

Greater Cleveland Regional Transit Authority



# RTA Board of Trustees Meeting

Tuesday, October 27, 2020



# Public Comments – Agenda Items

Dial by phone: 440-276-4600

or

Submit by form at [www.riderta.com/events](http://www.riderta.com/events) by selecting the meeting event

# Committee Reports

## Ad Hoc Committee Reports



# Paratransit Operations Improvements

Call Center Update

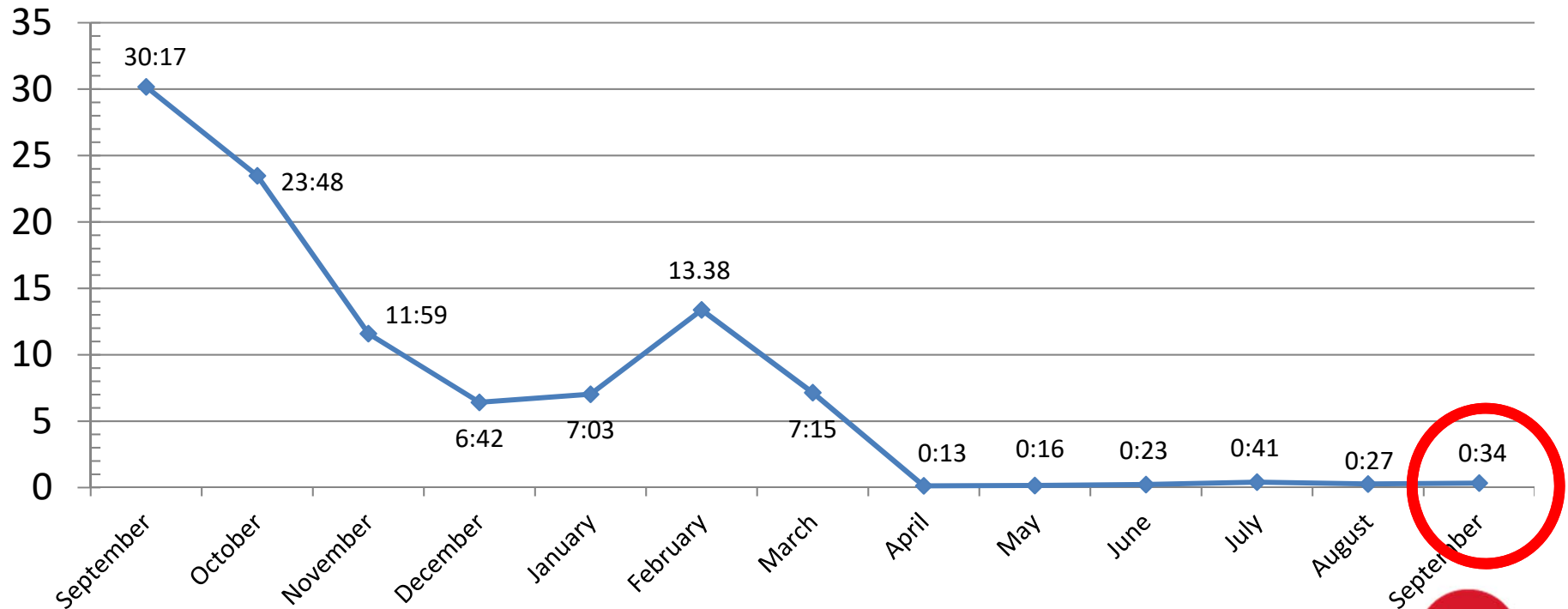
October 27, 2020



## Operational Priorities

- Leverage Scheduling Technology
- **Improve the Customer Service Experience**
  - **Reduce call wait time**
- Modernize Communication Technology
- **Increase on time performance (OTP)**
- **Reduce on-board travel times (OBT)**

# Reservation Call Wait Time



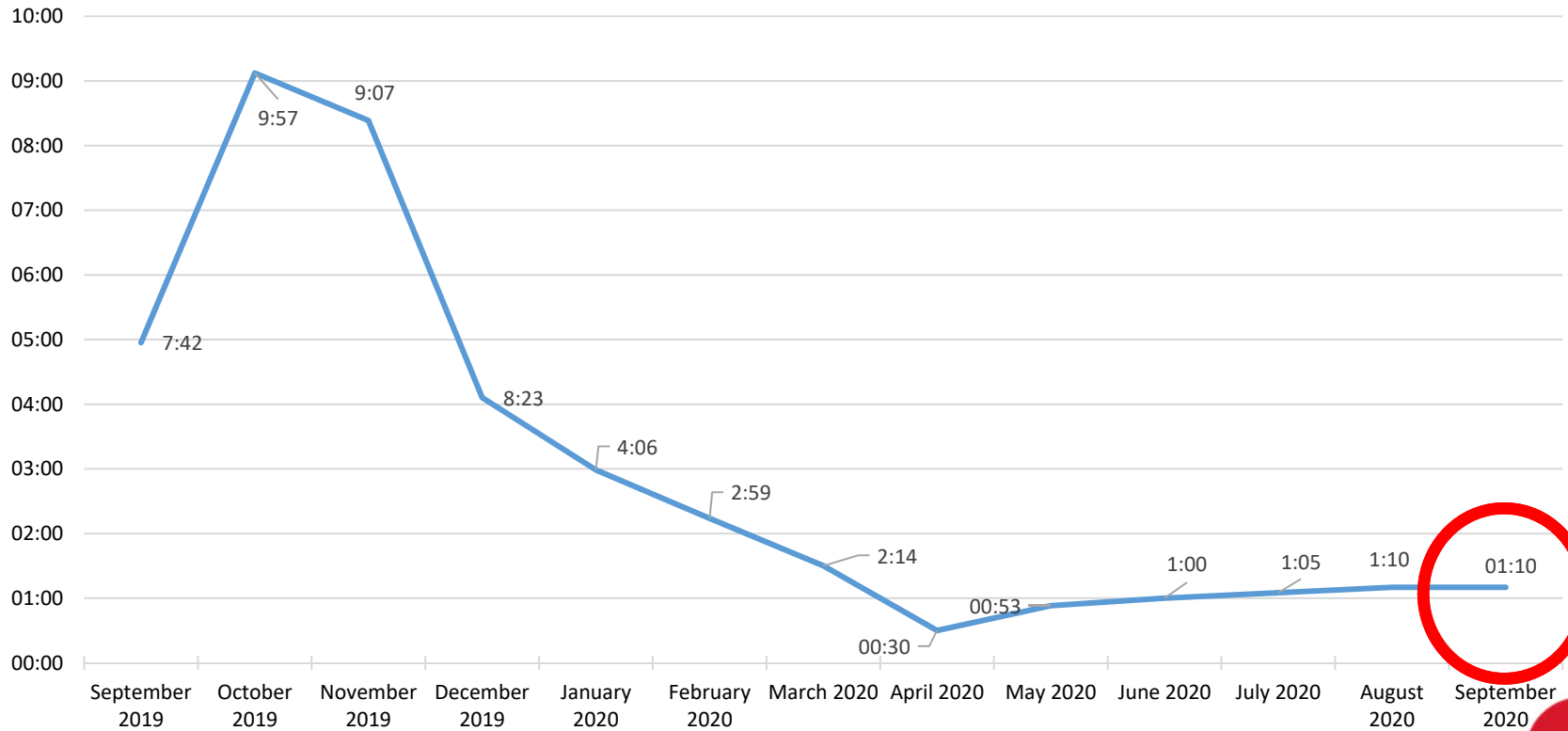
Greater Cleveland Regional Transit Authority



# Improve Customer Service Experience

- Call wait times reduced by 98%
- Additional customer service training
- Cancellations handled by call center
  - Expanded hours of operations
    - Previously 8:30 a – 4:00 p, **Currently 7:30 a – 4:30 p**
  - Additional (2) Reservationist positions

# Dispatch Call Wait Time





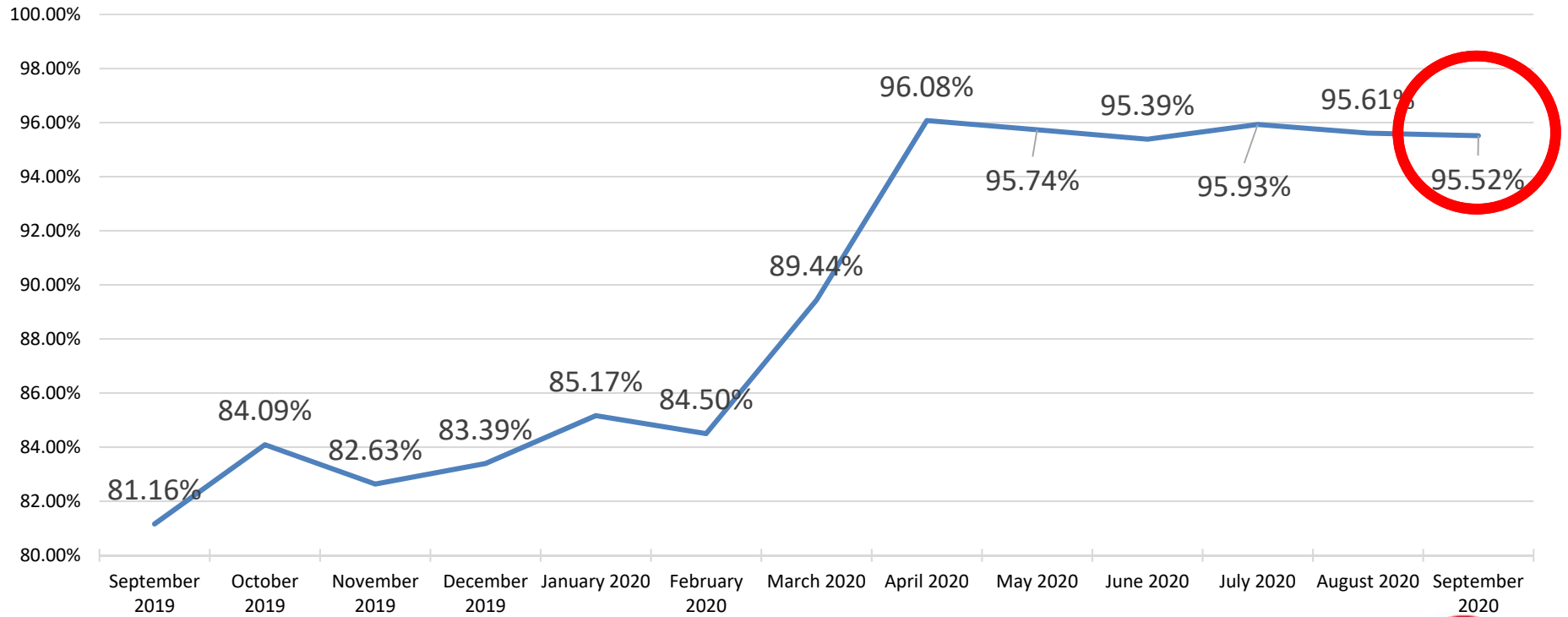
## Improve Customer Service Experience

- Subscription management
- Enhanced call monitoring for accuracy
- Increased accountability
- Increased employee training
- Communicated metrics daily

## Reduce On-Board Travel Time

Trip Length	July 2019 %	Sept 2020 %	Difference
<b>1 - 15 Mins</b>	20.28%	27.75%	36.83%
<b>16 - 30 Mins</b>	34.65%	45.39%	31.00%
<b>31 - 45 Mins</b>	21.15%	19.32%	-8.65%
<b>46 - 60 Mins</b>	11.21%	5.49%	-51.03%
<b>61 + Mins</b>	12.72%	1.83%	-85.61%

# Increase On Time Performance



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## Operational Improvements

- Implemented Street Routing
- Adjusted time-distance calculations
- Adjusted traffic pattern considerations
- Adjusted number of scheduling days

## Next Issues to Tackle

- Implementation of Service Infractions software
  - Tracks no-shows, late cancels, and cancels-at-the-door
- Reduce cancellation rate (Currently 28%)
  - Down from 35% - 40%
- Improve Customer Service Interactions

# Promotions and New Hires

October 2020

Greater Cleveland Regional Transit Authority



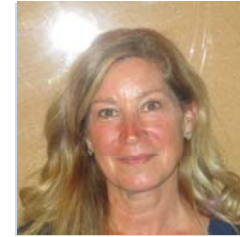
# October 2020 New Hires



Michael Bell  
Central  
Communications  
Specialist



Peter Quigley  
Safety Data  
Compliance Analyst



Lisa Manill  
Legal Secretary

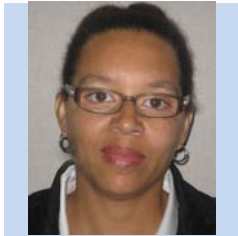


Nicole Campbell  
Administrative  
Assistant

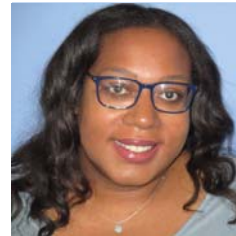


Sophia Ciaravino  
Occupational Health  
Specialist

# October 2020 Promotions



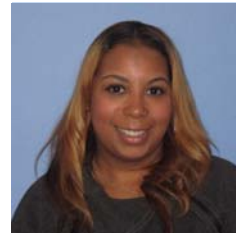
Alexis Marcano  
District Business Analyst



Charnese Wilson  
Contract Administrator



Carl Harris  
Maintenance Leader



Melissa Beverly  
Recruiter



# Resolutions



# Third Quarter Retirees

October 27, 2020

Greater Cleveland Regional Transit Authority



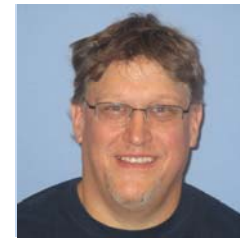
# Third Quarter Retirees - 2020



Emory Moore  
Substation Maintainer



Marsha Pettus  
Manager of General  
Accounting



Bert Leasure  
Equipment  
Electrician



Peter Peluszkewycz  
Vehicle Servicer



John Joyce  
Director of  
Security/Chief of Police



James Darrel  
Owens Sr  
Maintenance  
Technician

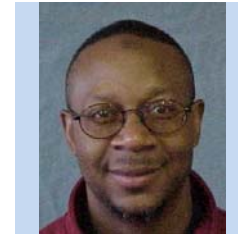
# Third Quarter Retirees - 2020



Thomas Toth  
Equipment Maintainer



Doris Swanson  
Clerk Typist



Yahya Muti  
Track Maintainer



Johnnie Lee  
Thomas Jr  
Operator



Judith Woike-Costello  
Operator

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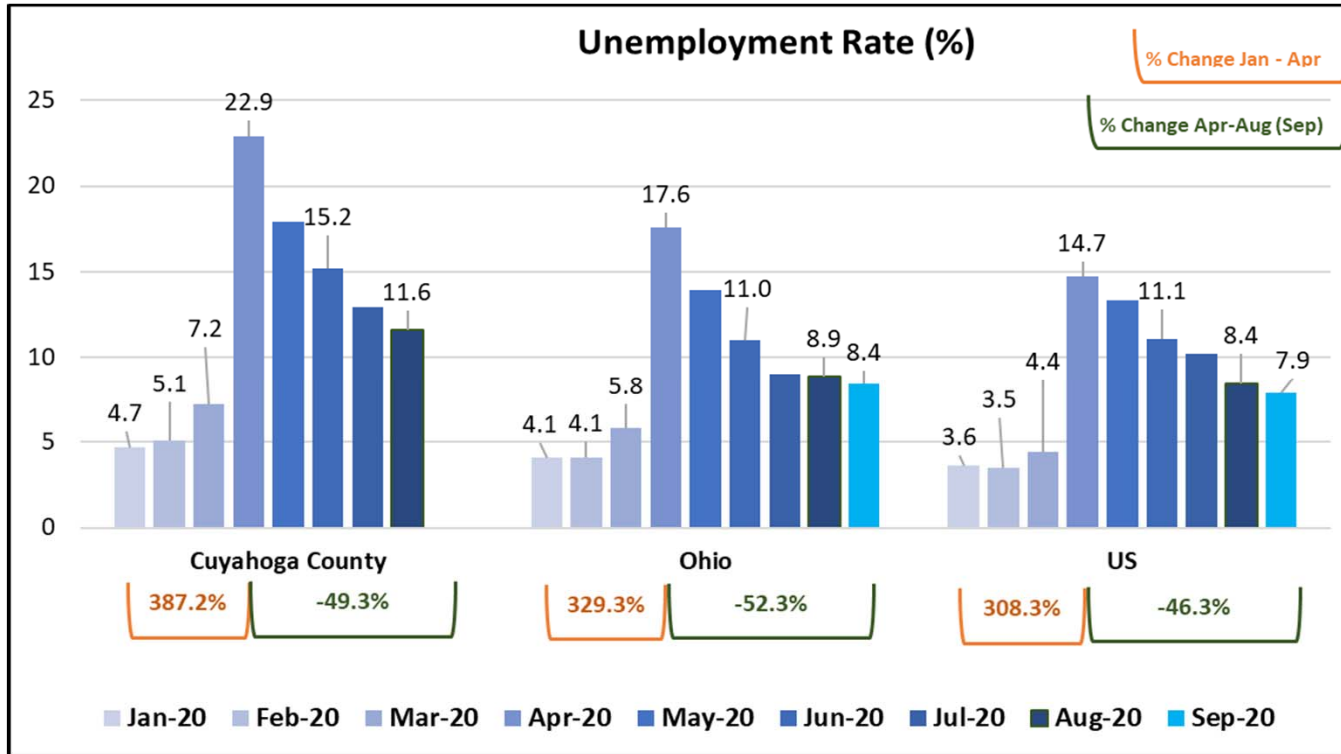
# Interim Secretary/Treasurer Report

October 27, 2020

Board of Trustees



# Economic Conditions



- ODJFS: \$11.8 billion unemployment payments paid over last 6 months
- Total jobless claims over last 27 weeks:
  - More than total filed over last 4 years



# Economic Conditions

Figure 4. The economy is adding jobs again but we are still down about 6 years' worth of job growth

Figure 4. The economy is adding jobs again but we are still down about 6 years' worth of job growth



Source: Bureau of Labor Statistics via Haver Analytics  
Monthly data: Last obs. July 2020

FEDERAL RESERVE BANK  
of CLEVELAND

## Cleveland FED

- Economy lost over 22 million jobs
  - Same amount which was added over last 10 years
  - In 3 months, 9 million jobs added back (May – July)

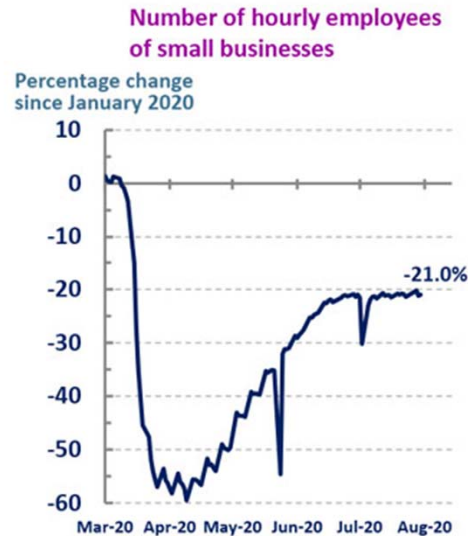
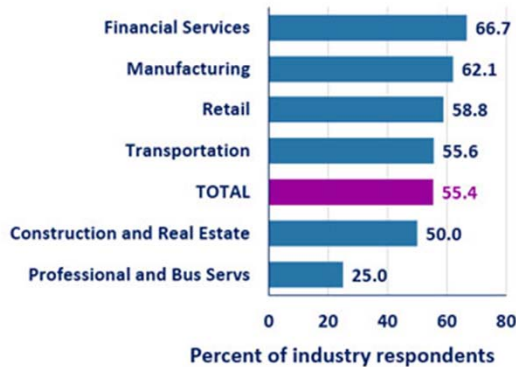


# Economic Conditions

Figure 6. Firms have altered plans in recent weeks

Figure 6. Firms have altered plans in recent weeks

Has your firm meaningfully altered its plans (e.g., hiring, capital expenditures, hours, etc.) in response to the recent increase in COVID-19 cases?



Source for Plan Changes: Cleveland Fed, Information collected between 7/13/2020 and 7/20/2020  
 Source for Hourly Employees: Homebase via Haver Analytics, Daily data: Last obs. 8/1/2020

FEDERAL RESERVE BANK  
 of CLEVELAND

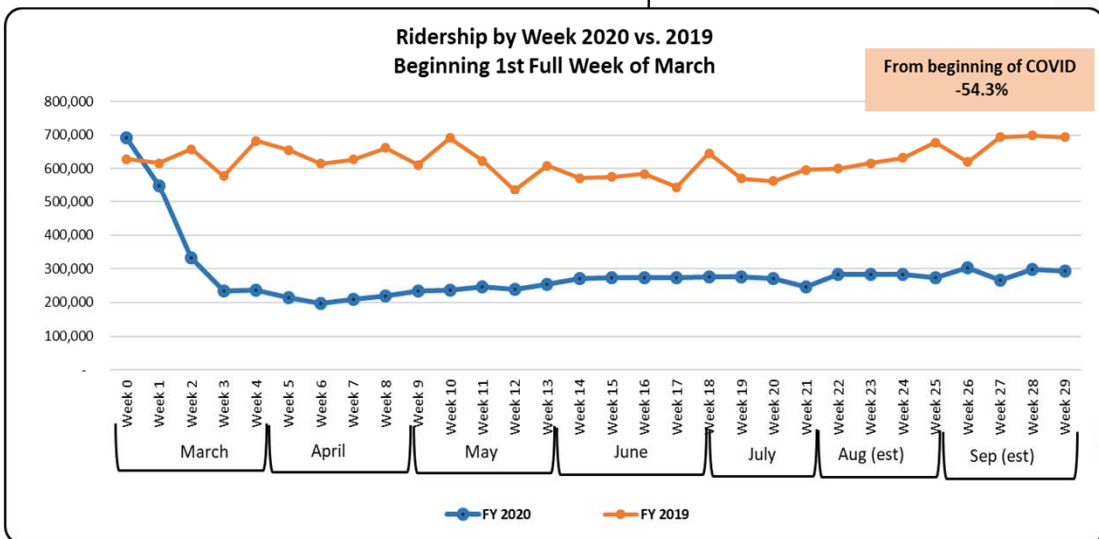
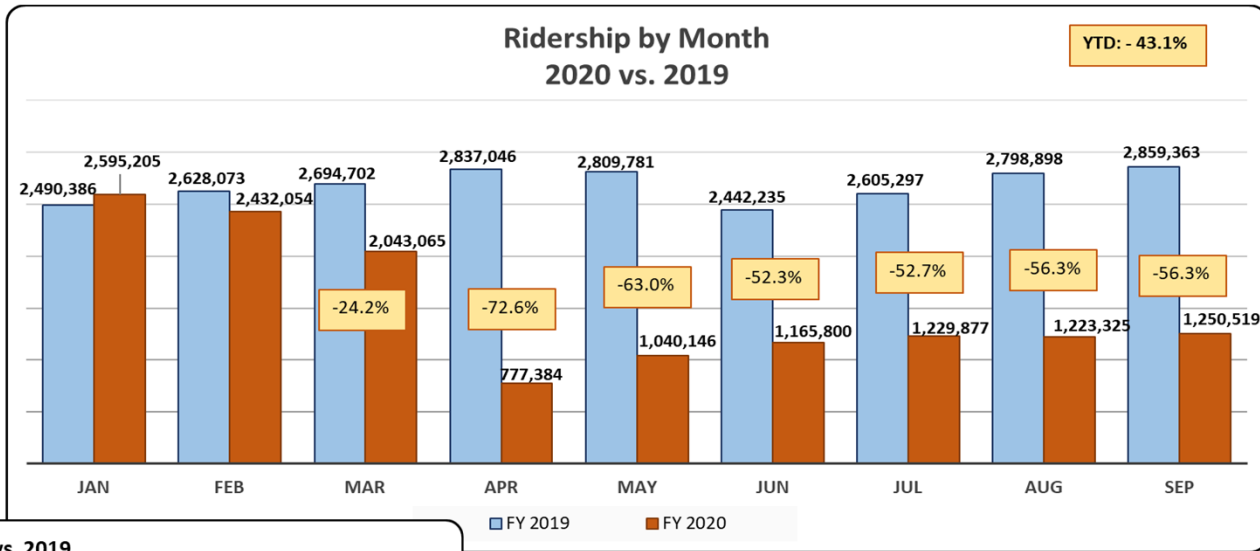
## Cleveland FED

- Small businesses have been disproportionately affected
- Black-owned businesses have been particularly hit hard by pandemic
  - Twice as likely to close compared to other firms
- By Year-End:
  - Unemployment rate in high single digits
  - Inflation rate under 2% long-range goal
  - Further financial support for households and small businesses needed

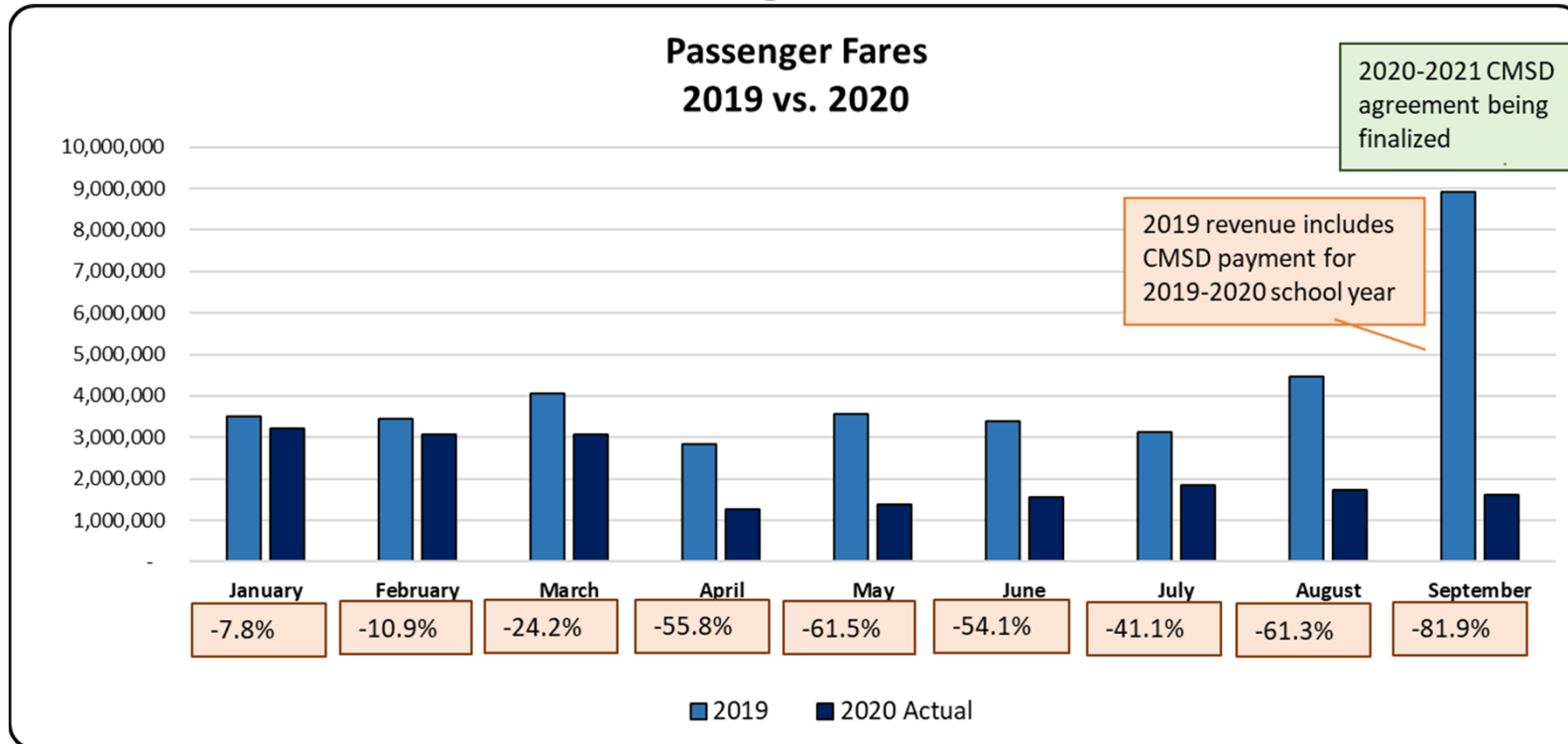




# Ridership



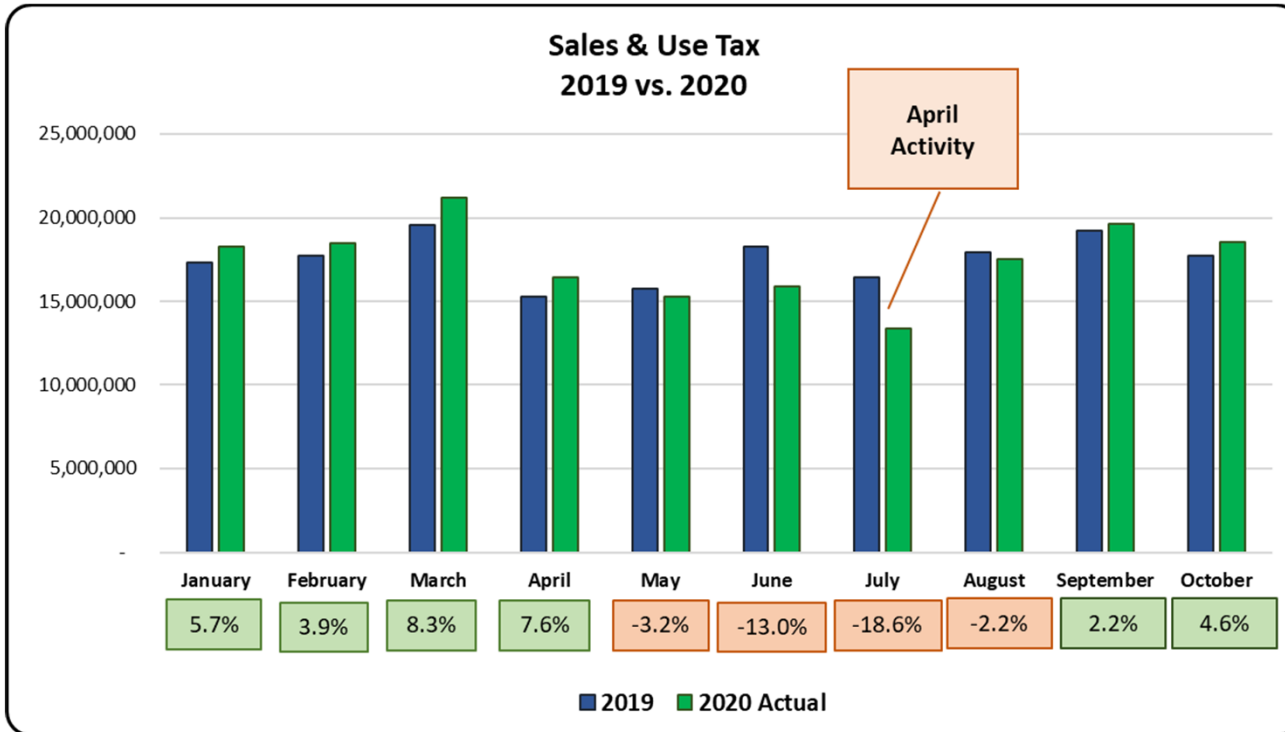
# Passenger Fares



# Sales Tax

Compared to 2019:

October: Up \$0.8 million



Largest Category Increases totaling \$2.4 million

- Auto / Watercraft Sales
- On-Line Sales
- Liquor Sales

On-Line Sales: increased every month in 2020 vs. 2019

YTD increase: \$5.0 million

YTD Through October

Down 0.4% (\$0.6 million)

# CARES ACT Drawdowns

- **Total Awarded:** **\$112.0 million**
- **Drawdown (through October)** **\$112.0 million**

# Questions



Greater Cleveland Regional Transit Authority



# General Manager, CEO Report

October 27, 2020



# RTA Receives BUILD Grant for Rail Cars



## Legislative Support

(press on behalf of Northeast Ohio Delegation)

- **Brown** Announces \$15 Million BUILD Grant for Greater Cleveland Regional Transit Authority
- **Portman** Announces \$15 Million Federal Grant to Greater Cleveland Regional Transit Authority
- **Kaptur, Fudge** Announce \$15 Million Federal Award to Greater Cleveland Regional Transit Authority

## TV-5 - U.S. Secretary of Transportation Elaine Chao speaks highly of RTA's \$15 million BUILD grant submission



Greater Cleveland Regional Transit Authority





## Next Gen RTA - Greater frequency, Greater connectivity, for Greater Cleveland

- Public engagement meetings for the proposed System Redesign began yesterday with Facebook Live meetings.
- If you can't make a live meeting, the information will be available to view 24 hours a day, 7 days a week from the website - <http://www.riderta.com/nextgen>
- You can view the proposed system redesign and give your feedback, by either completing a comment form or posting comments during a Facebook Live event.

# Next Gen RTA Timeline

October 14 - November 24, 2020: Public Involvement Period

December 1, 2020: Present Final System Plan to BOT

December through early March 2021: Finalization of System Redesign content

March 15 - June 12, 2021: Outreach & Education Program

**June 13, 2021: Go Live**

# Coming Soon: Technology Upgrades



Mid December – M365 (Microsoft 365)

- Includes all the standard Office Products
- Greatly Enhanced Security
- Migrating from Groupwise

Plus New communication tools

- Teams, OneNote, SharePoint, and Outlook
- Enhances Collaboration and Teamwork
- Connect from Anywhere at Anytime

# Free WiFi & Homework Hot Spots

## Passenger Facilities:

Tower City Rapid Station

Lou Stokes at Windermere

Cedar-University

Southgate Transit Center

Stephanie Tubbs Jones Transit Center

*Paratransit: Beginning of December*

*Coming Soon: Brookpark, Puritas - West 150<sup>th</sup>*

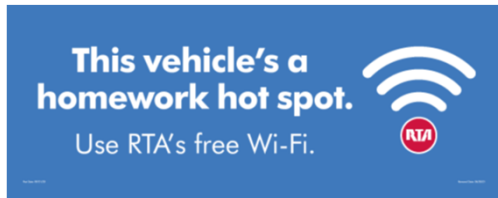
## Vehicles w/WiFi:

Big Buses: 350

Rapid Cars: 74



# Free WiFi Marketing Assets



Internal Car Card

WiFi Flyer



Front



Back



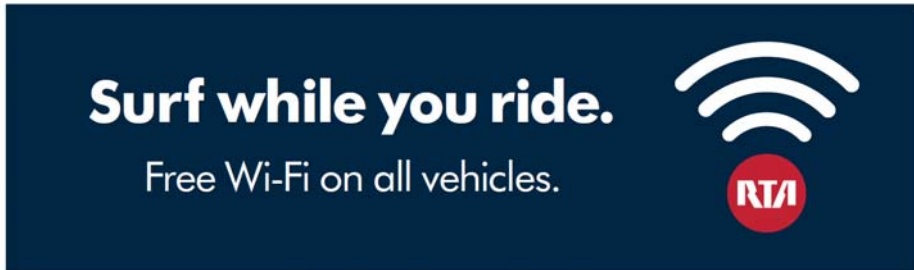
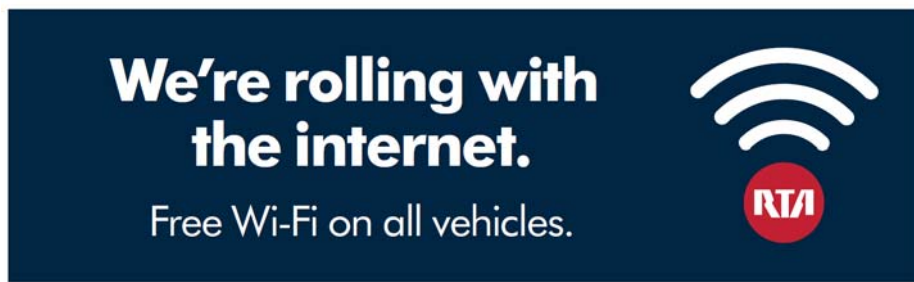
Station Banner (20' x 3')

## Free WiFi :15 Radio:

*RTA has rolled out free Wi-Fi on every vehicle.*

*So, while you're riding an RTA bus or train you can also connect to work, stream music, play a game, or update your social status to: "I'm surfing the web while rolling with Free Wi-Fi on RTA".*

# Free WiFi Marketing Assets



Outdoor Billboards

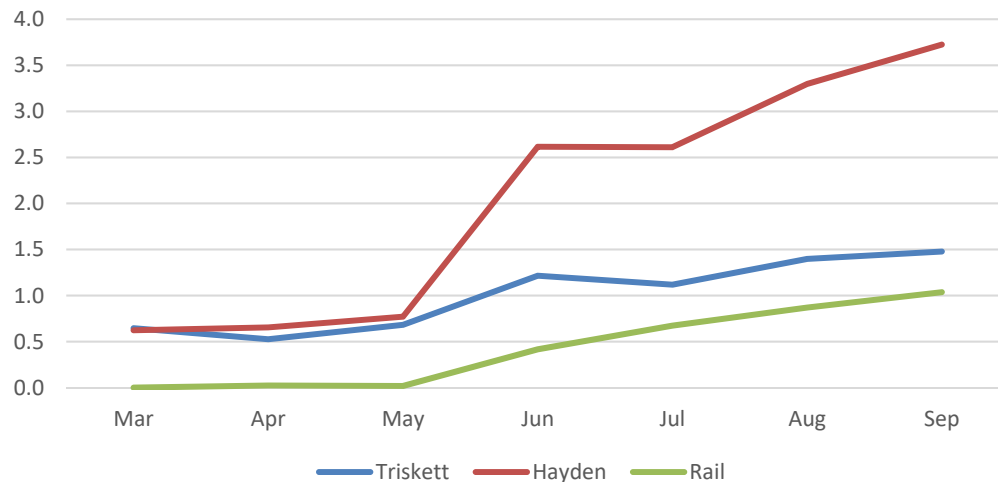


Social Media Ads



# Civic Tech. – Wi-Fi Usage

Monthly Wi-Fi Usage - TB

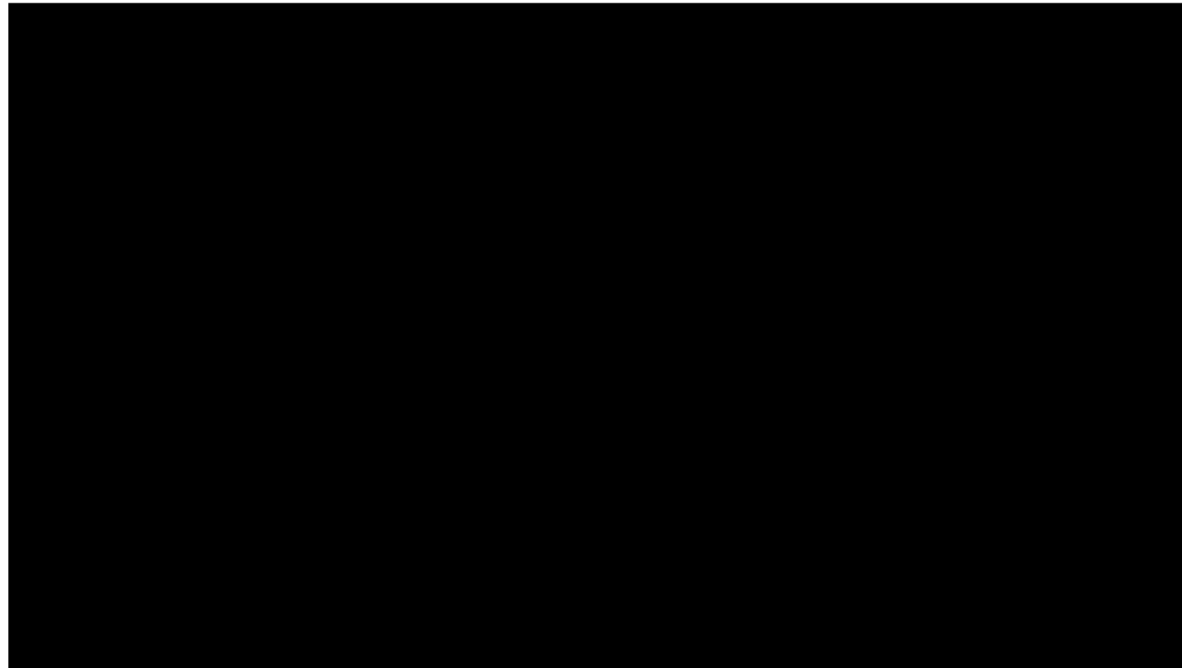


Garage	Mar	Apr	May	Jun	Jul	Aug	Sep	Grand Total
Triskett	0.6	0.5	0.7	1.2	1.1	1.4	1.5	7
Hayden	0.6	0.7	0.8	2.6	2.6	3.3	3.7	14
Rail	0.0	0.0	0.0	0.4	0.7	0.9	1.0	3
<b>Total</b>	<b>1.3</b>	<b>1.2</b>	<b>1.5</b>	<b>4.2</b>	<b>4.4</b>	<b>5.6</b>	<b>6.2</b>	<b>24</b>

Top Categories	Top Websites
Social Media	<ol style="list-style-type: none"> <li>1. Facebook</li> <li>2. Instagram</li> <li>3. TikTok</li> <li>4. Snapchat</li> </ol>
Science and Technology	<ol style="list-style-type: none"> <li>1. Apple</li> <li>2. Google</li> <li>3. Amazon Web Services</li> <li>4. Yahoo</li> </ol>

\*Paratransit Wi-Fi installations begin this winter

# RTA FREE WiFi Video





# Election Day, Free Ride Offer



Facebook Art



Instagram Art

## Free Ride Radio :15

We the people can ride free on Election Day.

Take RTA at no cost on Tuesday, November 3;

Thanks to The Cleveland Foundation.

Plan a route to your polling place at [rideRTA.com](http://rideRTA.com).



Paladin Board Art

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# Public Comments – Non-Agenda Items

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