

Greater Cleveland Regional Transit Authority

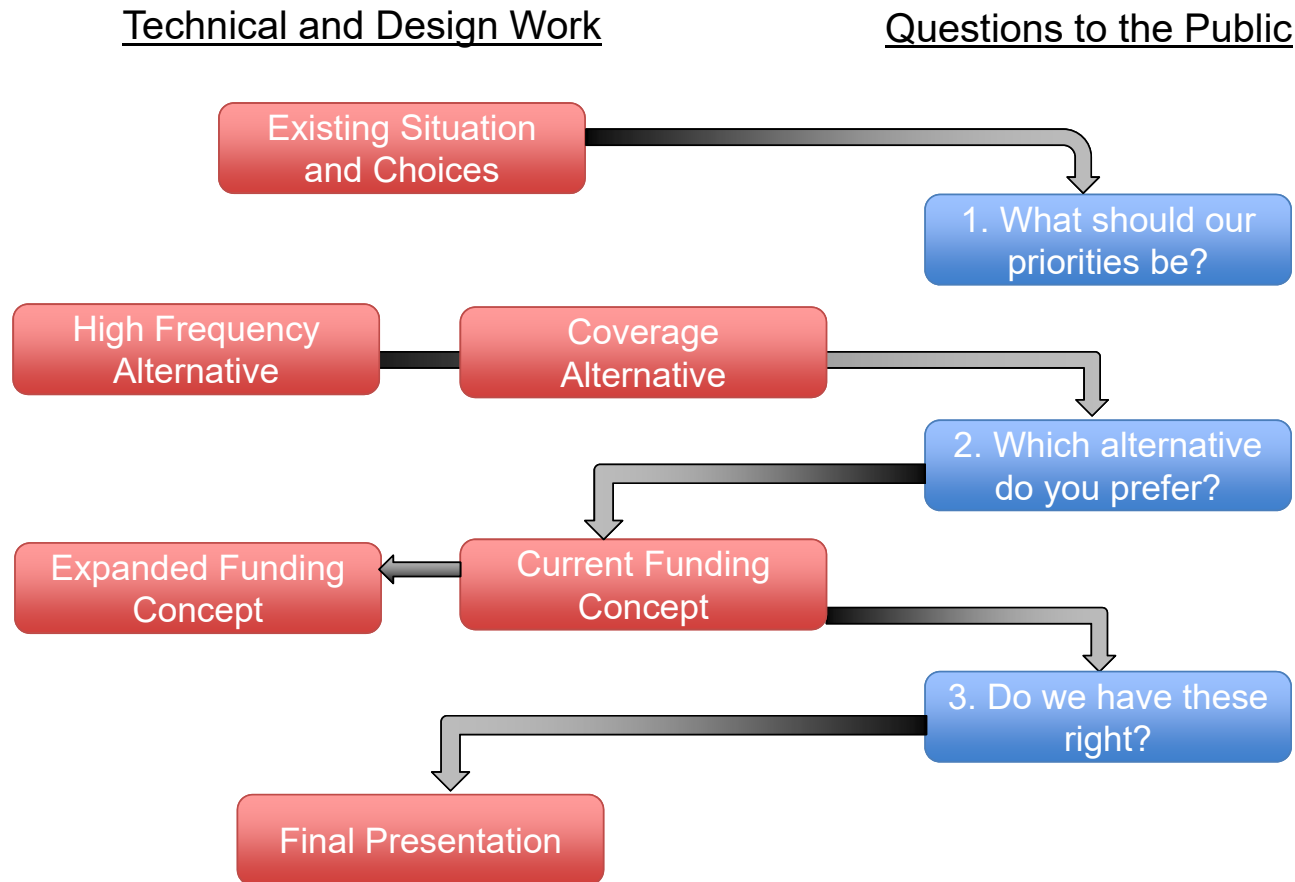


NEXT GEN 

Greater frequency • Greater connectivity • for Greater Cleveland

Presentation to the
External and Stakeholder Relations & Advocacy Committee
December 15, 2020

Study Process With JWA and Stakeholders



Main Features – Connecting Our Community

What we learned from the public in 2019:

- Prioritize trips to work, education, and health care
- Provide more frequent service all day
- Provide more direct transportation, less need to transfer between transit vehicles on trips between city and suburbs

Public Engagement in 2020

- NEXT GEN website and comment portal went live on October 14, 2020
- Public comment period open October 14 through November 30
- Comments taken at Facebook Live events, RTA AnswerLine and 24/7 via web
- 3,870+ views of the rideRTA.com/NEXTGEN website

Community Leaders & Advocates

- Cuyahoga County Suburban Mayors and City Managers Association
- Follow-ups as requested by suburban mayors and their staffs
- Cleveland City Council Transportation Committee
- Follow-ups as requested by Council Members
- Downtown Cleveland Alliance
- Clevelanders for Public Transit
- Cleveland Heights Transportation Advisory Committee
- RTA Community Advisory Committee

Facebook Live Presentations

- Northeast: 1K views, 58 comments
- Northwest: 2K views, 42 comments
- Southeast: 1.1K views, 54 comments
- Southwest: 1.4K views, 16 comments
- Downtown: 1K views, 16 comments
- Total: 18,799 minutes viewed, 452 engagements, 593 followers
- Approx. 70% watched live during a virtual public hearing
- Approx. 30% of views occurred at another time

Social Media Posts

- Twitter
- Facebook
- Instagram
- Boosted posts on Facebook
 - All events (leading up to date) and video presentations (through Nov. 30) were boosted posts.
 - Total cost associated with boosted posts: \$336.25
 - Cumulative reach on boosted posts: 16,841
 - Cumulative link clicks on boosted posts: 462

rideRTA.com/NEXTGEN



Proposed Routes Tab

OVERVIEW

PROPOSED ROUTES

MAP & VIDEOS

FAQS

How to use this page

This page is designed to compare and contrast the current RTA bus routes and the NEXT GEN RTA proposed routes.

Each tab, located below, will offer a comprehensive selection of Current RTA Routes or NEXT GEN RTA Routes.

First, select the tab of either NEXT GEN RTA or Current RTA routes. Lists of all route numbers for the selection will populate below. When you click on a route number, you will find a route map, frequency table and service information. This can also be printed in an easy to read fact sheet for each route.

- [Download All NEXT GEN RTA Route Fact sheets](#)
- [Download All Current RTA Route Fact sheets](#)

NEXT GEN RTA Routes

Current RTA Routes

1: St. Clair



3: Superior



SUBMIT A COMMENT

Current Route Page

Current RTA Route

14: Kinsman

From downtown Cleveland, buses travel to Community College Avenue, Woodland Avenue and Kinsman Road / Chagrin Boulevard.

The route ends at the Warrensville - Van Aken Rapid Station in Shaker Heights.

Proposed NEXT GEN RTA Changes

- Extend service east of Van Aken - Warrensville Rapid Station with NEXT GEN #14/14A
- Extend main branch to Lander Circle via current #5 serving Chagrin, Richmond, Harvard, and Orange Place
- Extend #14A branch to Country Ln via Warrensville Center Rd, Ellacott Pkwy, Clarkwood Pkwy, Granada Blvd and Emery Rd
- New alignment downtown to serve Cleveland State University instead of Prospect Ave
- Downtown terminal changed from E 6th St and Lakeside to W 6th St and W Prospect Ave

How frequent is this route?

	Weekday AM Rush	Weekday Midday	Weekday PM Rush	Weekday Evening	Saturday Midday	Saturday Evening	Sunday Midday	Sunday Evening	Overnight
15 min or better	✓	-	✓	-	-	-	-	-	-

[Route Fact Sheet](#)

[SUBMIT A COMMENT](#)

NEXT GEN Route Page

NEXT GEN RTA Route

14 - 14A: Kinsman

Service between Downtown and Lander Circle and Country Lane

[Route Fact Sheet](#)

Features:

- 24-7 Service
- Seven Day Service
- New Destinations
- Increased Weekday Frequency

How frequent is this route?

	Weekday AM Rush	Weekday Midday	Weekday PM Rush	Weekday Evening	Saturday Midday	Saturday Evening	Sunday Midday	Sunday Evening	Overnight
15 min or better	✓	✓	✓	-	-	-	-	-	-
30 min	✓	✓	✓	✓	✓	✓	✓	✓	-
60 min	-	-	-	✓	✓	✓	✓	✓	✓

[SUBMIT A COMMENT](#)



NEXT GEN

Greater frequency • Greater connectivity • for Greater Cleveland

NEXT GEN #10 East 105- Lakeshore

Service between Turney-Ella Loop and Shoregate.

NEXT GEN #10 FREQUENCY

Weekday AM Rush	Every 15-30 Minutes	Weekend Daytime	Every 30 Minutes
Weekday Midday	Every 15-30 Minutes	Weekend Evening	Every 60 Minutes
Weekday PM Rush	Every 15-30 Minutes	Overnight	Every 60 Minutes
Weekday Evening	Every 60 Minutes		

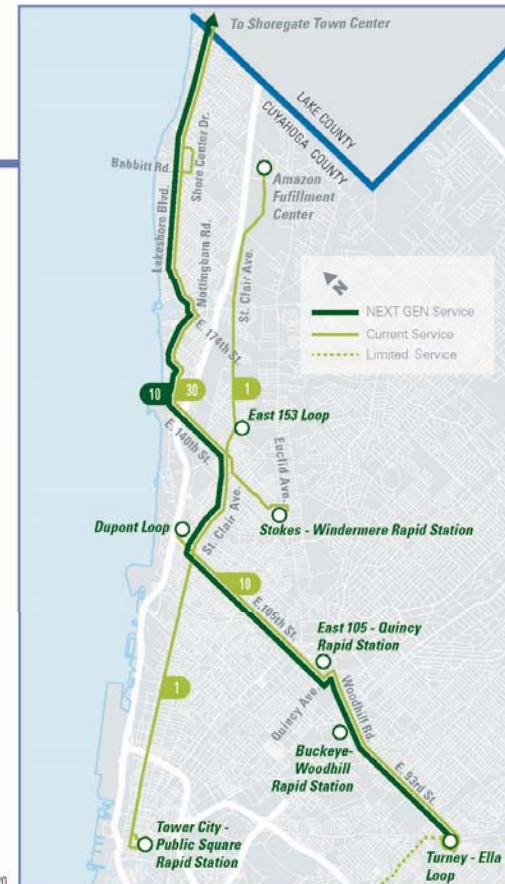
NEXT GEN #10 Features:

- Seven Day Service
- New Destinations
- Increased Weekday Frequency
- Increased Weekend Frequency

NEXT GEN #10 Points of Interest:

- Cleveland Clinic Main Campus
- Louis Stokes VA Medical Center
- Euclid Hospital
- John Hay High School
- Glenville High School
- Shore Center Plaza
- East Side Market
- University Circle

PROPOSAL



9-2020

Planned Adjustments Based on Feedback

Retain these links during daytime hours:

- #2 E. 79, Slavic Village, Steelyard (5 days like today)
- Service on E. 55th north of station (5 days like today)
- Service on Buckeye Road (7 days)
- #8 Service on Prospect and Cedar Avenues (7 days)
- One trolley route, the modified (i.e. current) B-Line

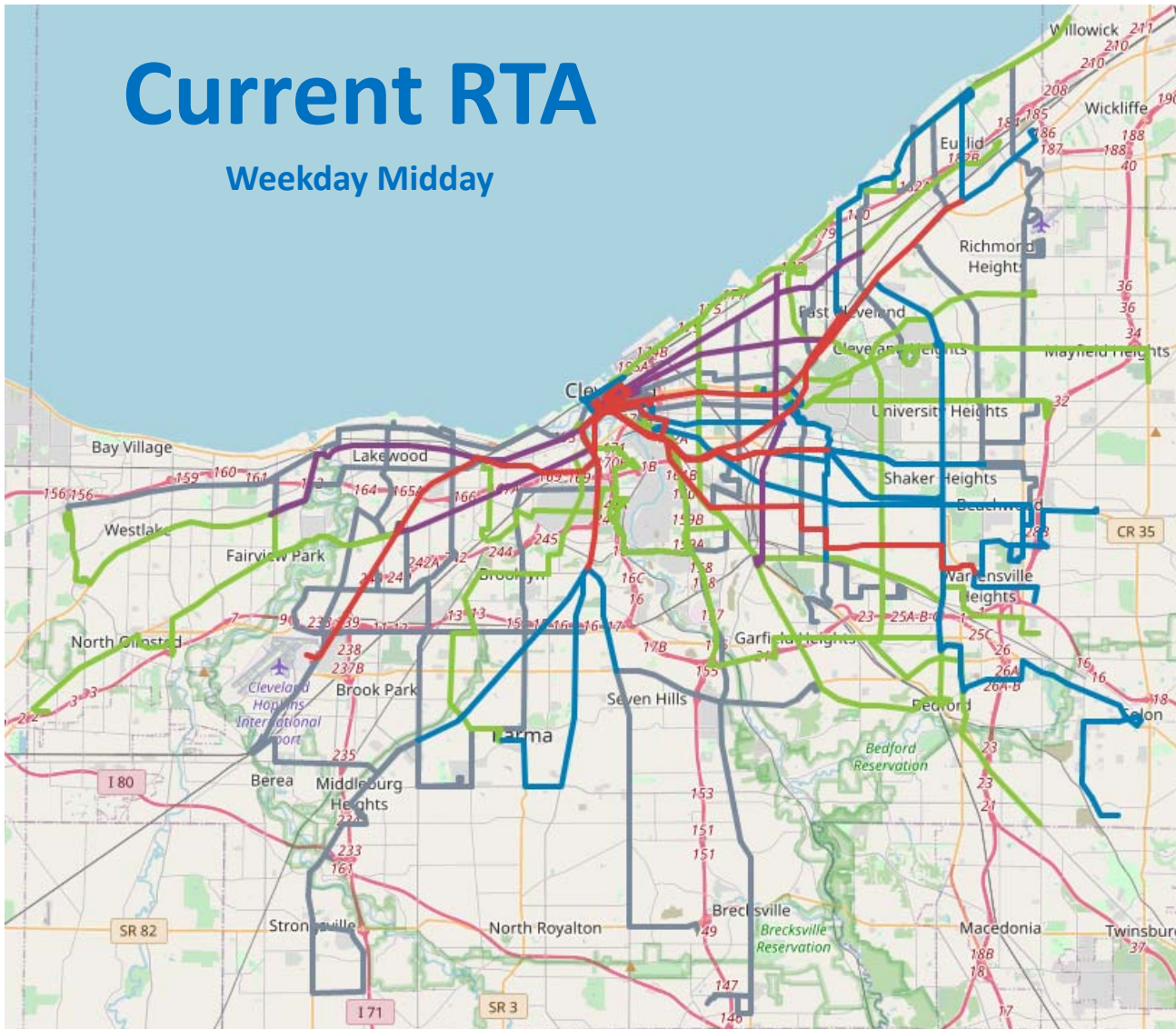
Planned Adjustments Based on Feedback






Retain these links with today's service hours:

- In response to concerns about the #81:
 - Revise #25 to link W. 25th & Steelyard via Tremont Pointe
 - Continue current service hours at Lakeview Terrace
- Revise #18 to link E. 55th Rapid to Slavic Village & Newburgh Hts.

Current RTA

Weekday Middy

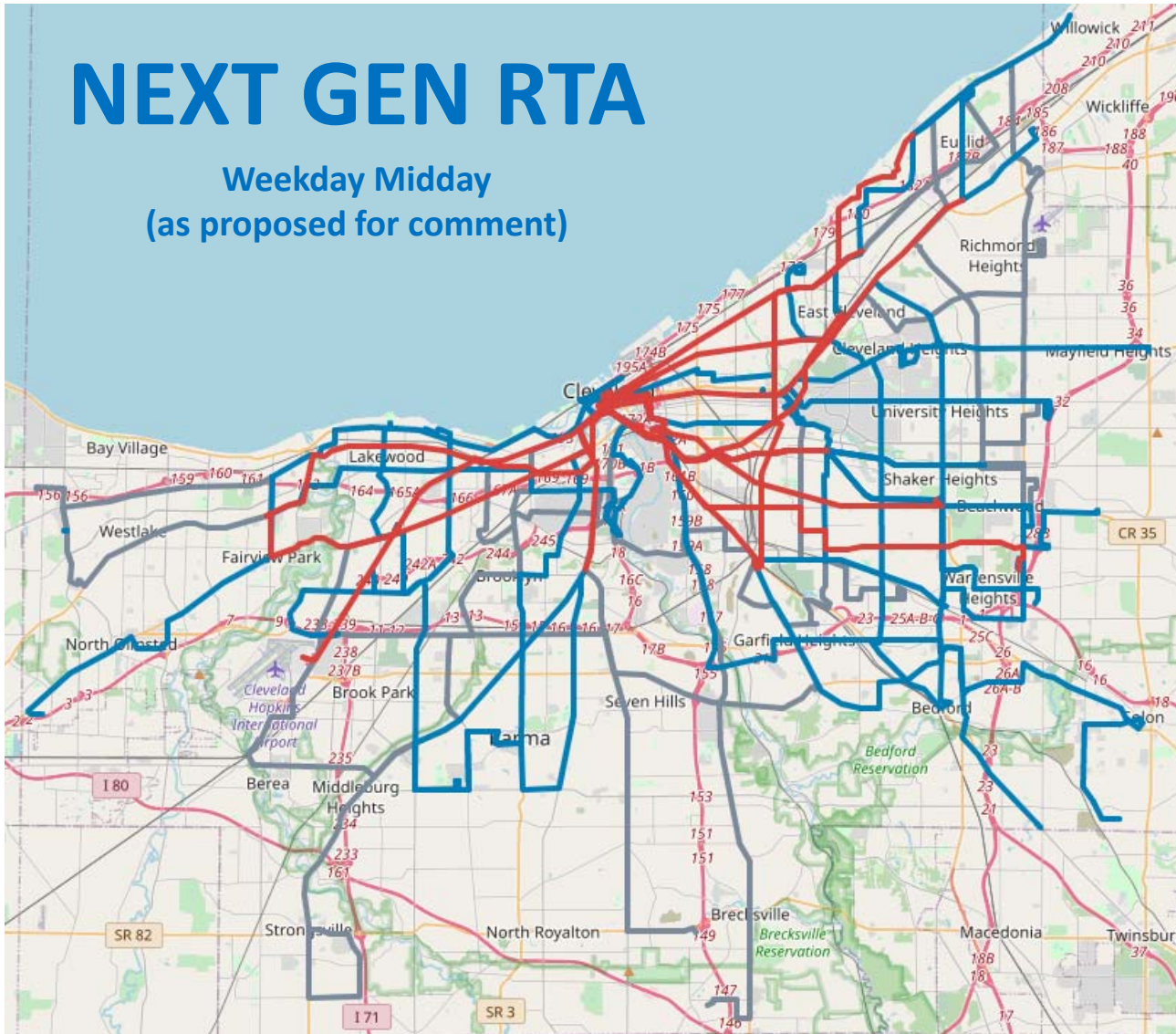


Frequency Legend	
	15 min or better
	20 min
	30 min
	40 - 45 min
	60 min



NEXT GEN RTA

Weekday Midday
(as proposed for comment)



Frequency Legend

 15 min or better

 20 min

 30 min

 40 - 45 min

 60 min



Summary

- NEXT GEN RTA reflects community priorities, including frequent service (every 15 minutes or better) all day
- The number of **jobs** within ½ mile of frequent service will increase by 50,000 jobs or 25%
- The number of **residents** within ½ mile of frequent service will increase by 167,000 residents or 100%
- The service emphasizes key corridors in the Strategic Plan
- Implementation is targeted for June 2021

Questions?

