

METRO REGIONAL TRANSIT AUTHORITY

Planning/Marketing/Rail Committee

SEPTEMBER 16, 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 BOARD ROOM
VIRTUAL MEETING
WEDNESDAY, SEPTEMBER 16, 2020
10:30 A.M.**

ITEM 1: CALL TO ORDER

ITEM 2: APPROVAL OF MINUTES FROM AUGUST MEETING

ITEM 3: SUB-COMMITTEE REPORTS

Planning Report | Valerie Shea

- KPIs (Page 3)
- Performance Report (Pages 5-9)
- Fall Contingency Schedule Update
- Grant Update
- Shelter Project
- Strategic Plan Outreach Update and Schedule

Marketing Report | Molly Becker

- KPIs (Page 4)
- METRO Connect Launch
- Strategic Plan Promotions
- Moovit
- APTA Recovery Committee

Rail Report | Valerie Shea

- Akron Secondary Update

ITEM 4: RESOLUTIONS FOR CONSIDERATION

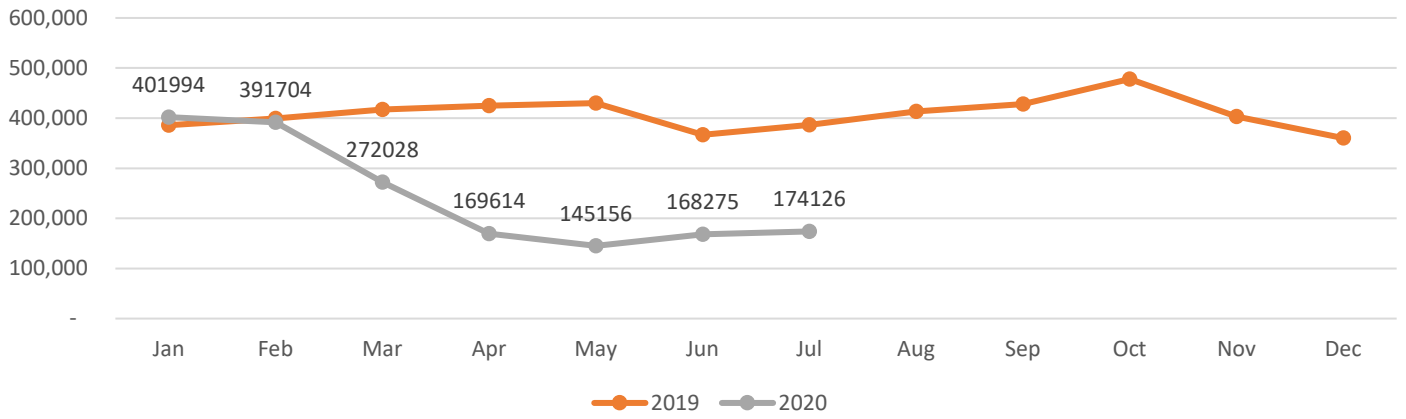
Resolution 2020-20: A resolution authorizing the award of a contract for the installation of shelters and shelter pads (*to be sent to Committee by 9/14/20*)

ITEM 5: OTHER BUSINESS

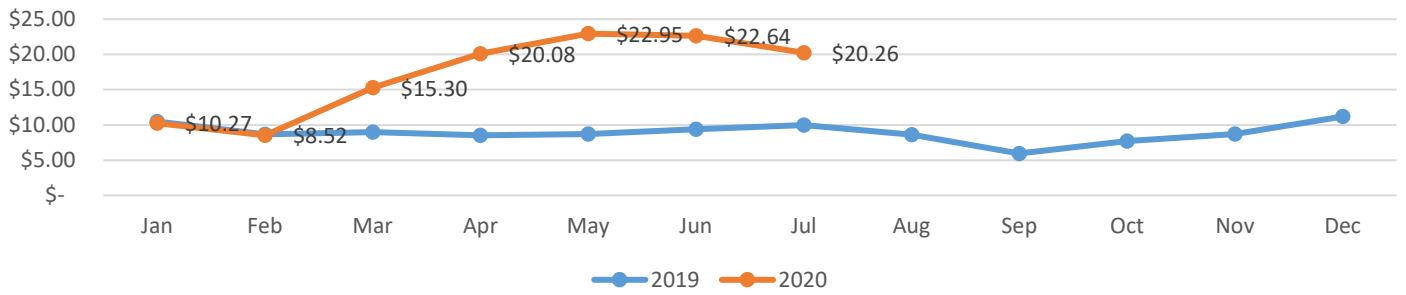
ITEM 6: CALL FOR ADJOURNMENT

Planning / Marketing / Rail – Key Performance Indicators

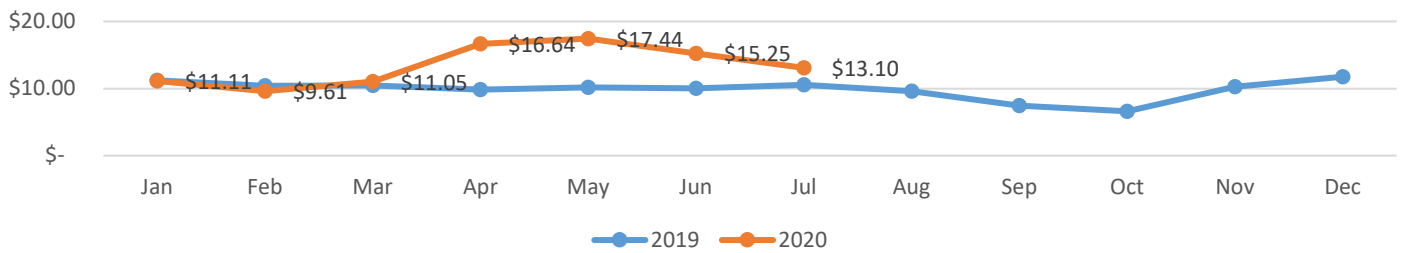
Total Ridership (Combined Demand Response and Line-Service)



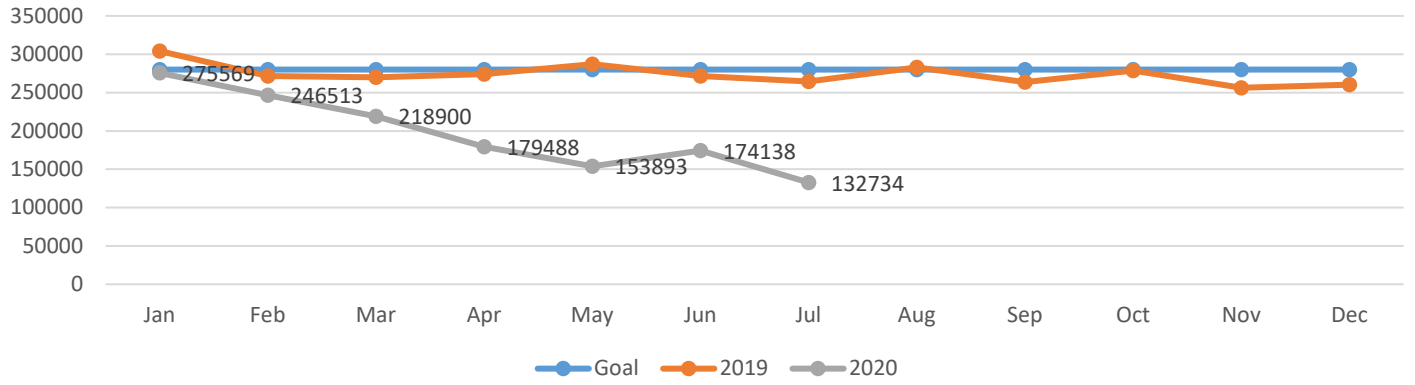
Cost Per Passenger



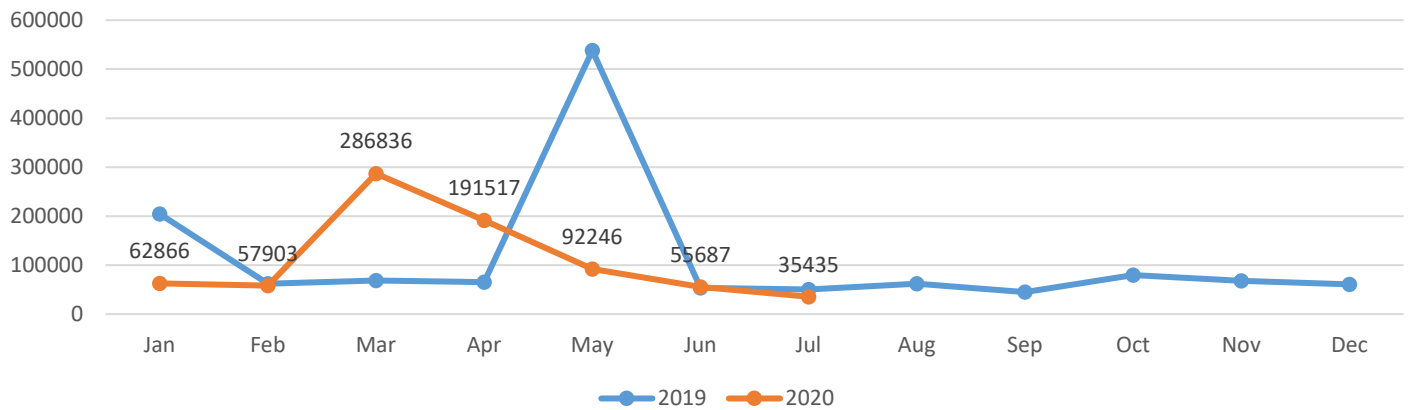
Cost Per Revenue Mile - Line-Service



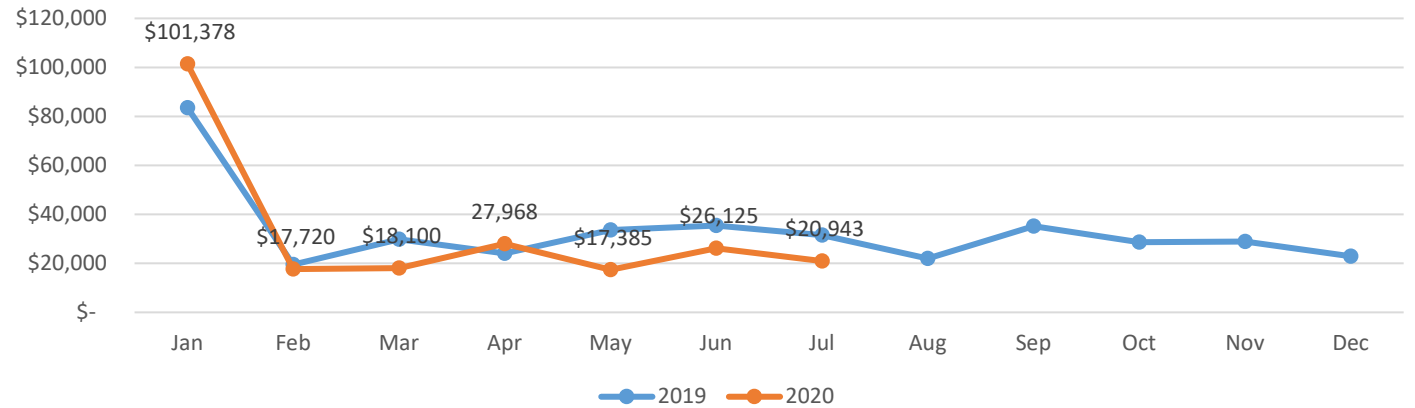
Web Traffic



Social Media Impressions (Facebook & Twitter)



Advertising Sales (METRO Only)



**July
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
23	22	4.55%	Weekdays Operated	151	149	1.34%
3	4	-25.00%	Saturdays Operated	29	30	-3.33%
0	4	-100.00%	Sundays Operated	14	30	-53.33%

Passenger Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
174,126	392,428	-55.63%	Total Passengers	1,722,897	2,838,569	-39.30%
7,023	15,468	-54.60%	Average Weekday Passengers	9,939	16,483	-39.70%
3,758	7,210	-47.88%	Average Saturday Passengers	5,182	7,335	-29.35%
-	4,413	-	Average Sunday Passengers	3,611	4,037	-10.57%

Service Level Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
428,973	632,447	-32.17%	Total Vehicle Miles	3,402,683	4,208,967	-19.16%
353,896	514,612	-31.23%	Total Vehicle Revenue Miles	2,705,580	3,512,188	-22.97%
0.4920	0.7626	-35.48%	Average Passengers per Vehicle Revenue Mile	0.6368	0.8082	-21.21%
32,262	43,077	-25.11%	Total Vehicle Hours	235,396	292,034	-19.39%
28,108	38,578	-27.14%	Total Vehicle Revenue Hours	204,933	260,815	-21.43%
6.1948	10.1723	-39.10%	Average Passengers per Vehicle Revenue Hour	8.4071	10.8835	-22.75%

Financial Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
\$85,979	\$184,406	-53.38%	Cash Fares	\$564,515	\$1,206,574	-53.21%
\$39,635	\$125,039	-68.30%	Ticket and Pass Revenue	\$437,889	\$912,685	-52.02%
-\$39,068	\$78,457	-149.79%	Other Fare Related Revenue	\$696,334	\$624,330	11.53%
2.3%	8.6%	-73.08%	Percentage Total Farebox Recovery	5.8%	9.0%	-34.72%
\$10.62	\$8.81	20.51%	Average Cost per Vehicle Revenue Mile	\$10.74	\$8.72	23.12%
\$133.65	\$117.50	13.75%	Average Cost per Vehicle Revenue Hour	\$141.73	\$117.42	20.71%
\$21.57	\$11.55	86.78%	Average Cost per Passenger	\$16.86	\$10.79	56.26%

Safety Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
3	5	-40.00%	Preventable Accidents	25	25	0.00%
5	8	-37.50%	Nonpreventable Accidents	29	50	-42.00%
8	13	-38.46%	Total Accidents	54	75	-27.59%

**July 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
23	22	4.55%	Weekdays Operated	151	149	1.34%
3	4	-25.00%	Saturdays Operated	29	30	-3.33%
0	4	-100.00%	Sundays Operated	14	30	-53.33%

Passenger Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
12,908	23,024	-43.94%	Total Passengers	105,493	157,859	-33.17%
496	767	-35.31%	Average Passengers per Day	544	757	-28.20%
52.33	83.75	-37.51%	Average Saturday ADA Passengers	55.2	82.97	-33.46%
-	39.25	-	Average Sunday ADA Passengers	34.4	38.10	-9.82%
31.42	61.50	-48.91%	Average Total ADA Passengers	39.57	61.57	-35.74%
3,438	5,079	-32.31%	Total Purchased Transportation Pass.	30,671	37,728	-18.70%

Service Level Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
93,530	145,977	-35.93%	Total METRO Vehicle Miles	701,529	993,661	-29.40%
37,157	55,554	-33.12%	Total Purchased Trans. Vehicle Miles	321,589	391,213	-17.80%
130,687	201,531	-35.15%	Total Vehicle Miles	1,023,118	1,384,874	-26.12%
104,504	166,336	-37.17%	Total Revenue Miles	820,150	1,133,194	-27.62%
0.12352	0.13842	-10.77%	Average Pass. per Revenue Vehicle Mile	0.1286	0.1393	-7.67%
10,392	13,801	-24.70%	Total Vehicle Hours	78,334	93,647	-16.35%
7,656	11,215	-31.73%	Total Vehicle Revenue Hours	57,858	75,709	-23.58%
1.6860	2.0530	-17.87%	Average Pass. per Vehicle Revenue Hour	1.8233	2.0851	-12.55%
96%	92%	4.35%	On-time Performance - METRO	95%	90%	5.56%
96%	93%	3.23%	On-time Performance - Purchased Transportation	94%	92%	1.55%

Financial Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
\$26,225	\$46,971	-44.17%	Cash Fares	\$181,091	\$322,136	-43.78%
\$492	\$6,253	-92.13%	Ticket and Pass Revenue	\$18,724	\$40,829	-54.14%
-\$54,140	\$70,123	-177.21%	Other Fare Related Revenue	\$484,095	\$435,522	11.15%
-5.6%	14.5%	-138.69%	Percentage Total Farebox Recovery	13.8%	13.5%	2.38%
\$5.54	\$5.97	-7.16%	Average Cost per Vehicle Revenue Mile - METRO	\$7.58	\$6.05	25.38%
\$2.77	\$3.07	-9.88%	Average Cost per Vehicle Revenue Mile - Purchased Transportation	\$3.03	\$3.29	-7.92%
\$71.73	\$83.86	-14.47%	Average Cost per Vehicle Revenue Hour - METRO	\$101.00	\$85.83	17.68%
\$43.14	\$52.79	-18.29%	Average Cost per Vehicle Revenue Hour - Purchased Transportation	\$49.02	\$56.39	-13.08%
\$42.42	\$39.29	7.95%	Average Cost per Passenger - METRO	\$54.82	\$39.90	37.38%
\$25.80	\$29.18	-11.59%	Average Cost per Passenger - Purchased Transportation	\$27.57	\$29.69	-7.13%
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
0	1	-100.00%	Preventable Accidents	4	7	-42.86%
3	1	200.00%	Nonpreventable Accidents	6	11	-45.45%
3	2	50.00%	Total Accidents	10	17	-41.58%

**July 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
23	22	4.55%	Weekdays Operated	151	149	1.34%
3	4	-25.00%	Saturdays Operated	29	30	-3.33%
0	4	-100.00%	Sundays Operated	14	30	-53.33%

Passenger Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
161,218	369,404	-56.36%	Total Passengers	1,617,404	2,680,710	-39.67%
6,526	14,700	-55.61%	Average Weekday Passengers	9,395	15,726	-40.26%
3,706	7,127	-48.00%	Average Saturday Passengers	5,127	7,252	-29.30%
-	4,374	-	Average Sunday Passengers	3,576	3,999	-10.58%

Service Level Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
298,286	430,916	-30.78%	Total Vehicle Miles	2,379,565	2,824,093	-15.74%
249,392	348,276	-28.39%	Total Vehicle Revenue Miles	1,885,430	2,378,994	-20.75%
250,720	350,555	-28.48%	Total Scheduled Vehicle Revenue Miles	1,895,111	2,395,881	-20.90%
0.6464	1.0607	-39.05%	Average Passenger per Revenue Vehicle Mile	0.8578	1.1268	-23.87%
21,870	29,276	-25.30%	Total Vehicle Hours	157,062	198,387	-20.83%
20,452	27,363	-25.26%	Total Vehicle Revenue Hours	147,075	185,106	-20.55%
20,452	27,363	-25.26%	Total Scheduled Vehicle Revenue Hours	147,075	185,106	-20.55%
7.8827	13.5001	-41.61%	Average Passenger per Vehicle Revenue Hour	10.9971	14.4821	-24.06%
79%	79%	0.13%	On-time Performance	78%	78%	-0.29%

Financial Data

2020	2019	Percentage Changed		2020	2019	Percentage Changed
\$59,755	\$137,436	-56.52%	Cash Fares	\$383,425	\$884,438	-56.65%
\$39,143	\$118,786	-67.05%	Ticket and Pass Revenue	\$419,165	\$871,856	-51.92%
\$15,073	\$8,333	80.87%	Other Fare Related Revenue	\$212,239	\$188,808	12.41%
3.5%	7.2%	-51.47%	Percentage Total FareBox Recovery	4.2%	7.9%	-46.50%
\$13.10	\$10.57	23.97%	Average Cost per Vehicle Revenue Mile	\$12.78	\$10.39	23.05%
\$159.71	\$134.47	18.76%	Average Cost per Vehicle Revenue Hour	\$163.85	\$133.49	22.74%
\$20.26	\$9.96	103.40%	Average Cost per Passenger	\$14.90	\$9.22	61.64%
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
3	4	-25.00%	Preventable Accidents	21	18	16.67%
2	7	-71.43%	Nonpreventable Accidents	23	39	-41.03%
5	11	-54.55%	Total Accidents	44	57	-22.48%

July 2020

Current Month

Line-Service Categories

Year to Date

2020		2019		Percentage Changed		2020	2019	Percentage Changed
URBAN (1 - 34)								
154,801	330,298	-53.13%	Total Monthly Passengers	1,483,157	2,402,091	-38.26%		
26	30	-13.33%	Service Days	194	209	-7.18%		
5,953.9	11,009.9	-45.92%	Average Daily Passengers	7,645.1	11,493.3	-33.48%		
8.3703	16.5118	-49.31%	Passengers per Vehicle Hour	12.5975	17.4429	-27.78%		
0.7455	1.4239	-47.64%	Passengers per Vehicle Mile	1.0889	1.5070	-21.49%		
\$18.29	\$7.66	138.80%	Total Operating Cost Per Passenger	\$12.25	\$7.12	72.00%		
SUBURBAN (101-104, 110)								
5,190	12,133	-57.22%	Total Monthly Passengers	47,941	82,236	-41.70%		
23	22	4.55%	Service Days	151	149	1.34%		
225.7	551.5	-59.08%	Average Daily Passengers	317.5	551.9	-42.47%		
3.12	4.72	-33.97%	Passengers per Vehicle Hour	3.6387	4.7213	-22.93%		
0.14	0.20	-26.87%	Passengers per Vehicle Mile	0.1552	0.1976	-21.49%		
\$63.53	\$31.77	99.96%	Total Operating Cost Per Passenger	\$51.30	\$31.54	62.66%		
EXPRESS (60 & 61)								
774	7,304	-89.40%	Total Monthly Passengers	20,202	49,252	-58.98%		
23	22	4.55%	Service Days	151	149	1.34%		
33.7	332.0	-89.85%	Average Daily Passengers	133.8	330.6	-59.53%		
2.9178	7.6882	-62.05%	Passengers per Vehicle Hour	5.3174	7.6546	-30.53%		
0.1183	0.3031	-60.96%	Passengers per Vehicle Mile	0.2123	0.3018	-29.67%		
\$107.31	\$22.18	383.88%	Total Operating Cost Per Passenger	\$43.25	\$22.31	93.84%		
CIRCULATOR (50, 51, 53, & 59)								
0	7,004	-100.00%	Total Monthly Passengers	20,913	44,761	-53.28%		
0	30	-100.00%	Service Days	148	209	-29.19%		
-	233.5	-	Average Daily Passengers	141.3	214.2	-34.03%		
-	3,1227	-	Passengers per Vehicle Hour	2.9331	3.5279	-16.86%		
-	0.2951	-	Passengers per Vehicle Mile	0.2105	0.2801	-24.84%		
-	\$38.88	-	Total Operating Cost Per Passenger	\$60.27	\$37.05	62.66%		
DASH (54)								
0	5,390	-100.00%	Total Monthly Passengers	32,279	67,197	-51.96%		
0	22	-100.00%	Service Days	64	149	-57.05%		
-	245.0	-	Average Daily Passengers	504.4	451.0	11.83%		
-	5.5577	-	Passengers per Vehicle Hour	11.4410	10.2303	11.83%		
-	0.7502	-	Passengers per Vehicle Mile	1.5443	1.3809	11.83%		
-	\$10.97	-	Total Operating Cost Per Passenger	\$5.94	\$6.10	-2.64%		
GROCERY (91 - 95)								
0	1,758	-100.00%	Total Monthly Passengers	4,802	13,127	-63.42%		
0	22	-100.00%	Service Days	67	149	-55.03%		
-	79.90	-	Average Daily Passengers	71.7	88.1	-18.62%		
-	7.0550	-	Passengers per Vehicle Hour	5.1595	7.4899	-31.11%		
-	1.1522	-	Passengers per Vehicle Mile	0.9156	1.2920	-29.13%		
-	\$53.85	-	Total Operating Cost Per Passenger	\$86.96	\$51.15	70.02%		
Sunday Line-Service								
0	17,494	-100.00%	Total Monthly Passengers	50,067	119,975	-58.27%		
0	4	-100.00%	Service Days	14	30	-53.33%		
-	4,373.5	-	Average Daily Passengers	3,576.2	3,999.2	-10.58%		
-	13.64	-	Passengers per Vehicle Hour	11.51	12.76	-9.81%		
-	1.2201	-	Passengers per Vehicle Mile	0.9992	1.1175	-10.59%		
-	\$7.45	-	Total Operating Cost Per Passenger	\$10.17	\$8.26	23.10%		
Saturday Line-Service								
11,117	28,506	-61.00%	Total Monthly Passengers	148,681	217,558	-31.66%		
3	4	-25.00%	Service Days	29	30	-3.33%		
3,705.7	7,126.5	-48.00%	Average Daily Passengers	5,126.9	7,251.9	-29.30%		
7.3259	15.1854	-51.76%	Passengers per Vehicle Hour	11.0328	15.8208	-30.26%		
0.6393	1.3213	-51.62%	Passengers per Vehicle Mile	0.9370	1.3472	-30.45%		
\$17.85	\$6.63	169.10%	Total Operating Cost Per Passenger	\$11.57	\$6.62	74.62%		
Call-A-Bus								
167	103	62.14%	Total Monthly Passengers	821	831	-1.20%		
U of A ZipCard								
4,789	14,374	-66.68%	Total Monthly Passengers	46,117	110,523	-58.27%		
Akron Public Schools ID Cards								
3,829	13,842	-72.34%	Total Monthly Passengers	107,066	223,546	-52.11%		

2020 MONTHLY RIDERSHIP BY ROUTE

Route #	Description	JAN	FEB	MAR	APR	MAY	JUNE	JUL	% Change	Jul-19	AUG	SEP	OCT	NOV	DEC
1	West Market	38,625	37,594	25,620	17,511	17,039	21,352	23,072	-45.6%	42,441					
2	Arlington	39,892	38,688	29,350	22,126	18,823	22,333	22,321	-48.5%	43,369					
3	Copley Rd/Hawkins	20,833	20,837	16,438	11,330	9,159	11,081	10,903	-46.9%	20,535					
4	Delia/N Hawkins	10,619	10,257	5,904	2,826	2,329	2,618	2,728	-62.8%	7,327					
5	East Market/Ellet	7,742	8,161	5,415	2,816	2,027	2,689	3,359	-55.7%	7,577					
6	East Market/Lakemore	20,175	19,952	14,680	9,937	7,901	9,219	9,400	-49.1%	18,469					
7	Cuyahoga Falls Ave	11,094	11,119	7,975	5,198	5,066	5,116	5,167	-56.1%	11,763					
8	Kenmore/Barberton	19,155	18,533	13,098	10,294	8,175	8,974	9,676	-50.8%	19,647					
9	Wooster/East Ave	13,804	13,463	9,600	5,525	4,679	4,487	4,337	-62.4%	11,531					
10	Howard/Portage Trail	17,221	16,925	11,944	8,780	7,326	9,420	10,353	-44.7%	18,736					
11	South Akron	2,817	2,414	1,438	953	764	872	881	-60.9%	2,254					
12	Tallmadge Hill	13,010	12,601	8,193	4,715	4,097	4,355	4,540	-63.4%	12,401					
13	Grant/Firestone Park	14,006	14,017	10,395	6,822	5,706	5,954	5,985	-57.6%	14,106					
14	Euclid/Barberton XP	20,782	20,126	14,981	10,379	8,088	10,858	11,849	-46.6%	22,201					
17	Brown/Inman	15,037	14,504	10,529	6,302	4,534	4,738	4,846	-67.4%	14,885					
18	Thornton/Manchester	13,140	12,701	9,105	5,964	5,563	5,434	5,314	-58.6%	12,851					
19	Eastland	13,715	13,152	9,234	6,069	4,695	5,464	5,771	-57.3%	13,515					
21	South Main	2,496	2,037	1,731	928	804	964	987	-57.7%	2,334					
24	Lakeshore	3,790	3,648	2,335	1,301	953	1,315	1,328	-61.9%	3,483					
26	W Exchange/White Pond	5,198	5,247	3,637	1,707	912	1,804	2,022	-60.3%	5,088					
28	Merriman Valley	4,258	3,979	2,375	658	589	1,111	918	-61.3%	2,371					
30	Goodyear/Darrow	9,327	9,037	6,445	3,992	3,525	3,421	2,847	-68.6%	9,070					
33	State Rd/Wyoga Lake	5,428	5,546	4,092	2,426	1,968	2,439	2,744	-43.1%	4,819					
34	Cascade Village/Uhler	13,880	13,398	8,252	4,424	4,085	3,802	3,453	-63.7%	9,525					
50	Montrose Circulator	1,214	1,551	1,233	958	957	246	0	-100.0%	1,903					
51	Stow Circulator	1,488	1,493	962	726	565	186	0	-100.0%	1,400					
53	Portage/Graham	1,893	1,758	1,245	573	518	86	0	-100.0%	2,244					
54	DASH Circulator	13,347	13,849	5,083	0	0	0	0	-100.0%	5,390					
59	Chapel Hill Circulator	1,049	899	604	328	297	84	0	-100.0%	1,457					
60	NCX Chapel Hill/Cleveland	1,106	1,025	367	0	0	0	0	-100.0%	1,118					
61	NCX Montrose/Cleveland	6,030	5,603	2,818	997	787	695	774	-87.5%	6,186					
101	Richfield/Bath	918	889	482	313	467	424	461	-53.4%	989					
102	Northfield Express	3,146	3,100	1,687	678	494	962	989	-68.9%	3,178					
103	Stow/Hudson	2,985	2,969	2,291	893	602	1,191	1,449	-54.0%	3,147					
104	Twinsburg Creekside	2,588	2,158	1,625	1,074	1,116	1,313	1,424	-46.0%	2,639					
110	Green/Springfield	2,131	2,136	1,350	947	824	998	867	-60.2%	2,180					
TOTAL:		373,939	365,366	252,513	160,470	135,434	156,005	160,765	-55.6%	362,129	0	0	0	0	0

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

RESOLUTION 2020-20

A resolution authorizing the award of a contract for the construction of concrete shelter pads and sidewalks and installation of shelters.

WHEREAS, METRO has various locations that need updated concrete on shelter pads, and sidewalks, and

WHEREAS, METRO has secured locations for the construction of shelter pads, and additional sidewalk and repairs, and

WHEREAS, METRO has grant funding from grant #OH-2020-050-00 using Federal 5307 funding and 2020 State GRF UTP (Urban Transit Program) funding to cover the full cost of construction and installation for this project.

WHEREAS, legal notices were twice duly advertised on August 6, 2020 and August 13, 2020 in the Akron Beacon Journal, and on August 6, 2020 in The Reporter,

WHEREAS, such bids were received on September 11, 2020 from the following bidders:

Perrin Asphalt (Akron, Ohio) - \$122,650.00
A.R. Lockhart Construction (Akron, Ohio) - \$123,499.00

WHEREAS, METRO has deemed Perrin Asphalt the lowest, responsive bidder.

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

1. The Chief Executive Officer/Secretary-Treasurer is hereby authorized to execute all documents with Perrin Asphalt in the amount of \$122,650.00.
2. The Chief Executive Officer/Secretary-Treasurer is authorized up to a 10% contingency should change orders be necessary.
3. 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: September 29, 2020

**ROBERT E. DEJOURNETT,
PRESIDENT**

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

**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING MINUTES
416 KENMORE BOULEVARD BOARD ROOM
VIRTUAL MEETING VIA GOTOMEETING
WEDNESDAY, AUGUST 19, 2020
11:00 A.M.**

ITEM 1: CALL TO ORDER

Attendees: Donald Christian, Gary Spring, Renee Greene, Vincent Rubino, Chuck Rector, Dave Prentice, Mark Derrig, Dawn Distler, Molly Becker, Valerie Shea, Jarrod Hampshire, DeHavilland McCall, Jamie Saylor, and METRO team members.

Mr. Donald Christian called the meeting to order at 11:04 a.m.

ITEM 2: APPROVAL OF MINUTES FROM JULY MEETING

Motion to approve minutes by Renee Greene. Second by Mr. Vincent Rubino.

ITEM 3: SUB-COMMITTEE REPORTS

Marketing Report | Molly Becker

- Reviewed KPIs
- ArtsNow organization is bringing Live from Your Living Room on a METRO bus tomorrow, Thursday, August 20
- METRO's Advertising Sales Manager is retiring at the end of 2020. The RFP process has begun to outsource external advertising sales
- Creating a marketing plan for the METRO Connect pilot program beginning September 14, 2020
- Annual Report Distribution
- The Robert K. Pfaff Transit Center is a satellite location for the Akron Zoo's Backpack Adventures event today and tomorrow, Thursday, August 20
- METRO received four awards that were scheduled to be presented at the annual OPTA Conference back in April. Due to COVID-19, OPTA's Executive Director is scheduling visits to award winners.

Rail Report | Valerie Shea

- METRO is still in conversations with Summit Metro Parks and municipalities regarding the Akron Secondary rail line. Ms. Valerie Shea is hoping to provide a more detailed update to the committee in September

- Rail Property Management with GEO Mobility has been very successful thus far. The group is responsible for managing and maintaining utility agreements along the rail line and seeking new agreements. Last year, METRO collected \$25,000 from rail agreements and this year we're on track to collect \$150,000.
- Task-Order Contract for Rail Architecture and Engineering Services

Planning Report | Valerie Shea

- Reviewed KPIs and Performance Report
- The Fall 2020 Contingency Service Change goes into effect Sunday, August 23, bringing 81 percent of service back on the road including Sunday service. METRO Connect pilot program will start in mid-September.
- Daily boardings using EZfare mobile ticketing app are back up to 7 percent
- Ms. Valerie Shea gave a detailed presentation on the Strategic Plan Draft Recommendations for Board consideration

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.

ITEM 5: OTHER BUSINESS

ITEM 6: CALL FOR ADJOURNMENT

Adjourned at 12:40 p.m.