

Minutes

RTA External & Stakeholder Relations & Advocacy Committee Meeting

10:29 a.m., August 11, 2020

Committee Members: McCall (Chair) Lucas (Vice Chair), Bibb, Byrne, Pellot

Other members: Clough, Joyce, Moss, Serrano, Weiss

Not present: None

Also Present: Anderson, Barker, Benford, Bitto, Bober, Burney, Caver, Cottrell, Dangelo, Davis, Dietrich, Fields, Freilich, Garofoli, Gautam, Gettings, Joyce, Kirkland, Laule, Lincoln, Manning, Moore, Muti, Pickett, Rascoe, Schipper, Scott, Shaffer, Spriggs, Sutula, Tarka, Temming, Wilson

Ms. McCall called the meeting to order at 10:29 a.m. The secretary called the roll and reported that five (5) committee members were present. This meeting was conducted by teleconference for members of the Board in accordance with House Bill 197 of the 133rd General Assembly, signed by the Governor of the State of Ohio on March 27, 2020, the March 9, 2020 order of the Governor of the State of Ohio declaring a public health emergency and the April 30, 2020 order of the Director of the Ohio Department of Public Health prohibiting any gathering of ten (10) or more people. The meeting was live-streamed on RTA's Facebook page (www.facebook.com/rideRTA) for staff and members of the public.

System Redesign

Joel Freilich, director of service management, made the presentation. Ms. McCall asked that staff look at the number of committees being scheduled for each meeting. This is the fifth presentation today and this is very important information. She asked that everyone be mindful of the timing of their presentation. Also normally, her committee takes public comment, but in the light of time, comments will need to be sent to boardcomment@gcrta.org

This is a follow-up on one of the Pillar Studies. In 2019, this process went ahead with Jarrett Walker & Associates and community stakeholders. It proceeded to identify the values of the community in respect to public transportation. Public transportation provides access, coverage and convenience, which is summarized in high frequency routes. They asked the community for their values. They said they valued both of those things equally with a slight lean toward high frequency compared with coverage. They specific that if expanded funding was available, which it is not, they would want it to be devoted to higher frequency. Following the December presentation from Jarrett to this committee, they processed the maps further. What they came back with was more frequent service all day, more direct service, more opportunities to go more places without transfer, priority given to trip purposes like work, education and healthcare access and a less need to transfer between trips and suburbs.

They propose to extend city routes such as the #22 Lorain, #26 Detroit, #11 Quincy, #14 Kinsman and others and to extend the routes to serve the suburbs. For example, the #22 would run to serve other city neighborhoods to West Park Transit Center. The #26 would extend to Westlake. The Steelyard bus route serving Tremont will connect to the Madison route in Lakewood via Clark connecting on a single route with a great number of destinations. The outer portion of Lorain serving Great Northern Mall and the City of North Olmsted will be linked together with the Clifton service. The #10 will be extended to NE Cuyahoga County. Mayfield will be united to Payne, Hough and Superior downtown. Cedar will be united with Quincy. The Kinsman route will be extended to a job area in Chagrin and Lander and the other going to Tri-C east. Additionally, the #10 will cover all the areas it covers today from the SE area of Broadway/Mikes through the UC area to St. Clair. Then it will continue to the NE service neighborhoods

and jobs in Collinwood, a few hospitals at 185th in Lakeshore all the way to downtown Euclid and E. 222. Rev. Lucas asked if that would require a change of operators since the route is so long. Joel said it would have the same operator. There are routes that have similar lengths.

Routes pre-COVID that had 15 minute or better service all day include West 25, Red Line rapid, light rail to Shaker Square, Euclid Avenue and the #15 on Union/Harvard. Thirty-minute routes included a few routes. They propose with reallocated funding to Madison, Clark, Ridge, Mayfield, and Cedar to 30-minute service. They plan to go back to the public virtually about the proposal. They will come back to the committee December 1. They expect significant changes after the public involvement process. There will be a spring education period. The customer will be able to click and plan their trips on the system so that by June 13 when they go live, they will know how to navigate the system. Other cities have found that the preparation is important to the success.

Fare Equity Study

Joel Freilich, director of service management, made the presentation. This is another Pillar Study completed in 2019. They will ask the committee to recommend implementation of the study. The most significant finding was to make changes to address the financial penalty that some of the riders pay if they need to use two or more vehicles to get to their destination. They do not have a problem with 7-day or monthly passes. Some people's travel is not suited for 7-day and monthly passes. The only quick way they can get free transfers is to use the All-Day pass. There is another opportunity through the 5-trip fare, but is not most convenient. The majority of them would make a round trip equal to the cost of two fares. It has proposed to make this formalized into the Code. They would like to lower the price of the adult All-Day pass by .50 cents and lower the price of the senior All-Day pass by .25 cents. The bulk of riders are using these two passes. The impact of the price reduction is 270,000 more riders per year and \$1.3 million less revenue per year. However, the main purpose of this is equity. There are two All Day passes that are very little used. The Paratransit All Day pass will be lowered by .50 cents and the Student K-12 pass will be lowered by .25 cents. There is no significant financial and ridership impact. However, the change is being recommended for consistency.

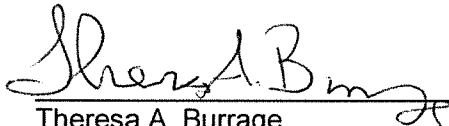
A smaller group of riders takes RTA to their destination and gets a return ride without RTA. In traveling to their destination, they need to make a transfer and they do not ride often. The weekly, monthly and All-Day pass does not help them. The best solution has been is to buy a 5-trip card. However, for some, buying all five trips at once is a financial hardship. The 1-trip and 2-trip passes are only sold to agencies in bulk. The solution is to offer these passes to anyone. Ms. McCall said in the next committee, the Code changes would be discussed. The number one complaint from customers is not being able to purchase a single trip so it is nice its being address. She asked for questions. The team has done a good job overlaying the study to the public. The public wants more frequency and more routes, but that requires more money.

Mayor Clough said to be cognizant of the fact that even though there is a need for more frequency, to ensure not to cut out the ability to move from one part of the County to the other. The frequency is dropping from 30 minutes to 60 minutes for some of the routes. Please ensure RTA is providing basic transportation throughout the County.

The meeting was adjourned at 10:50 a.m.



Floun'say R. Caver, Ph.D.
Interim Secretary/Treasurer



Theresa A. Burrage
Executive Secretary