CATS will need to be used as the basis for data analysis. Aggregations of travel pattern summaries at the county level will also be used to show major trends in travel in the metropolitan area. Aggregations at the 12 zone group level of detail will also be used for presentation of data throughout this task.

The second step will be to identify the time horizon of each analysis. A comparison of socioeconomic and travel data dating back to 1990 will be useful in establishing the observed population and employment growth and land use changes over the past ten years. In addition, trends between 2000 and year 2030 will provide a picture of projected growth patterns in the corridor. The following analyses and summaries are anticipated:

- Age, income and other individual and household characteristics;
- 1990 and 2000 land use and trends through 2030 based on NIPC;
- 1990 and 2000 population and trends through 2030 based on Census and NIPC; and
- 1990 and 2000 employment and trends through 2030 based on Census and NIPC.
2.2. Existing and Planned Transportation Network

A qualitative and quantitative documentation of the existing highway and transit system facilities and services is envisioned along with a description of planned projects based on the CATS 2030 Long Range Transportation Plan (LRTP). This task will provide a physical inventory and mapping of highway and transit services available in this corridor today.

- The highway analysis will document existing highway facilities focusing on the area Interstate highways and major arterials.

- The transit analysis will focus on the route system, physical alignment, operating characteristics and fare structure of each transit provider.

- Information will be collected from existing reports, schedule timetables, and the agencies’ GIS systems that include Metra’s three commuter rail lines, CTA’s Green and Blue rail line branches, CTA’s bus service, and Pace suburban bus service in the corridor.

- Differences in frequency of transit service by day of the week and time of the day will also be documented to provide a more complete picture of transit service variations.

- The condition and extent of bicycle and pedestrian facilities will be addressed qualitatively, based upon a review of data gathered for CATS Soles and Spokes long-range bicycle and pedestrian plan, currently underway. The CATS information may be supplemented by County and/or municipal data, if obtained by the RTA.

2.3. Travel Patterns

The objective of this task is to provide the background data to start identifying and quantifying the total size of the various transportation system user markets that are currently served within the corridor. A multimodal approach will be used to quantify the volume and direction of highway travel and transit ridership in the corridor. Differences in observed travel patterns by mode, time of day, and possibly by day of the week will help identify important variations in travel patterns.

- Travel by automobile will be quantified by using highway traffic counts and screenlines at key locations along the corridor.

- Travel patterns for Metra, CTA, and Pace will be quantified by examining ridership statistics that may include the following:
  - Ridership at a system or corridor level;
  - Ridership at a route and time of day level, and
  - Station-level statistics that reflect rider boarding and alightings.
• Market share information for each mode can be extracted from the 2000 Census (for work trips), from the 1989-1991 CATS Household Travel Survey, or from the CATS model for zones within the corridor.

• Finally, published IDOT study/-ies of the I-88/I-290/I-294 junction will be used to assess automobile travel patterns entering and leaving this key junction of the corridor.

2.4. Roadway Level of Service

The congestion on highway facilities along the Cook-DuPage corridor will be documented and quantified in this task. Both the location of congestion as well as the temporal differences in congestion levels will be assessed. Performance measures that will be sought for various facilities in the corridor include the following:

• Volume-to-capacity ratios from the CATS model or from primary data collected by agencies and local governments for interstate highways and primary arterial Corridor routes;

• Measures of travel time in selected origin-destination pairs by time of day and/or measures of average delay at selected locations. Sources that could be used for these measures could include outputs of the CATS model, travel time data collected by the Illinois State Toll Highway Authority, IDOT or data collected from the G-C-M Corridor website providing real time data on area Interstates.

2.5. Trends and Regional Model Projections

The total existing demand for travel in the corridor and its projected growth over the next thirty years will provide us with measures of the current and expected size of the different markets within the corridor. We propose to use the CATS model system to summarize total travel patterns. The analysis can be conducted at different levels of detail including:

• County to county flows for year 2000, 2030 and one intermediate year for which forecasts are available;

• Existing and projected growth in total travel along key selected origin-destination groups of zones within the corridor;

• Identification of origin group of zones in the corridor with the highest current rate of trip generation or the highest growth patterns;

• Identification of destination or group of zones in the corridor with the highest current attraction rate or expected growth in travel attracted to these zones;

• Focus on selected individual zones within the core corridor may be warranted and will be conducted in selected cases to obtain a more detailed analysis or origin-destination patterns.
2.6. **Report #1: Cook-DuPage Corridor Study: Conditions of the Corridor**

This first project report will provide a detailed profile of existing conditions and overall trends. The value of the report will be to frame the mobility problems in the corridor by highlighting areas of observed and projected population and employment growth, identifying portions of the corridor that have experienced major growth in travel and now face traffic congestion, and quantifying the direction and magnitude of the projected future growth in total travel in the corridor.

This report will document the existing conditions but will also set the stage for the more detailed analysis to follow under Task 3 that will focus on market segments. The project team will produce a draft report for a first-cut review by the RTA. A draft final version of the report will be produced for review by major stakeholders before publishing the final report. The same review and publication process will be used for all deliverables in this study.

3. **Analysis of Travel Market Segments**

3.1. **Approach and Methodology**

This task will build on the analysis of the existing and future conditions in Task 2 by focusing on the distinct types of travel markets that exist within the Cook-DuPage corridor. These markets include travel for work and nonwork purposes, traffic destined to or originating at O’Hare airport, external trips that pass through the corridor, and commercial vehicle traffic using the corridor. In addition, we will use existing Census and household survey data to differentiate among segments of the market based on socioeconomic characteristics such as age, income, or degree of captivity to transit.

Finally, an optional task is to collect new primary data to examine the travel patterns and attitudes of corridor travelers in greater detail. Although such an option is desirable and would help explain traveler behavior better, we are proceeding on the assumption that we will rely on existing data and that any additional data collection options will be evaluated at a later date.

3.2. **Analysis of Major Travel Markets**

3.2.1. **Corridor Work Travel Market**

The objective of this task is to quantify all work-related travel with origins or destinations within the corridor along with work trips that pass through the corridor. The analysis of work-bound travel relies largely upon the CATS work trip tables and the soon-to-be-released Census Transportation Planning Package. If the anticipated 2000 CTPP is not released by August 31, 2003, an alternative source to the CTPP will be determined with the RTA.

- The 2000 Census data can be used to establish the current travel patterns in the corridor with a great level of accuracy.

- The 1990 Census data can be analyzed and compared with the 2000 Census to provide us with estimates of the growth experienced during the past ten years.

- Although the CATS model can be used as an alternative source for base-year 2000 work travel, it will be most useful in assessing the projected growth between 2000 and 2030 along with growth projected for an intermediate forecast year.
• Additional detail on commuter rail riders’ travel to work patterns can be provided by the recent 2002 Metra onboard survey on the UP West, Milwaukee District-West, and BNSF rail lines. The CTA and Pace will also be contacted to identify the existence of any relevant survey data for work-related trips on the rail and bus system.

• The level of geographic detail for the analysis of work trips will vary across different sections of the study area. More emphasis and a greater level of detail will be placed on the core study area between the BNSF and UP-West lines.

• Similarly, a greater level of detail will be used in the analysis of origin and destination zones located close to major transportation facilities outside the core study area such as the Milwaukee District-West rail line and the I-290 extension.

3.2.2. Corridor Non-work Travel Market

A similar approach to that described above is proposed to quantify nonwork travel within and through the Cook-DuPage corridor. Such an effort will not benefit from the Census CTPP data and will have to rely heavily on the CATS nonwork model:

• Groups of zones will be used as the frame of reference. Concentrations of nonwork trips to special activity generators may require an origin-destination geographic analysis at a higher level of geographic detail.

• The CATS model will be used as the source for base-year 2000 data. It will also be used to assess the projected growth between 2000 and 2030 along with the growth projected for an intermediate forecast year.

• Additional detail on nonwork trips by transit can be provided by the recent 2002 Metra onboard survey on the Milwaukee District-West, UP West and BNSF commuter rail lines. The CTA and Pace will also be contacted for similar survey data on nonwork travel.

3.2.3. O’Hare Airport Travel Market

The travel to and from O’Hare will be very difficult to quantify in the absence of a dedicated airport employee and visitor survey. The ideal survey dataset will provide the mix of trip purposes, accurate origin or destination information, mode choices by time of day, and the primary route(s) used to access the airport. We will conduct the origin-destination analysis focusing on the 12 zone groups. Data sources that could be used to support this analysis include:
• The 1990 Landrum and Brown report and the 1995 CATS O’Hare Intermodal Station study report; and

• The survey at O’Hare that is being conducted by RSG for the Chicago Department of Transportation as part of a study for the proposed Airport Express service. These survey data are likely to provide us with the depth of information needed to identify traffic to O’Hare with origins or destinations within the boundaries of the Cook-DuPage corridor.

3.2.4. Through Trips

The trips that are external to the Cook-DuPage corridor will not be captured when we analyze Census and CATS data with either the origin or the destination of the trip within the corridor boundaries. With the use of some simplifying assumptions, we can identify groups of trip origin zone pairs that would need to use highways and transit services within the corridor to reach their zonal destinations outside the corridor.

The same methodology used for work and nonwork trips will be repeated for current and forecast year “through trips” to capture both the absolute magnitude as well as the observed and projected growth patterns of the corridor’s “through traffic”.

3.2.5. CVO Trips

The assessment of commercial vehicle traffic will rely on the analysis of available data from sources such as the ISTHA CVO data, AADT data from Illinois DOT, and the review of studies such as the MidCity Transitway study documents.

The percentage of trucks at selected locations will provide an overall picture of commercial vehicle operations in the corridor. Emphasis will be placed on major roadways such as the Eisenhower expressway, the I-88 corridor, the I-290 extension, I-294, and the I-355 expressway. It is expected that I-Pass data will be made available to the study team to quantify truck traffic along the tollway segments within the study area.

3.2.6. Transit Dependent and Choice Riders

Finally, the analysis of Census data will allow us to study corridor residents’ mode choices for work trips and relate their choices to the availability of an automobile in the household. The CATS 1989-1991 Household Travel Survey is also an option to study auto and transit usage in households with different degrees of captivity to transit.

Similar data will also be available from the on-board surveys conducted by Metra and possibly by surveys undertaken by the CTA and Pace. Maps comparing the mode usage of corridor residents and transit dependency may be useful in thinking about improvements in highway and transit service along areas of the corridor with different auto ownership characteristics.

As with the rest of the activities under Task 3, greater emphasis will be placed on the analysis of groups of zones and selected individual zones located within the core study area.
4. Evaluation of Major Activity Centers

4.1. Approach and Methodology

The evaluation of the major activity centers in the corridor will rely on a combination of land use and employment data provided by NIPC, a geographically-referenced database of employers in the corridor, trip generation rates and traffic data for different activity centers and types of businesses, and an optional data collection task. Although a budget for data collection has not been included, the Scope of Work includes the development of a data collection methodology and/or survey instruments for traffic and survey data collection at the outset of Task 4.

A typology of activity centers will be used to categorize the various activity centers in this corridor. Retail centers, office parks, business corridors, medical centers, concentrations of dense residential development, and centers with mixed development will be identified and documented. We will focus on up to three of these activity centers for an in-depth analysis of the travel patterns to and from each activity center. We will adopt a case study approach and will treat the analyses for each activity center as a way of supplementing the existing regional and corridor data on travel flows.

4.2. Location, Type and Magnitude of Major Activity Centers

The impact of major activity centers on the corridor is reflected in the number of trips that can be generated at or attracted to each of these activity centers. The magnitude of these traffic impacts depends on the number of residents, the number of employees, and the type of businesses at each activity center.

The NIPC employment data and future-year forecasts can be obtained at a zone level for the entire Chicago metropolitan area and a GIS database can be developed to show current employment patterns and the projected employment growth at a zone level. These data can be supplemented by the InfoUSA database that includes detailed information for employers within a specific zone or within a pre-specified distance from a highway or transit facility. The employer information can be extracted at a zipcode+4 level of detail. For the selected activity centers we will identify the employers and will provide the following detailed pieces of information for a total of up to 1,000 employers:

- Type of employer (business, government, non-profit, etc.);
- Company name, street address, and phone and fax information; and
- Number of employees, annual sales, and primary line of business and SIC code.

This type of business directory needs to be carefully examined and crosschecked with NIPC employment data to ensure the reasonableness of information regarding the number of employees at multiple employer sites. These two sources of employment data and forecasts and employer-related information can be combined to provide an enhanced picture of the magnitude of the different activity centers in the corridor and the concentrations of employers of different sizes in a particular area.

4.3. Traffic Generation
These sources can be combined with estimates of trip generation rates for different types of employers and businesses. Furthermore, transit ridership along routes serving these activity centers coupled with traffic data at highway locations adjacent to each center can provide a fourth piece of information to assess the magnitude of traffic generated at and attracted to each of these centers. Finally, an analysis of traffic data by time of day can provide yet another dimension in assessing the traffic impacts.

4.4. Origin of Traffic

The focus on selected activity centers provides us with the opportunity to study flows to each center from different parts of the corridor. Such an approach would be very useful in identifying concentrations of trip origins that may be served by dedicated transit services or improvements in the highway infrastructure.

To obtain detailed origin information, an additional data collection effort needs to be undertaken. Examples of the range of methods and costs associated with such an effort are summarized briefly below:

- **Traffic counts** could be conducted at key locations to observe and quantify traffic entering/leaving by time of day. The magnitude of observed traffic patterns would be measured but without any O-D or purpose information.

- **An intercept survey** of activity center visitors and employees can be used to collect data on trip origin, trip purpose, mode, travel time, party size, frequency of visiting the center and socioeconomic data.

- **A workplace survey** can be used to collect similar information from activity center workers. This survey allows the option of a longer survey instrument and requires the coordination with local employers.

- **A license plate** data collection can also be combined with a follow-up telephone survey to obtain the same types of data. In this case, the approval of the Secretary of State would be needed to link license plate numbers to addresses and individuals’ names.

- Finally, it is possible that local businesses or an activity center such as a hospital may provide the RTA with information on visitors’ and employees’ trip origins in a way that does not compromise confidentiality. This is the least costly approach but it would also be the most difficult to implement successfully.

The most efficient approach for obtaining travel origin information will be determined at a later date. One option that is available would be to use a subconsultant to collect and analyze the data or to utilize internal RTA resources.
4.5. Report #2: Cook-DuPage Corridor Study: Travel Impacts of Select Major Activity Centers

This second project report will focus exclusively on the selected major activity centers. It will identify the sources of travel to the center, the magnitude of traffic attracted to the center, the type and amount of traffic to different businesses in the center, and the variation in the level of traffic by time of day and day of the week.

The project team will produce a draft report for a first-cut review by the RTA. A draft final version of the report will be produced for review by major stakeholders before publishing the final report. The same review and publication process will be used for all deliverables in this study.

V. Assessment of Corridor Mobility Problems

The purpose of this task is to provide an interpretation of the travel market that allows the RTA to begin to define alternatives for study in one or more subsequent Alternatives Analysis projects.

5.1. Deficiencies of System
The discussion will begin by summarizing the major deficiencies of the current transportation system in the corridor based on an interpretation of all previous data collection and analyses efforts. Deficiencies will be defined as a function of travel demand and transportation system capacity. Major highway capacity deficiencies will be identified based on the level of service analysis. Transit services where demand approaches or exceeds available supply and realistic capacity will be identified based on discussions with operators. This analysis will quantify the severity of deficiencies where possible and qualitatively describe other deficiencies that are identified in previous tasks. Deficiencies will be described in terms of their relative order of magnitude compared to other deficiencies in the corridor.

5.2. Underserved Markets and Overserved Markets
By correlating the deficiencies identified above with findings from the market analysis, this task will help to identify areas and corridors where there appears to be an imbalance between the supply of transportation by different modes and the demand for travel. This discussion will focus on the markets that need to be served based on the O-D travel flows contrasted with the ways in which these markets are served today by the available highway facilities and transit service.

5.3. Opportunities and Constraints
Through the assessment of trip purposes, O-D patterns, and demographics in previous tasks, we will identify markets in which there is an unmet demand for transit services or in which transit could provide a competitive alternative to other modes. In this manner, opportunities for transit services that serve various transit-dependent market segments or choice riders will be identified. Other mobility deficiencies and supply-demand imbalances that may be more effectively served by highway improvements will be discussed.
This assessment of potential highway and transit improvement opportunities and constraints will help identify the characteristics and types of services that may be needed to improve service to the existing and emerging markets in the corridor.

5.4. Characteristics of Potential Improvements Needed
For the transportation improvement opportunities identified above, features of potential transit services and/or other system improvements will be identified. The goal of this task is to ascertain the best approach to address transportation deficiencies in the Corridor. The respective advantages and disadvantages of transit and highway modes to address the needs of identified user markets and to improve or eliminate system deficiencies will be explained. Recommendations will be based on the relative shares of transit-dependent riders and choice riders in the target markets served, and on the overall level of demand and the magnitude of deficiencies. As such, both the quantity in terms of general capacity of the system and the quality in terms of features needed to attract choice riders will be identified.

This task element will also specifically address the apparent potential of new transit services and/or enhancement of existing transit service to serve as an alternative to the proposed HOV lane on the Eisenhower (between Mannheim Rd and Cicero Ave). Findings from prior tasks of this study will be examined along findings from IDOT’s HOV feasibility study and the preliminary draft Statement of Purpose and Need for the HOV to guide this discussion.

5.5. Draft and Final Reports – “Cook DuPage Corridor Study: Market Analysis”

The draft and final project reports will combine the content of Reports 1 and 2 with the results of all subsequent tasks. The report will present a comprehensive and cohesive market analysis for the Cook-DuPage Corridor, and identify needed transportation improvements in terms of markets to be served, system deficiencies to be addressed, the location/geography of needed highway or transit improvements, and recommended characteristics of each improvement to optimize mobility.

An executive summary will provide major highlights of the study and a clear interpretation of findings. A draft final version of the report will be produced for review by major stakeholders before publishing the final report. Ten copies of the draft report and 75 copies of the final report, plus an electronic version of each in Adobe Acrobat (.pdf) format will be provided to the RTA.

5.6. Summary Brochure – “Cook-DuPage Corridor Study: Market Analysis”

The objective is to develop a brochure that summarizes the key findings for wide distribution to a non-technical audience. To maximize the effectiveness of this brochure, the key findings will be discussed in a bullet summary format that avoids technical jargon. Color graphics and photos will also be used to help convey the key messages and findings from the analysis most effectively. The format of the brochure will be an 8.5x11 page folded into 4 panels and printed in color on glossy paper. A camera-ready proof will be provided to the RTA for approval before printing. 1,000 copies and an electronic version in Adobe Acrobat (.pdf) format will be provided to the RTA.

5.7. Presentation of Findings

A 30-minute presentation will be developed and presented to the RTA, IDOT, agency representatives and/or a small representative group of local officials (two meetings total). A 15 minute version will also be developed and presented at a meeting of local officials within the Corridor and at a public open house.

Key findings from the analysis will be presented to help highlight our interpretation of the identified travel patterns and mobility issues. A wealth of back-up material including trip table summaries, socioeconomic trends, highway and transit level of service statistics, and results from other technical analyses will also be available to respond to questions on an as-needed basis.

For the purpose of budgeting, it will be assumed that two a total of five presentations will be made (2 long versions, and 3 short versions). In addition, a Microsoft PowerPoint (.ppt) file of each version will be provided to the RTA.
VI. Purpose and Need for Corridor Transportation Improvements

This task is not viewed as an effort to meet NEPA standards for an Alternatives Analysis or Major Investment Study, but to develop a foundation upon which to develop and/or consider proposed alternative Corridor improvements in future phases of the overall Cook-DuPage Corridor Study. A memorandum titled “Cook-DuPage Corridor Study: Purpose and Need for Improving Corridor Mobility” will be the deliverable of this task.

The memorandum will interpret the findings of this study in a way that highlights the need for mobility improvements in the corridor. This statement will outline current system deficiencies and projected mobility problems in the future. The document will establish, as appropriate, the need for the development and study of detailed solutions in an Alternatives Analysis.
Cook-DuPage Corridor
Market Analysis: Public Involvement and Meeting Schedule

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<td>Public Kick-off Meeting with local officials, regional and State agencies and public</td>
<td>Information; input</td>
<td>8/21/03</td>
<td>Cook-DuPage Corridor Program and Travel Market Analysis overview; early mobility issues input</td>
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<tr>
<td>Community and IDOT newsletters</td>
<td>Information; awareness</td>
<td>Quarterly</td>
<td>Various topics, based on project status</td>
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<td>RTA website</td>
<td>Information; awareness</td>
<td>Continuous</td>
<td>Various topics; draft and final work products</td>
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<tr>
<td>Public briefings for Central, North Central and DuPage Councils of Mayors</td>
<td>Information</td>
<td>Per Council Schedules</td>
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<td>Public briefings for stakeholders</td>
<td>Information</td>
<td>As requested</td>
<td>As requested</td>
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<tr>
<td>Corridor Coordinating Group (CCG)* Meetings</td>
<td>Information; coordinating local review; input</td>
<td>9/03, 3/04, 4/04, 05/04</td>
<td>Organizational framework issues, intermediate work products (Reports #1 &amp; 2), Draft final report and draft purpose and need</td>
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<tr>
<td>Public Meeting/ Open House for public, stakeholders, local officials, regional and State agencies</td>
<td>Review and input</td>
<td>5/04</td>
<td>Draft final report; draft purpose and need for mobility improvements; early input opportunity for Phase 2: Options</td>
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<td>Transmittal of final report to CCG, communities and agencies</td>
<td>Information</td>
<td>7/04</td>
<td>Final Report and summary brochure</td>
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* CCG - 3 representatives each from the Central (Cook), DuPage, and North Central (Cook) Councils of Mayors and RTA