

Minutes

RTA External & Stakeholder Relations & Advocacy Committee

10:18 a.m. May 11, 2021

Committee Members: McCall (Chair), Moss (Vice Chair), Byrne, Duarte, Koomar, Pellot

Other Board Members: Joyce, Lucas, Serrano, Weiss

Not present: None

Also Present: Becker, Benford, Burney, Capek, Catalusci, Caver, Coffey, Corven, Cox, Dangelo, Davidson, Dimmick, Farmer, Fields, Freilich, Garofoli, Gautam, Johnson, Kirkland, Laule, Miller, Mothes, Orlando, Petit, Rusnov, Schipper, Shaffer, Sutula, Swanson, Talley, Walker-Minor

Chief McCall called the meeting to order 10:18 a.m. There were six (6) committee members present. This meeting was conducted by teleconference for members of the Board in accordance with Sub. H.B. 404 of the 133rd General Assembly, passed on November 19, 2020, signed by the Governor of the State of Ohio on November 22, 2020 and the March 9, 2020 order of the Governor of the State of Ohio declaring a public health emergency, this meeting was live-streamed on RTA's Facebook page (www.facebook.com/rideRTA) for staff and members of the public.

NextGen Rollout

Joel Freilich, Director of Service Management and Kristie Cox, Marketing Manager gave the presentation. This is the update on the NextGen system redesign rollout. We spent 2019 pre-COVID working closely on five Pillar Studies to support our Strategic Plan. All of those studies are complete. The System Redesign study is the genesis of NextGen RTA. The 2019 process was between many departments along with consultant Jarret Walker and Associates and local stakeholders. Together they worked on technical workshops and designs identifying the steps that were taken to analyze the community input. Three broad questions were posed to the community to make the difficult choices and tradeoffs. We checked back with the community during the process to see whether we were progressing along the directions they told us.

The community had several key messages:

- Prioritize trips to work, education and health care
- More frequent service all day on weekdays
- More frequent service on Saturdays and Sundays
- More direct transportation, less need to transfer between vehicles on trips between city and suburbs

Currently, 15-minute service is on the Red Line and Blue and Green Lines to Shaker Square, W. 25, Euclid Avenue and streets coverage by route 15 (Harvard, Union and Broadway). With NextGen launching June 13, 15-minute service is on long stretches of Detroit Avenue and Lorain Avenue in Fairview Park at the Westgate Transit Center, on St. Clair, Superior and E. 140 in Lakeshore, Kinsman. Routes with 30-minute service that don't do that today include Madison, Clifton, Cedar, Mayfield and several others.

Internal campaign communications of the NextGen service change include the following:

- Email Signature
- Screen Savers & ScreenCloud
- Posters of Maps and Reference Table
- Messages in SelfServe, HASTUS, and Ultramain
- Q&A sessions
- NEXT GEN webpage

There are two email signatures. One was to launch the website and the other was to display the Go Live date. Screen savers and screenclouds are on all RTA computers and devices. It also displays facts about the new system. This went live April 26. Messages on SelfServe, HASTUS & Ultramain was used to communicate messages. These went live April 5.

- SelfServe - 689 operators have acknowledged (through 4/30/2021)
- SelfServe - 189 operators had not acknowledged (through 4/30/2021)

Other communications include posters of route maps posted at each district. Staff hosted Q&A sessions at Hayden & Triskett to review NEXT GEN RTA. Training department incorporating NEXT GEN RTA into training materials.

External communications include:

- Printed Materials
 - Route Book
 - Posters, interior car cards
 - Stickers at Shelters, Transit Centers & Train Stations
- Webpage
- Social Media posts
- Media Conference/Press Kit
- Onboard audio messages
 - General & Route Specific
- Community Outreach

The webpage communications include the new routes, interactive map and other items for download. The website went live April 12. The routes page will show the frequency of routes, time points and maps. Trip Planning will be available soon. Since April 12, the website has had 18,000 unique views. The interactive map has had 1,600 unique views. Social media posts began April 12. It is promoting NextGen coming June 13 and invites individuals to view the asset and is promoting key facts of the change and enhancement of the rider's commute. Transit app banners are being utilized. Printed material includes the route book, posters, Palladin screens, stickers at shelters, Transit Centers and Train Stations which has a QR code that will take you to the NextGen page. Since April 18 there have been 158 QR scans. We're hosting a press conference following the Board Meeting. There will be a press tour before the launch date and press kits are available. Bus stop signs are being installed in new locations and removal signs at old stops.

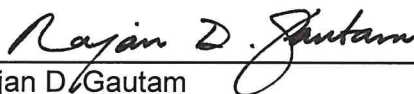
Other communications include onboard audio messages playing at all train & transit stations, on buses and trains, GeoTargeted to communicate major changes and enhancements. Community Outreach will include digital social media kit containing photos and content for posting to social channels to partners, CDC's, Mayors and Managers, and others, working with transit agencies that connect to GCRTA by providing them our digital social media kit, route table and poster with QR code,

presentations by Community Outreach & Commuter Advantage staff and volunteers at train/bus stations & bus stops to educate passengers. We'll be offering free rides the week of June 13-19 on all modes of service.

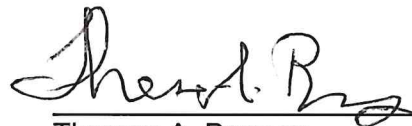
Ms. Pellot asked how did we determine which stops would be eliminated. Joel said that was decided in 2019 with three rounds of public meetings and online feedback. There were also detailed workshops. There was one last check in 2020 with online public hearings during COVID. Ms. Moss asked how the rollout is communicated to those who don't have technology assets. Joel said they have the RTAanswerline number (216-621-9500) printed on all NextGen material. Information and the route book was mailed to customers who don't have access to electronic devices. Car cards and Rider's Alerts are posted on buses and trains. There will be onboard messages playing on the service. Tower City staff and Telephone Information Center staff has been trained on the changes.

Ms. Pellot asked how we are accommodating people with visual and hearing impairments. Joel said information is spoken and can be read. We work with community groups that work with the disabled. Ms. Duarte asked if any of the material is bi-lingual and if we can work with community partners to translate material and the number of staff members that are bi-lingual. Joel said the TIC is staffed with bilingual and multilingual staff in that department. Mr. Joyce said people from the trades are taking RTA more and appreciate the rollout of the changes. Ms. Duarte said it will be interesting to see the ridership during the free ride period. Rev. Lucas is also excited about the free rides. Chief McCall said the plan was done well. She asked for follow-up on questions from Board members today. Reach out to Global Cleveland to ensure routes are translated in different languages and that there be a presentation to Cleveland City Council and follow up from the caller during the Public Hearing.

The meeting was adjourned at 10:49 a.m.



Rajan D. Gautam
Secretary/Treasurer



Theresa A. Burrage
Executive Assistant