

**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING AGENDA
ROBERT K. PFAFF TRANSIT CENTER BOARD ROOM
WEDNESDAY, SEPTEMBER 21, 2022
9:30 AM**

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 5-8)
- Bus Rapid Transit Feasibility Study Update
- Discretionary Grant Report

Marketing Report | Molly Becker

- KPIs (Page 4)
- Free Fare Weekend Wrap-Up
- Pride Festival
- November Free Fare Days
- Introduce Grace Doyle: PR Specialist

Rail Report | Valerie Shea

- No Report

ITEM 4: RESOLUTIONS FOR CONSIDERATION

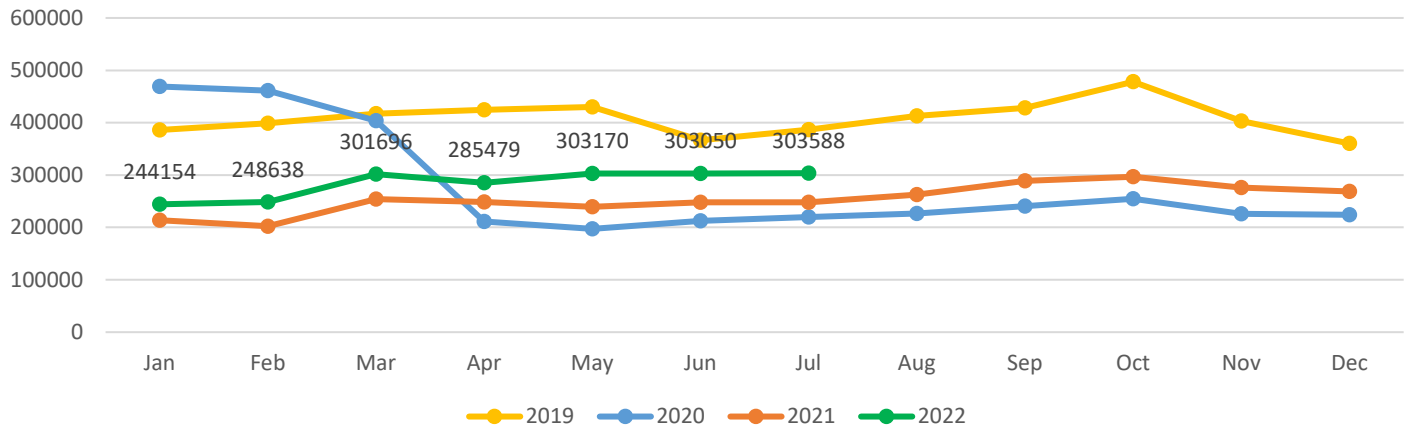
- None

ITEM 5: OTHER BUSINESS

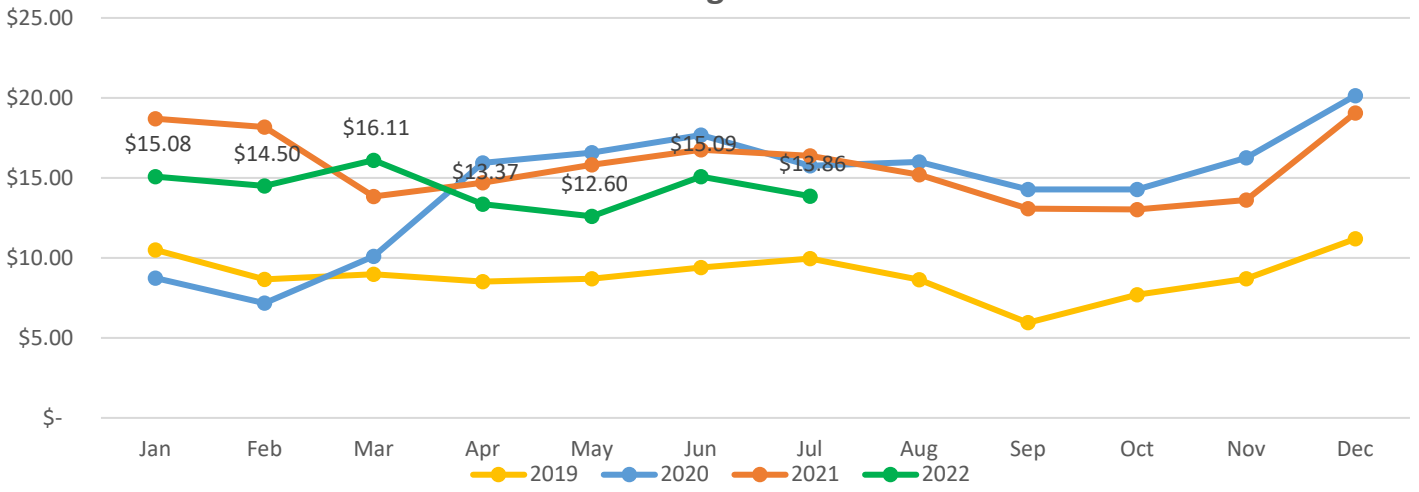
ITEM 6: CALL FOR ADJOURNMENT

Planning / Marketing / Rail – Key Performance Indicators

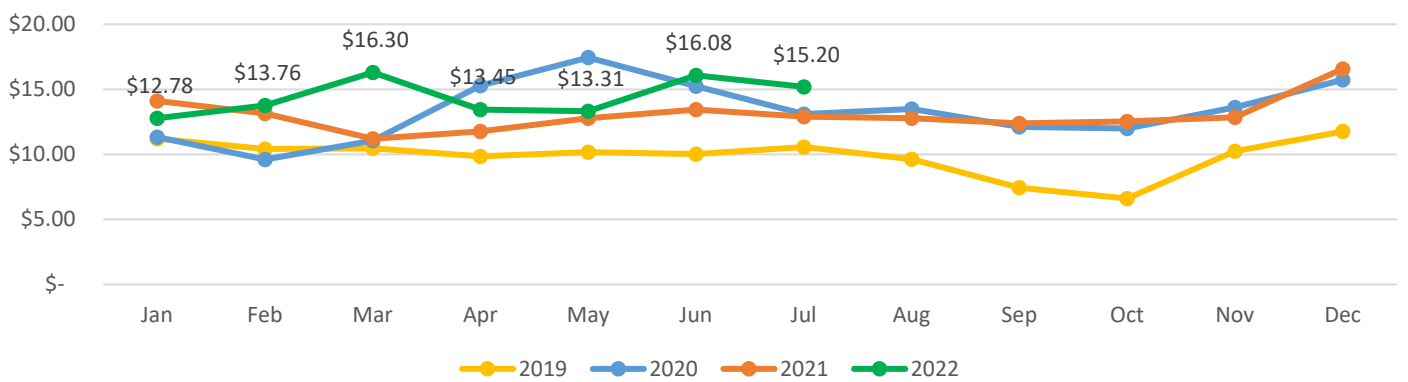
Total Ridership (Combined Demand Response and Fixed-Route)



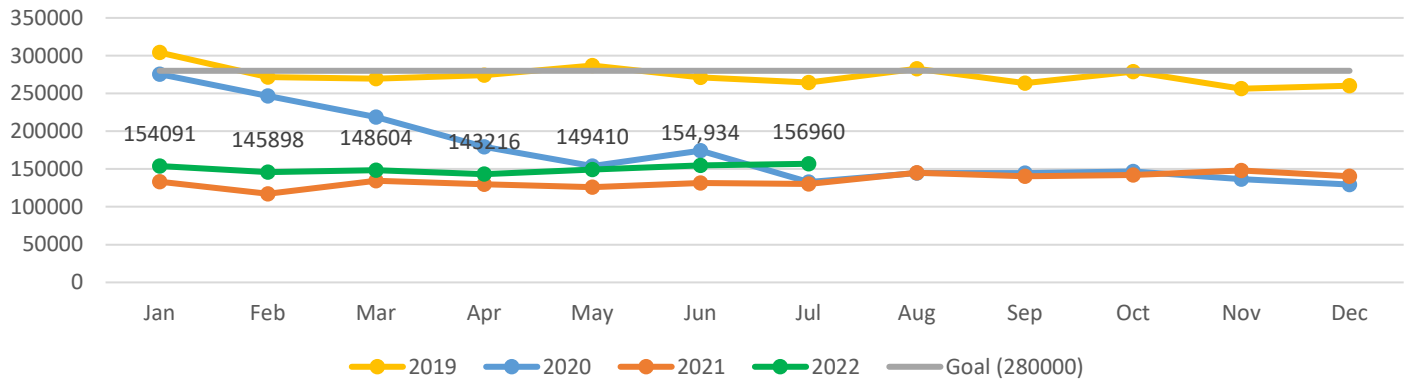
Cost Per Passenger - Fixed-Route



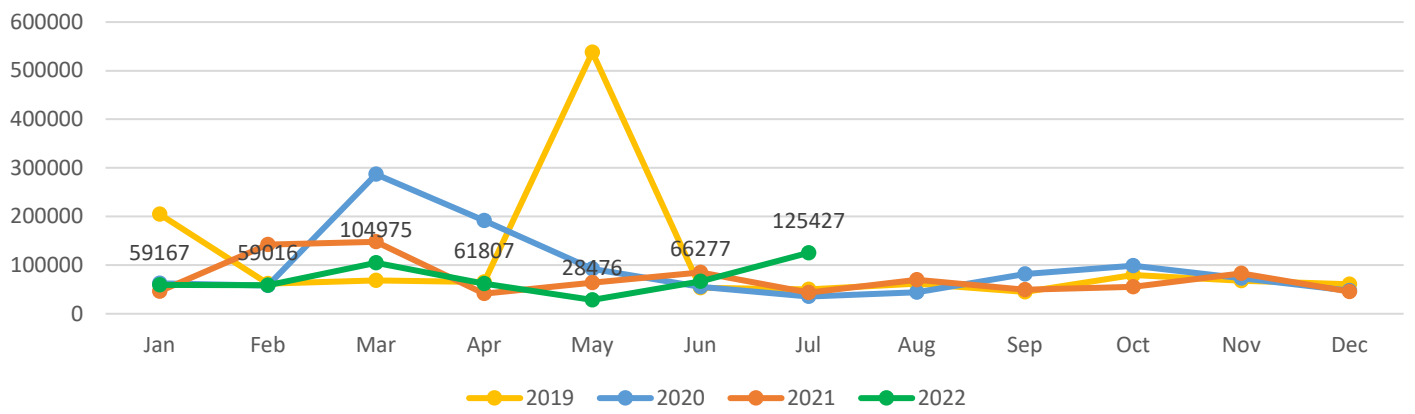
Cost Per Revenue Mile - Fixed-Route



Web Traffic



Social Media Impressions



**July 2022
Performance Reports
Combined Service**

Current Month			Year to Date			
July 2022	Jul 2021	Percentage Changed		2022	2021	Percentage Changed
Service Day Data						
21	22	-4.55%	Weekdays Operated	148	149	-0.67%
5	5	0.00%	Saturdays Operated	32	31	3.23%
5	4	25.00%	Sundays Operated	32	30	6.67%
Passenger Data						
303,605	247,974	22.43%	Total Passengers	1,990,331	1,653,886	20.34%
11,530	9,444	22.08%	Average Weekday Passengers	11,213	9,329	20.20%
8,073	5,194	55.44%	Average Saturday Passengers	6,350	5,147	23.37%
4,710	2,512	87.51%	Average Sunday Passengers	3,581	2,576	39.03%
Service Level Data						
448,409	496,163	-9.62%	Total Vehicle Miles	3,173,527	3,291,727	-3.59%
381,981	419,209	-8.88%	Total Vehicle Revenue Miles	2,699,638	2,786,007	-3.10%
0.79	0.59	34.37%	Average Passengers per Vehicle Revenue Mile	0.74	0.59	24.19%
34,020	35,835	-5.07%	Total Vehicle Hours	240,844	248,044	-2.90%
29,207	31,621	-7.63%	Total Vehicle Revenue Hours	206,865	215,078	-3.82%
10.4	7.8	32.55%	Average Passengers per Vehicle Revenue Hour	9.6	7.7	25.12%
Financial Data						
\$79,085	\$81,330	-2.76%	Cash Fares	\$544,677	\$580,072	-6.10%
\$77,770	\$56,900	36.68%	Ticket and Pass Revenue	\$569,159	\$415,833	36.87%
\$176,918	\$118,115	49.78%	Other Fare Related Revenue	\$935,205	\$774,302	20.78%
7.3%	5.7%	29.04%	Percentage Total Farebox Recovery	6.7%	5.9%	12.51%
\$11.93	\$10.77	10.74%	Average Cost per Vehicle Revenue Mile	\$11.39	\$10.73	6.17%
\$155.98	\$142.78	9.24%	Average Cost per Vehicle Revenue Hour	\$148.61	\$138.94	6.96%
\$15.01	\$18.21	-17.59%	Average Cost per Passenger	\$15.45	\$18.07	-14.51%
Safety Data						
2	2	0.00%	Preventable Accidents	20	15	33.33%
4	6	-33.33%	Nonpreventable Accidents	38	37	2.70%
6	8	-25.00%	Total Accidents	58	52	11.54%

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

**July 2022
Performance Reports
Demand Response**

Current Month

Year to Date

July 2022 Jul 2021 Percentage
 Changed

2022 2021 Percentage
 Changed

Service Day Data

July 2022	Jul 2021	Percentage Changed		2022	2021	Percentage Changed
21	22	-4.55%	Weekdays Operated	148	149	-0.67%
5	5	0.00%	Saturdays Operated	32	31	3.23%
5	4	25.00%	Sundays Operated	32	30	6.67%

Passenger Data

July 2022	Jul 2021	Percentage Changed		2022	2021	Percentage Changed
14,978	15,504	-3.39%	Total Passengers	104,123	99,626	4.51%
483	500	-3.39%	Average Passengers per Day	491	474	3.53%
68.4	49.0	39.59%	Average Saturday ADA Passengers	54.8	48.1	13.90%
34.6	17.3	100.58%	Average Sunday ADA Passengers	28.1	12.8	119.81%
42.9	37.0	15.95%	Average Total ADA Passengers	40.3	31.6	27.58%
4,623	4,214	9.71%	Total Purchased Transportation Pass.	32,668	26,755	22.10%

Service Level Data

July 2022	Jul 2021	Percentage Changed		2022	2021	Percentage Changed
91,110	99,160	-8.12%	Total METRO Vehicle Miles	638,276	684,463	-6.75%
46,201	46,409	-0.45%	Total Purchased Trans. Vehicle Miles	332,245	285,847	16.23%
137,311	145,569	-5.67%	Total Vehicle Miles	970,521	970,310	0.02%
118,833	123,921	-4.11%	Total Revenue Miles	829,982	805,541	3.03%
0.13	0.13	0.74%	Average Pass. per Revenue Vehicle Mile	0.13	0.12	1.44%
9,864	10,770	-8.41%	Total Vehicle Hours	73,245	76,552	-4.32%
8,259	8,793	-6.07%	Total Vehicle Revenue Hours	59,342	59,593	-0.42%
1.8	1.8	2.85%	Average Pass. per Vehicle Revenue Hour	1.8	1.7	4.96%
91%	90%	1.11%	On-time Performance - METRO	92%	93%	-1.83%
92%	89%	3.37%	On-time Performance - Purchased Transportation	93%	93%	-0.31%

Financial Data

July 2022	Jul 2021	Percentage Changed		2022	2021	Percentage Changed
\$33,036	\$31,582	4.61%	Cash Fares	\$217,348	\$199,134	9.15%
\$1,406	\$400	251.56%	Ticket and Pass Revenue	\$9,826	\$14,777	-33.51%
\$82,955	\$72,525	14.38%	Other Fare Related Revenue	\$557,986	\$450,436	23.88%
21.1%	14.8%	42.98%	Percentage Total Farebox Recovery	21.3%	14.3%	49.04%
\$5.48	\$6.99	-21.55%	Average Cost per Vehicle Revenue Mile - METRO	\$5.18	\$7.01	-26.09%
\$3.15	\$3.06	3.20%	Average Cost per Vehicle Revenue Mile - Purchased Transportation	\$3.10	\$2.98	4.25%
\$76.07	\$92.50	-17.76%	Average Cost per Vehicle Revenue Hour - METRO	\$69.70	\$89.30	-21.95%
\$48.78	\$49.74	-1.91%	Average Cost per Vehicle Revenue Hour - Purchased Transportation	\$46.76	\$46.68	0.17%
\$41.16	\$51.75	-20.46%	Average Cost per Passenger - METRO	\$38.82	\$53.73	-27.76%
\$28.03	\$29.24	-4.13%	Average Cost per Passenger - Purchased Transportation	\$27.98	\$27.47	1.86%
4.4	5.3	-18.54%	Average Small Bus Age	4.1	5.3	-23.94%

Safety Data

July 2022	Jul 2021	Percentage Changed		2022	2021	Percentage Changed
0	1	-100.00%	Preventable Accidents	1	3	-66.67%
0	2	-100.00%	Nonpreventable Accidents	6	10	-40.00%
0	3	-100.00%	Total Accidents	7	13	-46.15%

**July 2022
Performance Reports
Fixed Route**

Current Month			Year to Date			
Jul 2022	Jul 2021	Percentage Changed		2022	2021	Percentage Changed
Service Day Data						
21	22	-4.55%	Weekdays Operated	148	149	-0.67%
5	5	0.00%	Saturdays Operated	32	31	3.23%
5	4	25.00%	Sundays Operated	32	30	6.67%
Passenger Data						
288,627	232,470	24.16%	Total Passengers	1,886,208	1,554,260	21.36%
11,047	8,944	23.51%	Average Weekday Passengers	10,722	8,854	21.10%
8,004	5,145	55.59%	Average Saturday Passengers	6,295	5,099	23.46%
4,675	2,494	87.42%	Average Sunday Passengers	3,553	2,563	38.63%
Service Level Data						
311,098	350,594	-11.27%	Total Vehicle Miles	2,203,006	2,321,417	-5.10%
263,148	295,288	-10.88%	Total Vehicle Revenue Miles	1,869,656	1,980,466	-5.60%
262,132	294,444	-10.97%	Total Scheduled Vehicle Revenue Miles	1,868,891	1,972,918	-5.27%
1.1	0.8	39.32%	Average Passenger per Revenue Vehicle Mile	1.0	0.8	28.55%
24,156	25,065	-3.63%	Total Vehicle Hours	167,599	171,492	-2.27%
20,948	22,828	-8.23%	Total Vehicle Revenue Hours	147,523	155,485	-5.12%
20,892	22,779	-8.29%	Total Scheduled Vehicle Revenue Hours	147,552	154,936	-4.77%
13.8	10.2	35.29%	Average Passenger per Vehicle Revenue Hour	12.8	10.0	27.91%
79%	80%	-1.25%	On-time Performance	78%	81%	-3.56%
Financial Data						
\$46,049	\$49,749	-7.44%	Cash Fares	\$327,330	\$380,938	-14.07%
\$76,364	\$56,500	35.16%	Ticket and Pass Revenue	\$559,334	\$401,057	39.47%
\$93,964	\$45,591	106.10%	Other Fare Related Revenue	\$377,219	\$323,866	16.47%
5.4%	4.0%	35.65%	Percentage Total FareBox Recovery	4.7%	4.4%	6.59%
\$15.20	\$12.89	17.88%	Average Cost per Vehicle Revenue Mile	\$14.47	\$12.74	13.58%
\$190.94	\$166.79	14.48%	Average Cost per Vehicle Revenue Hour	\$183.40	\$162.28	13.01%
\$13.86	\$16.38	-15.39%	Average Cost per Passenger	\$14.34	\$16.23	-11.65%
8.3	7.4	11.46%	Average Big Bus Age	8.0	7.4	7.95%
Safety Data						
2	1	100.00%	Preventable Accidents	19	12	58.33%
4	4	0.00%	Nonpreventable Accidents	32	27	18.52%
6	5	20.00%	Total Accidents	51	39	30.77%

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

2022 MONTHLY RIDERSHIP BY ROUTE

Route#	Description	JAN	FEB	MAR	APR	MAY	JUNE	JULY	% Change	Jul-21	AUG	SEP	OCT	NOV	DEC
1	West Market	27,840	28,371	32,705	33,362	31,226	35,888	37,307	12.3%	33,222					
2	Arlington	26,686	26,310	30,696	30,537	28,376	33,035	35,680	25.1%	28,513					
3	Copley Rd/Hawkins	13,455	14,263	17,818	16,914	13,800	18,131	18,391	25.4%	14,667					
4	Delia/N Hawkins	5,310	5,032	6,581	6,087	4,872	5,346	5,414	30.8%	4,138					
5	East Market/Ellet	4,406	4,490	5,568	5,199	3,851	5,359	5,446	18.7%	4,587					
6	East Market/Lakemore	14,119	14,800	18,280	17,229	14,512	18,764	19,108	35.8%	14,073					
7	Cuyahoga Falls Ave	6,970	6,938	8,658	8,866	7,346	10,034	10,079	32.5%	7,608					
8	Kenmore/Barberton	12,359	12,885	15,724	15,262	12,588	16,509	16,805	17.7%	14,277					
9	Wooster/East Ave	7,454	7,594	9,299	8,424	8,094	8,495	8,113	4.9%	7,732					
10	Howard/Portage Trail	13,252	13,526	16,617	16,615	13,194	18,613	18,908	24.9%	15,139					
11	South Akron	1,333	1,451	1,856	1,576	1,238	1,594	1,414	-12.6%	1,617					
12	Tallmadge Hill	6,155	6,273	7,576	6,898	5,755	6,897	6,743	11.2%	6,064					
13	Grant/Firestone Park	8,813	9,622	11,260	10,179	7,836	11,705	12,048	34.4%	8,963					
14	Euclid/Barberton XP	15,383	15,656	19,720	18,822	15,170	20,652	21,340	23.5%	17,282					
17	Brown/Inman	6,364	6,612	8,006	7,346	6,805	7,818	8,169	21.0%	6,754					
18	Thornton/Manchester	7,673	8,077	9,561	8,860	7,507	9,699	9,198	16.2%	7,913					
19	Eastland	8,140	7,755	9,380	8,851	7,926	9,579	9,317	14.8%	8,119					
21	South Main	1,346	1,481	1,931	1,482	1,609	1,623	1,569	-8.0%	1,706					
24	Lakeshore	2,250	2,298	2,826	2,475	2,210	2,363	2,199	-9.5%	2,431					
26	W Exchange/White Pond	2,602	2,699	3,741	3,592	2,836	4,059	3,775	27.3%	2,965					
28	Merriman Valley	3,230	3,250	4,395	3,416	2,285	2,298	2,346	16.4%	2,015					
30	Goodyear/Darrow	4,543	4,376	5,503	5,289	4,635	5,695	6,135	32.3%	4,637					
33	State Rd/Wyoga Lake	2,433	2,535	3,182	2,648	2,514	3,097	2,975	18.7%	2,506					
34	Cascade Village/Uhler	5,685	5,895	7,111	6,555	6,625	6,456	6,692	-0.3%	6,711					
54	DASH Circulator	5,262	5,106	5,426	5,550	1,685	528	0	#DIV/0!	0					
61	NCX Montrose/Cleveland	1,314	1,417	1,830	1,494	1,101	545	1,577	-1.9%	1,607					
101	Richfield/Bath	473	444	598	485	678	545	543	-15.4%	642					
102	Northfield Express	1,371	1,397	1,952	1,711	1,363	1,909	1,712	3.8%	1,650					
103	Stow/Hudson	1,589	1,628	1,908	2,063	1,344	1,644	1,030	-33.4%	1,546					
104	Twinsburg Creekside	1,165	1,080	1,411	1,290	1,135	1,322	1,279	3.1%	1,240					
110	Green/Springfield	1,599	1,570	1,788	1,874	1,396	1,903	1,505	-5.0%	1,584					
600	Zone	357	342	379	354	426	403	213	-45.7%	392					
TOTAL:		220,931	225,173	273,286	261,305	221,938	272,508	276,817			0	0	0	0	0

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

**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING MINUTES
ROBERT K. PFAFF TRANSIT CENTER BOARD
ROOM WEDNESDAY, AUGUST 17, 2022
9:30 AM**

Committee

Members Present: Donald Christian, Renee Greene, Dana LaGarde, Robert Konstand, Gary Spring

Trustees Present: Vince Rubino, John Valle, David Prentice, Robert DeJournett

METRO Team

Members Present: Dawn Distler, Molly Becker, Jay Hunter, Angela Neeley, Jarrod Hampshire, Eric Scott, DeHavilland McCall, Valerie Shea, Tatia Harris, Matt Mullen, Jamie Saylor, Bambi Miller, Sean Metcalf

CALL TO ORDER

Mr. Donald Christian called the meeting to order at 9:30 am

APPROVAL OF MINUTES FROM JULY MEETING

Mr. Donald Christian made a motion to approve minutes from the July 2022 meeting. The minutes were unanimously approved.

SUB-COMMITTEE REPORTS

Planning Report | Tatia Harris/ Matt Mullen

Special Acknowledgement was given to Matt Mullen for his work on the Triennial Review. KPIs were reviewed. A question was asked whether fuel costs affect KPIs, it was reported that it did not due to a fixed-rate constant. Grant status was reported. A question was asked the FTA conversations ongoing, and it was reported that that would be addressed in the Rail Report.

Marketing Report | Molly Becker

Reviewed KPIs. It was reported that the Drive-a-Bus event had been successful. It was reported that social media marketing played a large role in the success of the event, and website and social media traffic data was reviewed, as well as specific media strategies used for this event, such as radio and wrapped buses. A question was asked about how many of the 99 applicants were expected to be retained, and it was reported that retention above 50% would be the goal. It was emphasized that many people applied who did not attend the hiring

event due to the wide reach of the marketing effort. A question was asked about the CDL process as an aspect of the hiring process. It was reported that potential operators were responsible for obtaining their temporary CDL, and METRO then trained them on how to drive the bus. A question was asked about Akron Public Schools and METRO's benefits and compensation in comparison. It was reported that METRO had better compensation, but the hours were tougher. The Akron Urban League award was discussed. Upcoming events, including Backpack Adventures with the Akron Zoo, University of Akron Orientations, Akron Pride March, and others.

Rail Report | Dawn Distler

It was reported that METRO's rail properties were subject to FTA regulation due to being acquired with federal funding. It was also reported that the FTA would partner with METRO in building the Maintenance and Operations Facility. It was reported that the rail was originally purchased for passenger rail, and when METRO requested permission to use the rail for secondary use, the FTA responded unfavorably to the proposition. It was reported that now, METRO was in talks to reach an agreement with the FTA to use the rail for secondary use, as well as exploring other options should an agreement for secondary use not be reached. A question was asked about what route the rail runs. It was reported that METRO originally envisioned a "dinner train" but there was pushback from the community. A question was asked about whether there was a deadline to address the issue, and it was reported that until the FTA hands down their ruling, there was no deadline. A question was asked about the value of the land and potential buyers for the rail. It was reported that specific determinations on the value and potential buyers would come to the forefront following the FTA ruling. A question was asked about a potential buyer taking ownership of the obligation to the FTA, and it was reported that the responsibility to pay back FTA funds would transfer with ownership of the rail. A question was asked about the profit of the asset, and it was reported that the rail operated at a loss for METRO.

Resolutions

OTHER BUSINESS

Mr. Brubaker was recognized. The ideal timeline for development of the trail was reported, as well as an offer to assist METRO with logistics related to the project.

CALL FOR ADJOURNMENT

Adjourned at 10:15 am

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

DRAFT