Greater Cleveland
Regional Transit Authority

Joe Calabrese – CEO/General Manager
Greater Cleveland RTA Overview

- **Service Area**
  - Population of 1.5 million

- **Customers Served**
  - 200,000 on a typical weekday
  - 1.6 million annual departures

- **Budget**
  - $350 million annually (2014)
  - 2,500 Employees
Multi-Modal

- Services Modes
  - 500 Buses - (70% of customers)
  - 60 Heavy Rail Vehicles - (12%)
  - 24 RTV’s - (HealthLine BRT) - (10%)
  - 48 Light Rail Vehicles - (7%)
  - 100 Paratransit /Job Access - (1%)
Red Line - Heavy Rail
Euclid Avenue History
Euclid Avenue History

- Streetcars disappeared in 1954
- #6 Bus Route put in service
  - Great Service with Poor Image
- Alternative Analysis
  - Subway or Light Rail
  - Do Nothing (keep the #6 bus)
  - Bus Rapid Transit (BRT)
Mode Selection Criteria

- Capacity (30,000 + daily customers)
- Connectivity
- Funding possibilities (FTA)
- Cost
  - Capital
  - Operating
- Economic development potential
Vision for the “Silver Line”

- “Rail-Like” Image
  - Fast
  - Simple
  - Safe
  - First Class
- Promote Economic Development
Euclid Corridor Project – 9.38 Miles

- 36 stations (from 108 bus stops)
- Travel time from 28 to 40 minutes
- Building face to building face
- Pedestrian friendly with bike lanes
- Landscape/hardscape treatment
  - 1,500 trees with irrigation
- Integrated/stand-alone public art
“Rail-Like” Characteristics

- Quicker Travel Times
  - Exclusive Right-of-Way
    - Higher Travel Speed Limit
  - Traffic Signal Prioritization
  - Precision Docking
  - Level Boarding “Stations”
  - Off Board Fare Collection
“Rail-Like” Service and Image

- Hi-Frequency Service
  - 24x7
  - Peak every 5 minutes
  - Off-Peak every 8 to 15 minutes

- Rapid Transit Vehicles (RTV’s)
  - “Rail-Like” Horn

- Use of latest technology
  - Real Time Information
Traffic Signal Prioritization
Precision Docking Sensor
Precision Docking
Level Boarding
Level Boarding Bridge-Plates
Off Board Fare Collection
Technology

- Real time information displays
- Emergency call boxes
- Security cameras
  - Stations
  - Vehicles
Real Time Information
Emergency Call Boxes
Cameras at Stations
Cameras on Vehicles

This vehicle is Under electronic Surveillance.
Median Station Design
Seattle Hybrid – Attempt # 4
New Vehicle Design
Landscaping and Public Art
Landscaping
Integrated Public Art
Waste Receptacles

• Evolution of “Euclid Avenue”

The Euclid Avenue of the Future is being described as “Cleveland’s SMART STREET.” With this notion as a starting point, Mark Howard uses the nearly ubiquitous computer-generate “trash” symbols as a decorative treatment to waste receptacles along the corridor. The “garbage” cans will appear along Euclid Avenue in the pedestrian areas. They will be laser cut stainless steel with a removable lid.
Branding of BRT

- "Better" Rapid Transit
  - Characteristics of rail
    - Permanence
    - Image
    - Service level
  - Characteristics of a bus
    - Flexibility
    - Lower costs
Branding the HealthLine

It’s not a bus.
It’s not a train.
It’s the future.

Euclid Corridor Project
It’s going to move you
Branding the HealthLine

$2.3 billion in business development.

Euclid Corridor Project
It’s going to move you
Branding the HealthLine

20% Faster Commute.
90% Fewer Emissions.
100% Revolutionary.

Euclid Corridor Project
It’s going to move you
Branding the HealthLine

Coming soon:
9 miles of
13,000
new jobs.

Euclid Corridor Project
It’s going to move you
Branding the HealthLine

Historic Euclid Avenue meets green hybrid technology.

Euclid Corridor Project
It’s going to move you
Strong Community Support

- More than just an RTA Project
- Success was achieved by others leveraging RTA’s investment
- Toby Cosgrove – Cleveland Clinic
“I can’t stress enough the importance of healthy arteries. The entire system depends on them to function properly. In some cases, a complete reconstruction is necessary to ensure a healthier future.”

Dr. Toby Cosgrove
Heart Surgeon/CEO, The Cleveland Clinic
Economic Development
The Rebirth
The Rebirth

THE REBIRTH OF EUCLID AVENUE
Tracey Nichols - Director

Department of Economic Development

City of Cleveland
Redevelopment into apartments and retail
Ari Maron - President

MRN & Associates
Downtown Economic Development
University Circle Development
Branding - Naming Rights Agreement
Ribbon Cutting October 2008
Promoting the HealthLine

"WITH MY SCHEDULE, THE HEALTHLINE IS MORE LIKE MY LIFELINE."

Leah Strazisar
Registered Nurse, University Hospitals
Masters Student, Case Western Reserve University

Leah Strazisar is constantly pulled in different directions. Which is why the RTA Healthline just makes sense to her. “I use it to visit friends, to go to work, and sometimes just to grab a quick lunch.” And as a college student on a tight budget, Leah knows a good value when she sees it. “The bus Pass is great because it’s also a part of my tuition. I would drive, but I don’t want to pay more and walk further. To me, it’s a no-brainer.”
Year to Year Ridership Comparison

Ridership has increased over 60%!
“HealthLine” Customer Survey

On-time Performance
- 94% - Trip was On-Time

Travel Time
- 95% - Travel Time Reasonable

How else would you be taking this trip?
- 18% - By automobile
- 13% - RTA Rail Service (Red Line)

Overall Satisfaction with HealthLine
- 87% - Overall Satisfied
“HealthLine” Success
2010 ACEC Award

American Council of Engineering Companies

2010 Grand Award
Other HealthLine Award

Urban Land Institute

ULI 2011 Award for Excellence
Silver Designation
“Best in North America”
Ari Maron - President

MRN & Associates
Questions & Answers