

**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, October 19, 2017**, 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):** Frega, Durante, Fuentes, Higgins, Hobson, Pang, and Ross  
**Other Board members present:** DeWitte, Magalis, Melvin (@ #3b), Ross, Troiani, and Chairman Dillard

**Approval of minutes from the meeting held on August 24, 2017**

Director Frega moved, and Director Higgins seconded that the minutes from the meeting held on August 24, 2017 be approved as submitted. The motion carried on the following roll call vote:

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

**Community Planning Program presentation and release of the 2018 Program of Projects**

Mr. Michael Horsting provided a presentation on the RTA's Community Planning Program. The presentation included the history of the program, the types of projects that are eligible through the program and how RTA staff support the implementation of plans completed through the program. The presentation included reference to the RTA's Access to Transit Improvement program and how it funds small scale capital projects that transit riders can see and use every day. The presentation ended with the announcement of the 2018 Program of Projects that RTA staff will begin working on through the Community Planning Program.

Director Fuentes commented how important a simple sidewalk project is to our riders, especially to those with disabilities. A small-scale sidewalk improvement that is low in cost goes a long way expanding the access and use of the transit network.

Director Magalis commented on an excellent Community Planning Program Implementation Report and that Mundelein is a great community to highlight as successfully implementing TOD. He asked in future memos about program awards to include information about those applicants who were not selected to be included in the program. This will give Board Members some background information if needed. Ms. Leary responded that it would be included in future reports.

Chairman Dillard indicated how this is great work the RTA does and how this the program successes are being recognized and featured by the media, including the Chicago Tribune, and also on a National level by the American Public Transportation Association.

**APPROVED BY THE PLANNING & ADMINISTRATION COMMITTEE  
DECEMBER 14, 2017**

Director Durante asked about the funding split over the history of the program and how the costs are shared for these projects. Ms. Leary responded that funding for the Program is a combination of Federal funds through the Unified Work Program, RTA funds and local match from the individual communities. Local match requirements have a sliding scale from 5-20% of the total project.

Director Frega commented on the persistence that is needed to not only create community plans but to implement plans.

**Presentation on the Regional Consumer Marketing Campaign**

Ms. Susan Massel presented insights and benchmark research from the Ride On. Campaign which began in 2014. The campaign wasn't aimed at the commuter, but at non peak riders (tourists, visitors, seniors, reverse commuters). The contract with the ad agency (Downtown Partners) and a media buying and market research firm ended on 10/31.

Ms. Massel presented a wrap up, talking about overall media impressions ("eyeballs" the campaign reaches) and showing the results of some of the campaign-related research. The findings show that results peaked in 2016 and flattened a bit in 2017 as did ridership—the research shows that's likely due to the same factors that have impacted ridership: low gas prices, population changes, telecommuting and ride share/hail apps and discounted parking apps.

Ms. Massel mentioned that the RTA plans to continue to run some of the ads through this year and, depending on what our final budget is, and hopefully, buy some more time next year. The RTA will be conducting this campaign internally, with staff buying to save on ad buy fees. The research results show that the RTA shouldn't just leave the marketplace cold and to keep promoting transit ridership through all the possible tools.

Director Hobson requested the margin of error in the Ride On campaign's market research survey, to which Mrs. Massel responded with 3%. She also provided Director Hobson with a copy of the market research that included all insights and data.

**ADJOURNMENT**

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

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

The meeting ended at 9:15 a.m.

*Audrey MacLennan*

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AUDREY MACLENNAN  
Secretary of the Authority