

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

Committee

Members Present: Donald Christian

Trustees Present: Dana LaGarde, Robert Konstand, Robert DeJournett, Gary Spring, Renee Green

METRO Team

Members Present: Dawn Distler, Molly Becker, Jay Hunter, Angela Neeley, Bambi Miller, Jarrod Hampshire, Eric Scott, DeHavilland McCall, Valerie Shea, Tatia Harris

CALL TO ORDER

Mr. Donald Christian called the meeting to order at 10:01 am

Mr. Donald Christian allowed Mr. Ron Brubaker and Mr. Bill Sepe to take the floor, representing TASC force (Trail Advocates of Summit County). Mr. Brubaker discussed contacting railways to Stow for preservation. Mr. Brubaker solicited support to keep a section of the land and proposed a walk of the trail. Mr. Brubaker asked for an acceleration of the plans under the rail committee.

APPROVAL OF MINUTES FROM APRIL MEETING

Ms. Dana LaGarde made a motion to approve minutes from the May 18, 2022 meeting. The minutes were unanimously approved.

SUB-COMMITTEE REPORTS

Marketing Report | Molly Becker

Reviewed KPIs. An uptick in numbers for social media and website engagement was reported. Free fare weekends and the resulting overall increase in ridership was discussed. A question was asked as to whether ridership had increased on specific routes or across the board. It was reported that ridership had increased across the board. The success of the Juneteenth button program was discussed, and Ms. Renee Greene was thanked for her involvement in the Juneteenth fair. A comment was made about recent positive press in local papers, and a discussion arose about disclosing the free fare numbers to the press. A question was posed about fuel numbers.

Planning Report | Valerie Shea

Reviewed KPIs and Performance Report. It was reported that ridership trends are following expectations. Cost per passenger went down, and demand response and fixed-route ridership are up. Two additional grants were filed with the FTA. Mr. Evan Landman of Jarrett Walker + Associates was introduced for a special presentation.

Mr. Evan Landman presented the recommendations of the Transit Development Plan. During the presentation, a question was asked about ADA advantages over the discretionary demand response services and how that tied into the overall purpose of the plan. It was reported that the plan was meant to help people have options, while maintaining financial stability for the program. Following the presentation, a question was asked about how many riders would be affected by raising the SCAT Senior eligible age from 62 to 65. There was a discussion about “grandfathering” current users who are not 65. A note was made that incremental change would be necessary, and it was reiterated that the Board will have the final decision of whether or not to approve the service and program changes associated with the plan. A point was made that the collective bargaining agreement would need to be consulted to be sure that TWU is communicated with about the Transit Development Plan.

Rail Report | Valerie Shea

No report

OTHER BUSINESS

none

CALL FOR ADJOURNMENT

Adjourned at 11:10 am



DAWN S. DISTLE

**CHIEF EXECUTIVE OFFICER/
SECRETARY-TREASURER**