

Announcement:

Important Note: Please RSVP to me by 10AM on Wednesday, January 7th. You must RSVP so that your name will be registered at Sears Tower in order to get into CMAP. Thank you for your cooperation.

TOPIC: Insights from CTA's 2007 Origin Destination Survey

Presenter: Sonali Tandon and Jeffrey Busby, Strategic Planning, Chicago Transit Authority

ABSTRACT:

CTA conducted origin destination survey in summer 2007 to fulfill FTA's requirement that ridership and benefits estimation of New Starts projects proposed for preliminary engineering must be developed using a recent survey of riders of the existing transit system. The survey was conducted throughout CTA's system to cover corridors where New Starts projects are proposed and to develop a comprehensive dataset that can be used for other purposes as well. Approximately 100,000 paper surveys were distributed to CTA customers on 2,572 scheduled weekday trips (2,190 bus and 382 train trips) over a period of two months as they boarded their respective trains or buses. The questionnaire asked customers about various aspects of their CTA trip, including trip frequency, purpose, origin and destination, mode of access to CTA vehicle, boarding and exiting station, any transfers made during the course of the one-way trip, and various demographic questions. 34,102 surveys were received back from the riders, thus getting a response rate of 40%. The survey results are currently being used to update the New Starts model, validate CTA's internal rail origin destination model and understand travel patterns and customer behavior on proposed BRT routes. Findings from the survey will be presented and discussed.

TIME: 12 noon – 1:00 PM, Wednesday, January 7th, 2009

PLACE:

CMAP (Chicago Metropolitan Agency for Planning)
Sears Tower
233 South Wacker Drive, Suite 800
Chicago, IL 60606.

FYI:

The Chicago Area Transportation Modeling Users Group, affectionately known as CATMUG, normally meets at the offices of CMAP at noon on the first Wednesday of each month. You need to bring your ID to enter Sears Tower and have your name registered in advance.

Presenters who will need projectors or other equipment are requested to get confirmation of availability at least three business days in advance from Kermit Wies (KWies@cmap.illinois.gov).

Please feel free to forward this notice to those who might be interested in the topic. If you are planning to bring your colleague(s) who is not on our distribution list please make sure their names are registered as well.

Happy Holidays!

Presentation Materials: (attached)

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