



DEPARTMENT OF PUBLIC WORKS

Environmental Sustainability Division

m e m o r a n d u m

TO: Urbana Sustainability Advisory Commission
FROM: Scott R. Tess, Environmental Sustainability Manager
DATE: March 4, 2014
SUBJECT: Transportation Behaviors

Impetus

The impetus of this document comes from the Urbana Climate Action Plan Goal 2: Action 2 which calls on City staff to “Identify specific barriers to adopting more active and energy-efficient transportation behaviors through focus groups and surveys, and provide information and resources to help overcome these barriers.”

Purpose

The purpose of this document is to summarize research commissioned by the Champaign-Urbana Mass Transit District (MTD) for the purposes of addressing Urbana Climate Action Plan Goal 2: Action 2. The findings in the MTD research will inform City of Urbana activities seeking to increase the proportion of sustainable transportation choices.

The findings of the MTD research are contained in the Mobility Implementation Plan (miPLAN) available at http://www.ihavemiplan.com/shared/pdfs/employee_report_spring07.pdf. “The purpose of miPLAN is to: Find out what mobility options Champaign, Urbana & Savoy want as a community, both now and in the future, and then craft a plan to bring those options to fruition.”

“The Champaign-Urbana Urbanized Area Transportation Study (CUUATS), the transportation entity of the Champaign Regional Planning Commission (CCRPC), completed its Long Range Transportation Plan 2025 in 2005. To implement the non-single occupant vehicle mobility recommendations of the LRTP 2025, a Mobility Implementation Plan (miPLAN) Committee was

convened. miPLAN is a multi-phased study to identify ways to expand mobility options that provide residents and visitors with more choices and enhance the livability of the region. MiPlan will expand transportation choices that support a greater diversity of living.”

Scope

This document will review survey results from miPLAN. The survey was conducted among employees of several of the larger employers in Champaign and Urbana.

Summary

miPLAN identifies several barriers to choosing more sustainable transportation options. More sustainable means walk, bike, bus, and carpool in increasing order of pollution emissions and expense. Single occupany vehicle (SOV) transportation has the largest pollution emissions profile and is considered the least sustainable transportation choice. The miPLAN survey results identify both advantages and barriers to choosing more sustainable transportation options as identified by survey respondents.

Advantages:

Bicycle: Low cost, low pollution emissions, flexible

Carpool: Save money, companionship, convenience

Bus: Low cost, convenience

Walk: Health, low cost

SOV: Flexibility, work usage, transporting children

Barriers:

Have to use car during the workday

Must use my car for work purposes (not just for personal errands) during the workday

Need car for errands

Had to drop children at child care

Stopped for shopping

Barriers to using alternative modes to commute

(Source: mPLAN e-Survey of Employees, 2007)

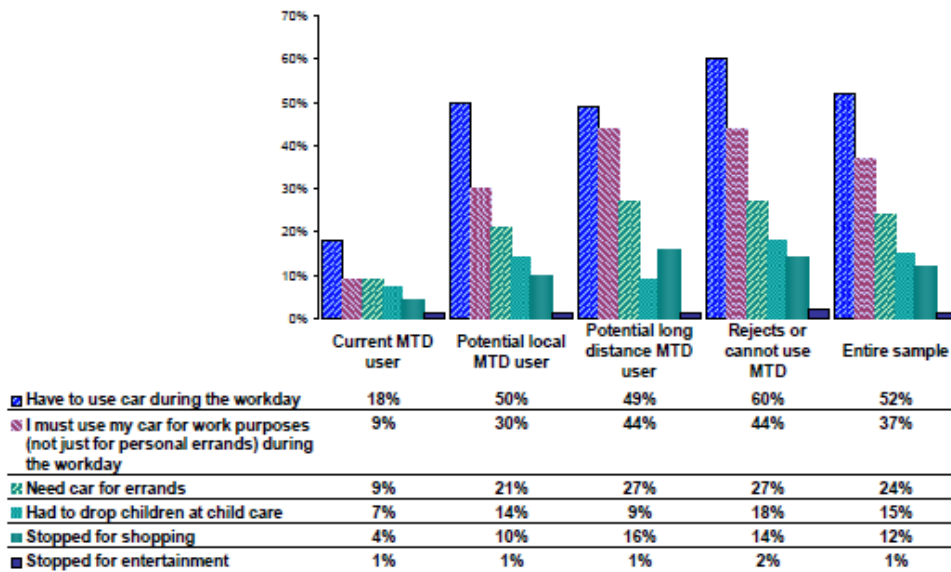


Figure 30 Barriers to using alternative modes to commute