Transit Agencies and Third-party Cooperative Initiatives

Metropolitan Planning Council

www.metroplanning.org
Metropolitan Planning Council

- Founded 1934
- Four Main Program Areas
  - Housing
  - Regional Development
  - Transportation
  - Urban Development
- Coalition Building
Convened by the Council to help shape the *Lakefront Transportation Study* (1997) and promote sound recommendations:

- Millennium Park
- McCormick Place Busway
- Low-wattage radio station that provides traffic information
- Integrated tourist and traveler information system
Project in focus:
The Regional Traveler Information Kiosk Project

**Project Goal:**
Create a centralized source for transit, events and attractions data that employs both real-time and static information, and is disseminated to the user via an interactive, web-enabled touch screen.

**Desired Outcome:**
*Increased utilization of transit to access Chicagoland events and tourist attractions.*

**Implementation Strategy:**
*Perform a six month demonstration of the project, placing five kiosks at high-traffic, origin-destination locations in the central area.*
Bringing the right partners together

Kiosk Project Advisory Committee

Convention and Tourism Bureau

Metropolitan Planning Council

Lakefront Alliance

City of Chicago

Regional Transportation Authority
Regional Traveler Information Kiosk Project
Database Integration Diagram

RTIK
Centralized Database

RTA - MMIK
Multi-Modal Traveler Information

Convention and Tourism Bureau
Tourism Database

Museums
Shopping
Entertainment
Sightseeing
Dining

City of Chicago
City Events Database

Exhibit Openings
Parades
Loop / Lakefront Events & Festivals

Kiosk
RTA
MOSE
CCTB

Other Delivery Modes

Other Delivery Modes

Metropolitan Planning Council
The Regional Traveler Information Kiosk Project: From concept to implementation

Site selection and criteria

- Proximity to Public Transit
- Annual Visitors

<table>
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<tr>
<th>Site</th>
<th>Visitors</th>
<th>Years</th>
<th>Hours per Day</th>
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<tr>
<td>CTA Orig. &amp; Dest.</td>
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<td>1,639</td>
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<td>Art Institute</td>
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Unique name and identifier for the system

Chicagoland Traveler Resource and Itinerary Planning System

Developing prototypes

The Art Institute of Chicago
111 S. Michigan Avenue
Chicago 60603-6110
(312) 443-3600

Discover forty centuries of human creativity at The Art Institute of Chicago, one of the world's leading museums. From ancient Chinese bronzes to the latest work by today's artists, from Rembrandt paintings to African wood carvings, the collections include some of the finest art ever produced. On display are paintings, sculptures, prints and drawings, photographs, Asian art, art of Africa, Oceania, and the Americas, textiles, decorative arts, and architectural fragments and drawings.

Options:
- Top Attractions
- Week's Events
- Dining & Lodging
- Arts & Entertainment
- Shopping & Services
- Sports & Recreation

Metropolitan Planning Council
The Regional Traveler Information Kiosk Project: From concept to implementation

Securing required agreements

Site Provider Agreement

This Site Provider Agreement (the “Agreement”) is entered into on April 27, 2004, by the Metropolitan Planning Council (“MPC”), a non-profit, regional policy and advocacy org., located at 25 E. Washington Street, Chicago, Illinois, 60602 and City of Chicago Cultural Center (“Site Provider”), a cultural institution under the authority of the Chicago Department of Cultural Affairs, located at 78 E. Washington Street, Chicago, Illinois 60602.
The Regional Traveler Information Kiosk Project: Evaluation and Expansion

<table>
<thead>
<tr>
<th>Kiosk</th>
<th># of Times a User Hit Print</th>
<th># of Times a User Requested Transit Directions</th>
<th># of Times a User Viewed an Attraction in Detail</th>
<th># of Times a User Viewed General Transit Information</th>
<th># of Times a User Used the Help Section</th>
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Metropolitan Planning Council
The Regional Traveler Information Kiosk Project:
Evaluation and Expansion

System-based Surveys / Emails
- 44 Surveys Taken
- 54 Emails Submitted
  - How do I find bowling in Chicago?
  - Is there a commuter lot at Midway, how much does it cost?
  - Awesome web site and kiosk
The Regional Traveler Information Kiosk Project:
Evaluation and Expansion

Expansion plans

- More locations
- Real-time transit info
- Real-time flight info
- Revenue generation options
- Accessible via PDA
- Accessible via Web

CTA Rail - Blue Line - Monroe Station
Current Time: Tuesday, 2/22/2005 1:18:33 PM
Trains leave at minutes shown past the hour.

Attention: The next Blue Line train will arrive 5 minutes behind schedule.

Select Day: ✗ Sunday/Holiday ✗ Weekday ✗ Saturday

WEEKDAY SCHEDULE

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10am to 6pm
Lessons Learned

- Public-private partnerships can work!
  - Intergovernmental cooperation is key because civic, gov’t and business all bring different perspectives to the table

- Adhere to your schedule…time is money!
  - Private partners expect product delivery on date promised

- Don’t let the perfect be the enemy of the good
  - Pilot projects must be tested so that when fully deployed – the kinks have been worked out
For more information on TRIPS....

Metropolitan Planning Council

www.metroplanning.org

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