



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

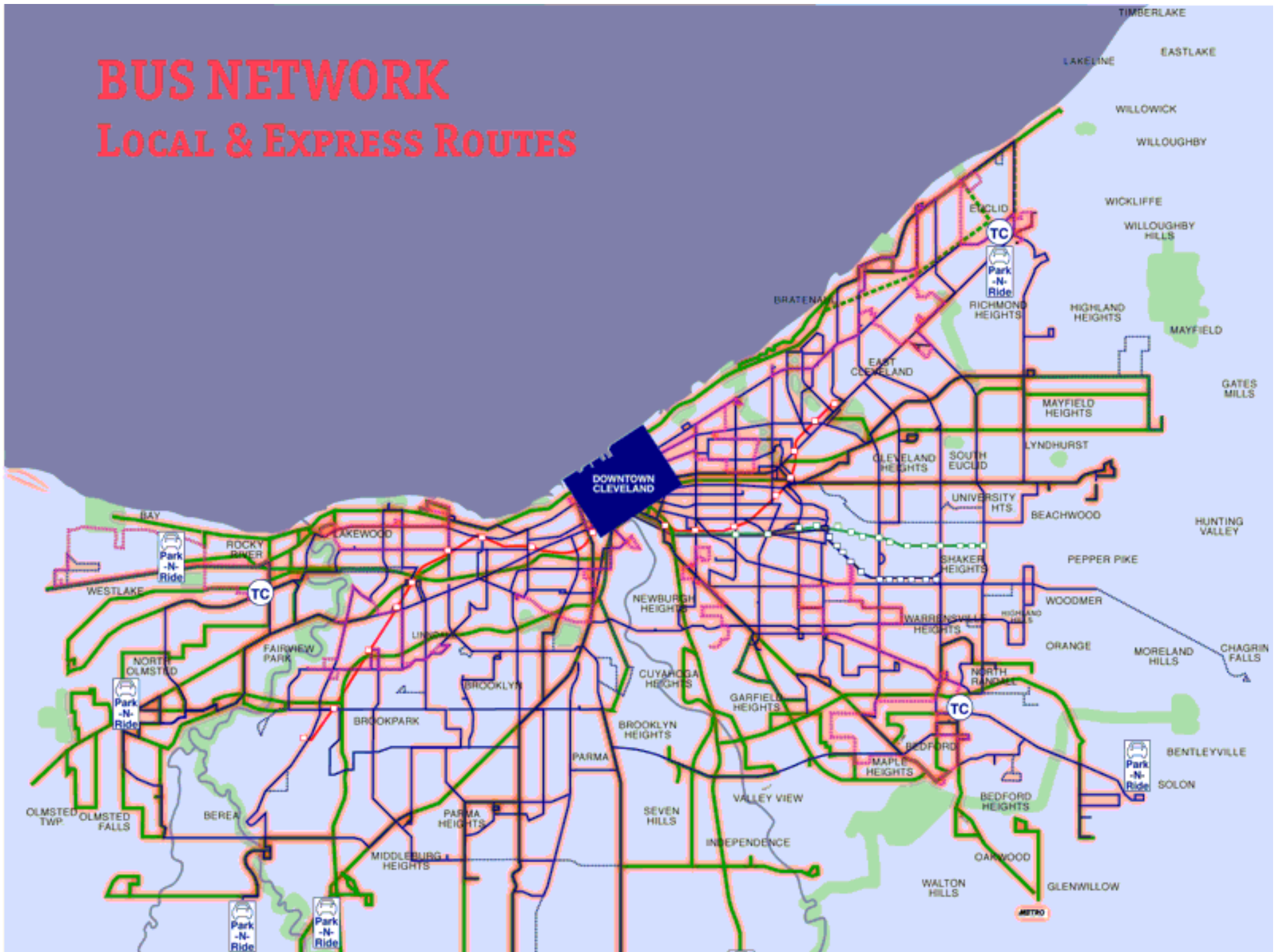


Multi-Modal

- 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%)

BUS NETWORK

LOCAL & EXPRESS ROUTES





RTA Fleet



RAIL NETWORK





Red Line - Heavy Rail

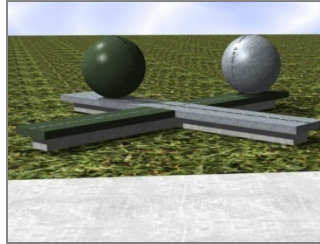




Waterfront Line - Light Rail



GCRTA HealthLine Euclid Avenue Transformation





Euclid Avenue History





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





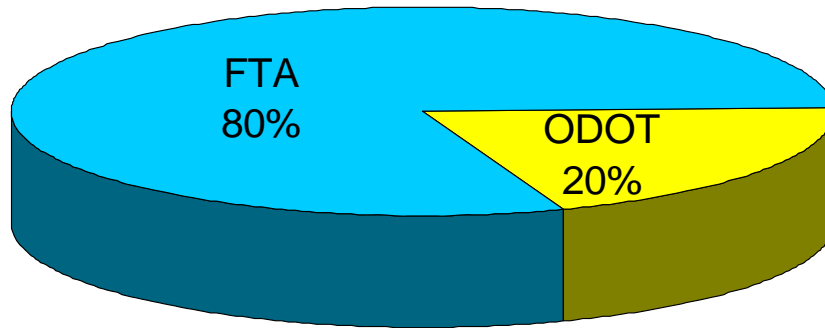


Ground Breaking October 2004

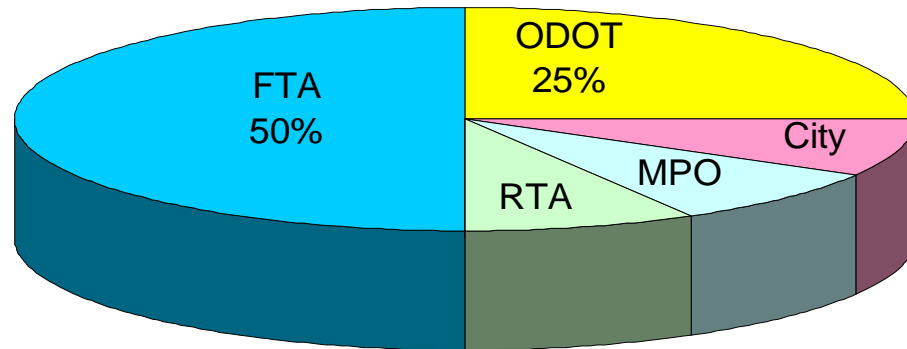




Funding Pie Charts - \$200 Million



2000



2004















“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



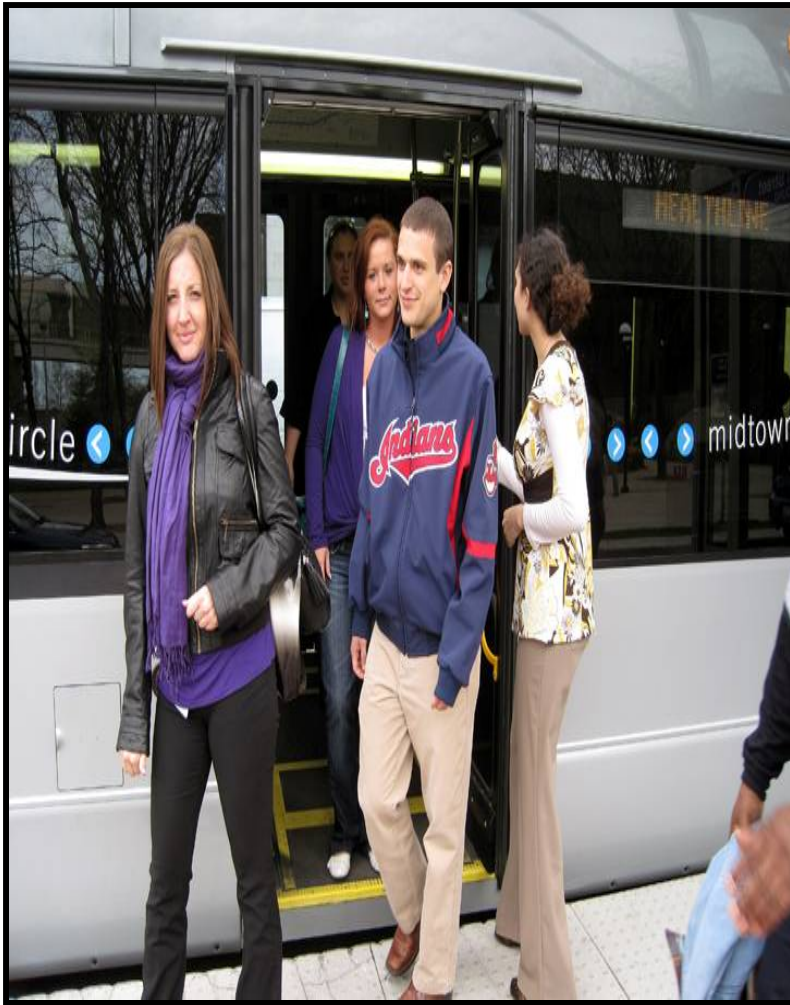


Precision Docking





Level Boarding





Level Boarding Bridge-Plates





Off Board Fare Collection





Fare Enforcement



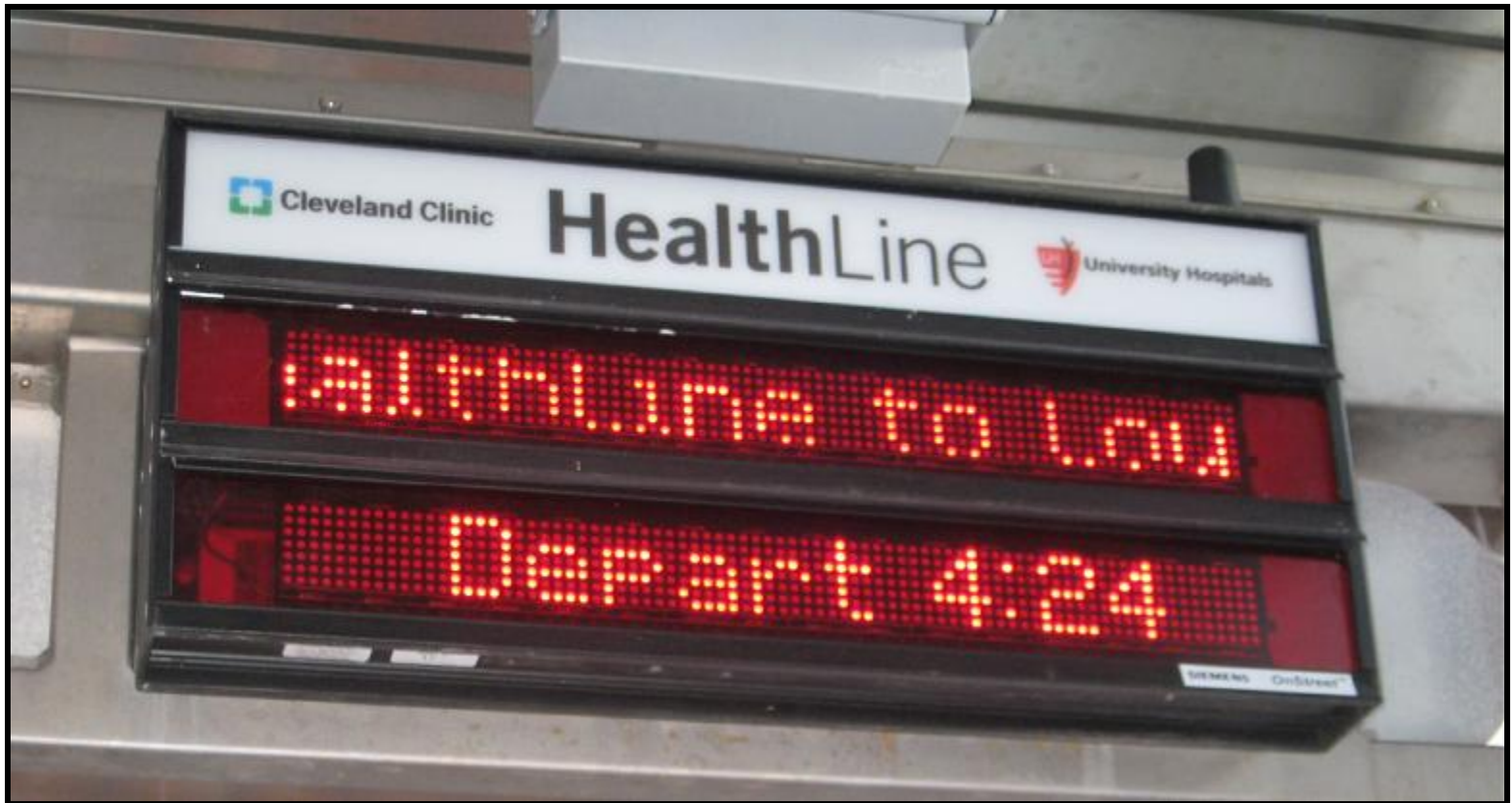


Technology

- Real time information displays
- Emergency call boxes
- Security cameras
 - Stations
 - Vehicles



Real Time Information





Emergency Call Boxes





Cameras at Stations





Cameras on Vehicles





Downtown Station Design





Median Station Design





Seattle Hybrid – Attempt # 4





New Vehicle Design





New Vehicle Design





New Flyer Rapid Transit Vehicle "RTV"





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.

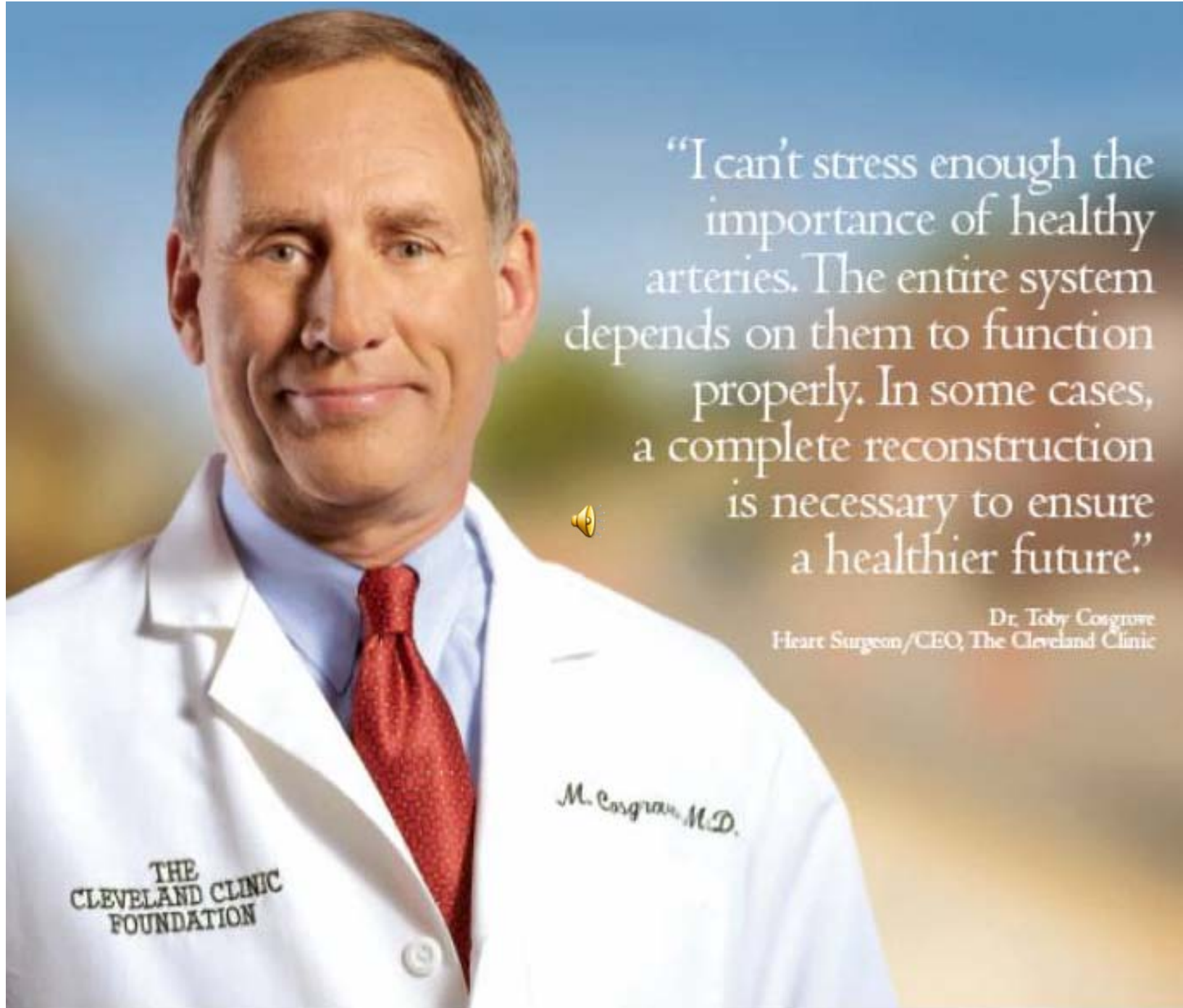
Euclid Corridor Project
.....
It's going to move you





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

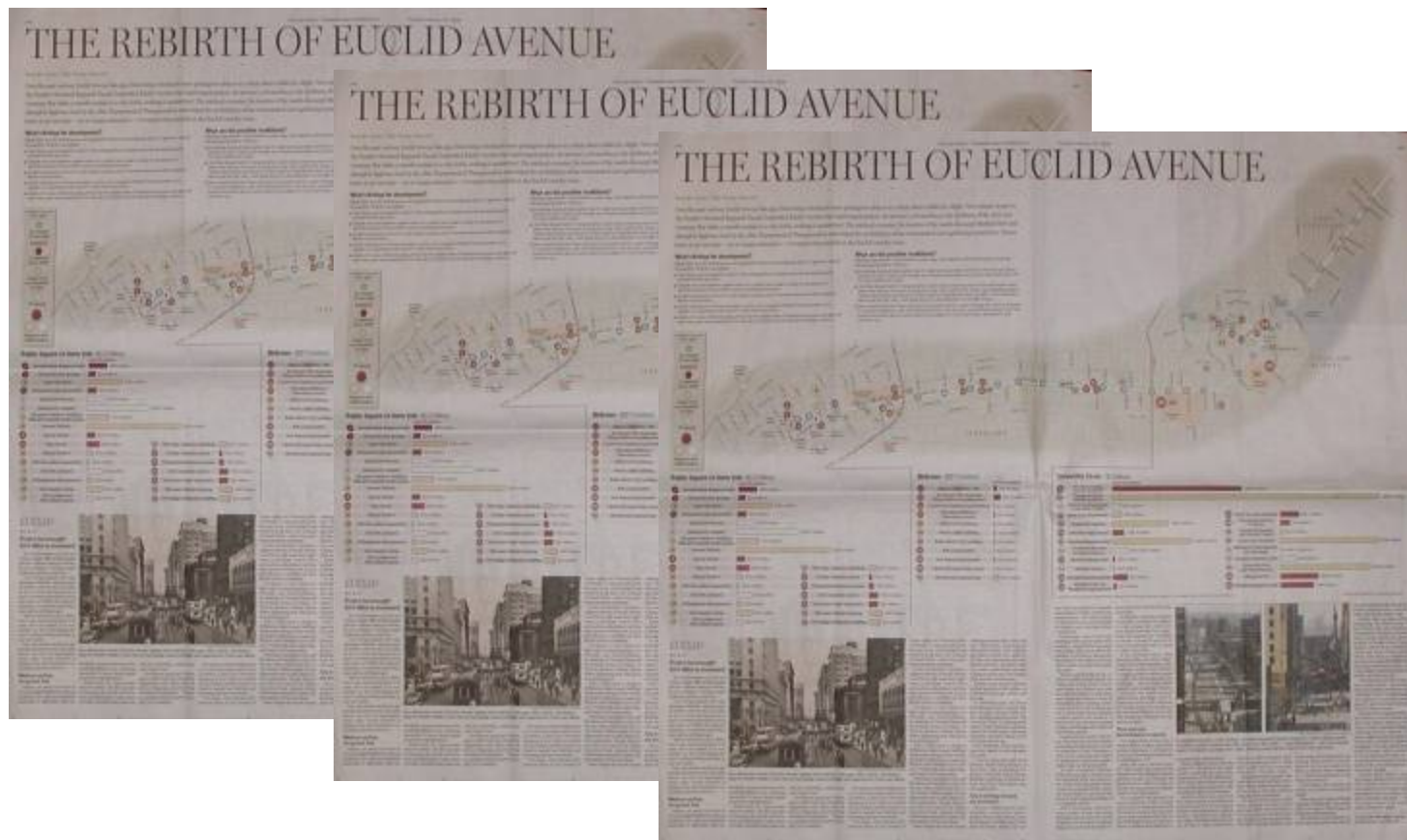


The Rebirth





The Rebirth





Tracey Nichols - Director

Department of Economic
Development
City of Cleveland





Downtown Economic Development



Redevelopment
into apartments
and retail



Downtown Economic Development





Dick Pace - Principal

Cumberland Development LLC





Geis Building





Ari Maron - President

MRN & Associates





Downtown Economic Development







Uptown







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 snack.” And as a college student on a tight budget, Leah knows a good value when she sees it. “The \$5 Pass is great because it’s already 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!”

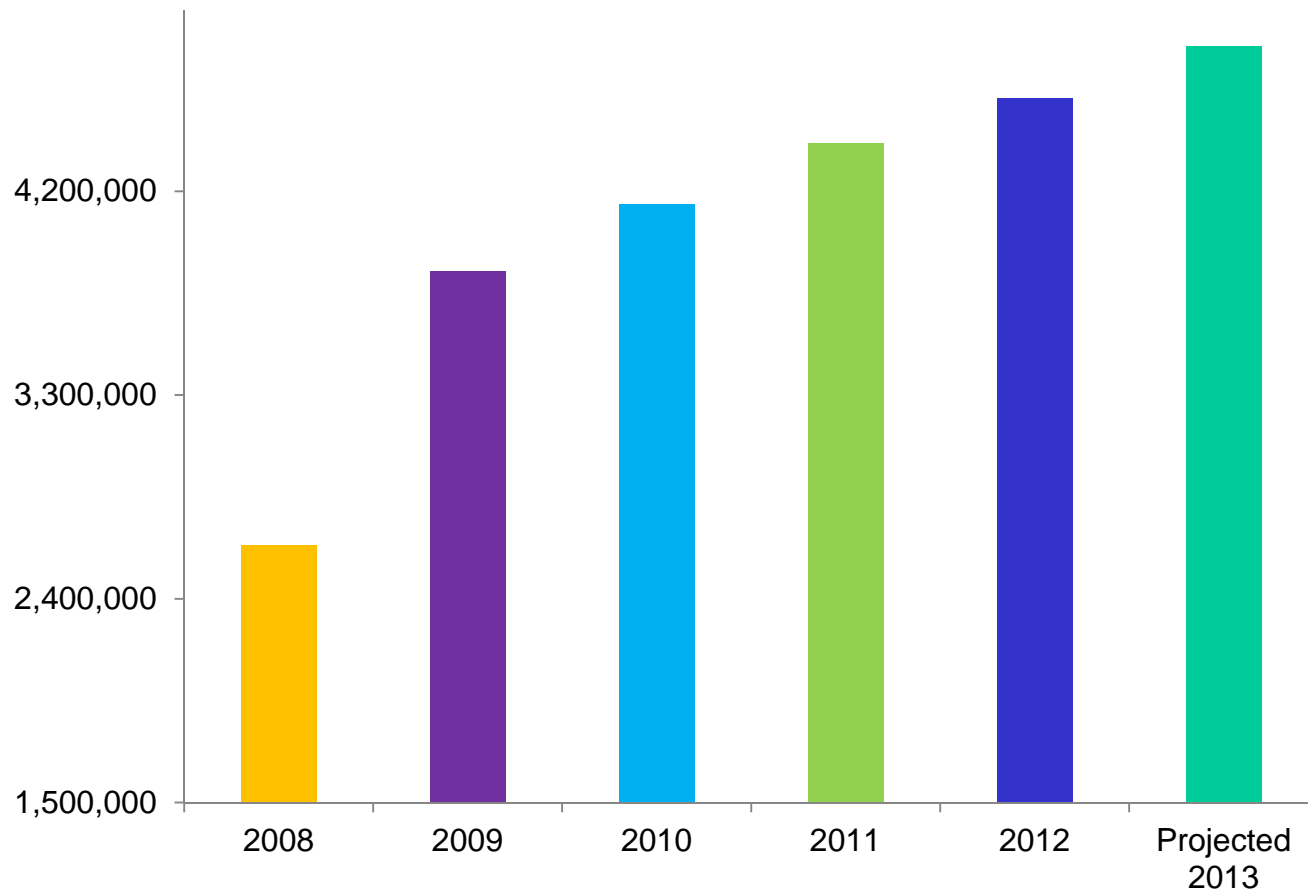


JOIN THE RIDE.



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





“HealthLine” Success





2010 ACEC Award

American Council of
Engineering
Companies

2010 Grand Award





Other HealthLine Award

Urban Land Institute

ULI 2011 Award for
Excellence





ITDP BRT Standards - 2013



Silver Designation
“Best in North America”



Ari Maron - President

MRN & Associates





Questions & Answers

