

**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING MINUTES
416 KENMORE BOULEVARD BOARD ROOM
VIRTUAL MEETING
WEDNESDAY, FEBRUARY 17, 2021
10:30 A.M.**

ITEM 1: CALL TO ORDER

Attendees: Donald Christian, Gary Spring, Renee Greene, Vincent Rubino, Robert DeJournett, Nick Fernandez, David Prentice, Dawn Distler, Valerie Shea, Emily Baarson, Molly Becker, Claire Merrick, Bambi Miller, Shawn Metcalf, DeHavilland McCall, Jamie Saylor, Jay Hunter, Angela Neeley, Jarrod Hampshire

Guests present: Dr. Daniel Van Epps, Bill Sepe

Mr. Donald Christian called the meeting to order at 10:33 a.m.

ITEM 2: APPROVAL OF MINUTES FROM JANUARY MEETING

Motion to approve minutes by Mr. Gary Spring. Second by Mr. Vincent Rubino.

ITEM 3: SUB-COMMITTEE REPORTS

Planning Report | Valerie Shea

- Reviewed KPIs and Performance Report
- Ms. Valerie Shea gave a detailed presentation on the Title VI Analysis for COVID-19 Service Adjustments.

Mr. Christian commended Ms. Shea for creating a comprehensive document. Mr. Spring asked if there would be major service changes in April. Ms. Shea said no; however, the team is looking at later evening trips on the “Tier III” routes to make sure evening work connections can be made.

- Ms. Emily Baarson provided an update on the Transit Oriented Development (TOD) Feasibility Study, funded by the HOPE Grant. METRO received six proposals for the study. Ms. Baarson said the process will take about 12-14 months to complete before a final report will be shared with the Committee.

- Reviewed the NEORide Bylaw Change, an administrative process to allow the NEORide Board to vote on bylaw changes and not require approval from each agency's Board.
- No updates on grants

Marketing Report | Claire Merrick

- Reviewed KPIs
- Ms. Claire Merrick presented an overview of the Ohio Loves Transit campaign, which concluded on February 14. A TV commercial that aired statewide was shared with the Committee.
- Three TV commercials highlighting METRO's efforts surrounding the COVID-19 pandemic were shared with the Committee. The commercials are airing on streaming services, social media, and cable services starting next week.
- Information about the COVID vaccine is being disseminated to team members, focusing on advocacy efforts prioritizing transit workers and sharing general information about the vaccine.

Rail Report | Valerie Shea

None

ITEM 4: RESOLUTIONS FOR CONSIDERATION

Resolution 2021-05: Approving the Service Equity Analysis for major service changes made as a result of the COVID-19 pandemic. (Page 66)

Resolution 2021-06: Authorizing the award of a Transit Oriented Development (TOD) Feasibility Study services contract. (Pages 67-68)

Resolution 2021-07: Authorizing an amendment to NEORide Regional Council of Governments' Bylaws. (Page 69)

ITEM 5: OTHER BUSINESS

ITEM 6: CALL FOR ADJOURNMENT

Adjourned at 11:18 a.m.