

RTA Monthly Report

MAY 2017



Joint Meeting

Central Maryland Transportation & Mobility Commission and RTA Partners Coordination Meeting

1:00 p.m. June 27, 2017

8510 Corridor Road, Suite 110, Savage, MD

AGENDA

	Welcome	Clive Graham, Administrator, Howard County
A	Review of May Minutes	
B	May 2017 Financial Report	Suzanne Brown, Director of Finance
C	Statistical Snapshot Report	Mark Pritchard, GM, RTA
D	GM Report/Staff Updates	Mark Pritchard, GM, RTA
E	FY 18 Budget, Allocations, Memorandum of Understanding	Clive Graham
F	Service Changes Public Hearing July 25	Clive Graham
G	Route Match Software Demo	Andrew Johnson/Maynard Nash, RTA
H	Transit Development Plan Update	Clive Graham
I	Other business	
J	Adjournment	



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Topic: Review of the May Minutes

(Clive Graham will provide a verbal review)

Requested Action

Provide input and ask questions of staff.

Topic: May 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

Ten (10) new drivers began training in June. Seven (7) drivers left RTA employment.

RTA staff worked with the Office of Transportation on plans for a new route 409B which serves an area from the North Laurel Community Center to the Maryland Food Bank via Route 1 and Guilford Road. The route would provide service to a new community resource center being constructed on Guilford Road.

The electric buses from BYD continued final preparations for service beginning in July. The buses were wrapped with their unique color scheme. Technical challenges continued including one of the three vehicles not being able to hold a charge with another vehicle requiring a new set of battery modules having to be shipped from the factory.

A new Global Positioning Satellite (GPS) system for fixed route service was installed in June with assistance from vendor Route Match. This installation is a long awaited replacement for an original GPS system only functional on some of the fleet. The new system provides real time information on location of buses, replaces a paper system where drivers counted passengers with an automated system and provides the ability for customers to receive automatic texts or emails on the real time schedule of their bus.

Special events included serving Wine Fest in May and Columbia Fest in June. Staff is working with Howard County Police to provide buses as a security mechanism at the fireworks event on July 4.

A staff cash handling team and HR polices team met to improve policies and procedures in these two vital areas.

Operations Update

Supervisors assessed new route proposals for Howard County, Anne Arundel and Prince George's that are proposed for September 11, 2017. Adaptations to the run-pick and driver paddles were started.

Bus availability was difficult once again for May. Paratransit vehicles were used on 24 routes during the month and there were 64 bus failures with no availability.

May Safety numbers:

PREVENTABLE ACCIDENTS: 2

NON PREVENTABLE ACCIDENTS: 3

PREVENTABLE CLIENT ACCIDENTS: 1

NON PREVENTABLE CLIENT ACCIDENTS: 1

WORK COMP (EE Injury): 2

The May Safety monthly meeting focused on Eye Lead Time and Following Distance.
The organization met the Drug and Alcohol Random quote for the compliance program.
There are 8 fixed route and 2 Paratransit drivers signed up the June class.

Communications / Marketing

Branding/Website

- Several landing pages are still being constructed on the RTA website for the Electric Bus project. Pages will host information to educate the public on components the buses and show daily monitoring data. Bus wraps are complete. Riders will be able to access Free Wi-Fi and phone charging outlets on the buses. Wi-Fi installation is close to completion. Outreach plans are in development. Buses will run on the Green Route per grant requirements. A ribbon cutting ceremony has been discussed with Howard County tentatively set for end of July.
- Bus stop sign installation continues and a new shipment of RTA logos and 14 x 14 signs have delivered.
- Bus Rider communications are in development for the new RouteShout 2.0 APP which will allow Riders to access real time bus information. A series of teaser print ads, social media postings, on-board bus information and radio advertising are being planned. Launch date is set for August/September when RouteMatch is fully up and running with a high percentage of accuracy.
- Website enhancements are in development to provide readers with easier navigation. A new mobile site is in development to mirror highlights of the web.

Marketing/Advertising Support

- Baltimore Sun 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. Based on robust statistics, another 3 month campaign has been booked starting July-September to support RouteMatch, Branding/Recruiting, route change efforts and the Electric Bus Project. Korean zip codes have been added to the target list.
- Began preparation of materials for the July 25th Public Hearing and 30-Day notification. Elements include: print advertising in the Maryland Gazette, Laurel Leader, Howard County Times, Soundoff (Ft. Meade), Columbia Flyer and Greenbelt News Review. Ads will run June 22, 25 and July 13 and 16. To satisfy the requirements of the Howard County policy the following will be created and disseminated: Media Alert, On-Board Rider Brochure, 2-page flyer, and Public Hearing Announcement and Web information pages. Web will gather comments from the public through a blog.

Outreach/ Advertising Revenue

- Bus advertising for the month produced **\$14,569.80.**

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.

Topic: Service Changes July 25th Public Hearing

(Clive Graham will provide a verbal update)

Requested Action

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

Topic: RouteMatch Software Demo

(Clive Graham will provide a verbal update)

Requested Action

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

Topic: Transit Development Plan Update

(Clive Graham will provide a verbal review)

Requested Action

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

Topic: Other Business

Requested Action

Provide input and ask questions of staff.