Community Conversation 2018
Our CEO

Mark Donaghy has more than 40 years of experience in public transportation. As Chief Executive Officer of Greater Dayton RTA, he oversees the fourth largest public transit system in Ohio.

Prior to joining the RTA team, he served as Vice President of the Transit Management Services Division of First Transit Incorporated in Cincinnati, responsible for management contracts in four states as well as three retail business units. Before that, Mark held positions with varying levels of responsibility in both public and private transportation operations in Kentucky, Montana, Minnesota, Nebraska and New Hampshire, including more than thirty years as a CEO/ General Manager.

As a second generation transportation executive, Mark began his career in 1976 in Omaha Nebraska as a bus driver. A graduate of Thomas More College, Mark is active in the transit industry and local community. He has served on numerous boards including the American Public Transportation Association, Miami Valley Regional Planning Commission, the Ohio Public Transit Association (as past-president), the Downtown Dayton Partnership, the Transportation Cooperative Research Program, The Bus Coalition (Vice President), the DriveOhio Expert Advisory Board, Dayton/Montgomery County Convention & Visitors Bureau, Bike Miami Valley and American Bus Benchmarking Group (as past-president).
Respect
We recognize the vital role each employee plays in the delivery of service to our customers and to the community. We strive to build an environment of mutual respect and loyalty. Teamwork is essential and we do whatever it takes to provide quality customer service and build a strong and stable agency.

Our People
Our employees and board of trustees are vitally important to our success. Our people make a difference in everything we do and we shall recognize and celebrate in their growth and success.

Safety
Safety for our customers, employees, and the communities we serve is paramount to our success. We continuously work to improve our facilities, maintain our fleets, and implement policies and procedures to remain safe, secure, and accident free.

Quality Service
Customers and their satisfaction and the communities we serve are our highest priority. RTA employees consider the customer first in every decision they make so that we consistently exceed customer expectations.

Integrity
In carrying out our duties, we will act in a manner above reproach. Our decisions are driven by the highest ethical and moral standards. We will value open and honest relationships that endure difficult times and continuously grow stronger.

Stewardship
We recognize the high degree of responsibility to good stewardship of the human, financial, and environmental resources entrusted to our care. We will use our resources wisely and apply best practices in delivery of services to the community. We will evaluate and monitor standards which assure the effective and efficient use of agency resources.
Our Customers

Where Do They Go?

To or From Work  65%
Medical          15%
School           10%
Other            10%

How Do They Pay Fares?

- Pass of Any Type 80%
- Cash            11%
- Tokens          5%
- Free            4%

Age of Our Customers?

- 65 and Over  7%
- 55-64         16%
- 40-54         25%
- 25-39         29%
- 18-24         18%
- Under 18      5%

Top 10 Destinations

- Wright Stop Plaza
- Northwest Transit Center
- Westown Transit Center
- South Transit Center
- Eastown Transit Center
- Lyons Ridge & Kingsridge
- Towne Center & York Commons
- N. Main & Performance Place
- Ludlow & 2nd
- Main & Franklin
Engagement

RTA Employees serve on over 60 Boards and Committees!

The RTA interacted with over 6,500 people at events in 2018.

Outreach events and “How to Ride” sessions in 2018.

<table>
<thead>
<tr>
<th>Community Services</th>
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<tbody>
<tr>
<td>MLK Dayton</td>
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<tr>
<td>Dayton Housing Fest</td>
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<tr>
<td>Veterans Moving Forward</td>
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<td>Infant Mortality Conference</td>
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<tr>
<td>Miami Valley Urban League Luncheon</td>
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<td>YWCA Women of Influence</td>
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<td>NAACP Freedom Banquet</td>
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<tr>
<td>Annual Economic Development Summit</td>
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<tr>
<td>UNCF</td>
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<td>Coretta Scott King Legacy Luncheon</td>
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Engagement

- Rebuilding Together Dayton
- We Care Arts Silent Auction
- CASSO Fun Fair
- University of Dayton Camp Blue
- Help Me Grow Fun Run, Walk, or Stroll
- Senior Holiday Luncheon
Books are donated to the RTA and then placed for riders so they can read while they wait for the bus or ride the bus. RTA also takes books out to kids by visiting places where they gather.

Riders are welcome to pick up free books at any one of the 5 RTA transit centers throughout Dayton.

13,000 BOOKS DONATED IN 2018
Partnerships

Maintenance Apprenticeship Program

Students who are working on their automotive degree from Sinclair or Clark State may submit an application for our apprenticeship program! Once selected, they are evaluated periodically and eventually may take the pre-hire exam.

If they pass, they are eligible to be hired by the Greater Dayton RTA!

Apprenticeship Graduates Now Working at the RTA

Working With Regional Transit Partners

Sinclair Community College

Greene CATS Public Transit

Miami County Ohio
Partnerships

Jobs and Family

The RTA is a provider of non-emergency medical trips for Jobs and Family Services to Medicaid eligible residents who qualify for transportation.

Mobility Coordination Partnership

In order to support the expansion of mobility and accessibility throughout the region, RTA is partnering with the Montgomery County Board of Developmental Disabilities Services to provide mobility coordination services for eligible customers.
As our community evolves, so do our transit needs. In an effort to address growth and development, as well as declining ridership, we are conducting an in-depth review of RTA’s transit system through a two-year initiative called *What Drives You*.

Our desire is to work closely with you to develop a plan for an effective transit system redesign that improves your RTA experience. What Drives You will focus on identifying transit needs and opportunities, coupled with innovative solutions to determine which options make the most sense for our unique region. Your voice will help drive these initiatives and shape our future system.

**We want everyone to have the opportunity to take ownership and be a part of our future vision.**

**Goals**

- Improve service for existing and potential customers.
- Streamline system design and operations to stabilize and increase ridership while maximizing funding and technology opportunities.
- Build up the network core to make the system more frequent, accessible, reliable, simple and easy to use.
- Create logical connections to reduce travel times, especially outside of downtown Dayton.
- Explore other right-sized mobility options.
Mobility as a Service

Greater Dayton RTA is working towards a system where all modes of mobility can be seamlessly coordinated and be considered public transportation.

RTA is strategically undertaking projects that build upon each other to make the various modes of transportation people use to move around our region as seamless as possible by 2023.

<table>
<thead>
<tr>
<th>Mobility as a Service</th>
<th>MaaS Outcomes</th>
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<tbody>
<tr>
<td>Big Bus</td>
<td>• Partnerships, planning and policies align for seamless connectivity and access.</td>
</tr>
<tr>
<td>Demand Response</td>
<td>• New and existing mobility services enhance and complement one another.</td>
</tr>
<tr>
<td>Human Services</td>
<td>• Universally designed, open and interoperable technology.</td>
</tr>
<tr>
<td>Ridesharing</td>
<td>• Equitable access to methods of payments for all mobility services.</td>
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<tr>
<td>Taxis</td>
<td>Customers will be able to purchase bus passes in Transit app!</td>
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<tr>
<td>Private Transportation Companies</td>
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<td>Transit Network Companies</td>
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<tr>
<td>Car Share</td>
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<tr>
<td>Scooters</td>
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<tr>
<td>Bike Share</td>
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<tr>
<td>Garages</td>
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<td>Parking Meters</td>
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Customers will be able to purchase bus passes in Transit app!
### 2018 Overview

**Our People**
- **Employees**: 650+

**Our Customers**
- **Total Rides**: 9,128,773

**Our Fleet**
- **Fixed Route Buses**: 186
- **Connect Vehicles**: 75

**Our Routes**
- **Bus Stops**: 2,958
- **Transit Centers**: 5
- **Routes**: 24

**Our Funding**

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Sales Tax Proceeds</td>
<td>57%</td>
<td>$38,454,000</td>
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<tr>
<td>Passenger Fares</td>
<td>13%</td>
<td>$8,465,000</td>
</tr>
<tr>
<td>State &amp; Federal Assistance</td>
<td>28%</td>
<td>$18,600,000</td>
</tr>
<tr>
<td>Interest &amp; Other</td>
<td>2%</td>
<td>$1,440,000</td>
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</table>

**Total 2018 Revenue**: $66,959,000

**Budget 2018 Revenues**

- **2018 Revenues**: $66,959,000

**Employees**: 650+

**Total 2018 Budget**: $66,959,000
Catch a ride on the fly every 10 minutes!

What is The Flyer?
4 buses running in a continuous loop connecting downtown Dayton to the University of Dayton campus from RiverScape to Irving Avenue.

The Flyer is sponsored by CareSource and Premier Health in partnership with the University of Dayton, City of Dayton, and Downtown Dayton Partnership.

Track The Flyer using RideTime
You can track your bus using RideTime or by downloading the Transit app free from Google Play or the App Store. Find The Flyer logo in Transit app to see when your bus is due.
Budget 2018 Revenues

TOTAL 2018 REVENUE: $66,959,000

- Passenger Fares: 13% $8,465,000
- Interest & Other: 2% $1,440,000
- Sales Tax Proceeds: 57% $38,454,000
- State & Federal Assistance: 28% $18,600,000
Vehicle Replacement Plan

100% of the fleet will be replaced during 2016-2021 at a cost of over $100,000,000.

### Diesel Buses

- **2016**: 24
- **2017**: 25
- **2018**: 28
- **2019**: 17
- **2020**: 24
- **2021**: 22

### NexGen (Dual Modes)

- **2015**: 4
- **2019**: 17
- **2020**: 24
- **2021**: 22

116 Diesel buses will be replaced by 2021!

41 Dual Mode buses will be added by 2021!
## Infrastructure Plan

<table>
<thead>
<tr>
<th>2019 Capital Projects</th>
<th>Capital Priorities</th>
<th>Federal Grants</th>
</tr>
</thead>
</table>
| **Total Cost Of Capital Projects** $64,529,008             | **Meeting our goal of a complete fleet replacement by 2021**                      | **FTA Urbanized Area Formula (UA FP) Program (5307)**
| Revenue Vehicles And Equipment $30,614,376               | **Completing and taking full advantage of our technology project.**               | Provides funding to public transit systems in Urbanized Areas for public transportation capital, planning, job access and reverse commute projects as well as operating expenses in certain circumstances. |
| Equipment, Technology, Amenities, And Other $10,884,546  | **Continue efforts to rebuild our electric bus system.**                         | **$20,665,786**                                                                 |
| Electric System Infrastructure $8,122,798                 | **Completing the Longworth campus improvements.**                                | **Formula Funds (5337)**
| Transit Centers And Other Facility Improvements $14,907,288 | **The Greater Dayton RTA has poured over $13 million into technological advances in the last 5 years. We are staying on the cutting edge of technology.** | Funds for transit systems with Fixed Guideway Systems such as our trolleys. |
|                                                           | **The Greater Dayton RTA is working on improving our Longworth campus, which was built in the 1970s. These buildings are being updated to meet today’s needs.** | **$36,875,851**                                                                 |
|                                                           |                                                                                   | **Other Federal Funds**
|                                                           |                                                                                   | $27,338,579 |
|                                                           |                                                                                   | 5310 funds, CMAQ funds, 5339 (Bus & Bus Facilities), and misc. |

- **Revenue Vehicles And Equipment**: $30,614,376
- **Equipment, Technology, Amenities, And Other**: $10,884,546
- **Electric System Infrastructure**: $8,122,798
- **Transit Centers And Other Facility Improvements**: $14,907,288
- **Total Cost Of Capital Projects**: $64,529,008
- **Meeting our goal of a complete fleet replacement by 2021**
- **Completing and taking full advantage of our technology project.**
  - The Greater Dayton RTA has poured over $13 million into technological advances in the last 5 years. We are staying on the cutting edge of technology.
- **Continue efforts to rebuild our electric bus system.**
- **Completing the Longworth campus improvements.**
  - The Greater Dayton RTA is working on improving our Longworth campus, which was built in the 1970s. These buildings are being updated to meet today’s needs.
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