Executive Director’s Report

September 17, 2026

Regional Transit Authority
Of Southeast Michigan

BIG NEWS: Race to Talent Apprenticeship

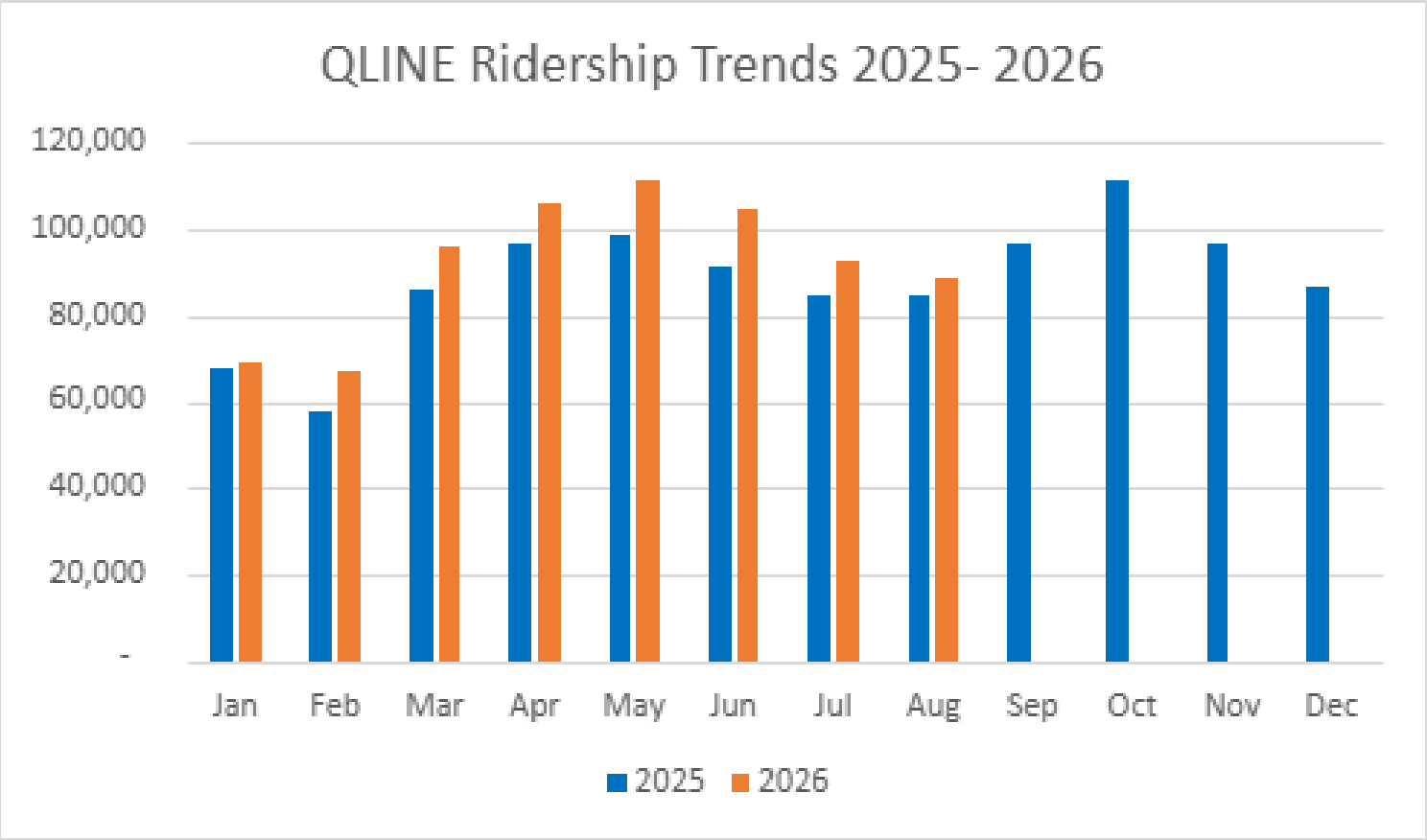
First transit agency to join the program.

- Partnership among RTA, ATU Local 26, US Department of Labor, Michigan Department of Labor and Economic Opportunity
- Establishes registered career pathways for Streetcar Operations
- Combines technical instruction, on-the-job training, evaluation, and mentorship
- Strengthens safety, reliability, recruitment, retention, and succession planning





QLINE RIDERSHIP



2026 Goal	1,159,198
YTD Target	730,240
YTD Actual	736,934
On/Off Target	+0.9%

QLINE PERFORMANCE

Metric	Target	Q1	Q2	August
Completed Trips	Over 90%	80%	88%	66%
On-time at Grand	Above 90%	84%	89%	89%
On-time at Congress	Above 85%	79%	78%	75%
On-time on alignment	Above 70%	69%	74%	73%

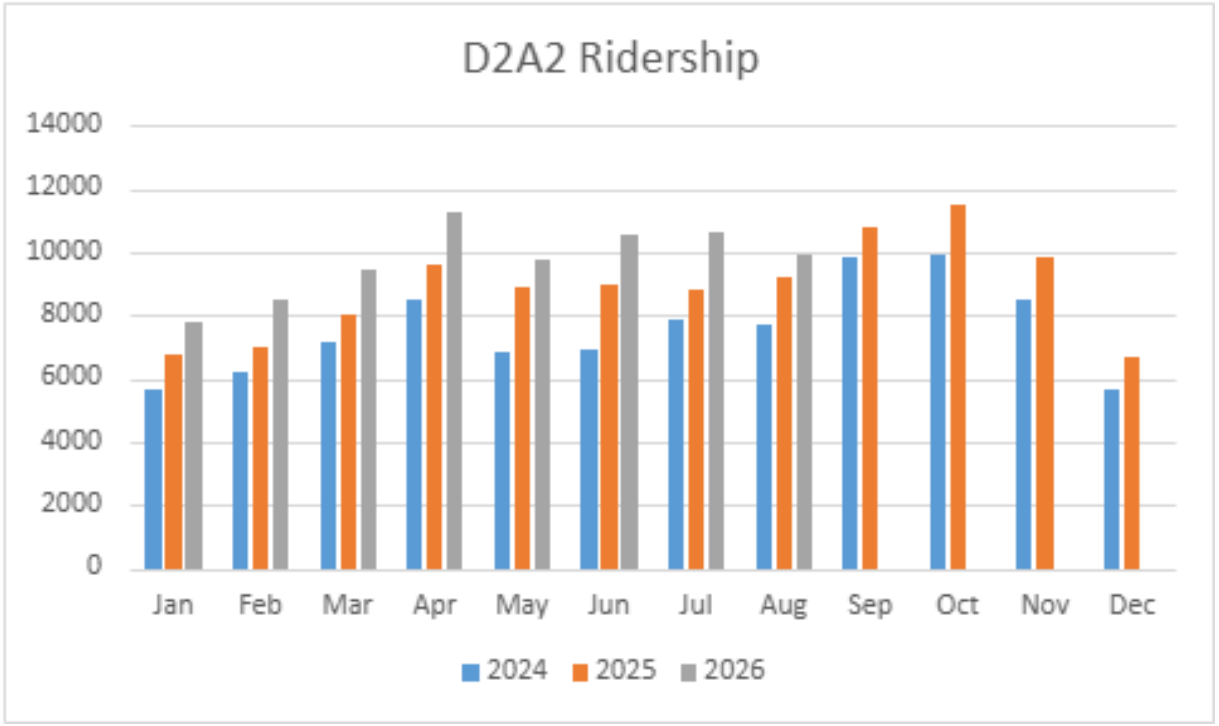
Challenges:

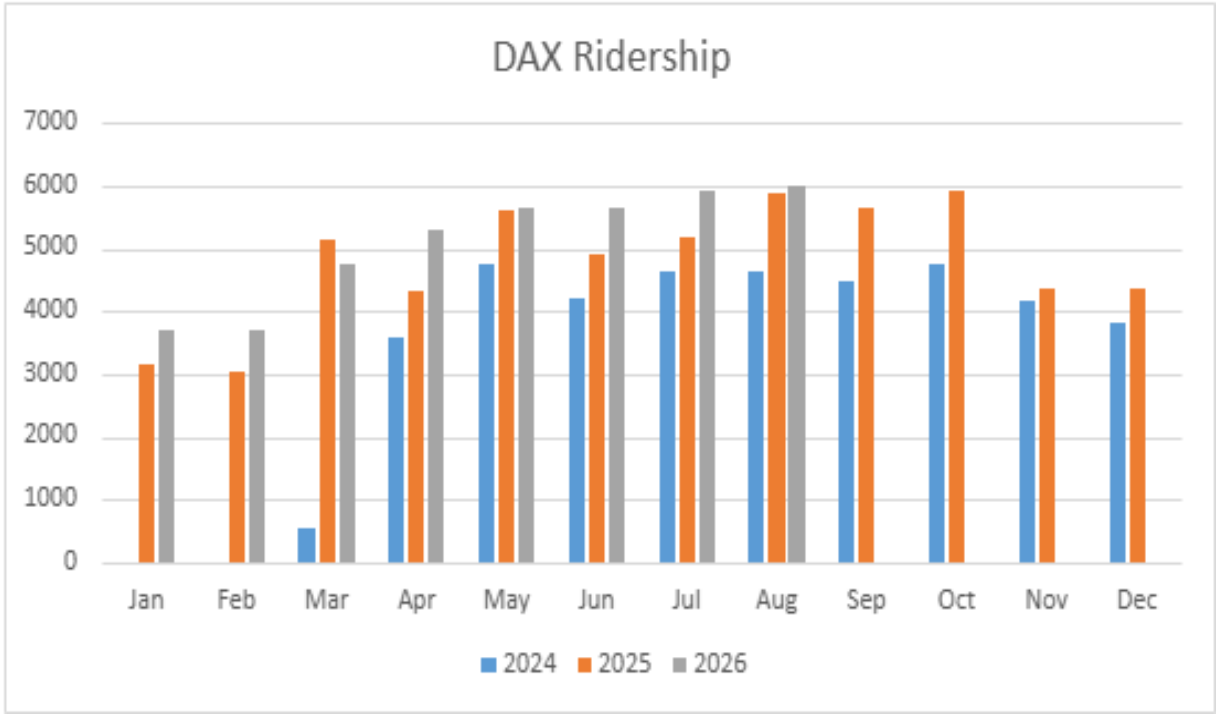
- Vehicle availability
- Battery issues
- Adjusted schedule (3-4-3)

Solutions:

- Proactive capital planning for vehicles
- Manufacturer support
- Long-term battery solutions
- Recruiting

D2A2 and DAX RIDERSHIP





2026 Goal	15% increase
D2A2	16%
DAX	9%

TRANSIT APP

Key Performance Indicators

- Initial Focus - Downloads and Users (Goal: 20% increase year over year)
- Other Indicators – Sessions, System Usage (trips/ratings), Mobile Payment Usage

Metrics (July 2026)

- **Users:** 56,311 (+22% from Aug. 2025)
- **Downloads:** 10,169 (+19% from Aug. 2025; +22% from last month)
- **Sessions:** 2.62M (+17% from Aug. 2025)
- **Trips Planned:** 679,996 (+35% from Aug. 2025)

Marketing

- Paid social media campaign targeting Lions fans for the home opener
- Transit app/RTA one-year anniversary coming up in November!

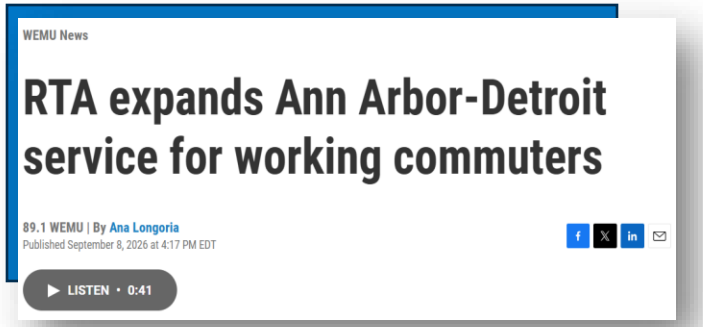
EXTERNAL AFFAIRS

RTA on 97.1 The Ticket

- QLINE, D2A2 & DAX 0:15 radio ads
- Ending next week on Monday, 9/21
- Generated 684.5K impressions across 42 spots

Media Mentions: New D2A2 Schedule

- WDIV - Channel 4
- Crain's
- WEMU News
- Telegram News
- WWJ


WEMU News

RTA expands Ann Arbor-Detroit service for working commuters

89.1 WEMU | By Ana Longoria
Published September 8, 2026 at 4:17 PM EDT

LISTEN • 0:41


RTA to expand express bus service between Detroit and Ann Arbor

Additional weekday and weekend routes to begin Sept. 8

The Regional Transit Authority of Southeast Michigan is expanding its express bus service between Detroit and Ann Arbor beginning Sept. 8. (Courtesy of Regional Transit Authority of Southeast Michigan)



Wayne State FestiFall



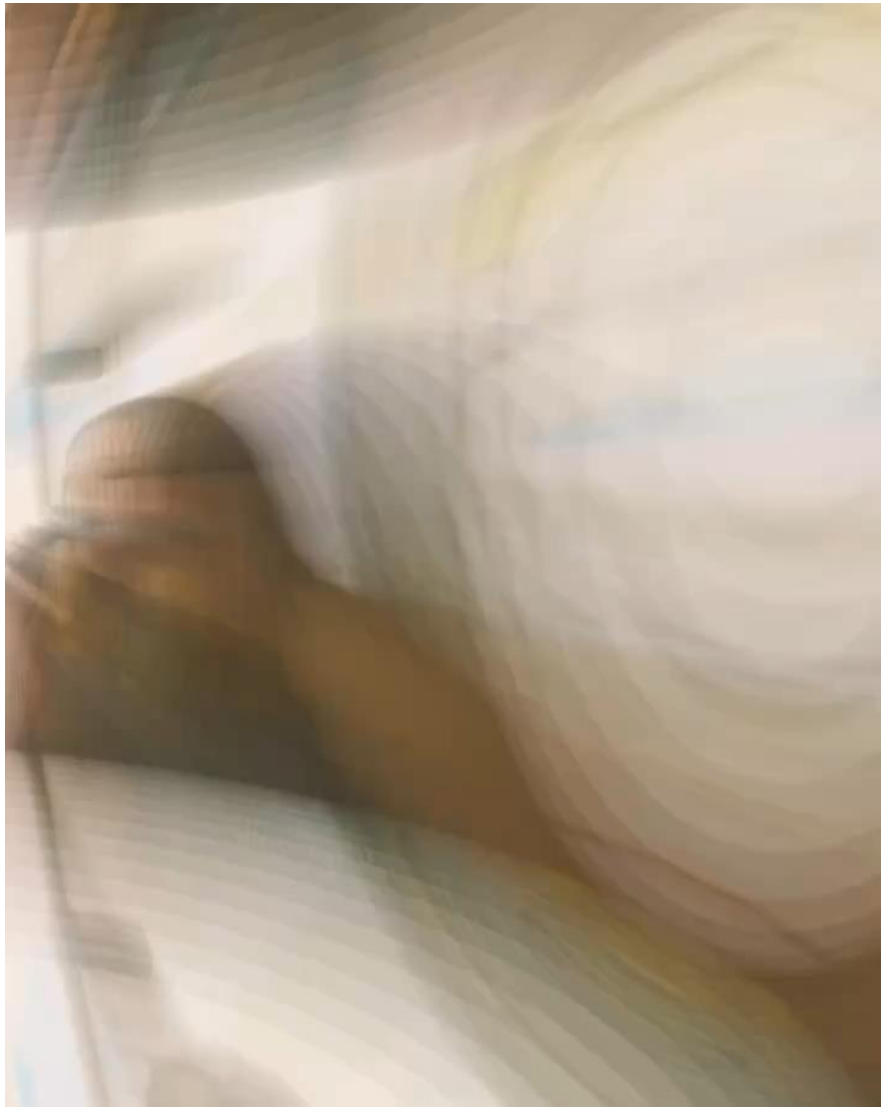
QLINE Annual Staff & Family Picnic

JAZZ ON THE QLINE

- **Two Performances:**
  - Noon: Gretchen C. Valade Trio
  - 5 PM: Wendell Harrison Trio

- **Collaborative effort between** Detroit Jazz Festival, Wayne State School of Music, RTA, and QLINE

- **High volume of engagement from social media:** 30K views across social media







Photos by Jeff Dunn, Detroit Jazz Festival

PROGRAM UPDATES

Access to Transit Projects: finalizing 60% design, developing subrecipient agreements (Dearborn, Detroit, Pittsfield, Southfield, Warren)

Highway Express Bus Study: initial network shared with providers, developing a deeper transit propensity analysis (Board update in October)

Major Procurements in Process:

- IT Managed Services Provider

Office Space: finalizing a lease agreement for a new space at 1001!

Union negotiations underway

QLINE Survey is underway!

UPCOMING ITEMS

- Board Officer Slate
- IT Managed Services Provider Contract
- Access to Transit Subrecipient Agreements
- M4A Subrecipient Agreements
- Highway Express Bus Update
- Executive Director Review
- MDOT Master Agreement

*November/December Meetings Combined to one **December 3rd**