The Case for Chicago Area TDM
Der Fall für Chicago Bereich TDM
German American Chamber of Commerce
Deutsch-Amerikanische Handelskammern
Chicago, IL
May 12, 2014
Today’s Presentation/Heute Präsentation

- The Metropolitan Planning Council’s (MPC) Commute Options Pilot
- What’s next for Chicago TDM
- Opportunities
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
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.

Source: Victoria Transport Policy Institute
How the Chicago area gets to work

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

Congestion costs the Chicago area $7.3 billion dollars annually. Source: MPC’s “Moving at The Speed of Congestion” Report-2008

Source: US Census Data 2008-2010
# Top 10 Chicago Area Employment Centers

<table>
<thead>
<tr>
<th>Area</th>
<th># of jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago CBD</td>
<td>514,581</td>
</tr>
<tr>
<td>Oak Brook area</td>
<td>144,354</td>
</tr>
<tr>
<td>Woodfield area</td>
<td>143,365</td>
</tr>
<tr>
<td>O'Hare</td>
<td>126,480</td>
</tr>
<tr>
<td>Medical Center/UIC</td>
<td>118,666</td>
</tr>
<tr>
<td>Northbrook/Deerfield</td>
<td>116,347</td>
</tr>
<tr>
<td>Naperville/Lisle</td>
<td>87,834</td>
</tr>
<tr>
<td>Midway Airport</td>
<td>53,642</td>
</tr>
<tr>
<td>Waukegan</td>
<td>52,589</td>
</tr>
<tr>
<td>Near South Side</td>
<td>49,404</td>
</tr>
</tbody>
</table>

Data Source: US Census Bureau 2012
Commute Options Pilot

• 16 participating employers
• Phase 1: Survey of commuting habits, customized recommendations and alternatives
• 6,200 responses (45% response rate)
• Phase 2: Follow-up survey currently underway
• No cost to employer
Participating employers
Why respondents drive alone?

- **Flexibility (emergencies, errands)**: 41%
- **Public transit inconvenient**: 40%
- **Public transit not safe**: 2%
- **Biking or walking impractical**: 4%
- **Telework impractical or unsupported**: 12%
- **Lack of information about alternatives**: 1%

Source: Commute Options Surveys
Transportation Demand Management (TDM) Programs in other US Metro Areas

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>Major Players</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>State DOT, Multiple Agencies</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Multiple agencies</td>
</tr>
<tr>
<td>Chicago</td>
<td>No formalized program</td>
</tr>
<tr>
<td>Dallas-Ft Worth</td>
<td>MPO</td>
</tr>
<tr>
<td>Houston</td>
<td>MPO</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>MPO, Multiple Agencies</td>
</tr>
<tr>
<td>Washington DC</td>
<td>MPO, Multiple Agencies</td>
</tr>
<tr>
<td>Miami-Ft Lauderdale</td>
<td>DOT &amp; Consulting firm</td>
</tr>
<tr>
<td>Atlanta</td>
<td>DOT &amp; Consulting firm</td>
</tr>
<tr>
<td>Boston</td>
<td>DOT &amp; Consulting firms</td>
</tr>
</tbody>
</table>
Chicago Area TDM Program Components

- GOAL: 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
- Program Metrics
What experts have advised us

- Hire sales people, not planners
- Think voluntary participation, not mandatory
- Don’t charge for your services
- Mode neutral: “Be like Switzerland”
Desired Outcome

• Coordinated “one-stop” shop commuting information
• Mode neutral
• CMAQ funds anticipated for project funding
• Project rollout anticipated 2\textsuperscript{nd} half of 2014
Questions?

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