



Meeting Date
Thursday, May 24, 2012 at 9:30 AM
Meeting Time
Subject
Transit Focus Group Meeting #1
Attendees
<p>Chris Bongorno, University Circle, Inc. Richard Wong, City of Cleveland Heights – Planning Mary Dunbar, Cleveland Heights Bicycle Coalition Maribeth Feke, GCRTA – Planning Ryan Noles, NOACA Karen Knittel, City of Cleveland Heights Ray Kristosik, Little Italy Development Ayden Ergun, UCI Joe Mazzola, City of East Cleveland – Development John Motl, ODOT District 12 David Pauer, EHP Wellness Program at Cleveland Clinic Matthew Pietro, University Hospitals – Sustainability Stephanie Strong-Corbett, CWRU – Sustainability Gene Matthews, CWRU – Facilities Services Samatha Ericson, GCRTA Dave Tomco, Standard Parking Bob Kohler, Standard Parking Joanne Brown, CWRU – Planning Dick Jamieson, CWRU – Campus Services Nancy Lyon Stadler, Baker Marcie Aydelotte, Baker Timothy J. Rosenberger, Parsons Brinkerhoff</p>

Project Name
Missing Links Plan
Meeting Location
CWRU Inamori Center
Meeting Agenda
<p>Joint project Steering Committee meeting to discuss the study progress, concepts development, public engagement strategy, and next steps.</p> <ol style="list-style-type: none"> 1. Meeting Welcome & Introductions 2. Existing Conditions Overview <ol style="list-style-type: none"> a. RTA Services (Past And Present) b. UC/UH/CWRU Services c. Other Services 3. Brainstorming <ol style="list-style-type: none"> a. Options For Creating A More Rider Friendly System b. Ideas For Cooperation Or Collaboration c. Ideas For Transit Waiting Environments/Infrastructure Improvements d. Other Thoughts 4. Development of Action List

Item	Description
1.0	<p>Meeting Welcome & Introduction</p> <p>Tim Rosenberger welcomed the meeting attendees and the project team working on the Missing Links project. Everyone present gave a brief introduction of who they are and what group they represent.</p>
2.0	<p>Existing Conditions Overview</p> <p>Tim provided a review of the old and current RTA, UH/CC/CWRU routes in the Project Area. Chris B. brought up the courtesy shuttle that Cleveland Clinic runs every two hours to University Circle destinations. Maribeth brought up that the RTA Route 9 goes through University Circle and needs to be added to the list. Sam mentioned that the RTA Routes 7 and 32 have recently been adjusted and currently end at the Clinic, will no longer travel into downtown. Chris mentioned RTA Route 58 needs to be added to the listing as well.</p>
3.0	<p>Brainstorming</p> <p>Tim Rosenberger reviewed the goals for improving transit, listing a more rider-friendly system with cooperation and collaboration among all involved agencies and improved transit waiting environments. Before identifying improvements, the group discussed what is currently working well in Cleveland.</p> <ul style="list-style-type: none"> • Multiple attendees listed the RTA Healthline as an effective system that is working. • Chris B identified moving people from parking areas to work areas as a strong suit of the current system. • Sam noted RTA has received compliments for extending the RTA Routes 7 and 32 to the clinic by people that ride there for work



Item	Description
	<ul style="list-style-type: none"> • Tim, as a response to a Lake Tran question, mentioned that running the commuter buses is not a cost-effective option since you need an 18-hour runtime per day to effectively service UH/CC. <p>Tim then moved on and asked the Focus Group to identify areas of improvement that could be made in the Project Area. The Focus Group mentioned the following as room for improvement:</p> <ul style="list-style-type: none"> • Chris B. commented that there are a high number of overlapping routes and a potential reluctance from those agencies to team together and link the routes. He also said that there is room for improvement in informing riders of available transit options, schedules, and arrivals/departures. • Stephanie S. recommended better signage as an area for improvement, as improving wayfinding (between biking, bus, and trains) is a consistent comment heard from student groups. • Mary D. mentioned the lack of information available at RTA stops, and lack of connections from RTA to other available services. Sam mentioned there is currently a push within RTA to get better signage at stops, but it will not happen this year. • Richard W. suggested posting paper maps in transit shelters as an opportunity for improvement, putting all the area services onto one map for the public to access. Chris B. mentioned that those papers and kiosks exist today, but they do not include Cleveland Heights on the service area. Representatives from Standard Parking mentioned that University Circle has shuttle maps that are produced annually, whereas Heights Bicycle Coalition has bike maps that cover the entire Project Area. • Chris B. listed Coventry and Cedar-Fairmount areas as opportunities for linking routes, cutting back the overlapping routes. <p>Tim asked about areas of opportunity for infrastructure changes, as identified by the Focus Group. The Group listed the following as opportunities:</p> <ul style="list-style-type: none"> • Maribeth F. wants to see transfer hubs to all alternate mode options (bus, train, bike, walking), with signage of how to link to the options. She mentioned that RTA has been working with University Hospitals for sustainable options for getting around the campus for employees and visits. Adelbert Road was listed as a good location for these hubs; there may be other potential locations in Cleveland Heights. • Chris B. asked Richard about the new transit waiting environments in Cleveland Heights; why they are powered but do not provide real-time information for the RTA buses. Sam and Maribeth mentioned that RTA is not quite ready to implement the real-time information, but it will be coming soon. • Chris B. mentioned altering/adding routes to service areas. For example, a new route that would run between Wade Oval and Coventry. He is not sure if it is a headway problem or a location problem that has hindered provision of these routes. • Richard W. suggested that real-time transit arrival information transit waiting environments let users know what their waiting time is, as waiting kills the popularity of the service. • Ray K. identified Little Italy as an area with room for infrastructure improvement. Currently there are no shuttles running through the district, despite numerous residents and businesses located there. Maribeth mentioned that with the RTA station being relocated to Little Italy, there may be opportunities for linking other transit services in the area. • Maribeth listed the project survey results as possible ways to identify new routes, whether commuter or trolleys for fun. She also identified potential funding through CMAQ (Congestion Mitigation Air Quality); the first three years would be covered and they could locate private funding thereafter, as they have done with the downtown trolley. <p>Tim then raised improving rider-friendliness as an area of potential improvement, as identified by the Focus Group. The group listed the following as opportunities:</p> <ul style="list-style-type: none"> • Tim listed NextBus, a real-time GPS tracking system, as a significant service enhancement for transit riders. He discussed branding transit services that travel through Univ Circle and Cleveland Hts. Examples provided were the shamrock for North Olmstead, Maple Leaf for Maple Hts; Tim suggested a similar image could be used to identify ways to traverse through Univ Circle and Cleveland Hts.



Item	Description
	<ul style="list-style-type: none"> • Tim suggested providing pedestrian pads and trash receptacles to help users identify bus/shuttle stops. He also suggested installing bike racks at bus stops as well as on the bus themselves, allowing for users to leave the bike at the bus stop. • Richard W. added that he thinks transit-linked lights to allow for faster transit options (as compared to individual vehicles on the same road) as an incentive towards taking transit. <ul style="list-style-type: none"> – John M. informed the Group that he would have to check with ODOT about the feasibility of this option, since most of these major roads have a Level of Service that is below the acceptable rating. <p>Following the options for rider friendliness brainstorming discussion, Tim introduced the Focus Group to a few options that he had prepared. Three options were discussed, with a shuttle route in mind. The introduction covered varying lengths of service areas and the associated benefits and costs to run such a shuttle. In response, the following were noted responses from the Focus Group:</p> <ul style="list-style-type: none"> • Maribeth asked why these shuttle routes would have a greater success than the former RTA circulators that failed. Tim mentioned that they key is keeping the pickup spots also interest spots, not running through residential neighborhoods. • Sam brought up the point that all the PB-suggested shuttle routes serviced specific destinations, while the routes did not provide any way of getting to the first destination – there will still be a need to get the users to the shuttle service areas. • John M. expressed concerns over operating cost, Tim said it would be dependent upon who was operating the service. • Maribeth mentioned that Joe [Calabrese] is pushing for van-pools over shuttles. Furthermore, if she were the user, she wouldn't want to have to wait for all the shuttle stops in order to get to Coventry. • Chris B. was interested in whether or not it would be possible to use unused RTA vehicles for the shuttle services, cutting down on upfront costs. • Tim offered to meet with and work out shuttle alignments with interested parties. He also mentioned that it is currently cheaper to park than to ride transit and voiced a desire to change that balance. • Chris B. mentioned that if employers wanted to reduce costs, they should incentivize and encourage employees to use transit. CWRU said there was no current initiative to end parking and offer incentives to non-vehicular modes of travel. • Mary D. mentioned that we need to be forward-thinking with build-outs, as there is already no room for future parking structures to be built. • Chris B. informed the group that the number of University Circle employees living in the surrounding areas to the Circle have decreased. People are moving out of the area and they need to do something to keep employees living in the area.
<p>4.0</p>	<p><i>Development of Action List</i></p> <p>After the brainstorming discussions, Tim addressed the Focus Group and stated his intentions to do more work on the transit-waiting environments, based on results from the survey, for the next meeting. He will be sending out a Doodle invite to coordinate a second meeting in three to four weeks. In the meantime, Tim instructed each member of the Focus Group to think about his or her organization and whether or not they would support a shuttle and/or any of the other mentioned ideas.</p>



Overview of Projects

Circle-Heights Bicycle Network Plan & Missing Links Transportation Study

Desired Outcomes:

- Facilitate alternate mode travel between Cleveland Heights, University Circle, and the adjacent communities
- Encourage mode shift away from auto travel

Circle-Heights Bicycle Network Plan and Missing Links Transportation Study

Transit Working Group

May 24, 2012

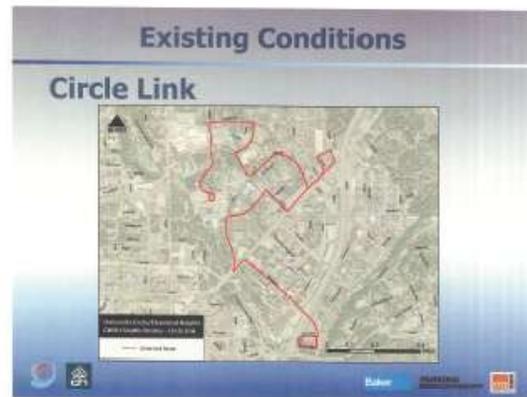
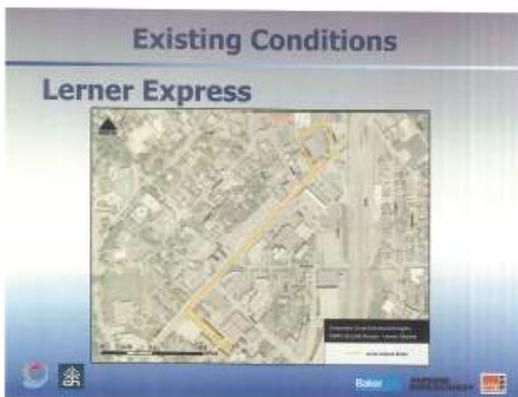
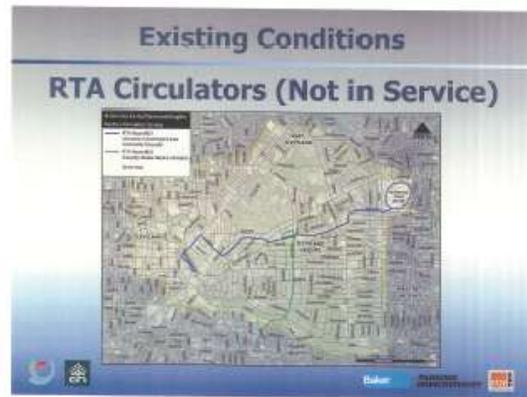
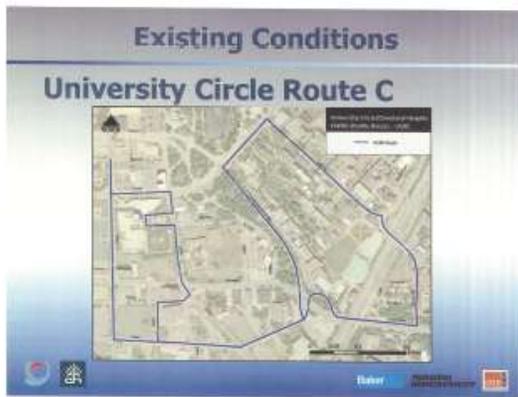
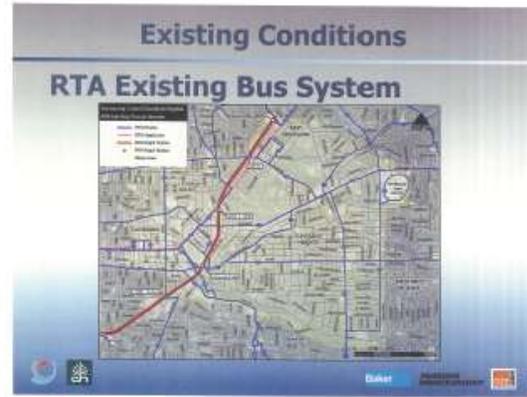
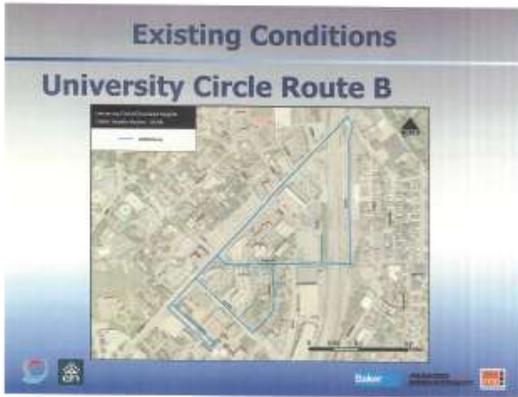
Introductions

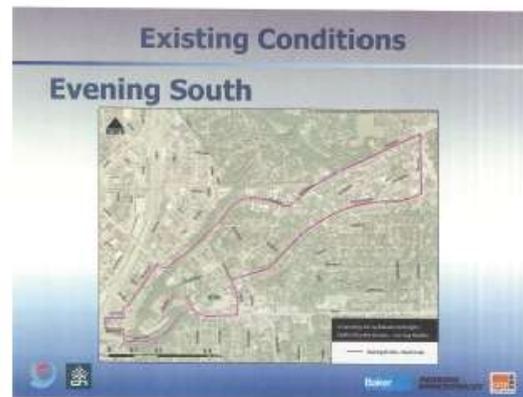
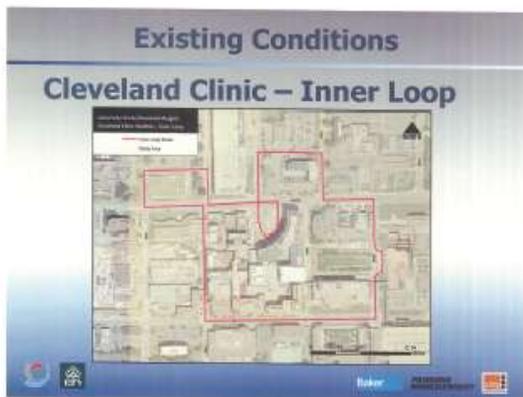
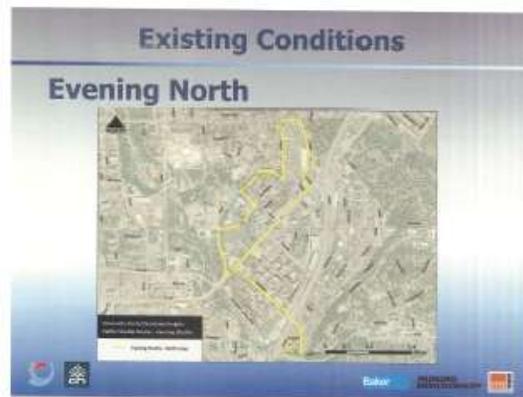
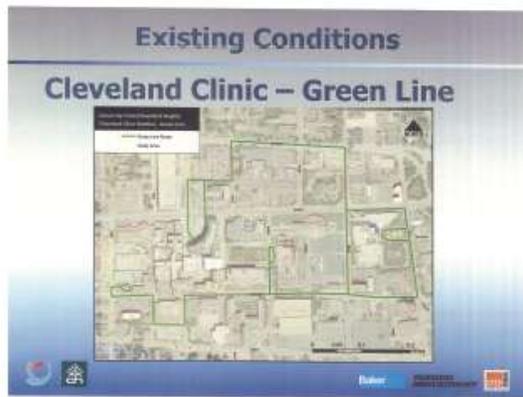
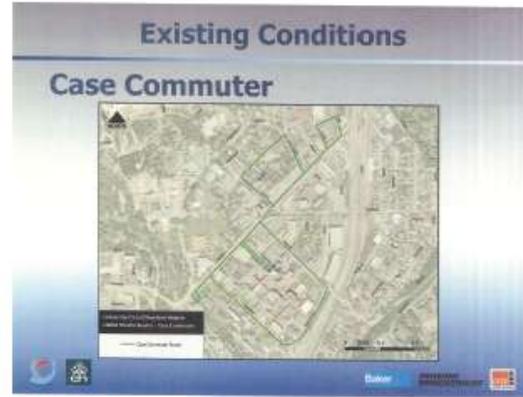
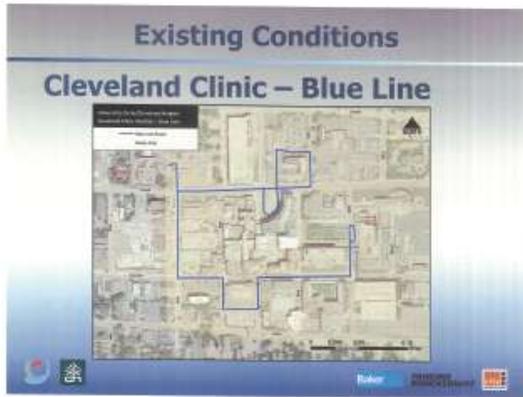
Project Team

Agenda

- Introductions
- Review of Existing Conditions
 - RTA Services (past and present)
 - UC/UH/Case Services
 - Other Services
- Brainstorming
 - Options for Creating a More Rider Friendly System
 - Ideas for Cooperation or Collaboration
 - Ideas for Transit Waiting Environments/Infrastructure Improvements
 - Other Thoughts
- Development of Action List
 - Agency-Providers
 - Cleveland Heights-UCI
 - Consultant Team

Introductions







Brainstorming

- Options for Creating a More Rider Friendly System
- Ideas for Cooperation or Collaboration
- Ideas for Transit Waiting Environments/Infrastructure Improvements




Existing Conditions

Transit Infrastructure

- Standard, utilitarian
- Provides little information
- Condition varies
- No coordination between agencies




Brainstorming

- What is working in the current system?
- What could be improved?
- Are there infrastructure changes that could facilitate improvements?
- Are there service changes or new services that could facilitate improvements?




Existing Conditions

Cleveland Clinic – Hospitality




Brainstorming

- Options for Creating a More Rider Friendly System
 - Expansion of NextBus
 - Cleveland Heights Transit Website/Guide
 - Other Thoughts




Existing Conditions

- RTA Services connect UC and CH, BUT
 - Only route 9 goes through core of UC (Euclid)
 - Cedar, Euclid Heights buses touch edge
 - Service orientation (routing, scheduling) is to downtown commuter market
 - Infrastructure is ordinary
- UC and other services
 - Highly specialized
 - Mostly don't include CH





Brainstorming

Cleveland Heights Shuttle Option 1

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Brainstorming

- Ideas for Transit Waiting Environments/Infrastructure Improvements
 - Branded Bus "Stations" outside Euclid Corridor
 - Others?

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Brainstorming

Cleveland Heights Shuttle Option 1

- Distance: 5.6 miles
- Estimated run time: 22 minutes
- Major Destinations:
 - Lis Stakes VA Medical Center
 - Western Reserve Historical Society
 - Cleveland Museum of Natural History
 - Cleveland Museum of Art
 - CWRU Kevin Smith Library
 - Severance Hall
 - University Hospitals
 - CWRU Case Quad
 - CWRU Health Sciences Campus
 - Cedar Permount
 - Cowenly
 - Little Italy
 - Cleveland MOCA/Uptown
 - CWRU North Campus
 - Cleveland Botanical Gardens
 - Cleveland Institute of Music

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Brainstorming

Baker UNIVERSITY OF CLEVELAND

Brainstorming

Cleveland Heights Shuttle Option 2

Baker UNIVERSITY OF CLEVELAND

Brainstorming

Baker UNIVERSITY OF CLEVELAND



Brainstorming

Cleveland Heights Shuttle Option 4

Baker TRANSPORTATION STRATEGISTS

Brainstorming

Cleveland Heights Shuttle Option 2

- Distance: 7.0 miles
- Estimated run time: 36 minutes
- Major Destinations:
 - Luis Stokes VA Medical Center
 - Western Reserve Historical Society
 - Cleveland Museum of Natural History
 - Cleveland Museum of Art
 - Cleveland Institute of Art
 - CWRU Kevin Smith Library
 - Severance Hall
 - Cleveland Clinic
 - Cleveland Children's Museum
 - University Hospitals
 - CWRU Case Quad
 - CWRU Health Sciences Campus
 - Cedar Fairmount
 - Coventry
 - Little Italy
 - Cleveland MOCA/Uptown
 - CWRU North Campus
 - Cleveland Botanical Gardens
 - Cleveland Institute of Music

Baker TRANSPORTATION STRATEGISTS

Brainstorming

Cleveland Heights Shuttle Option 4

- Distance: 10.4 miles
- Estimated run time: 38 minutes
- Major Destinations:
 - Luis Stokes VA Medical Center
 - Western Reserve Historical Society
 - Cleveland Museum of Natural History
 - Cleveland Museum of Art
 - Cleveland Institute of Art
 - CWRU Kevin Smith Library
 - Severance Hall
 - University Hospitals
 - CWRU Case Quad
 - CWRU Health Sciences Campus
 - Cedar Fairmount
 - Cedar Lee
 - Severance Town Center
 - Cleveland Heights Community Center/Senior Center
 - Coventry
 - Little Italy
 - Cleveland MOCA/Uptown
 - CWRU North Campus
 - Cleveland Botanical Gardens
 - Cleveland Institute of Music

Baker TRANSPORTATION STRATEGISTS

Brainstorming

Cleveland Heights Shuttle Option 3

Baker TRANSPORTATION STRATEGISTS

Brainstorming

Cleveland Heights Shuttle Option 5

Baker TRANSPORTATION STRATEGISTS

Brainstorming

Cleveland Heights Shuttle Option 3

- Distance: 7.5 miles
- Estimated run time: 28 minutes
- Major Destinations:
 - Luis Stokes VA Medical Center
 - Western Reserve Historical Society
 - Cleveland Museum of Natural History
 - Cleveland Museum of Art
 - Cleveland Institute of Art
 - CWRU Kevin Smith Library
 - Severance Hall
 - University Hospitals
 - CWRU Case Quad
 - CWRU Health Sciences Campus
 - Cedar Fairmount
 - Cedar Lee
 - Cleveland Heights Community Center/Senior Center
 - Coventry
 - Little Italy
 - Cleveland MOCA/Uptown
 - CWRU North Campus
 - Cleveland Botanical Gardens
 - Cleveland Institute of Music

Baker TRANSPORTATION STRATEGISTS



Brainstorming

Cleveland Heights Shuttle Option 5

- Distance: 14.5 miles
- Estimated run time: 50 minutes
- Major Destinations:

<ul style="list-style-type: none"> • Lutz Stokes W. Medical Center • Western Reserve Historical Society • Cleveland Museum of Natural History • Cleveland Museum of Art • Cleveland Institute of Art • OWU Kevin Smith Library • Severance Hall • University Hospitals • OWU Case Quad • OWU Health Sciences Campus • Diller Parkover • Cedar Lee • Cleveland University Heights Public Library 	<ul style="list-style-type: none"> • John Carroll University • Cedar Center • Oakwood Commons • Severance Town Center • Cleveland Heights Community Center/Senior Center • Coventry • Little Italy • Cleveland PLOCA/Albion • CWU North Campus • Cleveland Botanical Gardens • Cleveland Institute of Music
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Brainstorming

- Shuttles
 - Worth Pursuing?
 - Who Operates?
 - Who Pays? How is cost divided?

Action List and Next Steps

- Further discussion, research on improvement options
 - Infrastructure/TWE
 - Technologies
 - Services
- Funding allocation and mechanisms