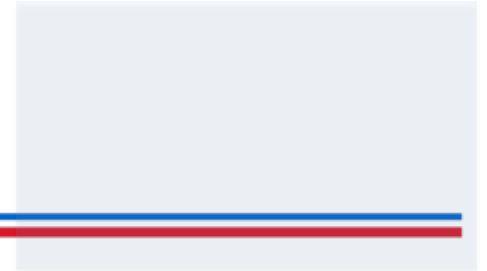




RTA ConnectWorks-Micro Transit Program

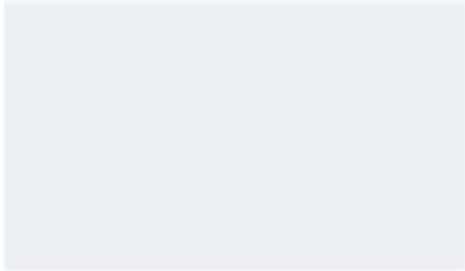
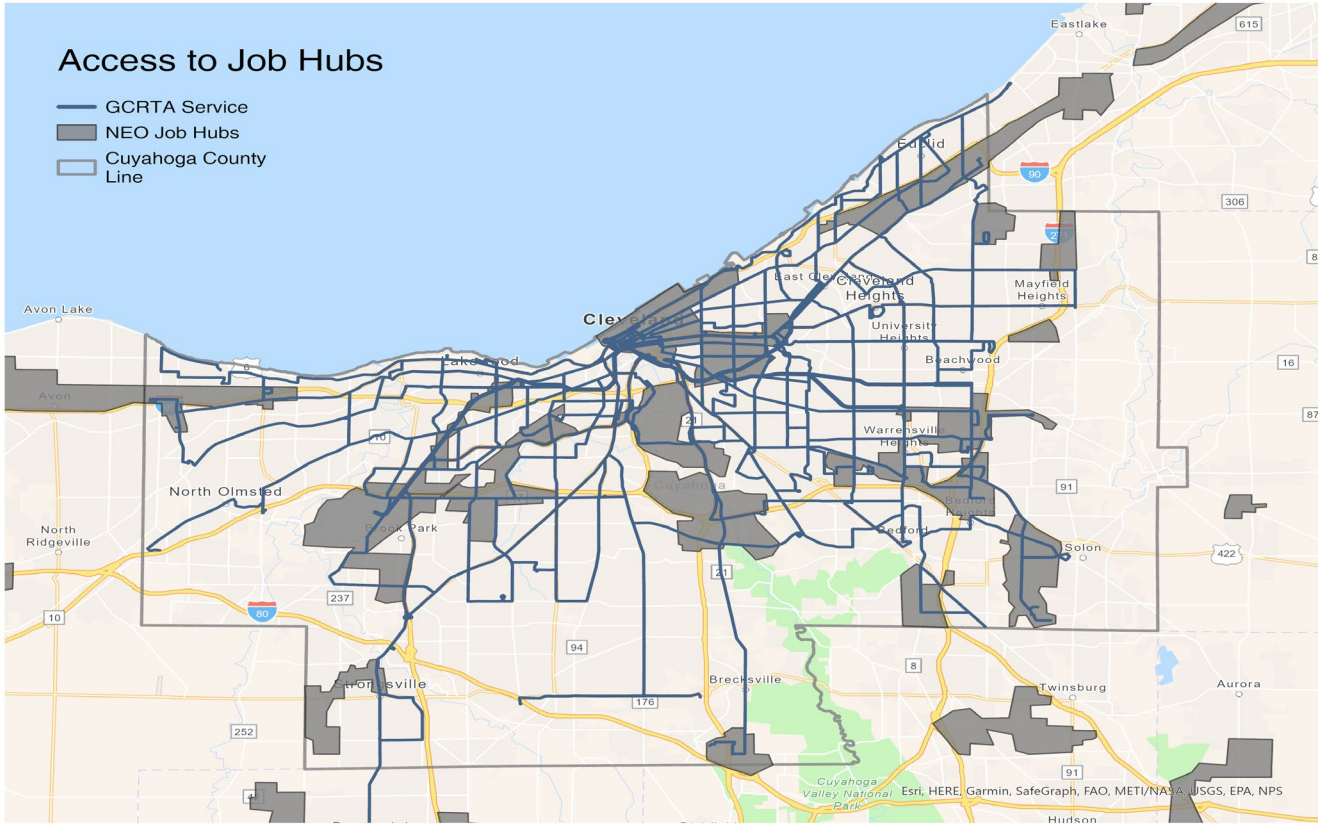
Organizational, Services and
Performance Monitoring Committee

August 13, 2024



Access to Job Hubs

- GCRTA Service
- NEO Job Hubs
- Cuyahoga County Line



GCRTA Micro Transit

- A short-term program to connect work sites with 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
- Memorandum of Understanding with Union
 - Cannot replace RTA existing service
 - Term cannot extend beyond 18 months
 - Recently extended to December 14, 2025



GCRTA Micro Transit

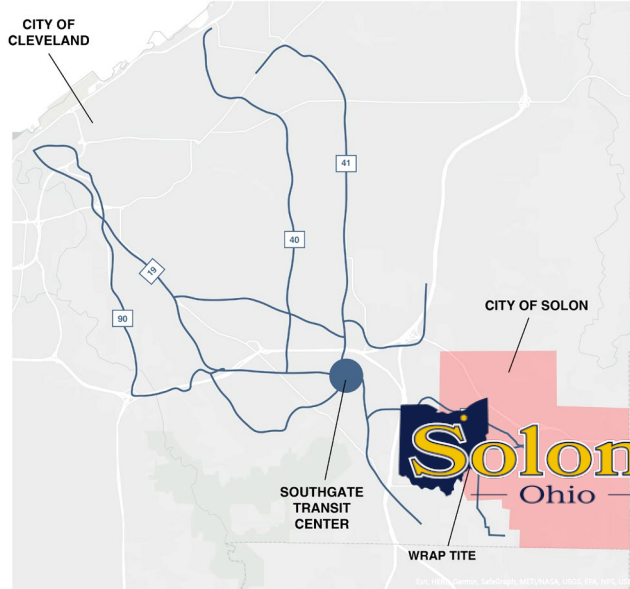
- GCRTA received \$600,000 of ODOT OTP2 Funds
- Program required 50/50 match from contractor
- GCRTA awarded 2 contracts @ \$300,000
 - Share Mobility for Solon service-April 2022
 - Share Mobility for Aerozone- July 2023



RTA Solon Connection

Service Began December 14, 2022

- Participating employers:
 - Wrap Tite
 - Amazon



Greater Cleveland Regional Transit Authority



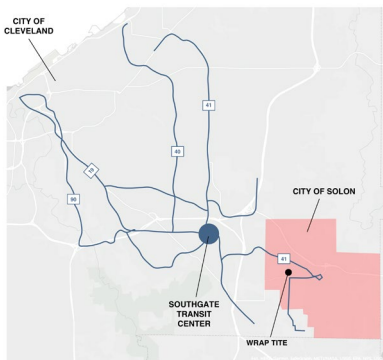


Celebration

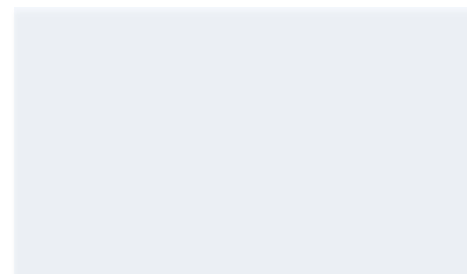


Micro Transit service initiation

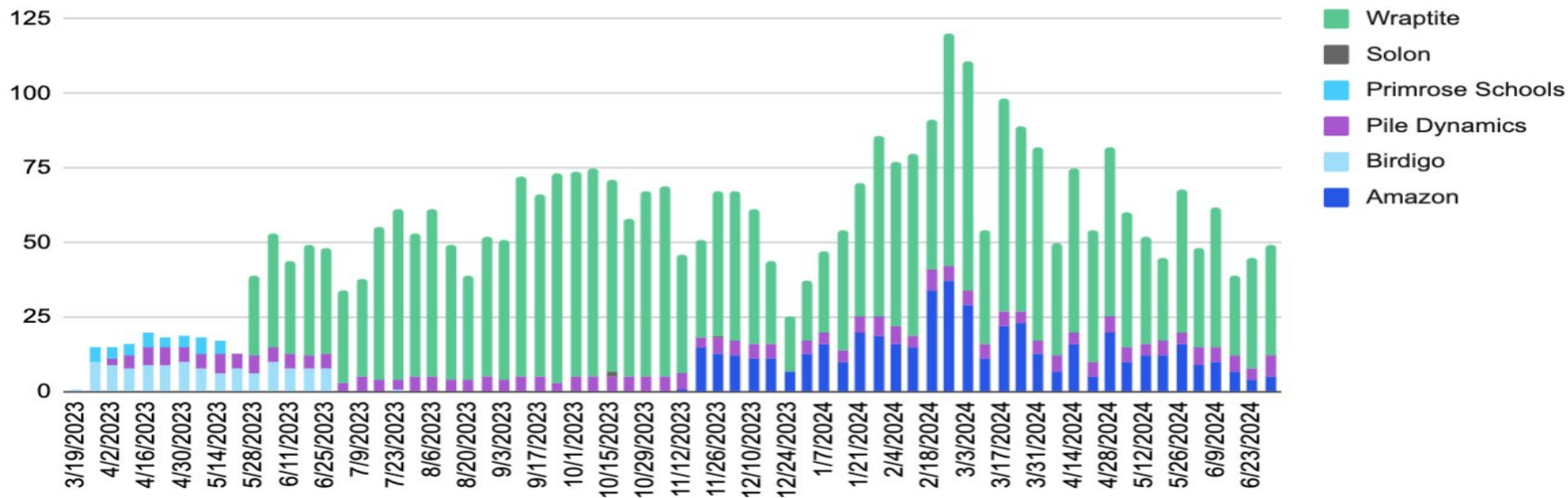
❖ Southgate Transit Center



Greater Cleveland Regional Transit Authority



Solon - ConnectWorks Weekly Ridership



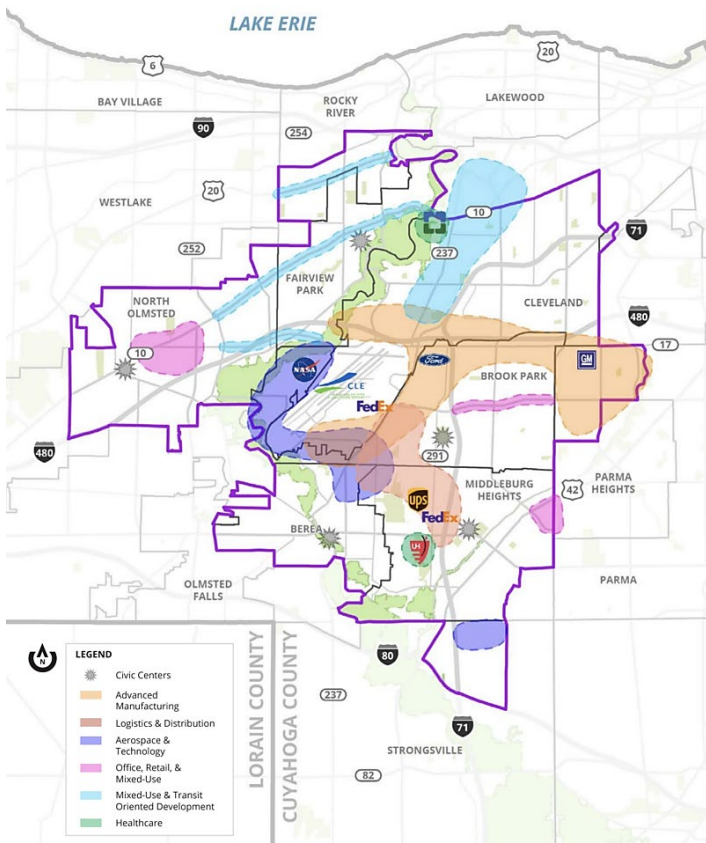
Summary of Solon Program

- Staff analyzed Jan-June 2024 (to exclude ramp-up period)
- Served 3 employers at 5 work sites (incl. Amazon-Glenwillow)
- Provided 2,511 rides using 1,025 in-service vehicle-hours
- Two other employers had no rides taken in these 6 months
- RTA paid contractor \$101,497; ODOT will reimburse half
- All work sites are within 0.4 mile of a bus stop



Summary of Solon Program

- Ridership has stagnated
- Decreasing number of participating companies
- GCRTA extended contract for 3 months to August 31, 2024
- Operations will cease after August 31
- Communicating with Solon's Mayor and Staff
- GCRTA working with NOACA's Van Pool program to assist customers using this service
- GCRTA has applied for grants to operate & study Micro Transit Program.
- GCRTA working to "tweak" program

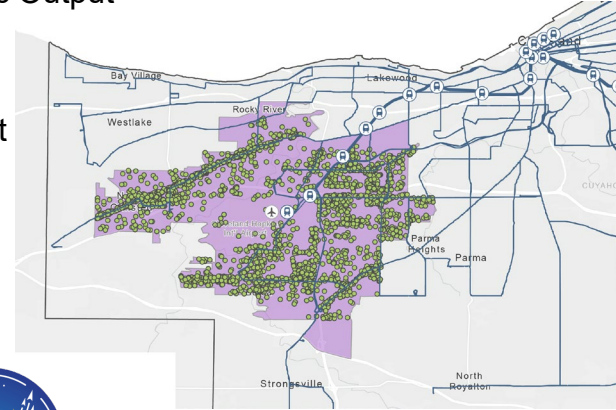


Facts:

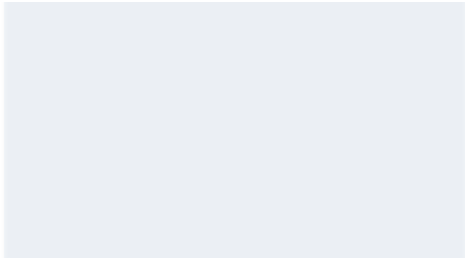
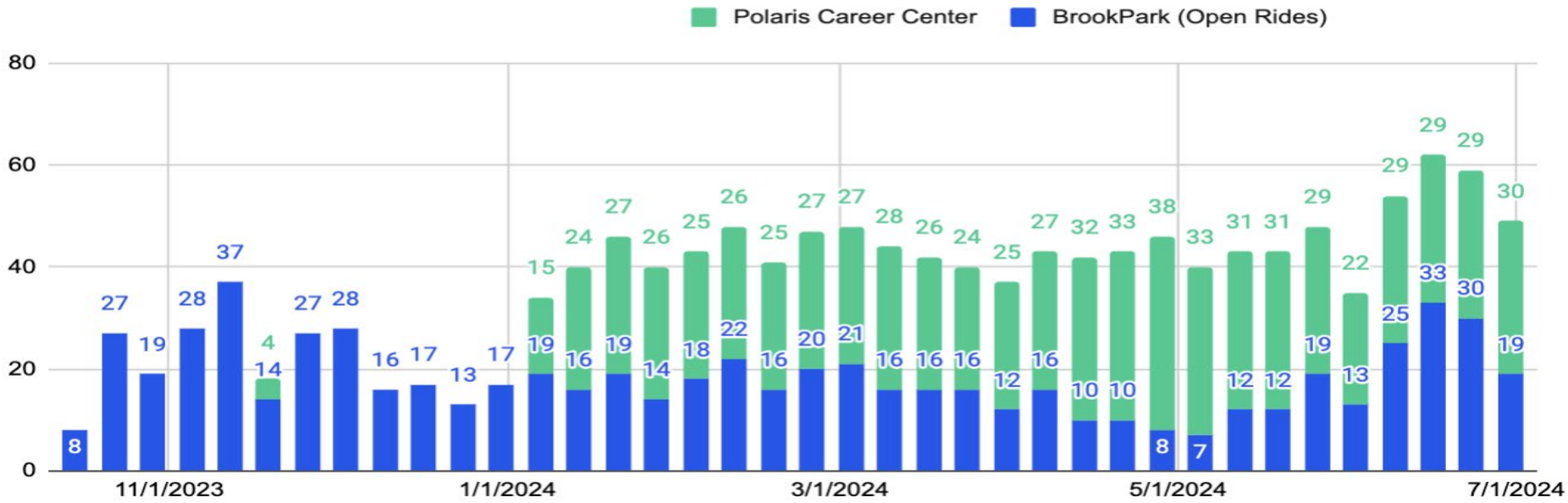
- 100,684 Total jobs
- (11%) job growth (10,275)
- 1,135 acres
- \$4.5B Economic Output

Stakeholders:

- 7 cities
- Cleveland Airport
- NASA Glenn
- Moen
- Sysco



Aerozone - ConnectWorks Weekly Ridership



Aerozone Summary

- Aerozone companies are served by 4 Red Line stations and several bus routes
- Service began in October, 2023
- Many work sites are more than a mile from a stop
- Some streets lack sidewalks
- Microtransit can provide “first mile/last mile” service
- Program is continuing with additional marketing support



Outreach Activities

- Job Fairs
- Program Breakfast
- Aerozone Lunch & Learns
 - May 28, June 3, and June 12, 2024
- Email Blasts
 - Campaign 1 (Reminder campaign) April 3 - July 3
 - 4 email series, sent in batches
 - Campaign 2 (New pricing) July 2 - Sept 4
 - 4 email series, sent in batches



Summary

- GCRTA evaluating the current program to "tweak" it
- Consistent pricing/cost
- Working with SHARE for "boots on the ground"
- Assisting with marketing & outreach
- Reviewing Lorain County Micro Transit as it proceeds
- Increasing outreach activities
- Surveyed Employees and Employers



Questions

