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For which project type are you applying? (Choose one – You may apply for more than one type of assistance by completing a separate application form.) Transit Station Activation Project (pilot program)

Transit Station Activation Project

Describe your proposed activation project:

We respectfully request funding in the amount of \$9,000.00 for a Transit Station Activation Project (the Project) at the Howard Street CTA Station and adjacent Bus Terminal at The Gateway Center. The Project will occur on Thursday August 22 and Friday August 23, prior to the Fourth Annual Chalk Howard Street Festival (the Festival) on Saturday August 24, 2024. The Project is intended to serve as a pre-Festival experience leading to the Festival itself. We will commission two professional chalk artists to create interactive 3D chalk drawings on the sidewalks near the Bus Terminal and the Howard Street CTA station entrances. Community residents, transit users and visitors will be able to watch each artist create their illustrations on the sidewalk during the day, and can pose for interactive pictures in and with the art upon its completion. Entry to the Project and the Event are no-cost and all are welcome to attend.

Where will the project take place? (State the name of the transit station or stop and the specific location where the activation project will take place. Please also note the name of the property owner if not on Service Board property.)

The Project is proposed for the sidewalks surrounding the Howard Street CTA Train and Bus Terminal on Howard Street and Paulina Street.

How much funding are you requesting? Please detail the expenses (estimates are fine).

We are requesting \$9,000 for the project:

\$4,000 (\$1,500 fee for each of 2 chalk artists, including supplies & materials)

\$1,000 (up to \$500 meal/travel/hotel reimbursement per artist)

\$3,000 for sidewalk power washing before and after the Project and Event concludes

\$1,000 for Project and Event giveaways including chalk for local families to participate.

What is the timeline for this activation? (i.e. What is your thinking about the time of day, day of the week, month, for your proposal)

The Project will occur on Thursday and Friday August 22 and 23 from 12 pm (noon) - 5 pm each day.

The Project implementation timeline is:

March: contact CTA re: any required permissions to use adjacent property areas for Project

April: identify Chalk Artists of interest

May: contract 2 Chalk Artists

June: begin promoting Project and Event; complete permitting with City of Chicago

July: finalize arrangements for Chalk Artists; continue to promote Project and Event.

Will the project process include activities in which the general public will be invited to participate? If so, please describe:

Entry to the Project and the Chalk Howard Street festival are no-cost and all are welcome to attend.

Similar to the kind of artwork produced during the Event, transit users and the general public would be able to watch the Project artists creating their pieces on the sidewalk during the day. Upon completion of the artwork, visitors can stand on specially marked spots to take photos that make it look like they are part of the art.

Is your organization currently in communication with the relevant transit agency and/or property owner? Do you anticipate needing assistance in making contact?

We have begun applying for permits for Chalk Howard Street 2024 through the City of Chicago, including street closure and transit rerouting during the main Event on Saturday, August 24. We have not yet reached out to the CTA and Pace about the Project but will do so immediately. We do not anticipate needing assistance in making contact because we had some communication with CDOT, CTA, and Pace regarding the Howard Street station as part of the recently completed One Howard corridor plan project and planning for future Red Purple Modernization improvements at Howard Street.

Describe any experience you have with implementing something similar to your proposal:

We have four years of experience with the Chalk Howard Street Event. Since 2019, we have brought professional and amateur chalk artists to Howard Street for this festival as well as shorter pop-up projects. During the height of the Covid pandemic in 2020 and 2021, we pivoted Chalk Howard Street into a virtual and asynchronous experience, hiring a local artist to create a series of smaller-format 3D illustrations, each themed around a different Howard Street business. The Event returned to a fully in-person experience in 2022 and will continue in that format in 2024. Photos from past iterations of both the in-person and virtual versions of Chalk Howard Street can be found on our website at <https://www.howardstreetchicago.com/virtualchalkhowardstreet>

What resident or community support do you have or would like to gain for the proposed activation?

DevCorp North dba Rogers Park Business Alliance (RPBA) is a 501(c)3 nonprofit organization that has served the Rogers Park community for 30 years. RPBA regularly collaborates with local elected officials and partner organizations throughout the community. In the Howard Street area specifically, we coordinate with several other area nonprofits through the North of Howard Together group, including Howard Area Community Center, A Just Harvest, Family Matters, Trilogy, Willye White Park Advisory Council and Local School Council at Gale Community Academy. We and all of our organizations agree on the need for additional outdoor community programming on Howard Street, particularly during the summer near the CTA station. This goal was documented in the recently-completed One Howard Street corridor plan, which can be viewed at <https://rpba.org/wp-content/uploads/2024/02/One-Howard-Street-Economic-Recovery-Plan-Digital.pdf>.

Is there any additional information you want us to know?

The Project will occur at the CTA and Pace train and bus terminal at Howard Street. Chicago's northernmost commercial corridor, Howard Street, is also a boundary marking the city limits between Evanston on the north and the City of Chicago on the south. The Chicago side of Howard Street is located in the 60626 zip code, which was classified as being a "Disproportionately Impacted Area" for purposes of state and local COVID relief funding programs such as the State of Illinois' Back to Business and Business Interruption Grant Programs. Further, the Howard Street area includes two Qualified Census Tracts, as defined by the U.S. Department of Housing and Urban Development (HUD). The adjacent "North of Howard" area is home to one of the largest concentrations of affordable and subsidized housing on the city's north side where many social service organizations maintain a physical presence.

Please upload a map of where specifically the activation will take place:

<https://www.formstack.com/admin/download/file/16101607322>

Closing Questions

How did you find out about the call for projects? (Select all that apply)

Planning liaison

What resources did you find helpful as you apply for the call? (Select all that apply)

None

How difficult was it to fill out this application?

Very easy
