

METRO REGIONAL TRANSIT AUTHORITY

Planning/Marketing/Rail Committee

JULY 15, 2020
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 BOARDROOM
WEDNESDAY, JULY 15, 2020
10:30 A.M.**

ITEM 1: CALL TO ORDER

ITEM 2: APPROVAL OF MINUTES FROM JUNE MEETING

ITEM 3: SUB-COMMITTEE REPORTS

Planning Report | Valerie Shea

- Performance Report
- Fall Service Change
- Title VI Report
- Strategic Plan
 - Discussion of Service Recommendations

Marketing Report | Molly Becker

- Art In Transit
- EZFare Partnership
- METRO's Green Team
- Ride Easy Ohio
- Marketing Plan
- Quarterly Infographic
- KPIs

Rail Report | Valerie Shea

- Akron Secondary Update

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

**May 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 | 22 | -9.09% | Weekdays Operated | 106 | 107 | -0.93% |
| 5 | 4 | 25.00% | Saturdays Operated | 22 | 21 | 4.76% |
| 0 | 4 | -100.00% | Sundays Operated | 14 | 21 | -33.33% |

Passenger Data

| 2020 | 2019 | Percentage Changed | | 2020 | 2019 | Percentage Changed |
|---------|---------|--------------------|-----------------------------|-----------|-----------|--------------------|
| 145,156 | 433,831 | -66.54% | Total Passengers | 1,380,496 | 2,073,885 | -33.43% |
| 6,053 | 17,323 | -65.06% | Average Weekday Passengers | 11,221 | 16,892 | -33.58% |
| 4,492 | 7,428 | -39.53% | Average Saturday Passengers | 5,535 | 7,349 | -24.68% |
| - | 4,238 | - | Average Sunday Passengers | 3,611 | 3,945 | -8.47% |

Service Level Data

| 2020 | 2019 | Percentage Changed | | 2020 | 2019 | Percentage Changed |
|---------|---------|--------------------|---|-----------|-----------|--------------------|
| 386,778 | 621,313 | -37.75% | Total Vehicle Miles | 2,556,111 | 2,976,600 | -14.13% |
| 261,916 | 524,964 | -50.11% | Total Vehicle Revenue Miles | 2,021,387 | 2,512,731 | -19.55% |
| 0.5542 | 0.8264 | -32.94% | Average Passengers per Vehicle Revenue Mile | 0.6829 | 0.8254 | -17.25% |
| 22,162 | 43,061 | -48.53% | Total Vehicle Hours | 173,422 | 208,447 | -16.80% |
| 19,239 | 38,575 | -50.13% | Total Vehicle Revenue Hours | 150,914 | 185,957 | -18.84% |
| 7.5448 | 11.2463 | -32.91% | Average Passengers per Vehicle Revenue Hour | 9.1476 | 11.1525 | -17.98% |

Financial Data

| 2020 | 2019 | Percentage Changed | | 2020 | 2019 | Percentage Changed |
|-----------|-----------|--------------------|---------------------------------------|-----------|-----------|--------------------|
| \$160 | \$191,305 | -99.92% | Cash Fares | \$419,639 | \$858,096 | -51.10% |
| \$2,625 | \$131,355 | -98.00% | Ticket and Pass Revenue | \$366,895 | \$663,489 | -44.70% |
| \$114,591 | \$76,535 | 49.72% | Other Fare Related Revenue | \$608,117 | \$466,029 | 30.49% |
| 3.2% | 9.0% | -64.37% | Percentage Total Farebox Recovery | 6.6% | 9.0% | -27.03% |
| \$14.03 | \$8.48 | 65.41% | Average Cost per Vehicle Revenue Mile | \$10.48 | \$8.77 | 19.54% |
| \$191.01 | \$115.43 | 65.47% | Average Cost per Vehicle Revenue Hour | \$140.36 | \$118.45 | 18.49% |
| \$25.32 | \$10.26 | 146.65% | Average Cost per Passenger | \$15.34 | \$10.62 | 44.47% |

Safety Data

| 2020 | 2019 | Percentage Changed | | 2020 | 2019 | Percentage Changed |
|------|------|--------------------|--------------------------|------|------|--------------------|
| 3 | 2 | 50.00% | Preventable Accidents | 20 | 17 | 17.65% |
| 2 | 7 | -71.43% | Nonpreventable Accidents | 20 | 36 | -44.44% |
| 5 | 9 | -44.44% | Total Accidents | 40 | 53 | -24.14% |

**May 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 | 22 | -9.09% | Weekdays Operated | 106 | 107 | -0.93% |
| 5 | 4 | 25.00% | Saturdays Operated | 22 | 21 | 4.76% |
| 0 | 4 | -100.00% | Sundays Operated | 14 | 21 | -33.33% |

Passenger Data

| 2020 | 2019 | Percentage Changed | | 2020 | 2019 | Percentage Changed |
|-------|--------|--------------------|--------------------------------------|--------|---------|--------------------|
| 9,448 | 24,583 | -61.57% | Total Passengers | 80,848 | 113,150 | -28.55% |
| 378 | 819 | -53.88% | Average Passengers per Day | 569 | 761 | -25.17% |
| 52.20 | 82.50 | -36.73% | Average Saturday ADA Passengers | 55.9 | 82.76 | -32.45% |
| - | 43.00 | - | Average Sunday ADA Passengers | 34.4 | 36.24 | -5.19% |
| 29.00 | 66.27 | -56.24% | Average Total ADA Passengers | 42.10 | 60.85 | -30.81% |
| 3,507 | 5,614 | -37.53% | Total Purchased Transportation Pass. | 23,434 | 27,534 | -14.89% |

Service Level Data

| 2020 | 2019 | Percentage Changed | | 2020 | 2019 | Percentage Changed |
|---------|---------|--------------------|--|---------|---------|--------------------|
| 68,590 | 151,172 | -54.63% | Total METRO Vehicle Miles | 525,690 | 713,899 | -26.36% |
| 36,178 | 59,843 | -39.55% | Total Purchased Trans. Vehicle Miles | 243,619 | 279,698 | -12.90% |
| 104,768 | 211,015 | -50.35% | Total Vehicle Miles | 769,309 | 993,597 | -22.57% |
| 83,404 | 174,964 | -52.33% | Total Revenue Miles | 617,762 | 810,113 | -23.74% |
| 0.11328 | 0.14050 | -19.38% | Average Pass. per Revenue Vehicle Mile | 0.1309 | 0.1397 | -6.30% |
| 8,049 | 14,144 | -43.09% | Total Vehicle Hours | 58,234 | 67,162 | -13.29% |
| 5,797 | 11,622 | -50.12% | Total Vehicle Revenue Hours | 43,051 | 54,175 | -20.53% |
| 1.6298 | 2.1152 | -22.95% | Average Pass. per Vehicle Revenue Hour | 1.8780 | 2.0886 | -10.09% |
| 96% | 87% | 10.34% | On-time Performance - METRO | 95% | 90% | 5.11% |
| 95% | 91% | 4.40% | On-time Performance - Purchased Transportation | 93% | 93% | 0.43% |

Financial Data

| 2020 | 2019 | Percentage Changed | | 2020 | 2019 | Percentage Changed |
|-----------|----------|--------------------|--|-----------|-----------|--------------------|
| \$160 | \$50,160 | -99.68% | Cash Fares | \$130,952 | \$230,825 | -43.27% |
| \$40 | \$7,762 | -99.48% | Ticket and Pass Revenue | \$16,611 | \$29,206 | -43.13% |
| \$114,591 | \$68,201 | 68.02% | Other Fare Related Revenue | \$421,450 | \$293,887 | 43.41% |
| 20.5% | 14.1% | 45.26% | Percentage Total Farebox Recovery | 14.6% | 12.9% | 13.11% |
| \$9.37 | \$5.88 | 59.30% | Average Cost per Vehicle Revenue Mile - METRO | \$7.96 | \$6.12 | 30.14% |
| \$2.37 | \$3.31 | -28.42% | Average Cost per Vehicle Revenue Mile - Purchased Transportation | \$3.13 | \$3.38 | -7.24% |
| \$126.42 | \$83.26 | 51.83% | Average Cost per Vehicle Revenue Hour - METRO | \$107.06 | \$86.90 | 23.19% |
| \$38.30 | \$58.65 | -34.69% | Average Cost per Vehicle Revenue Hour - Purchased Transportation | \$51.55 | \$57.52 | -10.37% |
| \$81.82 | \$38.07 | 114.89% | Average Cost per Passenger - METRO | \$56.26 | \$40.48 | 38.99% |
| \$21.32 | \$30.80 | -30.78% | Average Cost per Passenger - Purchased Transportation | \$28.33 | \$29.86 | -5.13% |
| 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 | 0 | 100.00% | Preventable Accidents | 4 | 5 | -20.00% |
| 0 | 3 | -100.00% | Nonpreventable Accidents | 3 | 8 | -62.50% |
| 1 | 3 | -66.67% | Total Accidents | 7 | 12 | -42.51% |

**May 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 | 22 | -9.09% | Weekdays Operated | 106 | 107 | -0.93% |
| 5 | 4 | 25.00% | Saturdays Operated | 22 | 21 | 4.76% |
| 0 | 4 | -100.00% | Sundays Operated | 14 | 21 | -33.33% |

Passenger Data

| 2020 | 2019 | Percentage Changed | | 2020 | 2019 | Percentage Changed |
|---------|---------|--------------------|-----------------------------|-----------|-----------|--------------------|
| 135,708 | 409,248 | -66.84% | Total Passengers | 1,299,648 | 1,960,735 | -33.72% |
| 5,676 | 16,504 | -65.61% | Average Weekday Passengers | 10,651 | 16,131 | -33.97% |
| 4,439 | 7,346 | -39.57% | Average Saturday Passengers | 5,479 | 7,266 | -24.59% |
| - | 4,195 | - | Average Sunday Passengers | 3,576 | 3,908 | -8.50% |

Service Level Data

| 2020 | 2019 | Percentage Changed | | 2020 | 2019 | Percentage Changed |
|---------|---------|--------------------|--|-----------|-----------|--------------------|
| 282,010 | 410,298 | -31.27% | Total Vehicle Miles | 1,786,802 | 1,983,003 | -9.89% |
| 178,512 | 350,000 | -49.00% | Total Vehicle Revenue Miles | 1,403,625 | 1,702,618 | -17.56% |
| 179,463 | 351,582 | -48.96% | Total Scheduled Vehicle Revenue Miles | 1,411,020 | 1,714,414 | -17.70% |
| 0.7602 | 1.1693 | -34.98% | Average Passenger per Revenue Vehicle Mile | 0.9259 | 1.1516 | -19.60% |
| 14,113 | 28,917 | -51.19% | Total Vehicle Hours | 115,188 | 141,285 | -18.47% |
| 13,442 | 26,953 | -50.13% | Total Vehicle Revenue Hours | 107,863 | 131,782 | -18.15% |
| 13,442 | 26,953 | -50.13% | Total Scheduled Vehicle Revenue Hours | 107,863 | 131,782 | -18.15% |
| 10.0957 | 15.1836 | -33.51% | Average Passenger per Vehicle Revenue Hour | 12.0491 | 14.8787 | -19.02% |
| 76% | 75% | 1.34% | On-time Performance | 78% | 79% | -0.69% |

Financial Data

| 2020 | 2019 | Percentage Changed | | 2020 | 2019 | Percentage Changed |
|----------|-----------|--------------------|---------------------------------------|-----------|-----------|--------------------|
| \$0 | \$141,145 | -100.00% | Cash Fares | \$288,687 | \$627,272 | -53.98% |
| \$2,585 | \$123,592 | -97.91% | Ticket and Pass Revenue | \$350,284 | \$634,283 | -44.77% |
| \$0 | \$8,333 | -100.00% | Other Fare Related Revenue | \$186,667 | \$172,142 | 8.44% |
| 0.1% | 7.7% | -98.92% | Percentage Total FareBox Recovery | 4.8% | 8.1% | -40.91% |
| \$17.44 | \$10.17 | 71.61% | Average Cost per Vehicle Revenue Mile | \$12.32 | \$10.42 | 18.22% |
| \$231.66 | \$132.00 | 75.50% | Average Cost per Vehicle Revenue Hour | \$160.27 | \$134.61 | 19.07% |
| \$22.95 | \$8.69 | 163.95% | Average Cost per Passenger | \$13.30 | \$9.05 | 47.03% |
| 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 | 16 | 12 | 33.33% |
| 2 | 4 | -50.00% | Nonpreventable Accidents | 17 | 28 | -39.29% |
| 4 | 6 | -33.33% | Total Accidents | 33 | 40 | -17.38% |

May 2020

Current Month

Line-Service Categories

Year to Date

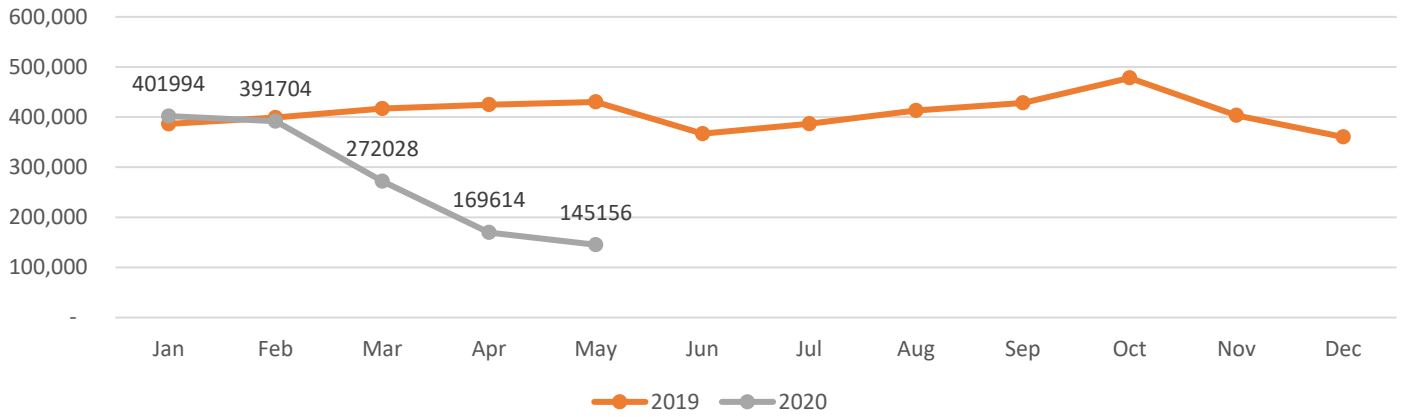
| 2020 | 2019 | Percentage Changed | | 2020 | 2019 | Percentage Changed |
|--|----------|--------------------|------------------------------------|-----------|-----------|--------------------|
| URBAN (1 - 34) | | | | | | |
| 128,807 | 368,555 | -65.05% | Total Monthly Passengers | 1,178,536 | 1,758,544 | -32.98% |
| 25 | 30 | -16.67% | Service Days | 142 | 149 | -4.70% |
| 5,152.3 | 12,285.2 | -58.06% | Average Daily Passengers | 8,299.5 | 11,802.3 | -29.68% |
| 11.6335 | 18.3145 | -36.48% | Passengers per Vehicle Hour | 14.2828 | 17.8516 | -19.99% |
| 0.9794 | 1.5782 | -37.94% | Passengers per Vehicle Mile | 1.2215 | 1.5434 | -20.86% |
| \$17.88 | \$6.72 | 166.26% | Total Operating Cost Per Passenger | \$10.35 | \$6.99 | 47.94% |
| SUBURBAN (101-104, 110) | | | | | | |
| 3,503 | 12,725 | -72.47% | Total Monthly Passengers | 37,863 | 58,399 | -35.16% |
| 20 | 22 | -9.09% | Service Days | 106 | 107 | -0.93% |
| 175.2 | 578.4 | -69.71% | Average Daily Passengers | 357.2 | 545.8 | -34.55% |
| 2.94 | 4.95 | -40.51% | Passengers per Vehicle Hour | 3.7937 | 4.6688 | -18.74% |
| 0.12 | 0.21 | -41.33% | Passengers per Vehicle Mile | 0.1583 | 0.1955 | -20.03% |
| \$87.72 | \$29.85 | 193.87% | Total Operating Cost Per Passenger | \$46.87 | \$32.09 | 46.04% |
| EXPRESS (60 & 61) | | | | | | |
| 787 | 7,135 | -88.97% | Total Monthly Passengers | 18,733 | 35,092 | -46.62% |
| 20 | 22 | -9.09% | Service Days | 106 | 107 | -0.93% |
| 39.4 | 324.3 | -87.85% | Average Daily Passengers | 176.7 | 328.0 | -46.13% |
| 3.2210 | 7.5103 | -57.11% | Passengers per Vehicle Hour | 5.7168 | 7.5947 | -24.73% |
| 0.1356 | 0.2961 | -54.21% | Passengers per Vehicle Mile | 0.2275 | 0.2994 | -24.03% |
| \$119.23 | \$22.33 | 433.94% | Total Operating Cost Per Passenger | \$36.56 | \$22.63 | 61.52% |
| CIRCULATOR (50, 51, 53, & 59) | | | | | | |
| 2,337 | 6,679 | -65.01% | Total Monthly Passengers | 20,311 | 31,334 | -35.18% |
| 25 | 30 | -16.67% | Service Days | 142 | 149 | -4.70% |
| 93.5 | 222.6 | -58.00% | Average Daily Passengers | 143.0 | 210.3 | -32.00% |
| 2.4975 | 3.9241 | -36.36% | Passengers per Vehicle Hour | 2.9431 | 3.7561 | -21.64% |
| 0.1754 | 0.2866 | -38.80% | Passengers per Vehicle Mile | 0.2115 | 0.2750 | -23.12% |
| \$91.55 | \$34.36 | 166.43% | Total Operating Cost Per Passenger | \$55.97 | \$36.63 | 52.79% |
| DASH (54) | | | | | | |
| 0 | 9,278 | -100.00% | Total Monthly Passengers | 32,279 | 56,175 | -42.54% |
| 0 | 22 | -100.00% | Service Days | 64 | 107 | -40.19% |
| 0 | 421.7 | -100.00% | Average Daily Passengers | 504.4 | 525.0 | -3.93% |
| 0 | 9.5666 | -100.00% | Passengers per Vehicle Hour | 11.4410 | 11.9093 | -3.93% |
| 0 | 1.2913 | -100.00% | Passengers per Vehicle Mile | 1.5443 | 1.6075 | -3.93% |
| \$0.00 | \$6.51 | -100.00% | Total Operating Cost Per Passenger | \$5.94 | \$5.33 | 11.30% |
| GROCERY (91 - 95) | | | | | | |
| 0 | 1,815 | -100.00% | Total Monthly Passengers | 4,802 | 9,628 | -50.12% |
| 0 | 22 | -100.00% | Service Days | 67 | 107 | -37.38% |
| 0 | 82.50 | -100.00% | Average Daily Passengers | 71.7 | 90.0 | -20.33% |
| 0 | 6.9687 | -100.00% | Passengers per Vehicle Hour | 5.1595 | 7.5893 | -32.02% |
| 0 | 1.2588 | -100.00% | Passengers per Vehicle Mile | 0.9156 | 1.3254 | -30.92% |
| \$0.00 | \$50.49 | -100.00% | Total Operating Cost Per Passenger | \$86.96 | \$50.36 | 72.69% |
| Sunday Line Service | | | | | | |
| 0 | 16,780 | -100.00% | Total Monthly Passengers | 50,067 | 82,078 | -39.00% |
| 0 | 4 | -100.00% | Service Days | 14 | 21 | -33.33% |
| 0 | 4,195.0 | -100.00% | Average Daily Passengers | 3,576.2 | 3,908.5 | -8.50% |
| 0 | 13.52 | -100.00% | Passengers per Vehicle Hour | 11.51 | 12.60 | -8.63% |
| 0 | 1.1727 | -100.00% | Passengers per Vehicle Mile | 0.9992 | 1.0929 | -8.58% |
| \$0.00 | \$7.87 | -100.00% | Total Operating Cost Per Passenger | \$10.17 | \$8.61 | 18.17% |
| Saturday Line Service | | | | | | |
| 22,197 | 29,383 | -24.46% | Total Monthly Passengers | 120,547 | 152,596 | -21.00% |
| 5 | 4 | 25.00% | Service Days | 22 | 21 | 4.76% |
| 4,439.4 | 7,345.8 | -39.57% | Average Daily Passengers | 5,479.4 | 7,266.5 | -24.59% |
| 9.7791 | 16.1908 | -39.60% | Passengers per Vehicle Hour | 12.0701 | 16.0160 | -24.64% |
| 0.8241 | 1.3654 | -39.64% | Passengers per Vehicle Mile | 1.0172 | 1.3510 | -24.71% |
| \$14.19 | \$6.53 | 117.15% | Total Operating Cost Per Passenger | \$10.25 | \$6.73 | 52.25% |
| Call-A-Bus | | | | | | |
| 112 | 133 | -15.79% | Total Monthly Passengers | 506 | 624 | -18.91% |
| U of A ZipCard | | | | | | |
| - | 15,917 | -100.00% | Total Monthly Passengers | 37,107 | 83,020 | -55.30% |
| Akron Public Schools ID Cards | | | | | | |
| - | 42,743 | -100.00% | Total Monthly Passengers | 97,253 | 196,061 | -50.40% |

METRO REGIONAL TRANSIT AUTHORITY
MONTHLY REPORT OF OPERATIONS
May 2020

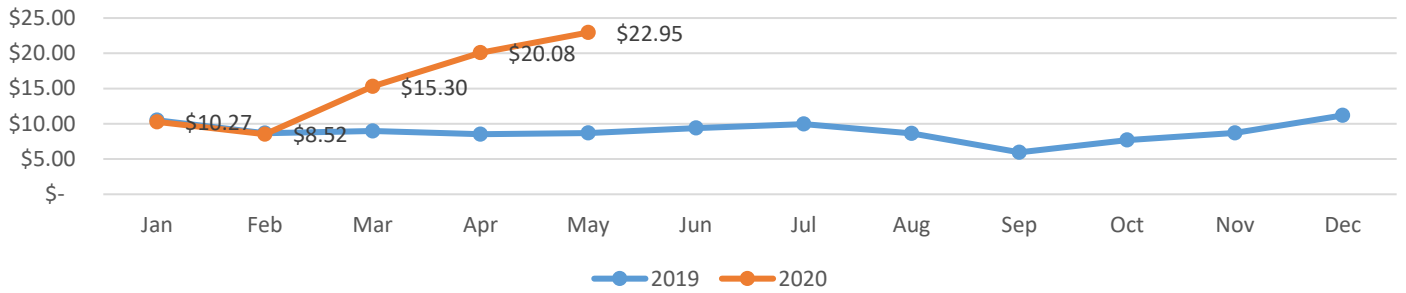
| ROUTE # / DESCRIPTION | FAREBOX REVENUE | | | EXPENSE | | | TOTAL PASSENGERS | REV HOURS | REV MILES | PEAK VEHICLES | PASSENGERS PER: | | NET COST PER PASSENGER: | | | FAREBOX RECOVERY | | |
|-----------------------------|-----------------|-----------------|-----------------|---------------------|---------------------|---------------------|------------------|---------------|----------------|---------------|-----------------|-------------|-------------------------|------------------|------------------|------------------|-------------|------------------|
| | FAREBOX REVENUE | GENERAL FARE | TOT FAREBOX | PER REV HOUR | PER REV MILE | Allocation model | | | | | REV HOUR | REV MILE | REV HOUR | REV MILE | Allocation Model | (Per Hour) | (Per Mile) | Allocation Model |
| 1 West Market | \$ - | \$ 325 | \$ 325 | \$ 227,258 | \$ 177,347 | \$ 186,123 | 17,039 | 981 | 10,167 | 6 | 17.4 | 1.68 | \$ 13.32 | \$ 10.39 | \$ 10.90 | 0.1% | 0.2% | 0.2% |
| 2 Arlington | \$ - | \$ 359 | \$ 361 | \$ 181,775 | \$ 175,053 | \$ 162,773 | 18,823 | 785 | 10,035 | 6 | 24.0 | 1.88 | \$ 9.64 | \$ 9.28 | \$ 8.63 | 0.2% | 0.2% | 0.2% |
| 3 Copley/Hawkins | \$ - | \$ 175 | \$ 175 | \$ 169,304 | \$ 144,857 | \$ 144,467 | 9,159 | 731 | 8,304 | 5 | 12.5 | 1.10 | \$ 18.47 | \$ 15.80 | \$ 15.75 | 0.1% | 0.1% | 0.1% |
| 4 Delia/N Hawkins | \$ - | \$ 44 | \$ 44 | \$ 55,888 | \$ 61,299 | \$ 66,094 | 2,329 | 241 | 3,514 | 4 | 9.7 | 0.66 | \$ 23.98 | \$ 26.30 | \$ 28.36 | 0.1% | 0.1% | 0.1% |
| 5 East Market/Eillet | \$ - | \$ 39 | \$ 39 | \$ 68,764 | \$ 72,699 | \$ 67,687 | 2,027 | 297 | 4,168 | 3 | 6.8 | 0.49 | \$ 33.91 | \$ 35.85 | \$ 33.37 | 0.1% | 0.1% | 0.1% |
| 6 E. Market/Lakemore | \$ 0 | \$ 151 | \$ 151 | \$ 132,953 | \$ 133,518 | \$ 124,182 | 7,901 | 574 | 7,654 | 5 | 13.8 | 1.03 | \$ 16.81 | \$ 16.88 | \$ 15.70 | 0.1% | 0.1% | 0.1% |
| 7 Cuyahoga Falls Ave | \$ - | \$ 97 | \$ 97 | \$ 124,169 | \$ 103,217 | \$ 107,720 | 5,066 | 536 | 5,917 | 4 | 9.5 | 0.86 | \$ 24.49 | \$ 20.36 | \$ 21.24 | 0.1% | 0.1% | 0.1% |
| 8 Kenmore/Barberton | \$ - | \$ 156 | \$ 156 | \$ 158,127 | \$ 158,786 | \$ 134,351 | 8,175 | 683 | 9,103 | 4 | 12.0 | 0.90 | \$ 19.32 | \$ 19.40 | \$ 16.42 | 0.1% | 0.1% | 0.1% |
| 9 Wooster/East Ave | \$ - | \$ 89 | \$ 89 | \$ 95,077 | \$ 79,676 | \$ 82,160 | 4,679 | 410 | 4,568 | 3 | 11.4 | 1.02 | \$ 20.30 | \$ 17.01 | \$ 17.54 | 0.1% | 0.1% | 0.1% |
| 10 Howard/Portage Tr | \$ - | \$ 140 | \$ 140 | \$ 145,192 | \$ 155,506 | \$ 134,115 | 7,326 | 627 | 8,915 | 5 | 11.7 | 0.82 | \$ 19.80 | \$ 21.21 | \$ 18.29 | 0.1% | 0.1% | 0.1% |
| 11 South Akron | \$ - | \$ 15 | \$ 15 | \$ 45,482 | \$ 37,156 | \$ 36,158 | 764 | 196 | 2,130 | 1 | 3.9 | 0.36 | \$ 59.51 | \$ 48.61 | \$ 47.31 | 0.0% | 0.0% | 0.0% |
| 12 Tallmadge Hill | \$ - | \$ 78 | \$ 78 | \$ 117,857 | \$ 87,073 | \$ 108,630 | 4,097 | 509 | 4,992 | 5 | 8.1 | 0.82 | \$ 28.75 | \$ 21.23 | \$ 26.50 | 0.1% | 0.1% | 0.1% |
| 13 Grant/Firestone | \$ 0 | \$ 109 | \$ 109 | \$ 108,301 | \$ 72,167 | \$ 94,407 | 5,706 | 468 | 4,137 | 4 | 12.2 | 1.38 | \$ 18.96 | \$ 12.63 | \$ 16.53 | 0.1% | 0.2% | 0.1% |
| 14 Euclid/Barberton | \$ 1 | \$ 154 | \$ 156 | \$ 212,393 | \$ 185,432 | \$ 173,147 | 8,088 | 917 | 10,630 | 5 | 8.8 | 0.76 | \$ 26.24 | \$ 22.91 | \$ 21.39 | 0.1% | 0.1% | 0.1% |
| 17 Brown/Inman | \$ - | \$ 87 | \$ 87 | \$ 94,942 | \$ 83,148 | \$ 96,392 | 4,534 | 410 | 4,767 | 5 | 11.1 | 0.95 | \$ 20.92 | \$ 18.32 | \$ 21.24 | 0.1% | 0.1% | 0.1% |
| 18 Thornton/Manchester | \$ - | \$ 106 | \$ 106 | \$ 89,227 | \$ 88,233 | \$ 87,523 | 5,563 | 385 | 5,058 | 4 | 14.4 | 1.10 | \$ 16.02 | \$ 15.84 | \$ 15.71 | 0.1% | 0.1% | 0.1% |
| 19 Eastland | \$ - | \$ 90 | \$ 90 | \$ 97,258 | \$ 74,775 | \$ 89,278 | 4,695 | 420 | 4,287 | 4 | 11.2 | 1.10 | \$ 20.70 | \$ 15.91 | \$ 19.00 | 0.1% | 0.1% | 0.1% |
| 21 South Main | \$ - | \$ 15 | \$ 15 | \$ 36,293 | \$ 34,295 | \$ 31,031 | 804 | 157 | 1,966 | 1 | 5.1 | 0.41 | \$ 45.12 | \$ 42.64 | \$ 38.58 | 0.0% | 0.0% | 0.0% |
| 24 Lakeshore | \$ 0 | \$ 18 | \$ 18 | \$ 31,930 | \$ 22,084 | \$ 33,596 | 953 | 138 | 1,266 | 2 | 6.9 | 0.75 | \$ 33.49 | \$ 23.15 | \$ 35.23 | 0.1% | 0.1% | 0.1% |
| 26 Exchange/Whitepond | \$ - | \$ 17 | \$ 17 | \$ 38,320 | \$ 37,723 | \$ 39,493 | 912 | 165 | 2,163 | 2 | 5.5 | 0.42 | \$ 42.00 | \$ 41.34 | \$ 43.28 | 0.0% | 0.0% | 0.0% |
| 28 Merriman Valley | \$ - | \$ 11 | \$ 11 | \$ 48,185 | \$ 43,890 | \$ 52,379 | 589 | 208 | 2,516 | 3 | 2.8 | 0.23 | \$ 81.79 | \$ 74.50 | \$ 88.91 | 0.0% | 0.0% | 0.0% |
| 30 Goodyear/Darrow | \$ - | \$ 67 | \$ 67 | \$ 97,876 | \$ 85,948 | \$ 84,644 | 3,525 | 423 | 4,927 | 3 | 8.3 | 0.72 | \$ 27.75 | \$ 24.36 | \$ 23.99 | 0.1% | 0.1% | 0.1% |
| 33 State Rd/Wyoga Lake | \$ - | \$ 38 | \$ 38 | \$ 47,201 | \$ 53,772 | \$ 46,716 | 1,968 | 204 | 3,083 | 2 | 9.7 | 0.64 | \$ 23.96 | \$ 27.30 | \$ 23.72 | 0.1% | 0.1% | 0.1% |
| 34 Cascade Village/Uhler | \$ - | \$ 78 | \$ 78 | \$ 141,177 | \$ 126,471 | \$ 120,276 | 4,085 | 609 | 7,250 | 4 | 6.7 | 0.56 | \$ 34.54 | \$ 30.94 | \$ 29.42 | 0.1% | 0.1% | 0.1% |
| 50 Montrose Circulator | \$ 1 | \$ 18 | \$ 19 | \$ 77,471 | \$ 72,237 | \$ 72,003 | 957 | 334 | 4,141 | 3 | 2.9 | 0.23 | \$ 80.93 | \$ 75.46 | \$ 75.22 | 0.0% | 0.0% | 0.0% |
| 51 Stow Circulator | \$ - | \$ 11 | \$ 11 | \$ 57,838 | \$ 77,208 | \$ 56,088 | 565 | 250 | 4,426 | 2 | 2.3 | 0.13 | \$ 102.35 | \$ 136.63 | \$ 99.25 | 0.0% | 0.0% | 0.0% |
| 53 Portage/Graham | \$ - | \$ 10 | \$ 10 | \$ 45,560 | \$ 55,228 | \$ 52,990 | 518 | 197 | 3,166 | 3 | 2.6 | 0.16 | \$ 87.93 | \$ 106.60 | \$ 102.28 | 0.0% | 0.0% | 0.0% |
| 59 Chapel Hill Circulator | \$ - | \$ 6 | \$ 6 | \$ 28,726 | \$ 27,335 | \$ 32,876 | 297 | 124 | 1,567 | 2 | 2.4 | 0.19 | \$ 96.70 | \$ 92.02 | \$ 110.67 | 0.0% | 0.0% | 0.0% |
| 61 NC Express Montrose | \$ - | \$ 15 | \$ 15 | \$ 56,602 | \$ 101,246 | \$ 80,130 | 787 | 244 | 5,804 | 5 | 3.2 | 0.14 | \$ 71.90 | \$ 128.63 | \$ 101.80 | 0.0% | 0.0% | 0.0% |
| 101 Richfield/Bath | \$ - | \$ 9 | \$ 9 | \$ 41,313 | \$ 90,815 | \$ 56,924 | 467 | 178 | 5,206 | 3 | 2.6 | 0.09 | \$ 88.44 | \$ 194.44 | \$ 121.87 | 0.0% | 0.0% | 0.0% |
| 102 Northfield Express | \$ - | \$ 9 | \$ 9 | \$ 55,598 | \$ 119,528 | \$ 62,185 | 494 | 240 | 6,852 | 2 | 2.1 | 0.07 | \$ 112.53 | \$ 241.94 | \$ 125.86 | 0.0% | 0.0% | 0.0% |
| 103 Stow/Hudson | \$ - | \$ 11 | \$ 11 | \$ 52,509 | \$ 90,640 | \$ 55,692 | 602 | 227 | 5,196 | 2 | 2.7 | 0.12 | \$ 87.21 | \$ 150.55 | \$ 92.49 | 0.0% | 0.0% | 0.0% |
| 104 Twinsburg Creekside | \$ - | \$ 21 | \$ 21 | \$ 55,675 | \$ 105,817 | \$ 66,736 | 1,116 | 240 | 6,066 | 3 | 4.6 | 0.18 | \$ 49.87 | \$ 94.80 | \$ 59.78 | 0.0% | 0.0% | 0.0% |
| 110 Green/Springfield | \$ - | \$ 16 | \$ 16 | \$ 70,579 | \$ 96,013 | \$ 65,731 | 824 | 305 | 5,504 | 2 | 2.7 | 0.15 | \$ 85.63 | \$ 116.50 | \$ 79.75 | 0.0% | 0.0% | 0.0% |
| SCAT | \$ 160 | \$ 113 | \$ 273 | \$ 890,729 | \$ 904,605 | \$ 541,697 | 5,941 | 3,845 | 51,857 | 35 | 1.5 | 0.11 | \$ 149.88 | \$ 152.22 | \$ 91.13 | 0.0% | 0.0% | 0.1% |
| TOTALS: Line Service | \$ 5 | \$ 2,585 | \$ 2,590 | \$ 3,106,818 | \$ 3,130,190 | \$ 3,110,306 | 135,434 | 13,411 | 179,440 | 147 | 10.1 | 0.75 | \$ 22.92 | \$ 17.30 | \$ 22.95 | 0.1% | 0.1% | 0.1% |
| TOTALS: SCAT | \$ 160 | \$ 113 | \$ 273 | \$ 890,729 | \$ 904,605 | \$ 541,697 | 5,941 | 3,845 | 51,857 | 35 | 1.5 | 0.11 | \$ 149.88 | \$ 152.22 | \$ 91.13 | 0.0% | 0.0% | 0.1% |

Planning / Marketing / Rail – Key Performance Indicators

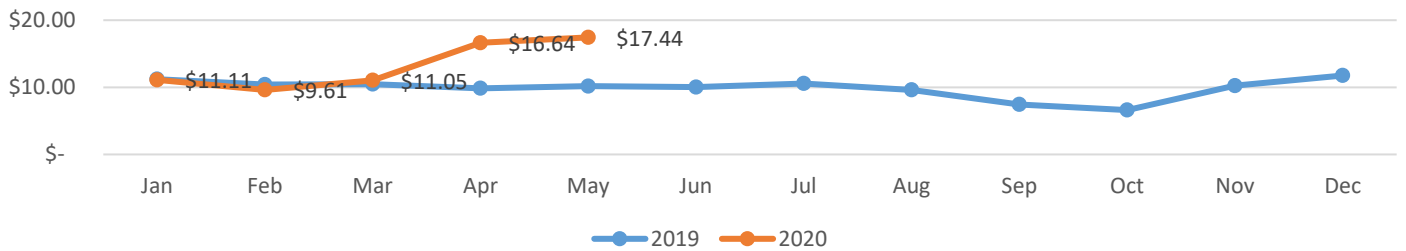
Total Ridership (Combined Demand Response and Line-Service)



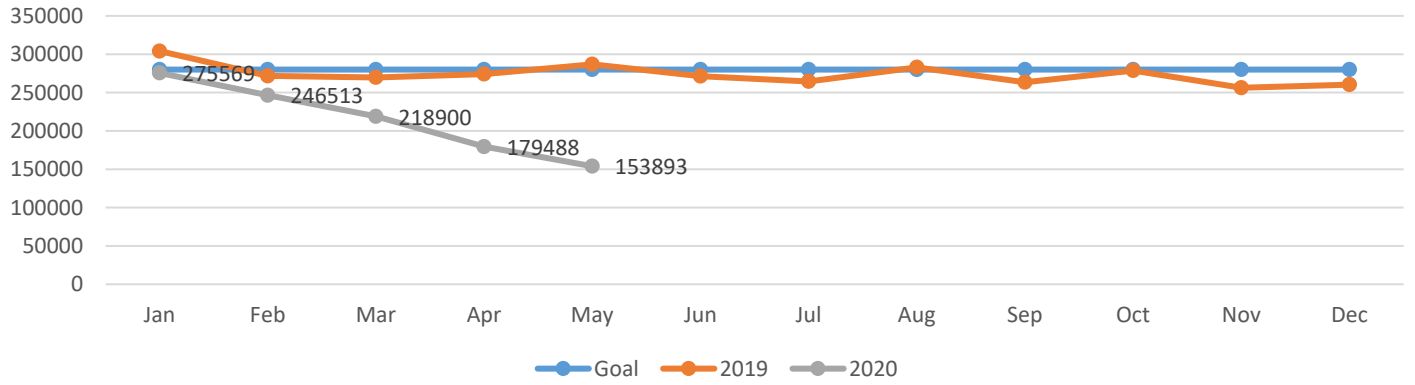
Cost Per Passenger



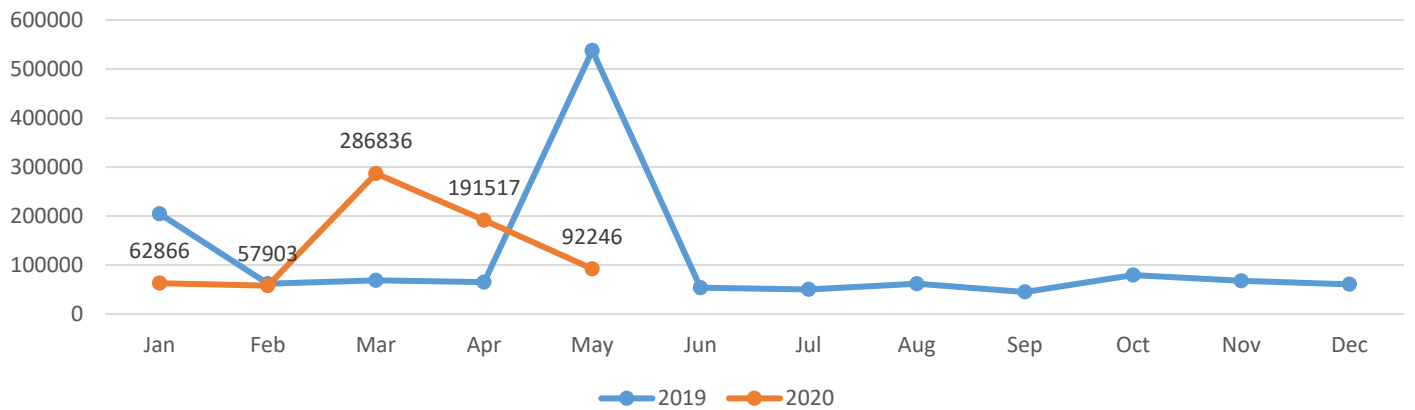
Cost Per Revenue Mile - Line-Service



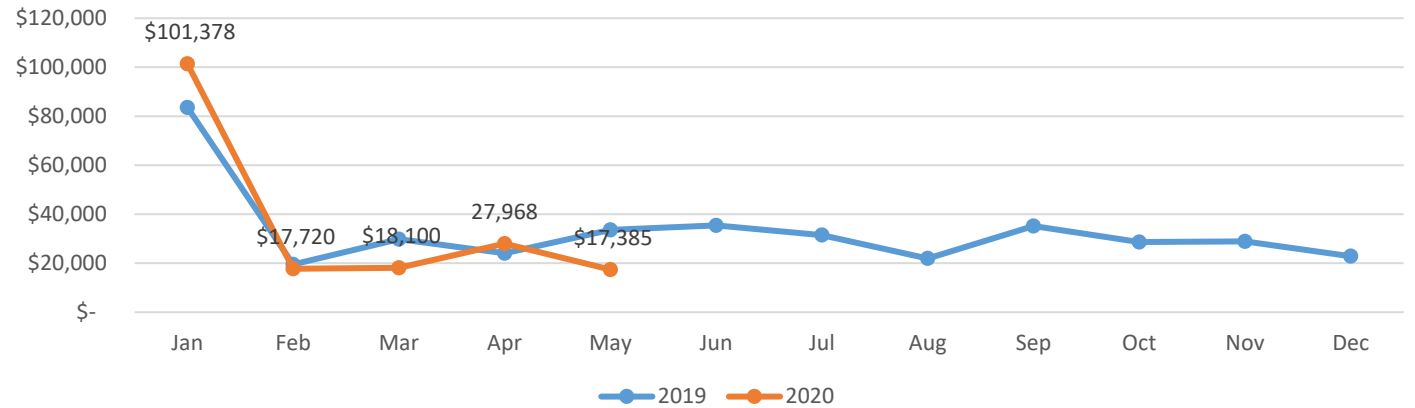
Web Traffic



Social Media Impressions (Facebook & Twitter)



Advertising Sales (METRO Only)



Public Relations & Marketing

– Marketing by Infographic – Q2 2020 –



SOCIAL MEDIA



FACEBOOK

We published 101 posts (+25%) and page likes increased by 5%. Our rating is 3.8/5.



TWITTER

Tweet impressions totaled 125.5K (-18%). We had 10 new followers (+1%).



INSTAGRAM

We received an average of 25 likes per post (-25%). We have 590 followers (+12%).



YOUTUBE

Our channel views decreased by 12%.



WORDPRESS

SummitStories.org views totaled 1038 (+200%).

AKRONMETRO.ORG



33.4%

of our users were new visitors.



78%

of visitors viewed from a mobile device.



We added seven blog posts & two job posting to the site.

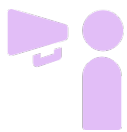


Total web views:

507K

from 183K sessions.

IN THE MEDIA



METRO was mentioned 30 times in news stories & blurbs.

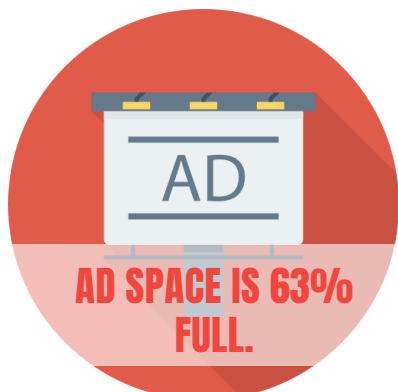


497 METRO spots aired on traditional radio and through targeted ads.



Three print ads were designed & printed in multiple publications.

COMMUNITY SUPPORT



RESOLUTION 2020-07

**COMMITTEE ASSIGNMENT:
PLANNING / MARKETING / RAIL**

A resolution recognizing the Title VI Service Monitoring Requirement and Major Service Change Policy and resolving to fulfill its provisions as required by the Federal Transit Administration.

WHEREAS, the Title VI Report is a triennial report to the Federal Transit Administration (FTA) of compliance with Title VI of the Civil Rights Act of 1964, as required by FTA Circular 4702.1B, dated October 1, 2012;

WHEREAS, METRO RTA has system-wide service standards and policies;

WHEREAS, the Title VI report requires a copy of Board meeting minutes or a resolution demonstrating the Board's awareness and approval of the major service change policy and disparate impact policy;

WHEREAS, the service change policy requires that change affecting one quarter of route miles or revenues must be brought before the public;

WHEREAS, public meetings must include attempts to reach minority and low-income populations;

WHEREAS, service changes must consider impacts to minority and low-income populations; and

WHEREAS, disparate impacts of service changes affecting minority and low-income riders must be mitigated.

NOW THEREFORE, BE IT RESOLVED by the Board of Trustees of the METRO Regional Transit Authority that:

1. The Board has considered and recognizes the METRO RTA system wide service standards.
2. All formal actions of this Board of Trustees related to this Resolution and all deliberations of the Board of Trustees and any of its committees that resulted in such formal action were in meetings open to the public in compliance with all legal requirements, including Section 121.22 of the Revised Code.

DATE ADOPTED: July 28, 2020

**ROBERT DEJOURNETT,
PRESIDENT**

**DAWN DISTLER,
CHIEF EXECUTIVE OFFICER/
SECRETARY-TREASURER**

RESOLUTION 2020-08

**COMMITTEE ASSIGNMENT:
PLANNING / MARKETING / RAIL**

A resolution recognizing the METRO RTA Service and Fare Equity Analysis Policy and authorizing submittal to the Federal Transit Administration (FTA).

WHEREAS, the Title VI Report is a triennial report to the Federal Transit Administration (FTA) of compliance with Title VI of the Civil Rights Act of 1964, as required by FTA Circular 4702.1B, dated October 1, 2012;

WHEREAS, METRO RTA has a Service and Fare Equity Analysis Policy;

WHEREAS, the Service and Fare Equity Analysis Policy is designed to assess the effects of proposed fare or service changes and assess the alternatives available for people affected by the changes;

WHEREAS, the analysis must determine if the proposed changes would have a disproportionately high and adverse affect upon minority and low-income riders;

WHEREAS, that policy is designed to minimize, mitigate or offset negative impacts upon minority and low-income riders; and

WHEREAS, the Title VI report requires a copy of Board meeting minutes or a resolution demonstrating the Board's awareness and approval of the Service and Fare Equity Analysis Policy.

NOW THEREFORE, BE IT RESOLVED by the Board of Trustees of the METRO Regional Transit Authority that,

1. The Board has considered and recognizes the METRO RTA Service and Fare Equity Analysis Policy and authorizes its submittal to FTA.
2. All formal actions of this Board of Trustees related to this Resolution and all deliberations of the Board of Trustees and any of its committees that resulted in such formal action were in meetings open to the public in compliance with all legal requirements, including Section 121.22 of the Revised Code.

DATE ADOPTED: July 28, 2020

**ROBERT DEJOURNETT,
PRESIDENT**

**DAWN DISTLER,
CHIEF EXECUTIVE OFFICER/
SECRETARY-TREASURER**

RESOLUTION 2020-09

**COMMITTEE ASSIGNMENT:
PLANNING / MARKETING / RAIL**

A resolution recognizing the METRO RTA Public Engagement Policy and authorizing submittal to the Federal Transit Administration (FTA).

WHEREAS, the Title VI Report is a triennial report to the Federal Transit Administration (FTA) of compliance with Title VI of the Civil Rights Act of 1964, as required by FTA Circular 4702.1B, dated October 1, 2012;

WHEREAS, METRO RTA has a public engagement policy;

WHEREAS, that policy is designed to reach minority and low-income population;

WHEREAS, the Title VI report requires a copy of Board meeting minutes or a resolution demonstrating the Board's awareness and approval of the public engagement policy;

NOW THEREFORE, BE IT RESOLVED by the Board of Trustees of the METRO Regional Transit Authority that,

1. The Board has considered the METRO RTA public engagement policy and authorizes its submittal to the FTA.
2. All formal actions of this Board of Trustees related to this Resolution and all deliberations of the Board of Trustees and any of its committees that resulted in such formal action were in meetings open to the public in compliance with all legal requirements, including Section 121.22 of the Revised Code.

DATE ADOPTED: July 28, 2020

**ROBERT DEJOURNETT,
PRESIDENT**

**DAWN DISTLER,
CHIEF EXECUTIVE OFFICER/
SECRETARY-TREASURER**

RESOLUTION 2020-10

**COMMITTEE ASSIGNMENT:
PLANNING / MARKETING / RAIL**

A resolution adopting and authorizing submittal of the METRO RTA Title VI Report to the Federal Transit Administration for 2019.

WHEREAS, the Title VI Report is a triennial report to the Federal Transit Administration (FTA) of compliance with Title VI of the Civil Rights Act of 1964, as required by FTA Circular 4702.1B, dated October 1, 2012;

WHEREAS, METRO RTA is reporting its compliance as a public transit provider serving an urbanized area with a population exceeding 200,000 people;

WHEREAS, the Title VI Report presents various measures of service and fare impacts upon minority and low-income riders;

WHEREAS, the Title VI Report measures METRO's compliance with Title VI requirements; and

WHEREAS, the Title VI report requires a copy of Board meeting minutes or a resolution demonstrating the Board's awareness and approval of the Title VI Report.

NOW THEREFORE, BE IT RESOLVED by the Board of Trustees of the METRO Regional Transit Authority that,

1. The Board has considered the METRO RTA Title VI Report for 2019; is adopting it for the METRO RTA service area; and authorizes its submittal to FTA.
2. All formal actions of this Board of Trustees related to this Resolution and all deliberations of the Board of Trustees and any of its committees that resulted in such formal action were in meetings open to the public in compliance with all legal requirements, including Section 121.22 of the Revised Code.

DATE ADOPTED: July 28, 2020

**ROBERT DEJOURNETT,
PRESIDENT**

**DAWN DISTLER,
CHIEF EXECUTIVE OFFICER/
SECRETARY-TREASURER**

**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING MINUTES
416 KENMORE BOULEVARD BOARDROOM
WEDNESDAY, JUNE 17, 2020
10:30 A.M.**

ITEM 1: CALL TO ORDER

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

Mr. Don Christian called the meeting to order at 10:35 a.m.

ITEM 2: APPROVAL OF MINUTES FROM MAY MEETING

Motion to approve minutes by Mr. Don Christian. Second by Mr. Gary Spring.

ITEM 3: SUB-COMMITTEE REPORTS

Marketing Report | Molly Becker

- **Art In Transit**
 - Creating an Art In Transit advisory committee
 - DAP – shelters downtown
 - Cuyahoga Falls Chalk Art
 - Independence Transit Center
- **Service Change: EZFare, Schedules, Messaging**
 - A Safe Way to Pay
 - Press coverage was good
 - Social Media/Website
- **#IAmEssential-RKPTC**
 - Adapting the campaign to banners at the RKPTC
 - Posted video on Facebook last week
- **Annual Report**
 - Finalized and headed to the printer
- **KPIs**
 - Web traffic was down due to not looking at schedules, mostly.
 - Social Media was up due to most of our messaging and info being posted and readily accessible.
 - Advertising numbers are consistent with 2019 for now. Some advertising that is event specific has been canceled, but is being replaced with COVID/health messaging. But there is a decline trend for the time being.

Rail Report | Valerie Shea

- **No report**

Planning Report | Valerie Shea

- **Performance Reports (March and April)**
 - Data integrity issues following an update to the farebox system's database caused the delay in the production of the March report. It also resulted in lost or incomplete data on certain days throughout the last couple of months.
 - With that in mind, March farebox ridership was down 35% and April down 60%.
 - Working through the final steps of reporting based on Automatic Passenger Counters rather than farebox for ridership.
 - KPIs
- **Service Change**
 - Early Observations
 - Hourly departures seem to be working well, reducing time passengers have to spend at the Transit Center
 - Early ridership reports appear to be holding steady, or showing a very slight increase as passengers adjust to the new schedules.
 - EZfare Usage
 - Usage is picking back up again. Approx. 5% of boardings are being made using a mobile ticket. Expect this to increase and we continue to promote.
 - METRO is part of a team that was awarded the FTA's Integrated Mobility Innovation grant to research and develop a "smartcard" system that would work in conjunction with EZfare to allow for cashless payment.
- **Strategic Plan**
 - Schedule
 - This month – first draft of service recommendations
 - Next month – draft action matrix presented to the Board
 - Late July/Early August – public and stakeholder outreach on recommendations
 - August (tentative) – final plan presented for approval
 - First Draft Service Recommendations
 - Presentation given on consultant's service recommendations.

ITEM 4: RESOLUTIONS FOR CONSIDERATION

None

ITEM 5: OTHER BUSINESS

ITEM 6: CALL FOR ADJOURNMENT

Adjourned at 11:40 a.m.