



Greater Cleveland
Regional Transit Authority

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AGENDA

COMMUNITY ADVISORY ADVOCACY & EDUCATION SUBCOMMITTEE

December 18, 2025

9:00 A.M

- I. Call to Order
- II. Roll Call
- III. Certification regarding notice of subcommittee
- IV. Review/Approval of Meeting Minutes – 8/21/25 (attached)
- V. Old Business
 - A. Site visits workstream
 - 1) Updates on action item from previous meeting:
 - a) Cole Ware to coordinate with Alicia Howerton and Dr. Walker-Minor to clarify priority site visits for 2026
 - B. Advocacy/ridership workstream
 - 1) Updates on action items from previous meeting:
 - a) Joe Clark to share report on barriers to transit use, as it is available
 - b) Dr. Walker-Minor to coordinate update on marketing for the full CAC, as progress is made
 - C. Community engagement workstream
 - 1) Updates on action item from previous meeting:
 - a) Identify and prioritize CAC attendance at an RTA community event
- VI.
- VII. Open Discussion
- VIII. Adjourn



Minutes

CAC Advocacy & Education Subcommittee

August 21, 2025

9:00 a.m.

- I. Call to Order.
 - I. Meeting called to order at 9:00 AM by Cole Ware (CW).
- II. Roll Call.
 - I. CAC Members present: Johnny Brewington, Brooklyn Burmeister, Charles Kennick, Alicia Howerton, Loh, Paul Meissner, Dr. Joseph Sopko, Cole Ware.
 - II. RTA Employees present: Natoya Walker-Minor, Joe Clark, Chanel Steiner, Kelly Smith, Robert Jefferson.
 - III. In addition to roll call, Cole asked attendees who were not included in roll call to introduce themselves.
- III. Certification regarding notice of committee meeting.
 - I. Read by Joe Clark (JC)
- IV. Minutes: Review/Amend/Approve.
 - I. Johnny Brewington (JB) motion to approve.
 - II. Dr. Joseph Sopko (D. JS) seconded.
 - III. All in favor, none opposed.
- V. New business.
 - I. Site visits/Trips Workstream
 - i. CW touched base with Kimberly Wright (Customer Experience/GCRTA) regarding site visit and her information was for the subcommittee to liaise with Dr. Natoya Walker-Minor (D. NWM) and create their own site visit. Need ongoing discussion to decide the location(s) to visit. D. NWM added several locations for the committee's consideration and encouraged this subcommittee to consider the entirety of the CAC and not just this subcommittee in determining their site visit location(s). D. NWM also availed herself for any necessary coordination this subcommittee may need for site visit(s).
 - ii. CW suggested the subcommittee develop a template of criteria of certain things they are looking for in the site visits or trips.
 - iii. The goal for this workstream will be to do one site visit/trip for this year.
 - iv. Site visit suggestions:
 1. Facilities visits could be helpful for operations knowledge (i.e. Paratransit)
 2. High ridership routes/low ridership routes



3. A BRT corridor. Dr. Joseph Sopko (D. JS) suggested looking at a route that links to another route. Paul Meissner (PM) wants to take a look at the W. 25th BRT given its presence in the news and contentiousness with some in the Ohio City business community and the parking situation.
4. JB suggested connecting to another service like Laketran and looking at those connection points.
5. Loh noted the solid history of the ADA Subcommittee in participating in site visiting be it Paratransit or fixed route. She suggested the E&A and ADA Subcommittees collaborate for comprehensive observations.

II. Advocacy/Ridership Workstream

i. Define Success.

1. Learn about barriers to ridership. CW indicated some information/reports/etc. on this topic will likely be shared asynchronously via email as opposed to waiting until next meeting. Changing the framing around public transit as truly for everyone and not just for the poor, but an access point for all. D. NWM shared her belief that public transit is economic development, and it must be framed that way.
2. JB brought up the subject of the CSU U-Pass Program situation and D. NWM offered an explanation surrounding the history of the situation for the benefit of the group which stems from a misinterpretation of a revision to state law regarding who could and could not benefit from the U-Pass Program. CSU reversed course and the U-Pass Program at CSU was resumed for one more year.
3. Commuter Advantage Program Advocacy. D. NWM shared one of her goals for 2026 is to enroll Sherwin Williams in the Commuter Advantage Program. RTA is always looking for opportunities in this area. D. JS indicated his belief in the economic value of BRT as exemplified by the Cleveland Clinic and the HealthLine.
4. CW proposed an area to investigate and provide more information for this group surrounding many transit authorities across the country are experiencing significant budget shortfalls due to pandemic dollars relief dollars go away and without additional dollars reaching a fiscal cliff. Loss of funding can lead to cuts in service. Wants an update on RTA financial health as RTA could experience a similar hole in the budget. D. JS wants more information regarding fare evasion. He finds the system very porous in this regard.

III. Community Engagement Workstream



- i. Capitalizing on large events as faster and much more affordable than rideshares or parking and reaching out to season ticket holders from Browns, Guardians and Cavs games. Nichole Laird (NL) indicated she believes RTA does a good job with large events within the community. They make announcements on the news about efficiency and affordability of using RTA but there is a disconnect between the word-of-mouth from everyday riders who are dissatisfied with bus service. She believes we need to increase good rider experiences. Loh agreed everyday riders need consistent positive experiences in order to share those experiences. D. JS indicated after big events, social media often criticizes RTA's ability to "ramp up" for big events and handle large crowds efficiently.
- ii. Chanel Steiner (CS) and D. NWM will share marketing ideas around ridership and why people choose public transit at a later meeting of the full CAC as the RTA brand grows up from the "Let's go together" concept.
- iii. Making A&E subcommittee members aware of community events with RTA presence as well as RTA open houses and community meetings so they can support and advocate. JC went through a list of upcoming events including One World Festival at Cultural Gardens, Lee Harvard Block Party, Fresh Fest. Loh shared news of an RTA open house in Slavic Village this subcommittee was not made aware of as Loh received the invitation from a civic group and not RTA.

VI. Open Discussion.

I. West 25th BRT Conversation

- i. D. JS spoke about the Community Meeting held with members of the business community in Ohio City and residents and indicated in his post-meeting discussions with RTA employees he felt there were many misrepresentations made by business community and community members at the meeting. As one of the main complaints against the BRT is the parking situation, D. JS asked if there were studies done about parking utilization, to which D. NWM answered in the affirmative. D. NWM indicated she could arrange a presentation of the parking study findings for the full CAC for the parking utilization study done in July 2025. Loh shared the origins of the parking problems in that area stem from the original zoning and all parking spaces on West 25th should be handicapped parking and pickup/drop-off for Paratransit service. JB provided, informationally, Planning and Zoning reporting will give you the basis for how those decisions were made.

II. Browns Stadium



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- i. D. NWM told the subcommittee RTA is not commenting as an agency on any new stations or report of new stations. This is not a RTA project.
- ii. JB reminded the group GCRTA Board of Trustees' meetings are available to view online.

VII. Closing Remarks.
I. NONE

VIII. Adjourn.
I. AH motion
II. Seconded.
III. CW adjourned at 10:17 am.