METRO PAST & PRESENT
STRATEGIC PLAN GOALS

- EMERGE AS A NATIONALLY RECOGNIZED MID-SIZED TRANSIT AGENCY
- IMPLEMENT INNOVATIVE SERVICE APPROACHES
- CREATE ECONOMIC OPPORTUNITY
- DEVELOP ACTION-ORIENTED PLAN
- IMPROVE SERVICE QUALITY AND COST EFFECTIVENESS
- EXPAND COLLABORATION WITH COMMUNITY PARTNERS
- EMERGE AS A NATIONALLY RECOGNIZED MID-SIZED TRANSIT AGENCY

METRO
THE THREE QUESTIONS:

Where are we now?

Where are we going?

How do we get there?
THE THREE QUESTIONS:

Where are we now?

Where are we going?

How do we get there?
STATE OF THE METRO SYSTEM

- Operating Expenses: Rising
- Sales Tax Revenue: Falling
- Passenger Trips: Falling
STATE OF THE METRO SYSTEM

- Operating Expenses: Rising
- Sales Tax Revenue: Falling
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OUTREACH & INREACH

- Board of Trustees
- Agency Team Members
- Stakeholder Outreach
- On-Board Survey
- Public Outreach Events
- Online Surveys
- Online Outreach Events
MEETING PEOPLE WHERE THEY ARE

Community Stakeholders

METRO Operators & Front-Line Team Members

Public & METRO Customers

METRO Board & Leadership Team
ON-BOARD SURVEY RESULTS

Most common trip purpose on METRO is to GO TO WORK

HALF of METRO riders have household incomes BELOW $20,000

About HALF of trips on METRO require a TRANSFER

96% WALK to access the bus

METRO riders are slightly more likely to be MALE

Male 57%
Female 43%

Based on survey of 1,900 METRO Line Service Customers – January-February 2020
METROQUEST ON-LINE SURVEY

Help us advance transit for the coming decade!

METRO RTA is developing a strategic plan to lead us into the next decade. Not a transit rider? Chances are you depend on someone who uses transit. Public transportation matters to thousands of people in our community.

Transportation options, like walkability and good transit service, impact livability and will play a major role in Summit County’s future as a thriving and resilient community.

600+ responses
Which option best describes where you currently live?

- Urban Neighborhood: 58%
- Suburban Area: 30%
- Rural Area: 6%
- Downtown City Center: 6%

Where do you see yourself living in the next 10 years?

- Urban Neighborhood: 41%
- Suburban Area: 42%
- Rural Area: 9%
- Downtown City Center: 6%
Service focused on high-demand corridors

Coverage
Service spread evenly over the service area

Frequency vs. Coverage

- Coverage 35%
- Frequency 65%

METROQUEST SURVEY RESULTS
## Stakeholder & Public Feedback

### Stakeholders
- Positive and supportive of METRO
- Desire more collaboration with METRO
- Faster, more frequent service
- On-demand service to underserved areas
- More infrastructure, amenities

### Public
- Likes METRO service, operators, customer service
- Need later evening service
- Need more weekend service
- Prefer frequency to coverage
- Simpler, lower fares
THE THREE QUESTIONS:

- Where are we now?
- Where are we going?
- How do we get there?
PUBLIC TRANSIT IS ADAPTING TO A CHANGING WORLD
IMPACT OF COVID-19 AND SOCIAL JUSTICE MOVEMENT
### SUMMARY: WHERE METRO IS GOING

<table>
<thead>
<tr>
<th>Reimagining</th>
<th>Improving</th>
<th>Innovating</th>
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<tbody>
<tr>
<td>Reimagining METRO as a provider of regional mobility</td>
<td>Improving rider experience by providing faster, more frequent service and more amenities on core corridors</td>
<td>Meeting the community’s connectivity challenges with New Mobility options</td>
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THE THREE QUESTIONS:

Where are we now?
Where are we going?
How do we get there?
ACTION PLAN FOR REGIONAL MOBILITY
Rebrand METRO as Summit County's Regional Mobility Provider

Fixed-Route Redesign  New Mobility Strategies  Demand Response Realignment

Financial Stability & Fare Policy  Organizational Development & Realignment  Sustainable Fleet & Facility Improvements  Transit Oriented Development & Innovative Property Management  Technology Innovations  Performance Monitoring
FIXED ROUTE REDESIGN

Key Corridors

Operate high-frequency service on key corridors

Serve lower-density areas with low-frequency or New Mobility services
FIXED ROUTE REDESIGN

Prioritize Amenities

Frequent Service

Infrastructure Enhancements

Improved Amenities
NEW MOBILITY STRATEGIES

Pilot Innovative Mobility Options to Create Community Connections
DEMAND RESPONSE REALIGNMENT
SUPPORTIVE STRATEGIES

- Financial Stability & Fare Policy
- Organizational Development & Realignment
- Sustainable Fleet & Facility Improvements
- Transit Oriented Development & Innovative Property Management
- Technology Innovations
- Performance Monitoring
ACTION MATRIX
NEXT STEPS

- Incorporate your feedback into the plan
- METRO Board of Trustees approval
- First steps in plan implementation
Thank you for attending!

Please visit our website for more information and to provide additional feedback:

www.akronmetro.org/strategic-plan.aspx

https://www.facebook.com/AkronMETRORTA/
https://twitter.com/AkronMETROBus
https://www.instagram.com/metrobus_summitcounty/