

**METRO RTA  
PLANNING / MARKETING / RAIL  
COMMITTEE MEETING MINUTES  
416 KENMORE BOULEVARD BOARD ROOM  
VIRTUAL MEETING  
WEDNESDAY, SEPTEMBER 16, 2020  
10:30 A.M.**

**ITEM 1: CALL TO ORDER**

Attendees: Gary Spring, Renee Greene, Vincent Rubino, Mark Derrig, Robert DeJournett, Dawn Distler, Valerie Shea, Molly Becker, DeHavilland McCall, Jamie Saylor, Jarrod Hampshire, PJ Lehman, and METRO staff.

Mr. Gary Spring called the meeting to order at 10:34 a.m.

**ITEM 2: APPROVAL OF MINUTES FROM AUGUST 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
  - Received approval from the FTA to report ridership numbers through automated passenger count
- Fall Contingency Schedule Update
  - Been in place since August 23, reinstated service, and the METRO Connect pilot program began September 14
- Grant Update
  - Received funding through the Ohio Transit Partnership program for large bus replacements, charging station for electric buses, additional money for facility rehab items, and operational analysis
- Shelter Project
  - Concrete pad replacement at 11 bus shelters and installation of five new bus shelters along Main Street in downtown Akron
- Strategic Plan Outreach Update and Schedule
  - Stakeholder meetings are scheduled and underway with appointing authorities; employee inreach is underway and a video recording has been posted on the employee Facebook page; two public webinars are scheduled on September 23 at 11 a.m. and September 29 and 6 p.m. with polls and Q&A sessions, a recording will be available on akronmetro.org

### **Marketing Report | Molly Becker**

- Reviewed KPIs
- METRO Connect Launch
  - Press coverage, social media, bus signs are posted, paid advertising is coming up
- Strategic Plan Promotions
  - Paid advertising on social media; mailed out to 5,000+ paratransit passengers information about strategic plan information
  - Will schedule focus groups with Senior Commission, NAACP, and the Akron Urban League while still meeting social distancing requirements
- Moovit
  - Another avenue for people to access transit information, plan their trip, and purchase their bus pass in one mobile app; trip planner is available on akronmetro.org
- APTA Recovery Committee
  - National campaign outlining four health and safety commitments

### **Rail Report | Valerie Shea**

- Akron Secondary Update
  - Still working with FTA to gain concurrence to develop a trail up to Hudson; received letters of support from local task force groups for the trail

### **ITEM 4: RESOLUTIONS FOR CONSIDERATION**

**Resolution 2020-20:** A resolution authorizing the award of a contract for the installation of shelters and shelter pads (*to be sent to Committee by 9/14/20*)

### **ITEM 5: OTHER BUSINESS**

None

### **ITEM 6: CALL FOR ADJOURNMENT**

Adjourned at 11:02 a.m.