

RTA Monthly Report

MARCH 2017



Joint Meeting

Central Maryland Transportation & Mobility Commission and RTA Partners Coordination Meeting

1:00 p.m. April 25, 2017

8510 Corridor Road, Suite 110, Savage, MD

AGENDA

- Welcome Clive Graham, Administrator, Howard County
- A March Financial Report Suzanne Brown, Director of Finance
- B Statistical Snapshot Report Mark Pritchard, GM, RTA
- C GM Report/Staff Updates Mark Pritchard, GM, RTA
- D Transit Development Plan Update Clive Graham, Howard County
- E FY 18 Budget, Allocations, Memorandum of Understanding
Clive Graham, Howard County
- F Shuttle Connecting Odenton/Savage MARC stations;
Impacts on Route 203/M Mark Pritchard, GM, RTA

Adjournment



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Topic: March 2017 Financial Report

(Suzanne Brown will provide a verbal update)

Requested Action

Provide input and ask questions of staff.

Topic: Statistical Snapshot Report

(Mark Pritchard will provide a verbal update)

Requested Action

Hear a report and ask questions of staff.

Topic: General Manager Report / Staff Updates

Eight (8) driver trainees began in March and 1 driver departed employment at RTA. Seven new drivers began service in April.

The consultants from KFH as part of the Transportation Development Plan (TDP) provided initial recommendations to Partner staff about possible route changes and profiles of the current routing. A second meeting was held to review route alternatives in Howard County. A separate meeting was held in Annapolis looking at routing possibilities in Anne Arundel County. Additional meetings will need to be held with the Partners-Commissioners in order to plan for public rollout of the TDP later in the year.

The Howard County Office of Transportation is working with MTA on an agreement to receive five (5) used model year 2000 transit buses. The RTA fleet continues to deteriorate and the used buses are designed to assist in meeting service requirements until sufficient new buses are purchased and available over the next 2-3 years. Currently of the five (5) received from MTA, it looks like there will be three (3) that are operable.

All three electric buses arrived by the end of March. The electric buses, manufactured by BYD of Lancaster, CA have not been able to operate in test modes because of problems with the battery modules which are being fixed at the factory. The buses were funded through a research grant from the Federal Transit Administration.

Staff attended a workshop held in Garrett County for Locally Operated Transit Systems (LOTS). The workshop focused on review of a recently updated LOTS manual and new federal regulations requiring documentation of efforts to maintain and care for grant funded assets and facilities.

Operations Update

On March 14th the RTA experienced delays in service due to snow. With coordinated efforts and information from MATOC (Metro Area Transit Operations Center), along with Howard County EOC (Emergency Operations Center), service was delayed 4-hours. The RTA storm team was on the road at 5:30 am assessing road conditions and at 7:30 am, proceeded with an additional 2-hour delay due to ice. At 10:15 am, Mark Pritchard and Andrew Johnson held a briefing with EOC and discussed what roads would be cleared with . A final decision was made to cancel service for the day citing most areas would be inaccessible until late afternoon early evening with freezing conditions expected.

Bus availability declined for March. Para Transit vehicles were used on 54 routes throughout the month. There were 42 bus failures with no bus availability.

March Safety numbers:

PREVENTABLE ACCIDENTS: 2

NON PREVENTABLE ACCIDENTS: 3

PREVENTABLE CLIENT ACCIDENTS: 0

NON PREVENTABLE CLIENT ACCIDENTS: 1

WORK COMP (EE Injury): 8

The March Safety monthly meeting focused on Backing and Duty Report/ Accident Review.

RTA met the Drug & Alcohol Random Compliance Program for the month of March.

Maintenance

- 50 preventative maintenance inspections were scheduled and completed. RTA had 56 mechanical road calls.
- All 3 BYD Electric Buses have been received. BYD sent a trainer to the facility for 4 days and all Supervisors, Behind the Wheel Trainers, several Operators, First

Responders and Technicians received training on how to maintain and drive the vehicles. Bus #1702 was road tested.

Communications / Marketing

Branding/Website

- All 3 Electric Buses have arrived at the Operations facility. RTA and web designer, Firefly are creating several landing pages on the website to communicate information being received from the buses. The pages will educate riders and the public about the efficiency measures of the buses as they are on the road. The wrap design for the buses is complete and we are waiting for BYD to approve the installation vendor. Outreach plans are in development. Buses will run on the Green Route per grant requirements.
- Bus stop sign installation continues. Snow flake signs for Howard County are being installed and new sign posts are being planned for DSS. Bus stop communications are in development for the new RouteShout APP. All stops are being assigned a number that will coincide with the new APP so Riders can get real time information via a smartphone.

Marketing/Advertising Support

- Baltimore Media Group began a 3 month Digital/Print campaign on April 1st focusing on hiring CDL Drivers and driving customer traffic to our website to increase ridership and brand awareness. The digital campaign is targeting key zip codes throughout our jurisdictions and messaging is in both English and Spanish. Digital statistics for the past two weeks are:
 - Ads have been displayed 722,133 times.
 - 1,407 people have gone to the RTA website directly from clicking the ad.
 - Click-thru % of .16% (industry average is between .05-.08%).
 - The employment creative has won 35,459 impressions and received 62 clicks for a 0.17%.

Print advertising is running in all 7 area papers; Maryland Gazette, Laurel Leader, Howard County Times, Soundoff (Ft. Meade), Columbia Flyer, Baltimore Sun and the Greenbelt News Review which will begin in May. Route Match (which will replace NextBus) for fixed route is in development and the installation team will arrive in early May. Route Shout will allow Riders the ability to use a mobile device to access real time data through an APP. Roll out will be sometime late spring, early summer. Communication efforts are in development.

- Route 504 has been finalized and a new schedule to include Piney Orchard is complete. MTA informed us that the bus delivery has been pushed back slightly to September. Public meetings locations should be determined by AA and RTA collectively.

Outreach/ Administrative Support

- Development of an RTA information flip book continues. The books will be distributed to Point of Sale and public organizations; libraries, government buildings, mall information centers. The book is composed of information about the RTA,

; where to purchase tickets/passes, how to read a timetable, schedule information, etc. Our goal is to support POS centers and enforce RTA policies. Books to be completed in June.

- Howard County Public Schools had a Scavenger Hunt day on April 5th. The initiative was to have staff members experience the RTA bus system firsthand and educate students on how to ride the bus. RTA met with HCPS at Columbia Mall to share materials and giveaway items. The HCPS staff was very appreciative and had a good riding experience.
- Revenue for bus advertising increased for the month of March, **\$ 8,962.80**.

RTA Partners Agenda
Item D
4/25/17

Topic: Transit Development Plan Update

(Clive Graham will provide a verbal review)

Requested Action

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

RTA Partners Agenda
Item E
4/25/17

Topic: FY 18 Budget, Allocations, Memorandum of Understand (MOU)

(Clive Graham will provide a verbal update)

Requested Action

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

RTA Partners Agenda
Item F
4/25/17

Topic: Shuttle Connecting Odenton/Savage MARC Stations; Impacts on Route 203/M

(Mark Pritchard will provide a verbal update)

Requested Action

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