

# RTA Monthly Report

December 2019





**Joint Meeting**

**Central Maryland Transportation & Mobility Commission and Central Maryland  
Transportation & Mobility Consortium**

1:00 p.m., Tuesday, December 10, 2019

8510 Corridor Road, Suite 110, Savage, MD

**AGENDA**

	Welcome	Allen Cornell
1.	Open Public Comment Period	Bruce Gartner
2.	Review of CMTMC meeting minutes from October 22, 2019	Bruce Gartner
3.	Review of RAC meeting minutes from November 14, 2019	Astamay Curtis
4.	General Manager Report	Cristin Tolen
5.	October 2019 Financial Report	Cristin Tolen
6.	FREE Ride Campaign	Sue Poole
7.	Swiftly Demonstration	Cole McCarren
8.	Adjournment	

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**Topic: Open Public Comment Period**

(Individuals who have signed up to speak will be given 3 minutes)

**Requested Action**

Comments will be recorded as part of the meeting.

**Topic: Review of CMTMC Meeting Minutes from October 22, 2019**

(Bruce Gartner will provide a verbal review)

**Requested Action**

Provide input and ask questions of staff.

**Topic: Review of RAC Meeting Minutes from November 14, 2019**

(Astamay Curtis will provide a verbal review)

**Requested Action**

Provide input and ask questions of staff.

**Topic: General Manager Report**

**A. Notable Activities for the Months of October and November are as follows:**

- **New Employees:** We held a class for new employees in October and November with a combined total of ten (10) employees. Six (6) Fixed Route CDL operators and three (3) paratransit operators successfully completed the class over the two months.
- **Staffing Updates:** We have started the interview process for a new Human Resources Manager, and hope to have someone in place at the start of 2020. We are currently recruiting for a Classroom Trainer, Road Supervisor(s), and a Maintenance Technician.
- **Operations:** We have been monitoring the time point adjustments that were implemented on November 3<sup>rd</sup>, 2019. We have analyzed the data available through our Swiftly pilot for the period of November 3<sup>rd</sup> through the 30<sup>th</sup>. We improved on-time performance by 1%, decreased early departures by 12% and late arrivals were up by 20%. The Thanksgiving travel and shopping made the late arrivals spike. We will continue monitoring this to further assess changes for March of 2020.

The 302 Prince George's County route restructuring has been successful and all the signs for College Park Metro have been changed to Greenbelt Metro. At this time the transition appears to be a smooth one.

Our supervisors are working diligently assisting the operators at Columbia Mall during pull-outs to ensure the safety of customers and vehicles with the increased congestion of the holiday season. They are placing cones and barriers to make the egress smoother for our buses. I must commend the group for their hard work.

We attended the Howard County DPW's Snow Emergency Coordination Meeting November 1, 2019.

We are continuing coordination with MDOT on the Dorsey Marc Retro-Fit Upgrade Program.

- Communications and Marketing: Promotional efforts surrounding the November 3<sup>rd</sup> route changes were completed. New timetable schedules and maps were sent to over 60 organizations within our service area. System maps are being replaced in shelters.

Content and design of the current RTA website has been streamlined and consolidated. As discussed, this is a temporary fix as we move toward a complete redesign of a business level site. A scope of work has been written to begin procurement procedures. Next steps include reaching out to experienced transit developers who are technical in 3<sup>rd</sup> party data feeds for an RFQ.

New day passes arrived and are color-coded to deter fraud. Day passes are planned to launch once process and procedures are determined.

Advertising revenue for October 2019 was \$450.00.

## **B. Safety**

RTA experienced two preventable vehicle accident, three non-preventable accidents, and one non preventable passenger accidents during the month of October, and one preventable vehicle accident, two non-preventable vehicle accidents, two preventable passenger injuries and two non-preventable passenger injuries in November.

Preventable Vehicle Accident Summary:

- As the operator was leaving Patuxent Woods Dr. on a fresh green light a vehicle ran the red light contacting left side of bus.
- While maneuvering to exit Columbia Mall driver contacted rear of other bus. No damage to either vehicle.
- While making a left turn out of the Bane Center our vehicle contacted the rear of a vehicle. Minor damage to other vehicle.

Non-Preventable Accident Summary:

- While turning left on to Stephens Forest a vehicle swung wide and hit side of bus. Minimal damage to bus and other vehicle.
- After leaving bus stop at Vantage Point a vehicle cut in front of the bus to make right turn causing accident.
- While parked a vehicle did not set their parking brake and rolled into rear of bus. No damage to either vehicle.
- While parked and passengers were debarking a vehicle backed into left rear tire of bus. No damage to either vehicle.
- While stopped at red light bus was rear ended by a vehicle. No damage sustained, and no passenger injuries.

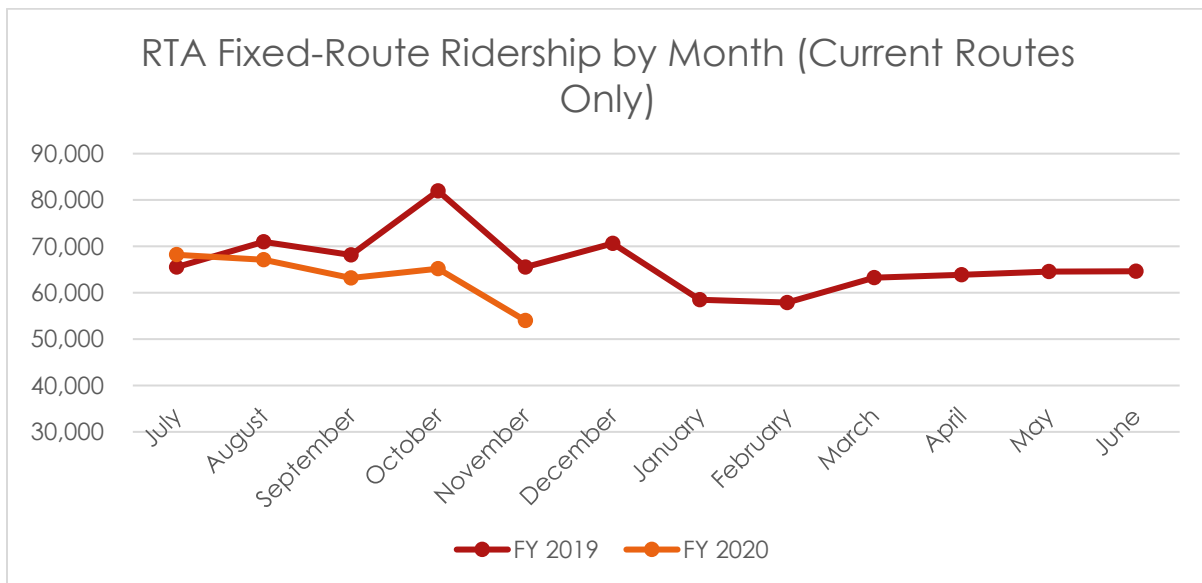
	PREVIOUS YEAR OCTOBER 2018	CURRENT YEAR OCTOBER 2019	PREVIOUS YEAR NOV 2018	CURRENT YEAR NOV 2019
<b><u>SAFETY</u></b>				
Accidents – Total	10	5	4	3
Accidents - Preventable	3	2	2	1
Accidents – Non Preventable	7	3	2	2
Client Accidents - Total	0	1	4	4
Client Accident - Preventable	0	0	0	2
Client Accidents – Non Preventable	0	1	4	2
Workers Comp (EE Injury)	1	5	2	1

We conducted our Monthly Safety Meetings in November 2019. The focus of the meetings was our Annual Drug and Alcohol Awareness.

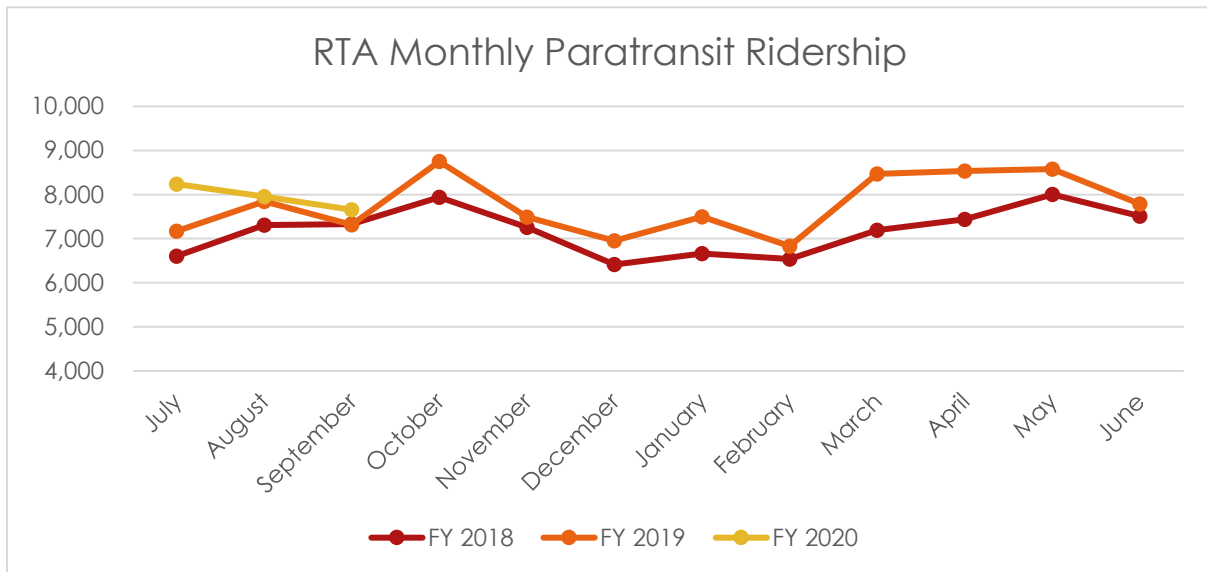
We met our monthly quota for the Drug and Alcohol Random Compliance Program in October and November 2019. We achieved our annual goal for calendar year 2019.

### C. Performance Reporting

Total fixed-route ridership during autumn months September, October and November decreased by an average of 15% from last autumn. Last autumn, RTA picked up 215,640 passengers on currently existing and similar services, compared to picking up 182,366 passengers this autumn.



RTA Mobility ridership increased by an average of 7% year-over-year in combined July, August, and September trips, with 23,850 trips completed.



RTA Partners Agenda  
Item 5  
12/10/19

**Topic: October 2019 Financial Report**

(Cristin Tolen will provide a verbal update)

**Requested Action**

Provide input and ask questions of staff.

RTA Partners Agenda  
Item 6  
12/10/19

**Topic: FREE Ride Campaign**

(Sue Poole will provide a verbal update)

RTA will launch a 10-day FREE Ride Holiday Campaign beginning Saturday, December 14<sup>th</sup> through Tuesday, December 24<sup>th</sup>. The theme, Ride, Shop, Be Jolly is an initiative to increase ridership while targeting and encouraging new users to try RTA as a transportation option. Take RTA to all your holiday shopping destinations reinforces areas we serve. FREE rides are available for all fixed and paratransit riders.

Marketing to support the campaign:



- Print, 150,000 copy distribution (cover post-it notes) in the Howard County Times, Columbia Flier, Laurel Leader and Bowie Blade. Half-page ads will run in the Crofton West County Gazette, Greenbelt News, Columbia Flier, Howard County Times and Laurel Leader.
- Digital ads/E-blasts will run from Monday, December 9<sup>th</sup>-24<sup>th</sup>. Campaign targets transit riders, retail users age 16+ and community service organizations in RTA service area.
- Exterior Bus Advertising (English/Spanish) start Monday, December 9<sup>th</sup>.
- Light box display in the Mall in Columbia.
- 50 (English/Spanish) posters will be placed in shelter locations.
- RTA website will feature content and shopping destinations on URL, [transitRTA.com/routes](http://transitRTA.com/routes).

RTA Partners Agenda  
Item 7  
12/10/19

**Topic: Swiftly Demonstration**

(Cole McCarren will provide a verbal update)

**Requested Action**

Provide input and ask questions of staff.

RTA Partners Agenda  
Item 8  
12/10/19

**Topic: Adjournment**