

Workforce Connector RTA Micro Transit Pilot Program



RTA ConnectWorkS

Greater Cleveland Regional Transit Authority
Organizational Services & Performance Monitoring Committee
November 1, 2022

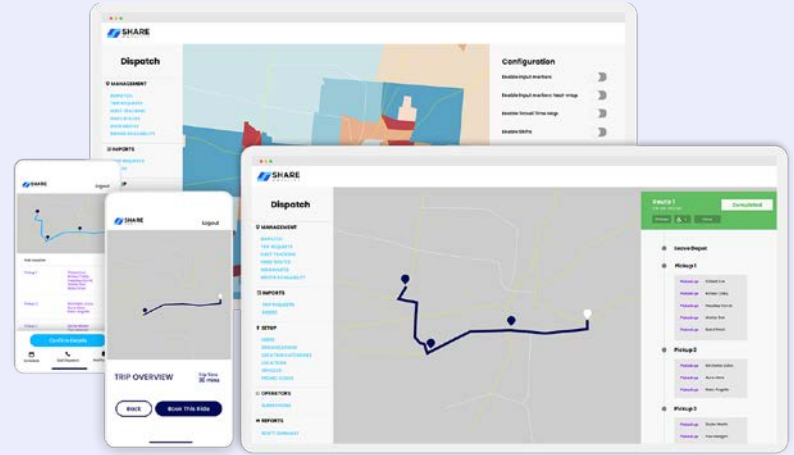


RTA Micro Transit Pilot Program

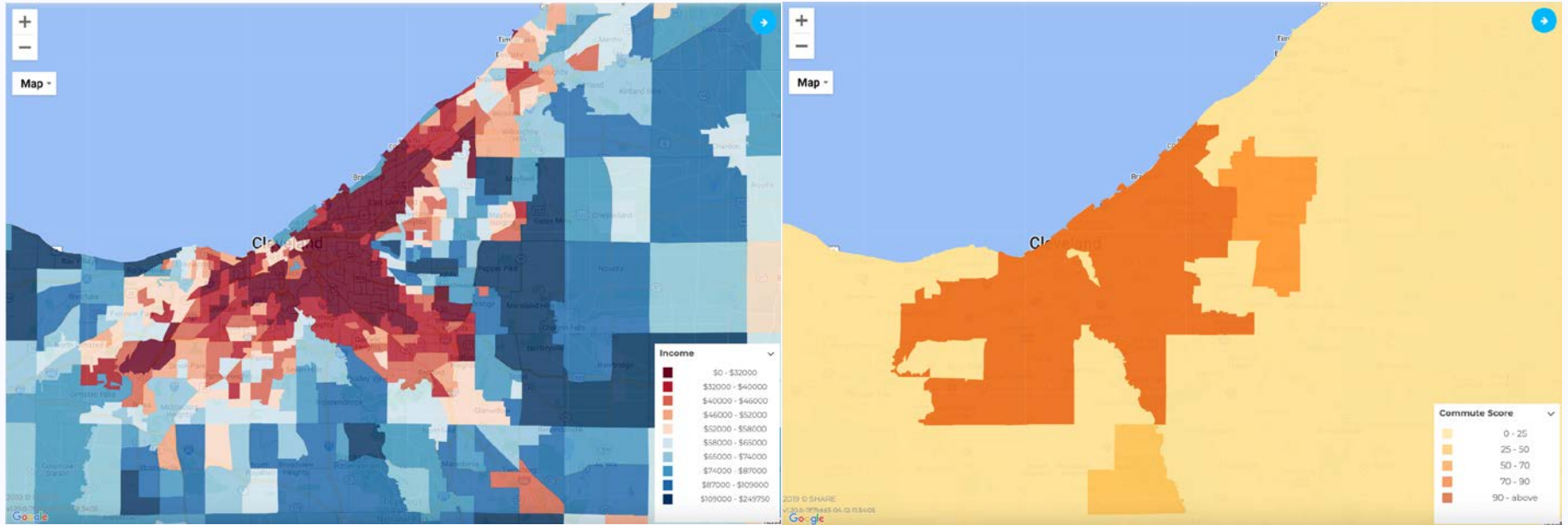
- A short-term pilot program to connect work sites to RTA service
- Helpful where the first/last mile of a commute trip is not easily navigated
- Must pick-up/drop off at an RTA Facility
- Work Site needs to be within Cuyahoga County
- Route/schedule is flexible
- Cannot duplicate RTA existing service
- RTA awarded contract in April for \$300,000 to Share (50%)



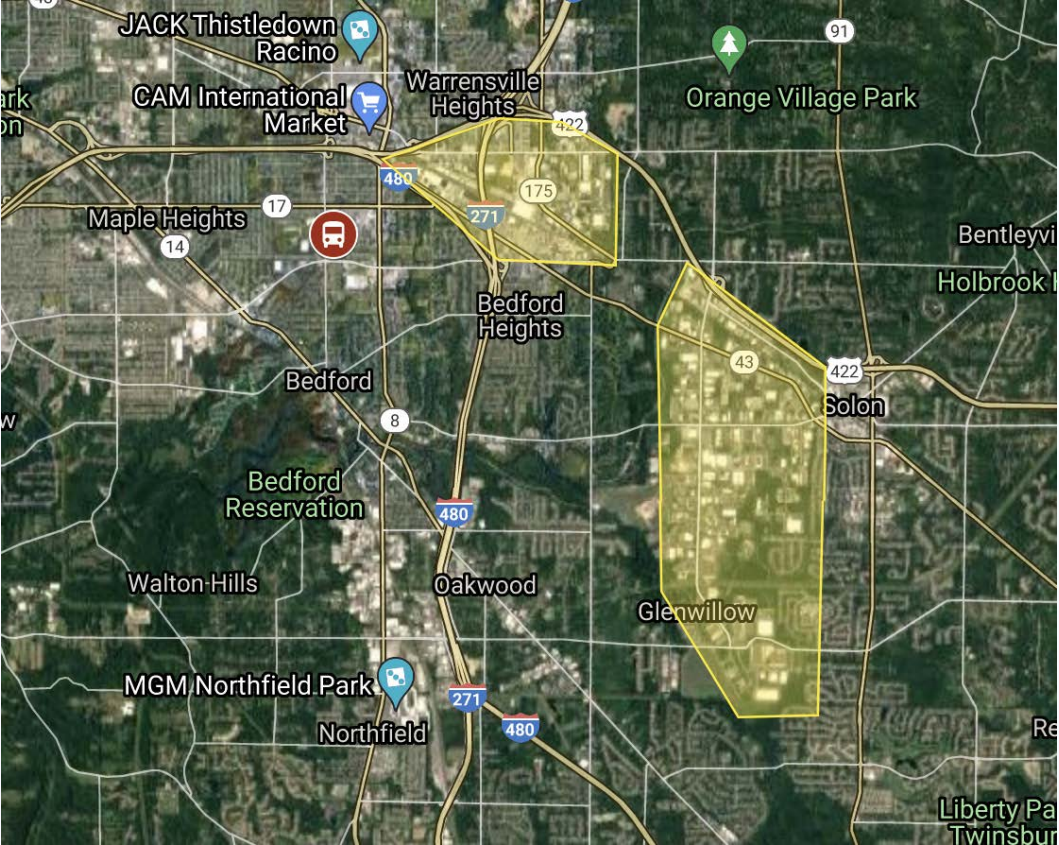
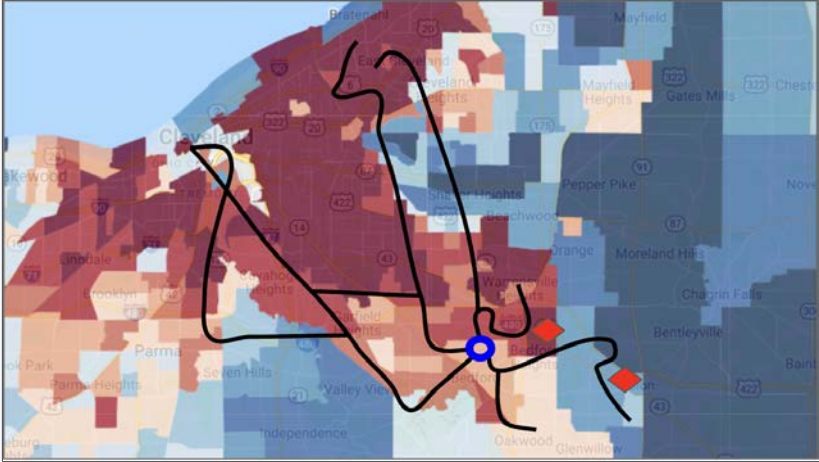
SHARE MOBILITY



Gaps in Workforce Mobility



RTA to Solon & Bedford Heights



Marketing Efforts

- Engagement materials
- Employer outreach
 - Emailed information
 - Lunch and learn opportunities
 - Door-to-door flyer drop offs
 - Virtual presentations
- Rider training and engagement
- Surveys for program evaluation

SUPPORT YOUR BUSINESS WITH

THE RTA WORKFORCE CONNECTOR

POWERED BY:

PAIN POINT

- More than 11 million open jobs in America
- 1 in 4 workers have quit a job due to a bad commute
- 86% of companies do not offer Commuter Benefits
- 37% of income spent on commute on average

SOLUTION

The partnership between the Greater Cleveland Regional Transit Authority and SHARE Mobility is a commuter benefits pilot opportunity for Solon and Bedford Heights businesses.

The initiative will provide direct service to job sites in Bedford Heights and Solon from the Southgate transit center, which serves four RTA bus lines.

The intention is to help businesses expand their potential workforce with the opportunity to hire from farther away, recruit choice employees and maintain current employees by providing commuter benefits.

SOLON AND BEDFORD HEIGHTS PILOT ZONES

FOUR RTA LINES CONNECT TO THE SOUTHGATE TRANSIT CENTER

Employer Contribution

Employer Contribution	
Number of Employees	Monthly Contribution
1 - 100	\$500
101 - 250	\$1,250
251 - 500	\$2,500
501 - 1000	\$5,000
1001+	\$7,500

- Unlimited usage during the Pilot Period
 - 1st - those employees already utilizing the RTA
 - 2nd - those that can convert to RTA riders
 - 3rd - using the routes are recruitment corridors to fill open jobs
- Help them keep their talent at a higher rate and fill open jobs
- Creating equitable access to transportation
- Long term goal is to have this funded by the businesses to keep it sustainable for years to come

A Community-Wide Solution

RIDERS

- Expanded employment opportunities
- Decreased financial burden in transportation cost

EMPLOYERS

- Expanded recruitment opportunity
- Improved employee retention
- ROI based on Jobs filled

COMMUNITY

- Equitable mobility innovation
- Climate impact through SOV reduction
- Payroll tax increase

RTA

- Increased ridership
- Providing better access to jobs across NEO



Lexi Petrella

Government Affairs Manager

614.716.9170

Lpetrella@ridewithshare.com

Thank you!