

Lesson Plan 3: You can lead a horse to water, but can you make him take the bus?

SUBJECT(S): English, Social Studies

GRADE LEVEL: 7 - 10

DURATION: three class periods

Objectives

Students will understand that:

- there are alternatives to driving alone to work
- incentives can be used to encourage people to change their behavior

Students will be able to:

- present solutions to a problem
- use a variety of media to present ideas

Warm-up/Discussion

Period 1

Ask students whether they know anyone who participates in a carpool. Write the following question on the board and use two columns to record students' answers: "What are the pros and cons of public transportation and carpools?"

Tell students that they will be developing marketing campaigns to persuade commuters who currently drive alone to work to try carpooling or public transportation at least once. You can use the handout *One Million Additional Cars in 2030* (pg. 132) to give students an idea of the projected increase in cars on roads in the Chicago region over the next several decades.

Lead a class discussion about marketing and advertising. How do companies decide how to advertise so that their message reaches the people who are likely to buy their product? You might begin by asking students to think about which of the following they would pay attention to and which they would ignore:

Materials Included:

- One Million Additional Cars by 2030 [pg. 132]
- Where Workers Work [pg. 133]
- Workers in Cook County [pg. 134]
- Workers in DuPage County [pg. 135]
- Workers in Kane County [pg. 136]
- Workers in Lake County [pg. 137]
- Workers in McHenry County [pg. 138]
- Workers in Will County [pg. 139]
- Planning an Incentive Program [pg. 140]
- Marketing Strategy [pg. 141]
- Evaluation of Group Presentation [pg. 142]
- Bus Rapid Transit video clip on CD included in the back of the binder

Additional Materials Needed:

- poster board or large sheets of paper
- markers
- PowerPoint or other presentation software (optional)
- Video camera (optional)

Vocabulary

incentive:

something, such as a reward, that induces action or motivates effort

carpool:

sharing rides on a regular basis

transit:

a passenger transportation system using elevated and/or underground trains

Warm-up/Discussion

- a TV commercial for iPod
- a radio commercial for denture adhesive
- a flyer announcing the opening of a new discount music store
- a newspaper ad comparing Pampers to Huggies

Ask students to think about how television commercials vary according to the content of the TV program. Have them describe the audience that would be likely to watch the following TV programs and the types of products you might see advertised:

- a Bears game
- “Music of the 1950s: A trip down memory lane”
- The PGA Championship
- Saturday morning cartoons
- “Friends” rerun
- a documentary about the life of Ronald Reagan
- South Park
- a discussion of Social Security benefits
- NASCAR racing
- Fútbol de la Liga Mexicana
- “Grey’s Anatomy”

Marketing firms are very good at figuring out how to reach specific audiences. When students design strategies for convincing people to try carpooling or public transportation, they’ll need to think about how to create an incentive program that will appeal to the people they choose for their target audience. Ask the class to give examples of incentives that have gotten them to try something new, such as a rebate or a discount coupon.

Learning Activities

Period 1

Ask students to fill in the *Where Workers Work* (pg. 133) handout using the data on *Workers in your County* (pgs. 134-139).

Tell students that they’ll work with others as a team to create an incentive program to encourage people who drive alone to work to take public transportation or to participate in a carpool at least once.

Have students decide whether they want to work on public transportation or carpool (ride-sharing) incentives.

Learning Activities (cont'd)

Divide students into groups of four (all carpool or all public transportation) and assign one member of each team to each of the following jobs:

- Recorder: writes down key points in the group discussion
- Timekeeper: keeps track of the time and keeps the group on task
- Presenter: presents the information to the class
- Checker: makes sure that all requirements have been met and that everyone participates

Students should include the following information in their plans:

- the name of the incentive program
- the target audience, such as commuters who work in the Loop, workers in one county or workers at a specific large corporation
- incentive: the reward you offer drivers to convince them to try carpooling or public transportation
- procedures for managing the incentives, such as determining eligibility and distributing rewards
- a strategy for monitoring the success of the program
- an explanation of how the plan helps reduce traffic jams

Ask students to complete the *Planning an Incentive Program* (pg. 140) handout (one per team) and have them turn this in before beginning to create their marketing materials.

Period 2

Teams should complete work on their incentive programs using the *Marketing Strategy* (pg. 141) handout to describe their strategy and three examples of marketing materials such as billboards, posters, TV and radio public service announcements.

Period 3

Students present their marketing strategies to the class and answer questions about their plan. Display the materials on the walls of the classroom so that students can refer to these during the wrap-up discussion.

Assessment

Use the *Evaluation of Group Presentations* (pg. 142) rubric to evaluate group and individual work.

Wrap-up/Reflection

Lead a class discussion after all groups have presented their strategies, asking which ideas students think would be most effective and why.

Ideas for Additional Activities

Transportation policy debate: Assign students to one of two arguments about how to reduce traffic congestion:

Argument 1: State and local governments should invest more money in public transportation rather than building new roads.

OR

Argument 2: State and local governments should invest more money in new roads rather than increasing the capacity of public transportation.

Divide the class into small groups and assign one side of the argument to half the groups and the opposing side to the others. Groups should be made up of students who have all been assigned to the same side of the argument.

Have each group prepare a list of five arguments for their side. They should also anticipate the arguments people on the other side are likely to make and develop ways to counter them. Ask the members of each group to choose one or two people to represent their group in a debate. The two teams (made up of representatives of each group) debate one another in front of the class.

Students can track congestion on the Gary-Chicago-Milwaukee travel website (<http://www.gcmtravel.com/gcm/maps.jsp>) that provides real time information on traffic. Have them write a page on the following: “If you were a business owner looking for a place to build your corporate headquarters, how might you use the information available on the website to help you decide where your business should go?”

Have students present three strategies for reducing traffic congestion by exploring ideas on the Texas Transportation Institute website (<http://tti.tamu.edu/>).

Show the “Bus Rapid Transit” (BRT) video from the CD that came with this book to illustrate a new form of public transit that has been built in other regions in the United States. Bus Rapid Transit involves creating a “train” of buses linked together that can run in a dedicated lane or in the road right-of-way. Because BRT is given priority in terms of traffic signals, it offers a way to avoid traffic congestion. Do students think this new form of transit would encourage people who drive to work to take public transportation instead? Can they imagine a different technology that could provide a solution to traffic congestion? Encourage them to be creative.

Ideas for Additional Activities

Math: Have students calculate the difference in the cost of driving versus the cost of taking public transportation for the actual commute of someone they know. They should consider the price of gas, car payments, maintenance, insurance, the cost of public transportation and also the cost of the person's time (sitting in traffic or waiting for public transportation). Remind them to include consideration of the issue of getting to and from stations at both ends of the commute and additional fees for people who park at the train station or in a parking lot near the place where they work.

Students can ask permission to display the marketing materials they have created in local store windows or government buildings.

Art: Students can design more extensive campaign materials that include advertisements, pamphlets, or videos to increase public awareness of public transportation options.

One Million Additional Cars by 2030



By 2030, the Chicago region is expected to have an additional 1,000,000 cars on the roads. If placed end-to-end, the new cars would stretch from Florida to Alaska.

Where Workers Work

Name: _____

Date: _____

County Name _____

FOR YOUR COUNTY	1990	2000	% change from 1990 to 2000	Mean travel time in 2000
% of workers who drove to work alone				
% of workers who drove to work in a car pool				
% taking a bus or trolley				
% taking all other transit				
% bicycle or walked				
% taxi, motorcycle or other				
% worked at home				Not applicable

- The data used in this activity is for people who work in your county, not necessarily for those who live there. Many people commute from one county to another every day.

Workers in Cook County

CENSUS TRANSPORTATION PLANNING PACKAGE (CTPP 2000)

Geographic Area: Working in Cook County, Illinois

TABLE 1. SELECTED CHARACTERISTICS BY PLACE OF WORK, 1990 and 2000

Selected Characteristics (Universe: All Workers)	1990		2000		Change 1990 to 2000	
	Number	Percent	Number	Percent	Number	Percent
Workers 16 years or over	2,572,353	100	2,554,120	100	-18,233	-0.7
Sex						
Male	1,413,133	54.9	1,376,255	53.9	-36,878	-2.6
Female	1,159,220	45.1	1,177,865	46.1	18,645	1.6
Mode to work						
Drove alone	1,572,336	61.1	1,615,075	63.2	42,739	2.7
2-person carpool	246,235	9.6	220,575	8.6	-25,660	-10.4
3-or-more-person carpool	69,825	2.7	70,735	2.8	910	1.3
Bus or trolley bus	246,320	9.6	180,370	7.1	-65,950	-26.8
All other transit ¹	251,240	9.8	271,550	10.6	20,310	8.1
Bicycle or walked	115,196	4.5	102,820	4.0	-12,376	-10.7
Taxicab, motorcycle, or other mode	27,613	1.1	32,175	1.3	4,562	16.5
Worked at home	43,588	1.7	60,815	2.4	17,227	39.5
Travel time to work (Universe = Workers who did not work at home)						
Less than 5	44,264	1.8	37,540	1.5	-6,724	-15.2
5 to 9	173,713	6.9	147,460	5.9	-26,253	-15.1
10 to 14	252,877	10.0	224,170	9.0	-28,707	-11.4
15 to 19	289,845	11.5	267,600	10.7	-22,245	-7.7
20 to 29	445,535	17.6	419,525	16.8	-26,010	-5.8
30 to 44	644,971	25.5	633,520	25.4	-11,451	-1.8
45- 59	325,376	12.9	341,355	13.7	15,979	4.9
60 or more	352,184	13.9	422,130	16.9	69,946	19.9
Mean travel time (minutes)	31.1	(X)	34.8	(X)	3.7	(X)
Median travel time (minutes)	30.7	(X)	30.4	(X)	-0.3	(X)

TABLE 2. MODE TO WORK BY TRAVEL TIME, 2000

(Universe = Workers who did not work at home)

	Mean travel time (mins.)	Total	Less than 10 minutes	10 to 19 minutes	20 to 29 minutes	30 to 44 minutes	45 -59 minutes	60 or more minutes
Total	34.8	2,493,305	185,000	491,770	419,525	633,520	341,355	422,130
Row percent		100	7.4	19.7	16.8	25.4	13.7	16.9
Column percent		100	100	100	100	100	100	100
Drove alone	31.5	1,615,075	123,295	358,535	306,610	421,870	208,910	195,845
Row percent		100	7.6	22.2	19.0	26.1	12.9	12.1
Column percent		64.8	66.6	72.9	73.1	66.6	61.2	46.4
2-person carpool	32.8	220,575	14,025	49,415	39,145	58,960	28,660	30,375
Row percent		100	6.4	22.4	17.7	26.7	13.0	13.8
Column percent		8.8	7.6	10.0	9.3	9.3	8.4	7.2
3+ carpool	37.6	70,735	3,250	12,055	11,225	19,600	10,765	13,855
Row percent		100	4.6	17.0	15.9	27.7	15.2	19.6
Column percent		2.8	1.8	2.5	2.7	3.1	3.2	3.3
Bus or trolley bus	46.0	180,370	2,320	14,670	23,995	53,695	32,190	53,505
Row percent		100	1.3	8.1	13.3	29.8	17.8	29.7
Column percent		7.2	1.3	3.0	5.7	8.5	9.4	12.7
All other transit¹	53.7	271,550	720	6,965	21,490	67,225	57,300	117,840
Row percent		100	0.0	0.0	0.0	0.0	0.0	0.0
Column percent		10.9	0.4	1.4	5.1	10.6	16.8	27.9
Bicycle or walked	14.3	102,820	37,770	40,575	13,025	7,575	1,595	2,285
Row percent		100	36.7	39.5	12.7	7.4	1.6	2.2
Column percent		4.1	20.4	8.3	3.1	1.2	0.5	0.5
All other modes¹	48.6	32,175	3,620	9,550	4,030	4,605	1,940	8,430
Row percent		100	11.3	29.7	12.5	14.3	6.0	26.2
Column percent		1.3	2.0	1.9	1.0	0.7	0.6	2.0

Workers in DuPage County

CENSUS TRANSPORTATION PLANNING PACKAGE (CTPP 2000)

Geographic Area: Working in DuPage County, Illinois

TABLE 1. SELECTED CHARACTERISTICS BY PLACE OF WORK, 1990 and 2000

Selected Characteristics (Universe: All Workers)	1990		2000		Change 1990 to 2000	
	Number	Percent	Number	Percent	Number	Percent
Workers 16 years or over	433,250	100	534,550	100	101,300	23.4
Sex						
Male	233,025	53.8	288,775	54.0	55,750	23.9
Female	200,225	46.2	245,775	46.0	45,550	22.7
Mode to work						
Drove alone	357,557	82.5	444,865	83.2	87,308	24.4
2-person carpool	37,369	8.6	40,320	7.5	2,951	7.9
3-or-more-person carpool	9,790	2.3	12,265	2.3	2,475	25.3
Bus or trolley bus	3,193	0.7	3,515	0.7	322	10.1
All other transit ¹	1,928	0.4	3,340	0.6	1,412	73.2
Bicycle or walked	9,893	2.3	10,240	1.9	347	3.5
Taxicab, motorcycle, or other mode	2,446	0.6	3,400	0.6	954	39.0
Worked at home	11,074	2.6	16,600	3.1	5,526	49.9
Travel time to work (Universe = Workers who did not work at home)						
Less than 5	9,835	2.3	10,610	2.0	775	7.9
5 to 9	41,898	9.9	41,200	8.0	-698	-1.7
10 to 14	57,215	13.6	62,310	12.0	5,095	8.9
15 to 19	62,397	14.8	66,105	12.8	3,708	5.9
20 to 29	85,311	20.2	100,130	19.3	14,819	17.4
30 to 44	95,346	22.6	123,795	23.9	28,449	29.8
45- 59	40,118	9.5	59,175	11.4	19,057	47.5
60 or more	30,056	7.1	54,630	10.5	24,574	81.8
Mean travel time (minutes)	25.3	(X)	29.3	(X)	4.0	(X)
Median travel time (minutes)	23.3	(X)	25.3	(X)	2.0	(X)

TABLE 2. MODE TO WORK BY TRAVEL TIME, 2000

(Universe = Workers who did not work at home)

	Mean travel time (mins.)	Total	Less than 10 minutes	10 to 19 minutes	20 to 29 minutes	30 to 44 minutes	45 -59 minutes	60 or more minutes
Total	29.3	517,950	51,810	128,415	100,130	123,795	59,175	54,630
Row percent		100	10.0	24.8	19.3	23.9	11.4	10.5
Column percent		100	100	100	100	100	100	100
Drove alone	28.9	444,865	41,485	110,630	89,755	108,965	51,020	43,005
Row percent		100	9.3	24.9	20.2	24.5	11.5	9.7
Column percent		85.9	80.1	86.2	89.6	88.0	86.2	78.7
2-person carpool	30.4	40,320	4,065	10,625	6,635	8,935	4,730	5,325
Row percent		100	10.1	26.4	16.5	22.2	11.7	13.2
Column percent		7.8	7.8	8.3	6.6	7.2	8.0	9.7
3+ carpool	35.4	12,265	860	2,420	1,725	3,055	2,130	2,070
Row percent		100	7.0	19.7	14.1	24.9	17.4	16.9
Column percent		2.4	1.7	1.9	1.7	2.5	3.6	3.8
Bus or trolley bus	51.2	3,515	115	275	515	875	285	1,455
Row percent		100	3.3	7.8	14.7	24.9	8.1	41.4
Column percent		0.7	0.2	0.2	0.5	0.7	0.5	2.7
All other transit¹	60.5	3,340	45	70	220	600	660	1,740
Row percent		100	0.0	0.0	0.0	0.0	0.0	0.0
Column percent		0.6	0.1	0.1	0.2	0.5	1.1	3.2
Bicycle or walked	12.2	10,240	4,850	3,485	900	685	145	165
Row percent		100	47.4	34.0	8.8	6.7	1.4	1.6
Column percent		2.0	9.4	2.7	0.9	0.6	0.2	0.3
All other modes¹	46.3	3,400	390	905	385	670	195	855
Row percent		100	11.5	26.6	11.3	19.7	5.7	25.1
Column percent		0.7	0.8	0.7	0.4	0.5	0.3	1.6

Workers in Kane County

CENSUS TRANSPORTATION PLANNING PACKAGE (CTPP 2000)

Geographic Area: Working in Kane County, Illinois

TABLE 1. SELECTED CHARACTERISTICS BY PLACE OF WORK, 1990 and 2000

Selected Characteristics (Universe: All Workers)	1990		2000		Change 1990 to 2000	
	Number	Percent	Number	Percent	Number	Percent
Workers 16 years or over	143,761	100	175,350	100	31,589	22.0
Sex						
Male	77,704	54.1	94,995	54.2	17,291	22.3
Female	66,057	45.9	80,355	45.8	14,298	21.6
Mode to work						
Drove alone	113,303	78.8	141,055	80.4	27,752	24.5
2-person carpool	13,625	9.5	14,605	8.3	980	7.2
3-or-more-person carpool	3,910	2.7	5,130	2.9	1,220	31.2
Bus or trolley bus	2,172	1.5	1,425	0.8	-747	-34.4
All other transit ¹	1,905	1.3	1,395	0.8	-510	-26.8
Bicycle or walked	3,985	2.8	3,750	2.1	-235	-5.9
Taxicab, motorcycle, or other mode	1,004	0.7	1,455	0.8	451	44.9
Worked at home	3,857	2.7	6,535	3.7	2,678	69.4
Travel time to work (Universe = Workers who did not work at home)						
Less than 5	5,005	3.6	4,860	2.9	-145	-2.9
5 to 9	19,870	14.2	19,830	11.7	-40	-0.2
10 to 14	26,264	18.8	27,330	16.2	1,066	4.1
15 to 19	25,343	18.1	27,465	16.3	2,122	8.4
20 to 29	26,948	19.3	33,165	19.6	6,217	23.1
30 to 44	21,570	15.4	31,630	18.7	10,060	46.6
45- 59	7,885	5.6	11,780	7.0	3,895	49.4
60 or more	7,019	5.0	12,750	7.6	5,731	81.6
Mean travel time (minutes)	20.9	(X)	24.7	(X)	3.8	(X)
Median travel time (minutes)	18.7	(X)	20.2	(X)	1.5	(X)

TABLE 2. MODE TO WORK BY TRAVEL TIME, 2000

(Universe = Workers who did not work at home)

	Mean travel time (mins.)	Total	Less than 10 minutes	10 to 19 minutes	20 to 29 minutes	30 to 44 minutes	45 -59 minutes	60 or more minutes
Total	24.7	168,815	24,690	54,795	33,165	31,630	11,780	12,750
Row percent		100	14.6	32.5	19.6	18.7	7.0	7.6
Column percent		100	100	100	100	100	100	100
Drove alone	24.0	141,055	20,480	46,530	28,620	26,185	9,725	9,515
Row percent		100	14.5	33.0	20.3	18.6	6.9	6.7
Column percent		83.6	82.9	84.9	86.3	82.8	82.6	74.6
2-person carpool	26.1	14,605	1,725	4,930	2,780	2,775	1,030	1,365
Row percent		100	11.8	33.8	19.0	19.0	7.1	9.3
Column percent		8.7	7.0	9.0	8.4	8.8	8.7	10.7
3+ carpool	33.7	5,130	339	1,370	880	1,300	514	725
Row percent		100	6.6	26.7	17.2	25.3	10.0	14.1
Column percent		3.0	1.4	2.5	2.7	4.1	4.4	5.7
Bus or trolley bus	37.4	1,425	25	255	215	485	145	305
Row percent		100	1.8	17.9	15.1	34.0	10.2	21.4
Column percent		0.8	0.1	0.5	0.6	1.5	1.2	2.4
All other transit¹	54.5	1,395	0	99	100	380	225	600
Row percent		100	0.0	0.0	0.0	0.0	0.0	0.0
Column percent		0.8	0.0	0.2	0.3	1.2	1.9	4.7
Bicycle or walked	12.5	3,750	1,960	1,040	365	220	85	75
Row percent		100	52.3	27.7	9.7	5.9	2.3	2.0
Column percent		2.2	7.9	1.9	1.1	0.7	0.7	0.6
All other modes¹	29.8	1,455	160	575	200	285	74	160
Row percent		100	11.0	39.5	13.7	19.6	5.1	11.0
Column percent		0.9	0.6	1.0	0.6	0.9	0.6	1.3

Workers in Lake County

CENSUS TRANSPORTATION PLANNING PACKAGE (CTPP 2000)

Geographic Area: Working in Lake County, Illinois

TABLE 1. SELECTED CHARACTERISTICS BY PLACE OF WORK, 1990 and 2000

Selected Characteristics (Universe: All Workers)	1990		2000		Change 1990 to 2000	
	Number	Percent	Number	Percent	Number	Percent
Workers 16 years or over	245,165	100	326,165	100	81,000	33.0
Sex						
Male	134,750	55.0	176,090	54.0	41,340	30.7
Female	110,415	45.0	150,080	46.0	39,665	35.9
Mode to work						
Drove alone	183,853	75.0	254,990	78.2	71,137	38.7
2-person carpool	23,993	9.8	26,500	8.1	2,507	10.4
3-or-more-person carpool	6,167	2.5	9,290	2.8	3,123	50.6
Bus or trolley bus	2,073	0.8	2,545	0.8	472	22.8
All other transit ¹	1,293	0.5	3,195	1.0	1,902	147.1
Bicycle or walked	17,115	7.0	10,435	3.2	-6,680	-39.0
Taxicab, motorcycle, or other mode	2,242	0.9	5,920	1.8	3,678	164.0
Worked at home	8,429	3.4	13,295	4.1	4,866	57.7
Travel time to work (Universe = Workers who did not work at home)						
Less than 5	9,247	3.9	8,855	2.8	-392	-4.2
5 to 9	30,923	13.1	29,000	9.3	-1,923	-6.2
10 to 14	33,405	14.1	36,680	11.7	3,275	9.8
15 to 19	33,182	14.0	37,570	12.0	4,388	13.2
20 to 29	46,109	19.5	59,480	19.0	13,371	29.0
30 to 44	50,041	21.1	73,100	23.4	23,059	46.1
45- 59	19,462	8.2	36,485	11.7	17,023	87.5
60 or more	14,367	6.1	31,695	10.1	17,328	120.6
Mean travel time (minutes)	23.6	(X)	28.9	(X)	5.3	(X)
Median travel time (minutes)	21.8	(X)	25.2	(X)	3.4	(X)

TABLE 2. MODE TO WORK BY TRAVEL TIME, 2000

(Universe = Workers who did not work at home)

	Mean travel time (mins.)	Total	Less than 10 minutes	10 to 19 minutes	20 to 29 minutes	30 to 44 minutes	45 -59 minutes	60 or more minutes
Total	28.9	312,870	37,855	74,250	59,480	73,100	36,485	31,695
Row percent		100	12.1	23.7	19.0	23.4	11.7	10.1
Column percent		100	100	100	100	100	100	100
Drove alone	28.8	254,990	26,215	60,850	51,195	62,680	30,375	23,675
Row percent		100	10.3	23.9	20.1	24.6	11.9	9.3
Column percent		81.5	69.3	82.0	86.1	85.7	83.3	74.7
2-person carpool	29.6	26,500	2,675	6,710	4,810	5,930	3,350	3,035
Row percent		100	10.1	25.3	18.2	22.4	12.6	11.5
Column percent		8.5	7.1	9.0	8.1	8.1	9.2	9.6
3+ carpool	34.8	9,290	435	1,880	1,460	2,550	1,394	1,565
Row percent		100	4.7	20.2	15.7	27.4	15.0	16.8
Column percent		3.0	1.1	2.5	2.5	3.5	3.8	4.9
Bus or trolley bus	41.3	2,545	95	495	255	735	385	580
Row percent		100	3.7	19.4	10.0	28.9	15.1	22.8
Column percent		0.8	0.3	0.7	0.4	1.0	1.1	1.8
All other transit¹	62.1	3,195	10	130	154	350	649	1,900
Row percent		100	0.0	0.0	0.0	0.0	0.0	0.0
Column percent		1.0	0.0	0.2	0.3	0.5	1.8	6.0
Bicycle or walked	13.2	10,435	5,710	2,915	850	475	165	310
Row percent		100	54.7	27.9	8.1	4.6	1.6	3.0
Column percent		3.3	15.1	3.9	1.4	0.6	0.5	1.0
All other modes¹	23.2	5,920	2,720	1,270	750	385	175	625
Row percent		100	45.9	21.5	12.7	6.5	3.0	10.6
Column percent		1.9	7.2	1.7	1.3	0.5	0.5	2.0

Workers in McHenry County

CENSUS TRANSPORTATION PLANNING PACKAGE (CTPP 2000)

Geographic Area: Working in McHenry County, Illinois

TABLE 1. SELECTED CHARACTERISTICS BY PLACE OF WORK, 1990 and 2000

Selected Characteristics (Universe: All Workers)	1990		2000		Change 1990 to 2000	
	Number	Percent	Number	Percent	Number	Percent
Workers 16 years or over	64,998	100	96,640	100	31,642	48.7
Sex						
Male	35,262	54.3	52,190	54.0	16,928	48.0
Female	29,736	45.7	44,455	46.0	14,719	49.5
Mode to work						
Drove alone	50,537	77.8	77,330	80.0	26,793	53.0
2-person carpool	6,466	9.9	8,175	8.5	1,709	26.4
3-or-more-person carpool	2,030	3.1	2,675	2.8	645	31.8
Bus or trolley bus	401	0.6	500	0.5	99	24.7
All other transit ¹	155	0.2	425	0.4	270	174.2
Bicycle or walked	1,811	2.8	1,935	2.0	124	6.8
Taxicab, motorcycle, or other mode	255	0.4	540	0.6	285	111.8
Worked at home	3,343	5.1	5,055	5.2	1,712	51.2
Travel time to work (Universe = Workers who did not work at home)						
Less than 5	3,288	5.3	4,210	4.6	922	28.0
5 to 9	10,596	17.2	12,590	13.7	1,994	18.8
10 to 14	10,642	17.3	14,925	16.3	4,283	40.2
15 to 19	9,201	14.9	13,040	14.2	3,839	41.7
20 to 29	11,868	19.2	17,645	19.3	5,777	48.7
30 to 44	9,194	14.9	15,350	16.8	6,156	67.0
45- 59	3,651	5.9	6,750	7.4	3,099	84.9
60 or more	3,215	5.2	7,070	7.7	3,855	119.9
Mean travel time (minutes)	20.7	(X)	24.2	(X)	3.5	(X)
Median travel time (minutes)	18.4	(X)	20.1	(X)	1.7	(X)

TABLE 2. MODE TO WORK BY TRAVEL TIME, 2000

(Universe = Workers who did not work at home)

	Mean travel time (mins.)	Total	Less than 10 minutes	10 to 19 minutes	20 to 29 minutes	30 to 44 minutes	45 -59 minutes	60 or more minutes
Total	24.2	91,585	16,800	27,965	17,645	15,350	6,750	7,070
Row percent		100	18.3	30.5	19.3	16.8	7.4	7.7
Column percent		100	100	100	100	100	100	100
Drove alone	23.5	77,330	14,095	24,335	15,025	13,065	5,510	5,305
Row percent		100	18.2	31.5	19.4	16.9	7.1	6.9
Column percent		84.4	83.9	87.0	85.2	85.1	81.6	75.0
2-person carpool	26.1	8,175	1,210	2,340	1,775	1,405	760	685
Row percent		100	14.8	28.6	21.7	17.2	9.3	8.4
Column percent		8.9	7.2	8.4	10.1	9.2	11.3	9.7
3+ carpool	32.9	2,675	235	560	605	515	349	398
Row percent		100	8.8	20.9	22.6	19.3	13.0	14.9
Column percent		2.9	1.4	2.0	3.4	3.4	5.2	5.6
Bus or trolley bus	47.5	500	20	65	25	165	70	160
Row percent		100	4.0	13.0	5.0	33.0	14.0	32.0
Column percent		0.5	0.1	0.2	0.1	1.1	1.0	2.3
All other transit¹	66.9	425	10	10	14	59	19	314
Row percent		100	0.0	0.0	0.0	0.0	0.0	0.0
Column percent		0.5	0.1	0.0	0.1	0.4	0.3	4.4
Bicycle or walked	10.9	1,935	1,095	510	190	80	10	54
Row percent		100	56.6	26.4	9.8	4.1	0.5	2.8
Column percent		2.1	6.5	1.8	1.1	0.5	0.1	0.8
All other modes¹	40.1	540	140	150	4	70	29	150
Row percent		100	25.9	27.8	0.7	13.0	5.4	27.8
Column percent		0.6	0.8	0.5	0.0	0.5	0.4	2.1

Workers in Will County

CENSUS TRANSPORTATION PLANNING PACKAGE (CTPP 2000)

Geographic Area: Working in Will County, Illinois

TABLE 1. SELECTED CHARACTERISTICS BY PLACE OF WORK, 1990 and 2000

Selected Characteristics (Universe: All Workers)	1990		2000		Change 1990 to 2000	
	Number	Percent	Number	Percent	Number	Percent
Workers 16 years or over	110,231	100	160,835	100	50,604	45.9
Sex						
Male	60,501	54.9	87,990	54.7	27,489	45.4
Female	49,730	45.1	72,845	45.3	23,115	46.5
Mode to work						
Drove alone	89,009	80.7	132,435	82.3	43,426	48.8
2-person carpool	10,162	9.2	12,565	7.8	2,403	23.6
3-or-more-person carpool	2,273	2.1	3,490	2.2	1,217	53.5
Bus or trolley bus	1,050	1.0	785	0.5	-265	-25.2
All other transit ¹	309	0.3	360	0.2	51	16.5
Bicycle or walked	3,025	2.7	2,905	1.8	-120	-4.0
Taxicab, motorcycle, or other mode	707	0.6	1,255	0.8	548	77.5
Worked at home	3,696	3.4	7,035	4.4	3,339	90.3
Travel time to work (Universe = Workers who did not work at home)						
Less than 5	4,624	4.3	5,485	3.6	861	18.6
5 to 9	14,529	13.6	18,980	12.3	4,451	30.6
10 to 14	19,505	18.3	24,175	15.7	4,670	23.9
15 to 19	18,705	17.6	24,035	15.6	5,330	28.5
20 to 29	21,718	20.4	30,105	19.6	8,387	38.6
30 to 44	16,973	15.9	28,610	18.6	11,637	68.6
45- 59	5,551	5.2	11,070	7.2	5,519	99.4
60 or more	4,930	4.6	11,335	7.4	6,405	129.9
Mean travel time (minutes)	20.7	(X)	24.5	(X)	3.8	(X)
Median travel time (minutes)	18.9	(X)	20.2	(X)	1.3	(X)

TABLE 2. MODE TO WORK BY TRAVEL TIME, 2000

(Universe = Workers who did not work at home)

	Mean travel time (mins.)	Total	Less than 10 minutes	10 to 19 minutes	20 to 29 minutes	30 to 44 minutes	45 -59 minutes	60 or more minutes
Total	24.5	153,800	24,465	48,210	30,105	28,610	11,070	11,335
Row percent		100	15.9	31.3	19.6	18.6	7.2	7.4
Column percent		100	100	100	100	100	100	100
Drove alone	24.0	132,435	20,805	42,350	26,815	24,395	9,260	8,810
Row percent		100	15.7	32.0	20.2	18.4	7.0	6.7
Column percent		86.1	85.0	87.8	89.1	85.3	83.6	77.7
2-person carpool	26.6	12,565	1,630	3,765	2,325	2,650	1,005	1,190
Row percent		100	13.0	30.0	18.5	21.1	8.0	9.5
Column percent		8.2	6.7	7.8	7.7	9.3	9.1	10.5
3+ carpool	36.2	3,490	250	705	405	970	530	635
Row percent		100	7.2	20.2	11.6	27.8	15.2	18.2
Column percent		2.3	1.0	1.5	1.3	3.4	4.8	5.6
Bus or trolley bus	41.1	785	10	175	100	180	89	235
Row percent		100	1.3	22.3	12.7	22.9	11.3	29.9
Column percent		0.5	0.0	0.4	0.3	0.6	0.8	2.1
All other transit¹	60.4	360	4	15	35	50	59	194
Row percent		100	0.0	0.0	0.0	0.0	0.0	0.0
Column percent		0.2	0.0	0.0	0.1	0.2	0.5	1.7
Bicycle or walked	11.0	2,905	1,645	815	220	129	65	34
Row percent		100	56.6	28.1	7.6	4.4	2.2	1.2
Column percent		1.9	6.7	1.7	0.7	0.5	0.6	0.3
All other modes¹	37.4	1,255	125	390	200	235	64	235
Row percent		100	10.0	31.1	15.9	18.7	5.1	18.7
Column percent		0.8	0.5	0.8	0.7	0.8	0.6	2.1

Planning an Incentive Program

Name: _____

Date: _____

- 1) What will your incentive program be called? Create a catchy name that people will remember.

- 2) Who's your target audience? For example, will your campaign be aimed at people in the City of Chicago, in a suburban county or at all drivers in the region? Is the audience the general public, people in a certain age group or only the employees of a large corporation?
 - a. What are the characteristics of your target audience (age, income, etc.)?
 - b. Why did you decide to focus on this group?

- 3) What incentives will you offer to get your target audience to try public transportation or carpooling at least once? Why do you think this approach will be successful?

- 4) What's your goal? For example, are you trying to persuade a certain percent of people who currently drive to take public transit or carpool at least once?

- 5) How will you monitor how well your incentive program is achieving the goal? How will you measure the number or percent of people who have tried carpooling or public transportation at least once?

- 6) How will you distribute the reward you've offered to people who have tried carpooling or public transportation at least once?

Marketing Strategy

Name(s): _____

Date: _____

Create materials to convince people to try carpooling or public transportation. Materials can include TV or radio public service announcements (presented orally or video-taped), billboards, newspaper ads, flyers, mailings, materials to involve large corporations in getting employees to try carpooling or public transportation, etc.

List the products below:

1)

2)

3)

Describe your three products in detail. For example, if your product is meant to be spoken or written, write down the exact wording. Include any graphic products, such as newspaper ads with pictures, on separate sheets of paper. Explain how you will make sure that your target audience sees the materials.

Evaluation of Group Presentation

Group Members: _____

Individual Student: _____ **Date:** _____

Element	Descriptors	Group Score	
Preparation	Individuals worked well together to gather data and showed a thorough understanding of the issues involved. The strategy was well thought out and feasible.		
Comments			
Organization	Elements of the presentation were logically and effectively organized. Materials were kept together and available when needed.		
Comments			
Delivery	Group members spoke clearly and communicated effectively to the audience. Materials were handled creatively and made a significant contribution to the presentation.		
Comments			
Totals	Key: 4 = excellent, 3 = good, 2 = fair, 1 = poor		
	Combined Total Score		