

Why Doesn't the Chicago area have a TDM (Transportation Demand Management Program?)

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What is TDM?

- TDM= Transportation Demand Management
- Various Strategies that increase transportation system efficiency (courtesy VTPI)
- Treats mobility as a means to an end
- Gives priority to more efficient modes
 - Walking, Cycling
 - Ridesharing, transit, telework

Replacing this...



With this...



Why doesn't the Chicago area have a formal TDM Program?

- Chicago area is the largest metro area in US without a program
- Some TDM activities undertaken by transit authorities, TMAs, and other organizations
- Pilot program cut in 2015 due to funding issues

Impacts

- Chicago area still deals with congestion and air quality issues
- No “one stop shop” resource for commuters to learn about alternatives
- Programs that are standard in other area (511.org, Emergency Ride Home, etc.) don't exist here

But Wisconsin has TDM!

State of Wisconsin
Department of Transportation

511 WISCONSIN

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WINTER ROAD CONDITIONS AND INCIDENTS (To view the live traffic map click on the map)

CLICK THE MAP FOR LIVE TRAFFIC INFO
This is a static map updated every 5 minutes

- Good Winter Driving
- Slippery Stretches
- Snow Covered
- Ice Covered
- Travel not Advised
- No Information
- Incidents

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CONSTRUCTION 511 WISCONSIN PROJECTS

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Eau Claire, WI
48° F
Heavy Rain
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<http://www.511wi.gov/Web>

Should the Chicago area have a TDM Program?

- Discussion