



Metropolitan**Planning**Council

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

German American Chamber of Commerce/
Deutsch-Amerikanische Handelskammern

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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

Metropolitan **Planning** Council



TDM = Commute Options

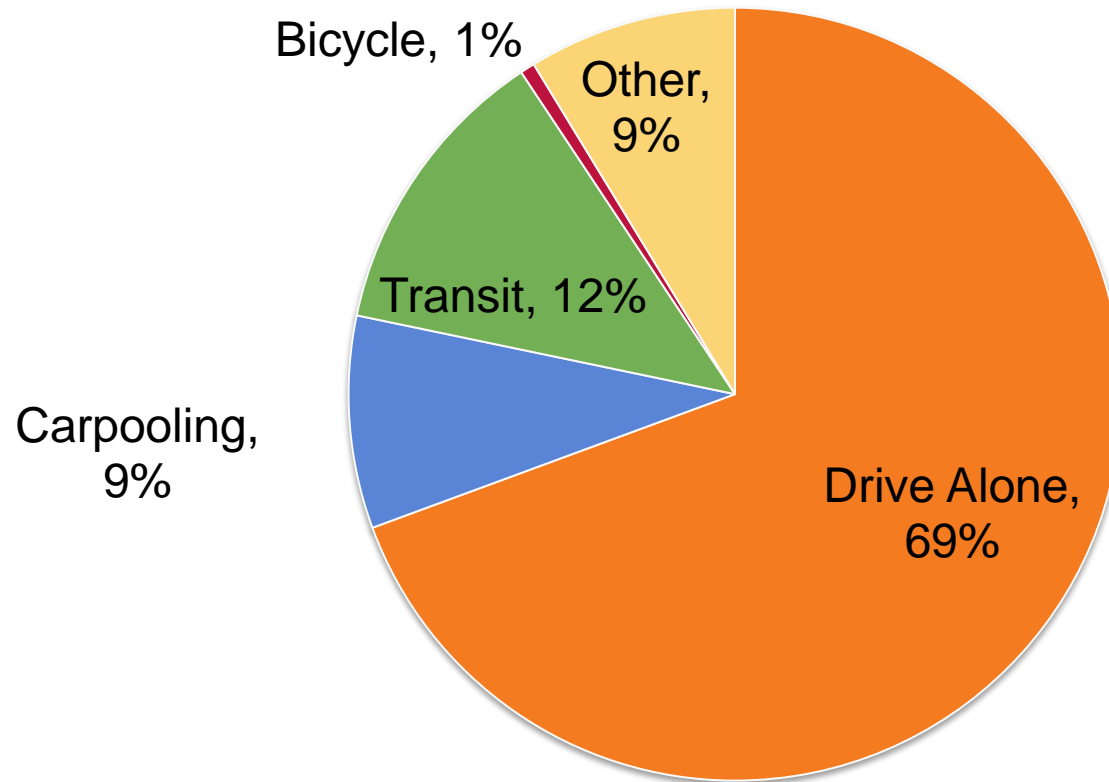
- *Transportation Demand Management (TDM)* refers to various strategies that change travel behavior (how, when and where people travel) in order to increase transport system efficiency and achieve specific planning objectives.
- Also known as:
 - Transport Demand Management
 - Travel Demand Management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



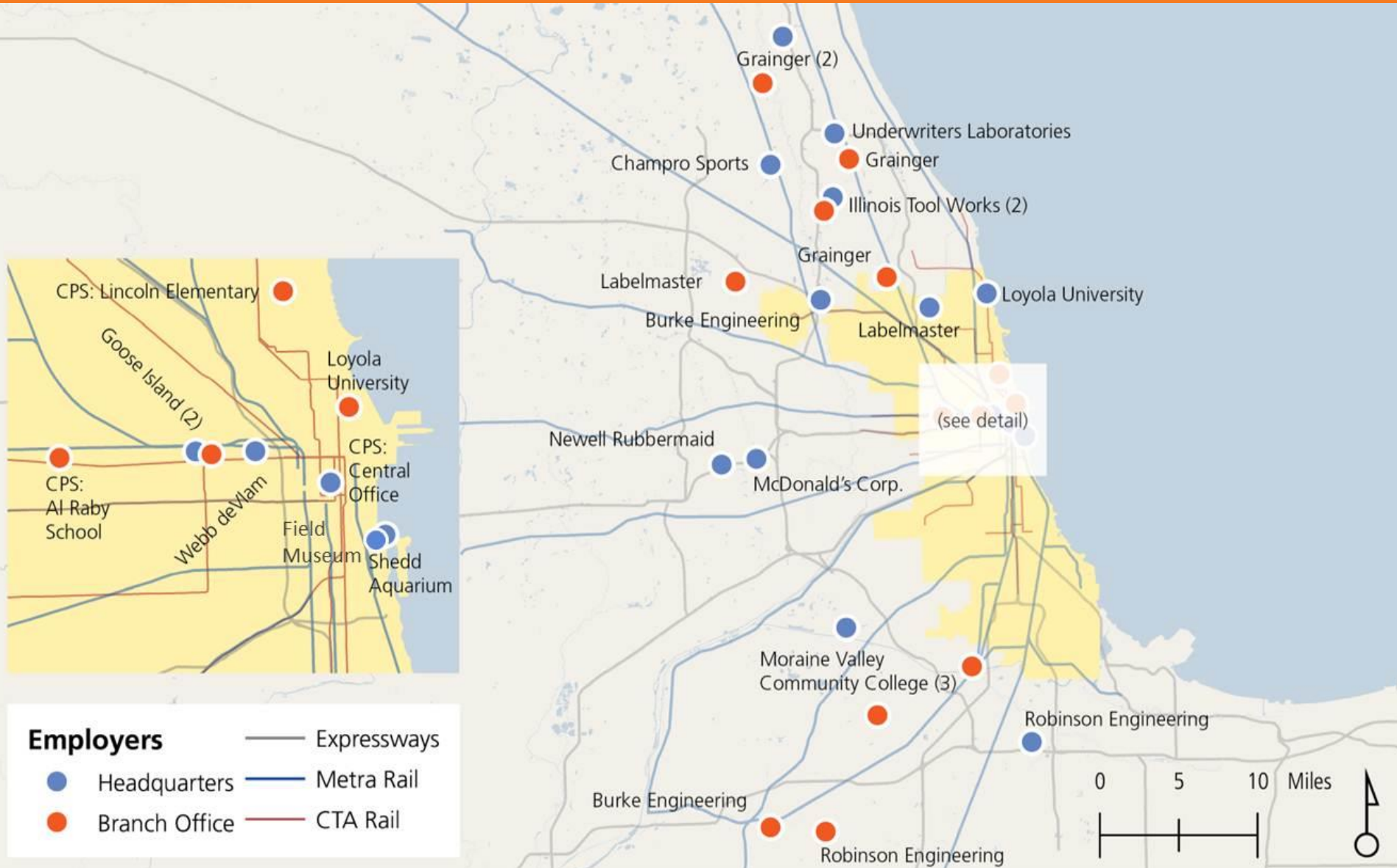
Challenges with Chicago-area TDM

- 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?”

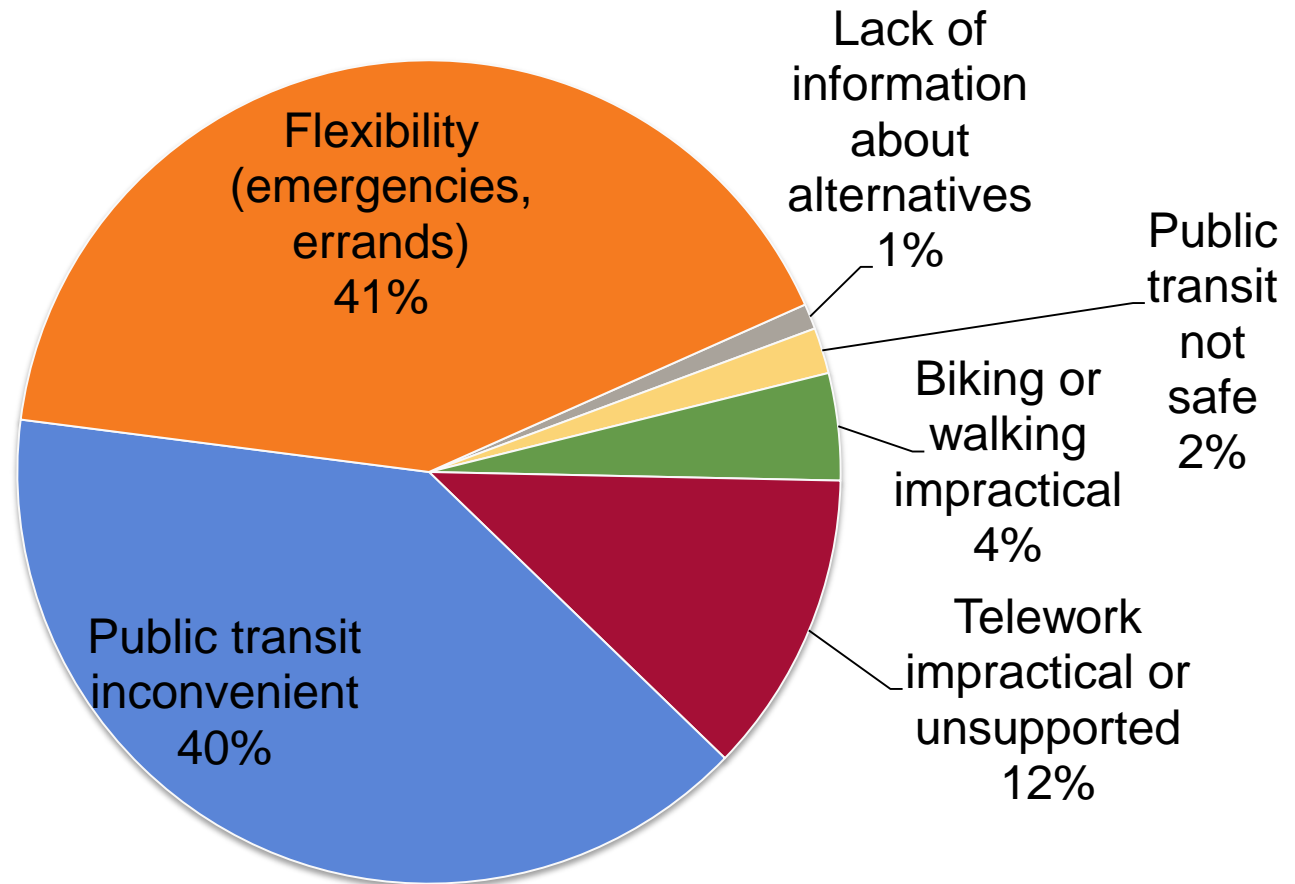
Commute Options Pilot

- 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



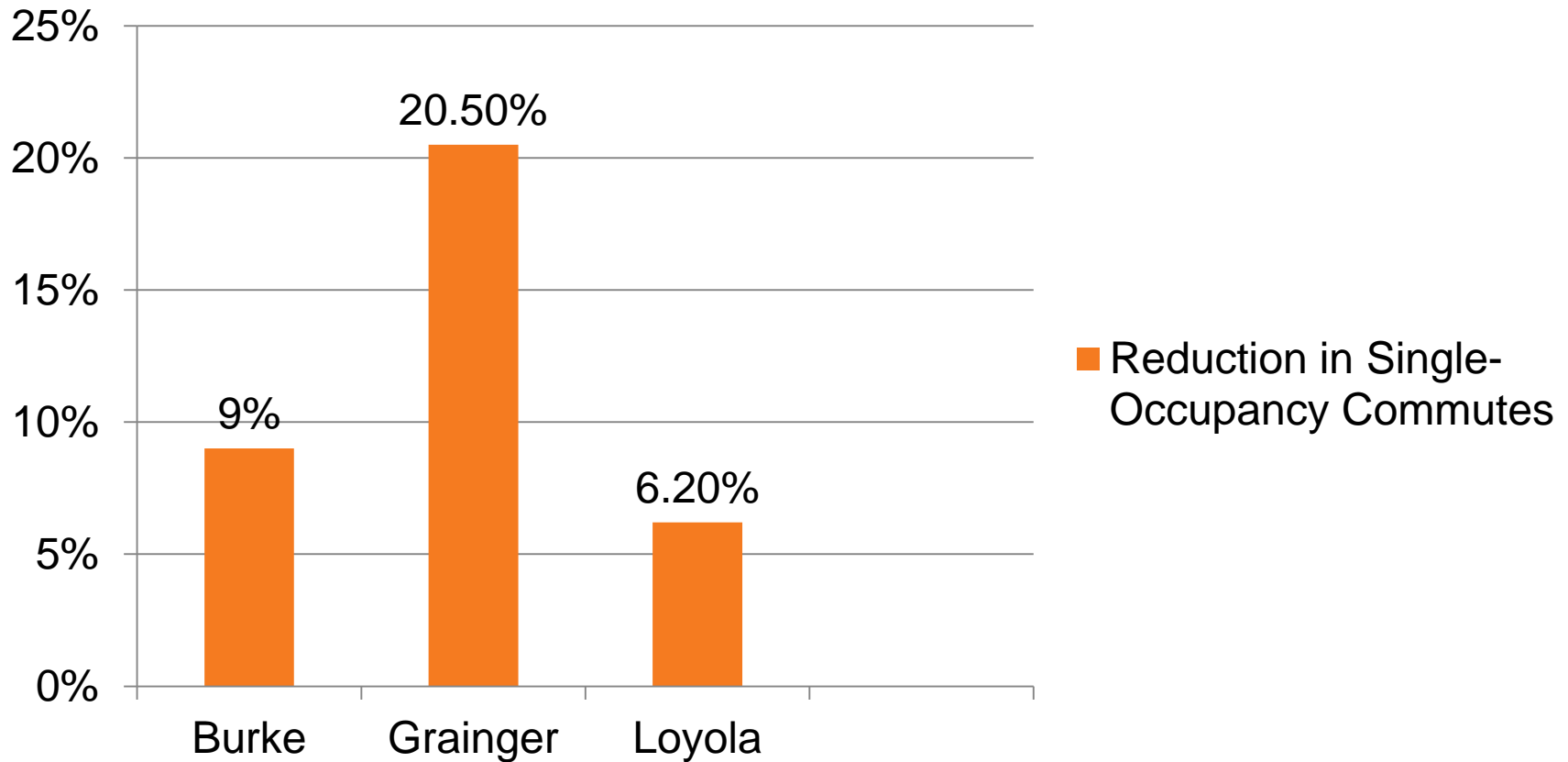
Source: Commute Options surveys

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



Trends show drop in VMT since 2006

In the Chicago area:

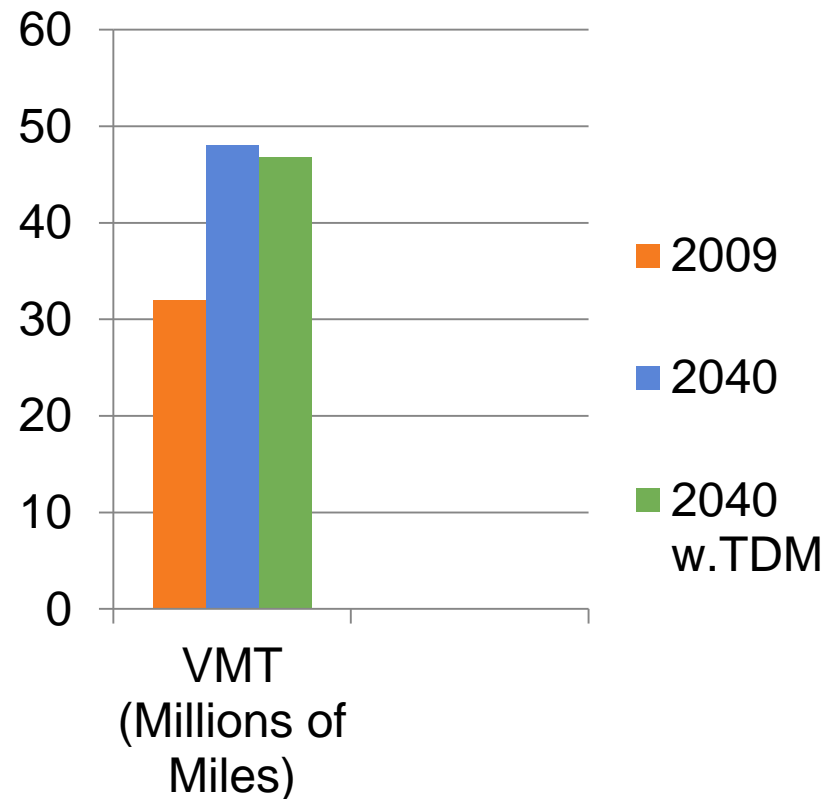
- Car commuting dropped 2.1%
- Transit use increased 2.6%
- Bike commuting increased 0.3%
- Working from home increased 1.3%

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

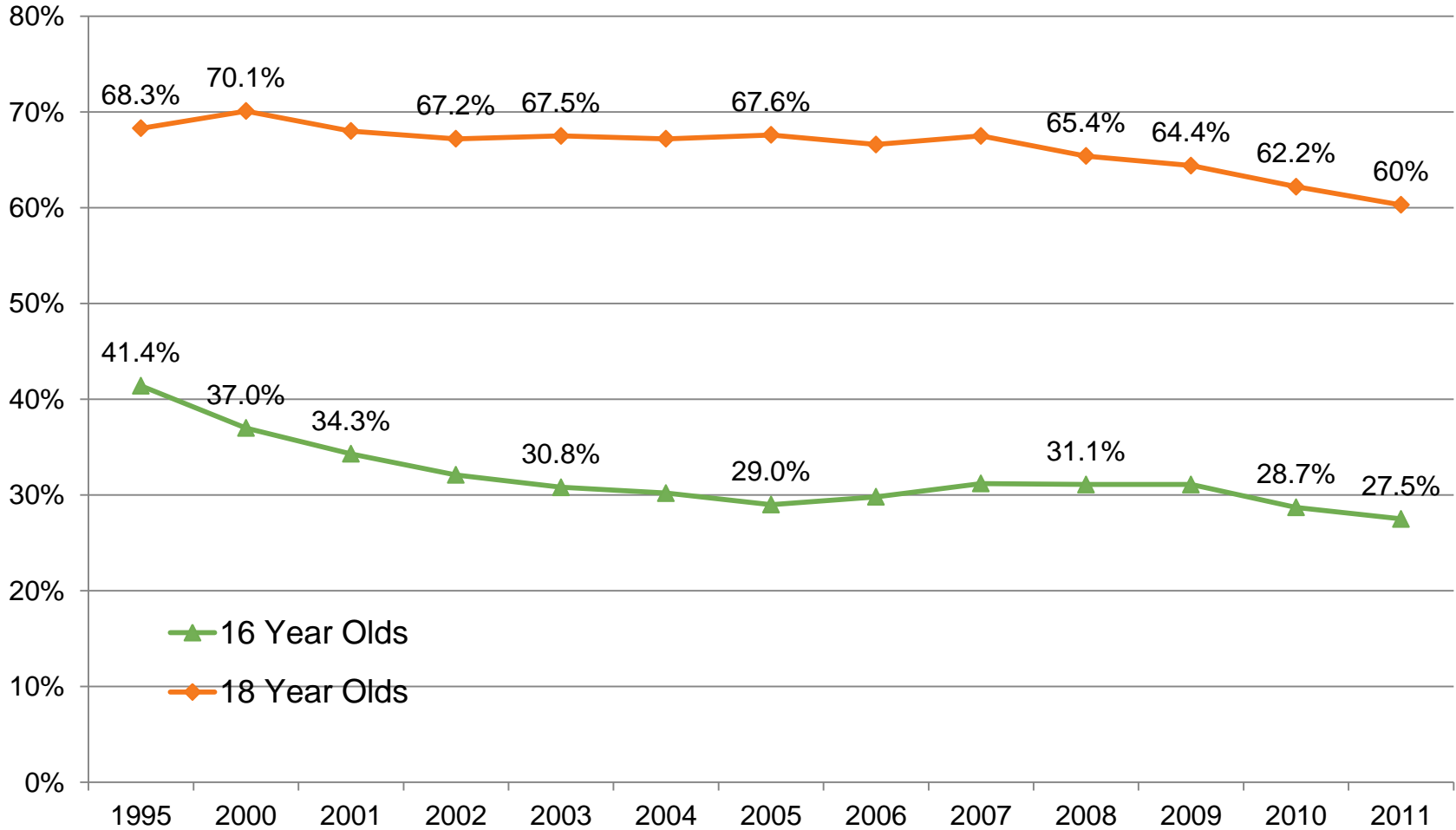
Vehicle Miles Traveled Impacted by Congestion: Chicago Area



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!



Steven Vance

Courtesy of Flickr user Steven Vance

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MPC on Twitter

Metroplanners RT @CNTenergy: Be part of Cook County strategic planning process for the next 5 years. Join #ccfpf 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...

United States

- More auto-centric
- More disposable income spent on commuting
- Public transit systems have more government subsidy
- Traffic fatalities over twice as high as in Germany
- Many U.S. cities car-dependent
- Taxes lower on gasoline and autos than in Germany
- TDM marketed as a commute alternative

Germany

- More trips made by alternate modes
- Less disposable income spent on transport
- Less subsidy for transport
- Lower traffic fatalities
- Most German cities have better transit access
- Higher taxes on gasoline and autos
- TDM marketed as a responsible lifestyle choice

Bremen Car Sharing



Photo: Courtesy 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.”

Low Emission Zones (Umweltzones)

Umweltzone Sign



- 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



Photo: Courtesy-
Universitätsklinikum
Freiburg

- 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

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

- Case Studies: www.eltis.org
- “Sustainable Transport in Freiburg: Lessons from Germany’s Environmental Capital, Ralph Buehler and John Pucher, School of Public and International Affairs, Virginia Tech, Alexandria, VA,; Bloustein School of Planning and Public Policy, Rutgers University, New Brunswick, NJ, 2011
- 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?



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