

**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING MINUTES
ROBERT K. PFAFF TRANSIT CENTER BOARDROOM
WEDNESDAY, JULY 21, 2021
10:30 A.M.**

ITEM 1: CALL TO ORDER

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

Guests Present: Ron Brubaker, Bill Sepe (virtual), Dr. Daniel Van Epps (virtual)

Mr. Don Christian called the meeting to order at 10:30 a.m.

ITEM 2: APPROVAL OF MINUTES FROM JUNE MEETING

Motion to approve minutes by Mr. Vincent Rubino. Second by Mr. David Prentice.

ITEM 3: SUB-COMMITTEE REPORTS

Planning Report | Valerie Shea

- Reviewed KPIs and performance report. Ms. Valerie Shea highlighted ridership for Independence Day, July 4, and July 5.
- Ms. Shea provided a status update on the Strategic Plan and walked through the plan's operational and supporting strategies in a PowerPoint presentation.

Last week, METRO held a workshop with Jarret Walker + Associates alongside METRO team members, representatives from the cities of Akron and Barberton, PARTA, and METRO board members to compose the first draft of the bus network redesign within METRO's existing budget conditions. The first draft outlines fixed-route service; demand response and future mobility options will be outlined in the second phase of the draft. Results from the workshop will be publicized for the fall outreach, as scheduled. Following feedback from team members, stakeholders, and community members, a second draft will be compiled.

- The EZfare mobile ticketing option is expanding with the stored value option. Persons can add money to their account and use the funds to

purchase passes, as needed. Beginning August 1, persons can provide cash to the clerk at the Customer Care window at RKP to load onto their mobile ticketing account.

- METRO has not applied for any new grants since the June Committee Meeting. As Mr. Shawn Metcalf indicated in the Asset Protection & Development Committee, METRO was awarded a grant to purchase body armor for the transit police officers. The only outstanding grant is the Ohio Transit Partnership Program through ODOT.

Marketing Report | Molly Becker

- Reviewed KPIs
- An Official-ly Onboard with the Akron Urban League has been rescheduled for August 4.
- The Book It On METRO program, which started with the Akron-Summit County Public Library in September 2020, has expanded to include Twinsburg, Stow, and Barberton (July 2021) and Cuyahoga Falls (August 2021). Persons can ride free on fixed-route buses with a valid library card.
- METRO is sponsoring Akron Public Schools' Backpack Adventures event at the Akron Zoo on August 17 and August 19 from 4-8 pm.
- Showed a short trailer of the video "No Drivers License" a parody of the pop song "Drivers License" by Olivia Rodrigo.

Ms. Molly Becker introduced Marketing Intern Autumn Bowman, a Bowling Green State University student, to the Committee.

Rail Report | Valerie Shea

Mr. David Prentice asked about the status of METRO's Sandyville rail property and the recent news article in the Canton Repository. Ms. Shea explained SARTA has applied for funding to pursue a planning study on the potential of using those tracks to support connections to the Pro Football Hall of Fame. METRO is open to conversations to bring economic development to the region.

Ron Brubaker expressed his concerns and confusion about the status and miscommunication regarding the Akron Secondary Line.

ITEM 4: RESOLUTIONS FOR CONSIDERATION

None

ITEM 5: OTHER BUSINESS

Ms. Dawn Distler stated the July Board meeting will begin promptly at 8:45 am for the swearing in of all Board members. After the Board meeting, updated professional headshots of Board members will be taken by METRO's marketing intern.

ITEM 6: CALL FOR ADJOURNMENT

Adjourned at 10:55 a.m.