



Group 10A: Free Public Transit

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1. Aspiration Statement

Cleveland is an international leader for free, accessible, and efficient public transportation that drives:

- Economic growth
- Job creation
- Healthier residents
- Safer and connected communities
- Decreased pollution
- Decreased traffic
- Increased agency for youth
- Visible commitment to equity

2. Action Plan

3-month (March 2020)	1-year (End of 2020)	10-year (End of 2030)
<ul style="list-style-type: none">• Submit a proposal to Paradox Prize to trial free public transit• Meet with RTA to discuss fare free transit• Form working group with representation from county, city, and RTA	<ul style="list-style-type: none">• Conduct research project on existing conditions, challenges, and opportunities identified in other cities (e.g. Kansas City, Toronto)• Plan and launch a public advocacy campaign• Engage major employers	Free public transport for all

How Cleveland ranks against other cities towards these goals?

Research other public transit revenue models

What cities are Cleveland's greatest competition towards these goals?

Kansas City currently launched, but not a regional model

3. The Change We Want to See in the Data

Today's Data

Number of riders/rides 2019

- 18 million (\$46,500,000 revenue from fares / \$2.50 individual fare)
- Minority and low-income riders tend to use weekly passes, paying 13% more if they ride all month
- GCRTA has one of the highest single ride fares among peer agencies

Cost of fare: \$2.50 for one ride

Actual cost: \$16.66 for one ride

Compare to incentives:

Cost of parking vs. maintenance

Required number of parking spaces per development

2030 after Action Plan

- Free public transit for all
- 15-minute city

4. The Change We Want to See in the Lived Experience

Today's Lived Experience

- Cost of living vs. NYC example
 - Housing
 - Transportation
- Access to employment
 - *"Better Buses, Better Cities"* , Steven Higashide
 - Brookings Institute
https://www.brookings.edu/wp-content/uploads/2016/07/Srvy_JobsProximity.pdf

2030 after Action Plan

- Free Public Transit for Cuyahoga County

5. How Our Action Plan Leads to the Change

Lived Experience

- We believe this action plan will improve the data point and the lived experience of Greater Clevelanders because...

Economic Growth

YES or NO	Plan will influence
Yes	Workforce – The attraction, growth or retention of a skilled workforce.
Yes	Infrastructure – Investments or improvements in things needed for commerce such as roads, machines, factories and airports.
Yes	Natural Resources – The amount and availability of natural resources like water, electricity and fuel.
No	Technology – Improvements or investments in technology and innovation.

6. Updates, Reflections, Help Needed

Highlights

- Paradox Prize finalist
- Media coverage
- Clevelanders for Public Transit (CPT) partner
- Cleveland Public Library support

Reflections

As co-leaders we are dedicated to researching how to modernize and expand our transportation system to increase access, make it easier to use, find ways it can help people and meet the transportation needs of all residents. By this means we will attract people to our city from across the globe and keep more people living here.

Help Needed/Next Steps

EY Communications Plan – blog, op-eds, topics, target audience
Online platform to save, share, and edit documents as a working group

7. Optional slide

What else does the public need to know before Phase II?