

# REROUTING HABITS: THE IMPACT OF PERSONALIZED BUS ROUTES ON CHICAGO COMMUTER TRANSIT ADOPTION

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Regional Integrated Data for Equity in Transportation & Innovation Technologies (RIDE-IT)

Intended Audience: Chicago Transit Board (CTB) and state legislators



# AGENDA

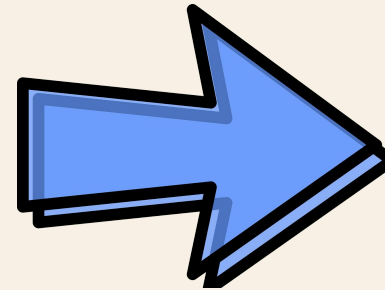
1. BACKGROUND
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# BACKGROUND



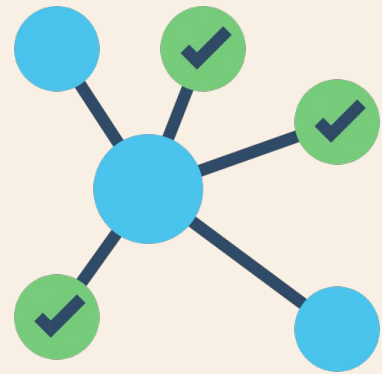


# GOAL



# RESEARCH QUESTIONS

*What interventions would increase the proportion of Chicago commuters who take public transit maintained by the Chicago Transit Authority (CTA) to work instead of driving for at least 4 days of their work week?*



**WHY?**



**WHO?**



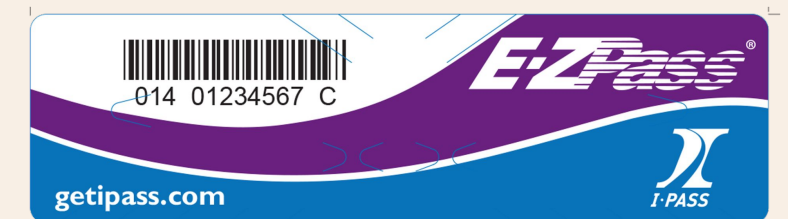
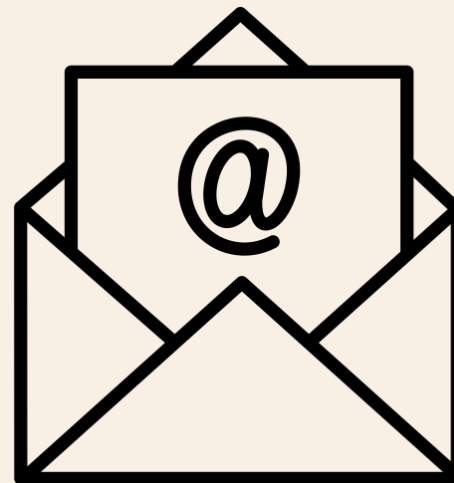
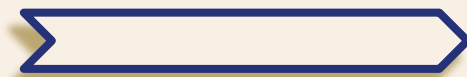
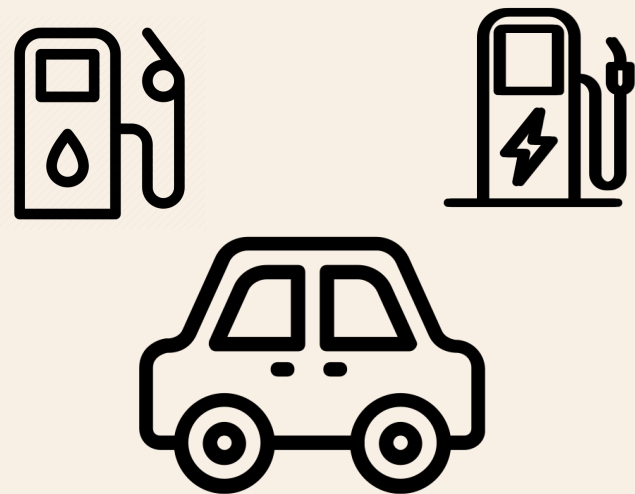
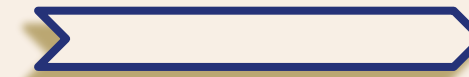
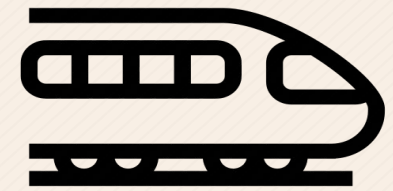
**HOW  
MANY?**

# PREDICTIONS



# STUDY DESIGN

# 1 - PRELIMINARY SURVEY





# 2 - INTERVENTION





# 3 - EXIT SURVEY



# SAMPLE



- Age group: 18-60
- Working Adults



- Drive to work 4+ days per week



- Residential and work addresses within 0.3 miles of CTA bus stops

# VARIABLES

## INDEPENDENT

[Preliminary Study]

- Household Income
- Ethnicity
- Gender
- Starting Address
- Destination Address
- Method of Commute
- Commute Duration
- Typical Arrival Time
- Cost of Transit
- Perception of Speed
- Perception of Reliability
- Perception of Frequency
- Perception of Safety
- Overall Satisfaction

## INTERVENTION

[Experiment]

## OUTCOME

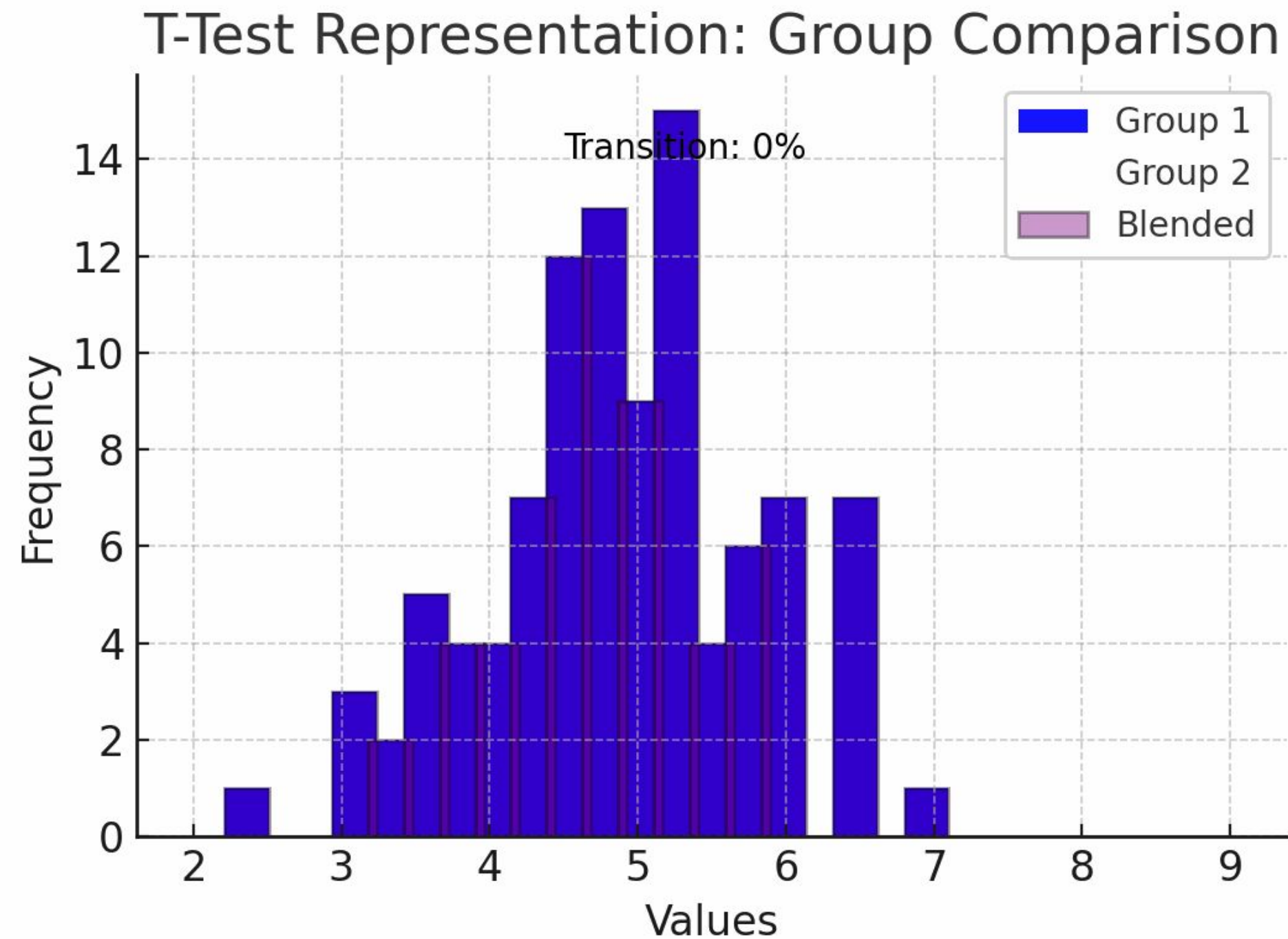
[Ridership Records,  
Exit Survey]

- Method of Commute =  
Customized Bus Routes

- Commute Duration
- Typical Arrival Time
- Perception of Speed
- Perception of Reliability
- Perception of Frequency
- Perception of Safety
- Overall Satisfaction
- Activities During  
Commute
- Final Commute  
Preference



# ANALYSIS



# RISKS



**THANK YOU**

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