

DuPage County Division of Transportation



DuPage County DOT's Foray into Mobility Services:

Experiences and Lessons Learned from the Hinsdale Lake Terrace Rideshare Access Pilot





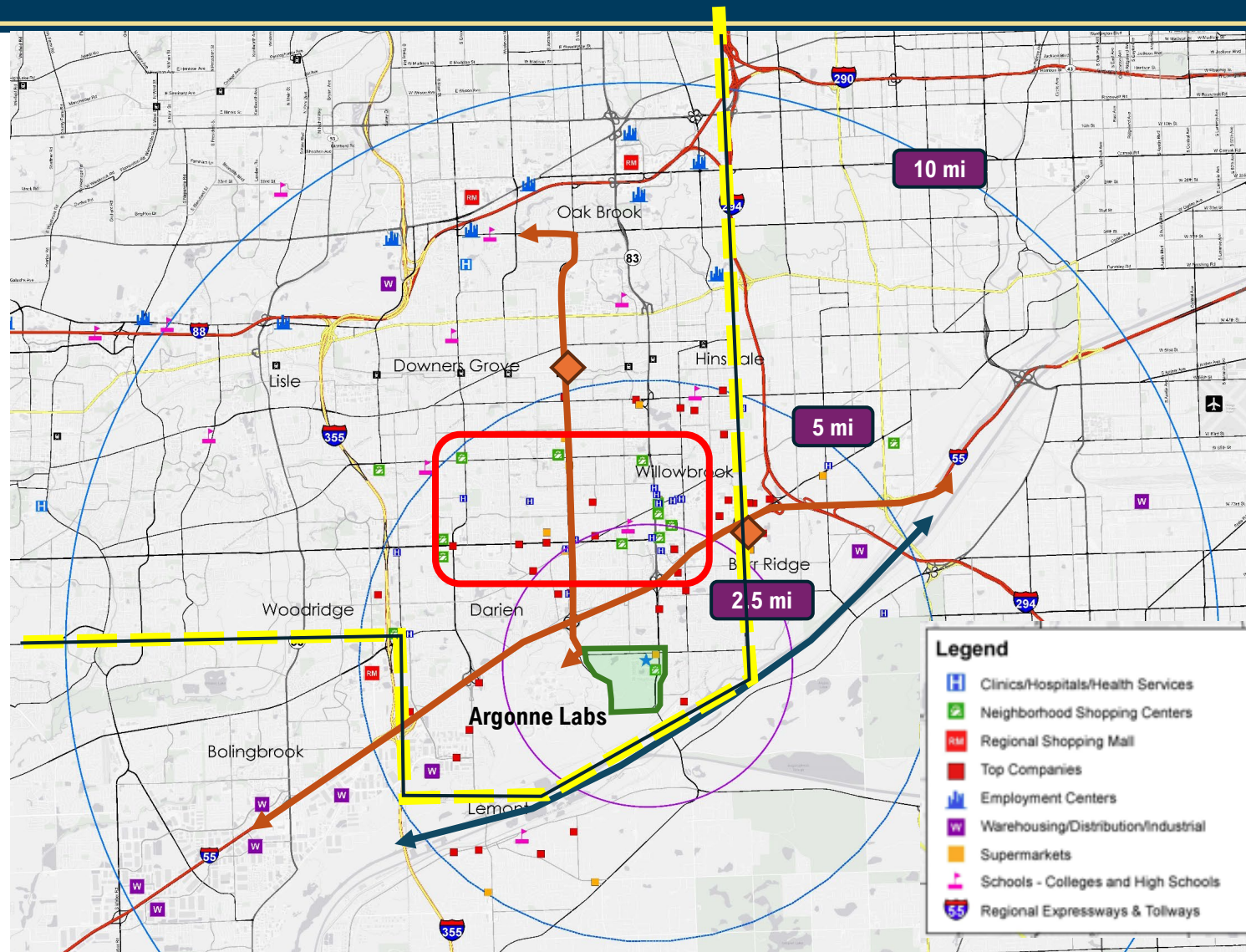
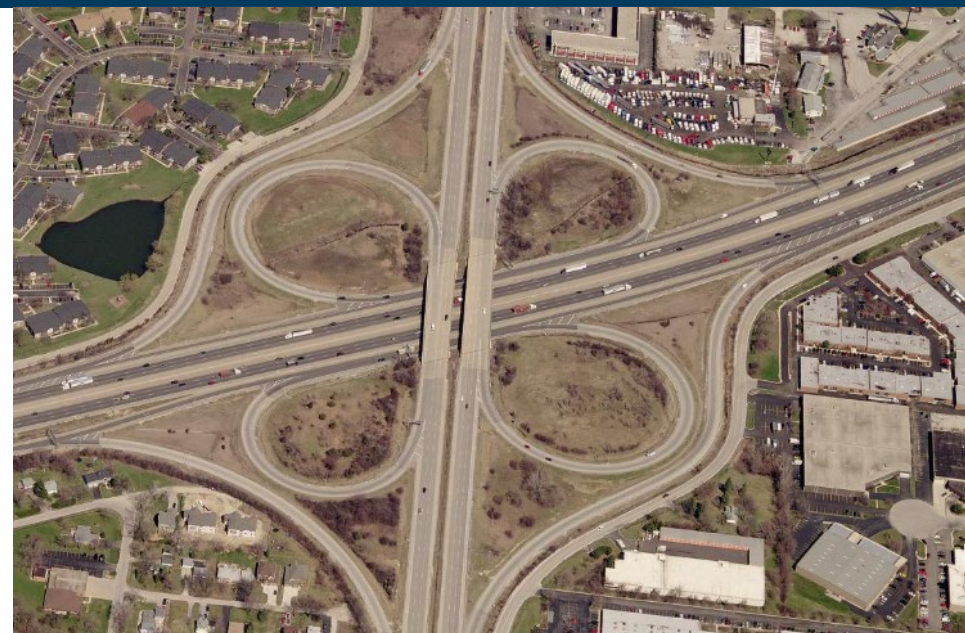
Hinsdale Lakes Terrace Story

- Built late 1960s
- Community of 3500 Residents
- Apartments and Townhomes = 1200
- High residential turnover
- Unemployment and out of workforce
- 2.5 miles from most commercial prop
- Listed as an underserved, disadvantaged community by ILDCEO
- Listed as Transportation and Economically Disadvantaged Census Tract per USDOT



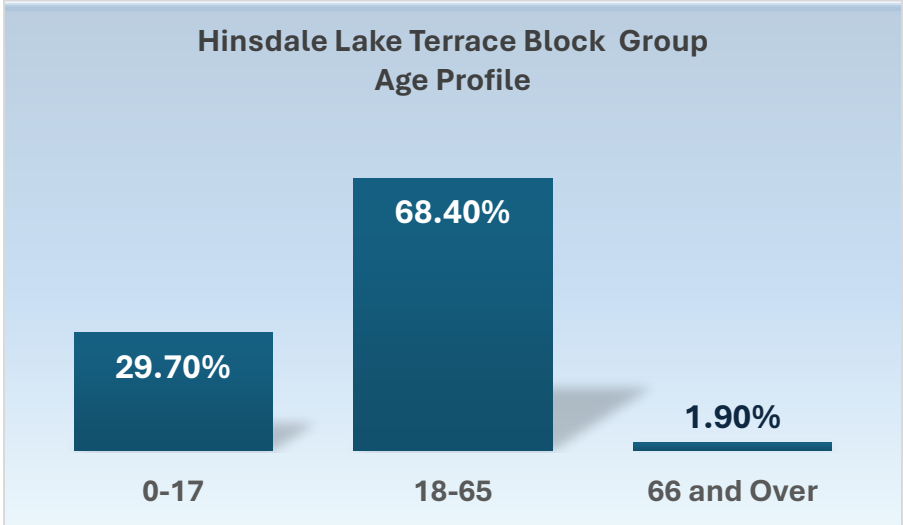
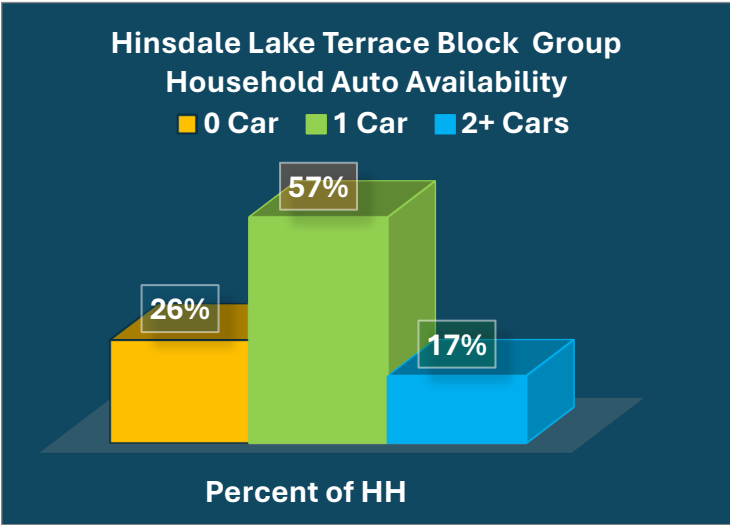
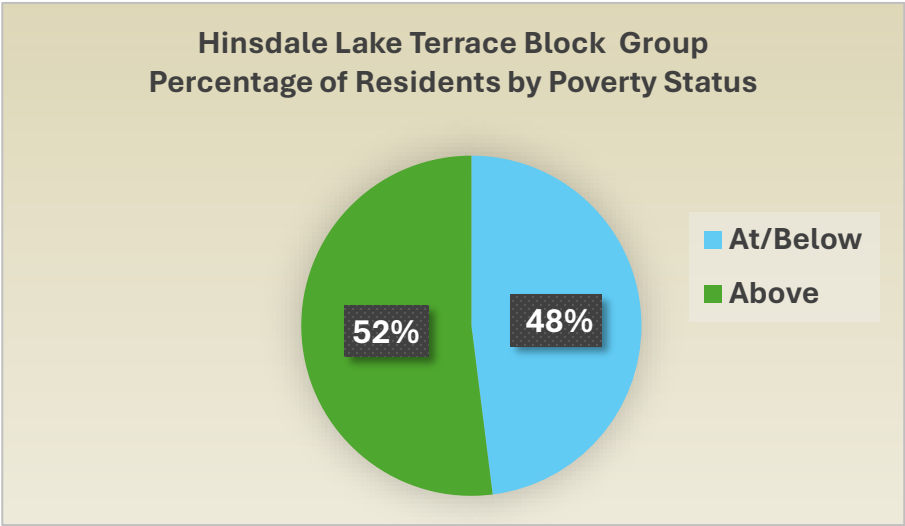
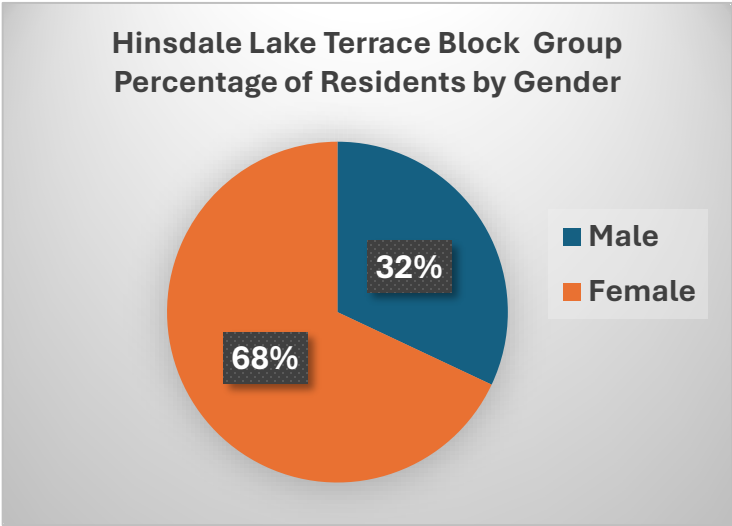


Hinsdale Lakes: Geography of Isolation





Hinsdale Lakes: Socioeconomics





Hinsdale Lakes: the Study

Technical Memorandum

Willowbrook Corners Planning Services

Screening for the Selection of a Pilot Mobility Option

Willowbrook Corners

Final Report

May 2022

Mobility Survey Said:

- Affordability
- Accessibility/Safety
- Flexibility
- Local with some Intercounty
- Microtransit – Yes
- Vanpool – Not so much
- Needs: School, Jobs, Healthcare, Childcare, Grocery
- Student after school – jobs, study, safe return home
- Sidewalks and Lighting

Context:

- Covid
- Pace Uber Access – Early 2022
- Pace OnDemand – 2020
- DuPage County RideDuPage and Township Dial-A-Ride Services



Hinsdale Lakes: Study Recommendations

Overarching Recommendations:

1. Flexibility and Affordability
2. Focus on Jobs and Education
3. Cover all types of trips
4. Modal Stability – fixed route desire
5. Build necessary infrastructure
6. Public Information Campaign
7. Plan for Sustainable Operations
8. Develop Partnerships
9. Identify Administrative Support
10. Set and meet performance metrics

Six mobility options:

1. App-Based On-Demand Rideshare (microtransit)
2. **Community Van/Circulator (microtransit)**
3. Fixed Route Pace Vanpool (microtransit)
4. Bike and Scooter Share (micromobility)
5. Car Share (micromobility)
6. Guaranteed Ride Home (programming)

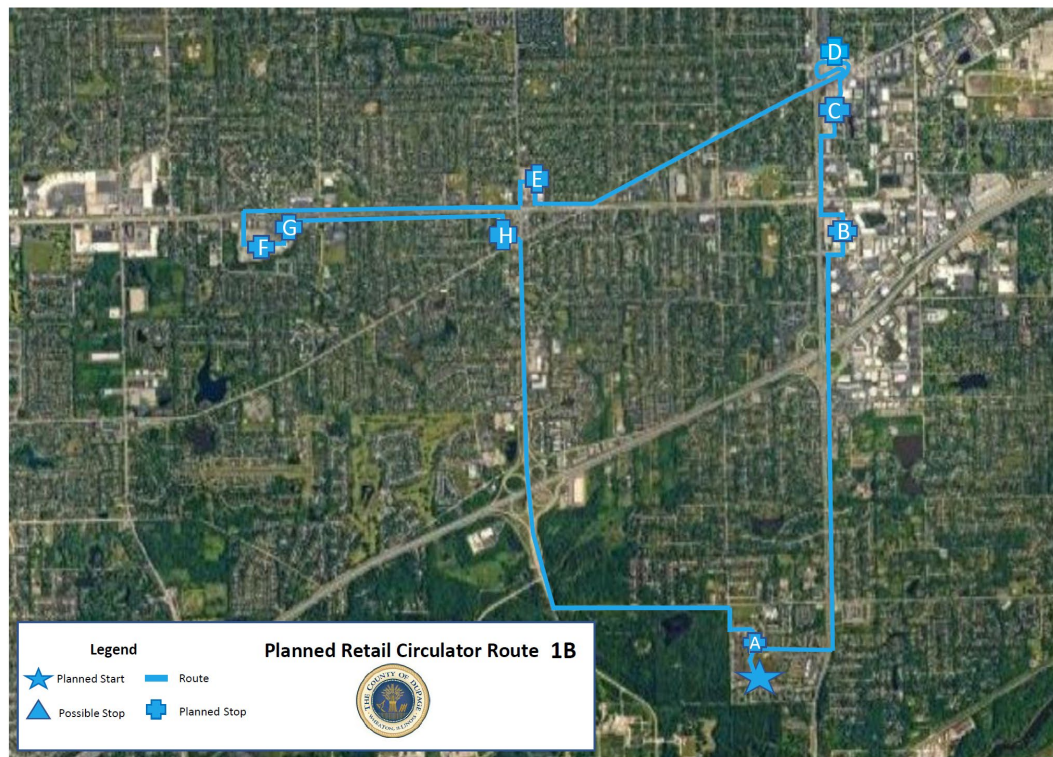
Miscellaneous Non-mobility and Capital options:

1. Food lockers
2. Subsidized Delivery Services
3. Multiuse Path
4. Transit Shelters



Hinsdale Lakes: 2023 Solicitation

- Designed and Solicited for a Scheduled Circulator
- Planned for limited budget with a limited schedule
- Tied to Pace and Metra schedules
- Solicitation through Procurement Department
- Solicited private providers and small startups
- Responses: None



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Mockingbird Ln @ Ivy Ln



Super Target



Walgreens (L) and Jewel Osco (E)



Walmart (F) and Home Depot (G)

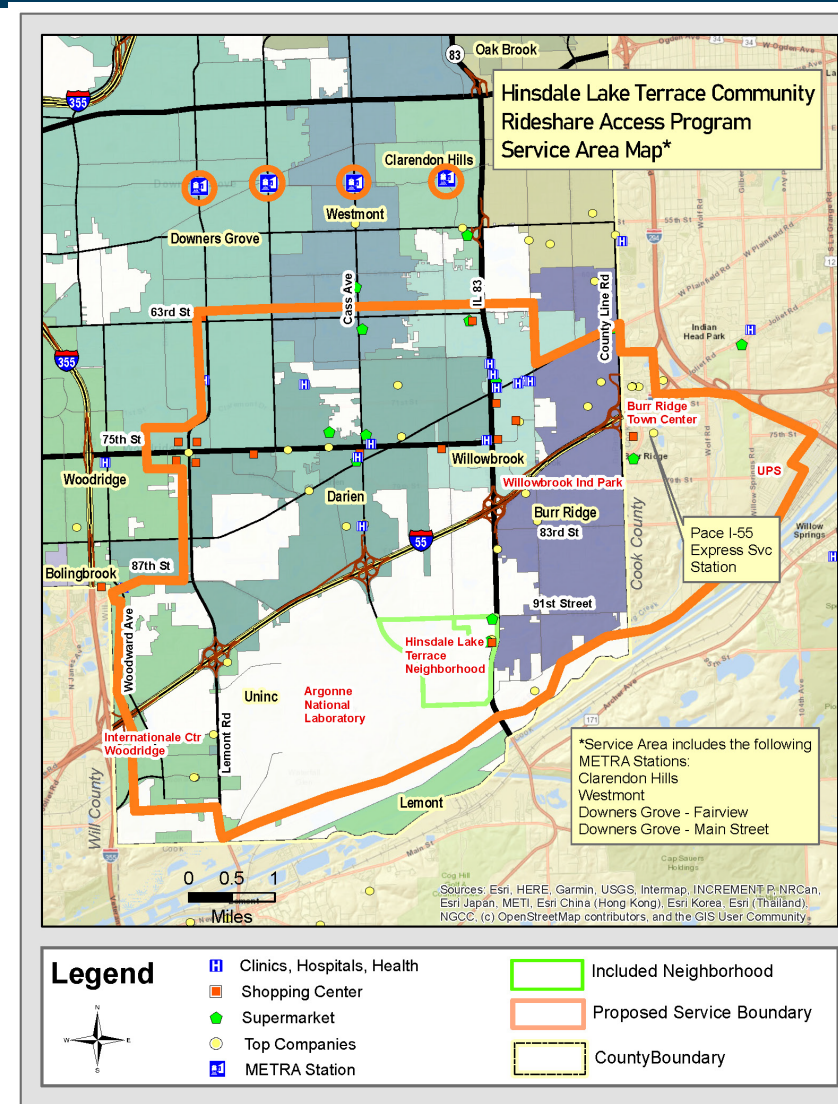


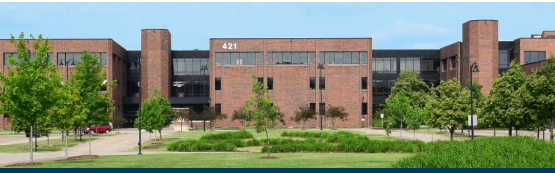
Marshalls, BBB, and Pete's



Hinsdale Lakes: 2024 Uber Access Agreement

- Negotiated an addendum to the Pace Agreement with Uber
- Consistent with other County and Pace UAP
- Allowed up to 8 rides per day with a maximum subsidy of \$30 per ride
- Rides Geofenced to allow rides within 5 miles of the HLT neighborhood
- Allowed rides to Pace and Metra stations
- Included major shopping areas, local employers and schools





Hinsdale Lakes: 2025 Program Administration

Agreement included:

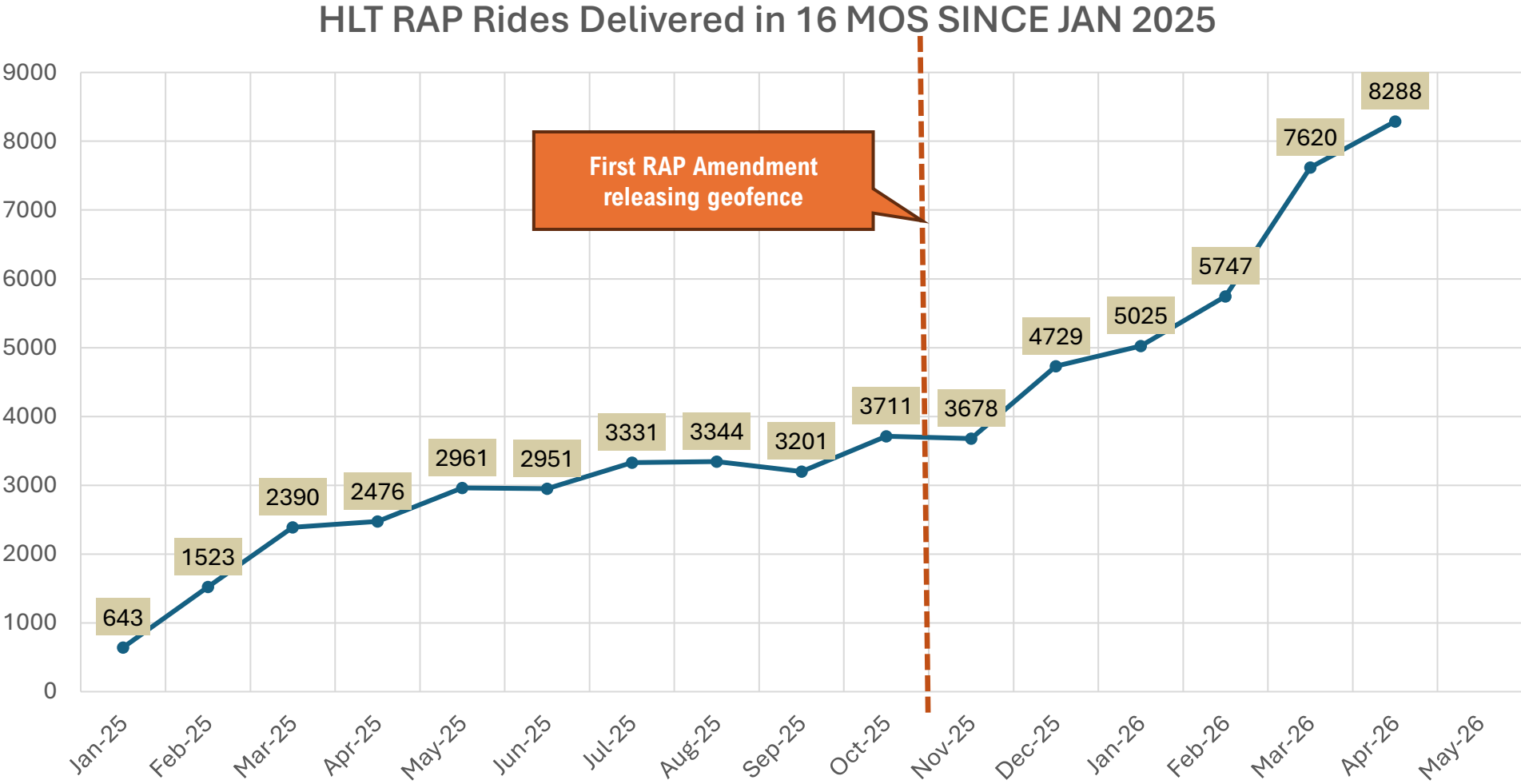
- County responsibility for vetting new clients and submitting to Pace/Uber
- Uber validation of rider information
- Uber delivers same day rides
- Uber invoices to Pace/County
- County pays invoices
- Ride disputes handled directly between Uber and Rider

County Responsibilities

- Program Advertising & Ongoing Promotion
- In-person education and demonstration of Uber app
- Daily Q & A, guidance
- Reconciliation of invoices
- Ridership details and performance



Hinsdale Lakes: 2025 Program Performance





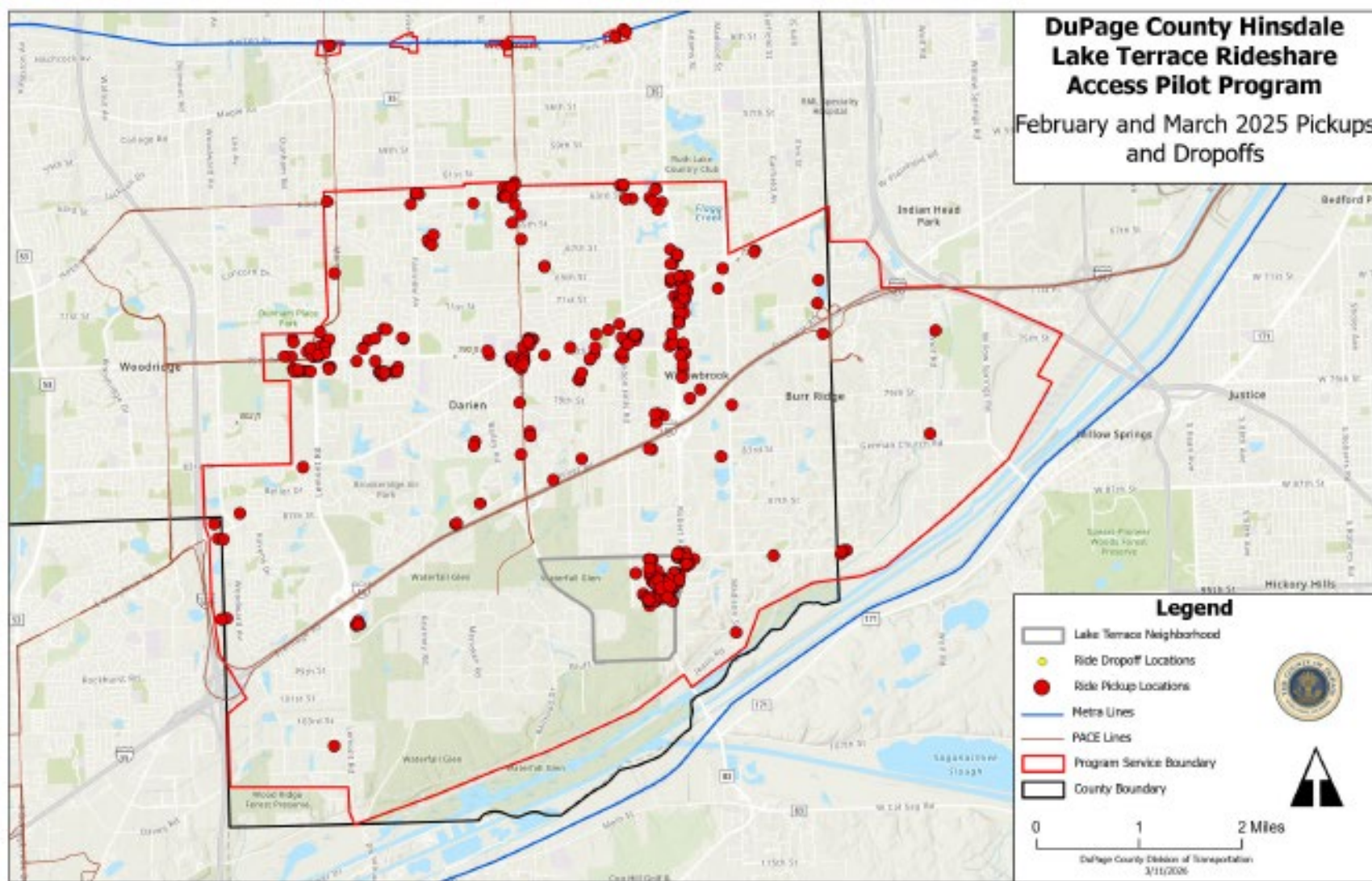
Hinsdale Lakes: 2025 Program Performance

Hinsdale Lake Terrace Rideshare Access Usage									
		Persons		Average		Riders	Average		
		Using	Rides	Rides/		using > 45	Trip	Average	
Month	▼ Year	▼ Program	▼ Taken	▼ Person	▼ X /mo	▼	▼ Length	▼ Cost/Ride	▼
March	2025		86	2390	27.8		23	3.62	15.9
June	2025		96	2951	30.7		28	3.91	16.82
September	2025		113	3201	28.3		29	3.62	17.7
December	2025		162	4729	29.2		51	7.5	16.95
April	2026		245	8288	33.9		96	7.72	16.22

MONTH	RIDES	INVOICE AMT
Jan-25	643	\$ 8,309.00
Feb-25	1523	\$ 20,792.39
Mar-25	2390	\$ 37,995.17
Apr-25	2476	\$ 39,155.50
May-25	2961	\$ 49,093.97
Jun-25	2951	\$ 49,639.10
Jul-25	3331	\$ 54,632.85
Aug-25	3344	\$ 58,524.62
Sep-25	3201	\$ 56,644.96
Oct-25	3711	\$ 65,783.94
Nov-25	3678	\$ 58,689.27
Dec-25	4729	\$ 80,141.41
Jan-26	5025	\$ 84,482.14
Feb-26	5747	\$ 96,962.83
Mar-26	7620	\$ 128,916.59
Apr-26	8288	\$ 147,037.81

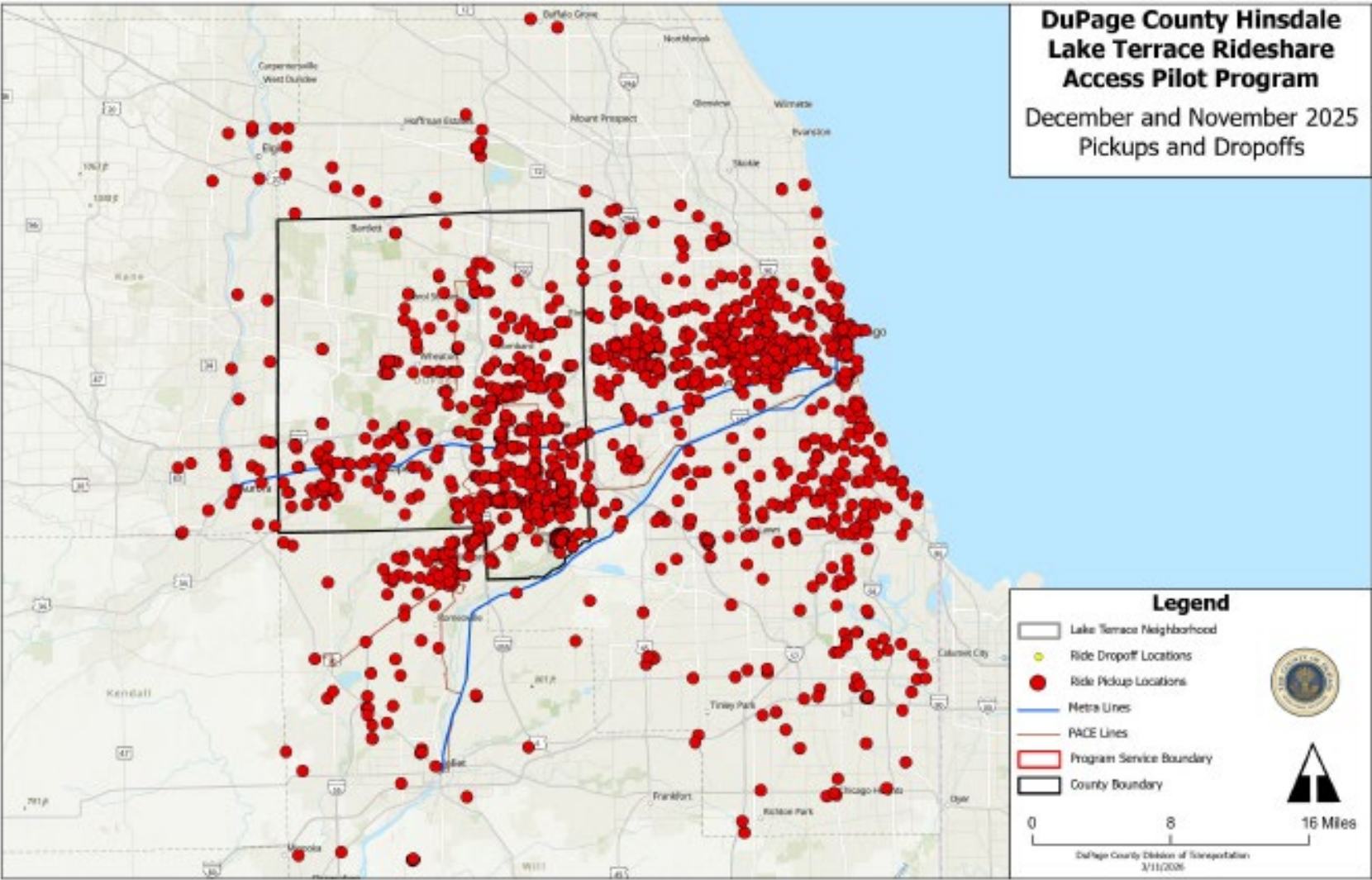


CONSTRAINED 2025 TRIPS FOR ALL TRIPS TO/FROM HINSDALE LAKE TERRACE NEIGHBORHOOD





UNCONSTRAINED 2025/2026 TRIPS FOR ALL TRIPS TO/FROM HINSDALE LAKE TERRACE NEIGHBORHOOD

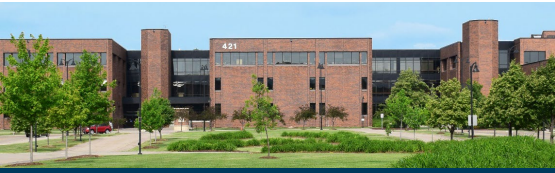




Hinsdale Lakes: Lessons Learned

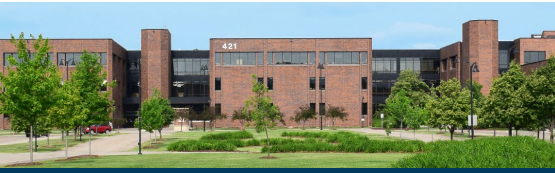
- Involvement with Community and ridership is paramount – “With them, not to them”
- Get the best demand information you can
- Develop a firm budget and set firm expenditure caps to avoid cost over-runs
- Enrollment solutions require more stringent security
- Staffing plans should reflect complexity of services
- Start small, think about multiple solutions for communities – do not put all of your efforts into 1 solution
- Consider limiting rides by trip purpose





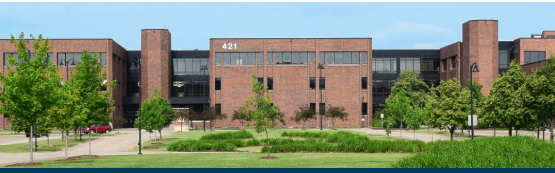
Hinsdale Lakes: Next Steps

- DuPage – Pace – Uber Amending Agreement beginning 9/1
- Working with Pace to re-imagine expenditures and options
- Work with Pace and new NITA on OnDemand and Re-formation of fixed route services
- Hinsdale Lake Terrace is not the only community of need – develop solutions that help more people across county
- DuPage – RTA Demand Responsive Study is looking at comprehensive plan for the County
- Impress collar county needs upon new NITA Board



Hinsdale Lakes: Questions and Issues to Consider

- What worked and what did not ?
- What benefits have accrued to the community?
- If you were to make changes, what, where, why?
- Is this the right program for all?
- Is this the right program for the County?
- Are there limits to these services and are they sustainable for agencies?



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