

Mayor's Pedestrian Advisory Council Meeting Agenda

May 7, 2015, 3:00 pm – 4:30 pm

1. Introductions and Staffing Updates

MPAC members present:

Co-chair, Rebekah Scheinfeld – Commissioner, Chicago Department of Transportation (CDOT)
Chicago Department of Public Health – Jennifer Herd, Margarita Reina
Chicago Metropolitan Agency for Planning (CMAP) – John O'Neal
Federal Highway Administration (FHWA) - Illinois Division – Greg Piland
Illinois Department of Transportation – Dennis Embree
AARP – Bob Gallo
Active Transportation Alliance – Melody Geraci
Consortium to Lower Obesity in Chicago Children – Adam Becker, Eric Goodwin
Lurie Children's Hospital – Karen Sheehan
Metro Seniors in Action – Marcia Trawinski

Neighborspace – Ben Helphand

Chicago Department of Transportation Representatives Present: Mike Amsden, Katie Bowes, Lauren Crabtree, Rosanne Ferruggia, Luann Hamilton, Eric Hanss, Angel Montalvo, Charlie Short, Sean Wiedel, Amanda Woodall

Others present: Marcus de la Fleur (de la Fleur, LLC), Jon Rualo (Cook Co. Dept of Transportation and Highways) Leonor Vivanco (RedEye), Jerry Mandujano (1st Ward), Aida Giachello (Midwest Latino Research Center), Alan Mellis (Citizen), Craig Kaiser (SOAR)

Staffing Updates - Suzanne Carlson has moved on to a position in Memphis, TN. Suzanne's job duties have been split among Mike Amsden, Sean Wiedel, and Amanda Woodall. Welcome to Rosanne Ferruggia, the new Marketing and Media Coordinator. She will be working with the ActiveTrans/CDOT team on the Zero in Ten campaign.

2. Approval of Minutes - The meeting minutes from 2/5/2015 were approved

3. Pedestrian Crash/Fatality Update - 15 fatalities year-to-date, slightly higher than this point in 2014.

4. Chicago Pedestrian Plan: Safety Scorecard Highlights -

1.9(c) Collect and analyze data on bicyclists on sidewalks and crashes between bicyclists and pedestrians – CDOT received new data from CDPH on people who went to the emergency room after a crash; data organized via ZIP code of patient's residence

Q: *Does this data include the Lakefront Trail?*

A: *This data does not contain crash location information*

1.19 (a, b, c) Create and conduct traffic safety presentations at CAPS meetings. Develop materials on traffic calming and enforcement to hand out. CDOT working with CPD on targeted crosswalk enforcement and district-specific enforcement. Strategy is to implement Zero in Ten initiatives on a district level as well as on a city-wide level.

Q: *Divvy awareness and safety? Plans for rental helmets?*

A: *New messaging on Divvy stem caps, new Divvy members receive the Safe Cycling Guide; helmet vending machine in development, Walgreens and other local stores looking at low cost helmet stock; Bike Ambassadors doing outreach at all new stations*

Q: *Data available on Divvy demographics and community usage?*

A: *Over 56% of the city's population will have access by June 2015*

5. FHWA Complete Streets Initiatives, Greg Piland (FHWA)

a. US DOT's Safer People, Safer Streets - Action Plan to increase walking and biking, and reduce pedestrian and bicyclist fatalities

i. US DOT's Mayors' Challenge for Safer People, Safer Streets – Started April 2015 in 64 cities; year-long activity to advance safety and accessibility goals: complete streets; barriers for safety/accessibility; data tracking; design review; ped/bike network completion; ped/bike safety laws and regulations improved; educate/enforce proper road use behavior.

ii. US DOT's Bike-Ped Safety Assessment – one USDOT coordinated assessment in every state; all modes involved; existing walk/bike tools used; manageable, one-time event; beginning of an ongoing conversation

b. FHWA Road Diet Informational Guide – part of the FHWA Every Day Counts III program; identify/deploy innovation; enhance safety of our roadways; protect the environment

6. Zero in Ten Campaign Discussion: Pedestrian Safety Advertising -

a. Three Goals for Zero in Ten Campaign

- i. Identify the audience
- ii. Create a recognizable brand
- iii. Set expectations: a sustainable campaign with metrics for success

b. Why Campaigns Don't Work

- i. Flawed message
- ii. Disregarding the context
- iii. Disregarding the audience

c. How Campaigns Succeed

- i. Clear directive
- ii. High quality placement
- iii. Intriguing the audience

d. Short-term Timeline

May: workshop messaging
June: Street signage
August/September: Back-to-School rollout
October/November: Seasonal street signage

7. Public Comments/Questions

Q: *Why aren't all crosswalks leading interval?*

A: *Funding and staffing*

Q: *Installation of audible crosswalk signals?*

A: *Regulatory directive needed; will be included in Loop Link project*

CLOCC meeting to be held 6/9
Bloomingdale (606) Trail to open 6/6
Cal-Sag Trail to open 6/6
Playstreets start at the end of June