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**FOR IMMEDIATE RELEASE**

**Chicago Loop Alliance's Downtown Futures Series kicks off with  
*Big Data. Big City.*  
Thursday, April 14 at 7:30 a.m.**

**A public forum on how big data and predictive analytics are changing the  
future of downtown management and services**

**Featuring [Charlie Catlett](#) (Urban Center for Computation and Data), [Brett Goldstein](#) (University of Chicago) and [Brenna Berman](#) (City of Chicago)**

CHICAGO (March 31, 2016)—[Chicago Loop Alliance](#) (CLA), the sole service provider for Special Service Area SSA1-2015, kicks off its **Downtown Futures Series** with [Big Data. Big City](#) on Thursday, April 14. Learn what the use of new data sets and predictive analytics means for future downtown management and performance at this public forum featuring keynote speaker **Charlie Catlett**, director of the Urban Center for Computation and Data and senior computer scientist at Argonne National Laboratory. Additional panelists include **Brett Goldstein**, senior fellow in Urban Science at the University of Chicago, and **Brenna Berman**, chief information officer for the City of Chicago.

[Big Data. Big City.](#) focuses on how predictive analytics can be used to better target city services such as police patrols, fire abatement, sanitation efforts and inspections, using historic data and statistical algorithms to identify the likelihood of future outcomes. Catlett and fellow panelists will discuss how the City of Chicago is using data analytics today, as well as provide an overview of the forthcoming Array of Things urban sensing project—a network of interactive, modular sensor boxes that will collect real-time data on Chicago's environment, infrastructure and activity for research and public use. Such data could be combined with the real-time information from CLA's new Springboard pedestrian and vehicle counting technology along State Street to form a more complete picture of how people access the district, informing future commercial development and public services.

[Big Data. Big City.](#) takes place at the Columbia College Conaway Center (1104 S. Wabash Avenue) on Thursday, April 14 from 7:30-9 a.m. A light breakfast and networking will precede the panel discussion at 8 a.m. Tickets are free for CLA members and \$20 for non-members. For more information and to purchase tickets, visit [www.LoopChicago.com/DowntownFutures](http://www.LoopChicago.com/DowntownFutures).

The sponsor for *Big Data. Big City.* is **Wintrust Bank**.

**About the Downtown Futures Series**

The global downtown is in a renaissance—from the sharing economy and future transportation technology to increased professional mobility, collaborative offices and the burgeoning creative class. Chicago Loop Alliance's Downtown Futures Series brings recognized urban thought leaders into public dialogues on emerging downtown trends and their impact on Chicago's Loop. Forums will be held three times annually from 2016-2018.

**About Chicago Loop Alliance**

Chicago Loop Alliance, the sole service provider for Special Service Area SSA1-2015, creates, manages and promotes high-performing urban experiences, attracting people and investment to the Loop. For more information, please visit [www.LoopChicago.com](http://www.LoopChicago.com).

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