



*Danville Area Transportation Study,  
Metropolitan Planning Organization*

**Coordinated Transit-Human Services  
Transportation Plan  
(HSTP)  
Fiscal Year 2013**

FINAL  
February 21, 2013

*Danville Urbanized Area, Vermilion County, Illinois*

---



## **ACKNOWLEDGEMENTS**

### **Director, Danville Area Transportation Study**

Adam Aull

### **Human Services Transportation Steering Committee**

Amy Marchant, CRIS

John Metzinger, DMT

Jeanne Mulvaney, United Way of Danville

Chris Good, Faith in Action-South

Pat Tarr, Faith in Action

Sarah K. Brown, Aunt Martha's

### **Special Thanks To:**

Jaclyn Marganski, Danville Area Transportation Study



## **Table of Contents**

<b>Key Acronyms Used in this Document.....</b>	<b>pg. 4</b>
<b>Executive Summary.....</b>	<b>pg. 5</b>
<b>Description of Section 5310, 5316, and 5317 Funding Programs.....</b>	<b>pg. 6</b>
<b>Section I: Introduction to our Metropolitan Planning Area.....</b>	<b>pg. 9</b>
1.1 Objectives.....	pg. 9
1.2 Plan Development Overview.....	pg. 9
1.2-b: Methodology.....	pg. 10
1.3 Demographic Analysis.....	pg. 11
1.4 HSTP in our Urbanized Area.....	pg. 13
<b>Section II: Transportation Service Inventory (Partner Agencies).....</b>	<b>pg. 20</b>
2.1 Public Transit Systems.....	pg. 20
2.2 Human Service Agencies.....	pg. 22
<b>Section III: Needs Assessment and Gap Analysis.....</b>	<b>pg. 25</b>
3.1 Rider Needs.....	pg. 25
3.2 Gaps in Service.....	pg. 29
3.4 Objectives and Prioritization.....	pg. 31
<b>Section IV: Conclusion.....</b>	<b>pg. 35</b>
<b>Invitation to Participate.....</b>	<b>pg. 36</b>
<b>Meeting Notice for City Hall Meeting.....</b>	<b>pg. 37</b>
<b>Meeting Notice for Danville Public Library Meeting.....</b>	<b>pg. 38</b>
<b>News Coverage.....</b>	<b>pg. 39</b>
<b>DMT Rider Review.....</b>	<b>pg. 40</b>
<b>Works Cited.....</b>	<b>pg. 50</b>



**Acronym Index:**

- **ADA:** Americans with Disabilities Act
- **CRIS:** Community Resources and Information for Seniors
- **CUMTD:** Champaign-Urbana Mass Transit District
- **CUUATS:** Champaign-Urbana Urbanized Area Transportation Study
- **DATS:** Danville Area Transportation Study
- **DMT:** Danville Mass Transit
- **FTA:** Federal Transit Administration
- **GIS:** Geographic Information System
- **IDOT:** Illinois Department of Transportation
- **JARC:** Jobs Access and Reverse Commute
- **MPA:** Metropolitan Planning Area
- **MPO:** Metropolitan Planning Organization
- **SAFETEA-LU:** Safe, Accountable, Flexible, Efficient, Transportation Equity Act: A Legacy for Users
- **UA:** Urbanized Area



## **Summary**

The Danville Area Coordinated Public Transit-Human Services Transportation Plan has been developed in response to federal law. The Safe, Accountable, Flexible, Efficient Transportation Equity Act- A Legacy for Users (SAFETEA-LU)<sup>1</sup> requires the establishment of a “locally developed, coordinated public transit-human services transportation plan” for all Federal Transit Administration programs in underserved populations. This plan is intended to identify and address transportation needs of individuals with disabilities, older adults, and residents with low incomes. This plan also provides an overview of local transit service providers and services available for riders facing challenges in accessing transportation.

In its simplest form, the purpose of this plan is to ensure that adequate services are provided to the target populations of persons with disabilities, elderly populations, and individuals with low incomes. Additionally, this coordinated planning effort will result in the elimination of service duplications, better use of local, State, and Federal transportation dollars, and a general improvement in transportation services provided within our Metropolitan Planning Area (MPA). The overall goal of this planning effort is to provide an opportunity for those with an interest in human services transportation to convene and collaborate in the development of region wide strategies to improve and enhance specialized transportation services. Stakeholder outreach and participation were key elements to the development of this plan.

Section I of this plan includes a demographic analysis of the Urbanized Area (UA). Demographic information from the 2010 U.S. Census Bureau, with regards to population, age, racial status, disability status, and economic status is discussed. Section II of the plan includes an inventory that describes current transportation service providers in our area. In addition to transit networks, several human service agencies provide transportation to a specific clientele.

The existing transportation system within the Urbanized Area contains assets, opportunities, and challenges for our community. A brief overview of the existing conditions assists in describing the Urbanized Area transportation network. Danville Mass Transit provides public transportation to approximately 650,000 passengers per year. The agency has operated in the Danville Urbanized Area as the transit agency since 1973. DMT operates 14 fixed-routes and also incorporates a corresponding Americans with Disabilities Act (ADA) paratransit service. The ADA paratransit service is contracted out to CRIS Transportation Services.

---

<sup>1</sup> <http://www.fhwa.dot.gov/safetealu/>



Sections III and IV include an analysis of the needs of our communities as well as the gaps in the transportation services of our area. These sections include strategies that will address the needs and gaps. Through collaboration with stakeholders, several potential strategies to solve our needs and gaps, have been developed.

## **Funding Programs**

### **Federal Section 5310- Transportation for Elderly Persons and Persons with Disabilities**

This program provides formula-based funding to States for the purpose of assisting private nonprofit groups in meeting the transportation needs of the elderly and persons with disabilities, when the transportation service provided is unavailable, insufficient, or inappropriate to meeting these needs. Funds are determined based on each State's share of population for these groups of people.<sup>2</sup> Capital assistance is provided on an 80 percent federal, 20 percent local matching basis. Those eligible to receive Section 5310 funding include private non-profit agencies, public bodies approved by the State to coordinate services for elderly persons or persons with disabilities, or public bodies which certify that no nonprofit corporations or associations are readily available to provide the service.

### **Federal Section 5316- Jobs Access and Reverse Commute**

Job Access and Reverse Commute (JARC) is a Federal Transit Administration formula program for projects relating to the development and maintenance of transportation services designed to transport welfare recipients and eligible low-income individuals to and from jobs and activities related to their employment.<sup>3</sup> Additionally, it can assist public transportation projects designed to transportation residents of urbanized areas and non-urbanized areas to suburban employment opportunities. Eligible recipients are governmental agencies and nonprofit entities that offer job access and reverse commute services to transport welfare recipients and low-income individuals to and from jobs, training, and child care; and to develop transportation services for residents rural and suburban areas to suburban employment opportunities. JARC funding may be used to finance up to 80% of capital costs and up to 50% of the operating costs; a local match is required to cover the remaining costs.

### **Federal Section 5317- New Freedom**

The New Freedom Program is a FTA formula grant program for new public transportation services and public transportation alternatives beyond those required by

---

<sup>2</sup> [http://www.fta.dot.gov/funding/grants/grants\\_financing\\_8348.html](http://www.fta.dot.gov/funding/grants/grants_financing_8348.html)

<sup>3</sup> [http://www.fta.dot.gov/funding/grants/grants\\_financing\\_3550.html](http://www.fta.dot.gov/funding/grants/grants_financing_3550.html)



the Americans with Disabilities Act of 1990 that assist individuals with disabilities with transportation, including transportation to and from jobs and employment support services (49 U.S.C. 5317).<sup>4</sup>

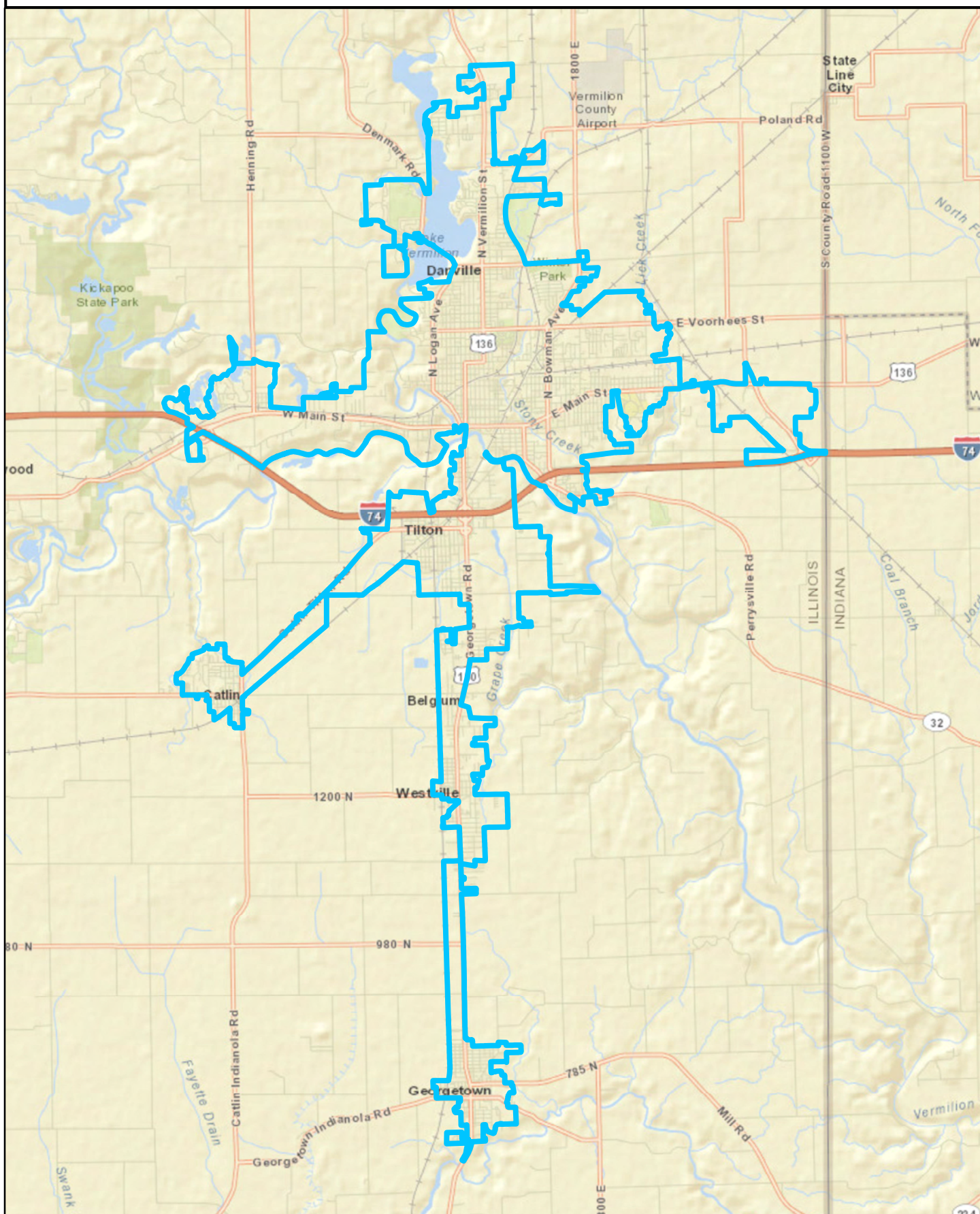
Funds can be used for associated capital and operating costs to provide new services. Examples of funded projects: purchasing vehicles and supporting accessible taxi, ride-sharing, and vanpooling programs; providing paratransit services beyond minimum requirements (  $\frac{3}{4}$  mile to either side of a fixed route), including runs that operate seasonally; making accessibility improvements to transit stations; supporting voucher programs for transportation services offered by human service providers; supporting volunteer driver and aide programs; supporting mobility management and coordination programs among public transportation providers and other human service agencies providing transportation. The federal share of the net project capital cost may be up to 80 percent, and not more than 50 percent of the net operating cost of a project.

---

<sup>4</sup> [http://www.fta.dot.gov/funding/grants/grants\\_financing\\_3549.html](http://www.fta.dot.gov/funding/grants/grants_financing_3549.html)



# Metropolitan Urbanized Area



0 1 2 4 Miles



Map Created 10/12/2012





## **Section 1- Introduction**

The MPA includes the Urbanized Area boundary, which is defined as including a central city and contiguous areas totaling at least 50,000 people and a density of over 1,000 people per square mile. This area also includes contiguous areas forecast to become urbanized. The boundary was established through a cooperative effort between IDOT and local officials, and required approval from the governor. The MPA encompasses city, village, township, and county governments in an effort to coordinate transportation planning for the region as a whole. *See Map 1-1: DATS Planning Boundaries.*

### **Section 1.1: Plan Objectives**

- *To identify the key stakeholders in the delivery of transportation services*-Without stakeholder collaboration, the strategies identified in this plan are unattainable. Idea-sharing has been cited as the one of the more beneficial aspects of the HSTP.
- *To provide a snapshot of the transportation services that exist*- Transit systems and human service agencies throughout the region pursue a number of transportation activities. This plan also seeks to show the services that are offered, as well as transportation activities that the organizations wish to pursue. Several of the currently available services are outlined in this plan, as well as methods by which we can coordinate these services.
- *To give an accurate description of our current demographics*- Statistical information collected by the U.S. Census Bureau provides a snapshot of the demographic characteristics of the region, by census tract. Statistics will be especially beneficial while applying for transportation grants.
- *To identify the gaps in existing service and present goals to addressing such gaps*-Through the use of maps, studies, and surveys, gaps in service and service needs have been identified. Solutions have been given to address the gaps and needs. Much like the description of regional demographic data, this information will help present the need for transit funding in this area.

### **Section 1.2: Plan Development Overview**

SAFETEA-LU requires that projects selected for funding under the programs described above must be derived from a locally-developed human services transportation coordinated plan, and that the plan be developed through a process that includes



representation of public, private, and non-profit transportation and human services providers, as well as public participation. The intended purpose was also to establish relationships and foster cooperation among planning agencies, public and private transportation providers, non-profit transportation providers, human service providers, governmental social service agencies, the general public, and other stakeholders- on behalf of the target populations.

The initial Steering Committee meetings centered on developing a plan to gather relevant information to transportation access in our Urbanized Area; the gathering of information was a useful process, deemed essential to both the completion of the HSTP and making more efficient the current transportation options throughout the UA. As part of the planning process, DATS staff met repeatedly with service agencies and transportation providers who openly shared their data and time.

*The development of the plan provided the opportunity for public participation by soliciting comments through various avenues. As the final draft of the plan was distributed to members of the HSTP Steering Committee, it was made available for public comment through DATS website, the City of Danville's website, and various human service agency websites as well. A hard copy of the plan was also made available for public viewing in the Danville Public Library, Westville Public Library, Georgetown Public Library, Catlin Public Library, the City of Danville Public Development Office, as well as the Danville Mass Transit Office. \* This entire paragraph is tentative. It will be amended as the planning process wraps up.*

### 1.2-b:Methodology

The public involvement process was aimed at including and engaging the general public, community leaders, transportation stakeholders, and human service agencies. Active public involvement and coordination of multiple entities made this document an inclusive investigation of existing transportation conditions, goals for improvement, and future actions necessary to direct change.

To create our initial pool of agencies interested in the transportation coordination process in the Danville area, we compiled a list of related human service agencies, and sent out approximately 210 Letters to Participate. Based on returned feedback, a survey of available service and agency needs was created and distributed. Survey questions were aimed at gathering information about the unmet needs of our area and objectives for how to reach those unmet needs. The results of the survey were pooled to gather the unmet needs of our Urbanized Area, and the HSTP Steering Committee was formed from the responding agencies.

Consistent with coordinated plan development requirements, the Steering Committee is comprised of representatives from member agencies that provide, schedule, or use transportation. Representatives of 7 organizations participated on the Steering Committee, which began the collective participation in the planning process. The long-term goal of this Committee is to coordinate the existing services available and utilize new funding opportunities at both the state and federal level. The Steering Committee agencies:

Faith in Action (North and South)	Human Service
United Way of Danville	Human Service
Danville Mass Transit	Transportation Provider
CRIS Services	Transportation Provider/Human Service
Danville Area Transportation Study	Metropolitan Planning Organization
Aunt Martha's	Health Care Provider

The first HSTP Steering Committee meeting was held to introduce the committee members, discuss the necessity of the HSTP, and to distribute the United We Ride “Framework for Action- Building the Fully Coordinated Transportation System-Self-Assessment Tool for Communities”. The method produced a consensus among the committee of how well the community as a whole was doing. The self-assessment tool became the foundation for additional gap analysis, due to its involvement of a ranking system (Needs to Begin, Needs Significant Action, Needs Action, and Done Well). A ranking of “Done Well” indicated an area in which our steering committee felt had been adequately addressed. The ranking of “Needs to Begin” signifies an area that is in need of attention.

### 1.3: Demographic Analysis

The purpose of this chapter is to provide an overview of regional demographic, economic, and all-purpose transportation data in order to strengthen discussion about transportation planning topics. Basic numeric data and spatial analyses present a profile of the region as a whole and help in understanding the role and function of the transportation system.

Coordinated Planning requires an analysis of demographic data to determine the locations of target population groups, which include: older adults, individuals with disabilities, and persons with low incomes. A wide variety of mappable U.S. 2010 Census data exists, and though for a relatively small rural county like Vermilion it is often difficult to identify trends at small geographic levels, the data can be used at the Census Tract level to identify trends and potentially underserved populations. Through the use of GIS software, locally collected data, and U.S. 2010 Census data, it was



possible to examine many important demographic categories of data for Vermilion County. These categories consist of: Population Density, Senior Population, Disabled Populations, Low Income Populations, Mobility Limited Populations, Major Employers, and Medical Facilities.

Public transportation is a vital component in providing mobility to older adults, disabled, and disadvantaged populations. Total land area for the Urbanized Area (UA) equals about 31 square miles, which is about 19,850 acres. For many area residents, public transportation provides the basic mobility needed to access jobs, healthcare facilities, daily shopping activities, and other basic community services. An important issue facing the DATS Urbanized Area, and Vermilion County, is the rapidly aging population. Due to lower real estate prices, abundant recreation opportunities, and lower cost of living, many retirees remain in Vermilion County. As a result, many of the area's residents may rely more heavily upon public transportation in the future, as their primary mode; this is supported by recent ridership trends that indicate an increased demand for the DMT and CRIS transportation services.

Population data gives a clear picture of the number of people in a designated area, where people live within that area, and where the population of the area is shifting. Existing population and demographic data establish a community background for future transportation policies and issues to address. Spatial analysis using maps is also helpful in designating population trends, as it moves beyond basic numeric analysis. Approximately twenty-nine percent of Vermilion County's population is 55 years or older. The rapidly aging population is representative of the soon-to-be transit-dependent population. While elderly people are located throughout the County, the highest concentrations of such residents are located in neighborhoods in the north and northwest portions of the Urbanized Area.

Transit coverage in proximity to households was evaluated using 2010 U.S. Census Data and GIS applications, to compare the existing transit coverage to the appropriate number of households served. A  $\frac{3}{4}$  mile buffer (to represent the approximate walking distance to a transit stop) on each side of the transit routes was applied, to identify the existing service area coverage. In the year 2010, there was an estimated 58,087 people living within the DATS Urbanized Area. Transit coverage in proximity to non-residential destinations (i.e., major employers, shopping areas, healthcare facilities, etc.) was evaluated using GIS applications to determine the approximate number of employees served by transit. Of the estimated 22,600 jobs within the DATS Urbanized Area, nearly 89% were located within the DMT service area.

The Danville Urbanized Area is located in Vermilion County, bordered by the Indiana State line to the east. It lies approximately 30 miles east of Champaign-Urbana. The



2010 Census stated the population of Vermilion County to be 81,625 with the largest urbanized area being the City of Danville who reported a population of 33,027. From 2000 to 2010 Vermilion County has experienced approximately a 3% *decrease* in population. Between the 2000 and 2010 Census' in Vermilion County, there was: an increase in renter occupied/decrease in owner occupied housing, the total vacant housing units increased by 2%, the percent of the minority population increased by approximately 3%, and the median household income rose from \$34,071 to \$39,456 (but still falls well below the state average of \$55,735).

The low income- or below poverty level- population typically depends on public transportation to a greater extent than individuals with a higher level of disposable income. The highest densities of this low income population are located in neighborhoods on the east side of Danville. The Steering Committee acknowledges that because of the rural nature of our County, the amount of households below poverty level appear more dispersed than they actually are. The numbers for poverty varied from source to source, but the remaining fact is that poverty is a serious issue within the Urbanized Area. The percent of persons living below poverty level in Vermilion County rose from 13.3% in 2000 to 18.7% in 2010 (2010 U.S. Census data). The state of Illinois percent of population below poverty level for 2010 was 12.6%. The U.S. Census bureau reported that 20.9% of all Vermilion County residents have incomes that fall below the federal poverty level. Additionally, the number of Medicaid enrollees for Vermilion County for 2011 was 22,794, a 20% increase from 2006.

According to 2010 U.S. Census data Vermilion County has 11,271 residents with a disability, which is approximately 14% of the population. Of the population 65 years and over, 4,572 reported living with a disability, which is 36.1% of the 65 and over population.

Using 2010 Census data, we calculated that there are 1.8 vehicles per household in Vermilion County. Demographic information regarding the transportation behaviors of citizens in the Urbanized Area is useful in understanding the function of the transportation system. Examining factors such as means of transportation to work, commuting time, and commuting places builds a foundation for discussion of future transportation projects.

#### 1.4 HSTP in our Urbanized Area

The provisions of SAFETEA-LU aim to improve transportation services for persons with disabilities, older Americans, and individuals with lower incomes. These provisions ensure that communities coordinate transportation resources provided through multiple federal programs. A coordinated plan for human services



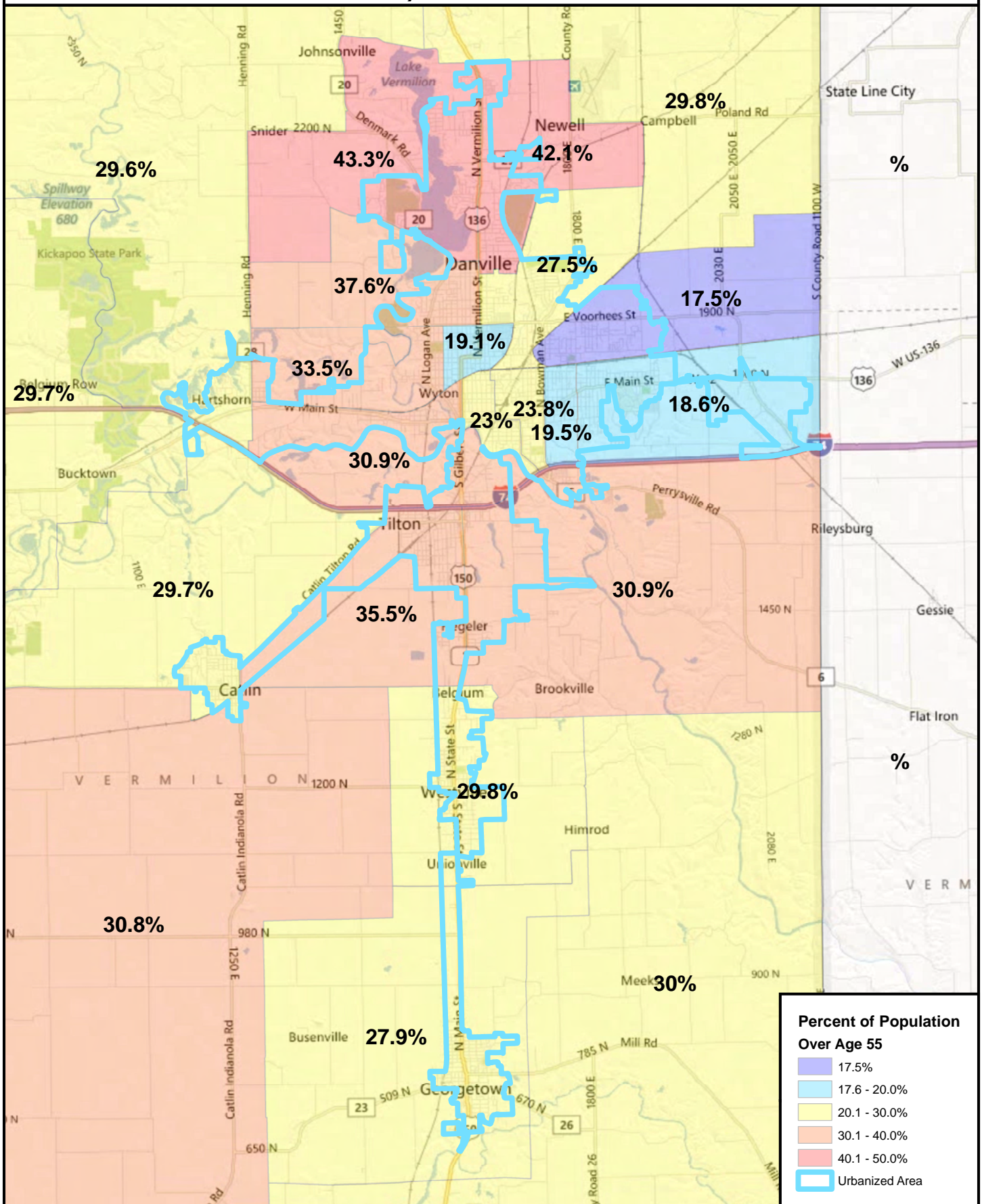
transportation enhances transportation access, minimizes duplication of federal services, and encourages the most cost-effective transportation possible. This is not an “all or nothing” process however; many levels of coordination are possible. Sharing rides, vehicles, and funding are the first steps. Other needs do exist that could lend themselves to coordination as well such as: sharing maintenance, training, listing services, information technology, etc.

To this end, the Danville Area Transportation Study (DATS) staff developed a HSTP Steering Committee made up of representatives from municipal government, local service agencies, healthcare providers, transit operators, and elder care facilities. The Committee met numerous times to develop the plan and discuss transportation needs within the Urbanized Area. The following plan represents the current state of transportation in the Danville area, and suggests goals for its improvement. This plan is intended to change over time and true coordination will only be fully realized if involved agencies and constituents continue to collectively work toward these goals in the future.

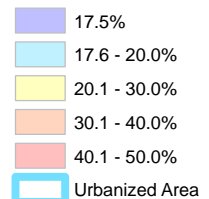
The DATS MPO is an integral part of the implementation of management and operations strategies. The MPO can mitigate transportation issues by proactively conducting data analysis and providing database management services. The DATS MPO Technical and Policy Committee structure allows for share information between agencies as well as the public communication of transportation system issues and improvements. The DATS MPO also ensures that local transportation projects are coordinated with regional and state projects. The MPO will continue to be a key organization in emphasizing management and operations strategies throughout the Urbanized Area.



# Percent of Population Over 55 by Census Tract



## Percent of Population Over Age 55



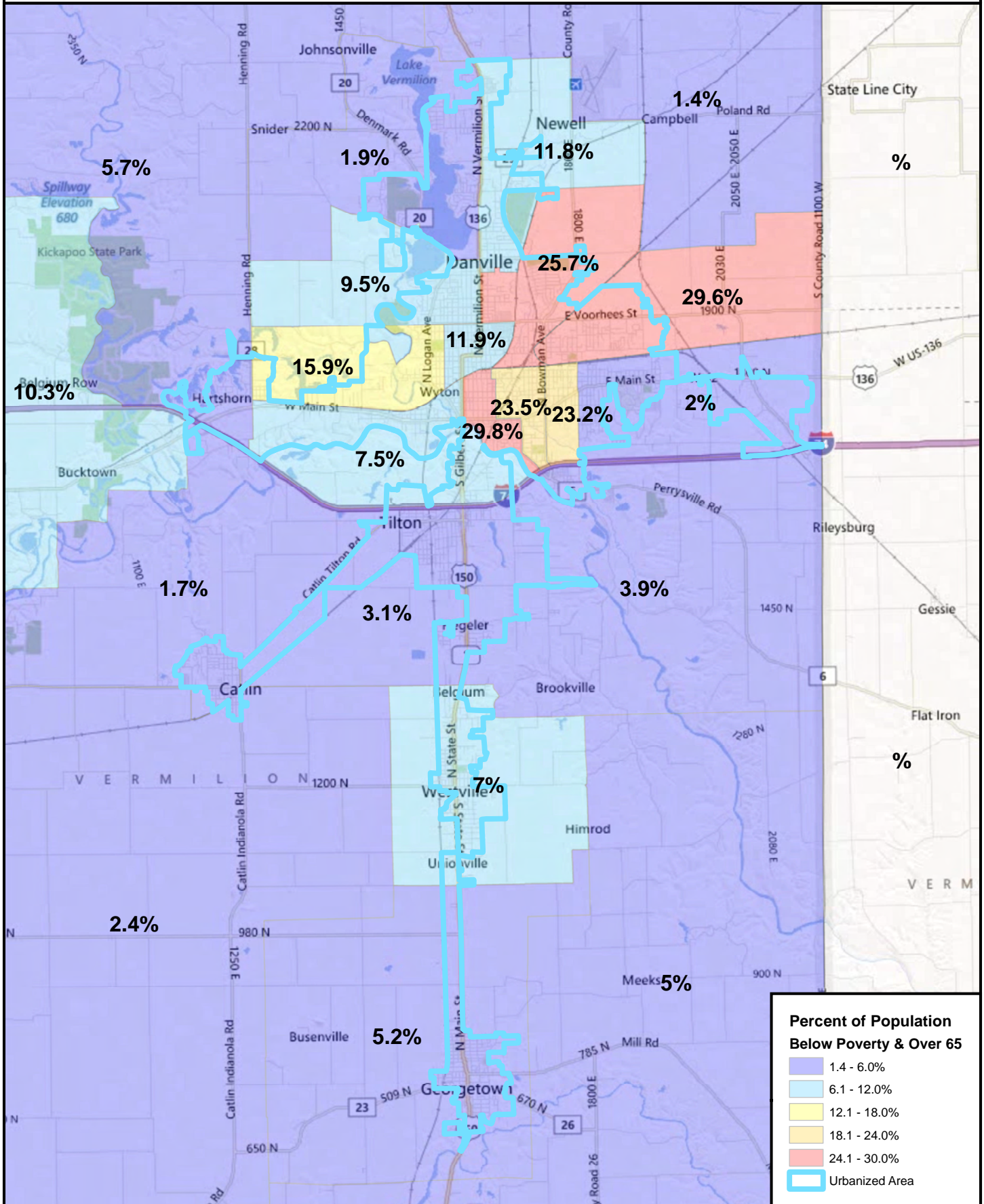
0 1 2 4 Miles



Map Created 10/12/2012  
\* Source: 2010 SF1 QT-P1



# Percent of Population Over 65 & Below Poverty Level by Census Tract



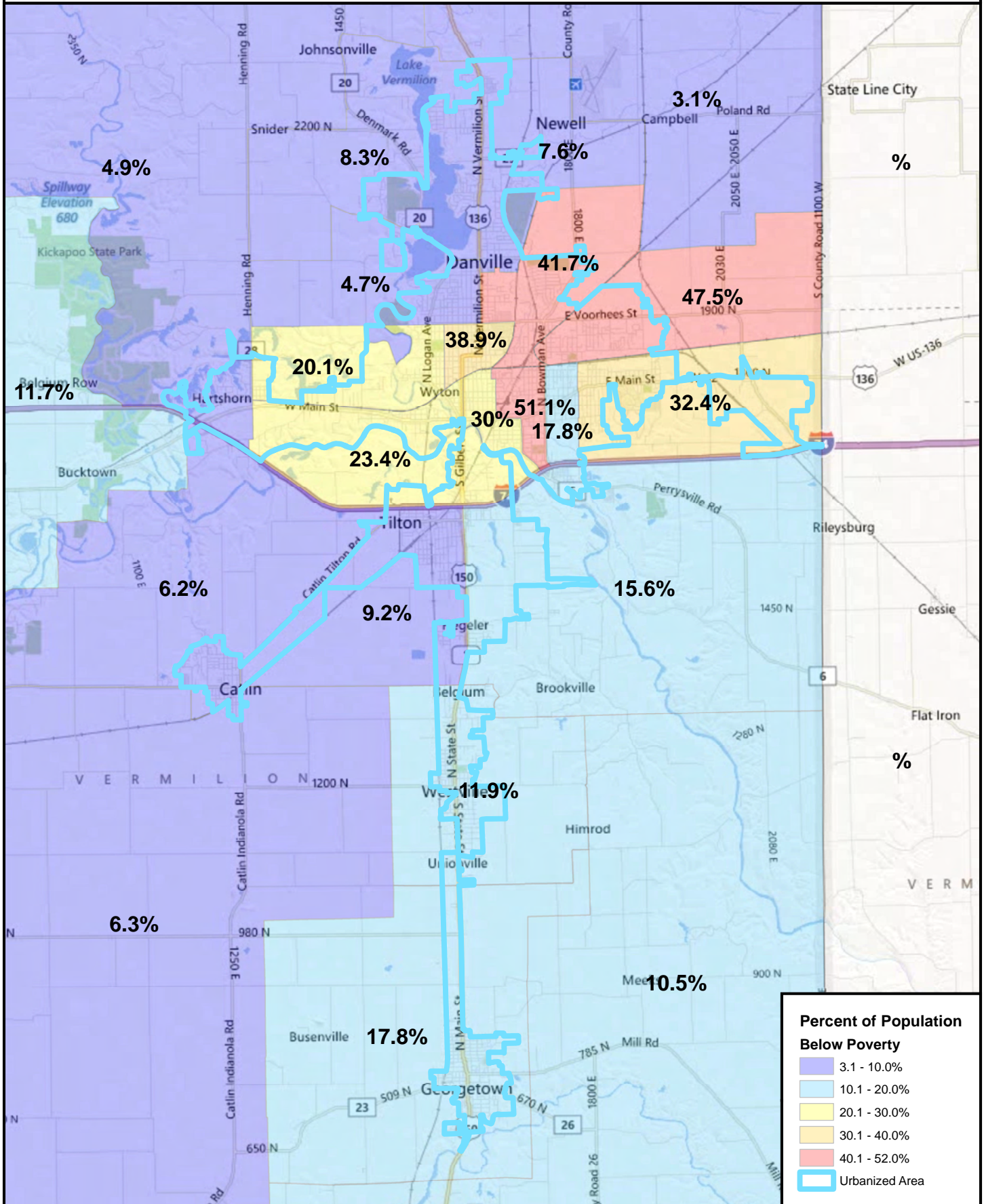
0 1 2 4 Miles



Map Created 10/12/2012  
\* Source: 2010 ACS B17001



# Percent of Population Below Poverty Level by Census Tract



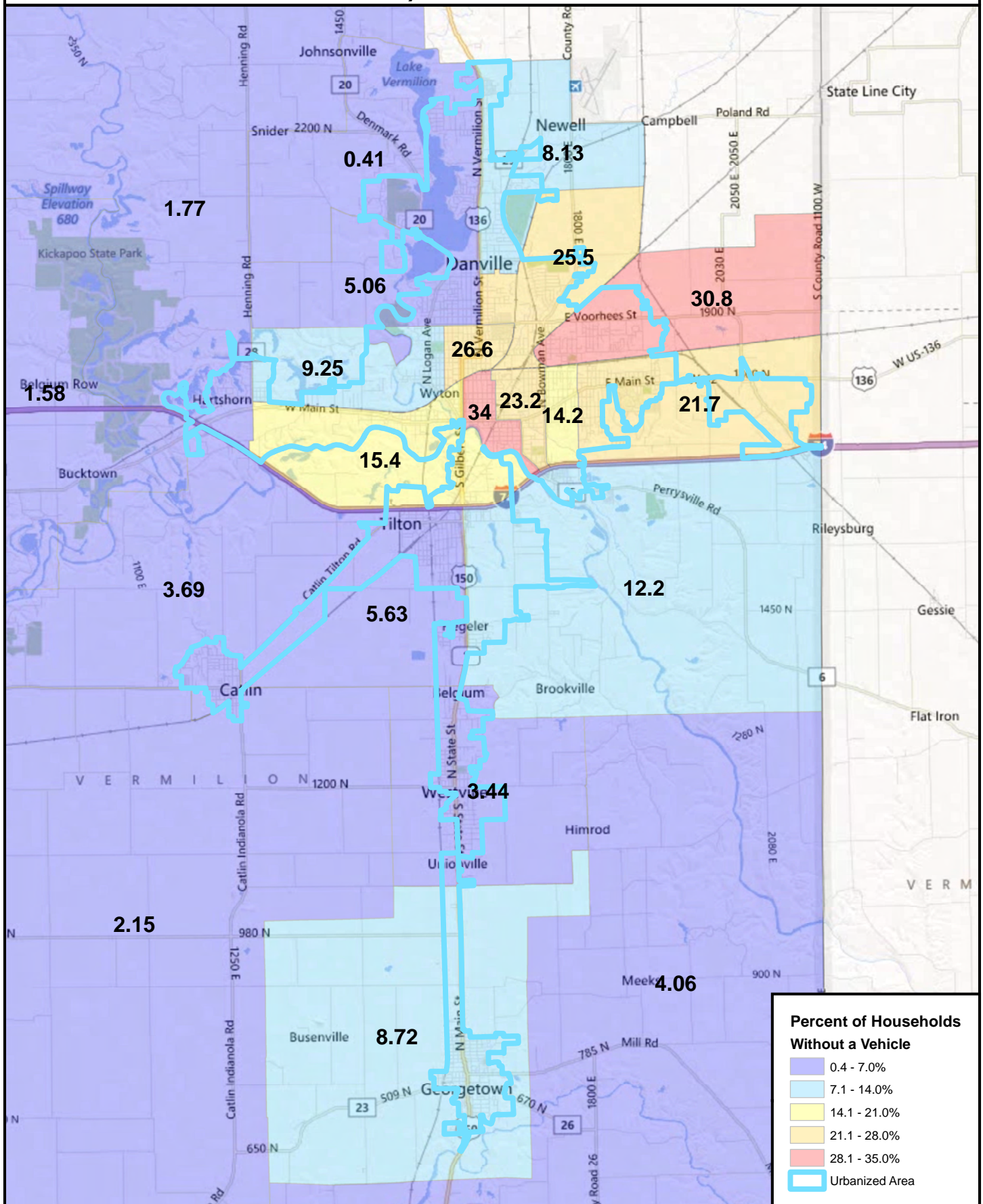
0 1 2 4 Miles



Map Created 10/12/2012  
\* Source: 2010 ACS B17001



# Percent of Households without a Vehicle by Census Tract



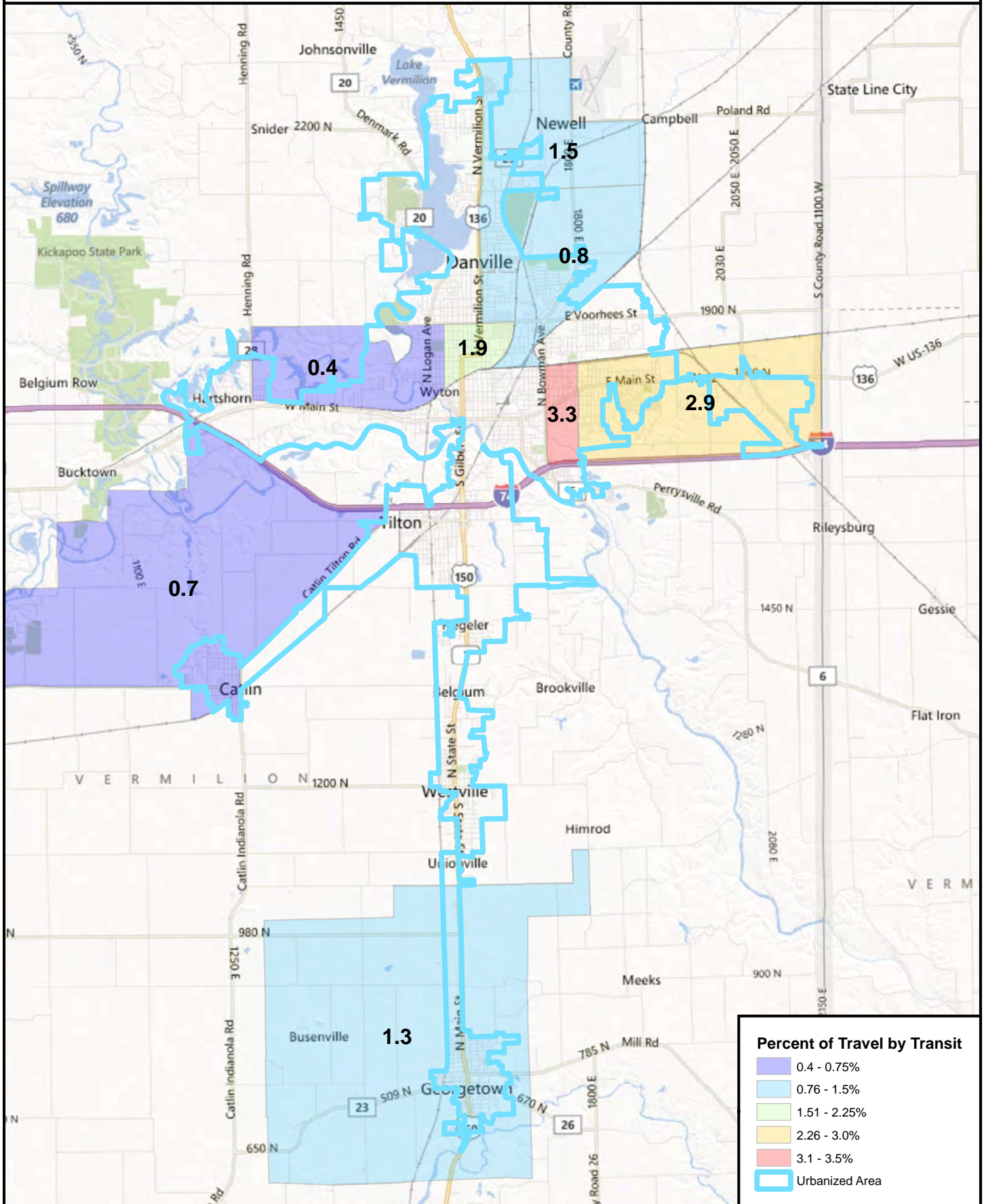
0 1 2 4 Miles



Map Created 10/12/2012  
\* Source: 2010 ACS B08141



# Percent of Population to Travel by Transit by Census Tract



0 1 2 4 Miles



Map Created 10/12/2012  
\* Source: 2010 ACS B08141



## **Section 2- Partnering Agencies**

Though the plan development initially set out with guidance from a formally invited steering committee, the attempt was made to include as many interested people as possible in our meetings.

### **2.1: Public Transportation Services**

Danville Mass Transit- (DMT) operates the transit services within the DATS Urbanized Area. DMT has been the designated transit agency since 1973 and is a department of the City of Danville. They manage and operate fourteen fixed-routes and coordinate ADA paratransit services with CRIS Rural Mass transit District. The ADA paratransit services are contracted by DMT to CRIS Rural Mass Transit District.

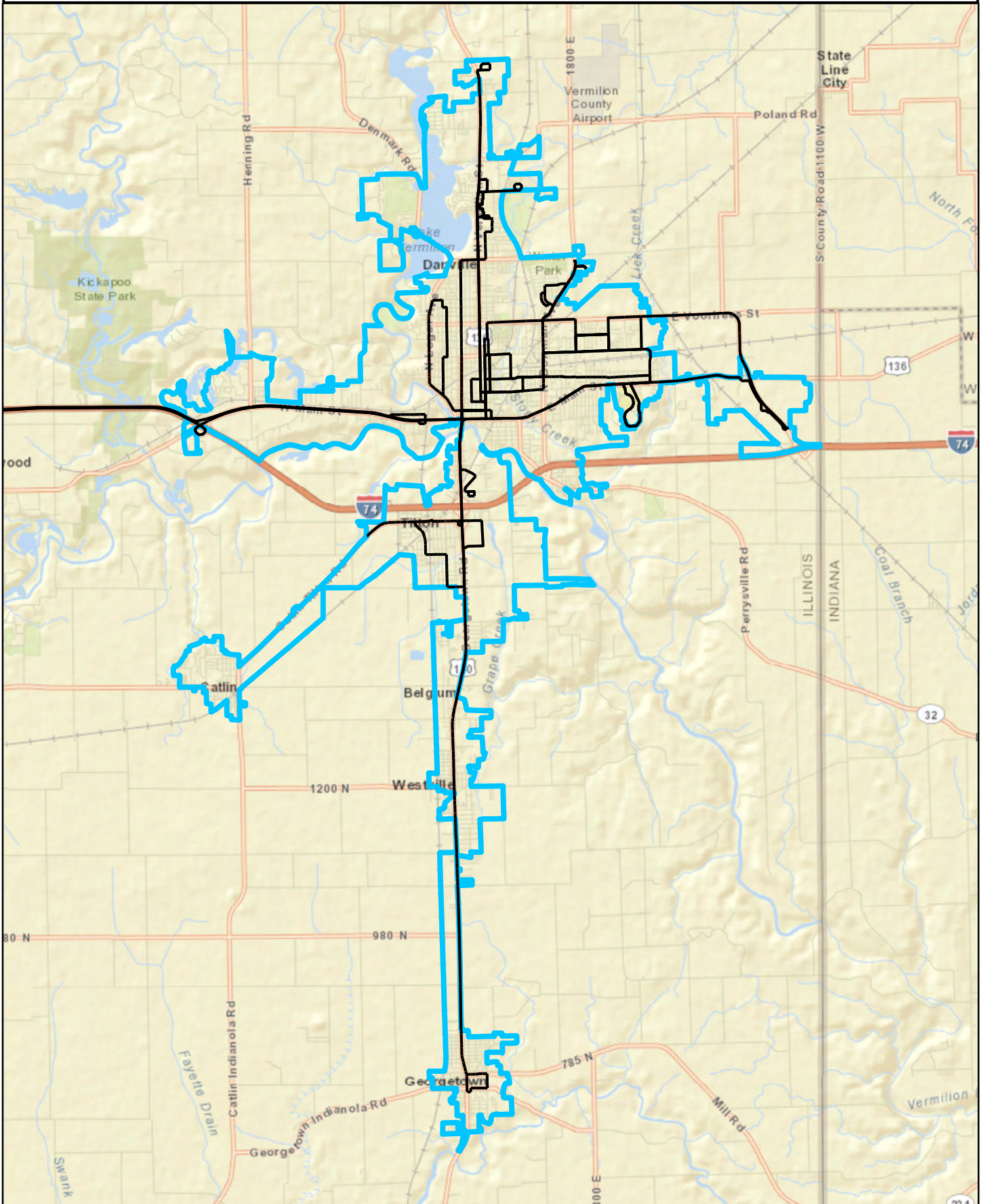
Each route circulates approximately once per half-hour or once per hour connecting to the transfer zone in downtown Danville. Fixed-bus routes are in operation from approximately 6:15 AM to 6:15 PM on weekdays, varying slightly by route. In August 2009, DMT extended the service of four fixed-routes to run past 9:00 PM. Those routes serviced major employment areas and Danville Area Community College (DACC). DMT bus services do not operate on Sunday or on certain holidays.

Two bus routes provide DMT service to the Urbanized Area outside of the City of Danville, connecting the MPA as a whole. Route 9 provides bus service between Danville and Georgetown. Route 13, implemented in June 2008, provides bus service between Danville and Tilton. A third route, Route 10 provides service outside of the Urbanized Area to Champaign's Illinois Terminal.

Additional senior transportation services within the Urbanized Area include Danville Township and Newell Township Senior operations. These are small scale transportation services, but they provide a necessary and convenient senior transit option in the Urbanized Area.



# Danville Mass Transit Routes



0 1 2 4 Miles



Map Created 10/12/2012



Danville Township- Danville township senior transportation services transport people for any purpose within the township and to nearby medical facilities outside the township including Carle and Christie Clinics, Gailey Eye Clinic, and urgent care facilities. The service is for township residents, seniors age 60 and over. The service is not handicap accessible, but it does provide door-to-door drop-off and pick-up.

Newell Township- provides senior transportation for its residents. The service is offered to residents sixty years and older who are physically mobile. No handicapped transportation is available. Reservations are recommended 24 hours in advance or on a first serve basis. Reservations can be made Monday through Friday from 8:00 AM to 4:00 PM. Transportation is provided Monday, Tuesday, Wednesday, and Friday from 9:00 AM to Noon and from 1:00 to 3:00 PM. Transportation is available within the boundaries of Newell Township and the city limits of Danville. The cost for transportation is \$1.00 per ride. Transportation is provided by a Dodge Caravan. Service began December 15, 2006 and provided over 1,000 rides in the first 11 months. Newell Township began this service because of the large number of senior apartment complexes within the township. Over 26% of the township's population is 60 years or older. This service provides them freedom to travel to medical appointments, shopping, etc. with the safety of door-to-door service.

## 2.2: Human Service Agencies

Faith In Action- Faith in Action is a network of trained volunteers who assist senior adults age 60 and up by providing transportation, friendly home and phone visits, shopping, errand and chore assistance, respite care, lawn work and minor home repairs at no charge regardless of income, race or religion. Barriers to mobility in the area are: having to schedule ahead, lack of operating dollars, hours of operation, funding restrictions, and lack of transportation for the disable population, especially for adults 60 years and older. Faith in Action-South "fills the gap" when other agencies and family members are unable to meet the needs of seniors in the outlying communities of Tilton, Westville, Georgetown, Ridge Farm, Sidell, Fairmount, Indianola, Catlin, Oakwood, Muncie, and Fithian.

United Way of Danville Area, Inc.- United Way of Danville Area, Inc. raises funds and invests in resources for areas of health, education and financial stability to ensure that families have the essentials for good lives.

Aunt Martha's Vermilion Area Community Health Center- Services provided: Preventative and sick care, routine and annual checkups, school medical screenings, medication assistance, dental services, behavior health and Healthy Moms/Healthy Kids family case management.



**CRIS Transportation Services-** CRIS is a private, not-for-profit, tax-exempt organization offering comprehensive services to Vermilion County seniors. Our mission is... “To provide services and activities to persons 60 and over that assist the individual to remain healthy and active, thus avoiding early or unnecessary long-term placement, and maintaining their quality of life well into the advanced years.” Services include: Senior Center activities and meeting rooms, Transportation, Home Delivered Meals, Congregate Meals at 7 locations in Vermilion County, Elder Abuse, Money Management, Victim Assistance, Senior Information Services, Caregiver & Grandparents Raising Grandchildren Support Services, and Respite Care and senior activities such as trips, dances, exercise classes and healthy aging workshops.

CRIS Transportation Services operates senior transportation for individuals over 60 and ADA paratransit services for disabled individuals according to the Americans with Disabilities Act (ADA) guidelines. ADA paratransit curb-to-curb services is available within a three-quarter mile radius of the fixed-route service. As part of the ADA paratransit agreement with DMT, CRIS Transportation Services receives financial support for their ADA service. Services are offered on a demand-response basis as clients schedule trips by reservation over the phone. Reservations are required 24 hours in advance for DMT clients and two days in advance for other clients.

**Crosspoint Human Services-** Serves persons of all ages experiencing emotional, familial, or marital stress or more severe, acute or chronic psychiatric disabilities. Other persons served experience developmental delays or mild to profound disabilities. Crosspoint coordinates transportation for a number of its clientele. Crosspoint clients who live in Danville are well served by DMT, which has a bus stop location adjacent to the Crosspoint facilities, and also operates at corresponding hours. DMT also serves Crosspoint clients with an Express Bus to and from a group home on College Avenue. Crosspoint contracts with CRIS transportation to provide transit to clients outside the city of Danville. Crosspoint has also collaborated with School District 118 to coordinate the school’s transit capacity to meet student conveyance needs to Crosspoint facilities. The see the greatest barriers to mobility as a lack of vehicles, operating dollars, and funding restrictions; while elements that are useful to mobility in their area are accessible vehicles and volunteers. To Crosspoint a great need of this area is support and benefits of agency coordination.

**Love INC of Vermilion County-** Churches in the community are a frequent destination for people in need, but they may not always have the resources available to help them. Love INC is here to help solve that problem. Love INC brings churches within the community together, working as a solid unit to help those in need. Love INC will inventory the agencies within the community, from churches to social service agencies



and individuals offering specific talents and refer people to those resources. This model will help those in need receive not only immediate but also long-term help.





## **Section III: Needs Assessment and Gap Analysis**

This section defines the vision statement, goals, and objectives used as a foundation for this HSTP. Vision and goal statements are directly impacted by public participation planning efforts. The vision statement outlines the general planning direction for the DATS transportation network. Goal statements focus the analysis of potential transportation projects and guide suggestions for future transportation planning. Objectives help define each goal statement by funneling it into specific, measureable criteria and action steps.

*Create a regionally connected, accessible, and efficient transportation system which allows for mobility and economic growth and development in the MPA through the continued improvement and expansion of the existing transportation network and the promotion of a safe, livable community with alternative transportation options.*

The goal of this portion of the plan was to determine the met and unmet needs of the various populations in the Danville area through a gap analysis effort. This analysis not only looked at the needs of the populations targeted by this plan, but the needs of most Vermilion County residents. This process involved surveying Steering Committee members and human service agencies through a written survey form.

### **Section 3.1: Needs**

The existing transportation system within the Urbanized Area contains assets, opportunities, and challenges for our community. A brief overview of the existing conditions assists in describing the transportation network of the Urbanized Area. Danville Mass Transit provides public transportation to approximately 650,000 passengers per year. The agency has operated in the Danville Urbanized Area as the transit agency since 1973. DMT operates 14 fixed-routes and also incorporates a corresponding Americans with Disabilities Act (ADA) paratransit service. The ADA paratransit service is contracted out to CRIS Transportation Services. Danville Township and Newell Township also operate transit for seniors.

The needs of the individuals using public transportation vary, but the primary needs that have been expressed in our area relate to medical appointments, work, school, and specialized service needs of seniors and people with disabilities. Our transit system receives requests for extended service hours in the early morning and for nighttime transit. For example, one of our popular destinations is Danville Area Community College (DACC). There may be a need for evening transportation to DACC, but funding limitations and vehicle availability hinder the service expansion.

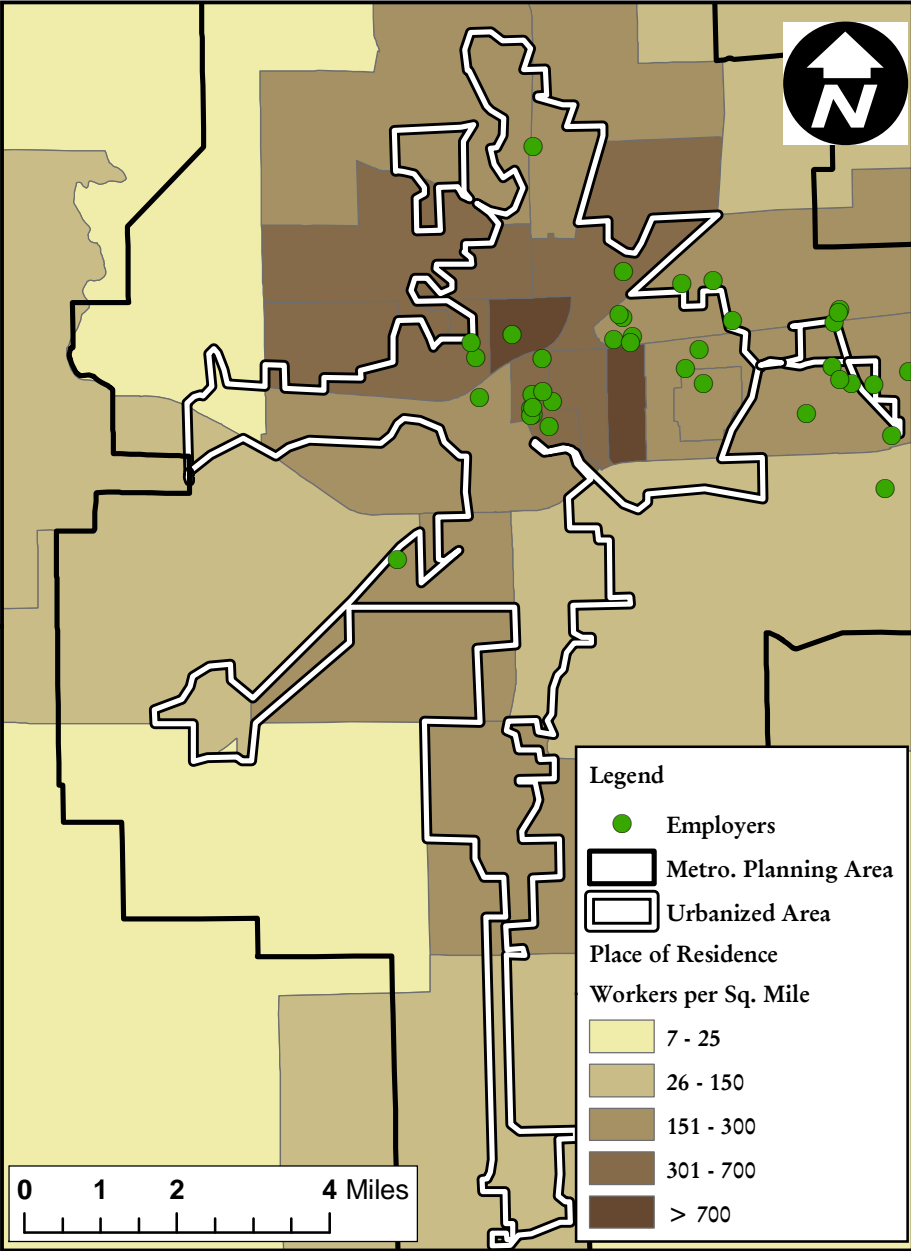


The two most significant obstacles to transit service enhancements are the overall size of the MPA and additional funding that would be needed to implement service improvements. The size of the MPA is such that operating fixed-route service to cover the entire DATS Urbanized Area is difficult because trips from the northern portion of the MPA to the southern portion of the MPA would take an extremely long time and/or would require a transfer. As for funding, current Federal and State funding sources are limited which forces transit operators to identify and preserve the critical elements of the transit system.

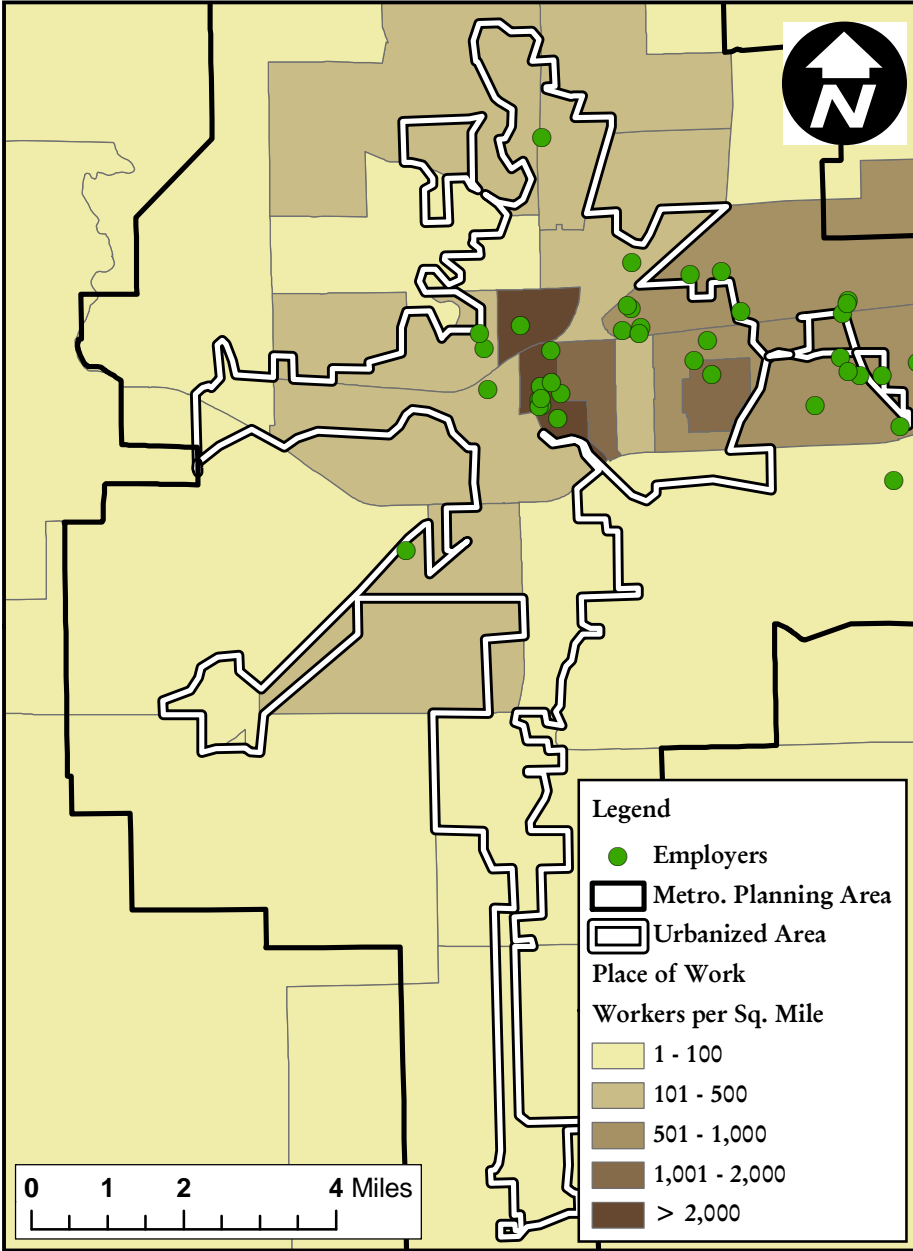




Map 2-9: DATS Place of Residence with Top Employer Locations



Map 2-10: DATS Place of Work with Top Employer Locations





### 3.2: Gaps in Service

The gaps addressed in this plan relate to one of the following: medical trips, cross-county transportation, education, or perceived lack of service quality. The lack of weekend service has often been identified as a major gap, but the demand for weekend travel is noticeably less than the demand for increased weekday frequency. However, the lack of weekend service drastically affects medical patients who rely on public transportation to get them to and from their appointments.

The ability to assist people beyond a basic need presents many challenges. Many service providers have traditionally provided a specialized service to their clients, such as senior transportation. While riders still expect the same level of service, sometimes the transit system is unable to provide the exact service the clients are familiar with.

#### *Improved Outreach and Awareness*

This category reflects a desire for increased education about our transportation services. Ideas included a one-call trip planner or call center and publicity about what is available. In this area, two major gaps have emerged in outreach and awareness: a comprehensive communication format and a centralized resource center. Although marketing and communications efforts currently exist, they are specific to a single operator or service. Resources exist to address many of the needs in the community, but it can be difficult to know which number to contact. Also, communication formats need to be accessible to all individuals, including those with visual or auditory impairments and those with limited English proficiency.

#### *Accessible, Safe & Convenient Infrastructure*

This category expressed a vision of physical features that enhance access to transportation, rather than acting as a barrier to it. Ideas included accessible, barrier-free, and comfortable sidewalks, bus stops, and passenger waiting areas. The vision includes a continued investment in sidewalks and sidewalk ramps. Participants also mentioned park-and-ride lots as a way to enhance accessibility to transportation and employment, for people with cars who cannot access transit directly from home but would prefer not to drive for the entire trip.

Funding was the major gap identified in terms of infrastructure. Programs exist to construct and repair sidewalks and install bus shelter and other infrastructure, but current funding levels do not permit all of the improvements to reach our shared vision.



### *Systems Efficiencies*

Items in this category focused on the provision of efficient service that works well for both the operator and passenger. Timely service and on-time performance was a key issue, along with related variables such as scheduling, in-vehicle ride time, realistic status reports, and policy-defined wait times. Participants suggested technology improvements that could increase efficiency, such as “next bus” information at stops, in-vehicle navigation systems to assist drivers, and “smart cards” for fare payment. Another idea was to empower individual vehicle operators by giving them more decision-making flexibility and leeway in overriding computer-generated routes and schedules. Another gap in system efficiencies was the need for a seamless linkage of the different services provided. Participants noted the challenge of traveling between different systems and the lack of services connecting the community during the weekend and evening hours.

### *Comprehensive Service Enhancements*

This category contained the most ideas from participants, encompassing many different types of enhancements and improvements to existing services. Some were time-based enhancements (increased service frequency, longer service hours, and service 365 days of the year), and some were place-based (expansion of fixed routes and connectors). Participants also wanted to see the use of smaller lift-equipped vehicles for door-to-door service and volunteer drivers using donated vehicles. Other enhancements included consistent on-call and same-day service similar to taxis, effective routing and zonal operations, and the provision of door-through-door or sign-in and –out service at the customer’s request. Some of the gaps identified in this area were: appropriate pairing of resources to clients, inconsistent provider service hours, and same-day services. From the customer’s perspective, a trip is a trip, while from the agency’s perspective, each passenger and trip purpose must meet specific requirements in order for the agency to receive funding. The idea of improved pairing of resources to clients encompasses the expanding role of volunteers in the system and the need for funding to match demands. One local human service agency noted additional volunteers are needed. Extending similar operating hours and same-day service policies consistently across the area would simplify the process of planning trips for users.

### *Intra-Coordination and Communication*

This category of the vision shows a desire for a high level of coordination and communication within an agency, between agencies, and between the agency and the customer. One key element of this part of the vision was a centralized dispatch/scheduling call center, allowing any passenger in the area to make one call to



schedule each trip regardless of destination or trip purpose. Clear and consistent communication between dispatch, drivers, and riders would provide information needed to make logical decisions, leading to reduced duplication of service.

Technological improvements mentioned under Systems Efficiencies also applied to this category, including “next bus” information and “smart cards” for fare payments. The provision of taxi-like on-call service also appeared in this category. These ideas would help the area reach its vision of seamless coordination between systems, seamless trips between jurisdictions and other counties, and better coordination between public agencies and private partnerships for existing services.

### *Innovative Resource Development*

The final element of the vision reflects a need to maintaining existing funding to seek out additional funding resources. Participants noted that funding levels for current services need to be maintained so that existing services can continue to operate at existing or enhanced service levels. Participants suggested tapping all funding sources, using less local dollars, and tying funding levels to passenger counts. The vision includes more federal, state, and local government programs to make transportation services affordable for people who need assistance. The first gap relates to the absenteeism of many potential funding partners from the arena of transportation services. The second gap identified that current and past funding efforts have been disjointed and underfunded. The third gap was the need to fund transportation services for disabled, elderly, or low income residents in the Urbanized Area who do not qualify for the transit options in our area.

### 3.4: Objectives and Prioritization:

With the above unmet needs and the vision in mind, survey participants helped to create key objectives that would bring the area closer to the vision of fully coordinated human services transportation. For each objective, multiple actions will contribute towards the desired outcome, and some objectives may address more than one gap or category of the vision.

With so many possible actions, it is very important that we make improvements in a logical manner. The Steering Committee applied a three-pronged approach to prioritizing the objectives by considering which objectives would meet the greatest need, which would be most feasible, and which would be easiest to implement. Although it is important to meet the greatest needs, it may be difficult to meet some pressing needs initially. More feasible or easier-to-implement changes, though they may be smaller at the outset, can sometimes lead to bigger changes. In the area of feasibility, participants considered technology, finance, politics, existing organizational structures, and other



variables unique to the area. In the area of ease of implementation, participants considered what could be accomplished with small tweaks, how existing services could be extended to meet needs, whether policy changes would be required, and whether major infrastructure would be necessary.

*Vision Statement: Create a regionally connected, accessible, and efficient transportation system which allows for mobility and economic growth and development in the MPA through the continued improvement and expansion of the existing transportation network and the promotion of a safe, livable community with alternative transportation options.*

## **Goal 1:**

**Outreach:** Educate riders, agencies, the general public, legislators, and potential funding partners and raise awareness about the services that are available. Create additional rider incentives.

*Actions to meet the goal:*

1. Provide information on all available transportation services in one place
2. Produce brochures and get publicity on television and radio
3. Create info booths for health fairs and similar events
4. Educate area agencies about the services
5. Create billboards
6. Outreach through faith community, schools, & employers
7. Schedule demonstrations
8. Organize “How to Ride” classes
9. Create a transit trip planner similar to the GoTriangle site

*Desired Outcomes:* Increased awareness leads to increased use of available services. Services receive improved public perception.

*Prioritization:* Most feasible; ease of implementation.

## **Goal 2:**

**Supplemental and Alternative Services:** Supplemental transportation services can add flexibility, link existing services, and provide alternatives for users.

*Actions to meet the goal:*

1. Fund a pilot voucher program
  - a. Possibly expand access to Covington and Veedersburg





2. Re-explore adding extended weekend and same-day services potentially with an increased fare.
3. Research service expansion and pedestrian access across the lake
4. Use taxis and other available transportation to supplement core services and to enhance mobility of county residents.
5. Explore implementing Park-and-Ride from surrounding municipalities into Danville
6. Increase ridership with seniors in the southern portion of Vermilion County

*Desire Outcome:* Supplemental and alternative options that maximize customer satisfaction.

*Prioritization:* Greatest need; difficult implementation

### **Goal 3:**

***Service Efficiency:*** Improved service efficiency leads to above-average delivery of service. Training for all staff and communication between all stakeholders would contribute to a high level of quality service. Planning and visioning for the future can help to set goals and objectives and enable flexibility in meeting them.

*Actions to meet the goal:*

1. Select fixed-route service expansion for peak-period times
2. Establish performance standards for operators and their service
3. Conduct regularly scheduled meetings to evaluate progress; make changes toward achieving goals and objectives.
4. Develop short- and long-range plans for the future, evaluating periodically and updating as needed.
5. Maintain funding levels for existing services.

*Desired Outcomes:* A system that operates efficiently and effectively, with cost savings, skilled staff, and happier riders, which is a good use of taxpayer dollars.

*Prioritization:* Meets the greatest need; moderate implementation.

### **Goal 4:**

***Enhance the Quality of Service to Customers:*** Quality of service can be enhanced through improving scheduling, communication, customer service, overall operations, and quality control. Enhanced quality of service improves all aspects of transportation for persons with disabilities, older adults, and people with low incomes.



*Actions to meet the goal:*

1. Install in-vehicle navigation
2. Implement the centralized call center
3. Create a centralized dispatch system
4. Install real-time communication devices to provide up-to-date information to customers
5. Implement and expand technology and management improvements
6. Explore intra-agency fare systems

*Desired Outcome:* A seamless delivery of transportation services to increase commuter satisfaction.

*Prioritization:* Meets the greatest need; some feasible actions

**Goal 5:**

***Create a Dynamic Transit System:*** A dynamic transit system has high levels of involvement by the community and agencies.

*Actions to meet the goal:*

1. Include appropriate agencies and organizations in planning
2. Initiate annual meetings with heaviest users on how to better serve their needs
  - a. Face-to-face interviews with DACC, V.A., Carle Clinic, and Presence Hospital
3. Share ideas to ensure that all stakeholders have been included in the process
4. Improve communication by holding public meetings, focus groups
5. Work together to develop coordinated efforts to resolve issues
6. Bring together transportation agencies bi-annually- IDOT, DATS, DMT, FHWA, CRIS, Townships, Faith in Action, etc.

*Desired Outcome:* The area will have sufficient funding to carry out transportation plans and reach its vision.

*Prioritization:* Moderate ease of implementation.



## **Section 4- Conclusion**

Mobility strategies begin with an understanding and commitment among local community leaders, elected officials, and transportation managers that meeting the needs of older-adults and persons with special needs is critical. Increased mobility heightens independence, improves the quality of life for all citizens, and increases economic vitality.

The first step to coordination is cooperation. Many transportation providers in the community are already informally cooperating. Some, like the Danville Mass Transit and CRIS Rural Transit District, are members of committees established by the Danville Area Transportation Study (DATS) as the designated Metropolitan Planning Agency.

Careful planning can allow a community to meet the regulatory, budgetary, and service needs of each participating agency, while improving client and community needs. The investment of time and thought at the state, local, and regional levels will result in a lower cost of individual trips, and provide more trips to more places. By working together, we can improve the transportation system and delivery of services to our community.

For any plan to work there must be a level of flexibility to respond to constant change. Successful coordination efforts are those that remain focused and maintain momentum in ever-changing environments. A circumstance can change and require a whole new transportation plan. DATS is committed to being an active partner along with the transit providers and human-service agencies to implement the coordination strategies addressed in this plan.



DANVILLE AREA TRANSPORTATION STUDY  
METROPOLITAN PLANNING ORGANIZATION  
DANVILLE URBANIZED AREA, VERMILION COUNTY, ILLINOIS

ADAM AULL  
MPO DIRECTOR  
17 W. MAIN ST.  
DANVILLE, IL 61832



August 17, 2012

RE: Human Services Transportation Plan

To Those at Bumper Works:

The Danville Area Transportation Study (DATS) has identified your agency as one who may have potential interest in developing this region's HSTP. If you have interest in assisting us, please indicate so by returning this postcard with your agency's name, and we will send you a survey to complete.

The Human Services Transportation Plan (HSTP) is a locally-derived, comprehensive strategy that identifies transit needs, specifically of persons with disabilities, older adults and persons with limited incomes. The HSTP is based on input from transit providers, government officials, human service agencies, advocacy groups, and other members of the public.

We look forward to working with you in developing this plan. A committee will be formed from the agencies who return the survey.

Thank you for your cooperation.

Adam Aull  
DATS Director



Danville Area Transportation Study  
Metropolitan Planning Organization  
Danville Urbanized Area, Vermilion County, Illinois

# Meeting Notice

**WHEN: Monday, December 10,  
from 4:30-6:00 PM**

**WHERE: Danville City Hall,  
Basement Conference Room**

**WHO:** The general public, private and non-profit transportation providers, and human service agencies.

**WHAT:** A meeting of community member and agencies for the purpose of discussing transportation needs in our area.

**WHY:** The development of a Coordinated Public Transit-Human Services Transportation Plan





Danville Area Transportation Study  
Metropolitan Planning Organization  
Danville Urbanized Area, Vermilion County, Illinois

# Meeting Notice

**WHEN: Wednesday, December 19,  
from 4:30-6:00 PM**

**WHERE: Danville Public Library**

**WHO:** The general public, private and non-profit transportation providers, and human service agencies.

**WHAT:** A meeting of community member and agencies for the purpose of discussing transportation needs in our area.

**WHY:** The development of a Coordinated Public Transit-Human Services Transportation Plan





## **The Commercial-News, Danville, IL**

*December 4, 2012*

Meetings set for transit plan

*BY JENNIFER BAILEY*

### **Commercial-News**

DANVILLE — Danville Mass Transit provides about 650,000 rides a year.

“The numbers show there is a huge demand for transit,” said Adam Aull, Danville Area Transportation Study director.

To help educate the public about using public transportation, improve service and coordinate transportation better and not have agencies duplicate services, DATS officials have updated a Human Services Transit Plan. The plan is mostly for DMT, but also deals with local transportation vans, such as with Newell and Danville townships and Faith in Action.

The transit plan called HSTP is close to completion.

There will be two open houses for public comment from 4:30 - 6 p.m. at city hall, 17 W. Main St., on Dec. 10 and from 4:30 - 6 p.m. on Dec 19 at the Danville Public Library, 319 N. Vermilion St.

Aull said the plan brings to the table various service agencies such as churches, medical facilities and senior centers.

The plan correlates transportation to those types of locations such as from the downtown transfer zone for DMT or Danville Area Community College. The plan looks at pick-up and drop-off points and usage.

DATS intern Jackie Marganski said the necessity of the written plan is for DMT to receive Job Access Reverse Commute funding for the bus route to Champaign. The Federal Transit Administration requires the document.

The plan also helps DMT in general seek funding to identify gaps and shortfalls in service, Marganski said.

The 2008 plan is being updated.

Invitations to about 210 agencies were mailed and 26-question surveys were then sent out to agencies interested in participating.

The steering committee consists of eight agencies: United Way, the city, Aunt Martha’s, CRIS Healthy-Aging Center, DMT, Faith in Action North and South and Love INC.

Officials have looked at socio-economic data from the Census, such as households without vehicles and improving service to low-income areas.

The plan has a list of objectives to complete during the next five to 10 years. They include: educate the public about how to ride public transportation and switch buses which could involve high school students who need volunteer hours to help out; create a coordinating council to see that objectives in the plan are being carried out; and increase ridership and encourage partnerships with employers to create pilot programs and have incentives for employees to take public transportation to work.

Aull said this will save on gas money, educate about health issues and reduce greenhouse gases and reduce traffic congestion.

Public comments and suggestions will be welcome on the rough draft at the public meetings.

The finalized plan will be completed this month. Then it will be put on public review for 15 days in January prior to DATS policy and technical committee action in February.



## Rider Comments from Passenger Survey (2012)

### General Positive Comments

1. Keep up the good work (3 comments).
2. DMT is perfect.
3. I enjoy riding the bus.
4. Likes how DMT worked with Salvation Army on food drive.
5. DMT is the best service to get around if you don't have transportation.
6. Likes bike racks, wants more of them.
7. It helps people with disabilities.
8. Thanks for service to Georgetown.
9. Always runs on time.
10. Route 10 Danville-Champaign is an excellent service.
11. Thankful for route 10 which provides rider with access to needed healthcare.
12. Drivers are helpful and cordial.

### Fares

1. Children under age 12 should ride free.
2. Go by age for children rather than height.
3. Wants a special ticket package for every day riders.

### Transfers

1. Shouldn't have to pay for transfers.
2. Transfers should be accepted at other locations than just the Transfer Zone (3 comments).
3. Transferring from route 8 to route 2 requires a 30-minute wait downtown.
4. Wishes transfers to the VA and Champaign were more convenient.

### Facilities

1. Wants to see Transfer Zone remodel completed (2 comments).
2. Need for bathrooms at Transfer Zone.
3. Need heaters in the shelters at the Transfer Zone.
4. Need better accommodations for handicapped riders at Transfer Zone.
5. Need more shelters (5 comments).



6. Need benches at bus stops (2 comments).

## **Drivers**

1. Drivers are friendly, great, helpful, polite, etc. (6 comments).
2. Drivers are rude, need to be more respectful (2 comments).
3. Pete is a good driver/best driver (4 comments).
4. Terry is the best driver.
5. Tee is a good driver.
6. Jason has a good sense of humor.
7. I like the lady who drives route 6.

## **Bus Stop Locations**

1. Stop at Menard's.
2. Service to Kohl's.
3. Service to Deer Creek Manor.
4. More bus stops.
5. Add a stop at Rt. 1 and Oak in Westville.
6. The route 4 bus should go into Holiday Square and Sav-A-Lot.

## **Vehicles**

1. Don't like steps on the smaller buses, feels they are unsafe.
2. Need larger buses.
3. Buses are always dirty.

## **Frequencies**

1. Run more frequently.
2. Run every 30 minutes on route 2.
3. Requests 30-minute service to Provena.

## **Hours**

1. Appreciates the expanded evening hours.
2. Would like an early morning demand response service, similar to evening service.
3. Wants more service at night—General (5 comments).
  - a. Wants more service at night, running until midnight.
  - b. Routes 1, 12, and 13 need to run later.
  - c. Route 9 should run later than 4:45PM (4 comments).
  - d. Route 10 should run later hours (2 comments).



- e. Requests 8:22PM route 10 departure from Champaign.
- f. Wants buses to run until 3:30AM.
- 4. More Saturday hours—General (6 comments).
  - a. Operate regular weekday service on Saturdays (2 comments).
  - b. Saturday service on Lynch route (2 comments).
  - c. Saturday service on Georgetown route (10 comments).
  - d. More Saturday evening service (3 comments)
- 5. Requests Sunday service (34 comments).
- 6. Requests service on holidays.
- 7. Would like route 9 to operate trips between 11:15AM and 2:45PM (2 comments).
- 8. Would like more service on route 13 to Tilton.
- 9. Wants early morning and later service on the Vermilion routes.
- 10. Operate route 8 every hour on Saturdays.
- 11. Wants earlier weekday service for people who have to be to work by 7.

### **On-time Performance**

- 1. General comments regarding late buses (5 comments).
- 2. Route 7 Williams-Main is frequently late.
- 3. Do a better job of planning to allow time for trains, wheelchairs, bikes.

### **Other Comments**

- 1. People were selling the bus passes they received from Salvation Army during food drive.
- 2. There should be zero tolerance for intoxicated riders or those who are disrespectful to other riders or DMT drivers.
- 3. If the bus is early the driver should wait for riders.
- 4. Would like transit service to Ogden.
- 5. It's not fair that riders can't bring a drink with a lid onto the bus.



## Passenger Survey Results (2012)

### Introduction

Who rides Danville Mass Transit (DMT)? Why do people ride, and where are they going? Do they have access to alternative modes of transportation? Are riders satisfied with employee performance, service, safety, amenities, and the information they receive from DMT?

To learn these answers, an onboard survey was distributed to riders on all Danville Mass Transit (DMT) routes in December, 2012. The objective was to measure customer satisfaction as a baseline to check progress against in future years, and to learn more about the people riding DMT buses.

DMT distributed 365 surveys and 292 were returned, for a response rate of 80%. The data were tallied and organized by bus route.

### Demographic Information

Age: DMT riders vary by age, however, most riders are adults. 86% of all respondents were adults ages 18 to 64. The largest percentage (34%) ranged from ages 30 to 49, and another 28% ranged from 50 to 64. 24% were ages 18 to 29. 10% were 65 and older, and only 4% were below age 17. The results may indicate a market opportunity for DMT to do a better job of capturing youth and senior citizen riders.

Income: It is not surprising that many DMT riders are people with lower incomes. 51% reported annual household income less than \$15,000, and another 15% said income ranged between \$15,000 and \$29,999. 4% reported income between \$30,000 and \$49,999, and 3% reported income at \$50,000 or higher. A large percentage (27%) did not know or preferred not to report income in the survey.

Car Ownership: Most riders are dependent upon public transportation. 89% said they did not have access to a personal vehicle to make the trip they were taking on the bus on the day of the survey.

Students: 26% of riders said they were students, 16% of whom were studying at Danville Area Community College (DACC). 3% were public school students, 2% studied at other colleges, and 1% studied in private schools. 4% said they were students at other schools.

Disability: Many people with disabilities ride DMT buses. 40% of survey respondents identified themselves as a person with a disability. Vermilion County has a higher-than-state-average percentage of households receiving Social Security disability payments (according to the Social Security Administration, 2006-2008 American Community Survey).



## **Trip Purpose**

Where are riders going on DMT? 27% were going to work, indicating that job access is an important reason for mass transit service to exist in Danville. (The second largest group (22%) selected “other,” which represents a flaw in the survey. We should have included “home” as an option; many riders wrote this on the survey.) Other reasons to ride include access to health and medical appointments (15%), shopping (11%), school (10%), and to eat or purchase food (10%).

## **Satisfaction Measures**

Survey respondents were asked to rank their satisfaction with DMT employees, service, safety, amenities, and passenger information on a seven point scale ranging from “totally satisfied” to “totally dissatisfied.”

Satisfaction Rating: DMT earned an overall satisfaction rating of 83.8% (respondents who were totally satisfied or satisfied). 10.5% of riders were dissatisfied or totally dissatisfied. 5.7% of responses were neutral. A satisfaction rating of nearly 84% constitutes a letter grade of “B” for customer satisfaction. There is room for improvement of customer satisfaction, which will be discussed in specifics.

## **Bus Operator Performance**

Safety: DMT is perceived as safe by riders with a 93.3% satisfaction rating for safe driving.

Courtesy/Helpfulness: Drivers received a 90.8% satisfaction rating for their courtesy and helpfulness to riders.

Knowledge of Routes: DMT drivers are knowledgeable about routes and able to assist customers with questions related to how to use DMT buses. Drivers received a 93% satisfaction rating in this area.

Appearance: DMT drivers are perceived as having a neat and professional appearance while on duty, rated at 92.5% satisfaction.

Attitude: DMT drivers earned a slightly lower satisfaction rating for their attitude at work, rated at 86.9% satisfaction. 5.2% of riders were totally dissatisfied in this area.

## **DMT Service Characteristics**

Reliability/Dependability: DMT service receives a “low B” at 82.3% satisfaction for reliability. Dissatisfaction was rated by 10.3% of riders. To riders, reliability/dependability has to do with buses arriving on time, being able to complete transfers, no missed trips, avoidance of mechanical failures, etc.

Frequency of Service: Satisfaction with frequency is rated at 79.7%, with 12.1% dissatisfied. Many routes operate only once per hour, which is a very low frequency. Some routes operate even less frequently with gaps in service as long as 2-3 hours.





On-Time Performance: Riders were 73.1% satisfied with on-time performance. 19.5% of riders were dissatisfied with on-time performance.

Ease of Transfers: Satisfaction with the ability to make transfers was rated at 82.4%. 11.3% were dissatisfied with transfers.

Design of Routes: Satisfaction with the design of routes was rated at 83.4%, with dissatisfaction rated at 9.1%.

Days/Hours of Service: DMT's span of service received the highest level of dissatisfaction with 22.3% dissatisfied. However, 68.7% of riders were satisfied with the days/hours operated.

### **Safety/Amenities**

Bus Cleanliness: Satisfaction was rated at 85.3%. Dissatisfaction was rated at 9.7%. DMT utility personnel do a good job with keeping buses and facilities as clean as they can be, but there is likely room for improvement.

Facility Cleanliness: Riders are more satisfied with the cleanliness of facilities, rated at 87.4% satisfaction.

Availability of Shelters: This area received the lowest satisfaction rating at 72.5%. Dissatisfaction was at 18.6%. Riders would like to see more shelters at bus stops, however, shelters are expensive to build and maintain.

Bus Stop Locations: Satisfaction was rated at 81.5% and dissatisfaction was rated at 12%. Along most routes bus stops are located every few blocks.

### **Passenger Information**

Phone Service: Telephones are answered primarily by dispatchers and administrative staff, so there are no employees dedicated solely to answering phone calls. Satisfaction with phone calls is at an acceptable 81.9%, however, 10.6% of riders are dissatisfied with the service they receive on the telephone.

Web Site: DMT launched a new web site in 2012. Satisfaction is at 85%.

Printed Schedule Information: Transit information is complex and can be difficult to understand. DMT's printed timetable is an excellent resource and has garnered a satisfaction rating of 88.7%.

### **Customer Comments**

Many comments were received by riders who participated in the survey. Those comments are summarized in a separate document. The most frequent comments are listed below. The greatest number of comments were requests for service on Sundays (currently no service is offered Sundays).

- Sunday service requested (34 comments, 11.6% of total responses)
- Saturday service on route 9 (10 comments)
- More Saturday hours (6 comments)
- More nighttime buses (5 comments)
- Need more shelters (5 comments)
- Concerns about buses running late/behind schedule (5 comments)

## Areas of Dissatisfaction

Several areas were scored higher in customer dissatisfaction, warranting the attention of DMT management. The top five highest dissatisfaction areas are:

1. Span of Service (Days/Hours of Service), 22.3% dissatisfied
2. On-time Performance, 19.5% dissatisfied
3. Availability of Shelters, 18.6% dissatisfied
4. Frequency of Service, 12.1% dissatisfied
5. Bus Stop Locations, 12% dissatisfied

### Span of Service

Riders clearly want more transit service, including additional evening, Saturday, and Sunday hours. Adding service adds operating expense, a very real challenge to DMT considering limited resources and budgetary constraints. Currently service is very limited on Saturdays, and no service is offered Sundays.

### On-Time Performance

Riders also demand improvements to on-time performance; riders are very frustrated when buses are late, especially in unpleasant weather. Several problem routes were identified by riders who were riding those routes at the time the survey was conducted:

Route	Rate Dissatisfied
14	30.4%
5	30.0%
4	29.6%
3	23.8%
9	23.1%
1	22.2%
10	20.7%
7	17.6%
6	16.0%
12	14.3%
2	11.8%



8	11.1%
11	11.1%
13	11.1%
Evening Service	0.0%

It is interesting to note that routes 14, 5, and 4 are affected by train traffic along Bowman Ave., which causes frequent delays to DMT service. Additional study is needed to identify problem areas, and some routes may need to be modified to improve on-time performance.

## Shelters

Use of public transit is made more comfortable if riders have sheltered waiting spaces to escape wind and precipitation. However, shelters are expensive to build and maintain. Each shelter needs to be cleaned at least once per week (and more often, ideally). This involves increased labor hours for utility employees. Therefore, adding shelters increases fixed expense unless partnerships with property owners can be established for maintenance of shelters.

Existing shelter assets are listed below:

### No. Location Description

- 1 Wal-Mart
- 2 USMC/N. Logan
- 3 DCFS/N. Logan
- 4 Crosspoint/Warrington
- 5 Churchill Towers/Seminary
- 6 Post Office / N. Hazel
- 7 Valleyview Apt.
- 8 DACC on Main St.
- 9 Big R./Southgate
- 10 Rt. 1 Southbound/Hegeler

(The shelter at Rt. 1/Hegeler will be moved by the town of Georgetown to the bus stop at Georgetown city hall in the first quarter of 2013.)

DMT has plans and grant funding to build shelters at Fowler and Clyman (Fair Oaks) in 2013 and at Bowman and Fairchild (Salvation Army) in 2014. DMT will also procure a third shelter for use at a location to be determined. Over the next two years shelter assets will expand by 30%.

It is noteworthy that passengers want shelters at the bus stops they use, and they do not understand (nor care, particularly) that shelters add significant expense. There are more than 400 bus stops in DMT's service area. Because of the additional capital and operating expense, DMT management will



need to carefully consider where to add shelters and will be foremost guided by ridership volume at each location.



## **Frequency of Service**

Frequency of service describes how often a certain route serves a bus stop. Some service operates only very limited trips each day. Routes 9 Georgetown, 10 Danville-Champaign, 12 Heights/S. Danville, 13 Tilton, and 14 Lynch operate limited trips daily, ranging from AM and PM peak service only, to service only every couple of hours.

Most DMT routes operate every 60 minutes. Routes operating on a 60-minute frequency are: 1 Grant/Logan, 2 Gilbert/Danville Crossings, 4 Bowman, 5 Fairchild, 6 Main/Fairchild, 7 Williams/Main, and 8 Douglas Park. Two trips (5:45AM and 12:45PM) are added to route 6 to improve service to 30-minute frequencies at those times.

Transit service along Vermilion St. (routes 3 and 11) is the most frequent, with service operating every 30 minutes.

Very high quality transit service operates in most cities with frequencies of 30 minutes or less. 60 minutes is too long to wait for the bus for most riders except those who are totally dependent upon public transportation. DMT buses will not become a mode of choice for riders unless service frequencies can improve. However, adding frequency adds operating expense and would require expansion of DMT's fleet and personnel. Given budget constraints, expanding service frequencies will be challenging for DMT. Additional study is needed to measure customer demand and budgetary resources, to determine if service frequencies can be improved.

## **Bus Stop Locations**

As mentioned, transit riders generally don't want to walk more than a block or two to a bus stop, especially in bad weather or if sidewalks are not available. DMT has placed bus stops every few blocks along all fixed routes. Requests to add bus stops at given locations will be reviewed by DMT management to determine if adding stops is warranted.

## **Conclusions/Recommendations**

It is telling that 89% of riders have no access to a personal vehicle. These riders are dependent upon public transportation. 27% of trips taken on DMT are for people going to work. These two statistics lead to an important conclusion: one of the most important benefits of public transportation around Danville is to provide access to jobs for people who don't drive in cars.

Another insight is that 40% of riders are people with disabilities, underscoring the importance of ADA-accessible public transportation services provided by DMT.

While there is a high degree of satisfaction with DMT, with overall satisfaction at nearly 84%, there is room for improvement. DMT's management should address the areas of dissatisfaction identified.



Areas of the greatest concern are **span of service** (with Sunday service being most requested), how to improve **on-time performance**, and whether **service frequencies** can be expanded.

Adding Sunday service would add significant operating expense. Whenever service is operated, DMT must support the service with dispatch, maintenance, and utility functions. Further analysis to measure the ridership demand is needed before the addition of Sunday service can seriously be considered. Other service expansions, such as additional weeknight hours, improved frequencies, etc., should also be evaluated. Any service expansions should be justified with demonstrated demand and an analysis of the benefits and costs.

Many DMT bus routes need to be reviewed for possible rerouting to address on-time performance. Some routes have not been modified for many years, and increased ridership, growing numbers of disabled riders, and traffic and train congestion are having a negative effect on timeliness of service. DMT management will undertake an effort to review each route for possible changes to improve satisfaction with the timeliness/reliability of services.

Finally, demographic data reveal that DMT is not meeting the needs of senior citizen or youth riders. DMT management should determine why riders in these age categories are not using DMT services and develop marketing programs that target these demographic groups.





Works Cited:

Ingmire, Scott. Madison County, New York, *Coordinated Public Transit-Human Services Transportation Plan*. May 2010.

Greensboro Metropolitan Planning Organization. Greensboro Metropolitan Planning Area, North Carolina, *Coordinated Human Services Transportation Plan*. April 2012.

Vermilion County Health Department. Vermilion County, Illinois, *Community Health Needs Assessment and Community Health Plan*. 2007-2012.

North Central Illinois Council of Governments, Region 3. *Public Transit-Human Service Transportation Plan*. June 2012

12/08/12  
 Monday, December  
 10, from 4:30-6:00 PM  
 Danville City Hall,  
 Basement Conference  
 Room  
 AND  
 Wednesday, Decem-  
 ber 19, from 4:30-6:00  
 PM Danville Public Li-  
 brary, Large Meeting  
 Room  
 WHO: The general  
 public, private and  
 non-profit transportation  
 providers, and human  
 service agencies.  
 WHAT: A meeting of  
 community member  
 and agencies for the  
 purpose of discussing  
 transportation needs in  
 our area.  
 WHY: The develop-  
 ment of a Coordinated  
 Public Transit-Human  
 Services Transportation  
 Plan

STATE OF ILLINOIS )  
 County of Vermilion ) ss.  
 City of Danville )

11/31332

NEWSPAPER HOLDINGS INC., DBA THE COMMERCIAL-NEWS, a corporation, organized and existing under and pursuant to the laws of the State of Illinois, HEREBY CERTIFIES.

That it is the PUBLISHER of the COMMERCIAL-NEWS, and the COMMERCIAL-NEWS is a secular newspaper of general circulation in Vermilion County, Illinois, printed and published in the City of Danville, Vermilion County, Illinois:

That a notice, of which the annexed is a true copy, has been regularly published, in said newspaper one time each day/week for 1 successive days/weeks/times.

That the first of such publications was on the 8 day of Dec 20 12, and the last publication was on the 8 day of Dec 20 12.

That the COMMERCIAL-NEWS has been regularly published for at least six (6) months prior to the first publication of said notice: that the face of the type in which such publication was made is the same as the body type used in the classified advertising in the newspaper in which such publication was made.

That Beverly Joyce has been duly appointed as agent of said company and authorized to certify all certificates of publication required to be made on account of publications made in the COMMERCIAL-NEWS, and that such appointment is still in full force and effect.

IN WITNESS WHEREOF, the said NEWSPAPER HOLDINGS INC., DBA THE COMMERCIAL-NEWS, PUBLISHER, aforesaid, has caused its corporate name to be hereinto affixed, and this certificate executed by Beverly Joyce its authorized Agent, on this 8 day of Dec, A.D. 20 12.

Printer's Fee \$ \_\_\_\_\_

NEWSPAPER HOLDINGS INC.,  
 D.B.A. COMMERCIAL-NEWS

Date Paid \_\_\_\_\_ 20 \_\_\_\_ .

By: \_\_\_\_\_

Authorized Agent

# CERTIFICATE OF PUBLICATION IN

## The Independent News

---

The undersigned, THE NEWS-GAZETTE, INC. by its authorized agent, does hereby certify that said corporation is the publisher of The Independent News and that the same is the weekly secular newspaper of general circulation published in Georgetown, Vermilion County, Illinois, and said newspaper is a newspaper as defined by 715 ILCS 5/5 (1992) and 715 ILCS 10/1 (1992); said publisher further certifies that the annexed notice was published in said newspaper, on the following date(s);

01/16/2013

### TRANSIT PLAN REVIEW

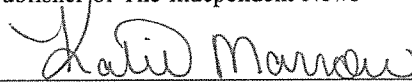
### PUBLIC NOTICE

Said publisher further certifies that the date of the first paper containing the said notice was on the first date hereinabove set forth and that the date of the last paper continuing the said notice was on the last date hereinabove set forth.

The News-Gazette, Inc.

Publisher of The Independent News

By: \_\_\_\_\_



Authorized Agent

**DATS**  
Transit Plan Public Review  
Jan. 14-31  
Available at these libraries:  
Danville, Westville,  
Georgetown, Catlin  
Also online at  
<http://www.dats-il.org>

1162036 01/16

Publisher's fee \$7.70  
Ad # 1162036

---