

TRANSPORTATION: PEDESTRIANS AND PASSENGERS COMMITTEE

Committee met April 16, 2009

Present: Commissioners Jan Metzger and Sheila Kailus; Daniel Dean, Ben Helphand, Lisa Phillips and RJ Seidel; Staff Jamie Simone

- I. 2010 Budget – we discussed the Budget that was approved at the April Commission Meeting.
- II. RedPost Proposal – we discussed the attached proposal for bustracker and the implementation of the project. RedPost has produced a digital sign that will display CTA bustracker information and information about local events.

In connection with this project we discussed the need to understand how people get to and from retail stores in the area to entice storeowners to install the bustracker signs in their stores.

Motion: To approve the expenditure of \$7,000 from line item 8.01 to conduct an analysis of how shoppers arrive at destinations within SSA#33.

We also discussed designing a decal to be placed on store windows to indicate that a bustracker digital sign is located within a store.

Motion: To approve the expenditure of \$1,000 from line item 6.10 to design a bustracker digital sign decal.

- III. Active Transportation Alliance (ATA) – we discussed the possibility of partnering with the ATA to implement some of the recommendations outlined in the Master Plan.
- IV. Time Out Chicago Map – we discussed the publication of the Time Out Map and the launch party.
- V. Committee Member Applications

Motion: To approve the following individuals as members of the Transportation: Pedestrians and Passengers Committee: Daniel Dean, Ben Helphand, Lisa Phillips and RJ Seidel.