

**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING MINUTES
416 KENMORE BOULEVARD BOARD ROOM
VIRTUAL MEETING
WEDNESDAY, APRIL 21, 2021
10:30 A.M.**

ITEM 1: CALL TO ORDER

Attendees: Gary Spring, Renee Greene, Vincent Rubino, David Prentice, Dawn Distler, Valerie Shea, Molly Becker, Jay Hunter, Shawn Metcalf, Jarrod Hampshire, Bambi Miller, DeHavilland McCall, Angela Neeley

Guests Present: Dr. Daniel Van Epps

Mr. Gary Spring called the meeting to order at 10:30 a.m.

ITEM 2: APPROVAL OF MINUTES FROM MARCH MEETING

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

ITEM 3: SUB-COMMITTEE REPORTS

Planning Report | Valerie Shea

- Reviewed KPIs and Performance Report
- The immediate next steps in the Strategic Plan is a technology audit, transit oriented development study, and the Comprehensive Operational Analysis and Transit Development Plan (COA-TDP). Ms. Shea gave a brief presentation on the COA-TDP project, which is starting tomorrow (April 22).

Mr. Rubino asked how far out the analysis will take METRO. Ms. Shea explained a COA-TDP study hasn't taken place in several decades; this will guide METRO to today and from there, build a system that is flexible and adaptable with new mobility options.

- Mobile ticketing validators went live on April 12. Bus operators were previously visually validating tickets on the EZfare app, but now passengers can scan their ticket on the validators upon boarding. Seven-percent of boardings are using mobile tickets. METRO is exploring different ways to expand the program within the next few months.

- METRO recently applied for the Low or No Emissions Grant through FTA for two additional electric buses.

Marketing Report | Molly Becker

- Reviewed KPIs
- Started Book it on METRO with the Akron-Summit County Public Library in the fall of 2020. Other libraries have shown interest in joining the program; looking to open it up to libraries county-wide this summer.
- As part of METRO's Art in Transit program, METRO is partnering with ArtsNow on their Know COVID Campaign to install public art in bus shelters on Copley Road and in North Hill. The campaign will address timely information related to COVID-19. Bus shelter wraps are scheduled to be installed in the next few months.
- METRO is taking communications to a new level this year. Information was mailed to all team members about staying connected, including text alerts, e-newsletter, digital calendar, Facebook, etc. METRO is working towards creating a corporate communications plan that will tie into the organizations overall goal to improve internal communications.
- Updating METRO's Crisis Plan that will include scenario-specific emergencies beyond bus accidents, such as a pandemic and potential work stoppage.
- The 2020 annual report is being finalized; a digital copy and paper copy will be distributed to all Board members once complete.

Rail Report | Valerie Shea

- Efforts continue to convene stakeholders regarding the Akron Secondary Line to discuss best option moving forward.

ITEM 4: RESOLUTIONS FOR CONSIDERATION

ITEM 5: OTHER BUSINESS

ITEM 6: CALL FOR ADJOURNMENT

Adjourned at 10:52 a.m.