

RTAMS OVERVIEW & VISIONING SURVEY RESULTS

CATMUG Monthly Meeting
October 5, 2016

A large, stylized graphic on the right side of the slide. It features a blue-tinted image of the Chicago skyline, including the Willis Tower and the Chicago Board of Trade Building. Below the skyline, there are images of transit vehicles, including a Metra train and a Chicago bus, all reflected in a mirror-like surface. The background is a blue gradient with a faint grid pattern.

MOVING YOU

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RTAMS Overview



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Mapping and Statistics (RTAMS)

Chicagoland's Transit Data Warehouse

[Ridership Statistics](#)[Routes, Stations and Lines](#)[Planning Projects](#)[Maps and GTFS Data](#)[Capital Projects](#)[Vehicles and Rolling Stock](#)[Sales Tax and Financial Reports](#)[Political Jurisdictions](#)[CTPP Data and Demographics](#)

The Regional Transportation Authority Mapping and Statistics (RTAMS) is a data warehouse for planning and financial information on the transit system in the northeastern Illinois area surrounding Chicago. RTAMS also allows users to access transit and related data through interactive maps.



RTAMS Mapping Applications



Transit Oriented Development



Interagency Signage

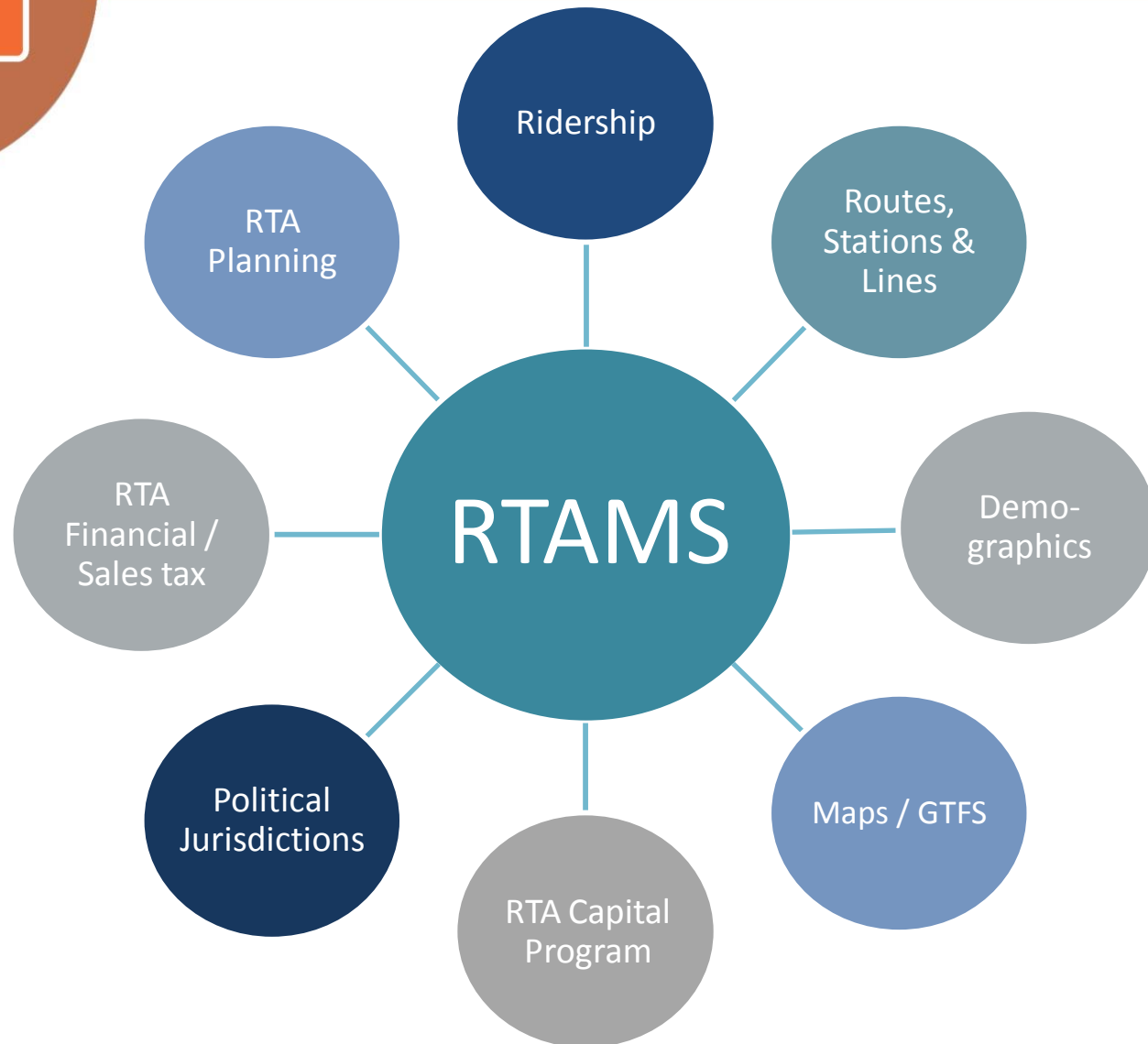


Transit Signal Priority



Congressional Districts

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RTAMS Demo



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2016 RTAMS 'Visioning'



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Visioning Process

- Created Steering Committee
(RTA, CTA , Metra, Pace & CMAP)
- Developed an online survey
- Analyzed / summarized results
- Prioritized enhancement ideas
- Developing RFP

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Survey

- 13 questions
- 7 checkbox
 - Affiliation
 - Primary content area(s) visited
 - Secondary content areas
 - Amount of data
 - Ease of use
 - Site frequency
 - Mapping
- 4 text input
 - Missing content
 - Missing functionality
 - Other ideas
 - Anything else to add
- 1 summary report
- 1 request contact

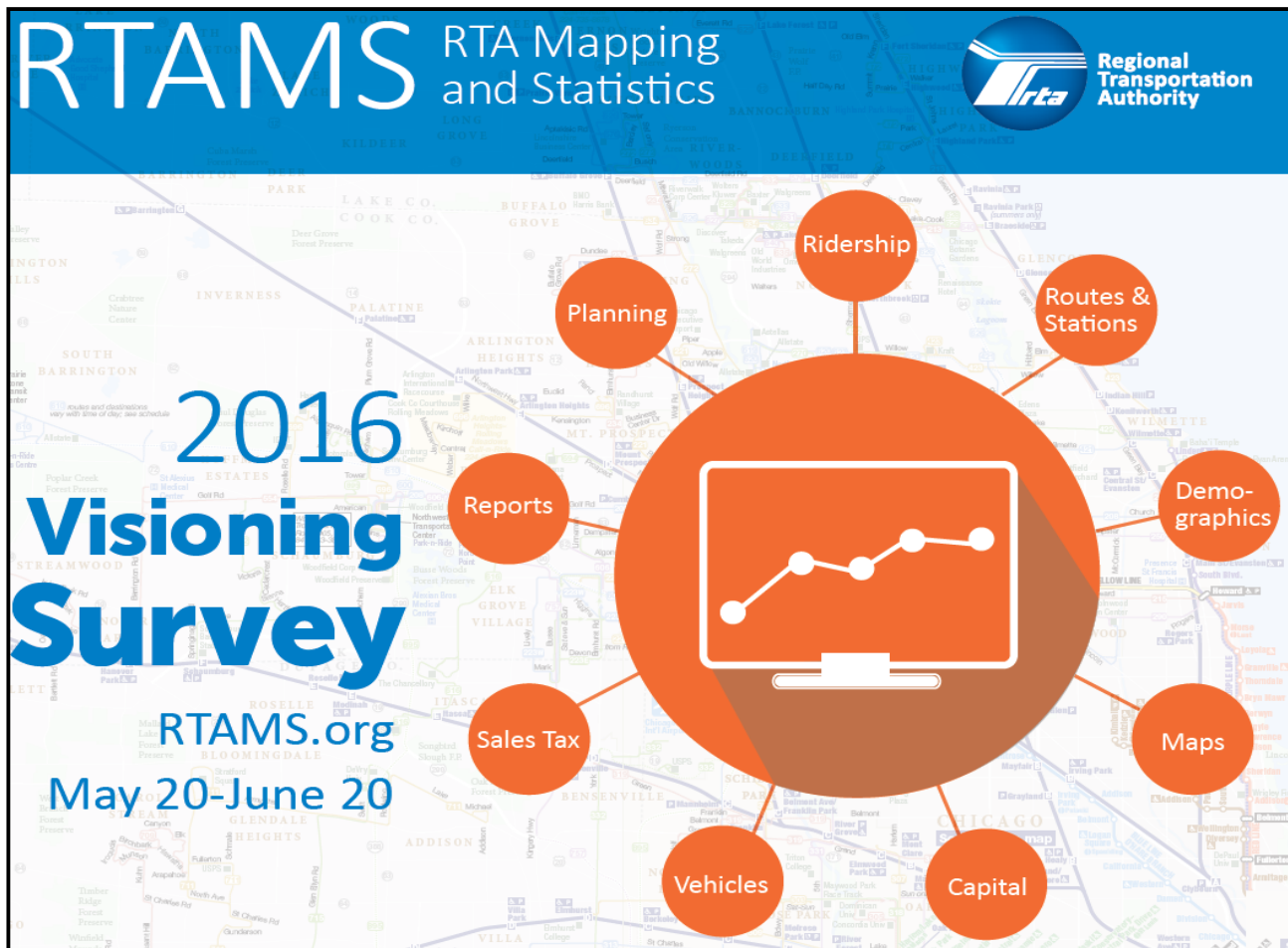
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Survey Cont'd

- RTAMS.org and RTAChicago.org
- RTA's 'Ride On' Blog
- Council of Government Meetings
- CMAP Transportation Committee Meeting
- Specific contacts
- Reminder / announcement card

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Visioning Survey Results

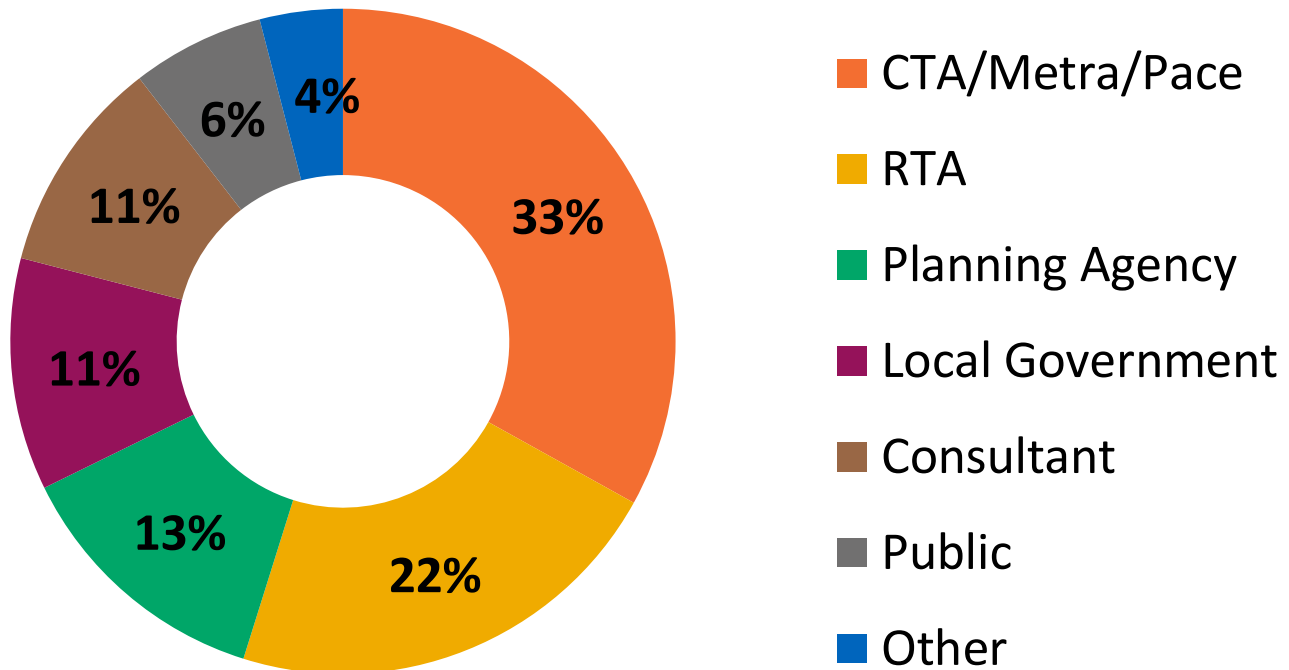


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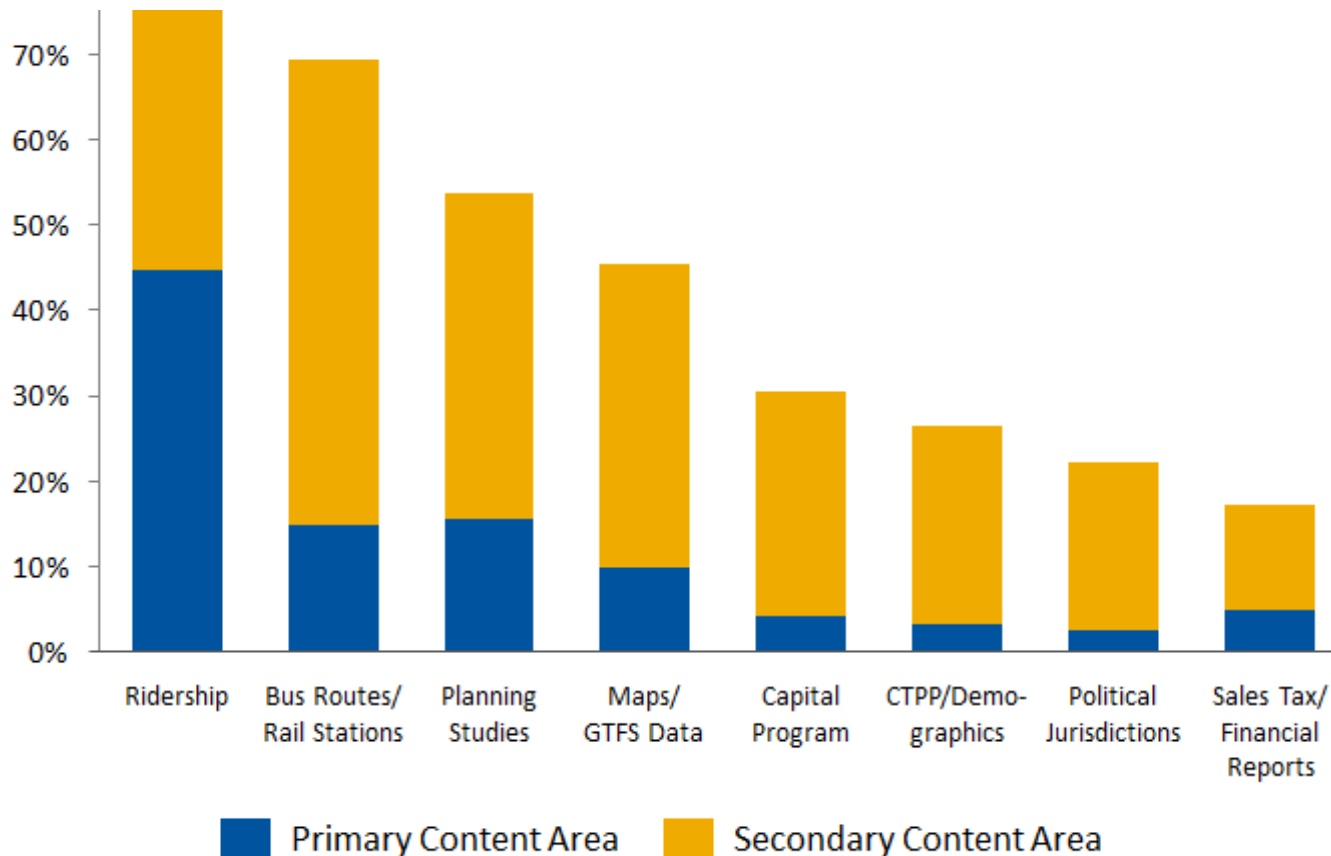
Survey Respondents



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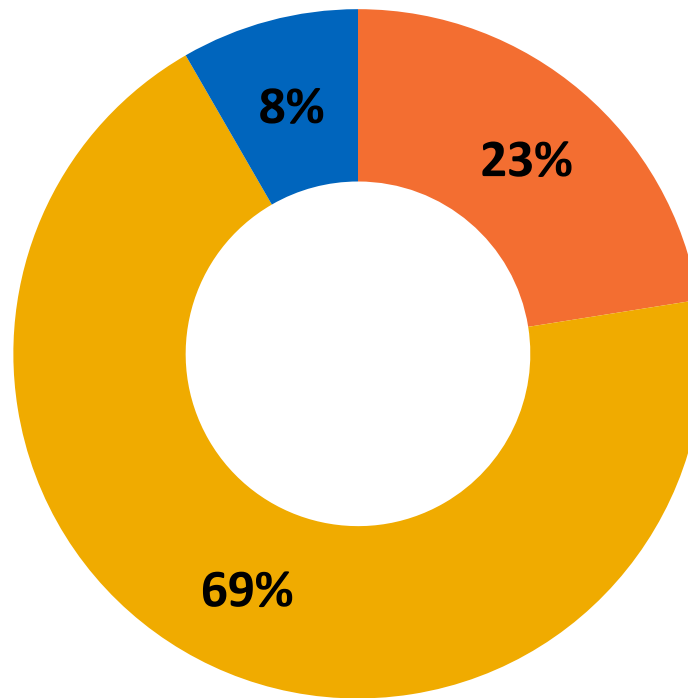
Content Areas



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Amount of Information

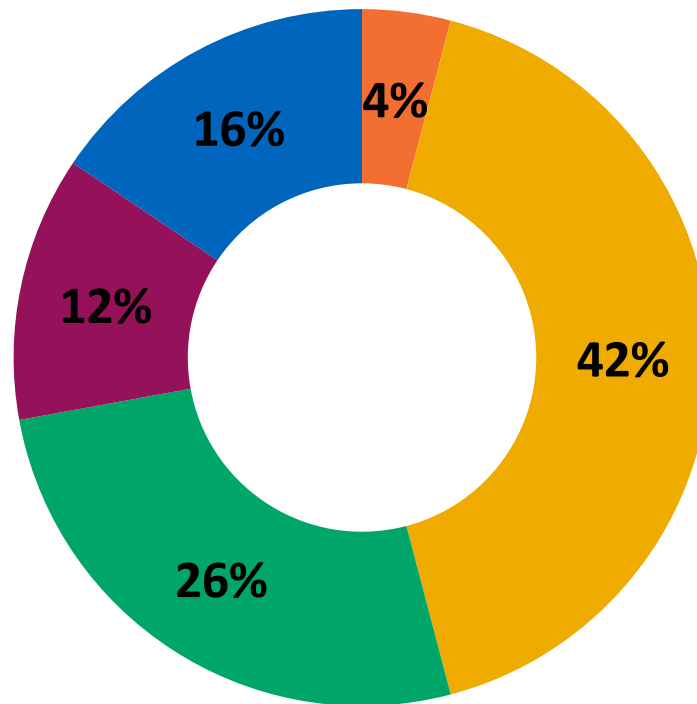


■ Not enough ■ Just enough ■ Too much

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Site Visits Per Month

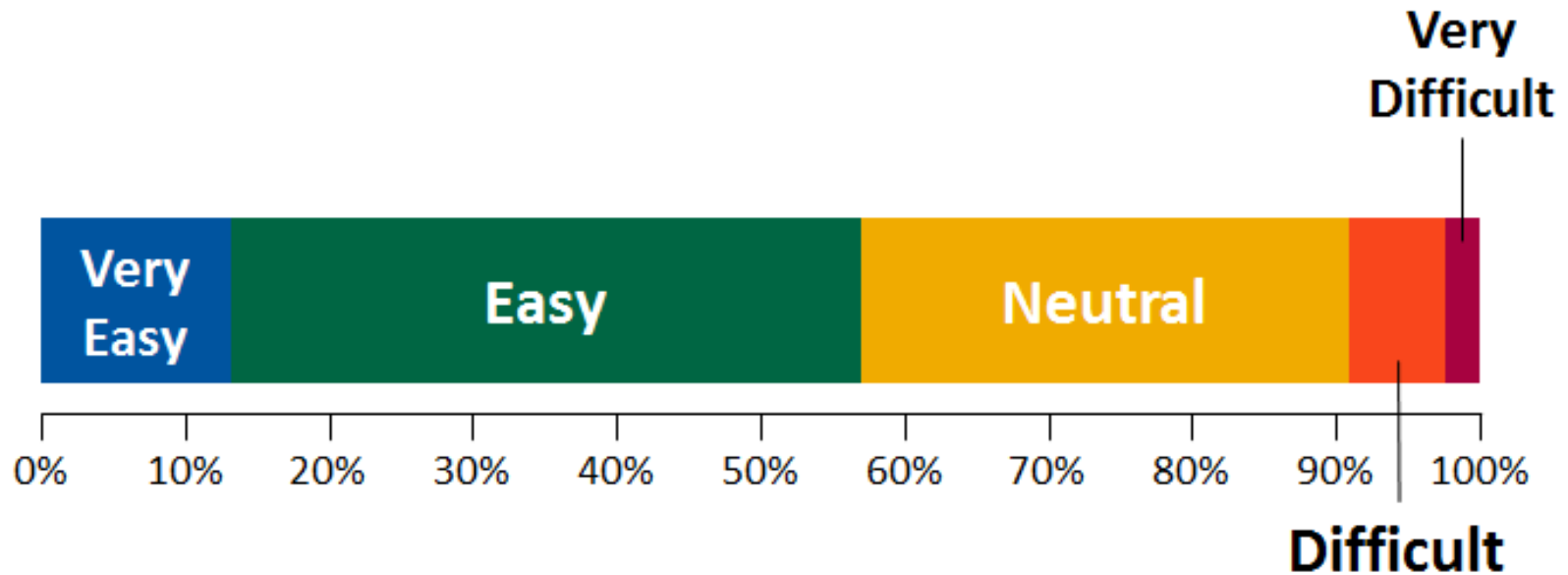


Never <1 1-2 3-5 >5

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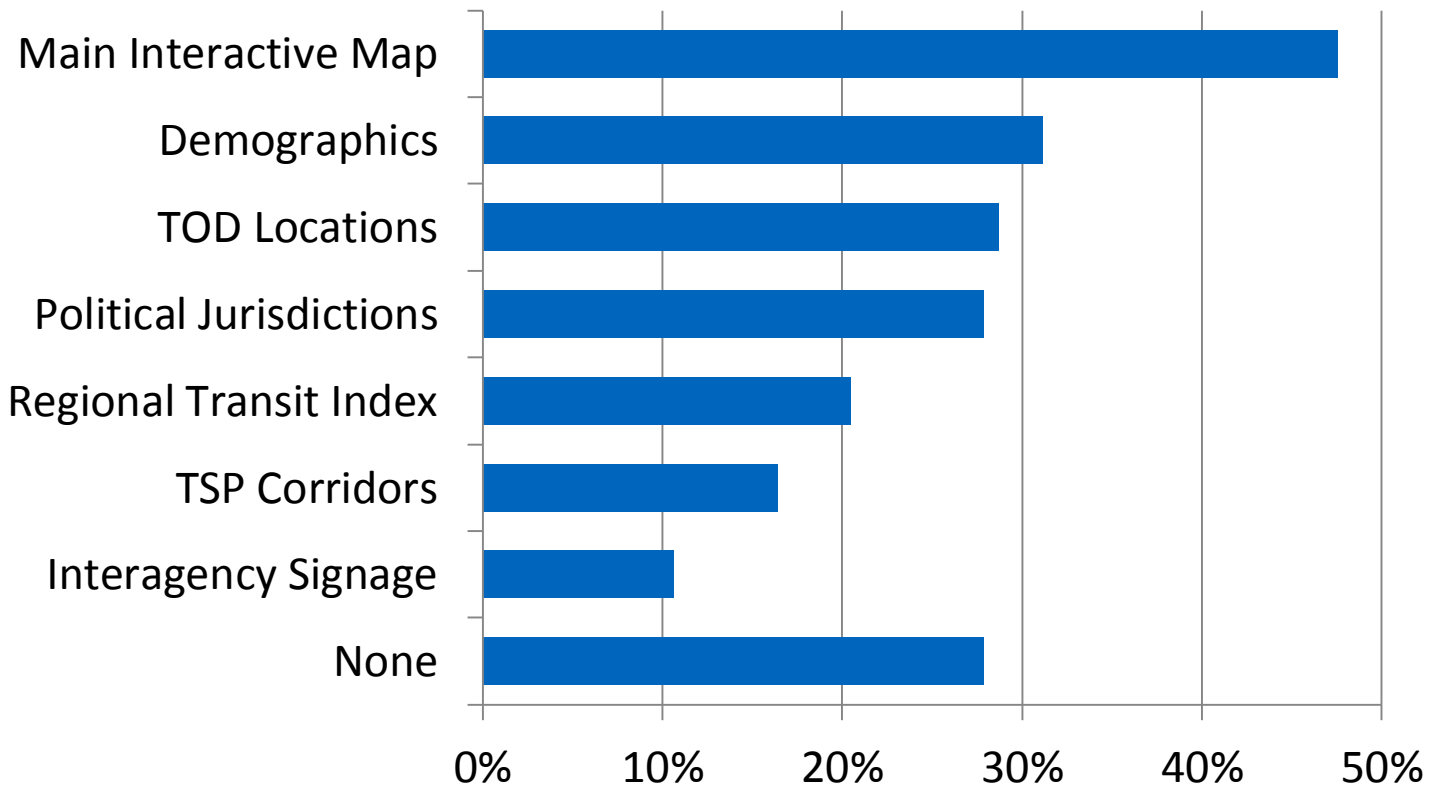
Ease of Use



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Use of Mapping Applications





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Respondents' Ideas



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Respondents' Ideas

Content

- Additional and more granular ridership data
- More capital and financial reporting & mapping
- Performance data
- Additional regional demographic information

Functionality

- Data download
- More search functionality and improved navigation
- More printable reports
- Mobile compatibility

	AVERAGE			WEIGHTING					
	Frequency	Importance	Feasibility	Frequency	Importance	Feasibility	Total Wt.	Rank	Total Unwt.
Ridership				2	3	1	< Can be multipliers or percentages		
Performance mapping and dashboarding	3.8	3.8	3.3	7.6	11.4	3.3	22.3	2	10.9
More granular data (bus stop level, fare zone, etc.)	3.1	4.0	3.0	6.2	12.0	3.0	21.2	5	10.1
Capital and Financial Section Enhancements									
Include mapping of capital projects	3.3	3.2	2.9	6.6	9.6	2.9	19.1	11	9.4
Identify by geographic location	3.2	3.0	2.9	6.4	9.0	2.9	18.3	13	9.1
Demographics									
Data for more jurisdictions and bus routes	3.3	3.2	3.4	6.7	9.7	3.4	19.8	8	10.0
Expand to include more data including income, zero vehicle households and other transit supportive stats	3.8	3.7	4.1	7.6	11.1	4.1	22.8	1	11.6
Interactive mapping for manual selection of geographies throughout the region (free-hand selection)	3.0	3.3	2.7	6.0	10.0	2.7	18.7	12	9.0
Downloadable Current and Historical Data									
Expand to include more historical downloadable data	3.6	3.4	3.2	7.1	10.3	3.2	20.7	6	10.2
Mapping									
Make maps smarter and provide shapefiles/services for consumption	3.4	3.5	3.2	6.8	10.5	3.2	20.5	7	10.1
Sales Tax									
Expand sales tax information to include more geographies	2.4	2.4	3.4	4.9	7.2	3.4	15.5	15	8.3
Cross-tabulate data against ridership and other variables	2.7	2.4	3.2	5.3	7.2	3.2	15.7	14	8.3
What's New/Listserv									
Inform users of new and updated data/content	3.5	3.6	4.2	7.0	10.8	4.2	22.0	3	11.3
Survey Data Section									
New content area devoted to survey data and results published by service boards and CMAP	2.8	3.4	3.9	5.6	10.2	3.9	19.7	9	10.1
Other									
Expand to include more multi-agency reports	3.1	3.3	3.3	6.2	9.9	3.3	19.4	10	9.7
Ventra data	3.7	3.7	2.8	7.4	11.1	2.8	21.3	4	10.2

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Priority Enhancements

- Expand demographic data
- Add performance data and dash boarding
- List Serv / Email announcements
- Add regional reports
- Expand ridership (stop level, mapping)

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Questions ?



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Stay Connected



RTAChicago.org



RTA “Ride On.” blog



[@RTA_Chicago](https://twitter.com/RTA_Chicago)



Facebook.com/ChicagoRTA



312.836.7000 -Travel information



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