

**MINUTES OF A PUBLIC MEETING OF THE  
PLANNING & ADMINISTRATION COMMITTEE OF THE BOARD OF DIRECTORS  
OF THE REGIONAL TRANSPORTATION AUTHORITY**

The **Planning & Administration Committee** of the Board of Directors of the Regional Transportation Authority met in public session on **Thursday, August 20, 2015**, at 8:35 a.m., in Suite 1650, 175 West Jackson Blvd., Chicago, Illinois, pursuant to notice.

Committee Chairman Fuentes presided.

**ROLL CALL**

**Committee members present (7):** Durante, Frega, Fuentes, Hobson, Pang, Ross, and Totten

**Other Board members present:** Buchanan, Coulson, DeWitte, Lewis, Magalis, Melvin, Troiani, and Chairman Dillard

**Approval of minutes from the meeting held on June 25, 2015**

Director Frega moved, and Director Durante seconded that the minutes from the meeting held on June 25, 2015 be approved as submitted. The motion carried on the following roll call vote:

7 Yeas: Directors Durante, Frega, Fuentes, Hobson, Pang, Ross, and Totten

**Update on Regional Consumer Marketing Campaign**

Mr. Mark Minor presented an update on the *Ride On* regional marketing campaign. The campaign is progressing according to schedule and the advertising has met, or exceeded, all performance metrics. Data is showing that the campaign is starting to achieve its objectives, which include campaign recognition, increasing awareness of the transit system and agencies, improving perception and growing ridership.

Director Pang asked questions about digital advertising metrics, as well as our use of social media in regards to the campaign. Mr. Minor responded that digital click-thru-rates are significantly exceeding industry norms and anticipated targets. Additionally, the RTA is leveraging our social media accounts to supplement our paid media efforts. Those efforts, both paid and unpaid, on social media have produced positive results.

Director Hobson asked about awareness percentages showing slight declines since the baseline. Mr. Minor responded that the changes are not statistically significant so we are confident that the rates are stable. Director Hobson also reminded staff that he believes it is very important to tie the campaign to ridership growth.

Director Coulson asked how the campaign was coordinated with the Service Boards' marketing efforts. Mr. Minor responded that the *Ride On.* campaign was complementary and supplementary to the Service Boards' efforts. This campaign focuses on the overall benefits of riding transit, where the Service Boards generally market specific products and services they offer (i.e. Bus-on-Shoulder, 10-Ride, Ventra, etc.).

Director Fuentes asked about segmenting the campaign in 2016. Mr. Minor responded that we are currently working on the plan for 2016, which will increase our focus on the older adults and reverse commuter markets, while still running ads for the overall transit rider market.

### **ADJOURNMENT**

There being no further business to come before the meeting of the Planning & Administration Committee, Director Hobson moved and Director Pang seconded that the meeting adjourn. The motion carried on the following voice vote:

7 Yeas: Directors Durante, Frega, Fuentes, Hobson, Pang, Ross, and Totten

The meeting ended at 8:50 a.m.

*Audrey MacLennan*

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AUDREY MACLENNAN

Secretary of the Authority