TOP 10 BENEFITS OF TRANSIT IN NORTHEASTERN ILLINOIS

1. **Potential Savings**
The annual savings is $11,415 or $951 a month for a person who switches their daily commute by car to taking public transportation.

2. **Reducing Cars**
Transit saves rush-hour drivers $400 a year by reducing the number of cars on the road.

3. **Decreasing Fuel Usage**
Public transit use saves the equivalent of 900,000 car fill-ups every day.

4. **Saving “Green”**
Pace is the first transit agency in the Chicago area and the third in the state to adopt CNG technology, a clean-burning fuel, for its fleet.

5. **4G Stay Connected**
Commuters have 4G access on the CTA Red and Blue Lines (the only lines that go underground) making Chicago the largest city in North America to have full coverage in its subway systems.

6. **Growing the Economy**
In the first three years after the Morgan Street CTA ‘L’ station opened, the number of business licenses issued within a half mile increased 13%.

7. **Improving Accessibility**
All Metra and CTA trains and CTA and Pace buses are accessible for people with disabilities, improving their mobility.

8. **Creating Jobs**
CTA investment has supported over 15,000 good-paying construction jobs and will support another 10,000 jobs as part of the largest capital improvement plan in CTA history.

9. **Eliminate Delays**
The Englewood Flyover eliminated 7,500 hours of Metra delays each year on the Rock Island District Line.

10. **Relieving Congestion**
If all the Metra trains stopped running, we’d need to add 27 more lanes to the region’s already congested highways.
The RTA region’s transit system is the second largest in the country by passenger miles traveled and the third largest by ridership.

The Regional Transportation Authority (RTA) is the only transit agency charged with regional financial oversight, funding, and transit planning for the Chicago Transit Authority (CTA), Metra and Pace bus and Americans with Disabilities Act (ADA) Paratransit. The RTA region serves two million riders each weekday in six counties with 7,200 transit route miles throughout Northeastern Illinois.

The RTA is responsible for viewing the system holistically and its work is critical to capital funding and investment in the system. The RTA levies a region-wide sales tax that provides approximately $1.2 billion of sales tax receipts for operating funding to the Service Boards each year. These dollars, combined with the fares riders pay to CTA, Metra and Pace, and other system-related revenue such as advertising and state funds, comprise the region’s transit operating budget. In addition, the RTA manages a $5 billion five-year capital program that includes issuing and administering grants to the Service Boards for use of hundreds of millions of RTA bond funds. The RTA also serves riders with disabilities and older adults. The agency issues Reduced Fare and Ride Free permits to eligible riders, manages eligibility for ADA Paratransit service and oversees travel training services.

The System provides more than two million rides each weekday in Cook, DuPage, Kane, Lake, McHenry and Will Counties.

The system covers approximately 3,700 square miles and serves more than eight million residents.
RTA Leadership

The RTA is led by Executive Director Leanne Redden. She manages the RTA staff and works closely with the RTA Board of Directors, elected officials, Service Boards and community leaders.

Redden was appointed executive director of the RTA in October 2014. An experienced transportation leader, she brought a renewed spirit of collaboration to the RTA and the Service Boards. In her role as Executive Director, Redden leads the RTA staff and is a voice for public transportation in the RTA region. This includes managing and implementing a $4.8 billion annual regional capital and operating budget. She was named “Woman of the Year” by the local chapter of Women in Transportation in 2015 and a “Woman Who Moves the Nation” by the Conference of Minority Transportation Officials in 2016. Redden is a 2006 alumna of the Leadership Greater Chicago and serves on the American Public Transportation Association’s Board of Directors.

Kirk Dillard was unanimously elected chairman of the Regional Transportation Authority Board of Directors in June 2014. For nearly 20 years, Chairman Dillard served as the State Senator for the 24th District of Illinois. As Senator, he served on the Transportation Committee and was a strong supporter of mass transit and sponsored the Secretary of State’s Railroad Safety Initiatives, which resulted in a significant drop in grade-crossing fatalities. Prior to serving as Senator, Chairman Dillard served with distinction as Chief of Staff to former Governor Jim Edgar and as Legislative Director to former Governor James Thompson. He is currently a partner at Locke Lord LLP, one of Chicago’s oldest and largest law firms.

“"I truly believe that collaboration & cooperation between the RTA, CTA, Metra and Pace is key to the success of public transportation in our region.”

Leanne Redden, RTA Executive Director

“"My years of experience working across the aisle in the General Assembly uniquely prepared me to serve as RTA chairman and to foster collaboration between the RTA and the Service Boards."”

Kirk Dillard, RTA Chairman of the Board of Directors

The Regional Transportation Authority (RTA)
The RTA is the unit of local government responsible for funding, regional planning and oversight of the Chicago Transit Authority (CTA), Metra Commuter Rail (Metra), and Pace Suburban Bus, including Pace Americans with Disabilities Act (ADA) Paratransit Service. CTA, Metra and Pace are collectively known as the Service Boards.

CTA
The CTA operates the nation’s second largest public transportation system and covers the City of Chicago and 35 surrounding suburbs. On an average weekday, approximately 1.6 million rides are taken on the CTA.

Metra
Metra is one of the largest and most complex commuter rail systems in North America, serving Cook, DuPage, Will, Lake, Kane and McHenry counties in northeastern Illinois. The agency provides service to and from downtown Chicago with 241 stations over 11 routes totaling nearly 500 route miles and approximately 1,200 miles of track. Metra operates more than 700 weekday trains, providing about 300,000 passenger trips each weekday.

Pace
Pace Suburban Bus serves 284 municipalities in Cook, Will, DuPage, Kane, Lake and McHenry counties. One of the largest bus services in North America, Pace covers 3,446 square miles, an area nearly the size of the state of Connecticut and about 15 times the size of the City of Chicago.
Board of Directors
The Board of Directors is a 16-member group of professionals governing the activities and future initiatives of the RTA. For diverse perspectives, 15 directors are appointed from within the six-county region: 5 by the Mayor of the City of Chicago; 4 by the suburban members of the Cook County Board; 5 by the Chairman of each collar county; 1 by McHenry, Kane, Will, Lake, DuPage and 1 by the President of the Cook County Board. The Chairman of the Board, its 16th member, is elected by at least 11 of the 15 appointed members, with at least 2 affirmative votes from the directors who reside in the counties of McHenry, Kane, Will, Lake, or Dupage.
Riders Are the Most Important Part of the System

RTA and the Rider: Work in the Region

The RTA implements and evaluates programs and projects aimed at growing ridership and improving mobility. Working with municipalities and transportation agencies across the region, the RTA initiates regionally significant projects, including service pilots, information signage installations and Transit Oriented Development (TOD) plans.

The RTA also administers and oversees several funding programs, including:

- **Innovation, Coordination and Enhancement (ICE)**, which provides funding for projects that improve the quality and delivery of public transportation. ICE-funded projects implemented recently include the development of the reinstatement of the Ashland and Western Express Bus routes and upgrades to some of the Service Boards’ Information Technology Infrastructure.

- **Section 5310 Program**, which provides funds to serve the transportation needs of older adults and individuals with disabilities. The RTA is the region’s federally designated recipient for these funds, and ensures that these projects meet local needs and comply with federal requirements. More than ten recipients - including counties, non-profits, and public agencies - are currently receiving funding through this program and its predecessors.
The Village of Rolling Meadows constructed new sidewalk connections to help improve access to Pace buses. (Access to Transit Improvement Program)

- **The RTA’s Community Planning Program**, which provides funding and planning assistance to applicants for implementation and planning projects that benefit the community and the regional transit system. Overall, the RTA has allocated nearly $20 million in federal, RTA and local funds for 180 projects throughout the region through this program over the past 18 years.

- The Village of Orland Park completed a TOD Plan through the Community Planning Program in 2000. Since then, the Village has seen significant implementation of the plan and investment in the 143rd Street Metra Station TOD area, including a new 231-unit apartment building, a Mariano’s grocery store, and a new 120,000-square-foot medical office complex - all within walking distance of the Metra station.

- **The RTA’s Access to Transit Improvement Program**, which seeks capital funding for small-scale projects that make it easier for riders to walk or bike to a transit stop. The program leverages RTA and local funds with federal Congestion Mitigation and Air Quality Improvement (CMAQ) Program funding.

- **The RTA’s Transit Benefit Fare Program** serves more than 1,500 small to medium-sized companies, allowing them to offer their employees an important transit-related benefit and realize tax savings themselves. The program allows employees to pay for public transit using pre-tax deductions from their paychecks, saving up to 40% on payroll taxes. The program benefits employers as well, providing a savings of up to 10% in reduced payroll taxes.

Since the program’s inception, the RTA has allocated more than $1.3 million in RTA funds, leveraging approximately $6 million in federal CMAQ funding for 15 improvement projects within the region.

Examples of projects include new sidewalk connections, crosswalks and pedestrian countdown signals in Rolling Meadows that help to improve access from Pace bus service to employment centers. In Glen Ellyn pedestrian countdown signals, new sidewalks and sidewalk ramps are to be installed to improve access to the Metra station. To enhance access at Richton Park’s Metra station, new crosswalks, sidewalk connections and ADA accessibility improvements will be constructed.

**Regional Ridership 2016**

- The RTA region retained its top-ranked position for lowest operating cost per passenger mile for the fourth consecutive year.
- For the fifth consecutive year, CTA bus ranked first in fare recovery.
- CTA rail dropped its average fleet age to 15.9 years, going from sixth place ranking to first place in two years.
- Metra maintained the top ranking for operating cost per passenger mile for the third consecutive year.
- Pace retained its first place ranking of operating cost per vehicle revenue hour for the sixth consecutive year.

Other results include:

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- Metra maintained the top ranking for operating cost per passenger mile for the third consecutive year.
- Pace retained its first place ranking of operating cost per vehicle revenue hour for the sixth consecutive year.
Mobility Services
The RTA is committed to ensuring that riders in the region—regardless of income, age or physical ability—are able to use the region’s transit system. The RTA offers several tools to assist riders:

• Online. The Trip Planner at RTAchicago.org is an online service that helps riders find the most convenient way to get around the RTA region using public transportation.

• On the Bus and Train. The RTA issues Reduced Fare and Ride Free permits to eligible riders throughout the region. The Reduced Fare Permit allows adults age 65 and older, people with qualifying disabilities and Medicare recipients to ride all RTA fixed-route and commuter services (regularly scheduled Pace, Metra and CTA buses or trains in Cook, DuPage, Kane, Lake, McHenry and Will Counties) at a reduced fare. The RTA also issues Ride Free Permits for all RTA fixed-route and commuter services to any Illinois resident who is enrolled in the Illinois Department of Aging Benefit Access Program.

• RTA Customer Service. Assistance is available at various locations throughout the region to serve the nearly 600,000 riders who qualify for reduced fare or ride free permits. RTA staff is located in four of the City of Chicago Department of Family and Support Services (DFSS) office locations, locations many customers regularly visit to receive other information and support services.

Information about these four locations and other suburban center locations can be found at RTAchicago.org/riders-resources

• ADA Paratransit Certification Program. The RTA manages this program, which determines eligibility for the ADA Paratransit service operated by Pace throughout the region’s ADA service area. ADA Paratransit service is an advanced reservation, shared ride, origin-to-destination service for persons who are unable to use the CTA or Pace systems for some or all of their trips because of a disability or health condition. The RTA operates two ADA Paratransit certification interview and assessment sites in the RTA region and processes about 18,000 ADA Paratransit applications and recertifications each year.

• Mobility Outreach and Group Travel Training. RTA Mobility Outreach Staff are located throughout the six-county RTA region to provide information about the ADA accessibility of CTA, Metra and Pace buses and trains, education about RTA services and to share community resource information so that our regional customers understand their transportation options. In 2016, this program provided 316 presentations to 5,700 customers at agencies that serve people with disabilities and older adults.

• Travel Training. The RTA also oversees the popular individual travel training program, which teaches individuals with disabilities and older adults how to use Pace, Metra and CTA buses and trains. In the Trip Training Program, participants work one-on-one with a travel trainer to practice using buses and trains to travel to frequent destinations. The RTA also offers the Individual Transit Orientation Program in which participants work one-on-one with a travel trainer to receive a general introduction to bus and train accessibility across the entire transit system. Travel Training is free except for the cost of transit fares during training sessions.

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THE RTA’S WORK IN YOUR AREA
The RTA helps fund transit work in every county in the region.

MCHENRY Fox River Grove
The Village completed a transit-oriented development (TOD) plan through the RTA’s Community Planning program in 2003. In 2013, the Village expanded the Metra station in the community, including adding a new platform waiting area. The Village is working with a developer on a 20-acre, $250 million mixed-use development in the TOD area. In 2015, the downtown Tax Increment Financing (TIF) district was expanded to include the 20-acre site, and land acquisition and demolition of existing structures is underway.

KANE Aurora
As part of the 2015 Community Planning program, RTA staff worked with the City of Aurora staff to prepare a pedestrian access improvement plan for the Aurora Transportation Center in downtown Aurora and the Route 59 Metra station. The plan includes recommendations for improved pedestrian and bicycle access.

DuPage DuPage Connectivity Study
Through the 2016 Community Planning program, the RTA is assisting DuPage County in developing options to improve transit connections to major employment centers in the County, with a focus on existing first and last-mile transportation gaps. The goal of the project is to improve commuting options and access to jobs for those commuting to and within the County.
Metra experienced its highest ridership ever on the day of the Cubs World Series Championship Parade and Rally. (Great Hall of Chicago’s Union Station, November 4, 2016.)
In 2013, the RTA collaborated with the Service Boards and stakeholders across the region to develop the 2013-2018 Regional Transit Strategic Plan. Work has begun on the new plan that will take the region from 2018-2023.

The Strategic Plan presents a long-term, unified vision for the transit system and contains goals and objectives to guide the regional transit agencies going forward. The RTA and Service Boards have been working to implement the plan over the last several years, and are now working on an updated plan for adoption in 2018.

THE CURRENT PLAN DESCRIBES FOUR GOALS

1. Provide valuable, reliable, accessible and attractive transportation options.
2. Ensure the system’s financial viability.
3. Promote a green, livable and prosperous region.
4. Continue to advocate for and be a trusted steward of public transportation.
Investing in the Regional Transit System —
Maintaining Our Inheritance Benefits the Region

Economic Benefits of Transit

Public transportation is critical to the regional and state economy. The investment that riders and taxpayers make each day in the system translates into financial and economic benefits for the region as a whole.

In three years after the station opened, the number of business licenses issued within a half-mile of the station jumped 13%.

Additionally, the modernization and improvements to stations along the Brown Line brought dramatic economic results:

- Median home values near the Brown Line grew over 40%.
- After 2010, 35% of all City of Chicago new construction building permits were issued near Brown Line stations.
- Ridership along the Brown Line grew 45%.

Even in economic downturns, the value of public transit is apparent. During the Great Recession of 2008, homes located near transit lines were more likely to retain their value as compared to home values in the rest of the region.

The region’s strong public transportation system has also helped to attract businesses and large corporations to our metropolitan area. In 2016, Site Selection Magazine named Chicago the “Top Metro” area for corporate relocations and expansions for the third year in a row. This was due, in part, to the availability and convenience of mass transit, in addition to the region’s commitment to improving public transportation infrastructure. According to World Business Chicago, 42 companies relocated their headquarters to Chicago from 2011 to 2016.
The RTA reviews, adopts and monitors the annual budgets, two-year financial plans and five-year capital programs of each of the Service Boards. The RTA also conducts annual audits in different areas. The audits examine management, performance, finances and infrastructure issues and can also be service or project specific to evaluate how well Service Boards’ goals and objectives are met.

State law requires the RTA to oversee the Service Boards’ operating and capital budgets. The 2017 operating and capital budget for the RTA region totals $4.8 billion. This amount is made up of an operating budget of approximately $3.0 billion and a capital program of approximately $1.8 billion. Federal funds account for about 45% and CTA Transit Tax Increment Financing (TIF) funds account for 35% of the 2017 regional transit capital program. The remainder is mostly comprised of RTA bond proceeds and Service Board funds. This total capital amount is more than double the $823 million in available funding included in the final 2016 adopted capital program. The CTA is primarily responsible for this growth in funding which will support Phase I of the Red Purple Modernization project.

The RTA and Service Boards continue to manage limited resources to ensure that the region’s public transit system operates with a balanced budget. The RTA approves the funding amounts to be allocated to the Service Boards for their operating budgets and capital programs. As a result of the RTA’s strong fiscal leadership, in 2016 RTA operating budgets account for more than 90% of the region’s transit expenses. This represents the sixth consecutive year of at least 4% growth. The RTA and Service Boards have benefited from an improved economy. Sales tax revenue in Northeastern Illinois grew by 4% in 2015, representing the sixth consecutive year of at least 4% growth.

Funding System Operations
The funds for the regional transit operating budget originate from two main sources: the fares riders pay to ride the CTA, Metra and Pace and the RTA sales tax paid on purchases throughout the region. Each of these makes up about 40% of the operating budget, or $1.2 billion in revenue from each source. State funds account for the majority of the remaining 20% of the system’s operating budget:

- The Illinois Public Transportation Fund (PTF), which matches 30% of both Chicago’s Real Estate Transfer Tax (RETT) and the regional sales tax, represents about 13% of regional revenue.
- Additional state financial assistance, which is provided for reimbursement of debt service on bonds issued for the Strategic Capital Improvement Program (SCIP), represents about $130 million or 4% of revenue.
- The RETT, which supports CTA service and accounts for approximately 2% of revenue.
- Federal and State grants and RTA revenue compose 1% of total revenue.

If a consumer were to purchase a coat for $100 in Cook County, $1.25 in taxes would be allocated toward transit. If a consumer were to purchase a coat for $100 in one of the collar counties, $.50 in taxes would go toward transit.

The RTA has an active Project Management Oversight (PMO) team that monitors and oversees the implementation of capital projects to ensure that they proceed on schedule and within budget. The PMO team also undertakes value engineering initiatives on significant capital projects to increase the value gained from a capital investment by reducing development cost, operating cost or lifecycle cost without a reduction in function.

The RTA and Service Boards have benefited from an improved economy. Sales tax revenue in Northeastern Illinois grew by 4% in 2015, representing the sixth consecutive year of at least 4% growth.

How Does the Region Spend Operating Dollars?
CTA’s operating budget of $1.5 billion comprises half of regional expenses, followed by Metra at $781 million or 26%; Pace Suburban Service at $229 million or 8%; and Pace Regional ADA Paratransit Service at $175 million or 6%.

Collectively, the Service Boards’ operating budgets account for more than 90% of the region’s transit expenses. The RTA’s regional debt service, administrative expenses and Regional Program expenses make up the remaining 10%.

- The RTA’s regional debt service of $219 million accounts for 8% of regional expenses. This represents
REGIONAL CAPITAL PROGRAM AND CAPITAL NEEDS

The capital portion of the regional budget for 2017 is $1.791 billion, while the five-year capital plan totals $5.085 billion. Almost half of the 2017 capital budget is comprised of federal funding. This level of funding leaves the region with significant unfunded capital needs. Additional support for the capital program is achieved through borrowing, local funding initiatives, and the issuance of bonds.

The RTA region’s capital program includes projects such as:

- The CTA’s Red and Purple Modernization program that will completely rebuild the northern portion of the Red and Purple Lines, make all stations accessible to riders with disabilities and replace century-old bridges and elevated tracks with a modern infrastructure. This project will increase capacity and improve service for generations to come.

- Metra’s fleet modernization plan, which includes the replacement and rehabilitation of rail cars and locomotives.

- Pace’s Pulse Arterial Rapid Transit, which will allow buses to increase speed and reduce travel times.

- The RTA closely monitors and evaluates the condition of the region’s public transit assets. Through the diligence of the Asset Management Oversight team and the use of the Capital Optimization Support Tool (COST), the RTA and Service Boards are able to assess inventory and identify investment priorities to determine when to replace assets.

- Capital Project Bonding

In 2017, the RTA Board of Directors authorized the agency to issue up to $308 million in 30-year RTA bonds to fund capital projects designed to strengthen the region’s transit equipment and infrastructure. These funds have been allocated to the Service Boards based on each agency’s infrastructure needs. The RTA has one of the best credit ratings in the public sector, allowing the agency to take on this debt at a more beneficial rate than the Service Boards.

The RTA will use its share of the RTA bonds to fund a portion of the following initiatives:

- Installation of Positive Train Control (PTC) System: Continue the implementation of the federally-mandated positive train control system that integrates new technology with existing train control and operating systems to enhance train operations and increase rider safety.

Pace will use its share of the RTA bonds to fund a portion of the following projects:

- Purchase of fixed-route buses: Purchase more than 10 clean diesel ADA accessible low floor transit buses.

- Improve Facilities System Wide: This improvement program replaces or repairs facility deficiencies and decreases their environmental impact.

- Purchase Computer Hardware and Software: Purchase new computer hardware and software to replace existing computers that have reached the end of their useful life.

In addition, the CTA plans to issue $287 million and Pace plans to issue $9 million in their own bonds over the five-year capital program period.
Transportation and Transit Partnerships
Critical to Capital Funding

The RTA considers collaboration a critical part of its role as a regional transit leader. The region contains a complex transportation ecosystem of which the public transit is the backbone. The work performed by the RTA is critical in enhancing the transit system and this work may not always be easy for riders to see.

Advocating for Riders and Stakeholders

The RTA is very active in efforts to secure federal capital funding for the region. In 2015, the RTA stood with transportation leaders and elected officials in the region to urge Congress to support consistent, long-term funding for the nation’s transportation and public transit systems, as part of Stand Up 4 Transportation. This was a national initiative sponsored by the American Public Transportation Association (APTA). The RTA is also a founding member of Getting America to Work (GATW), a national coalition of transit agencies, business groups and commuter advocacy organizations.

RTA’s efforts also led U.S. Rep. Dan Lipinski (D-IL) to announce the formation of the Congressional Public Transportation Caucus in September 2013. This bipartisan Caucus is the first-ever aimed at addressing issues facing rail, light rail, bus rapid transit and traditional bus service.

The joint advocacy efforts of RTA, CTA, Pace and Metra culminated with the passage of the FAST Act, a five-year funding bill that includes $61 billion for public transportation nationwide. This multi-year surface transportation law is critical to the region’s continued success as well as the RTA’s ability to address ongoing State of Good Repair needs for asset replacement and rehabilitation and capital maintenance.

Additionally, the GATW coalition was instrumental in passage of the PATH Act of 2015. Before the PATH Act was passed, regional transit riders received a smaller federal tax benefit from their employers to pay for transit fares compared to the tax benefits received by commuters who chose to drive and park. Commuters were actually incentivized to drive instead of taking transit. The PATH Act permanently increased the mass transit benefit, putting it on par with parking benefits.
GETTING TO KNOW THE RTA

In 2015 the RTA launched a blog called “Ride On.” (RideOnRTAC.com) to provide a different perspective about public transportation throughout the region. Transit riders hear directly from Chairman Dillard, Executive Director Redden and RTA staff members. Guest bloggers, such as members of the RTA board of directors, stakeholders from other transit agencies in the region, also weigh in on public transit issues.

The RTA uses social media to regularly communicate with riders, communities and stakeholders. Riders can stay connected with the RTA on Facebook (@ChicagoRTA), LinkedIn and on Twitter (@RTA_Chicago).

Chairman Dillard (@KDillardRTA) and Executive Director Redden (@LReddenRTA) are also active on Twitter, sharing information about the RTA, their own stories as commuters and important updates related to public transportation in the region.

RTA MAPPING AND STATISTICS

The RTA has updated its RTA Mapping and Statistics website (RTAMS.org), offering upgraded design, features and content. For more than 10 years, RTAMS has been a powerful transit information tool for area planners, local and regional governments, educational institutions, elected officials, consultants and riders.

The website serves as the regional data warehouse of planning and financial information about the northeastern Illinois public transportation system.

Examples of the information that can be found on RTAMS include:

- Ridership data
- Maps, location information and data about routes, stations and lines
- Planning studies
- Interactive maps
- RTA capital program information
- Sales tax revenues and financial reports
- Political jurisdictions
- Census travel and demographic data
The RTA was proud to accept a 2016 National Association of Government Communicators Blue Pencil and Gold Screen Award (left) and a 2016 Publicity Club of Chicago Golden Trumpet Award (right).

PROMOTING TRANSIT USE

In January 2015, the RTA and Service Boards launched Ride On., a multi-year marketing campaign focused on increasing awareness and improving perception of transit, as well as growing ridership among reverse commuters, older adults and occasional riders.

The digital, radio, social media and billboard campaign uses humor to play up the sometimes painful realities of driving and parking in the RTA region. It juxtaposes the benefits and convenience of riding public transit against the challenges drivers face in the nation’s third-most congested region.

Developed by Chicago-based Downtown Partners Communications, the campaign has received several awards: a Silver Telly Award, which recognizes local TV and cable commercials; a Platinum MarCom award for the campaign’s television commercials; a Publicity Club of Chicago Golden Trumpet award and an American Public Transportation Association AdWheel Grand Award for Increasing Ridership or Sales.

The RTA has been recognized for its communications with regional residents in other ways as well. Acknowledgments include a Publicity Club of Chicago Silver Trumpet for Special Events and Observances for “Stand up 4 Transportation” Day and a National Association of Government Communicators’ award for materials that highlight the benefits of taking public transportation.

The digital, radio, social media and billboard campaign uses humor to play up the sometimes painful realities of driving and parking in the RTA region.
DID YOU KNOW?

The Chicago region’s annual passenger miles traveled exceeded four billion for the fifth consecutive year in 2015. In 2016, the system provided 613.5 million rides.

In 2006, ADA Paratransit provided 2 million rides a year. As of 2016, Pace ADA Paratransit was providing 4 million rides a year. The RTA projects Pace ADA Paratransit application demand will grow on average 8% annually, which amounts to a 47% increase over the next five years.

The RTA has allocated more than $1.5 million in Access to Transit Improvement program funds and programmed nearly $900,000 in Community Planning funds.

$40 million towards TSP

The RTA is working with the Chicago Department of Transportation (CDOT), CTA, Pace and several other agencies on the launch of a regional Transit Signal Priority (TSP) program. The RTA has secured $40 million towards TSP, which extends the green light of an equipped traffic signal to allow a CTA or Pace bus to continue through an intersection when the bus is running behind schedule. This helps reduce travel times and ensure on-time arrivals.

Chicago’s Union Station sees as many riders a day as Midway Airport

The RTA is partnering with Amtrak, Metra and CDOT on the future redevelopment of the iconic Union Station, which sees as many riders a day as Midway Airport.

The RTA leads a collaborative effort with the Service Boards and municipal partners to design and deploy an interagency signage system that makes it easier for riders to transfer between different transit services. Originally deployed at four locations in the region, the RTA plans to expand the program to 19 locations, including Union Station, Ogilvie Transportation Center and Millennium Station, as well as 16 regional hubs.

Investing in mobile access

The RTA provided ICE (Innovation, Coordination and Enhancement) funding for the region’s coordinated fare system. The newest investment in fare collection integration, the Ventra App, allows users to buy Metra mobile tickets, manage their Ventra accounts, add transit value/passes and get transit tracker information for CTA, Metra and Pace by rail station and bus stop all from their mobile devices.

Riders Take Transit to Regional Celebrations

Since 2014, the RTA has allocated ICE funding to support Service Board special services to important regional events including the Blackhawks Stanley Cup victory Parade, the Magnificent Mile Lights Festival, the Shamrock Shuffle and more.

Environmentally-conscious policies

Municipal and public transit fleets have been big adopters of alternative fuels. Nearly half of U.S. buses used alternative fuel or hybrid technology as of January 2015, compared with 2.5 percent of automobiles. Pace is replacing its entire south division fleet with CNG-powered buses. It already has 21 CNG buses and will have 70 more by summer 2017, making up 12.5 percent of its fleet. Looking to cut its own emissions, the CTA has two all-electric buses and plans a request for proposal for up to 30 more. CTA also has 246 hybrid electric buses, 13 percent of its fleet.