Mayor’s Pedestrian Advisory Council

May, 4, 2011
3:00 p.m. - 4:30 p.m.
Meeting Minutes

1. Introductions
**MPAC Members Present:**

Co-chair, Dr. Kyran Quinlan, University of Chicago
Co-chair, Luann Hamilton, Chicago Department of Transportation (for Commissioner Bobby L. Ware)

Jim Boratyn, Illinois Department of Transportation (for Chuck Eckhart)

Laurie Dittman, Mayor’s Office for People with Disabilities

Curtis Edwards, Chicago Public Schools

Jennifer Herd, Chicago Department of Public Health (for Dr. Bechara Choucair)

Adolfo Hernandez, Active Transportation Alliance

John O’Neal, Chicago Metropolitan Agency for Planning

Greg Piland, Federal Highway Administration

Peter Skosey, Metropolitan Planning Council

Matthew Sussman, Center for Neighborhood Technology (for Jackie Grimshaw)

Marcia Trawinski, Metro Seniors in Action

Robert Vance, Chicago Transit Authority (for Joe Iacobucci)

**Others Present:**

Ed Bannon, Six Corners Association

Jim Considine, TYLin International

Mark De La Vergne, Sam Schwartz Engineering

Allison Hartman, Older Women League of Illinois

Stacey Meekins, TYLin International

Dan Miodonski, Sam Schwartz Engineering

Rudy Nimocks, University of Chicago

 **Staff Present:**

Kiersten Grove, Chicago Department of Transportation

Chelsea Richer, Chicago Department of Transportation

Jerad Weiner, Chicago Department of Transportation

Chris Wuellner, Chicago Department of Transportation

David Zavattero, Chicago Department of Transportation

# 2. Approval of Minutes

* Meeting minutes from 2/9/2011 were approved by members.
* Dr. Quinlan updated the group on pedestrian crash statistics.

# 3. Pedestrian Safety Public Awareness Campaign

* Jim Considine of T.Y. Lin International updated the group on the overall status of the project.
* The crash analysis is complete and now the team is focused on developing the launch of the enforcement and education campaigns.
* Stacey Meekins of T.Y. Lin International presented on the development of the marketing messaging.
	+ The campaign theme is “See you, See me, Let’s look out for each other!”
	+ Marketing strategies could include landmark covers, guest artists, website with a public participation element, celebrity cross walkers and other traditional media outlets.
	+ Focused messages were developed to address high risk segments of the population identified in the crash analysis work conducted earlier in the project.

**Discussion:** *MPAC members discussed making the marketing materials easy to brand for neighborhood organizations to incorporate the campaigns message.*

# 4. Chicago’s Pedestrian Plan – Goal Setting

* Mark De La Vergne of Sam Schwartz Engineering introduced the goal setting stage of the Pedestrian Plan. After reviewing the vision statement, Mark introduced each of the draft goals and objectives.
* Comments on the draft goals and objectives were solicited during the meeting and will be collected through a form available online.

**Discussion:** *MPAC members pushed for ambitious pedestrian safety goals while creating achievable objectives. MPAC members suggested that language used in the plan would be accessible to the general public as well as professionals in the planning and transportation fields.*

# 5. Chicago’s Pedestrian Plan – Public Meetings

* Mark de la Vergne, introduced the format for the Pedestrian Plan public meetings.
* Each public meeting will introduce the pedestrian plan and provide opportunity for the public to tell stories of their pedestrian experiences.
* Partner agencies and organizations have been invited to share with the public existing efforts related to the pedestrian environment.
* An online meeting will be made available for those unable to attend the seven public meetings.

# 6. Announcements and Adjournments

* CDOT posted the nominees for Excellence in Sidewalk Snow and Ice Removal on their website. Participation in the program was up 22% from last season.
* Luann Hamilton discussed CDOT’s new Acting Commissioner Gabe Klein. Acting Commissioner Klein was the former Washington D.C. Department of Transportation Director and was responsible for ambitious bike and pedestrian projects.
* Meeting Adjourned