Workforce Connector
RTA Micro Transit Pilot Program

Greater Cleveland Regional Transit Authority
Organizational Services & Performance Monitoring Committee
November 1, 2022
RTA Micro Transit Pilot Program

- A short-term pilot program to connect work sites to RTA service
- Helpful where the first/last mile of a commute trip is not easily navigated
- Must pick-up/drop off at an RTA Facility
- Work Site needs to be within Cuyahoga County
- Route/schedule is flexible
- Cannot duplicate RTA existing service
- RTA awarded contract in April for $300,000 to Share (50%)
Gaps in Workforce Mobility
RTA to Solon & Bedford Heights
Marketing Efforts

- Engagement materials
- Employer outreach
  - Emailed information
  - Lunch and learn opportunities
  - Door-to-door flyer drop offs
  - Virtual presentations
- Rider training and engagement
- Surveys for program evaluation
### Employer Contribution

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Monthly Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 100</td>
<td>$500</td>
</tr>
<tr>
<td>101 - 250</td>
<td>$1,250</td>
</tr>
<tr>
<td>251 - 500</td>
<td>$2,500</td>
</tr>
<tr>
<td>501 - 1000</td>
<td>$5,000</td>
</tr>
<tr>
<td>1001+</td>
<td>$7,500</td>
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</tbody>
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- **Unlimited usage during the Pilot Period**
  - 1st - those employees already utilizing the RTA
  - 2nd - those that can convert to RTA riders
  - 3rd - using the routes are recruitment corridors to fill open jobs

- **Help them keep their talent at a higher rate and fill open jobs**

- **Creating equitable access to transportation**

- **Long term goal is to have this funded by the businesses to keep it sustainable for years to come**
A Community-Wide Solution

**RIDERS**
- Expanded employment opportunities
- Decreased financial burden in transportation cost

**EMPLOYERS**
- Expanded recruitment opportunity
- Improved employee retention
- ROI based on Jobs filled

**COMMUNITY**
- Equitable mobility innovation
- Climate impact through SOV reduction
- Payroll tax increase

**RTA**
- Increased ridership
- Providing better access to jobs across NEO
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Thank you!