

**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING MINUTES
ROBERT K. PFAFF TRANSIT CENTER BOARD ROOM
WEDNESDAY, August 17, 2022
9:30 AM**

Committee

Members Present: Donald Christian, Renee Greene, Dana LaGarde, Robert Konstand, Gary Spring

Trustees Present: Vince Rubino, John Valle, David Prentice, Robert DeJournett

METRO Team

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

CALL TO ORDER

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

APPROVAL OF MINUTES FROM JULY MEETING

Mr. Donald Christian made a motion to approve minutes from the July 2022 meeting. The minutes were unanimously approved.

SUB-COMMITTEE REPORTS

Planning Report | Tatia Harris/ Matt Mullen

Special Acknowledgement was given to Matt Mullen for his work on the Triennial Review. KPIs were reviewed. A question was asked whether fuel costs affect KPIs, it was reported that it did not due to a fixed-rate constant. Grant status was reported. A question was asked the FTA conversations ongoing, and it was reported that that would be addressed in the Rail Report.

Marketing Report | Molly Becker

Reviewed KPIs. It was reported that the Drive-a-Bus event had been successful. It was reported that social media marketing played a large role in the success of the event, and website and social media traffic data was reviewed, as well as specific media strategies used for this event, such as radio and wrapped buses. A question was asked about how many of the 99 applicants were expected to be retained, and it was reported that retention above 50% would be the goal. It was emphasized that many people applied who did not attend the hiring

event due to the wide reach of the marketing effort. A question was asked about the CDL process as an aspect of the hiring process. It was reported that potential operators were responsible for obtaining their temporary CDL, and METRO then trained them on how to drive the bus. A question was asked about Akron Public Schools and METRO's benefits and compensation in comparison. It was reported that METRO had better compensation, but the hours were tougher. The Akron Urban League award was discussed. Upcoming events, including Backpack Adventures with the Akron Zoo, University of Akron Orientations, Akron Pride March, and others.

Rail Report | Dawn Distler

It was reported that METRO's rail properties were subject to FTA regulation due to being acquired with federal funding. It was also reported that the FTA would partner with METRO in building the Maintenance and Operations Facility. It was reported that the rail was originally purchased for passenger rail, and when METRO requested permission to use the rail for secondary use, the FTA responded unfavorably to the proposition. It was reported that now, METRO was in talks to reach an agreement with the FTA to use the rail for secondary use, as well as exploring other options should an agreement for secondary use not be reached. A question was asked about what route the rail runs. It was reported that METRO originally envisioned a "dinner train" but there was pushback from the community. A question was asked about whether there was a deadline to address the issue, and it was reported that until the FTA hands down their ruling, there was no deadline. A question was asked about the value of the land and potential buyers for the rail. It was reported that specific determinations on the value and potential buyers would come to the forefront following the FTA ruling. A question was asked about a potential buyer taking ownership of the obligation to the FTA, and it was reported that the responsibility to pay back FTA funds would transfer with ownership of the rail. A question was asked about the profit of the asset, and it was reported that the rail operated at a loss for METRO.

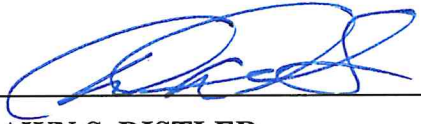
Resolutions

OTHER BUSINESS

Mr. Brubaker was recognized. The ideal timeline for development of the trail was reported, as well as an offer to assist METRO with logistics related to the project.

CALL FOR ADJOURNMENT

Adjourned at 10:15 am



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