



Metropolitan **Planning Council**  
**Transportation Overview**

**Audrey Wennink, Director of Transportation**

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# Metropolitan Planning Council

- 86 year old organization
- Nonprofit
- Nonpartisan
- 27 full-time staff + research assistants
- Funded by foundations, corporations and individuals

# MPC Approach to Policy

- Seek to shape a more equitable, sustainable and prosperous greater Chicago region through:
  - Research
  - Advocacy
  - Technical Assistance
- Bridge gaps between government, community and business leaders

# Top Areas of Expertise

- Transportation
- Water Resources
- Equitable Transit Oriented Development
- Housing
- Planning and Land Use

# Transit Means Business

- **Data**
  - Transit investments generate economic returns
  - Job growth stronger near transit
  - Jobs more stable near transit
  - Construction is focused near transit
- **Business Case Studies**
  - Incentives to support transit use



# Making the Case for Investment

- Social media campaign
- Photos/stories of infrastructure failures affecting daily life



# MPC Foundational Equity Work



# Toward Universal Mobility

32 recommendations include:

- Paratransit/transit service coordination
- Increased information/wayfinding
- Improved pedestrian access to transit
- Empower advocates



## TOWARD UNIVERSAL MOBILITY:

Charting a Path to Improve Transportation Accessibility





Metropolitan **Planning** Council

# MOBILITY IS JUSTICE

**EQUITICITY**  
FOR ALL



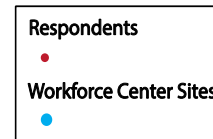
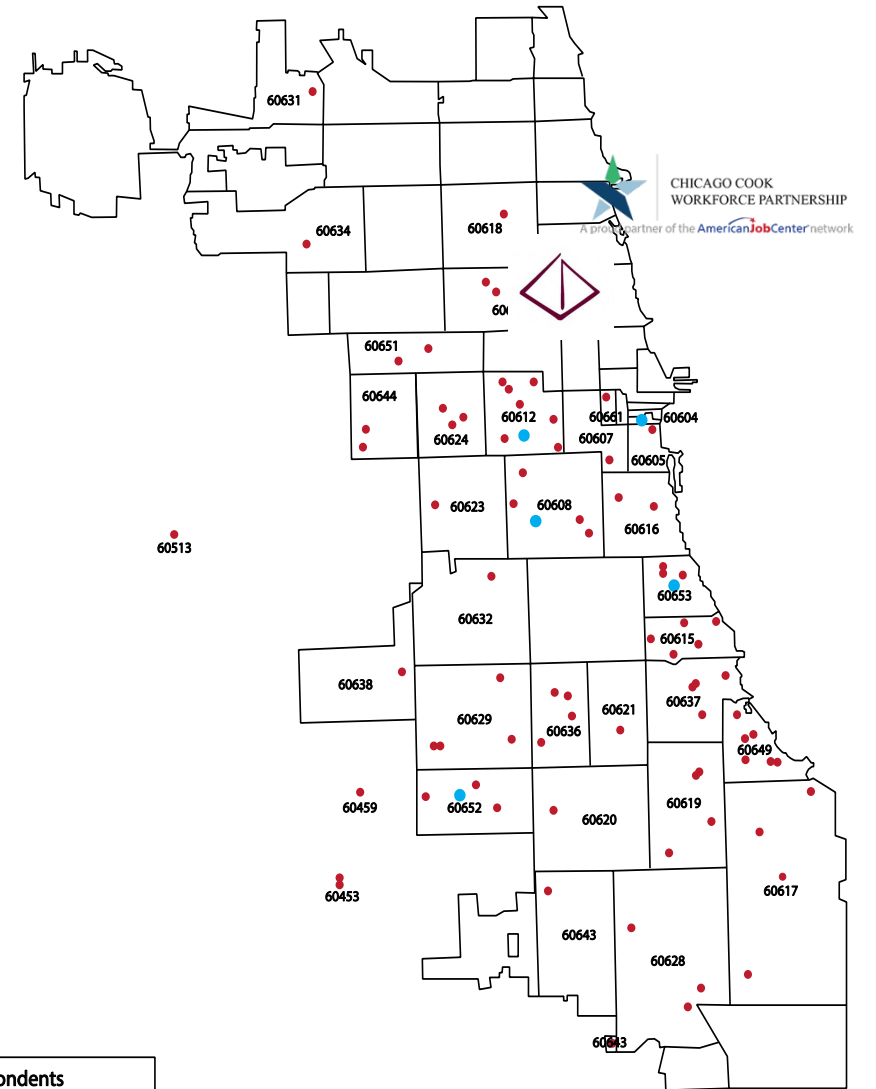
# Focus group research

## Employment oriented focus groups (2019)

- 10 focus groups with 82 job seekers
- 5 focus groups with 42 job coaches

## Community focus groups (2019/2020)

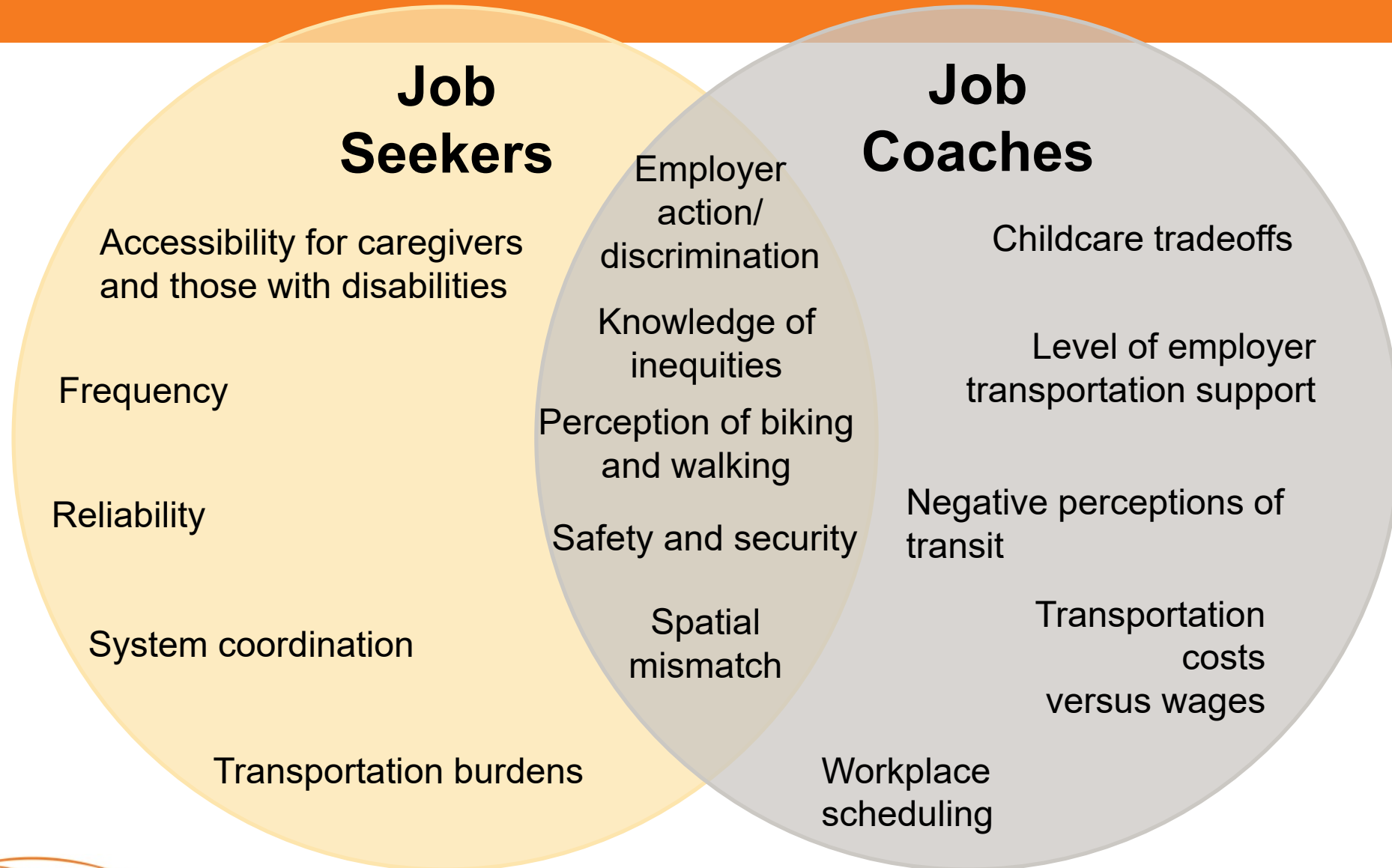
- 11 focus groups with 120 people



Dot Density Map of Job Seeker Participants with Workforce Center Sites

Zip Code Boundaries Retrieved from City of Chicago Shapefile Database  
\* Dots represent occurrence in zip codes, not precise locations  
Created By Adam Glueckert

# Topics



# Transportation Equity Performance Measure Research

- Study of 40 largest MPOs
- Evaluate project selection methods
- Identify equity-oriented criteria?
- Classify criteria into categories.
- Analyze of strengths, weaknesses, and alignment with transportation equity definition.
- Recommendations to improve transportation equity in project prioritization



## Equity-Oriented Performance Measures in Transportation Planning

By Audrey Wennink and Agustina Krapp

Transportation conditions have a significant impact on community residents' quality of life. Planners should be aware of how, where, and what types of transportation investments are being planned within their jurisdictions, because transportation is intimately connected to all facets of community planning, including land use, economic development, housing, and the environment.

Economic stability and wealth accrual are highly related to one's ability to access employment and services via transportation. Most of America's communities have been developed so that housing is located a significant distance from jobs, stores, and medical care, meaning that transportation needs to cover long distances and most destinations are accessible only by car. Federal and state policies have prioritized investment in auto-oriented transportation for decades.

As a result, people of color and those with lower incomes, who are less likely to own cars and may not live in areas well served by transit, experience worse transportation outcomes, often having to travel farther and experience more difficult trips to access employment and other critical needs. The National Bureau of Economic Research has shown that long commute times play a significant role in predicting residents' upward mobility (Chetty et al. 2014).

As an example, in the greater Chicago region, communities where black residents are the largest racial group experience the longest commute times. Chicago consistently ranks among America's most segregated regions. As in many U.S. metropolitan areas, historical and ongoing systemic racism has blurred the lines between racial and economic segregation; today, Chicago's poorest residents are disproportionately people of color living in communities of concentrated poverty.

As shown in Figure 1, of the 100 census tracts in the Chicago region with the longest commutes (shown in red), with an average of 44 minutes each way, 95 are majority black or Latinx. The median income for those 95 tracts is \$31,667. By comparison, 53 of the 100 census tracts with the shortest commutes

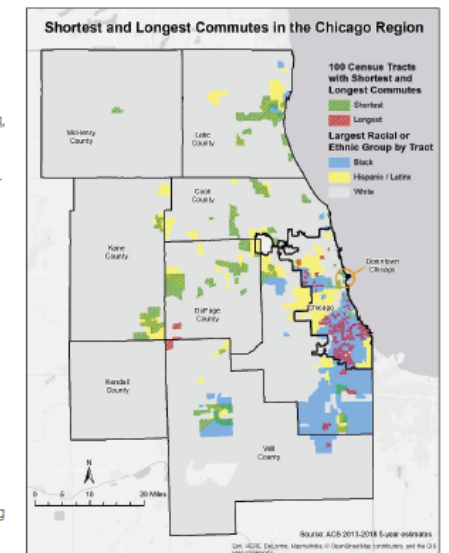


Figure 1. Longest and shortest commutes by census tract in the Chicago region (U.S. Census Bureau 2013–2017, ACS 5-Year Estimates, map by the Chicago Metropolitan Planning Council).

(shown in green), averaging only 23 minutes, are majority white. The median annual household income for those 53 tracts is over \$75,000.

# Tools for business-supported transportation program development



## Baseline Situation



## Evaluate and select solution



## Stand up program

Baseline Situation		Evaluate and select solution		Stand up program	
Tool	Description	Tool	Description	Tool	Description
1	<b>Employer context</b> Understand employer situation and which employer factors have implications for solution design	3	<b>Solution Scorecard</b> Evaluate solutions cost, applicability to employees, and strategic fit	7	<b>Implementation roadmap</b> Build program implementation roadmap
2	<b>Employee needs segmentation</b> Identify employee pain points and group employees into 9 core segments	4	<b>Cost calculator</b> In order to evaluate solutions, estimate cost to serve employees	8	<b>Suggested key metrics</b> Track key metrics before and after program implementation
		5	<b>Compare and prioritize template</b> Compare and select top solution(s) based on scorecard results		
		6	<b>Provider scorecard</b> Once top solution(s) are selected, compare providers within solution to select best option		



**Thank you!**