

RTA Strategic Plan Kick off

External And Stakeholder Relations &
Advocacy Committee

June 4, 2019

Greater Cleveland Regional Transit Authority



RTA Strategy Development

Strategic Plan: Foundations for the Future

Economic
Impact
Study

COMPLETE

Rail Car
Study

COMPLETE

Fare
Equity
Study

Underway

System
Redesign
Study

Underway

Financial
and
Economic
Forecast &
Operational
Review

Underway

Strategic Plan

Greater Cleveland Regional Transit Authority



Strategic Plan

- February 2019: Board Approved Contract with HDR
- April 2019: Contract Executed
- June 2019: RTA Board Committee Presentation
- January 2020: Board Presentation
- April 2020: Board Adoption of Plan

Strategic Plan Process Overview

GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY

June 4, 2019



Project Goals

- Deliver a 10-year Strategic Plan
 - Create understanding and build consensus; pull “Pillar Studies” together into a cohesive plan

Strategic Plan: Foundations for the Future

Economic
Impact
Study

Rail Car
Study

Fare Study

System
Redesign
Study

Efficiency
Study &
Operational
Review

RTA



Update Vision & Goals

TASK 1

- Review RTA's completed and ongoing studies
- Combine with initial stakeholder input
- Create understanding and build consensus
- Encourage comments from stakeholders
- Revise and refine vision and goals



Assess Transit Needs

TASK 2

- Existing conditions
- Review priority corridors
- Evaluate capital projects
- State of Good Repair
- Transit technology
- New mobility, multi-mobility, first / last mile
- Preliminary findings of transit needs assessment



Identify Priority Strategies

TASK 3

- Actions, programs, and projects based on potential funding scenarios
- Equity
- Sustainability
- Draft 10-year Strategic Plan



Strategies will be prioritized across a variety of issues to highlight RTA priorities.



- Strategy outcomes tied to goal-related performance metrics
- Costs, funding mechanisms, benefits
- Key Considerations:
 - Achieving State of Good Repair
 - State-of-the-Art Infrastructure
 - Developing High Frequency Core Network and Priority Corridors
 - Address Fares and Fare Collection
 - Deliver Modest Service Expansion
 - Opportunities for Public-Private Partnerships
 - Definition of Recommended Improvements for Priority Corridors
 - Opportunity Routes Network
 - Influencing Development to Support Transit Ridership
 - Prioritization of Recommendations of Bus System Review



Stakeholder and Public Engagement

TASK 4

Proactive Meetings to Actively Engage Stakeholders

BOARD OF TRUSTEES

EXECUTIVE MANAGEMENT

INTERNAL RTA COMMITTEE

EXTERNAL STAKEHOLDERS

COMMUNITY ADVISORY COMMITTEE, CLEVELANDERS FOR PUBLIC TRANSIT

RTA CUSTOMERS AND COMMUNITY

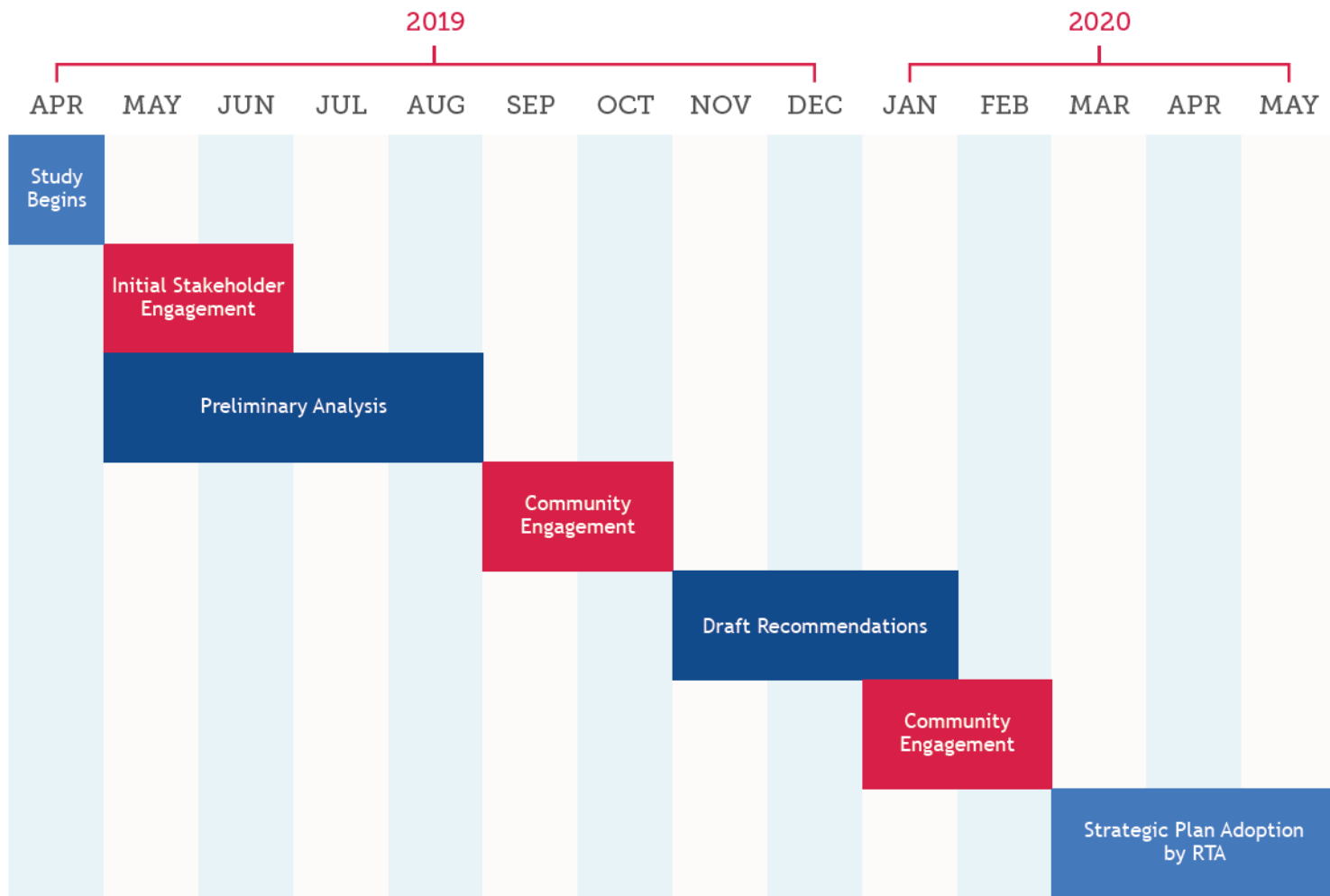


Final Plan & Project Management

TASK 5 & TASK 6

- Compile key highlights and technical memos
- Deliver a final 10-year Strategic Plan
- Submit a project management plan showing proposed work plan and schedule
- Follow QA/QC process
- Monthly project meetings
- Status report and invoicing





Potential Key Themes

SHARED VISION

- Public Trust
- Collaboration

TRANSIT EVOLUTION

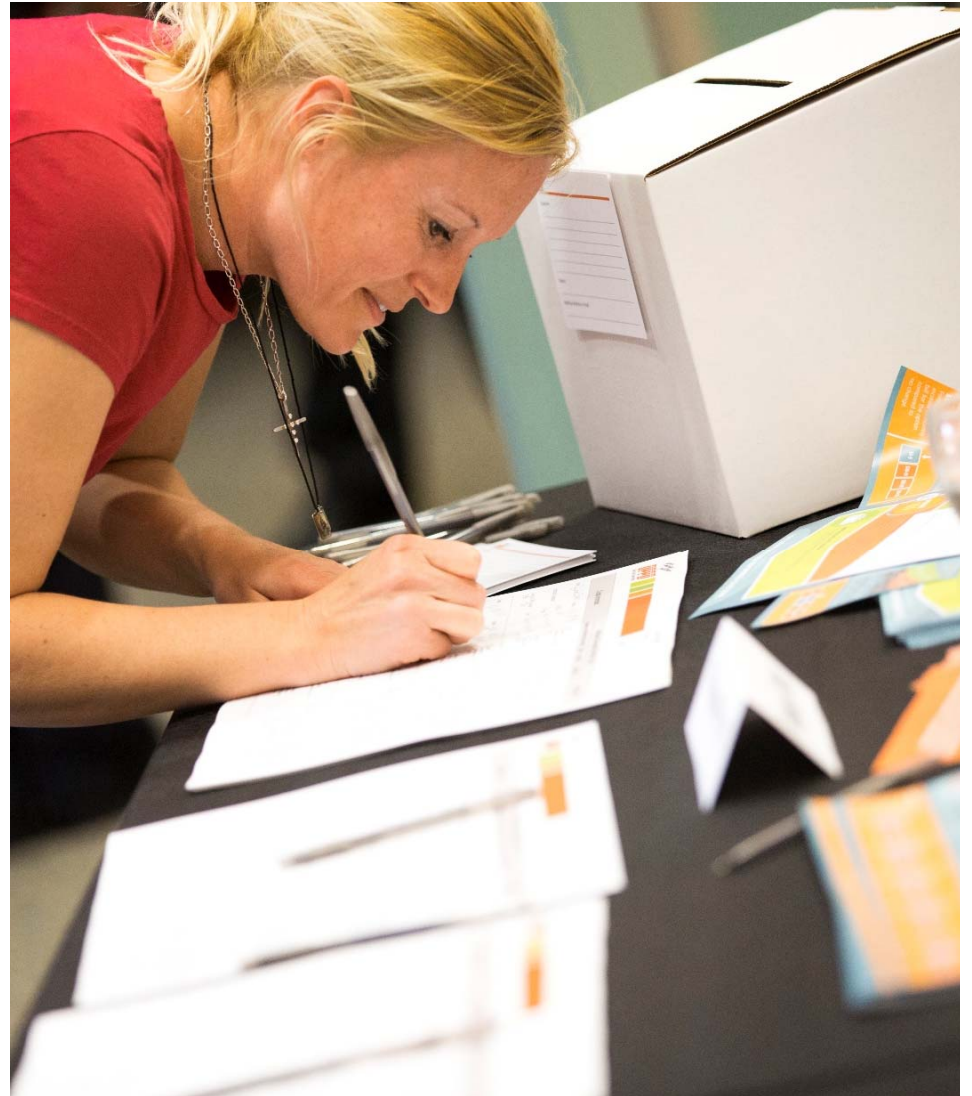
- Mobility Integration
- Future-proof

FUNDING

- Financial Stability
- Transportation as Economic Driver

VALUES

- Customer Service
- Environmental Sustainability
- Equity





What is your vision?

