

**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING MINUTES
APRIL 15, 2020
10:30 A.M.**

ITEM 1: CALL TO ORDER

Board Members present: Gary Spring, Vincent Rubino, Robert DeJournett, Don Christian, Renee Greene

METRO Team Members present: Dawn Distler, Molly Becker, Valerie Shea, Bambi Miller, Halee Gerenday, Robin Stevens, Matt Mullen, Tim Smith, Jason Popik, PJ Lehman

ITEM 2: APPROVAL OF MINUTES FROM FEBRUARY MEETING

Mr. Rubino requests that we list who is in attendance at meeting on future minutes.

Mr. Rubino move to approve the February minutes. Mr. Spring second. Minutes are approved.

ITEM 3: SUB-COMMITTEE REPORTS

Planning Report | Valerie Shea

- KPIs
 - Ridership (Line-Service + Demand Response)
 - On pace with 2019, however we will see a drop in March and likely through the remainder of Spring and Summer
 - Cost Per Passenger – Line-Service
 - On pace with 2019
 - Cost Per Revenue Mile – Line-Service
 - Slightly lower than 2019
- COVID-19 Ridership and Service Impacts
 - 3/14/20 - State of Emergency Declared in Ohio
 - Approx. 25% ridership decrease the following week
 - First day of Free Fares on 3/17/20
 - 3/22/20 - Stay at Home Order Announced and in effect on Tuesday 3/24/20
 - Approx. 35% ridership decrease that week
 - 3/23/20 – x60 service suspended due to low ridership
 - 3/28/20 - Transit Center Lobby Closed

- Approx. 35-40% ridership decrease that week
 - 3/30/20 – DASH service suspended due to low ridership
 - 4/6/20 – Contingency Service A effective date
 - Similar to MLK Jr. Day or Thanks-Friday Service
 - DASH and x60 service remain suspended
 - Regular Saturday service; no Sunday service
 - Consistent 60% ridership decrease since service was reduced
- Strategic Plan Update
 - All outreach suspended due to COVID-19 pandemic
 - Online Survey – 600+ responses so far
 - Will give update to full Board on what we’ve heard at Friday’s meeting
 - Considering opportunities for online outreach / webinars
 - Project Team continues to work on financial and service analysis.
 - Timeline of the project will need to be extended due to COVID-19 – “bite-size” outreach/inreach vs. large events or meetings
- February Performance Report
 - Month of February was down 2.5% from last year
 - Demand Response up 6%
 - Line Service down 3%
 - YTD is slightly up (0.28%)
- Grants / CARES Act
 - Regular Federal Formula Apportionments for FY2020
 - Each year, funds are allocated via formula based on Census information and Service levels to the Akron Urbanized Area and divided among transit agencies that have service within that area. This includes METRO, PARTA, GCRTA and MCPT. METRO also receives a small amount of funding from the Cleveland Urbanized Area.
 - METRO’s expected distribution from the regular FY2020 formula funds is approximately \$7.9M.
 - CARES Act
 - The recovery package included \$25B in federal funding for transit.
 - These funds were apportioned via the same formula as the regular formula funds.
 - Funds can be used to recover both operating and capital costs, as well as revenue losses incurred due to COVID-19. Federal share can cover 100% (typically it is 80%)
 - METRO’s expected distribution from the CARES Act formula funds is approximately \$18.8M. We are working to estimate the impact to our costs and revenues moving forward. Sales tax recovery will likely be a slow process.

- Mr. Spring inquired on last year's Sales Tax. Ms. Shea indicated 2020 projection was \$48M during the budgeting process. Other agencies have projected a 60% decrease for the rest of the year.
- Discussion on how to ramp up and anticipate what will be the "new normal".

Marketing Report | Molly Becker

- KPIs
 - Our web traffic is down. We typically see an uptick with a new sign-up, as you can see the January numbers. I suspect with COVID, as well as the Avail system, our web numbers will fluctuate. The new schedule design was launched mid-January, so more people probably picked up hard copies of the schedules, as well.
- COVID-19 Outreach/Press
 - We are continuously putting out messaging, safety messaging, press releases as needed and following up with social media and web questions & concerns. We are now going to put out messaging on recommending wearing face coverings, per CDC
- #IAmEssential Campaign
 - We are highlight on social media METRO staff for all over the company. We have received a great response from it. Claire has taken this project on and is really putting a face to our essential employees
- Devil Strip: Portraits of a Pandemic
 - They highlight 3 METRO team members and they also had a story on Ch 5 for their efforts on the photo series
- Community Events-status/rescheduled
 - Basically all of our events through May and some in June have been canceled or postponed. We do not have any rescheduled at this point.
- Also, the Beacon will be riding along with an operator within the next week to highlight riders and essential personnel
- Mr. Spring inquired about the PPE we have provided our employees. Ms. Distler detailed the PPE we have provided (face shields, gloves, sanitizer, masks on order).

Rail Report | Valerie Shea

- Akron Secondary Update
 - Continued discussions on the future of the line with multiple stakeholders. Groundswell support for converting to a trail. Will provide an update to the Committee in May on the implications of a trail conversion for METRO.
 - Mr. Spring asked if a rail corridor could be used as a detour for impacts to the closure of the SR-8 bridge. Ms. Shea said that the

condition of the corridor wouldn't allow for use in the timeframe of the bridge construction but METRO will work with ODOT on detour impacts.

ITEM 4: RESOLUTIONS FOR CONSIDERATION

ITEM 5: OTHER BUSINESS

ITEM 6: CALL FOR ADJOURNMENT

Ms. Greene moves to adjourn

Mr. Rubino seconds

Meeting is adjourned