

RTA Monthly Report

JUNE 2017



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

1:00 p.m. July 25, 2017

8510 Corridor Road, Suite 110, Savage, MD

AGENDA

	Welcome	Clive Graham, Administrator, Howard County
A	Review of June Minutes	
B	June 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	Clive Graham
F	Memorandum of Understanding, RTA Commission	Clive Graham
G	Service Changes Public Hearing July 25	Clive Graham
H	Route Match Software Demo	Maynard Nash, RTA
I	Transit Development Plan Update	Clive Graham
J	Other business	
K	Adjournment	



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Topic: Review of the June Minutes

(Clive Graham will provide a verbal review)

Requested Action

Provide input and ask questions of staff.

Topic: June 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

Six (6) new drivers began training in July.

Staff working with the partners developed a number of communication pieces identifying proposed service changes leading up to a public hearing scheduled for July 25.

The electric buses from BYD went into service on July 10 operating on Route 401/Green. This is the culmination of a multiyear process funded by a Federal Transit Administration research grant to test battery powered electric vehicles.

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 will provide 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. Much of July has been spent training drivers to use the system and making sure that tablets on the buses are properly functioning.

Staff worked with Howard County Police to provide buses as a security mechanism at the fireworks event on July 4 at Columbia Town Place.

A maintenance reviewer from First Transit was at the RTA facility the week of July 10 to examine maintenance practices and make recommendations for improvement. The reviewer looked at preventive maintenance practices, assignment of work, staffing levels, outside repairs, and use of the current automated maintenance management system. A final report will be forthcoming.

Operations Update

Electric buses were placed in service to test the charging capabilities of the inductive charging system at Columbia Mall. For the most part the buses are performing well with a few glitches in the charging system at the mall.

Route Match training for the Fixed Route system began June 12th and ended June 15th. Supervisors and BTW trainers received enhanced training and Operators received a basic use training. The system is functional however, more time is needed to perfect the data and complete driver training.

Bus availability was difficult once again for June. Paratransit vehicles were used on 18 routes during the month and there were 92 bus failures with no additional bus availability.

June Safety numbers:

PREVENTABLE ACCIDENTS: 3

NON PREVENTABLE ACCIDENTS: 3

PREVENTABLE CLIENT ACCIDENTS: 0

NON PREVENTABLE CLIENT ACCIDENTS: 1

WORK COMP (EE Injury): 5

The June Safety monthly meeting focused on Mirror Adjustments and Heat Related Illness.

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

There are 6 Fixed Route and 2 Paratransit drivers signed up the June class.

Communications / Marketing

Branding/Website

- Several landing pages are close to completion 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 completed. Buses will run on the Green Route per grant requirements. An informal electric bus event is set for Monday, July 24th at 10:30 a.m. County Executive Kittleman will interview several partners who participated in the project and do a test run of the new vehicles. Promotional materials will be handed out during the event.
- Bus stop sign installation for the new Route 504 is a priority as we are closer to a start date of September 11th.
- 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 in September.
- 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 end of August.

Marketing/Advertising Support

- Baltimore Sun Media Group began another 3 month Digital/Print campaign on July 1st focusing on hiring CDL Drivers, driving customer traffic to our website to increase ridership and brand awareness, promoting RouteShout App 2.0 and the electric bus project. The digital campaign is targeting key zip codes throughout our jurisdictions and messaging is in English, Spanish and now Korean.

- Efforts were spent on developing and completing promotional materials for the Proposed Route Enhancements and bus stop changes. Communications included: 30-day comment period 2 page flier, Public Information session announcements, media release, bus announcements, folded detailed brochure and a website build. Print ads were hosted in the following papers: Maryland Gazette, Laurel Leader, Howard County Times, Soundoff (Ft. Meade), Columbia Flyer and the Greenbelt News Review. Ads ran on June 22, 25 and July 13 and 16. To satisfy the requirements of the Howard County policy the above mentioned documents were disseminated via: Media Alert to over 85 contacts in radio, TV, blogs, social media networks, 40 jurisdictional libraries and 10 senior centers. Public comments are being gather via website: consumer@transitRTA.com and one comment was received through mail. Comments are being relayed to specific counties for comment and a master spreadsheet is kept for record.

Outreach/ Advertising Revenue

- 2500 Electric bus project promotional bags will be handed out to Howard Community College and bus stop Riders at the Mall in Columbia.
- Route 504 outreach will occur in late August/September for an Oct. 1st launch date.
- Bus advertising for the month produced **\$8,979.60**

RTA Partners Agenda
Item E
7/25/17

Topic: FY 18 Budget, Allocations

(Clive Graham will provide a verbal update)

Requested Action

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

RTA Partners Agenda
Item F
7/25/17

Topic: Memorandum of Understanding, RTA Commission

(Clive Graham will provide a verbal update)

Requested Action

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

Topic: Service Changes Public Hearing July 25

(Clive Graham will provide a verbal update)

Requested Action

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

Topic: Route Match Software Demo

(Maynard Nash will provide a demonstration of the system)

Requested Action

View the program, provide input and ask questions of staff.

Topic: Transit Development Plan Update

(Clive Graham will provide a verbal update)

Requested Action

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

Topic: Other Business

Requested Action

Share additional points of discussion.