

OBSTACLE



AEG CHICAGO 21Q4 SELECTED OBSTACLE

REGARDING MOBILITY & TRANSPORTATION, TO ACHIEVE CHICAGO'S CARBON & EQUITY GOALS, A CRITICAL OBSTACLE TO OVERCOME IS ...

Lack of understanding and intersectional outreach on benefits/consequences on removing CTA fare recovery requirements.



- LEAH MOONEY
DIRECTOR FOR STRATEGIC
PLANNING AND POLICY



SOLUTION



AEG CHICAGO 21Q4 STAKEHOLDER CHALLENGE: MOBILITY & TRANSPORTATION

SELECTED 12 MONTH SOLUTION:

Fare 2 Fair - Coordinated public info campaign(s) with transit, public, and private stakeholders on fare recovery.

M1: 500 word Policy memo to key legislators to convey economic, equity, health value of not reinstating fare recovery.

M2: National survey of other cities and peer agencies to develop "fare recovery > fair spending" public outreach campaign

M3: Define/launch public campaign with inclusive stakeholder engagement.

- TABLE # 4

TASK FORCE UPDATE - 21Q4

AUDIO



TASK FORCE UPDATE - 21Q4

12-MONTH SOLUTION:

Fare 2 Fair - Coordinated public info campaign(s) with transit, public and private stakeholders on fare recovery.

CURRENT MILESTONE:

Finalize white paper draft and develop plan for public forum/roundtable event.

NEXT MILESTONE:

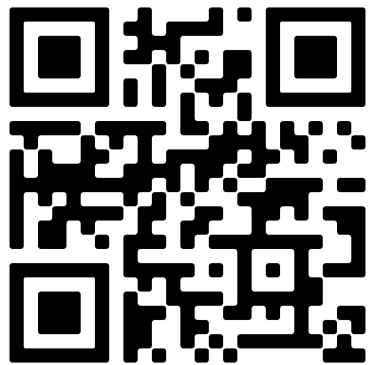
Public forum/roundtable event.

UPDATES:

- **Drafted sections of Fare to Fair white paper focused on CTA case studies and survey result summary**
- **Decided to pursue a panel discussion format**
 - **Event outline has been created, panelists and moderators have been shortlisted**
- **Finalizing details with potential venues (City Club is a top contender)**
- **Based on availability of panelists and venue, the event will likely be in early November (14th) or early December (6th/7th)**

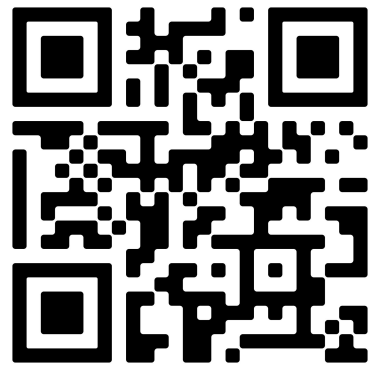
TASK FORCE UPDATE - 21Q4

SCAN QR CODE



RTA's "Forward
for All" campaign

SCAN QR CODE



"Fare to Fair" One
Pager