

Public Preferences and Priorities for a Mobility Implementation Plan

Local residents took part in a hands-on workshop to express their local preferences for enhancing the transportation systems in Champaign-Urbana-Savoy. Working on a two-by-two square mile map, and using Neighborhood TransopolySM to express their values, participants made the recommendations that are reported here. Many of the participants were affiliated with Regional Partner* organizations, groups that helped to recruit a broad cross-section of the community.

The sponsor of the workshop was the Champaign-Urbana Mass Transit District. This workshop was one of eight held throughout the area during October and November of 2006. The map for this workshop is shown below.

North Champaign



What is Neighborhood Transopoly?

Neighborhood Transopoly is a tool to help diverse individuals build consensus in a short period of time about local transportation needs. The tool uses a game-like format to break complex issues into manageable concepts and “levels the playing field” for people who do not ordinarily participate in transportation planning discussions.

Transopoly groups generate data on two-mile-by-two-mile maps, to simulate their priorities for up to \$30 million of transportation investment (see photos of completed maps for this meeting on pages 8-9). The data from each of eight meetings in Champaign-Urbana-Savoy will be combined into a final report, to be released early in 2007.

Neighborhood Transopoly offers five ways for participants to express preferences, all of which are reported on the following pages.

- **Problems and Opportunities** are discussed to develop a context for each group’s recommendations.
- **Basic Infrastructure** like roads, transit services, sidewalks and bicycle paths can be selected.
- **Other Amenities** includes smaller improvements like signage, lighting, planters, trees and similar amenities.
- **Packages** represent streetscape themes like safety or economic development (see page 4 for the full list of packages).
- **Policies and Innovations** reflect additional ideas that are not standard in the Neighborhood Transopoly tool.

In addition to the group exercises above, individual surveys were completed by most Transopoly participants. Survey results are also included here.

* See the back of the report for a list of Regional Partners

Problems and Opportunities

Before making any recommendations about future transportation improvements, the groups created their own list of problems and opportunities, which are recorded below. The starred items were identified by each group as priorities.

GROUP 1

PROBLEMS	OPPORTUNITIES
*Cutback in bus service from NC to campus	Bus service in N. Prospect area
No buses (within walking distance) on Bloomington Rd.	
Not safe to ride bike, cars too fast	
Not a pleasant ride; no bike lanes or racks	Bike paths and bike racks
Getting around N. Prospect is difficult by any mode (bad visibility)	
People cutting through neighborhoods and going too fast	
Crosswalks - not enough, not well enough marked	Sidewalks and crosswalks
Street lighting	Street lighting
*Connectivity	
*Safety	

GROUP 2

Bike & Ped access from south of interstate to N Prospect. Shopping very difficult to reach and unsafe	
Vehicle traffic congestion on N Prospect	Create grid system in N Prospect area
	Create/regulate sidewalks in parking lots, especially large retail
Need crosswalk safety improvements to create slower traffic in urban area (downtown), especially south of Columbia and near Neal	
N Prospect - Pedestrian Safety & Pedestrian Access	Creative bus shelters and bus or multimodal
	Bus pull-outs paired with information centers and trailheads
N Prospect traffic congestion	Alternative routes (refer to "Good to Go" program)
W Tremont - lack of street lighting	

Basic Infrastructure Selected

Each table had the option to select road lanes, sidewalks, bike paths and transit service and similar, larger units in a transportation network. These ranged in price from \$50,000 per half mile to \$5,000,000 per half mile. The chart below displays the units purchased and the streets to which they were applied. Some groups chose additional amenities.

	GROUP 1	Locations	GROUP 2	Locations
Bicycle path \$50,000/half mile			8	N Mattis from Washington to I-74, Bloomington Rd from Mattis Ave to W Bradley Ave, W Bradley Ave from State to Mattis
Bicycle/pedestrian overpass \$2,500,000 each				
Sidewalk \$200,000/half mile			11	N Mattis from Washington to I-74, Bloomington Rd from Mattis Ave to W Bradley Ave, W Bradley Ave from State to Mattis. N Prospect Ave and Town Center Blvd
Increase bus service \$1,000,000/half mile	4	N Prospect Ave	3	N Mattis from Washington to Hedge Rd, Town Center Blvd
Express bus service \$1,000,000/half mile				
Street car or light rail \$3,000,000/half mile				
Neighborhood circulator \$5,000,000 each	3	2 to east/one to west of N Prospect north of x-way for movement within mall area		
Station \$5,000,000 each				
Turning Lanes/Signals \$400,000/intersection			1	N Prospect area (signal at Moreland Blvd and Town Center Blvd)
Road construction \$5,000,000/half mile				
Publicly owned parking structure \$4,000,000 each				

Streetscape Packages Selected

Each group had the option of choosing streetscape packages, which ranged in price from \$200,000 per half mile to \$5,500,000 per half mile. The chart below displays the number of packages each group purchased and the streets to which the packages were applied.

Half Mile Packages	GROUP 1	Locations	GROUP 2	Locations
Safe, Physically Active Streets \$600,000	2	N Prospect		
Congestion Relief, grid \$200,000			2	N Prospect and Moreland Blvd
Congestion Relief, not a grid \$550,000				
Economic Development by Auto \$5,500,000				
Economic Development by Transit, Foot and Bicycle \$1,000,000	5	Marketview Dr, Town Center Blvd, parallel to RR tracks between N. Randolph and N. Harris, Harvard St east of N Prospect, W Tremont St west of N Prospect	4	Washington to Bradley on four streets: Hickory, Neil, Randolph and State
Quieter, Greener Residential Streets \$500,000	4	Garden Lane subdivision, Paula Dr		

Additional Amenities Selected

	GROUP 1		GROUP 2	Location
	1.5 miles streetlights	trees (\$65,000 contingency card bonus) along W Columbia Ave		Downtown Champaign (overlay on four Economic Development packages) audible signals and countdown timers at 5 intersections; pavement restriping for all four streets; sidewalk repair for Neil St and Hickory St. In Market Place Mall area: bus shelters without advertising, lighting at transit stops and accessibility improvements (safety island).

Policies and Innovations

Participants were not limited to the prepared materials standard to the game (Basic Infrastructure and Streetscape Packages). They were encouraged to list Policies and Innovations that they considered important, whether they could apply a "cost" to it or not. The Policies and Innovations these groups offered are listed below.

GROUP 1

Circulator buses
Streetcars on campus
Direct routes on arterial streets
More frequent service to campus
Neighborhood grocery stores

GROUP 2

Public private partnership for bus shelters (paid for by advertising)

Individual comments for the record

Neighborhood Transopoly is a group experience, but allows for individuals who were not able to make a specific point in the course of the game to submit their ideas afterward. Individual comments are noted below.

Football shuttle/take people to N Prospect after game
Allow advertisers to offset cost of bus shelters Possibly create a project with U of I Architecture and Planning students to design and build artistic shelters that become a conversation piece for the community, also promote use of transit.
Road impact fee should to instituted to pay for these transportation and transit costs. "Complete streets" policy should be used in all new developments

Survey Results

Individuals provided information and opinions through a survey immediately before playing Transopoly. The results of most of the questions are below. Some questions, including home and work location and the amount of time and distance for frequent trips, vary too widely to be reported in this tabular format but will be analyzed as part of the larger study.

Employment status

Employed	Employed at home	Student	Employed + Student	Homemaker	Unemployed	Retired
3	-	1	-	-	1	1

If a student, where?

UIUC	Parkland	High School	Other
-	-	-	1

How do you most often travel?

Drive alone	Drive with another adult	Ride with others	Bus	Walk	Bicycle	Other
3	2	-	-	2	-	-

How many days a week do you

<i>Number of days per week</i>	Number of responses						
	<i>One</i>	<i>Two</i>	<i>Three</i>	<i>Four</i>	<i>Five</i>	<i>Six</i>	<i>Seven</i>
Drive a car	1	-	-	1	-	2	2
Ride the bus	1	-	-	-	-	-	-
Bicycle to a destination	1						
Walk to a destination	-	2	1	-	-	1	1

How important is each of the following factors in your travel choice decisions? (on a scale of 1 to 5, with 1 being not important and 5 being very important)

	Trip time	Safety	Trip cost	Effect on environment	Parking: free or paid	Ease and convenience
Avg of responses	4.0	3.3	2.3	4.0	3.0	4.7

How likely are you to try a mode other than driving alone, based on the following incentives? (on a scale of 1 to 5, with 1 being not likely and 5 being very likely)

	Avg of responses
Direct buses that ran frequently on all major streets	3.8
Express commuter buses from outlying neighborhoods to the downtowns and UIUC	2.7
Improved bike lanes and bike paths on all major travel corridors	2.7
Improved sidewalks in your neighborhood	3.3
Shuttle bus that connected the stores in the Market Place and North Prospect area and ran every 10-15 minutes	3.2

Assuming that Champaign-Urbana’s population will grow over the next 20 years, how important to the community do you think each of the following improvements will be? (On a scale of 1 to 5 with 1 being not important and 5 being very important)

	Avg of responses
Sidewalks in more neighborhoods and commercial areas	4.5
Expanded bike path system	4.3
Widening of key streets to handle more traffic	2.5
More frequent transit service throughout the city	4.5
Faster, more direct bus service to UIUC an the downtowns	2.8
More street lighting	4.2
Increased parking around UIUC campus	2.5
Increased parking in the downtown areas	3.3

Experts say that land us and transportation shape one another. Should we use land use tools (such as zoning and density controls) to encourage more compact development within the cities of Champaign and Urbana in order to promote alternate modes of transportation including public transit, biking and walking?

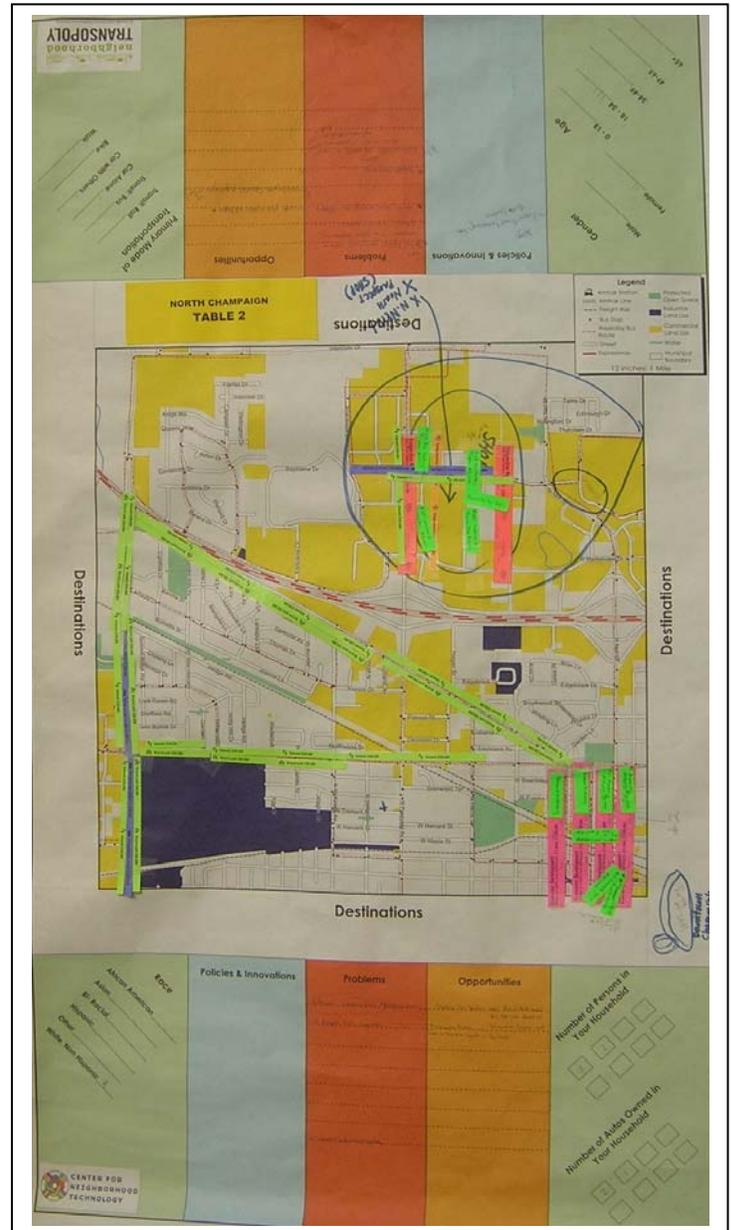
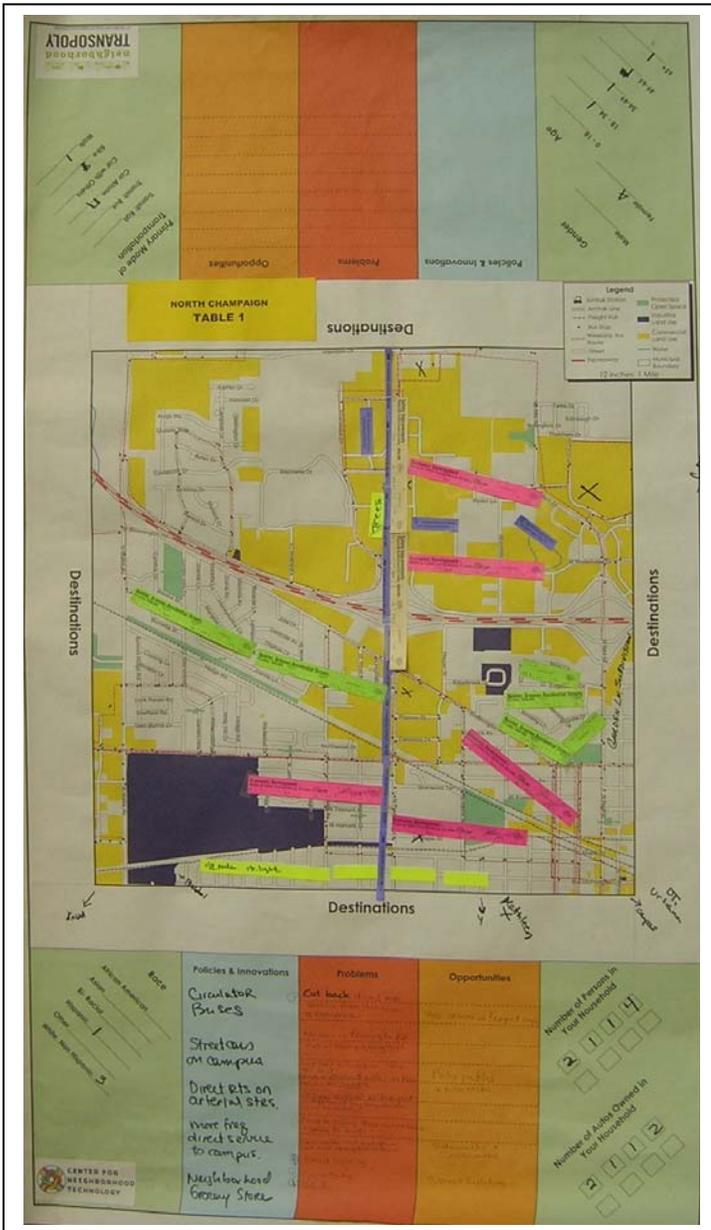
Yes	6	No	-
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Do you support increasing the level of tax funding for transportation in order to provide increased transportation choices in Champaign County? If yes, how should the increased funds for transportation be obtained?

	Number of responses
Increase gasoline tax	3
Increase sales tax	1
Transfer funds from other public programs	-
Other	1

Demographics

Average number of vehicles/household	2
Age: 35 or younger	4
Age: 36-65	1
Age: 66 or older	1
Gender: Male	1
Gender: Female	5
Racial/ethnic: African-American	-
Racial/ethnic: Asian	-
Racial/ethnic: Caucasuan, non-Hispanic	6
Racial/ethnic: Hispanic	-
Racial/ethnic: Other	-
Household Income: Less than \$13,000	1
Household Income: \$13,000 to \$19,999	-
Household Income: \$20,000 to \$29,999	-
Household Income: \$30,000 to \$39,999	-
Household Income: \$40,000 to \$49,999	3
Household Income: \$50,000 to \$74,999	1
Household Income: \$75,000 to \$99,999	1
Household Income: \$100,000 or more	-



Color code

- Narrow green strips: New Sidewalk or Bicycle
- Narrow blue strips: New Transit Lines
- Narrow orange strips: New Road Lanes, Parking
- Wide buff strips: Safety Improvement Package
- Wide salmon strips: Congestion Relief Package (Grid Streets)
- Wide yellow strips: Congestion Relief Package (Highways)
- Wide orange strips: Economic Development Package (Access by Auto)
- Wide magenta strips: Economic Development Package (Access by Transit, Foot and Bicycle)
- Wide green strips: Quieter, Greener Residential Street Package

Other, smaller pieces may not be decipherable on maps but are recorded in text.

miPLAN Regional Partners

- CCRPC-Senior Services
- Champaign County Board
- Champaign County Chamber of Commerce
- Champaign County Farm Bureau
- Champaign County Regional Planning Commission
- Champaign-Urbana Mass Transit District
- ChampaignCountyBikes.org
- City of Champaign
- City of Urbana
- Comprehensive Program of Refugee and Immigrant Services
- Illinois Department of Transportation
- PACE
- Parkland College
- Prairie Group of the Sierra Club
- University of Illinois/Urbana-Champaign
- Urbana Public School District
- Urban League of Champaign County
- Village of Savoy

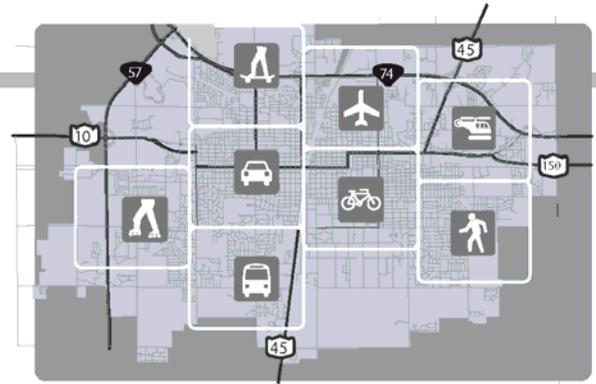
dates & locations for Transopoly

RSVP required

-  Central Champaign
Oct 10 6:30pm
Illinois Terminal
45 E University, Champaign
-  North Champaign
Oct 16 6:30pm
Spalding Recreation Center
910 N Harris, Champaign
-  City Line South
Oct 17 6:30pm
Illinois Terminal
45 E University, Champaign
-  Northeast Urbana
Oct 18 5:30pm*
Urbana Free Library
210 W Green, Urbana

-  Southeast Urbana
Oct 19 6:30pm
Urbana Middle School
1201 S Vine, Urbana
-  City Line North
Nov 28 6:30pm
MLK Elementary School
1108 Fairview, Urbana
-  West Champaign
Nov 29 6:30pm
Bresnan Meeting Center
706 Kenwood, Champaign
-  South Champaign
Nov 30 6:30pm
Bresnan Meeting Center
706 Kenwood, Champaign

* please note—different meeting time



you must RSVP to guarantee a seat (dinner included).
if you can't attend a meeting in your neighborhood, please join another meeting!
RSVP at rsvp@ihavemiPLAN.com or 217.278.9069

more info online at: www.ihavemiPLAN.com

Neighborhood Transopoly, the public participation tool used for the eight miPLAN meetings listed above, is a product of the Center for Neighborhood Technology (© 2006), created to facilitate group decision-making. For more information see www.cnt.org or transopoly.cnt.org.