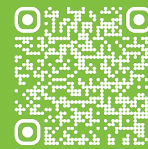


Regional Transit System








Expansion & Modernization



Project Overview

This suite of transit expansion and modernization strategies expands medical and jobs access, improves route and station efficiency, and encourages region-wide economic development.

KEY THEMES

-  Regional Connector
-  Schools Access
-  Benefits Rural Communities
-  Public Parks
-  Employment Connections
-  Transit Improvements
-  Economic Development Catalyst





Project Description

Regional Transit System | Expansion & Modernization

Peoria, Tazewell, and Woodford counties are served by two major transit providers: the Greater Peoria Mass Transit District (GPMTD or "CityLink") and We Care. Additionally, service is supplemented by Washington Township and others. Collectively, these services offer a fixed-route bus service in the Peoria-Pekin urban area and on-demand, door-to-door rides in most urban and rural areas.

Unfortunately, transit services are often fragmented. Under current Federal Transit Administration (FTA) rules, transit service providers accept either rural or urban transit funding and must manage ridership accordingly, resulting in logistical challenges for those moving between different providers' jurisdictions. To mitigate these issues, this project seeks to study opportunities to coordinate or consolidate transit service providers, identifying ways to fill service gaps and establishing a single interface for ride scheduling that can be utilized across the counties. This could include Microtransit, an on-demand service that could close first- and last-mile gaps.

This project seeks to attract new and increased ridership in two ways: 1) By comprehensively evaluating current system operations and opportunities, and 2) Setting the foundation for proactive collaboration with municipal partners. This could involve developing higher-density transit-oriented corridors that support more frequent and extended service.

Quick Facts

Project Type

- Microtransit
- Transit Modernization

Jurisdictions

- Greater Peoria Mass Transit District
- Tri-County Region

Districts

- US Congressional District 16 and 17
- Illinois State House District 73, 87, 91, 92, 93
- Illinois State Senate District 37, 44, 46, 47

Next Steps



Feasibility Study

Assess the potential for rural and urban service providers to organize under a single entity, share dispatch services, or utilize a single ride scheduling service; identify case studies & recommend implementation strategies.



Microtransit System

Identify funding options for a microtransit program, potentially including the purchase of vehicles. Ideally, this program would ultimately serve both rural and urban areas, though the current urban area gaps are the highest priorities.



Assessment & Planning

Evaluate existing routes & explore the impact of a potential second transfer station, transit-oriented developments, and Bus Rapid Transit routes. Identify opportunities for route changes and software modernization.



Strategic Transit Marketing

Conduct a study and implement a marketing campaign to improve public perception of transit; survey the needs and wants of current and potential riders; and tailor marketing strategies to encourage ridership.