

RTA Board and Committee Meetings

Tuesday, May 24, 2022



Organizational, Services & Performance Monitoring Committee

Chair: Mayor Anthony D. Biasiotta

Quarterly Management Report

May 24, 2022

Board of Trustees

Greater Cleveland Regional Transit Authority



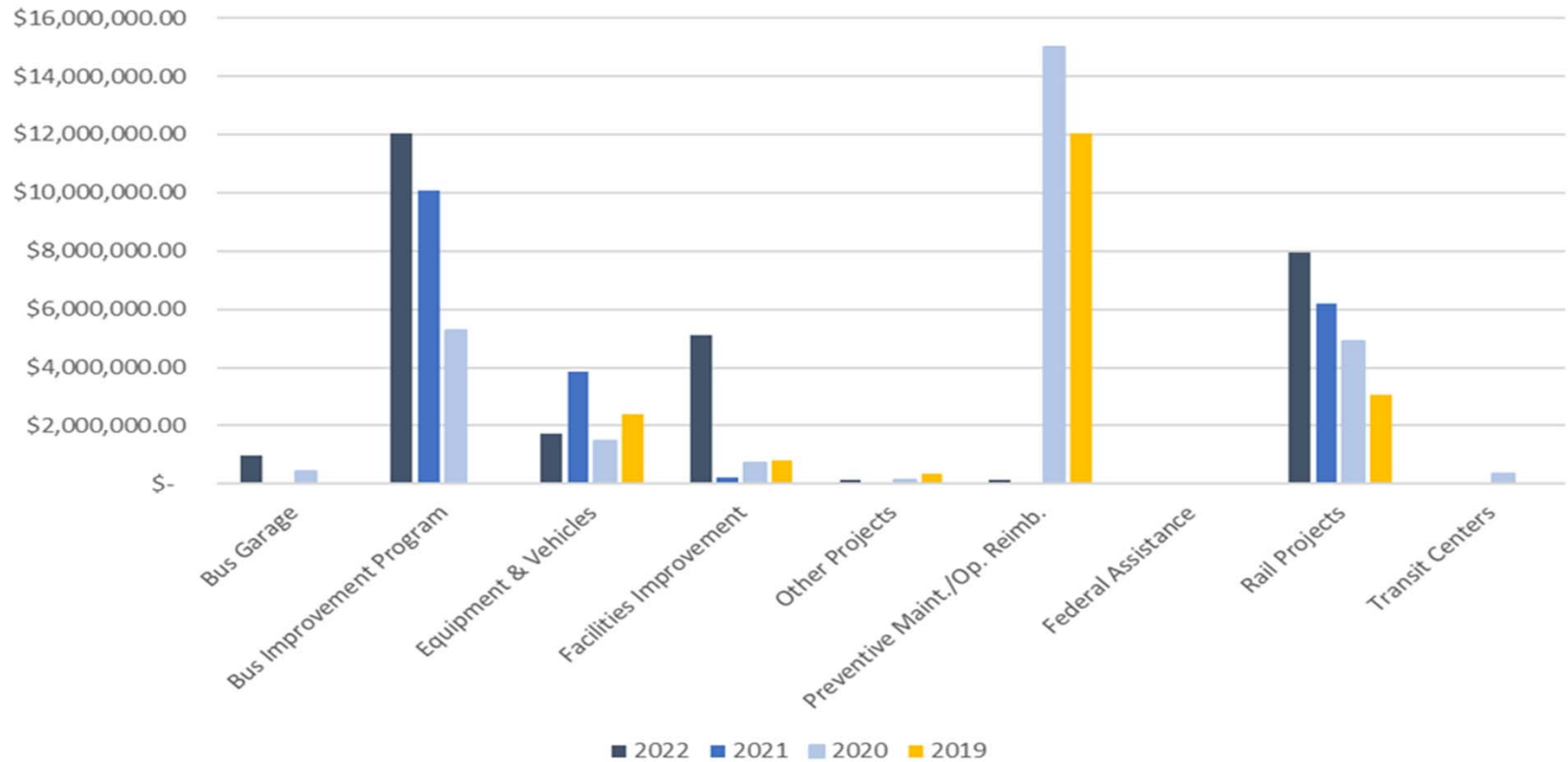
General Fund – 1st Quarter

- Routine Revenues: 13.3% higher than Budget
(not including reimbursements)
 - Passenger Fares – up 36.4%
 - Sales & Use Tax – up 10.4%
- Operating Expenses: 9.1% lower than budget
 - Total personnel costs: 7.2% lower than budget
 - Health Care expenses \$3.3 million lower than budget

General Fund – 1st Quarter

- Transfers to Other Funds
 - Transfers made in April
 - \$10.9 million in Rolling Stock Reserve
 - \$40.2 million in Capital Improvement Fund
 - \$2.5 million to Insurance Fund

Capital Expenditures by Category - 2022 Q1



Questions





*Quarterly Performance Board Update
FY22 Q1*

05.24.2022



Agenda

Performance Management Cadence

Path to Success: FY22

Q1 Organizational Results

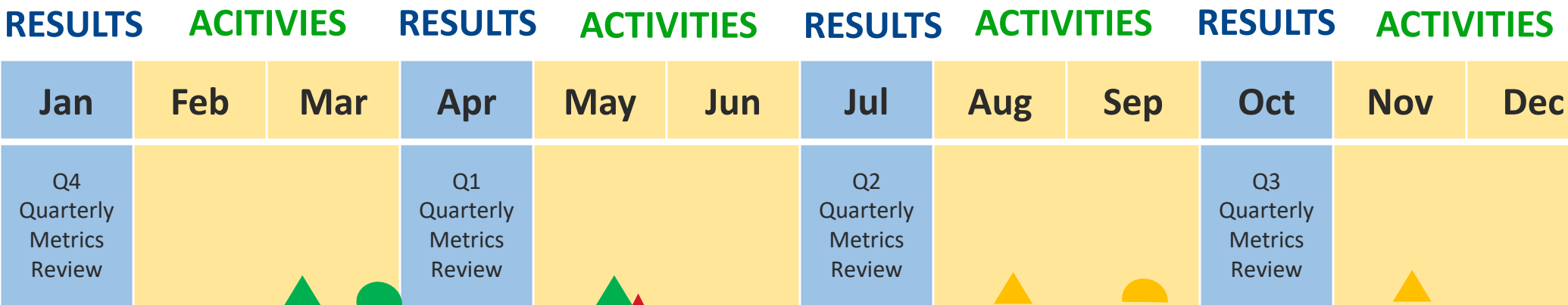
Organizational Tactics

Quarterly Reporting Cadence and
Schedule

ASO



Performance Management Cadence



We are here

Information Systems (Surveys) Key

- ▲ Customer Survey Complete
- ▲ Customer Survey Proposed
- Community Survey Complete
- Community Survey Proposed





Path to Success: FY22



MISSION WHY WE EXIST



Connecting the Community.

VISION WHAT WE STRIVE FOR



Leading the delivery of safe and creative mobility solutions and community connections.

Greater Cleveland Regional Transit Authority



We are focused on OUTCOMES.



We don't measure activity...

...we measure and monitor METRICS that MATTER.

We track our progress to deliver the OUTCOMES.



Organizational Success Outcomes

Success Outcomes	Metric	Information System	Success Definition	Performance Goal
Customer Experience	Net Promoter Score	Customer Survey	5% improvement in Net Promoter Score over baseline	26% NPS (-100 to 100 scale)
TOTAL			35	
Community Value	Community Value Score	Community Survey & Data	10% improvement in community value score over baseline	100
TOTAL			30	
Financial Sustainability	Operating & Capital Performance	Financial Reporting	\$0 deficit for the Available Ending Balances shown on three-year budget projections while reducing the amount of Unfunded Capital Projects by \$10 million each year (\$10 million INCLUDES the transfer to the Rail Car Reserve Fund)	\$0 deficit
TOTAL			25	
Employee Engagement	Employee Engagement	Employee Engagement Survey	10% improvement over baseline	-2% eNPS (-100 to 100 scale)
TOTAL			10	
OVERALL TOTAL			100	

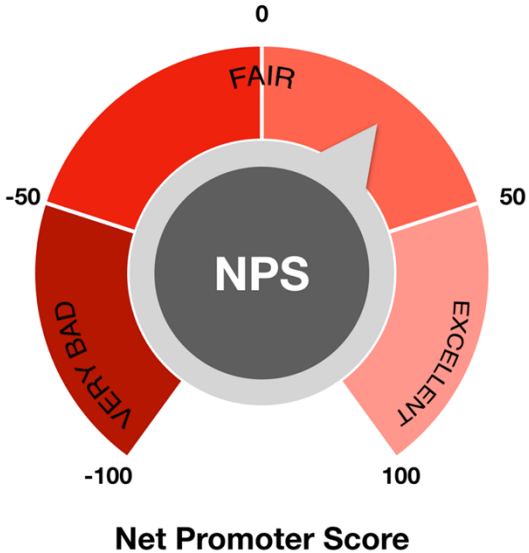


Net Promoter Score (NPS)

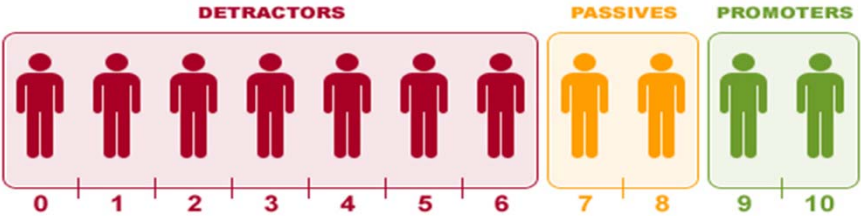
Definition

NPS poses the ultimate question:

“How likely would you be to recommend using RTA services to a friend or family member?”



NPS values can range from -100 to +100.
The higher the value of NPS, the more likely customer are to recommend RTA.



$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$





Q1 Organizational Results



Organizational Success Outcomes

Bringing the Information Systems to Life

ASO

Success Outcomes	FY22 Outcome Definition	Performance Goal	Q1 Results
Customer Experience	5% improvement in Net Promoter Score over baseline	26%	25% Baseline NPS established through first wave of customer surveys (Fixed Route Bus, BRT, Rail, Paratransit)
Community Value	10% improvement in community value score over baseline	100	90 Baseline score established through first wave of community survey.
Financial Sustainability	\$0 deficit for the Available Ending Balances shown on three-year budget projections while reducing the amount of Unfunded Capital Projects by \$10 million each year (\$10 million INCLUDES the transfer to the Rail Car Reserve Fund)	\$0 deficit	On track to deliver.
Employee Engagement	10% improvement over baseline	-2%	-2.5% Baseline employee engagement Net Promoter Score established through first wave of employee surveys

Gr



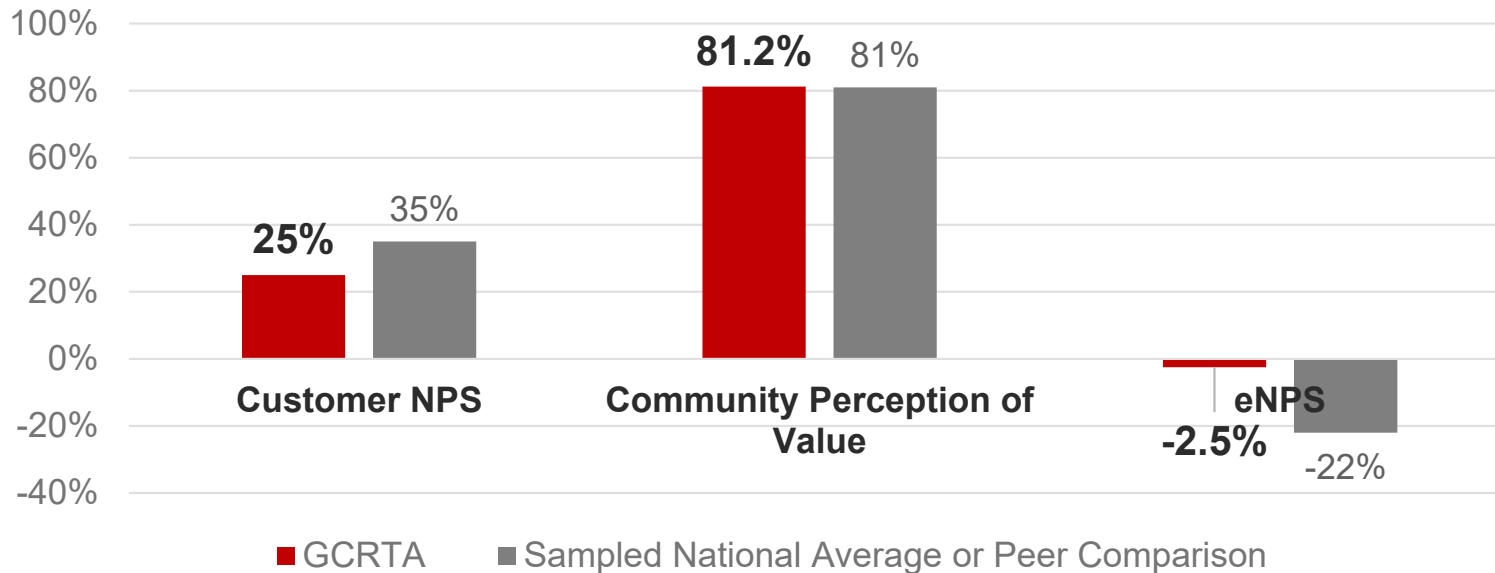
Organizational Performance

Peer Benchmarking*

Criteria used to identify peer agencies:

- Service area type (urban/rural)
- Service Modes (bus/rail/DR)
- Urban area population
- Operating Budget
- Other demographics

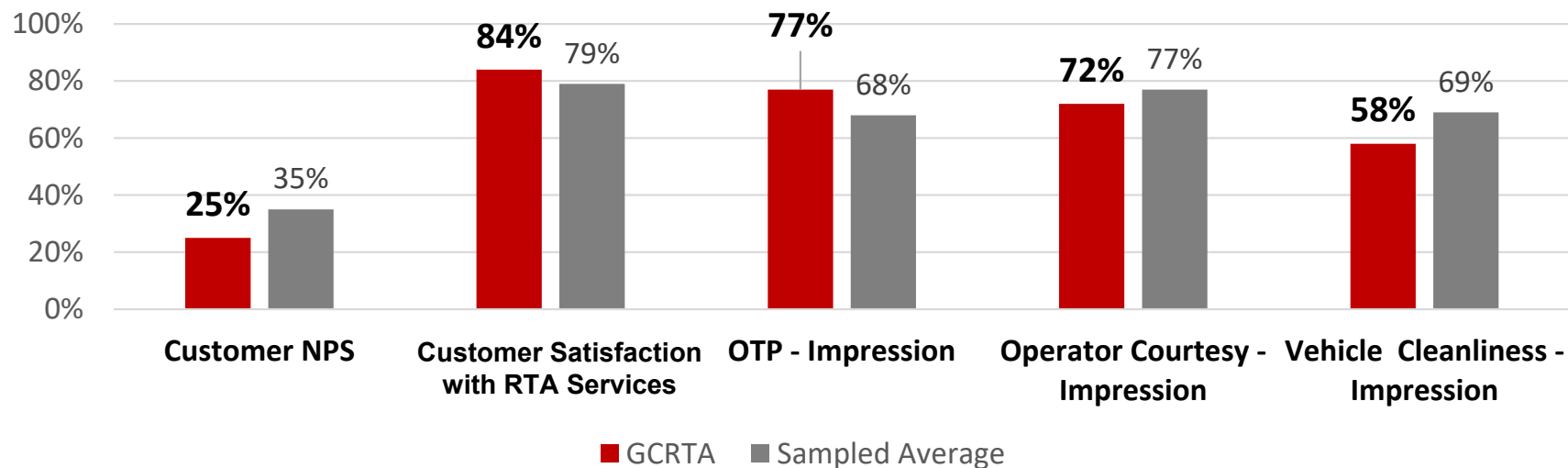
Benchmarking Success Measures



Organizational Scorecard Q1

Industry Benchmarking and Key Performance Drivers

Industry Comparison: Customer Impression





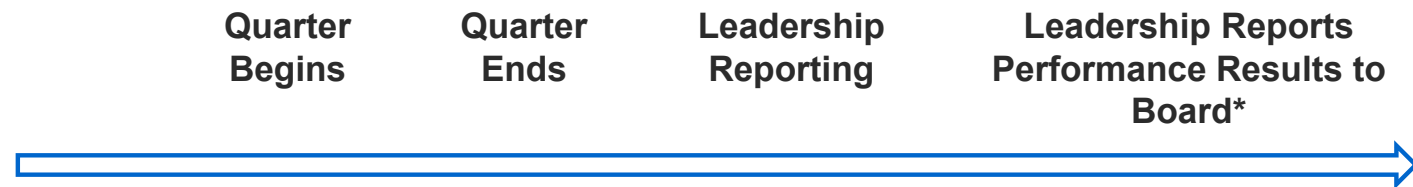
Organizational Tactics 2022

Making data-driven decisions...

Key Areas of Opportunity – Wave 1

<i>Fixed Route Bus</i>	<i>Bus Rapid Transit</i>	<i>Rail</i>	<i>Paratransit</i>	<i>Community</i>
On-Time Performance Operator Helpfulness and Courtesy Vehicle Cleanliness Safety Waiting for the Bus ASO	On-Time Performance Operator Helpfulness and Courtesy Vehicle Cleanliness Safety Waiting for the Bus Safety on the Bus	On-Time Performance Operator Helpfulness and Courtesy Train Cleanliness Safety Waiting for the Train Safety on the Train Fare Price Accuracy and Availability of Schedules and Maps Ease of Finding Out If Trains Are Running On Schedule	On-Time Performance Ease of Scheduling a Trip	Reducing pollution/ carbon footprint Reducing traffic congestion

Quarterly Reporting Cadence and Schedule



	Quarter Begins	Quarter Ends	Leadership Reporting	Leadership Reports Performance Results to Board*
Q1 2022	Jan 1	Mar 31	Apr 28	May 24
Q2 2022	Apr 1	Jun 30	July 28	Aug 16 - 23
Q3 2022	Jul 1	Sep 30	Oct 21	Nov 7 - 18
Q4 2022	Oct 1	Dec 31	Jan 27	Feb 14 - 21

Define Success Outcomes for FY23 →



*These are proposed dates based on current Tuesday Board Meeting cadence.
No Board Q4 results presentation due to incomplete information systems



Questions?

Audit, Safety Compliance & Real Estate Committee

Chair: Mayor Paul A. Koomar

RTA Board of Trustees Meeting

May 24, 2022



Public Comments – Agenda Items

- In person
- Phone: 440-276-4600
- Form at www.riderta.com/events
 - Click/Select meeting event
 - Scroll to bottom to fill out form
 - Comments will be sent to Board and staff

Committee Reports

Ad Hoc Committee Reports

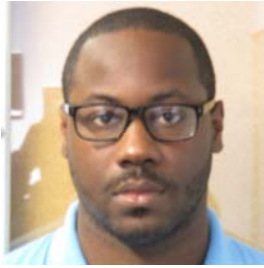


New Hires and Promotions

May 2022



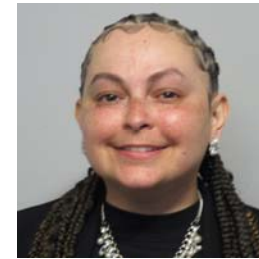
May 2022 New Hires



Christopher
Anderson
Operator



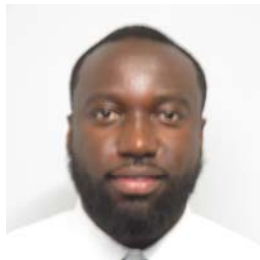
Pamela Black
Operator



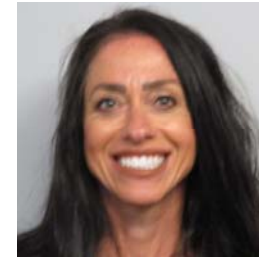
Margaret Colon-
Ramos
Talent Acquisition
Business Partner



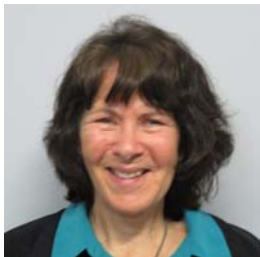
Samuel Davis
Operator



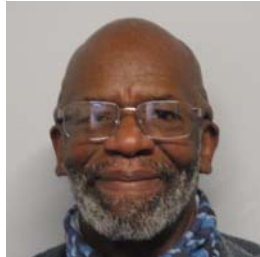
Al Edwards
Operator



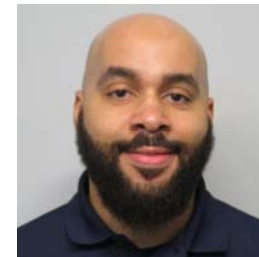
Lynda Evans
Talent Acquisition
Business Partner



Gail Fisher
HRIS Manager



Horrace Foster
Operator



Zamir Gardner
Operator

May 2022 New Hires



Ronald Geis
Operator



Zharia Horn
Operator



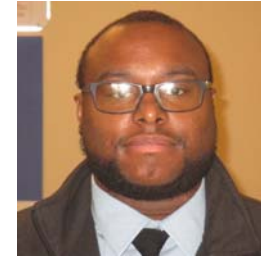
Sharon Jenkins
Director of Marketing
& Communications



Bonita Kimbrough
Operator



Jonathan Miller
Electrical Equipment
Maintainer



Calvin Myers
Operator



Donald Sims
Laborer



Walter Small
Operator



Timothy Smith
Operator

May 2022 New Hires



Shawn Stamper
Operator



Robert Walker
Operator

May 2022 Promotions



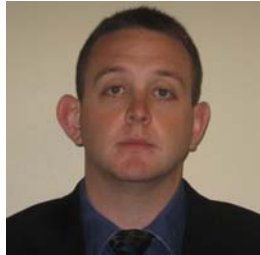
Christopher
Anderson
Sergeant



Robert Cummings
Sergeant



Robert Fleig
Public Information Officer



Timothy Hassing
Sergeant



Khisa Hudson
Lieutenant



Grant Kersh
Construction Engineer

May 2022 Promotions



Richard Kopp
Lieutenant



George Schrieiner
Lieutenant



Charles Wilson
Lieutenant

Resolutions

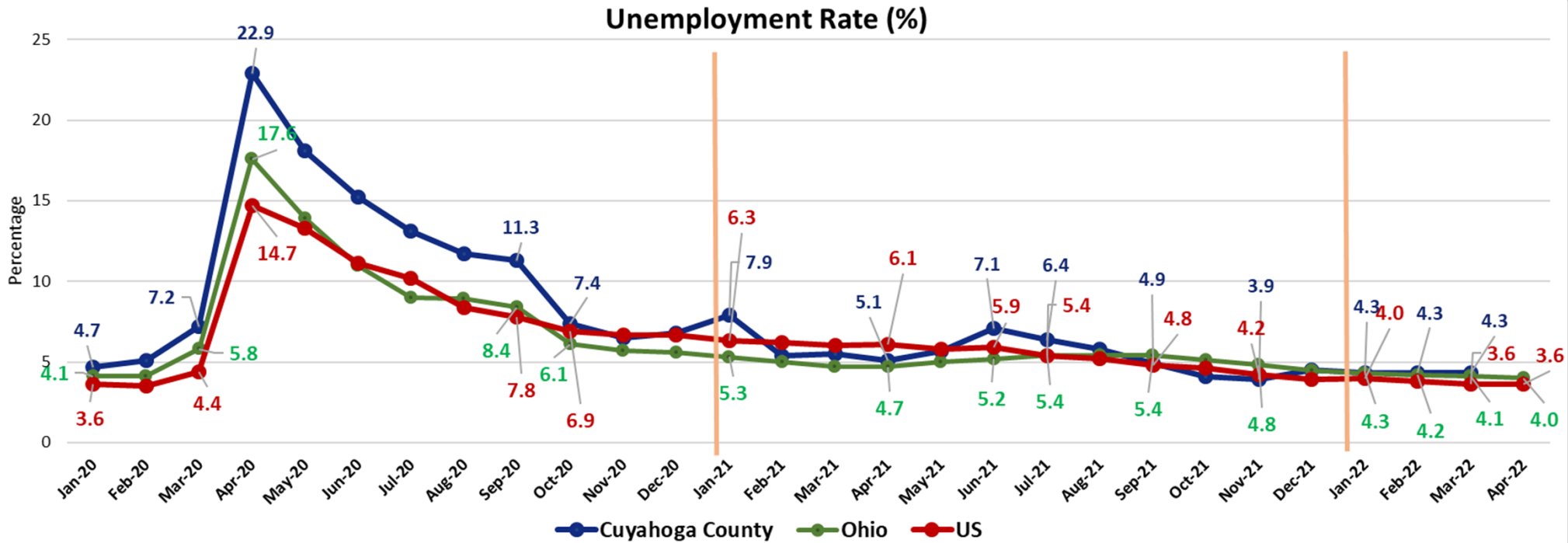


Secretary/Treasurer Update

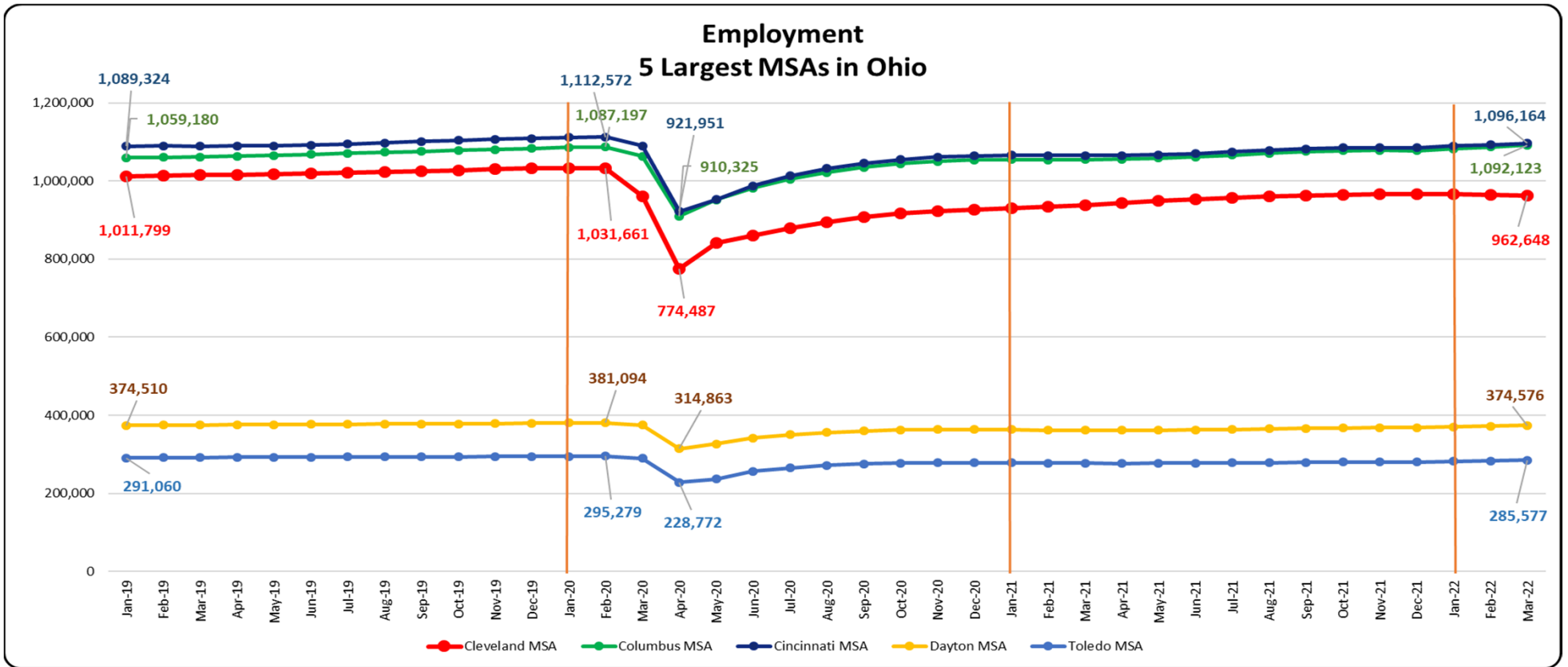
May 24, 2022

Board of Trustees

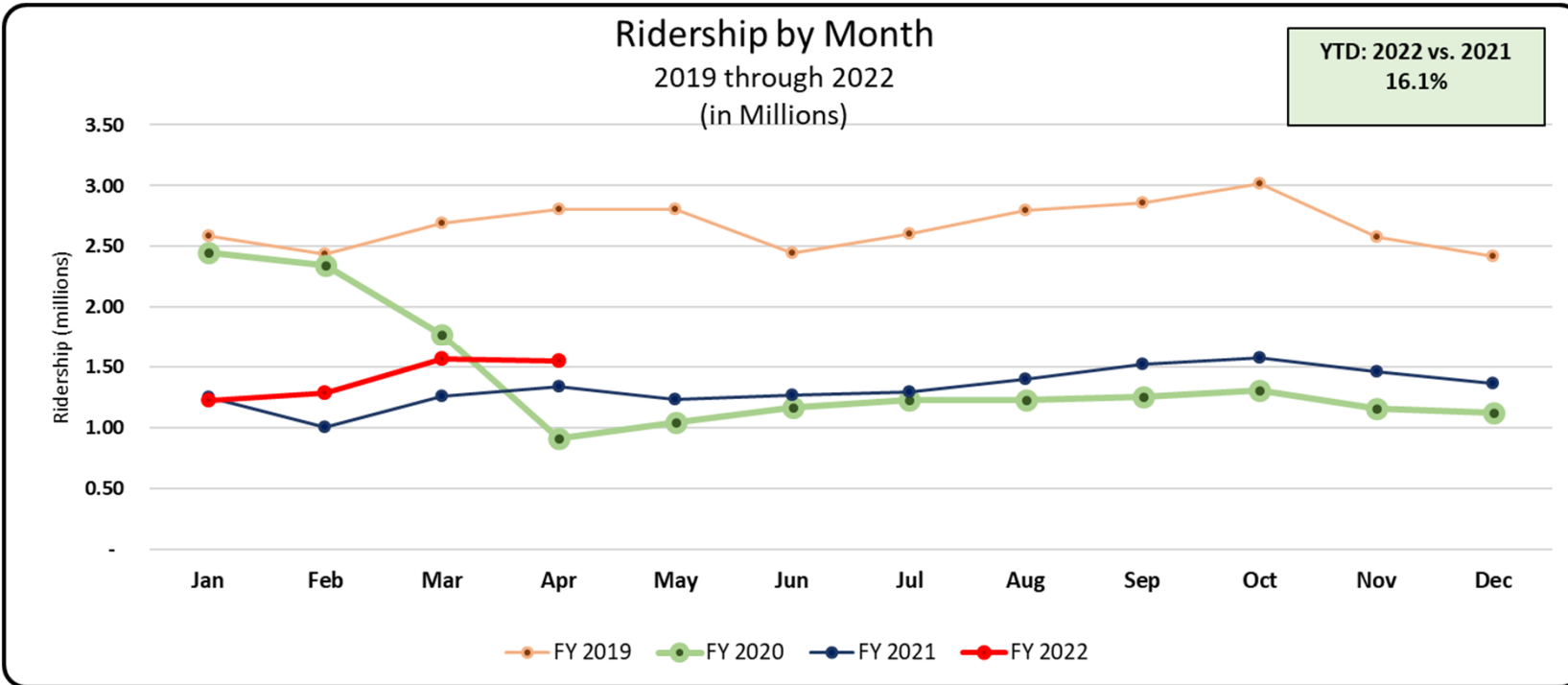
Economic Conditions



Economic Conditions



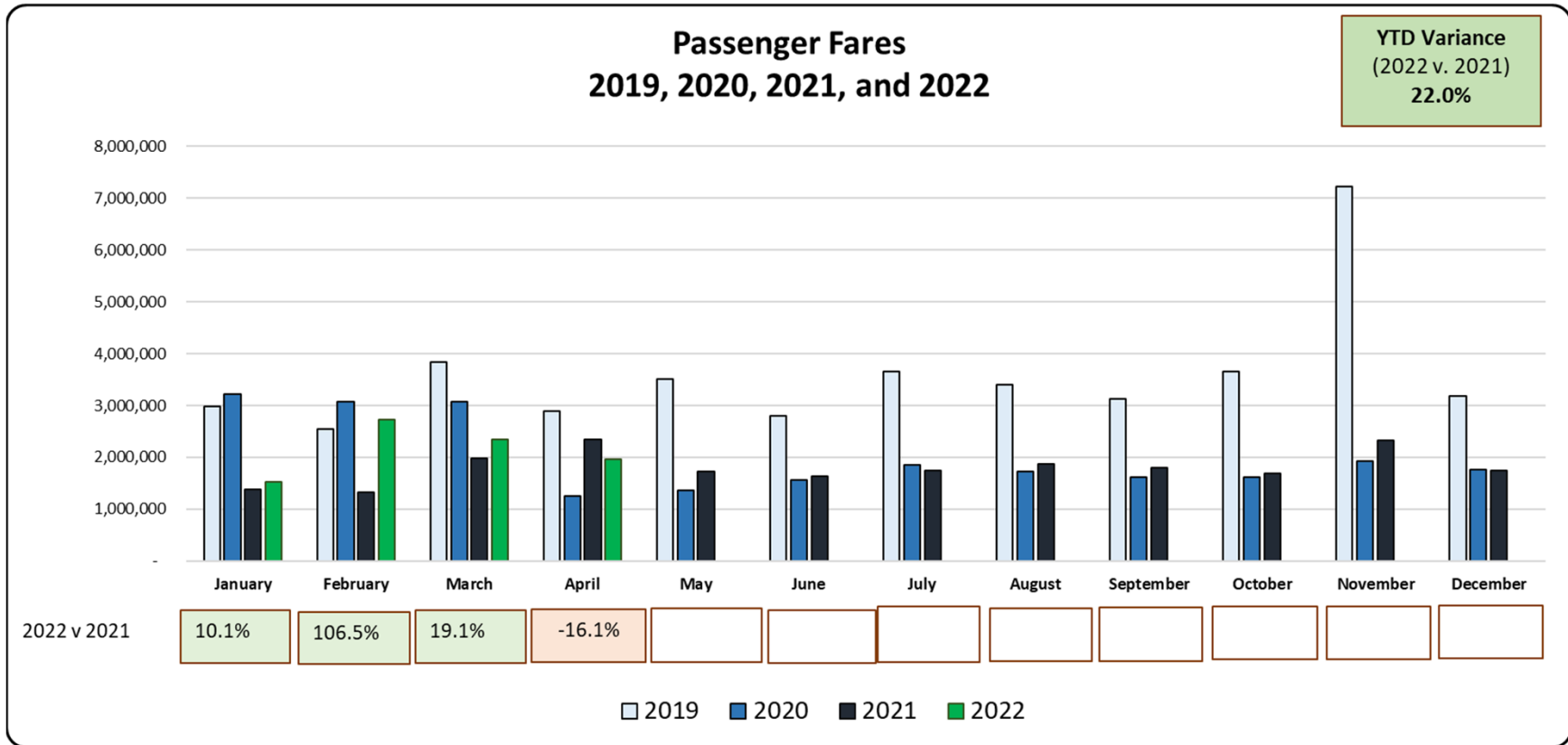
Ridership



YTD Ridership Through April
(in millions)

Apr 2019: 10.5
Apr 2020: 7.5
Apr 2021: 4.8
Apr 2022: 5.6

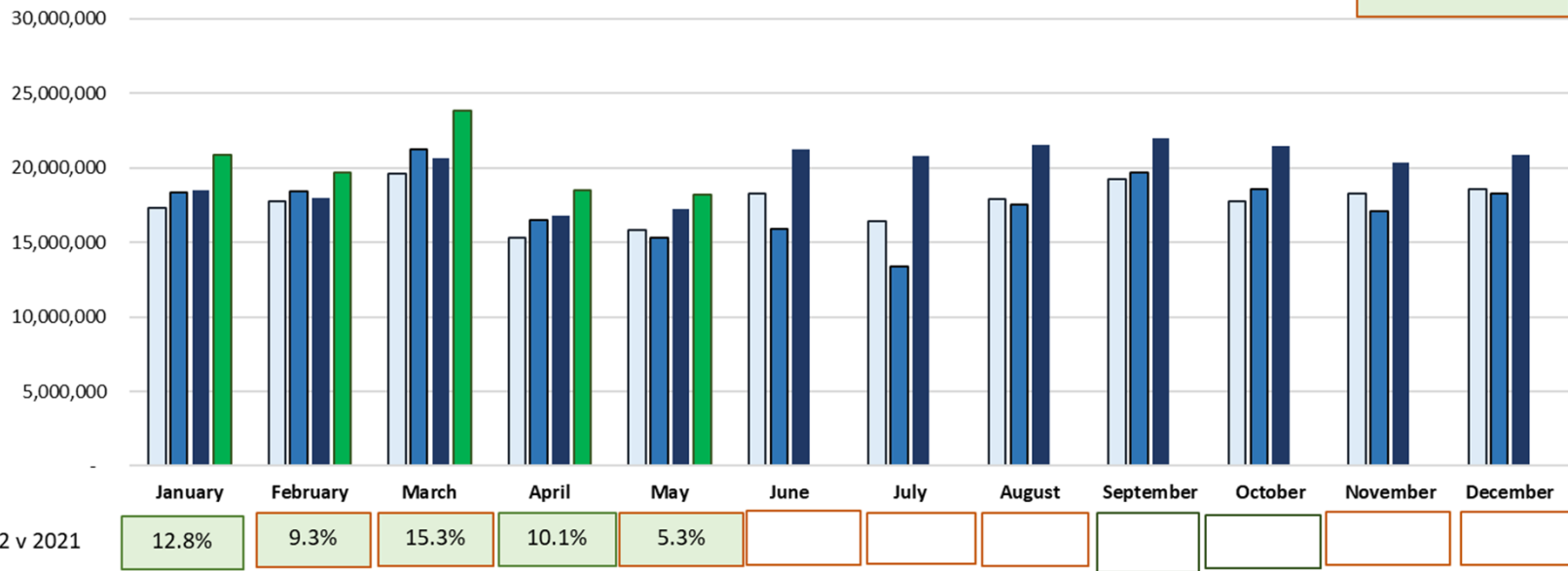
Passenger Fares



Sales Tax

**Sales & Use Tax
2019, 2020, 2021 and 2022**

YTD Variance
(2022 vs. 2021)
10.8%



**YTD through
May:**

**Motor vehicles/
water craft
+7.3%**

**On-Line sales
+13.3%**

**Regular/State
wide sales
+7.3%**



Questions



General Manager, CEO Report

Tuesday, May 24, 2022



General Manager, CEO Report

Tuesday, May 24, 2022



Secretary of Transportation visit to TRI-C Innovation Center/GCRTA Job Hub May 5, 2022

- **Transportation Innovation Center/GCRTA Job Hub Tour:**
 - Dr. Alex Johnson, President Cleveland Community College
 - Pete Buttigieg, U.S. Secretary of Transportation
 - Shontel Brown, U.S. Congresswoman, Ohio's 11th District
 - India Birdsong, GCRTA General Manager, Chief Executive Officer
- **Town Hall Meeting:**
 - Facilitated by India Birdsong
 - GCRTA Student Operators & Trainer
 - 70-80 participants in the audience
 - Photo opportunity with visiting guests
- **HealthLine Bus**
 - Showcase newest CNG fueled vehicle
- **Secretary Buttigieg was Highly Focused on Workforce**
 - The IIJA funding is the largest and most transformative infusion of public transit funding.



GCRTA Transit Police Promotion Ceremony

- May 19, 2022 | 10:00 a.m. – 11:00 a.m. | Main Office Board Room
- Hosted by Chief Deirdre R. Jones, MPA
- Welcome Remarks:
 - Rev. Charles P. Lucas, Board President, India L. Birdsong, General Manager, Chief Executive Officer, & Floun’say Caver, Ph.D., Chief Operating Officer
- Promotions to the Rank of Sergeant, Lieutenant, Commander & Deputy Chief



Plain Dealer/Cleveland.com Mentoring Monday

- April 25, 2022 | 8:00 - 11:30 a.m. | Hosted at the cleveland.com and The Plain Dealer offices
- Mentoring Monday brings hundreds of women together and creates an atmosphere of women meeting, engaging, and learning from one another
- Round Table Discussions & Panel Conversation: Female Leadership
- Intuitive Leadership: Tapping Into Your Personal Power - India Birdsong, General Manager and CEO of Greater Cleveland RTA



RTA Hiring Event at Graffiti HeArt

RTA AND GRAFFITI HEART

JOB FAIR

RTA IS HIRING

OPERATORS-MECHANICS-BUS CLEANERS-LABORERS
TRANSIT AMBASSADORS-CRISIS INTERVENTION SPECIALISTS

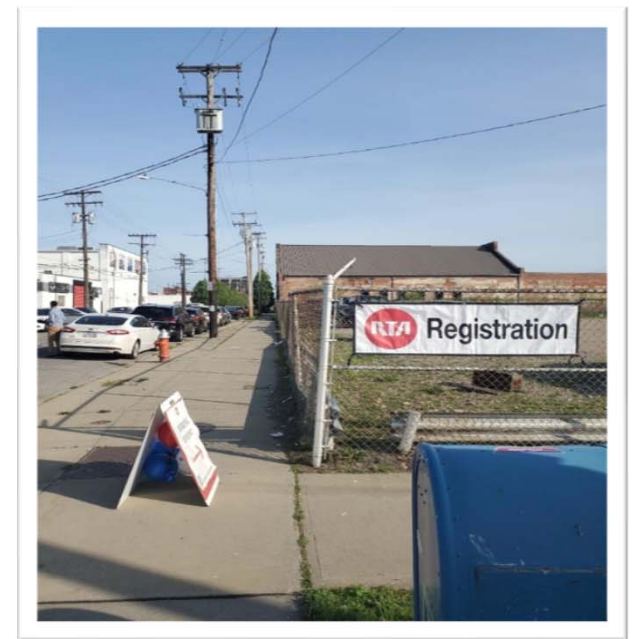
May 12
9:00AM – 2:00PM

Graffiti HeArt Building
4829 Superior Ave
Cleveland, OH 44103
www.riderta.com/careers



RTA Hiring Event at Graffiti HeArt

- Graffiti HeArt hosted their 1st GCRTA hiring event.
- 110 participants sought out employment opportunities including bus operator, mechanic, transit ambassador, hostler, janitor and laborer.



RTA Hiring Event at Graffiti HeArt

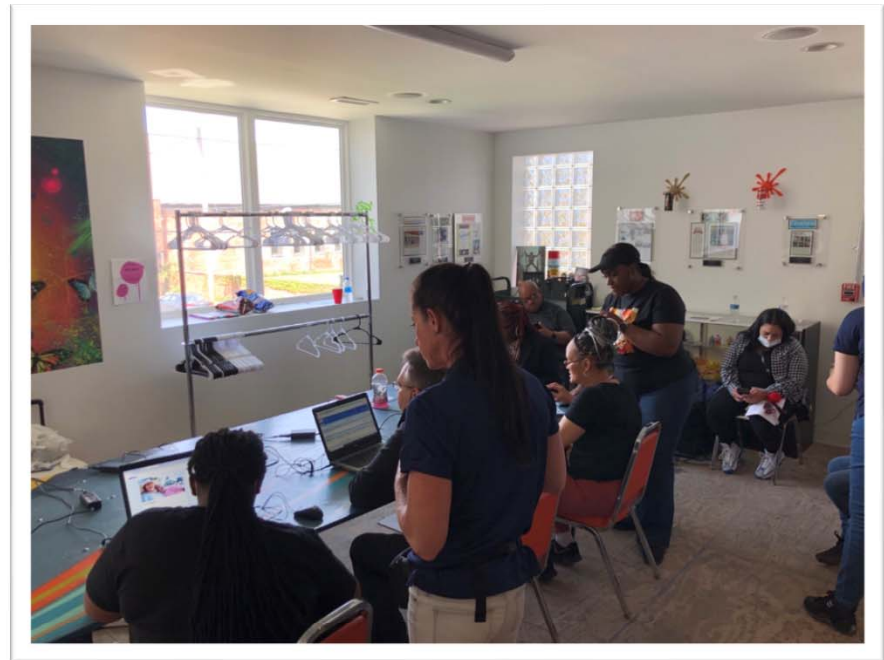
RTA & Ohio Technical College

- Cardell Jones, Assistant Equipment Manager and Ohio Technical College (OTC) graduate, spoke with three of the OTC mechanic classes due to graduate between 2022-2023.
- Mechanic students from OTC and job fair applicants participated in our mechanical aptitude testing throughout the day.

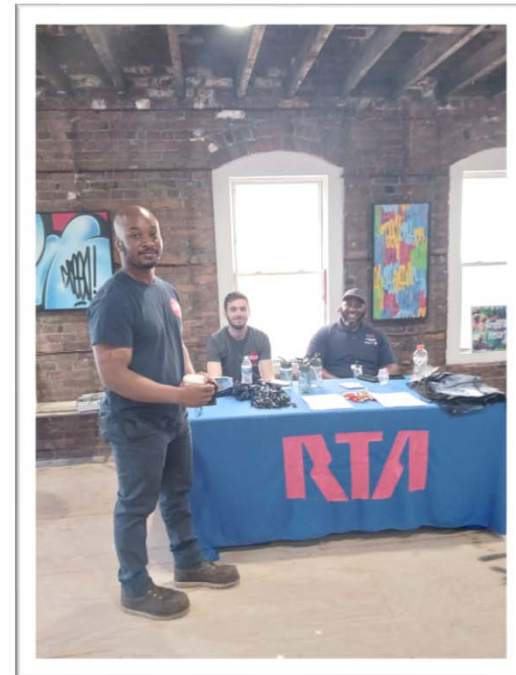


RTA Hiring Event at Graffiti HeArt

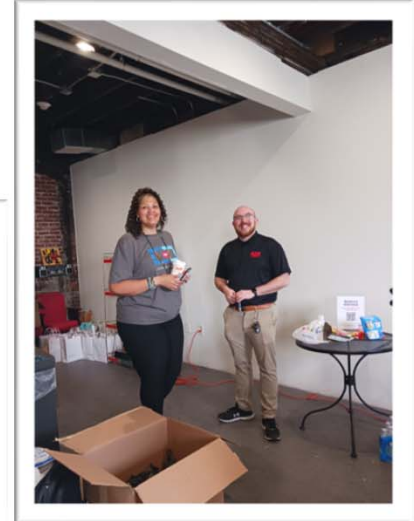
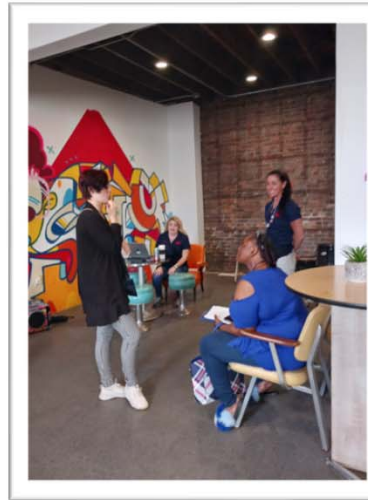
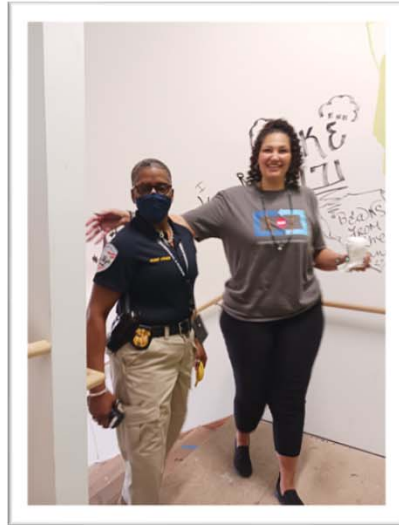
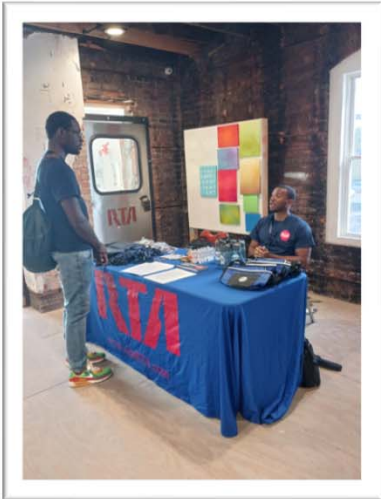
- Computers made available for participants to apply online
- Assessments for various openings provided onsite.
- Applicable follow-up written and performance testing and/or interviews being scheduled.



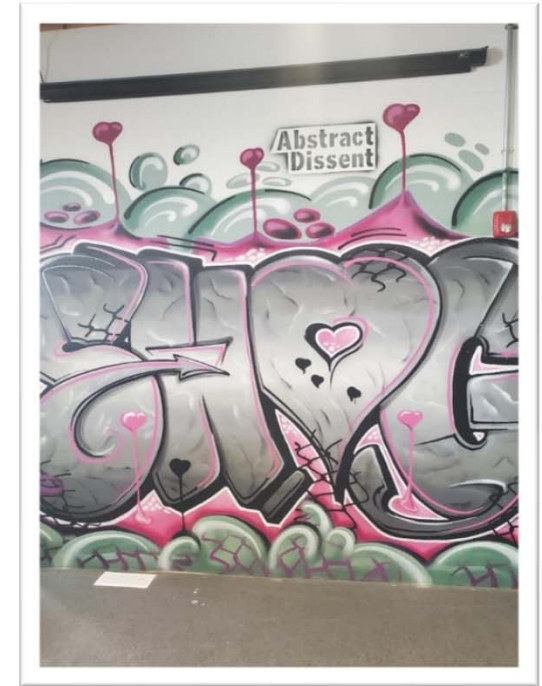
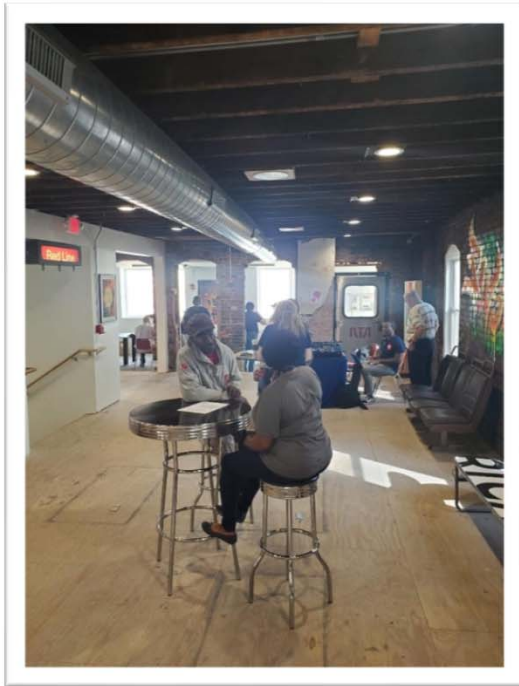
RTA Hiring Event at Graffiti HeArt



RTA Hiring Event at Graffiti HeArt



RTA Hiring Event at Graffiti HeArt



RTA Hiring Event at Graffiti HeArt



Our HR Team!

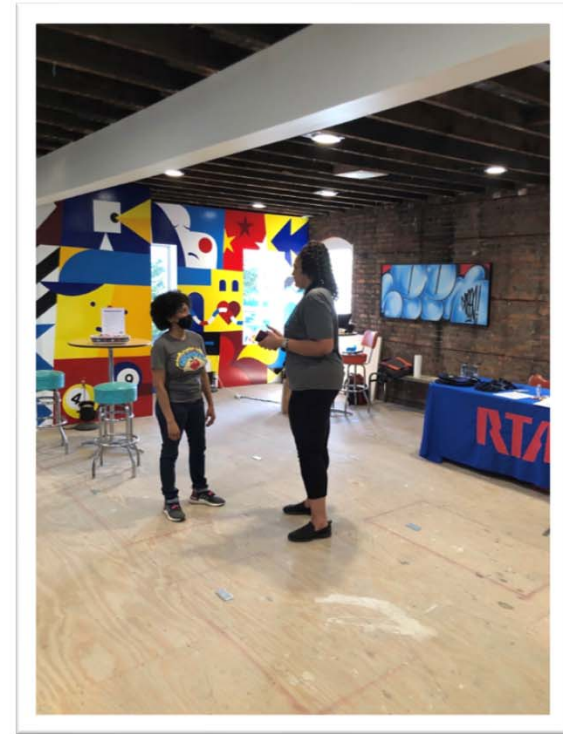


Board Member Luz N. Pellot

We are very **appreciative** of Board Member Luz N. Pellot for opening up her community location to us.

#OneRTA

#ConnectingtheCommunity



New Board Member – Lauren R. Welch

- Appointed by City of Cleveland Mayor Justin M. Bibb
- Appointed to a three-year term ending March 3, 2025
- Ms. Welch currently serves as the Assistant Director of Communications at Say Yes Cleveland
- She is the founder of Laurel Cadence, a marketing and advocacy firm and brings over 15 years of expertise in marketing, communications and advocacy
- She is a City of Cleveland resident and public transit rider



Transiteers

- The Transiteers were a group of CTS/RTA operators who performed around town and recorded music in the 1960's & 1970's
- On May 14, 2022, a ceremony was held at the Cleveland History Center to mark the opening of an exhibit dedicated to the Transiteers
 - Board President, Rev. Charles P. Lucas, attended and spoke at the ceremony
 - The exhibit, open through August 1, 2022, includes memorabilia, and a uniform from that era and can be viewed at the Cleveland History Center
 - The trolley uniform was provided by current RTA operator, Angelo Reese

Transiteers event/Exhibit



WRHS Western Reserve Historical Society

Join us for our newest exhibit showcasing the Transiteers!

Severne Gainer and a group of Cleveland Transit System employees formed an a cappella chorus, the Transiteers, in 1962. This exhibit explores their work of song and philanthropy alongside a brief history of Cleveland's transit system.

Opening May 14th in the Community History Gallery at the Cleveland History Center. This exhibit is available with general admission.

Plan your visit at www.wrhs.org

GCRTA Executive Retreat

- May 18, 2022 | 8:30 a.m. – 6:00 p.m. | Hosted at Tri-C Corporate College
- Platinum Rule & Behavioral Styles
- Identifying Priorities – Breakout Sessions
- Problem Solving and Brainstorming
- Action Planning: Communication Charter – Ambassadors for Change
- Teambuilding Activity - Building Bikes for Tikes



RTA Receives WTS Award – Employer of the Year

- WTS International Announces 2022 Recognition Award Winners, Transportation leaders and organizations honored for outstanding innovation and leadership within the industry.
- 2022 WTS International Annual Conference in Seattle, Washington.
- **Employer of the Year** - [Greater Cleveland Regional Transit Authority](#)
- Recognition of organizations that demonstrate a commitment to the mission of WTS through structures, initiatives, and programs that advance women’s careers.



RTA Receives WTS Award – Thank You Video



Public Comments

- In person
- Phone: 440-276-4600
- Form at www.riderta.com/events
 - Click/Select meeting event
 - Scroll to bottom to fill out form
 - Comments will be sent to Board and staff

Executive Session

