

**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING MINUTES
416 KENMORE BOULEVARD BOARD ROOM
VIRTUAL MEETING VIA GOTOMEETING
WEDNESDAY, AUGUST 19, 2020
11:00 A.M.**

ITEM 1: CALL TO ORDER

Attendees: Donald Christian, Gary Spring, Renee Greene, Vincent Rubino, Chuck Rector, Dave Prentice, Mark Derrig, Dawn Distler, Molly Becker, Valerie Shea, Jarrod Hampshire, DeHavilland McCall, Jamie Saylor, and METRO team members.

Mr. Donald Christian called the meeting to order at 11:04 a.m.

ITEM 2: APPROVAL OF MINUTES FROM JULY MEETING

Motion to approve minutes by Renee Greene. Second by Mr. Vincent Rubino.

ITEM 3: SUB-COMMITTEE REPORTS

Marketing Report | Molly Becker

- Reviewed KPIs
- ArtsNow organization is bringing Live from Your Living Room on a METRO bus tomorrow, Thursday, August 20
- METRO's Advertising Sales Manager is retiring at the end of 2020. The RFP process has begun to outsource external advertising sales
- Creating a marketing plan for the METRO Connect pilot program beginning September 14, 2020
- Annual Report Distribution
- The Robert K. Pfaff Transit Center is a satellite location for the Akron Zoo's Backpack Adventures event today and tomorrow, Thursday, August 20
- METRO received four awards that were scheduled to be presented at the annual OPTA Conference back in April. Due to COVID-19, OPTA's Executive Director is scheduling visits to award winners.

Rail Report | Valerie Shea

- METRO is still in conversations with Summit Metro Parks and municipalities regarding the Akron Secondary rail line. Ms. Valerie Shea is hoping to provide a more detailed update to the committee in September

- Rail Property Management with GEO Mobility has been very successful thus far. The group is responsible for managing and maintaining utility agreements along the rail line and seeking new agreements. Last year, METRO collected \$25,000 from rail agreements and this year we're on track to collect \$150,000.
- Task-Order Contract for Rail Architecture and Engineering Services

Planning Report | Valerie Shea

- Reviewed KPIs and Performance Report
- The Fall 2020 Contingency Service Change goes into effect Sunday, August 23, bringing 81 percent of service back on the road including Sunday service. METRO Connect pilot program will start in mid-September.
- Daily boardings using EZfare mobile ticketing app are back up to 7 percent
- Ms. Valerie Shea gave a detailed presentation on the Strategic Plan Draft Recommendations for Board consideration

ITEM 4: RESOLUTIONS FOR CONSIDERATION

Resolution 2020-17: A resolution authorizing the award of a task order-based contract for rail architecture and engineering services.

ITEM 5: OTHER BUSINESS

ITEM 6: CALL FOR ADJOURNMENT

Adjourned at 12:40 p.m.