



## Key Market Segments

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### OVERVIEW

Based upon the information presented in this report, various key market segments by community can be generalized. Those key market segments are broken down into the following:

- Labor Market
- Transit-Dependent
- General Public

These market segments represent a wide range of transit use, and therefore must be carefully documented to aid in determining both service areas and service characteristics. For example, services which begin at 8:00 a.m. may never be used by the majority of local workers, as this service may not get them to work on time. Correspondingly, services which do not serve those high need residential areas, nor serve local generators of transit trips, will inhibit potential ridership. For example, if services are planned which do not serve local retail areas, the potential for shopping-related trips is lessened. If services do not accommodate that segment of the population which is considered transit-dependent for various trip purposes such as shopping, employment, and medical, then this market segment will not be effectively served. Identifying those markets which have the highest propensity for use is key in having a system which meets the local needs of residents.

### LABOR MARKET SEGMENT

Labor markets represent that segment of the populace which use transit services to reach various employment needs. Detailed origin-destination information was presented, by community, in Chapter IV. Employment-related trips are those trips made by commuters to and from work. Major local employers were presented in Chapter III. As with any analysis of the local labor market, determining who is

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traveling where is key. For example, most of the current users of the Metra system are traveling from DuPage County east toward Chicago. As shown by the commuter surveys and boarding and alighting patterns, most trips are shown to be leaving the county. With approximately 7,000 local boardings on the Metra system, a response of only 111 commuter surveys is very low and is not representative of all Metra users. There may a variety of reasons why this response was so low, given local station activity. One explanation could be that, given the large percentages of persons either driving themselves or being dropped off at stations, their transportation needs in DuPage County are already met.

The potential labor segment which may not be using Metra to travel into DuPage County may be significant. With the level of parking at some of the large regional employers and the difficulty of parking at Metra stations to take the train to work, it is likely that these persons are driving to work rather than using Metra and/or Pace to travel to and from work. The lack of a transit system which could transport these employees from a Metra station to a place of work may be one of the reasons employees are driving to work.

The same can be said for local employees who reside in one community, yet drive to another community for work. As shown in the maps presented in Chapter IV, many residents are traveling outside the communities they live in to work.

After reviewing the information from Chapter III on the existing economic and employment conditions of the 13 communities, the DMMC team identified that the low salary workforce is a key labor sector which public transportation needs to serve now and into the future. The low salary workforce is primarily found in the “accommodations and food service” industry sector. The other industry sectors that should also be considered in the development of public transportation service are “art and recreation,” “education,” “manufacturing,” and “retail trade.” These five industry sectors have a combined workforce of 86,000 within the 13 communities and are mainly located in Addison, Bensenville, Downers Grove, Lombard, Oak Brook, and Wheaton. All six of these communities have major centers which are a primary source for manufacturing, retail, recreation, art, and food service employment.

The next workforce level that needs to be examined are those employees in industry sectors that earn mid-range salaries (from \$25,000 to \$40,000 per year). The industry sectors are “real estate,” “administrative,” and “health care.” These three industry sectors have a combined workforce of 57,000 and are primarily located in Elmhurst, Oak Brook, and Lombard.

## **TRANSIT-DEPENDENT SEGMENT**

The transit-dependent population, discussed in detail in Chapter II, represents approximately 25 percent of the total population. This includes the population which is below-poverty, mobility-limited, and over the age of 60. As shown by the Transit Needs Index presented in Chapter VI, several of the areas within each community have a moderate to high need for transit services to provide mobility. Those areas include the following general areas of some of the communities with greater needs:

- Northeast corner of Addison, adjacent to Highway 20
- West-central portion of Downers Grove
- Southern portions of Lombard
- South-central portion of Glendale Heights
- North-central portion of Villa Park
- Southeastern portion of West Chicago
- East-central portion of Wheaton

These areas have a higher propensity for transit usage, based upon demographic data. These high need areas, along with others as appropriate, help to determine those areas which can support transit services, for that populace which is considered transit-dependent. These areas will help identify service areas in subsequent tasks of this project.

## **GENERAL PUBLIC SEGMENT**

The general public market segment typically represents that segment of the populace which use services for a variety of reasons—i.e., occasional use for a variety of reasons such as a car breaking down, someone else using the car during a time

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when they need to travel, use of transit because it is economical, and occasional trips for shopping. Typically, the general public segment are those who may be considered choice riders, or otherwise not transit-dependent the majority of the time. This market segment is typically much lower; however, it can include those from the labor market segment, making trips for employment, for example. Typically, the general public market segment is a smaller market segment and services are more difficult to plan for. This may include those who ride infrequently due to extraneous circumstances; however, by and large, this segment is a small segment and difficult to capture. Service planning typically involves planning to provide those service which are in greatest need and demand. This usually includes the two previously discussed market segments.

Using the fixed-route demand model, a general public demand can be looked at, as this is based solely on vehicle availability. Based upon this model, the following four communities make up over 50 percent of all fixed-route demand in the study area:

- Downers Grove: 17 percent of fixed-route demand
- Elmhurst: 11 percent of fixed-route demand
- Lombard: 11.5 percent of fixed-route demand
- Wheaton: 13 percent of fixed-route demand

If one were to remove the zero-vehicle household demand and only look at the potential demand based upon those households with one or more vehicles, nearly 80 percent of the demand is estimated based upon these households. Those communities which rise to the top of the list somewhat changes. The following communities have a higher percentage of demand based upon one or more vehicles—i.e., a possible general public demand.

- Downers Grove: 92 percent of community demand from one or more vehicles per household.
- Glen Ellyn: 82 percent of community demand from one or more vehicles per household.
- Wheaton: 86 percent of community demand from one or more vehicles per household.

- Wood Dale: 83 percent of community demand from one or more vehicles per household.

## **NEXT STEPS**

The next steps in this planning project will be to use the information and data presented in this report to determine appropriate service areas within each community. Once this has been accomplished, circulator service alternatives can be developed. These may range from fixed-route services to demand-response services, depending on the profiles of the individual communities and service areas.