

METRO REGIONAL TRANSIT AUTHORITY

# Planning/Marketing/Rail Committee

**AUGUST 19, 2020**  
**11:00 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  
VIRTUAL MEETING VIA GOTOMEETING  
WEDNESDAY, AUGUST 19, 2020  
11:00 A.M.**

**ITEM 1: CALL TO ORDER**

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

**ITEM 3: SUB-COMMITTEE REPORTS**

**Marketing Report | Molly Becker**

- KPIs (Page 3)
- Art in Transit
- Advertising Sales
- METRO Connect Launch
- Annual Report Distribution
- Backpack Adventures
- OPTA Awards

**Rail Report | Valerie Shea**

- Akron Secondary Update
- Rail Property Management
- Task-Order Contract for Rail Architecture and Engineering Services

**Planning Report | Valerie Shea**

- KPIs (Page 3)
- Performance Report (Pages 5-9)
- Fall 2020 Contingency Service Change
- EZFare Update
- Strategic Plan Draft Recommendations

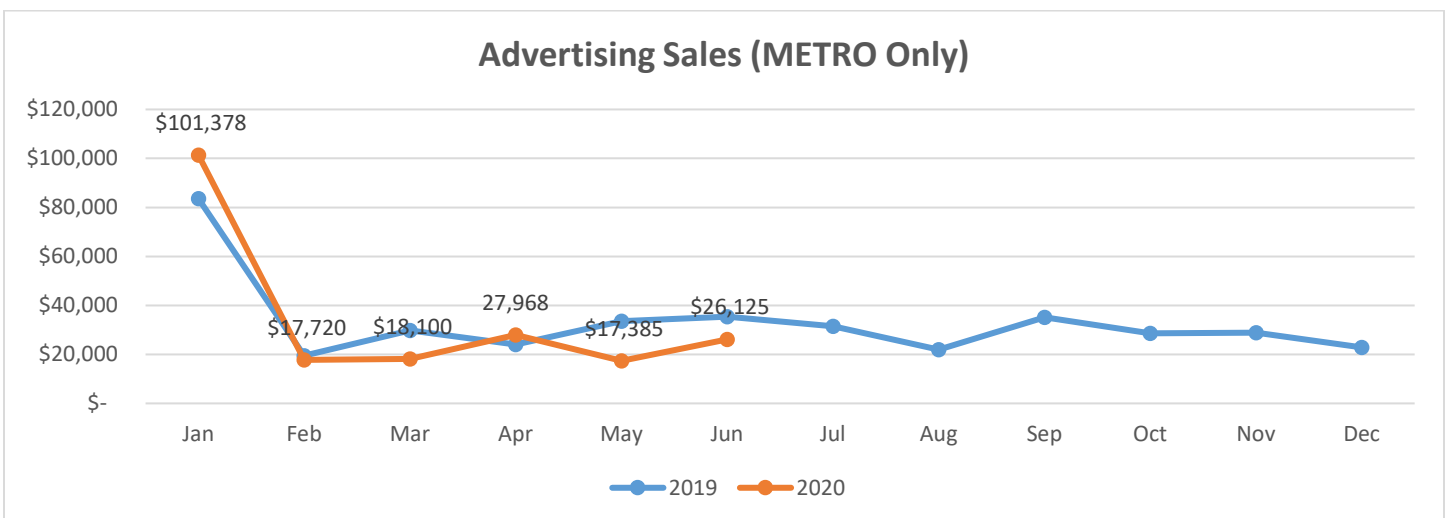
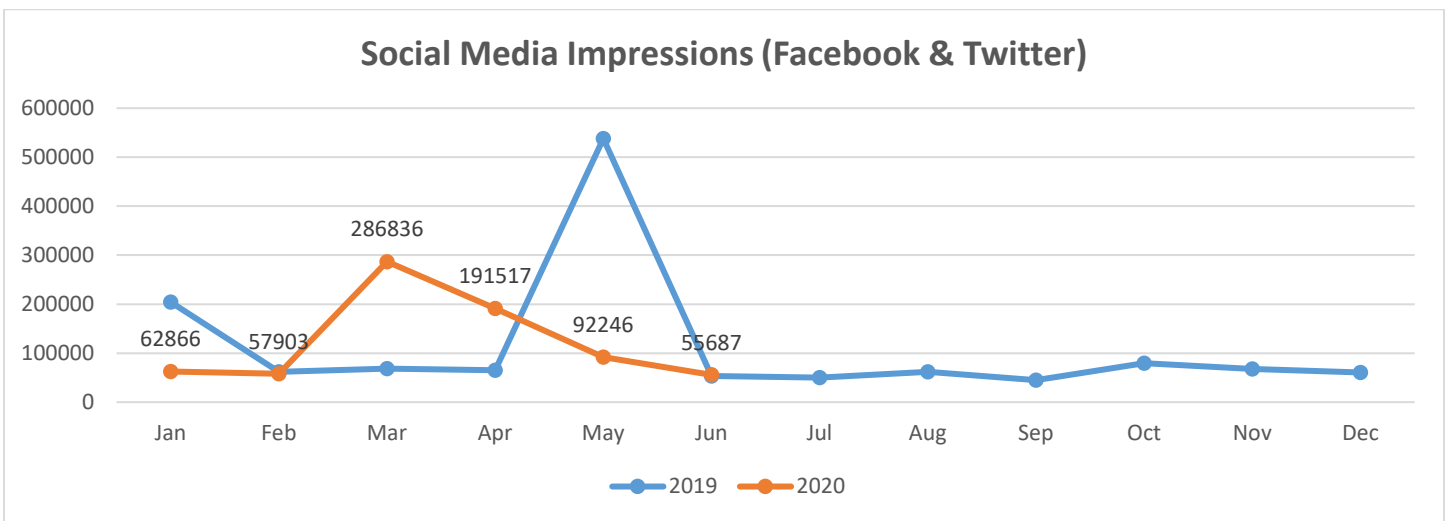
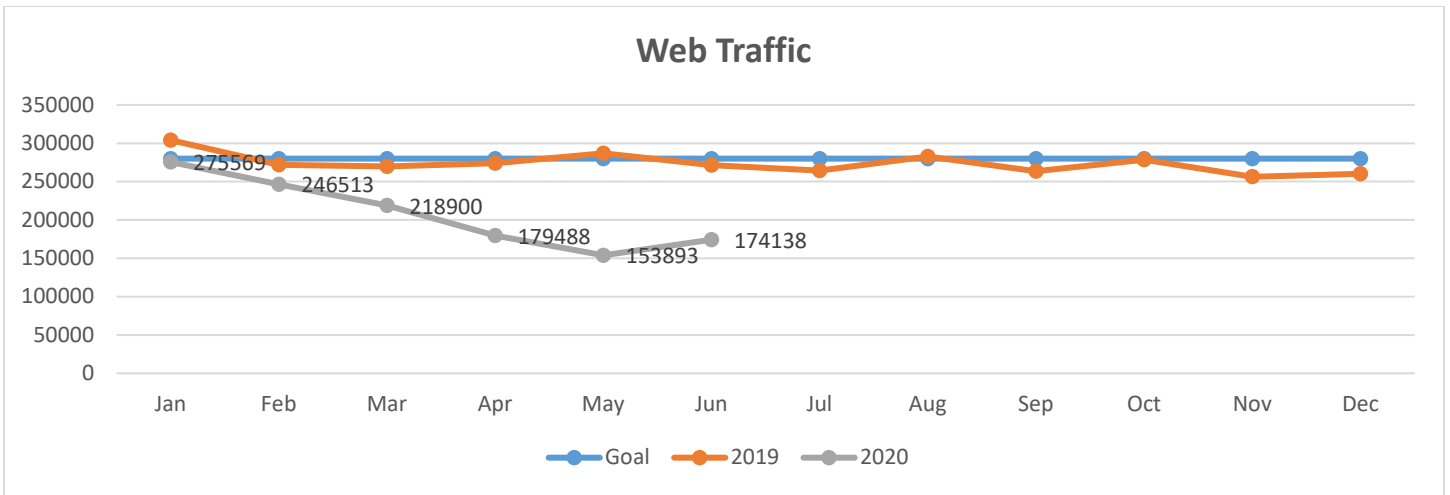
**ITEM 4: RESOLUTIONS FOR CONSIDERATION**

**Resolution 2020-17:** A resolution authorizing the award of a task order-based contract for rail architecture and engineering services. (Page 10)

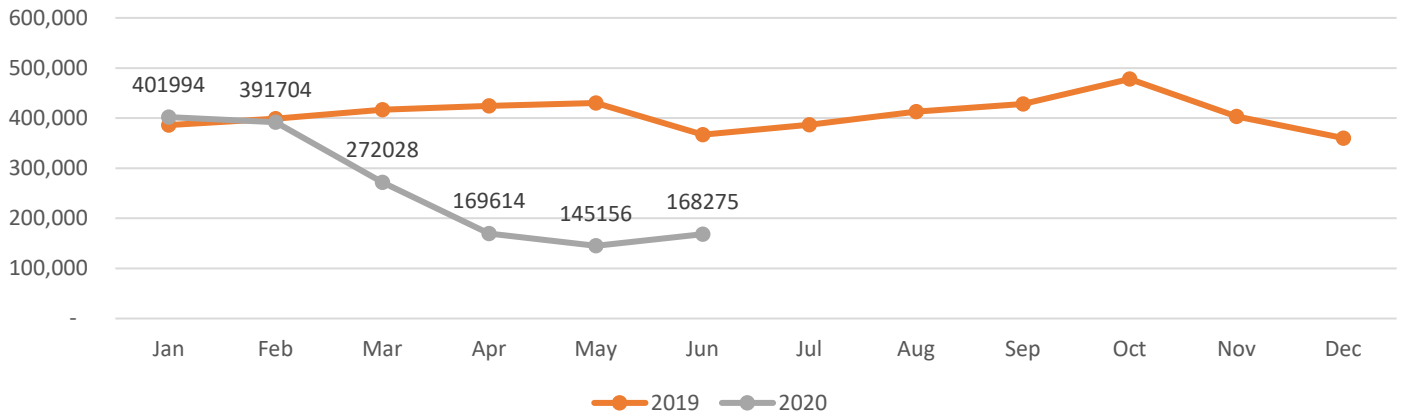
**ITEM 5: OTHER BUSINESS**

**ITEM 6: CALL FOR ADJOURNMENT**

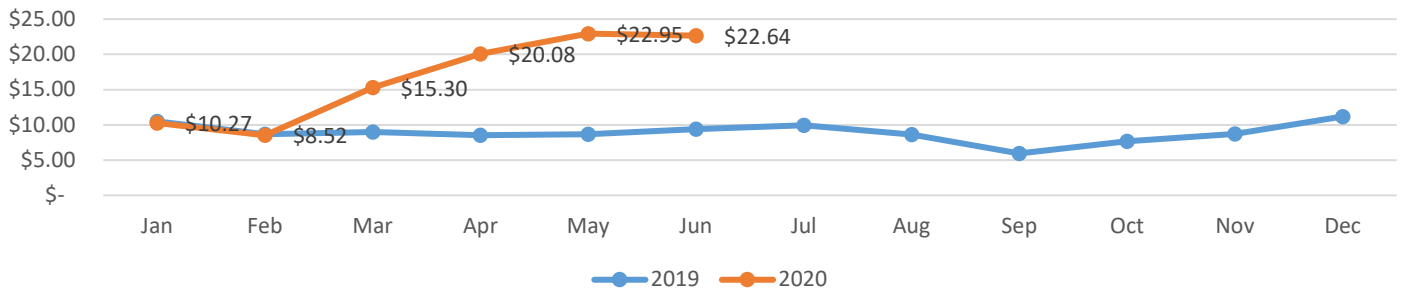
Planning / Marketing / Rail – Key Performance Indicators



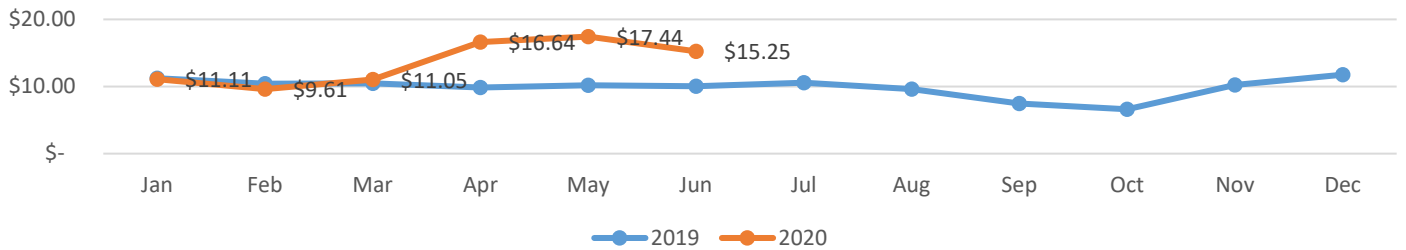
### Total Ridership (Combined Demand Response and Line-Service)



### Cost Per Passenger



### Cost Per Revenue Mile - Line-Service



**June 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
22	20	10.00%	Weekdays Operated	128	127	0.79%
4	5	-20.00%	Saturdays Operated	26	26	0.00%
0	5	-100.00%	Sundays Operated	14	26	-46.15%

**Passenger Data**

2020	2019	Percentage Changed		2020	2019	Percentage Changed
168,275	372,256	-54.80%	Total Passengers	1,548,771	2,446,141	-36.69%
6,793	15,408	-55.91%	Average Weekday Passengers	10,462	16,659	-37.20%
4,308	7,374	-41.59%	Average Saturday Passengers	5,346	7,354	-27.30%
-	4,126	-	Average Sunday Passengers	3,611	3,980	-9.27%

**Service Level Data**

2020	2019	Percentage Changed		2020	2019	Percentage Changed
417,600	599,920	-30.39%	Total Vehicle Miles	2,973,710	3,576,520	-16.85%
330,298	484,844	-31.88%	Total Vehicle Revenue Miles	2,351,684	2,997,575	-21.55%
0.5095	0.7678	-33.64%	Average Passengers per Vehicle Revenue Mile	0.6586	0.8160	-19.30%
29,713	40,510	-26.65%	Total Vehicle Hours	203,135	248,957	-18.41%
25,911	36,280	-28.58%	Total Vehicle Revenue Hours	176,825	222,237	-20.43%
6.4944	10.2606	-36.71%	Average Passengers per Vehicle Revenue Hour	8.7588	11.0069	-20.42%

**Financial Data**

2020	2019	Percentage Changed		2020	2019	Percentage Changed
\$58,897	\$164,072	-64.10%	Cash Fares	\$478,536	\$1,022,168	-53.18%
\$31,359	\$124,157	-74.74%	Ticket and Pass Revenue	\$398,254	\$787,646	-49.44%
\$127,284	\$79,845	59.41%	Other Fare Related Revenue	\$735,401	\$545,874	34.72%
5.3%	9.1%	-41.51%	Percentage Total Farebox Recovery	6.4%	9.0%	-29.39%
\$12.43	\$8.38	48.34%	Average Cost per Vehicle Revenue Mile	\$10.75	\$8.70	23.55%
\$158.51	\$112.03	41.49%	Average Cost per Vehicle Revenue Hour	\$143.02	\$117.40	21.82%
\$24.41	\$10.92	123.55%	Average Cost per Passenger	\$16.33	\$10.67	53.09%

**Safety Data**

2020	2019	Percentage Changed		2020	2019	Percentage Changed
2	3	-33.33%	Preventable Accidents	22	20	10.00%
4	6	-33.33%	Nonpreventable Accidents	24	42	-42.86%
6	9	-33.33%	Total Accidents	46	62	-25.41%

**June 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	20	10.00%	Weekdays Operated	128	127	0.79%
4	5	-20.00%	Saturdays Operated	26	26	0.00%
0	5	-100.00%	Sundays Operated	14	26	-46.15%

**Passenger Data**

2020	2019	Percentage Changed		2020	2019	Percentage Changed
11,737	21,685	-45.88%	Total Passengers	92,585	134,835	-31.33%
451	723	-37.55%	Average Passengers per Day	551	755	-27.02%
53.50	83.20	-35.70%	Average Saturday ADA Passengers	55.5	82.85	-32.96%
-	45.00	-	Average Sunday ADA Passengers	34.4	37.92	-9.40%
33.88	64.73	-47.66%	Average Total ADA Passengers	40.83	61.55	-33.67%
3,799	5,115	-25.73%	Total Purchased Transportation Pass.	27,233	32,649	-16.59%

**Service Level Data**

2020	2019	Percentage Changed		2020	2019	Percentage Changed
82,309	133,785	-38.48%	Total METRO Vehicle Miles	607,999	847,684	-28.28%
40,813	55,961	-27.07%	Total Purchased Trans. Vehicle Miles	284,432	335,659	-15.26%
123,122	189,746	-35.11%	Total Vehicle Miles	892,431	1,183,343	-24.58%
97,884	156,745	-37.55%	Total Revenue Miles	715,646	966,858	-25.98%
0.11991	0.13835	-13.33%	Average Pass. per Revenue Vehicle Mile	0.1294	0.1395	-7.23%
9,708	12,684	-23.46%	Total Vehicle Hours	67,942	79,846	-14.91%
7,151	10,319	-30.70%	Total Vehicle Revenue Hours	50,202	64,494	-22.16%
1.6413	2.1015	-21.90%	Average Pass. per Vehicle Revenue Hour	1.8442	2.0907	-11.79%
95%	87%	9.20%	On-time Performance - METRO	95%	90%	5.77%
96%	91%	5.49%	On-time Performance - Purchased Transportation	94%	92%	1.26%

**Financial Data**

2020	2019	Percentage Changed		2020	2019	Percentage Changed
\$23,915	\$44,341	-46.07%	Cash Fares	\$154,866	\$275,166	-43.72%
\$1,621	\$5,370	-69.81%	Ticket and Pass Revenue	\$18,232	\$34,577	-47.27%
\$116,784	\$71,512	63.31%	Other Fare Related Revenue	\$538,235	\$365,399	47.30%
25.3%	15.7%	61.15%	Percentage Total Farebox Recovery	16.0%	13.3%	19.62%
\$7.48	\$5.76	29.89%	Average Cost per Vehicle Revenue Mile - METRO	\$7.90	\$6.06	30.31%
\$2.65	\$3.07	-13.85%	Average Cost per Vehicle Revenue Mile - Purchased Transportation	\$3.06	\$3.33	-7.90%
\$97.13	\$82.34	17.96%	Average Cost per Vehicle Revenue Hour - METRO	\$105.69	\$86.18	22.64%
\$40.14	\$54.23	-25.98%	Average Cost per Vehicle Revenue Hour - Purchased Transportation	\$49.81	\$56.99	-12.59%
\$59.15	\$37.57	57.43%	Average Cost per Passenger - METRO	\$56.61	\$40.01	41.51%
\$24.48	\$29.24	-16.28%	Average Cost per Passenger - Purchased Transportation	\$27.79	\$29.76	-6.63%
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
0	1	-100.00%	Preventable Accidents	4	6	-33.33%
0	2	-100.00%	Nonpreventable Accidents	3	10	-70.00%
0	3	-100.00%	Total Accidents	7	15	-53.23%

**June 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	20	10.00%	Weekdays Operated	128	127	0.79%
4	5	-20.00%	Saturdays Operated	26	26	0.00%
0	5	-100.00%	Sundays Operated	14	26	-46.15%

**Passenger Data**

2020	2019	Percentage Changed		2020	2019	Percentage Changed
156,538	350,571	-55.35%	Total Passengers	1,456,186	2,311,306	-37.00%
6,342	14,686	-56.82%	Average Weekday Passengers	9,911	15,904	-37.68%
4,254	7,291	-41.65%	Average Saturday Passengers	5,291	7,271	-27.23%
-	4,081	-	Average Sunday Passengers	3,576	3,942	-9.27%

**Service Level Data**

2020	2019	Percentage Changed		2020	2019	Percentage Changed
294,478	410,174	-28.21%	Total Vehicle Miles	2,081,279	2,393,178	-13.03%
232,414	328,099	-29.16%	Total Vehicle Revenue Miles	1,636,038	2,030,717	-19.44%
233,370	330,912	-29.48%	Total Scheduled Vehicle Revenue Miles	1,644,391	2,045,326	-19.60%
0.6735	1.0685	-36.96%	Average Passenger per Revenue Vehicle Mile	0.8901	1.1382	-21.80%
20,005	27,826	-28.11%	Total Vehicle Hours	135,193	169,111	-20.06%
18,760	25,961	-27.74%	Total Vehicle Revenue Hours	126,623	157,743	-19.73%
18,760	25,961	-27.74%	Total Scheduled Vehicle Revenue Hours	126,623	157,743	-19.73%
8.3443	13.5038	-38.21%	Average Passenger per Vehicle Revenue Hour	11.5002	14.6524	-21.51%
78%	77%	1.30%	On-time Performance	78%	78%	-0.36%

**Financial Data**

2020	2019	Percentage Changed		2020	2019	Percentage Changed
\$34,983	\$119,731	-70.78%	Cash Fares	\$323,670	\$747,003	-56.67%
\$29,738	\$118,786	-74.97%	Ticket and Pass Revenue	\$380,022	\$753,069	-49.54%
\$10,500	\$8,333	26.00%	Other Fare Related Revenue	\$197,167	\$180,475	9.25%
2.1%	7.5%	-71.70%	Percentage Total FareBox Recovery	4.3%	8.0%	-45.88%
\$15.25	\$10.03	51.99%	Average Cost per Vehicle Revenue Mile	\$12.73	\$10.36	22.95%
\$188.95	\$126.81	49.00%	Average Cost per Vehicle Revenue Hour	\$164.52	\$133.32	23.40%
\$22.64	\$9.39	141.12%	Average Cost per Passenger	\$14.31	\$9.10	57.22%
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	18	14	28.57%
4	4	0.00%	Nonpreventable Accidents	21	32	-34.38%
6	6	0.00%	Total Accidents	39	46	-15.11%

## June 2020

### Current Month

### Line Service Categories

### Year to Date

2020	2019	Percentage Changed		2020	2019	Percentage Changed
<b>URBAN (1 - 34)</b>						
149,820	313,249	-52.17%	Total Monthly Passengers	1,328,356	2,071,793	-35.88%
26	30	-13.33%	Service Days	168	179	-6.15%
5,762.3	10,441.6	-44.81%	Average Daily Passengers	7,906.9	11,574.3	-31.69%
8.9578	16.3160	-45.10%	Passengers per Vehicle Hour	13.3853	17.6011	-23.95%
0.7902	1.4073	-43.85%	Passengers per Vehicle Mile	1.1506	1.5211	-24.36%
\$20.92	\$7.25	188.70%	Total Operating Cost Per Passenger	\$11.54	\$7.03	64.09%
<b>SUBURBAN (101-104, 110)</b>						
4,888	11,704	-58.24%	Total Monthly Passengers	42,751	70,103	-39.02%
22	20	10.00%	Service Days	128	127	0.79%
222.2	585.2	-62.03%	Average Daily Passengers	334.0	552.0	-39.49%
3.20	5.01	-36.13%	Passengers per Vehicle Hour	3.7144	4.7219	-21.34%
0.14	0.21	-30.93%	Passengers per Vehicle Mile	0.1566	0.1977	-24.36%
\$72.61	\$28.51	154.70%	Total Operating Cost Per Passenger	\$49.81	\$31.49	58.16%
<b>EXPRESS (60 &amp; 61)</b>						
695	6,856	-89.86%	Total Monthly Passengers	19,428	41,948	-53.69%
22	20	10.00%	Service Days	128	127	0.79%
31.6	342.8	-90.78%	Average Daily Passengers	151.8	330.3	-54.04%
2.7027	7.9382	-65.95%	Passengers per Vehicle Hour	5.4975	7.6488	-28.13%
0.1106	0.3130	-64.67%	Passengers per Vehicle Mile	0.2192	0.3016	-27.32%
\$152.34	\$20.82	631.80%	Total Operating Cost Per Passenger	\$40.70	\$22.34	82.21%
<b>CIRCULATOR (50, 51, 53, &amp; 59)</b>						
602	6,423	-90.63%	Total Monthly Passengers	20,913	37,757	-44.61%
6	30	-80.00%	Service Days	148	179	-17.32%
100.3	214.1	-53.15%	Average Daily Passengers	141.3	210.9	-33.00%
2.6304	3.0548	-13.89%	Passengers per Vehicle Hour	2.9331	3.6149	-18.86%
0.1841	0.2904	-36.62%	Passengers per Vehicle Mile	0.2105	0.2775	-24.14%
\$205.35	\$37.11	453.36%	Total Operating Cost Per Passenger	\$60.27	\$36.71	64.17%
<b>DASH (54)</b>						
0	5,632	-100.00%	Total Monthly Passengers	32,279	61,807	-47.77%
0	20	-100.00%	Service Days	64	127	-49.61%
-	281.6	-	Average Daily Passengers	504.4	486.7	3.63%
-	6.3879	-	Passengers per Vehicle Hour	11.4410	11.0398	3.63%
-	0.8622	-	Passengers per Vehicle Mile	1.5443	1.4901	3.63%
-	\$9.05	-	Total Operating Cost Per Passenger	\$5.94	\$5.67	4.65%
<b>GROCERY (91 - 95)</b>						
0	1,741	-100.00%	Total Monthly Passengers	4,802	11,369	-57.76%
0	20	-100.00%	Service Days	67	127	-47.24%
-	87.10	-	Average Daily Passengers	71.7	89.5	-19.89%
-	7.4148	-	Passengers per Vehicle Hour	5.1595	7.5620	-31.77%
-	1.2708	-	Passengers per Vehicle Mile	0.9156	1.3167	-30.46%
-	\$52.78	-	Total Operating Cost Per Passenger	\$86.96	\$50.73	71.42%
<b>Sunday Line Service</b>						
0	20,403	-100.00%	Total Monthly Passengers	50,067	102,481	-51.15%
0	5	-100.00%	Service Days	14	26	-46.15%
-	4,080.6	-	Average Daily Passengers	3,576.2	3,941.6	-9.27%
-	12.73	-	Passengers per Vehicle Hour	11.51	12.62	-8.81%
-	1.1384	-	Passengers per Vehicle Mile	0.9992	1.1017	-9.31%
-	\$7.57	-	Total Operating Cost Per Passenger	\$10.17	\$8.40	21.07%
<b>Saturday Line Service</b>						
17,017	36,456	-53.32%	Total Monthly Passengers	137,564	189,052	-27.23%
4	5	-20.00%	Service Days	26	26	0.00%
4,254.3	7,291.2	-41.65%	Average Daily Passengers	5,290.9	7,271.2	-27.23%
8.6316	15.5363	-44.44%	Passengers per Vehicle Hour	11.5032	15.9212	-27.75%
0.7471	1.3518	-44.73%	Passengers per Vehicle Mile	0.9736	1.3512	-27.94%
\$16.76	\$6.15	172.39%	Total Operating Cost Per Passenger	\$11.06	\$6.62	66.99%
<b>Call-A-Bus</b>						
148	104	42.31%	Total Monthly Passengers	654	728	-10.16%
<b>U of A ZipCard</b>						
3,321	13,129	-74.70%	Total Monthly Passengers	40,428	96,149	-57.95%
<b>Akron Public Schools ID Cards</b>						
2,994	13,643	-78.05%	Total Monthly Passengers	100,247	209,704	-52.20%





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

**RESOLUTION 2020-17**

A resolution authorizing the award of a task order based contract for rail architecture and engineering services.

**WHEREAS**, METRO requires rail architecture and engineering services to continue the management and rehabilitation of their rail assets in order to maintain necessary operating conditions, and

**WHEREAS**, this contract is for a one year period, with an optional four, one year extensions, and

**WHEREAS**, legal notices were twice duly advertised June 18, 2020 and June 25, 2020; in the Akron Beacon Journal, and once in The Reporter June 18, 2020 and

**WHEREAS**, such proposals were received on July 16, 2020 with the following bids received from:

EMH&T (Columbus, OH)  
Urban Engineers (Warrendale, PA)  
Bergmann (Buffalo, NY)

**WHEREAS**, METRO is recommending that Bergmann be awarded the task order based contract for rail architecture and engineering services.

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

1. The Chief Executive Officer is hereby authorized to execute the contract with Bergmann.
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:** August 25, 2020

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**ROBERT DEJOURNETT,  
PRESIDENT**

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

**METRO RTA  
PLANNING / MARKETING / RAIL  
COMMITTEE MEETING MINUTES  
416 KENMORE BOULEVARD BOARDROOM  
WEDNESDAY, JULY 15, 2020  
10:30 A.M.**

**ITEM 1: CALL TO ORDER**

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

Mr. Donald Christian called the meeting to order at 10:34 a.m.

**ITEM 2: APPROVAL OF MINUTES FROM JUNE 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
- Fall Service Change
  - The Fall 2020 Contingency Schedule will go into effect Sunday, August 23.
- Title VI Report
  - Senior Planner Emily Baarson reviewed METRO's Title VI Report and presented four relating resolutions to the Committee
- Strategic Plan
  - Still collecting feedback regarding service recommendations. Final action matrix is being established and will continue through August. Slated to present to the Board for final approval in October.

Mr. Nick Fernandez asked how COVID-19 pandemic will impact the final Strategic Plan document. Ms. Dawn Distler advised the Strategic Plan will be a fluid document with set goals and objectives.

**Marketing Report | Molly Becker**

- Art In Transit
  - Chalk it Up in Downtown Cuyahoga Falls, Downtown Akron banners and shelter art, Live in Your Living Room on a Bus event with ArtsNow

- EZFare-Uber Partnership
  - Uber users can now plan a trip on transit and purchase their bus pass through the Uber app. This is a partnership between NEORide, Uber, and Masabi
- METRO’s Green Team has implemented several initiatives throughout the organization and is exploring more opportunities
- Ride Easy Ohio is a statewide initiative to highlight public transit as a safe option in light of the COVID-19 pandemic
- Working on updating METRO’s Marketing Plan in light of the COVID-19 pandemic
- Reviewed Quarterly Infographic and KPIs

**Rail Report | Valerie Shea**

- Working with Summit Metro Parks and municipalities regarding the Akron Secondary rail line. August committee meeting anticipating more information from rail consulting firm moving forward and perhaps a draft agreement moving toward a trail on the rail line
- Rail Property Manager update will come in August

Mr. Gary Spring asked if leasing options are being considered with the Akron Secondary line. Ms. Valerie Shea said they are exploring an agreement similar to the Freedom Secondary line.

**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**

Meeting was adjourned at 11:04 a.m.