

CITIZENS ADVISORY BOARD

MEETING MINUTES OF March 8, 2024.

Noticed: 11:00 AM. Commenced: 11:04 AM.

AGENDA: The posted agenda for the meeting can be found at www.transitchicago.com, "About CTA" "Transit Board Meetings", "Meeting Notices, Agendas, and Minutes", "03/08/2024", "Citizens Advisory Board", "Agenda".

ROLL CALL: Katanya Raby; Robert Johnson; Robert Castaneda; Peter Henderson; Ryan McCray; Caroline Pavlecic; Tracy Powell; Danielle Stanley. Student Citizen Advisory Board Members: Emmanuel Garcia, Aiden Keefe and Dr. Ryan Parnell.

- I. **CALL TO ORDER & ROLL CALL:** The meeting was called to order by Katanya Raby, Chairperson of the Citizens Advisory Board. The roll was called, and all members of the CAB were present with the exception of Sonia Del Real and Kirby Scott Van Der Weele. It was established that there was a quorum.
- II. **PUBLIC COMMENTS:** There were no Public Comments.
- III. **MINUTES** from the CAB Meeting of October 30, 2023, were introduced for approval. It was moved by Peter Henderson and seconded by Tracey Powell that the minutes from the CAB meeting of October 30, 2023, be approved as presented. The motion to approve the minutes passed unanimously.

Next the minutes from the CAB meeting held on December 12, 2023, were introduced for approval. Vice-Chairperson Rob Johnson moved that the minutes be approved as submitted. The motion was seconded by Peter Henderson. The motion to approve the minutes passed unanimously. Robert Castaneda abstained from voting because he did not attend the meeting on December 12, 2023.

- IV. **CTA COMMUNICATIONS PRESENTATION:** Chairperson Raby introduced the Brian Steele, the Vice President of Communications and Marketing. He gave the first presentation.
 - The communications department is a small business unit within CTA as compared to some of the other business units, but we do really interface with just about every department in CTA in one way or the other.
 - The main areas of focus are media relations, public affairs, and social media.
 - The Media Relations Group is on call 24 hours a day and 7 days a week. Given that the CTA is a 24/7 operation, the news cycle is 24/7. We try to be as responsive as possible.
 - The department issues a lot of press releases. Every week we issue press releases on all of the things the agency is doing. We organize our press conferences. We do proactive media pitches about matters and we try to cultivate the reporter and editor relationships.
 - The department's Public Affairs group produces all of the agency's collateral material: brochures and flyers.

- **SPECIAL EVENTS:** They have hosted events that are called, “Ask CTA” where they have had CTA’s senior leadership go out to rail stations and bus terminals, greet customers and talk to the about issues that were on the customers’ mind.
- **WEBSITE:** The department manages the CTA’s website.
- **SOCIAL MEDIA ACCOUNTS:**
 - They sponsor many information and awareness campaigns, which the department features on the CTA’s social media cannels as well as public awareness campaigns.
 - CTA has the largest local government Twitter account.
 - One of the largest Facebook accounts.
 - CTA’s Instagram account just passed 34,000 followers.
 - TikTok was launched in 2023.
- **Customer Information & Service Alerts:**
 - **Planned Service Disruptions:** construction, reroutes, etc.
 - **Unplanned Service Disruptions:** digital alert system sent in cooperation with our control center sent through a web-based system to email and text subscribers. The CTA has over 96,000 email and text subscriptions for alerts about rail and bus routes.
 - The department also produces every sign on the bus and rail system.
- **CUSTOMER SERVICE DEPARTMENT:**
 - The CTA has an (800) number and an email address.
 - The CTA received 400 contacts from customers a day.
 - CTA uses a CMS (content management system – the City’s 3 system) to track and respond to all the complaints. This is a high-traffic business unit that is an important point of contact.
- **The CTA STORY – FOCI:**
 - **The Equity and Infrastructure Program (EIP):** CTA was one of the first transit agencies to sign on to the EIP.
 - Recruitment and hiring successes.
 - Recognizing and celebrating our employees.
 - Ridership milestones.
 - Modernization of rail lines and bus fleet.
 - CTA History and Heritage

Following the presentation there were questions from the CAB members in attendance and discussion.

V. **SAFETY & SECURITY PRESENTATION:** The second staff presentation was made by Nancy-Ellen Zusman CTA’s Chief Safety & Security Officer. She has two vice-presidents who are her direct reports: Kevin Ryan, the VP of Safety and Jeff Hulbert, the VP of Security.

- **SECURITY:** Security is more traditionally events that happen on the system where customers or CTA employees may feel they are at risk. The department is divided up into:

- Contracts:
 - Unarmed security contracts
 - CTA cameras
 - The Cook County Sheriff Department
 - The Chicago Police Department
 - Voluntary special employment officers
 - The CPD dedicated Transit Unit
- Investigations and
- Facilities
- DEPLOYMENTS:
 - The entire rail system: Approximately 400 unarmed security contractors
 - Bus terminals, Bus turnarounds, Selected garages: unarmed security contractors
 - Rail Yards: unarmed security guards focused on graffiti
- SAFETY: Transit Safety focuses on doing investigations when things occur throughout the system.
 - CONSTRUCTION: The safety team provides oversight on all construction projects
 - IL DEPARTMENT OF TRANSPORTATION: CTA reports safety analysis and provides regulatory oversight to IDOT
 - NATIONAL TRANSIT DATABASE: CTA reports safety statistics to the NTD
 - The CTA Joint Labor Safety Committee: Jeff Hulbert is the chair of the Joint Labor Safety Committee which is made up of 50 percent management and 50 percent frontline workers and meets quarterly. The JLSC focuses on:
 - The bus and rail agency safety plans
 - The reduction of vehicle collisions
 - A reduction of transit worker assaults

Following the presentation there were questions from the CAB members in attendance and discussion.

NEW BUSINESS: Chairperson Raby posed to the CAB that she and the Vice-Chairperson have been conversing about the direction the CAB should take. They wanted to get the CAB members thoughts about the cadence and frequency of the meetings.

They also have had conversations about having more of a presence in the community. What will that look like?

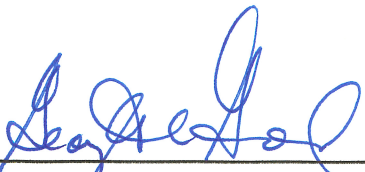
Finally, what discussion topics should the CAB bring to public spaces?

What kind of subcommittees does the CAB need to establish to do its work? How do the members of the board make sure that they are a part of and using their genuine concern for the community to be more informative and to be the conduit between the communities and the CTA leadership?

There was no other new business

ADJOURNMENT:

With no further business to come before the CAB, Chairperson Raby asked for a motion to adjourn the Citizens Advisory Board meeting of March 8, 2024. After being moved by Robert Castenada and seconded by Peter Henderson, the motion was approved with eleven yes votes at 1:20 p.m.

By: 
Secretary of the CTA Transit Board

Date: June 7, 2024