

Downtown Cleveland Alliance Discount Fare Program

Operational Planning and
Infrastructure Committee

August 6, 2019

Greater Cleveland Regional Transit Authority



DCA Mission Statement

DCA strives to make Downtown Cleveland the most compelling place to live, work and play.

DCA - Primary Functions

- Facilitate creation of downtown work, housing and entertainment space
- Promote activities to showcase district
- Strengthen amenities (shopping, entertainment, transportation)
- Establish and maintain a safe and clean neighborhood

Downtown Cleveland Alliance



Ambassadors

Downtown Cleveland Alliance's Clean and Safe Ambassadors are hard at work seven days a week, from 7am - 12am, providing a wide range of supplemental services such as safety escorts, car lockouts, jump starts and more in Downtown and surrounding neighborhoods. Call 216-621-6000 for assistance.

Greater Cleveland Regional Transit Authority



Ambassadors in Action



Ambassadors in Action



Safe and Clean Ambassador Program

Cleveland Neighborhoods – Service Area

- Gordon Square
- Historic Little Italy
- Ohio City
- Superior Arts District
- University Circle
- Van Aken
- North Coast Harbor

RTA/DCA Partnership

RTA and DCA enjoy a very strong and mutually beneficial relationship

- Instrumental in the creation of trolley network
- Ardent supporter of the HealthLine
- Encourages member participation in Commuter Advantage program
- Engaged advocate for increased transit funding

Discount Fare Program Elements

RTA Provides:

- ✓ Up to 75 Monthly Passes at a 50% discount off the effective retail price for members of DCA's Safe and Clean Ambassador program.

Discount Fare Program Elements

DCA Provides:

- ✓ Continued on-street concierge service, represents an extension of RTA's customer service team.
- ✓ Daily service updates thru the Ambassador Command Center.
- ✓ Quarterly briefings to the Ambassador Staff.
- ✓ Participation in New Ambassador Orientation sessions.

Discount Fare Program Elements

DCA Provides:

- ✓ Ambassadors positioned on Tower City Station Rail platform to help guarantee student safety during their daily commuter home.
- ✓ Ambassadors become active participants in “Mystery Shopper Program”.
- ✓ Timely updates related to the condition of transit assets in the right-a-way.

DCA Discount Fare Program

Staff recommends that the Operational Planning & Infrastructure Committee recommend to the Board of Trustees, authorizing the Interim General Manager to enter into a Discount Fare Program with Downtown Cleveland Alliance.