Building Consensus for CTA’s Red Line South Reconstruction Project

The program will look at how CTA’s Red Line South Reconstruction Project – a large-scale capital infrastructure project that was complex and potentially very inconvenient for the public – was more readily accepted, ultimately being hailed as a great success, through good community relations, an extensive outreach and communications campaign, and the provision of extensive alternate service options that reduced inconvenience to customers. The talk will provide a case study of how these issues peripheral to the engineering, design, and construction are equally important part of the project planning and management to have a successful outcome.

Bio: Graham Garfield is a transit professional, with background in planning, operations, design and history. Graham is the General Manager of Customer Information for the Chicago Transit Authority, overseeing the agency’s bus and rail signage, branding, publications and graphics, and digital and social media since 2007. In this role, he has focused on streamlining and standardizing the CTA brand in all customer-facing visual communications platforms and introducing new methods and outlets to improve communication with customers, including the launch of Train Tracker and social media outlets. Working for CTA since 1999, Graham has previously held management positions in CTA’s Construction and Rail Operations departments.

Graham has published several articles in print, conducted historical tours of the ‘L’, and given lectures on Chicago transit history, architecture and design. Since 1997, he has written and maintained Chicago-L.org, a comprehensive historical website about Chicago’s rapid transit system. Graham has a Bachelor’s of Fine Arts in Urban and Regional Planning from the University of Illinois at Urbana-Champaign, and a Master's in Urban Planning and Public Policy at the University of Illinois at Chicago.