

**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING MINUTES
416 KENMORE BOULEVARD BOARDROOM
WEDNESDAY, JULY 15, 2020
10:30 A.M.**

ITEM 1: CALL TO ORDER

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

Mr. Donald Christian called the meeting to order at 10:34 a.m.

ITEM 2: APPROVAL OF MINUTES FROM JUNE 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
- Fall Service Change
 - The Fall 2020 Contingency Schedule will go into effect Sunday, August 23.
- Title VI Report
 - Senior Planner Emily Baarson reviewed METRO's Title VI Report and presented four relating resolutions to the Committee
- Strategic Plan
 - Still collecting feedback regarding service recommendations. Final action matrix is being established and will continue through August. Slated to present to the Board for final approval in October.

Mr. Nick Fernandez asked how COVID-19 pandemic will impact the final Strategic Plan document. Ms. Dawn Distler advised the Strategic Plan will be a fluid document with set goals and objectives.

Marketing Report | Molly Becker

- Art In Transit
 - Chalk it Up in Downtown Cuyahoga Falls, Downtown Akron banners and shelter art, Live in Your Living Room on a Bus event with ArtsNow

- EZFare-Uber Partnership
 - Uber users can now plan a trip on transit and purchase their bus pass through the Uber app. This is a partnership between NEORide, Uber, and Masabi
- METRO's Green Team has implemented several initiatives throughout the organization and is exploring more opportunities
- Ride Easy Ohio is a statewide initiative to highlight public transit as a safe option in light of the COVID-19 pandemic
- Working on updating METRO's Marketing Plan in light of the COVID-19 pandemic
- Reviewed Quarterly Infographic and KPIs

Rail Report | Valerie Shea

- Working with Summit Metro Parks and municipalities regarding the Akron Secondary rail line. August committee meeting anticipating more information from rail consulting firm moving forward and perhaps a draft agreement moving toward a trail on the rail line
- Rail Property Manager update will come in August

Mr. Gary Spring asked if leasing options are being considered with the Akron Secondary line. Ms. Valerie Shea said they are exploring an agreement similar to the Freedom Secondary line.

ITEM 4: RESOLUTIONS FOR CONSIDERATION

Resolution 2020-07: Recognizing the Title VI Service Monitoring Requirement and Major Service Change Policy

Resolution 2020-08: Recognizing METRO RTA Service and Fare Equity Analysis Policy and authorizes its submittal to FTA

Resolution 2020-09: Recognizing the METRO RTA public engagement policy and authorizes its submittal to the FTA

Resolution 2020-10: Adoption of the 2016-2019 Title VI Report and authorizes its submittal to the FTA

ITEM 5: OTHER BUSINESS

ITEM 6: CALL FOR ADJOURNMENT

Meeting was adjourned at 11:04 a.m.