Reasons for initiating the study

- Downtown areas north and west of the Chicago River have seen tremendous growth in land use development and increased transit and automobile congestion
  - River North
  - Streeterville
  - Near North
  - West Loop
Reasons for initiating the study

- Tremendous growth in land use development between 2005 and 2010 includes:
  - 6 million square feet of office development
  - 10,000 new residential units
  - 1,600 new hotel rooms
  - Medical and higher educational expansion and development
  - Redevelopment of Navy Pier
Project Participants

Chicago Development Council
Main focus of the study

- Assist the project partners in identifying ways in which to improve transit in the study area
- Quantify the number and type of potential users for transit improvements especially in the proposed Carroll Avenue Transitway
  - The Carroll Avenue Transitway would connect the West Loop with the downtown areas north of the Chicago River
Areas to be served
The proposed Carroll Avenue Transitway has been studied for many years and would:

- Be for exclusive use of public transit vehicles
- Have stops along the transitway every 2 to 4 blocks
- Link the Union and Ogilvie Stations and West Loop area with land uses in River North, Streeterville, and Navy Pier
Project Approach

- Need to understand if employees, residents, and visitors would use proposed transit service
- Four major areas studied
  - Residential and downtown employee surveys
  - User base / District needs (stakeholder interviews)
  - Transit and development trends
  - Strategic conclusions
Surveys

- Residential surveys
  - Over 5,000 surveys distributed to 12 residential buildings (550 completed surveys were returned)

- Downtown employee surveys
  - Over 2,700 surveys distributed at select office buildings (855 completed surveys were returned)

- Purpose was to identify transit and parking needs/trends and quantify potential ridership of the Carroll Avenue Transitway
Surveys

Surveys were organized to include targeted questions in five major categories:

- Respondent demographics
- Mode-split – work/commuting trips
- Mode-split – retail/entertainment trips
- Transit/Carroll Avenue perception/needs
- Auto/parking utilization
In order to better understand and address unique transit and parking needs of specific user groups, key stakeholder interviews were conducted in the following market sectors:

- Institutional
- Residential
- Office
- Retail/entertainment
- Hotel
Research was conducted to provide a comprehensive picture of:

- Development trends and issues
- Transit and transportation conditions
Population Density
Employee Density
Household Density
Parking and Traffic Conditions
Transit Routes
Trip Origins

- Metra Commuter Rail Person Trips Origins by TAZ
Conclusions were made based on essential issues:

- Understanding of employee decision making of transit versus car
- Customer/resident transit/car usage decision patterns
- Residential parking ratios by space use
- Potential use of the transit system
- Study area transportation conditions
Key Conclusions

- In existing and future conditions, the transportation system in the study area will be severely impacted by development activities.
- Based on stakeholder interviews and surveys, this development activity will continue to occur and there is a need to improve the transportation system.
Key Conclusions

● The proposed transitway would:
  ● Provide added convenience for commuters and for residents of the study area
  ● Increase shopping and leisure trips by reducing travel times

● Parking
  ● Sufficient parking to meet needs
  ● Parking should be required in residential buildings at a lower per parking space per unit than industry standards
Key Conclusions

The following should take place in a multi-layered improvement approach:

- Improve east-west and north-south transportation connections
- Relate density of development to available transit
- Support convenient and understandable transit
- Improve way-finding signage
- Promote shared use of parking
Key Conclusions

- As the area continues to attract tourism, businesses and residents it is essential to plan for a more comprehensive transportation system.

- These key findings are moving forward through implementation of the Central Area Plan including the further technical analysis of the Carroll Avenue Transitway.