Greater Cleveland Regional Transit Authority

SUPPORTING THE FUTURE OF A MODERN TRANSIT SYSTEM

Through Communications

September 8, 2026

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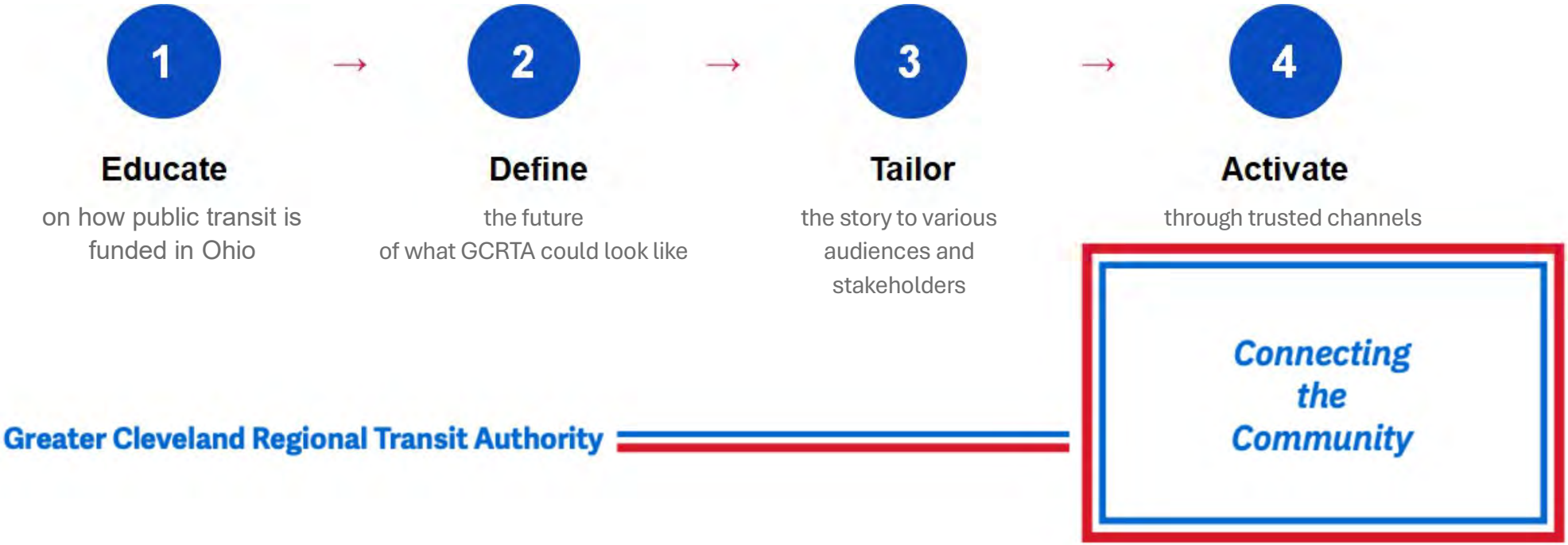
Connecting the Community

APPROACH

THE COMMUNICATIONS CHALLENGE

GCRTA must demonstrate why transit matters to the entire region and make the future-state of the system tangible, while focusing on informing the public.

Through a sequenced approach we will -



DEFINE I Expanding Transformation & Innovation

Through evolved communications, we'll highlight information across three key pillars in order to connect transit to Greater Cleveland's future, and define what transformation looks like.

Connecting People & Opportunity

Transit makes Greater Cleveland more accessible, and residents rely on GCRTA.

24M+ / 77k
rides per year / rides per weekday

70%
of trips connect people to work, school, or medical care

~85%
of customers depend on GCRTA to reach their destinations

Strengthening the Region

The value of transit extends beyond the people who ride it.

$322M
in annual economic impact for Cuyahoga County

$485.8M
in annual earnings brought home by people who depend on GCRTA

Building a Modern Transit System

The future requires a system built for how Greater Cleveland is growing and changing.

- More frequent bus and rail service
- Account Based Ticketing
- BRT and priority corridors
- East-West rail connectivity
- Improved bus stops, shelters, and stations
- Safety, accessibility & real-time tech improvements

** Source: 2025 GCRTA Annual Report, supported by the Cleveland State University Economic Impact Study*

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TAILOR I Audience-Specific Messaging

Focus on one cohesive story but consider that each audience will have different points of relevance.

Audience	What They Care Most About	What We Want Them to Understand	Most Relevant Proof Points & Themes
EMPLOYEES	What is this financial consideration? Why now? How is GCRTA funded? What could additional funding enable?	I understand what my organization is considering and can confidently speak to the facts.	THEMES: Build Clarity & Confidence *Funding facts • Why now • Future improvements • Q&A readiness*
RIDERS	How could this affect my service and experience? What does the financial consideration cost me?	I understand what additional funding could mean for the services I use every day.	THEMES: Understand Service & Experience* *Frequency • Reliability • Accessibility • Safety*
NON-RIDERS	Why does this matter if I don't ride? What does this tax mean for my household?	Reliable transit benefits the whole region — jobs, healthcare, businesses — even if you don't ride often.	THEMES: Understand Value to the Region *What is/isn't taxed • Community connectivity • Future of Cleveland*
BUSINESS LEADERS	Why does transit matter if I don't ride? How does it affect employees & economic growth?	Reliable public transit is essential to our city, supports the workforce, and has economic value.	THEMES: Workforce & Economic Value* *Access to workforce • Economic growth • Employer impact*
CIVIC LEADERS	What role does GCRTA play in the region? What could future investment enable?	A modern transit system keeps Cleveland connected and accessible — essential for current and future growth.	THEMES: Impact on the Region's Future* *Connectivity • Community access • Modernization*
BOARD MEMBERS	What are the funding options? What does each enable? What are the tradeoffs?	Provide clarity and context to support their decision and its long-term implications.	THEMES: Clarity for Decision Making *Funding scenarios • Investments • Service implications*

ACTIVATE I Communication Roadmap

Build understanding from the inside out: Equip GCRTA's closest stakeholders first, use owned channels to educate consistently, then extend the story to priority external audiences.

Internal Communications

PHASE 1 I ALIGN & EQUIP OUR PEOPLE FIRST

*Board * Leadership * Employees*

OPPORTUNITIES TO ACTIVATE

- Leadership / Board briefings
- Employee town halls & manager meetings
- Internal email + intranet
- Financial Consideration FAQ / myth-vs-fact materials
- Digital Signage

Owned & Shared Channels

PHASE 2 I EDUCATE & DEMONSTRATE VALUE

*Riders * General Public * Community Stakeholders*

OPPORTUNITIES TO ACTIVATE

- GCRTA Website / Microsite for Financial Future
- Social Media
- Podcast
- Videos / Infographics
- Testimonials: Riders, Businesses, Community Leaders

Broader Reaching Channels

PHASE 3 I EXTEND UNDERSTANDING & BUILD RELEVANCE

*Businesses * Civic Leaders * Employers * Community Influencers*

OPPORTUNITIES TO ACTIVATE

- Earned media / PR
- Leadership Briefings & Speaking opportunities for thought leaders
- Employer & community partnerships
- Paid media (LinkedIn, Business media, Digital, Outdoor)

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Questions?

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