Strategic Plan Project Goals

Deliver a 10-year Strategic Plan

Create understanding and build consensus; pull “Pillar Studies” together into a cohesive plan

Strategic Plan: Framework for the Future

- Economic Impact Study
- Fare Study
- Rail Car Study
- Efficiency Study & Operational Review
- System Redesign Study
Strategic Planning Process

- Update Vision & Goals
- Preliminary Findings: Assess Transit Needs
- Identify Priority Strategies
- Stakeholder and Public Engagement
- Spring 2019 to Spring 2020

riderta.com/strategicplan
Stakeholder and Public Engagement

Proactive Meetings to Actively Engage Stakeholders

- Board of Trustees
- Executive Management
- RTA Internal Steering Committee
- External Stakeholder Advisory Committee
- Community Advisory Committee
- Public Input
Final Plan

- Compile key highlights and technical information
- Deliver 10-year capital planning and customer enhancement Strategic Plan

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Preliminary Goals
Preliminary Goals

1. CUSTOMER EXPERIENCE
   RTA will provide dependable, clean, fast, and seamless transportation that creates a positive experience for RTA customers.

2. FINANCIAL STABILITY
   RTA will be a responsible steward of public funds by providing exceptional services cost-effectively.

3. STATE OF GOOD REPAIR
   RTA will enhance, preserve and maintain its infrastructure and assets.

4. TECHNOLOGICAL INNOVATION
   RTA will lead in its integration of new technologies and evolving mobility options to enhance the transportation experience for customers, RTA employees, businesses and visitors.

5. ECONOMIC PROSPERITY
   RTA will be the transportation backbone that moves the economy forward and improves the quality of life of county residents by enabling economically sustainable regional land use and development and reinforcing investment in strategic employment and population centers.
Preliminary Goals

6. **ACCESS**
   RTA will facilitate increased access to jobs, education, and civic life.

7. **COLLABORATION**
   RTA will work with stakeholders to foster creative solutions to mobility challenges and drive opportunities for transit oriented development.

8. **EQUITY**
   RTA will continue to provide equitable transit services that benefit disadvantaged individuals and communities.

9. **ENVIRONMENTAL SUSTAINABILITY**
   RTA will reduce greenhouse gas emissions in the region by providing clean transportation and shifting travelers away from single occupancy vehicles.

10. **TRANSPARENCY**
    RTA will instill public confidence as a well-run institution that is accountable to its customers, employees, and taxpayers.
Preliminary Findings
RTA Economic Impact

- Critical to the economic success of region and to the well being of people who live and work here
- RTA’s impact on local employment totals $485.8 million, measured in annual earnings brought home by those who depend on RTA transit services to get to work
- Impact on Cuyahoga County property values is $2.2 billion
- Annual savings to passengers who choose to ride RTA rather than use their own transportation is $51.8 million
Decreasing Ridership

Fewer people are riding RTA than ever before

Ridership

[Graph showing decreasing ridership from 1976 to 2018]
External Factors: Examples

- Cuyahoga County lost tens of thousands of residents and jobs in the past decade
- Jobs locations shifting outward
- Aging population
Internal Factors: Examples

• Level of transit service decreased
• Factors under control of RTA influence ridership, such as fares, customer communication, on-time performance
Potential Ideas for Improvements
Access: System Redesign

- As recommended in Dec. 2019, RTA should shift to the Current Funding Concept

- Expanded Funding Concept provides basis for future potential

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Important: Colors represent midday weekday frequency

- +11% more jobs accessible within 60 minutes

- 65% ridership / 35% coverage
- 167,000 more people within ½ mile walk of Frequent Service
- 8,400 more people within ½ mile walk of any transit service
Collaboration: Corridor Improvements for Faster Buses

- New federal guidance recently approved for red pavement bus-only lanes
- Transit Signal Priority
- Queue jumps

### Pilot and Implementation

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Customer Experience: Fare Payment Improvements

• Account based, contactless
• Stored Value
• Fare capping
• Open architecture
• Open payments
• Seamless to customer

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Source: trimet.org

Your new ticket to ride.

Hop Fastpass™ is a better way to pay your fare on TriMet, C-TRAN and Portland Streetcar.

Pay With Your Phone

OR

Get a Hop Card
State of Good Repair: Rail car replacement

- Heavy-rail fleet replaced within 5 years
- Light-rail fleet replaced within 10 years
Environmental Sustainability: Electric Buses

• Quiet, comfortable
• Lower global warming emissions than diesel and compressed natural gas
• Zero tailpipe emissions for healthier neighborhoods

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Source: proterra.com

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Equity: Vulnerable Populations

- Increase transit frequency and capacity for those who need it most
- Address needs of women and aging population
- Policy and safety improvements

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Source: inquirer.com
Technology: Autonomous Shuttles

- First/last mile option
- Testing in Ohio, U.S., and worldwide
- Pilot program to understand opportunities and constraints
- New RTA radio system

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Transparency:
Public Online Dashboard

• Improve transparency and accountability
• Display metrics that impact customer confidence
• Build public trust

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Your Ideas!

• Lighting near bus stops
• Better transfer connections
• Cleaner buses
• Reliable, on-time service
• More service to destinations that matter to you
• Better real-time arrival info
• Extend train lines to more places
• Quicker boarding to move transit faster
• And more. Help us plan the future!
Join the conversation on Mentimeter using your smart phone.
Strategic Plan

riderta.com/strategicplan