



MINUTES

Joint Meeting of the Central Maryland Transportation & Mobility Commission and the Central Maryland Transportation & Mobility Consortium

December 10, 2019

Allen Cornell called the meeting to order at 1:10PM. Present were:

Commissioner Members:

Allen Cornell (Chair)
Judith Davis (Vice Chair)
John Spencer
Michael Dyer
Robert Love
Christine Wells

Staff:

Cristin Tolen, RTA
Andrew Johnson, RTA
Susan Poole, RTA
Stephanie Dittman, RTA
Shawn O'Meara, RTA
Victor Jimenez, RTA
Cole McCarren, RTA
Diane Adams, RTA
Crystal McGill-Belk, Anne Arundel County
Bruce Gartner, Howard County
Jason Quan, Howard County
Ron Crites, Prince George's County
Astamay Curtis, RAC Chair

Commissioners Not Present:

1. Open Public Comment Period. (00:25)¹

- No comments were provided during the open public comment period.

2. Review of the October 22, 2019 Joint Meeting of the Central Maryland Transportation & Mobility Commission and the Central Maryland Transportation & Mobility Consortium Meeting Minutes. (00:31)

The October 22, 2019 meeting minutes were approved.

3. Review of RAC meeting minutes from November 14, 2019. (01:00)

¹ Minute references are to the meeting audio recording; see link on the TransitRTA.com/CMTMC website.

The November 14, 2019 RAC meeting minutes will be reviewed for approval at the February 13, 2020 RAC meeting.

Astamay provided a report, based on the November 14, 2019 meeting minutes (see attachment).

- Dobbin Center change, provides a safer location and improves route time performance.
- Discontinued service to College Park, provides increased service to Greenbelt.
- Route stop identifications to be added to fixed route signage. When completed, rider can text the 5 digit stop identification for live bus stop arrival predictions.
- Bylaws for the RAC were adopted.
- Free rides to seniors on fixed route encouraged a rider to move to the service area.
- RAC Meetings continue to be under attended. Cristin Tolen confirmed that an email reminder was provided to riders that have provided their email addresses. The meeting information is also provided on the RTA website.

4. General Managers Report (10:30)

Cristin Tolen gave the October/November General Manager's report (see attachment).

- January's new employee class will include two paratransit operators to decrease cab service.
- Anticipate the Human Resources Manager position filled by the beginning of the year.
- Currently recruiting for a Classroom Trainer, Road Supervisor(s) and a Maintenance Technician.
- Monitoring November time point adjustments, with information provided utilizing the Swiftly pilot program.
- Promotional efforts underway for the November route changes and streamlining of the RTA website. RFQ to have website re-developed for ease in navigation, early spring.
- Standard Operation Procedure (SOP) in process to implement the new day passes, anticipated to begin January 1st.
- Ridership comparisons illustrate a 15 percent decrease on Fixed Route, with a 7 percent increase for Paratransit. Cristin cautioned that the information provided by RouteMatch could be missing Fixed Route riders, providing an inaccurate illustrated decrease in ridership. Efforts to improve ridership accuracy include actual checks on reported ridership figures, reflective of actual ridership.
- Outreach efforts to increase ridership to be focused on the 5 area serviced High Schools, providing the ease of on-site fare ticket purchasing.
- Allen Cornell suggested reaching out to Prince George's College services, located on Marshall Avenue as a Point of Service location.

5. October 2019 Financial Report (23:45)

Shaun O'Meara provided an overview of the October 2019 Financial Report.

- Shaun O'Meara provided the report for the first four months of FY20
- Discussion ensued regarding the increase in paratransit sales and ridership. It was noted that the qualified free rides offered to eligible riders on fixed route has not impacted paratransit ridership.

6. FREE Ride Campaign (32:15)

Sue Poole provided information on the FREE Ride Campaign, December 14th – December 24th.

- Campaign is being offered to increase ridership and encourage new users to try RTA; take RTA to your shopping destinations.
- Fare boxes will be covered, with no payment required for transportation during the campaign.
- Previous Holiday campaigns utilized single ride cards, noted as labor intensive, limited to a single ride.
- Advertising to include local papers (150,000 copies in distribution), digital ads, email blasts, RTA buses and 50 RTA bus shelters.

7. Swiftly Demonstration (43:40)

Cole McCarren provided a presentation of the Swiftly program.

- Utilizing information provided by the Swiftly program, customer service call inquiries have noted a reduction in the length of time needed per call inquiry of 50 percent.
- GPS playback enables operational viewing of vehicle traveled routes. Google maps does not support vehicle locations. Information to be provided through the transit application.
- Bus arrival times are available by accessing the bus stop ID. All 684 RTA bus stops will include a 5 digit identifier. The identifier can be utilized for next bus inquiry, reporting an emergency and maintenance concerns.
- Due to the successful pilot program (ending today) procurement of the program is underway, with an anticipated 60 days lead time to go live by March 1st.

Cristin introduced Christine Wells, Commission Member representing Howard County.

8. Adjournment (01:21:14)

Future Meeting Dates:

Next Commission Meeting – March 24th, 1:00PM, RTA Administrative Office

RAC Meeting – February 13th, 6:00PM, Howard County Department of Community Resources and Services Campus, 9830 Patuxent Woods Drive, Columbia, Maryland

The meeting was adjourned at 2:30PM.

Acronyms

AAC	Anne Arundel County
PGC	Prince George’s County
RTA	Regional Transportation Agency
RAC	Riders Advisory Council