METRO REGIONAL TRANSIT AUTHORITY

# Planning/Marketing/Rail Committee

## SEPTEMBER 15, 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**
**ROBERT K. PFAFF TRANSIT CENTER BOARDROOM**
**WEDNESDAY, SEPTEMBER 15, 2021**
**10:30 AM**

**ITEM 1:** **CALL TO ORDER**

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

**ITEM 3:** **SUB-COMMITTEE REPORTS**

**Marketing Report | Molly Becker**

- KPIs (Page 4)

**Planning Report | Emily Baarson**

- KPIs (Page 3)
- Performance Report (Pages 5-9)
- Draft Reimagined Bus Network Overview

**Rail Report | Emily Baarson**

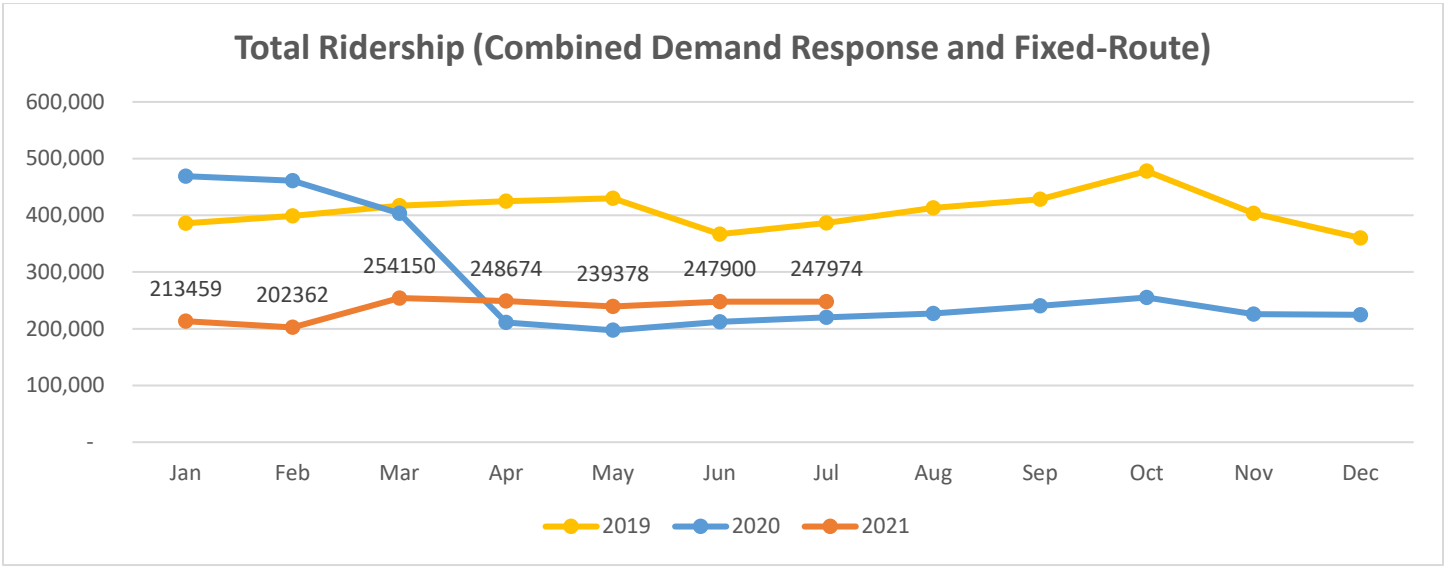
- None

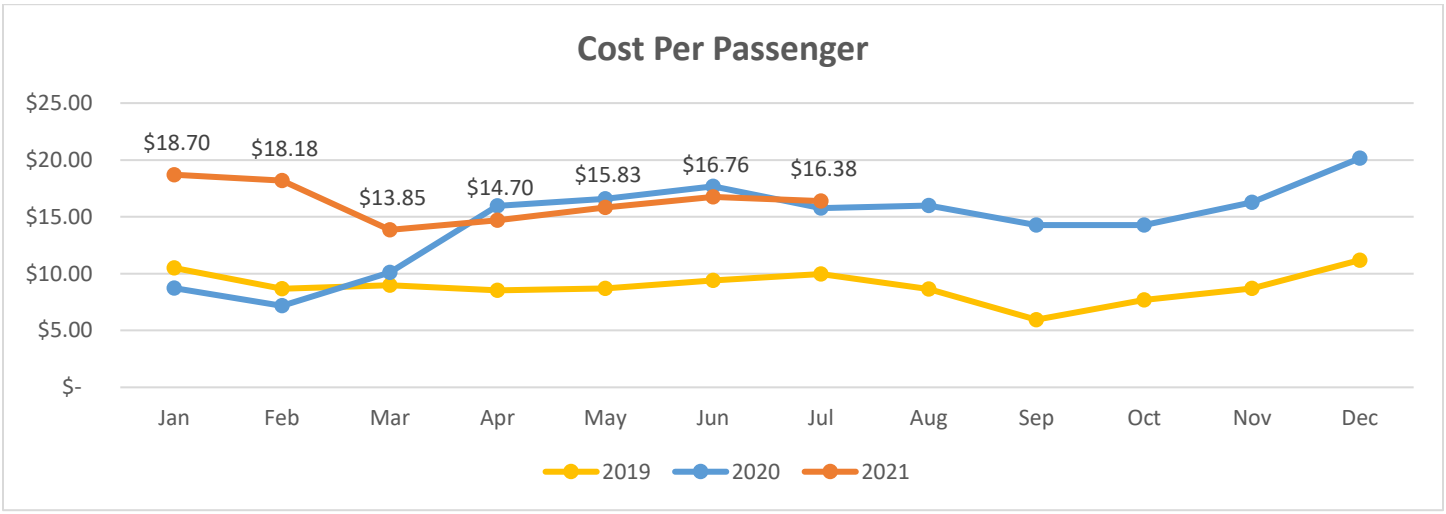
**ITEM 4:** **RESOLUTIONS FOR CONSIDERATION**

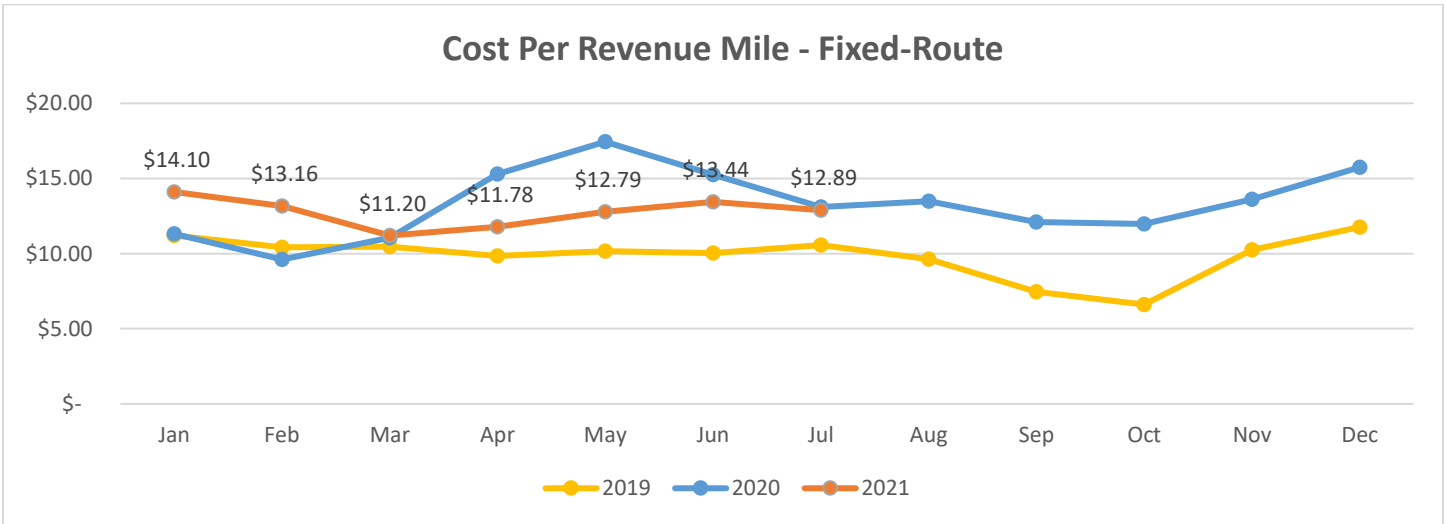
None

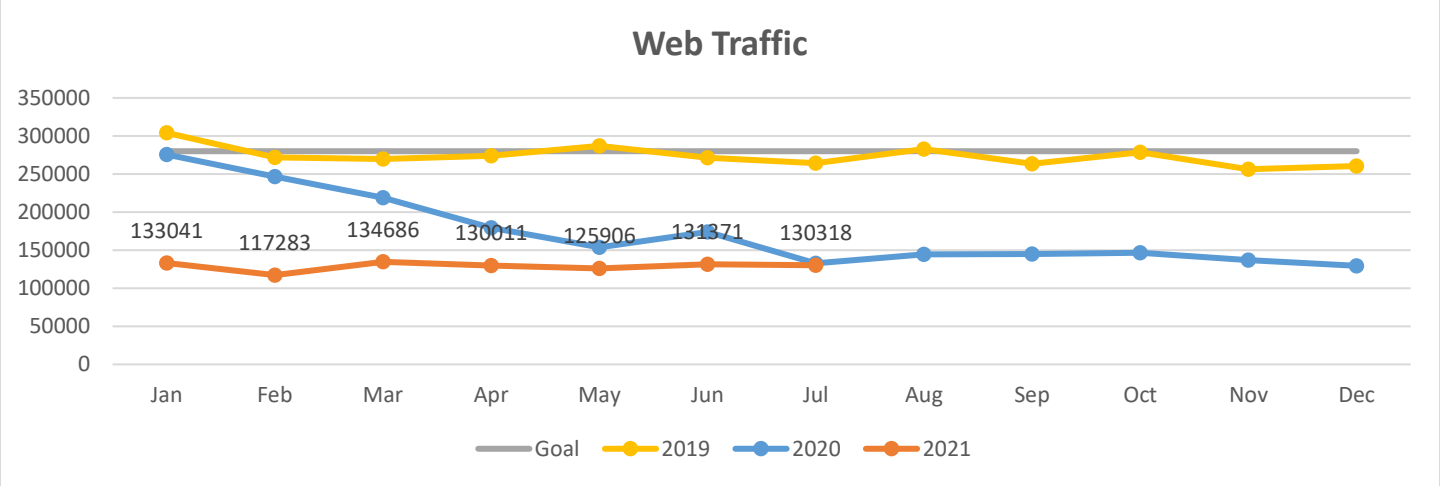
**ITEM 5:** **OTHER BUSINESS**

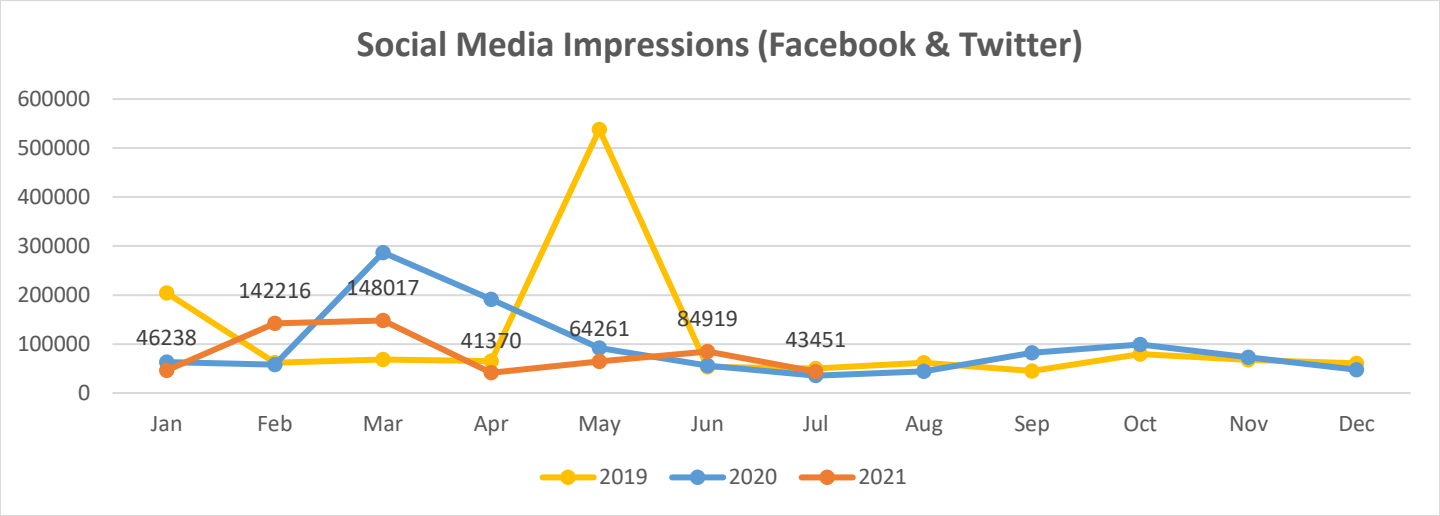
**ITEM 6:** **CALL FOR ADJOURNMENT**


Total Ridership (Combined Demand Response and Fixed-Route)
600,000
500,000
400,000
300,000
200,000
100,000
-
213459
202362
254150
248674
239378
247900
247974
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
2019
2020
2021


Cost Per Passenger
$25.00
$20.00
$15.00
$10.00
$5.00
$-
$18.70
$18.18
$13.85
$14.70
$15.83
$16.76
$16.38
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
2019
2020
2021


Cost Per Revenue Mile - Fixed-Route
$20.00
$15.00
$10.00
$5.00
$-
$14.10
$13.16
$11.20
$11.78
$12.79
$13.44
$12.89
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
2019
2020
2021


Web Traffic
350000
300000
250000
200000
150000
100000
50000
0
133041
117283
134686
130011
125906
131371
130318
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
Goal
2019
2020
2021


Social Media Impressions (Facebook & Twitter)
600000
500000
400000
300000
200000
100000
0
46238
142216
148017
41370
64261
84919
43451
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
2019
2020
2021

# July 2021
# Performance Reports
# Combined Service

| Current Month 2021 | Current Month 2020 | Percentage Changed | | Year to Date 2021 | Year to Date 2020 | Percentage Changed |
|---|---|---|---|---|---|---|
| | | | **Service Day Data** | | | |
| 22 | 23 | -4.35% | Weekdays Operated | 149 | 151 | -1.32% |
| 5 | 3 | 66.67% | Saturdays Operated | 31 | 29 | 6.90% |
| 4 | - | - | Sundays Operated | 30 | 14 | 114.29% |
| | | | **Passenger Data** | | | |
| 247,974 | 215,546 | 15.04% | Total Passengers | 1,653,886 | 2,075,568 | -20.32% |
| 9,444 | 8,697 | 8.59% | Average Weekday Passengers | 9,329 | 20,861 | -55.28% |
| 5,194 | 4,726 | 9.89% | Average Saturday Passengers | 5,147 | 10,708 | -51.94% |
| 2,512 | - | - | Average Sunday Passengers | 2,576 | 4,671 | -44.86% |
| | | | **Service Level Data** | | | |
| 496,163 | 428,973 | 15.66% | Total Vehicle Miles | 3,291,727 | 3,402,951 | -3.27% |
| 419,209 | 357,370 | 17.30% | Total Vehicle Revenue Miles | 2,786,007 | 2,822,967 | -1.31% |
| 0.5915 | 0.6031 | -1.93% | Average Passengers per Vehicle Revenue Mile | 0.5936 | 0.7352 | -19.26% |
| 35,835 | 32,413 | 10.56% | Total Vehicle Hours | 248,044 | 241,823 | 2.57% |
| 31,621 | 27,706 | 14.13% | Total Vehicle Revenue Hours | 215,078 | 210,955 | 1.95% |
| 7.8422 | 7.7798 | 0.80% | Average Passengers per Vehicle Revenue Hour | 7.6897 | 9.8389 | -21.84% |
| | | | **Financial Data** | | | |
| $81,330 | $85,979 | -5.41% | Cash Fares | $580,072 | $564,515 | 2.76% |
| $56,900 | $39,635 | 43.56% | Ticket and Pass Revenue | $415,833 | $437,889 | -5.04% |
| $118,115 | -$39,068 | -402.34% | Other Fare Related Revenue | $774,302 | $696,334 | 11.20% |
| 5.7% | 2.3% | 146.45% | Percentage Total Farebox Recovery | 5.9% | 5.8% | 1.29% |
| $10.77 | $10.51 | 2.45% | Average Cost per Vehicle Revenue Mile | $10.73 | $10.29 | 4.25% |
| $142.78 | $135.59 | 5.30% | Average Cost per Vehicle Revenue Hour | $138.94 | $137.69 | 0.91% |
| $18.21 | $17.43 | 4.47% | Average Cost per Passenger | $18.07 | $13.99 | 29.11% |
| | | | **Safety Data** | | | |
| 2 | 2 | 0.00% | Preventable Accidents | 15 | 24 | -37.50% |
| 6 | 6 | 0.00% | Nonpreventable Accidents | 37 | 30 | 23.33% |
| 8 | 8 | 0.00% | Total Accidents | 52 | 54 | -3.45% |

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

# July 2021
# Performance Reports
# Demand Response

| Current Month 2021 | Current Month 2020 | Percentage Changed | | Year to Date 2021 | Year to Date 2020 | Percentage Changed |
|---|---|---|---|---|---|---|
| **Service Day Data** | | | | | | |
| 22 | 23 | -4.35% | Weekdays Operated | 149 | 151 | -1.32% |
| 5 | 3 | 66.67% | Saturdays Operated | 31 | 29 | 6.90% |
| 4 | - | - | Sundays Operated | 30 | 14 | 114.29% |
| **Passenger Data** | | | | | | |
| 15,504 | 12,908 | 20.11% | Total Passengers | 99,626 | 105,573 | -5.63% |
| 500 | 496 | 0.74% | Average Passengers per Day | 474 | 541 | -12.28% |
| 49.00 | 52.33 | -6.37% | Average Saturday ADA Passengers | 48.10 | 55.21 | -12.88% |
| 17.25 | - | - | Average Sunday ADA Passengers | 12.77 | 34.36 | -62.84% |
| 37.00 | 31.42 | 17.75% | Average Total ADA Passengers | 31.59 | 39.32 | -19.68% |
| 4,214 | 3,438 | 22.57% | Total Purchased Transportation Pass. | 26,755 | 30,723 | -12.92% |
| **Service Level Data** | | | | | | |
| 99,160 | 93,530 | 6.02% | Total METRO Vehicle Miles | 684,463 | 701,635 | -2.45% |
| 46,409 | 37,157 | 24.90% | Total Purchased Trans. Vehicle Miles | 285,847 | 321,751 | -11.16% |
| 145,569 | 130,687 | 11.39% | Total Vehicle Miles | 970,310 | 1,023,386 | -5.19% |
| 123,921 | 104,504 | 18.58% | Total Revenue Miles | 805,541 | 820,379 | -1.81% |
| 0.1251 | 0.1235 | 1.29% | Average Pass. per Revenue Vehicle Mile | 0.1237 | 0.1287 | -3.89% |
| 10,770 | 10,392 | 3.64% | Total Vehicle Hours | 76,552 | 78,378 | -2.33% |
| 8,793 | 7,656 | 14.85% | Total Vehicle Revenue Hours | 59,593 | 57,895 | 2.93% |
| 1.7632 | 1.6860 | 4.58% | Average Pass. per Vehicle Revenue Hour | 1.6718 | 1.8235 | -8.32% |
| 90% | 96% | -6.25% | On-time Performance - METRO | 93% | 95% | -1.51% |
| 89% | 96% | -7.29% | On-time Performance - Purchased Transportation | 93% | 94% | -1.07% |
| **Financial Data** | | | | | | |
| $31,582 | $26,225 | 20.43% | Cash Fares | $199,134 | $181,091 | 9.96% |
| $400 | $492 | -18.70% | Ticket and Pass Revenue | $14,777 | $18,724 | -21.08% |
| $72,525 | -$54,140 | -233.96% | Other Fare Related Revenue | $450,436 | $484,095 | -6.95% |
| 14.8% | -5.6% | -364.16% | Percentage Total Farebox Recovery | 14.3% | 13.8% | 3.34% |
| $6.99 | $5.54 | 26.06% | Average Cost per Vehicle Revenue Mile - METRO | $7.01 | $7.58 | -7.52% |
| $3.06 | $2.77 | 10.40% | Average Cost per Vehicle Revenue Mile - Purchased Transportation | $2.98 | $3.03 | -1.73% |
| $92.50 | $71.73 | 28.96% | Average Cost per Vehicle Revenue Hour - METRO | $89.30 | $100.98 | -11.57% |
| $49.74 | $43.14 | 15.30% | Average Cost per Vehicle Revenue Hour - Purchased Transportation | $46.68 | $48.94 | -4.62% |
| $51.75 | $42.42 | 22.00% | Average Cost per Passenger - METRO | $53.73 | $54.80 | -1.94% |
| $29.24 | $25.80 | 13.33% | Average Cost per Passenger - Purchased Transportation | $27.47 | $27.52 | -0.19% |
| 5.3 | 4.4 | 21.36% | Average Small Bus Age | 5.3 | 4.4 | 21.36% |
| **Safety Data** | | | | | | |
| 1 | 0 | 100.00% | Preventable Accidents | 3 | 4 | -25.00% |
| 2 | 3 | -33.33% | Nonpreventable Accidents | 10 | 6 | 66.67% |
| 3 | 3 | 0.00% | Total Accidents | 13 | 10 | 24.80% |

# July 2021
# Performance Reports
# Fixed Route

| Current Month 2021 | Current Month 2020 | Percentage Changed | | Year to Date 2021 | Year to Date 2020 | Percentage Changed |
|---|---|---|---|---|---|---|
| **Service Day Data** | | | | | | |
| 22 | 23 | -4.35% | Weekdays Operated | 149 | 151 | -1.32% |
| 5 | 3 | 66.67% | Saturdays Operated | 31 | 29 | 6.90% |
| 4 | - | - | Sundays Operated | 30 | 14 | 114.29% |
| **Passenger Data** | | | | | | |
| 232,470 | 202,638 | 14.72% | Total Passengers | 1,554,260 | 1,969,995 | -21.10% |
| 8,944 | 8,201 | 9.06% | Average Weekday Passengers | 8,854 | 20,320 | -56.42% |
| 5,145 | 4,674 | 10.07% | Average Saturday Passengers | 5,099 | 10,653 | -52.14% |
| 2,494 | - | - | Average Sunday Passengers | 2,563 | 4,637 | -44.73% |
| **Service Level Data** | | | | | | |
| 350,594 | 298,286 | 17.54% | Total Vehicle Miles | 2,321,417 | 2,379,565 | -2.44% |
| 295,288 | 252,866 | 16.78% | Total Vehicle Revenue Miles | 1,980,466 | 2,002,588 | -1.10% |
| 294,444 | 250,694 | 17.45% | Total Scheduled Vehicle Revenue Miles | 1,972,918 | 1,889,735 | 4.40% |
| 0.7873 | 0.8014 | -1.76% | Average Passenger per Revenue Vehicle Mile | 0.7848 | 0.9837 | -20.22% |
| 25,065 | 22,021 | 13.82% | Total Vehicle Hours | 171,492 | 163,445 | 4.92% |
| 22,828 | 20,050 | 13.85% | Total Vehicle Revenue Hours | 155,485 | 153,060 | 1.58% |
| 22,779 | 19,920 | 14.36% | Total Scheduled Vehicle Revenue Hours | 154,936 | 145,200 | 6.70% |
| 10.1837 | 10.1066 | 0.76% | Average Passenger per Vehicle Revenue Hour | 9.9962 | 12.8707 | -22.33% |
| 80% | 79% | 1.27% | On-time Performance | 81% | 78% | 3.71% |
| **Financial Data** | | | | | | |
| $49,749 | $59,755 | -16.75% | Cash Fares | $380,938 | $383,425 | -0.65% |
| $56,500 | $39,143 | 44.34% | Ticket and Pass Revenue | $401,057 | $419,165 | -4.32% |
| $45,591 | $15,073 | 202.47% | Other Fare Related Revenue | $323,866 | $212,239 | 52.59% |
| 4.0% | 3.5% | 14.29% | Percentage Total FareBox Recovery | 4.4% | 4.2% | 4.07% |
| $12.89 | $12.92 | -0.18% | Average Cost per Vehicle Revenue Mile | $12.74 | $12.03 | 5.87% |
| $166.79 | $162.91 | 2.38% | Average Cost per Vehicle Revenue Hour | $162.28 | $157.45 | 3.07% |
| $16.38 | $16.12 | 1.61% | Average Cost per Passenger | $16.23 | $12.23 | 32.71% |
| 7.4 | 6.0 | 23.67% | Average Big Bus Age | 7.4 | 6.0 | 23.67% |
| **Safety Data** | | | | | | |
| 1 | 2 | -50.00% | Preventable Accidents | 12 | 20 | -40.00% |
| 4 | 3 | 33.33% | Nonpreventable Accidents | 27 | 24 | 12.50% |
| 5 | 5 | 0.00% | Total Accidents | 39 | 44 | -10.81% |

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

# July 2021
## Fixed Route Categories

| Current Month 2021 | Current Month 2020 | Percentage Changed | | Year to Date 2021 | Year to Date 2020 | Percentage Changed |
|---|---|---|---|---|---|---|
| | | | **URBAN (1 - 34)** | | | |
| 223,639 | 194,375 | 15.06% | Total Monthly Passengers | 1,456,022 | 1,867,700 | -22.04% |
| 31 | 26 | 19.23% | Service Days | 210 | 194 | 8.25% |
| 7,214.2 | 7,476.0 | -3.50% | Average Daily Passengers | 6,933.4 | 9,627.3 | -27.98% |
| 10.0871 | 10.5101 | -4.02% | Passengers per Vehicle Hour | 10.0360 | 15.4505 | -35.04% |
| 0.8837 | 0.9361 | -5.60% | Passengers per Vehicle Mile | 0.8912 | 1.3463 | -33.80% |
| $14.48 | $14.57 | -0.61% | Total Operating Cost Per Passenger | $14.84 | $9.92 | 49.68% |
| | | | **SUBURBAN (101-104, 110)** | | | |
| 6,662 | 7,267 | -8.33% | Total Monthly Passengers | 43,325 | 66,469 | -34.82% |
| 22 | 23 | -4.35% | Service Days | 149 | 151 | -1.32% |
| 302.8 | 316.0 | -4.18% | Average Daily Passengers | 290.8 | 440.2 | -33.94% |
| 3.77 | 4.36 | -13.57% | Passengers per Vehicle Hour | 3.5610 | 5.0013 | -28.80% |
| 0.17 | 0.20 | -17.43% | Passengers per Vehicle Mile | 0.1619 | 0.2133 | -24.09% |
| $53.89 | $45.37 | 18.77% | Total Operating Cost Per Passenger | $55.99 | $38.86 | 44.10% |
| | | | **EXPRESS (60 & 61)** | | | |
| 1,607 | 782 | 105.50% | Total Monthly Passengers | 8,285 | 20,339 | -59.27% |
| 22 | 23 | -4.35% | Service Days | 149 | 151 | -1.32% |
| 73.0 | 34.0 | 114.71% | Average Daily Passengers | 55.6 | 134.7 | -58.72% |
| 4.7951 | 2.9480 | 62.66% | Passengers per Vehicle Hour | 3.5243 | 5.2933 | -33.42% |
| 0.1651 | 0.1196 | 38.10% | Passengers per Vehicle Mile | 0.1260 | 0.2112 | -40.36% |
| $61.96 | $106.22 | -41.67% | Total Operating Cost Per Passenger | $81.46 | $46.05 | 76.88% |
| | | | **DASH (54)** | | | |
| - | - | - | Total Monthly Passengers | 7,636 | 44,684 | -82.91% |
| - | - | - | Service Days | 99 | 64 | 54.69% |
| - | - | - | Average Daily Passengers | 77.1 | 698.2 | -88.95% |
| - | - | - | Passengers per Vehicle Hour | 5.0766 | 16.0893 | -68.45% |
| - | - | - | Passengers per Vehicle Mile | 0.6251 | 2.1717 | -71.22% |
| - | - | - | Total Operating Cost Per Passenger | $15.90 | $4.22 | 277.18% |
| | | | **Sunday Fixed Route** | | | |
| 9,981 | - | - | Total Monthly Passengers | 78,327 | 65,766 | 19.10% |
| 4 | - | - | Service Days | 30 | 14 | 114.29% |
| 2,495.3 | - | - | Average Daily Passengers | 2,610.9 | 4,697.6 | -44.42% |
| 7.9 | - | - | Passengers per Vehicle Hour | 8.22 | 15.05 | -45.40% |
| 0.7 | - | - | Passengers per Vehicle Mile | 0.7843 | 1.3121 | -40.23% |
| 17.8 | - | - | Total Operating Cost Per Passenger | $16.93 | $7.76 | 118.29% |
| | | | **Saturday Fixed Route** | | | |
| 27,019 | 14,555 | 85.63% | Total Monthly Passengers | 159,834 | 186,528 | -14.31% |
| 5 | 3 | 66.67% | Service Days | 31 | 29 | 6.90% |
| 5,403.8 | 4,851.7 | 11.38% | Average Daily Passengers | 5,155.9 | 6,432.0 | -19.84% |
| 10.1258 | 9.5914 | 5.57% | Passengers per Vehicle Hour | 9.6571 | 13.7942 | -29.99% |
| 0.8673 | 0.8370 | 3.61% | Passengers per Vehicle Mile | 0.8287 | 1.1752 | -29.48% |
| $13.28 | $13.64 | -2.60% | Total Operating Cost Per Passenger | $13.80 | $9.23 | 49.56% |
| | | | **Call-A-Bus** | | | |
| 191 | 167 | 14.37% | Total Monthly Passengers | 1361 | 821 | 65.77% |
| | | | **COVID Vaccine Shuttles** | | | |
| 0 | - | - | Total Monthly Passengers | 366 | - | - |
| | | | **U of A ZipCard** | | | |
| 4,789 | 4,789 | 0.00% | Total Monthly Passengers | 30,401 | 46,117 | -34.08% |
| | | | **Akron Public Schools ID Cards** | | | |
| 3,701 | 3,829 | -3.34% | Total Monthly Passengers | 35,012 | 104,036 | -66.35% |

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

## 2021 MONTHLY RIDERSHIP BY ROUTE

| Route # | Description | JAN | FEB | MAR | APR | MAY | June | July | % Change | Jul-20 | AUG | SEP | OCT | NOV | DEC |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | West Market | 26,305 | 23,842 | 31,170 | 31,707 | 31,226 | 33,181 | 33,222 | 18.3% | 28,071 | | | | | |
| 2 | Arlington | 26,058 | 23,480 | 29,608 | 29,071 | 28,376 | 28,292 | 28,513 | 6.2% | 26,857 | | | | | |
| 3 | Copley Rd/Hawkins | 12,871 | 11,710 | 14,843 | 13,812 | 13,800 | 14,229 | 14,667 | 4.4% | 14,046 | | | | | |
| 4 | Delia/N Hawkins | 3,680 | 3,463 | 4,539 | 4,553 | 4,872 | 4,242 | 4,138 | 14.5% | 3,615 | | | | | |
| 5 | East Market/Ellet | 4,142 | 4,019 | 4,921 | 3,683 | 3,851 | 4,529 | 4,587 | 10.7% | 4,142 | | | | | |
| 6 | East Market/Lakemore | 11,272 | 10,727 | 13,802 | 14,186 | 14,512 | 14,252 | 14,073 | 14.9% | 12,253 | | | | | |
| 7 | Cuyahoga Falls Ave | 6,665 | 5,816 | 7,784 | 7,451 | 7,346 | 7,604 | 7,608 | 15.9% | 6,562 | | | | | |
| 8 | Kenmore/Barberton | 12,337 | 11,179 | 13,980 | 13,908 | 12,588 | 13,668 | 14,277 | 20.7% | 11,828 | | | | | |
| 9 | Wooster/East Ave | 5,664 | 5,584 | 7,761 | 7,882 | 8,094 | 8,064 | 7,732 | 41.9% | 5,449 | | | | | |
| 10 | Howard/Portage Trail | 12,214 | 11,610 | 14,443 | 13,528 | 13,194 | 14,803 | 15,139 | 17.1% | 12,925 | | | | | |
| 11 | South Akron | 943 | 1,215 | 1,545 | 1,417 | 1,238 | 1,540 | 1,617 | 30.7% | 1,237 | | | | | |
| 12 | Tallmadge Hill | 4,732 | 4,321 | 5,852 | 5,864 | 5,755 | 5,894 | 6,064 | 2.2% | 5,931 | | | | | |
| 13 | Grant/Firestone Park | 6,882 | 6,894 | 8,554 | 8,335 | 7,836 | 8,538 | 8,963 | 21.8% | 7,357 | | | | | |
| 14 | Euclid/Barberton XP | 14,603 | 13,408 | 16,981 | 15,923 | 15,170 | 16,709 | 17,282 | 12.5% | 15,368 | | | | | |
| 17 | Brown/Inman | 5,764 | 5,643 | 6,918 | 6,947 | 6,805 | 6,781 | 6,754 | 16.2% | 5,810 | | | | | |
| 18 | Thornton/Manchester | 6,444 | 6,084 | 7,829 | 7,753 | 7,507 | 7,726 | 7,913 | 21.7% | 6,504 | | | | | |
| 19 | Eastland | 7,107 | 6,960 | 7,941 | 7,723 | 7,926 | 8,285 | 8,119 | 9.8% | 7,396 | | | | | |
| 21 | South Main | 1,261 | 1,116 | 1,522 | 1,486 | 1,609 | 1,809 | 1,706 | 14.4% | 1,491 | | | | | |
| 24 | Lakeshore | 2,069 | 2,009 | 2,411 | 2,290 | 2,210 | 2,327 | 2,431 | 25.1% | 1,943 | | | | | |
| 26 | W Exchange/White Pond | 2,393 | 2,136 | 2,944 | 2,917 | 2,836 | 2,851 | 2,965 | 11.4% | 2,662 | | | | | |
| 28 | Merriman Valley | 1,748 | 1,670 | 2,324 | 2,308 | 2,285 | 2,126 | 2,015 | 16.1% | 1,735 | | | | | |
| 30 | Goodyear/Darrow | 4,022 | 3,833 | 4,895 | 4,299 | 4,635 | 4,731 | 4,637 | 25.0% | 3,711 | | | | | |
| 33 | State Rd/Wyoga Lake | 2,849 | 2,463 | 2,850 | 2,763 | 2,514 | 2,576 | 2,506 | -19.7% | 3,120 | | | | | |
| 34 | Cascade Village/Uhler | 5,209 | 4,344 | 5,665 | 6,492 | 6,625 | 6,676 | 6,711 | 53.9% | 4,362 | | | | | |
| 54 | DASH Circulator | 626 | 1,397 | 1,807 | 1,801 | 1,685 | 320 | 0 | - | 0 | | | | | |
| 61 | NCX Montrose/Cleveland | 870 | 944 | 1,095 | 1,239 | 1,101 | 1,429 | 1,607 | 105.5% | 782 | | | | | |
| 101 | Richfield/Bath | 533 | 550 | 669 | 717 | 678 | 653 | 642 | -11.4% | 725 | | | | | |
| 102 | Northfield Express | 1,346 | 1,267 | 1,631 | 1,567 | 1,363 | 1,620 | 1,650 | 9.2% | 1,511 | | | | | |
| 103 | Stow/Hudson | 1,482 | 1,349 | 1,433 | 1,349 | 1,344 | 1,524 | 1,546 | -18.0% | 1,886 | | | | | |
| 104 | Twinsburg Creekside | 1,244 | 1,311 | 1,306 | 1,244 | 1,135 | 1,372 | 1,240 | -33.9% | 1,875 | | | | | |
| 110 | Green/Springfield | 977 | 1,151 | 1,417 | 1,504 | 1,396 | 1,531 | 1,584 | 24.7% | 1,270 | | | | | |
| 600 | Zone | 222 | 528 | 487 | 475 | 426 | 447 | 392 | - | 0 | | | | | |
| | TOTAL: | **194,534** | **182,023** | **230,927** | **226,194** | **221,512** | **229,882** | **231,908** | 14.6% | **202,424** | **0** | **0** | **0** | **0** | **0** |

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

**METRO RTA**
**PLANNING / MARKETING / RAIL**
**COMMITTEE MEETING MINUTES**
**ROBERT K. PFAFF TRANSIT CENTER BOARDROOM**
**WEDNESDAY, AUGUST 18, 2021**
**10:30 A.M.**

## ITEM 1: CALL TO ORDER

Attendees: Donald Christian, Renee Greene, Gary Spring, Vincent Rubino, David Prentice, Mark Derrig, Robert DeJournett, Dawn Distler, Valerie Shea, Tim Smith, Molly Becker, Angela Neeley, Jarrod Hampshire, DeHavilland McCall, Bambi Miller, Shawn Metcalf, Jay Hunter

Guests Present (virtual): Dr. Daniel Van Epps, Ron Brubaker

Mr. Donald Christian called the meeting to order at 10:30 a.m.

## ITEM 2: APPROVAL OF MINUTES FROM JULY MEETING

Motion to approve minutes by Mr. Gary Spring. Second by Mr. Vincent Rubino.

## ITEM 3: SUB-COMMITTEE REPORTS

**Planning Report | Valerie Shea**

- Reviewed KPIs and Performance Report

  Mr. Spring asked how METRO's ridership compares to the national trend. Ms. Valerie Shea said ridership is holding steady around 50%, which is in line with other transit systems. METRO may see an uptick in ridership when school goes back into session, as Akron Public Schools accounts for about 10-11% of ridership and an additional 5% from the University of Akron.

- The Fall Sign-Up will go into effect Sunday, August 22. There are no major service changes. The DASH will resume pre-pandemic levels [on Monday, August 23). On Labor Day, fixed-route buses will follow their respective Saturday schedule and there will be limited demand response service [on Monday, September 6].
- METRO was awarded a little over $1 million through the Ohio Department of Transportation's Ohio Transit Partnership (ODOT OTP) program for three different projects, including the local match (about 20% of the project cost) for the engineering and design of the Maintenance and Operations Facility. Ms. Shea said METRO's

submission to receive federal funding (80% of project cost) through Senator [Sherrod] Brown's office is still outstanding. The ODOT OTP funding also covers a bus rapid transit (BRT) feasibility study, the next step in the Strategic Plan. This study will take the final results of the Comprehensive Operational Analysis (COA) and do a deep dive of the high frequency corridors in METRO's network to determine the feasibility of major infrastructure investment in bus lanes, etc. The BRT feasibility study will kick off early next year at the tail end of the COA. The grant also covers additional funding to further support IT equipment for the network servers and switch refresh project.

METRO also received about $200,000 through the Federal Transit Administration's 5310 grant that fulfills the federal share of the purchase of three demand response vehicles.

One outstanding grant application through CMAQ program to cover the cost of two additional electric buses.

Mr. Spring asked about the status of the Maintenance and Operations Facility project. Ms. Shea deferred the question to Mr. Hampshire, who stated design plans from Bowen Engineering will be reviewed within the next two months with groundbreaking scheduled for early 2022. Construction would take three years to complete.

Mr. Christian asked if the IT funding could be used to expand control (Dispatch) center. Ms. Distler said there is no room to expand and/or enhance the Dispatch offices with the existing building and any physical expansion, including hardware, would come with the new Maintenance and Operations Facility. However, Ms. Distler said METRO continues to look for ways to stay up-to-date on technology software.

Mr. Hampshire further discussed Bowen's process of evaluating METRO's existing building conditions and applying METRO's needs to the new design plans.

**Marketing Report | Molly Becker**

- Reviewed KPIs
- Ms. Molly Becker showed the Committee the new design of the electric buses. Ms. Becker explained that part of the grant [used to purchase the electric buses] is to disable the engine of a diesel bus, which could turn into a public and/or private event as an introduction of the electric buses to METRO's fleet.

  Mr. Hampshire invited the Committee to view METRO's new demand response and Gillig buses that are parked outside the Robert K. Pfaff (RKP) Transit Center following the meeting.

**Rail Report | Valerie Shea**

- None

**ITEM 4: RESOLUTIONS FOR CONSIDERATION**

**Resolution 2021-14:** Authorizing the award of a contract for the construction of concrete shelter pads and sidewalks and installation of shelters. (Page 10)

Mr. Tim Smith gave a brief presentation on the shelter project. Ms. Shea noted this project began in 2020 and this resolution marks phase two of the project to ensure all shelter locations comply with ADA guidelines.

Mr. Robert DeJournett inquired about the status of the lawsuit brought against METRO alleging that METRO bus stops/shelters are not ADA compliant. Ms. Distler explained that bus stops are not required to be ADA compliant, however bus shelters are. METRO was successful in conquering the lawsuit by agreeing to bring existing bus shelters and concrete pads around the shelters up-to-date and ADA compliant.

Mr. Smith stated that 40 existing bus shelter sites will be brought up to ADA standards through the two project phases, and explained METRO's processes to ensure existing and future bus shelters meet ADA standards.

Mr. DeJournett requested that Resolution 2021-14 include the number of bus shelters/sites covered under the pending contract.

**ITEM 5: OTHER BUSINESS**

Ms. Shea provided an update on the COA/Transit Development Plan and requested permission from the Committee and Mr. Christian to give a brief presentation on the COA Existing Conditions Report at the August Board Meeting. Mr. Christian and the Committee agreed that a presentation would be beneficial. Ms. Shea said the team is gearing up to start public outreach on September 20. Next month, Ms. Shea will present the first draft of network redesign and discuss the proposed changes.

Ms. Becker added that METRO is, once again, partnering with Summit County Public Health (SCPH) to host a pop-up COVID-19 vaccination clinic at the RKP Transit Center on Thursday, August 26 from 9 a.m. to 3 p.m. METRO will offer a 31-Day bus pass to those who get vaccinated at the event, and SCPH will give a $100 gift card for eligible Medicaid/MyCare patients.

**ITEM 6: CALL FOR ADJOURNMENT**

Adjourned at 10:55 a.m.