

CITIZENS ADVISORY BOARD

REVISED MINUTES from March 14, 2025.

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", "03/14/2025", "Citizens Advisory Board", "Agenda".

ROLL CALL:

KATANYA RABY, Chairperson
ROBERT JOHNSON, Vice Chairperson
ROBERT CASTENADA
*EMMANUEL GARCIA
*AIDEN KEEFE
PETER HENDERSON
RYAN MCCRAY
CAROLINE PAVLECIC
TRACY POWELL
SONIA DEL REAL
SCOTT VAN DER WEELE.

- 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. It was established that there was a quorum with nine (9) out of 10 voting members attending in person.

ABSENT: Sonia Del Real, Danielle Stanley, and Ryan Parnell*
(* indicates student members)

- II. **ADOPTION OF THE AGENDA:** Robert Castenada was recognized by Chairperson Raby. He moved to amend the agenda to remove Item Number 3 from the agenda and under Item Number 4 switch the order of B and C. The motion was seconded by Peter Henderson. The motion passed by unanimous roll call vote.

- III. **TOPIC FOR DISCUSSION – 2025 RIDERSHIP GOALS & OBJECTIVES:** Chairperson Raby set forth the intention for the meeting which was to discuss CTA 2025 Ridership goals and objectives. The CTA team from Innovations and Planning introduced themselves:

- **Lucien Liz-Lepiorz, Senior Manager of Customer Experience at CTA:** He is assigned to work on special projects that help CTA address some of the agencies most pressing customer facing issues with the goal of making the agency's culture a bit more customer centered.
- **Emily Drexler, Senior Manager for Customer Insights and Strategy:** Her team is responsible for customer market research and the Innovations Studio Program.

a. Presentation & Discussion:

i. CTA Customer Personas and Trip Journey Mapping:

Lucien Liz-Lepiorz distributed a document entitled the Customer Journey Map.

1. He explained the timeline in the document and the CTA's which pinpoints those moment in time when a rider determines that a trip was good or bad.
 - a. The next thing that Lucien Liz-Lepiorz highlighted were the different segment of customers:
 - b. Persons with disabilities
 - c. Persons for whom English is a second language
 - d. Frequent riders
 - e. Visitors / tourists
 - f. Infrequent riders
2. Finally, Lucien Liz-Lepiorz explained that over the next year CTA is going to invest in the Innovations Studio Pilot Project / Program and the agency wants to ensure that the new projects are relevant to our customer's journey map.

• There was discussion and suggestions made by the CAB members:

- Given the importance of buses as a key component to the overall rider's experience, if there a way to drill down and pay attention to bus only lane that make trips easier?
- Can there be a curb enforcement program instituted that penalizes vehicles that park in curb cuts which make it impossible for many seniors and others with mobility challenges or wheelchairs to get to the bus stop.
- Eliminate or reduce the delivery trucks parked in bus only lanes
- Can poor sidewalks – that make it difficult for people with disabilities to get to bus stops
- More outreach regarding free and reduced ride programs for the disabled
- Create a unified "way-finding" system that is universal because different stations have different ways of directing riders
- Create an app that synchronizes schedules as much as possible – especially with Metra
- Innovative ways to get riders to use the Ventra app so that don't incur the fees that accrue with using bank cards
- How is CTA using the demographic information for infrequent riders who are high income versus frequent riders who are low income
- Identify ways to improve the system's convenience and consistency for riders
- Innovate ways the CTA can increase perceptions of safety by increasing the diversity of age and gender on trains and buses
- Innovate a way to do a joint venture with CTA and Divvy

ii. Innovation Studio Update:

Emily Drexler gave an Innovation Studio update, which is a program that began with CTA Board approval in 2023. There were three (3) problem statements released in 2024 which have resulted in the following pilots:

1. Customer Experience
2. CC on the rail system
3. Process improvement for staff

The CTA Innovations Team will be putting out new problem statements in late April / early May and they are looking for problems for which the agency does not have clear solutions and for which they can test out a couple of different new technologies.

There were questions and discussion.

- Is there any thought to using AI technology to detect repeat offenders who are habitual offenders on CTA?
- There were concerns about the use of AI facial recognition technology because the technology does not predictably identify Black and Brown people

iii. Presentation & Discussion: CDOT Intergovernmental Agreement: Bus Lane Enforcement and The Safe Streets Pilot (automatic bus lane enforcement): The CTA is mounting cameras on buses that utilize license plate recognition software to identify bus lane offenders.

- Statistics were provided for the period between December and February during which there were over 5,500 warnings; 596 tickets related to bus lane violations and 186 for bike lane violations.
 - CTA will be working with Hayden to deploy cameras on 6 CTA buses with the option to add another 94 buses if desired. There will be an onboard processor along with two (2) windshield mounted cameras.
 - The tickets for fines are \$250 tickets for bike lanes: \$90 for bus lanes and \$100 for bus stops.
- There were questions and discussion. Paramount were two issues: whether delivery trucks would receive bigger fines (the answer was no) and whether CTA will get a share of the ticket revenue from the City (the answer was no.)
 - A member inquired how the city and CTA was incorporating the needs of businesses who rely on the delivery trucks and who are challenged to work with very small docking areas in heavily trafficked areas in the City's downtown area.
 - A member inquired whether there was a relationship with bus lane uprising that is already capturing riders' photographs in the bike lanes in the city?
 - What from CTA's perspective are the metrics of success for this program? Improved travel time? The number of tickets issued?
 - A CAB member complimented the team and said that this was "great work."

iv. Bus Vision & Strategic Planning Update:

Jason Meer, the Senior Manager for Bus Strategic Planning at CTA and Kevin Paratha gave an update on Bus Vision. They have been doing public engagement activities and survey outreach since the summer of 2024.

1. They also have had digital ads and posters on buses with scannable QR codes and
2. They have had structure discussions with the Transportation Equity Network where various community leaders who are interested in transit were invited to

the conversation about Bus Vision.

3. There have been over 10,000 responses to the survey and they have gotten really good feedback.
4. This year 20 bus routes are going to be added to the new frequent network which will mean that there will be a 10 minute or less headway all day everyday – including weekends.

The Bus Visions Team is in procurement and negotiations with a consultant to do a more robust phase of public outreach.

The Bus Visions website is: www.CTABUSVISIONSPROJECT.COM

- There were questions and discussion:

- To what extent has CTA been engaged in the Lakeshore Drive redesign discussion?
 - CTA is engaged in those conversations. The Illinois Department of Transportation (IDOT) and the Chicago Department of Transportation (CDOT) also figure prominently in those discussions. However, it is not within CTA's purview to make any final decisions regarding Lake Shore Drive and bus lane designations.
 - The "Better Streets for Buses" report helps bolster CTA's position regarding infrastructure improvements on North Lake Shore Drive.
 - The use, cost and wisdom of utilizing consulting firms to coordinate public engagement for the CTA

v. Update & Discussion: CTA's Chat Bot

Monet Nuri, the Business Systems Analyst for the Customer Service Department at CTA and Lucien Liz-Lepiorz responded to questions about the Chat Bot. The Customer Service Team does a lot with the day-to-day management of the Chat Bot.

- There were questions and discussion:

- What metrics does the agency have regarding smoking of trains and what are the response rates to the reports about smoking that are made by CTA riders?
- RESPONSE: This year the agency is averaging about 1,300 complaints per month. It is the highest category that is reported.
- What does the Customer Service Team do with the Chat Bot complaints?
- RESPONSE: The complaints go directly to the CTA department that handles that issue.
- Is there demographic data for those who use the Chat Bot? Are senior citizens and persons with disabilities using the tool?
- RESPONSE: As of this date the data has not been captured. All chats are anonymous. Lucien Liz-Lepiorz added that CTA is adding promotional programming tools for the Chat Bot because currently the Chat Bot is over-indexed on north side bus routes, the Blue and the Red Line – which is not representative of the system. CTA is hoping that by having a more intentional messaging campaign the agency will start to move towards a data set that is reflective of the real world.
- How many reports are there on average?
- RESPONSE: About 3,500 per month which is about 160 per day. Not all of those conversations are complaints. Some are requests for directions.
- What is the true objective of the Chat Bot?
- RESPONSE: (1) To continue to collect information to better serve the customers and (2) to find ways to improve and to collect data. Also, the agency wanted to deliver real time responses for real time inquiries and feedback.

- An idea was proposed to combine the Chat Bot with cameras that hone in on the area where a complaint occurs and keeps track of offenders as they ride throughout the system.
 - Another inquiry was made whether the Chat Bot developer at Google can come and address the CAB for the purposes of discussing the technological ways in which the Chat Bot may be expanded and used in concert with other technologies.
 - In terms of priorities that need to be transformed into actionable responses, the issue of smoking needs to be addressed.
- There was discussion.

IV. NEW BUSINESS

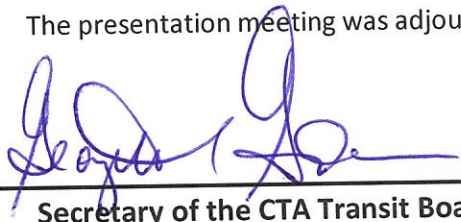
There was no new business.

V. ADJOURNMENT

Peter Henderson moved that the meeting be adjourned. The motion was seconded by Ryan McCray. The motion passed by unanimous roll call vote.

The presentation meeting was adjourned at 1:00 p.m.

By: _____



Secretary of the CTA Transit Board

Date: _____

05/16/2025