

RTA Monthly Report

OCTOBER 2017



AGENDA

Joint Meeting

Central Maryland Transportation & Mobility Commission and RTA Partners Coordination Meeting

1:00 p.m. December 5, 2017

8510 Corridor Road, Suite 110, Savage, MD

AGENDA

	Welcome, and Welcome to Cristin Tolen, RTA General Manager	Clive Graham, Administrator, Howard County
1.	Review of September and October Meeting Minutes	Clive Graham
2.	Memorandum of Understanding	Clive Graham
3.	Adoption of Commission Bylaws.	
4.	Election of Chairperson and Vice Chairperson	
5	October 2017 Financial Report	Suzanne Brown, Director of Finance
6	General Manager Report	Cristin Tolen
7	RTA Proposed FY 2019 Budget	Cristin Tolen/Suzanne Brown
8	Transit Development Plan Update	Clive Graham
9	Other Business	
	Adjournment	



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RTA Partners Agenda
Item 1
12/5/17

Topic: Review of the September and October Minutes

(Clive Graham will provide a verbal review)

Requested Action

Provide input and ask questions of staff.

RTA Partners Agenda
Item 2
12/5/17

Topic: Memorandum of Understanding

(Clive Graham will provide a verbal update)

Requested Action

Provide input and ask questions of staff.

RTA Partners Agenda
Item 3
12/5/17

Topic: Adoption of Commission Bylaws

RTA Partners Agenda
Item 4
12/5/17

Topic: Election of Chairperson and Vice Chairperson

Requested Action

Topic: October 2017 Financial Report

(Suzanne Brown will provide a verbal update)

Requested Action

Hear a review, provide input and ask questions of staff.

Topic: General Manager Report

One class of (4) new operators was held in October. Three (3) new operators completed training, two (2) fixed route and one (1) paratransit. A training class will be held in November and December in order to fill vacant operator positions.

Staff and Teamsters Local 570 successfully negotiated a new collective bargaining agreement (CBA). The new CBA implements a progression wage scale package, which we believe will make recruitment and retention of drivers more competitive with peer agencies in the region. The new CBA effective October 1, 2017 through September 30, 2020 was ratified on October 29, 2017.

Operations Update

Work with Route Match continues to face challenges with connectivity, which has affected the daily loading of run data to the tablets as well as the quality of information communicated to our riders through RouteShout 2.0. We believe that Route Match is working through the issues with the service providers, and we will continue to work with them to resolve the service issues.

We have started using the electric buses on the 408/Gold 2A regularly which is helping to alleviate the issue with the heaters draining battery power. We are collecting all daily run data for these buses and reporting directly to the system team responsible for gathering information for the FTA.

Bus availability continued to improve in October. There were five days in October where we had enough spares to place switch-out buses at either Columbia Mall or Arundel Mills Mall. This enables us to insert a bus within 15-20 minutes of just about any breakdown. There were 8 service failures with no availability and paratransit vehicles were used on 16 routes. Supervisors covered 4 routes for driver absences.

October Safety numbers:

PREVENTABLE ACCIDENTS: 1

NON PREVENTABLE ACCIDENTS: 2

PREVENTABLE CLIENT ACCIDENTS: 0

NON PREVENTABLE CLIENT ACCIDENTS: 1

WORKERS COMP (EE INJURY): 1

The October Safety meeting focused on Intersection Awareness and Backing Safety.

We met the Drug and Alcohol Random quota for the compliance program.

The October training class for new operators produced 2 new fixed route operators and 1 paratransit operator.

Communications / Marketing

Branding/Website

- October 1st route changes were completed in a timely fashion. New schedules were hosted on the RTA website for easy download, printed schedules were posted on buses, and sent to over 60 community organizations. Current inventory is in stock with RouteShout 2.0 information. All future route changes require a minimum of 90-120 days implementation time frame. This requirement when reduced jeopardizes communication efforts resulting in uninformed riders and customer complaints. MTA adheres to a 90 day timeframe.
- A request was received to review Prince George's County routes to reduce costs of \$104,000. Discussions will continue regarding service options and if changes result in over 25% cuts in service.
- Bus Rider communications are complete for the RouteShout 2.0 App which will allow Riders the ability to access real time bus information. This will be a grass root, soft launch effort to insure the bus information is close to 95% accurate. The launch will occur in early November. Outreach efforts have already started by handing out pocket size instruction cards, flyers and posters. The Howard County Executive has a press release date set for early November. Promotional t-shirts have arrived for operators and staff members. We will distribute them in early December. Print advertising post-it notes are scheduled to be placed on 130,000 copies of area papers to promote the effort. We will release based on performance of the application.
- A new mobile and tablet website platform has been completed by Firefly. It includes (5) key functions to improve navigation capabilities and ease of ordering tickets/passes. Discussions of overdue design deadlines were discussed with the vendor and are being addressed. The current website is still being redesigned.

Marketing/Advertising Support

- Baltimore Sun Media Group print and digital campaign continues. The focus is on hiring CDL Drivers, driving customer traffic to our website to increase ridership and brand awareness and promoting RouteShout 2.0. The digital campaign is targeting key zip codes throughout our jurisdictions and messaging is in English, Spanish and Korean.
- Bus Shelter graphics are completed for 20 shelters. Additional signs have been ordered for bus stops and continue to be installed.
- 60 community organizations across all 4 jurisdictions received new October 1st route schedules. New system maps have been ordered and will be shipped in November. Maps are ready for plexi frames for shelters.
- Promotional display posters were created for new routes 409B and 504. 504 posters were shipped to main stop locations; National Business Park business lobbies, kiosk centers at both MARC train stations and public libraries. Route 409B posters were sent to Laurel Community Center, Food Center, Mobern Electric and Leola Day Resource Center.

Outreach/ Advertising Revenue

- On October 18th the RTA participated in a Sustainability Fair at Howard Community College to promote the Electric Bus project and talk about the new RouteShout 2.0 app.
- On October 24th a presentation was given to the Multimodal Transportation Board of Howard County in an effort to explain rollout initiatives for RouteShout 2.0 and the October 1st route changes.
- Bus advertising for the month produced **\$20,235.80**. This is one of the highest monthly revenue amounts to date.

RTA Partners Agenda
Item 7
12/5/17

Topic: RTA Proposed FY 2019 Budget

(Cristin Tolen and Suzanne Brown will provide a verbal update)

Requested Action

Hear a review, provide input and ask questions.

Topic: Transit Development Plan Update

(Clive Graham will provide a verbal update)

Requested Action

Hear a review, provide input and ask questions of staff.

Topic: Other Business

Requested Action

Share additional points of discussion.