

RTA Monthly Report

AUGUST 2017



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

1:00 p.m. September 26, 2017

8510 Corridor Road, Suite 110, Savage, MD

AGENDA

	Welcome	Clive Graham, Administrator, Howard County
A	Review of August Minutes	Clive Graham
B	Adoption of Commission Bylaws. Election of Commission Chairperson and Vice Chairperson	Clive Graham
C	August 2017 Financial Report	Suzanne Brown, Director of Finance
D	Statistical Snapshot Report	Mark Pritchard GM, RTA
E	GM Report/Staff Updates	Mark Pritchard GM, RTA
F	FY 18 Budget, Allocations, Memorandum of Understanding,	Clive Graham
G	Plans for FY 2019 Budget Process	Clive Graham
H	Transit Development Plan Update	Clive Graham
I	Other Business	
	Adjournment	



Regional Transportation Agency of Central Maryland
8510 Corridor Road, Suite 110 • Savage Maryland 20763
Tel 301.957.3600 Fax 443-285-0050
transitRTA.com

Topic: Review of the August Minutes

(Clive Graham will provide a verbal review)

Requested Action

Provide input and ask questions of staff.

Topic: Adoption of Commission Bylaws. Election of Commission Chairperson and Vice Chairperson

(Clive Graham will conduct the election)

Requested Action

Provide input and ask questions of staff.

Topic: August 2017 Financial Report

(Suzanne Brown will provide a verbal update)

Requested Action

Hear a report and ask questions of staff.

Topic: Statistical Snapshot Report

(Mark Pritchard will provide a verbal review)

Requested Action

Hear a report and ask questions of staff.

Topic: General Manager Report / Staff Updates

Four (4) new operators began service in September. With additional service starting October 1 on Route 504 connecting the MARC stations in Odenton and Savage with National Business Parkway and Fort Meade, RTA is in need of twelve (12) new operators. Turnover remains high.

Staff continued efforts to communicate the planned service changes and additions effective October 1. Efforts include production of new public time tables, flyers announcing the changes, and posting the changes on the RTA website. The changes include Route 504 connection MARC commuter rail stations in Odenton and Savage with National Business Parkway and Fort Meade and Route 409B servicing the U.S. Route 1 corridor already served by Route 409. 409B will connect North Laurel Community Center and the Maryland Food center with alternative service along Guilford Road. Route 501 will be modified and will have one less bus operating which provides the public with an hour and a half frequency as opposed to the current hour frequency.

Operations staff revised the operator schedules to coincide with the October 1 service changes.

The electric buses from BYD placed in service in July continued to operate reliably with some issues and problems. In mid-September, the most significant problem arose to date when one of the electric motors failed requiring intervention and assistance from the manufacturer.

The first of the expected twelve (12) body on chassis Ford vehicles assembled by Coach and Equipment, Inc. of Penn Yann, NY began arriving in late August and in early September. Four (4) of the units will be used exclusively on the Route 504 connecting the two MARC stations. The funding for the vehicles and the service has been supplied by MTA as part of the Link program. The additional eight (8) vehicles although designed for paratransit use will be used for fixed route service in order to replace the same number of 2010 International vehicles that have numerous problems including body/structural damages, frequent road failure for mechanical reasons, and excessive exhaust.

Staff is working in consultation with the Offices of Transportation in both Howard and Anne Arundel counties attended four (4) public meetings to receive input on the current preliminary recommendations for the TDP.

Efforts begun previously to shift the focus of maintenance toward greater emphasis on preventing problems before they occur continued in this month. Technician staff conducting preventive maintenance inspections (PMIs) have been retrained on how to conduct PMIs along with more supervisory review to insure they are completed correctly. Looking at road failures and comparing the mileage at which they occurred with when the last PMI was completed is being looked at regularly. The fleet is old and has many problems but in anticipation of newer vehicles there is a concerted effort going on to set

a level of expectation and hold maintenance staff accountable for preventing more problems before they occur.

Operations Update

Route Match training for fixed route continued in August. Plans continue to fine tune the process for the implementation of Route Shout 2.0 mobile app for riders. All the fixed route buses will be equipped with tablets by October 1st.

A quarterly supervisor/dispatch meeting was held on August 12th. The upcoming route enhancements were discussed with guest speaker, Clive Graham.

Run-picks have been updated along with driver paddles for the new configurations starting October 1st.

Bus availability improved slightly for August. There were 23 service failures with no availability and paratransit vehicles were used on 11 routes. Supervisors covered 5 routes for driver absences.

August Safety numbers:

PREVENTABLE ACCIDENTS: 0

NON PREVENTABLE ACCIDENTS: 4

PREVENTABLE CLIENT ACCIDENTS: 0

NON PREVENTABLE CLIENT ACCIDENTS: 1

WORK COMP (EE Injury): 6

The August Safety monthly meeting focused on refresher training on proper wheelchair and scooter device securements.

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

The August training class for new operators produced 7 new fixed route operators.

Communications / Marketing

Branding/Website

- Bus Rider announcements were posted on all buses regarding new routes and bus stop changes for the October 1st schedules. New schedules are currently hosted on the website.
- Bus Rider communications are in development for the new RouteShout 2.0 APP which will allow Riders the ability 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 after the launch of our new schedules for October 1st.
- Website enhancements are in development to provide readers with easier navigation. The addition of the electric bus project on the web is complete.

A new mobile site is in development to mirror highlights of the web. Target date of revision is September 30th.

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.
- Advertising is booked to promote the new Route 504 service to NBP, Savage and Odenton MARC station, Reece Road Gate at Ft. Meade and Piney Orchard. 130,000 post it notes will be featured on front page copies of the Baltimore Sun/Howard Co. section, The Capital, Columbia Flyer, Howard County Times, Laurel Leader and Soundoff. Advertising will run Wednesday and Thursday, September 27 and 28.
- Promotional display posters were created for new routes 409B and 504. Posters will be placed at National Business Park business lobbies, both MARC train stations and public libraries.

Outreach/ Advertising Revenue

- On October 7th an outreach day was conducted at Howard Community College to promote the Electric Bus project. 500 promotional bags were given to students, professors and campus workers which included a free token to ride the bus. Students were educated on the new RouteShout 2.0 app. Students were very excited for the release date in the fall. The professor of the sustainability department invited us to attend a Sustainability Day on October 18th. The RTA will participate.
- RTA fulfilled an advertising request from the Howard County Office of Aging to promote the Dental Fair. Interior signs were produced at a cost of \$350. Costs will be deducted from advertising revenue.
- Bus advertising for the month produced **\$9,876.80**.

RTA Partners Agenda
Item F
9/26/17

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

(Clive Graham will provide a verbal update)

Requested Action

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

RTA Partners Agenda
Item G
9/26/17

Topic: Plans for FY 2019 Budget Process

(Clive Graham will provide a verbal update)

Requested Action

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

RTA Partners Agenda
Item H
9/26/17

Topic: Transit Development Plan Update

(Clive Graham will provide a verbal update)

Requested Action

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

RTA Partners Agenda
Item I
9/26/17

Topic: Other Business

Requested Action

Share additional points of discussion.