

METRO REGIONAL TRANSIT AUTHORITY

# Planning/Marketing/Rail Committee

**MAY 19, 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, MAY 19, 2021  
10:30 A.M.**

**ITEM 1: CALL TO ORDER**

**ITEM 2: APPROVAL OF MINUTES FROM APRIL MEETING**

**ITEM 3: SUB-COMMITTEE REPORTS**

**Planning Report | Valerie Shea**

- KPIs – March 2021 (Page 3)
- Performance Report (Pages 5-9)
- Summer 2021 Schedules
- Comprehensive Operational Analysis and Transit Development Plan (COA-TDP)
- Discretionary Grant Report

**Marketing Report | Molly Becker**

- KPIs (Page 4)
- Pop-Up Vaccine Clinic
- Care-A-Van
- Annual Report
- Countryside Conservancy Farmers' Markets partnership
- Cuyahoga Valley Scenic Railroad partnership
- OPTA Marketing Chair – Claire Merrick

**Rail Report | Valerie Shea**

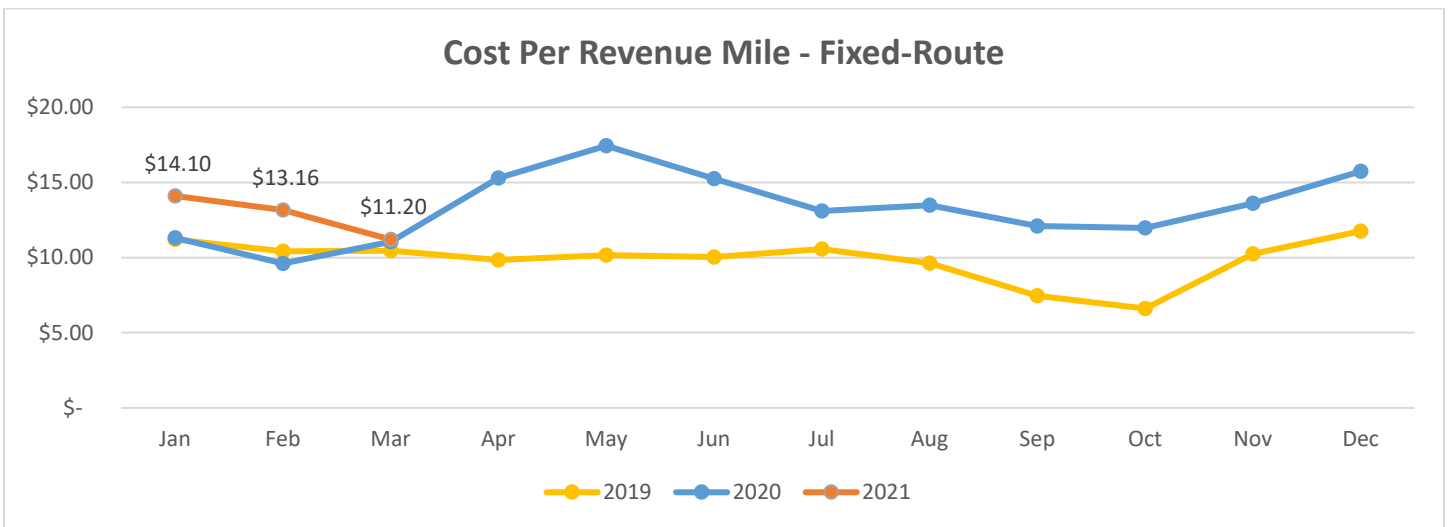
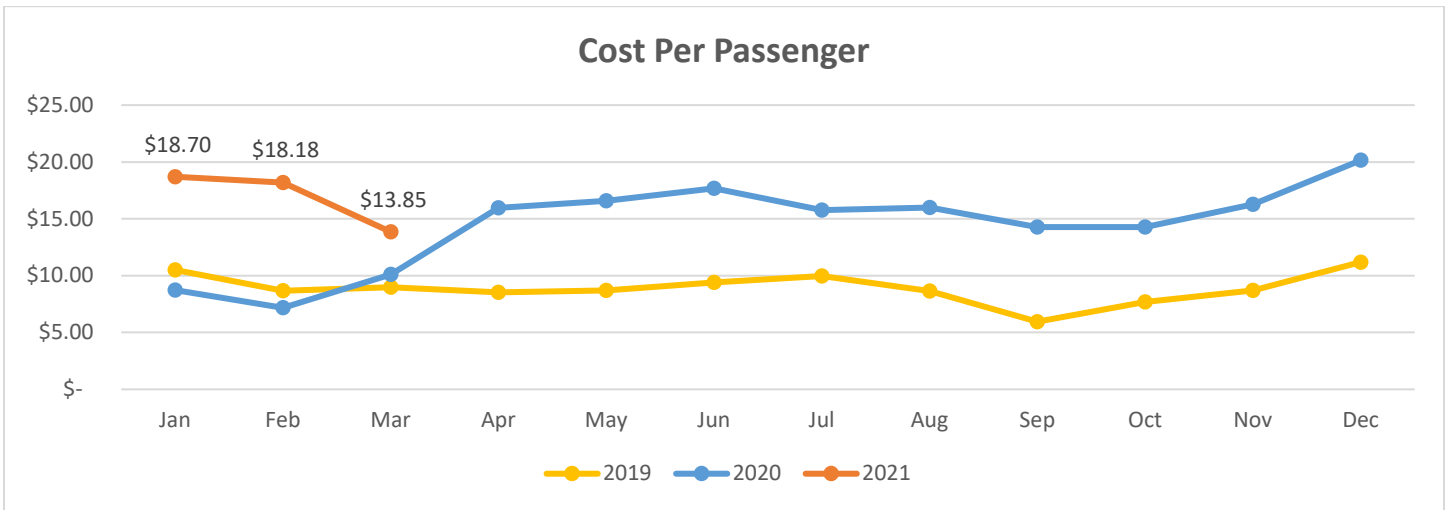
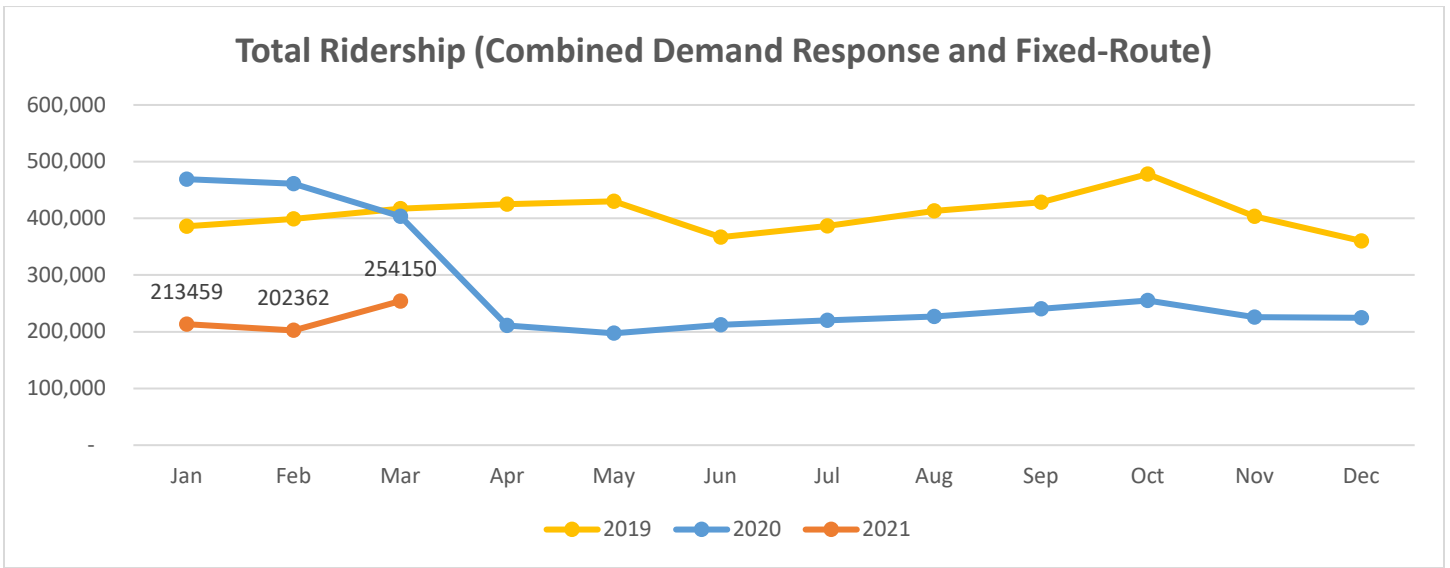
None

**ITEM 4: RESOLUTIONS FOR CONSIDERATION**

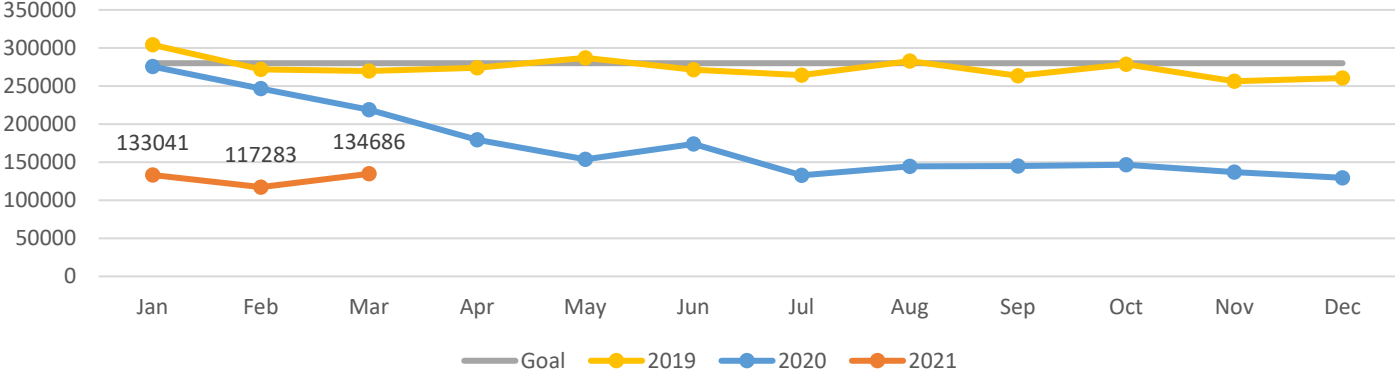
**ITEM 5: OTHER BUSINESS**

**ITEM 6: CALL FOR ADJOURNMENT**

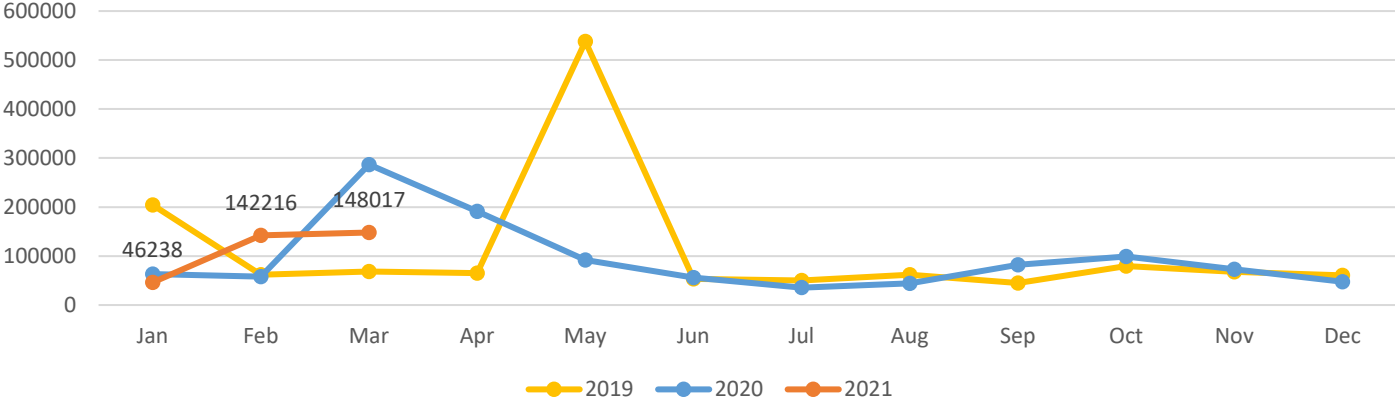
Planning / Marketing / Rail – Key Performance Indicators



### Web Traffic



### Social Media Impressions (Facebook & Twitter)



**March 2021  
Performance Reports  
Combined Service**

Current Month			Year to Date			
2021	2020	Percentage Changed		2021	2020	Percentage Changed
<b>Service Day Data</b>						
23	22	4.55%	Weekdays Operated	63	64	-1.56%
4	4	0.00%	Saturdays Operated	13	13	0.00%
4	5	-20.00%	Sundays Operated	13	13	0.00%
<b>Passenger Data</b>						
254,225	384,969	-33.96%	Total Passengers	670,152	1,272,958	-47.35%
9,352	15,771	-40.70%	Average Weekday Passengers	8,806	18,048	-51.21%
5,426	7,053	-23.07%	Average Saturday Passengers	4,950	7,655	-35.34%
2,734	4,798	-43.03%	Average Sunday Passengers	2,522	4,794	-47.40%
<b>Service Level Data</b>						
486,574	575,467	-15.45%	Total Vehicle Miles	1,352,282	1,766,724	-23.46%
417,050	478,740	-12.89%	Total Vehicle Revenue Miles	1,145,631	1,500,713	-23.66%
0.6096	0.8041	-24.19%	Average Passengers per Vehicle Revenue Mile	0.5850	0.8482	-31.04%
37,521	41,995	-10.65%	Total Vehicle Hours	103,866	126,049	-17.60%
32,356	36,041	-10.22%	Total Vehicle Revenue Hours	89,409	111,223	-19.61%
7.8571	10.6814	-26.44%	Average Passengers per Vehicle Revenue Hour	7.4954	11.4451	-34.51%
<b>Financial Data</b>						
\$96,018	\$98,813	-2.83%	Cash Fares	\$244,154	\$416,573	-41.39%
\$62,394	\$86,278	-27.68%	Ticket and Pass Revenue	\$164,068	\$342,145	-52.05%
\$106,645	\$130,372	-18.20%	Other Fare Related Revenue	\$297,875	\$386,377	-22.91%
6.7%	6.6%	1.14%	Percentage Total Farebox Recovery	5.7%	8.4%	-31.38%
\$9.55	\$10.01	-4.63%	Average Cost per Vehicle Revenue Mile	\$10.74	\$9.12	17.72%
\$123.04	\$132.96	-7.46%	Average Cost per Vehicle Revenue Hour	\$137.56	\$123.06	11.79%
\$15.66	\$12.45	25.80%	Average Cost per Passenger	\$18.35	\$10.75	70.70%
<b>Safety Data</b>						
2	4	-50.00%	Preventable Accidents	7	15	-53.33%
5	2	150.00%	Nonpreventable Accidents	13	15	-13.33%
7	6	16.67%	Total Accidents	20	30	-33.33%

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

**March 2021  
Performance Reports  
Demand Response**

**Current Month**

**Year to Date**

2021      2020      Percentage  
                         Changed

2021      2020      Percentage  
                         Changed

**Service Day Data**

2021	2020	Percentage Changed		2021	2020	Percentage Changed
23	22	4.55%	Weekdays Operated	63	64	-1.56%
4	4	0.00%	Saturdays Operated	13	13	0.00%
4	5	-20.00%	Sundays Operated	13	13	0.00%

**Passenger Data**

2021	2020	Percentage Changed		2021	2020	Percentage Changed
15,056	16,517	-8.85%	Total Passengers	39,431	62,805	-37.22%
486	533	-8.85%	Average Passengers per Day	443	698	-36.51%
44.25	45.75	-3.28%	Average Saturday ADA Passengers	45.31	62.85	-27.91%
10.25	23.40	-56.20%	Average Sunday ADA Passengers	9.08	36.85	-75.37%
30.58	35.35	-13.50%	Average Total ADA Passengers	29.15	51.01	-42.86%
4,000	4,214	-5.08%	Total Purchased Transportation Pass.	15,781	16,647	-5.20%

**Service Level Data**

2021	2020	Percentage Changed		2021	2020	Percentage Changed
106,174	114,881	-7.58%	Total METRO Vehicle Miles	282,101	395,922	-28.75%
41,811	44,760	-6.59%	Total Purchased Trans. Vehicle Miles	111,074	171,774	-35.34%
147,985	159,641	-7.30%	Total Vehicle Miles	393,175	567,696	-30.74%
121,419	123,325	-1.55%	Total Revenue Miles	320,393	462,881	-30.78%
0.1240	0.1339	-7.41%	Average Pass. per Revenue Vehicle Mile	0.1231	0.1357	-9.30%
11,750	12,966	-9.38%	Total Vehicle Hours	31,481	41,300	-23.77%
8,925	8,819	1.20%	Total Vehicle Revenue Hours	23,724	31,727	-25.22%
1.6869	1.8729	-9.93%	Average Pass. per Vehicle Revenue Hour	1.6621	1.9795	-16.04%
94%	94%	0.00%	On-time Performance - METRO	95%	93%	1.79%
94%	93%	1.08%	On-time Performance - Purchased Transportation	94%	91%	3.28%

**Financial Data**

2021	2020	Percentage Changed		2021	2020	Percentage Changed
\$30,340	\$33,582	-9.66%	Cash Fares	\$76,366	\$127,886	-40.29%
\$1,180	\$4,525	-73.92%	Ticket and Pass Revenue	\$6,538	\$15,089	-56.67%
\$57,136	\$81,622	-30.00%	Other Fare Related Revenue	\$157,146	\$240,127	-34.56%
13.2%	13.6%	-2.46%	Percentage Total Farebox Recovery	13.6%	14.0%	-2.60%
\$6.59	\$8.90	-25.99%	Average Cost per Vehicle Revenue Mile - METRO	\$6.61	\$7.13	-7.23%
\$2.95	\$3.30	-10.65%	Average Cost per Vehicle Revenue Mile - Purchased Transportation	\$2.93	\$3.43	-14.67%
\$85.25	\$116.79	-27.00%	Average Cost per Vehicle Revenue Hour - METRO	\$85.06	\$97.80	-13.04%
\$45.78	\$54.05	-15.31%	Average Cost per Vehicle Revenue Hour - Purchased Transportation	\$44.79	\$57.68	-22.35%
\$51.00	\$61.35	-16.87%	Average Cost per Passenger - METRO	\$51.74	\$48.34	7.03%
\$26.45	\$30.22	-12.48%	Average Cost per Passenger - Purchased Transportation	\$17.74	\$30.88	-42.55%
5.3	4.4	21.36%	Average Small Bus Age	5.3	4.4	21.36%

**Safety Data**

2021	2020	Percentage Changed		2021	2020	Percentage Changed
1	0	100.00%	Preventable Accidents	1	3	-66.67%
1	0	100.00%	Nonpreventable Accidents	1	3	-66.67%
2	0	100.00%	Total Accidents	2	6	-66.67%

**March 2021  
Performance Reports  
Fixed Route**

**Current Month**

**Year to Date**

2021      2020      Percentage  
                         Changed

2021      2020      Percentage  
                         Changed

**Service Day Data**

2021	2020	Percentage Changed		2021	2020	Percentage Changed
23	22	4.55%	Weekdays Operated	63	64	-1.56%
4	4	0.00%	Saturdays Operated	13	13	0.00%
4	5	-20.00%	Sundays Operated	13	13	0.00%

**Passenger Data**

2021	2020	Percentage Changed		2021	2020	Percentage Changed
239,169	368,452	-35.09%	Total Passengers	630,721	1,210,153	-47.88%
8,866	15,238	-41.82%	Average Weekday Passengers	8,363	17,350	-51.80%
5,381	7,007	-23.20%	Average Saturday Passengers	4,905	7,592	-35.40%
2,723	4,775	-42.96%	Average Sunday Passengers	2,513	4,757	-47.18%

**Service Level Data**

2021	2020	Percentage Changed		2021	2020	Percentage Changed
338,589	415,826	-18.57%	Total Vehicle Miles	959,107	1,199,028	-20.01%
295,631	355,415	-16.82%	Total Vehicle Revenue Miles	825,238	1,037,832	-20.48%
294,361	355,919	-17.30%	Total Scheduled Vehicle Revenue Miles	821,684	1,037,013	-20.76%
0.8090	1.0367	-21.96%	Average Passenger per Revenue Vehicle Mile	0.7643	1.1660	-34.45%
25,771	29,029	-11.22%	Total Vehicle Hours	72,385	84,749	-14.59%
23,431	27,222	-13.93%	Total Vehicle Revenue Hours	65,685	79,496	-17.37%
23,357	27,277	-14.37%	Total Scheduled Vehicle Revenue Hours	65,473	79,470	-17.61%
10.2073	13.5350	-24.59%	Average Passenger per Vehicle Revenue Hour	9.6022	15.2228	-36.92%
80%	77%	3.75%	On-time Performance	82%	79%	3.21%

**Financial Data**

2021	2020	Percentage Changed		2021	2020	Percentage Changed
\$65,679	\$65,231	0.69%	Cash Fares	\$167,789	\$288,687	-41.88%
\$61,214	\$81,753	-25.12%	Ticket and Pass Revenue	\$157,531	\$327,056	-51.83%
\$49,509	\$48,750	1.56%	Other Fare Related Revenue	\$140,728	\$146,250	-3.78%
5.3%	5.0%	6.41%	Percentage Total FareBox Recovery	4.4%	7.0%	-36.47%
\$11.20	\$11.00	1.82%	Average Cost per Vehicle Revenue Mile	\$12.76	\$10.54	21.07%
\$141.33	\$143.62	-1.60%	Average Cost per Vehicle Revenue Hour	\$160.36	\$137.63	16.51%
\$13.85	\$10.61	30.48%	Average Cost per Passenger	\$16.70	\$9.04	84.71%
7.4	6.0	23.67%	Average Big Bus Age	7.4	6.0	23.67%

**Safety Data**

2021	2020	Percentage Changed		2021	2020	Percentage Changed
1	4	-75.00%	Preventable Accidents	6	12	-50.00%
4	2	100.00%	Nonpreventable Accidents	12	12	0.00%
5	6	-16.67%	Total Accidents	18	24	-25.00%

\* Ridership data for Fixed Route is now reported using Automatic Passenger Count Data.

**March 2021**

Current Month		Fixed Route Categories		Year to Date		
2021	2020	Percentage Changed		2021	2020	Percentage Changed
<b>URBAN (1 - 34)</b>						
221,082	343,416	-35.62%	Total Monthly Passengers	581,842	1,119,068	-48.01%
31	31	0.00%	Service Days	89	90	-1.11%
7,131.7	11,077.9	-35.62%	Average Daily Passengers	6,537.6	12,434.1	-47.42%
10.3554	16.7944	-38.34%	Passengers per Vehicle Hour	9.6413	18.1224	-46.80%
0.9282	1.4452	-35.77%	Passengers per Vehicle Mile	0.8664	1.5834	-45.28%
\$12.82	\$7.83	63.63%	Total Operating Cost Per Passenger	\$15.56	\$6.79	129.13%
<b>SUBURBAN (101-104, 110)</b>						
6,456	12,538	-48.51%	Total Monthly Passengers	17,666	41,325	-57.25%
23	22	4.55%	Service Days	63	64	-1.56%
280.7	569.9	-50.75%	Average Daily Passengers	280.4	645.7	-56.57%
3.41	4.88	-30.07%	Passengers per Vehicle Hour	3.4193	5.5663	-38.57%
0.16	0.20	-23.23%	Passengers per Vehicle Mile	0.1569	0.2331	-32.68%
\$50.57	\$32.20	57.07%	Total Operating Cost Per Passenger	\$57.66	\$27.89	106.77%
<b>EXPRESS (60 &amp; 61)</b>						
1,095	4,318	-74.64%	Total Monthly Passengers	2,909	16,740	-82.62%
23	22	4.55%	Service Days	63	64	-1.56%
47.6	196.3	-75.75%	Average Daily Passengers	46.2	261.6	-82.34%
3.0069	4.5451	-33.84%	Passengers per Vehicle Hour	2.8712	6.1167	-53.06%
0.1076	0.1790	-39.89%	Passengers per Vehicle Mile	0.1049	0.2409	-56.44%
\$81.02	\$40.66	99.25%	Total Operating Cost Per Passenger	\$96.67	\$29.42	228.58%
<b>DASH (54)</b>						
1,807	11,144	-83.78%	Total Monthly Passengers	3,830	44,684	-91.43%
20	22	-9.09%	Service Days	49	64	-23.44%
90	506.5	-82.16%	Average Daily Passengers	78.2	698.2	-88.80%
6	11.4906	-50.34%	Passengers per Vehicle Hour	4.9366	16.0893	-69.32%
1	1.5510	-54.70%	Passengers per Vehicle Mile	0.6079	2.1717	-72.01%
13	\$6.11	113.57%	Total Operating Cost Per Passenger	\$16.27	\$4.22	285.89%
<b>Sunday Fixed Route</b>						
10,893	23,873	-54.37%	Total Monthly Passengers	32,666	61,843	-47.18%
4	5	-20.00%	Service Days	13	13	0.00%
2,723.3	4,774.6	-42.96%	Average Daily Passengers	2,512.8	4,757.2	-47.18%
8.6	15.36	-44.17%	Passengers per Vehicle Hour	7.91	15.23	-48.08%
0.8	1.3340	-38.36%	Passengers per Vehicle Mile	0.7582	1.3287	-42.93%
14.6	\$7.77	87.35%	Total Operating Cost Per Passenger	\$17.60	\$7.56	132.83%
<b>Saturday Fixed Route</b>						
21,525	28,028	-23.20%	Total Monthly Passengers	63,763	98,702	-35.40%
4	4	0.00%	Service Days	13	13	0.00%
5,381.3	7,007.0	-23.20%	Average Daily Passengers	4,904.8	7,592.5	-35.40%
10.0744	15.4351	-34.73%	Passengers per Vehicle Hour	9.1819	16.5954	-44.67%
0.8677	1.3007	-33.29%	Passengers per Vehicle Mile	0.7897	1.4087	-43.94%
\$11.81	\$7.72	52.94%	Total Operating Cost Per Passenger	\$14.46	\$6.83	111.79%
<b>Call-A-Bus</b>						
197	107	84.11%	Total Monthly Passengers	589	356	65.45%
<b>U of A ZipCard</b>						
4,501	6,301	-28.57%	Total Monthly Passengers	13,954	38,008	-63.29%
<b>Akron Public Schools ID Cards</b>						
5,609	15,441	-63.67%	Total Monthly Passengers	12,800	97,213	-86.83%

\* Ridership data for Fixed Route is now reported using Automatic Passenger Count Data.



**2021 MONTHLY RIDERSHIP BY ROUTE**

Route #	Description	JAN	FEB	MAR	% Change	Mar-20	APR	MAY	JUNE	JUL	AUG	SEP	OCT	NOV	DEC
1	West Market	26,305	23,842	31,170	-28.5%	36,787									
2	Arlington	26,058	23,480	29,608	-39.1%	42,757									
3	Copley Rd/Hawkins	12,871	11,710	14,843	-42.7%	22,464									
4	Delia/N Hawkins	3,680	3,463	4,539	-58.7%	8,920									
5	East Market/Ellet	4,142	4,019	4,921	-46.3%	7,716									
6	East Market/Lakemore	11,272	10,727	13,802	-46.1%	20,927									
7	Cuyahoga Falls Ave	6,665	5,816	7,784	-45.6%	12,258									
8	Kenmore/Barberton	12,337	11,179	13,980	-38.2%	19,949									
9	Wooster/East Ave	5,664	5,584	7,761	-59.2%	13,899									
10	Howard/Portage Trail	12,214	11,610	14,443	-27.9%	16,943									
11	South Akron	943	1,215	1,545	-63.9%	2,614									
12	Tallmadge Hill	4,732	4,321	5,852	-63.5%	12,952									
13	Grant/Firestone Park	6,882	6,894	8,554	-55.9%	15,623									
14	Euclid/Barberton XP	14,603	13,408	16,981	-37.0%	23,169									
17	Brown/Inman	5,764	5,643	6,918	-63.5%	15,791									
18	Thornton/Manchester	6,444	6,084	7,829	-52.6%	13,603									
19	Eastland	7,107	6,960	7,941	-46.9%	13,388									
21	South Main	1,261	1,116	1,522	-56.8%	2,917									
24	Lakeshore	2,069	2,009	2,411	-54.4%	4,539									
26	W Exchange/White Pond	2,393	2,136	2,944	-58.1%	5,709									
28	Merriman Valley	1,748	1,670	2,324	-52.6%	3,684									
30	Goodyear/Darrow	4,022	3,833	4,895	-57.0%	9,357									
33	State Rd/Wyoga Lake	2,849	2,463	2,850	-46.3%	5,303									
34	Cascade Village/Uhler	5,209	4,344	5,665	-57.1%	12,147									
54	DASH Circulator	626	1,397	1,807	-94.4%	11,144									
61	NCX Montrose/Cleveland	870	944	1,095	-77.6%	3,886									
101	Richfield/Bath	533	550	669	-44.9%	967									
102	Northfield Express	1,346	1,267	1,631	-60.2%	3,378									
103	Stow/Hudson	1,482	1,349	1,433	-54.7%	3,271									
104	Twinsburg Creekside	1,244	1,311	1,306	-55.7%	2,810									
110	Green/Springfield	977	1,151	1,417	-53.7%	2,112									
600	Zone	222	528	487	-88.5%	1,923									
<b>TOTAL:</b>		<b>194,534</b>	<b>181,495</b>	<b>230,440</b>	<b>-48.7%</b>	<b>378,992</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

\* 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, 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.