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!
511 Wisconsin

http://www.511wi.gov/Web
Should the Chicago area have a TDM Program?

• Discussion