

RTA Monthly Report

FEBRUARY 2018





Joint Meeting

Central Maryland Transportation & Mobility Commission and RTA Partners

1:00 p.m. March 27, 2018

8510 Corridor Road, Suite 110, Savage, MD

AGENDA

	Welcome	Cristin Tolen
1	Review of February 2018 meeting minutes	Allen Cornell, Clive Graham
2	General Manager Report	Cristin Tolen
3	Commission Ethics Update	Clive Graham
4	February 2018 Financial Report	Suzanne Brown
5	RTA Proposed FY 2019 Budget Presentation	Cristin Tolen/Clive Graham
6	Transit Development Plan Update	Clive Graham/Ramond Robinson
7	Commission Webpage	Sue Poole
8	Riders' Advisory Council	Clive Graham
9	Public Hearing: Coordinated Fare Policy/ Route 501	Clive Graham
10	Other Business	
11	Adjournment	

Regional Transportation Agency of Central Maryland
 8510 Corridor Road, Suite 110 • Savage Maryland 20763
Tel 301-957-3600 **Fax** 443-285-0050
 transitRTA.com

Topic: Review of February 2018 Meeting Minutes

(Allen Cornell and Clive Graham will provide a verbal review)

Requested Action

Provide input and ask questions of staff.

Topic: General Manager Report /Staff Updates

Fixed route ridership for February continues to come in below the prior year. Total ridership was 77,386 riders down roughly twenty (20) percent from February 2017.

Maintenance staff had sixty-two (62) road calls with 4,320 average miles between road calls.

Staff continued their work on the development of the FY 2019 Annual Transportation Plan (ATP) application for the MTA. This application is required to receive state and federal grant dollars from MTA/MDOT.

We continued our work on the FY 2019 budget with staff from all three counties. The FY 2019 budget will be presented during today's meeting for your consideration.

Operations Update

We had one weather event that affected service on February 5th, only to the point of routes being late due to the weather there was no real interruption of service.

Our bus availability continued to improve through mid-February. We used para transit buses on 13 routes, with supervisors covering 2 routes and 8 routes with "No Bus Available". We were able to do switch-outs for multiple breakdowns as we did have spare buses available to insert back into service.

We did have a thermal event in one of the Thomas HDX's buses from Prince George's County, and another issue of smoke coming from somewhere in the dash panel. With this and past experiences ALL Thomas model buses were placed Out Of Service on Wednesday February 21st, 2018. Since this time we have had a difficult to almost impossible task of having enough buses to run peak service.

Safety Data for February 2018

PREVENTABLE ACCIDENTS: 0

NON PREVENTABLE ACCIDENTS: 3

PREVENTABLE PASSENGER ACCIDENTS: 0

NON PREVENTABLE PASSENGER ACCIDENTS: 0

WORK COMP (EE Injury): 2

Our Monthly Safety Meeting for February focused on "Customer Service and ADA Refresher". The topic of March's safety meeting is "Blood Borne Pathogens". The meetings will be held at the following dates and times:

Monday, March 26th - 12:30 pm, 4:30 pm and 6:30 pm

Tuesday, March 27th - 1:30 pm, 3:30 pm and 7:30 pm

Wednesday, March 28th - 12:30 pm, 2:30 pm and 5:30 pm

Thursday, March 29th - 1:30 pm, and 3:30 pm

Friday, March 30th - 10:30 am, 12:30 pm and 2:30 pm

We met our Drug and Alcohol Random Compliance program for the month of February.

Communications / Marketing

Branding/Website

- A Central Maryland Transportation & Mobility Commission (CMTMC) web page continues in development. Last month we added Commission member photos and biographies. A new public hearing page has been developed for documents related to the April 24th hearing and 30-day public comment period; bus announcement, media alert, Rider Brochure pdf and a comment section for riders to host comments and blog. The CMTMC page will continue to expand over time.
- Soft launch efforts continue for the RouteShout 2.0 mobile app. Advertising "post it notes" in print publications will occur in April. There have been no glitches to report in the system for the month of February. Driver t-shirt promotion will occur sometime in April to mirror our print efforts. Driver t-s have RouteShout 2.0 information on them for downloading the mobile app.
- Six system map prototype holders have been installed in shelters to date. Several are at Columbia Mall, Hickory Ridge, Court House building in Elkridge and 2 shelters at the RTA Administration office. Another 25 units have been ordered. Riders are pleased to have a visual map on the street.
- CMRT bus stop signs continue to be replaced with our new RTA signs.

Marketing/Advertising Support

- Baltimore Sun Media Group print and digital campaign continues. Advertising costs were reduced for the 3rd and 4th quarter in the area of branding. Advertising

focus will be in print and digital to promote hiring of CDL drivers, the continuing promotion of RouteShout 2.0 and use of the Job Network portal. The digital campaign is targeting key zip codes throughout our jurisdictions and messaging is in English, Spanish and Korean.

- Public Hearing print announcements in English and Spanish were developed and scheduled in the following papers: Baltimore Sun, Howard County Times, Laurel Leader, Capital Gazette, Soundoff, and Greenbelt News. Print dates were set for Thursday, March 22 and Sunday, March 25th. A second print date for the Greenbelt News is set for Thursday, April 19 and Sunday, April 22nd. Other promotional efforts for the hearing were created; bus announcements, media release, rider brochure, email blasts to libraries and organizations and an email blast for all local and state jurisdictions. Website page is complete. A database of all comments from March 26-April 24 will be kept.
- Route 405 service to and from Howard County Circuit Court is in operation. Promotional efforts include: bus announcements, social media posting, website hosting and notices in the courthouse and on their website. RTA signage has been installed and new Route 405 schedules are produced and in stock.

Advertising Revenue

- Bus advertising revenue for February was \$3,045.00. Last month, Vector Advertising proposed two advertising contract options; Cannabis Marijuana and Vote.org (focus on November 6th voting date). Options to be presented to the Commission for review and comment.

RTA Partners Agenda
Item 3
3/27/18

Topic: Commission Ethics Update

(Clive Graham will provide a verbal update)

Requested Action

Provide input and ask questions of staff.

RTA Partners Agenda
Item 4
3/27/18

Topic: February 2018 Financial Report

Suzanne Brown will provide a verbal update)

Requested Action

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

RTA Partners Agenda
Item 5
3/27/18

Topic: RTA Proposed FY 2019 Budget Presentation

(Cristin Tolen and Clive Graham will provide a verbal update)

Requested Action

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

RTA Partners Agenda
Item 6
3/27/18

Topic: Transit Development Plan Update

(Clive Graham and Ramond Robinson will provide a verbal update)

Requested Action

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

RTA Partners Agenda
Item 7
3/27/18

Topic: Commission Webpage

(Sue Poole will provide a review of the webpage)

Requested Action

View the webpage, provide input and ask questions of staff.

RTA Partners Agenda
Item 8
3/27/18

Topic: Riders' Advisory Council

(Clive Graham will provide a verbal update)

Requested Action

Hear a review, provide input and ask questions.

RTA Partners Agenda
Item 9
3/27/18

Topic: Public Hearing: Coordinated Fare Policy/Route 501

(Clive Graham will provide a verbal update)

Requested Action

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

RTA Partners Agenda
Item 10
3/27/18

Topic: Other Business

Adjournment