

RTA Monthly Report

JANUARY 2018





Joint Meeting

Central Maryland Transportation & Mobility Commission and RTA Partners

1:00 p.m. February 27, 2018

8510 Corridor Road, Suite 110, Savage, MD

AGENDA

	Welcome	Cristin Tolen
1	Review of January 2018 meeting minutes	Allen Cornell, Clive Graham
2	General Manager Report	Cristin Tolen
3	Bylaws Amendment – Commission Ethics	Clive Graham
4	January 2018 Financial Report	Suzanne Brown
5	RTA Proposed FY 2019 Budget Update	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	Coordinated Fare Policy	Kathleen Donodeo
10	Other Business	
11	Adjournment	

Topic: Review of January 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

We held one class for new operators during the month of January with 4 CDL and 2 Non-CDL operators completing training. A class for new operators will not be held in February. Our next driver class is scheduled to begin March 4th.

We continued to work internally and with staff from all three counties to refine the FY 2019 operating budget. A work session was held on February 20th to discuss management actions identified to decrease expenses and explore any possible adjustments in service for FY 2019.

Staff will be refocusing our efforts on improving customer service, communication and safety. We will be working with First Transit to implement safety and preventive measures to help decrease workers compensation claims.

Operations Update

We worked through a couple of weather events in January, which caused some delays in service but had no major impact to service. During one weather event we did have a bus rear-ended on Rte. 175 in Anne Arundel County on the 202 route.

All seven of the new Eldorado National California "ENC" buses purchased by Howard County have been placed in to revenue service. With all seven vehicles in service our bus availability continued to improve. We used para transit buses on 6 routes, with supervisors covering 3 routes and 3 routes with "No Bus Available". Our vehicle availability enabled us to switch-out buses during multiple vehicle breakdowns (34 incidents) without interruptions in service.

Safety Data for January 2018

PREVENTABLE ACCIDENTS: 1

NON PREVENTABLE ACCIDENTS: 3

PREVENTABLE PASSENGER ACCIDENTS: 0

NON PREVENTABLE PASSENGER ACCIDENTS: 1

WORK COMP (EE Injury): 3

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

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

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

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

Thursday, March 1st - 1:30 pm, and 3:30 pm

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

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

Communications / Marketing

Branding/Website

- A Central Maryland Transportation & Mobility Commission (CMTMC) web page was created for the transitRTA.com site. The new page is hosted under the CMTMC tab at the top of the page and can be accessed via computer or mobile device. The page provides a brief description of the role of the commission in relation to RTA. Materials from prior meetings including tapings, meeting minutes and a list of commission members are hosted. The page will expand over time as more information is published.
- Bus Rider communications and promotional efforts are complete for the RouteShout 2.0 App and soft launch efforts continue in print and social media. From time to time there seems to be glitches in the system where the app and website access for real-time data is not available for download. When this occurs RouteMatch is contacted and a reset occurs. We are currently working with RouteMatch to resolve this issue.
- A prototype system map sign holder made of heavy duty acrylic is being created for shelters. Six units will be completed and installed at the Mall in Columbia, Court House Drive in Ellicott City and the RTA Administration office. The map holder will be screwed to metal braces in the shelter to hold laminated maps. We will expand the project into newly painted shelters once it is approved.
- 250 RTA branded bus stop signs were ordered to continue the project of replacing old CMRT signs currently on the street.

Marketing/Advertising Support

- Baltimore Sun Media Group print and digital campaign continues. Advertising costs were reduced for the 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.
- Bus Shelter graphics are completed for 20 shelters. Weather temperatures need to be at least 50 degrees for installation.
- Route 405 will now provide an "on call" service for riders at the Howard County Circuit Court Building starting March 1st. The service will be available during the regular route scheduled hours. Riders simply call the customer service line for service. New schedules are being printed and distributed. A notation will be made on the website, bus announcement will be created and social media posting will occur. The Administrator at the Circuit Court building has agreed to promote this service on their internet site including a link to our RTA web site. New signage will be installed at the stop location.

Advertising Revenue

- Bus advertising revenue for January was \$2,212.80. A discussion occurred with our sales rep regarding the revenue reduction for the month. He ensured me that accounts are coming in and revenue should increase next month. He was informed that additional ad space is available on the new buses acquired in December. Direct Media has officially become Vector Graphics. All contract paperwork has been brought up to date.

RTA Partners Agenda
Item 3
2/27/18

Topic: Bylaws Amendment

(Clive Graham will provide a verbal update)

Requested Action

Provide input and ask questions of staff.

RTA Partners Agenda
Item 4
2/27/18

Topic: January 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
2/27/18

Topic: RTA Proposed FY 2019 Budget Update

(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
2/27/18

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
2/27/18

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
2/27/18

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
2/27/18

Topic: Coordinated Fare Policy

(Kathleen Donodeo will provide a verbal update)

Requested Action

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

RTA Partners Agenda
Item 10
2/27/18

Topic: Other Business