

METRO REGIONAL TRANSIT AUTHORITY

# Planning/Marketing/Rail Committee

**JUNE 15, 2022**

**10:00 AM**

CHAIR: MR. DONALD CHRISTIAN

MEMBERS: MS. RENEE GREENE, MR. GARY SPRING  
& MR. VINCENT RUBINO



**METRO RTA  
PLANNING / MARKETING / RAIL  
COMMITTEE MEETING AGENDA  
ROBERT K. PFAFF TRANSIT CENTER BOARD ROOM  
WEDNESDAY, JUNE 15, 2022  
10:00 AM**

**ITEM 1: CALL TO ORDER**

**ITEM 2: APPROVAL OF MINUTES FROM APRIL MEETING**

**ITEM 3: SUB-COMMITTEE REPORTS**

**Marketing Report | Molly Becker**

- KPIs (Page 4)
- Free Fare Weekends Promotion
- Juneteenth Recognition

**Rail Report | Valerie Shea**

- No report

**Planning Report | Valerie Shea**

- KPIs (Page 3)
- Performance Report (Pages 5-8)
- Discretionary Grant Report
- Transit Development Plan Presentation

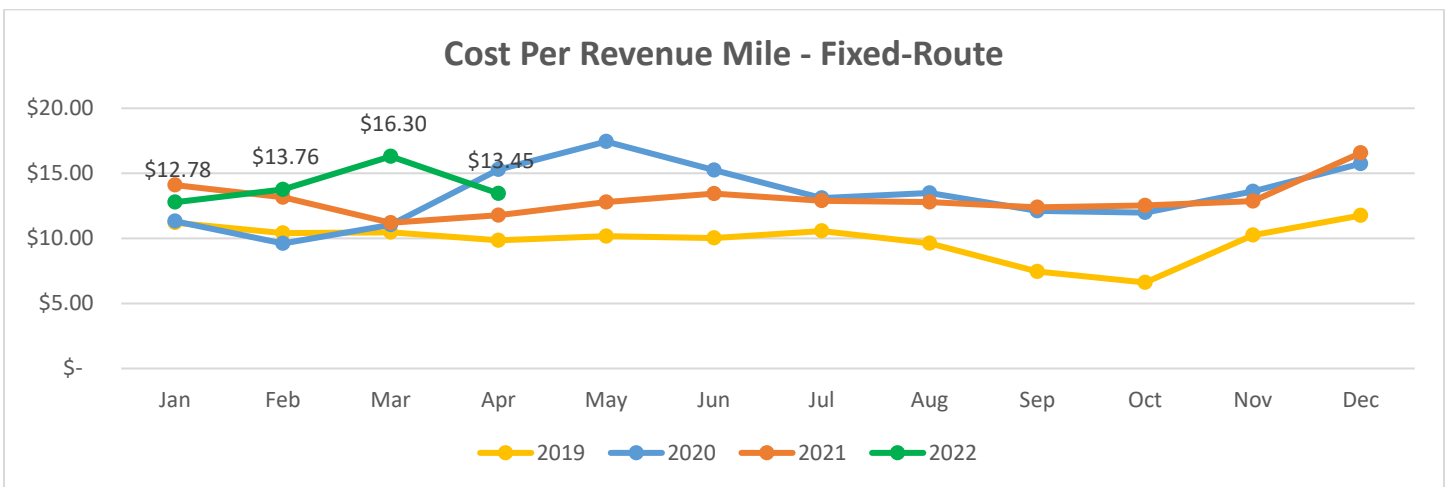
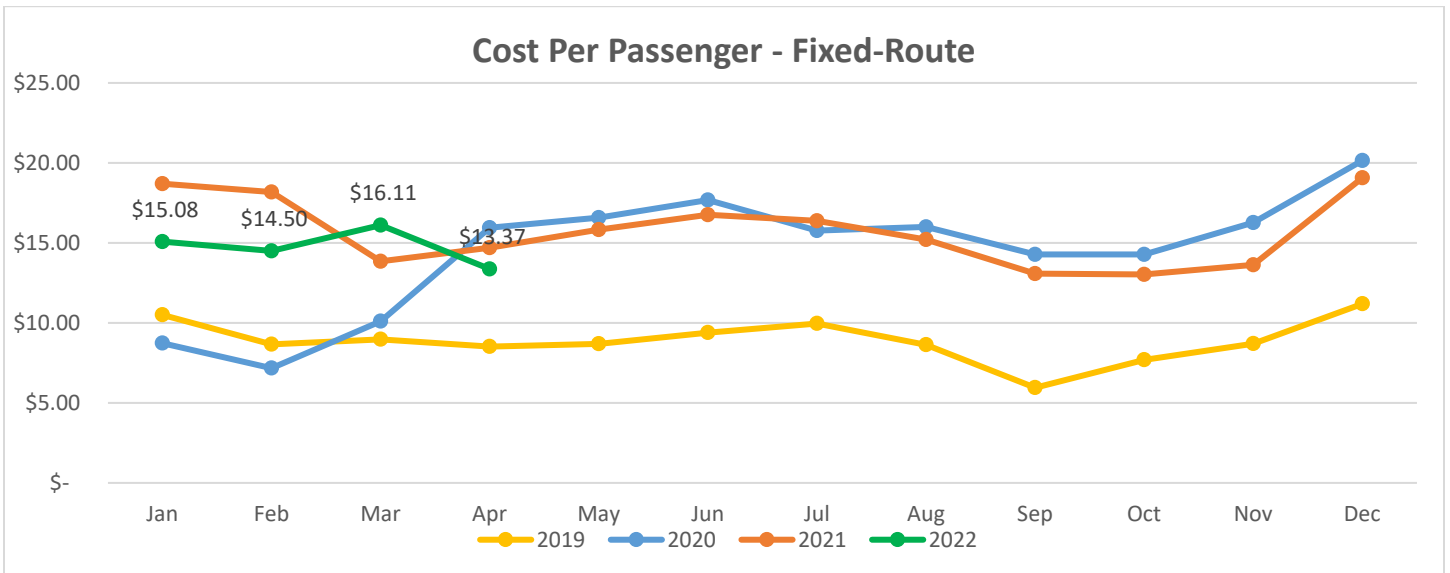
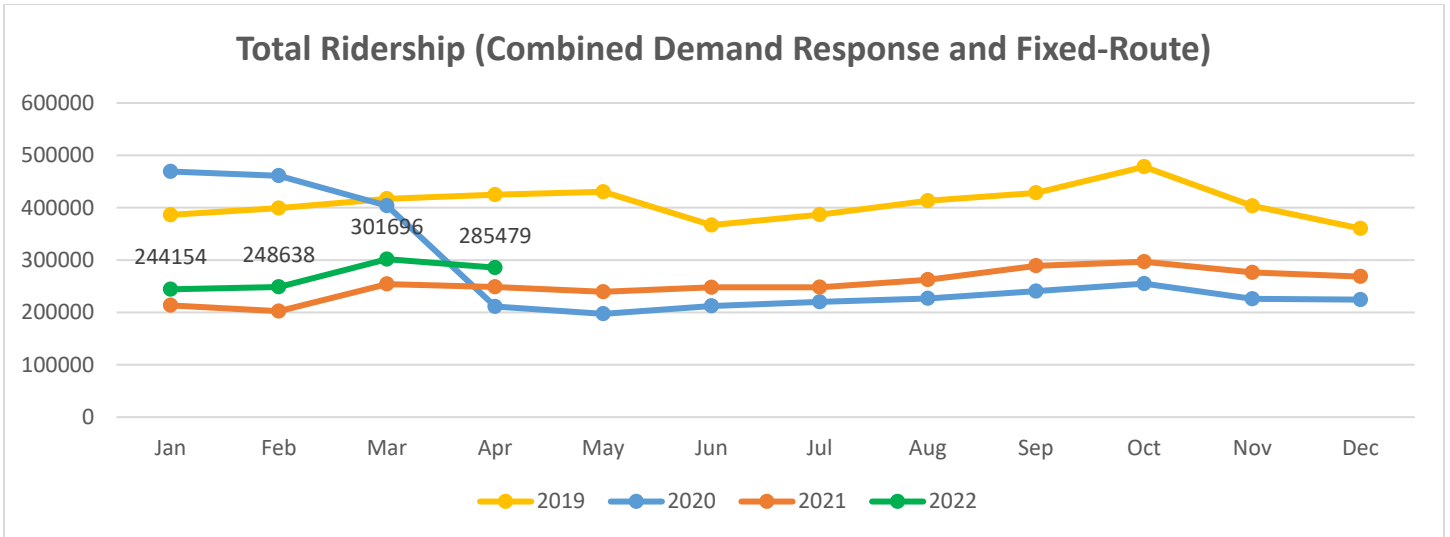
**ITEM 4: RESOLUTIONS FOR CONSIDERATION**

None

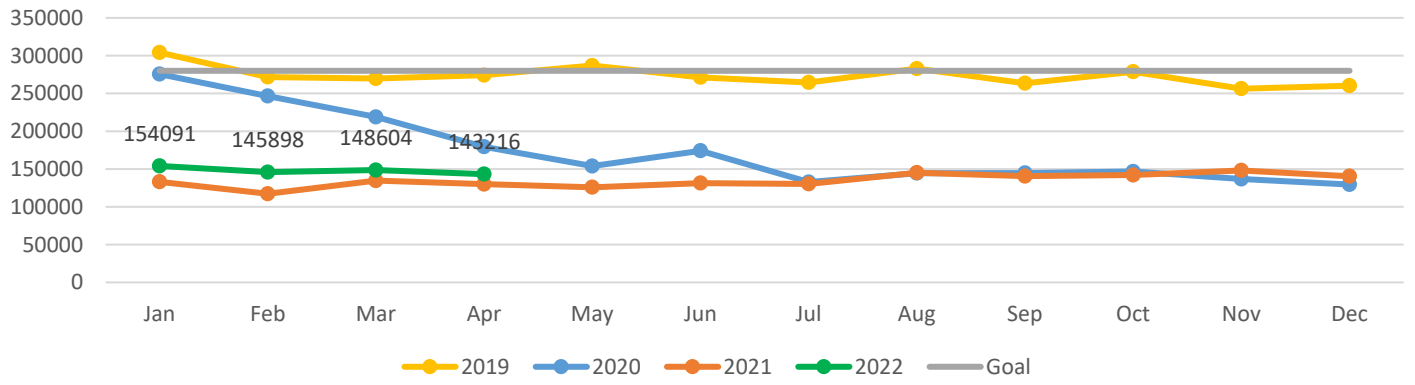
**ITEM 5: OTHER BUSINESS**

**ITEM 6: CALL FOR ADJOURNMENT**

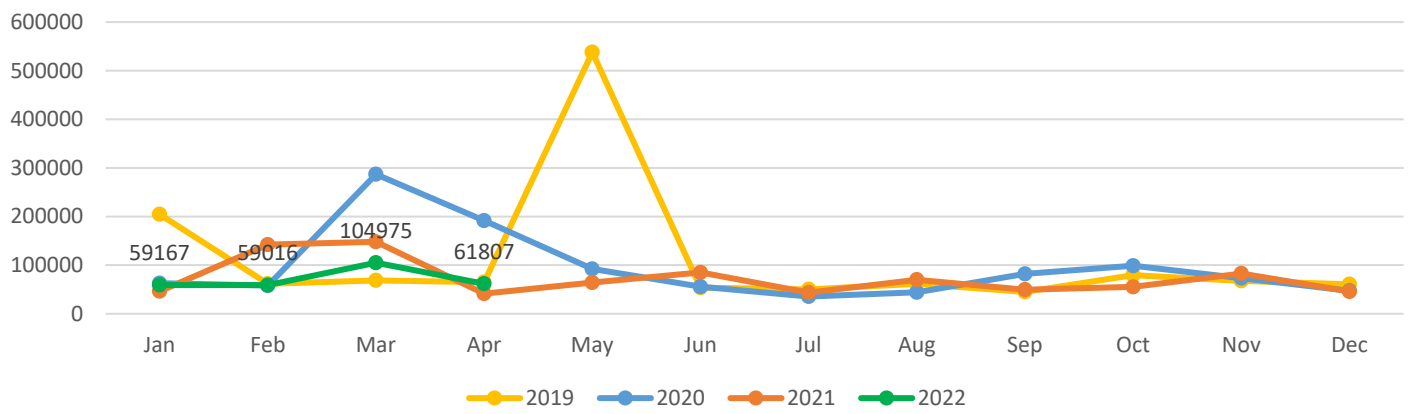
Planning / Marketing / Rail – Key Performance Indicators



### Web Traffic



### Social Media Impressions



**METRO RTA  
PLANNING / MARKETING / RAIL  
COMMITTEE MEETING MINUTES  
ROBERT K. PFAFF TRANSIT CENTER BOARD ROOM  
WEDNESDAY, MAY 18, 2022  
9:30 AM**

**Committee**

**Members Present:** Vincent Rubino, Donald Christian

**Trustees Present:** Dana LaGarde, Mark Derrig, Robert Konstand

**METRO Team**

**Members Present:** Dawn Distler, Emily Baarson, Matt Mullen, Molly Becker, Jay Hunter, Angela Neeley, Bambi Miller, Jarrod Hampshire, Eric Scott, Shawn Metcalf, DeHavilland McCall

**CALL TO ORDER**

Mr. Donald Christian called the meeting to order at 9:30 am

**APPROVAL OF MINUTES FROM APRIL MEETING**

Mr. Vincent Rubino made a motion to approve minutes from the April 20, 2022 meeting. The minutes were unanimously approved.

**SUB-COMMITTEE REPORTS**

**Planning Report | Emily Baarson**

Reviewed KPIs and Performance Report. Mr. Matt Mullen provided an update on the annual ODOT General Revenue Fund application, which includes \$3 million worth of projects for computer software/hardware, facility concrete repair, maintenance equipment, costs for preventative maintenance, and local costs for 10 large buses.

**Marketing Report | Molly Becker**

Reviewed KPIs. METRO is running a summer campaign for fare-free weekends in June, July, and August. Ms. Molly Becker discussed the campaign's marketing efforts and showed a promo video to the committee. At last month's committee meeting, there was discussion about how METRO chooses what events to sponsor. Ms. Becker gave an overview on sponsorship guidelines and procedures. Summit County Public Health will be hosting a vaccine clinic at the Robert K. Pfaff Transit Center on Friday [May 20] from 11 a.m.-3 p.m. Those who receive a vaccine are eligible to receive a 31-day bus pass. Today marks the 1-year anniversary of the shooting incident on a bus at RKP that claimed the life of a young man. Family and friends of the victim are having a memorial in the parking lot across the street from the Transit Center this afternoon.

Mr. Christian commended Ms. Becker for her efforts in enhancing METRO's image.

**Rail Report | Emily Baarson**

No report

**OTHER BUSINESS**

Ms. Dawn Distler presented a proclamation from Summit County Council addressing the addition of electric buses to METRO's fleet and commending METRO for its efforts to create a cleaner and greener environment.

**CALL FOR ADJOURNMENT**

Adjourned at 9:47 am

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**DAWN S. DISTLER,  
CHIEF EXECUTIVE OFFICER/  
SECRETARY-TREASURER**