

**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING AGENDA
416 KENMORE BLVD, AKRON OHIO 44310
WEDNESDAY, JANUARY 15
1:00 P.M.**

ITEM 1: CALL TO ORDER

ITEM 2: SUB-COMMITTEE REPORTS & POTENTIAL RESOLUTIONS

Planning Report

- On-Board Survey Update
 - Survey is in progress and expected to be finished in mid-February
 - Collecting travel pattern and demographic information from METRO customers
- Strategic Plan Updates
 - Kickoff Meeting on 1/17 @ 2:30p
 - Meeting will be interactive. Board members were sent questions to have answers prepared for in advance of the meeting.
 - Online Survey
 - Final drafting taking place now.
 - Link will be sent to the Board for comment.
 - Will “go live” in early February
- Mobile Ticketing Update
 - Highest day for ticket usage = January 14, 2020 with 950 boardings using mobile tickets
- Performance Reports for Year End
 - Ended the year down about 3.5% in ridership
 - Paratransit (SCAT/ADA) was up about 2%
 - Line service was down 3.8% for the year
- FlexRide
 - Finalizing operational details
 - Will go live in February with advertising to companies

Marketing Report

- 2020 Plans
 - Looking at events for the year based on last year events and successes.
- Library Initiatives

- The first Thursday of each month you can ride free with your library card
- Free library at the RKPTC and on buses with book donations from the Akron-Summit Library system
- Marketing possibilities/social media between agencies
- METRO Parks Initiative-Board Support
 - We will present a resolution for the Board to support the parks ballot initiative
- The Bus Stops Here
 - Accountability is this years themes. We are making buttons, posters and articles in newsletters
- Annual Report
 - We are producing our first official annual report and comiling the information and working with an outside agency
- New Schedule launch
 - New schedules (new design/maps) will be on the streets starting with the winter sign-uo

Rail Report

ITEM 3: OTHER BUSINESS

ITEM 4: CALL FOR ADJOURNMENT