Strategic Plan Community Meetings

GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY

Spring 2020

Strategic Plan Project Goals

Deliver a 10-year Strategic Plan

✓ Create understanding and build consensus; pull "Pillar Studies" together into a cohesive plan

Strategic Plan: Framework for the Future

- Economic Impact Study
- Fare Study
- Rail Car Study
- Efficiency Study & Operational Review
- System Redesign Study

Strategic Planning Process

- Update Vision & Goals

- Preliminary Findings: Assess Transit Needs

- Identify Priority Strategies

- Stakeholder and Public Engagement
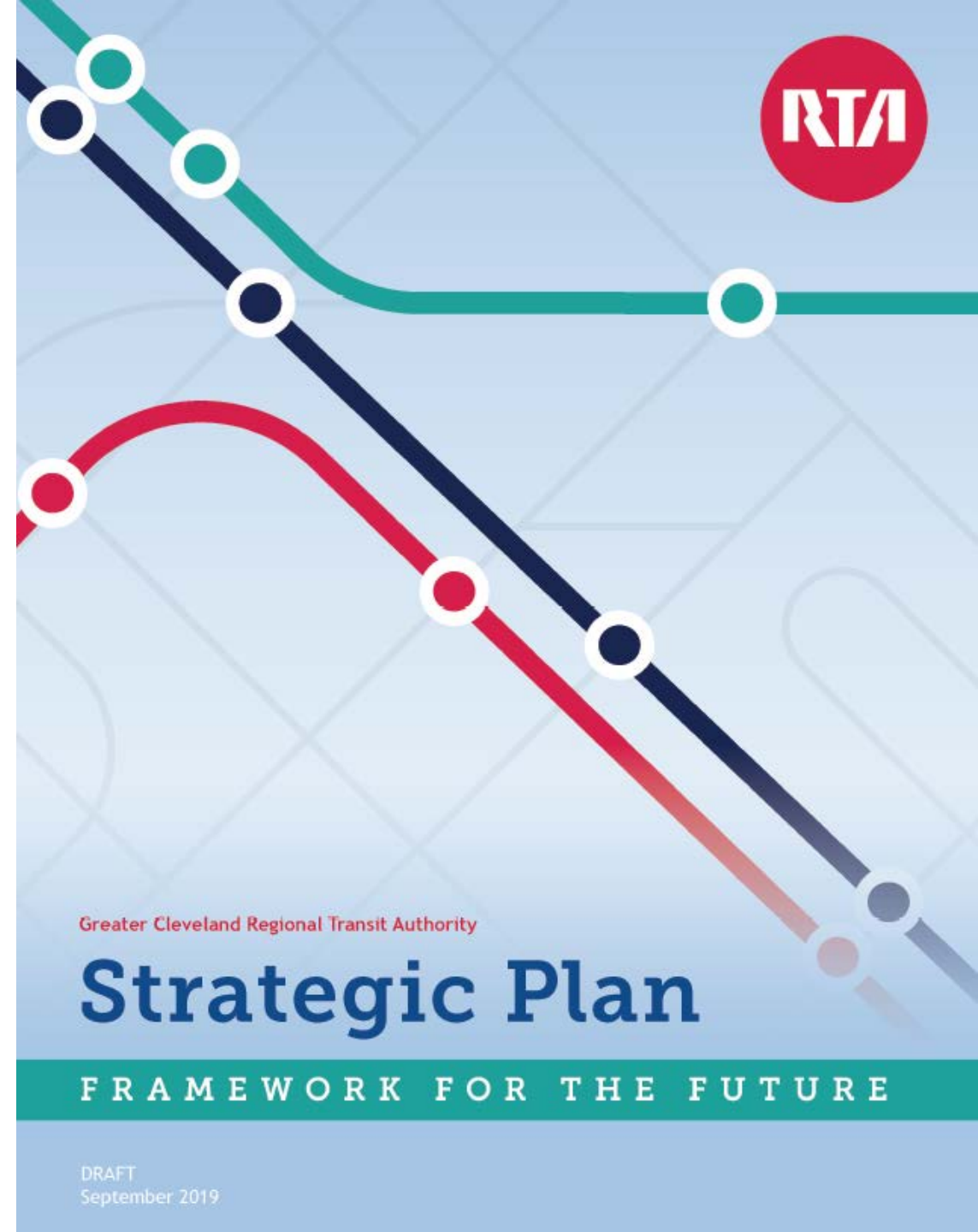
- Spring 2019 to Spring 2020

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Final Plan

- ✔ Compile key highlights and technical information

- ✔ Deliver 10-year capital planning and customer enhancement Strategic Plan

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Greater Cleveland Regional Transit Authority

Strategic Plan

FRAMEWORK FOR THE FUTURE

DRAFT
September 2019

Preliminary Goals

Preliminary Goals

1 **CUSTOMER EXPERIENCE**
RTA will provide dependable, clean, fast, and seamless transportation that creates a positive experience for RTA customers.

2 **FINANCIAL STABILITY**
RTA will be a responsible steward of public funds by providing exceptional services cost-effectively.

3 **STATE OF GOOD REPAIR**
RTA will enhance, preserve and maintain its infrastructure and assets.

4 **TECHNOLOGICAL INNOVATION**
RTA will lead in its integration of new technologies and evolving mobility options to enhance the transportation experience for customers, RTA employees, businesses and visitors.

5 **ECONOMIC PROSPERITY**
RTA will be the transportation backbone that moves the economy forward and improves the quality of life of county residents by enabling economically sustainable regional land use and development and reinforcing investment in strategic employment and population centers.

Preliminary Goals

6 **ACCESS**
RTA will facilitate increased access to jobs, education, and civic life.

7 **COLLABORATION**
RTA will work with stakeholders to foster creative solutions to mobility challenges and drive opportunities for transit oriented development.

8 **EQUITY**
RTA will continue to provide equitable transit services that benefit disadvantaged individuals and communities.

9 **ENVIRONMENTAL SUSTAINABILITY**
RTA will reduce greenhouse gas emissions in the region by providing clean transportation and shifting travelers away from single occupancy vehicles.

10 **TRANSPARENCY**
RTA will instill public confidence as a well-run institution that is accountable to its customers, employees, and taxpayers.

Preliminary Findings

RTA Economic Impact

- Critical to the economic success of region and to the well being of people who live and work here

- RTA's impact on local employment totals $485.8 million, measured in annual earnings brought home by those who depend on RTA transit services to get to work

- Impact on Cuyahoga County property values is $2.2 billion

- Annual savings to passengers who choose to ride RTA rather than use their own transportation is $51.8 million
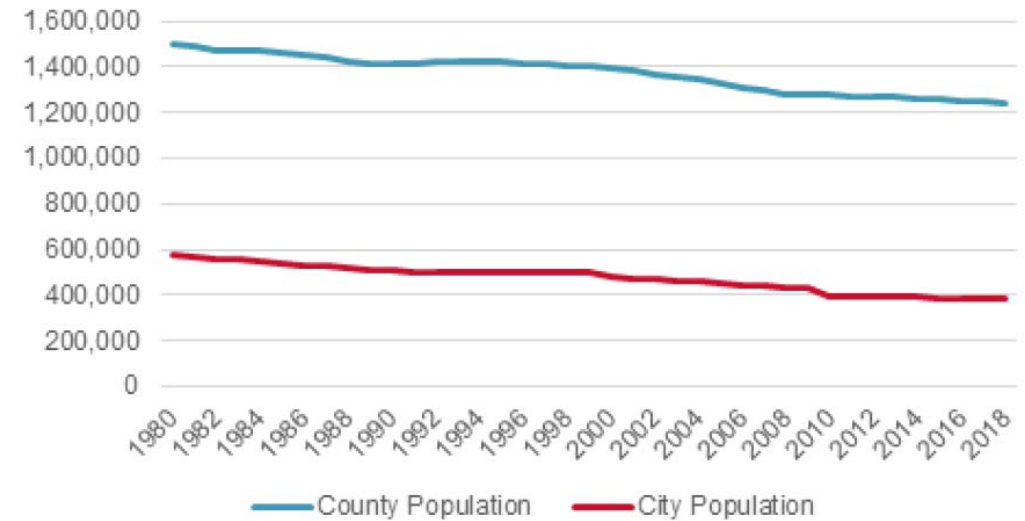
Decreasing Ridership

Fewer people are riding RTA
than ever before
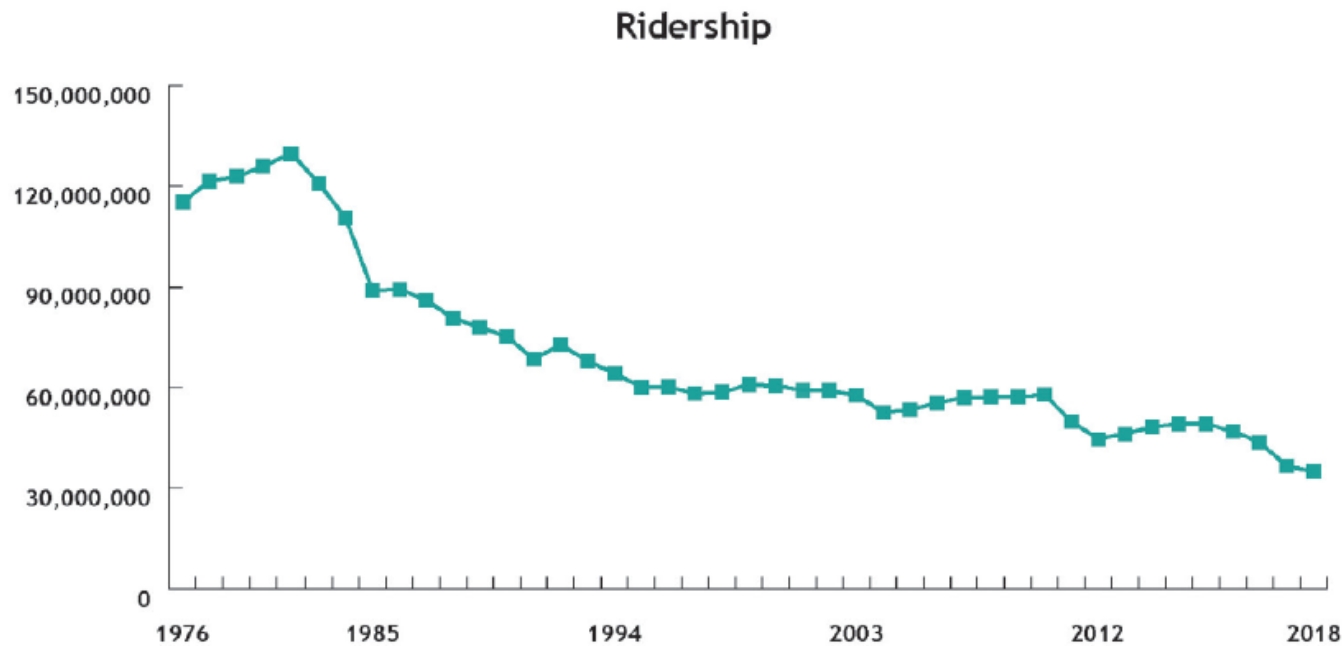
External Factors: Examples

- Cuyahoga County lost tens of thousands of residents and jobs in the past decade
- Jobs locations shifting outward
- Aging population

Cuyahoga County and Cleveland Population

Employment Hubs
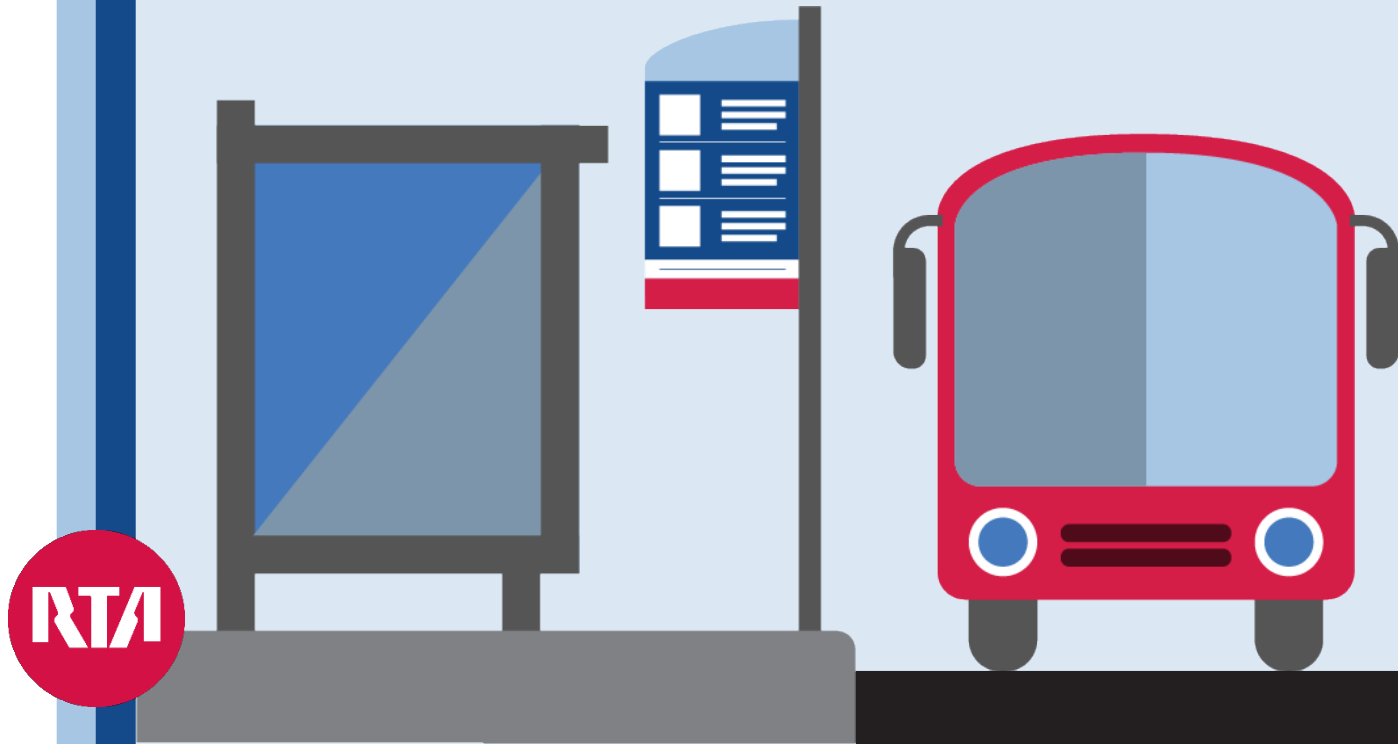- Employment Hub
- Bus Route
- Rail

Internal Factors: Examples

- Level of transit service decreased
- Factors under control of RTA influence ridership, such as fares, customer communication, on-time performance
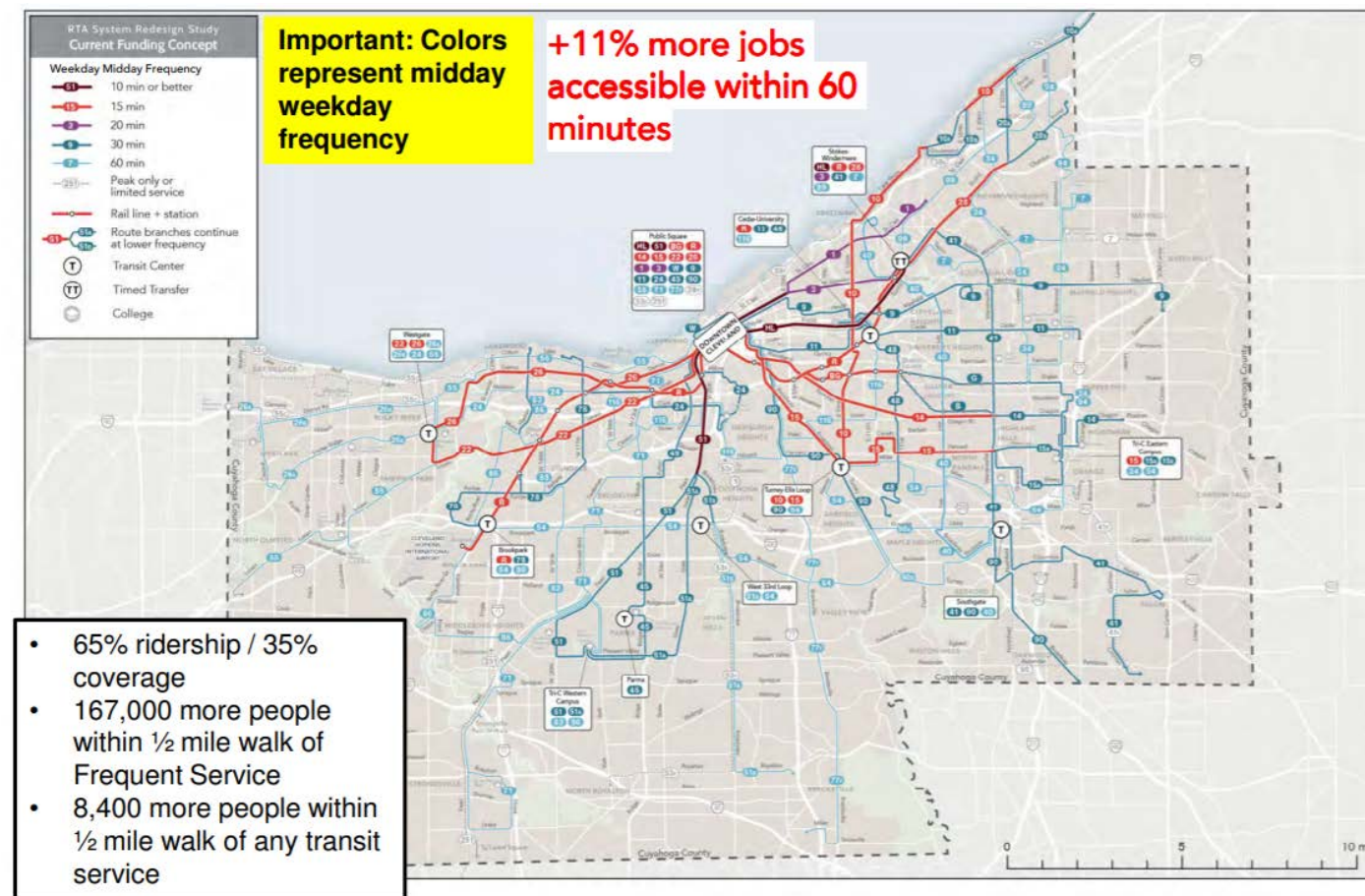
Transit Service Provided
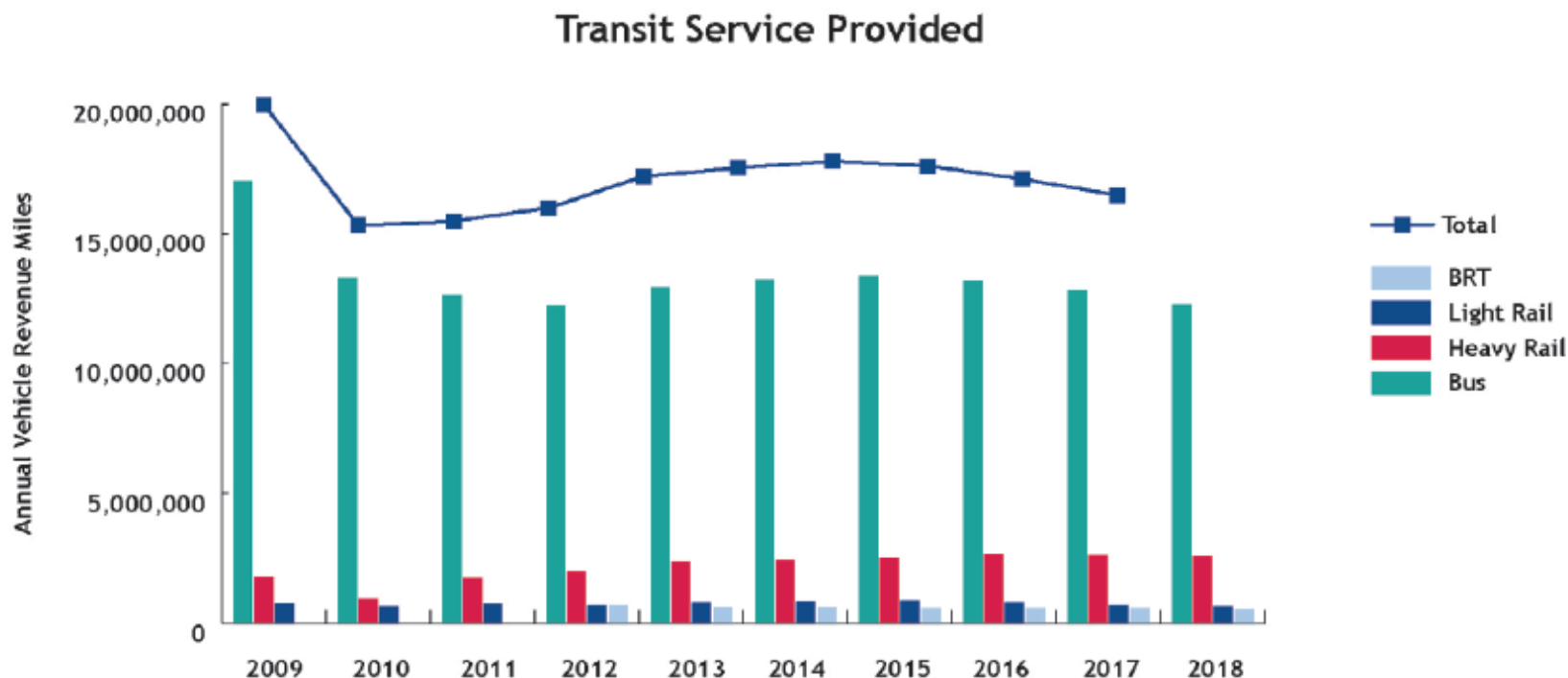
Potential Ideas for Improvements

Access:
System Redesign

- As recommended in Dec. 2019, RTA should shift to the Current Funding Concept

- Expanded Funding Concept provides basis for future potential

Important: Colors represent midday weekday frequency

+11% more jobs accessible within 60 minutes

- 65% ridership / 35% coverage
- 167,000 more people within ½ mile walk of Frequent Service
- 8,400 more people within ½ mile walk of any transit service

Plan	Implementation		
2020	2025		2030

Customer Experience	Financial Stability	State of Good Repair	Technological Innovation	Economic Prosperity	Access	Collaboration	Equity	Environmental Sustainability	Transparency
X				X	X		X		

Collaboration:
Corridor Improvements for Faster Buses

- New federal guidance recently approved for red pavement bus-only lanes

- Transit Signal Priority

- Queue jumps

Pilot and Implementation

2020   2025   2030

Source: streetsblog.org

Customer Experience	Financial Stability	State of Good Repair	Technological Innovation	Economic Prosperity	Access	Collaboration	Equity	Environmental Sustainability	Transparency
X	X	X	X		X	X	X		

Customer Experience:
Fare Payment Improvements

- Account based, contactless

- Stored Value

- Fare capping

- Open architecture

- Open payments

- Seamless to customer

Your new ticket to ride.

Hop Fastpass™ is a better way to pay your fare on TriMet, C-TRAN and Portland Streetcar.

Pay With Your Phone

OR

Get a Hop Card

Planning	Implementation	
2020	2025	2030

Customer Experience	Financial Stability	State of Good Repair	Technological Innovation	Economic Prosperity	Access	Collaboration	Equity	Environmental Sustainability	Transparency
X			X	X	X		X		

State of Good Repair:
Rail car replacement

- Heavy-rail fleet replaced within 5 years
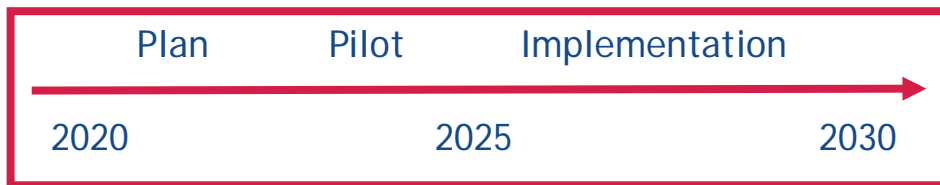
- Light-rail fleet replaced within 10 years

Planning	Implementation	
2020	2025	2030

Customer Experience	Financial Stability	State of Good Repair	Technological Innovation	Economic Prosperity	Access	Collaboration	Equity	Environmental Sustainability	Transparency
X	X	X	X	X					

Environmental Sustainability:
Electric Buses

- Quiet, comfortable

- Lower global warming emissions than diesel and compressed natural gas

- Zero tailpipe emissions for healthier neighborhoods

Source: proterra.com

Plan	Pilot	Implementation
2020	2025	2030

Customer Experience	Financial Stability	State of Good Repair	Technological Innovation	Economic Prosperity	Access	Collaboration	Equity	Environmental Sustainability	Transparency
X		X	X				X	X	

Equity:
Vulnerable Populations

- Increase transit frequency and capacity for those who need it most

- Address needs of women and aging population

- Policy and safety improvements

Planning and Implementation

2020   2025   2030

Source: inquirer.com

Customer Experience	Financial Stability	State of Good Repair	Technological Innovation	Economic Prosperity	Access	Collaboration	Equity	Environmental Sustainability	Transparency
X				X	X	X	X		

Technology:
Autonomous Shuttles

- First/last mile option

- Testing in Ohio, U.S., and worldwide

- Pilot program to understand opportunities and constraints

- New RTA radio system

Planning and Pilot

2020   2025   2030

Customer Experience	Financial Stability	State of Good Repair	Technological Innovation	Economic Prosperity	Access	Collaboration	Equity	Environmental Sustainability	Transparency
X			X	X	X	X	X	X	

Transparency:
Public Online Dashboard

- Improve transparency and accountability

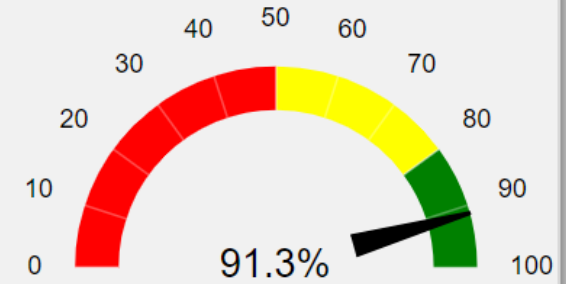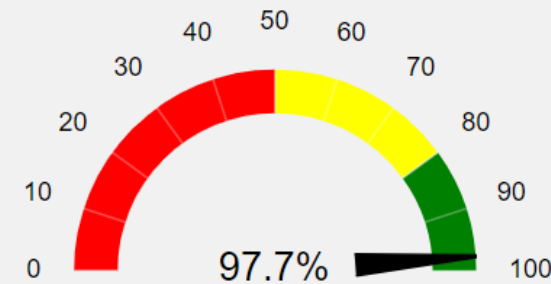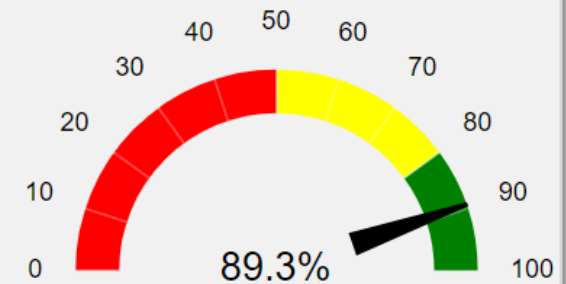- Display metrics that impact customer confidence

- Build public trust
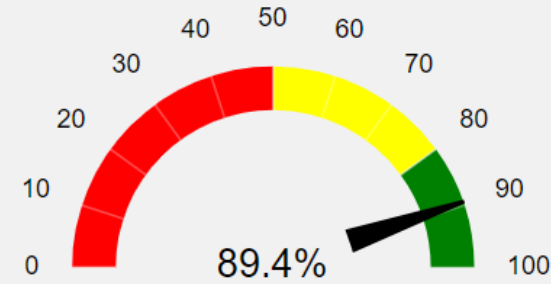
Bus On-Time Performance — 89.4%

Rail On-Time Performance — 91.3%

Light Rail On-Time Performance — 97.7%

AccessLink On-Time Performance — 89.3%

Source: njtransit.com

Implementation

2020   2025   2030

Customer Experience	Financial Stability	State of Good Repair	Technological Innovation	Economic Prosperity	Access	Collaboration	Equity	Environmental Sustainability	Transparency
X			X						X

Your Ideas!

- Lighting near bus stops

- Better transfer connections

- Cleaner buses

- Reliable, on-time service

- More service to destinations that matter to you

- Better real-time arrival info

- Extend train lines to more places

- Quicker boarding to move transit faster

- And more. Help us plan the future!
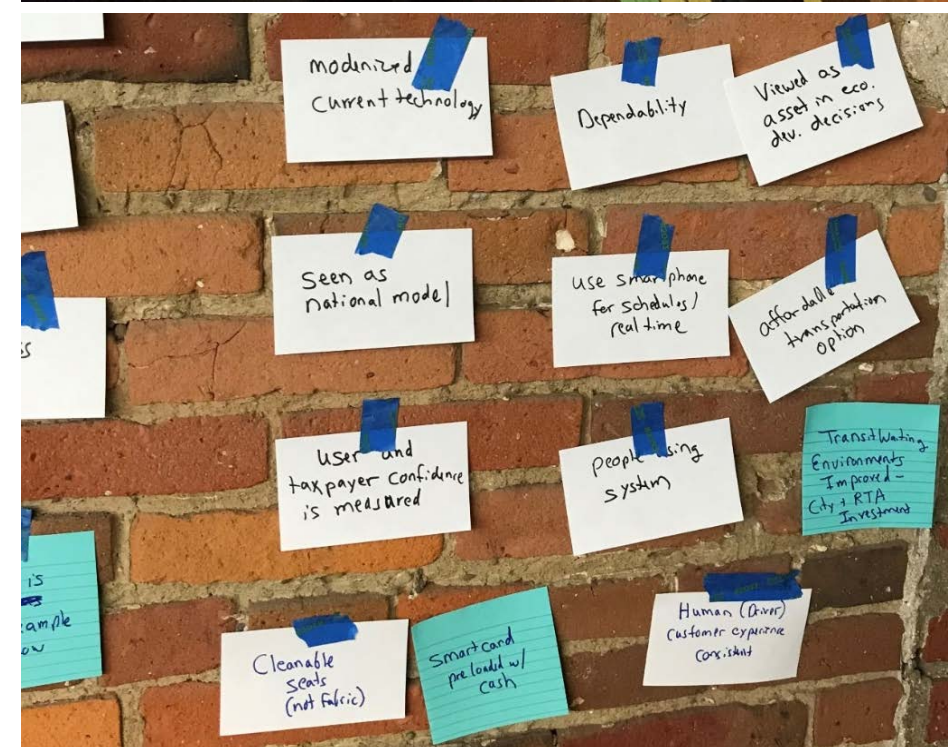
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Strategic Plan

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