

# Greater Cleveland RTA HealthLine BRT Project BRT and Land Use



**Michael J. Schipper, P.E.**  
**Deputy GM – Engineering & Project Management**

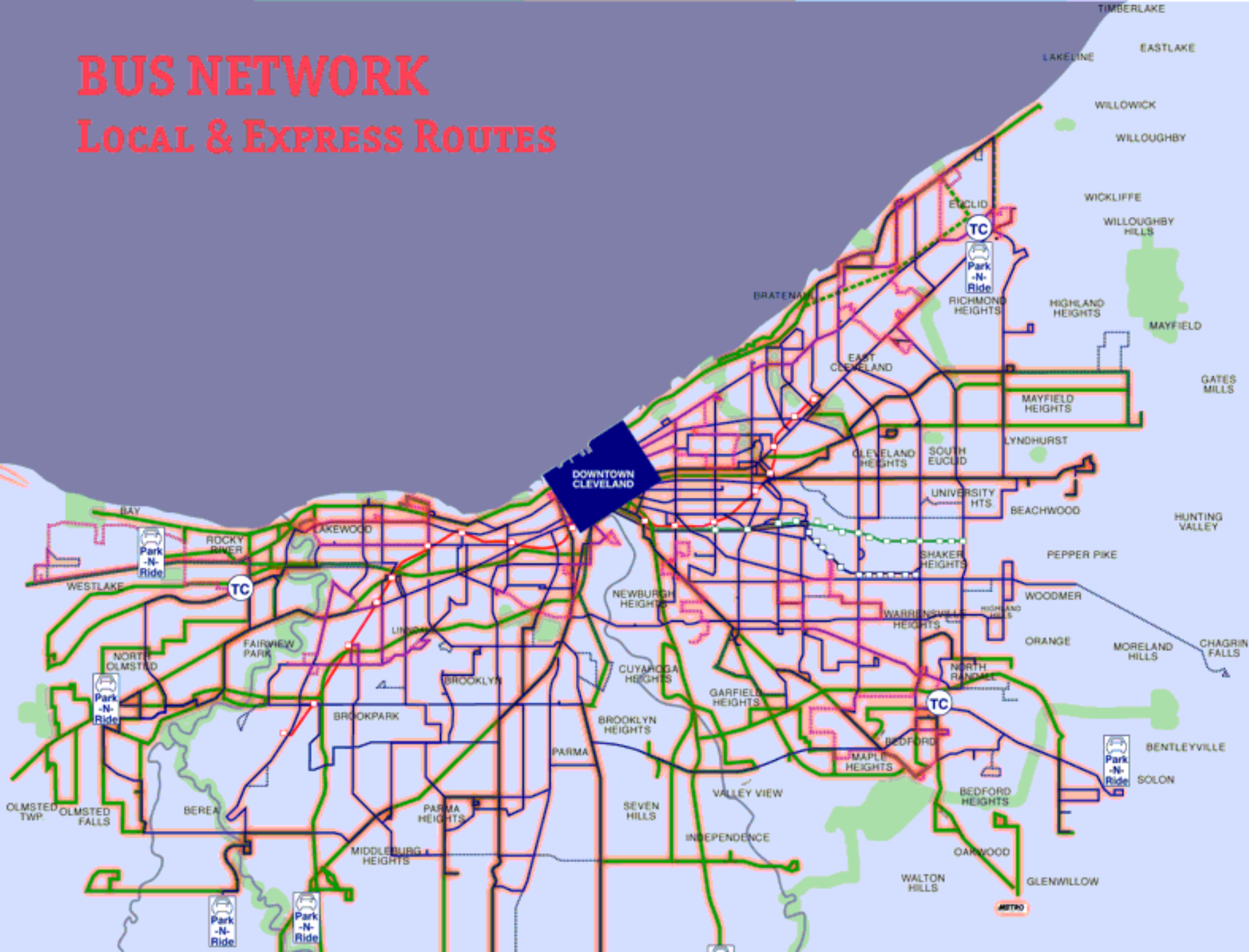
**June 23, 2015**

# Greater Cleveland RTA Overview

- Service Area
  - Population of 1.5 million
  - 457 sq miles and 59 municipalities
- Customers Served
  - 200,000 on a typical weekday
- Budget
  - \$350 mil (\$275 mil operating & \$75 mil capital)
  - 2,300 Employees

# BUS NETWORK

## Local & Express Routes





# RTA Fleet



Greater Cleveland Regional Transit Authority



# RAIL NETWORK





# Euclid Avenue History



# Euclid Avenue History

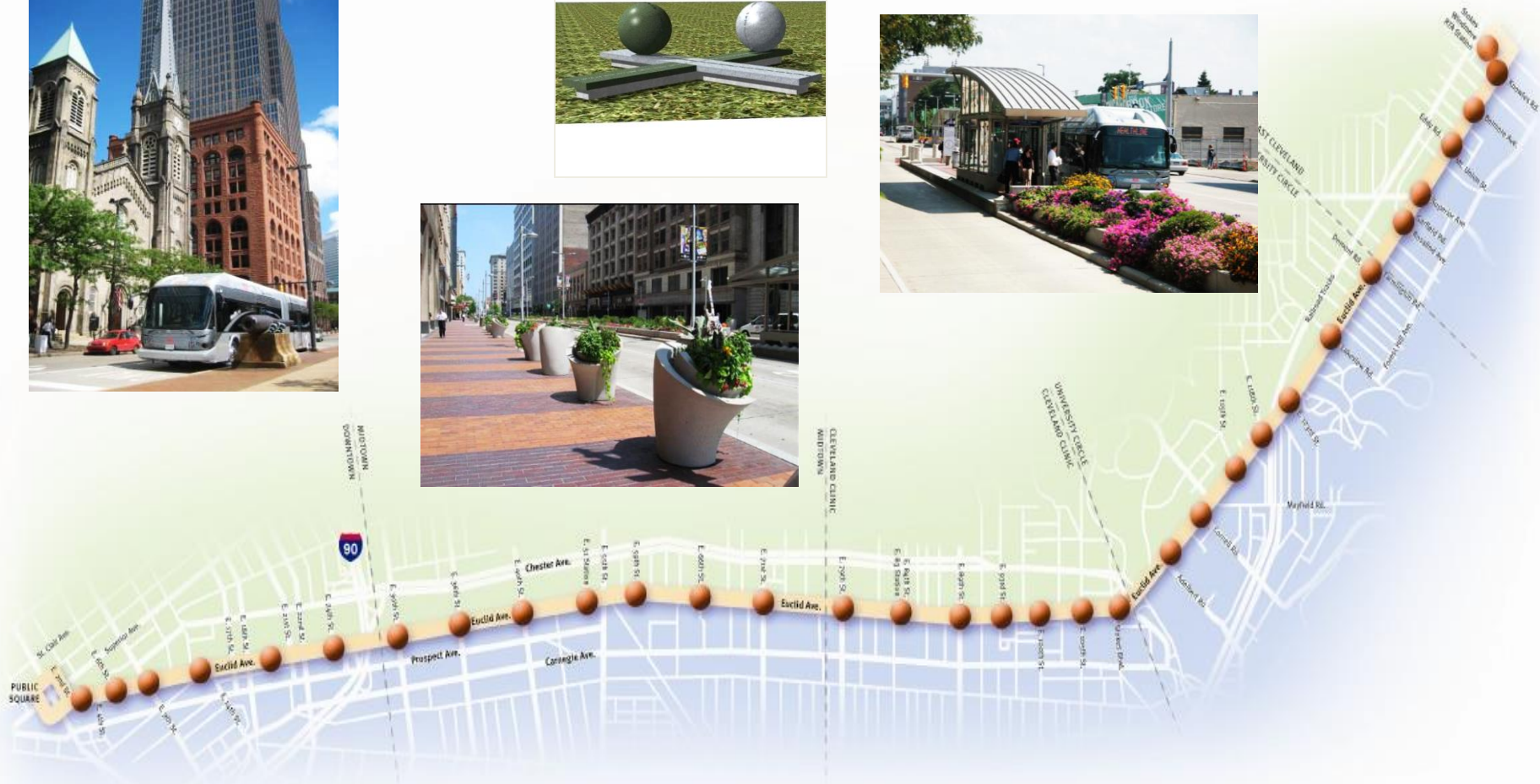
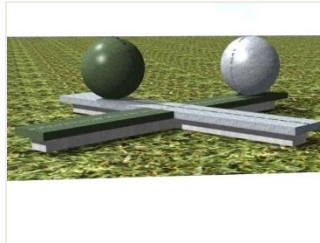
- Streetcars disappeared in 1954
- #6 Bus Route put in service
  - Great Service with poor image
- Alternative Analysis
  - Subway or Light Rail
  - Do Nothing (keep the #6 bus)
  - Bus Rapid Transit (BRT)

# Project Development History

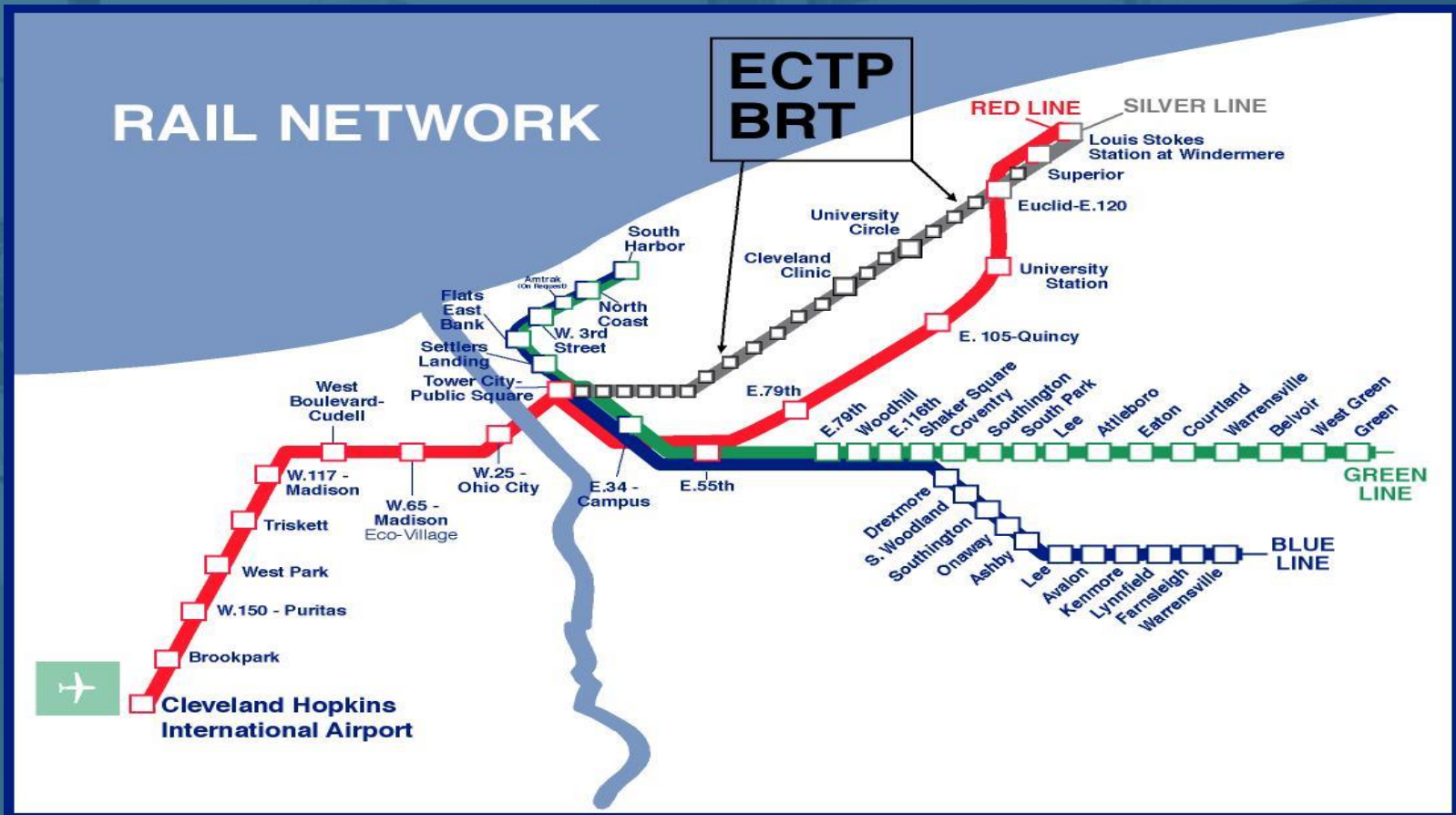
- 1950's subway
- 1970's subway/light rail
- 1990's light rail/electric trolley bus
- 2000's electric trolley bus/BRT



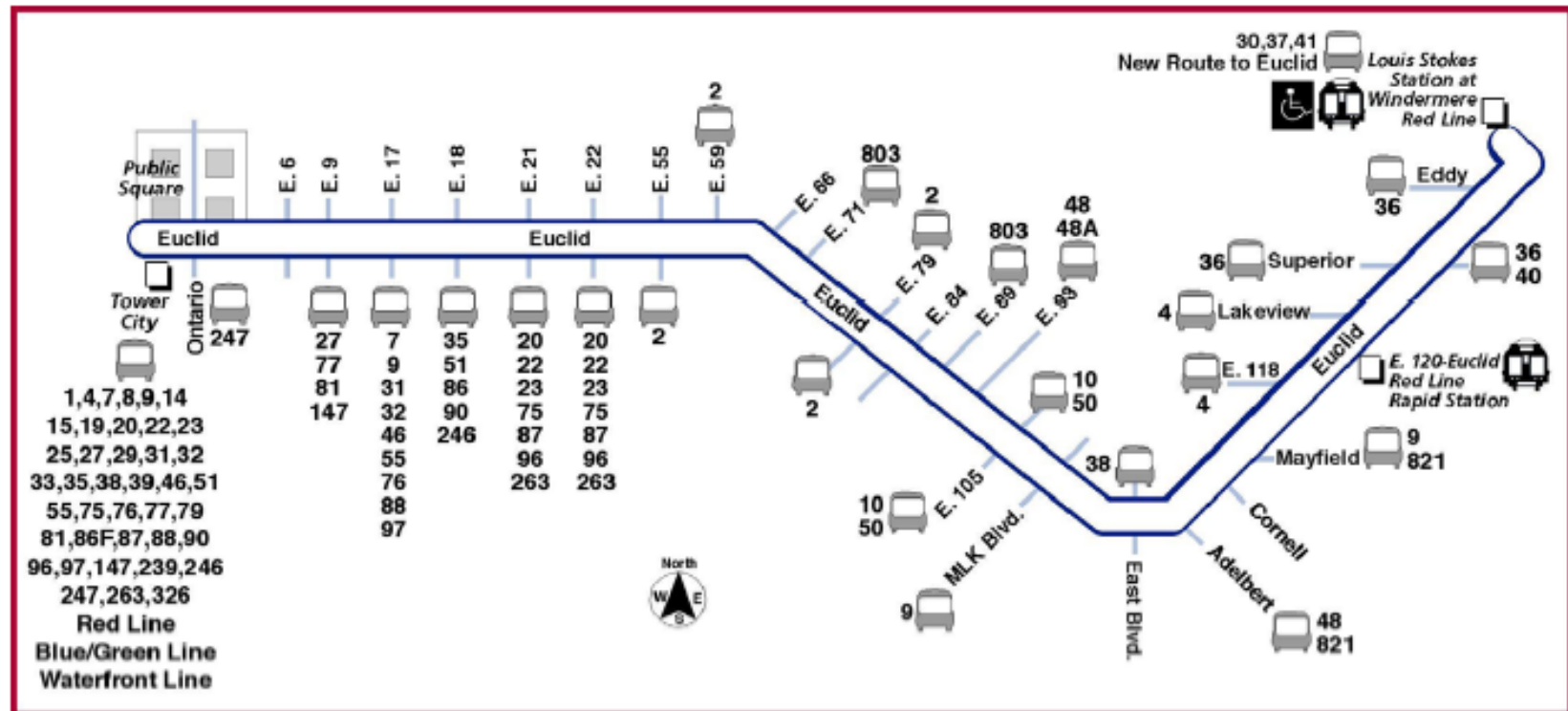
# GCRTA HealthLine Euclid Avenue Transformation



# Transit System Connections



# Transit System Connections



# Urban Core Reinvestment Project

- \$200 million total project cost
- Building face to building face reconstruction
- Utility replacements/betterments
- New traffic signal, lighting, & communication systems
- Landscaping & irrigation systems



# Urban Core Reinvestment Project

- Public art
- Passenger amenities
- 4.5 miles of dedicated BRT lanes in median
- 2.6 miles of mixed-use BRT lanes in curb
- 36 stations and platforms
- 4.0 miles of bike lanes



REPUBLIC BUILDING

WALL STREET

Hit or Miss

ROSIE'S

SALE  
JUNE 15-18  
10-12  
11-12







Holiday  
Circle  
Fest

Holiday  
Circle  
Fest

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BUS

















# Downtown Station Design



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# Median Station Design



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# HealthLine Vehicle



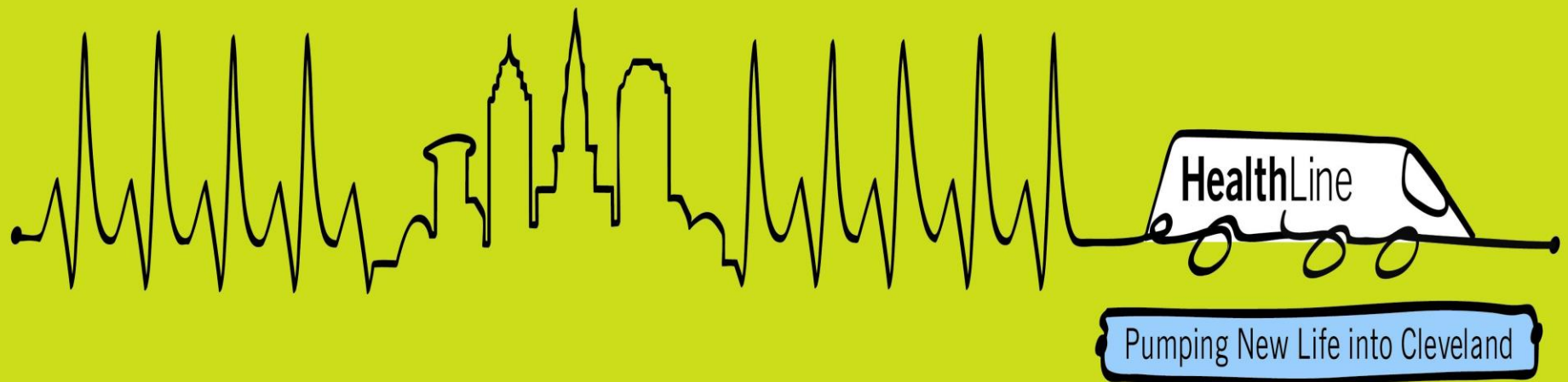
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# Branding – Naming Rights Agreement





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# Results



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# Downtown Economic Development





# Downtown Economic Development



Redevelopment  
into apartments  
and retail

# Downtown Economic Development



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# Cleveland State University



Greater Cleveland Regional Transit Authority





Main Plaza Renovation



Main Classroom Renovation  
Elevator Tower at Main Classroom



Recreation Center



CSU Student Center



Law Building



Parker Hannifin Hall



RTA Transit Center



South Parking Garage



Admin. Center / Elements



Euclid Commons



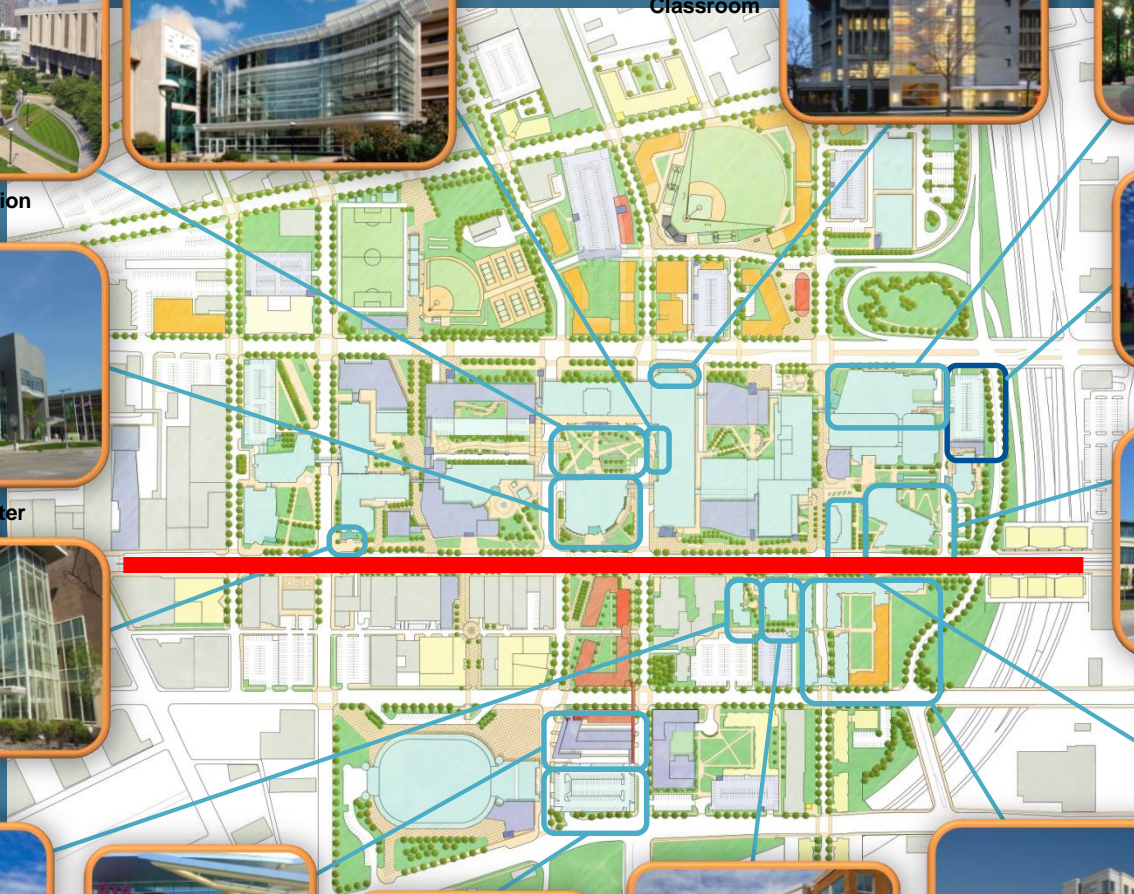
Fenn Tower



East Parking Garage



Julka Hall





# Midtown Development



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# Midtown Development



# Midtown Development



Greater Cleveland Regional Transit Authority





# Cleveland Clinic Campus



Greater Cleveland Regional Transit Authority



# University Hospitals Campus





# University Circle - Uptown





# University Circle - Uptown



Photo Credit – Downie Photography

Greater Cleveland Regional Transit Authority



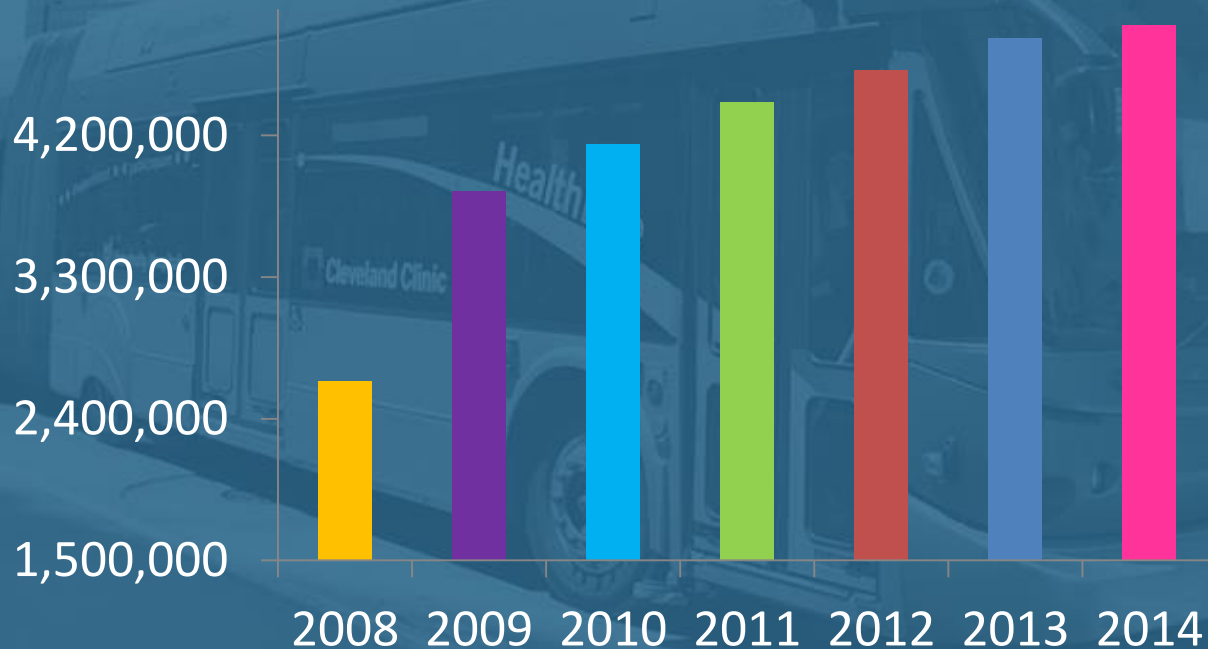


# Development Activity

- \$6.3 billion of investment
- 14.0 million square feet of building/renovation
- 7200 residential units
- New projects announced regularly

# Year to Year Ridership Comparison

Ridership has increased over 60%!





# ITDP Standards - 2013



Silver Designation  
“Best in North America”

# “HealthLine” Success



Greater Cleveland Regional Transit Authority





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