Greater Cleveland RTA

DEVELOPMENT RESPONSE TO BUS RAPID TRANSIT

HEALTHLINE BRT PROJECT

RAILVOLUTION

October 23, 2013
Overview

- BRT Corridor Selection/History
- Urban Core Infrastructure Investment as Catalyst for Development
- Master Plan, Land Use and Zoning Changes to Promote TOD
- Results
Greater Cleveland Regional Transit Authority (GCRTA)
Euclid Corridor Transportation Project (BRT)

Project Map

Roadway
Euclid Avenue BRT

Description
Euclid Avenue at St Clair Avenue
Euclid Avenue at Superior Avenue
Euclid Avenue at East 50th Street
Euclid Avenue at East 53rd Street
Euclid Avenue at East 59th Street
Euclid Avenue at East 60th Street

Length (Miles)
0.35
0.35
1.90
1.75
1.75
1.75
1.35

Euclid Avenue BRT Total
7.07
4.37

Transit Zone

Project TOTAL
9.38
6.30 / 0.67
Transit System Connections

RAIL NETWORK

ECTP BRT

RED LINE
SILVER LINE

Louis Stokes Station at Windermere
Superior
Euclid-E.120

University Station

E.105-Quincy

W.25 - Ohio City
West Boulevard-Cudell

W.150 - Punnitas
Brookpark

Cleveland Hopkins International Airport
Transit System Connections

[Diagram of transit system connections with routes and stops labeled]
BRT Corridor Selection

- EUCLID AVE - TRANSIT FOCUS
- CHESTER AVE - AUTO FOCUS
- CARNEGIE AVE - AUTO FOCUS
- UNIVERSITY CIRCLE - MAJOR EMPLOYMENT CENTER
- DOWNTOWN - MAJOR EMPLOYMENT CENTER
Project Development History

- 1950’s subway
- 1970’s subway/light rail
- 1990’s light rail/electric trolley
- 2000’s electric trolley/BRT
Community Input

- Extensive public involvement
- Euclid Corridor Committee
- 6 Community Development Corporations
- Major business, institutional and government stakeholders
- Individual property owners
- Tenants
Urban Core Infrastructure Investment

- $200 Million Total Project Cost
- Building Face to Building Face Reconstruction
- Utility Replacements/Betterments
- New Roadway, Curbs & Sidewalks
- Landscaping & Irrigation System
Urban Core Infrastructure Investment

- Public Art
- Passenger Amenities
- 4.5 Miles of Dedicated BRT Lanes in Median
- 2.6 Miles of Mixed-Use BRT Lanes in Curb Lanes
- 36 Stations and Platforms
- 4.0 Miles of Bike Lanes
FFGA/Ground Breaking October 2004
Midtown Zoning Overlay

- Minimum floor-area ratio, parking mitigation, pedestrian emphasis, and façade improvements
- Design Guidelines focus development away from parking garages and driveways
- Transit orientation serves as the unifying element for the Corridor
Midtown Zoning Overlay

The MidTown Mixed-Use District
Institutional Master Plans

- Cleveland State University
- Cleveland Clinic
- Case Western Reserve University
- University Hospitals
Cleveland State University
$300 Million Completed

- CSU Student Center
- Law Building
- Parker Hannifin Hall
- RTA Transit Center
- South Parking Garage
- Admin. Center / Elements
- Euclid Commons
- Fenn Tower
- Recreation Center
- East Parking Garage
- Julka Hall
- Main Plaza Renovation
- Main Classroom Renovation
- Elevator Tower at Main Classroom
$190 Million in Development

- 2012: Dodge Building
- 2012: Cowell & Hubbard Building
- 2012: 1836 Euclid Building
- 2012: Allen Theater
- 2013: North Campus Neighborhood
- 2013: Idea Center
- 2012: Basketball Pavilion
- 2014: Mather Mansion Boutique Hotel
- 2015: Center for Innovations in Health Professions
Downtown Station Design
Median Station Design
Seattle Hybrid
HealthLine Vehicle
Branding - Naming Rights
Pumping New Life into this City
Ribbon Cutting October 2008
The rebirth
Euclid Corridor project has already brought $4.3 billion in new investment to the city
Downtown Development
Downtown Development
Downtown Development
Midtown Development
Midtown Development
Midtown Development
Cleveland Clinic Campus
Cleveland Clinic Campus

$1.2 billion on Euclid Avenue.
University Circle Dev.
University Hospitals
East 118\textsuperscript{th} Condos
East 119th & Coltman
Promoting the HealthLine

"WITH MY SCHEDULE, THE HEALTHLINE IS MORE LIKE MY LIFELINE."
Leah Straitsar, Registered Nurse, University Hospitals Masters Student, Case Western Reserve University

Leah Straitsar 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 escape each phone." And as a college student on a tight budget, Leah knows a good value when she sees it. "The Healthline is great because it's already part of my tuition. I used to drive, but I don't want to pay more and walk further. So me, it's a no-brainer."

RTA 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
75% Ridership Growth

CUMMULATIVE RIDERSHIP #6 VS HEALTHLINE

- YEAR 1 +45.8%
- YEAR 2 + 7.8%
- YEAR 3 + 6.5%
- YEAR 4 + 4.5%
75% Ridership Growth

MONTHLY RIDERSHIP COMPARISON
#6 VS HEALTHLINE

- #6
- HEALTHLINE YEAR 1
- HEALTHLINE YEAR 2
- HEALTHLINE YEAR 3
- HEALTHLINE YEAR 4

Riders:
- #6
- HEALTHLINE YEAR 1
- HEALTHLINE YEAR 2
- HEALTHLINE YEAR 3
- HEALTHLINE YEAR 4

MONTH:
- November
- December
- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
Development Activity

- $5.8 billion of investment
- 13.5 million square feet of building/renovation
- 6800 residential units
- New projects announced regularly
2010 ACEC Award

American Council of Engineering Companies

2010 Grand Award
Urban Land Institute Award

ULI 2011 Award for Excellence: The Americas
Institute for Transportation & Development Policy

- March 2013 - HealthLine achieved Silver BRT Standard
- September 2013 - HealthLine recognized with highest TOD return on transit investment in North America ($114.54 to $1)
“HealthLine” Success
Greater Cleveland RTA

DEVELOPMENT RESPONSE TO BUS RAPID TRANSIT

HEALTHLINE BRT PROJECT

RAILVOLUTION

October 23, 2013