

Discussion Points – Open Session with Message Boards CMUP Workshop, 3.28.2007

Goals

- Reduce VMT
 - Reduce Travel Times
 - Reduce Congested Hours
 - Increase Reliability in Travel Times
 - Increase Throughput
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Tolling Program

- Variable Parking Pricing – Chicago
 - Bus Rapid Transit on Value Priced Shoulder Lanes - I-55
 - Northwest Tollway Congestion Pricing - I-90
 - Skyway Congestion Pricing I-90
 - Commercial Vehicle/Truck Tolling Pricing Initiative - Chicago
 - Commercial Vehicle Loading Fee Structures (pay by hour of use) - Chicago
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Technology Program

- Bus/Train Tracker – Passenger Information and Improved Management Capabilities
 - Automated Customer Travel Information
 - Transit Signal Priority / Signal Coordination on Transit Corridors
 - Signal Coordination – Regional
 - Enhanced Ramp Metering – Regional
 - Arterial Dynamic Message Signs (DMS)
 - Establish Smart Corridors
 - Real Time Transit Passenger Info
 - Parking Management Guidance (for transit parking facilities and in business districts)
 - County and City of Chicago Traffic Management Center Deployment
 - New Fiber Backbone, Improved Surveillance, Closed Circuit TV, and Highway Operations for Southwest Travel Corridors (55, 80, Joliet)
 - Targeted Incident Management
 - Expanded Traveler Information System
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Telecommuting / Travel Demand Management Program

- Flextime Business Partnerships
 - Telecommuting for the Disabled
 - Car Sharing
 - Ridesharing
 - Vanpool
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Transit-Oriented Program

- Enhanced Blue Line Transit (I-90)
 - Enhanced Orange Line Transit (I-55)
 - Bus Rapid Transit/Express Shoulder Ride
 - Park and Ride Lots, I-55 & I-90 Corridors
 - Golf – Milwaukee ART
 - Higgins – Algonquin (ART)
 - Ogden – Archer (ART)
 - Corridor Management Program – Regional Boulevards (Golf and Milwaukee)
 - Accelerated Pedestrian and Bicycle Enhancements
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Ideas for “One Message”

- Reduce Congestion
 - Congestion: Too High a Price to Pay
 - The Need for Additional Revenues Is Already Demonstrated and Has Widespread Support. Congestion Pricing Raises Part of these Revenues Strategically.
 - This Program Will Work: We Need a Demonstration to Show What’s Possible.
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Ideas for Potential Messages to Political Leadership

- Effect of Proposed Program (Numbers)
 - Cost
 - Opportunities for Leadership Role
 - Value for Money
 - Check-Off Projects
 - See “One Message” (above)
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Public Sale

- Public Involvement
 - Use Key Political Points (above)
 - Offer Transit Service First – Assure Benefits before Cost Kicks In
 - See Economist White Paper
 - Talk to Everyone, as in “Stockholm” video
 - Outreach to large corridors
 - Work on Financial Strategy Explanations
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