



Greater Cleveland RTA's HealthLine Service



Michael York
Deputy General Manager- Operations



“HealthLine” Operation

- Oversight and Quality Control
 - Supervision
 - ◆ Public Square
 - ◆ Windermere Mini-Station
- Support
 - Ticket Vending Machines
 - Cleaning
 - Transit Police



“HealthLine” Operation

- Ridership
 - Up 47% over initial 7 months
- Customer Survey Results
 - Very high marks from customers



Oversight and Quality Control

- Dedicated supervisors monitor the HealthLine
 - Public Square
 - Mini-Stations @ Stokes Windermere (SQM/TP)
- Address operator, vehicle & customer issues
- Strong relationship with Hayden District
- Focus group meetings with Operators
 - Team Approach



Service Quality Supervision





"HealthLine" Customers





Support - TVM Maintenance





Support - "HealthLine" Cleaning





Support - Fare Enforcement





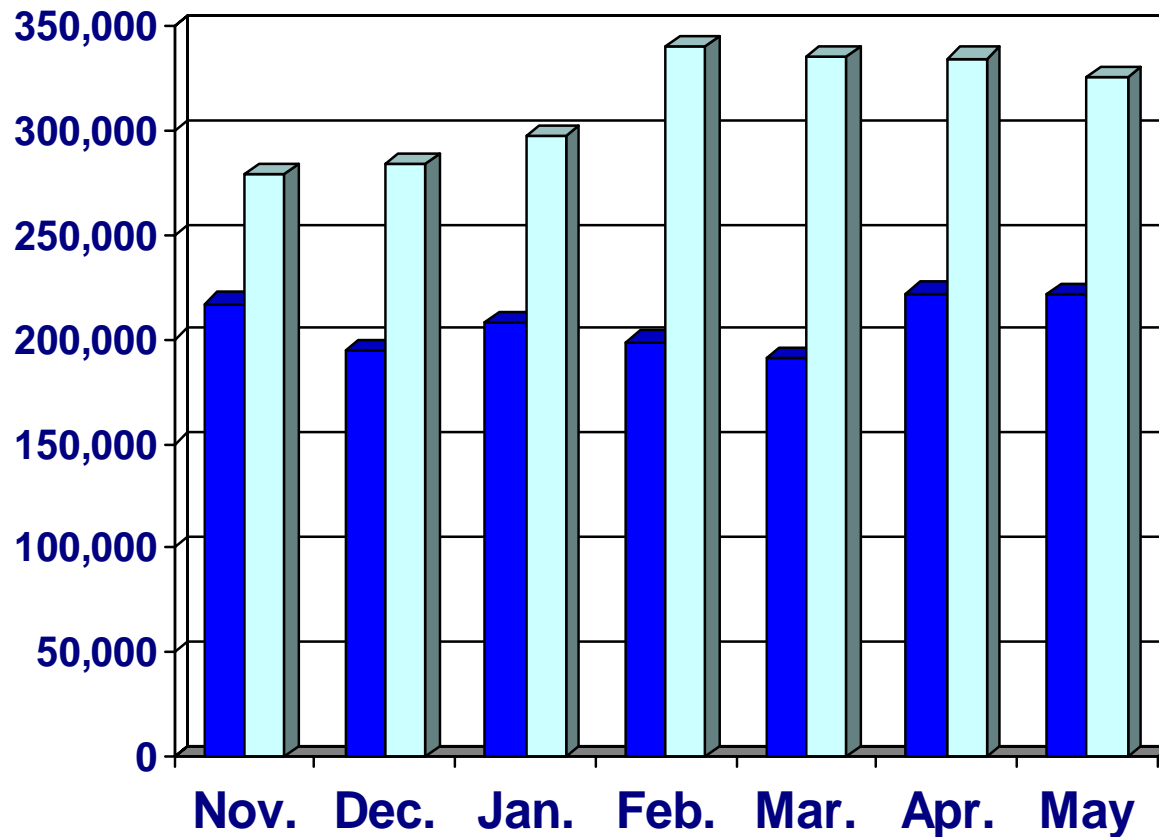
“HealthLine” Success





HealthLine Ridership November 07 – May 09

47% Increase



■ 2007-2008 □ 2008-2009



Promoting the HealthLine

**“WITH MY SCHEDULE,
THE HEALTHLINE IS MORE
LIKE MY LIFELINE.”**

Leah Strazisar, Registered Nurse, University Hospitals
Masters Student, Case Western Reserve University

Leah Strazisar is constantly pulled in different directions. Which is why the RTA HealthLine just makes sense to her. “I use it to visit friends, to go to work, and sometimes just to get a quick walk.” And as a graduate on a tight budget, Leah knows a good deal when she sees it. “The \$1 Plan is great because it’s already part of my tuition. I would drive, but I don’t want to pay more and still have to use it. It’s a no-brainer.”



JOIN THE RIDE.



“HealthLine” Customer Survey

Reliability

- 92% - Service is Reliable

On-time Performance

- 94% - Trip was On-Time

Travel Time

- 95% - Travel Time Reasonable

Do you ride more often than the #6 Bus Route

- 42% - Ride More Often



“HealthLine” Customer Survey

Cleanliness

- 92% - Vehicles Clean
- 92% - Stations Clean

How else would you be taking this trip?

- 48% - Other RTA bus service
- 16% - Drive Alone
- 13% - RTA Rail Service (Red Line)

Overall Satisfaction with HealthLine

- 87% - Overall Satisfied



Questions & Answers

