

CITIZENS ADVISORY BOARD

THURSDAY, January 09, 2014
RTA Board Room
1240 West 6th Street
Cleveland, OH 44113
8:30 A.M.

MINUTES

SYNOPSIS:

- Ridership up
- Human trafficking initiatives
- Cuyahoga Community College students ride free
- RTA's giving program
- Cleveland Foundation giving back to the community
- Mayor Georgine Welo new Board member
- New service changes – March 2014
- What does the C.A.B. want to see improved in 2014

Meeting called to order at 8:34am

ROLL CALL: See attached

APPROVAL OF MINUTES:

GENERAL MANAGER'S REPORT, Joseph A. Calabrese, General Manager and CEO

- Healthline up 5.5%; Ridership up over 2% overall for the year
- 2014 budget approved – 3.4% more than 2013
- 2013 was a good year
- starting 2014 with \$23 million
- Asking the Board to approve electrical contract – two bids submitted that look very good
- The work on all projects have been stalled due to below zero weather
- ODOT transit study – meeting in Columbus next week
- Pennsylvania to raise the gas tax – which should raise \$2.3 billion this year
- Efforts continue on human trafficking – Governor launching new initiatives today
- Red Line/HealthLine Extension Study - there will be more public hearings in late March early April 2014
- Cuyahoga Community College students will ride RTA for free thanks to \$900,000 paid by the college
- RTA has plans to raise \$150,000 for the RTA giving program
- The Cleveland Foundation will give 12 gifts back to the community. The first if to give free rides on RTA on January 16, 2014. RTA will monitor the best way possible – additional service will be added that day
- Mayor Elliott has decided to not run for the Board of Trustees again and South Euclid Mayor, Georgine Welo has accepted the position and will begin in March

NEW BUSINESS, Joel Freilich, Asst. Director of Service Mgmt

- See attached March 2014 Service Changes PowerPoint presentation
- Service Improvements:
 - There will be major upgrades to Next Connect in February
- There are times when the Healthline is running three deep – that is because of “frequent services” they start out on time but along the way the timing changes due to the first coach needs more time to pick-up/drop-off while the second and third moves closer to the first.
- How is ridership data collected?
 - Step 1 – Firebox data is analyzed (decisions are not made on this data)
 - Step 2 – Service monitors or eye witness experts are actually monitoring the coaches as they drive by

CAB CHAIR REPORT, New Business, John McGovern, CAB Chair

- A new committee was added “The Executive Board” – members: John McGovern, Steve Albro, Ron Jackson and Marjorie Sutton
 - The purpose of this committee is to ensure C.A.B. leadership
 - The first meeting was held December 17, 2013
- Deficiencies in the Citizens Advisory Board:
 - Two committees without secretary’s – John asked the Board to fill those positions
 - A reminder was mentioned that as a member of the Board each member is to serve on a committee as stated in the Operating Guidelines
 - John will be contacting each Board member over the course of the next two months to discuss each member’s purpose for being on the Board
- The question was asked to all board members: What would you like to see improved in 2014?
 - Andre White: take care of the children and trash near the stops in his neighborhood
 - Marie Fratus: continue to get schedules to maintain the level of service she is giving to those that call her looking for schedule information
 - Crystal Guaravez: timetables on smartphones
 - Johnny Brewington: consumer education by using the current customer base
 - Vince Reddy: improved service on the #41; easier fare collection system; continued commitment to younger riders as it pertains to electronics
 - Ed Opett: more special events information around the city
 - Tyler Stillings: unification of payment system (fare boxes)
 - Donna Prease: fair box system improvements, designated spot in front of RTA headquarters for paratransit drop-offs/pick-ups
 - Ron Jackson: improve on paratransit system
 - Don Hill: how to assist RTA staff with the ridership experience
 - Joe Baur: opportunity corridor; what it has to offer; partnership to embrace publication
 - Marty Golob: commendations to the RTA Marketing Department
 - George Zeller: commendations to RTA
 - Marjorie Sutton: more Board participation

- Minutes will be sent to all members via the Google Group email. It is requested that each member read and submit edits in a timely basis.
- John requested and Johnny Brewington volunteered to act as timekeeper during meetings. One caveat is that he may be late for the meeting (because of other commitments) and is requesting that someone keep the time until his arrival

BOARD LIASON, Leo Serrano

- Thanked the Board for the holiday luncheon and for volunteering their time
- Also mentioned that the Board of Trustees does not have secretaries for their committees

ADA COMMITTEE REPORT, Ron Jackson, Committee Chair
Next meeting 02/20/14

TIAC REPORT, Marjorie Sutton, Committee Chair
Next meeting 02/07/2014

- Next combined meeting will be held in April

PUBLIC COMMENTS:

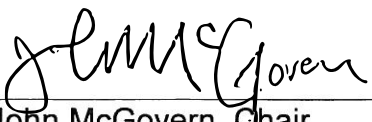
- Bill Ynthar – please put the schedule changes in the Plain Dealer the day people get the paper. Joe Calabrese: we have no way of knowing when they will print what we send.
- Bill Ynthar – the 5 minute wait for paratransit should be posted; drivers should be better educated as to where they are going with riders and how to get there. Ron Jackson: we are discussing the brochure with Helda whose responsibility it is to update the brochure ad Helda mentioned the brochure has just been updated however please send anything you would like to see in it and she will work to get it approved for printing.
- Marilyn: can the front of the RTA be exclusive to RTA vehicles and more curb cuts? Joe Calabrese: we will ask the city to remove meters and designate more space
- Marilyn: hire a few schedulers to improve the manifest. George Zeller: RTA has placed paratransit as #1. Johnny Brewington: public addresses do not always correspond to the address on the building. Ron Jackson: paratransit has designated drop-off/pick-up places at public buildings.

ADJOURN: meeting adjourned at 10:03am

Next CAB meeting February 13, 2014

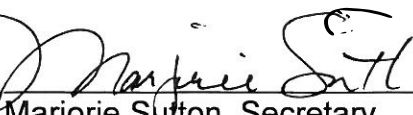
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<http://www.riderta.com/CAB>


John McGovern, Chair

01/30/2014

January 15, 2014


Marjorie Sutton, Secretary

1/15/2014
January 15, 2014