

# TMA OF LAKE-COOK – TRANSPORTATION UPDATE SUMMER 2017

## TMA Fall Meeting: Friday, October 6, 2017

The TMA's Fall Meeting will be held on Friday, October 6, 2017 @ the Baxter Healthcare Auditorium, One Baxter Parkway, Deerfield, IL. Registration begins at 8:00 am with the program beginning at 9:00 am. Speakers will include T.J. Ross, Executive Director, Pace Suburban Bus, and Congressman Brad Schneider, 10<sup>th</sup> Congressional District (invited).

Please RSVP to [donna\\_ray@baxter.com](mailto:donna_ray@baxter.com) by Wednesday, October 4<sup>th</sup>.

## Regional Transit Agencies Thank Riders and Celebrate Dump the Pump Day 2017

The RTA will join the Chicago Transit Authority (CTA), Metra and Pace Bus in celebrating the 12<sup>th</sup> annual Dump the Pump Day, a national initiative that promotes the benefits of public transportation and encourages commuters to leave their cars at home.

On **Thursday, June 15** during morning rush hour, Cubic Transportation Systems, the developer of the Ventra™ fare payment system, will offer a free cup of coffee as a thank you to transit riders who show a Ventra Card, the Ventra mobile app or Metra ticket, while supplies last. Cubic is sponsoring the 'Coffee from Cubic' from coffee trucks at the Northwest Transportation Center in Schaumburg, the CTA Roosevelt Station, and near Ogilvie Transportation Center and Union Station in Chicago.

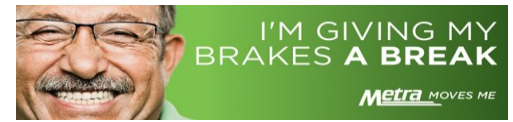
## Pace and IDOT Partner to Offer Bus on Shoulder on Edens (I-94)



Pace and IDOT will again partner to improve commutes and reduce congestion in the Chicagoland area. They announced a 2-year demonstration of bus-on-shoulder service on the 13-mile stretch of the Edens Expressway (I-94) from Foster Avenue to Lake Cook Road. Pace will kick-off bus on shoulders operations on the Edens with existing Pace Routes 620 and 626.

For more information about the project, visit Pace's website at [www.pacebus.com](http://www.pacebus.com) about this and other Pace projects.

## Metra Launches "Metra Moves Me"



Metra announced the start of a new advertising and marketing campaign aimed at getting more Chicago area commuters out of their cars and onto the train. The new campaign features bold headlines combined with powerfully expressive faces. The campaign is designed to evoke an emotional response from prospective customers and, ultimately, get them to consider the stress relief advantages of riding Metra versus the frustration of driving their car to work. For more information, visit [www.metrarail.com](http://www.metrarail.com).

## Route 53 Update

The Illinois Tollway board unanimously approved spending \$25 million for an environmental impact study on a long-discussed proposed extension of Route 53 from Cook County into Lake County. The 8-0 vote came after more than two hours of comments from people for and against the controversial project. Representatives from several construction companies spoke in favor of the study, saying the extension would bring jobs and relieve congestion in a growing region.

## The Mobility Hub: Shared-Use Mobility Center

SUMC has been selected by the Transportation Research Board (TRB) to conduct a new study exploring the effects of private transportation services in the U.S. (TMA Executive Director Tim Grzesiakowski was interviewed for the study.)

The research project will focus on new forms of private transit – including ride-splitting services such as UberPool and Lyft Line, on-demand carpooling apps such as Carma and Scoop, and "microtransit" services such as Chariot and Via – as well as more traditional private modes such as employer shuttles, ride sharing programs and licensed and unlicensed jitney services.