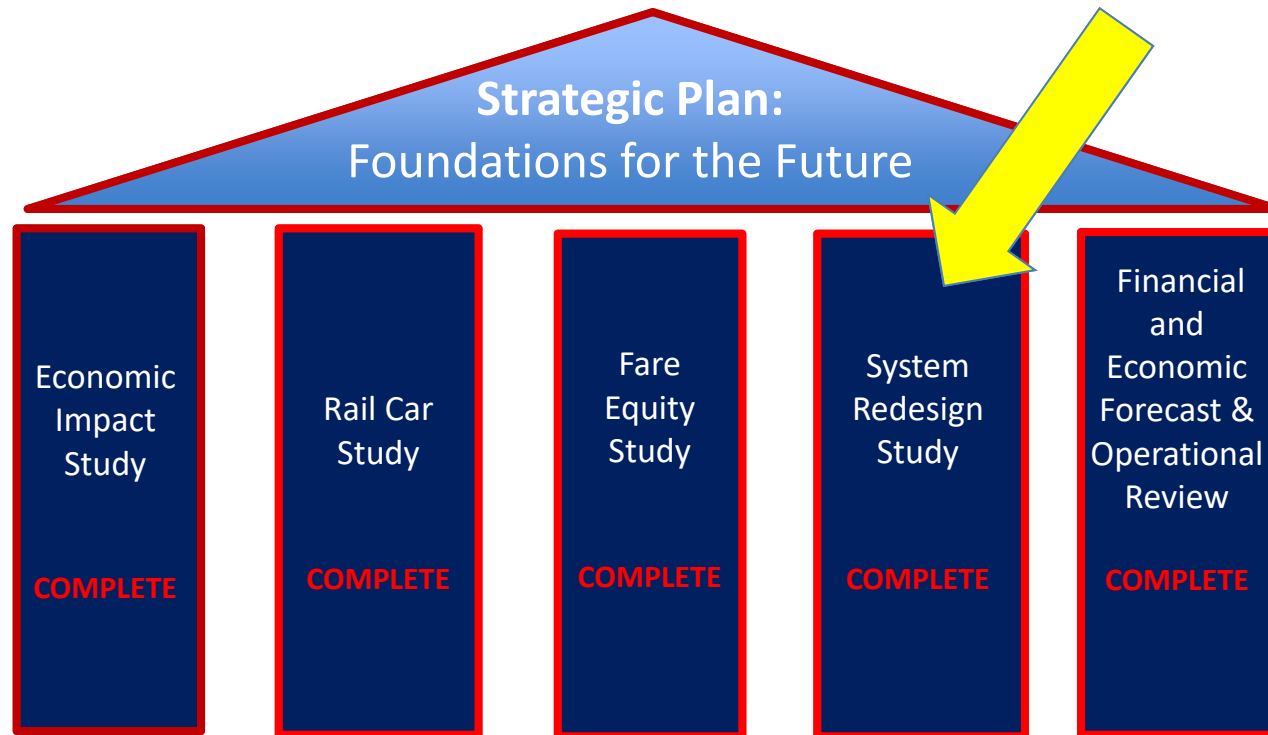




NEXT GEN

Greater frequency • Greater connectivity • for Greater Cleveland

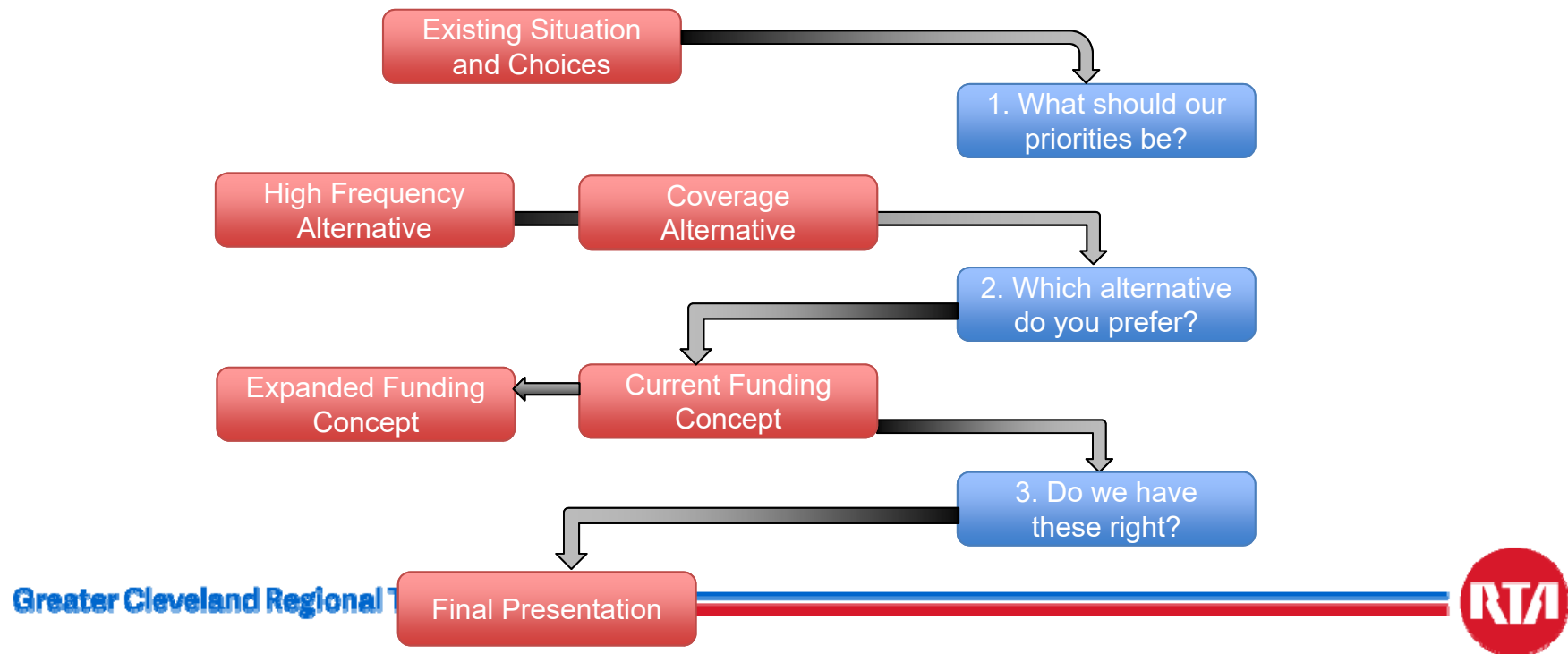
Strategy Development



2019 Process With JWA and Stakeholders

Technical and Design Work

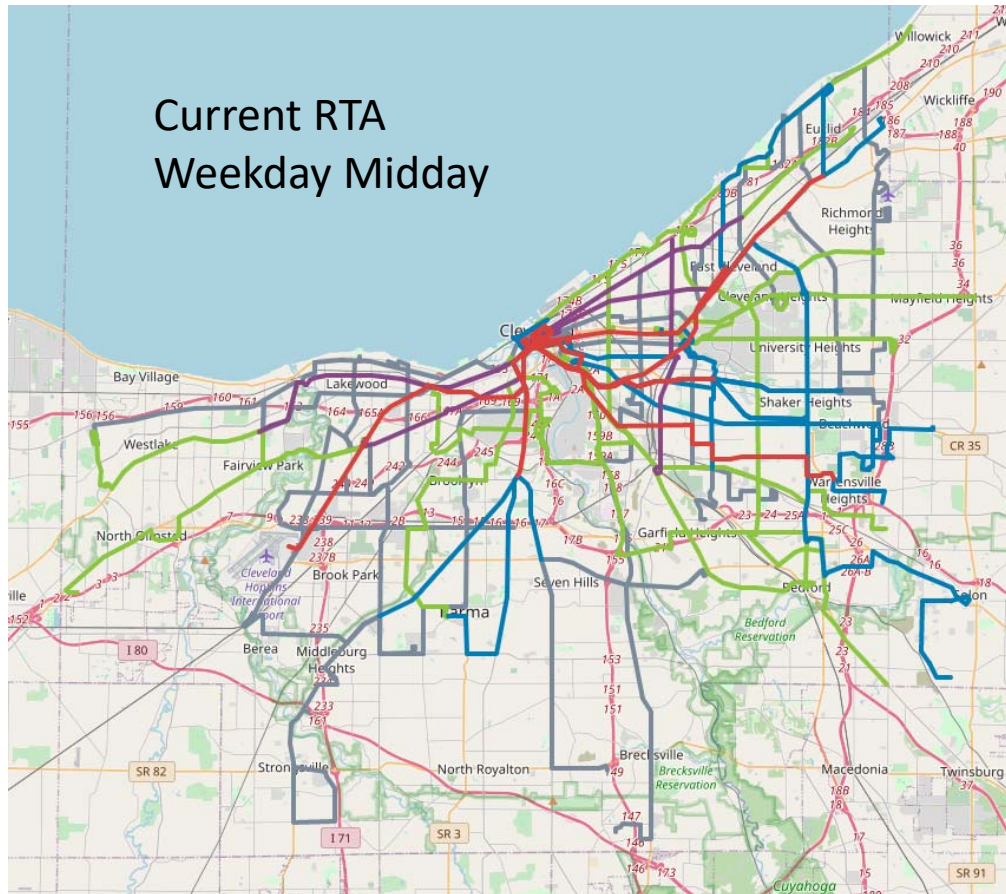
Questions to the Public



Main Features – Connecting Our Community

- 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

Current RTA Weekday Midday



Frequency Legend

15 min or better

20 min

30 min

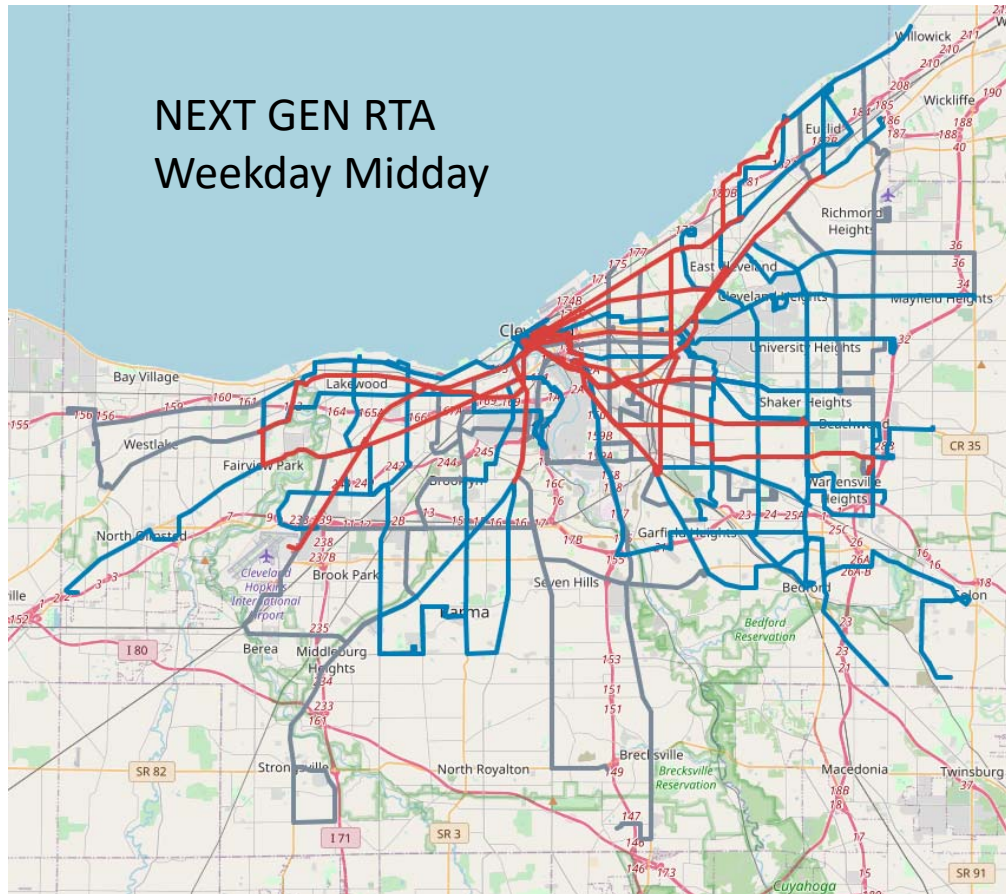
40 - 45 min

60 min

Greater Cleveland Regional Transit Authority



NEXT GEN RTA Weekday Midday



Frequency Legend

 15 min or better

 20 min

 30 min

 40 - 45 min

 60 min

Greater Cleveland Regional Transit Authority



Internal Communications

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

Email Signatures

- Email Signature informing of launch date
 - Two versions
 - Each running for 4-5 weeks each



Screen Saver & Screencloud

- Provides info on June 13th go live date
- Facts about NEXT GEN RTA

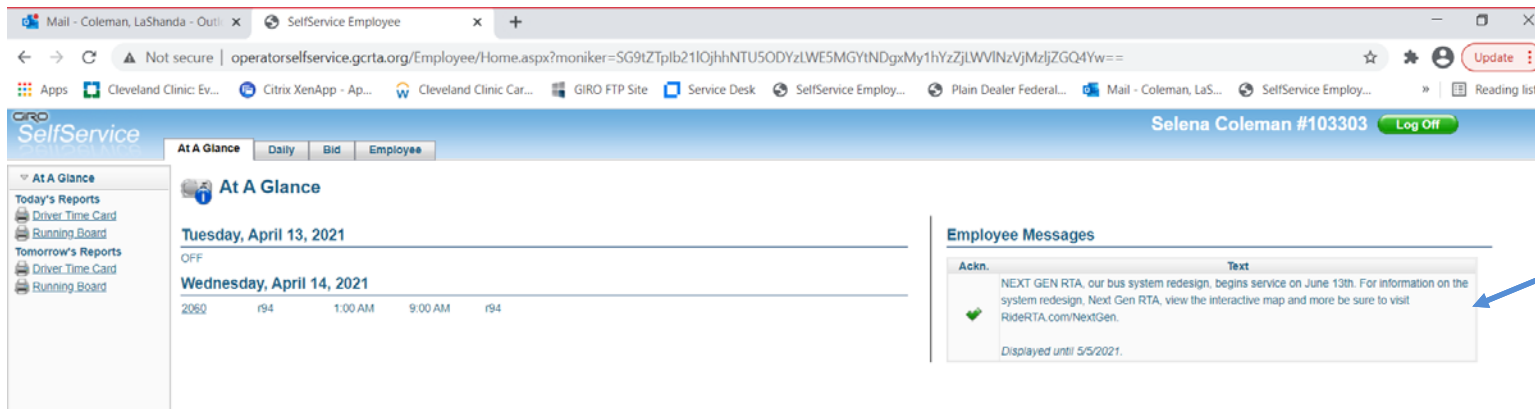
**THE NUMBER OF JOBS WITHIN
A 1/2 MILE OF FREQUENT SERVICE
WILL INCREASE BY
25 PERCENT OR
50,000 JOBS**

NEXT GEN RTA
JUNE 13TH, 2021
#NextGenRTA | RideRTA.com/NextGen

RideRTA.com/NextGen #NextGenRTA


SelfServe, HASTUS & Ultramain

- Messages began playing 4/5/2021
 - SelfServe - 689 operators have acknowledged (through 4/30/2021)
 - SelfServe - 189 operators had not acknowledged (through 4/30/2021)
- Four different messages will play from April 5-June 13th



Other Communications

- Posters of route maps will be 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

NEXT GEN 
Greater frequency • Greater connectivity • for Greater Cleveland

NEXT GEN is coming June 13th. See the table below for how your bus routes will be affected.

If You Currently Take: Then You Should Look For: If You Currently Take: Then You Should Look For:

NEXT GEN 
Greater frequency • Greater connectivity • for Greater Cleveland

Service Management will be here to answer questions you may have regarding NEXT GEN on:

Wednesday, April 21, 2021
12:00 p.m. – 3:00 p.m.
Hayden Operator Lounge

RideRTA.com/NextGen

#34	#34
#37	#37
#38	#9
#39-39F	#10, #39
#40	#40

#NextGenRTA

#50F	#50
#94	#94
#246	#55-55B-55C
#251	#251
#263	#55-55B-55C

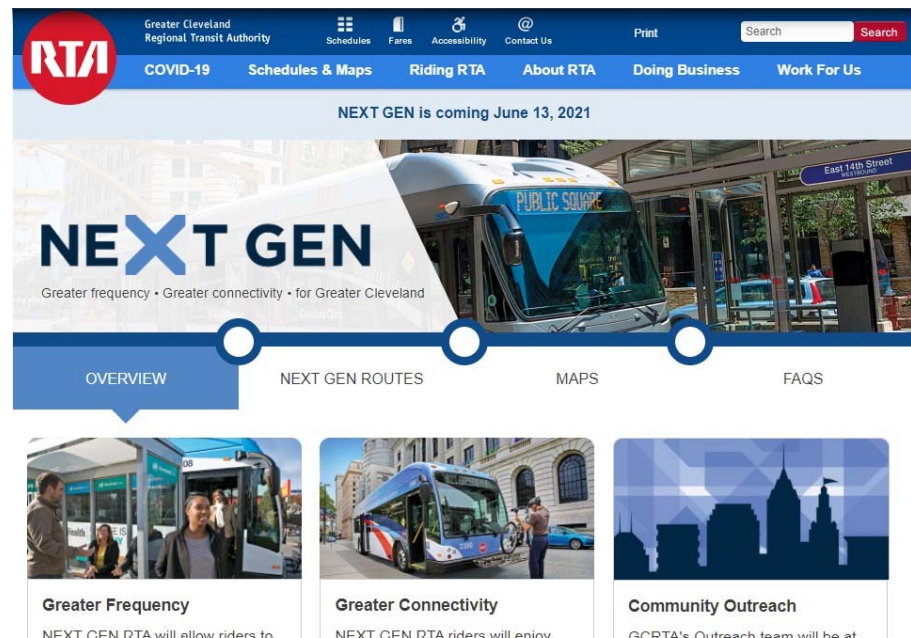
External Communications

- 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

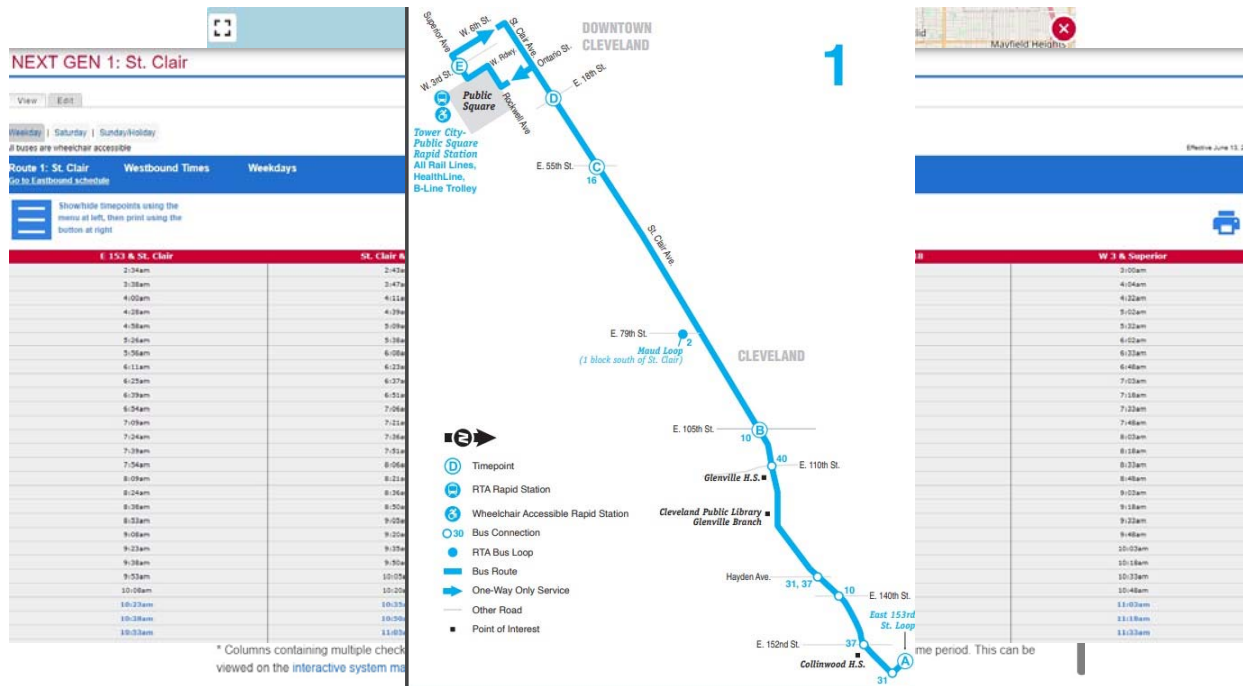


NEXT GEN RTA Webpage

- Overview of Redesign
- NEXT GEN RTA Routes
- Interactive Map
- FAQ's
- Other Information
 - Route Book
 - Route Table Reference Guide

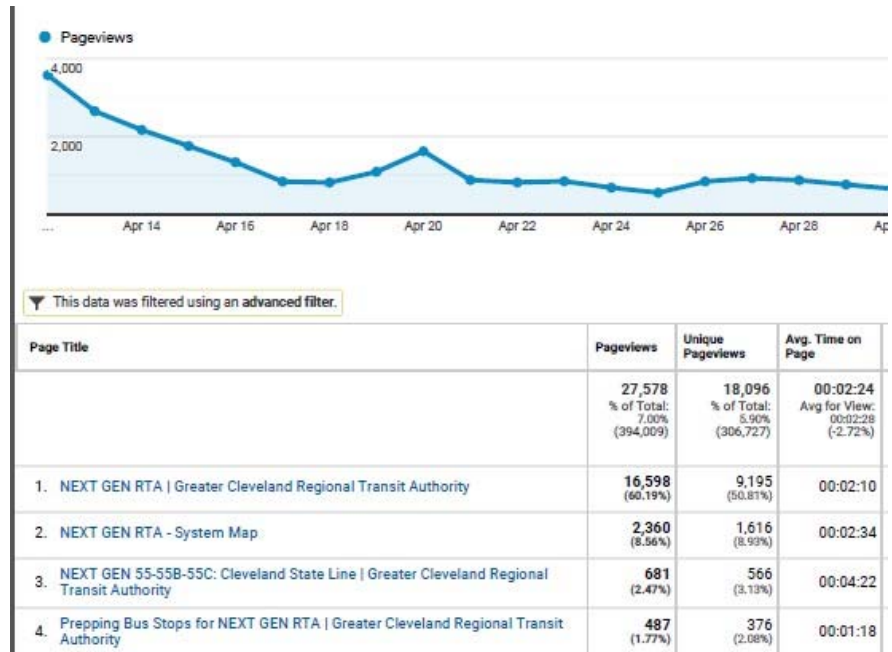


NEXT GEN RTA Route page

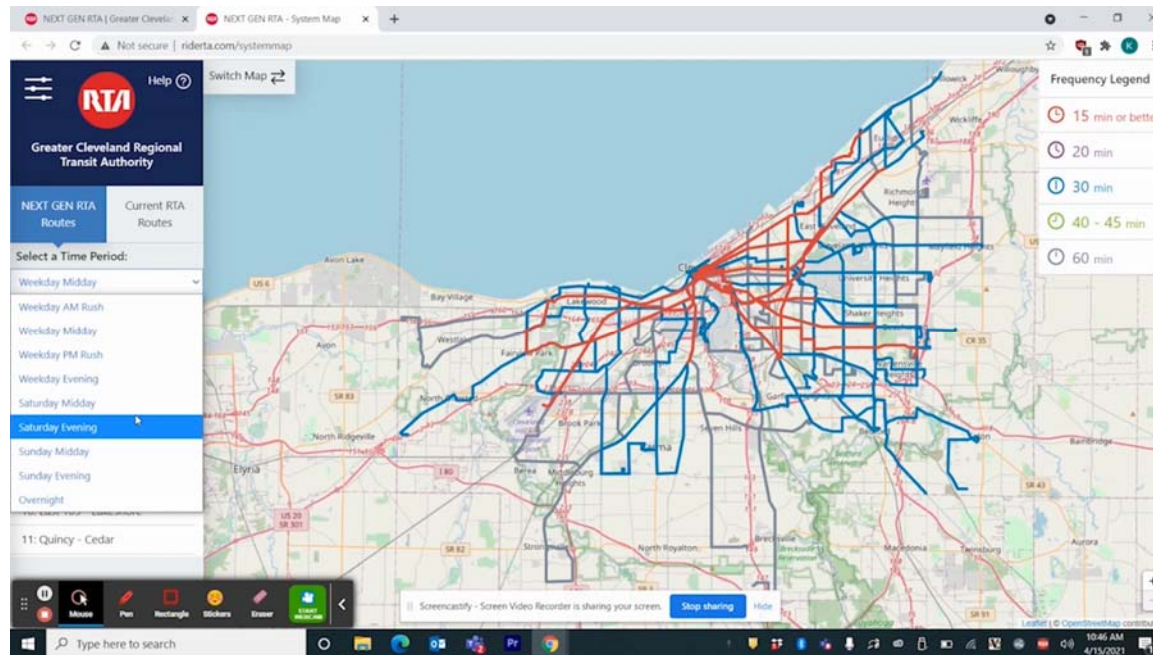


NEXT GEN Analytics

- Webpage
 - 18,096 unique views
 - Largest areas viewed
 - NEXT GEN RTA
 - Interactive Map
 - Blog on prepping Bus Stops
- Total File Downloads = 9,300
 - Reference chart with 629
 - Routes all have varying amount of downloads



Interactive Map

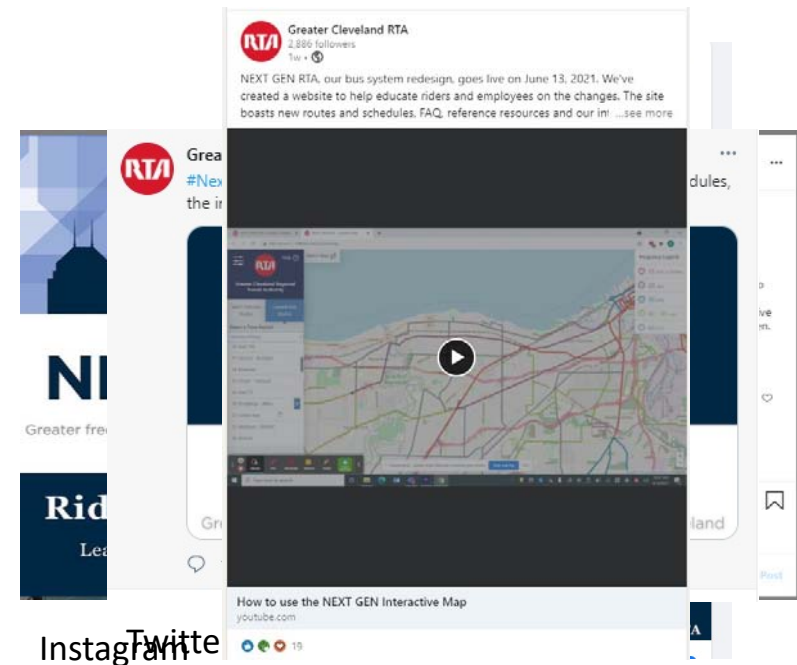


Greater Cleveland Regional Transit Authority



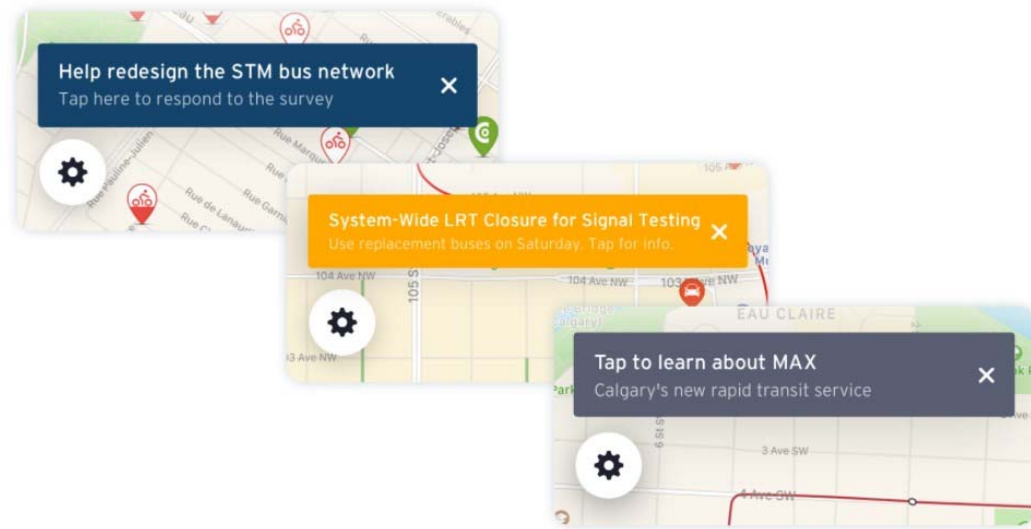
Social Media Posts

- Promote when NEXT GEN is coming
- Invite to visit webpage to learn more
- Key facts on enhancements of NEXT GEN RTA



Transit App Banner

- Two Banners
 - May 23-June 12th
 - June 13 - June 20th



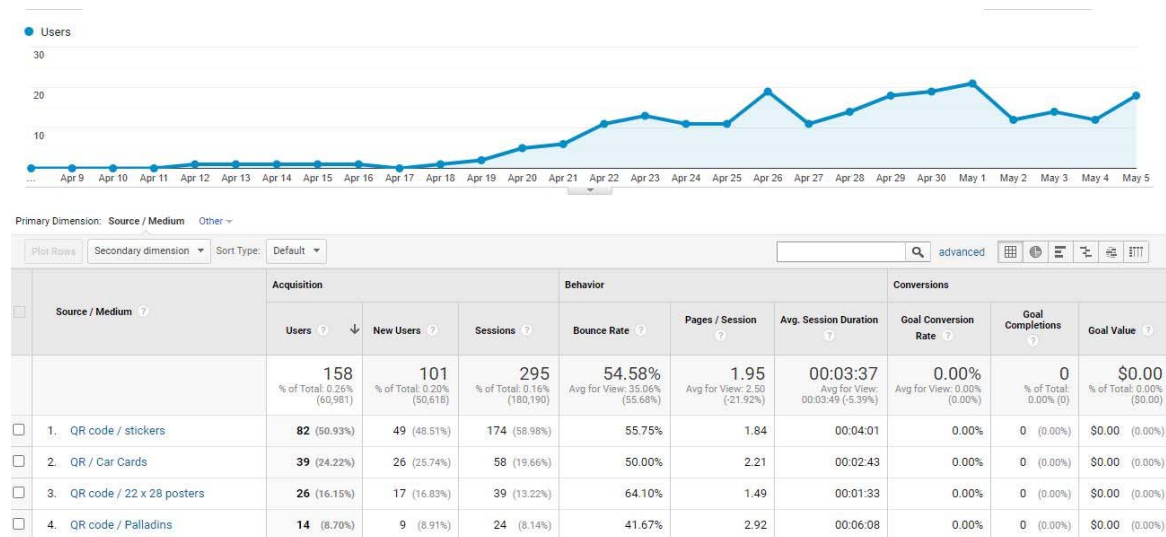
Printed Materials

- Route book of maps and route reference chart
- Posters
- Palladin screens
- Stickers at Shelters, Transit Centers & Train Stations



QR Code Analytics

- Total scans = 158
 - Stickers = 82
 - Car Cards = 39
 - Poster = 26
 - Palladins = 14



Media Relations

- Press Conference
 - Hosted after May 11th Board Meeting
- Media Tour
 - After press conference
 - Two weeks before June 13th
- Press Kit
 - Press release
 - NEXT GEN Promo items
 - Key Facts about NEXT GEN



Bus Stop Signs

- Before NEXT GEN RTA goes live
 - Prepare and post notices of new/removed bus stops
 - Prepare and post new signs with new information covered up
 - Worked with Union to re-allocate staff to support
- After NEXT GEN RTA goes live
 - Remove covers to expose detailed information
 - Give highest priority to routes with major changes

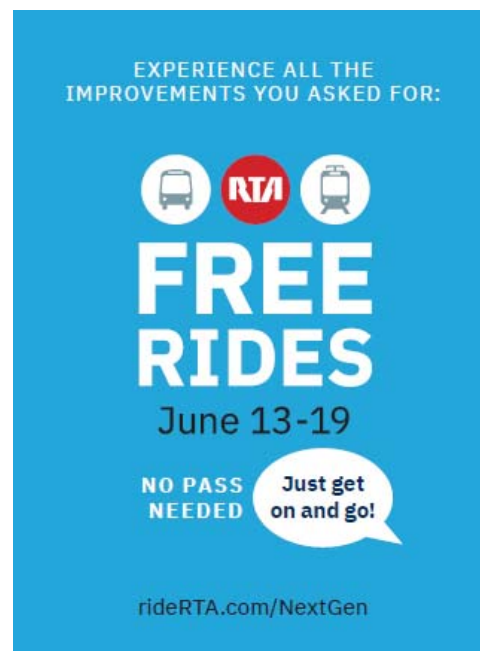


Other Communications

- Onboard audio messages
 - General playing at all train & transit stations, on buses and trains
 - Route Specific will be GeoTargeted to communicate major changes and enhancements
- Community Outreach
 - Provide digital social media kit containing photos and content for posting to social channels to partners, CDC's, Mayors and Managers, and others
 - Work 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
 - Volunteers at train/bus stations & bus stops to educate passengers

Free Ride Offer

- Kicking off the NEXT GEN RTA launch
 - Invites riders to ride for free
 - Week of June 13-19, 2021
 - Ride free on Bus, Rail, Park-n-Ride and Paratransit



Questions



NEXT GEN 

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