

**MINUTES OF A PUBLIC MEETING OF THE
PLANNING & ADMINISTRATION COMMITTEE OF THE BOARD OF DIRECTORS
OF THE REGIONAL TRANSPORTATION AUTHORITY**

The **Planning & Administration Committee** of the Board of Directors of the Regional Transportation Authority met in public session on **Thursday, January 22, 2015**, at 8:30 a.m., in Suite 1650, 175 West Jackson Blvd., Chicago, Illinois, pursuant to notice.

Committee Chairman Fuentes presided.

ROLL CALL

Committee members present (6): Durante Frega, Fuentes, Hobson, Ross, and Totten

Committee members absent (1): Pang

Other Board members present: Buchanan, Coulson, DeWitte, Lewis, Magalis, Melvin, Troiani (phone), and Chairman Dillard

Approval of minutes from the meeting held on November 19, 2014

Director Ross moved, and Director Hobson seconded that the minutes from the meeting held on November 19, 2014 be approved as submitted. The motion carried on the following roll call vote:

6 Yeas: Directors Durante, Frega, Fuentes, Hobson, Ross, and Totten

1 Absent: Pang

Update on the Regional Consumer Marketing Campaign

Mr. Minor presented to the Board an update on the regional consumer marketing campaign recently launched by the RTA, in conjunction with the CTA, Metra and Pace Suburban Bus. The "Ride On." campaign is a multi-year marketing campaign to improve public awareness and perception of public transportation, and to attract new transit riders, to the system in the RTA's six-county region. The presentation highlighted a series of advertisements – developed by Chicago-based Downtown Partners Communications, Inc. – that can be seen on cable television, online and on digital billboards throughout the region over a 2 ½ year period. The presentation also described the comprehensive performance measurement program that the RTA will use to track the impact of the campaign. Board members appreciated the diversity of the ads and the strength of the performance measurement plan.

ADJOURNMENT

There being no further business to come before the meeting of the Planning & Administration Committee, Director Frega moved and Director Durante seconded that the meeting adjourn. The motion carried on the following voice vote:

6 Yeas: Directors Durante, Frega, Fuentes, Hobson, Ross, and Totten

1 Absent: Pang

The meeting ended at 8:45 a.m.

Audrey MacLennan

AUDREY MACLENNAN

Secretary of the Authority