

CITIZENS ADVISORY BOARD

MEETING MINUTES OF JUNE 7, 2024.

Noticed: 11:00 AM. Commenced: 11:12 AM.

AGENDA: The posted agenda for the meeting can be found at www.transitchicago.com, "About CTA" "Transit Board Meetings", "Meeting Notices, Agendas, and Minutes", "06/07/2024", "Citizens Advisory Board", "Agenda".

ROLL CALL: Katanya Raby; Robert Johnson; Robert Castaneda; Peter Henderson; Ryan McCray; Caroline Pavlecic; Danielle Stanley, and Kirby Scott Van der Weele. Student Citizen Advisory Board Members: Emmanuel Garcia, Aiden Keefe and Dr. Ryan Parnell. Sonia Del Real and Tracey Powell were absent.

- I. CALL TO ORDER & ROLL CALL: The meeting was called to order by Katanya Raby, Chairperson of the Citizens Advisory Board. The roll was called, and all members of the CAB were present with the exception of Sonia Del Real, Danielle Stanley and Tracey Powell. It was established that there was a quorum. Danielle Stanley arrived after the roll call and was present for the duration of the meeting.
- II. PUBLIC COMMENTS: There were no Public Comments.
- III. MINUTES from the CAB Meeting of March 7, 2024, were introduced for approval. It was moved by Peter Henderson and seconded by Robert Castaneda that the minutes from the CAB meeting of March 7, 2024, be approved as presented. The motion to approve the minutes passed unanimously.
- IV. CTA COMMUNICATIONS PRESENTATION: Chairperson Raby introduced Tom McKone, the CTA Chief Operating Officer. He introduced the "Mobility, Equity and Economic Impact of Transit in Chicago Region" Tom McKone introduced Aymeric Rousseau of the Argonne National Laboratory Vehicle and Mobility System and Jim Aloisi from the Massachusetts Institute of Technology, JTL Urban Mobility Lab.

Following the presentation there were questions from the CAB members in attendance and discussion. Some of the questions and responses or comments are noted below:

- **Question: What are the "ripple effects" and are other researchers were looking at those factors?**
- Response: Yes. In the next upcoming weeks, a new study will commence on those factors.
- **Question: The study stated that the annual direct economic activity is \$35 billion. Do the presenters have statistics that compare the economic activity to other cities that have less transit activity that we do in Chicago?**
- Response: The model that the researchers have used for the last 15 years has been deployed to 13 large metropolitan areas in the US. Some of them are high transit like Atlanta. But some, like Austin, TX are very low. The study on Chicago is the first of a kind in the US but it has stimulated interest from other cities in the US and internationally.
- **Question: If we were to eliminate transit, would the overall cost of transit go up substantially?**

- Response: Yes. The interrelationship between housing and transit are significant. Also, the interrelationship between housing, transit and zoning are significant as well. Chicago has already changed zoning laws for the train stations. That has been increasing everywhere. The same way that Covid has changed the demand for housing – ie. everyone wants a 2 bedroom now if they can afford it because on some days most people will work from home. People are also moving further away from their jobs because they only have to come into the office 1-2 days a week. All of these factors add ripple effect across the entire economy. Increasing rents will also be significant.
- **Question: Within the city, the owners of parking garages have fewer cars parking in them, and commercial rents are down. What is the hope/goal of this study?**
- Response: The CTA has been providing data for Argonne Laboratories for a few years and the CTA has a partnership with MIT, which has a broader scope than Argonne – and they can bring more value to the analyses and additional resources to the analyses. What prompted this is that transit systems in Illinois are looking at a fiscal cliff, so there is a desire to illuminate the value of transit. The 13X return on investment in Chicago, is actually greater than the national average.
- **Comment: Obviously we are seeing a shift is what has historically been the primary financial district of the region. If we are talking about increasing ridership, we need to make sure that people can get to other places. Where does our transit system need to link to in order to build ridership?**
- Response: Argonne and MIT have access to a very large office database and housing database – and a lot of commercial properties are living in skyscrapers that are being converted to residential units. This is causing researchers to estimate where the new demands on the system will emanate from.
- **Question: Has this data been added to conversations in Springfield? Is the data compelling in terms of giving legislators in Springfield more rationale to provide better funding for public transit?**
- Response: The short answer is yes. There is a lot of interest in the study and the results of the study. It has added some valuable talking points to the conversations that are happening in Springfield.
- **Questions: The cancellations and the high percentages between low income and women – does the report have any recommendations to curb that?**
- Response: In MIT's consortium we have transit agencies from across the country: from Boston to LA to New York to Washington to San Francisco to Seattle. There is not much that is unique in Chicago in terms of this looming fiscal cliff or the changes in ridership. Every agency is facing the need to think about the differences and do an analysis that leads to transit adaptation.

Chicago is taking the lead in thinking about these issues in an important way. Cities and transit agencies are not dying they are different. A third of the people who are working remotely are not working from home – they are working from a third place. Which means that they have a journey from home to that third place- it may be a coffee shop; or a We Work or another person's home.

This means that we need to adapt.

There are folks who look at this urban narrative and think that ridership is down, so we don't need to invest in urban transit. The opposite is true. We need new levels of investment to think about those changed journey patterns.

- **Question: There is a doomsday scenario here where there is no transit. But do you have any data on how recent service cuts have impacted car ownership – emissions – missing trips – all of the metrics that are discussed in this report?**
- Response: In terms of car ownership those numbers come on a yearly basis, so we won't have those numbers for another 6 months. We have not seen a significant change in these metrics – but it will take a significant amount of time before we see any differences in metrics. Also, this study was forward looking.
- **Question: The London ultra-low emissions zone is comparable to the proposed congestion charging in Chicago. Have you looked at congestion charging in your research?**
- Response: They looked at congestion pricing for Chicago in a separate study. They assumed the non-negotiable function of the revenues would be injected back into transit. Road pricing is a highly misunderstood topic. One dynamic is to make sure that every major transit agency avoids hitting the fiscal cliff, and transit needs support for their operating budgets. The bigger issue is that as we transition in this country to an electric fleet the gas tax is going away. This means that in the future we may look at taxing roads as a way to offset the losses of the gas tax. Gas taxing is highly regressive and hits lower income people very hard. Road taxing may be means-tested and may be dynamic. It can be designed in a way that is a lot less regressive. It can be a very agile tool that responds the way we want it to respond to income inequality and equity.
- **Question: With regard to Scenario 1 – when we raise all of the other agencies service levels in 2024 – when we say transit in this study are we saying the business case for CTA or are we making a business case for everyone? Could we make the business case for Pace and Metra as well in terms of increase service levels?**
- Response: Yes.
- **Question: In terms of the impact – was there consideration – anecdotally – if we are in this doomsday scenario, I wouldn't buy another car. I would leave and move to a city with transit.**
- Response: The worst-case scenario is where you wind up if you refuse to invest in public transit. We need to avoid that doomsday spiral, and it is very difficult to get out of the spiral once you're in it.
- **Comment: The business case is really clear from this and important to make – but it was also refreshing to hear about transit and the impact of transit on our daily lives. Low transportation costs make the city of Chicago affordable. This is something that the CTA needs to pitch more to the public. Chicago is one of the best cities in the world – because of the transit, yet this administration is not investing in transit. This is frustrating.**

- V. COMMUNICATIONS & MARKETING DEPARTMENT: WAYFARING: The second staff presentation was made by Tony Coppoletta CTA's General Manager of Customer Information, Communications. The title of the presentation was "CTA Customer Information Update: An Overview of Who We Are and Recent and Current Initiatives in Design and Service Initiatives."
- He defined Customer Information as "...the designers and makers of the information, graphics, wayfinding that helps people connect with, understand and use our services."
 - Customer Information consists of publications – alerts, photography, brochures, signs, maps.
 - The Graphics Department
 - Reprographics: Copy Center & Print Shop
 - External Communications: Online and Digital
 - Signage and Wayfinding – systemwide navigations and signs
 - Recent and Current Initiatives: most of what has been done lately is in digital spaces. The focus at this point is making signage and communication tools better.
 - Improving on the "out" signage.
 - Improving decals – and moving away from text to the universe of language agnostics pictograms. Using more visual symbols.
 - Bus signs are being redesigned: decluttered and an information hierarchy where the information always reads in the same order.
 - They are experimenting with special sign types for things like reroutes and alerts.
 - New Stop Identifiers which are playfully referred to as "lollipops"
 - New brochures: a lot of brochures tend to update as needed, but many have gotten outdated – so all brochures are being updated. The new brochures are going to be easier to find in stations and easier to use for people who use English as a second language and for people with disabilities
 - There is a new alert design – they are adding QR codes because many people phone can auto-translate and when there are disruptions in service many people can get more information through their phone browser when their phones are on auto-translate
 - They are also updating current station timetable posters. They are working to make the posters cleaner and easier to consume in busy places
 - They are exploring new digital signage.

That concluded his report.

There were comments and questions that prompted discussion from the members of the Citizens Advisory Board. Some of the questions and responses or comments are noted below:

Question: Regarding some of the "Out" signage – when you travel to other countries, they use one word and one set of colors. Why are we using the word "Out" as opposed to the word "Exit?"

Response: There was a distinction made between the use of "out" and the use of "exit."

Comment: Great presentation. This shows the evolution of our communication tools.

Comment: Keeping CTA wayfinding tools consistent with Apple maps and Google maps would be great. Also coming up with better ways to make arrival to destination information consistent.

CITIZENS ADVISORY BOARD MATTERS: There was discussion, given the length of the meeting, regarding moving forward with Citizen Advisory Board Matters: (A) Community Education Workshops; (B) Mission Statement – Working Session and (C) Proposed Citizen Advisory Board Committees.

Chairperson Raby asked the board members to complete the survey that was sent to members.

She asked CAB member to reach out to her with their thoughts regarding their hopes for the future of the CAB.

There was discussion about the capacity and permissions on the official CTA emails for the CAB members. Also, members of the CAB can't get notifications if they are already using Outlook for work.

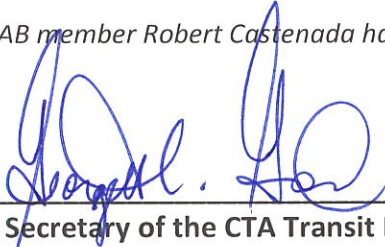
There was also a discussion about the CTA Transit cards for the CAB members. Secretary Greenlee represented that the transit cards were being reproduced.

NEW BUSINESS: There was no new business.

ADJOURNMENT:

With no further business to come before the CAB, Chairperson Raby asked for a motion to adjourn the Citizens Advisory Board meeting of June 7, 2024. After being moved by Peter Henderson and seconded by Danielle Stanley, the motion was approved with seven yes votes at 1:00 p.m.

Note: CAB member Robert Castenada had to leave the meeting before it concluded.

By:  _____
Secretary of the CTA Transit Board

Date: 09/06/2024