

RTA Committees and Board of Trustees Meeting

Tuesday, November 28, 2023

External and Stakeholder Relations & Advocacy Committee

Vice Chair: Mayor Paul A. Koomar



Community Advisory Committee (CAC)

External & Stakeholder Relations &
Advocacy Committee

November 28, 2023

PURPOSE

- Make recommendations to the Board of Trustees on fare changes, Long-Range Plan updates, and major or new projects.
- Provide comments on service changes.
- Review, monitor, and recommend service and program improvements or expansion projects to RTA.
- Strengthen relations within the transit communities through the development and implementation of public relations campaigns, programs, and events.



Make
Recommendations
to the Board



Provide Service
Change
Comments



Recommend Service
and Program
Improvements



Strengthen
Relations within
the Community

MEMBER QUALIFICATIONS

- 18 years old or older
- Resident of Cuyahoga County
- A CAC member must be familiar with public transportation and, preferably, use it occasionally, if not frequently
- Active interest in public transportation
- CAC members must be able to communicate knowledgeably about the Authority and public transit in general
- Reflect GCRTA's customer base
- Willingness to make a substantial time commitment



COMMITTEE SELECTION

- Written Application
- Ad Hoc Screening Committee
- Board of Trustees makes final appointment from External & Stakeholder Relations & Advocacy Committee recommended candidates



COMMITTEE COMPOSITION

- Eleven to fifteen individuals from diverse communities within Cuyahoga County
- Selected by application to the CAC by the Board of Trustees
- Terms for CAC members shall be two years (staggered)
 - Eight initial appointments for two years
 - Three initial appointments for one year
 - Four remaining vacancies to be filled next year (2024) alongside the one-year appointments

External & Stakeholder Relations & Advocacy Committee

Recommended Candidates for Initial 2-Year Terms

- **Burmeister, Brooklyn:** Brooklyn presently works as an Architectural Designer for the DLR Group. Brooklyn is a member of the American Institute of Architects (AIA) and AIA Cleveland. Brooklyn utilizes fixed-route services daily.
- **Gibbons, Brian:** Brian has years of experience representing labor forces, senior management of public media, non-profit, and government agencies. Brian is currently a member of Clevelanders for Public Transit and Northern Ohioans for Budget Legislation. Brian utilizes fixed-route services 4-5 times a week.
- **Kennick, Charles:** Charles presently works as a Neighborhood Development Coordinator for the Old Brooklyn Community Development Corporation (“CDC”). Charles is a member of the Old Brooklyn CDC and the Franklin Clinton Block Club. Charles utilizes fixed-route and rail service 2-3 times a week.

External & Stakeholder Relations & Advocacy Committee

Recommended Candidates for Initial 2-Year Terms Contd.

- **Howerton, Alicia:** Alicia presently works as the Strategic Partnership Manager for the Cleveland Sight Center. Alicia serves on the Cuyahoga County Advisory Committee on Persons with Disabilities (CCACPD) and is Co-Chair of the CCACPD Subcommittee for Transportation. Alicia is a frequent Paratransit rider.
- **Loh:** Loh is a member of various community organizations including Northern Ohioans for Budget Legislation, ADAMHS Board of Cuyahoga County Action Committee, and Clevelanders for Public Transit. Loh utilizes fixed-route and rail services daily.
- **Meissner, Paul:** Paul presently works as a Financial Controller for the Realife Real Estate Group/ HSK Management. Paul is a member of Clevelanders for Public Transit and is the Precinct Election Officer for the Cuyahoga County Board of Elections. Paul utilizes fixed-route and rail services 2-3 times a week.

External & Stakeholder Relations & Advocacy Committee Recommended Candidates for Initial 2-Year Terms Contd.

- **Sieck, Jonathan:** Jonathan's profession is in managing the mobile field workforce with the responsibility of route planning, capacity requirements, communication, and efficiency. Jonathan currently serves on the board of directors for Neighborhood Family Practice and is a member of the South of Lorain Block Club. Jonathan utilizes fixed-route and rail services daily.
- **Ware, Cole:** Cole serves as an Associate for Results for America. Cole is a member of the Cleveland Heights Transportation and Environmental Sustainability Committee and Co-Founder of the Coventry Neighborhood Group. Cole utilizes fixed-route and rail services 3-5 times a month.

External & Stakeholder Relations & Advocacy Committee

Recommended Candidates for Initial 1-Year Terms

- **Brewington, Johnny:** Johnny is a retired Chief of Fire for the Village of Woodmere. Johnny has previously served on the Community Advisory Committee and is currently a board member of the Western Reserve Fire Museum and Education Center. Johnny utilizes fixed-route and rail services 2-3 times a week.
- **Laird, Nichole:** Nichole presently works as a Planner for the Cuyahoga County Planning Commission. Nichole is a member of the American Planning Association and a Civic Vision Advisor at Look Up to Cleveland. Nichole utilizes fixed-route service daily.
- **Sopko, Dr. Joseph:** Dr. Sopko is a retired physician who worked at St. Vincent Charity Hospital for 40 years. Dr. Sopko has previously served on GCRTA's Community Advisory Committee and is currently president of The Board of Les Delices. Dr. Sopko utilizes fixed-route and rail services 2-3 times a week.

RECOMMENDATION

- Staff requests the External & Stakeholder Relations & Advocacy Committee, recommend to the Board of Trustees the appointment of the eleven candidates as members of the Community Advisory Committee.

Questions



Organizational, Services & Performance Monitoring Committee

Chair: Mayor Anthony D. Biasiotta

3rd Quarter 2023 Report

November 28, 2023

India Birdsong Terry

General Manager, CEO

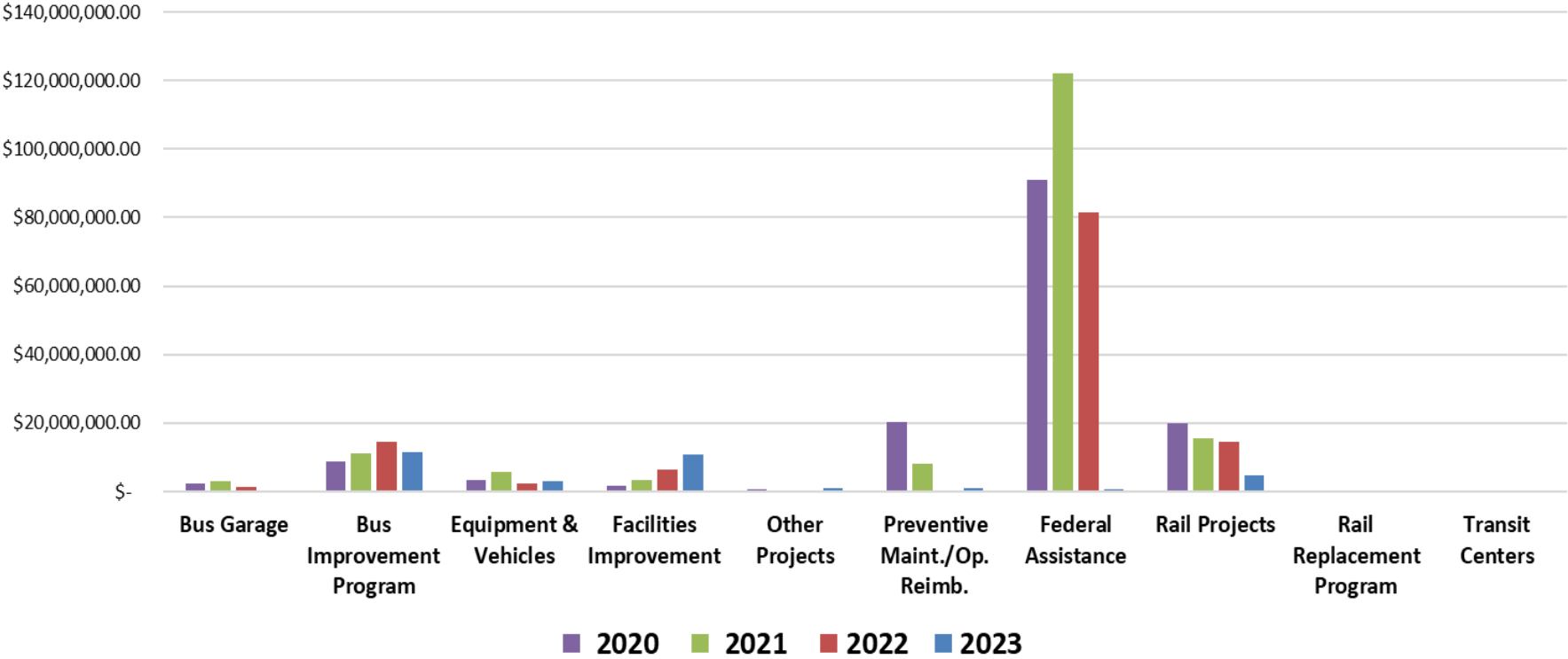
General Fund – 3rd Quarter 2023

- Total Revenues: 2.9% higher than budget
 - Passenger Fares – 6.1% higher
 - Sales & Use Tax – 2.1% higher
 - Other Revenues – 16.9% higher (Advertising, Investments, Other Revenue, Reimbursements)
- Operating Expenses: 1.6% lower than budget
 - Total personnel costs: 1.3% lower than budget
 - Fuel hedging – continues to help stabilize costs

General Fund – 3rd Quarter 2023

- Transfers to Other Funds
 - Reserve Fund:
 - \$10 million in Rolling Stock Reserve
 - \$878,615 in 27th Pay
 - Bond Retirement Fund:
 - \$4.5 million transferred
 - Capital Improvement Fund:
 - \$6.6 million transferred

Capital Expenditures per Category 2023 Q3



Questions





Quarterly Performance Review FY23 Q3

India L. Birdsong Terry, GCRTA *General Manager and CEO*

Dr. James Rubin, TransPro *Principal*

Performance Management Cadence

METRICS		TACTICS	METRICS		TACTICS		METRICS		TACTICS	METRICS	
Oct	Nov	Dec	Jan '24	Feb '24	Mar '24	Apr '24	May '24	Jun '24	Jul '24		
<ul style="list-style-type: none"> Q3 Quarterly Metrics Review 2024 Success Planning 	2024 Success Planning	Monthly Tactics Reviews	<ul style="list-style-type: none"> Q4 Quarterly Metrics Review 2023 Year End Review 	Monthly Tactics Review	Monthly Tactics Review	Q1 Quarterly Metrics Review	Monthly Tactics Review	Monthly Tactics Review	Q2 Quarterly Metrics Review		

↑
We are here

Glossary: NPS

Net Promoter Score (NPS): a number based on responses to the question “On a scale from 0-10, how likely are you to recommend RTA to a friend or neighbor?” Responses 9 and 10 are deemed Promoters. Responses 7 and 8 are deemed Passives. Responses 0 through 6 are deemed Detractors. The NPS is found by subtracting the percent of Detractors from the percent of Promoters.

Glossary: Environmental Justice (EJ)

Environmental Justice (EJ): the fair treatment and meaningful involvement of all people. DOT is committed to ensuring a fast, safe, efficient, accessible, and convenient transportation system for communities nationwide. In the region, Environmental Justice Areas are those Transportation Analysis Zones (TAZ's) with either Minority Populations greater than or equal to 28.81% or Residents Below the Poverty Line greater than or equal to 14.72%.

<https://www.transportation.gov/transportation-policy/environmental-justice>

Organizational Success Outcomes: FY23 Status

Success Outcomes	Metric	Information System	Success Definition	Status
Customer Experience	Net Promoter Score	Customer Survey	5% improvement in Net Promoter Score over 2022 (NPS goal of 29).	Customer Satisfaction survey completed. Combined NPS of 25.
Community Value	Community Value Score	Community Survey & Data	50% of the community agrees that GCRTA serves employment. 79% of major projects are within EJ communities. 4 active Transit Oriented Development Projects. 7 as a ratio of private sector capital to GCRTA capital.	43% of the community agrees that GCRTA serves employment. 77% of major projects are within EJ communities. 2 active TOD projects with several in the pipeline. Current ratio of private sector to GCRTA is 8.9 .
Financial Sustainability	Operating & Capital Performance	Financial Reporting	\$10m transfer to capital and reserve fund over the board policy. \$35m of competitive capital grants (CMAQ year).	\$10 million transfer complete. \$157 million won in competitive grants, including \$130 million rail vehicle replacement grant.
Employee Engagement	Employee Engagement	HR Data	Vacancy Fill Rate: Operators, Mechanics, Transit Police target is 91% for Q3 (95% for the year) Vacancy Fill Rate: Non-bargaining target is 95% for Q3 (95% for the year)	Operators/Mechanics/Transit Police: 86% Non-bargaining: 93%

Organizational Scorecard 2023

RTA earned **91.0** out of **100** points in Q3 FY23.



Organizational Total				
Success Outcome	Goal Points	Q1 Points Earned	Q2 Points Earned	Q3 Points Earned
Customer Experience	35	28.7	28.2	↑ 29.2
Community Value	30	26.1	26.7	↑ 27.1
Financial Sustainability	25	19.5	26.2	26.2
Employee Engagement	10	8.6	8.6	8.5
Total	100	82.9	89.7	91.0

Organizational Scorecard Q3 – Customer Experience

RTA earned **29.2** out of **35** points in Customer Experience.

Success Outcome	Metric	Goal	Owner	Goal Points	Q1 Results	Q2 Results	Q3 Results	Points Earned
Customer Experience	Net Promoter Score	29	I. Terry	13	20	21	↑ 25	11.1
	Overall Customer Satisfaction	84%	I. Terry	8	66%	66%	↓ 57%	5.4
	On-Time Performance - Impression	77%	F. Caver	4	71%	68%	↓ 67%	3.5
	On-Time Performance - Actual	85%	F. Caver	4	86%	83%	↓ 80%	3.8
	Safe & Secure Riding / Waiting - Impression	74%	F. Caver	4	64%	59%	↑ 63%	3.4
	Vehicle Cleanliness - Impression	54%	F. Caver	2	59%	51%	↑ 55%	2.0
					35			

Organizational Scorecard Q3 – Community Value

RTA earned **27.1** out of **30** points in Community Value.

Success Outcome	Metric	Goal	Owner	Goal Points	Q1 Results	Q2 Results	Q3 Results	Points Earned
Community Value	Community Perception - Access to Employment	50%	J. Freilich	7.5	32%	32%	↑43%	6.5
	Capital Dollars Invested in Environmental Justice Zones/Communities	79%	M. Schipper	7.5	81%	87%	↓77%	7.3
	Transit Oriented Development (TOD) on RTA properties	4	J. Reed	7.5	2	2	2	3.8
	Ratio of Private Sector Investment to Major Capital Investment	7	M. Schipper	7.5	10.7	9.3	↓8.87	9.5
					30			


Organizational Scorecard Q3 – Financial Sustainability

RTA earned **26.2** out of **25** points in Financial Sustainability.

Success Outcome	Metric	Goal	Owner	Goal Points	Q1 Results	Q2 Results	Q3 Results	Points Earned
Financial Sustainability	General Fund Transfer to Capital/Rolling Stock Reserve Fund*	\$10 million	R. Gautam	7	\$10 million	\$10 million	\$10 million	7
	Competitive Capital Grants	\$35 million	M. Schipper R. Gautam	7	\$12 million	\$145 million	↑\$157 million	9.1
	Operating Ratio : Expense Covered by Own Source Revenue	13%	R. Gautam	6	11.8%	11.5%	11.5%	5.3
	Cost per Service Hour: Overall Operating Cost/Revenue Hour	\$165.00	R. Gautam F. Caver	5	\$175.13	\$171.60	↑\$172.31	4.8
					25			

Organizational Scorecard Q3 – Employee Engagement

RTA earned **8.5** out of **10** points in Employee Engagement.

Success Outcome	Metric	Goal	Owner	Goal Points	Q1 Results	Q2 Results	Q3 Results	Points Earned
Employee Engagement	Vacancy fill rate : Operators (Bus, Paratransit, Rail), Mechanics, and Transit Police	91%	I. Terry G. Fields	2	84%	84%	 86%	1.9
	Vacancy fill rate : Non-Bargaining	95%	G. Fields	2	91%	93%	93%	2.0
	Agencywide Retention Rate	88%	G. Fields	1.5	96%	98%	98%	1.7
	Supervisor Invested in Growth and Success*	57%	G. Fields	1.5	55%	55%	55%*	1.4
	Understand How Performance Linked to Organization Success*	71%	I. Terry G. Fields	1.5	72%	72%	72%*	1.5
	Workforce Net Promoter Score*	5	G. Fields	1.5	-3	-3	-3*	0
					10			

*results carried over from a previous quarters. New employee engagement results expected Q1 2024.

Customer Survey

September 2023

Customer Satisfaction Results – NPS

Fixed Route

NPS



Wave 1
(Feb '22)

Wave 2
(May '22)

Wave 3
(Sep '22)

Wave 4
(Dec '22)

Wave 5
(Mar '23)

Wave 6
(Jun '23)

Wave 7
(Sep '23)

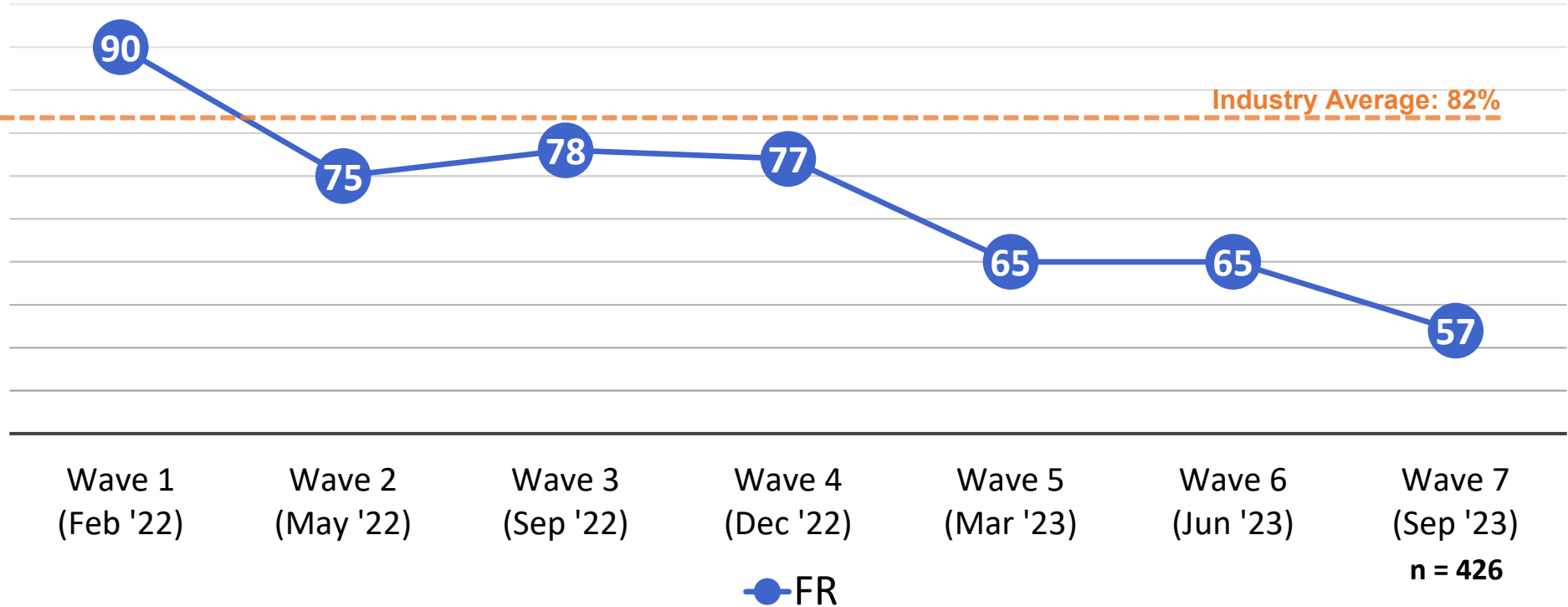
● FR

n = 426

Customer Satisfaction Results – Overall Satisfaction

Fixed Route

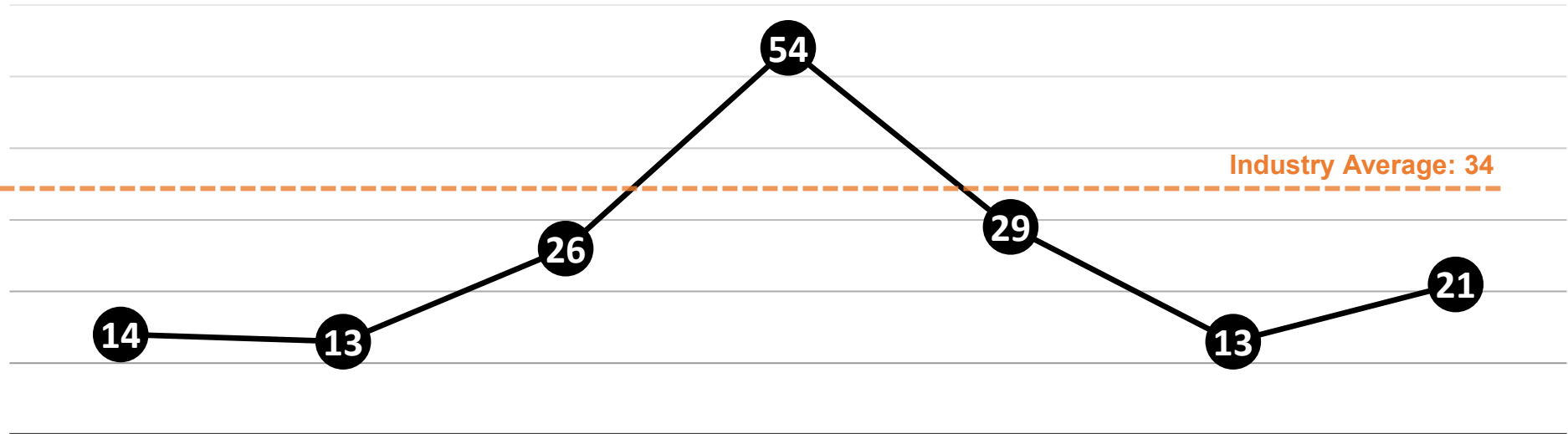
Overall Satisfaction (%)



Customer Satisfaction Results – NPS

Bus Rapid Transit

NPS



Industry Average: 34

Wave 1 (Feb '22) Wave 2 (May '22) Wave 3 (Sep '22) Wave 4 (Dec '22) Wave 5 (Mar '23) Wave 6 (Jun '23) Wave 7 (Sep '23)

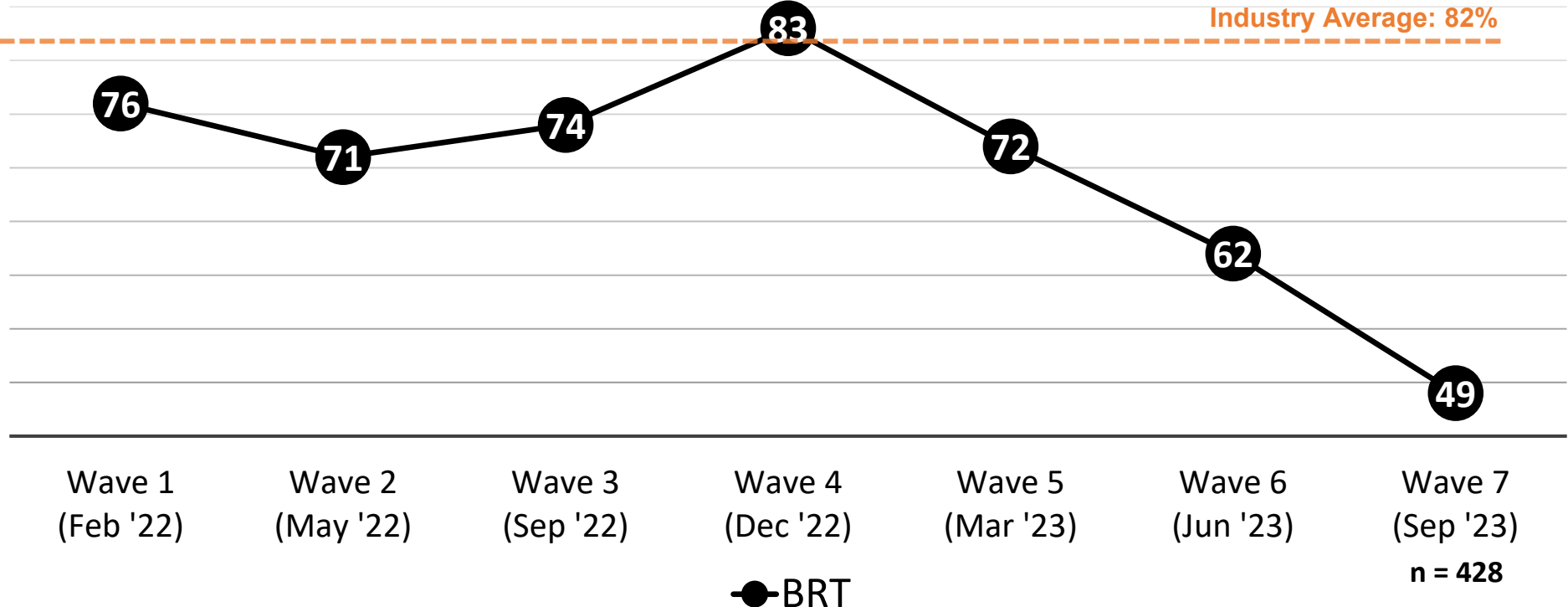
● BRT

n = 428

Customer Satisfaction Results – Overall Satisfaction

Bus Rapid Transit

Overall Satisfaction (%)

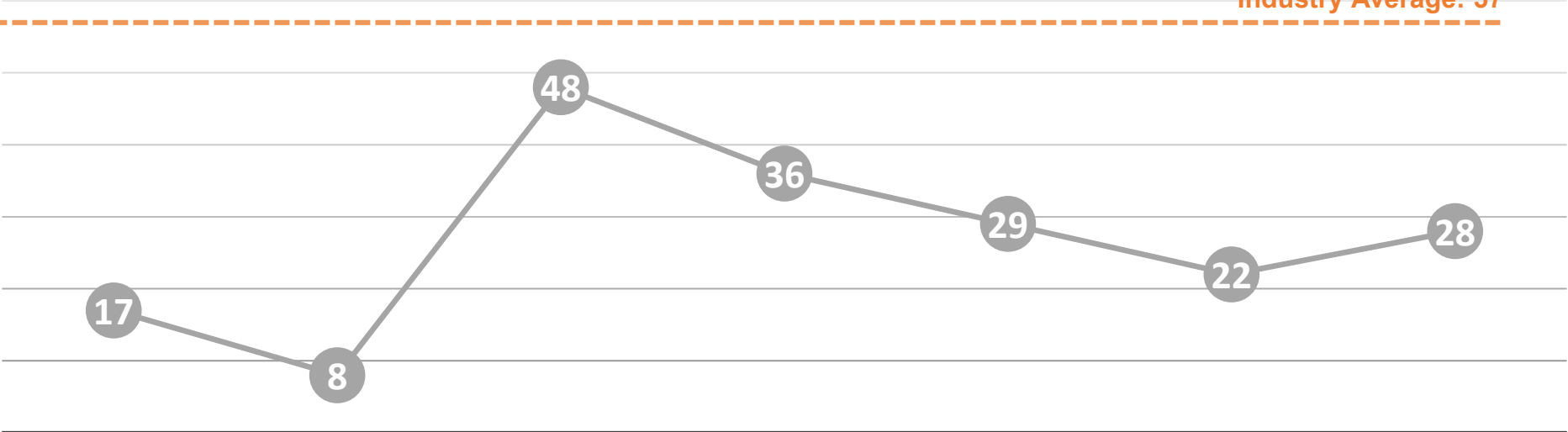


Customer Satisfaction Results – NPS

Rail

NPS

Industry Average: 57



Wave 1
(Feb '22)

Wave 2
(May '22)

Wave 3
(Sep '22)

Wave 4
(Dec '22)

Wave 5
(Mar '23)

Wave 6
(Jun '23)

Wave 7
(Sep '23)

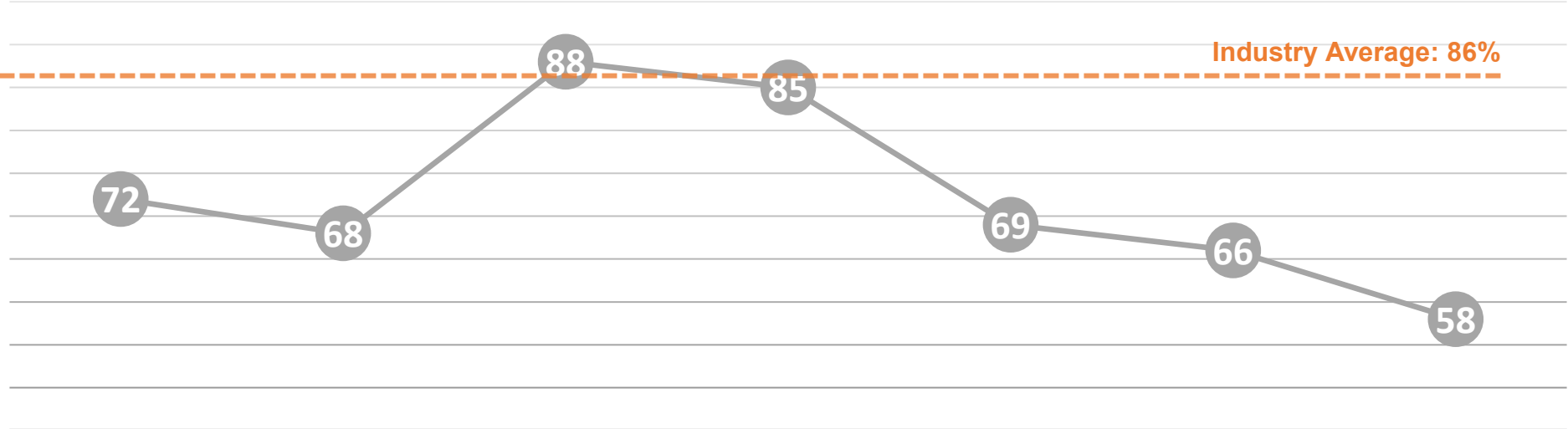
● Rail

n = 429

Customer Satisfaction Results – Overall Satisfaction

Rail

Overall Satisfaction (%)



Wave 1
(Feb '22)

Wave 2
(May '22)

Wave 3
(Sep '22)

Wave 4
(Dec '22)

Wave 5
(Mar '23)

Wave 6
(Jun '23)

Wave 7
(Sep '23)

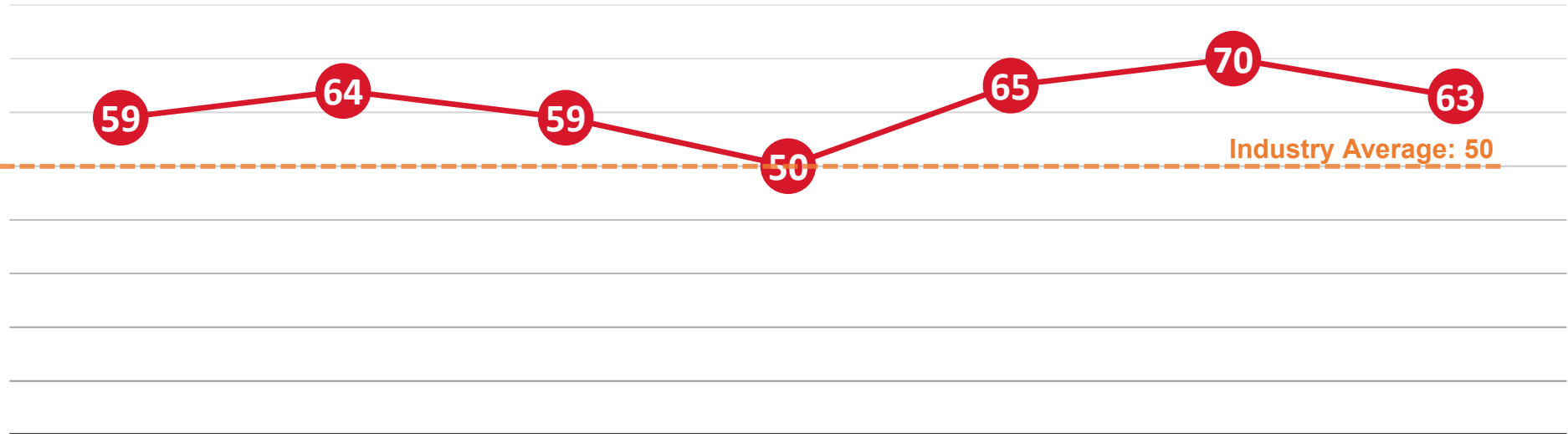
● Rail

n = 429

Customer Satisfaction Results – NPS

Paratransit

NPS



Wave 1
(Feb '22)

Wave 2
(May '22)

Wave 3
(Sep '22)

Wave 4
(Dec '22)

Wave 5
(Mar '23)

Wave 6
(Jun '23)

Wave 7
(Sep '23)

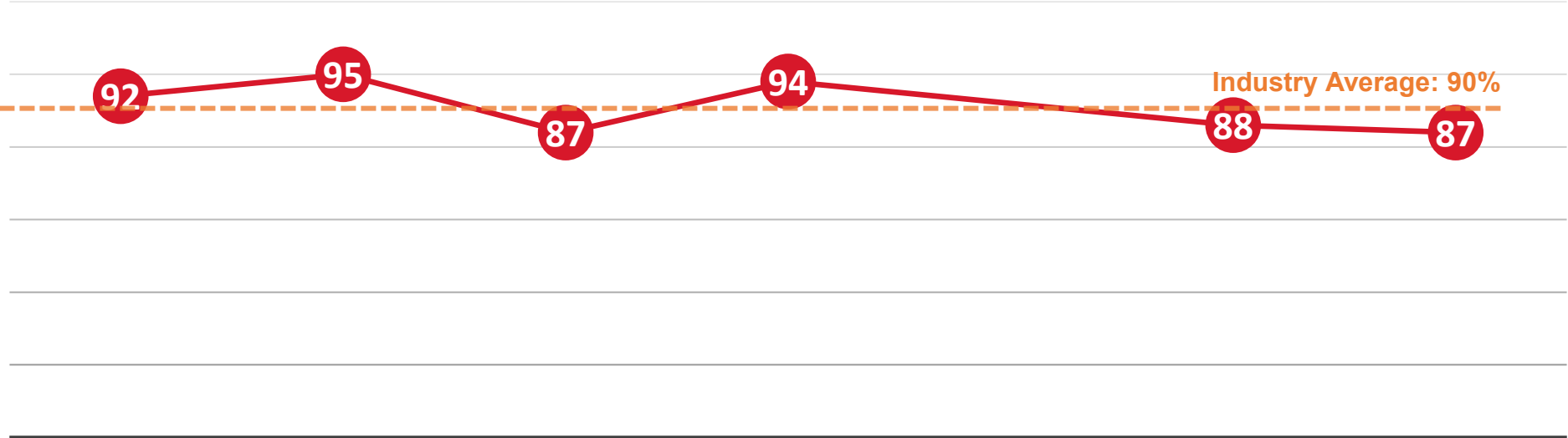
● Paratransit

n = 400

Customer Satisfaction Results – Overall Satisfaction

Paratransit

Overall Satisfaction (%)



Wave 1 (Feb '22) Wave 2 (May '22) Wave 3 (Sep '22) Wave 4 (Dec '22) Wave 5 (Mar '23) Wave 6 (Jun '23) Wave 7 (Sep '23)
n = 400

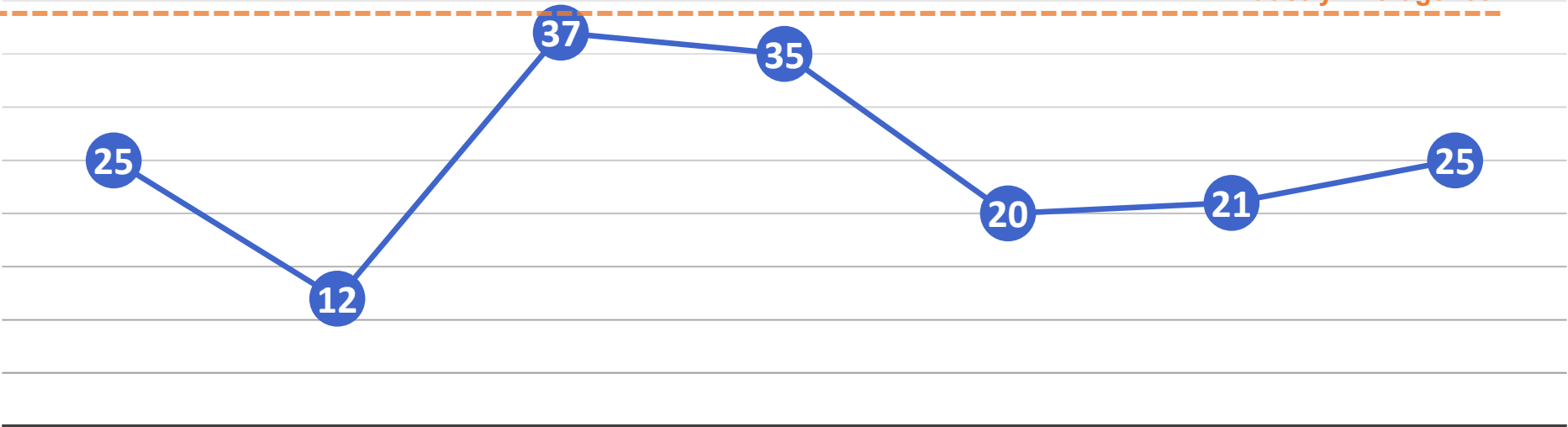
*Due to a data collection failure, overall satisfaction was not measured Wave 5.

Customer Satisfaction Results – Agency NPS

Agency

Agency NPS

Industry Average: 39



Wave 1
(Feb '22)

Wave 2
(May '22)

Wave 3
(Sep '22)

Wave 4
(Dec '22)

Wave 5
(Mar '23)

Wave 6
(Jun '23)

Wave 7
(Sep '23)

● Agency NPS

Key Driver Analysis – Fixed Route

Fixed Route Bus	Wave 1 (Feb '22)	Wave 2 (May '22)	Wave 3 (Sep '22)	Wave 4 (Dec '22)	Wave 5 (Mar '23)	Wave 6 (Jun '23)	Wave 7 (Sep '23)
On-time Performance	Red	Red	Red	Red	Red	Green	Red
Bus Cleanliness	Red	Red	Red	White	Red	Red	Red
Safe On	Green	Red	Red	Red	Red	Red	Red
Safe Wait	Red	White	Red	Red	Red	Red	Red
Safe Drivers	Green	Green	Green	White	White	White	White
Fare Price	White	Red	Red	Red	White	Green	Red
Frequency	Green	Red	Red	White	Green	White	White
Travel Time	White	Green	Red	Green	Green	Green	White
Coverage	Green	Green	Green	White	White	White	White
Convenient Routes	White	White	White	White	Green	Green	Green
Courteous Drivers	Red	White	White	White	White	Green	White
Span	Green	White	White	White	Green	Green	White
Accurate/Available Schedules	White	Green	White	White	White	White	White
Information Ease	White	Red	White	White	White	White	White

Key Driver Analysis – Bus Rapid Transit

Bus Rapid Transit	Wave 1 (Feb '22)	Wave 2 (May '22)	Wave 3 (Sep '22)	Wave 4 (Dec '22)	Wave 5 (Mar '23)	Wave 6 (Jun '23)	Wave 7 (Sep '23)
On-time Performance	Red	Red	Red	Red	Green	Red	Green
Bus Cleanliness	Red	Red	Red	Red	Red	Red	Red
Safe On	Red	Red	Red	Red	Red	Red	Red
Safe Wait	Red	Red	Red	Red	White	Red	White
Safe Drivers	White	Green	White	White	White	White	White
Fare Price	White	Red	Red	White	Red	Red	Red
Frequency	Green	Red	Red	White	Red	Red	White
Travel Time	Green	Red	Red	Green	Green	Green	White
Coverage	Green	White	Green	White	White	White	White
Convenient Routes	White	White	White	White	Green	Green	Green
Courteous Drivers	Red	Red	Red	White	White	Red	White
Span	Green	White	White	White	Green	Green	Green
Accurate/Available Schedules	Green	White	White	White	White	White	White
Cust. Serv. Responsiveness	White	Red	White	White	White	White	White
Ease to find out if bus is on sched.	White	Red	White	White	White	White	Green

Greater Cleveland Regional Transit Authority



Less Important	Strength	Opportunity
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Key Driver Analysis – Rail

Rail	Wave 1 (Feb '22)	Wave 2 (May '22)	Wave 3 (Sep '22)	Wave 4 (Dec '22)	Wave 5 (Mar '23)	Wave 6 (Jun '23)	Wave 7 (Sep '23)
On-time Performance	Red	Green	Red	Red	Green	Green	Green
Train Cleanliness	Red	Red	Red	White	Red	Red	Red
Safe On	Red	Red	Red	Red	Red	Red	Red
Safe Wait	Red	Red	Red	Red	Red	Red	Red
Safe Operators	Green	Green	Green	White	White	Green	White
Fare Price	Red	White	Red	White	White	Red	Green
Frequency	Green	Red	Red	White	Green	Red	White
Travel Time	Green	White	Green	White	Green	Green	White
Coverage	Green	Red	Green	White	White	White	White
Convenient Routes	White	White	White	White	Green	Green	Green
Courteous Operators	Red	Red	Red	White	White	White	White
Span	Green	Green	Green	White	Green	Green	Green
Accurate & Available Schedules	Red	Red	White	White	White	White	White
Customer Service Courtesy	White	Red	White	White	White	White	White
Information Ease	Red	White	White	White	White	White	White

Key Driver Analysis – Paratransit

Paratransit	Wave 1 (Feb '22)	Wave 2 (May '22)	Wave 3 (Sep '22)	Wave 4 (Dec '22)	Wave 5 (Mar '23)	Wave 6 (Jun '23)	Wave 7 (Sep '23)
On-time Performance	Red	Red	Red	Red	Grey	Red	Red
Bus Cleanliness	White	White	White	White	Grey	White	Green
Safe On	Green	Green	Green	Green	Grey	Green	Green
Safe Boarding	White	White	White	White	Grey	White	Green
Safe Drivers	White	White	White	White	Grey	White	Green
Scheduling Ease	Red	Red	Red	White	Grey	White	White
Fare Price	White	Red	Red	White	Grey	Red	White
Travel Time	Green	Red	Red	White	Grey	Green	Green
Courteous Drivers	Green	Green	Red	Green	Grey	Green	White

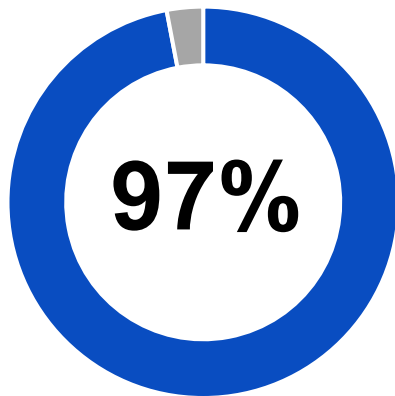
Community Survey

September 2023

Community Value

n = 400

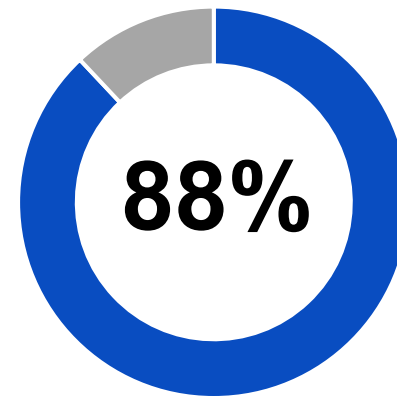
Aware of RTA



Most Important

1. Providing access to employment
2. Providing affordable transportation options
3. Providing transportation options to people with special mobility needs
4. Providing mobility to low-income families and individuals

RTA is Valuable



Quarterly Reporting Cadence and Schedule

	Quarter Begins	Quarter Ends	Leadership to Populate Metrics	Leadership Reporting	Leadership Reports Performance Results to Board
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Define Success Outcomes for 2024 →












Q3 2023	Jul 1	Sep 30	Oct 13	Oct 26	Nov 28
Q4 2023	Oct 1	Dec 31	Jan 12	Jan 25	Feb 27
Q1 2024	Jan 1	Mar 30	Apr 12	Apr 25	May 21
Q2 2024	Apr 1	Jun 30	Jul 12	Jul 25	Aug 27



Defining Success for 2024

2023 Success Outcomes and Priority		2024 Success Outcomes and Priority		Reasons for Change
Customer Experience	35	Customer Experience	40	Customer Experience remains RTA’s highest priority. Increasing the points by 5 further separates it as RTA’s clear, primary aim.
Community Value	30	Community Impact	25	Community <i>Impact</i> conveys the active effect and positive imprint RTA commits to have on the Greater Cleveland region.
Financial Sustainability	25	Financial Health	15	RTA upholds the multifaceted dimension to the word “sustainability,” choosing Financial <i>Health</i> as the better word. RTA sits in a place of financial health and thus moves it to fourth priority—foundational to achieving success in the other 3 areas.
Employee Engagement	10	Employee Investment	20	RTA commits to Employee <i>Investment</i> in its workforce, including contributing resources to attract, develop, and retain high quality personnel. Leadership demonstrates commitment by doubling the allotted points.

2024 Organizational Success Outcomes

Success Outcomes	Points	Information System	Success Definition
Customer Experience	40	Customer Survey	<ul style="list-style-type: none">  Net Promoter Score  Customer Satisfaction
Community Impact	25	Community Survey & Data	<ul style="list-style-type: none">  Economy  Equity  Environment  Perceived Value
Employee Investment	20	HR & Employee Survey Data	<ul style="list-style-type: none">  Vacancies  Employee Engagement
Financial Health	15	Financial Reporting	<ul style="list-style-type: none">  Compliance  Debt  Stability



Questions?

Audit, Safety Compliance & Real Estate Committee

Chair: Mayor Paul A. Koomar

RTA Board of Trustees Meeting

Tuesday, November 28, 2023

Public Comments – Agenda Items

- In person
- Phone: 440-276-4600
- Web form at www.riderta.com/events
 - Click/Select meeting event
 - Scroll to bottom to fill out form
 - Comments will be sent to Board and staff

Committee Reports

Ad Hoc Committee Reports



New Hires and Promotions

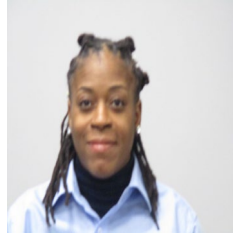
November 2023



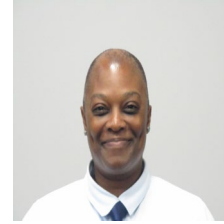
November New Hires



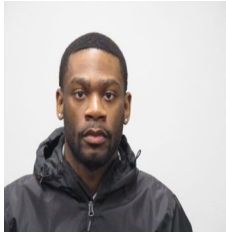
Tamara McNeily
Operator



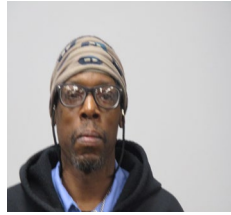
Niquana Wilson
Operator



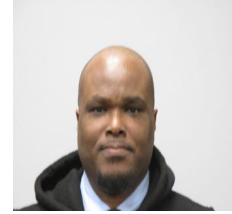
Chante Goldson
Operator



Lapriese Wells
Operator



Jamar Palmer
Operator



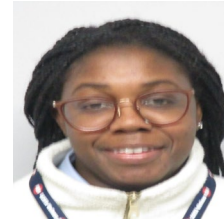
Carvell Douglas
Operator



Charne Thompkins
Operator



Lonnet Minter
Operator



Waheedah Hardwick
Operator

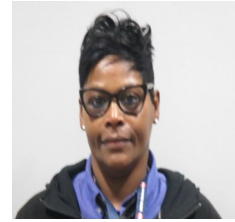
November New Hires



Kimberly King
Operator



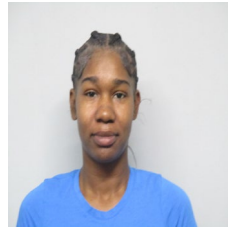
John Tyson
Operator



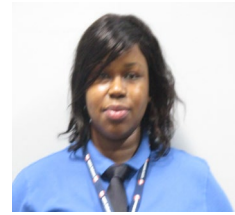
Traci Thompson
Operator



Luis Capeles
Operator



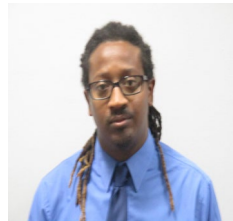
Khadeshia Rivers
Operator



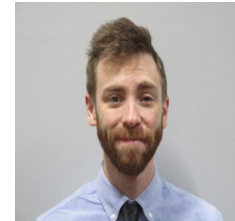
Cierra Haynesworth-Mount
Operator



Ronald Gibbs
Operator

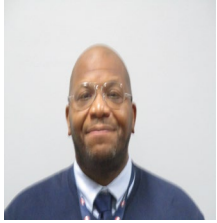


Ernest Pickett
Operator

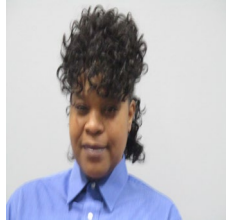


David Hise
Operator

November New Hires



Shawn Thomas
Operator



Elese Martin-Pollard
Operator



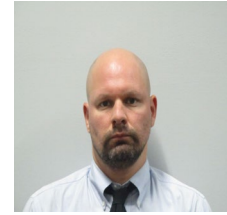
Danielle Lawson
Operator



Charles Frier
Operator



Curteisha Williams
Operator



Anthony Rose
Operator



Shaun Talley
Paratransit Operator

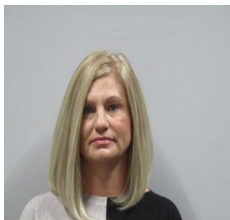


Ryan Wilbon
Paratransit Operator

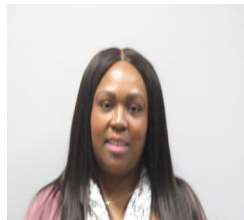


Matt Grabowski
Equipment Servicer

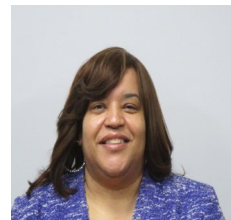
November New Hires



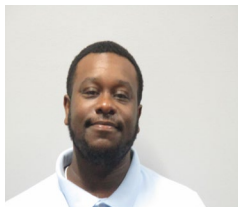
Dawn Svancara
Contract Administrator II



Rosalind Robinson
Contract Administrator I



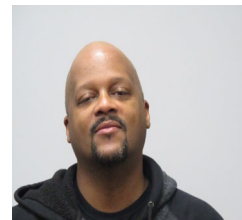
Shasheila
Degraffinried
Associate Counsel I



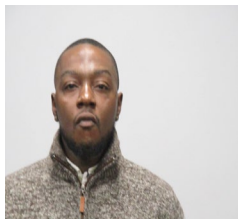
Dar'ron Brown
Hostler



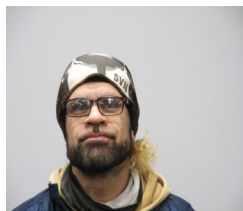
Robert Blue
Janitor



Stan Hayward
Janitor



Renard Hollaman
Laborer



Colin Yanus
Laborer

November Promotions



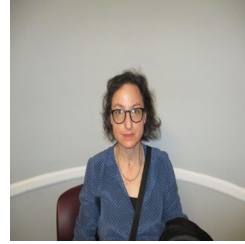
Steven Zimmerman
Manager, Audit



Tariq Mohammed
Business Operations
Administrator II



Thomas Carl Allen
Budget Management
Analyst II



Wendy Feinn
Budget Management
Analyst II



Brian D. Zaucha
Assistant Equipment
Supervisor



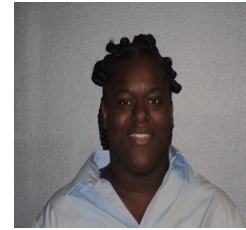
Meghana Bheemavarapu
Business Operations
Administrator II



Nicole S. Dickson
Service Quality
Coordinator



Jerry L. Edwards
Service Quality
Coordinator



Chantee S. Williams
Service Quality
Coordinator

November Promotions



Dylan Frank
Signal Technician



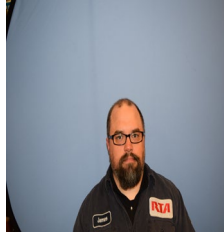
Matthias Wright
Signal Technician



Kenneth A. Smith
Paratransit Equipment Group
Leader



John H. McGervey
Rail Equipment
Electrician



James M. Parasolick
Rail Equipment
Electrician



Regan Roberts Jr.
Dispatcher -
Paratransit



Kevin Epps
Hostler

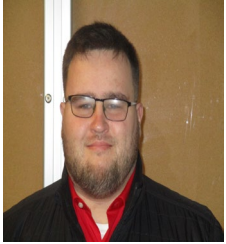


Charles E.
Cummings Jr.
Laborer Safety Sensitive



Grant Kersh
Construction Engineer II

November Promotions



Mitchell Wondolowski
Construction Engineer II

Executive Session

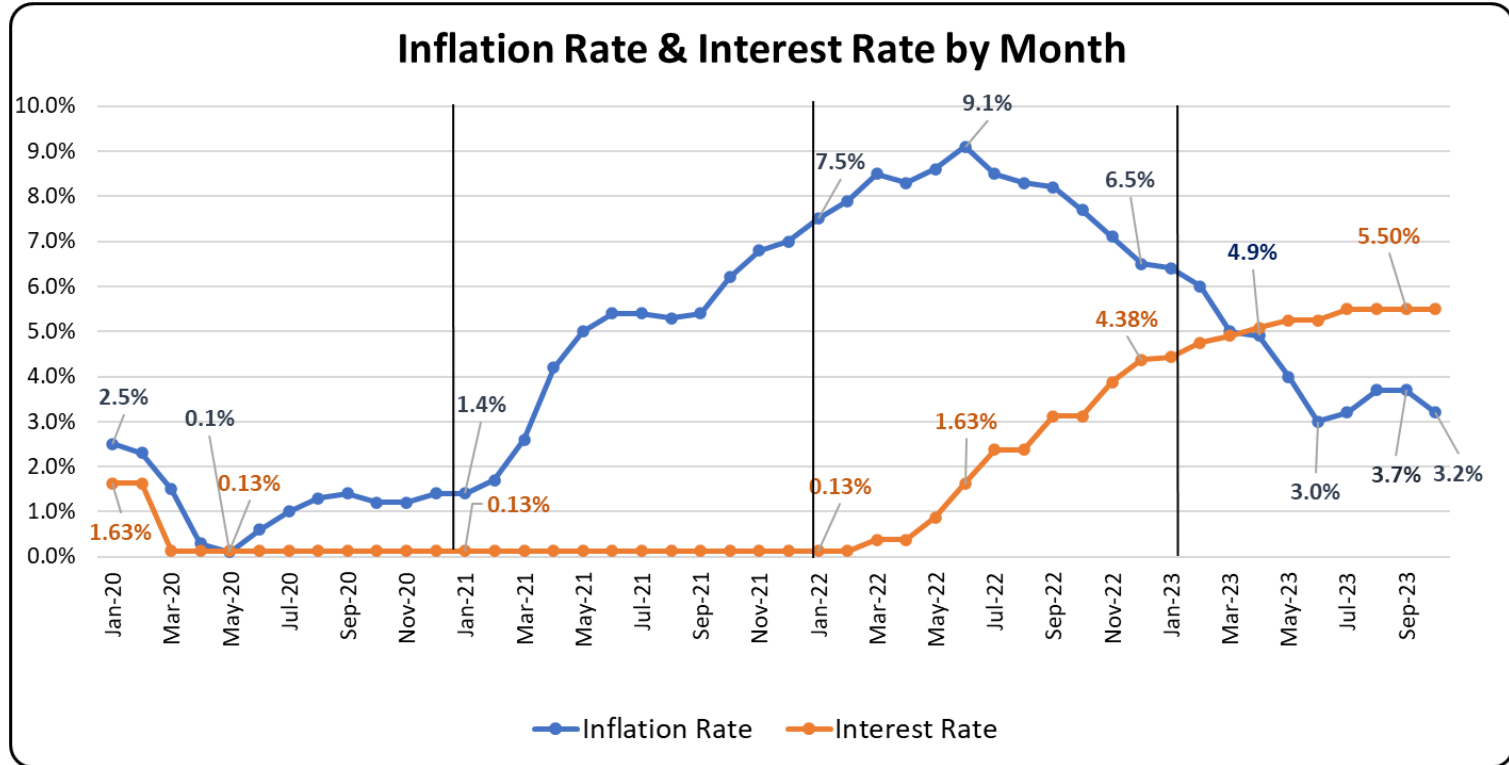
Resolutions

Secretary/Treasurer Update

November 28, 2023

Board of Trustees

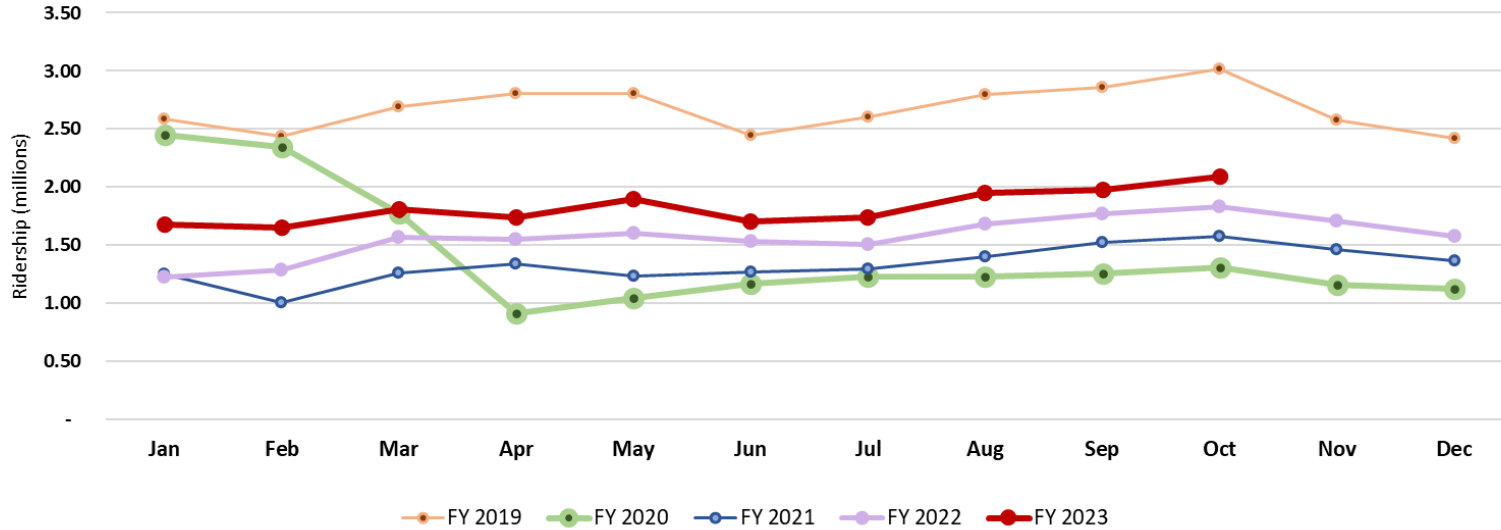
Economic Conditions



Ridership

Ridership by Month
2019 through 2023 (in Millions)

YTD: 2023 vs. 2022
17.2%



YTD Ridership
(in millions)

2019: 27.06
2020: 14.69
2021: 13.13
2022: 15.54
2023: 18.22



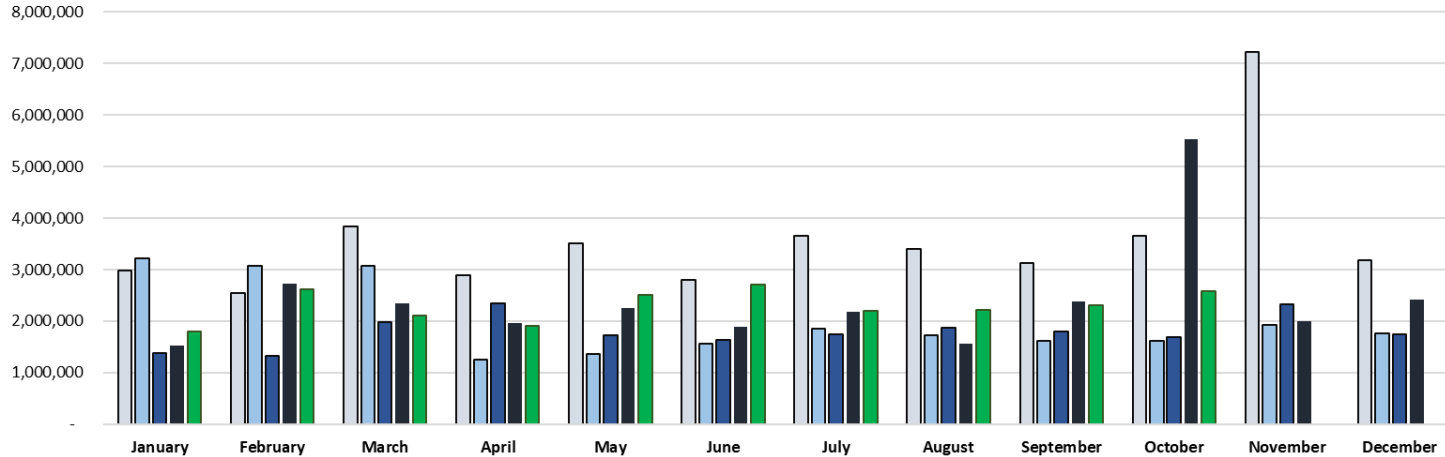
Passenger Fares

**Passenger Fares
2019, 2020, 2021, 2022 and 2023**

YTD Variance
(2023 v. 2022)
-5.8%

**YTD Passenger Fares
(in millions)**

2019: 32.39
2020: 20.36
2021: 17.48
2022: 24.35
2023: 22.93

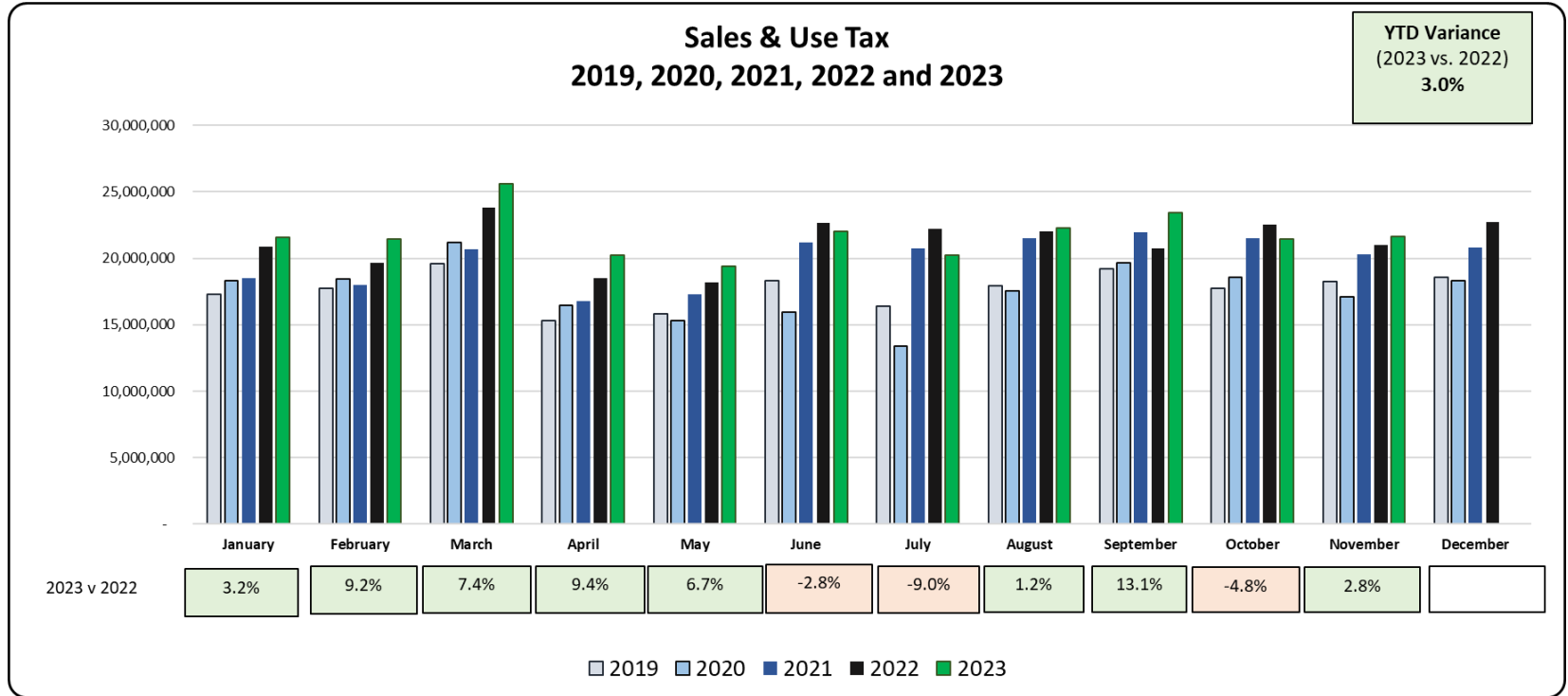


2023 v 2022	18.1%	-4.2%	-10.6%	-3.0%	11.3%	43.9%	0.6%	42.9%	-3.2%	-53.5%		
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□ 2019 □ 2020 □ 2021 □ 2022 □ 2023



Sales Tax



Questions

General Manager, CEO Report

India L. Birdsong Terry

November 28, 2023

Recognition of GCRTA Veterans



**November 6-11, 2023 | Week of Honor
Collaborative Committee Team**

- Multiple activities included:
 - New Veteran's Employee Resource Group
 - Veterans Panel discussion event
 - Marketing campaign
 - Veteran video stories shared
 - City of Cleveland's Veteran's Day event
 - GCRTA Veterans Honored with a special pin



U.S. AIR FORCE

EngageRTA Webpage



November 28, 2023 | Beta Testing Completed
www.riderta.com/engagerta

- Seamless process to submit service and special events requests to GCRTA for consideration
- Categories of service include:
 - Community Events
 - Transit Police Community Watch
 - Travel Training Courses
 - Speaking & Education Programs
 - Recruitment & Hiring Fairs
 - Safety Initiatives
 - Public Artwork Gallery

... and much more!

GCRTA GM/CEO India L. Birdsong Terry to be Honored by YWCA Greater Cleveland

May 30, 2024 | Severance Hall



- Award presented annually to a select group of Northeast Ohio Women
- Honorees have demonstrated unwavering commitment, leadership, and dedication to advancing women's rights and empowerment in our community
- Nine women will receive the award during the YWCA's Women of Achievement Award Ceremony

National Apprenticeship Week



GCRTA Celebrated National Apprenticeship Week

- Railcar Mechanic Apprenticeship
- Bus Mechanic Apprenticeship
- Operator Mentoring – Positive Impact Program
- Active partnerships with the ATU Local 268 and International Transportation Learning Center

Positive Impact Program – Operator Mentoring



November 17, 2023 | Triskett & Main Office

Celebration of Operator Mentors & Mentees from Bus, Rail, and Paratransit

- Hosted International Amalgamated Transit Union, Federal Transit Administration, International Transportation Learning Center, Toledo Area Transit Authority, Central Ohio Transit Authority, Bi-State Development/Metro (St. Louis)



POSITIVE IMPACT PROGRAM

Employee Resource Groups (ERG) T-Shirts



Front

ELEVATING WOMEN TOGETHER



Back

LATINOS UNIDOS



Front

PRIDE



3E Badge Closeup

The conceptual design for the Veteran's T-shirt is in development

Holiday Trolley Schedule

Nov. 18 - Dec. 17, 2023 | Appearances



Holiday Trolley at Crocker Park on Nov. 18

- Crocker Park Tree Lighting
- WinterLand Tree Lighting (*Public Square*)
- Seven Hills Holiday Parade
- Cleveland READS Parade & Event
- Wade Oval Ice Rink
- La Gran Parranda
- UH Holiday Party
- Wade Oval Ice Rink
- Shaker Square Holiday Event

Holiday District Visits



Nov. 16 - Dec. 20, 2023 | Visit Locations

- Woodhill
- Central Bus Maintenance Facility
- Paratransit
- Tower City
- Main Office/Service Quality (*live stream*)
- Triskett
- Rail/Transit Police/Power & Way
- Hayden

Public Comments

- In person
- Phone: 440-276-4600
- Web form at www.riderta.com/events
 - Click/Select meeting event
 - Scroll to bottom to fill out form
 - Comments will be sent to Board and staff