

RTA Monthly Report

JULY 2017



**Joint Meeting
Central Maryland Transportation & Mobility Commission and
RTA Partners Coordination Meeting**

1:00 p.m. August 22, 2017

8510 Corridor Road, Suite 110, Savage, MD

AGENDA

	Welcome	Clive Graham, Administrator, Howard County
A	Review of July Minutes	Clive Graham
B	July 2017 Financial Report	Suzanne Brown, Director of Finance
C	Statistical Snapshot Report	Andrew Johnson, Acting GM, RTA
D	GM Report/Staff Updates	Andrew Johnson, Acting GM, RTA
E	FY 18 Budget, Allocations, Memorandum of Understanding, Future governance.	Clive Graham
F	Service Changes Public Hearing July 25, Decision, Implementation	Clive Graham
G	Transit Development Plan Update	Clive Graham
H	Other Business	
I	Adjournment	



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Topic: Review of the July Minutes

(Clive Graham will provide a verbal review)

Requested Action

Provide input and ask questions of staff.

Topic: July 2017 Financial Report

(Suzanne Brown will provide a verbal update)

Requested Action

Provide input and ask questions of staff.

Topic: Statistical Snapshot Report

(Andrew Johnson will provide a verbal update)

Requested Action

Hear a report and ask questions of staff.

Topic: General Manager Report / Staff Updates

Seven (7) new drivers began training in August.

A well-attended public hearing was held July 25 before the Howard County Public Transportation Board to receive public input on a number of proposed service changes.

Based on the input at the public hearing and discussions among the Partners a number of the proposed changes will take place. A most significant proposal to discontinue service on Route 501/Silver between Arundel Mills and BWI was modified in subsequent discussions to preserve a one seat ride continuing from Arundel Mills on to BWI with less frequent service on a headway of an hour and a half instead of the current one hour frequency.

The electric buses from BYD placed in service in July continued to operate reliably with some issues and problems. As part of the contract with BYD, a service technician trained by BYD is here full time to assist with technical problems and serve to enhance the communication with the manufacturer based in California.

The new Global Positioning Satellite (GPS) system on fixed route from vendor Route Match continued through startup operations in July and August. Staff has worked with both the vendor and RTA employees including dispatchers and drivers on working through log on issues and other technical glitches. Part of the effort has been running parallel operations phasing out a former paper tally sheet process where drivers recorded passenger boardings on paper and transitioning to the new system where drivers record passengers on an electronic tablet. Progress has been made getting more accurate counts of passengers through the electronic tablet with an expectation that the process will be fully automated in this way for the month beginning October 1.

Staff performance reviews were completed in the last month. Each manager evaluated his or her direct reports with an evaluation form developed in the last year by Elaine Evans, Human Resources Manager with input from staff and drawing on similar evaluation programs from First Transit and other agencies. It was the first time since RTA's creation in 2014 that employees received formal evaluations.

Meetings were held with RTA maintenance staff where input on how to improve maintenance quality recognizing that the current old fleet is going to have to continue for a period of time until the large majority of the fleet is replaced. The maintenance staff also received further instruction emphasizing that preventive maintenance is the foundation of any fleet maintenance program and the need to be as thorough as possible to prevent mechanical problems before they occur.

Operations Update

Efforts were spent assisting the City of Laurel with the Parade and 4th of July Celebration which occurred on Saturday, July 1st. An additional supervisor, manager and 4 paratransit vehicles provided a detour service to affecting routes. ADA passengers were aided to destinations within the closed out areas. On Tuesday, July 4th we assisted Howard County Police by providing a supervisor and 4 buses for a blockade of the road for pedestrian safety during the fireworks display. Both events went well and there were interruptions in service.

Electric buses are in full service and performing well. BYD continues to make vehicle adjustments as needed.

Route Match training for the fixed route system is going well. Supervisors and BTW trainers received enhanced training which was necessary. The dispatch team is still in a learning curve regarding documenting certain entries that fall outside of the norm. We are working on coding options.

Bus availability in July was somewhat better than previous months. Paratransit vehicles were used on 18 routes. Supervisors covered 4 routes for driver absences.

July Safety numbers:

PREVENTABLE ACCIDENTS: 0

NON PREVENTABLE ACCIDENTS: 4

PREVENTABLE CLIENT ACCIDENTS: 0

NON PREVENTABLE CLIENT ACCIDENTS: 1

WORK COMP (EE Injury): 6

The July Safety monthly meeting focused on refresher training on proper wheelchair and mobility device securements.

The organization met the Drug and Alcohol Random quote for the compliance program.

The July training class for new operators produced 3 new fixed route operators. There are 7 fixed route and 2 paratransit operators scheduled for the August class.

Communications / Marketing

Branding/Website

- Landing pages are completed on the RTA website for the Electric Bus project. HAMS data is feeding in from 3 buses and readers are able to navigate an interactive page which features important elements of the bus. Riders are able to access Free WI-Fi using password, electric. USB ports allow for mobile device charging. Buses currently run on Route 401/Green per grant requirements and may move to other routes in the future. On July 24th, County Executive Kittleman hosted an informal announcement session. All funding partners were present and promotional materials were handed out to Riders to promote riding the new buses.

Outreach efforts are planned for Howard Community College and Howard County Hospital in August and September. Outreach was conducted at the Howard County Fairgrounds by HC PIO department.

- Bus stop sign installation for the new Route 504 is a priority as we are closer to a start date of October 1st.
- 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 based on how well Route Match is performing and should align with the proposed new route enhancements on October 1st.
- Website enhancements are in development to provide readers with easier navigation. A new mobile site is in development to mirror highlights of the web. Target date of completion is September 15th.

Marketing/Advertising Support

- Baltimore Sun Media Group print and digital campaign continues. The focus is on hiring CDL Drivers, driving customer traffic to our website to increase ridership and brand awareness, promoting RouteShout App 2.0 and Route 504. The digital campaign is targeting key zip codes throughout our jurisdictions and messaging is in English, Spanish and Korean.
- Efforts continued on developing and completing promotional materials for the Proposed Route Enhancements and bus stop changes. Bus Stops that are changing will have a 30-day notice laminated and posted to inform riders that a specific stop is changing. The proposed changes require sign posts to be removed and rider notifications hosted on buses etc. Efforts will be made to communicate to the public the change of mid-day service for the 203/M. Anne Arundel County is performing outreach in their area to inform riders of the change to their on-demand service.
- Based on rider feedback from the July 25th public hearing regarding broken illuminator signs, a series of bus route identification signs are being produced. Signs will be laminated and featured in the left side front window for Riders to see the route the bus is serving. This is an easy and inexpensive solution and will cut back on rider frustration.

Outreach/ Advertising Revenue

- Support was given to the TDP project. Flyers were mailed to over 12 libraries and community organizations announcing the upcoming meetings. Flyers were posted on all the buses.
- 500 promotional bags were given to Howard County PIO department to distribute customers attending the Howard County Fair.
- Route 504 outreach will occur in late August/September for an Oct. 1st launch date.
- Bus advertising for the month produced **\$11,866.80**.

Topic: FY 18 Budget, Allocations, Memorandum of Understanding, Future governance.

(Clive Graham will provide a verbal update)

Requested Action

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Topic: Service Changes Public Hearing July 25, Decision, Implementation

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Topic: Transit Development Plan Update

(Clive Graham will provide a verbal update)

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Topic: Other Business

Requested Action

Share additional points of discussion.