



Regional Hub Network

A Report to the Community by the Miami Valley Regional Transit Authority • Summer 1997

RTA Regional Hub Network development begins *Transportation and customer service enhancements on the way*

A gradual shift in the commuter travel of Miami Valley residents from cities to suburbs over the last several years has consistently challenged the RTA's spirited mission. Now more than ever, the RTA stands poised to offer customers flexible, broad-based public transportation thanks to the community's support and partnership in development of the Regional Hub Network.

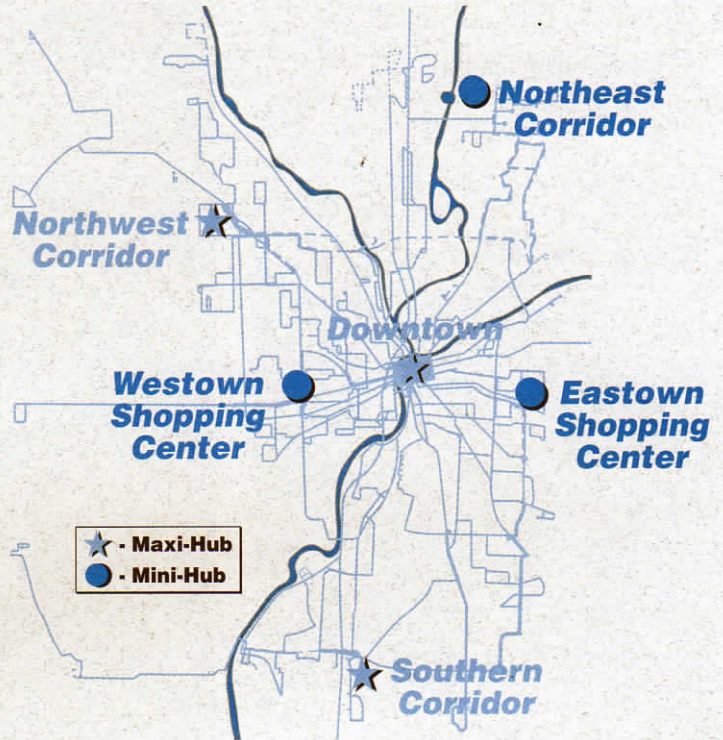
Adoption of a hub-based transportation system to maximize customer service was first recommended in a 1989 South Montgomery County Corridor Study, commissioned by the RTA. Subsequent studies of the RTA fixed route and electric trolleybus systems further recommended the RTA adopt a hub-based system to maximize customer service.

The RTA in 2000 committee, a diverse group of community leaders from across the Miami Valley, recommended the

implementation of a hub-based system when establishing the foundation for the RTA Strategic Plan in 1992.

The RTA is advancing the traditional downtown hub concept by constructing a region-wide network of hubs located in suburban communities.

Implementation of a hub network outside of the central business district places the RTA at the leading edge of a new national trend toward adapting passenger delivery and service to the changing needs of the customer. Transit agencies in several Ohio



Regional Hub Network Objectives

Improve Mobility Options

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Maximize RTA Service Efficiency

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Enhance Rider Comfort and Security

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Integrate the RTA Electric Trolleybus System

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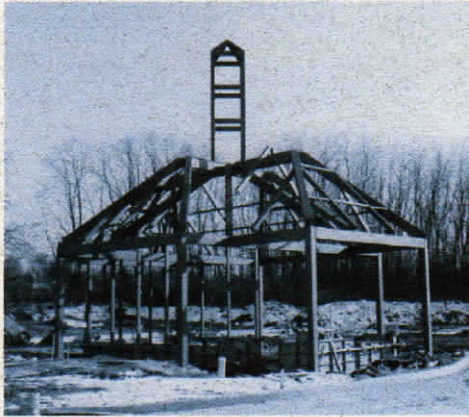
Promote Economic Development



Each hub will be strategically located throughout the RTA service area to provide the greatest accessibility to residents throughout the region.

cities currently operate effective downtown hub sites within their public transit systems.

The Regional Hub Network is truly a shared vision guided by many collaborative efforts on the local, state and federal level. The following objectives express the value of the Regional Hub Network and highlight the many benefits offered to RTA customers



The Eastown Mini-Hub will connect RTA Routes 2, 23 and X4 and offer opportunities to extend electric trolleybus routes and introduce new express service between communities.

and Miami Valley residents for years to come:

Improve regional mobility options

A variety of RTA services including crosstown, express, and downtown based service will be available at each hub, allowing passengers access to all RTA services from one location. In many cases, citizens will be able to commute between suburbs and transit hubs, reducing the need for downtown bus transfers and potentially decreasing travel time. Transit hub accessibility to pedestrian walkways, bikeways

Bike racks a hit

RTA to add more in '97

In establishing its award winning Bus Bike Rack Program, the RTA first sought ways to enhance connections

between different transportation modes in response to new transportation opportunities made available by the Intermodal Surface Transportation Efficiency Act (ISTEA). Congestion Mitigation Air Quality Funds were then acquired to implement the program. The program is the first of its kind in Ohio and began in August 1995 with 30 easy-to-use front-mounted racks routed specifically to provide bicyclists with easy access to area bikeways, colleges and universities.

The RTA is expanding the program to more than 100 racks on 21 routes, including express service to the Dayton Mall and the Southern Montgomery County Maxi-Hub. Forty racks were placed in service on March 30, 1997 and the remaining racks will be integrated into the fleet as the RTA takes delivery of its new fleet of Nova Bus diesels and Skoda electric trolleybuses in summer 1997.

and automobiles will enhance intermodal transportation by connecting to a variety of transportation modes, especially bicycles. (See "Bike Racks")

Maximize RTA service efficiency

The Regional Hub Network will streamline RTA service. A variety of neighborhood routes, served by smaller vehicles, will circulate around and into the hubs, offering residents region-wide connections. These "feeder" routes will reduce duplicated RTA vehicle miles and operational costs. Connecting electric trolleybus and diesel bus routes to a variety of new suburban-based feeder routes via hubs will offer greater efficiency in reaching cities, suburbs and outlying employment, residential and transportation centers.

Enhance RTA rider comfort and security

A variety of amenities designed to enhance the safety and comfort of RTA passengers will be incorporated into each hub site. Maxi-hubs will feature a climate controlled passenger waiting area, security, public restrooms, route and schedule information and token and pass sales. Mini-hubs will feature a climate controlled shelter, public restrooms, security and RTA route and schedule information. All hubs will have RTA Park-N-Ride lots and be accessible to individuals with



The American Building will serve as the RTA's downtown transit hub, administrative offices, customer waiting facility and as a transit-compatible link to the RTA Center located in the downtown Marketplace Transit Pavilion.

Integrate the RTA electric trolleybus system

The RTA is committed to clean-air methods of transportation. In 1996 the RTA began extending electric trolleybus routes with a 1.7 mile extension through the Mt. Crest area of Route 1 East. This extension, the initial phase of a three phase process that will progress through 2002, was the first to the electric trolleybus system in 29 years. Phase two includes extension of Route 4 to the Easttown Mini-Hub, Route 8 to the Westtown Mini-Hub and extension of Routes 1 East and 3 West. Phase three will include the

extension of routes to the Northwest and the Easttown Mini-Hubs.

Extending electric trolleybus routes to such accessible termini as hubs will increase electric trolleybus ridership.

By closely linking electric trolleybuses with bicycle and pedestrian walkways via the Regional Hub Network, multimodal clean-air transportation use will flourish. The RTA fleet will produce less pollutant emission as fewer diesel buses are needed to provide existing service.

Promote economic development

Hub use and integration into existing developments will spark new growth and business opportunities. Improved mobility options and opportunities to extend RTA service to surrounding communities will make a variety of businesses more readily accessible to RTA riders. Enhanced consumer mobility will enable retail shops,

disabilities.

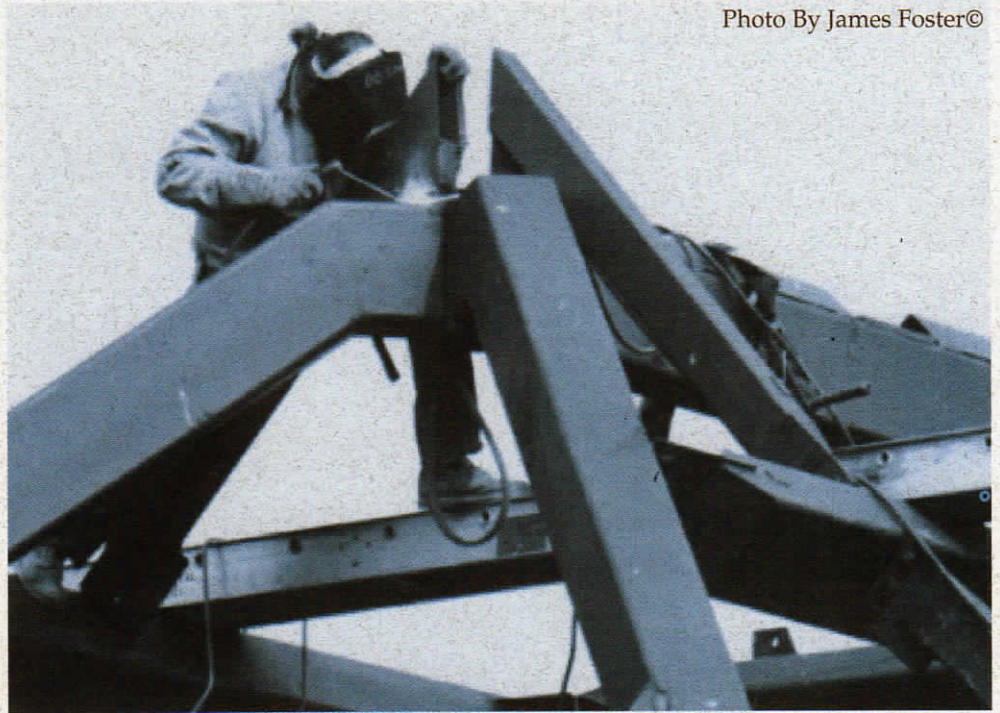
In the future, interactive touch-screen kiosks at each hub will provide RTA customers with system information, help them plan trips and provide token and pass vending. (See "Enhancing...")



mall, grocery stores, office buildings and hospitals to draw from a larger consumer base.

RTA routes will be introduced to many businesses within the Eastown Shopping Center vicinity when the Eastown Mini-Hub begins operating in 1998. "We are delighted to have established such a profound and lasting relationship with public transportation," says Lee Skilken, President of Skilken Properties, the company that owns Eastown Shopping Center. "Employees, customers and business owners alike stand to benefit tremendously by the presence of the RTA and the subsequent enhanced link to the community."

Photo By James Foster©



The RTA broke ground on the Southern Montgomery County Maxi-Hub and Eastown Mini-Hub in September 1996. Both structures will be complete in the summer of 1997.

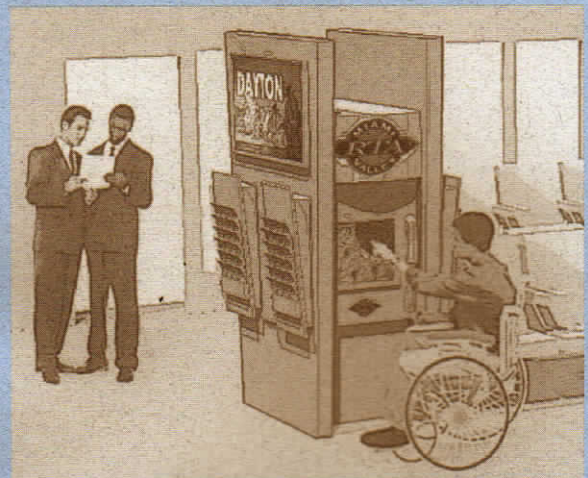
Enhancing the transit experience through technology

Integrating kiosks and other technologies into the RTA system

The transit industry is tapping into the latest available technology, and the RTA is preparing to take advantage of this profound movement to further enhance service and attract customers.

This summer, the RTA will take delivery of 60 Nova Bus diesels equipped with security cameras and talking bus communicators that will announce route timepoints to riders. Additionally, the vehicles will be adaptable to Intelligent Transportation System (ITS) technology which the RTA is currently exploring. When an ITS-equipped vehicle passes through certain coordinates within a transit system, a satellite identifies the vehicle's location and signals dispatch to help track on-time performance. In future years, such data, along with information on highway and road congestions, may be available to passengers waiting at transit hubs.

Another anticipated feature at the new hubs will be interactive electronic kiosks. These information machines will feature touch screens that help riders identify the best route to take from their point of origin to their destination. Phone handsets will offer customers personalized help by providing an immediate hookup to an RTA customer service representative.



This artistic rendering explores the design of an accessible RTA kiosk with a touch-screen, route schedule rack and token and pass vending.

RTA and library share township site

Joint development of an eight-acre parcel of land adjacent to the Miami Township administrative offices at 2700 Lyons Road will establish the RTA Southern Montgomery County Maxi-Hub in late 1997 and the Miami Township branch of the Dayton & Montgomery County Public Library in late 1998.

The shared location of the RTA, library and township offices will make an array of services available within a campus-like environment near the Dayton Mall.

"Partnerships of this nature represent the kinds of mutually beneficial opportunities the RTA continues to explore in all phases of its operations," says RTA Executive Director Minnie Fells Johnson, Ph.D. "Integrating public transit with development through the Regional Hub Network and initiatives such as the RTA Community Grant Program

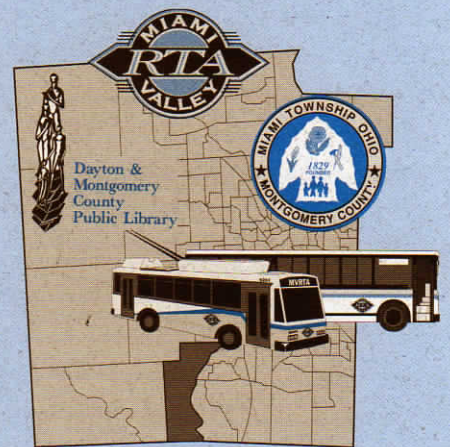
enhances the quality of life and economic well-being of Miami Valley residents."

Seven RTA routes will serve the Southern Montgomery County Maxi-Hub and offer many transportation options throughout Montgomery County. In addition, a variety of transportation providers will have the opportunity to coordinate their services with the RTA through shared hub use.

Miami Township Trustee President Berman Layer first initiated discussions between the RTA, library and the land owner in early 1996, making the Miami Township Joint Development Project a reality. "Miami Township is very supportive of both projects and we are excited that the RTA and the library have decided to realize cost savings through a joint use development in cooperation with the local government," says Layer.



(left to right): Randy Daniël, Monica Nicholas, George Bayless, John Becher, James Payne, Dr. Minnie Fells Johnson, Marlyn Flee, Charles Curran, Berman Layer and Carla Ceffaratti break ground at the Southern Montgomery County Maxi-Hub site.



MIAMI TOWNSHIP
JOINT DEVELOPMENT PROJECT

RTA riders who visit the Southern Montgomery County Maxi-Hub will have the opportunity to take a short ride to the Dayton Mall or cycle on the Lyons Road bikeway. They can also visit the new 10,000 square-foot Miami Township branch of the Dayton & Montgomery County Public Library -- a terrific opportunity to checkout a good book to read during RTA trips.

Riders will have enhanced access to the Miami Township administrative offices as well. The offices provide area residents with a variety of services. Residents may purchase dog licenses on a seasonal basis, reserve parks and acquire building permits and planning for all zoning purposes.

Miami Valley citizens, community groups, local and state officials endorse RTA Regional Hub Network

This Regional Hub Network initiative is endorsed by the Miami Valley Regional Planning Commission, Ohio Department of Transportation, RTA Citizens Advocacy Committee, Dayton City Commission, Montgomery County Commission and the Downtown Dayton Partnership Executive Committee.

“As we lead into the 21st century, economical and convenient transportation will be a key issue facing communities across the country. I’m glad to see that we are taking the steps in the right direction to be a leader on this important issue.”

*Rhine McLin,
Senator, State of Ohio*

“The RTA is decentralizing, and going out into the community, into the neighborhoods. Each one of the hubs will better serve our citizens and improve area transportation, which is important for the growth and development of the community.”

*Idotha “Bootsie” Neal,
Commissioner, City of Dayton*

“We are very supportive of the RTA’s efforts with this innovative new project. We have been consistently impressed with their ability to move this progressive, multimodal, user-friendly public transportation concept from planning to implementation.”

*Bill Rudy,
Transportation Planning
Administrator, Ohio
Department of Transportation*

“We see the hub network as an important contributor to South Metro’s economic prosperity. People will come into our area - to our retailers and our businesses - that might not otherwise have access to our part of town. This effort will be a significant driver to the economy down here.”

*Randy Daniel,
President, South Metro Area
Dayton Chamber of Commerce*

“Make no mistake about it: transportation is a tool of economic development. A major concern of area businesses is finding the quantity of workforce needed to get the job done, and the RTA is addressing that concern. Congratulations RTA!”

*Phil Parker,
President, Dayton Area
Chamber of Commerce*