

METRO REGIONAL TRANSIT AUTHORITY

Planning/Marketing/Rail Committee

JANUARY 20, 2021
10:30 AM

CHAIR: MR. DONALD CHRISTIAN
MEMBERS: MS. RENEE GREENE, MR. GARY SPRING
& MR. VINCENT RUBINO



**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING AGENDA
416 KENMORE BOULEVARD BOARD ROOM
VIRTUAL MEETING
WEDNESDAY, JANUARY 20, 2021
10:30 A.M.**

ITEM 1: CALL TO ORDER

ITEM 2: APPROVAL OF MINUTES FROM NOVEMBER MEETING

ITEM 3: SUB-COMMITTEE REPORTS

Planning Report | Valerie Shea

- KPIs – October & November 2020 (Page 3)
- Performance Report – October & November 2020 (Pages 5-14)
- Winter 2021 Contingency Service
- Title VI Analysis & Hearing
- Strategic Plan
- HOPE/TOD
- Discretionary Grant Report

Marketing Report | Claire Merrick

- KPIs – October & November 2020 (Page 4)
- Winter 2021 Contingency Schedule Messaging
- Internal Text Messaging Service
- Ohio Loves Transit

Rail Report | Valerie Shea

- Akron Secondary Update

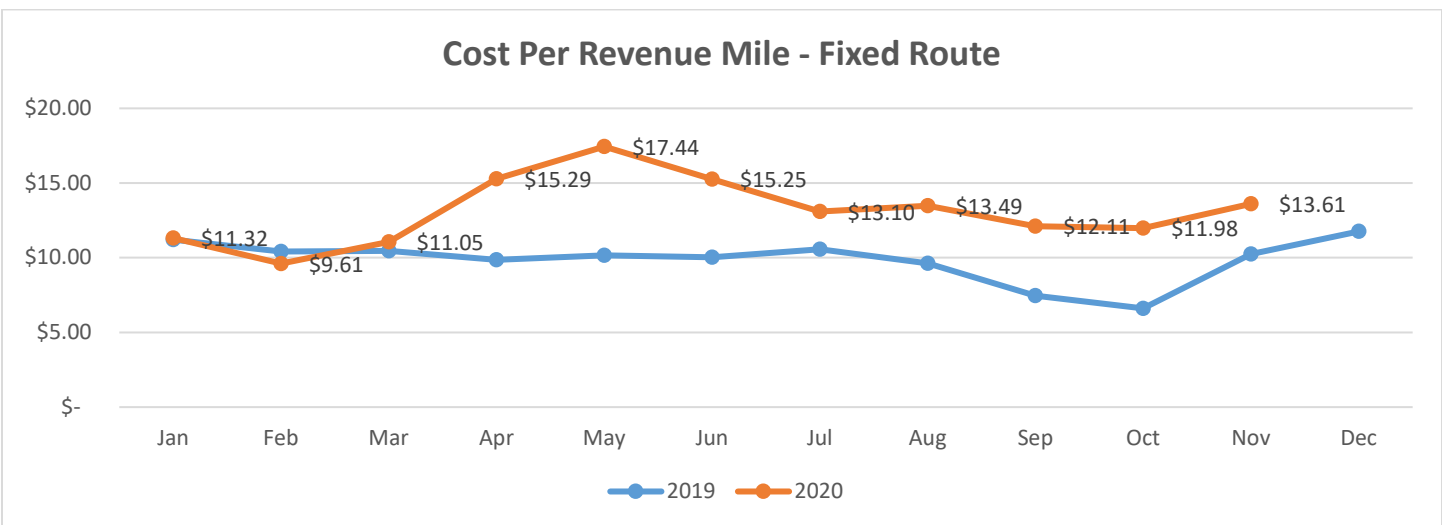
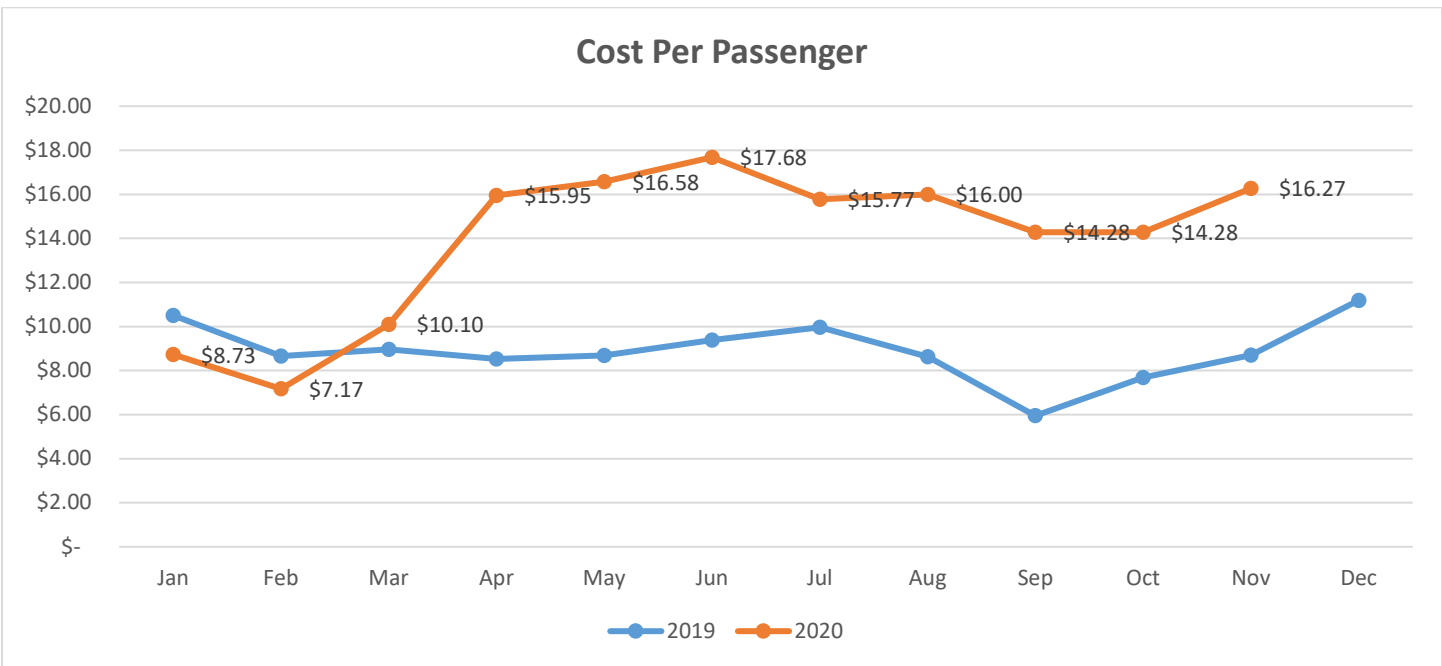
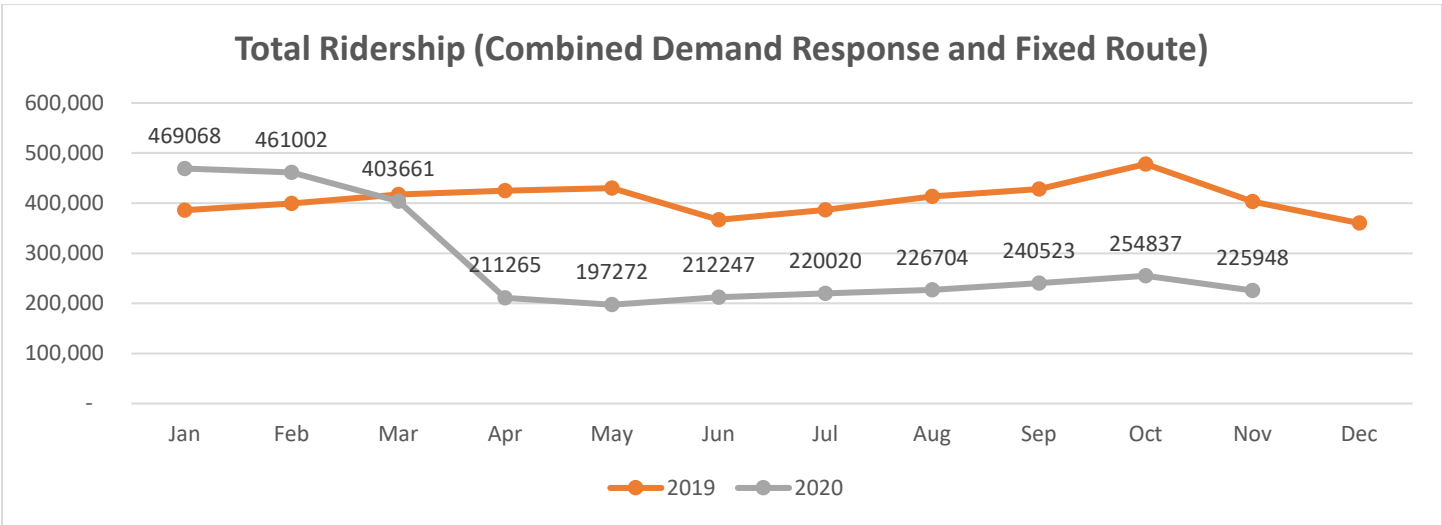
ITEM 4: RESOLUTIONS FOR CONSIDERATION

None

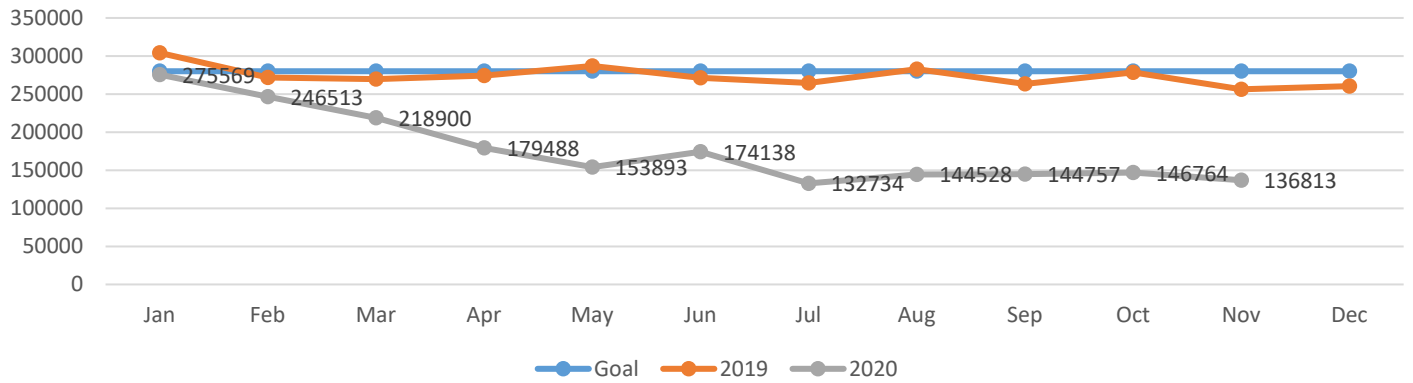
ITEM 5: OTHER BUSINESS

ITEM 6: CALL FOR ADJOURNMENT

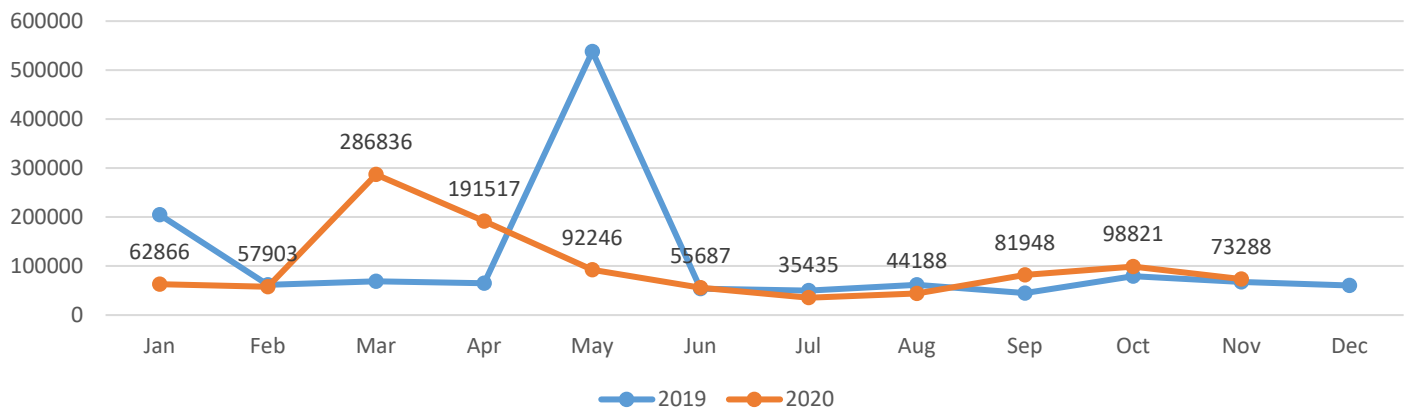
Planning / Marketing / Rail – Key Performance Indicators



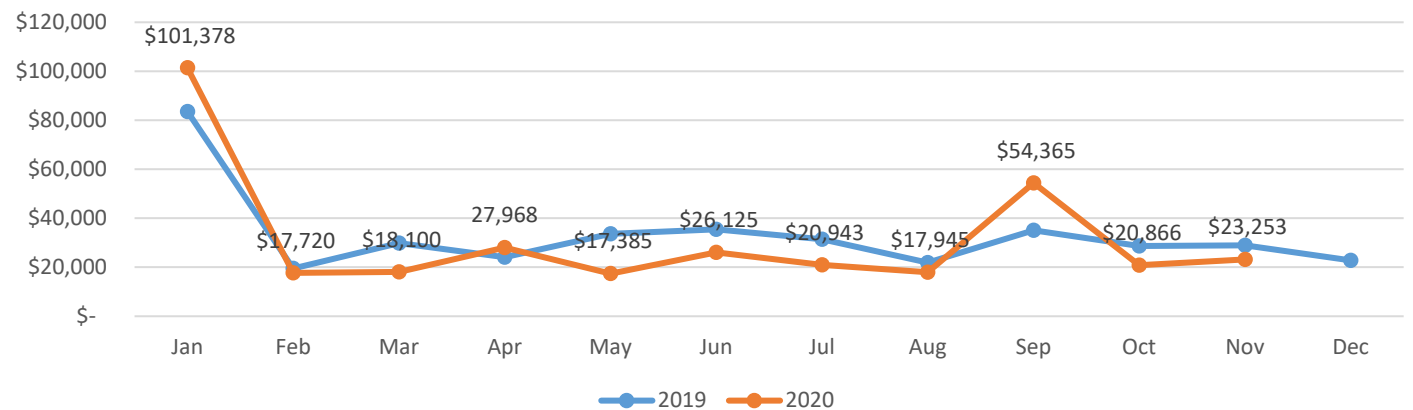
Web Traffic



Social Media Impressions (Facebook & Twitter)



Advertising Sales (METRO Only)



**October 2020
Performance Reports
Combined Service**

Current Month			Year to Date			
2020	2019	Percentage Changed		2020	2019	Percentage Changed
Service Day Data						
22	23	-4.35%	Weekdays Operated	215	214	0.47%
5	4	25.00%	Saturdays Operated	43	44	-2.27%
4	4	0.00%	Sundays Operated	24	42	-42.86%
Passenger Data						
254,837	549,598	-53.63%	Total Passengers	2,791,068	4,656,336	-40.06%
9,922	21,232	-53.27%	Average Weekday Passengers	11,712	18,853	-37.88%
4,266	8,704	-50.99%	Average Saturday Passengers	5,976	8,251	-27.58%
2,494	5,037	-50.49%	Average Sunday Passengers	3,756	4,712	-20.29%
Service Level Data						
469,436	659,375	-28.81%	Total Vehicle Miles	4,764,789	6,093,920	-21.81%
401,373	555,933	-27.80%	Total Vehicle Revenue Miles	3,965,348	5,087,373	-22.06%
0.6349	0.9886	-35.78%	Average Passengers per Vehicle Revenue Mile	0.7039	0.9153	-23.10%
36,960	46,157	-19.93%	Total Vehicle Hours	346,471	423,127	-18.12%
31,650	41,447	-23.64%	Total Vehicle Revenue Hours	300,338	378,547	-20.66%
8.0517	13.2602	-39.28%	Average Passengers per Vehicle Revenue Hour	9.2931	12.3006	-24.45%
Financial Data						
\$92,763	\$188,365	-50.75%	Cash Fares	\$843,548	\$1,748,414	-51.75%
\$57,209	\$160,981	-64.46%	Ticket and Pass Revenue	\$593,458	\$1,318,215	-54.98%
\$107,128	\$129,879	-17.52%	Other Fare Related Revenue	\$1,058,740	\$1,008,136	5.02%
6.2%	10.8%	-42.24%	Percentage Total Farebox Recovery	6.1%	9.6%	-36.85%
\$10.29	\$8.00	28.64%	Average Cost per Vehicle Revenue Mile	\$10.36	\$8.32	24.44%
\$130.54	\$107.33	21.63%	Average Cost per Vehicle Revenue Hour	\$136.76	\$111.87	22.25%
\$16.21	\$8.09	100.31%	Average Cost per Passenger	\$14.72	\$9.09	61.81%
Safety Data						
3	3	0.00%	Preventable Accidents	31	37	-16.22%
6	3	100.00%	Nonpreventable Accidents	45	67	-32.84%
9	6	50.00%	Total Accidents	76	104	-26.58%

* Ridership data for line service is now reported using Automatic Passenger Count Data.

**October 2020
Performance Reports
SCAT/ADA Paratransit Service**

Current Month

Year to Date

2020 2019 Percentage
 Changed

2020 2019 Percentage
 Changed

Service Day Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
22	23	-4.35%	Weekdays Operated	215	214	0.47%
5	4	25.00%	Saturdays Operated	43	44	-2.27%
4	4	0.00%	Sundays Operated	24	42	-42.86%

Passenger Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
14,905	26,405	-43.55%	Total Passengers	146,870	231,115	-36.45%
481	852	-43.55%	Average Passengers per Day	521	772	-32.50%
54.20	89.50	-39.44%	Average Saturday ADA Passengers	57.1	80.09	-28.69%
11.00	39.25	-71.97%	Average Sunday ADA Passengers	23.8	41.31	-42.51%
34.35	63.65	-46.02%	Average Total ADA Passengers	37.79	62.06	-39.11%
3,983	6,228	-36.05%	Total Purchased Transportation Pass.	42,045	54,893	-23.41%

Service Level Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
103,277	160,327	-35.58%	Total METRO Vehicle Miles	1,004,569	1,438,537	-30.17%
39,866	66,922	-40.43%	Total Purchased Trans. Vehicle Miles	445,619	576,438	-22.69%
143,143	227,249	-37.01%	Total Vehicle Miles	1,450,188	2,014,974	-28.03%
115,421	191,090	-39.60%	Total Revenue Miles	1,152,812	1,660,755	-30.59%
0.12914	0.13818	-6.55%	Average Pass. per Revenue Vehicle Mile	0.1274	0.1392	-8.45%
11,401	15,447	-26.19%	Total Vehicle Hours	110,895	136,601	-18.82%
8,473	12,797	-33.79%	Total Vehicle Revenue Hours	81,905	111,152	-26.31%
1.7591	2.0634	-14.75%	Average Pass. per Vehicle Revenue Hour	1.7932	2.0793	-13.76%
96%	90%	6.67%	On-time Performance - METRO	95%	90%	5.55%
95%	90%	5.56%	On-time Performance - Purchased Transportation	94%	92%	2.61%

Financial Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
\$29,366	\$53,797	-45.41%	Cash Fares	\$264,332	\$471,526	-43.94%
\$0	\$10,321	-100.00%	Ticket and Pass Revenue	\$19,298	\$64,408	-70.04%
\$60,255	\$81,129	-25.73%	Other Fare Related Revenue	\$663,304	\$673,078	-1.45%
12.7%	15.4%	-17.55%	Percentage Total Farebox Recovery	13.8%	14.6%	-5.90%
\$7.55	\$5.63	34.02%	Average Cost per Vehicle Revenue Mile - METRO	\$7.46	\$5.71	30.61%
\$2.73	\$3.35	-18.32%	Average Cost per Vehicle Revenue Mile - Purchased Transportation	\$2.97	\$3.30	-10.05%
\$97.84	\$78.66	24.38%	Average Cost per Vehicle Revenue Hour - METRO	\$99.17	\$80.62	23.01%
\$42.34	\$59.28	-28.57%	Average Cost per Vehicle Revenue Hour - Purchased Transportation	\$47.40	\$56.98	-16.81%
\$55.92	\$36.95	51.32%	Average Cost per Passenger - METRO	\$54.89	\$37.55	46.20%
\$23.72	\$31.59	-24.92%	Average Cost per Passenger - Purchased Transportation	\$26.93	\$30.19	-10.80%
4.4	3.0	46.67%	Average Small Bus Age	4.4	3.0	46.67%

Safety Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
1	1	0.00%	Preventable Accidents	7	9	-22.22%
1	0	100.00%	Nonpreventable Accidents	7	16	-56.25%
2	1	100.00%	Total Accidents	14	24	-42.19%

**October 2020
Performance Reports
Line Service**

Current Month

Year to Date

2020 2019 Percentage
 Changed

2020 2019 Percentage
 Changed

Service Day Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
22	23	-4.35%	Weekdays Operated	215	214	0.47%
5	4	25.00%	Saturdays Operated	43	44	-2.27%
4	4	0.00%	Sundays Operated	24	42	-42.86%

Passenger Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
239,932	523,193	-54.14%	Total Passengers	2,644,198	4,425,221	-40.25%
9,441	20,380	-53.68%	Average Weekday Passengers	11,191	18,082	-38.11%
4,212	8,614	-51.11%	Average Saturday Passengers	5,919	8,171	-27.57%
2,483	4,997	-50.32%	Average Sunday Passengers	3,732	4,671	-20.09%

Service Level Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
326,293	432,126	-24.49%	Total Vehicle Miles	3,314,601	4,078,946	-18.74%
285,952	364,843	-21.62%	Total Vehicle Revenue Miles	2,812,536	3,426,618	-17.92%
284,682	367,156	-22.46%	Total Scheduled Vehicle Revenue Miles	2,695,538	3,448,323	-21.83%
0.8391	1.4340	-41.49%	Average Passenger per Revenue Vehicle Mile	0.9401	1.2914	-27.20%
25,559	30,710	-16.77%	Total Vehicle Hours	235,576	286,526	-17.78%
23,177	28,650	-19.10%	Total Vehicle Revenue Hours	218,433	267,395	-18.31%
23,097	28,650	-19.38%	Total Scheduled Vehicle Revenue Hours	210,321	267,395	-21.34%
10.3521	18.2615	-43.31%	Average Passenger per Vehicle Revenue Hour	12.1053	16.5494	-26.85%
80%	76%	5.37%	On-time Performance	79%	78%	0.99%

Financial Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
\$63,397	\$134,568	-52.89%	Cash Fares	\$579,216	\$1,276,888	-54.64%
\$57,209	\$150,661	-62.03%	Ticket and Pass Revenue	\$574,160	\$1,253,807	-54.21%
\$46,874	\$48,750	-3.85%	Other Fare Related Revenue	\$395,436	\$335,058	18.02%
4.9%	9.5%	-48.69%	Percentage Total FareBox Recovery	4.5%	8.4%	-46.13%
\$11.98	\$9.61	24.69%	Average Cost per Vehicle Revenue Mile	\$12.16	\$9.94	22.24%
\$147.83	\$122.37	20.80%	Average Cost per Vehicle Revenue Hour	\$156.51	\$127.43	22.82%
\$14.28	\$6.70	113.10%	Average Cost per Passenger	\$12.93	\$7.70	67.91%
6.0	4.9	22.45%	Average Big Bus Age	6.0	4.9	22.45%

Safety Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
2	2	0.00%	Preventable Accidents	24	28	-14.29%
5	3	66.67%	Nonpreventable Accidents	38	51	-25.49%
7	5	40.00%	Total Accidents	62	79	-21.12%

* Ridership data for line service is now reported using Automatic Passenger Count Data.

Current Month		October 2020 Line Service Categories			Year to Date		
2020	2019	Percentage Changed		2020	2019	Percentage Changed	
URBAN (1 - 34)							
223,138	455,449	-51.01%	Total Monthly Passengers	2,506,409	3,862,535	-35.11%	
31	31	0.00%	Service Days	282	300	-6.00%	
7,198.0	14,691.9	-51.01%	Average Daily Passengers	8,888.0	12,875.1	-30.97%	
5.2260	21.7177	-75.94%	Passengers per Vehicle Hour	10.9562	19.4902	-43.79%	
0.4398	1.8720	-76.51%	Passengers per Vehicle Mile	0.9421	1.6826	-44.01%	
\$12.11	\$5.26	130.11%	Total Operating Cost Per Passenger	\$10.62	\$6.09	74.55%	
SUBURBAN (101-104, 110)							
7,534	18,769	-59.86%	Total Monthly Passengers	88,393	149,451	-40.85%	
22	23	-4.35%	Service Days	215	214	0.47%	
342.5	816.0	-58.03%	Average Daily Passengers	411.1	698.4	-41.14%	
4.27	6.98	-38.89%	Passengers per Vehicle Hour	4.8274	5.9741	-19.19%	
0.19	0.29	-33.64%	Passengers per Vehicle Mile	0.2097	0.2501	-16.16%	
\$41.00	\$19.59	109.31%	Total Operating Cost Per Passenger	\$39.73	\$23.91	66.13%	
EXPRESS (60 & 61)							
1,483	6,462	-77.05%	Total Monthly Passengers	23,639	60,212	-60.74%	
22	23	-4.35%	Service Days	215	214	0.47%	
67.4	281.0	-76.01%	Average Daily Passengers	109.9	281.4	-60.95%	
3.8741	6.5061	-40.45%	Passengers per Vehicle Hour	4.8560	6.5156	-25.47%	
0.1576	0.2565	-38.54%	Passengers per Vehicle Mile	0.1945	0.2569	-24.27%	
\$54.69	\$24.24	125.62%	Total Operating Cost Per Passenger	\$49.91	\$25.20	98.01%	
CIRCULATOR (50, 51, 53, & 59)							
-	9,647	-	Total Monthly Passengers	32,736	85,096	-61.53%	
-	31	-	Service Days	148	300	-50.67%	
-	311.2	-	Average Daily Passengers	221.2	283.7	-22.03%	
-	4.1452	-	Passengers per Vehicle Hour	4.3532	4.3916	-0.87%	
-	0.3899	-	Passengers per Vehicle Mile	0.3256	0.3692	-11.81%	
-	\$26.60	-	Total Operating Cost Per Passenger	\$38.76	\$27.49	41.00%	
DASH (54)							
1,180	21,832	-94.60%	Total Monthly Passengers	47,499	163,516	-70.95%	
22	23	-4.35%	Service Days	113	214	-47.20%	
53.6	949.2	-94.35%	Average Daily Passengers	420.3	764.1	-44.99%	
3.3883	21.5323	-84.26%	Passengers per Vehicle Hour	13.3690	17.3329	-22.87%	
0.4789	2.9064	-83.52%	Passengers per Vehicle Mile	1.8224	2.3395	-22.10%	
\$20.92	\$2.80	647.74%	Total Operating Cost Per Passenger	\$5.13	\$3.46	48.19%	
GROCERY (91 - 95)							
-	1,670	-	Total Monthly Passengers	4,802	18,051	-73.40%	
-	23	-	Service Days	67	214	-68.69%	
-	72.60	-	Average Daily Passengers	71.7	84.4	-15.05%	
-	6.1574	-	Passengers per Vehicle Hour	6.1691	7.1610	-13.85%	
-	1.0759	-	Passengers per Vehicle Mile	1.0762	1.2388	-13.13%	
-	\$58.95	-	Total Operating Cost Per Passenger	\$82.68	\$51.78	59.67%	
Sunday Line Service							
9,931	19,989	-50.32%	Total Monthly Passengers	89,573	196,165	-54.34%	
4	4	0.00%	Service Days	24	42	-42.86%	
2,482.8	4,997.3	-50.32%	Average Daily Passengers	3,732.2	4,670.6	-20.09%	
7.8	15.58	-50.05%	Passengers per Vehicle Hour	11.85	14.80	-19.98%	
0.7	1.3934	-46.42%	Passengers per Vehicle Mile	1.0743	1.3044	-17.64%	
17.5	\$6.44	171.14%	Total Operating Cost Per Passenger	\$10.59	\$6.83	55.01%	
Saturday Line Service							
21,059	34,457	-38.88%	Total Monthly Passengers	254,497	359,534	-29.21%	
5	4	25.00%	Service Days	43	44	-2.27%	
4,211.8	8,614.3	-51.11%	Average Daily Passengers	5,918.5	8,171.2	-27.57%	
7.8828	18.3555	-57.05%	Passengers per Vehicle Hour	12.1836	17.6922	-31.14%	
0.6746	1.5954	-57.71%	Passengers per Vehicle Mile	1.0416	1.5167	-31.32%	
\$16.58	\$5.43	205.30%	Total Operating Cost Per Passenger	\$10.64	\$5.64	88.70%	
Call-A-Bus							
209	113	84.96%	Total Monthly Passengers	1384	1207	14.66%	
U of A ZipCard							
4,922	20,524	-76.02%	Total Monthly Passengers	63,109	166,490	-62.09%	
Akron Public Schools ID Cards							
3,168	49,783	-93.64%	Total Monthly Passengers	116,025	334,448	-65.31%	

* Ridership data for line service is now reported using Automatic Passenger Count Data.

2020 MONTHLY RIDERSHIP BY ROUTE

Route #	Description	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	OCT	% Change	Oct-19	NOV	DEC
1	West Market	42,809	42,715	36,787	19,678	21,019	25,830	28,071	29,197	29,955	30,965	-36.2%	48,559		
2	Arlington	44,519	45,297	42,757	25,784	23,020	27,011	26,857	28,055	29,069	30,555	-39.8%	50,781		
3	Copley Rd/Hawkins	23,588	24,111	22,464	14,624	13,192	13,768	14,046	14,065	14,837	15,681	-46.8%	29,480		
4	Delia/N Hawkins	11,173	10,711	8,920	3,333	3,247	3,552	3,615	3,754	4,287	4,415	-67.1%	13,430		
5	East Market/Eillet	8,718	8,524	7,716	3,058	2,707	3,375	4,142	4,471	4,638	4,912	-55.0%	10,912		
6	East Market/Lakemore	23,035	22,888	20,927	12,793	11,363	11,699	12,253	12,233	13,072	13,574	-52.0%	28,256		
7	Cuyahoga Falls Ave	13,537	13,517	12,258	6,873	7,091	6,603	6,562	6,691	6,302	7,070	-54.5%	15,541		
8	Kenmore/Barberton	23,131	22,813	19,949	13,304	11,805	11,480	11,828	12,790	13,990	15,351	-39.8%	25,505		
9	Wooster/East Ave	16,482	16,129	13,899	6,710	5,741	5,775	5,449	5,869	6,496	6,647	-65.2%	19,110		
10	Howard/Portage Trail	19,668	19,160	16,943	10,371	10,045	11,618	12,925	13,388	13,815	14,168	-41.1%	24,046		
11	South Akron	3,422	3,012	2,614	1,496	1,270	1,155	1,237	1,329	1,375	1,464	-59.6%	3,627		
12	Tallmadge Hill	15,954	15,265	12,952	6,336	6,167	6,125	5,931	6,364	6,075	6,167	-66.8%	18,602		
13	Grant/Firestone Park	16,683	16,847	15,623	8,765	7,552	7,172	7,357	7,014	7,743	8,217	-57.5%	19,323		
14	Euclid/Barberton XP	25,718	24,917	23,169	13,489	12,648	14,374	15,368	16,223	16,529	17,059	-41.2%	29,021		
17	Brown/Inman	17,669	17,024	15,791	7,656	6,209	5,854	5,810	6,194	6,323	7,252	-65.7%	21,157		
18	Thornton/Manchester	15,775	15,773	13,603	7,290	6,963	6,594	6,504	6,967	7,324	7,732	-58.4%	18,584		
19	Eastland	15,559	15,149	13,388	7,515	6,891	6,666	7,396	7,850	8,221	8,486	-53.8%	18,364		
21	South Main	3,246	2,976	2,917	1,354	1,114	1,452	1,491	1,320	1,521	1,641	-49.8%	3,271		
24	Lakeshore	5,224	5,118	4,539	1,994	1,700	1,954	1,943	2,111	2,297	2,321	-63.4%	6,333		
26	W Exchange/White Pond	6,391	5,828	5,709	2,004	1,582	2,393	2,662	2,853	3,055	3,091	-55.6%	6,961		
28	Merriman Valley	4,783	4,757	3,684	1,180	1,214	1,520	1,735	1,757	1,905	2,039	-66.5%	6,094		
30	Goodyear/Darrow	11,479	11,056	9,357	4,980	4,722	4,357	3,711	4,306	4,791	5,169	-63.5%	14,165		
33	State Rd/Wyoga Lake	6,052	6,105	5,303	2,798	2,687	2,973	3,120	3,274	3,113	3,224	-50.7%	6,542		
34	Cascade Village/Uhler	16,052	15,293	12,147	6,438	5,995	5,190	4,362	5,082	5,681	5,938	-66.6%	17,785		
50	Montrose Circulator	2,001	2,400	2,427	1,275	1,413	375	0	0	0	0	-100.0%	2,279		
51	Stow Circulator	2,236	2,155	1,888	1,192	1,006	297	0	0	0	0	-100.0%	2,439		
53	Portage/Graham	2,458	2,172	2,098	695	799	192	0	0	0	0	-100.0%	2,900		
54	DASH Circulator	16,007	17,533	11,144	0	0	0	0	328	1,307	1,180	-94.6%	21,832		
59	Chapel Hill Circulator	1,733	1,347	1,163	641	604	169	0	0	0	0	-100.0%	2,029		
60	NCX Chapel Hill/Cleveland	945	920	432	0	0	0	0	0	0	0	-100.0%	897		
61	NCX Montrose/Cleveland	5,627	4,930	3,886	1,127	935	755	782	676	1,141	1,483	-73.4%	5,565		
101	Richfield/Bath	1,289	1,158	967	543	653	745	725	765	777	785	-49.7%	1,561		
102	Northfield Express	4,070	4,104	3,378	1,203	1,025	1,383	1,511	1,512	1,732	1,928	-58.3%	4,619		
103	Stow/Hudson	3,588	3,480	3,271	1,164	893	1,604	1,886	1,970	1,991	1,728	-69.0%	5,581		
104	Twinsburg Creekside	3,228	2,867	2,810	1,457	1,557	1,719	1,875	1,625	1,817	1,850	-50.2%	3,712		
110	Green/Springfield	2,567	2,436	2,112	1,317	1,289	1,325	1,270	1,050	1,151	1,243	-62.3%	3,296		
TOTAL:		436,416	430,487	378,992	200,437	186,118	197,054	202,424	211,083	222,330	233,335	-54.4%	512,159	0	0

* Ridership data for line service is now reported using Automatic Passenger Count Data.

**November 2020
Performance Reports
Combined Service**

Current Month

Year to Date

2020 2019 Percentage
 Changed

2020 2019 Percentage
 Changed

Service Day Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
20	20	0.00%	Weekdays Operated	235	234	0.43%
4	4	0.00%	Saturdays Operated	47	48	-2.08%
5	5	0.00%	Sundays Operated	29	47	-38.30%

Passenger Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
225,948	469,659	-51.89%	Total Passengers	3,017,016	5,125,995	-41.14%
9,562	20,081	-52.38%	Average Weekday Passengers	11,528	18,958	-39.19%
5,266	10,290	-48.83%	Average Saturday Passengers	5,915	8,421	-29.76%
2,536	4,092	-38.03%	Average Sunday Passengers	3,546	4,646	-23.68%

Service Level Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
396,921	560,296	-29.16%	Total Vehicle Miles	5,161,710	6,654,216	-22.43%
352,745	488,017	-27.72%	Total Vehicle Revenue Miles	4,318,093	5,575,390	-22.55%
0.6405	0.9624	-33.44%	Average Passengers per Vehicle Revenue Mile	0.6987	0.9194	-24.01%
32,959	40,976	-19.56%	Total Vehicle Hours	379,431	464,103	-18.24%
28,025	36,715	-23.67%	Total Vehicle Revenue Hours	328,364	415,262	-20.93%
8.0622	12.7919	-36.97%	Average Passengers per Vehicle Revenue Hour	9.1880	12.3440	-25.57%

Financial Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
\$83,587	\$150,365	-44.41%	Cash Fares	\$927,135	\$1,898,779	-51.17%
\$62,637	\$101,488	-38.28%	Ticket and Pass Revenue	\$656,095	\$1,419,702	-53.79%
\$101,913	\$147,103	-30.72%	Other Fare Related Revenue	\$1,160,653	\$1,155,239	0.47%
6.0%	9.5%	-36.72%	Percentage Total Farebox Recovery	6.1%	9.6%	-36.84%
\$11.65	\$8.57	35.97%	Average Cost per Vehicle Revenue Mile	\$10.46	\$8.35	25.38%
\$146.60	\$113.86	28.76%	Average Cost per Vehicle Revenue Hour	\$137.60	\$112.04	22.81%
\$18.18	\$8.90	104.29%	Average Cost per Passenger	\$14.98	\$9.08	64.99%

Safety Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
1	1	0.00%	Preventable Accidents	31	38	-18.42%
3	6	-50.00%	Nonpreventable Accidents	49	73	-32.88%
4	7	-42.86%	Total Accidents	80	110	-27.59%

* Ridership data for line service is now reported using Automatic Passenger Count Data.

**November 2020
Performance Reports
SCAT/ADA Paratransit Service**

Current Month

Year to Date

2020 2019 Percentage
 Changed

2020 2019 Percentage
 Changed

Service Day Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
20	20	0.00%	Weekdays Operated	235	234	0.43%
4	4	0.00%	Saturdays Operated	47	48	-2.08%
5	5	0.00%	Sundays Operated	29	47	-38.30%

Passenger Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
12,309	22,521	-45.34%	Total Passengers	159,179	253,636	-37.24%
424	777	-45.34%	Average Passengers per Day	512	772	-33.69%
47.00	94.50	-50.26%	Average Saturday ADA Passengers	56.3	81.29	-30.80%
8.60	40.80	-78.92%	Average Sunday ADA Passengers	21.1	41.26	-48.76%
29.52	63.55	-53.55%	Average Total ADA Passengers	37.02	62.18	-40.47%
3,287	5,787	-43.20%	Total Purchased Transportation Pass.	45,332	60,680	-25.29%

Service Level Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
87,392	133,285	-34.43%	Total METRO Vehicle Miles	1,091,961	1,571,822	-30.53%
34,953	60,817	-42.53%	Total Purchased Trans. Vehicle Miles	480,572	637,255	-24.59%
122,345	194,102	-36.97%	Total Vehicle Miles	1,572,533	2,209,076	-28.81%
97,389	162,569	-40.09%	Total Revenue Miles	1,250,201	1,823,324	-31.43%
0.12639	0.13853	-8.76%	Average Pass. per Revenue Vehicle Mile	0.1273	0.1391	-8.47%
10,015	13,424	-25.39%	Total Vehicle Hours	120,910	150,025	-19.41%
7,275	11,077	-34.32%	Total Vehicle Revenue Hours	89,180	122,229	-27.04%
1.6920	2.0331	-16.78%	Average Pass. per Vehicle Revenue Hour	1.7849	2.0751	-13.98%
96%	91%	5.49%	On-time Performance - METRO	95%	90%	5.54%
95%	91%	4.40%	On-time Performance - Purchased Transportation	94%	92%	2.78%

Financial Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
\$25,056	\$45,970	-45.49%	Cash Fares	\$289,388	\$517,495	-44.08%
\$2,980	\$3,099	-3.84%	Ticket and Pass Revenue	\$22,278	\$67,507	-67.00%
\$56,574	\$98,353	-42.48%	Other Fare Related Revenue	\$719,878	\$771,431	-6.68%
13.4%	17.5%	-23.50%	Percentage Total Farebox Recovery	13.7%	14.9%	-7.79%
\$8.13	\$6.06	34.20%	Average Cost per Vehicle Revenue Mile - METRO	\$7.51	\$5.74	30.87%
\$2.77	\$3.42	-19.00%	Average Cost per Vehicle Revenue Mile - Purchased Transportation	\$2.96	\$3.31	-10.80%
\$103.92	\$83.16	24.96%	Average Cost per Vehicle Revenue Hour - METRO	\$99.57	\$80.85	23.16%
\$41.68	\$58.54	-28.80%	Average Cost per Vehicle Revenue Hour - Purchased Transportation	\$46.96	\$57.13	-17.79%
\$61.05	\$39.45	54.74%	Average Cost per Passenger - METRO	\$55.38	\$37.71	46.85%
\$25.04	\$31.74	-21.10%	Average Cost per Passenger - Purchased Transportation	\$26.79	\$30.34	-11.69%
4.4	4.4	0.00%	Average Small Bus Age	4.4	3.1	40.70%

Safety Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
0	1	-100.00%	Preventable Accidents	7	10	-30.00%
0	2	-100.00%	Nonpreventable Accidents	7	18	-61.11%
0	3	-100.00%	Total Accidents	14	27	-48.32%

**November 2020
Performance Reports
Line Service**

Current Month

Year to Date

2020 2019 Percentage
 Changed

2020 2019 Percentage
 Changed

Service Day Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
20	20	0.00%	Weekdays Operated	235	234	0.43%
4	4	0.00%	Saturdays Operated	47	48	-2.08%
5	5	0.00%	Sundays Operated	29	47	-38.30%

Passenger Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
213,639	447,138	-52.22%	Total Passengers	2,857,837	4,872,359	-41.35%
9,138	19,305	-52.67%	Average Weekday Passengers	11,017	18,186	-39.42%
5,219	10,196	-48.82%	Average Saturday Passengers	5,859	8,340	-29.75%
2,527	4,052	-37.62%	Average Sunday Passengers	3,524	4,605	-23.46%

Service Level Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
274,576	366,194	-25.02%	Total Vehicle Miles	3,589,177	4,445,140	-19.26%
255,356	325,448	-21.54%	Total Vehicle Revenue Miles	3,067,892	3,752,066	-18.23%
253,794	327,544	-22.52%	Total Scheduled Vehicle Revenue Miles	2,949,332	3,775,867	-21.89%
0.8366	1.3739	-39.11%	Average Passenger per Revenue Vehicle Mile	0.9315	1.2986	-28.27%
22,944	27,552	-16.72%	Total Vehicle Hours	258,521	314,078	-17.69%
20,750	25,638	-19.07%	Total Vehicle Revenue Hours	239,184	293,033	-18.38%
20,658	25,638	-19.43%	Total Scheduled Vehicle Revenue Hours	230,979	293,033	-21.18%
10.2956	17.4401	-40.97%	Average Passenger per Vehicle Revenue Hour	11.9483	16.6273	-28.14%
80%	78%	2.83%	On-time Performance	79%	78%	1.15%

Financial Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
\$58,531	\$104,396	-43.93%	Cash Fares	\$637,747	\$1,381,284	-53.83%
\$59,657	\$98,389	-39.37%	Ticket and Pass Revenue	\$633,818	\$1,352,195	-53.13%
\$45,339	\$48,750	-7.00%	Other Fare Related Revenue	\$440,775	\$383,808	14.84%
4.7%	7.5%	-37.59%	Percentage Total FareBox Recovery	4.5%	8.3%	-45.44%
\$13.61	\$10.25	32.76%	Average Cost per Vehicle Revenue Mile	\$12.28	\$9.97	23.13%
\$167.49	\$130.14	28.70%	Average Cost per Vehicle Revenue Hour	\$157.46	\$127.66	23.34%
\$16.27	\$7.46	118.01%	Average Cost per Passenger	\$13.18	\$7.68	71.64%
6.0	6.0	0.00%	Average Big Bus Age	6.0	5.0	20.00%

Safety Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
1	0	0.00%	Preventable Accidents	24	28	-14.29%
3	4	-25.00%	Nonpreventable Accidents	42	55	-23.64%
4	4	0.00%	Total Accidents	66	83	-20.12%

* Ridership data for line service is now reported using Automatic Passenger Count Data.

Current Month		November 2020 Line Service Categories			Year to Date		
2020	2019	Percentage Changed		2020	2019	Percentage Changed	
URBAN (1 - 34)							
202,595	392,049	-48.32%	Total Monthly Passengers	2,709,004	4,254,584	-36.33%	
29	29	0.00%	Service Days	311	329	-5.47%	
6,986.0	13,518.9	-48.32%	Average Daily Passengers	8,710.6	12,931.9	-32.64%	
10.4923	20.7064	-49.33%	Passengers per Vehicle Hour	13.5003	19.5963	-31.11%	
0.9578	1.7862	-46.38%	Passengers per Vehicle Mile	1.1956	1.6917	-29.33%	
\$5.25	\$5.82	-9.91%	Total Operating Cost Per Passenger	\$10.22	\$6.06	68.61%	
SUBURBAN (101-104, 110)							
6,864	15,157	-54.71%	Total Monthly Passengers	95,257	164,608	-42.13%	
20	20	0.00%	Service Days	235	234	0.43%	
343.2	757.9	-54.72%	Average Daily Passengers	405.3	703.5	-42.39%	
4.34	6.48	-33.00%	Passengers per Vehicle Hour	4.7889	6.0176	-20.42%	
0.20	0.27	-27.19%	Passengers per Vehicle Mile	0.2088	0.2519	-17.13%	
\$56.97	\$22.69	151.15%	Total Operating Cost Per Passenger	\$40.97	\$23.80	72.14%	
EXPRESS (60 & 61)							
1,012	6,793	-85.10%	Total Monthly Passengers	24,651	67,005	-63.21%	
20	20	0.00%	Service Days	235	234	0.43%	
50.6	339.7	-85.10%	Average Daily Passengers	104.9	286.3	-63.36%	
2.9333	7.8653	-62.71%	Passengers per Vehicle Hour	4.7287	6.6309	-28.69%	
0.1195	0.3101	-61.46%	Passengers per Vehicle Mile	0.1897	0.2614	-27.45%	
\$52.80	\$21.86	141.51%	Total Operating Cost Per Passenger	\$50.03	\$24.87	101.19%	
CIRCULATOR (50, 51, 53, & 59)							
-	7,894	-	Total Monthly Passengers	32,736	92,990	-64.80%	
-	29	-	Service Days	148	329	-55.02%	
-	272.2	-	Average Daily Passengers	221.2	282.6	-21.73%	
-	3.8340	-	Passengers per Vehicle Hour	4.3532	4.3380	0.35%	
-	0.3611	-	Passengers per Vehicle Mile	0.3256	0.3685	-11.64%	
-	\$30.46	-	Total Operating Cost Per Passenger	\$39.21	\$27.74	41.32%	
DASH (54)							
492	17,322	-97.16%	Total Monthly Passengers	47,991	180,838	-73.46%	
10	20	-50.00%	Service Days	123	234	-47.44%	
49.2	866.1	-94.32%	Average Daily Passengers	390.2	772.8	-49.51%	
3.1080	19.6469	-84.18%	Passengers per Vehicle Hour	12.9313	17.5307	-26.24%	
0.4393	2.6519	-83.43%	Passengers per Vehicle Mile	1.7654	2.3662	-25.39%	
\$26.82	\$3.41	686.97%	Total Operating Cost Per Passenger	\$5.35	\$3.46	54.84%	
GROCERY (91 - 95)							
-	1,442	-	Total Monthly Passengers	4,802	19,493	-75.37%	
-	20	-	Service Days	67	234	-71.37%	
-	72.10	-	Average Daily Passengers	71.7	83.3	-13.93%	
-	6.3227	-	Passengers per Vehicle Hour	6.1691	7.0915	-13.01%	
-	1.0655	-	Passengers per Vehicle Mile	1.0762	1.2241	-12.09%	
-	\$68.38	-	Total Operating Cost Per Passenger	\$82.68	\$53.01	55.98%	
Sunday Line Service							
12,637	20,258	-37.62%	Total Monthly Passengers	102,210	216,423	-52.77%	
5	5	0.00%	Service Days	29	47	-38.30%	
2,527.4	4,051.6	-37.62%	Average Daily Passengers	3,524.5	4,604.7	-23.46%	
7.9	12.63	-37.29%	Passengers per Vehicle Hour	11.16	14.57	-23.39%	
0.8	1.1297	-32.72%	Passengers per Vehicle Mile	1.0221	1.2858	-20.51%	
20.2	\$8.83	128.48%	Total Operating Cost Per Passenger	\$11.77	\$7.02	67.76%	
Saturday Line Service							
20,874	40,783	-48.82%	Total Monthly Passengers	275,371	400,317	-31.21%	
4	4	0.00%	Service Days	47	48	-2.08%	
5,218.5	10,195.8	-48.82%	Average Daily Passengers	5,859.0	8,339.9	-29.75%	
9.7670	21.7254	-55.04%	Passengers per Vehicle Hour	11.9593	18.0333	-33.68%	
0.8359	1.8883	-55.73%	Passengers per Vehicle Mile	1.0225	1.5477	-33.93%	
\$15.73	\$5.10	208.57%	Total Operating Cost Per Passenger	\$11.02	\$5.58	97.47%	
Call-A-Bus							
187	131	42.75%	Total Monthly Passengers	1571	1338	17.41%	
U of A ZipCard							
3,701	16,387	-77.42%	Total Monthly Passengers	66,810	182,877	-63.47%	
Akron Public Schools ID Cards							
2,621	39,585	-93.38%	Total Monthly Passengers	118,646	374,033	-68.28%	

* Ridership data for line service is now reported using Automatic Passenger Count Data.

2020 MONTHLY RIDERSHIP BY ROUTE

Route #	Description	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	OCT	NOV	% Change	Nov-19	DEC
1	West Market	42,809	42,715	36,787	19,678	21,019	25,830	28,071	29,197	29,955	30,965	28,323	-34.7%	43,398	
2	Arlington	44,519	45,297	42,757	25,784	23,020	27,011	26,857	28,055	29,069	30,555	27,081	-39.7%	44,877	
3	Copley Rd/Hawkins	23,588	24,111	22,464	14,624	13,192	13,768	14,046	14,065	14,837	15,681	14,583	-40.4%	24,448	
4	Delia/N Hawkins	11,173	10,711	8,920	3,333	3,247	3,552	3,615	3,754	4,287	4,415	4,190	-61.0%	10,749	
5	East Market/Eillet	8,718	8,524	7,716	3,058	2,707	3,375	4,142	4,471	4,638	4,912	4,754	-41.4%	8,115	
6	East Market/Lakemore	23,035	22,888	20,927	12,793	11,363	11,699	12,253	12,233	13,072	13,574	12,964	-43.5%	22,956	
7	Cuyahoga Falls Ave	13,537	13,517	12,258	6,873	7,091	6,603	6,562	6,691	6,302	7,070	6,979	-51.1%	14,283	
8	Kenmore/Barberton	23,131	22,813	19,949	13,304	11,805	11,480	11,828	12,790	13,990	15,351	12,825	-44.2%	22,975	
9	Wooster/East Ave	16,482	16,129	13,899	6,710	5,741	5,775	5,449	5,869	6,496	6,647	6,376	-61.0%	16,349	
10	Howard/Portage Trail	19,668	19,160	16,943	10,371	10,045	11,618	12,925	13,388	13,815	14,168	12,872	-38.4%	20,913	
11	South Akron	3,422	3,012	2,614	1,496	1,270	1,155	1,237	1,329	1,375	1,464	1,262	-61.0%	3,234	
12	Tallmadge Hill	15,954	15,265	12,952	6,336	6,167	6,125	5,931	6,364	6,075	6,167	5,400	-65.8%	15,786	
13	Grant/Firestone Park	16,683	16,847	15,623	8,765	7,552	7,172	7,357	7,014	7,743	8,217	7,410	-56.6%	17,058	
14	Euclid/Barberton XP	25,718	24,917	23,169	13,489	12,648	14,374	15,368	16,223	16,529	17,059	15,721	-37.2%	25,024	
17	Brown/Inman	17,669	17,024	15,791	7,656	6,209	5,854	5,810	6,194	6,323	7,252	6,186	-66.4%	18,388	
18	Thornton/Manchester	15,775	15,773	13,603	7,290	6,963	6,594	6,504	6,967	7,324	7,732	6,913	-55.6%	15,577	
19	Eastland	15,559	15,149	13,388	7,515	6,891	6,666	7,396	7,850	8,221	8,486	7,677	-51.9%	15,949	
21	South Main	3,246	2,976	2,917	1,354	1,114	1,452	1,491	1,320	1,521	1,641	1,429	-51.6%	2,952	
24	Lakeshore	5,224	5,118	4,539	1,994	1,700	1,954	1,943	2,111	2,297	2,321	2,042	-61.7%	5,331	
26	W Exchange/White Pond	6,391	5,828	5,709	2,004	1,582	2,393	2,662	2,853	3,055	3,091	2,728	-54.7%	6,022	
28	Merriman Valley	4,783	4,757	3,684	1,180	1,214	1,520	1,735	1,757	1,905	2,039	1,701	-65.8%	4,979	
30	Goodyear/Darrow	11,479	11,056	9,357	4,980	4,722	4,357	3,711	4,306	4,791	5,169	4,793	-58.5%	11,562	
33	State Rd/Wyoga Lake	6,052	6,105	5,303	2,798	2,687	2,973	3,120	3,274	3,113	3,224	3,116	-41.7%	5,349	
34	Cascade Village/Uhler	16,052	15,293	12,147	6,438	5,995	5,190	4,362	5,082	5,681	5,938	5,270	-66.6%	15,775	
50	Montrose Circulator	2,001	2,400	2,427	1,275	1,413	375	0	0	0	0	0	-100.0%	1,907	
51	Stow Circulator	2,236	2,155	1,888	1,192	1,006	297	0	0	0	0	0	-100.0%	1,998	
53	Portage/Graham	2,458	2,172	2,098	695	799	192	0	0	0	0	0	-100.0%	2,424	
54	DASH Circulator	16,007	17,533	11,144	0	0	0	0	328	1,307	1,180	492	-97.2%	17,322	
59	Chapel Hill Circulator	1,733	1,347	1,163	641	604	169	0	0	0	0	0	-100.0%	1,565	
60	NCX Chapel Hill/Cleveland	945	920	432	0	0	0	0	0	0	0	0	-100.0%	980	
61	NCX Montrose/Cleveland	5,627	4,930	3,886	1,127	935	755	782	676	1,141	1,483	1,012	-82.6%	5,813	
101	Richfield/Bath	1,289	1,158	967	543	653	745	725	765	777	785	771	-39.3%	1,271	
102	Northfield Express	4,070	4,104	3,378	1,203	1,025	1,383	1,511	1,512	1,732	1,928	1,622	-56.5%	3,729	
103	Stow/Hudson	3,588	3,480	3,271	1,164	893	1,604	1,886	1,970	1,991	1,728	1,934	-57.4%	4,540	
104	Twinsburg Creekside	3,228	2,867	2,810	1,457	1,557	1,719	1,875	1,625	1,817	1,850	1,527	-48.3%	2,955	
110	Green/Springfield	2,567	2,436	2,112	1,317	1,289	1,325	1,270	1,050	1,151	1,243	1,010	-62.1%	2,662	
TOTAL:		436,416	430,487	378,992	200,437	186,118	197,054	202,424	211,083	222,330	233,335	210,963	-52.0%	439,215	0

* Ridership data for line service is now reported using Automatic Passenger Count Data.

**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING MINUTES
416 KENMORE BOULEVARD BOARD ROOM
VIRTUAL MEETING
WEDNESDAY, NOVEMBER 18, 2020
10:30 A.M.**

ITEM 1: CALL TO ORDER

Attendees: Renee Greene, Vincent Rubino, Gary Spring, Mark Derrig, Dawn Distler, Valerie Shea, Molly Becker, Jarrod Hampshire, DeHavilland McCall, Jamie Saylor, Bambi Miller, and METRO team members.

Ms. Renee Greene called the meeting to order at 10:30 a.m.

ITEM 2: APPROVAL OF MINUTES FROM OCTOBER MEETING

Motion to approve the minutes by Mr. Mark Derrig. Second by Mr. Vincent Rubino.

ITEM 3: SUB-COMMITTEE REPORTS

Planning Report | Valerie Shea

- Reviewed KPIs and Performance Report
- The Committee will be informed on a monthly basis of any grants METRO has submitted within the last month and the status of those grants. One outstanding grant is through the Bureau of Workers' Compensation that companies can receive every 10 years. Mr. Matt Mullen, METRO's Grants and Compliance Specialist, is working with the Safety & Protection Team, Maintenance, and the Employee Engagement Center on ways to improve workplace safety by identifying tools and/or equipment needed to do so.
- Reviewed the final Strategic Plan Draft for Board consideration for approval at the November Board meeting

Mr. Vincent Rubino thanked the team for their hard work in compiling the Strategic Plan document. He asked what stands out as the most vivid change compared to previous operation service. Ms. Valerie Shea said transitioning to Summit County's Regional Mobility Provider, meaning thinking outside of traditional bus service by exploring new service opportunities and identifying partnerships to fulfill those mobility needs.

Ms. Renee Greene expressed her appreciation for all the hard work that the team put into the document.

Marketing Report | Molly Becker

- Reviewed KPIs
- METRO offered free fares on all services on Election Day & Veterans Day. Saw a 20% increase in ridership on Election Day and 1% increase on Veterans Day.
- An invitation for the Independence Transit Center Grand Opening will be sent out to the Committee and Board members once a date is finalized. The team is planning a virtual ceremony with social media promotions.
- The new bus shelters on Main Street in downtown Akron have been installed and graphics will be installed within the next few weeks. The graphics will complement the banner campaign and incorporate an educational component.
- The Holiday Tree Festival is virtual this year on Friday, November 20 and Saturday, November 21. METRO partnered with ACCESS to create a 3-foot tree made out of jewelry. The tree is titled “Bling on the Holidays.”

Rail Report | Valerie Shea

- No report

ITEM 4: RESOLUTIONS FOR CONSIDERATION

Resolution 2020-29: A resolution appointing trustees to the “NEORide” Council of Government. (Page 10)

Resolution 2020-30: A resolution adopting the METRO Strategic Plan and superseding Resolution 2012-13. (Page 11)

ITEM 5: OTHER BUSINESS

ITEM 6: CALL FOR ADJOURNMENT

Adjourned at 10:49 a.m.