Commute Options: Transportation Solutions for Today
Arbeitsweg Optionen: Transport-Lösungen für Heute

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Timothy Grzesiakowski
Today’s presentation/Heute Präsentation

• The Metropolitan Planning Council’s (MPC) Commute Options Pilot
• Transportation Demand Management Programs in Germany
• What we can learn from our German counterparts
TDM = Commute Options

- *Transportation Demand Management (TDM)* refers to various strategies that change travel behavior (how, when and where people travel) in order to increase transport system efficiency and achieve specific planning objectives.
- Also known as:
  - Transport Demand Management
  - Travel Demand Management
  - Mobility Management
  - Commute Trip Reduction

Source: Victoria Transport Policy Institute
Why Commute Options?

- Congestion costs Chicago area $7.3 billion annually
- Housing and transportation two biggest household expenses
- More people driving alone
- Provides “one-stop” commuter information
- Employers a good conduit of info
How the Chicago area gets to work

- Drive Alone, 69%
- Transit, 12%
- Carpooling, 9%
- Bicycle, 1%
- Other, 9%

Source: US Census Data 2008-2010
Challenges with Chicago-area TDM

- Chicago metro area has no formal TDM program
- Some components already exist, but no “one-stop shop” for all options
- Many gaps in service outreach
- Why should we change from the “status quo?”
Commute Options Pilot

- 16 participating employers
- Phase 1: Survey of commuting habits, customized recommendations and alternatives
- Phase 2: Follow-up survey
- No cost to employer
Participating employers
Why respondents drove alone

Source: Commute Options surveys
What we’ve learned

• Overall drive alone rate decreased 10 percent
• Pretax transit benefit awareness increased 5 percent, but …
• Awareness of pretax transit benefit still big issue
• Major barriers to using commute modes:
  – Inconvenient public transit
  – Need for flexibility
  – Telework not supported
Some employers changed behavior

**Reduction in Single-Occupancy Commutes**

- **Burke**: 9%
- **Grainger**: 20.50%
- **Loyola**: 6.20%

*Reduction in Single-Occupancy Commutes*
Trends show drop in VMT since 2006

In the Chicago area:
• Car commuting dropped 2.1%
• Transit use increased 2.6%
• Bike commuting increased 0.3%
• Working from home increased 1.3%
TDM programs can reduce VMT

Impacts of TDM on VMT

- 2009: 32 million vehicle miles traveled congested
- 2040: Increases to 48 million vehicle miles
- 2040 with TDM: 3% decrease in VMT

Data from Chicago Regional Energy Snapshot: Profile and Strategy Analysis Prepared for Chicago Metropolitan Agency for Planning by CNT Energy, September 2009
Younger people driving less

16 and 18 Year Old Drivers as a Percent of Total Age Group

Calculated based on Federal Highway Administration Highway Statistics data.
THE CONNECTOR

Dude, I Don't Want a Car!

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MPC on Twitter
Metroplanners RT @CNTenergy: Be part of Cook County strategic planning process for the next 5 years. Join ccpfp at workshops starting 1.15. http://t.co/...
Chicagoland TDM Goals for 2014

• Establish a single entity to coordinate existing and new TDM programs
• Create a brand identity, marketing plan and incentives
• Develop an employer outreach and consulting service
• Investigate the need for additional TMAs
• Create program metrics
What can we learn from our German counterparts

TDM IN GERMANY
TDM IN DEUTSCHLAND
There are some similarities in German and US travel behavior…

- High rates of auto ownership
- Extensive highway network
- High per capita incomes
However, there are also differences…

<table>
<thead>
<tr>
<th>United States</th>
<th>Germany</th>
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<tbody>
<tr>
<td>More auto-centric</td>
<td>More trips made by alternate modes</td>
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<tr>
<td>More disposable income spent on commuting</td>
<td>Less disposable income spent on transport</td>
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<td>Public transit systems have more government subsidy</td>
<td>Less subsidy for transport</td>
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<td>Traffic fatalities over twice as high as in Germany</td>
<td>Lower traffic fatalities</td>
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<tr>
<td>Many U.S. cities car-dependent</td>
<td>Most German cities have better transit access</td>
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<tr>
<td>Taxes lower on gasoline and autos than in Germany</td>
<td>Higher taxes on gasoline and autos</td>
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<td>TDM marketed as a commute alternative</td>
<td>TDM marketed as a responsible lifestyle choice</td>
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Bremen Car Sharing

- Strategy began in 2009
- 8,700 users as of November 2013
- 37% of participants replaced private cars with car share
- Car share slogan “Verwenden Sie es, besitzen es nicht.”

Photo: Courtesy Bremen Car Sharing
Low Emission Zones (Umweltzones)

- Established in 24 German cities
- High-emission vehicles not allowed to enter these zones
- 10% reductions in PM 10 after strict enforcement
Stuttgart Commuting Network

- Goal to reduce single occupancy commutes
- Encourages carpooling—"Pendlernetz Stuttgart"
- Demand for carpools quadrupled in 3 years
- 120 companies in Stuttgart region added link to website
- Mobility center offers options for commuters, including
  - Transport
  - Car share & carpool
  - Parking Information

Photo: Courtesy Stuttgart Commuting Network
University Hospital of Freiburg-TDM

- 8,000 employees
- 60,000 patients annually
- Located in residential area
- Parking management major strategy
- Fees from parking subsidize transit fares
- Employees who bike or walk receive subsidy
- 300 parking spaces reduced
- 400 employees changed commute modes

Photo: Courtesy - Universitataetsklinikum Freiburg
What we can learn from Germany

- Implement controversial policies in stages
- Be flexible and mindful of changing conditions
- Include multiple modes, incentives and disincentives
- Integrate transport and land-use planning
- Incorporate citizen feedback as part of planning
- Local policies need higher level of government support
- Sustainable Transport Policies must be long-term
- It takes time to change travel behavior
Sources

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- Mobility Management & Commuting: Inputs and Examples of Best Practice in German Firms-a short survey, Case Studies in Sustainable Urban Transport #5, GIZ (Transport Policy Advisory Services) on behalf of BMZ, Federal Ministry for Economic Cooperation and Development, Jonathan Gomez Vilchez, Bonn, Germany, September 2011+
- TDM in Europe: A Synthesis of Research Findings, Center for Urban Transportation Research, Tampa, FL, May 2003
- Chicago Demands Transportation Management-The Case for TDM in Chicagoland, Metropolitan Planning Council, Chicago, IL, December 2013
Questions?

Tim Grzesiakowski  
Metropolitan Planning Council  
(312) 863-6040  
tgrzesiakowski@metroplanning.org  
metroplanning.org/co