Greater Cleveland Regional Transit Authority

Frank Polivka
Greater Cleveland RTA Overview

- **Service Area**
  - 59 municipalities
  - 500 square miles

- **Population**
  - Population 1.5 million plus
  - 255 million passenger miles annually
  - 180,000 daily passengers
## RTA Overview

### Modes

<table>
<thead>
<tr>
<th>Mode</th>
<th>% of Riders</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 Buses</td>
<td>75%</td>
</tr>
<tr>
<td>100 Paratransit Vans</td>
<td>1%</td>
</tr>
<tr>
<td>60 Heavy Rail Vehicles</td>
<td>12%</td>
</tr>
<tr>
<td>48 Light Rail Vehicles</td>
<td>6%</td>
</tr>
<tr>
<td>24 RTV’s -(BRT Vehicles)</td>
<td>10%</td>
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</tbody>
</table>
RTA Fleet
GCRTA HealthLine
Euclid Avenue Transformation
Cleveland Rocks
Euclid Avenue History
Euclid Avenue History
Euclid Avenue History

- Streetcars disappeared in 1954
- Cleveland Transit System (CTS) building a heavy rail network
- Community voted to connect Public Square to University Circle with a subway
“On The Cheap” Alignment

- Use existing freight right-of-way for Red Line construction, which was not the right decision

- Lack of connectivity to:
  - Where residents lived
  - Where residents worked
  - Where residents wanted to go
Alternatives Analysis – 1990’s

- Subway
- Light Rail
- Do Nothing (keep the #6 bus)
- Bus Rapid Transit (BRT)
Mode Selection Criteria

- Capacity (30,000 + daily customers)
- Connectivity
- Funding possibilities (FTA)
- Cost
  - Capital
  - Operating
- Economic development potential
Timing was Right!

- FTA - looking for BRT demonstration projects
- Industry buzzing about Curitiba
- Visit to Curitiba by Civic Leaders
- Cost effective – 1/3 cost of LRV
- BRT selected as local option
Vision for the “Silver Line”

- Fast
- Simple
- Safe
- First Class
- Generate Economic Development
- “Image, Image, Image” (Rail Like)
Euclid Corridor Project

- 9.38 miles long
- 36 stations
- Travel time from 40 to 28 minutes
- Building face to building face
- Pedestrian friendly with bike lanes
- Landscape/hardscape treatment
- Integrated/stand-alone public art
Ground Breaking October 2004
Ground Breaking October 2004
Funding Pie Charts

2000
FTA 80%
ODOT 20%

2004
FTA 50%
ODOT 25%
City
MPO
RTA
Roadway Configurations

- Downtown
  - Exclusive Lanes/Center Level Boarding Platforms/Left Side Boarding

- Midtown
  - Exclusive Lanes/Right Side Level Boarding Platforms

- University Circle
  - Curb Side Boarding/Non Exclusive Travel Lanes
Roadway Configurations

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“Silver Line” Construction
“Silver Line” Construction
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“Silver Line” Construction
“Silver Line” Construction
“Rail Like” Characteristics

- Reduced Travel Time
  - Exclusive Right-of-Way
  - Traffic Signal Prioritization
  - Precision Docking
  - Level Boarding “Stations”
  - Off Board Fare Collection
  - Rear Facing Wheelchair Positions
“Rail Like” Image

- Hi-Frequency Service
- Rapid Transit Vehicles (RTV’s)
  - Doors on both sides
  - “Out of the Box” vehicle design
  - “Rail Like” Horn
- Use of latest technology
  - Real Time Information
High Frequency Service

- **Service Hours**
  - 24x7

- **Frequency**
  - Rush Hour - 5 minute
  - Mid-day - 10 minute
  - Evenings - 15 minute
  - Overnight - 30 minute
Traffic Signal Prioritization
Traffic Signal Prioritization
Precision Docking System
Precision Docking Sensor
Precision Docking
Precision Docking
Precision Docking
Level Boarding
Level Boarding Bridge-Plates
Rear Facing Wheelchair Positions
Off Board Fare Collection
Fare Enforcement
Technology

- Touch screen kiosk
- Real time information Displays
- Emergency call boxes
- Security cameras
  - Stations
  - Vehicles
Touch Screen Kiosks
Emergency Call Boxes
Cameras at Stations
Cameras on Vehicles

NOTICE
This vehicle is Under electronic Surveillance.
Downtown Station Design
Downtown Station Design
Downtown Station Design
Median Station Design
Median Station Design
Station Signage

East 24th Street
EASTBOUND
Seattle Hybrid – Attempt # 4
New Vehicle Design
New Vehicle Design
New Flyer Rapid Transit Vehicle “RTV”
Landscaping and Public Art
Landscaping and Public Art
After experiencing the area and learning about its history and its planned future, the first overriding thought that seemed evident to me was the idea of CHANGE through the passing of circumstances and, of course, time.”

“The word CHANGE paired with the word THINGS adds multiple meanings to the idea of time and difference in that one can read these two words together as a fairly benign or wistful statement of fact – THINGS CHANGE – or, in switching the order – CHANGE THINGS – they can convey a call to action. In a way the same two words in different orders express both the past and the future, and this seemed appropriate to the space, particularly because it is after all, a rapid transit line.”
• Evolution of “Euclid Avenue”

The Euclid Avenue of the Future is being described as “Cleveland’s SMART STREET.” With this notion as a starting point, Mark Howard uses the nearly ubiquitous computer-generate “trash” symbols as a decorative treatment to waste receptacles along the corridor. The “garbage” cans will appear along Euclid Avenue in the pedestrian areas. They will be laser cut stainless steel with a removable lid.
Integrated Public Art
Playhouse Square Chorus Line Luminaries

A collection of five lamp posts loaded with lights are assembled to form a Translit Marquee that announces RTA arrivals.

Stainless Steel Sculpture
The body of the structure suggests a supple leaf spring suspension. Slender and see-through from the side, arcing and solid from the front. Multiple vantage points for the East Bound and the West Bound view as well as the Station Platform view.

Programmed Lighting
The leg edges of each lamp post are lined with 1" diameter, 3" o.d. LED bulbs, a total of 2,000 lights on a full spectrum for inventive light shows.

Possible Lighting Themes (limited to the transit arrival)
- Kicking motion of a chorus line.
- Overlapping horizontal leap frog movement
- Chasing wave of vertical light
- Bouncing stereo equalizer effect

Playhouse Square Station
Manka Design Studio
04.01.09
Integrated Public Art
Landscaping
Economic Development
The Rebirth
Land Use Coordination

- Coordinated with six (6) local community development corporations
- Supportive of HealthLine infrastructure
- Included HealthLine in each Master Plan
- Created specialized zoning requirements to ensure land use plan complemented Euclid infrastructure
Economic Development

Redevelopment into apartments and retail
Economic Development
MidTown Zoning Regulations

A Quick-Reference Guide

To secure a vibrant future for the MidTown Business and Urban District, MidTown Cleveland, Inc. proactively guides the area’s development through master planning to ensure continued quality and meaningful investment.

To complement MidTown Cleveland, Inc.’s city-adopted master plan, Beyond 2005: A Vision for MidTown Cleveland, the organization introduced new zoning language (Ordinance 910-05) that protects property owners’ investments while enabling MidTown to experience a complete renewal.

The four primary goals of MidTown’s zoning language are to:

- position MidTown as a competitive regional center
- develop long-term appreciation of real estate values
- establish a sense of place
- maximize MidTown as a destination for mixed-use and high-technology opportunities

Ordinance 910-05 established a MidTown Mixed-Use District (MMUD) within MidTown, with four sub-areas: Euclid, Carnegie, Chester, and Chester West. Each sub-area has individual permitted uses and development standards.

MidTown’s Mixed-Use zoning ensures that MidTown and its businesses reap the maximum benefit from the investment in the Euclid Corridor Transportation Project by:

- strengthening existing uses and encouraging pedestrian-oriented uses
- expanding economic development options
- encouraging compact, unified development through specific design criteria consistent with MidTown Cleveland, Inc’s master plan

Please contact MidTown Cleveland, Inc. for comprehensive zoning details.
**EXPANDING HORIZONS**

**EAST END PLAN**

A further refinement of MidTown Cleveland, Inc.'s adopted Master Plan details how Upper Euclid's location and available real estate assets can be leveraged to create a dynamic, urban and revitalized mixed-use district. Zoning, land use policy and design standards have been put in place to advance this vision to reality.

**HEALTHLINE**

The goal of the Euclid Corridor Transportation Project investment is to improve transit service, as well as support revitalization along Euclid Avenue. Connecting Downtown Cleveland (the region’s largest employment center) with University Circle (the second largest employment center) and the cultural, medical and educational districts is leading to increased investment in MidTown.

**MIDTOWN INNOVATION ZONE/HEALTHCARE CORRIDOR PLAN**

MidTown Cleveland, Inc.’s designation as a Cuyahoga County Innovation Zone will be the basis for the establishment of Cleveland’s Healthcare Corridor. A collaborative planning study will detail how existing healthcare, research and biomedical assets can be leveraged to grow Cleveland’s economy in this industry cluster. A key component of the effort is the attraction and clustering of healthcare, biomedical and medical supply businesses to the MidTown Innovation Zone.

**DUNHAM SQUARE PARK/MIDTOWN “CENTRAL PARK”**

Planning is underway to expand the Dunham Tavern Museum and create new urban parkland, gardens and public space between East 66th and East 69th streets. This will provide the district with a valuable green space amenity for use by stakeholders and visitors to MidTown.

PAGE 6
Economic Development
Branding - Naming Rights Agreement
Ribbon Cutting October 2008
Ribbon Cutting October 2008
Promoting the HealthLine

“WITH MY SCHEDULE, THE HEALTHLINE IS MORE LIKE MY LIFELINE.”

Leah Strecker, Registered Nurse, University Hospitals, Masters Student, Case Western Reserve University

Leah Strecker is constantly pulled in different directions. Which is why the RTA HealthLine just makes sense to her. “It saves time to visit friends, to go to work, and sometimes just to grab a quick lunch.” And as a college student on a tight budget, Leah knows a good value when she sees it. “This is great because it’s a really part of my schedule. I would drive, but it’s not worth it and it’s not better for me. It’s a little faster.”

RTA JOIN THE RIDE.
“I can’t stress enough the importance of healthy arteries. The entire system depends on them to function properly. In some cases, a complete reconstruction is necessary to ensure a healthier future.”

Dr. Toby Cosgrove
Heart Surgeon/CEO, The Cleveland Clinic
“HealthLine” Customer Survey

Reliability
- 92% - Service is Reliable

On-time Performance
- 94% - Trip was On-Time

Travel Time
- 95% - Travel Time Reasonable

Do you ride more often than the #6 Bus Route
- 42% - Ride More Often
“HealthLine” Customer Survey

Cleanliness
- 92% - Vehicles Clean
- 92% - Stations Clean

How else would you be taking this trip?
- 48% - Other RTA bus service
- 16% - Drive Alone
- 13% - RTA Rail Service (Red Line)

Overall Satisfaction with HealthLine
- 87% - Overall Satisfied
HealthLine Ridership - 60% + increase

HealthLine Ridership

November December January February March April May June July August September October

- 450,000
- 420,000
- 390,000
- 360,000
- 330,000
- 300,000
- 270,000
- 240,000
- 210,000
- 180,000
- 150,000
- 120,000
- 90,000
- 60,000
- 30,000
- 0

#6 HealthLine Year #1 HealthLine Year #2 HealthLine Year #3
“HealthLine” Success
“HealthLine” Success
“HealthLine” Success
“HealthLine” Success
“HealthLine” Success
“HealthLine” Success
American Council of Engineering Companies 2010 Grand Award - Euclid Corridor Transportation Project
ULI 2011 Award

Urban Land Institute Award for Excellence
FTA Ridership Award

Federal Transit Administration
2007 Award
Success in Enhancing Ridership
Over One Million Population Category

Greater Cleveland Regional Transit Authority

In recognition for excellent ridership gains and demonstration of broad transferability of ridership initiatives to other transit agencies.
Lexus World Class Customer Service Award
Environmental Sustainability

2011 Crains Business Emerald Sustainability Award for “Best In Class”
Employee Diversity

“Best In Class” for Senior Management Diversity in 2009 & 2010
APTA Gold Safety Award 2010 & 2011

2011 BUS SAFETY GOLD AWARD
Presented to
Greater Cleveland Regional Transit Authority
Cleveland, OH
Recognizing Bus Safety Program Excellence
Bus Transit Systems providing 20 million or more passenger trips

2010 BUS SAFETY GOLD AWARD
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Questions & Answers