

RTA Monthly Report

NOVEMBER/DECEMBER 2017



AGENDA

Joint Meeting

Central Maryland Transportation & Mobility Commission and RTA Partners

1:00 p.m. January 23, 2018

8510 Corridor Road, Suite 110, Savage, MD

AGENDA

	Welcome	Cristin Tolen
1.	Review of December 2017 meeting minutes	Allen Cornell, Clive Graham
2.	November and December 2017 Financial Report	Suzanne Brown
3.	General Manager Report	Cristin Tolen
4.	RTA Proposed FY 2019 Budget Update	Cristin Tolen/Suzanne Brown/Clive Graham
5	Transit Development Plan Update	Clive Graham/Ramond Robinson
6	Commission Webpage	Sue Poole
7	Riders' Advisory Council	Clive Graham
8	Coordinated Fare Policy	Clive Graham, Kathleen Donodeo
9	Other Business	
10	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 December 2017 Meeting Minutes

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

Requested Action

Provide input and ask questions of staff.

Topic: November and December 2017 Financial Report

(Suzanne Brown will provide a verbal update)

Requested Action

Provide input and ask questions of staff.

Topic: General Manager Report

We held two classes for new operators for the months of November and December. A total of nine (9) new fixed route (CDL) operators completed training. An operator training class will be held in January in order to fill vacant operator positions. We anticipate having a total of six (6) operators: four (4) fixed route (CDL) and two (2) paratransit (Non-CDL) operators participating in the class.

Howard County Executive Kittleman and Commissioner Earl Armiger toured the Operations facility and announced the arrival of the seven (7) new buses being put into service on December 18, 2017.

Staff continued to analyze expenses and discuss the FY 2019 budget in preparation for the release of the proposed FY 2019 operating budget and service hours in December. Budget discussions to continue at the staff level, and a budget work session with the partners is scheduled for January 10, 2018.

Operations Update

We are continuing our work with Route Match to address tablet connectivity and other issues such as the tablets actually freezing. We have definitely made progress in this area. A representative from Route Match actually came onsite to assist with upgrades to the tablets. We have experienced battery failures with the older para transit tablets and Route Match is in the process of developing a solution to address this issue.

The electric buses are working well on the shorter peak routes, and are now serving these routes without any issues. We are using them on the peak 401/Green, 408/Gold and 409/Purple.

In late December, three (3) of the new Eldorado National California "ENC" buses that Howard County purchased were put into service. Our operators were trained on the new buses, and are they are loving them. The operators would like to thank Howard County for making the investment in the new buses.

Our bus availability in November and December has continued to improve. We used para transit buses on 33 routes, with supervisors covering 14 routes and 16 routes with "No Bus Available". Over the two month period this is a strong improvement. Having all seven (7) new buses in service by mid-to-late January will help to stabilize the fleet, and help us provide more reliable bus service.

November/December Safety numbers:

PREVENTABLE ACCIDENTS: 4

NON PREVENTABLE ACCIDENTS: 7

PREVENTABLE CLIENT ACCIDENTS: 1

NON PREVENTABLE CLIENT ACCIDENTS: 1

WORKERS COMP (EE INJURY): 7

The November monthly safety meeting focused on Adverse Weather, and the December meeting was Getting Home Safely for the Holidays – Increase in Pedestrian Awareness.

The January safety meeting topic is "Work Safe Methods and Safety: Take it personally!" The meetings will be held at the following dates and times:

Monday, January 29th - 12:30 pm, 4:30 pm and 6:30 pm

Tuesday, January 30th – 1:30 pm, 3:30 pm and 7:30 pm

Wednesday, January 31st – 12:30 pm, 2:30 pm and 5:30 pm

Thursday, February 1st – 1:30 pm, and 3:30 pm

We met our Drug and Alcohol Random Compliance program in both November and December.

Communications / Marketing

Branding/Website

- A request was received to review Prince George's County routes to reduce costs of \$104,000. Discussions ensued and resulted in the cancellation of a public hearing at this time.
- Bus Rider communications and promotional efforts are complete for the RouteShout 2.0 App. A soft launch effort is being conducted starting grass route promotions; business card distribution, website advertising and bus/shelter advertising. A glitch in the system occurred in December causing the system to be down for a day. The mobile app and website application was not functioning. The system was reset and is now working fine. Driver t-shirts will be worn in the spring to continue promoting RouteShout.
- A prototype is being created to house system maps in shelters. The map holder is made of plexi glass and will sandwich the map and screw into vertical metal braces.
- A Commission page will be designed on the RTA website to house all public information materials. Page will be reviewed in the January meeting.

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.
- Promotions continue for new routes 409B and 504. Efforts include print advertising, intranet advertising and delivery of system maps to National Business Park offices.

Outreach/ Advertising Revenue

- The RTA participated in the Howard County 50+ Expo at the end of October.
- Bus advertising revenue for November was \$19,897.80 and \$11,765.80 for December. It has been brought to our attention that our current advertising vendor, Direct Media will be bought out by Vector in July of 2018. All current staff representatives will remain with the new organization and sell advertising on our behalf.

RTA Partners Agenda
Item 4
1/23/18

Topic: **RTA Proposed FY 2019 Budget Update**

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

Requested Action

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

RTA Partners Agenda
Item 5
1/23/18

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 6
1/23/18

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 7
1/23/18

Topic: Riders' Advisory Council

(Clive Graham will provide a verbal update)

Requested Action

Hear a review, provide input and ask questions.

Topic: Coordinated Fare Policy

(Clive Graham and Kathleen Donodeo will provide a verbal update)

Requested Action

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

Topic: Other Business