

**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING MINUTES
416 KENMORE BOULEVARD BOARDROOM
WEDNESDAY, JUNE 17, 2020
10:30 A.M.**

ITEM 1: CALL TO ORDER

Attendees: Don Christian, Vincent Rubino, Gary Spring, Nick Fernandez, Robert DeJournett, Renee Greene, Dawn Distler, Molly Becker, Valerie Shea, and METRO team members

Mr. Don Christian called the meeting to order at 10:35 a.m.

ITEM 2: APPROVAL OF MINUTES FROM MAY MEETING

Motion to approve minutes by Mr. Don Christian. Second by Mr. Gary Spring.

ITEM 3: SUB-COMMITTEE REPORTS

Marketing Report | Molly Becker

- **Art In Transit**
 - Creating an Art In Transit advisory committee
 - DAP – shelters downtown
 - Cuyahoga Falls Chalk Art
 - Independence Transit Center
- **Service Change: EZFare, Schedules, Messaging**
 - A Safe Way to Pay
 - Press coverage was good
 - Social Media/Website
- **#IAmEssential-RKPTC**
 - Adapting the campaign to banners at the RKPTC
 - Posted video on Facebook last week
- **Annual Report**
 - Finalized and headed to the printer
- **KPIs**
 - Web traffic was down due to not looking at schedules, mostly.
 - Social Media was up due to most of our messaging and info being posted and readily accessible.
 - Advertising numbers are consistent with 2019 for now. Some advertising that is event specific has been canceled, but is being replaced with COVID/health messaging. But there is a decline trend for the time being.

Rail Report | Valerie Shea

- **No report**

Planning Report | Valerie Shea

- **Performance Reports (March and April)**
 - Data integrity issues following an update to the farebox system's database caused the delay in the production of the March report. It also resulted in lost or incomplete data on certain days throughout the last couple of months.
 - With that in mind, March farebox ridership was down 35% and April down 60%.
 - Working through the final steps of reporting based on Automatic Passenger Counters rather than farebox for ridership.
 - KPIs
- **Service Change**
 - Early Observations
 - Hourly departures seem to be working well, reducing time passengers have to spend at the Transit Center
 - Early ridership reports appear to be holding steady, or showing a very slight increase as passengers adjust to the new schedules.
 - EZfare Usage
 - Usage is picking back up again. Approx. 5% of boardings are being made using a mobile ticket. Expect this to increase and we continue to promote.
 - METRO is part of a team that was awarded the FTA's Integrated Mobility Innovation grant to research and develop a "smartcard" system that would work in conjunction with EZfare to allow for cashless payment.
- **Strategic Plan**
 - Schedule
 - This month – first draft of service recommendations
 - Next month – draft action matrix presented to the Board
 - Late July/Early August – public and stakeholder outreach on recommendations
 - August (tentative) – final plan presented for approval
 - First Draft Service Recommendations
 - Presentation given on consultant's service recommendations.

ITEM 4: RESOLUTIONS FOR CONSIDERATION

None

ITEM 5: OTHER BUSINESS

ITEM 6: CALL FOR ADJOURNMENT

Adjourned at 11:40 a.m.