



# Metropolitan**Planning**Council

**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

# Metropolitan **Planning** Council



# Why Commute Options?

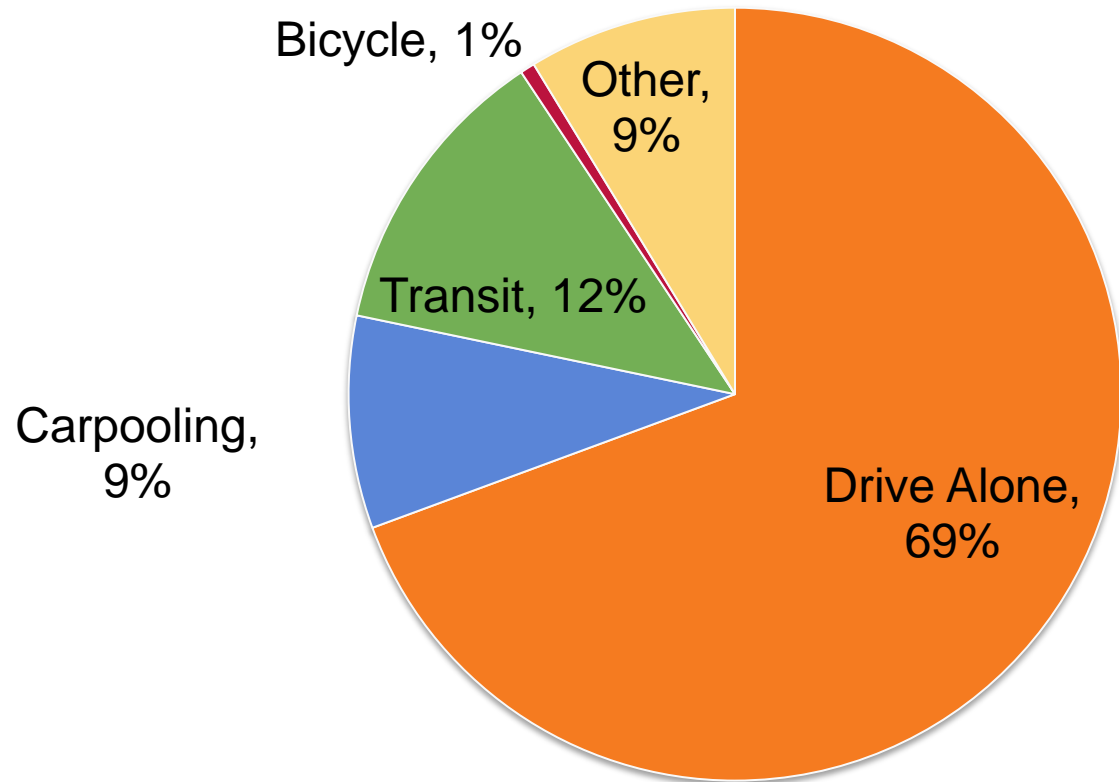
- Congestion costs Chicago area **\$7.3 billion annually**
- Housing and transportation two biggest household expenses
- More people driving alone
- Provides “one-stop” commuter information
- Employers a good conduit of info

# 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.

Source: Victoria Transport Policy Institute

# How the Chicago area gets to work

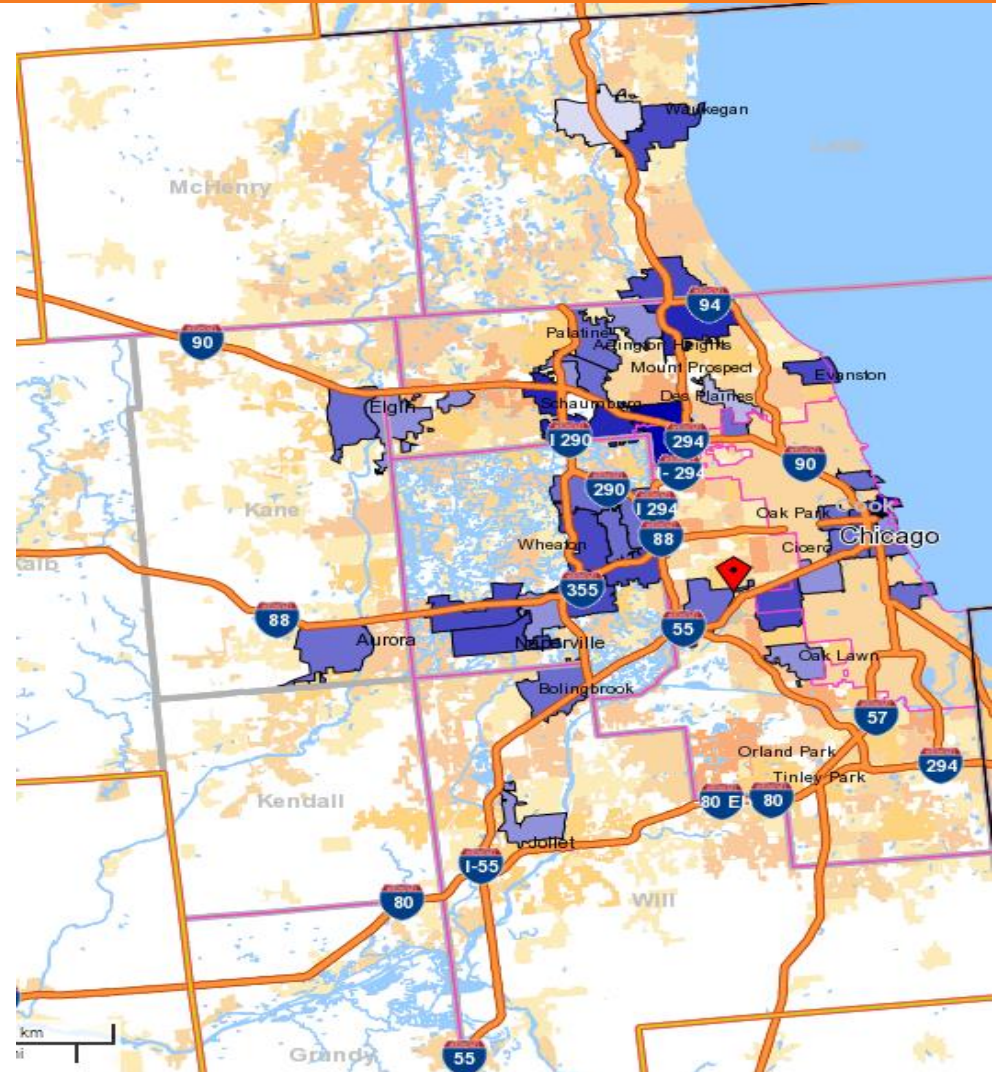


Congestion costs the Chicago area \$7.3 billion dollars annually.  
Source: MPC's "Moving at The Speed of Congestion" Report-2008

# Top 10 Chicago Area Employment Centers

Area:	# of jobs
1. Chicago CBD	514,581
2. Oak Brook area	144,354
3. Woodfield area	143,365
4. O'Hare	126,480
5. Medical Center/UIC	118,666
6. Northbrook/Deerfield	116,347
7. Naperville/Lisle	87,834
8. Midway Airport	53,642
9. Waukegan	52,589
10. Near South Side	49,404

Data Source:  
US Census Bureau 2012

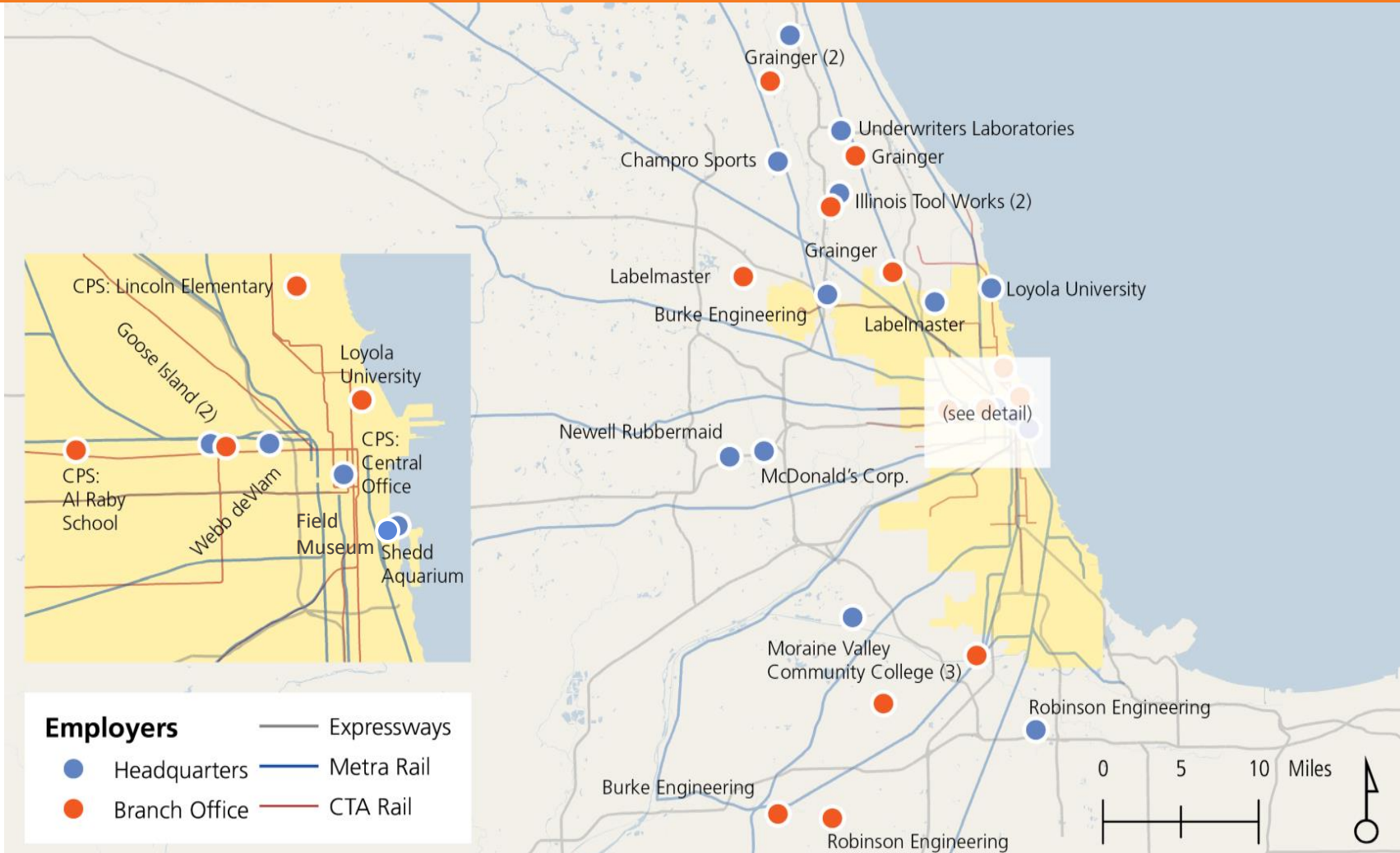


# Commute Options Pilot

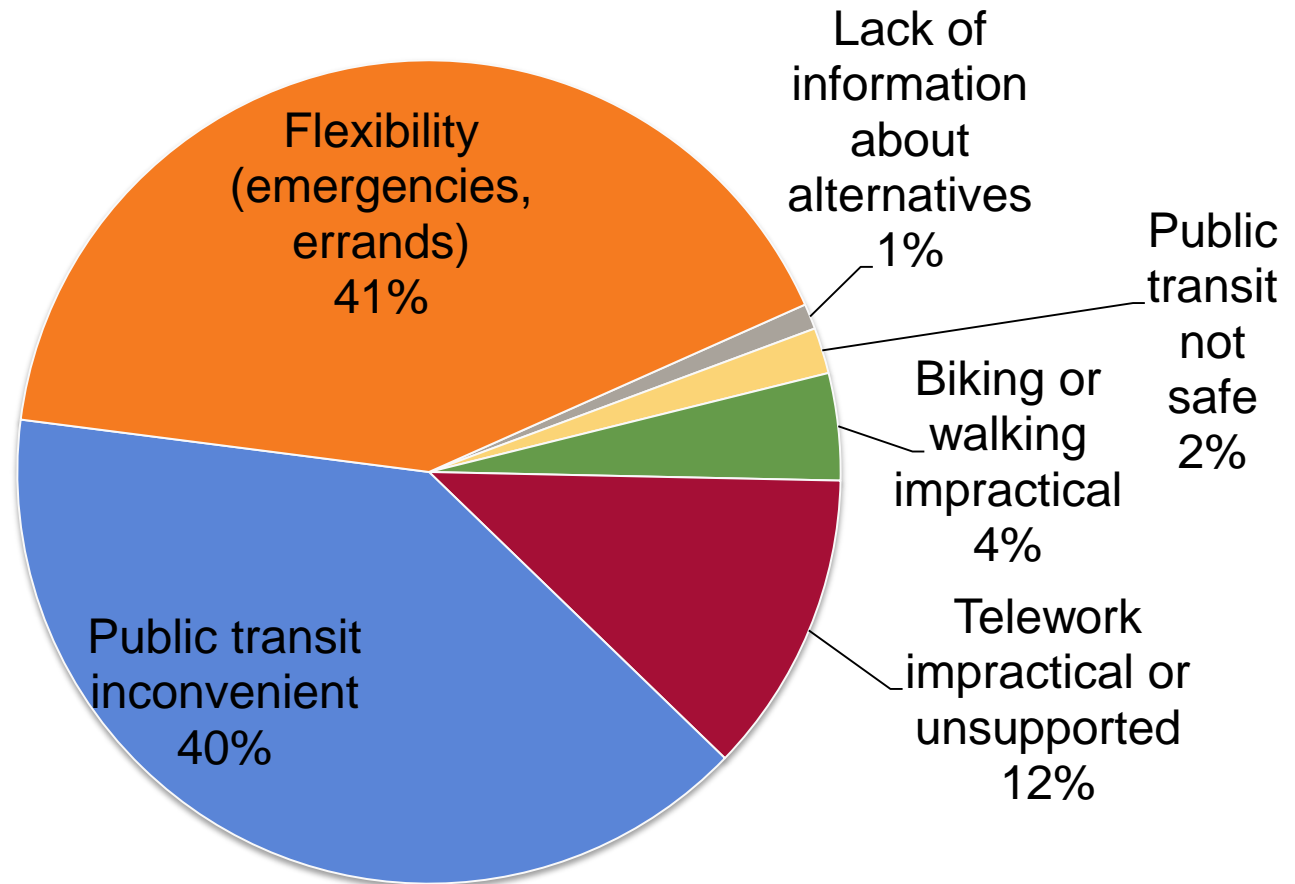
- 16 participating employers
- Phase 1: Survey of commuting habits, customized recommendations and alternatives
- 6,200 responses (45% response rate)
- Phase 2: Follow-up survey currently underway
- No cost to employer



# Participating employers



# Why respondents drive alone?



Source: Commute Options Surveys

# Transportation Demand Management (TDM) Programs in other US Metro Areas

## Metropolitan Area

New York

Los Angeles

Chicago

Dallas-Ft Worth

Houston

Philadelphia

Washington DC

Miami-Ft Lauderdale

Atlanta

Boston

## Major Players

State DOT, Multiple Agencies

Multiple agencies

No formalized program

MPO

MPO

MPO, Multiple Agencies

MPO, Multiple Agencies

DOT & Consulting firm

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# Chicago Area TDM Program Components

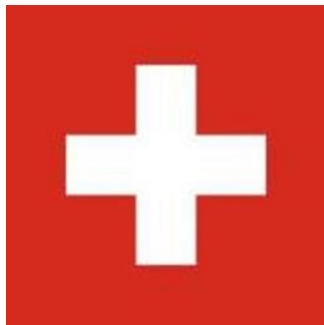
- **GOAL: Establish a single entity to coordinate existing and new TDM programs**
- Create a brand identity, marketing plan, and incentives
- Develop an employer outreach and consulting service
- Investigate the need for additional TMAs
- Program Metrics

# What experts have advised us



Swiss public transport: making the unreachable reachable

- 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<sup>nd</sup> half of 2014

# Questions?



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