

Service Planning Open House

Presentation to Community

RTA Board Room
February 27, 2019

216-575-EYES

See something,
text something.



How can we help?



575-EYES
See Something,
Text Something

Greater Cleveland Regional Transit Authority



Transit App

Follow any line
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RTA CLE Mobile Ticketing

IGO
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Greater Cleveland Regional Transit Authority



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Spring 2019 Service Change

- New timetables effective March 10 for routes 3, 5, 10, 11, 19, 25, 26, 28/28A, 45, 48/48A, MetroHealth Line (51B/C), 53F, 79/79A, 83, 86, 94
 - 28/28A PM Rush :12 headway goes to :15 for better connections at Windermere
 - Routine schedule adjustments to improve reliability
- New Timetable effective March 24 for Blue/Green/Waterfront Lines
 - Minor schedule adjustments

2019 System Redesign Study

System Redesign Study

- One of 5 pillar studies underway, or soon to begin
- RTA working with consultant Jarrett Walker + Associates
- Goal: determine Cuyahoga County residents priorities for the GCRTA system network

System Redesign Study

- Seeking input from both riders and non-riders
- Online survey open until March 17th
- Please visit www.riderta.com/systemdesign to complete the survey

System Redesign Study

- The following presentation was given by Jarrett Walker to a committee of the GCRTA Board of Trustees on Tuesday, February 19

RTA System Redesign Study

Who are we?

JWA is an transit planning firm founded in 2011

Based in Portland, with a second office in Arlington, VA

Our mission

We foster clear conversations about transit, leading to confident decisions.

Major network design studies in cities such as:

Houston

Columbus

Anchorage

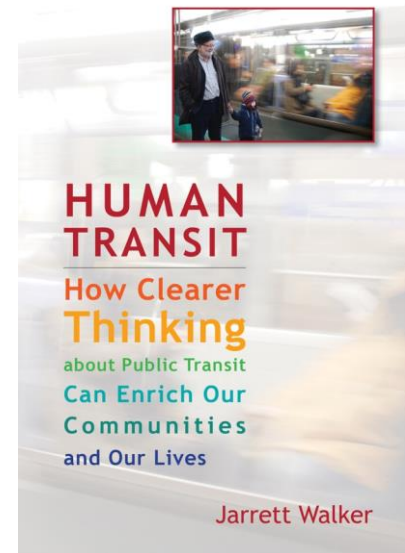
Indianapolis

Raleigh

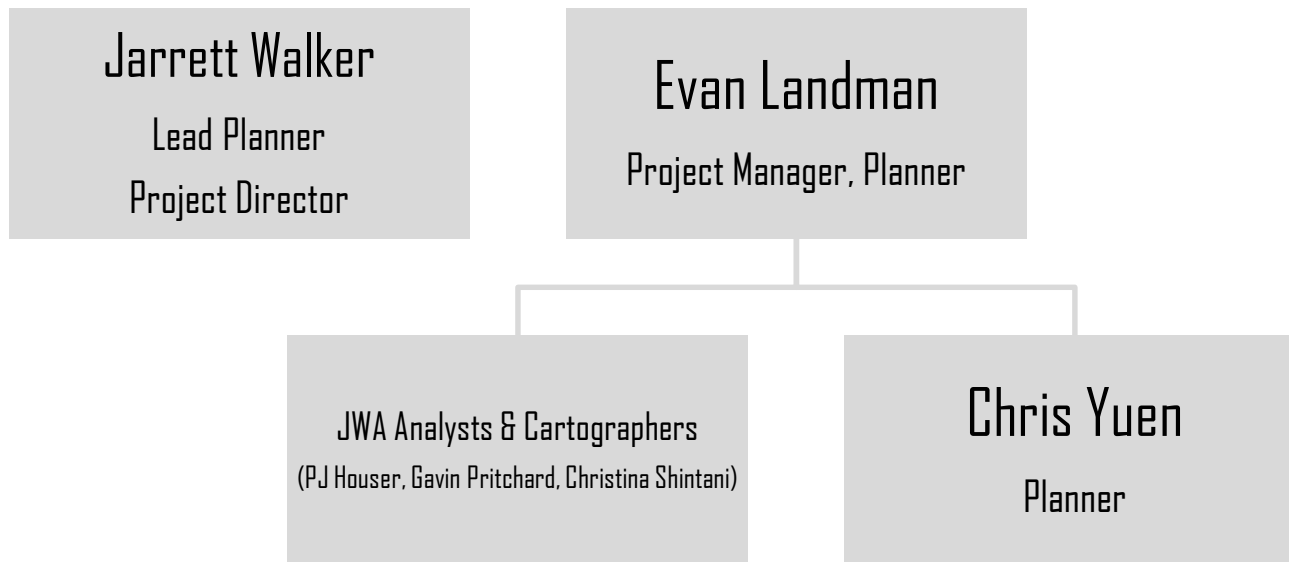
San Jose

Dublin, Ireland

Salt Lake City



Our Team



What is the System Redesign Study?

RTA has only so much money to run transit service.

This study is about asking the public whether the way service is deployed today matches citizens' priorities.

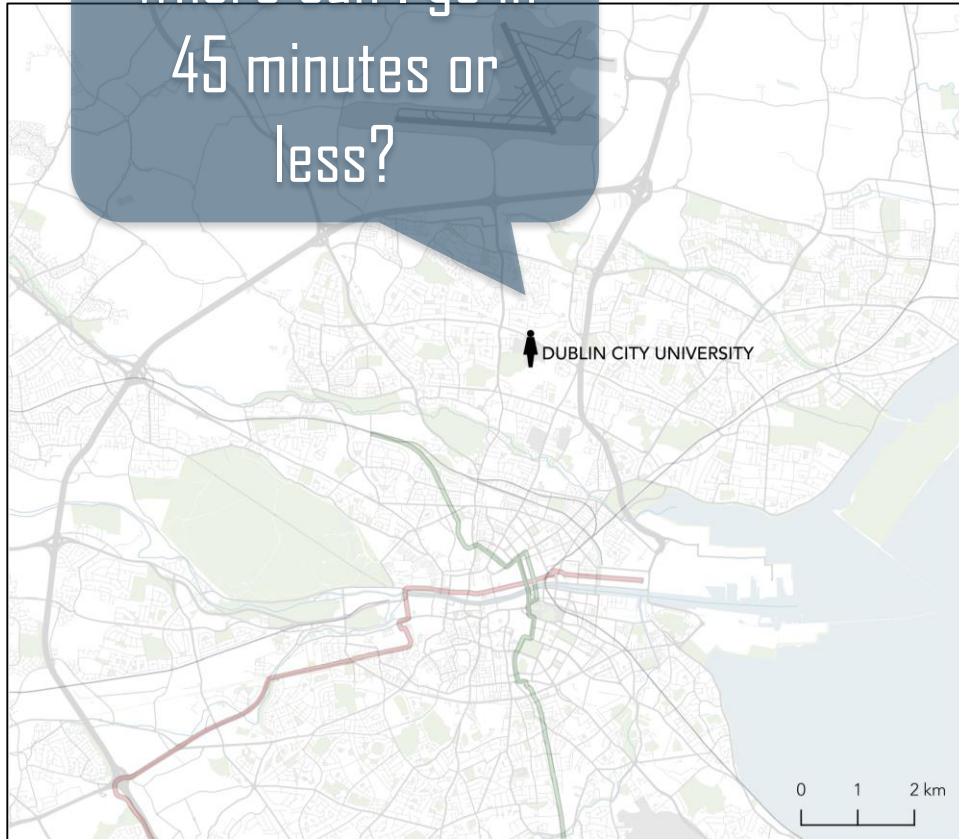
This week, we'll be designing two alternatives showing network outcomes from different priorities:

- What would the network look like if generating high ridership was our most important goal?
- What would the network look like if geographic coverage is our most important goal?

IF you wanted high ridership ...

Is transit useful?

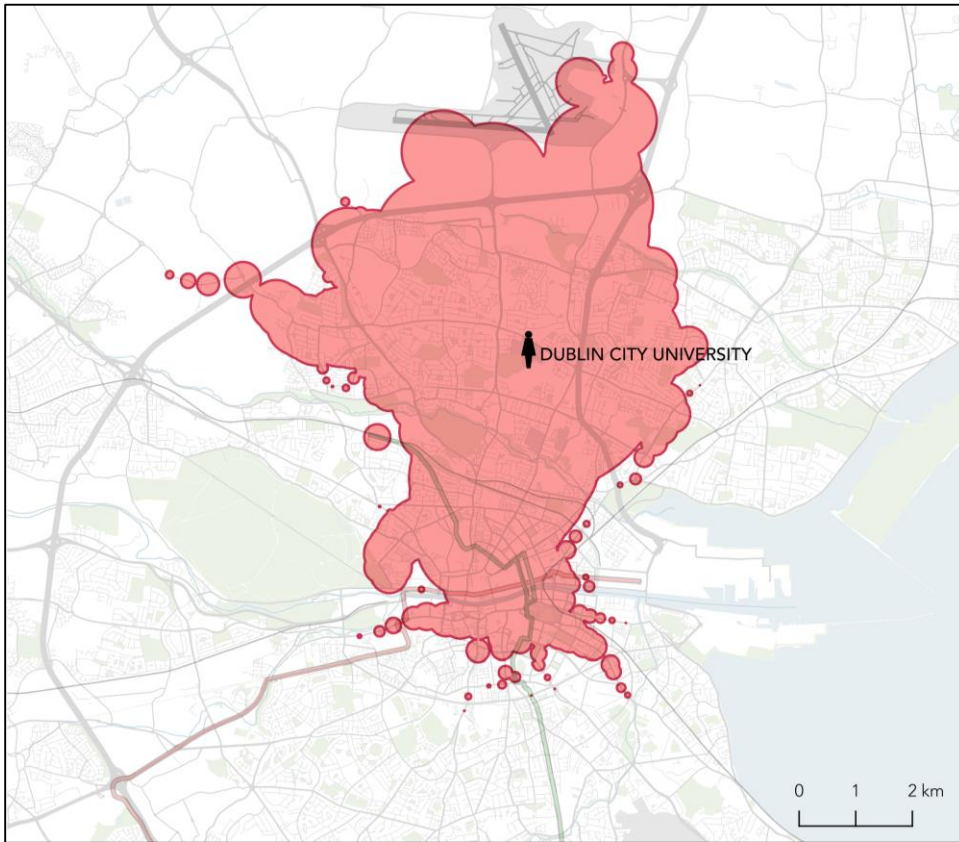
Where can I go in
45 minutes or
less?



Transportation planning is
freedom planning.

“Where can I go?” = “What
could I do?”

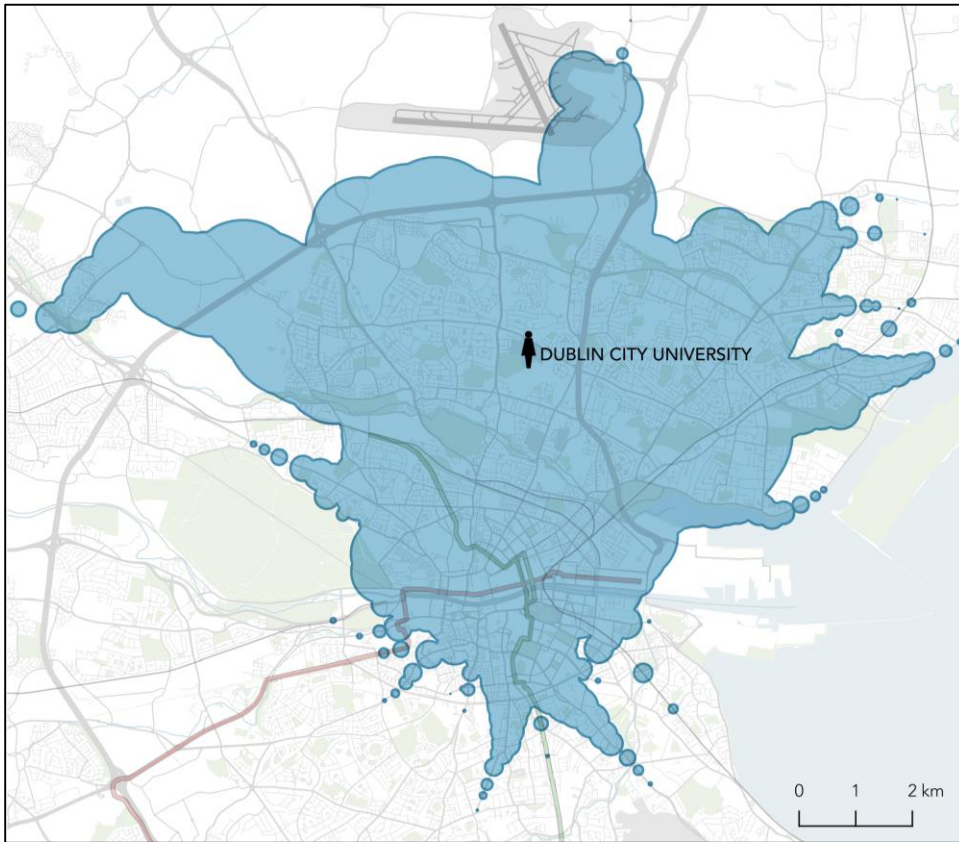
Where could I be in 45 minutes?



“isochrone” – a map shape enclosing the area that can be reached in a given travel time.

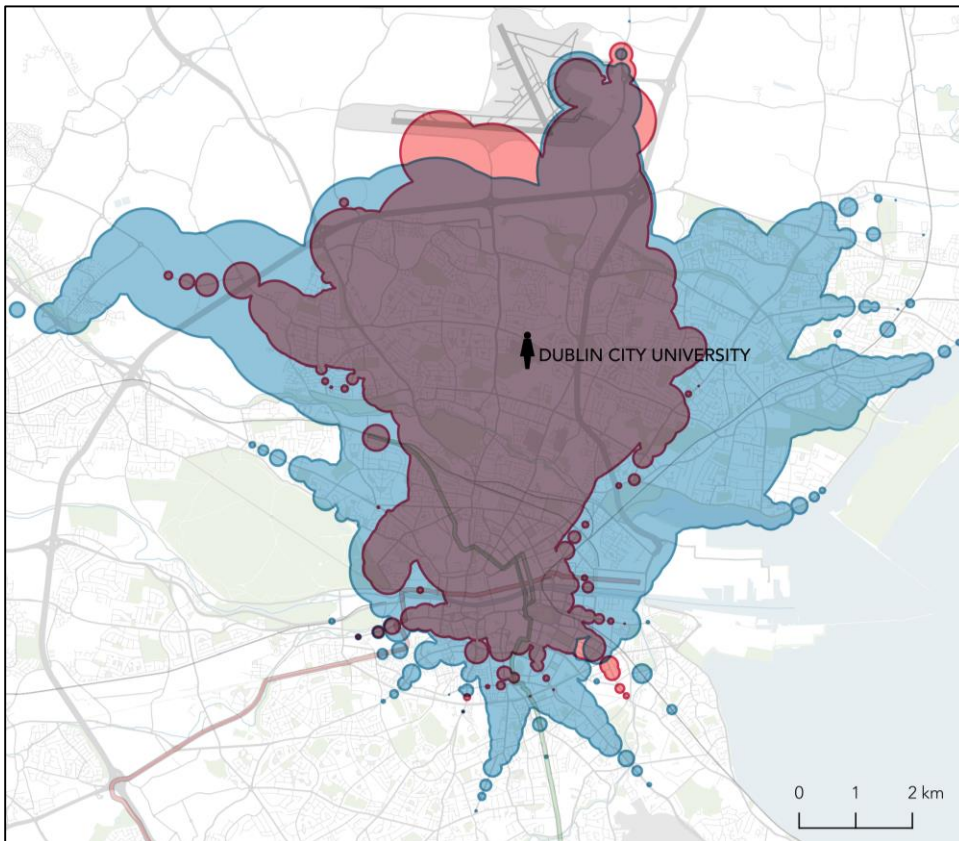
Where could I be in 45 minutes or less?

Where can I go with the new network?



The differences in the design of the new network produce a different isochrone.

To expand ridership, expand freedom



With the redesigned network, what new opportunities are open to me using transit?

Everywhere in blue is newly accessible by transit with this plan.

Everywhere in red is no longer accessible.

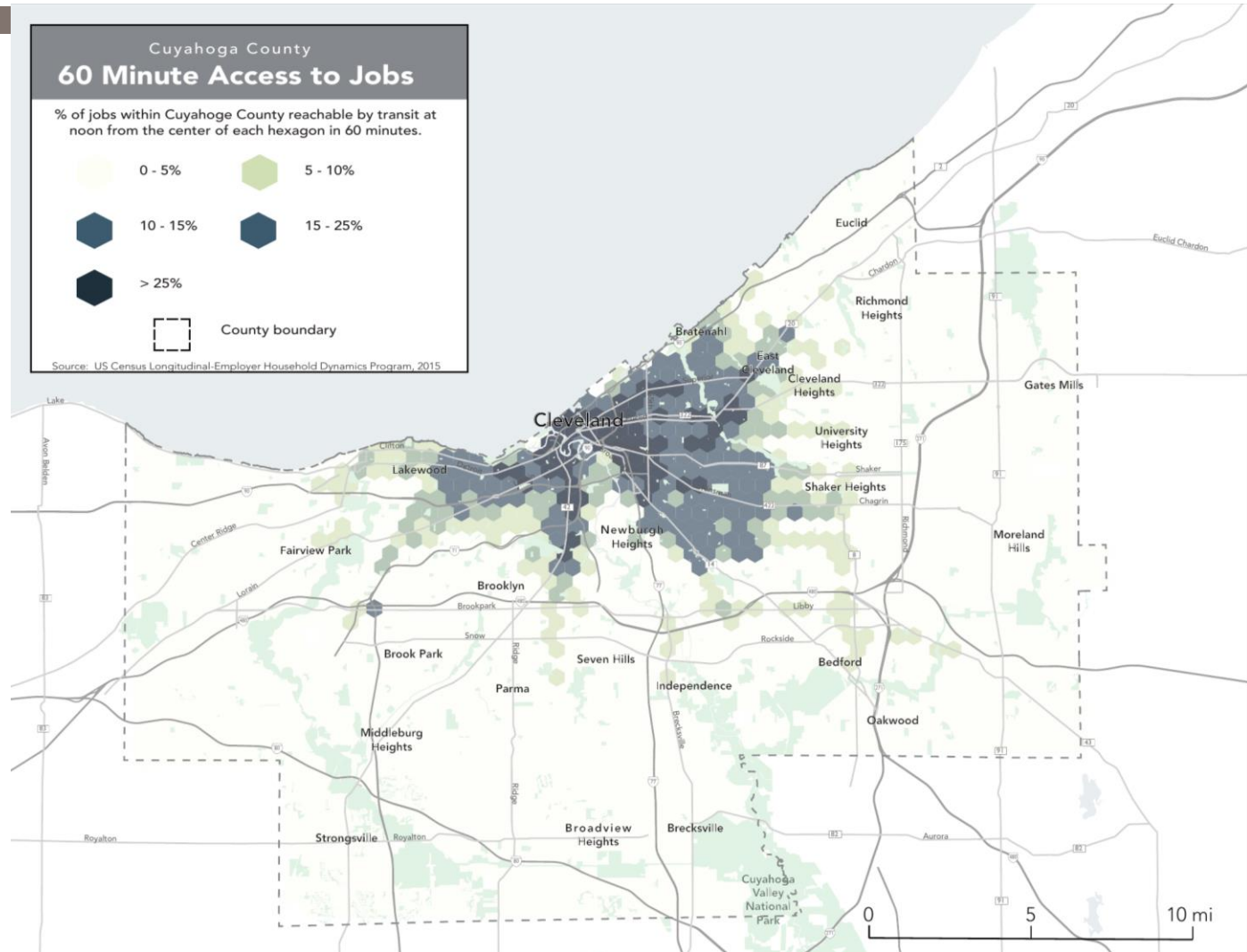


95,000 more jobs (+43%)

149,000 more residents (+68%)

How useful are RTA's services?

The map shows the % of jobs within the county reachable at midday from the center of each hexagon by transit in 60 minutes.



How to design for high ridership?

Provide useful, liberating service ...

- Frequent
- Available when you need it (span of service)

... in places where transit can compete for many trips

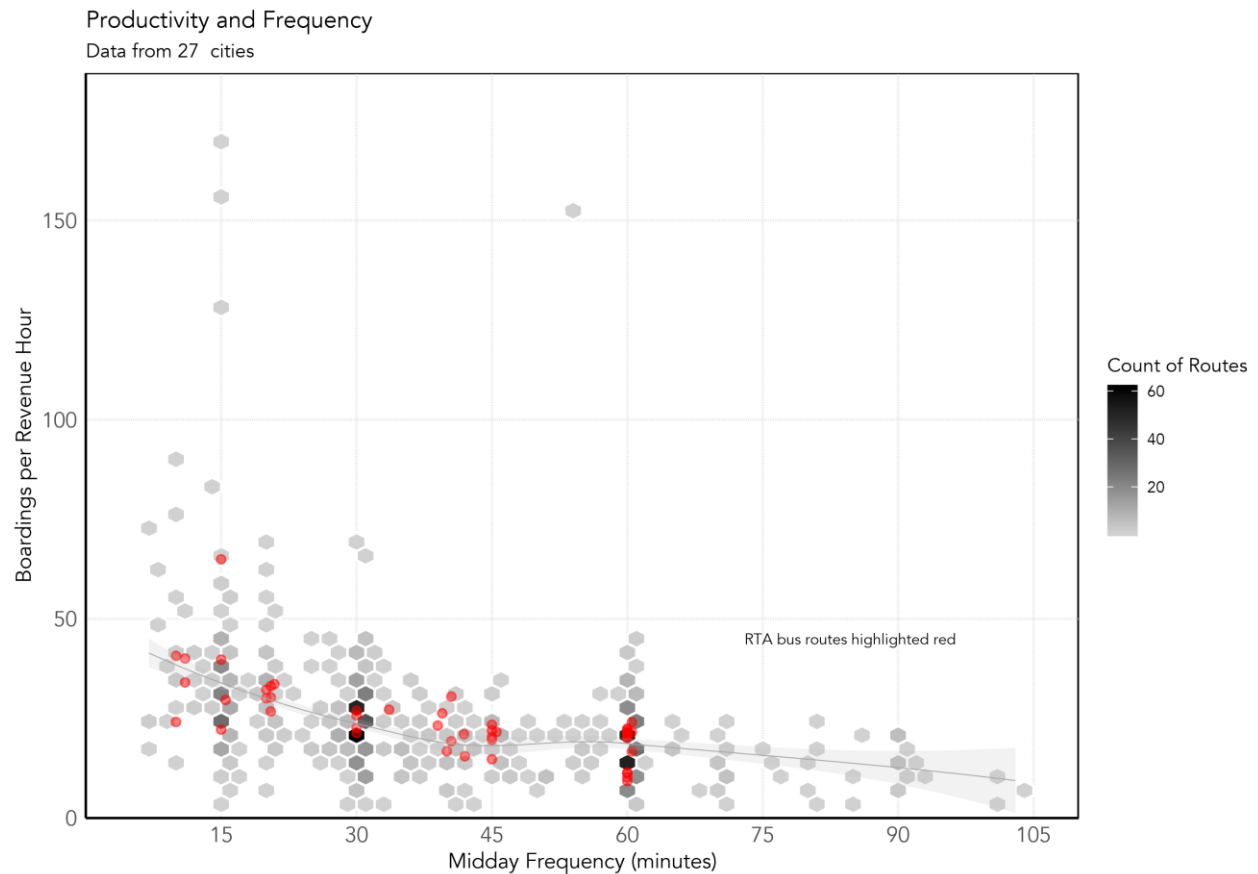
- Density
- Walkability
- Linearity (transit can follow straight paths)
- Proximity (transit does not have to cross long stretches of empty space)

Ridership responds to frequency

In most cities we have worked in, frequency and productivity are closely related.

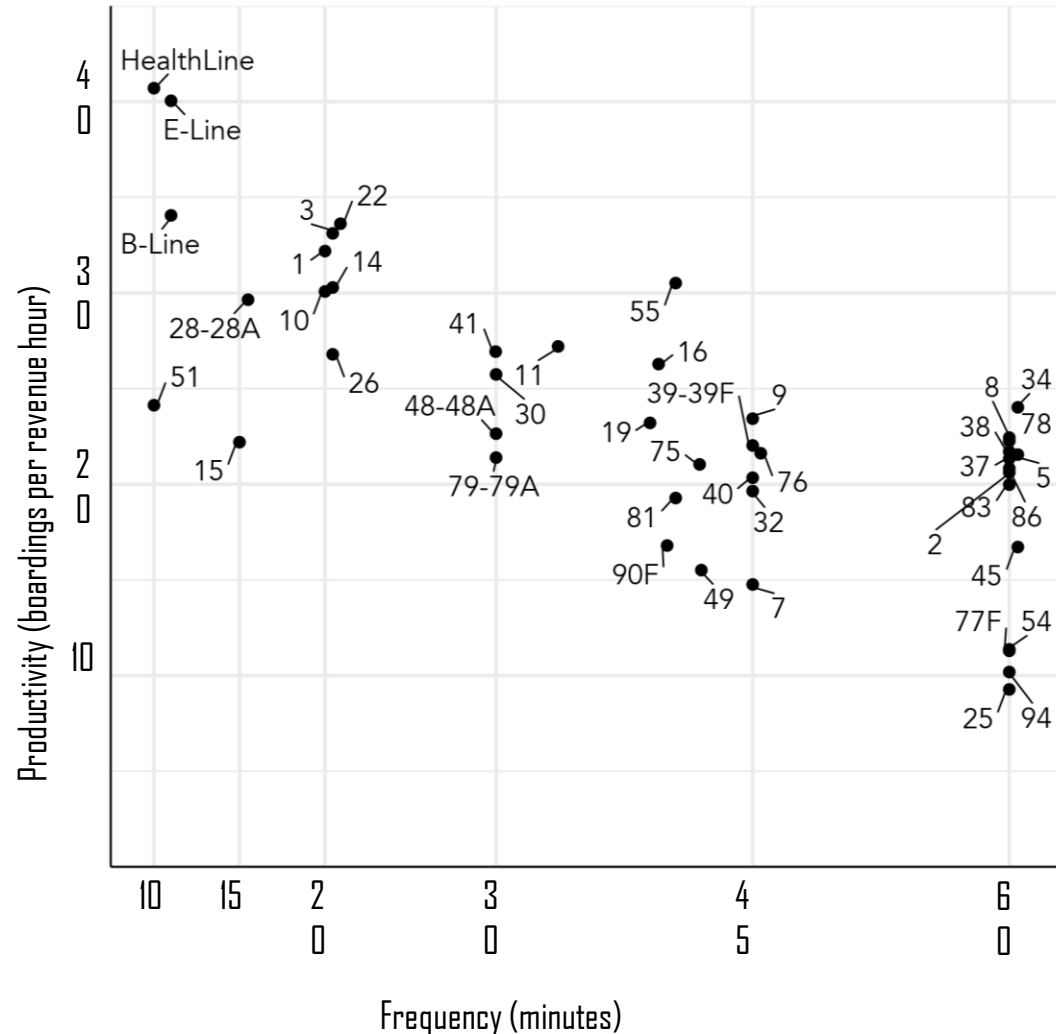
Agencies typically design their most useful services to reach their strongest markets.

High productivity is a predictable outcome when frequent, useful service is available in dense, walkable places.



The same is true at GCRTA:

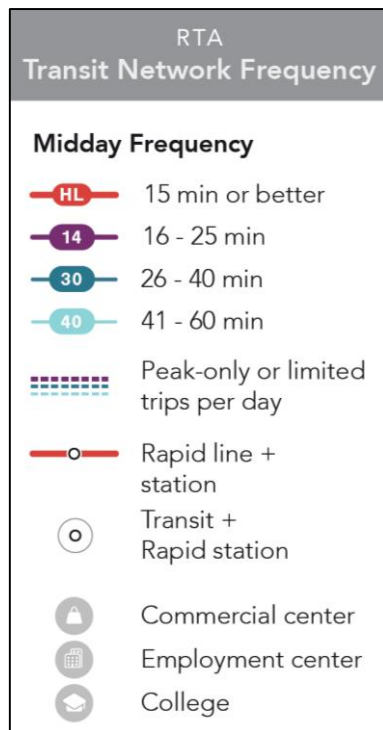
RTA Route Frequency and Productivity
Average Daily Ridership and Service Level, Fall 2018



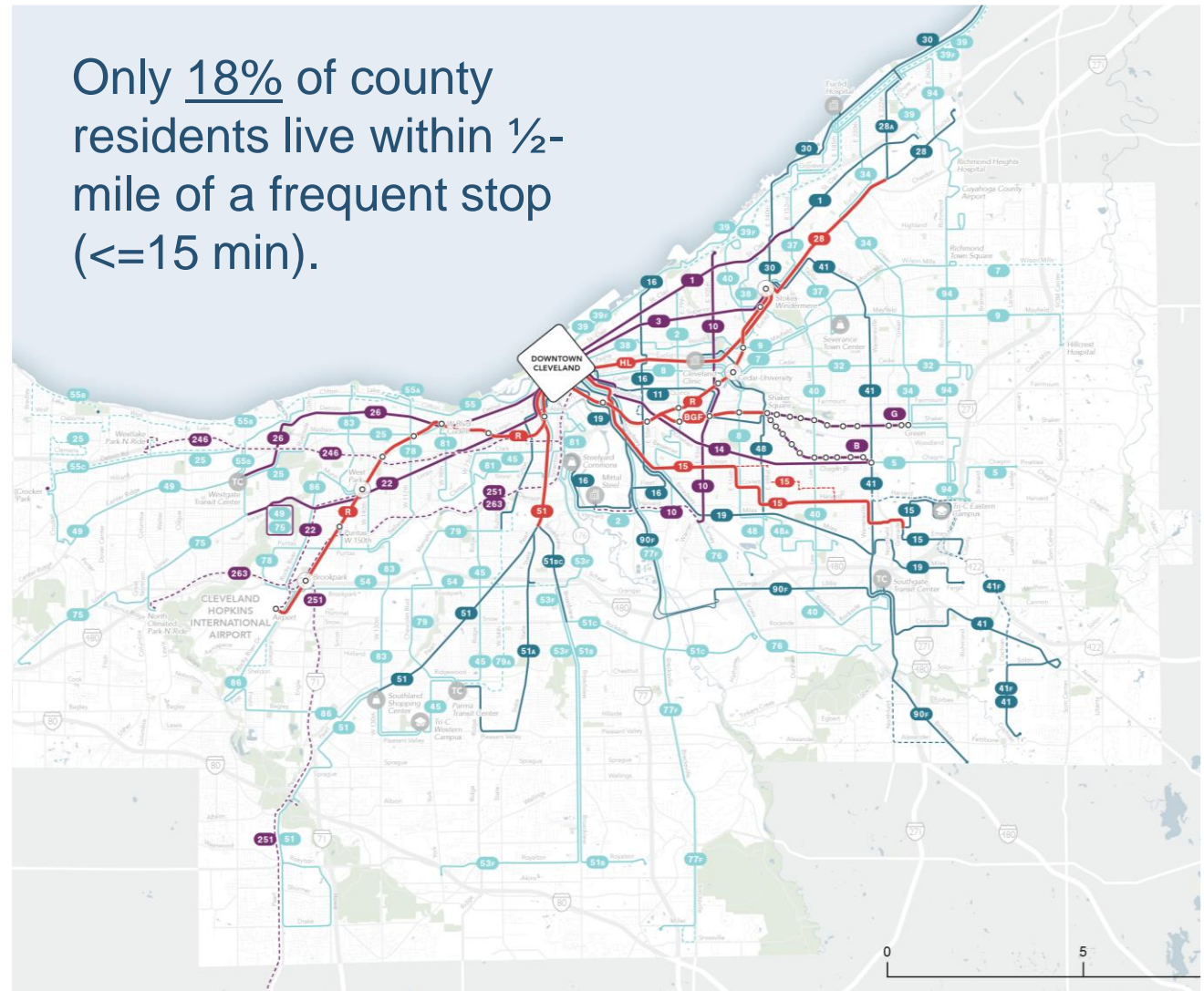
Many of RTA's most frequent routes are also among its most productive.

But frequency is expensive, so for ridership, we have to focus it where lots of people benefit.

Frequency at RTA



Only 18% of county residents live within ½-mile of a frequent stop (<=15 min).



Land Use Drivers of Ridership

Density

Walkability

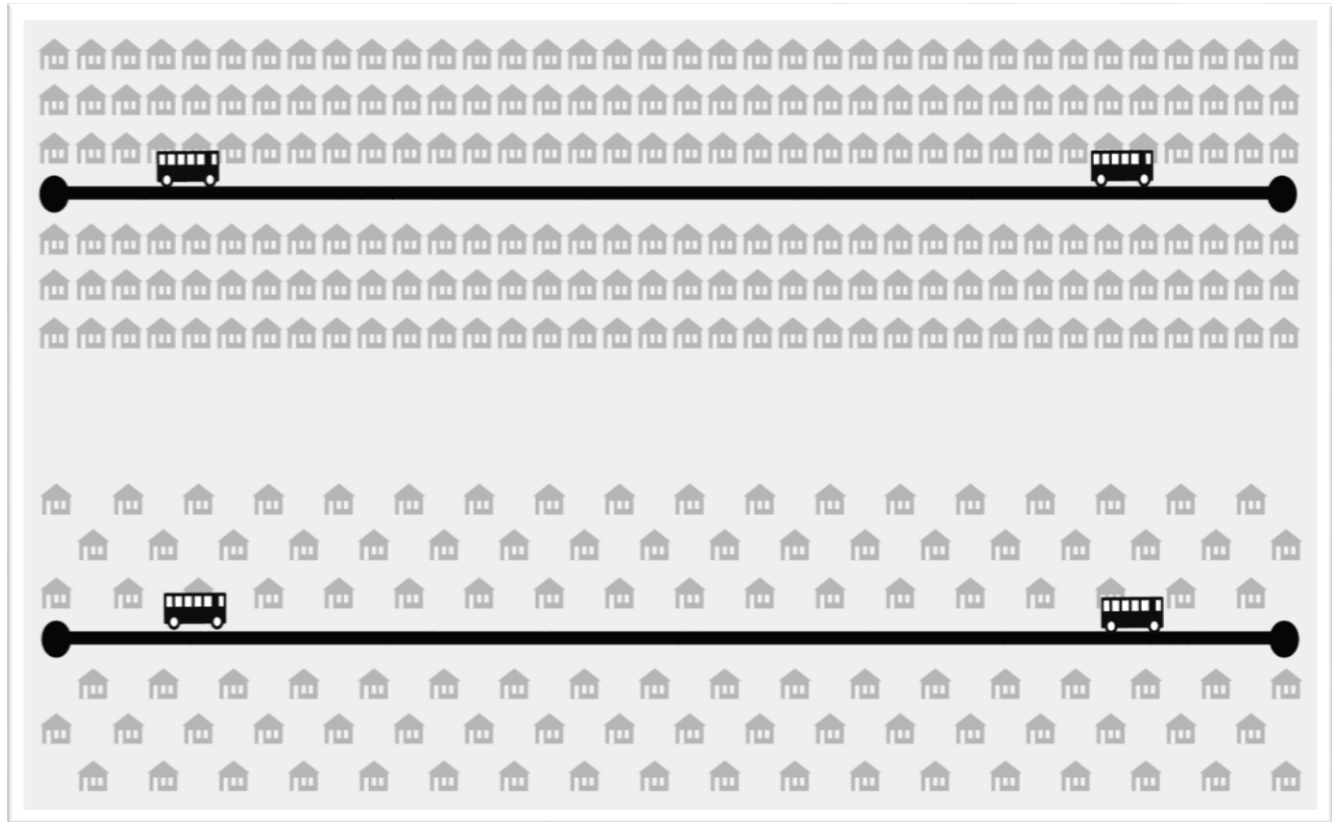
Linearity

Proximity

Density

How many people are going to and from the area around each stop?

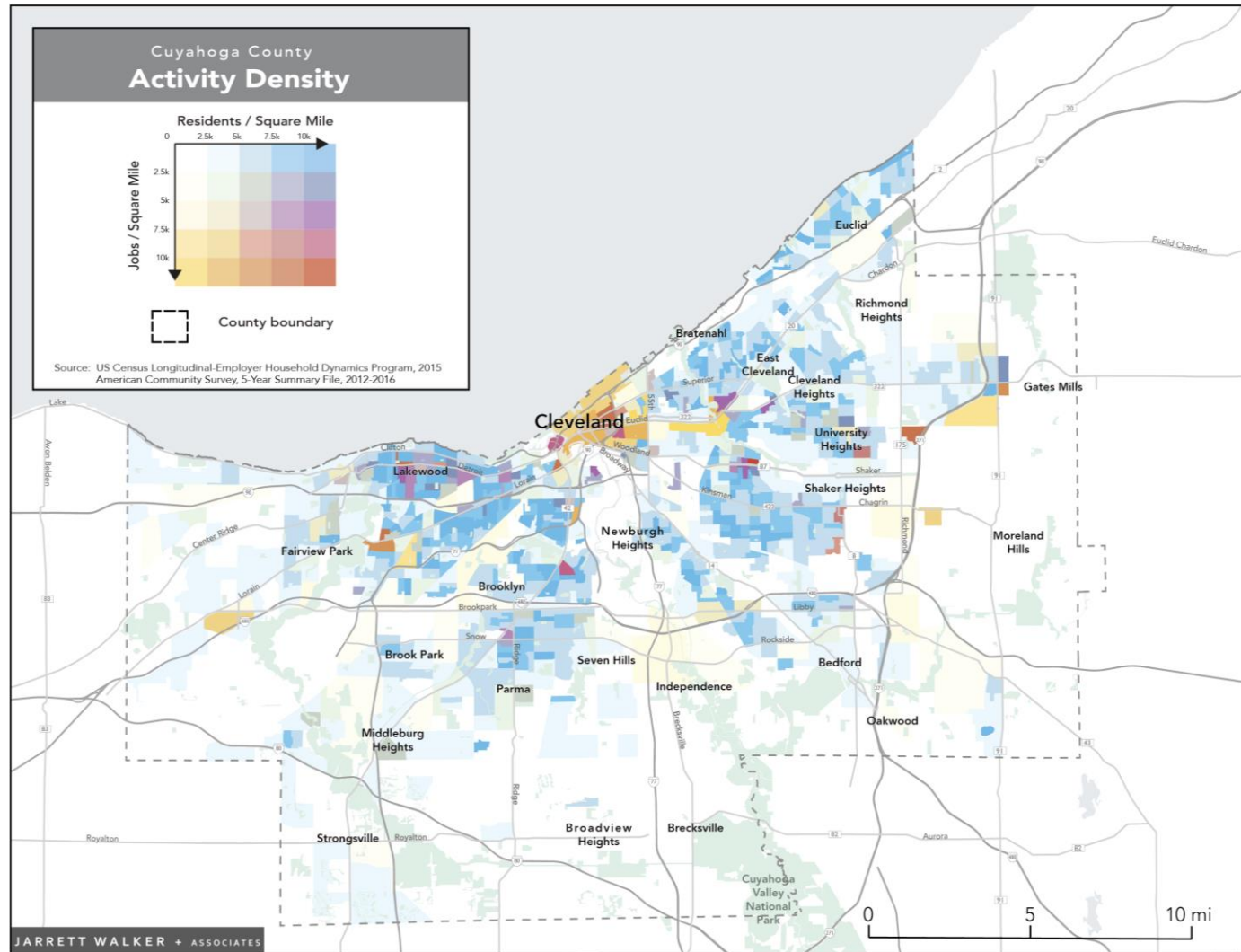
High
ridership



Lower
ridership

Designing for ridership

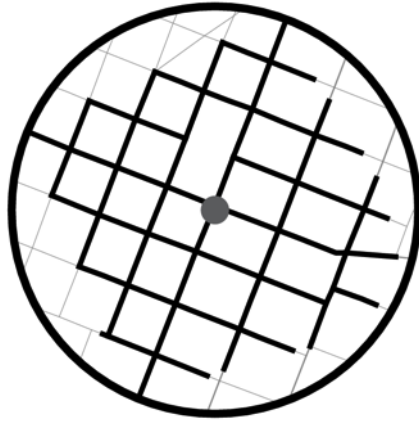
Matching high-frequency, very useful service and dense, walkable places.



Walkability

Can the people around the stop walk to the stop?

High
ridership

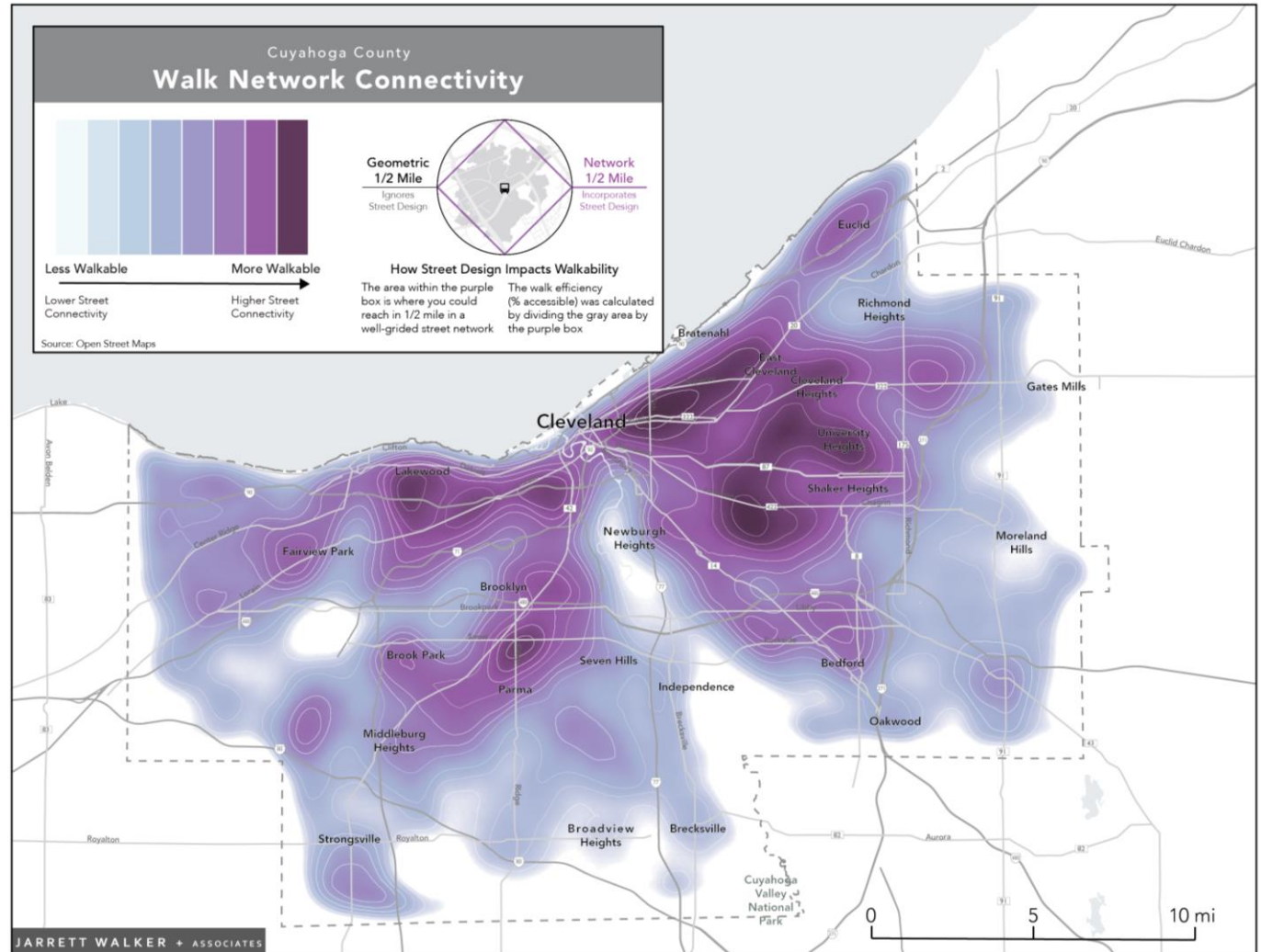


Lower
ridership



Walkability at RTA

Street connectivity is one way of measuring the richness of the walk network across a large area.



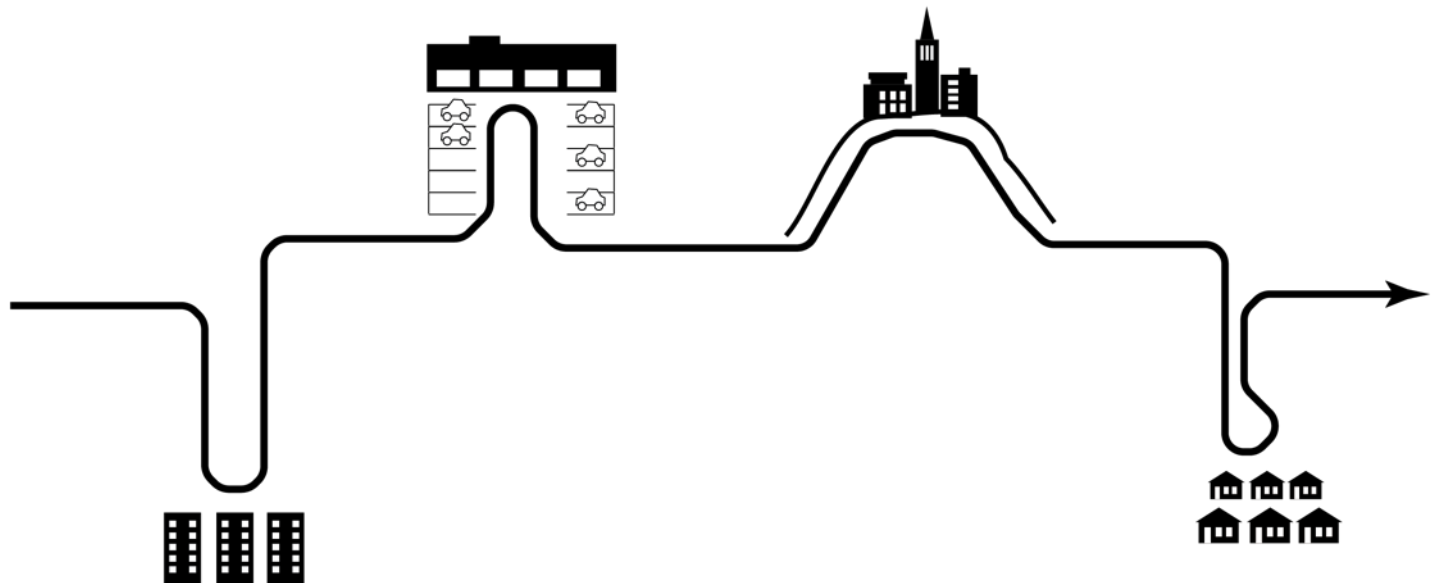
Linearity

Can transit run in straight lines that are useful to through-riders?

Higher
ridership,
lower cost



Lower
ridership,
higher cost



Proximity

Does transit have to cross long low-ridership gaps?

Lower
cost



Higher
cost



Ridership or Coverage?

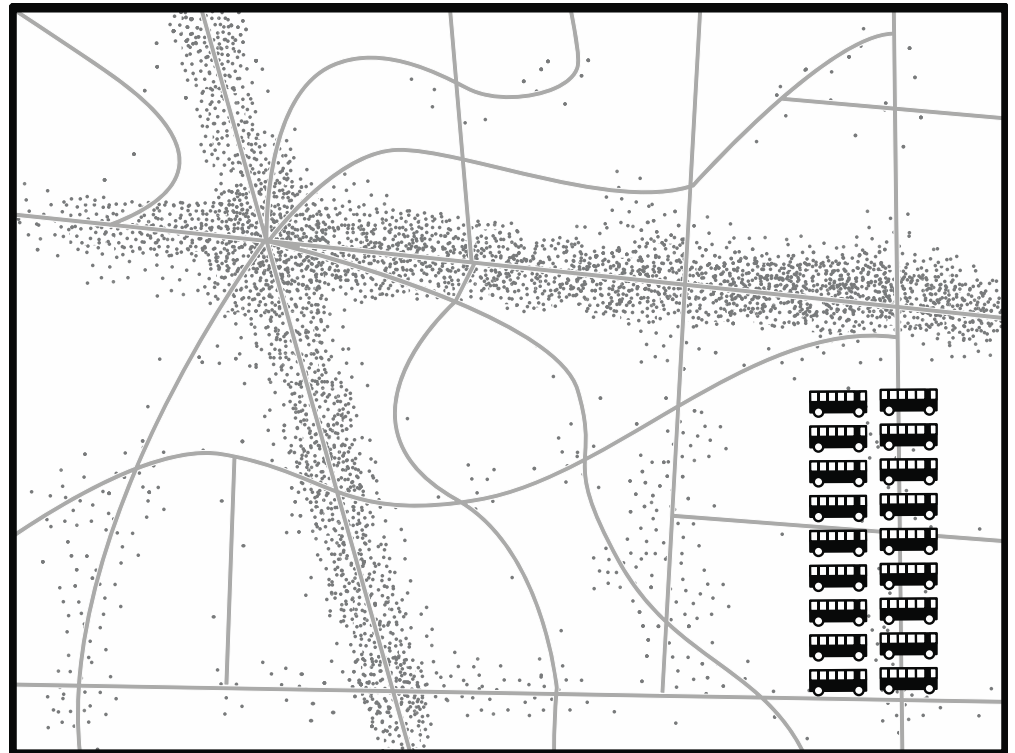
Different goals, different service.

How should a transit agency allocate its resources?

Fictional Urban Area

Dots = residents and jobs

You have 18 buses

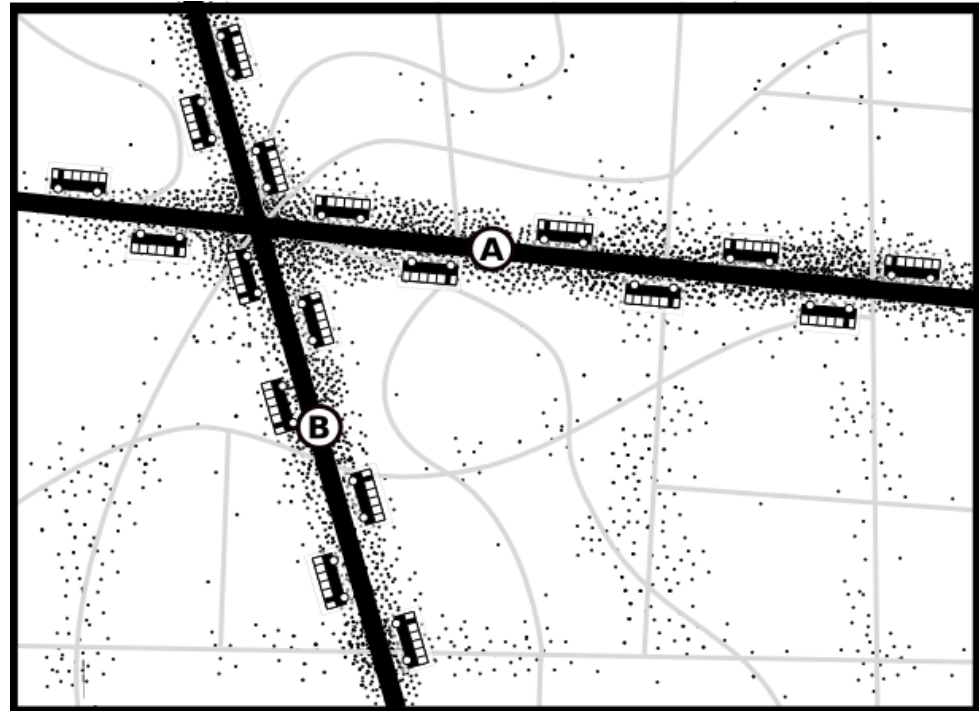


Ridership Goal “Maximum Ridership”

Think like a business, *choosing which markets you will enter.*

The straight lines offer density, walkability, and an efficient transit path, so you focus service there.

Because all 18 buses are focused on few lines, they are frequent.



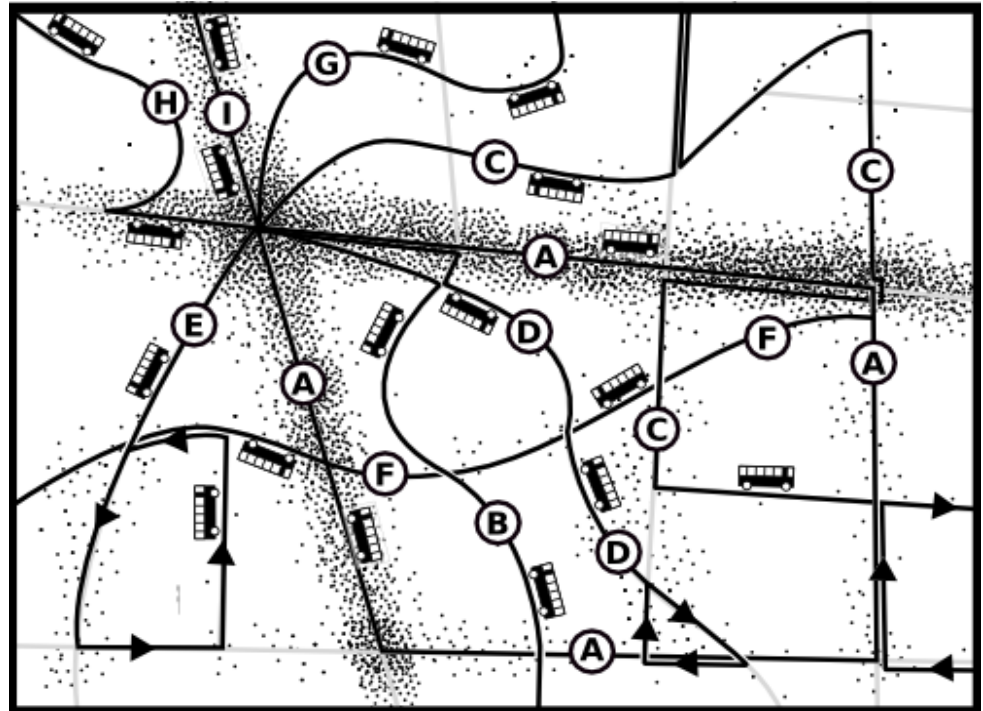
Performance Measure: *Productivity*

Ridership relative to cost

Coverage Goal “Some service for everyone”

Think like a government service. Try to serve everyone, *even those in expensive-to-serve places.*

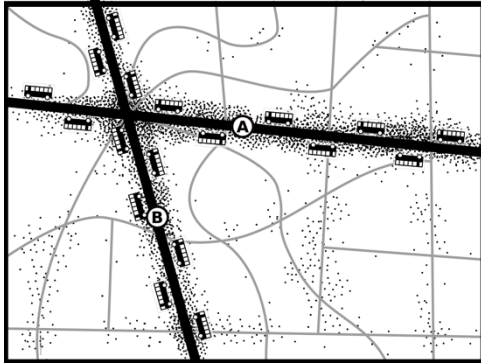
The result is more routes covering everyone, but less frequency, more complexity, and lower ridership.



Performance Measure: Coverage

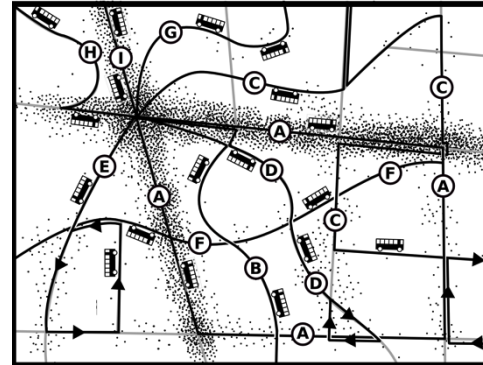
% of population and jobs near some service

Both goals are important,
... but they lead opposite directions!



Ridership Goal

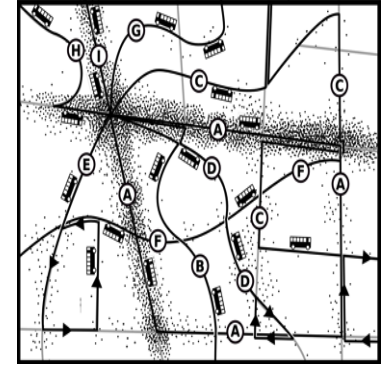
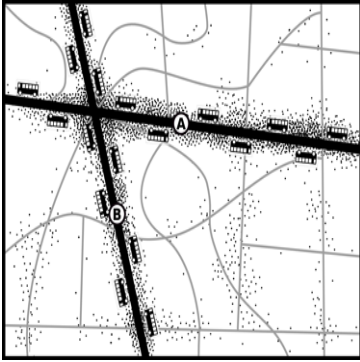
- *“Think like a business.”*
- Low subsidy, high farebox return.
- Support dense and walkable development.
- Maximum VMT reduction.
- Protect economy from congestion.



Coverage Goal

- *“Access for all”*
- Support suburban low-density development.
- Lifeline access for everyone, no matter where they live.
- Service to every city or electoral district.

So it helps to choose a point on the spectrum ...



100% Ridership
0% Coverage

75% Ridership
25% Coverage

50% Ridership
50% Coverage

25% Ridership
75% Coverage

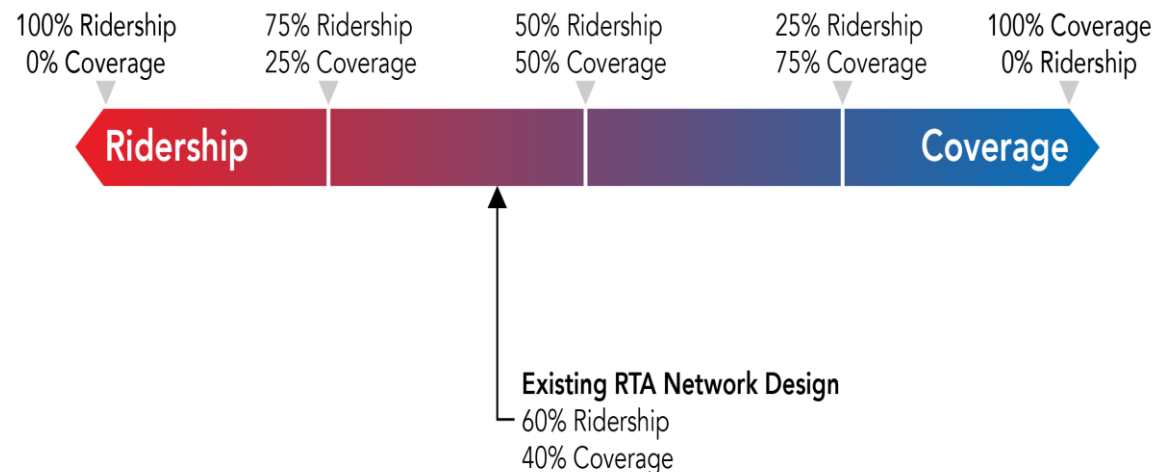
100% Coverage
0% Ridership



Existing RTA Network Design
60% Ridership
40% Coverage

Questions for the public

1. With our existing transit resources, how much should we spend on ridership or coverage?
2. If we had additional funds to spend on transit service, how much of the additional funding should be spent on ridership or coverage?

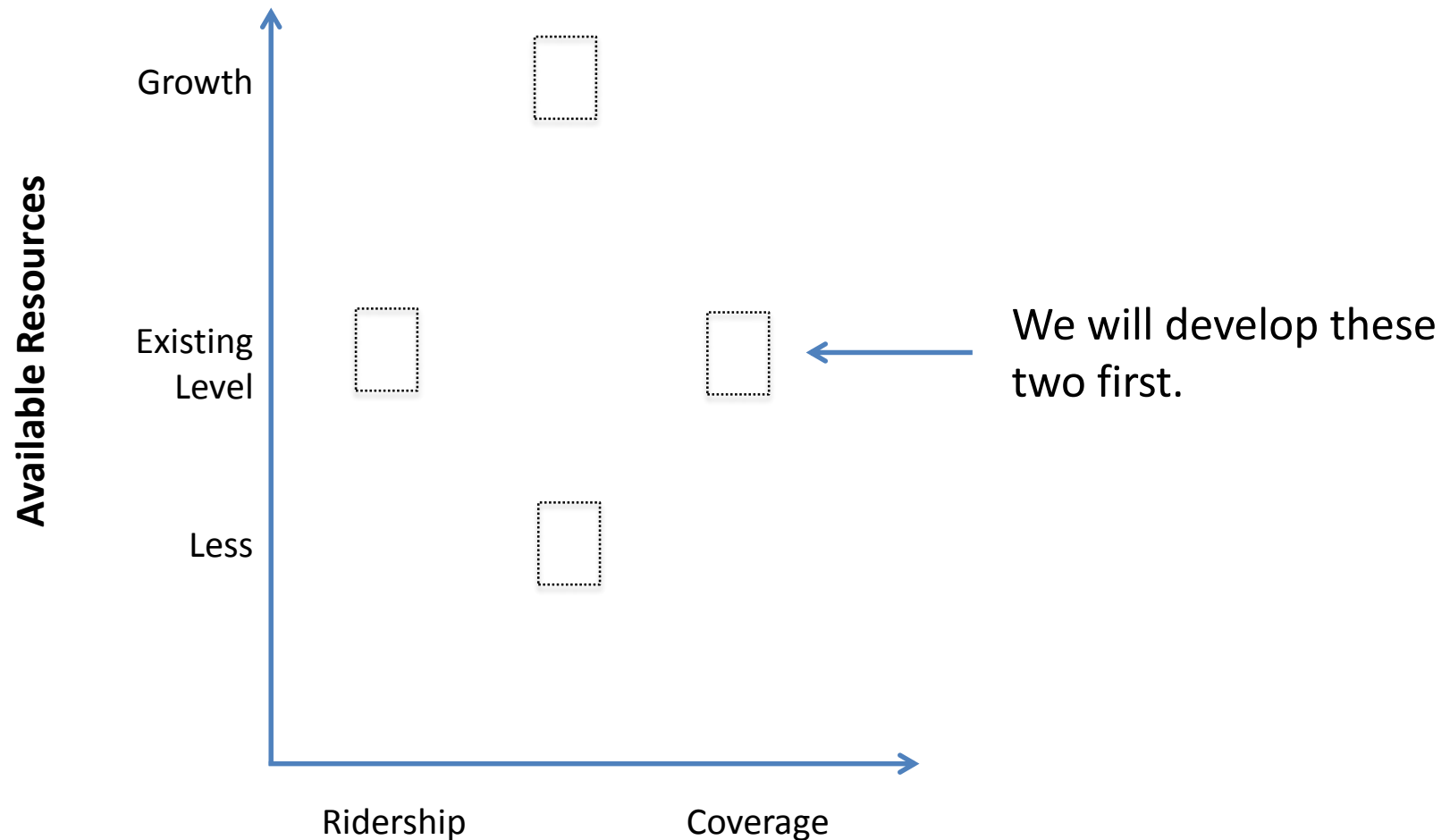


Questions for the public

3. When we design coverage services, which of these reasons should we prioritize?
- a) Serving people who have no alternative, including seniors and people with low incomes.
 - b) Responding to new development.
 - c) Serve everyone who pays taxes into the district, no matter where they are located.

The answer to this question will shape the design of coverage services in network alternatives.

Four Alternatives



Next Steps

February 2019

Online survey underway now, open through March 17.

Design workshop 1: design two existing-resources network alternatives with RTA and partner agency staff.

- More focus on ridership.
- More focus on coverage.

Spring 2019

Public engagement on the existing-resources alternatives.

Summer 2019

Board follow-up on ridership/coverage split.

Design workshop 2: design networks for different resources.

Late summer – further public engagement.

October 2019

Final alternatives report.
Board presentation.

System Redesign Study

- Design workshop February 19-22
 - Intensive network design session led by Jarrett Walker
 - Participants included
 - JWA staff
 - RTA Staff
 - Staff from land-use and transportation planning agencies
- Two draft illustrations are underway
 - Network for a high frequency (ridership) goal
 - Network for a geographic coverage goal

System Redesign Study – Next Steps

- Jarrett Walker + Associates will finish the two network illustrations
- Spring 2019 public engagement will seek feedback on the two network illustrations via
 - Second on line survey
 - In person meetings

System Redesign Study - Staying Connected

- Remember to take the current system redesign survey at www.riderta.com/systemdesign
 - Survey ends March 17
- We desire input from both riders and non-riders
- Follow us on social media and at www.riderta.com
 - Announcements of meeting dates and the next survey

Questions?

