



Greater Cleveland Regional Transit Authority



Joe Calabrese – General Manager



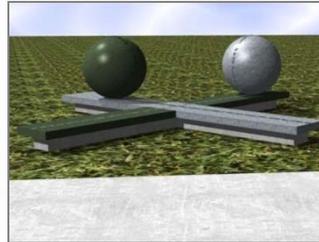
RTA Overview

- 200,000 Daily Customers Served
 - 500 Buses
 - ◆ 100 Paratransit Vans
 - ◆ 20 Job Access Vans
 - 108 Rail Cars
 - ◆ 60 Heavy Rail Vehicles
 - ◆ 8 Light Rail Vehicles
 - 24 RTV's – (BRT Vehicles)

RAIL NETWORK



GCRTA HealthLine Euclid Avenue Transformation





Euclid Avenue History





Euclid Avenue History





Euclid Avenue History

- Streetcars disappeared in 1954
- # 6 Bus Route put in service
- Alternative Analysis
 - Subway or Light Rail
 - Do Nothing (keep the #6 bus)
 - Bus Rapid Transit (BRT)



Mode Selection Criteria

- Capacity (30,000 + daily customers)
- Funding possibilities (FTA)
- Cost
 - Capital
 - Operating
- Economic development potential



Vision for the “Silver Line” BRT

- “Rail-Like” Image
 - Fast
 - Simple
 - Safe
 - First Class
- Promote Economic Development



Euclid Corridor Project

- 9.38 miles long
- 36 stations
- Travel time from 40 to 28 minutes
- Building face to building face
- Pedestrian friendly with bike lanes
- Landscape/hardscape treatment
 - 1,500 trees with irrigation
- Integrated/stand-alone public art





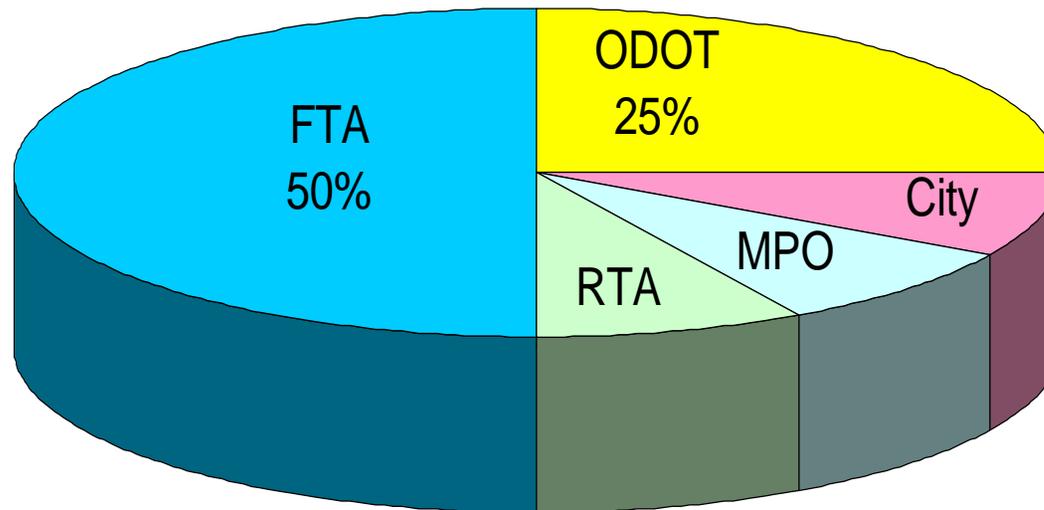


Ground Breaking October 2004





Funding Pie Chart - \$200 million

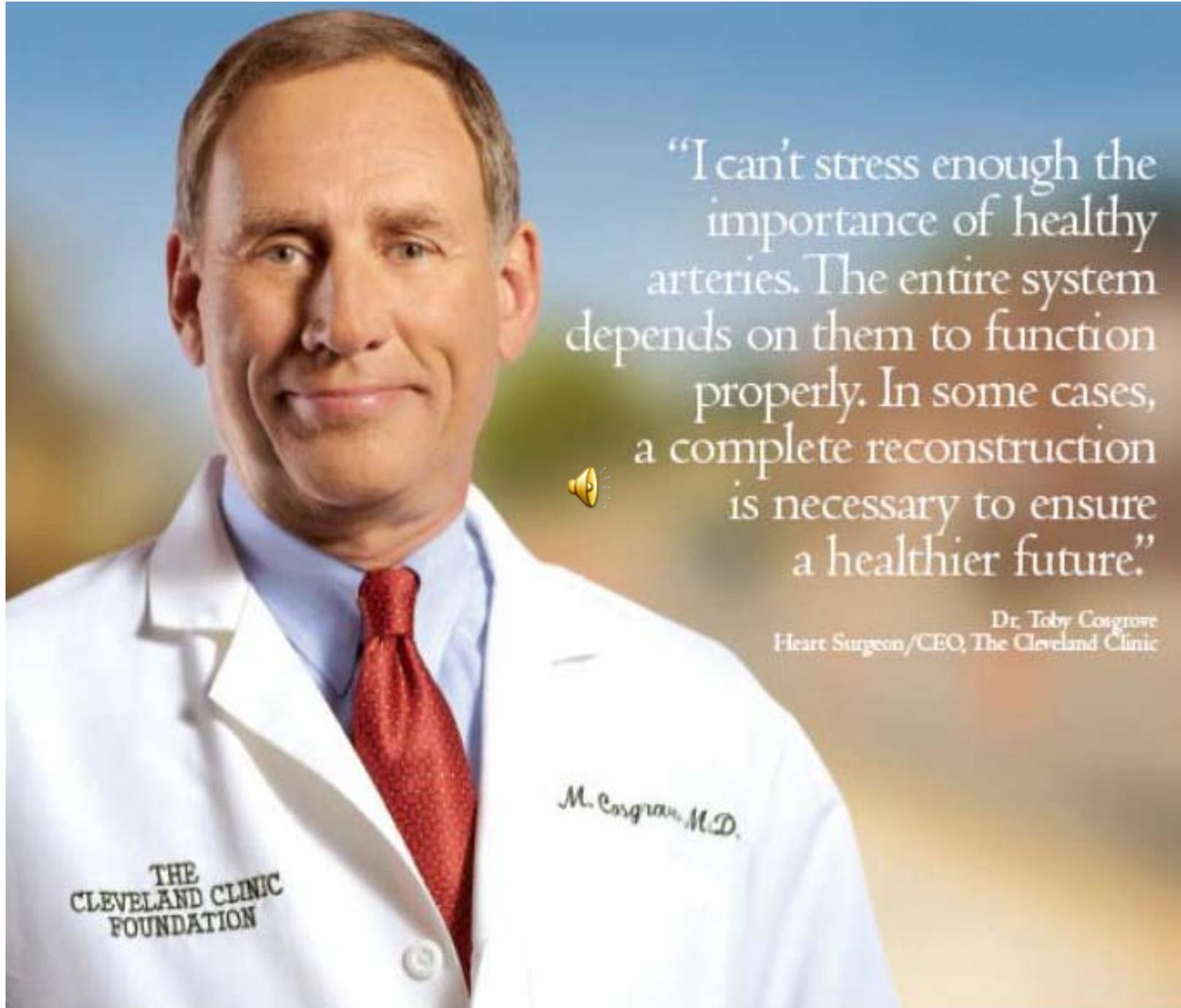


2004



Strong Community Support

- Chamber of Commerce
- Downtown Business Owners
- Community Development Corporations
- Business Leaders
 - Toby Cosgrove



“I can’t stress enough the importance of healthy arteries. The entire system depends on them to function properly. In some cases, a complete reconstruction is necessary to ensure a healthier future.”



Dr. Toby Cosgrove
Heart Surgeon/CEO, The Cleveland Clinic













“Rail Like” Characteristics

- Reduced Travel Times
 - Exclusive Right-of-Way
 - Traffic Signal Prioritization
 - Higher Speed Limits
 - Precision Docking
 - Level Boarding “Stations”
 - Off Board Fare Collection



“Rail Like” Service and Image

- Hi-Frequency Service
 - 24 X 7
 - Every 5 minutes in Peak Periods
- Rapid Transit Vehicles (RTV's)
- Use of latest technology



Traffic Signal Prioritization





Precision Docking





Level Boarding





Off Board Fare Collection



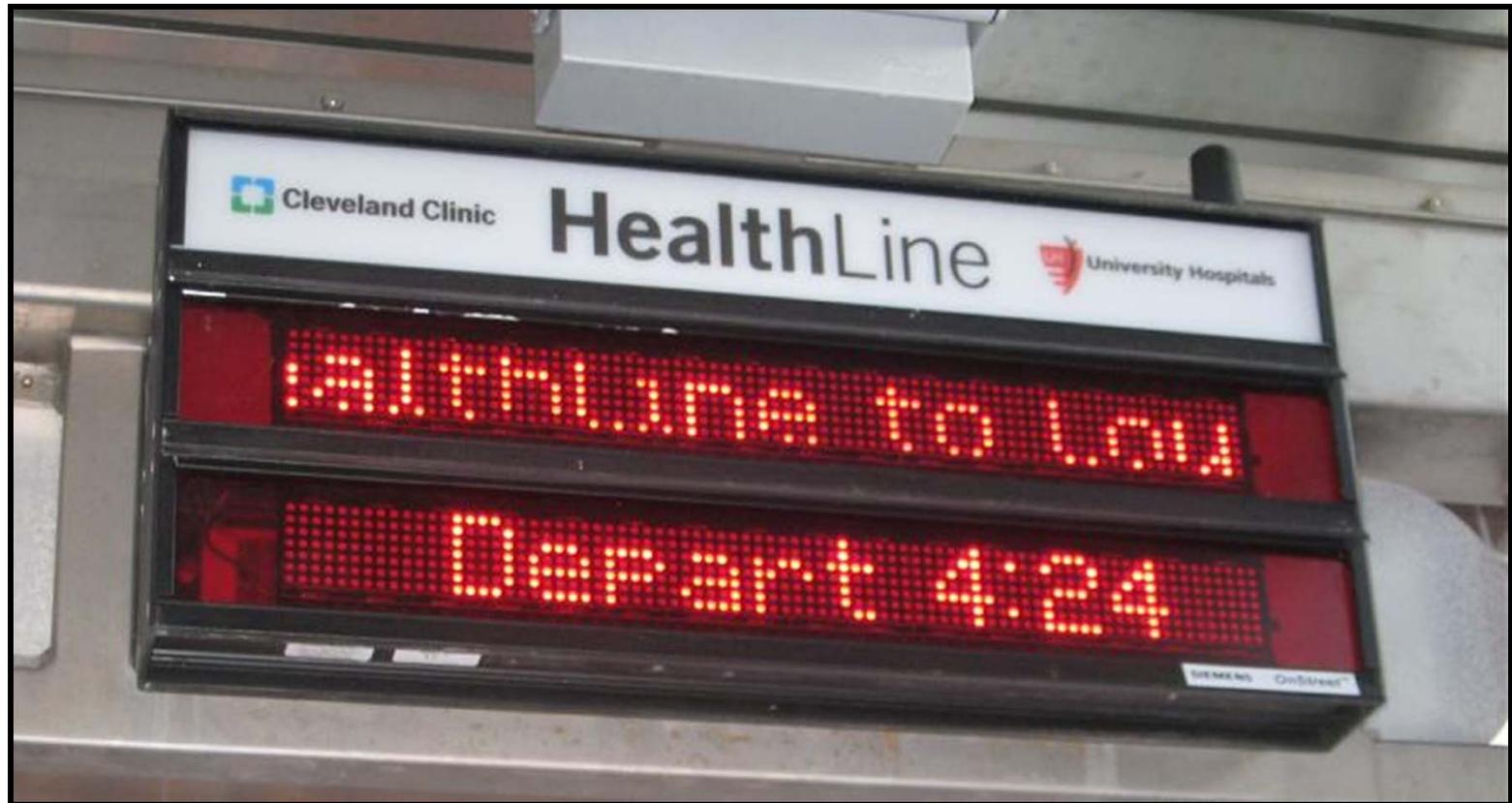


Fare Enforcement





Real Time Information





Emergency Call Boxes





Cameras at Stations





Cameras on Vehicles





Downtown Station Design





Median Station Design





New Vehicle Design





New Vehicle Design





Landscaping and Public Art





Landscaping





Economic Development

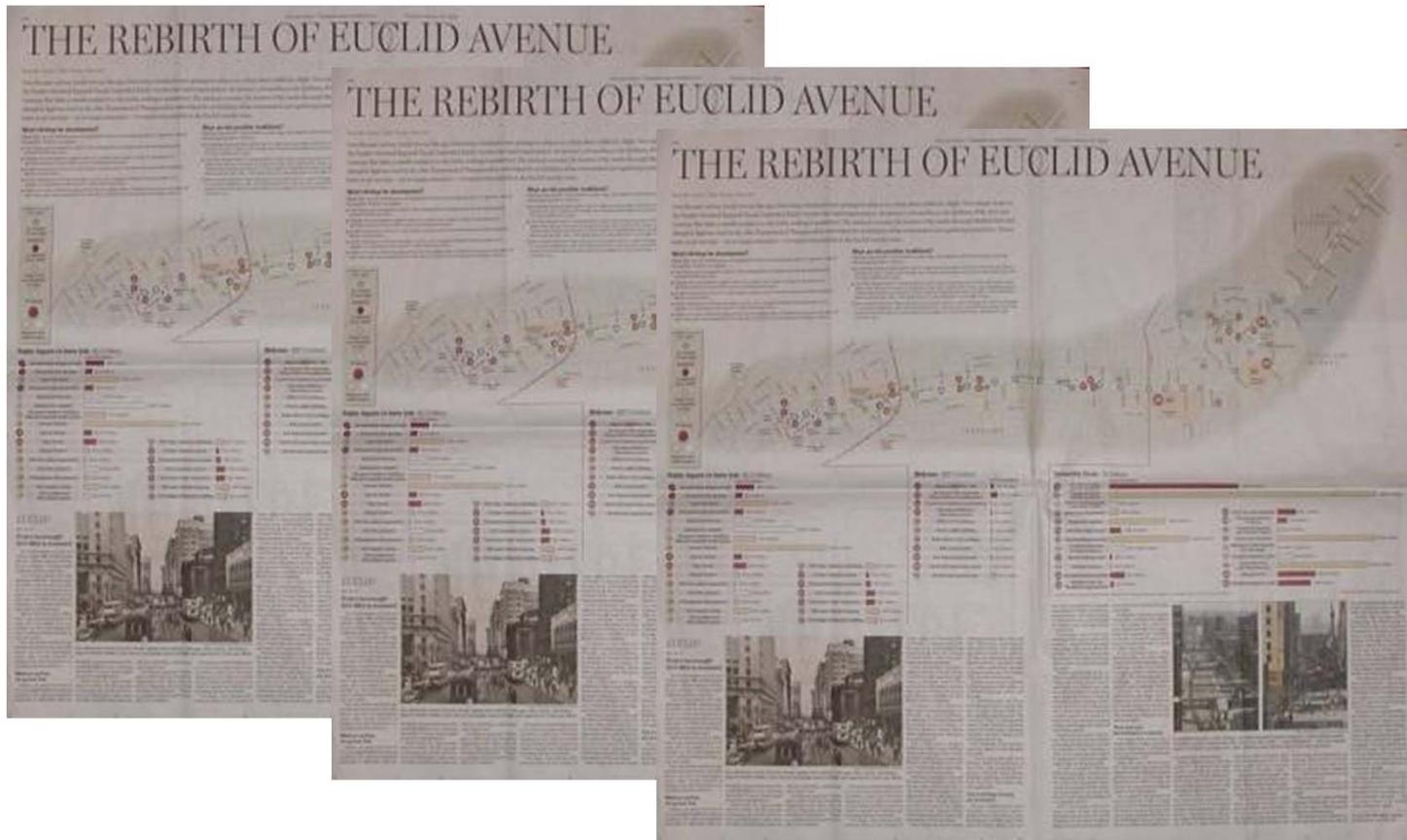


The Rebirth





The Rebirth





Tracy Nichols - Director

**Department of Economic Development
City of Cleveland**





Downtown Economic Development



Redevelopment
into apartments
and retail



Downtown Economic Development





Dick Pace - Principal

Cumberland Development LLC





Ari Maron - President

MRN & Associates





Downtown Economic Development





University Circle Development





University Circle Development





University Circle Development





Midtown Development





Midtown Development





Midtown Development





Branding - Naming Rights Agreement







Ribbon Cutting October 2008





Promoting the HealthLine

**“WITH MY SCHEDULE,
THE HEALTHLINE IS MORE
LIKE MY LIFELINE.”**

Leah Strazisar Registered Nurse, University Hospitals
Masters Student, Case Western Reserve University

Leah Strazisar is constantly pulled in different directions. Which is why the RTA HealthLine just makes sense to her. “I use it to visit friends, to go to work, and sometimes just to grab a quick lunch.” And as a college student on a tight budget, Leah knows a good value when she sees it. “The \$5 Pass is great because it’s already part of my tuition. I would drive, but I don’t want to pay more and wait further. To me, it’s a no-brainer.”



JOIN THE RIDE.



“HealthLine” Customer Survey

On-time Performance

- 94% - Trip was On-Time

Travel Time

- 95% - Travel Time Reasonable

How else would you be taking this trip?

- 18% - By automobile
- 13% - RTA Rail Service (Red Line)

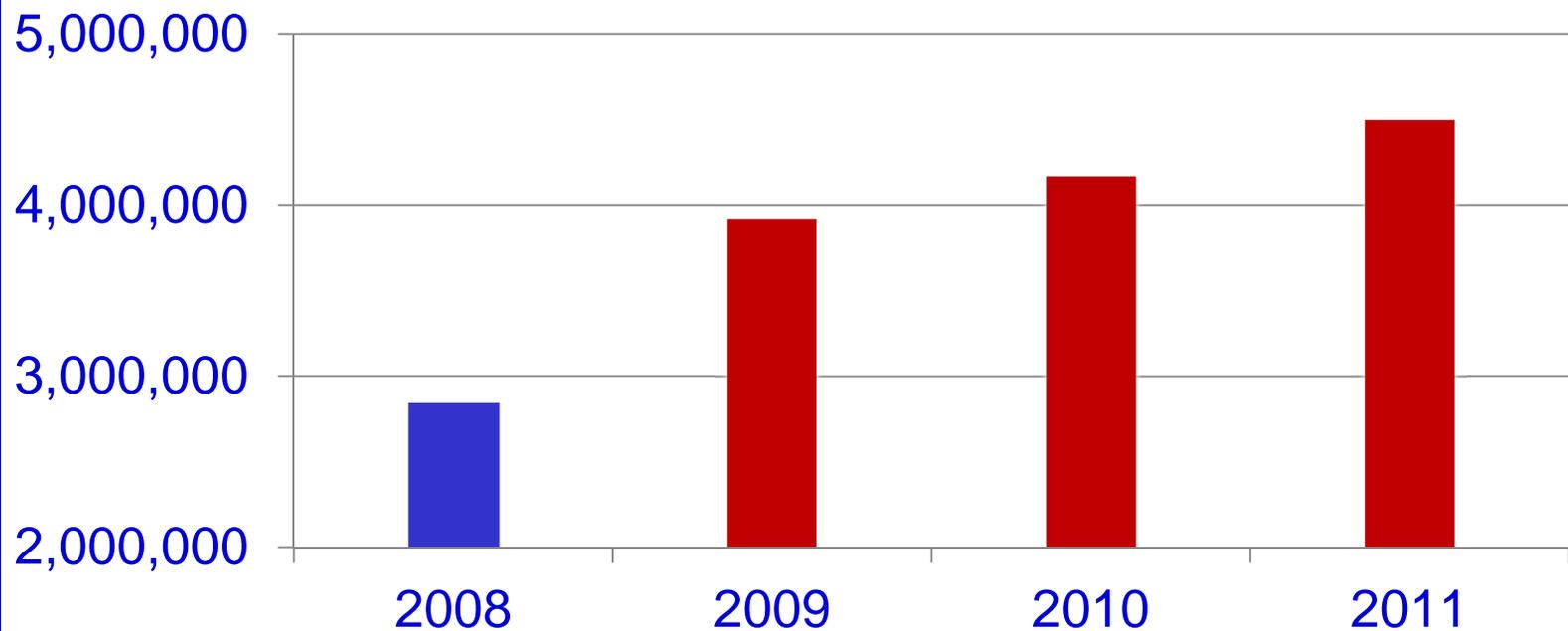
Overall Satisfaction with HealthLine

- 87% - Overall Satisfied



Year to Year Ridership Comparison

Ridership has increased over 60%





“HealthLine” Success





“HealthLine” Success





2010 ACEC Award

American Council of
Engineering
Companies

2010 Grand Award





Other HealthLine Award

Urban Land Institute

ULI 2011 Award for Excellence





“HealthLine” Success





Questions & Answers

