



Find Your Way Act



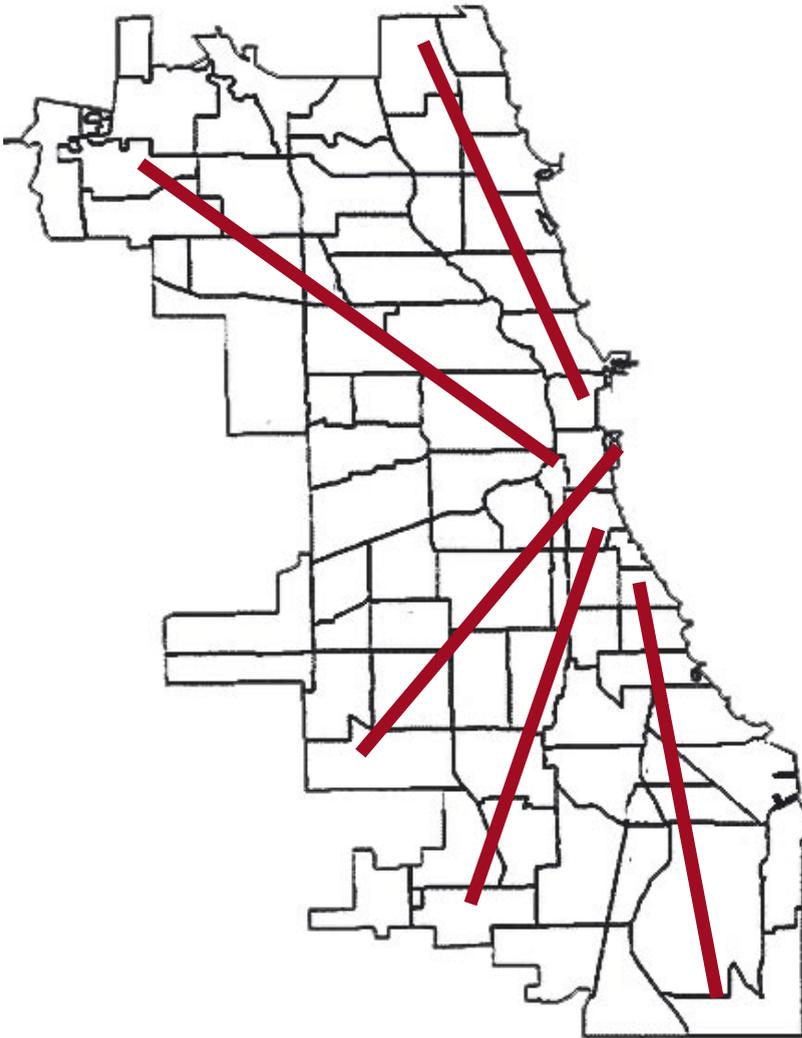
Find Your Way Act

A policy effort to ensure accessibility and accountability of transportation information communications through funded research.

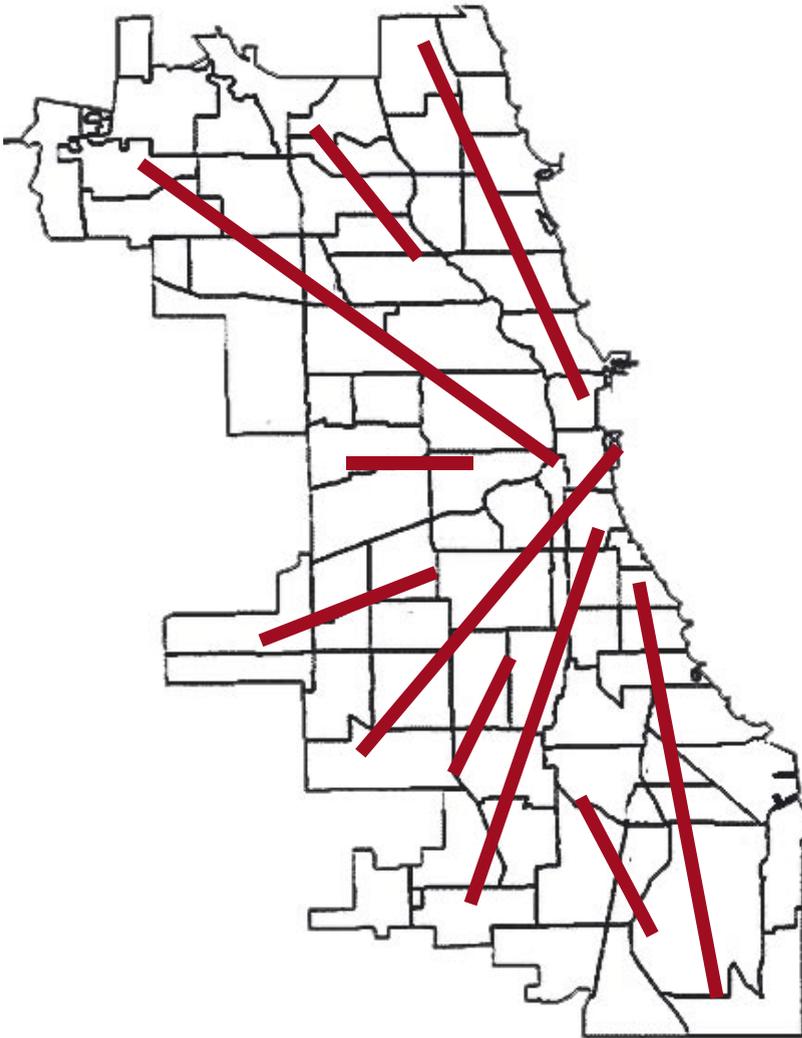
The Romance...



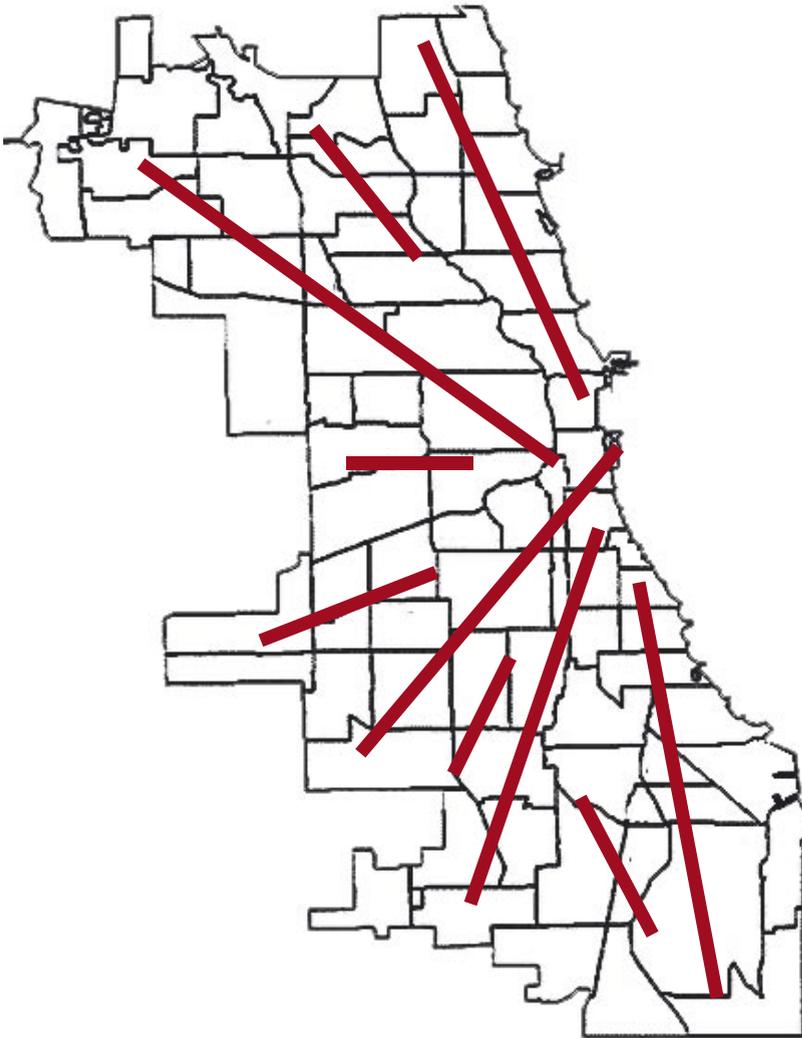
Public transportation
manages to unify a city.



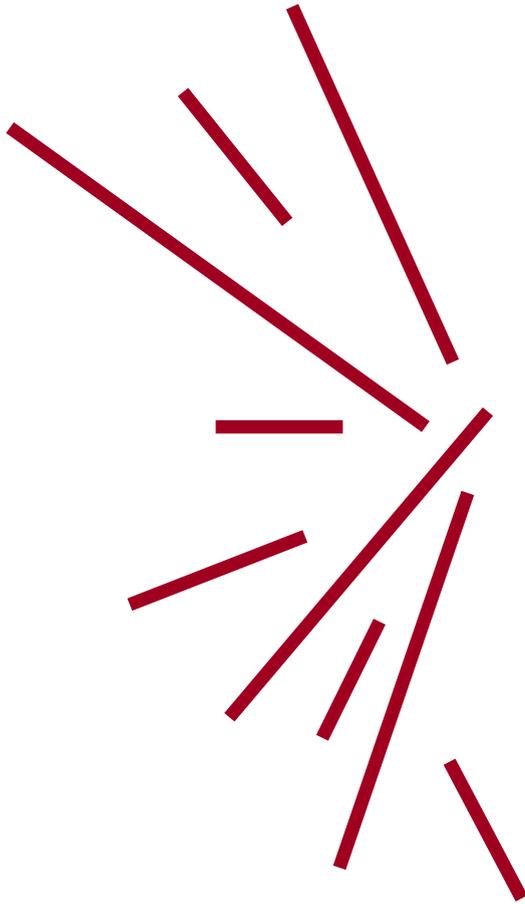
It stitches together
communities and
neighborhoods.



It stitches together communities and neighborhoods.



It provides affordable mobility and allows us to self-govern our movements.



It works like a giant
social network.

The challenge...

We cannot use this
transportation system
unless it is explained
to us.

The logo for the Chicago Transit Authority (CTA), featuring the letters "cta" in a stylized, lowercase font with horizontal lines to the left.

**bus
stop**

7 Harrison



East to Michigan/Harrison
Weekdays, AM thru PM
rush hours

126 Jackson



East to Michigan/Harrison
Weekdays, evenings only
Weekends and holidays,
early morning thru late evening

TP 4488

www.transitchicago.com

836-7000
TDD (312) 836-4949

A large white L-shaped graphic on a grey background, serving as a directional symbol.

Lake

to 95/Dan Ryan

Rail System Map



- Free connection between routes
- Accessible station
- Park & Ride Lot



Take it everywhere.

Chicago Transit Authority

Blue Line Trains

O'Hare-Downtown-Forest Park

Effective June 25, 2006

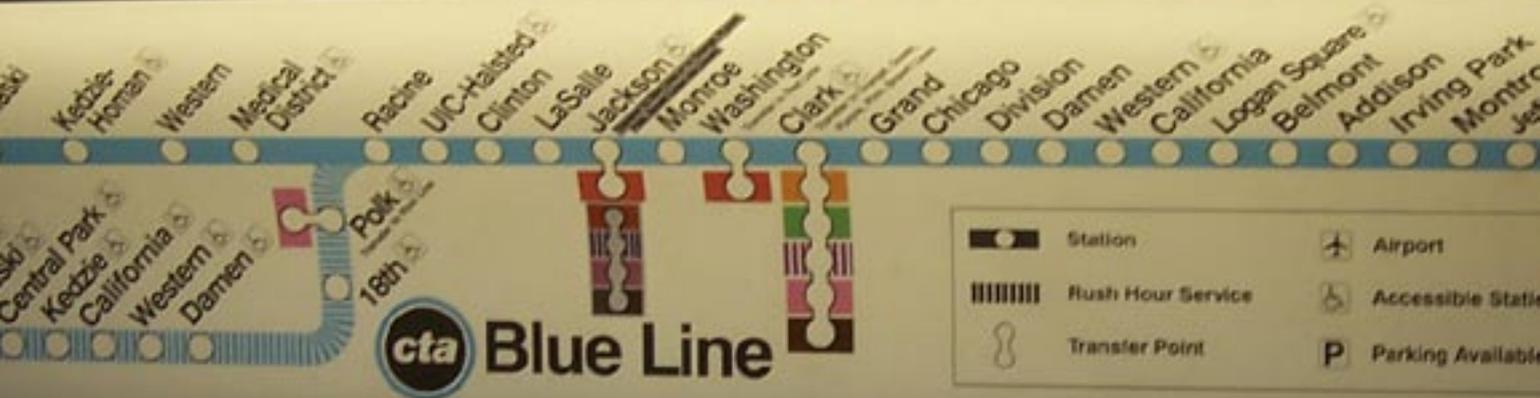


Night Owl Service between O'Hare and Forest Park



www.transitchicago.com





145 CONGRESSMEN

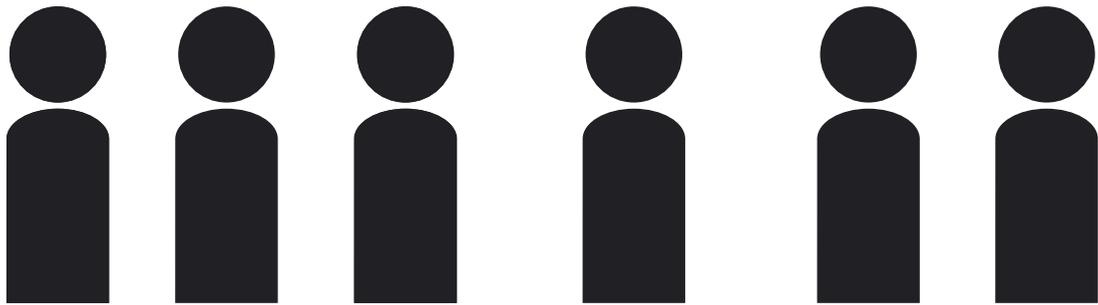
P610



cta

43882

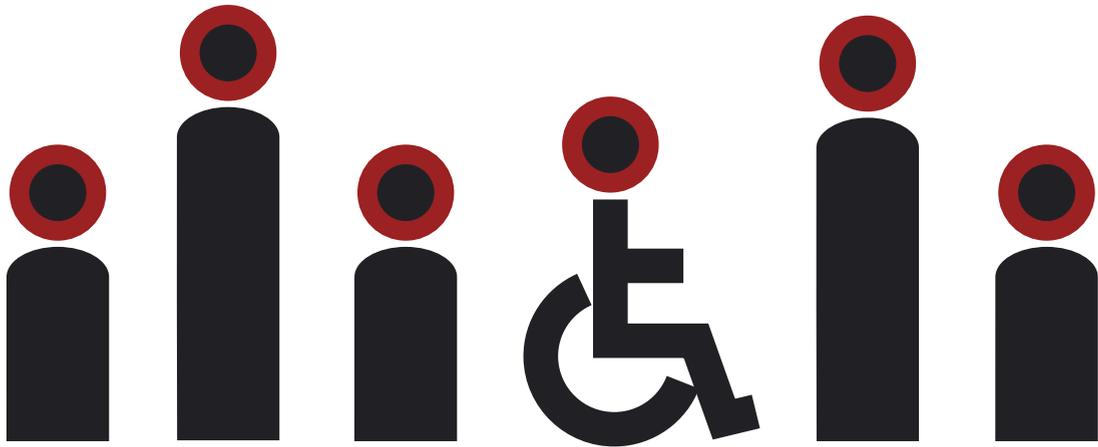
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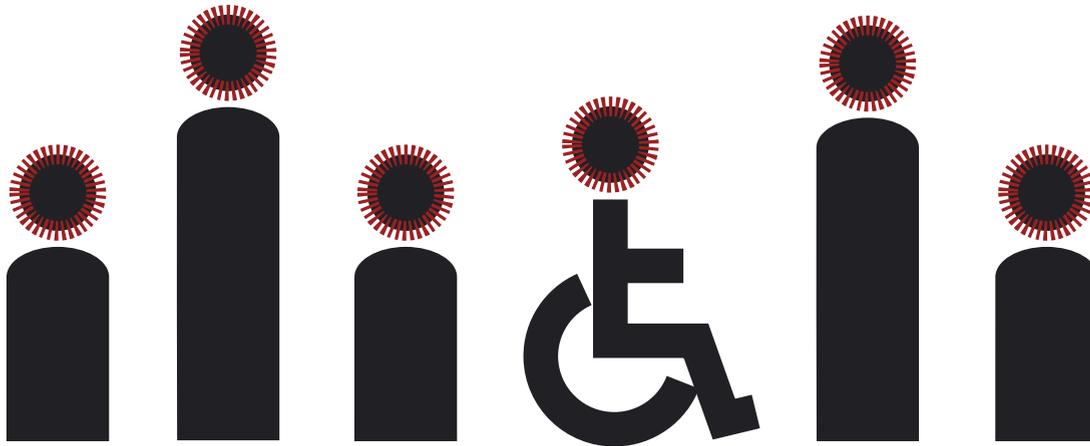
Commuters are people.



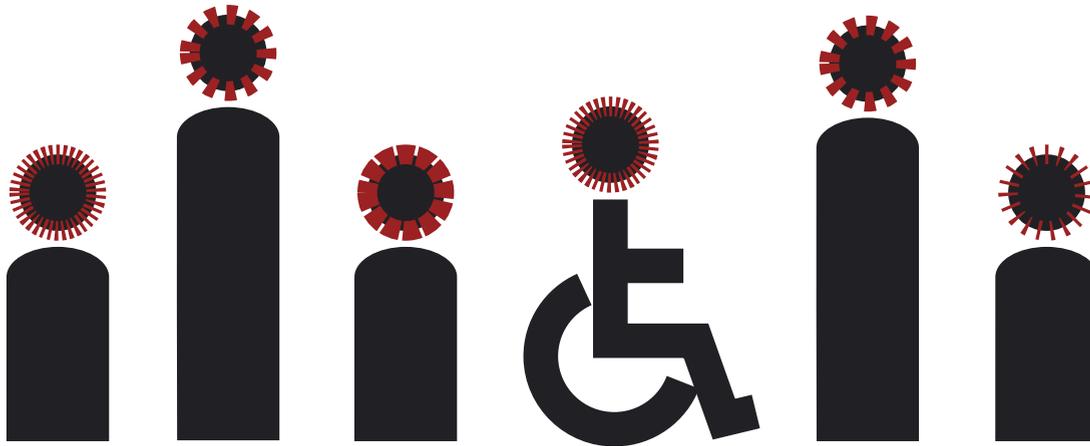
We are all unique. Some of us have physical challenges.



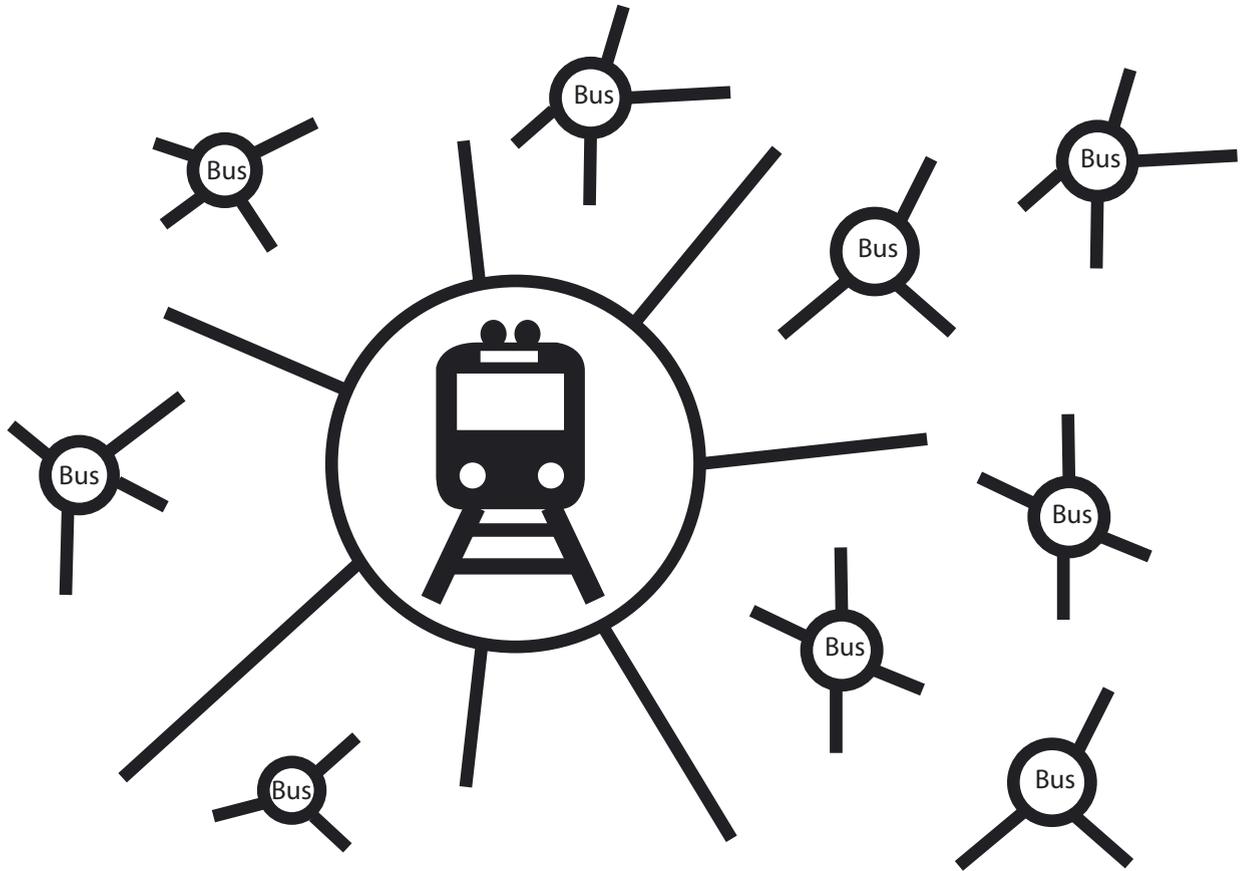
We all only understand red things...



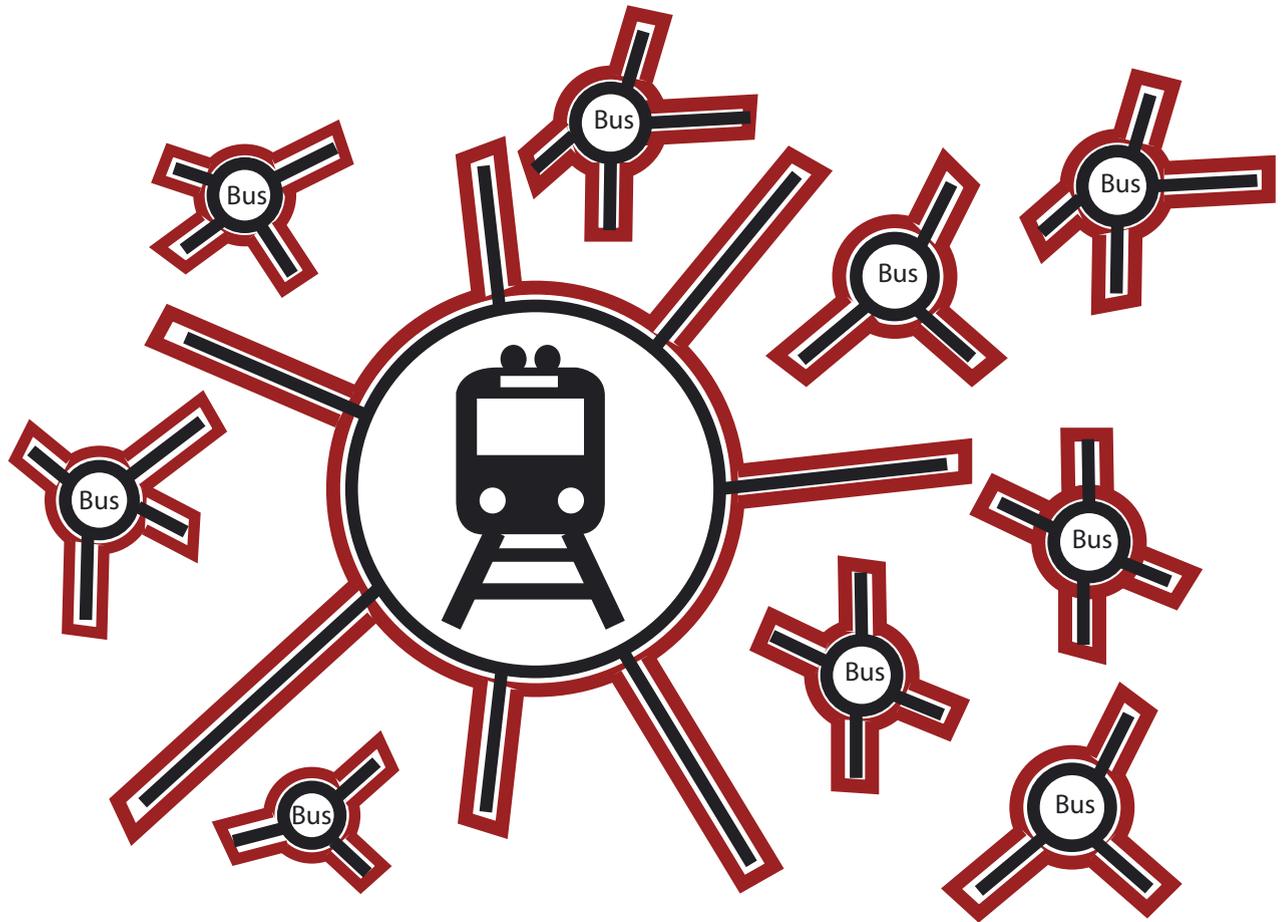
... and we understand them differently from person to person.



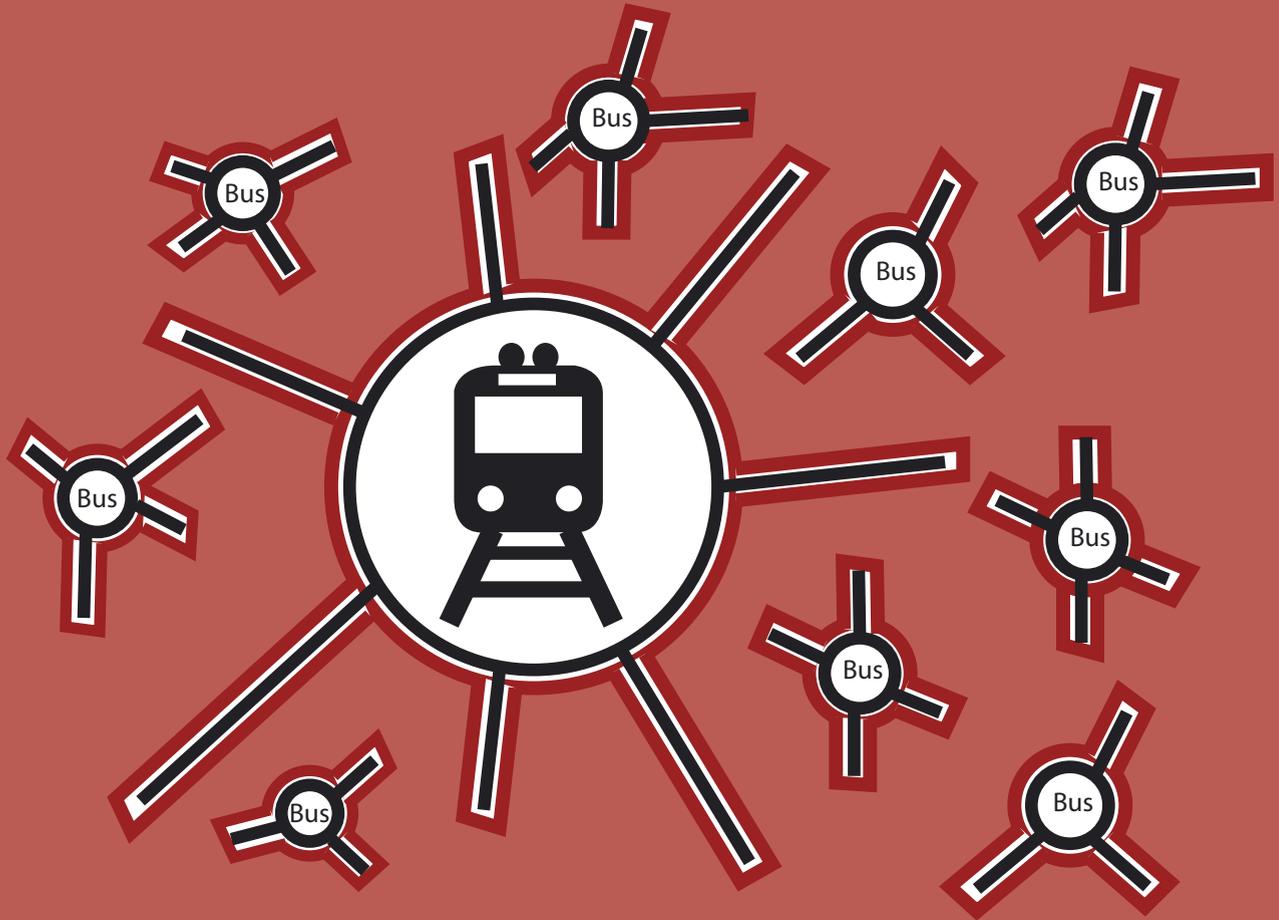
... Some of us face challenges to perceive red things, challenges like vision or hearing loss.



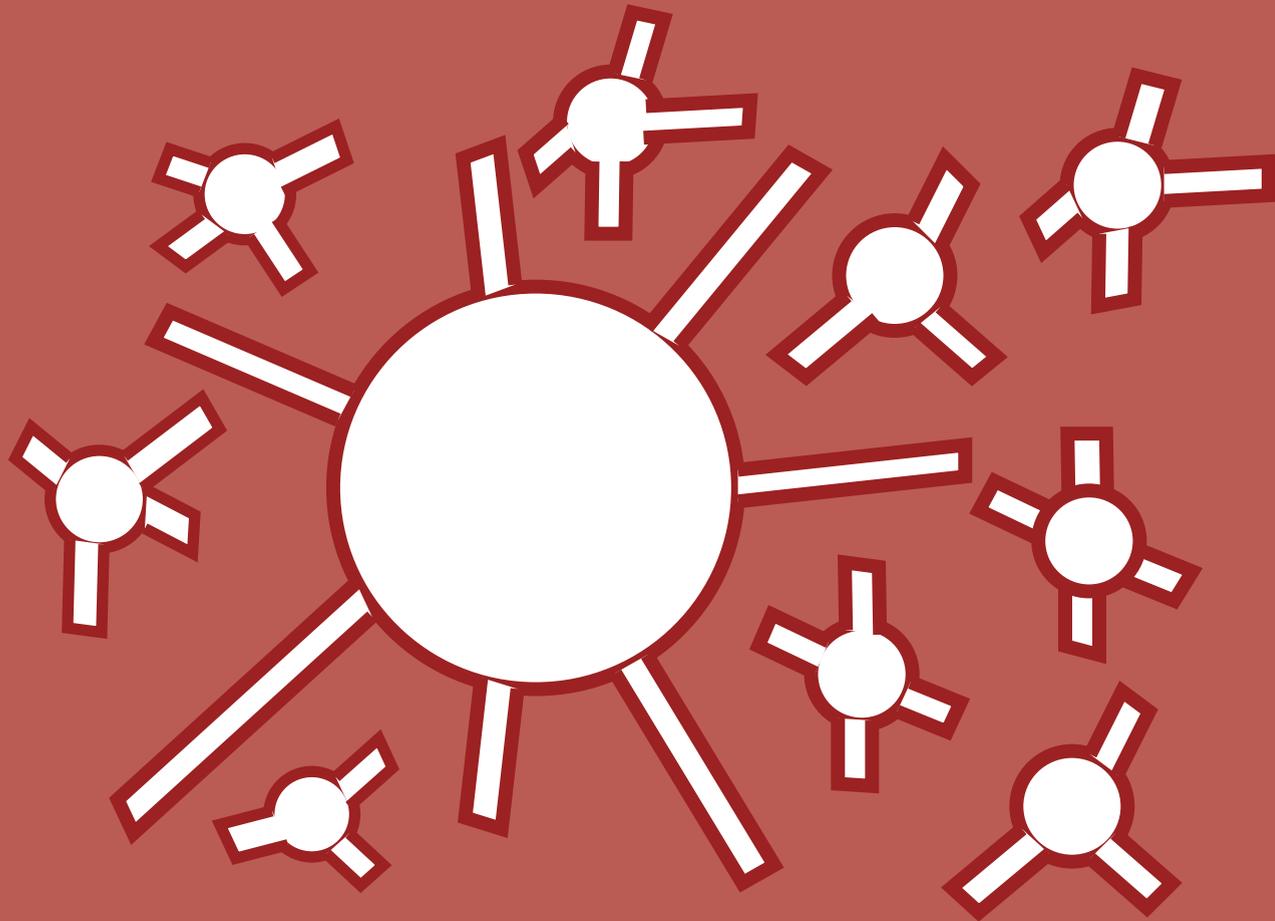
This is the CTA with its buses and trains that unify the city.



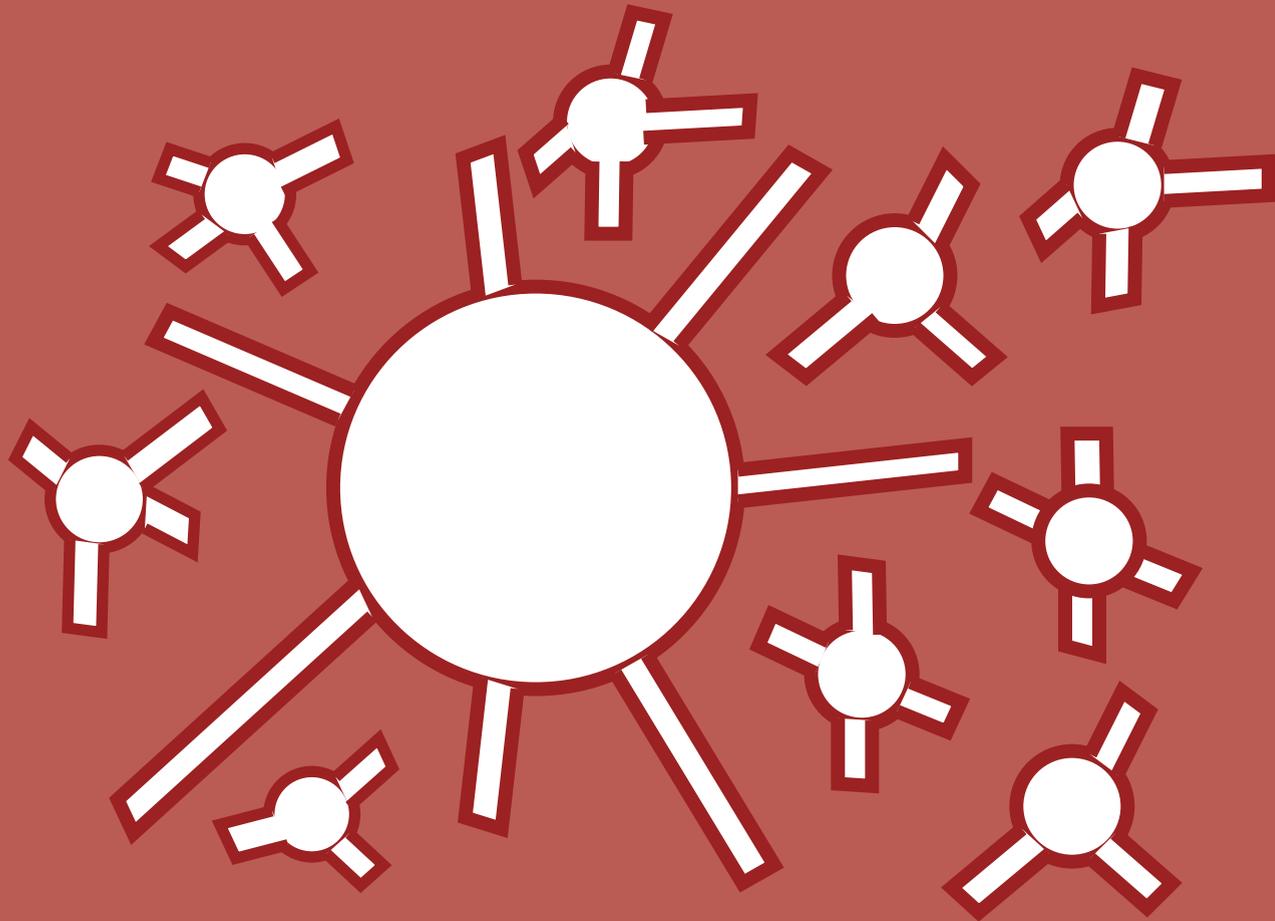
In order for us to be able to use the system, the CTA has to label its facilities and vehicles.



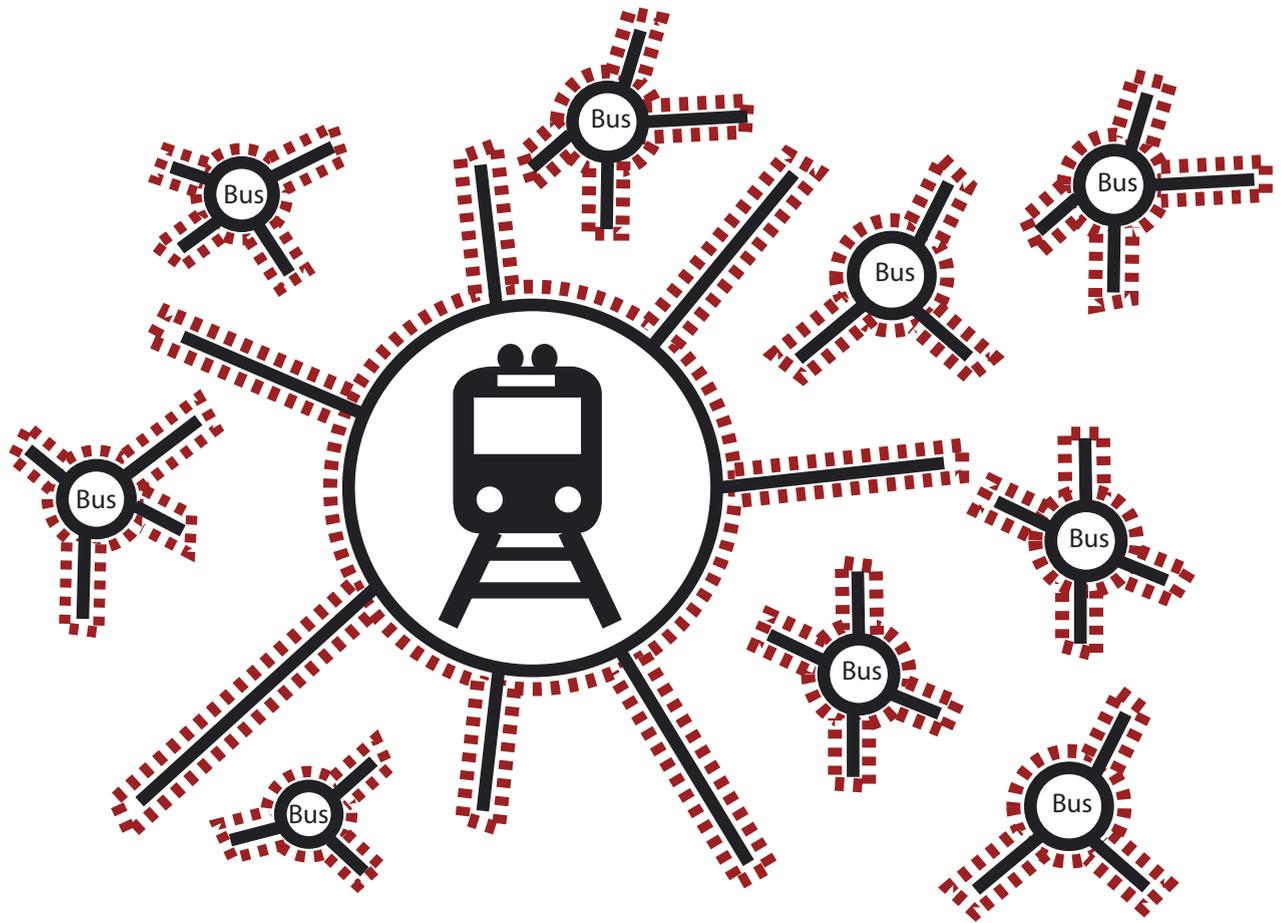
... and in order for us to understand system in its context, the CTA has to create maps and time tables.



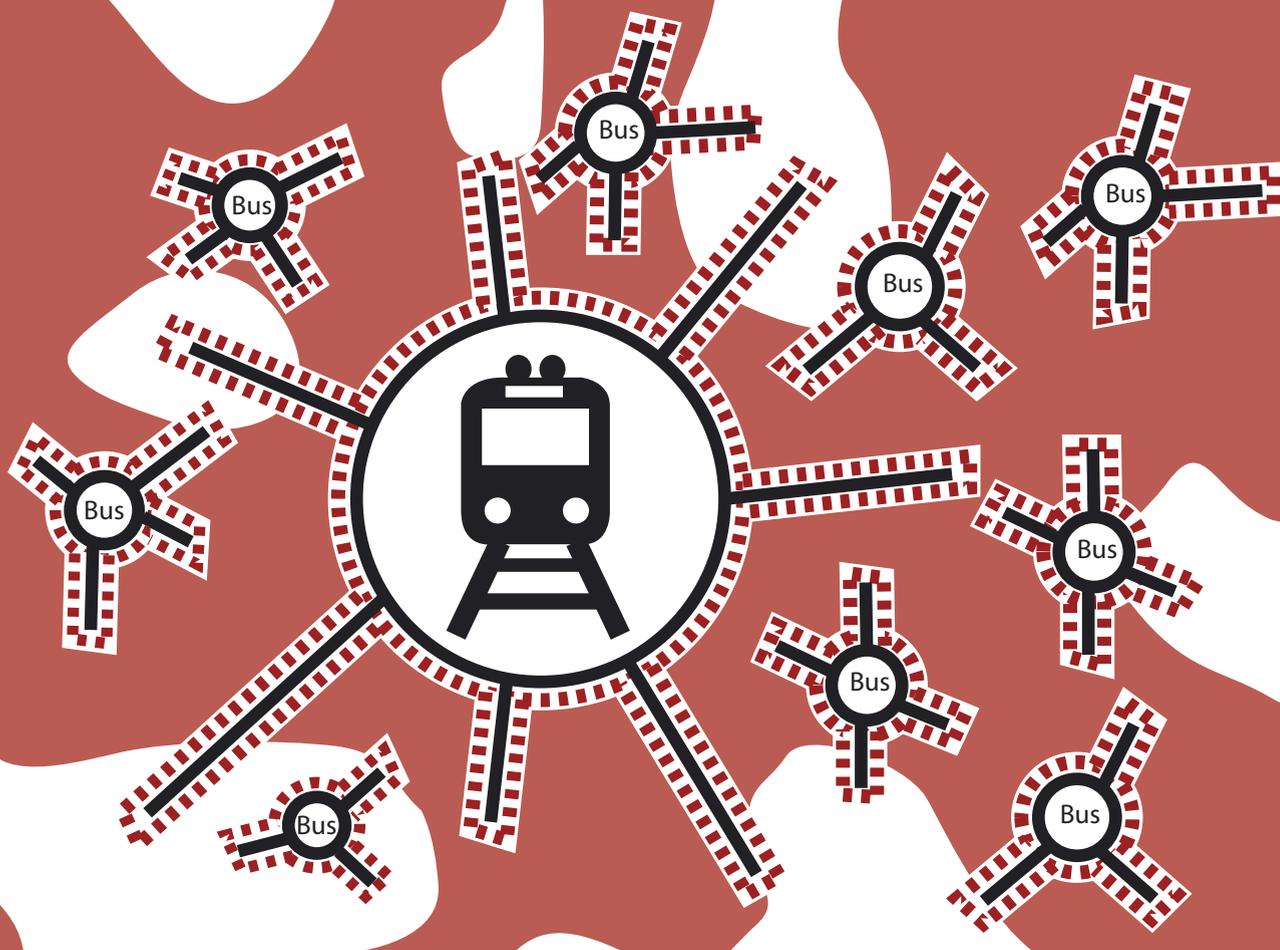
This information forms the field of our possible actions so we may act on our own.



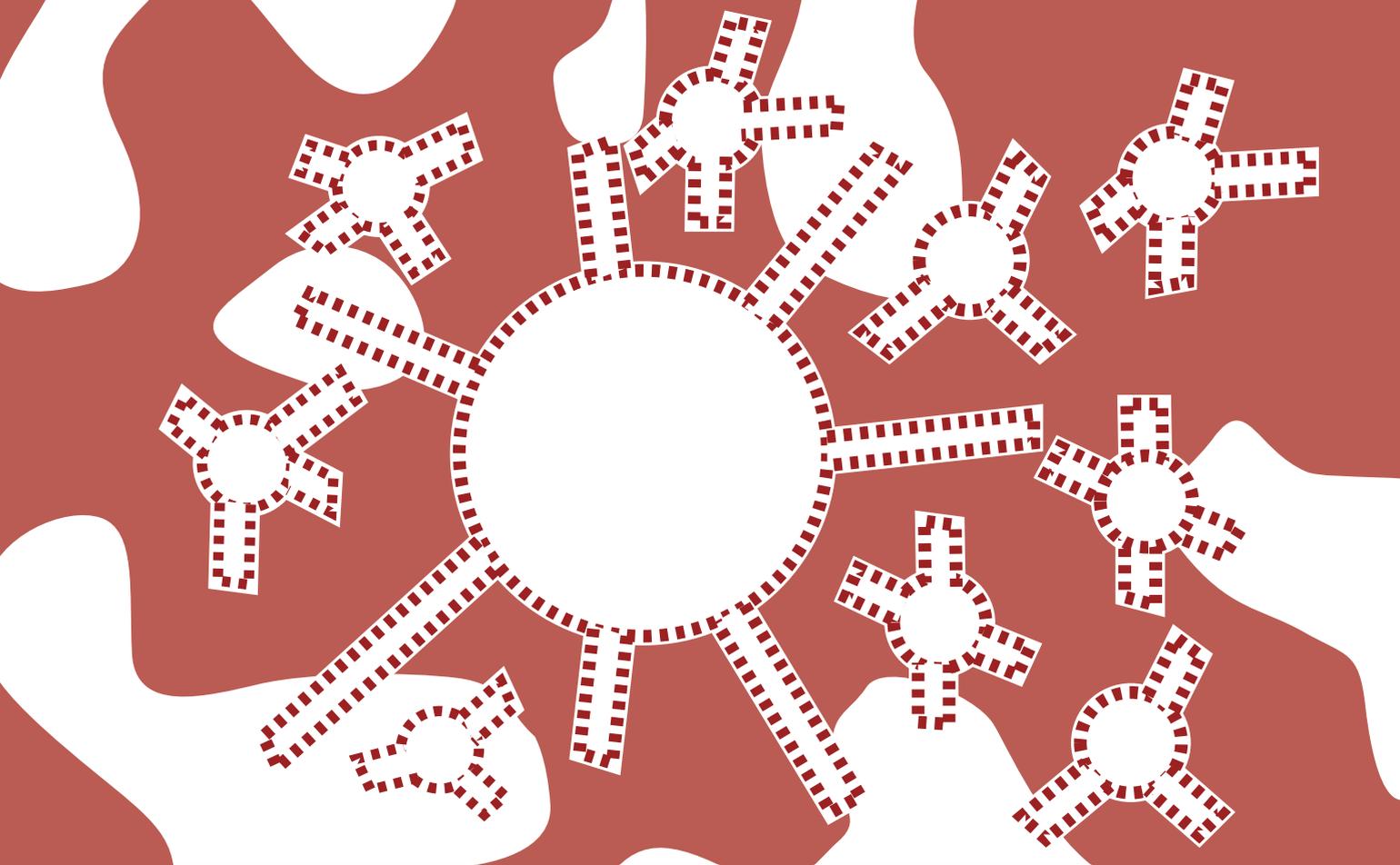
It familiarizes us with the transit and our environment and allows us to make independent and confident navigation choices.



But the CTA labeling of transit facilities and vehicles doesn't always meet the needs of people...



... And the maps are not as accessible and clear as they should be.



... so that our field of possible action has been reduced to this.

My suggestion...

Chicago Public Navigation Research Institute

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Research, develop, and implement accessible
and clear wayfinding systems in Chicago.

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Oversight body to manage and monitor new information systems and provide equal funding distribution among communities.

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Collaborate with Universities and other research institutions to develop navigation models.

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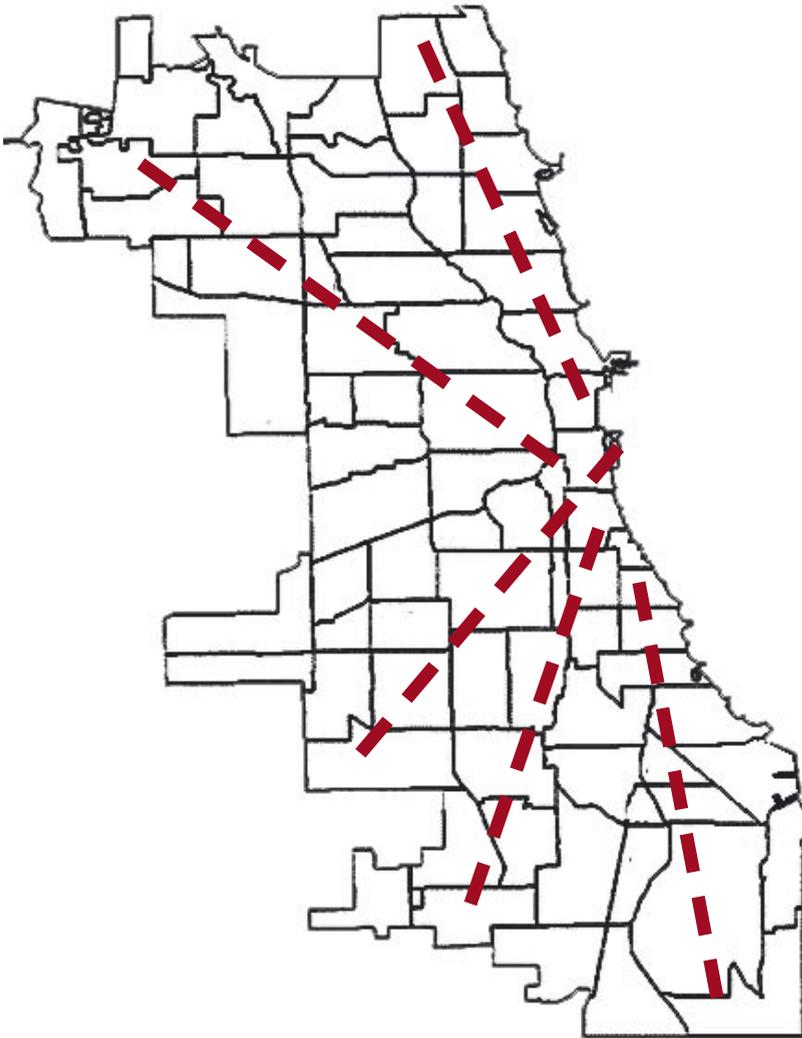
Encourage communities and businesses to participate in research.

My argument:

Information systems are just as important
as the trains and buses they describe.

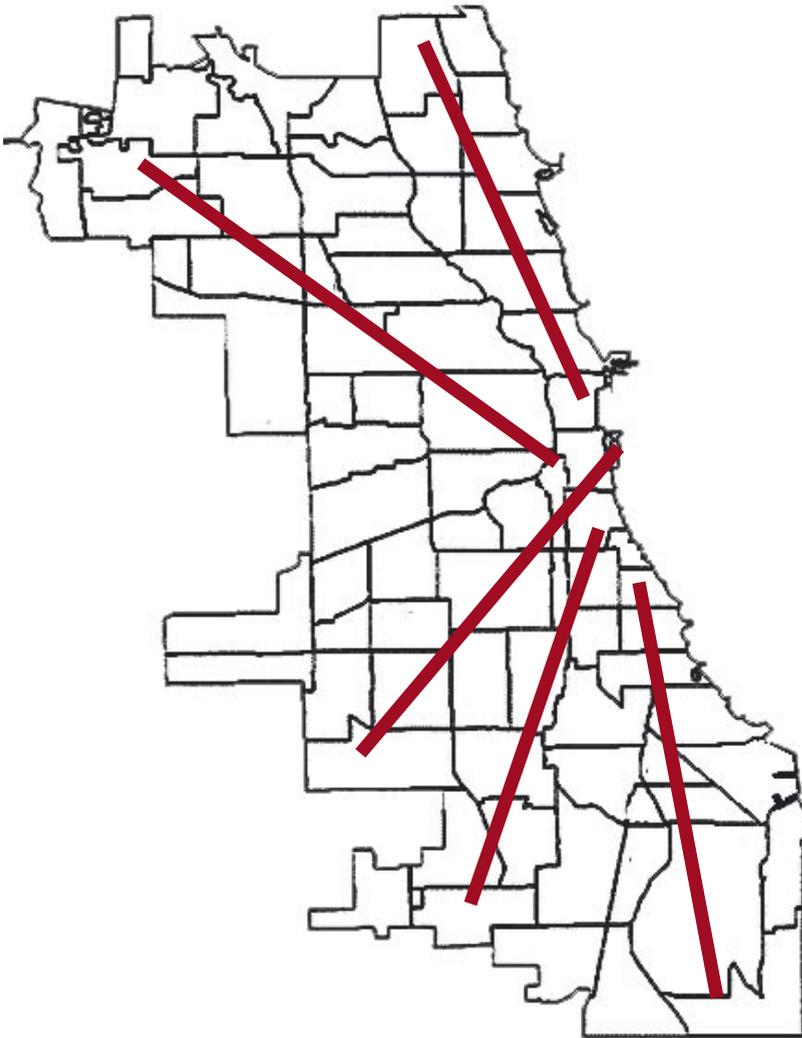
Funding:

“Capital funding is generally provided by the federal government and is granted specifically for improvement projects such as rail station renovations, track and structure rehabilitation, bus and rail car purchases, and rail extensions. This money helps the CTA maintain and improve its service, but cannot be used for day-to-day operations.”



*Chicago Public
Navigation Research
Institute*

_Research current
systems

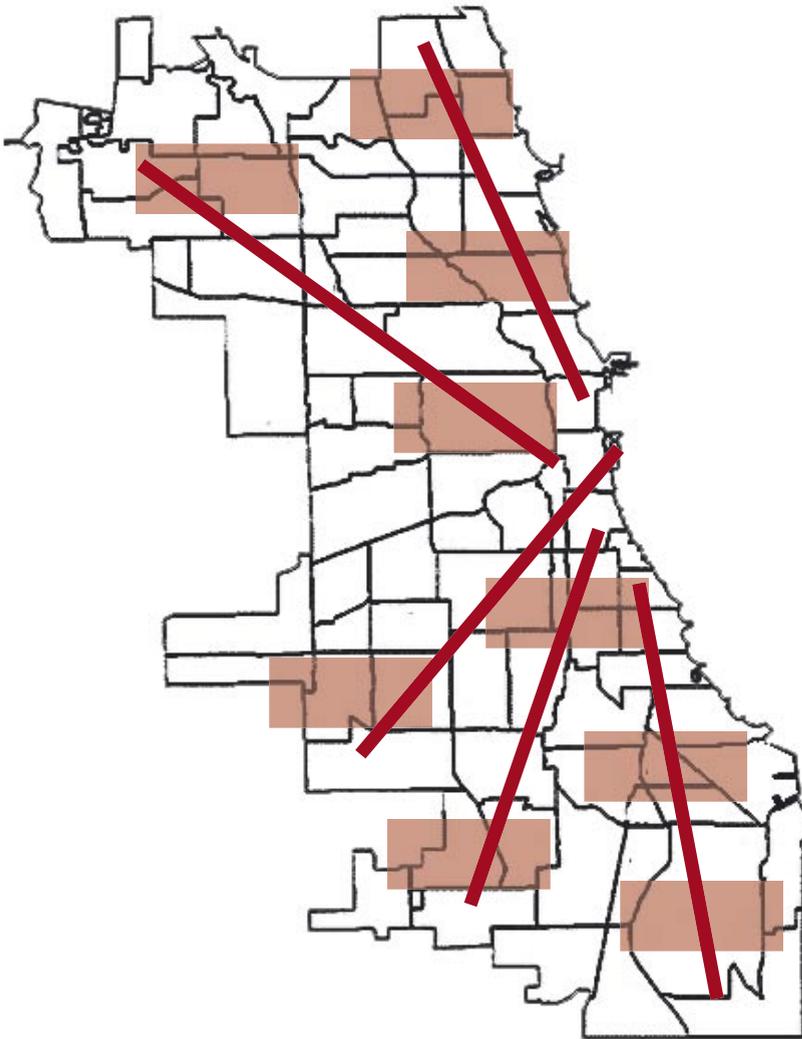


*Chicago Public
Navigation Research
Institute*

_Research current
systems

_Develop, implement
new systems

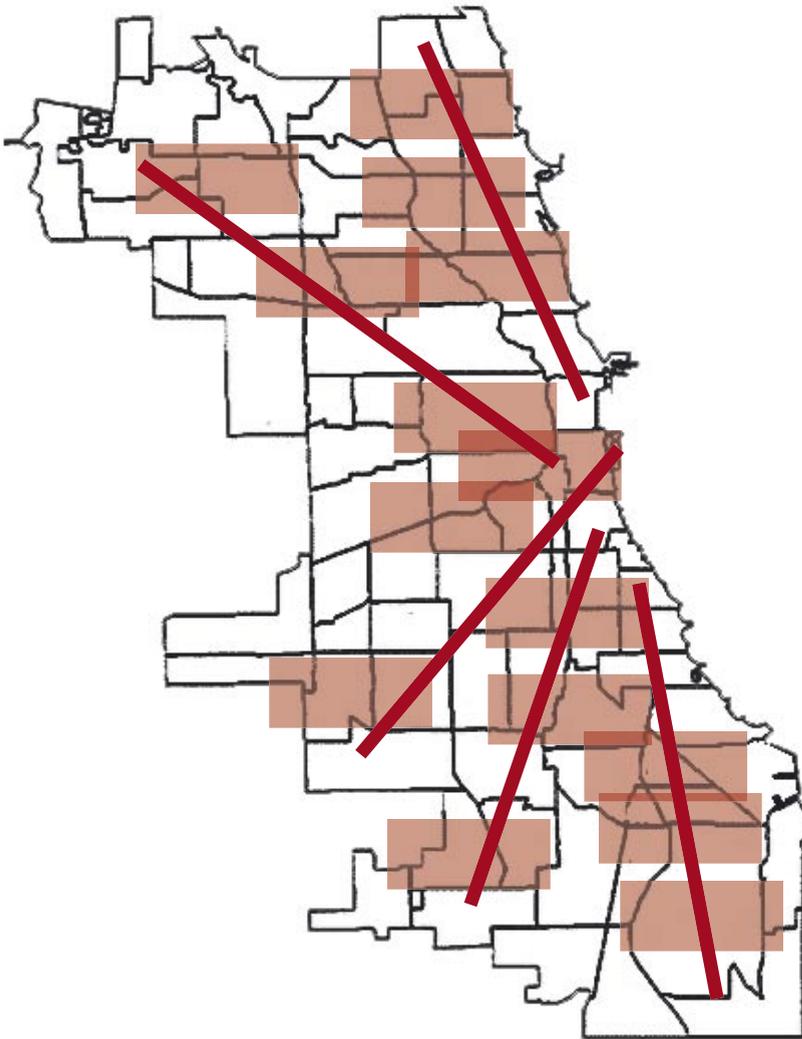
_Monitor new systems



*Chicago Public
Navigation Research
Institute*

“Rev up your way”
Program

_Connect communities
and businesses to the
project.

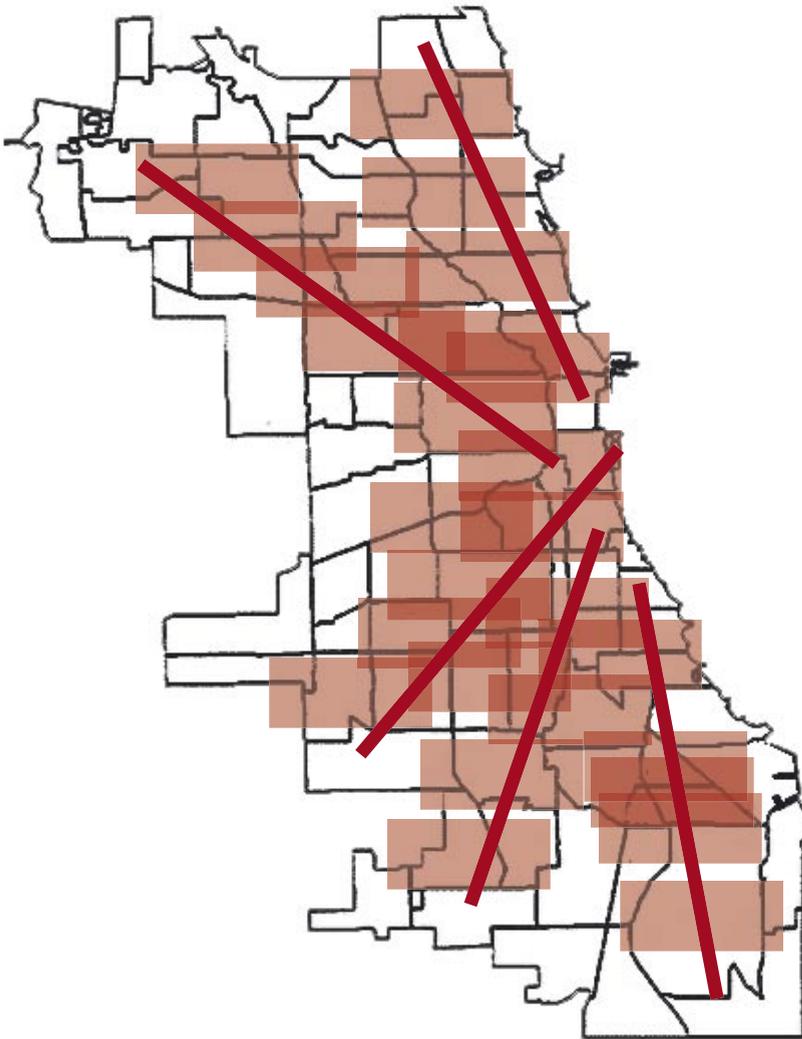


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“Rev up your way”
Program:

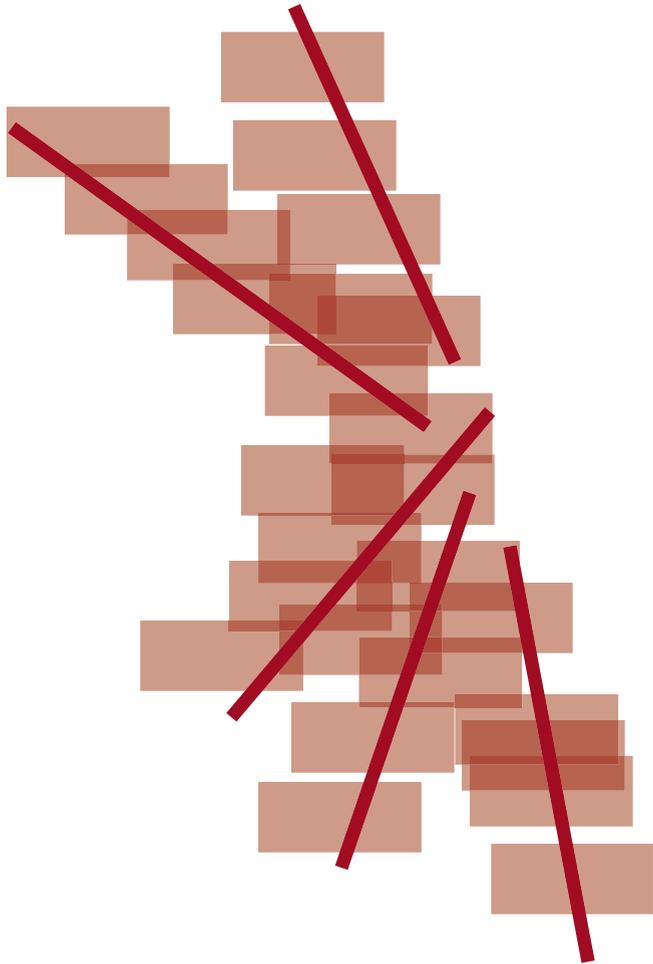
_Connect communities
and businesses to the
project.

_Option for donations



*Chicago Public
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Institute*

Establish a sense of
pride and trust in the
system through civic
participation in research.



*Chicago Public
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Institute*

_Establish a sense of
pride and trust in the
system through civic
participation in research.

_Unite a city with the
system.

Thank you.