



2012 Service Management Plan

**Presentation to the Finance Committee
RTA Board of Trustees
November 15, 2011**



Ridership Highlights

- **Red Line Up 13.5% in 2011**
 - **Over Half Million Rides in Oct. '11**
- **HealthLine Up Nearly 7% in 2011**
 - **Sept. and October: All-Time Highs**
- **Bus Ridership Up 6.2% in October**
 - **6th consecutive month of growth**



Bus Route Performance Jan – June 2011

Bottom Quartile Routes by Category

Radial B/VH=19

#8 Cedar
#21 West 25–Clark
#39F Lakeshore
#51 West 25–Pearl
#55 Clifton
#76 Broadway–Turney
#77F Brecksville

Crosstown/Feeder B/VH=17

#43 Lake–Wolf
#46 Detroit–Wagar
#49 Center Ridge
#68 Bagley
#75 Lorain
#86 Rocky River–Berea
#94 E. 260 - Richmond

Park-N-Ride B/VH=38

#239 Euclid Park-n-Ride



Bus Route Performance Jan – June 2011

Top Quartile Routes by Category

Radial B/VH=48

HealthLine

#1 St. Clair

#3 Superior

#14 Kinsman

#22 Lorain

#26 Detroit

#39 Lakeshore

Crosstown/Feeder B/VH=41

#9 Mayfield

#10 East 105

#27F Solon Flyer

#28 Euclid

#30 E. 140—Lakeshore

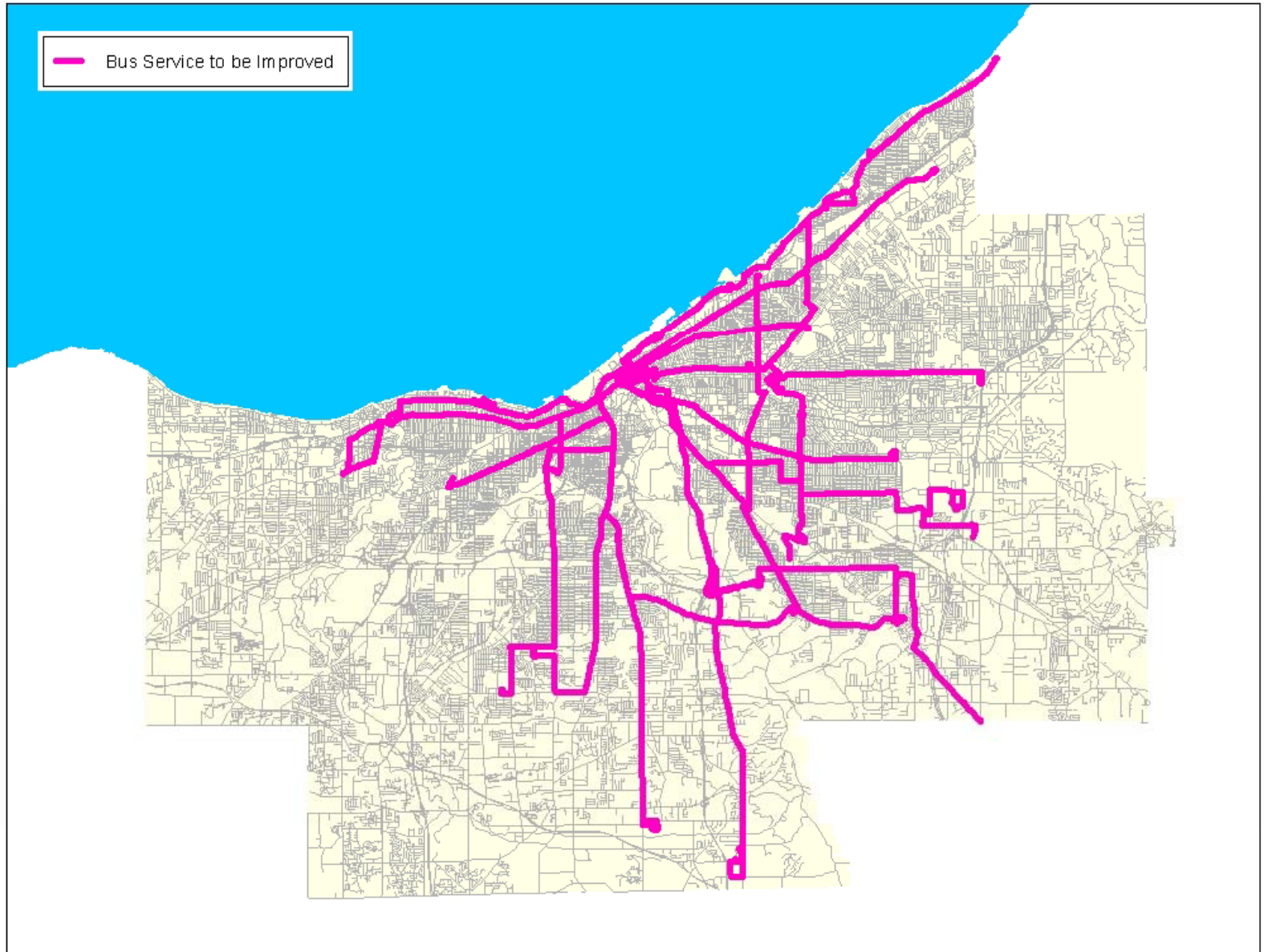
#32 Cedar

#40 Lakeview—Lee

Park-N-Ride B/VH= 56

#251/451 Strongsville P-N-R

Additional Bus Service – January 2012





Additional Bus Service – January 2012

For Capacity and/or Reliability

HealthLine*

#1 St. Clair*

#3 Superior*

#7 Monticello**

#9 Mayfield**

#10 East 105*

#14 Kinsman*

#15 Union-Harvard*

#20 West 25-State*

#22 Lorain*

#26 Detroit*

#30 Lakeshore**

#32 Cedar**

#35 West 25-Broadview*

#39 Lakeshore***

#45/45A Ridge**

#48 Univ. Circle- E. 131***

#55 Clifton*

#76 Broadway-Turney*

#77F Brecksville**

#90F Broadway-Libby***

* rush hour/school hours

** weekend or evening

*** weekday midday hours



Improvements Planned

HealthLine - Spring

- Due to growing ridership, all trips must run full length to/from Windermere via Euclid.
- HealthLine therefore cannot serve Univ. Circle rapid station on Cedar Rd.
- Extend #7 and #32 to Euclid Ave. (Clinic area) so all bus routes serving the rapid station will also connect to the HealthLine.



Improvements Planned

Steelyard Commons - Spring

- All trips on #81 route will run to Steelyard Commons
- Steelyard Commons is a major trip generator for the #81
- Some stores are now open 24 hours



Improvements Planned

Red Line – After Signals Upgrade

- Service was reduced (2009) to facilitate construction work on Puritas Station
- Restore 15-minute service business day
- Restore 7- to 8-minute rush hour service where ridership is highest
- Continue 20-minute service during the evening and on weekends



Improvements Likely

Depending on Construction in Flats

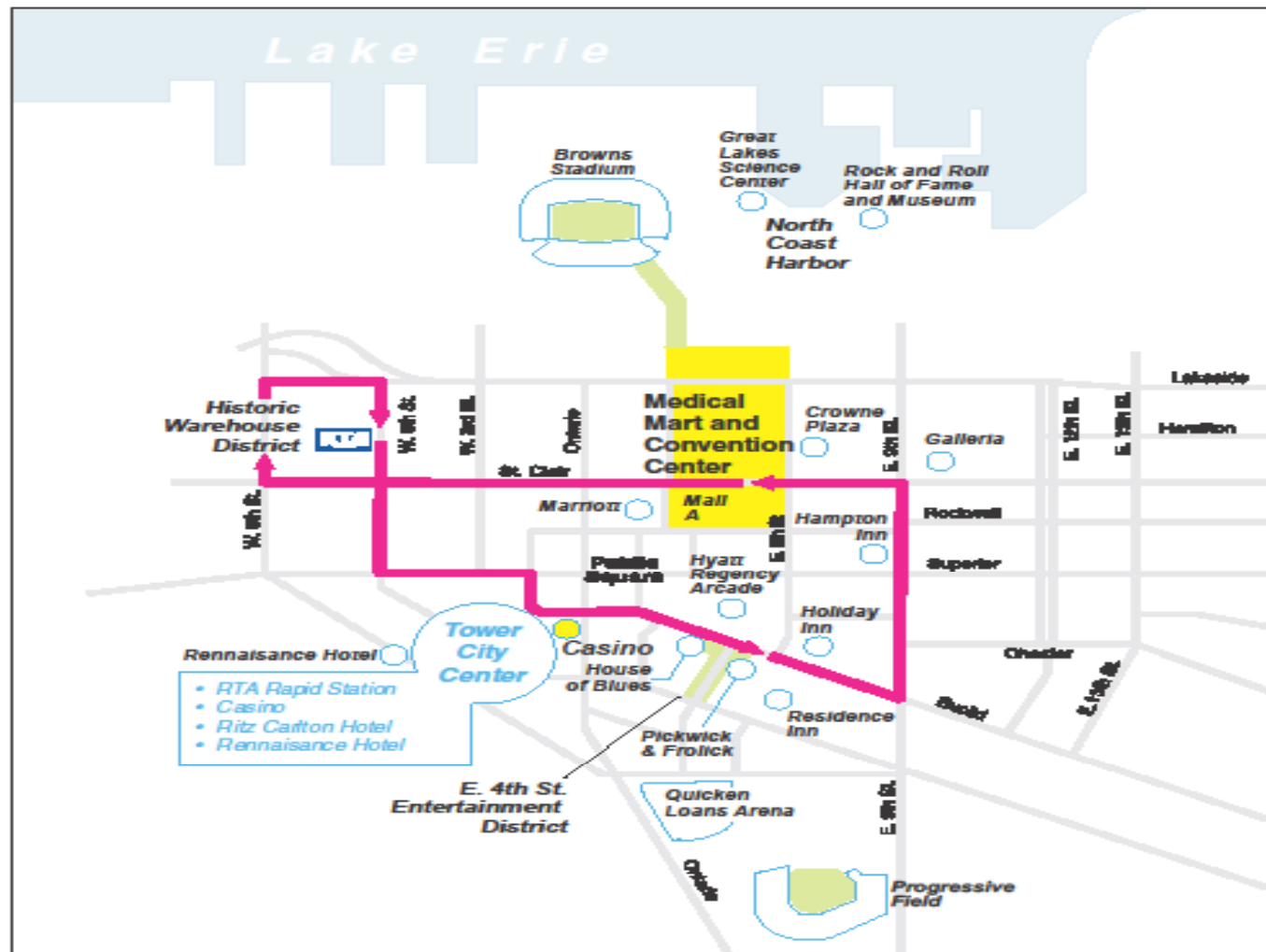
- Waterfront Line Weekday Service

Depending on Outside Funding

- C-Line trolley
- Rock-Line trolley
- East Ninth Street

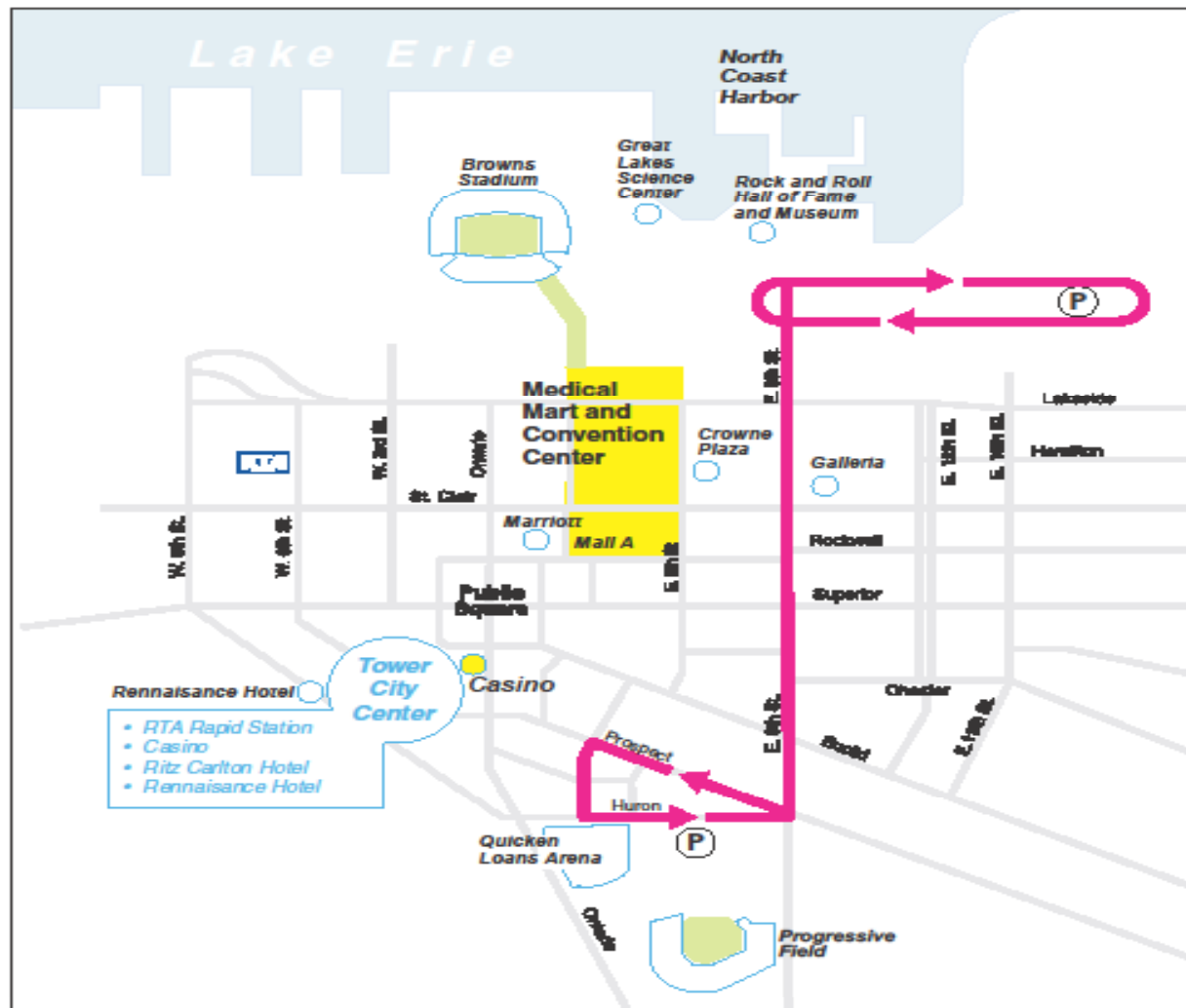


C-Line Trolley Route





East Ninth St. Parking Shuttle Route





Conclusion

Environment:

- **Strong ending balance for 2011**
- **Growing ridership**
- **Capacity issues on some routes**

Actions:

- **Address capacity issues**
- **Improve on-time performance & quality**
- **Serve emerging transit service markets**