

MAYOR'S PEDESTRIAN ADVISORY COUNCIL

May 7, 2014
3:00 p.m. - 4:30 p.m.
Meeting Minutes

1. Introductions

MPAC Members Present:

Co-chair, Rebekah Scheinfeld – Commissioner, Chicago Department of Transportation (CDOT)
Co-chair, Peter Skosey – Metropolitan Planning Council

Anna Barnes – Consortium to Lower Obesity in Chicago's Children (CLOCC) (for Adam Becker)
Ron Burke – Active Transportation Alliance
Anne Davis – Department of Cultural Affairs and Special Events (DCASE)
Laurie Dittman – Mayor's Office for People with Disabilities (MOPD)
Dennis Embree – Illinois Department of Transportation (IDOT)
Sharon Feigon – Center for Neighborhood Technology (CNT)
Mary Lopez – Committee on Pedestrian and Traffic Safety
Bhuttu Matthews – Access Living
Randy Neufeld – National Complete Streets Coalition
Rudy Nimocks – University of Chicago
Erika Selke – Chicago Park District
Marcia Trawinski – Metro Seniors in Action

Others Present:

Stacey Meekins (Sam Schwartz Engineering), Allan Mellis (Public), Kara Riggio (Metropolitan Planning Council), Daniel Ronan (Streetsblog Chicago), Josh Sikich (Alta Planning)

Chicago Department of Transportation Representatives Present:

Janet Attarian, Luann Hamilton, Suzanne Carlson, Eric Hanss, Carlin Thomas, Charlie Short

2. Approval of Minutes

- The meeting minutes from 2/5/2014 were approved.

3. Pedestrian Fatalities Update

- Commissioner Scheinfeld presented on pedestrian fatalities to date. There have been 14 pedestrian fatalities in 2014.
- Randy Neufeld (Complete Streets Coalition) inquired about obtaining more current crash data on serious pedestrian injuries, at the least on a quarterly basis to coincide with MPAC meetings. Dennis Embree (IDOT) reported some preliminary crash data may be available.

4. Meeting Framework Plan

- Commissioner Scheinfeld presented an MPAC meeting framework plan structured around the Chicago Pedestrian Plan to track CDOT and agency partners' progress on pedestrian projects.
- Each quarterly meeting will highlight a chapter from the Chicago Pedestrian Plan, commencing with "Safety," with the next meeting to focus on "Connectivity". The proposed framework includes:
 - Pedestrian fatalities year to date
 - Pedestrian Plan update:
 - Chapter scorecard to evaluate progress
 - CDOT strategy presentation
 - Partner strategy presentation
 - Infrastructure project with a design charette

- Seasonal campaign planning with committee input
- Look ahead to next quarter
- Member updates, announcements

5. Chicago Pedestrian Plan: Safety

- a. Scorecard (*Suzanne Carlson*)
 - Presented Chicago Pedestrian Plan Chapter scorecard for “Safety” and reviewed chapter sections and project progress.
- b. Zero in Ten Pedestrian Crash Reduction Program (*Suzanne Carlson*)
 - In the 2011 Pedestrian Crash Analysis, the top twelve pedestrian crash corridors and top 22 pedestrian crash intersections were identified.
 - There are 34 total infrastructure projects at the top twelve corridors and 35 at the intersections that are either completed or in construction, in design, or in planning stages, far exceeding 2013’s goals.
 - The top twelve corridors are also target areas for enforcement and education programs including:
 - Automated speed enforcement on 9 of 12 corridors
 - Targeted enforcement on Madison, Cicero and Chicago
 - Safe Routes Ambassadors school priority areas
 - The top crash locations are also used to prioritize grant applications including Safe Routes to School 2014 and the Highway Safety Improvement Projects (HSIP).
- c. Zero in Ten Infrastructure Project – 79th King to Anthony (*Suzanne Carlson*)
 - One of the twelve corridors, 79th St from King to Anthony, is being scoped for an HSIP grant. Corridor infrastructure improvement concepts were presented in a charette. Discussion and suggestions included:
 - Adding reflective center striping and parking edge line; signal upgrades; crosswalk improvements and transit access
 - Reflective backplates for traffic signal heads
 - Pair infrastructure improvements with enforcement; look at the recommendations from the 2008 79th Street BRT study; emphasize coordinating with CTA
 - What can we do about access management? Eliminating curb cuts and driveways, cul-de-sac one-way, low volume roads.
- d. Pedestrian Safety Enforcement (*Carlin Thomas*)
 - Presented on the 2014 pedestrian safety enforcement program.
 - IDOT-funded crosswalk enforcement will continue in 2014
 - Enforcement is conducted by CPD Traffic Unit with location input from CDOT per crash/crime data, and special requests
 - Events will occur from May-September with an estimated 70 events at high-crash intersections
 - Requests for enforcement can be made by aldermen and community groups, including MPAC stakeholders
 - CDOT staff to conduct outreach to ward-based transportation advisory committees (TACs) on requesting crosswalk enforcement.
 - Safety marketing advertisements to be visible at high-crash enforcement locations, as possible; studies have shown that combining enforcement and marketing can more than double the impact on behavior change.
 - CDOT and CPD Traffic are also partnering on a targeted enforcement initiative in three focus police districts selected for high rates of both Part I crimes and pedestrian crashes, a correlation identified in the 2011 Chicago Pedestrian Crash Analysis.
 - Based on Data Driven Approaches to Crime and Traffic Safety (DDACTS), which uses data to enforce traffic laws in crime/crash hot spots to reduce both crime and crashes
 - Traffic enforcement will involve weekly patrols at “hot spot” intersections from May-September
- e. Pedestrian Safety Marketing Campaign 2014 (*Janet Attarian*)
 - Reviewed 2012-2013 safety marketing campaign goals and methods

- Goals: increase awareness, change behavior, eliminate fatalities, reduce injuries 50% every 5 years
- Methods: Tips for Motorists, visual ads series, sidewalk stickers, taxi bumper and window (“dooring” LOOK!) stickers, mannequins/press conferences
- Introduced proposed 2014 safety marketing campaign themes and new outreach methods
 - Themes: Zero Fatalities in Ten Years; Responsibility of All Users; Stop for Pedestrians – build on in-road sign image; Speeding; Distracted Behaviors
 - Methods: Visual ads on bus shelters throughout city; monthly safety themes featured on the Complete Streets website to coincide with free radio/TV PSAs created by NHTSA; Tips for Motorists update; added media around pedestrian enforcement
- Council provided feedback suggesting CDOT focus on one message, possibly around “Stop for Pedestrians” and also recommended using a focus group for developing current and/or future safety campaigns.

6. Looking Ahead – Chicago Pedestrian Plan: Connectivity (8/6/14)

- Per the new meeting framework, the August MPAC meeting will focus on the Pedestrian Plan “Connectivity” chapter. The Council may review this chapter in advance of the meeting and suggest items to be highlighted at the next meeting. The Chicago Pedestrian Plan is available online at www.chicagocompletestreets.org. Please contact carlin.thomas@activetrans.org with any suggestions and/or questions.

7. Adjournment