Approach

This section presents a detailed scope of services for how our team anticipates preparing the DuPage County Route 83 Corridor Land Use Plan. Our process balances technical aspects of the work with critical community and stakeholder engagement to develop a plan to meet key objectives related to planning for unincorporated areas along the corridor.

Phase 1: Project Initiation + Engagement Kickoff

Task 1.1: Staff Project Kickoff
The consultant team will meet with CMAP and DuPage staff to review the project work program, identify data resources, detail public engagement task (which will be summarized in a Communications Plan for the project) and other project management needs. Stakeholders to be part of the project Steering Committee Project will be reviewed, as will opportunities to work with DuPage County Mayors and Managers, DuPage County Division of Transportation and others. Lastly project goals and expectations will be reviewed to ensure the full team is on the same page.

Task 1.2: Steering Committee Kickoff Meeting
A project kick-off meeting will be held with the corridor communities, and other stakeholders on the Steering Committee to review project work tasks, goals and expectations of the group. This process will be done through an interactive workshop to identify common issues and concerns regarding the corridor, land use, markets, transportation, code enforcement, potential annexation etc. The process will incorporate tested public engagement tools such as a formal group discussion + Mind Mapping exercises. Community representatives will be asked to consider key persons related to the corridor (incorporated and unincorporated areas) and coordinate with the consultant on that group later. Finally, the Steering Committee will discuss ways that each of them can serve as “Plan Ambassadors”, helping to expand awareness and understanding of the plan. The consultant will prepare outreach and information materials for the project that committee members can return to their communities and organizations with and use to highlight the effort on with websites and other outreach venues.
Task 1.3. Project Website and Social Media
Online presence is a must these days for all projects and community initiatives. Teska will set up and maintain a dynamic, project website at the onset of the planning process, providing an education resource for those wanting to learn more about the project. To that end, the site will include a section of Frequently Asked Questions (FAQs) and links to community websites and planning documents. To facilitate sharing of ideas, the site will allow visitors to opine through a Corridor Comment Map, upload photos, submit comments and questions, and participate in online quick polls. The website will integrate an email follow feature so that residents and stakeholders can opt-in to receive email alerts when new items, workshop highlights, documents, and information have been posted. To maintain interest, those who follow the plan will receive occasional quick poll questions about issues that come up during the plan process. The website will be optimized to be viewable on mobile devices.

Regarding social media, we recommend tapping into and coordinating with existing social media networks to spread awareness of the plan and drive traffic to the project website. We have found that establishing a specific social media presence for a plan takes too long to develop a committed following, which can be successfully established on the website.

Task 1.4: Informational / Educational Materials
Throughout the assignment, the consultant team will prepare information and educational materials related to the project. These items will include updates as part of key tasks that can serve as articles in local newsletters, websites, updates to elected and appointed officials etc.

Other materials will be prepared regarding the opportunities and impacts of annexation on the communities and property owners in unincorporated areas. This information will be useful in ensuring that facts related to annexation are disseminated. Our experience has been that there are many misconceptions about the impacts of areas being annexed – such as unincorporated residents concerned about huge increases in property taxes without a benefit of improved services, or residents of municipalities concerned that annexing new areas will impact property values or voting trends. The intent is to ensure that a common understanding / set of facts is available for plan deliberations.
Communications Plan: Based on discussions at the kick off meetings, the consultant will provide a communications plan detailing public and stakeholder outreach for the plan. This will be an internal project management document.

Steering Committee Kickoff Summary: The consultant will prepare a summary of the group discussion at the committee’s kickoff meeting in memorandum format. This, and future summaries, will be prepared with the intent that they can be shared as public information to be posted on the project website and shared by the County and communities through any formats they feel appropriate. Drafts of the summary will be shared with CMAP and DuPage Staff at least two weeks prior to release on the website.

Project Website: A project website will be established early in the process to serve as a place to exchange ideas and share educational resources about the project.

Informational / Educational Materials: Summaries and project status reports around key tasks will be prepared for use by the County, core communities, and other stakeholders.

* All project deliverables (except for the final plan) will be provided in electronic format.
Phase 2: Corridor Assessment / Existing Conditions

Existing conditions will be collected and evaluated for the study area, defined as one mile either side of Route 83. This phase also includes public engagement and open houses to present existing conditions findings and begin consideration of policy directions for the plan.

Task 2.1: Policy Assessment

To establish a policy understanding of issues and opportunities along the corridor and for each of the core communities, this task will include the steps below. The assessment will identify common themes along the corridor and matters of unique concern to communities or subareas of the corridor.

- Meetings will be held with staff from each core community to consider issues related to unincorporated areas, public services, code enforcement, etc. Discussions related to services will be important to understanding the potential impacts on each community of annexing areas. To the extent that service impacts of annexation are expected to be significant and considered beyond potential revenue benefits, these will be noted.

- Local stakeholder interviews (as identified by each community) will be conducted in focus group type sessions to establish an understanding of local planning concerns. Those to be interviewed may include: residents, community officials, community leaders, property and business owners, representatives of other taxing jurisdictions, etc. Stakeholder meetings will be coordinated with each community to provide a convene opportunity for stakeholders to participate.

- Comprehensive Plans and other land use and policy documents for DuPage County and each of the communities will be reviewed and relevant development policies noted.

Meetings will be held with staff from each core community to consider issues related to unincorporated areas, public services, code enforcement, etc.
Task 2.2: Land Use & Zoning Assessment
Land uses of unincorporated portions of the corridor study area (including areas one mile either side of Route 83) will be mapped and key considerations noted, including:

- Prominent land uses characteristics.
- Relationship to adjacent incorporated areas and any major institutions.
- Future land use designations per County and municipal plans.
- Relevant zoning and subdivision requirements.
- Land use or annexation issues and opportunities.
- Development trends and issues / opportunities.
- Environmental and physical considerations (including stormwater issues, neighborhood or business district characteristics and other relevant taxing jurisdictions).

Task 2.3: Statement of Shared Goals
Based on the insights garnered from Tasks 2.1 and 2.2, the consultant team will prepare a draft Statement of Shared Goals memorandum. This brief document will convey the vision for the County’s unincorporated areas and core communities and provide general principles to be established during the plan. The memo will be provided to the Steering Committee and core communities for review prior to being posted on the project website. These principles will be reviewed and refined at the engagement tasks throughout this phase. They will be finalized at the community workshops at the end of this phase and used to evaluate plan options in Phase 3.

Task 2.4: Market Assessment
BDI will review census and market data to create a common set of facts that verify development opportunities in the study area. All traditional areas of economic development will be reviewed including retail, office, residential, and distribution uses. There will be a focus on current retail and distribution market trends to find opportunities to generate municipal sales tax revenue. The regional positioning of plan subareas also will be a focus of this task. BDI will use interviews with local stakeholders; the brokerage and developer community; elected and appointed officials; and regional economic development entities to develop the analysis and the recommendations. Multiple data base sources will be incorporated into the market analysis. As appropriate, the analysis will include confidential developer meetings to understand the study area from the perspective of potential end users.
Task 2.5: Transportation System Assessment

The beginning step for the transportation assessment is to understand how people get around, what are the conditions that they are traveling in regarding ease of travel, barriers, safety, gaps, linkage to other modes, and connections to adjacent land uses. From the assessment of assets and existing conditions GHA and FTG will summarize the challenges and opportunities, focused on unincorporated areas, addressing factors such as:

- Connectivity
- Balanced network approach
- Complete Streets
- Efficiency
- Sustainability
- Ability to leverage greater public financing and economic development

A review of recent work is also an important step to gain a deeper understanding of transportation-related issues, alternatives that have been considered, implementation activities, and coordination between communities and agencies. Recent documents and efforts will include:

- Elgin-O’Hare Regional Bicycle and Pedestrian Plan
- Pace’s ART planning efforts
- Municipal and DuPage County active transportation plans
- DuPage Mayors & Managers STP planning process and improvement plans
- Corridor studies for connecting arterial roadway

Finally, an important item under this task is the consideration of complete streets and related transportation typologies. The study area will be described graphically by modal components along with typologies that address modal hierarchy, jurisdiction, access controls, intersections, freight, transit service, and bicycle/pedestrian connections. The use of typologies will provide a template for transportation recommendations specific to the development sites.
The transportation assessment will be completed in conjunction with land use and zoning as part of a comprehensive approach to understanding the “state of the corridor.” A comprehensive approach to considering land use context, transportation typologies, and a multi-modal network will lead to a connected transportation network and facilitate implementation of alternatives considering all modes.

Task 2.6: Existing Conditions Report
Information collected through this task will be compiled into an Existing Conditions Report as an interim product. In addition, the report will consider 10 – 12 available development sites that may be assessed in further detailed during later phases. As appropriate to help convey an understanding of corridor conditions, vacant areas will be categorized by typologies based on characteristics related to land use, transportation, potential for development and / or potential for annexation. The report will emphasize maps, tables, and graphics, and is expected to be approximately 40 -50 pages in length. The report will be provided to CMAP and DuPage County staff with adequate review time prior to being presented to the Steering Committee in Task 2.7.

Task 2.7: Steering Committee Review and Workshop
The Existing Conditions Report will be provided to the Steering Committee for their review and comment. An interactive workshop will be held to discuss the report with the Committee. The group will be asked to consider the report findings in light of the issues and opportunities highlighted for achieving project goals of consensus around sound land use / transportation planning and potential for annexation of unincorporated areas. The issues and opportunities found most significant by the Committee will be memorialized and revisited as part of the plan making tasks.

The study area will be described graphically by modal components along with typologies that address modal hierarchy, jurisdiction, access controls, intersections, freight, transit service, and bicycle/pedestrian connections.
Task 2.8: Workshops - Round #1:
The findings of the Existing Conditions Report and exercises related to how those findings mesh with local goals for the future will be the focus of local workshops in this Task. Two levels of workshops will be conducted: the first will be corridor-wide events designed to secure input from the general public and the second will be community specific workshops held in each of the core communities.

**Corridor Workshops:** Two community workshops will be held at locations along the corridor to share the Existing Conditions Report with the public and solicit their input on goals for the corridor and unincorporated areas along the corridor. The workshops will be held as interactive events that allow participants to share ideas in writing, respond to a survey, and work with maps to share experiences, concerns, and ideas for the corridor and key locations.

The consultant will work with DuPage County and the core communities to identify locations for the workshops and conduct active outreach to let people know about the events. Since interstate highways are often seen to be “barriers” for how people travel in their communities, one workshop will be held north of I-290 and one to the south of the expressway.

**Community Workshops:** A workshop will be held with elected officials in each of the core communities. It is recommended that the meetings occur on set meeting nights when the group holds its regular Committee of the Whole meeting. The intent of the meeting is to share the findings of the overall corridor, highlighting areas near the particular community. Elected officials will be led through a Mind Mapping exercise to distill the information and consider how it relates to the community’s land use and other policy objectives.

Prior to the workshops (optimally the afternoon of the same day), the consultant team will meet with local staff to share the report and consider practical applications of the findings, such as how they relate to local public services, code enforcement concerns, potential annexations, etc.
Phase 2 Deliverables

- Statement of Shared Goals Memorandum
- Existing Conditions Report
- Summary memorandum of key issues and opportunities identified by the Steering Committee in Task 7.
- Public information materials for Task 8 workshops to explain the Route 83 Land Use Plan, identification of potential plan outcomes, and facts about annexation.
- Summaries of the Corridor and Community open houses will be posted to the project website and made available to the core communities, other Steering Committee partners, and interested stakeholders.
Phase 3: Plan Development and Adoption

Task 3.1: Summary of Key Recommendations
As a first step in developing the plan, the consultant will prepare a brief summary of Key Recommendations for review and discussion by the Steering Committee at a workshop meeting. As part of the memo 3 – 5 of the initial key opportunity sites will be defined for detailed consideration. Key recommendations are anticipated to focus on land use recommendation for unincorporated areas, key transportation needs, potential programs related annexation, and possible incentives that may be needed to support annexation of unincorporated areas.

Transportation typologies presented in Task 2.5 will be used to develop multi-modal recommendations for the 3-5 opportunity sites and prioritized by mode. These recommendations and priorities can be used to influence decisions during program development, planning, project selection, implementation, and funding priorities.

Task 3.2: Local Groups and Events
As part of our outreach program for planning projects, we commonly attend local events, such as farmer’s markets, to ask people to share ideas about their community. We don’t just wait for residents to participate at a meeting or on the website, we meet them where they gather as a community and ask their opinions about the community’s future. This has proven to be an effective and enjoyable outreach step. For this project we see the value of meeting people where they live, but do not feel that general community events are appropriate, given the size of the corridor and focus on unincorporated areas. Instead, we propose to attend up to five community or business groups (for example, a homeowner’s association meeting) to share plan ideas. The locations selected for these engagement events would be determined jointly by CMAP, DuPage County staff, and the consultant, and would be associated with the final group of key areas for in the plan.
Task 3.3: Prepare Draft Plan
The draft DuPage County Route 83 Corridor Land Use Plan will have two elements:
1) Land Use Plan and 2) Policy and Action Recommendations.

- The **Land Use Plan element** will assign categories of proposed land use for unincorporated areas of the corridor. These will be based on data collection, market realities and the collective vision for the corridor and portions of the corridor developed in Phase 2. Transportation recommendations for the corridor will be related to the typologies and address enhanced pedestrian and bike use, as well as specific roadway improvements needed to accomplish shared goals or facilitate development. Open spaces and natural resources will be considered and factored into plan recommendations. Detailed land use and mobility plans will be provided for key sites identified through the key recommendations review (Task 3.1). The recommendations will be primarily map based, with explanatory text.

- The **Policy and Action Recommendations** will suggest actions to change County ordinances as may be necessary to meet land use goals. It will include marketing strategies for attracting development and educational materials to inform communities and residents on the issues and opportunities related to potential future development and annexation. Actions for the next five years will be highlighted, with an eye toward how sites can be annexed, and how programs and projects might be prioritized to encourage annexation, per County policy.

For example, for roadway improvements, DuPage STP projects must be sponsored by a DuPage municipality, DuPage County, the Forest Preserve District of DuPage County or a township within DuPage County. Projects submitted by DuPage County, the Forest Preserve, or a township must be co-sponsored by municipalities affected by the project. The multi-modal nature of TCM projects may require the participation of regional agencies. Regional transit agencies may submit projects for consideration, however, they must be sponsored by a member municipality.
The plan is anticipated to be 60 to 80 pages in length. The plan will be provided to CMAP and County staff for review well in advance of being subject of public review. The completed draft plan will be posted to the project website and made available by the County and core communities for a public comment period of at least one month. Comments will be recorded and preserved.

**Task 3.4: Workshops - Round #2:**
As part of the public comment period, a second round of workshops will be conducted. As with the first round, two corridor workshops will be held to share the plan’s draft recommendations with the general public. Again, one open house will be held north of and one south of I-290 to encourage maximum attendance. Attendees will be invited to comment on draft plans and overall project goals related to future development, transportation enhancements, and potential annexations.

The same topics will be the focus of community workshops held in each of the core communities. A Mind Mapping process will be used to work elected bodies through threshold questions of the plan related to: land use plans, transportation enhancements, and annexation options. Again, it is recommended that these workshops be conducted as part of regularly scheduled study session meetings of the elected official bodies in each community. Prior to holding meetings with the elected officials, the consultant will coordinate with staffs of each community to review key plan recommendations.

**Task 3.5: Finalize Plan**
Based on public and community input from the previous tasks, a final version of the plan will be prepared and provided to County and CMAP staff in advance of being submitted to the Steering Committee for their final review. A final meeting of the Steering Committee will be held to confirm their approval. Once finalized by the Committee, the plan will be provided to each of the participating communities for their adoption. The final stage will be adoption by the DuPage County Board.