

Citizens' Advisory Board  
Greater Cleveland Regional Transit Authority  
**Transit Improvement Advisory Committee** (formerly the Volunteer Action Committee)

Friday, October 3, 2008

Meeting notes

In attendance: CAB members Brad Chase, John McGovern, Vince Reddy, George Zeller; Guest Ken Lavelle; RTA staff Erica Arnold (entire meeting), Jerry Masek (part of meeting)

- Outreach discussion: Save the Ride and beyond
  - Discussion topic was the appropriate role for the CAB, in terms of transit advocacy, beyond RTA's current efforts, particularly the Save the Ride initiative featured on the website. Should CAB members be present at community events to promote RTA ridership? Is there a need for a freestanding citizens' advocacy group, and, if so, what role would the CAB play in meeting that need?
  - Importance of advocating for regional transit planning and development over the current county-based systems was discussed.
  - Suggestions for greater effectiveness included mobilizing and educating our members of Congress and our representatives in the state legislature, participating in the ODOT transportation working group, urging OPTA to take an active role in developing citizen engagement, and focusing the TIA Committee's efforts through planning and better tracking. The possibility of holding meetings with formats and agendas more interesting to the public at various locations was talked about. RTA's increased acknowledgement of the CAB was noted.
- TIA Committee leadership
  - The idea of changing the committee's leadership was brought forward. Vince said he would like to have some assistance with setting the agenda and committee priorities and perhaps soon transition to new leadership for the committee altogether.
- Other
  - The switch to a proof-of-payment system on the Health and Red Lines was discussed at length. The need to educate the public about the new system, which is likely to both improve and complicate the riding experience, was emphasized. RTA staff provided some information on how the new system, due at the end of the month on the Health Line, would be explained to the riding and potentially riding public.
  - George provided grim information related to sales tax and employment trends in the region.
- Public comment
  - There was no public comment per se, though Ken participated in the discussions.
- Adjourn