METRO RTA is the premier public transportation provider serving residents and visitors of Summit County through our current and future mobility options, including fixed-route, demand response, and express routes to and from Cleveland.
2020 was a year of massive disruption, when service work and workers were solidified as essential and many in our community shifted from financial security to financial survival. Through it all, METRO never stopped. We slowed down a little, but we never stopped.

This is a testament to the commitment and passion of METRO’s Board of Trustees and our team. We truly feel the members of our METRO team are s/heroes who show up every day and give their best to provide Summit County with essential transportation services. It has not always been easy; we have had to adapt our processes and make hard decisions. However, the result of those efforts is undeniable: we kept Summit County moving, even in the most challenging circumstances. The question is where do we go from here?

Our team worked diligently on developing METRO’s Strategic Plan and spent the better part of 2020 laying out a new, bold roadmap our Board enthusiastically adopted in order to answer that question. And the answer is this: It is time for a shift in thinking. As a public transportation system, we tend to look at transportation barriers at the macro level, focusing on the number of rides we provide. It is a good benchmark, but it is not enough. People experience transportation barriers daily in neighborhoods and housing complexes, churches, schools, and workplaces. Moreover, we all recognize that just because the need is met in metropolitan neighborhoods does not mean it is met in suburban neighborhoods.

We are identifying the highest needs within our county by working with our passengers, stakeholders, and community partners. Our commitment to equity and inclusion demands that we serve all neighborhoods according to their needs, regardless of location. We will continue reinventing METRO as a mobility solutions provider and supply not just a ride, but an array of services that work in each neighborhood for each person. This new way of thinking embodies our vision for the community we serve, as a place in which all neighbors are empowered within an equitable transit system. We know that vision is attainable — when we work together. Are you with us?“

Sincerely,

Robert DeJournett,  
Board of Trustees President

Dawn Distler,  
Chief Executive Officer
For more than 50 years, METRO has provided essential services to residents and visitors of Summit County, transporting people to work, school, and medical appointments. The essential nature of these services has never been more important than it was in 2020 when the COVID-19 pandemic arose. METRO’s services were vital in keeping our community moving, even during the toughest of times.

Throughout the trials and tribulations of the pandemic, METRO’s team continued showing up each and every day. Their unwavering dedication and commitment to serving the public overcame their personal feelings of concern regarding the ongoing crisis unfolding before them.

**Dedication to Safety**

Above all else, METRO’s highest priority is safety – safety of its team members, and safety of its passengers and community members. This dedication to safety is what allowed operations to continue throughout the pandemic.

METRO followed guidance from local, state, national, and global health organizations to implement safety measures on its buses and properties. Beginning April 29, 2020, face coverings became mandatory for team members and passengers. Personal protection equipment, such as masks, face shields, gloves, and hand sanitizer, was made available for all team members.

METRO switched to stronger cleaning solvents and its Vehicle Services team visited the Robert K. Pfaff Transit Center throughout the service hours to clean and disinfect bus interiors, focusing on stanchions, handrails, and fareboxes. Additionally, METRO filled four new vehicle detailer positions within the organization to enhance its sterilization and cleanliness efforts onboard.
METRO installed hand sanitizer dispensers on buses and encouraged social distancing when possible. With operator input, METRO also installed plexiglass barriers designed specifically for METRO buses. From March 17 to June 8, METRO also waived bus fares to help alleviate the financial burdens experienced by so many, in addition to limiting contact with fareboxes.

Transporting Essential Workers
During the lockdown, travel was limited to essential trips only. This included travel to and from work, grocery stores, and medical trips. The individuals providing these services are essential to our community: healthcare workers, grocery store employees, and other frontline workers like emergency responders. As essential frontline employees themselves, METRO bus operators had the privilege of transporting many of these essential workers to their workplace in order to provide vital services to the public.

A Safe Way to Pay
Mobile ticketing offered passengers easy, safe, and contactless payment for METRO services. Passengers can purchase bus passes through EZfare, which is also available on Moovit, Uber, and Transit apps.

Mobile ticketing is an essential element of the safety protocols METRO has adopted since the pandemic began.

Thank You to Our Donors
METRO is thankful to the Women’s Endowment Fund, Starbucks #2736, Summit County Public Health, and Summit County Division of Public Safety for donations of meals, beverages, and PPE for our essential team members. The METRO team is exceedingly grateful for the support and contributions of its community throughout the toughest of times.
On October 29, 2020, METRO and three of its team members were recognized with state-level awards from the Ohio Public Transit Association (OPTA) during an awards ceremony at the Robert K. Pfaff Transit Center. Congressman Tim Ryan, Minority Leader Emilia Sykes, and OPTA Executive Director Matt Carle were among attendants.

The 2020 OPTA Excellence Award winners are:

- **Valerie Shea, Director of Planning and Strategic Development; Four Under Forty Award** recognizing Shea’s achievements in transit and leadership within the community.

- **Operators Sandra Guess and Amanda Jones; Community Impact Award** for helping a lost child reunite with their family in January 2019.

- **METRO RTA; Milestone Award** for celebrating 50 years on the road, with 100 years of experience, in August 2019.

During the ceremony, METRO also announced a $450,000 grant award from the Federal Transit Administration’s HOPE Program. METRO is one of 25 recipients to be awarded this competitive grant.

The HOPE (Helping Obtain Prosperity for Everyone) Program targets projects with potential to introduce innovative solutions to address the challenges faced by areas of persistent poverty. METRO, in partnership with the City of Akron, will utilize this planning grant to evaluate the feasibility of transit-oriented development within the city to leverage existing transit investment and create job and housing opportunities.

In September, METRO also received a Certificate of Merit for Bus Security from the American Public Transportation Association (APTA) 2020 Bus and Rail Safety & Security Excellence Awards.
The Women’s Transportation Seminar (WTS) Northeast Ohio Chapter awarded METRO the Employer of the Year Award in 2020. The award recognizes METRO’s commitment to strengthening the transportation industry through recruiting, retaining, and advancing women within the industry, providing career development and opportunities for professional growth within their organization and supporting WTS.

METRO is part of a team led by NEORide that was awarded a $1.9 million Integrated Mobility Innovation (IMI) grant by the Federal Transit Administration. The multi-year grant, shared by 10 other transit providers, funded the purchase and installation of validators for use with the EZfare mobile ticketing platform and ticketing integration with Transit app, data collection, and survey research. Funding will also support the development of an innovative alternative payment application that will enable users to pay for transit and other transportation services using their phone or a "smart card" rather than cash.
A New Direction

2020 was full of promise and excitement for METRO RTA. With plans to begin a multi-step strategic planning process, METRO hit the ground running. The process began with a series of public outreach and employee inreach events, surveys, and conversations, including the kickoff of “Buses & Brews,” where METRO sought public input by bringing conversations about the future of public transit to local coffee shops and breweries.

Of course, the world had other plans. The COVID-19 pandemic halted the Buses & Brews series and forced us to focus on the situation at hand. Every team member dedicated 100% of their time and energy to keeping the community safe, and although METRO faced many uncertainties, one thing became clear: transit is essential. This provided an even greater focus for METRO’s Strategic Plan.

Nine new Gillig buses featuring a new, sleek design and added amenities joined METRO’s fleet in 2020.

In December, METRO completed construction of its Independence Transit Center at 1280 Independence Avenue in Akron.

RECEIVED
$12.6 million
IN FEDERAL AND STATE GRANTS
*excludes CARES funding

APPLIED FOR
10 grants
TOTALING
$27 million

14 ONGOING PROJECTS USING FEDERAL, STATE, AND LOCAL GRANTS
METRO was able to move forward knowing its plans for the future must include continuing to provide equitable access for the community, as well as improved connections for essential employees and transit loyal passengers.

METRO began to re-focus on the development of the plan, using lessons from the pandemic combined with its early outreach results to help shape the recommendations. Thankfully, we were able to gather community member feedback from in-person events and onboard surveys prior to the pandemic, and online surveys collected throughout the summer. By combining that feedback with a thorough review of agency data, METRO’s team developed a series of strategies that offer an exceptional framework for its future.

On November 24, 2020, METRO’s Board of Trustees officially adopted the Strategic Plan, setting the roadmap for METRO’s next ten years. Through a variety of operational and supporting strategies, the plan places METRO on a sustainable path toward becoming Summit County’s premier regional mobility provider. As METRO works to begin implementation of the Strategic Plan, a full operational analysis and transit-oriented development plan will assist with the development of and transition to new types of service.

METRO is confident its Strategic Plan details a clear roadmap that will guide the organization into the future, but allow for redirection when the need arises. We are grateful for the support of our Board of Trustees, team members, and the community for supporting our vision. We are clear about the final destination, but there is much more to be determined about how our road trip will unfold. There is still much work to be done, but there is one thing we can be sure of: the future of public transportation in Summit County is a bright one!

Happy Birthday Jackson!

In 2020, birthday celebrations became drive-by parties for persons of all ages. METRO was honored to be on the guest list for Jackson, METRO’s biggest fan. Our bus led the caravan past Jackson’s house to wish him a happy birthday. The birthday boy, age two, was also able to jump onboard the bus and celebrate in style. Jackson’s grandma contacted METRO to thank us for always waving to her grandson as he excitedly waits for buses to pass by their home. Happy birthday to Jackson, future transit professional (we hope)!
There was a special kind of love in the air in February 2020: a love for transit. On February 14, METRO celebrated Ohio Loves Transit Day, a statewide initiative highlighting how public transportation is the strong economic engine of Ohio’s communities.

Hosted annually by the Ohio Public Transit Association (OPTA), Ohio Loves Transit provides an opportunity for Summit County to showcase how public transit is necessary for our economy and enhances mobility for all - especially through access to jobs and medical appointments.

Transit drives Ohio’s economy, with national statistics showing that every $1 invested in public transit generates $4 in economic return. METRO riders use public transit to visit area shopping centers, libraries, parks, bike trails, and countless other leisure time destinations.

In celebration of Ohio Loves Transit Day, METRO provided free fares on all services and distributed Ohio Loves Transit buttons on its DASH buses. Anyone with a button was eligible to receive a special free treat from one of eight participating downtown Akron businesses, made possible by a collaboration with Downtown Akron Partnership.

METRO team members, dubbed “bus stop Cupids” for the week, traveled throughout the county distributing valentines with candy and bus passes to lucky riders. Local elected officials from Akron City Council, Stow City Council, and Summit County Council also highlighted this important day of advocacy.

On Ohio Loves Transit Day, Summit County travelers spread the love for public transit by taking more than 17,500 trips!
In September 2020, METRO debuted METRO Connect, a new mobility option serving designated areas within Cuyahoga Falls, Stow, and Tallmadge. METRO Connect is a pilot program.

Customers are encouraged to call ahead to schedule their trip, and will be picked up at the closest bus stop and transported to the stop closest to their destination. The designated service area is outlined on the METRO Connect map, viewable on akronmetro.org.

METRO Connect is available Monday through Friday from 7 a.m. to 5 p.m. For a guaranteed pick-up time, reservations are encouraged one business day prior to the scheduled trip by calling (330) 376-5353. Customers with reservations will receive a 15 minute pick-up window. Regular bus fare applies.

This pilot program is an opportunity for METRO to explore a new mobility option to better serve customers traveling in the Cuyahoga Falls, Stow, and Tallmadge areas. As travel patterns change, METRO continues to look for innovative solutions to provide more efficient service to the communities it serves.

METRO Connect trips totaled 199 in 2020. METRO looks forward to continuing evaluation of this pilot program’s success.

2020: At a Glance

161,689
Scheduled Demand Response Trips

METRO Vehicles traveled over 5.2 million miles

Customer Care responded to 266,533 inquiries about fixed-route and demand response services.
Public transportation is environmentally friendly by nature, but METRO’s commitment to sustainability means more than reducing traffic congestion. In 2020, METRO formed its Green Team, a group of team members whose goal is to educate, empower, and inspire others within the organization to establish and promote environmentally sustainable practices.

The Green Team’s first success was adjusting printers’ default settings to print double-sided. Next, they replaced liquid hand soap dispensers with foam soap, leading to increased water savings and decreased environmental waste.

Another eco-friendly accomplishment was the installation of water bottle refill stations on METRO properties. The water bottle refill stations were operational in November and encourage team members to replace disposable single-use water bottles with a refillable option, saving a limitless number of plastic water bottles from landfills and oceans.

Besides ensuring eco-friendly practices within the organization, METRO’s Green Team is committed to serving the community. In September, the Green Team volunteered for a cleanup day in the Summit Lake neighborhood, removing and properly disposing of litter. METRO is appreciative of its partnership with the Ohio & Erie Canalway Coalition for assistance with coordination and donation of supplies to ensure the cleanup day’s success.

METRO Goes Green

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Balancing health and wellness isn’t always easy, especially given the circumstances surrounding the COVID-19 pandemic. That’s why in 2020, METRO committed to offer engagement, motivation, support, and strategies to employees seeking healthier lifestyles.

**METRO offers the following wellness incentives and resources year-round:**

- **Gym membership reimbursement for team members who visit a fitness center 100 or more times a year;**
- **A walking path at METRO’s headquarters on Kenmore Blvd. for those seeking fresh air and movement;**
- **LifeServices Employee Assistance Programs, addressing topics such as counseling, finance, health and wellness, parenting, work-life balance, and more.**

In June, METRO launched its second annual Wellness Challenge. The challenge was comprised of wellness BINGO boards containing a series of physical and mental exercises, such as completing a watersport, meditating, walking a specific number of miles, listening to a podcast, etc. Those who achieved one or more BINGOs were eligible to win prizes to further their commitment to wellness, such as sports store gift cards or water bottles.

METRO also participated in the SparkAkron 2020 Fit City Challenge. Team members who joined the challenge logged active minutes doing the physical activity of their choosing, such as walking, biking, swimming, playing sports, etc. The challenge ran from August 1 to September 1 and allowed organizations within the area to compete against one another. METRO was proud to place second on the company leaderboard, and two METRO participants each won a $250 voucher for Vionic shoes.

METRO recognizes the importance of physical and mental health and wellness, and will continue their efforts in promoting healthier living through engaging programs.
On November 24, 2020, METRO’s Board of Trustees unanimously voted in favor of Resolution 2020-33, a resolution adopting a Racial & Social Equity Statement as part of the Governing Principles of the METRO RTA Board of Trustees.

The Racial & Social Equity Statement was created by a committee of diverse METRO team members from various departments. Members of this committee shared openly and honestly, working together through difficult conversations to form a statement that honors inclusivity and equality. METRO commends the Equity Statement Committee for its hard work and collaboration.

METRO is also pleased by another team member’s effort. Operator Rachel Barnett addressed racial equality and LGBTQ rights in two articles published in Passenger Transport, a national publication from the American Public Transportation Association. Her words spoke directly to public transit’s role in racial and social equity.

METRO is proud of its progress regarding racial and social justice, but we acknowledge that our work is not yet finished. We will use our Racial & Social Equity statement to guide the organization as we promote racial equality and take steps toward enacting change, now and into the future.

Racial & Social Equity Statement

Together We Will...

METRO’s team stands together in solidarity against racism and oppression. We will ensure equity and dismantle systemic processes that may impact Black, Indigenous, and People of Color each and every day. Uncomfortable conversations are needed and change is necessary. Being outraged is not enough and silence is not an option.

We will listen.
We will speak openly.
We will stand up against racial and social inequities.
We will be intentional in our words and in our actions.
We will not be silent.

Disconnected: A Film

Disconnected premiered on January 30, 2020. Featuring METRO Operator Judy Witherspoon, the short film is a meditation on loneliness and of not feeling connected in the modern world as reflected through strangers on a bus. The film was written and directed by Akron Soul Train's Jonathan Chiarle.
Art in Transit

In 2020, METRO seized new and creative opportunities to expand its Art in Transit program to further support the arts through partnerships, sponsorships, and community projects.

In August, Downtown Cuyahoga Falls Partnership hosted its inaugural Chalk It Up event, bringing a new chalk mural to the downtown district every week for six weeks. METRO sponsored local artist Zacharia Nelson to create a transit-themed chalk mural on the side of Flury’s Café titled The Fun Flows Here.

As the entertainment industry adapted to virtual programming due to COVID-19, METRO partnered with ArtsNow to host a special edition of Live from the Living Room (Bus Edition!) featuring Dreamstates. The performance, on a moving bus, was live-streamed for viewers to enjoy from their home.

In downtown Akron, METRO incorporated artful wraps on its new bus shelters on Main Street, made possible by support from Downtown Akron Partnership. The artwork is a collaboration between Alexandria Couch and Micah Kraus called We Are. The wraps have powerful overarching messages with multilingual educational and interactive components that passengers can engage in while waiting for their bus.

METRO is proud of the talent in Summit County, and these successes set the stage for future opportunities to enrich our communities through the arts.
METRO RTA
By the Numbers

About METRO

428 EMPLOYEES

12 MEMBER BOARD OF TRUSTEES


*Disclaimer: The COVID-19 pandemic had a significant impact on public transportation. 2020 statistics do not accurately reflect typical travel patterns; as such, 2019 numbers are provided for comparison purposes.

5% OF BOARDINGS UTILIZED THE EZFARE MOBILE TICKETING APPLICATION

9 GILLIG 40-FOOT CNG BUSES WERE ADDED TO METRO’S FLEET IN 2020 FOR FIXED-ROUTE SERVICE

140 LARGE BUSES

91 PARATRANSIT VEHICLES

231 VEHICLES

Average age of fleet:

5.6 years

3.34 years

1.1M FACEBOOK & TWITTER IMPRESSIONS

$365,503 IN INTERIOR/EXTERIOR BUS ADVERTISING

Social Handles:

Akron METRO Regional Transit Authority
@AkronMETROBus
metrobus_summitcounty
AkronMETROBus
SummitStories.org
2020 may have canceled in-person events and gatherings, but it didn’t cancel METRO’s holiday spirit. METRO decorated a storefront on Kenmore Boulevard in conjunction with Kenmore Neighborhood Alliance’s Light the Boulevard window contest. METRO team members also donated dozens of gifts to children through Open M Ministry’s Christmas for the Love of Children. Of course, no holiday season would be complete without a recycled tree! METRO’s annual submission to the Akron Children’s Hospital Virtual Holiday Tree Festival was also a show stopper. Throughout the challenges of 2020, METRO was grateful and happy to celebrate another year of successes.
Testimonials

METRO SCAT services have been invaluable to the operation of our program for more than 40 years. Our experience has been one of mutual respect, care, and concern for the aging and disabled recipients of our shared services. With METRO, we have full confidence that transportation will be provided safely and with dignity. METRO SCAT services have been a key contributor to our ability to reach out and serve the greater Akron area and Summit County communities.

Jim Mazzagatti
Director, Summit Adult Day Services
Catholic Charities,
Community Services of Summit County

There are many everyday heroes in these times. Today, my heart is lifted thinking about bus drivers like my nephew...they serve a population that can't get around any other way, making what they do so critical for those families. If you have a car, you probably have no idea what it’s like to depend on public transportation for your lifeline, the people who get you to your doctors, your pharmacy, your grocery store, your workplace. These drivers can't do their job from home. They have to be out there on the front lines. To my nephew, his coworkers at Akron METRO Regional Transit Authority, and bus drivers everywhere: Thank you for your service to our community. May God keep you and your families safe and healthy.

Paula
Community Member

I’m really appreciative of those who wipe down the buses so we can have a safe ride. Today, I thought to myself “it’d be nice to get on the bus and see different sites.” It’s nice to get out, ride, and feel safe! I’m glad I followed through.

Ms. S.
METRO Passenger

METRO RTA has been a true friend to our senior and disabled population. From providing emergency transportation during a power outage to proactivity during the pandemic, I know I can rely on timely responses to our resident needs. Thank you!

Brenna Herman
Resident Services Senior Manager
Akron Metropolitan Housing Authority

METRO RTA has taken on new meaning. The reach and expertise of the METRO team under Dawn Distler is so much more than a siloed bus operation. METRO is willing and able to fully engage in the growth of Greater Akron as a strategic partner in economic and community development, thoughtful urban planning, and workforce solutions. They not only believe in the value of innovative solutions, they are driving them.

Suzie Graham, President
Downtown Akron Partnership

The dialysis patients in Summit County are so very fortunate to have METRO transit, specifically SCAT and ADA services. Riders can depend on these two valuable programs to provide consistent transportation to their life-sustaining treatment, rain or shine (or snow)! Beyond the vehicle and the ability to schedule their trips, the drivers are the most valuable asset to the program. When you consider that the vast majority of dialysis riders haven’t visited with friends and relatives over the past year, the drivers who assist them three times a week have become part of their social support network. The dialysis community truly is grateful to have this invaluable resource available!

Lee Ann Vogelgesang, LISW-S
DaVita Summit Dialysis

METRO has helped me immensely with the free fares during [COVID]. It helps get me to the grocery store and to work. Thank you for diligently keeping the buses clean and sanitized, and thank you to all your employees for working tirelessly being essential workers during this pandemic.

Mallory
METRO Passenger
Our Partnerships

Adult Protective Services
Age Friendly Advisory Council
Akron Blind Center
Akron Metropolitan Housing Authority
Akron Public Schools
Akron-Summit County Public Library
Akron Urban League
American Public Transportation Association
Black Pages of Ohio - Summit Magazine
Bridges of Summit County Initiative
Bridges Out of Poverty
City of Akron Senior Commission
   RENAMED TO: City of Akron Commission on Aging
CSE Credit Union
Cuyahoga Valley Scenic Railroad
Direction Home Advisory Council
Department of Jobs and Family Services
Downtown Akron Partnership
Elevate Greater Akron
Full Term First Birthday Community Action Team
Goodwill Industries of Akron
Greater Akron Chamber

Leadership Akron
Living Green Task Force
Local Emergency Planning Committee
NEORide
Northeast Ohio Travel Trainers
Ohio Department of Jobs and Family Services
Ohio Erie Canal and Railway
Ohio Public Transit Association
Ohio Transit Risk Pool
RAISE Good Jobs For Greater Akron
Safe Kids
Summit County Public Health Department
Senior Independent Living Center
Stark State College
Summit County Drug Task Force
Summit County Stand Down
Summit Metro Parks
Summit Lake CDC
Summit Probate Court
The University of Akron
United Way of Summit County
Women’s Transportation Seminar

BOOK IT ON METRO!

Ride FREE* on METRO fixed-routes with your Akron-Summit County Public Library card on the first Thursday of every month.

*Up to two children, age 5 and under, can ride free with an adult showing a valid library card. These rules are not valid on METRO RENTA, Rapid RIDE, or KCATA.

In 2020, METRO introduced Book It on METRO, allowing Akron-Summit County Public Library cardholders to ride free on the first Thursday of every month.

In 2020, loyal METRO passenger Karen King passed away. Karen was a kind-hearted and dedicated volunteer. She attended every METRO event and was always willing to lend a helping hand. METRO extends its deepest condolences to Karen's family and friends. She will be missed.

METRO works closely with the Akron Police Department (APD). In September the APD conducted training exercises on METRO buses.

Some photos in this report were taken prior to the COVID-19 pandemic; therefore, subjects may not be wearing masks.