



For Immediate Release

Nov. 1, 2021

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## **CTA's Red and Purple Modernization (RPM) Project Expands "RPM Open for Business" Program: Agency Launches New Web Site, Small Business Video Series to Support Businesses in Andersonville, Uptown, Edgewater and Lakeview East**

The Chicago Transit Authority (CTA) today launched a new online business hub and a new small business video series to enhance and expand its free Open for Business program to support small businesses, nonprofit organizations and major attractions or entertainment venues across four neighborhoods impacted by CTA's Red and Purple Modernization (RPM) Phase One Project.

The launch of the new hub, [transitchicago.com/isupportlocal](https://transitchicago.com/isupportlocal), kick-starts the free Open for Business program's advertising initiatives, increasing the visibility of local businesses and encouraging people to shop, eat, play and explore in the communities within the RPM project area. Following today's launch, the online hub will continue to be updated with new business listings including:

- Shops and restaurants owned by small business owners and certified Disadvantaged Business Enterprises (DBEs).
- Local entertainment from theaters, clubs and other venues.
- Upcoming events and news from Chambers of Commerce in the project area.

The online business hub is one of several initiatives promoting small business in the community during RPM Phase One. In addition to a regularly updated website, RPM will post new signage and banners throughout the Andersonville, Uptown, Edgewater and Lakeview East neighborhoods encouraging residents and visitors to support the more than 300 small businesses near the Red Line during construction.

The Open for Business program recently began posting [short, informational trailer videos](#) for businesses in the program. The video project is designed to be stress-free for Open for Business participants – CTA films, edits and publishes the videos for use in digital promotions and advertisements at zero cost for businesses.

In October 2020, RPM began outreach to register small businesses for the free Open for Business program to drive foot and digital traffic to the business corridors during construction.

The program allows small businesses to be included in marketing efforts, including campaigns developed by the CTA, and the new online hub starts a series of outreach efforts.

Small businesses are the heart of every community. Now more than ever, CTA wants to help businesses increase their visibility, and will support them through free promotions including:

- Signage on CTA property including buses and trains
- Digital marketing and social media promotion on Facebook, Twitter and Instagram.
- Print materials including brochures, flyers and posters.
- Frequent public meetings for the community to provide feedback to CTA.

More than 100 businesses are participating in the program and CTA is encouraging more businesses to join the program. Small businesses in Andersonville, Uptown, Edgewater and Lakeview East can apply now for free at [transitchicago.com/rpm/openforbusiness](https://transitchicago.com/rpm/openforbusiness). Official rules and participation requirements are also available on the [Open for Business web page](#).

CTA plans promote the Open for Business program at various community events and will provide notification on when and where the events will be held.

### **RPM Phase One**

RPM Phase One Project is now under way and includes three major components:

- Reconstruction of the Lawrence, Argyle, Berwyn, and Bryn Mawr Red Line stations into larger, 100 percent accessible stations; and replacement of track structure totaling six track-miles that is a century old. The new stations are expected to open by the end of 2024.
- New Red-Purple Bypass construction (expected completion in 2021), followed by the reconstruction of Red and Purple Line track structure between Belmont and Newport/Cornelia (expected completion by the end of 2024).
- Installation of a new signal system on 23 track miles between Howard and Belmont that, similar to roadway traffic signals, will improve train flow and service reliability.

Learn more about RPM online at [transitchicago.com/RPM](https://transitchicago.com/RPM) and sign up for project alerts at [transitchicago.com/RPMalerts](https://transitchicago.com/RPMalerts).

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