



miPLAN

phase 1 synthesis

KEY INFORMANTS

FOCUS GROUPS

ON-BOARD SURVEY

BOARDING/ALIGHTING

NEIGHBORHOOD
TRANSOPOLY

EMPLOYEE E-SURVEY

UIUC STUDENT E-SURVEY

MOBILITY ENHANCING
DEVELOPMENT

Final Report, December 2007

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miPLAN Consultant Contributions

Transit Resource Center: Prime Consultant and coordination of all consultant work. Lead authors of:

- *miPLAN Phase I Synthesis, August 2007 Draft*
- *Working Paper: Boarding And Alighting Profile, June 4, 2007*

CJI Research Corporation and Transit Marketing: Lead authors of:

- *Summary of Key Informant Interviews, July 2006*
- *Summary Report: Focus Groups Conducted for the miPLAN Project, September 2006*
- *On-Board Passenger Survey Report: CUMTD City and Campus Routes, April 2007*
- *UIUC Student e-Survey Report, June 2007*
- *Champaign/Urbana area Employee e-Survey Report, July 2007*

Center for Neighborhood Technology: Lead authors of:

- *Public Engagement in Champaign-Urbana-Savoy: Results of Neighborhood Transopoly, March 2007*
- *Creating an Affordable Future: Mobility Enhanced Development Opportunities for the Champaign-Urbana Region, June 2007 Draft*

Surface 51: miPLAN website development

Dowling Associates: Review of survey instruments in preparation of mode choice model work in Phase II.

1. Introduction

miPLAN Purpose

By adopting the Long Range Transportation Plan (LRTP) 2025 in December of 2004, the Champaign-Urbana Urbanized Area Transportation Study (CUUATS¹) Policy Committee stated mission: providing a safe, efficient and economical transportation system that makes the best use of existing infrastructure, optimizes mobility, promotes environmental sensitivity, accessibility, and economic development, and enhances quality of life for all users.

The LRTP 2025 desired outcomes include less congestion, more mobility; less dependence on cars, and more use of alternative transportation modes (walking, bicycling, and public transit). For land use planning, it encourages less fringe development, more core development; and less new construction, and more transportation system management. Additionally, the planning process led to a preferred alternative for the future local area transportation system that calls for the completion of 1) express bus service between core and fringe areas of the community 2) an enhanced arterial fringe road system that provides improved mobility around the fringe of the community 3) transit intensive corridors 4) high capacity transit system in the University District and 5) mixed use, denser development and redevelopment. When implemented, the plan would:

- Create higher population density, less sprawl.
- Promote alternative transportation modes.
- Save money on infrastructure.
- Create walkable activity centers and reduce reliance on automobiles.
- Make travel safer for pedestrians and bicyclists.
- Increase mobility for motorists.
- Educate residents about alternative transportation modes, safety, and new transportation concepts.

The miPLAN effort is meant to provide market research and implementation guidance for the LRTP 2025. A Mobility Implementation Plan Committee was formed that includes representatives from 17 regional partners from government, non-profits, and the private sector.

¹ CUUATS is the transportation entity of the Champaign County Regional Planning Commission (CCRPC), which is the Metropolitan Planning Organization (MPO) responsible for administering the federally mandated transportation planning process for the Champaign-Urbana-Savoy-Bondville Urbanized Area.



miPLAN Study Process

This report synthesizes the key findings of the first phase of the miPLAN effort. That effort had four main components:

- **Public participation:** A series of nine Neighborhood TransopolySM sessions were held in neighborhoods throughout the Champaign-Urbana area to elicit public priorities on future transportation investment. The “game” provided direct input on public priorities in transportation investment.
- **Market research:**
 - Interviews were held with approximately 50 community leaders.
 - Three focus groups were held with existing, potential and disabled transit riders.
 - An on-board survey was conducted of 2,879 Champaign Urbana Mass Transit District (MTD) transit riders from both campus and non-campus routes.
 - An e-survey of 3,262 employees of major employers in the Champaign-Urbana area was administered.
 - An e-survey of 3,319 University of Illinois, Urbana Champaign (UIUC) students was conducted.
- **Mobility enhancing development (MED):** Similar to transit-oriented development in many ways, MED focuses on the creation of compact, walkable communities centered around high quality transportation alternatives. Several implementation tools have been recommended for consideration that can facilitate smart growth and development.
- **Profile of existing MTD travel patterns:** A detailed analysis of boarding and alighting patterns by stop and time of day in the sample month of October 2006 provides insight into how existing MTD services are being utilized.

Figure 1 at the end of this introductory section summarizes the overall miPLAN effort. This report provides a summary of the key findings of Phase I. In Phase II, the market research, public participation, and MED work efforts will be incorporated into three land use and mobility scenarios for detailed evaluation. In Phase III, a preferred mobility scenario will be developed.

Parallel Planning Processes

The Champaign-Urbana area has had a number of important parallel planning efforts that are relevant to the miPLAN effort.

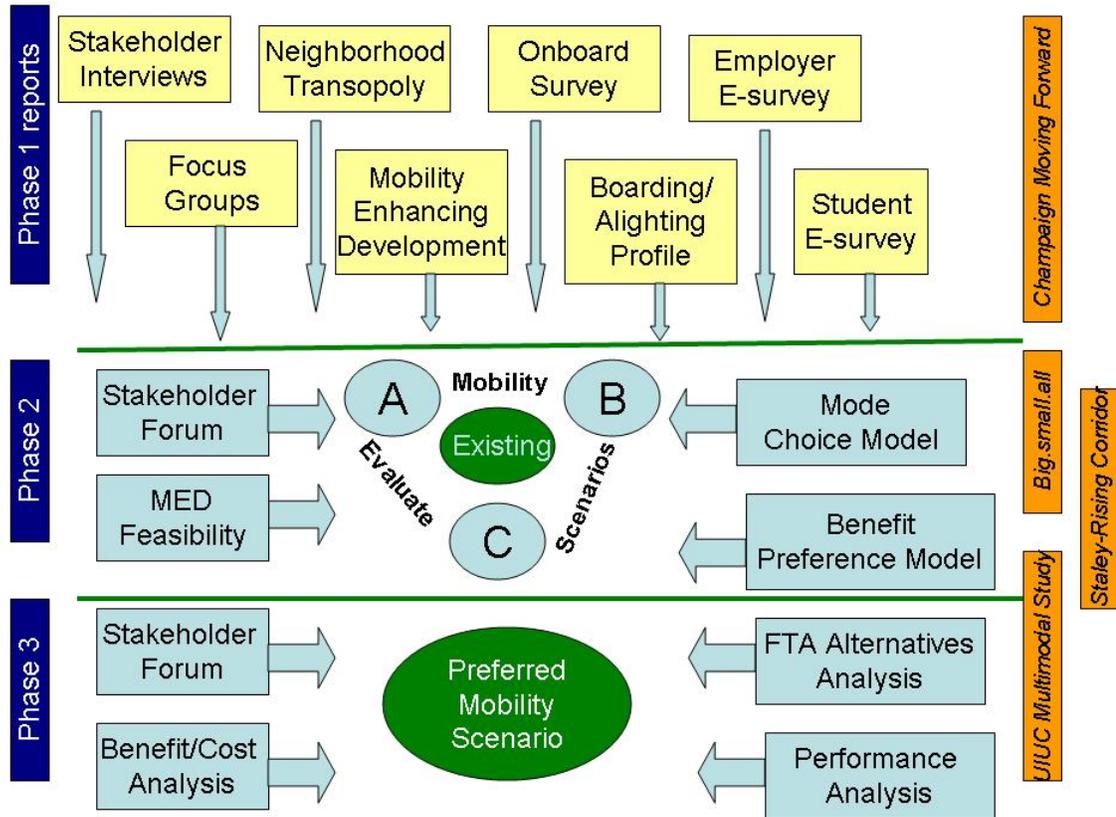
- *Big.Small.All*: “The Community Visioning Project — big.small.all. Champaign County — has brought together residents from all walks of life to mutually chart a course toward a common future reflecting our shared values. Big.small.all identifies goals for just about every aspect of our county's life—including prosperity, development, housing, community character, transportation, arts and culture, education, services and social issues, agriculture, parks and open space, natural resources, and leadership and governance. In addition to developing shared goals, big.small.all developed objectives and specific action strategies to support each goal and provide a plan to move us toward these goals.”
- *Champaign Moving Forward*: “Champaign Moving Forward is the Transportation Master Plan (TMP) for the City of Champaign and its projected growth area. The Transportation Master Plan will become an element of the Comprehensive Plan and will replace the existing Transportation Plan developed in 1992. The Transportation Master Plan creates a vision for a multi-modal transportation system that helps achieve the City's goals of sustainable growth. The Plan considers all transportation modes, including motorized vehicles, public transportation, bicycling, and walking.”
- *UIUC Multimodal Study*: “This study aims to enhance pedestrian safety on and around campus through a two-pronged approach: 1) a series of system-level improvements to promote the use of alternative modes and reduce modal conflicts, and 2) street-level improvements specifically targeted at improving pedestrian safety at intersections and street crossings. These approaches are based on the recognition that making the campus safer and friendlier for pedestrians requires a broad vision of the entire campus transportation system, and possibly fundamental changes to the way people expect to get to and around campus.”
- *Staley/Rising Road Corridor Study*: “This study builds on the land use and transportation findings and recommendations developed under the Champaign Transportation Master Plan and the Champaign-Urbana-Savoy-Bondville Long Range Transportation Plan. The objective of this effort is to look at the remaining land use opportunities in the corridor, to better define arterial management actions, and to facilitate a public discussion that will help lead to a consensus on an appropriate vision for the corridor that is sensitive to the natural, built, and human environment.”

Where appropriate, this synthesis also draws from the relevant findings of these parallel studies.

Synthesis Report Organization

The next section provides a summary of the results of the public participation and market research. The third and final section of the Phase I Synthesis Report provides the key findings of the Mobility Enhancing Development effort.

**Figure 1
miPLAN Process**





2. Public Participation and Market Segment Analysis

The miPLAN public participation effort included extensive qualitative input from the general public. The nine Neighborhood Transopoly sessions, three focus groups, and fifty stakeholder interviews provided important qualitative input on perceptions of existing travel characteristics, mobility options, and preferences for increasing mobility choices. This qualitative input was utilized to help shape the e-survey instruments for more detailed quantitative evaluation of two key market segments: UIUC students, and employees of major employers.

According to university records at the time of the e-survey, the total student population, including undergraduate and graduate students, was 30,496 in 2006. The e-survey of UIUC students with 3,319 respondents, the on-board survey of 2,879 MTD riders, and the boarding and alighting analysis by MTD route and stop provided significant quantitative data on UIUC student travel patterns and preferences for mobility options.

There are 22,384 employees combined at the largest employers in the Champaign-Urbana area. The e-survey collected data from 3,262 employees from major employers in the Champaign-Urbana area.

A synthesis of the key findings of the qualitative general public input and quantitative input from UIUC students and employees of major employers in Champaign-Urbana is presented below.

A. General Public Input

Qualitative input was received from the general public through the nine Neighborhood Transopoly sessions, the fifty stakeholder interviews, and three focus groups. The following is a summary of the perceptions of the general public.

1. Perceptions Of Existing Travel Characteristics

Commutes are short and easy in the Champaign-Urbana area. Key informants, whether at the University, local banks, local hospitals, or other employment sites all said the same thing: commuting is quick and easy. Congestion is said not to be an issue except in limited areas near campus or in the North Prospect area (which is described as a traffic “mess”).

Parking is an important challenge in Champaign-Urbana. While complaints about traffic were few, complaints about the lack of parking were frequent. City planners and other officials see the parking problem as an important challenge to successful development of the downtowns, while University administrators see parking as an obstacle in recruiting and retaining faculty and staff as well as a significant mobility issue for the campus.

There is a prevalent perception in the business community that MTD bus service is primarily campus-oriented. The overall attitude toward MTD, as an actor in the local business community, is generally supportive but with qualifications. Many business-oriented key informants indicated that they see MTD services as primarily campus-oriented, and that without UI student ridership MTD would have very few users. According to some key informants who know the campus area, bus service to the University District appears to be virtually at a maximum. With 80 buses per hour on Wright Street, for example, we heard several comments that *“there’s no room for more buses.”* However, all key informants and focus group participants felt that MTD did a very good job of providing service to the campus.

Service employers with lower-wage employees that did not participate in the e-survey of employees discussed transportation challenges as a result of bus routes that don’t come close enough to their outlying locations or run late enough to serve late night shifts. One service employer noted that transportation is a major employee retention issue. He noted that in many cases: *“People work to support their car. Keeping it running becomes more important than the job.”*

A representative of EDC noted that industrial growth in outlying areas has been so rapid that it has not been possible for MTD to “keep up” in terms of frequency of service or service adjustments to coordinate with shifts or new route extensions.

From the non-student riders’ perspective during the focus groups, there is a primary need to increase the clarity and directness of MTD routes that run on main thoroughfares to be both predictable in terms of their destinations, and not subject to the twists and turns of routings through neighborhoods that slow them down. Just as important (and related to the previous idea) would be some type of

means for through buses to by-pass the campus stops so that a through commuter would not have to be badly slowed by the halting progress their buses make through campus.

However, many other key informants felt that MTD was quite responsive to the special needs of their constituents, especially for non-campus related travel. This was also true for the MTD user focus groups. The non-campus MTD market is quite sizable. Therefore, there are 15,404 average daily weekday trips on the City Routes. The on-board survey found that 36% of these trips are non-campus related. There are approximately 5,545 daily trips that are not related to UIUC. Most communities the size of Champaign-Urbana would love to have this type of daily ridership for their entire system.

The auto, bus, pedestrian, and bicycle conflicts remain a challenging issue in the University District. This was a prevalent theme in several key informant interviews, Neighborhood Transopoly sessions, and consultant observations. UIUC conducted a Multimodal Study to address these safety issues during Phase I of the miPLAN effort.

2. Future Market Potential for Alternative Modes

While there is little support for a tram or light rail, there does remain support for cost-effective high capacity options. Recent controversies over the tram proposal, annexations and the accidental deaths of UIUC students have tarnished the excellent reputation that MTD has enjoyed for decades. Terms such as “arrogance” and “empire unto itself,” were common in reference to MTD in the key informant interviews. One respondent with a long-term view noted: *“For 25 years, MTD could do no wrong. Then they got a little aggressive in the last 3-4 years. All of a sudden negative feelings from the minority who didn’t like MTD came to the fore. Latent hostility surfaced.”*

This is an image problem with consequences for future mobility planning. In some cases these perceptions have had concrete repercussions. The shelving of the tram concept was certainly a major impact. Key informants say it will require patience, time, and careful strategizing to resuscitate the idea of any type of high capacity transit option in Champaign-Urbana.

The development of alternative modes has to be seen in the context of attitudes toward existing modes and the context of urban development. With downtown development still quite limited, commutes that are very short and congestion that is still minimal, the idea of a fixed guideway system costing hundreds of millions of dollars appeared ludicrous to several key decision-makers and most other respondents. Yet, those in a position to look forward twenty years (primarily city officials and some developers) tend to believe that sufficient downtown business and residential development will occur that, in the absence of some type of fixed

guideway (not necessarily a tram), parking difficulties and congestion will seriously limit the quality of life within the cities.

One community leader stated his belief that MTD needs to provide “some type of transit connection from downtown to downtown and to campus.” While he preferred not to use the word Tram, he strongly implied that it should be fixed guideway saying, “*Maybe it should be a system a little bit better than the bus.*”

Direct bus service along major arteries is highly desired. Not all City Routes² should serve UIUC. Direct bus service along major arterials was a high priority improvement in the Neighborhood Transopoly and focus groups. The first consensus recommendation was to increase system simplicity and decrease travel time by offering a linear route(s). This was most often (but not exclusively) expressed as a desire for new east-west service along University Avenue. The reasons offered included time savings, convenience and simplicity. The desire for one or more linear routes was expressed in residents’ own words when discussing problems and opportunities for improvement. A sample of the bus related problems designated as priorities includes: “inconvenient . . . routes,” “too much backtracking, indirect routes,” “MTD service too time consuming,” “direct bus service along major arteries, and “no grid system, not convenient.”

Bicycle routes and paths should be added. Bicycle infrastructure was the most frequently selected investment in the Neighborhood Transopoly sessions. In addition, some tables pointed out that the bike path infrastructure offered in the game was a more expensive alternative than they needed. Some of these groups declined the infrastructure choice, but chose lane striping on existing roads, or chose streetscape packages explicitly because the packages included bike lanes among the other amenities they desired. Development of a comprehensive bicycle plan was also a key recommendation of both the UIUC Multimodal Study and Champaign Moving Forward.

Street lighting improvements are needed. The need for better lighting was raised in most communities and in a variety of exercises during the public participation process. At seven of the nine meetings, participants “purchased” lighting, although Transopoly is designed to focus attention on somewhat “larger” infrastructure purchases. Street lighting was the most prominent recommendation for safety improvements for pedestrians and bicyclists.

Opportunities exist for improving the mobility options for specific niche markets. There are a number of niche mobility markets that participants of the Neighborhood Transopoly sessions, key informants and focus groups suggested. The list below is not exhaustive, but representative of the ideas presented:

² City Routes include MTD routes 1, 2, 3, 4, 5, 5X, 6, 7, 8, 9A, 9B, 10, 13, and 15.

- A number of respondents suggested the potential for Express Park & Ride service from outlying communities to the University area. This was a specific recommendation of the LRTP 2025 effort.
- A Rantoul community leader suggested that vanpools might be appropriate for conveying Rantoul residents to employment opportunities in Champaign-Urbana.
- A disability community representative suggested that at least one taxi company should have an accessible vehicle so that MTD's subsidized taxi program could be used by individuals in wheelchairs.
- A downtown developer discussed the need for transportation that would meet the needs of those that come to downtown Champaign for entertainment (e.g. safe bar-to-home transportation).
- Focus group participants suggested implementing a shopper shuttle route connecting key retail locations in the North Prospect area.
- A City of Champaign planner suggested connecting downtown Champaign, Campustown, and downtown Urbana with an express route along Green Street and Neil St. with 15 minute limited stop service during the evenings until after the bars close. This idea has been incorporated into the 2006 City of Champaign Downtown Plan.
- Longer bus service on Sundays was the highest rated improvement among students and non-students utilizing the City Routes with 50% of respondents saying the improvement is "very important." Key informants from retail suggested expanding Sunday span of service to meet the needs of retail workers, particularly at Market Place Mall.

In the on-board survey and e-surveys of UIUC students and employees of major employers, data was collected to better quantify the potential of some of the suggested improvements from the Neighborhood Transopoly sessions, key informant interviews, and focus groups.

B. UIUC Student Travel Characteristics and Preferences: Key Findings

UIUC students are a very significant travel market segment in the Champaign area. According to UIUC records, there are 41,342 undergraduate and graduate students. The following key findings on existing travel characteristics and the potential to increase the use of non-auto mobility options is synthesized from the on-board survey, e-survey of students, and an analysis of boarding and alighting patterns.

1. Existing Travel Characteristics and Perceptions

The key to understanding the student data is to remember that virtually all of the students are multimodal in their mobility practices. Unlike the transportation markets in major cities, the campus transportation market includes relatively few people who use the single occupant vehicle (SOV) only. The public transit portion (i.e. MTD) of the mobility market in this population is therefore fundamentally different from the transit markets in other environments such as cities and suburbs where virtually the only option available to most people is the private vehicle.

Driving alone is the prevalent transportation mode of just 11% of UIUC students. Walking is by far the most frequently used mode. Walking is clearly the dominant mode for those who live on campus, with 49% indicating that walking is their most frequently used mode. Another 29% said that they take the bus. Compared to the percentage who use those modes, relatively few of those who live on campus indicated that they drive alone or use a bicycle (7% each) or drive taking others (4%) or get a ride (4%). As shown in Figure 2 below, those who live off campus are three times more likely (21%) to drive alone to get the campus than those who live on campus are to drive alone (7%). Off-campus residents are also more likely to take the bus to get to campus (39%) than on-campus residents are to use the bus to move about (29%). And conversely, off-campus residents are less likely to walk to their campus destination (20%) than are those living on campus.

This does not mean that students don't use their cars for some of their trips. A total of 60% of students own an automobile. On the last weekday of travel to their first destination on campus, 11% drove. In the past 7 days prior to completing the survey, only 36% had not driven a car at least once. UIUC students have an array of mobility options available to them, and have a reasonable choice not to utilize a car for a large majority of the trips they take.

The use of MTD service by UIUC students is prevalent among all undergraduate and graduate classes. Campus Route³ ridership based on the on-board survey is made up almost entirely of UIUC students with freshman (45.3%) and sophomores (20.8%) making up 66.1% of all Campus Route riders. UIUC policies require freshman to live in "certified" housing and parking policies make it very inconvenient for freshman to have cars on campus.

³ Campus Routes include MTD Routes 21, 22, 23, 24, 25, 26, and 27.

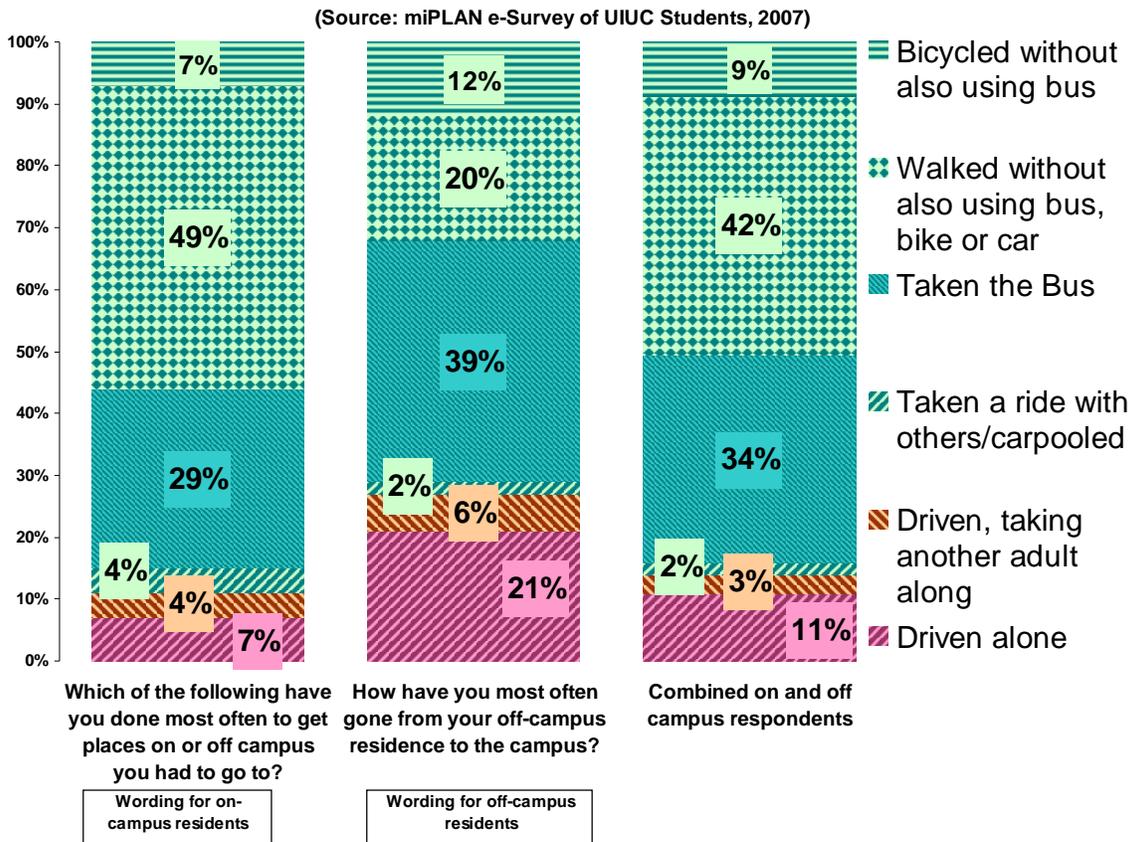


Figure 2 Most Frequent Mode Utilized For UIUC Student Sample

In the e-survey of UIUC students, the miPLAN team broke out students in different market segments. Those who use MTD as their primary mode of local mobility (“MTD Primary” market segment) are fairly well distributed among the classes. The single largest group of current primary MTD users are freshmen students (27% of the “MTD Primary” market segment), and the next largest group are graduate students, at 20%. The other market segments vary considerably. Of potential on-campus users of MTD, only 9% are graduate students, but 25% are seniors. Among the potential off-campus MTD user market segment, 49% are graduate students and 21% seniors. Thus, the current on-campus and off-campus potential markets are very different in terms of their class level make up, and both are quite different from those who already use MTD as their primary mode.

The MTD route structure provides excellent access to employment for UIUC students in the University district, Champaign and Urbana. There was a strong perception among community stakeholders that CUMTD is just a campus bus system. Indeed the City Routes ridership consists of 64% students and 36%

non-students. However, “student” should not be equated with just UIUC students. Other students include 9% Parkland College students, of whom 3% are also employed and 6% are not. There are also 4% high or middle school students. There are indeed many non-students on the buses (36%) and the non-students contain a variety of employed persons, including 9% UIUC faculty/staff.

What is missing from the public perception is that MTD provides important economic and social integration among the University District, Champaign and Urbana. The e-survey and onboard survey data provide important information on the subject. As pointed out above, about 51% of the City Route passengers are UIUC students, and 19% are UIUC students who are also employed. There are approximately 1,630 employed UIUC students that utilize MTD City Routes daily to access jobs on campus, in Urbana, and in Champaign.⁴ These employed students utilize MTD services extensively, averaging 12.0 trips per week.

Of all Campus Route riders surveyed on-board an MTD bus, 30% indicated they were students and employed. On the Campus Route onboard survey, students were asked if they worked on campus or whether they worked off campus. While 66% work only in the campus area, another 29% work outside the campus area, and 5% work in both areas. Therefore, there are roughly 2,090 UIUC students utilizing the campus routes who travel to and from jobs outside the campus.⁵

From the student e-survey results, a total of 57% of respondents are employed, 14% off campus and 43% on campus. The tendency to be employed or not employed varies greatly by the class level of the student respondents. The lower the class level of the student, the less likely he or she is to be employed. Thus, for example, only 26% of freshmen indicated they are employed either on or off campus, while 65% of seniors indicated that they were so employed. Among graduate students the total employed was highest, as would be expected, at 78%.

UIUC students utilize transit services about twice the rate of peer universities. At the University of Illinois, there is heavy utilization by students, averaging 246 annual boardings per university student, compared to the peer average of 122.6 annual boardings per university student for peer transit

⁴ Assumes two one-way work trips and an average of four days per week: 21,539 daily City boardings times 19% UIUC students that are employed divided by two (to account for two one-way trips) times .8 (to account for the assumption that the average student works 4 days per week).

⁵ Assumes a two-way trip and an average work week of four days per week: 15,404 daily boardings on the campus routes times 34% for off-campus employment divided by two (to account for a round trip) times .8 to account for average work week of four weekdays per week.

systems. This is based on a comparison of six other University towns⁶ with the same general population and university enrollment ranges as UIUC.

The heavy utilization is demonstrated by very high productivity. The seven Campus routes on weekdays operate about 295 revenue hours with 28 peak buses and generated an average of 21,539 daily boarding for a productivity of 75 passengers per revenue hour.

According to the on-board survey, 51% of the riders on the City Routes are UIUC students, of whom 32% are UIUC students only and 19% are UIUC students who are also employed (and who may appear not to be students on many of their work trips). With 15,404 daily boardings on City Routes on an average weekday⁷, the implication of the onboard survey is that there are 7,850 daily UIUC student riders.

Of the entire e-survey sample, 58% said they live on campus, and 42% off campus. The MTD City Routes provide an excellent mobility option for off-campus students and are well utilized for access to the campus.

Several factors contribute to the high utilization of MTD service by UIUC students. The fares are part of their student fees, so students have no out-of-pocket fares to utilize the bus service. MTD service is very frequent, with on-campus buses arriving every 5 or 10 minutes. Services are coordinated well with class schedules. The MTD service is very direct and convenient within the campus and to and from Urbana and Champaign, with 80% of students in the on-board survey utilizing one bus without needing to transfer. Evening, late evening, and early morning service provide mobility options that match the lifestyles of students.

2. Future Market Potential

The above narrative provides strong evidence on the pervasive multi-modal character of the UIUC student population. Only 11% of students reported driving alone as their most prevalent mode. Only 7% of students living on campus drove alone, but 21% living off campus drove alone as their most prevalent mode. This next section explores the potential for decreasing the number of auto trips even further.

Increased MTD use

⁶ Indiana University, Bloomington, IN; Penn State, State College, PA; Texas A&M, Bryan-College Station, TX; Purdue, Lafayette, IN; University of Florida, Gainesville, FL; Florida State, Tallahassee, FL.

⁷ From the boarding alighting analysis utilizing October 2006 data.

We have divided the respondents into four groups as shown in Figure 3. Students were asked which mode they had used most frequently in the past month. Fifty-four percent (55%) indicated that MTD buses had been their primary mode. Potential users were defined as those who did not use MTD as their most common mode during the past month, but said they would use it once a week or more, or would use it more often than they do now, if service were more direct and frequent. They were then divided into potential MTD users living on campus (18%) or off campus (13%) because their mobility needs vary so greatly. Rejectors (14%), in contrast, said there was no likelihood that they would use or increase their use of MTD regardless of changes in service.

(Source: miPLAN e-Survey of UIUC Students - 2007)

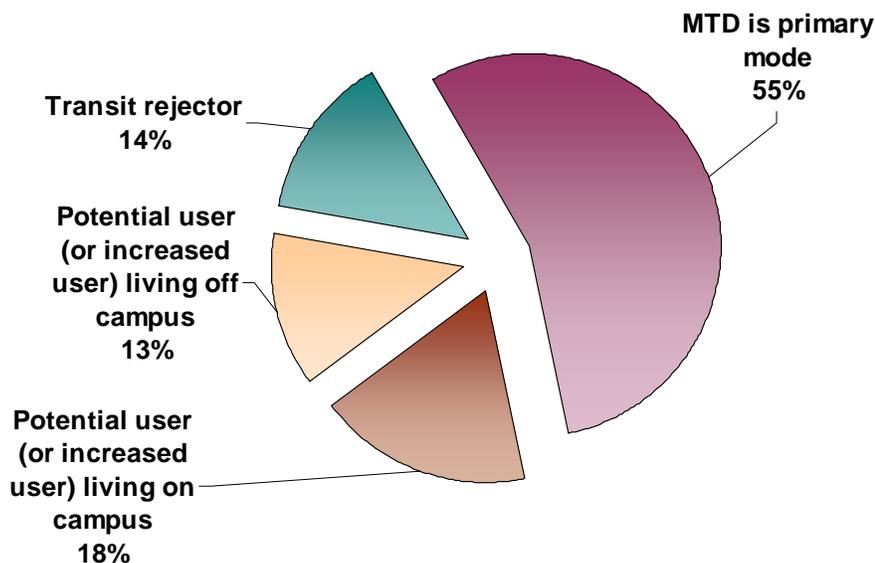


Figure 3 UIUC Student Transit Market Segments

The focus of efforts to increase MTD utilization is on both the on-campus and off-campus potential market segments. Increasing MTD utilization by these markets should be able to be accomplished without adding additional MTD buses into the campus.

Of the potential MTD users living off campus, 57% said they are employed on campus. This suggests that there may be a potential market for increased commuting via MTD between off-campus and on-campus locations for work purposes.

In large urban populations the percentage of people saying they must use their cars for work purposes is generally greater. The student e-survey data suggests that for the most part, this is not a major obstacle for student use of MTD.

For the potential off-campus users, service improvements receiving a very positive response were more direct service, additional electronic STOPwatch signs, and more frequent 15 minute service, as well as service until midnight. One-third of them (33%) also responded positively to the idea of bus routes running directly back and forth on major streets.

For potential on-campus MTD users, the biggest obstacle for increasing their use of MTD service was that 77% stated that the bus trip took too long and was a significant problem. Another 61% stated that waiting outside at a bus stop was a significant problem. Finally, 57% stated that not knowing where the buses go was a significant problem for them. Similar objections, but at lower percentages were cited by potential off-campus MTD users.

Increased bicycle use

Bicycle use is fairly extensive among UIUC students. Forty-nine percent (49%) of students said they have a bicycle, and most use it at least occasionally.

The keys to encouraging bicycle use are improved bike paths and places to secure the bicycles. For off-campus trips, 80% of off-campus students stated they would definitely utilize a bicycle at least once a week if there were a network of bike paths and bike lanes throughout Champaign and Urbana that would be convenient and keep them safe from automotive traffic. In addition, existing on campus bike routes are said to conflict with pedestrian traffic for two reasons. Bicyclists often use the sidewalks because bike paths are said not to be limited, and, pedestrians often use the bike paths as sidewalks.

The theme of improved bicycle paths was consistently repeated in the focus groups, and clearly stated in the student e-survey. It was also validated in the Neighborhood Transopoly sessions, and the UIUC Multimodal and Champaign Moving Forward studies.

Increased walking

It was stated earlier that walking is one of the dominant modes in this campus community. The e-survey showed that 36% of all respondents indicated that walking is their most frequent mode. The tendency is even more pronounced for those who live on campus, with 49% indicating it is their primary mode.

Those who perceived significant obstacles to walking were asked how each of several factors influenced their decision to walk or not to walk.

- Clearing sidewalks in winter was considered very important by 35%. This was also mentioned as a problem in the companion e-survey of local employees, and in the focus groups.
- That walking takes too long was a very important concern to 30%, second only to clearing the sidewalks in winter.
- Related to the time for the walk was the distance (“too far”), a concern for 23%.
- That the bus is more convenient was perceived as a very important reason not to walk by only 16% of respondents.
- Safety from traffic (2%) or from other people (5%) were considered “very important” concerns by very few people.

C. Commuter Patterns of Employees of Major Employers

Employees of major employers also represent a major travel market in Champaign-Urbana. The following major employers agreed to participate in an e-survey: University of Illinois, Carle Foundation Hospital, Carle Clinic, Provena Covent Medical Center, the City of Urbana, the Urbana School District, and Devonshire Realty. The employment at these employers is 22,384. 15% responded to the e-survey. The key findings are reported below.

1. Travel Characteristics and Perceptions

Two-thirds of employee respondents live in Champaign and Urbana. As shown on the next page in Figure 4, most respondent of employee e-survey sample live in Champaign (40%) or in Urbana (24%), for a total of almost two-thirds (64%) living in the key cities of the region. Most of the others live either in Savoy (4%), other towns in Champaign County (19%), or unincorporated parts of the county (3%). The other 10% live in other counties.

(Source: MiPLAN e-Survey of Employees - 2007)

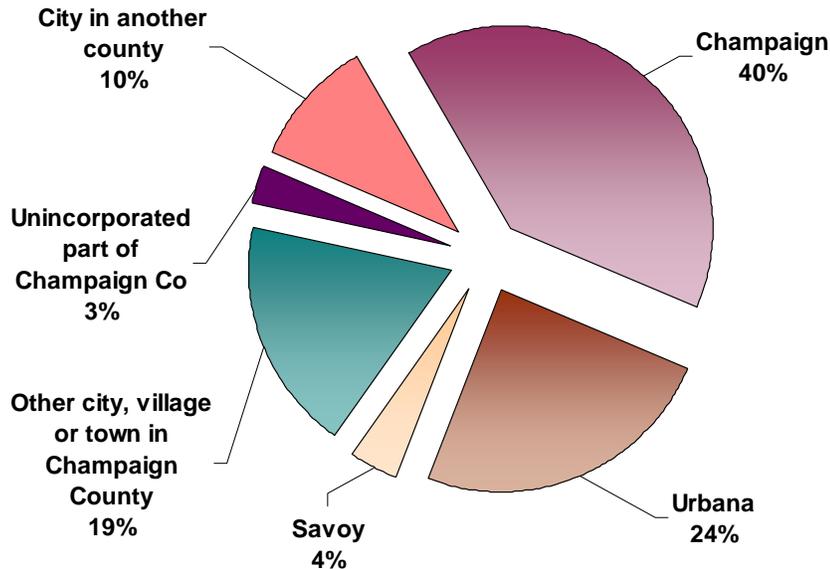


Figure 4 Distribution of Champaign-Urbana Employee Respondent Residences

Three-quarters of commuters drive alone to work and have short commutes. Locally, the 2005 American Community Survey for Champaign County shows 72% driving to work alone (single occupant vehicle or SOV), and another 11% carpooling. The employees sampled in the 2007 e-survey follow local tendencies fairly closely as shown in Figure 5 on the next page, with 74% driving alone, and 11% carpooling. Nationwide, according to the Census, 88% of persons sixteen and older drive to work. Of that total, 77% drive alone, and 11% drive in carpools. However, slightly more of the e-sample of employees take public transportation to work (8%) than the 2005 American Community Survey found (5%) for both the United States as a whole and for Champaign County.

Key informants and focus group participants had described commutes in Champaign-Urbana as “short and easy.” The e-survey results were able to quantify this perception. More than half (52%) of all the responding employees reported commutes of fifteen minutes or less.

(Source: MiPLAN e-Survey of Employees - 2007)

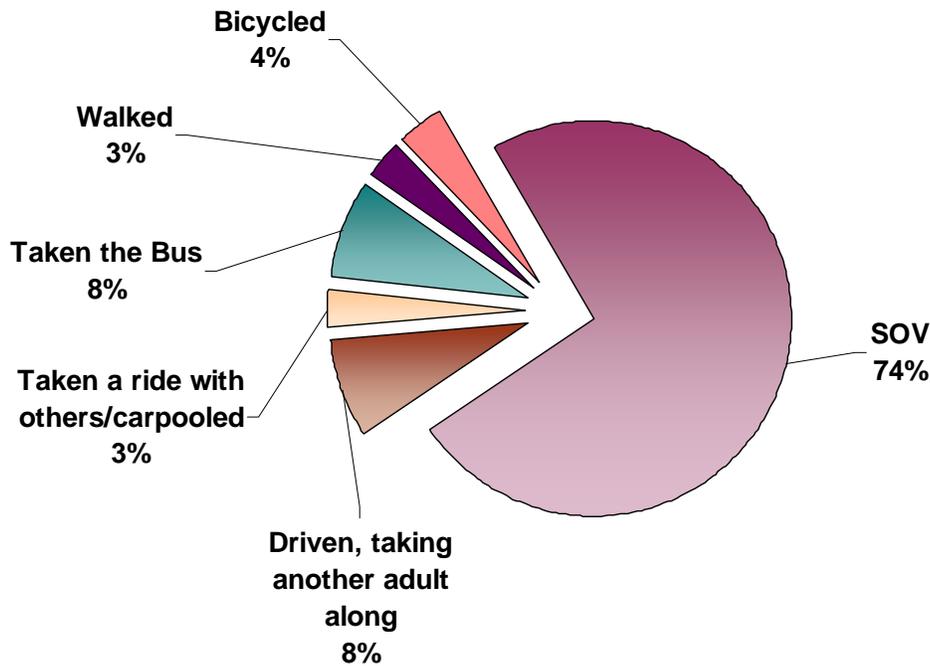


Figure 5 Employee Commute Mode

Urban commuters have a greater propensity to utilize non-auto mobility options. Those who live in or around Champaign or Urbana are more likely than others to walk or bicycle to work. Substantial numbers of commuters to the participating employers from Champaign (12%) and Urbana (10%), and even Savoy (8%), indicated that they most often use the bus to get to work. They are also more likely to walk or use a bicycle to commute. Clearly living in an urban location makes these mobility options possible.

One consequence is that the rate of commuting by SOV is considerably lower among commuters from these locations than for commuters from other locations. Not surprisingly, the percent reporting that they carpool, either driving taking others along or getting a ride with others, is highest from cities in other counties (17%).

Over one-half of bus commuters have a car available, but choose to utilize MTD service. Overall, auto ownership is very prevalent in the employee e-survey sample. Of the entire sample, 58% indicated that they have one vehicle per employed person in the household, but an additional 26% have more than one vehicle per employed person. As one would expect, those who use an alternate mode to commute, whether carpooling, taking the bus, walking or biking, all

reported a higher incidence of having less than one vehicle per employed person in the household. For example, while 16% of the entire sample indicated having less than one vehicle per employed person, 39% of those who use the bus, walk or bicycle to commute reported that ratio.

More than half of those who report taking the bus to work (51%) said they have one vehicle for each employed person, and another 10% have more than one vehicle per employed person. This indicates that more than half of the 8% who commute by bus do so in spite of the fact that they have a personal vehicle available.

Overall satisfaction of employees with actual MTD service is quite high among both users and non-users. The on-board survey found that overall satisfaction with City Route services are quite high, with 80% indicating some level of satisfaction. This is based on City Route passengers giving CUMTD an overall rating of 5, 6, or 7 on a scale of 1-7. The average rating was a 5.5 out of a possible 7 for the City Routes.

Service attributes receiving over a two-thirds satisfaction rating include:

- Availability of schedule information (84%)
- STOPwatch information signs (72%)
- Total travel time for your trip (71%)
- Directness of your route (70%)
- Frequency of service on weekdays (69%)
- Connections at transfer points (67%)

In the e-survey of employees, potential MTD users also have a very positive image of MTD. For potential local MTD users, 73% responded either good or excellent to the question: Based on your experience with MTD, or what you hear, how would you rate the overall quality of MTD service?

It is also important to note that those who say they would not use MTD to commute do not do so because of negative attitudes toward MTD. For example, they may have to drop off children, or use their cars during the day. They also tend to perceive the bus trip as taking longer. However, most of those who reject using MTD service in fact rated the quality of MTD service quite positively. It is not an inherently negative attitude toward MTD per se that keeps them from using it to commute, but reasons of perceived greater convenience and need.

2. Future Market Potential

Potential for Increased MTD Use

Employees in the e-survey sample were divided into four market segments, as shown in Figure 6 on the next page based upon their attitude toward using bus

service in the Champaign-Urbana area. While 10% are characterized as regular MTD users⁸, the focus of service improvements should be on potential local and long-distance MTD users, which represent 21% and 15% of the market respectively. Slightly over half (54%) will likely never utilize MTD service, and efforts to attract this market segment would likely be fruitless.

Potential local MTD users live within the existing Champaign-Urbana service area. They include those who do not now use MTD as the most frequent mode, nor did they use it on their most recent workday on campus, but they indicated that they may do so in the future. Potential long-distance MTD users are the same as potential local MTD users except that they live outside the current service area.

The potential local MTD users live in Champaign or Urbana and a few live in Savoy. The potential long-distance MTD users generally live in another city, village or town in Champaign County (58%), but a large number (36%) also live in a city in another county.

(Source: miPLAN e-Survey of Employees - 2007)

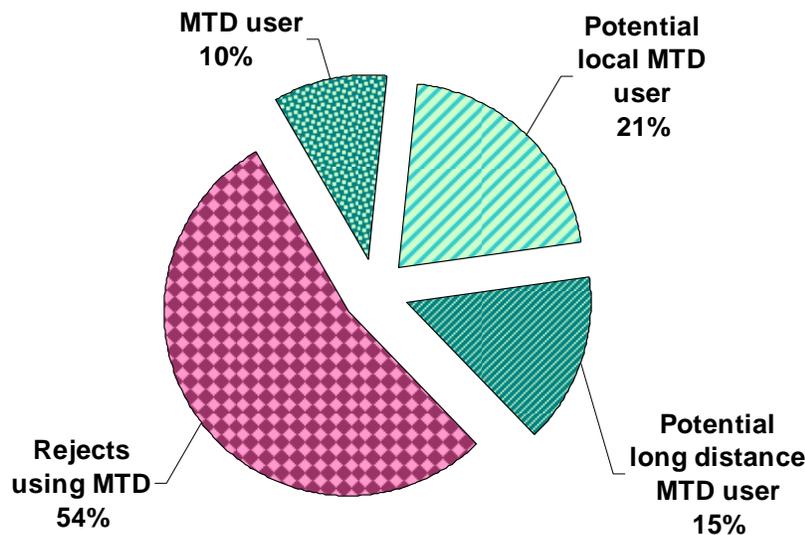


Figure 6 Market Segments for Employee Use of MTD

⁸ The first thing the reader may notice is that in this case we characterize 10% of the sample as MTD users rather than the 8% who said that MTD was their most frequent mode to work during the past month. The reason for the slight difference in percentage is that there are two criteria in the survey by which to judge whether a person uses MTD. Respondents were asked what their most common mode was during the previous month, and what their mode was on the most recent workday when they went to work.

The market research conducted for miPLAN shows several important factors that influence the decision to utilize MTD service instead of using a car for the trip.

- The image of MTD in the community
- Parking cost and availability
- Travel time by MTD
- Service options available

Obviously, for potential users who do not have access to an auto for the trip, the factors are less important because the travel choices are more limited. For the potential MTD market segment, 20% have less than one car per employed person in the household, but 80% have a car available for the trip.

There is a clear association between receiving free parking, or low-cost parking, and using, or being interested in using, MTD. For example, 56% of the rejectors said they have free parking, but only 37% of the MTD riders who have driven on their most recent day to work said they have free parking. Similarly, fewer of the potential MTD users said they enjoy free parking (44% and 49% respectively) than the rejectors (56%). In short, free parking is clearly a disincentive to using alternate modes.

While complaints about traffic were few, complaints about the lack of parking were frequent during the stakeholder interviews. City planners and other officials see the parking problem as an important challenge to successful development of the downtowns, while University administrators see parking as an obstacle in recruiting and retaining faculty and staff as well as a significant mobility issue for the campus. It appears that employers have done little to encourage alternate mode usage as a means of reducing parking requirements. Rather, they have sought to meet the parking demand.

Potential MTD riders are willing to have a commute almost, but not quite twice as long as the trip by automobile. Figure 7 on the next page is particularly important to attracting additional commuters to the MTD system. People generally perceive that bus trips take longer than alternatives. Respondents were asked how long their current commute trip takes and how many additional minutes would make it a worthwhile trade-off to take the bus to work. In Figure 7, notice also that while the local potential market says it would accept a trip almost (but not quite) twice as long (an additional thirteen minutes over their current commute of fourteen minutes), those who would not utilize MTD service (the rejectors) would accept a much briefer increment of nine minutes on their present commute of nineteen minutes.

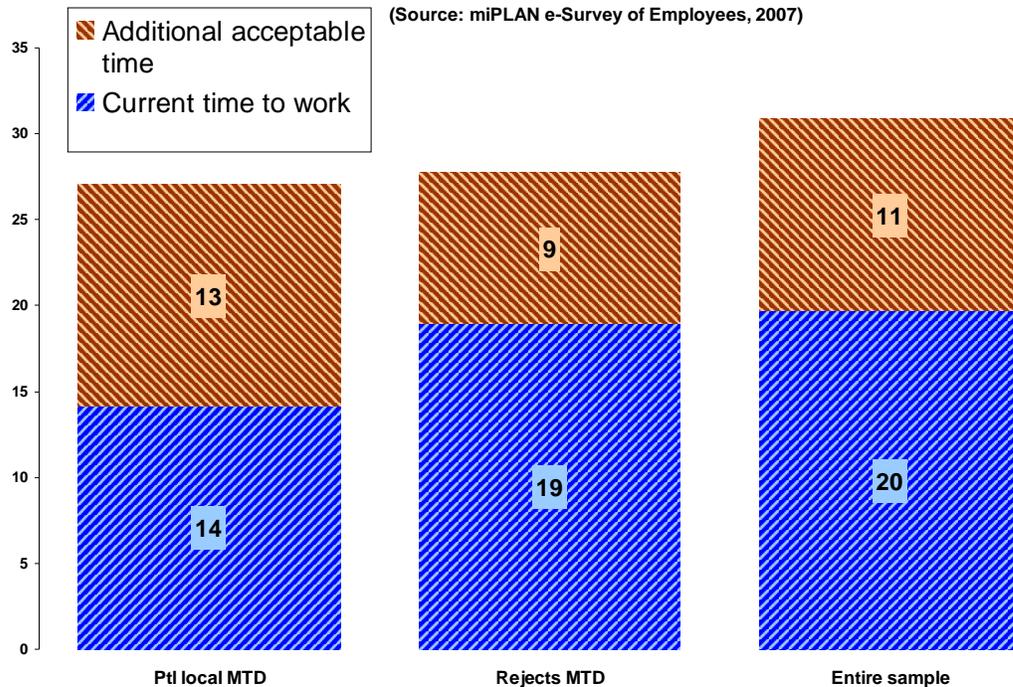


Figure 7 Additional Acceptable Time Versus Current Time to Work by Market Segment

Neighborhood circulators and frequent direct bus routes along major arterials were both attractive to a slight majority of potential local MTD users. Based on input from the stakeholder interviews, focus groups and Neighborhood Transopoly, respondents were asked a series of questions on the type of services that they would likely utilize.

Those who live within the existing MTD service area were asked their level of interest in using a neighborhood circulator route running every 30 minutes and using small buses to access various local destinations, including local shopping centers. Among the potential local MTD market segment, 20% indicated that they would be very likely to use such a service, and another 31% that they would be somewhat likely to do so.⁹

In the focus groups, stakeholder interviews, and Neighborhood Transportation sessions, the consulting team received significant feedback on the circuitous nature of many of the MTD routes. There were many suggestions for more frequent and direct service along major arterials in Champaign and Urbana. We therefore asked the question in the employee e-survey:

⁹ The reader should understand that these are not predicted outcomes if such service were in place. A specific service may or may not meet the particular needs of those who initially expressed an interest. Therefore the 20% who indicated they would be very likely to use such a service represents a ceiling of interest, not a predicted level of use.

“For getting around when you are in the cities of Champaign and Urbana, suppose that MTD ran buses every 15 minutes directly back and forth staying only on the major streets such as University, Lincoln, Neil, Prospect and others. Thinking realistically, how likely would you be to use that type of bus service to get between main points of the cities rather than driving and parking?”

While it is clear from the qualitative research that many people desire direct routes along major arterials, the market research does not indicate an overwhelming commuter market for this service. The employee e-survey showed, for example that of the 15% of employees classified as “potential local market,” 16% indicated that they would be very likely to use such a service. Only 8% of the 15% classified as “potential long-distance MTD market” (those living outside the current service area with an interest in using MTD) indicated they would be likely to use such service when in the cities. Together, this amounts to approximately 5% of the local employees of major employers surveyed, or perhaps 1,100 employees.

Potential for express buses from outside the MTD service area

Respondents who live outside the current Champaign-Urbana service area of MTD were asked whether, if MTD offered an express bus service that ran from a park-and-ride lot in their community directly to downtown Champaign, downtown Urbana, and/or the UIUC Campus, how likely they would be to use it. Of the sample living outside the service area (35% of the total sample), 16% said they would be very likely to use it, while 27% indicated they would be somewhat likely to do so.

Within Champaign County, residents of Mahomet were the most likely (13.5%) to indicate some interest in such a service. After that came Rantoul and St. Joseph, each with 7.9% expressing interest.

A number of key informants suggested the potential for Express Park & Ride service from outlying communities to the University area. While the data does not support an extensive express bus program, there are niche markets where express buses or vanpools could serve a willing market segment.

The markets for longer distance commutes vary among the major employers. This would have significant implications for the types of alternative mobility modes provided and their promotion through employers.

Potential for additional carpooling

At present, according to the 2005 American Community Survey for Champaign County, 11% of commuters currently carpool. In the e-survey, respondents who were not already carpooling, walking, or riding a bicycle to work, and who do not

have to stop on their way to work, were asked whether they would be interested in carpooling. Only 6% said they would be very likely to commute via carpool, and another 22% said they would be somewhat likely to do so. Those who said they were very likely to join a carpool said that their average commute today is thirty-four minutes, and they would accept an additional sixteen minutes for the benefits of carpooling, just under one and one half times as long in total.

Potential for Increasing Bicycle Usage

Many local commuters already use a bicycle, although they may not use it for commuting. We saw earlier that 4% indicated that they had most often commuted by bicycle during the past month. However, 15% said in the past year they had ridden a bicycle for some purpose more than once a week, and another 7% said they had ridden about once a week.

Those who do not use a bicycle were asked whether they would be interested in beginning to use one, and those who already use a bicycle were asked if they would be interested in using it more often under certain circumstances. Of all respondents, 20% said that if there were a network of bike paths and lanes, they would be very likely to use a bicycle (or use it more than they already do), and 2% said they already use a bike to their maximum capacity. Another 23% said they would be somewhat likely to use a bicycle. A follow-up open-ended question asked what would make it feasible to utilize a bicycle for commuting. The bike paths network is one of the most promising areas of alternative mobility expansion in the data.

There is a clear relationship between using a bicycle and either using or potentially using MTD. For example, 28% of current MTD users, and 23% of potential local MTD users indicated that they have used a bicycle more than once a week during the past year. This does not mean that they have necessarily combined use of the bicycle with their use of MTD, but it does indicate that this is a population among whom many use multiple modes regularly. Given the weather patterns in the Champaign-Urbana, having multiple mobility options available is particularly important.

Interest in use (or greater use) of a bicycle for commuting or errands

		Bike user	High interest	Moderate interest	Low or no interest	Entire sample
Age quartiles	35 or younger	32%	30%	27%	24%	26%
	36 to 46	31%	28%	27%	26%	26%
	47 to 53	28%	23%	23%	25%	24%
	54 or older	9%	20%	23%	25%	24%
Where is respondent employed?	Employed by UIUC	86%	72%	57%	49%	58%
	Employed by other	14%	28%	43%	51%	42%

Figure 8 Demographics of Employee Interest in use (or greater use) of a bicycle

As shown in Figure 8 above, there is a slight tendency for those most interested in using a bicycle to be somewhat younger than those with only moderate or low interest. Current bike users and those with high interest in using a bicycle are more likely than those with less interest in a bicycle to be employed by UIUC. This certainly makes sense because of the more bicycle-friendly physical layout of the campus compared to typical city streets.

Potential for Additional Walking

Only 5% of the total sample said that it was reasonable to walk to work. Since 3% indicated that they had most often walked to work in the past month, it does not appear as if there is a great deal of potential to expand walking to work under present living and working locations. However, 27% said that it would be a reasonable walk to get to stores, and 52% indicated that it would be a reasonable walk to get to the nearest bus stop. As discussed in more detail in the growth and development sections, providing land development with a mix of residential and job opportunities is desirable in increasing the propensity to walk to work.

Potential for Support Services to Enhance Mobility Options

Nationally, various supplemental services are frequently offered in an attempt to persuade single occupancy vehicle commuters to use alternate modes or to encourage those already using alternate modes to use them more frequently. These two markets had to be asked questions in slightly different ways. Essentially, those who now commute in SOV's were asked whether any of the programs would encourage them to try commuting in a different manner. Those who already use alternate modes were asked how valuable each of these would be in helping them continue to use the alternate mode or to increase their use.

The strongest positive response was for a transportation subsidy. Twenty-four percent (24%) of respondents said that if their employer paid part or all of their costs to commute by bus or carpool, they would definitely use one of those modes. To put this in perspective, however, UIUC employees already have a paid transit option, and yet of all commuters, only 8% said that MTD is their usual form of transportation. What respondents were saying, then, in their endorsement of the concept of employer subsidy, was that this would be one factor that would carry considerable weight for them along with other factors in helping move them toward using an alternate mode.

The next most positive response (21%) was for a guaranteed ride home program. A guaranteed ride home program offers the alternative mode user a means to return home with a rental car voucher or taxi in the event of a family emergency. Many people had told us in the open-ended responses that they would be reluctant to use a bus or bicycle because they might need to get home quickly if their children had a problem. Guaranteed ride home programs are often instituted by transit systems or county authorities to meet this concern. Although ultimately they are not widely used, they constitute a useful form of reassurance which, along with other inducements, may push a potential rider who knows about these kinds of programs, past the tipping point.

3. Mobility Enhanced Development: Opportunities for the Champaign-Urbana Region

This section summarizes the key findings of the report created for Phase I of miPLAN, “Creating an Affordable Future: Mobility Enhanced Opportunities for the Champaign-Urbana Region.” Mobility Enhanced Development (MED), is similar to transit-oriented development in many ways, and focuses on the creation of compact, walkable communities centered around high quality transportation alternatives. MED makes it possible to live a higher quality life without complete dependence on a car for mobility and survival. MED is one tool that would allow Champaign-Urbana to grow its population in a manner that takes advantage of excellent MTD service levels and other mobility resources efficiently. The following are the recommended guiding principles of mobility enhancing development in Champaign-Urbana:

- Continue to leverage the university (e.g., attract workers through graduate programs, encourage facility locations in both downtowns).
- Target the growing segments of the national population with jobs and appropriate housing (e.g., Baby Boomers, many of whom are seeking affordable small towns; Echo Boomers, who are seeking condos and downtown apartments; immigrants, who seek housing, schools, and job assistance).
- Build on current density and urban form to encourage a mix of land uses of moderate and high density that compliment one another in a pedestrian-oriented environment.
- Embrace and expand cultural diversity.
- Prioritize mixed-use infill and redevelopment,
- Preserve and enhance existing neighborhoods and affordability, and
- Prioritize mobility-enhancing development (MED).

And, in order to minimize the growing pains resulting from this growth, we urge the region to consider the following actions:

- Maximize options and choices in alternative forms of mobility.
- Provide tools to create mixed-use, mixed-income market-rate developments through infill and redevelopment.

- Maintain affordability through community development programs and by factoring in both household housing and transportation costs.

These overarching principles are very consistent with the community wide visioning that recently took place in Champaign-Urbana. Through the big.small.all process, more than 900 participants contributed to the shaping of goals and objectives which include the vision that Champaign County will be:

“A Sustainable County’ that includes national recognition of the region as a leader in environmental conservation, recreation and education that successfully integrates people and their activities with the natural world in ways that create high quality, sustainable human and natural communities,” and where “land is used to create well planned, compact and contiguous communities that minimize sprawl, provide sustainable infrastructure, promote infill development, protect natural and green areas, preserve farmland, encourage accessible mixed use neighborhoods, provide affordable housing and offer an array of transportation choices. Attractive and vibrant communities - old and new, rural, urban, and suburban - are pedestrian-friendly, include diverse activities and people, incorporate natural areas and landscaping, and highlight the distinctive qualities of the area. A variety of countywide transportation options including accessible public transportation and attractive well-maintained roadways, bike paths, and pedestrian ways allow people and goods to move safely and efficiently within and between communities, to the larger region, and beyond.”¹⁰

There is a strong correlation between land use patterns and mobility options. During the stakeholder interview and focus groups, the whole subject of how Champaign-Urbana should grow but still maintain a high quality of life was a lively topic of conversation. The miPLAN effort defines opportunities for and challenges to MED in the region that can be incorporated into MTD’s and the community’s long-range plans. If the Champaign-Urbana area is to indeed grow to desired population levels, the coordination of transportation and land use planning will play a crucial role in ensuring that the area is prepared to accommodate that change.

The following are the key findings of the MED work effort in Phase I of the miPLAN effort.

Growth in employment bases with higher pay scales. The University of Illinois has also recognized the need to compete with comparable universities located in communities with larger employment bases and higher pay scales, especially as this issue relates to opportunities for spousal employment. The university has projected that it needs a larger population base to be successful

¹⁰From the Community Choices Draft October 11, 2006 available at:
<http://www.bigsmallall.cc/vision/index.php>

and the target population suggested is 250,000. According to stakeholder interviews, a former Chancellor of UIUC promoted this idea with the thinking that with that level of population density, a quality-of-life could be achieved that would assure spousal employment for newly hired faculty and business people and make Champaign-Urbana a more attractive place to live and work. The council on corridor development, an informal committee consisting of community and business leaders, agrees with this assessment, and the fact that more diverse and more middle income jobs are necessary. The council also concluded that it was important to encourage mobility enhanced development as one means of achieving these ends.

New development and growth at the periphery of Champaign-Urbana does not have a dedicated revenue source to keep up with required mobility improvements. Development of new residential areas is clearly happening both at the periphery and in the two downtowns. Key informants interviewed included several developers with projects both in Champaign-Urbana proper and outside the urban area. While the developers all saw advantages in redeveloping various urban sites, they felt that the most realistic and least expensive opportunities for residential development existed in the outlying areas such as the Village of Savoy, Mohamet, and St. Joseph.

Their inclination to develop on the periphery seems to be the result of a combination of factors – lower costs, lesser governmental requirements, and market preferences.

Between 1988 and 2005, an average of 563 acres of land per year was converted into residential, commercial, and industrial use through development. The desired job growth that is being promoted by some economic development advocates would require population increases that exceed the expected growth rate by 16.9 percent. At the current land conversion of .73 acres per person, the Champaign-Urbana region will require more than 26,000 acres of land to be converted—just to meet that short fall.¹¹

In Champaign Moving Forward, the authors point out that “as development occurs, the existing and funded street network will not keep up with forecasted traffic demand. Increased congestion will occur without new facilities and travel times will rise. The current trend toward growth in the outlying areas without a dedicated revenue stream will continue to manifest itself into severe mobility and traffic congestion related impacts. The lack of dedicated revenue to reconstruct and build new roadways with urban curbs, gutters, sidewalks, and necessary traffic control with the forecasted growth will put the City further behind in providing the transportation system that the citizens have enjoyed and experienced in the past.” The forecast is that at current rates, there will be

¹¹ *big.small.all – our future. here – Land Development, page 15*

\$76 million in unbudgeted arterial road costs by 2030.

Housing costs in the Champaign-Urbana area are currently affordable, but the majority of household are paying greater than 19% of their income on transportation costs. Being close to jobs and commuter transit options reduces the expenses associated with daily commuting; this is a cornerstone of mobility enhanced development (MED). In fact, being within walking distance of a suburban downtown or neighborhood shopping district allows a household to replace some of the five to eight daily auto trips with one or more walking trips. Walking instead of driving reduces gasoline and auto maintenance costs, and may even allow a family to get by with one less automobile.

By contrast, in many places where single-family homes are more “affordable,” or offer “more house for your money” (often in outlying areas), savings are realized, in part because the land costs are cheaper. However, the transportation costs can be much higher. In 2003, the Consumer Expenditure Survey reported the average transportation expenditures for a median income household in the U.S. was 19% of income, second only to housing expenditures. Research reported by the Center for Housing Policy indicates that household transportation costs can range from 13% to 23% of median income. Affordable housing costs are often defined as 30% or less of income, which is a typical mortgage lending criteria. Transportation costs can be considered unaffordable if they exceed the national average of 19% of income. In order to provide a better picture of affordability in the Champaign-Urbana region, the miPLAN team utilized a measure that models the full costs of transportation and combines it with the cost of housing. This tool is called the Housing + Transportation Affordability Index.

In the Champaign-Urbana Metropolitan Statistical Area (MSA), housing costs are in the affordable range for most households (that is to say, they are spending less than 30% of their income on housing), but the majority of households are paying greater than 19% of their income on transportation costs.

There are clear differences in the transportation costs between the cities of Champaign, Urbana and the rural and smaller towns within the region; not surprisingly, absolute transportation costs are lowest in the MTD service area. These costs are less, partly due to the higher densities, the increased transit service, walkability, and access to amenities and services in these areas. Transportation costs climb to more than \$1,000 per month on the outskirts of MTD service area and beyond. Again, this is partly a function of lower density and the absence of other key elements that help lower the transportation costs.

There are significant opportunities in Champaign-Urbana for using smart growth principles to attract employment, encourage diverse housing stock and create mixed-use pedestrian oriented developments. Limited mobility options are available to residents in the periphery of the Champaign-Urbana area. Work was done to explore where there could be opportunities for development

and/or redevelopment using smart growth principles to attract employment, encourage diverse housing stock and create mixed-use pedestrian oriented neighborhoods. Development of this nature would increase the mobility options and, in turn, help to reduce transportation costs, increase the tax base, create more jobs, and create more opportunities for retail enterprises. Additionally, development of this type can help to meet the growing demand of those households seeking to live in more compact and pedestrian oriented communities.

Figure 9 shows where development opportunity sites (by type) are in relation to the Model MED and shows the quarter mile areas at each intersection and how they combine given their proximity to one another to form clusters. The Small Infill Development areas offer very site specific opportunities for development – perhaps a vacant parcel or a large parking lot. The Medium Redevelopment Sites usually take the form of a large parking lot typically associated with a big box retailer, and the Large Planned Development sites are generally located on the periphery of the city limits and have, among the other characteristics, large parcels, low density and direct access to major roads given their proximity to the Champaign-Urbana city limits

The Model MED opportunity area covers part of the downtowns for Champaign and Urbana and the northern part of the University campus. The model Mobility Enhancing Development (MED) area is defined as a compact neighborhood that is walkable (small block size), has a high level of mobility (strong transit connections and grid street network), a concentration of small retail and service oriented business (helps meet the needs of local residents' day-to-day needs and provides a shopping destination for others) and a diverse housing stock (assures range of household types from single to married couples with children). This area has a residential density of 11 households per acre and a high business count. The Small Infill sites are the closest in terms of characteristics to the Model MED opportunity area. The household density is moderate when compared to the Medium Redevelopment and Large Planned Development opportunity sites, ranging from three to six households per acre. In contrast, the Medium Redevelopment and Large Planned Development sites typically have a density of three households or less, with many of the Large Planned Development sites having zero households per acre. The distance to the Model MED area for these three sites follows a similar pattern, with the Small Infill sites typically located near the city centers of Champaign-Urbana, followed by the Medium Redevelopment and then the Large Planned Development sites.

If Champaign-Urbana continues to grow at its current pace, the region will not meet the proposed job growth goal by 2030. There needs to be some new intervention at a number of levels—policy, planning, recruitment, etc.—to attract new jobs and to keep current employees in the region in order to meet job goals. There are a few population indicators that show where the Champaign-Urbana MSA could focus its energy in order to achieve population growth and

continue to foster a strong workforce. The Champaign-Urbana MSA only had an 11 percent increase in the number of people with bachelor degrees in the past 10 years, which is almost half the increase that many of its peers have seen. Given the presence of the university, it appears that more could be done to retain students after graduation with the prospect of good employment opportunities.

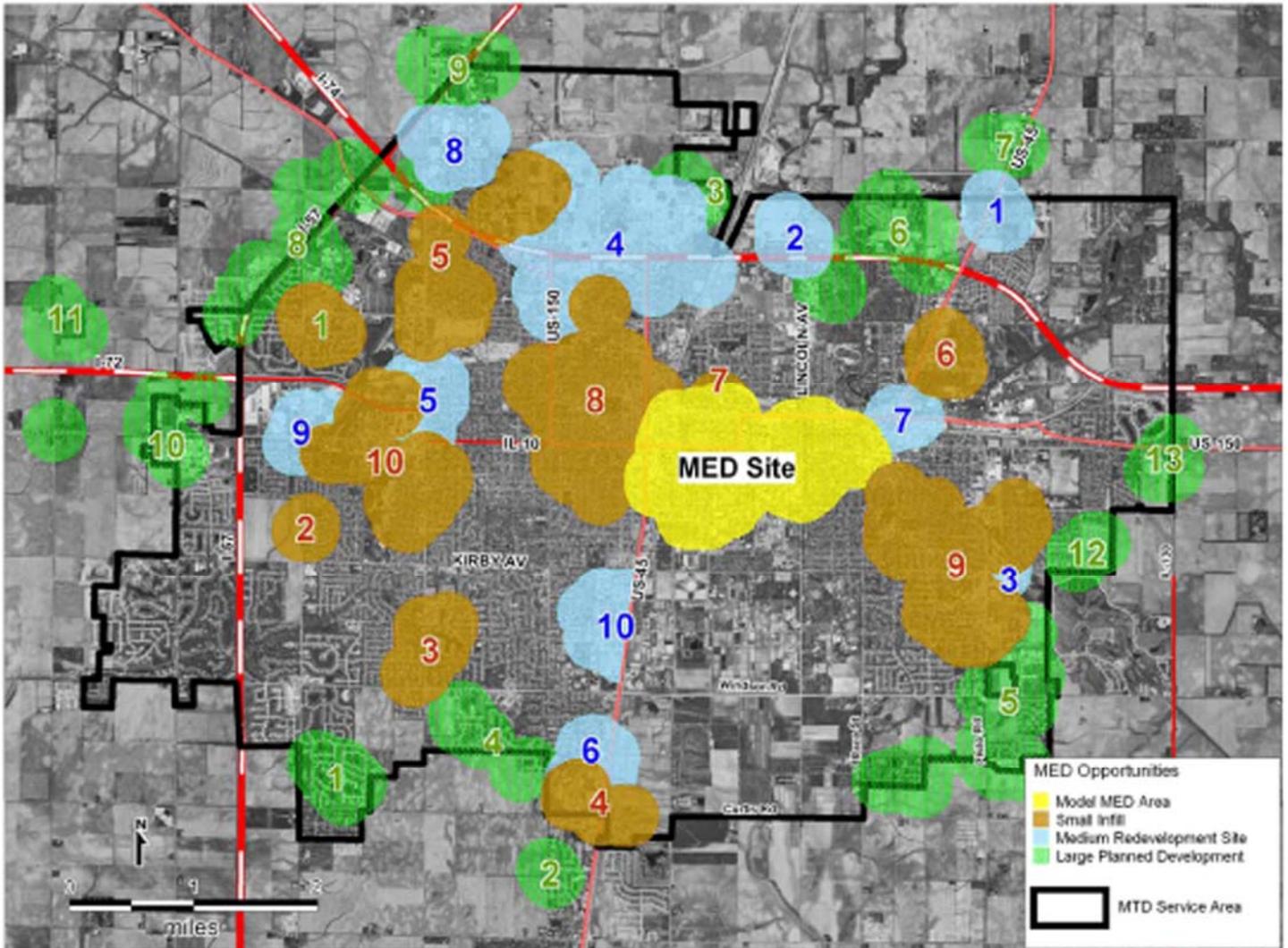


Figure 9 MED Opportunity Areas

There are four industries that are particularly good targets for future growth.

Based on research into current economic trends and existing assets in Champaign-Urbana, the following industries appear to be good targets for future growth. The “primary target industries” from the MED analysis are those that are potential drivers of economic activity that can help to reposition the Champaign-Urbana region:

- Computer and Mathematical
- Healthcare Practitioners and Technical Healthcare Support
- Arts, Design, Entertainment, Sports and Media
- Transportation and Materials

There are three primary tools that can be utilized to facilitate and encourage MED development.

The following is a recommended list of implementation tools and potential actions to facilitate MED development.

*Tool 1: Prioritize mixed-use infill and redevelopment**Potential Actions:*

Action 1A. Implement fiscal analysis that includes the total costs and benefits to all the local governmental agencies (specifically municipalities, schools, and parks) for different development alternatives.

Action 1B. Improve financial feasibility for mixed-use infill and redevelopment through tools such as a public Land Bank Authority to help assemble properties, a development finance insurance program, special rehabilitation codes for renovation of existing structures, and low interest loans for rehabilitation. A Land Bank Authority is a tool for land assembly that assists developers with development of affordable housing.

Action 1C. Revise pricing for utilities to more accurately reflect the actual cost of expanding infrastructure into undeveloped areas; consider lower impact fees for infill development and higher for Greenfield development.

Action 1D. Revise parking standards for new developments, both infill/redevelopment and Greenfield, to decrease parking requirements for developments with mobility enhanced design and to encourage public/private partnerships to build community parking facilities.

Action 1E. Expand areas available for infill and redevelopment and ensure the quality of this type of development through enhanced zoning to achieve a mix of uses and to regulate by building type not use; consider flex and/or floating zoning as well as a more form-based zoning code. Flex/floating zoning is a tool for encouraging and managing development in urban communities. It is used primarily in commercial and residential areas as a mechanism to create a mix of uses where otherwise the underlying zoning district would not allow.

Action 1F. Develop a process for expediting plan and permit approval for infill and redevelopment projects.

Action 1G. Incorporate smart growth redevelopment into existing master plans, which would allow redevelopment projects expedited review if they met all requirements of the smart growth plan.

*Tool 2: Prioritize mobility-enhancing development (MED)**Potential Actions:*¹²

Action 2A. Perform market study to assess residential development potential, consider ways to diversify housing choices, identify where to build different types of housing, and make a case for building in particular locations (rather than letting land availability drive projects)..

Action 2B. Promote a mobility-enhancing development (MED) framework within the public and create a process for community members to provide input on MED plans in their community. Conduct community charrettes to facilitate design criteria, provide for mitigation of potential negative impacts on current uses, reduce public opposition, and provide developers with greater assurance of outcomes.

Action 2C. Adopt a “Fix-It First” policy that gives priority to upgrading existing facilities; specifically transportation infrastructure.

Action 2D. Adopt commercial design codes that create commercial areas that are walkable and bikable.

Action 2E. Identify strategic mobility-enhancing areas and coordinate transportation and development plans accordingly, including creating processes to ensure communication among agencies responsible for land use, zoning, permitting, and transit; streamline the development process for mobility-enhancing development.

Action 2F. Develop Mobility-Enhancing development evaluation criteria. The evaluation criteria should evaluate such elements as the density of development, type of use (including individual vs. mixed), the building orientation and presence toward the street, parking configuration, lighting and building materials/design. Develop permit tracking system or other method to ensure development in strategic mobility-enhancing areas is aligned with the mobility-enhancing evaluation criteria.

Action 2G. Create MED District Overlay zoning and/or changes to the base zoning or form based zoning to lower parking requirements, allow for mixed use, increased densities, etc. An MED overlay district would be designed to supersede the underlying zoning to help encourage a mix of moderate and high density, create a pedestrian oriented environment that utilizes transit, walking and bicycling, and to promote mix of land uses that compliment one another.

*Tool 3: Preserve and enhance existing neighborhoods and affordability**Potential Actions:*

Action 3A. Improve existing neighborhoods by supporting Community Development Corporations (CDC’s) through technical services, neighborhood planning, grant writing (federal Community Development Block Grant (CDBG) funds, HOME, etc.). CDBG is a flexible program that allows federal entitlement communities to tackle a wide range of community development needs centered on affordable housing and job creation and retention.

¹² Partial list of actions. See full MED report for complete list of potential actions.

Action 3B. Offer low interest loans for facade rehabs and home renovations outside of established tax increment finance districts (TIFs) that already offer such programs. In a TIF, new property tax revenue generated from a project is captured to be spent within the project area to help pay down the costs incurred under the redevelopment plan on items such as infrastructure, land assembly, and parking; provided they meet the requirements of state law.

Action 3C. Ensure equitable outcomes for new development and affordable housing by establishing inclusionary zoning for multifamily infill developments, as well as large Greenfield single family planned developments. Housing is a regional issue and people should have mobility options. Inclusionary zoning is a means to enhance a household's mobility as it is a local zoning ordinance that requires a certain percentage of new construction be affordable to people with low to moderate incomes.

Action 3D. Streamline development review process and waive fees when affordable housing is included. Generally, a typical measure of affordability is that a household should not spend more than 30% of its gross income on housing costs; however as pointed out elsewhere in this document, this rule-of-thumb does not factor in transportation costs associated with the location of the housing. Affordable housing is typically thought of in terms of providing housing options for low to moderate income families.

Action 3E. Create a Housing Trust Fund. A Housing Trust Fund sets aside financial resources dedicated to supporting affordable housing.

Action 3F. Institute regional tax sharing to limit regional competition to support schools and infrastructure.

Action 3G. Restructure the Enterprise Zone benefit to level the playing field for parks on Greenfield versus infill development sites. A comparable development incentive should be made available on infill sites where land is not available to develop a park.

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