



Reimagine METRO

Major Service Change Presentation

March 16, 2023

What is the Reimagine METRO Transit Development Plan?







A detailed service plan for a redesigned suite of mobility services that meet the goals of METRO's Strategic Plan, adopted in 2020.

Three main components:

- 1. Redesigning fixed route services**
2. Realigning existing demand response services, and
3. Explore new mobility strategies.

Strategic Plan Direction for Network Redesign

Strategic Plan Goals

-  Improve Service Quality and Cost Effectiveness
-  Expand Collaboration with Community Partners
-  Implement Innovative Service Approaches
-  Create Economic Opportunity
-  Develop Action-Oriented Plan
-  Emerge Nationally as a Recognized Mid-Sized Transit Agency

Specific direction for the Network Redesign:

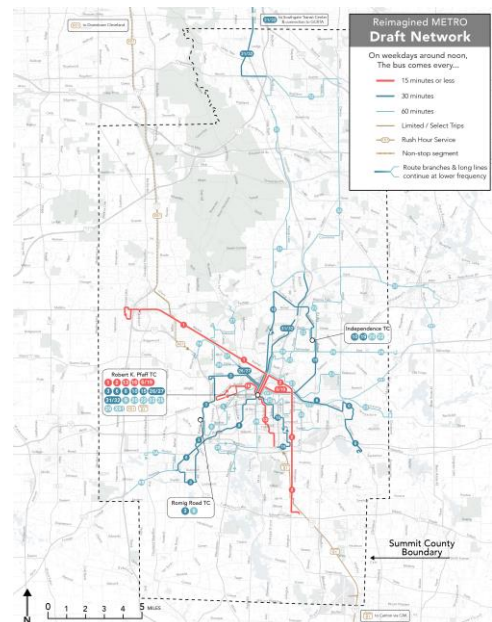
- ***Focus METRO's fixed route services on METRO's highest ridership corridors, and on serving markets where (and for whom) transit is essential.***

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Reimagined Network

- **Key Features:**
 - Streamlined Service
 - 5 new **high-frequency 15-minute corridors**
 - 3 new **30-minute routes**
 - New regional connections to Kent, Brimfield and Cuyahoga County

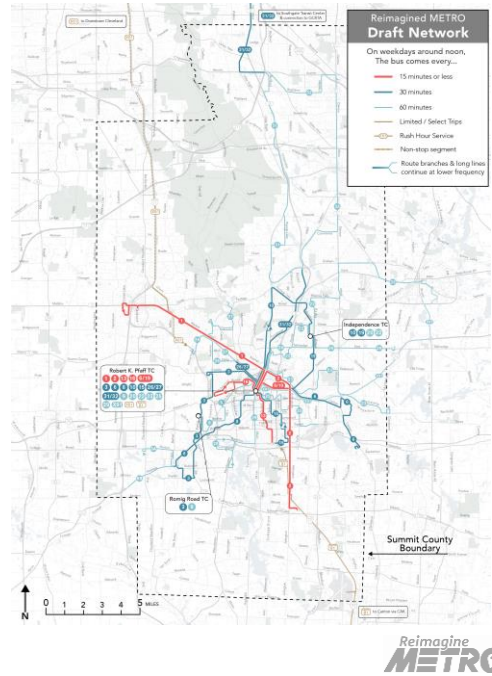


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Reimagined Network

- **Key Outcomes:**
 - **Significant Coverage of Existing Ridership**
 - 97% of existing boardings would be within ¼-mile of service
 - 63% of existing boardings would be within ¼-mile of a frequent stop
 - **Increased Proximity to Frequent Service**
 - 64% of residents who are near service would be near either a 15 or 30 minute route.
 - 68% of low income residents
 - 69% of People of Color
 - 71% of jobs that are near service would be near either a 15 or 30 minute route.
 - **Increased Job Access**
 - The median number of jobs reachable by Summit County residents near transit in 45 minutes goes up by:
 - 53% for all residents
 - 104% for lower-income residents
 - 89% for all People of Color
 - 84% for Black residents



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Implementation Timeline (Fixed Route Network)



We are here!



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Board Approval Process

- For any **major service change**, the Federal Transit Administration (FTA) requires transit agencies to complete a **service equity analysis** to comply with Title VI of the Civil Rights Act of 1964.
 - Requires Public Input and Board Approval
- **Major Service Change:**
 - METRO’s approved policy defines a major service change as any change that:
 - Affects 25 percent or more of service hours or revenue miles;
 - Eliminates a route or portion of a route resulting in an area having no alternative service within one-quarter of a mile;
 - Creates a new transit route

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 - METRO’s approved policy requires service equity analyses to include:
 - Before and After Comparison of:
 - Impacts to Minority and Low Income Populations
 - » People Trips
 - » Access to Opportunity
 - Transit Service Quality
 - » Frequency, Span of Service, Directness of Route and Vehicle Load
 - Public Outreach

Determination of Disparate Impact or
Disproportionate Burden

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Results of Service Equity Analysis

- People Trips
 - The amount of service provided near people
 - Measured as change in bus trips near minority and low-income populations vs. bus trips near non-minority and non-low income populations

People-Trips within 1/4 Mile of METRO Transit Service					
Network	Person-Trips	Low-Income Person-Trips	Non Low-Income Person-Trips	Minority Person-Trips	Non-Minority Person Trips
Existing	4,377,660,930	1,176,257,967	3,201,402,963	1,796,115,330	2,581,545,600
Reimagined	5,854,742,850	1,520,816,089	4,333,926,761	2,429,119,905	3,425,622,945
# Change in Person-Trips	1,477,081,920	344,558,122	1,132,523,798	633,004,575	844,077,345
% Change in Person-Trips	33.7%	29.3%	35.4%	35.2%	32.7%



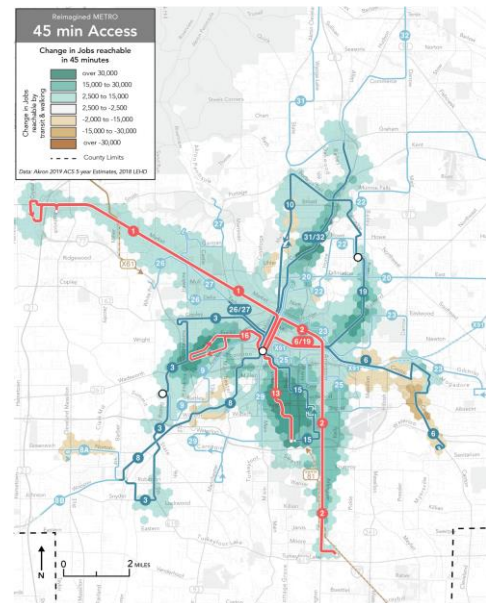
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Results of Service Equity Analysis

- Access to Opportunity
 - The amount of jobs accessible within 45-minutes on transit (by people who live near transit)
 - **+53%** for all residents
 - **+104%** for lower-income residents
 - **+89%** for all People of Color
 - **+84%** for Black residents

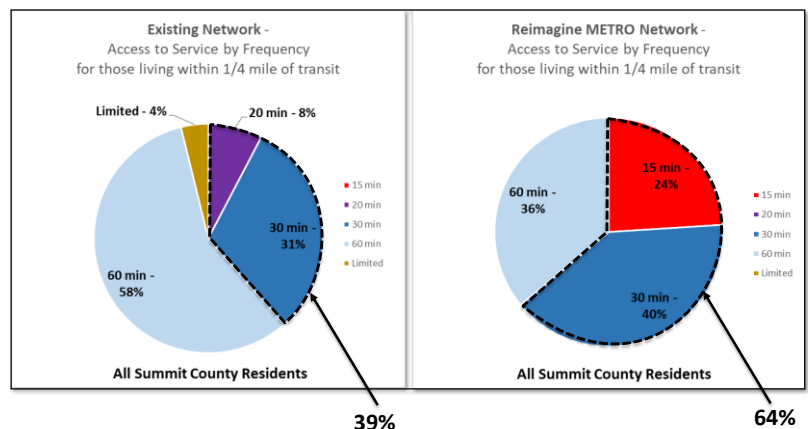


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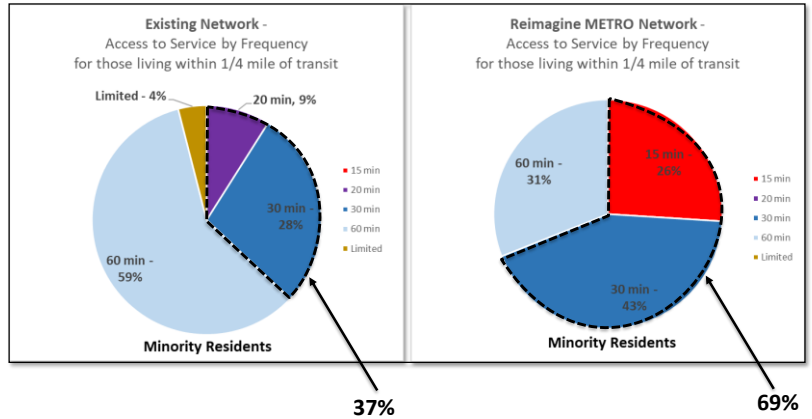
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- Transit Service Quality
 - Frequency
 - How often the bus arrives at the bus stop
 - More frequency = less wait time



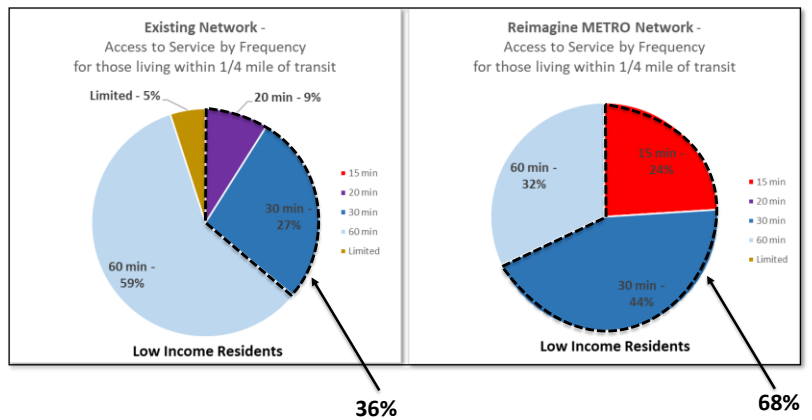
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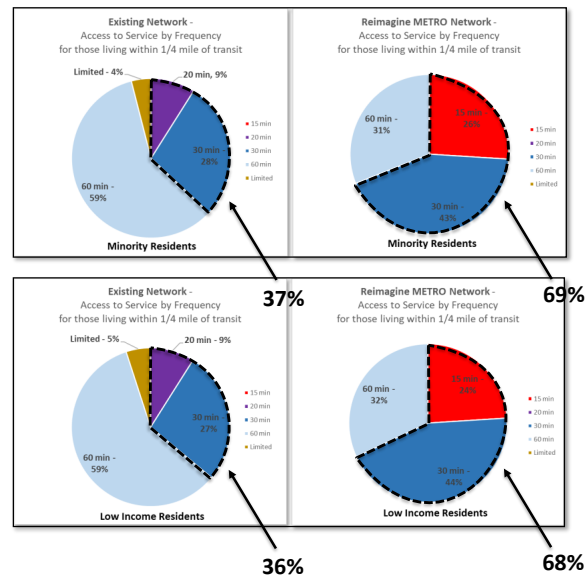
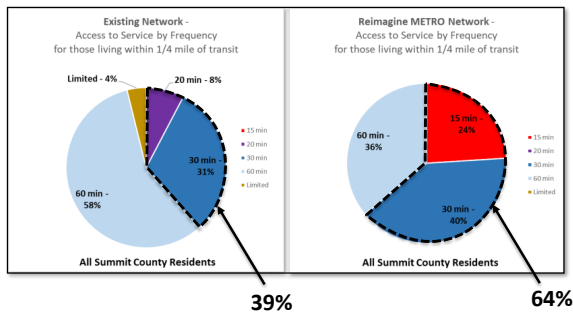
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Results of Service Equity Analysis

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 - Frequency



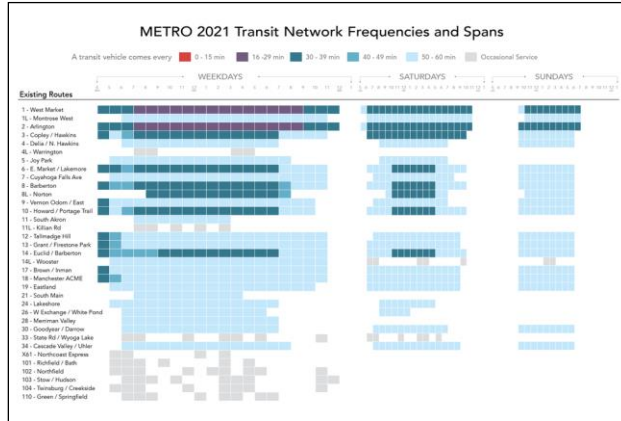
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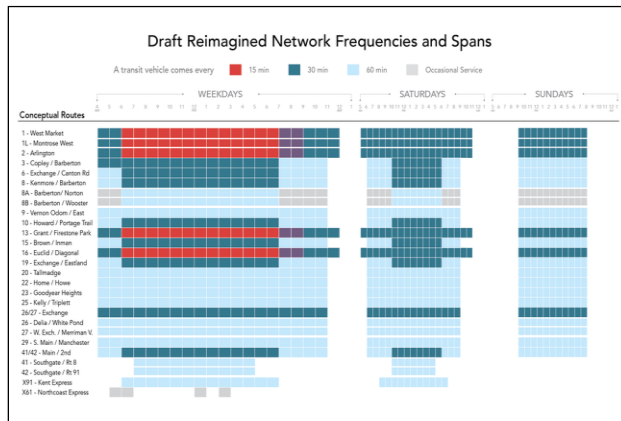
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- Transit Service Quality
 - Span of Service



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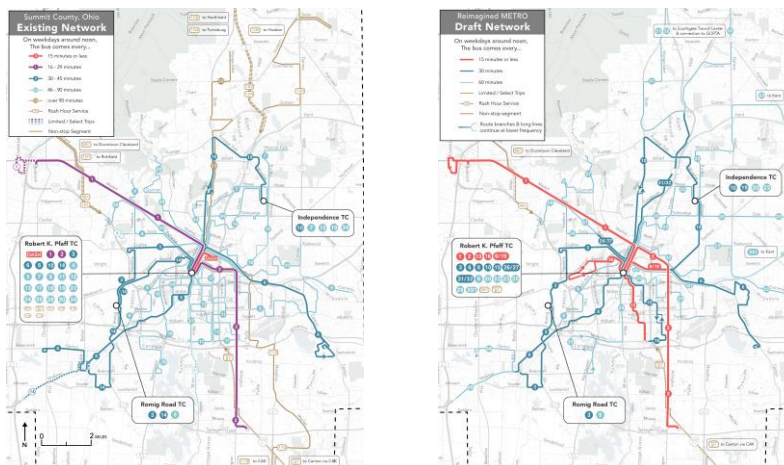


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Results of Service Equity Analysis

- Transit Service Quality
 - Directness of Service



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Results of Service Equity Analysis

- Transit Service Quality
 - Vehicle Load
 - Number of people on the bus at one time
 - Increased frequency focused on highest ridership corridors to reduce loads

Ridership and Frequency by Route (ordered by existing ridership)					
Existing Route #	Route Name	Minority Route?	October 2022 Ridership	Existing Frequency	Reimagine METRO Frequency
1	West Market	Yes	38,032	20	15
2	Arlington	Yes	35,883	20	15
14	Euclid/Barberton XP	Yes	22,257	30	15/30
6	East Market/Lakemore	Yes	20,747	30	30
3	Copley Rd/Hawkins	Yes	20,318	30	30
10	Howard/Portage Trail	Yes	20,297	30	30
8	Kenmore/Barberton	No	18,427	30	30
13	Grant/Firestone Park	Yes	12,441	60	15
18	Thornton/Manchester	Yes	11,135	60	60
17	Brown/Inman	Yes	10,982	60	30/60
7	Cuyahoga Falls Ave	Yes	10,912	60	30/60
19	Eastland	Yes	9,865	60	30
9	Wooster/East Ave	Yes	9,285	60	60
12	Tallmadge Hill	Yes	8,909	60	60
34	Cascade Village/Uhler	Yes	8,792	60	60
4	Delia/N Hawkins	Yes	7,437	60	60
30	Goodyear/Darrow	Yes	6,948	60	60
5	East Market/Ellet	Yes	6,317	60	60
54	DASH Circulator	Yes	4,695	15	15
28	Merriman Valley	Yes	4,234	60	60
26	W Exchange/White Pond	Yes	3,961	60	60
24	Lakeshore	Yes	3,014	60	30
33	State Rd/Wyoga Lake	No	3,007	60	60
21	South Main	Yes	2,126	60	60
102	Northfield Express	No	2,069	90+	60
11	South Akron	Yes	1,872	60	15/30
110	Green/Springfield	No	1,808	90+	N/A
61	NCX Montrose/Cleveland	No	1,803	90+	90+
103	Stow/Hudson	No	1,510	90+	60
104	Twinsburg Creekside	No	1,423	90+	60
101	Richfield/Bath	No	628	90+	N/A

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Service Equity Analysis Results

- Before and After Comparison of:
 - Impacts to Minority and Low Income Populations
 - People Trips
 - Access to Opportunity
 - Transit Service Quality
 - Frequency, Span of Service, Directness of Route and Vehicle Load
- All analyses result in a finding of:
 - **No Disproportionate Burden** for low income residents, and
 - **No Disparate Impact** for minority residents

Summary of Public Outreach

- Rounds 1 and 2 (Fall 2021-Winter 2022)
 - 53 outreach events
 - 1100+ survey responses and comments
 - 248,000 post cards
- Round 3 (January – March 1st, 2023)
 - 61 outreach events
 - 17 AMHA Buildings
 - 7 City of Akron Ward Meetings
 - 32 hours at RKP Transit Center at various times of day and days of the week
 - Public Hearing at Main Library
 - 5 Media Stories
 - 14,127 Social Media Impressions
 - 300+ verbal and written comments



Summary of Public Outreach

- Positive Feedback
 - Frequency Increases
 - Regional Connections
 - Expanded Coverage
 - Weekend Service
 - Weekday Span of Service
 - Weekend Span of Service

I love the new change as it improves my ability to get to work on time rather than 2 hours early (Route 31)

Changing #1 to every 15 minutes would be great! I live at Wallhaven and sometimes you can't get a seat on the #1 as it is now (Route 1)

Excited about the new routes 26 and 27 by Exchange and Delia being staggered and not on top of each other. Happy that the buses will run longer and more frequently. This is just great great great!

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Summary of Public Outreach

- Constructive Feedback
 - Elimination of fixed route service to Interval Brotherhood Home
 - Elimination of Route #110 (Green)
 - No service on Manchester/Thornton
 - Requests for Expanded Coverage – no consistent theme
 - Requests for Grocery Bus
 - Request for Route #2 to continue serving Exchange or Route #19 to continue serving E Market
 - Additional Northcoast Express (x61) trips
 - Earlier Sunday Service
 - Requests for New Mobility/Call-A-Bus
 - Areas with no fixed route
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 - Stark County
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 - Increased walking distance for Cascade Village
 - Requests for more Frequency on Route #9
 - No service to Little Tikes
 - Requests to use Archwood instead of Cole between Brown and Inman
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 - Requests to keep service to Zahn/Thurmont
 - Requests for service on Thornton (east of Rhodes)

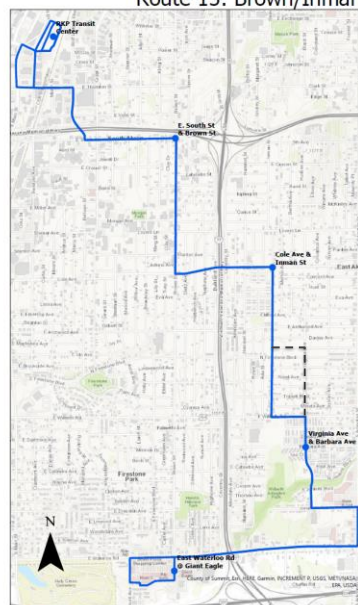
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Changes Since Public Outreach

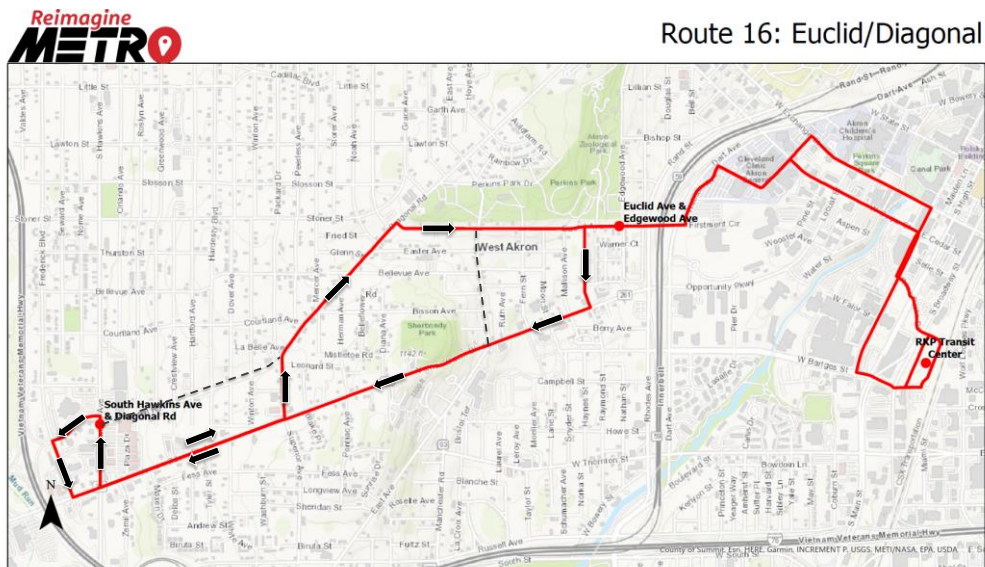
- Route #8
 - Renumber #8A and #8B to #8N and #8W, respectively.
 - No alignment changes
- Route #15
 - Inbound to use Inman vs. Virginia
 - Inbound/Outbound alignments now match

Route 15: Brown/Inman



Changes Since Public Outreach

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- Route #16
 - Outbound to use Raymond instead of East Ave (Euclid to Vernon Odom Blvd)
 - Inbound to use Hawkins, Diagonal, Frederick and Superior instead of Hawkins, Diagonal only



Changes Since Public Outreach

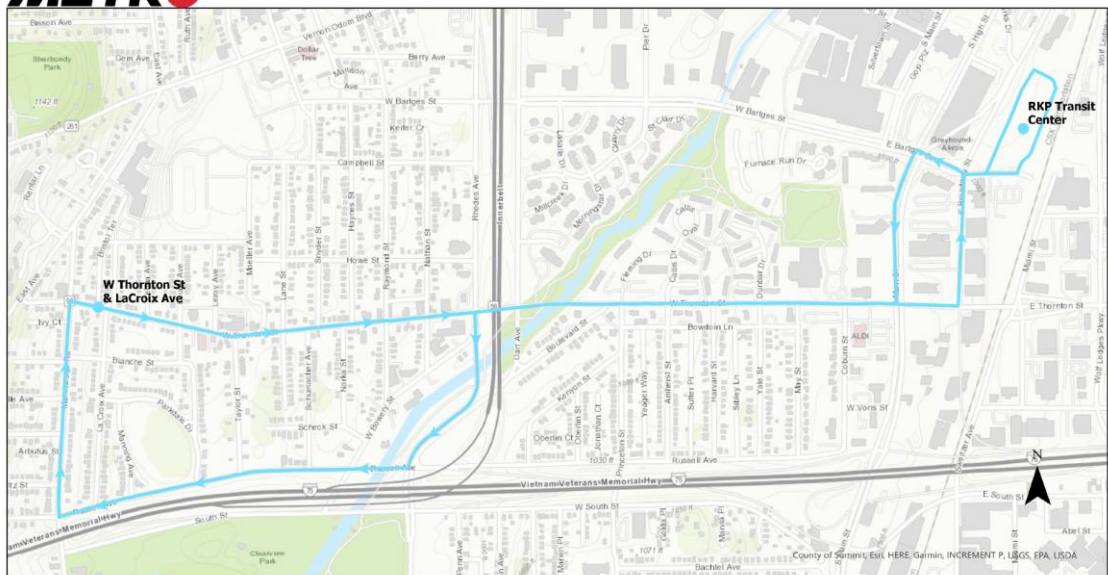
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- Route #22
 - Bi-directional service to Stow-Kent plaza

Route 22: Howe/Stow/Kent



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 - Bi-directional service to Stow-Kent plaza
- ADDED Route #40
 - To cover West Thornton from Rhodes to Manchester
 - Hourly service, Monday-Sunday
 - Proposal to be put in place but evaluated for ridership



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- Reimagined Grocery Bus

Reimagined Grocery Bus

- Piloting a Reimagined Grocery Bus service
- Proposing to have bus stops at 29 senior apartment buildings
- Open to the public as well
- 1 grocery store per building, 1 day per week
- Will re-evaluate after nine (9) months

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- New Mobility Options

New Mobility Options

- CITY OF GREEN: Mayor Gerard Neugebauer – alternate plan developed for City of Green
- METROWORKS: Talking to individual manufacturers discussing options connecting to existing Routes on an individual business level.
- CALL-A-BUS: Expansion Plans Geographically
- ZONES: Options connecting to existing Routes to serve multiple businesses and individuals. Test run for new fixed route service.
- CITY OF CUYAHOGA FALLS: Mayor Walter – discussion of options for expansion plan into Cuyahoga Falls Industrial Parkway.
- FRIENDS OF TRANSIT: Meeting them where they are.
- The more options available to collaborate with the Fixed Route, the more people we can transport to more places.

Summary of Public Outreach

- Constructive Feedback
 - Elimination of fixed route service to Interval Brotherhood Home
 - Elimination of Route #110 (Green)
 - No service on Manchester/Thornton
 - Requests for Expanded Coverage – no consistent theme
 - Requests for Grocery Bus
 - Request for Route #2 to continue serving Exchange or Route #19 to continue serving E Market
 - Additional Northcoast Express (x61) trips
 - Earlier Sunday Service
 - Requests for New Mobility/Call-A-Bus
 - Areas with no fixed route
 - Cuyahoga Falls
 - Stark County
 - Richfield
 - Increased walking distance for Cascade Village
 - Requests for more Frequency on Route #9
 - No service to Little Tikes
 - Requests to use Archwood instead of Cole between Brown and Inman
 - Increased walking distance for Brown/Reed
 - **Requests to keep service to Zahn/Thurmont**
 - **Requests for service on Thornton (east of Rhodes)**

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Public Education Plan Moving Forward

- Continue to look for opportunities to attend meetings within our service area
- Outreach at community events (ie Tallmadge Expo, Senior Fairs, ...)
- Minority Health Fair at the RKPTC on Thursday, 4/27
- Display at the RKPTC
- Info sessions at RKPTC
- Social Media and Website
- E-blasts
- Advertising

Next Steps



Demand Response