

**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING AGENDA
WEDNESDAY, FEBRUARY 19
631 South Broadway-Transit Center
1:00 P.M.**

ITEM 1: CALL TO ORDER

ITEM 2: SUB-COMMITTEE REPORTS & POTENTIAL RESOLUTIONS

Planning Report

- Strategic Plan Updates
 - On-Board Survey
 - On-Board survey was complete in 1st week of February.
 - Data will be available for analysis soon.
 - Agency Inreach
 - 2 days of meetings w/ online surveys available
 - 64 surveys filled out at the time of the Committee meeting
 - 150+ comments received from face-to-face conversations
 - Online Survey
 - 103 surveys complete at time of Committee meeting
 - Continuing to be advertised through our usual channels plus shared by some of our partners
 - Will be open through March
 - Stakeholder Meetings
 - Will be conducting meetings in late-February and thru March with various stakeholders
 - Public Outreach
 - Public open houses will be held on March 10th and March 24th
 - March 10th – 5:30p-7:30p @ Main Library
 - March 24th – 6:30a-6:30p @ RKP Transit Center
 - Coffee Chats + Transit On Tap events will be casual transit conversations at local establishments to reach people who may not come to a traditional meeting. Dates and times will be posted on the website as they are confirmed.
- FlexRide Update
 - 2 employers have enrolled
 - 1 active employee taking rides
 - Additional publicity to employers will be coming soon

- HASTUS Scheduling Software Implementation
 - Planning team is working with a TWU committee to ensure transparent communication regarding changes for the Spring 2020 sign-up.
 - Run times have been re-evaluated and modified, as well as vehicle and operator duties.
 - Will go-live with the new software on April 5th.
- Mobile Ticketing Update
 - Continued to see increased usage of the app.
 - Highest day to date = February 11th with 1,073 mobile tickets used that day
- Performance Report
 - Ridership was up over 3% in January, with both SCAT and line service seeing increases.
 - KPI for Ridership was presented as a month by month comparison for 2019 and 2020, along with a cumulative chart. The committee suggested that the cumulative chart creates some confusion on the graph and suggested looking at other ways to present that information.

Marketing Report

- KPIs
 - Our department is responsible for designing them
 - Our KPIs will be website visits, social media and ad sales
- Ohio Loves Transit Week/Day promotions
 - The event was a huge success with press and numerous social media from many organizations. We worked with DAP on offering giveaways at area business in downtown, attended a wedding, and handed out bus passes from bus stop cupids
- Minority Health Fair- Transit Center Wed., 4/1
 - It is schedule for Ap1. This is a repeat of last year's highly popular event. Free bus passes will be passed out, health screenings and community organizations will be onsite.

Rail Report

- No rail report this month.

ITEM 3: OTHER BUSINESS

ITEM 4: CALL FOR ADJOURNMENT