

METRO STRATEGIC PLAN

*The Future of Mobility in
Summit County*

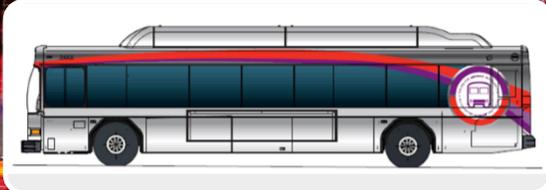
September 23, 2020



METRO PAST & PRESENT



METRO FUTURE

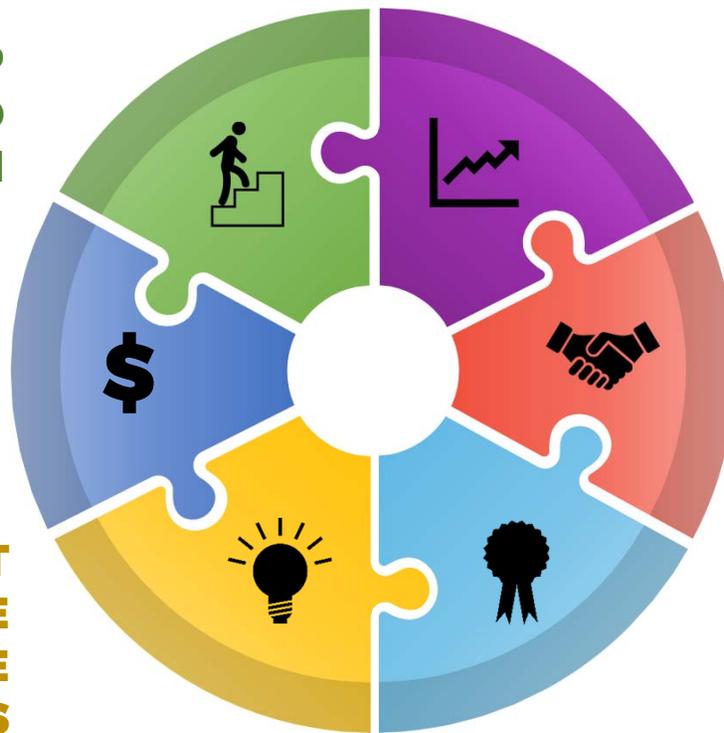


STRATEGIC PLAN GOALS

**DEVELOP
ACTION-ORIENTED
PLAN**

**CREATE
ECONOMIC
OPPORTUNITY**

**IMPLEMENT
INNOVATIVE
SERVICE
APPROACHES**



**IMPROVE
SERVICE QUALITY AND
COST EFFECTIVENESS**

**EXPAND
COLLABORATION WITH
COMMUNITY PARTNERS**

**EMERGE AS A
NATIONALLY
RECOGNIZED MID-
SIZED TRANSIT AGENCY**

THE THREE QUESTIONS:

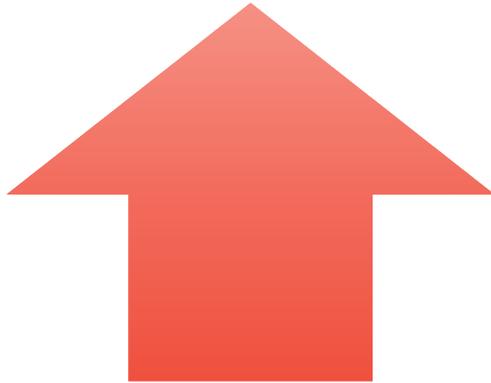


THE THREE QUESTIONS:



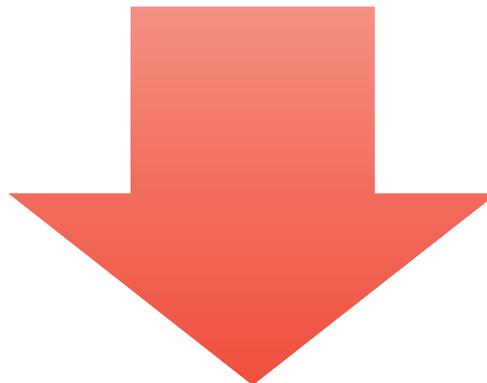
STATE OF THE METRO SYSTEM

**Operating
Expenses**



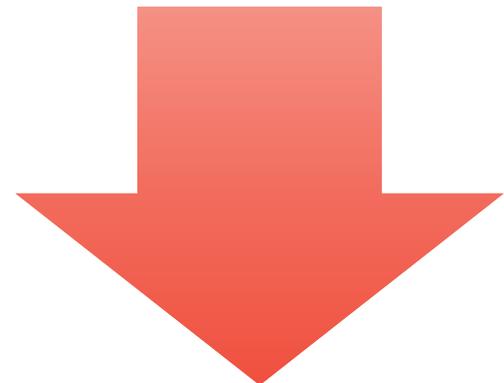
RISING

**Sales Tax
Revenue**



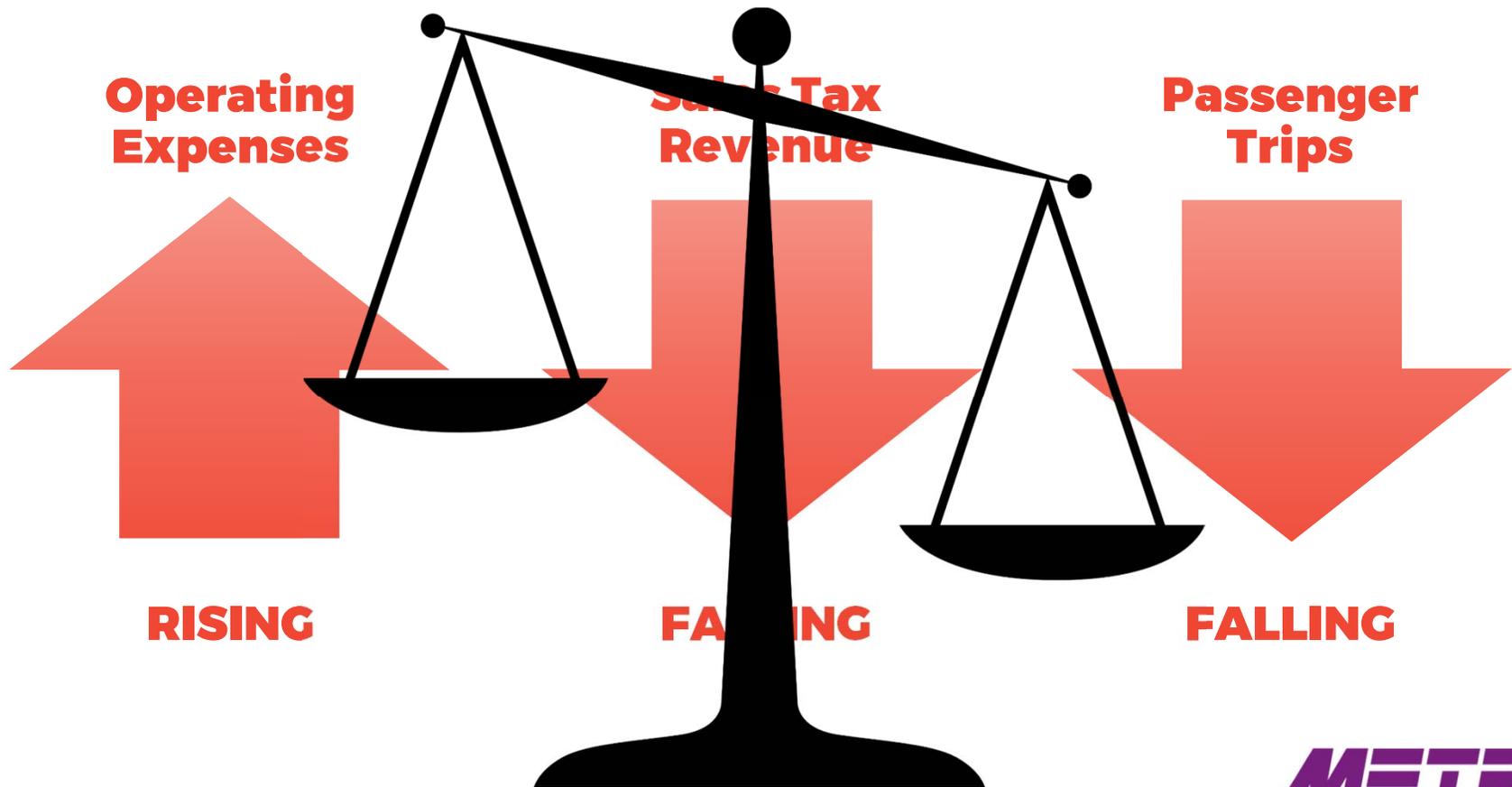
FALLING

**Passenger
Trips**



FALLING

STATE OF THE METRO SYSTEM





Board of Trustees

Agency Team Members

Stakeholder Outreach

On-Board Survey

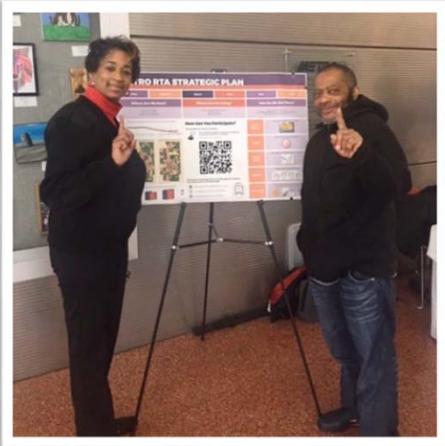
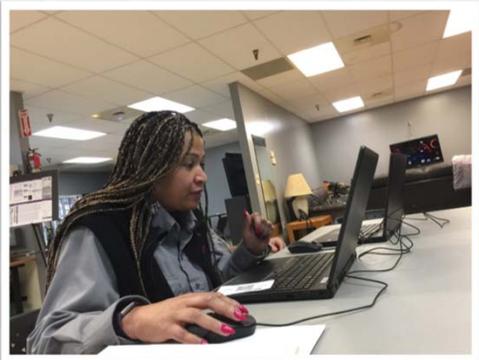
Public Outreach Events

Online Surveys

Online Outreach Events

OUTREACH & INREACH

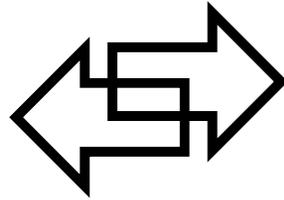
MEETING PEOPLE WHERE THEY ARE



ON-BOARD SURVEY RESULTS



Most common trip purpose on METRO is to GO TO WORK



About HALF of trips on METRO require a TRANSFER



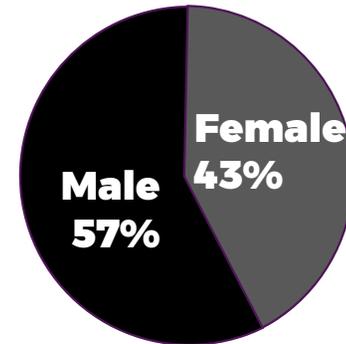
96%

WALK to access the bus

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



METRO riders are slightly more likely to be MALE



Based on survey of 1,900 METRO Line Service Customers - January-February 2020

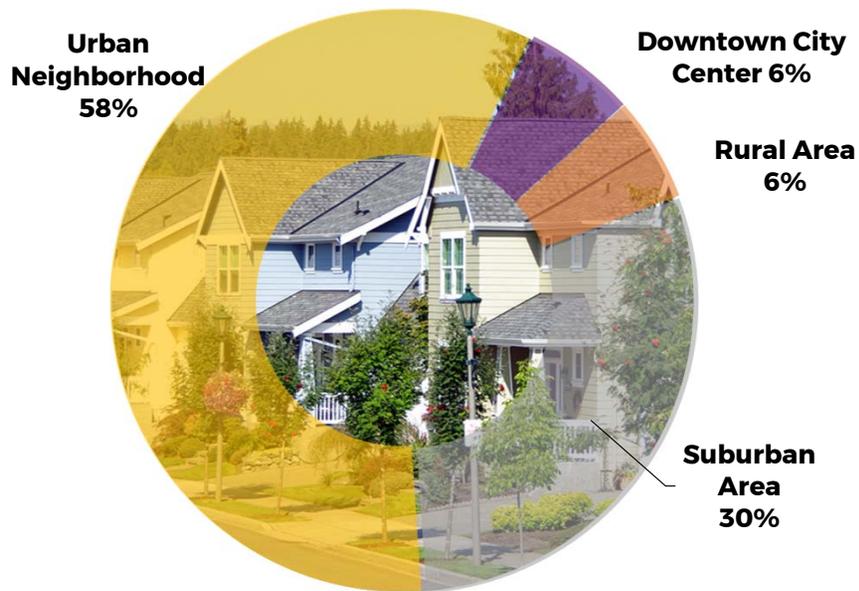
METROQUEST ON-LINE SURVEY



600+ responses

METROQUEST SURVEY RESULTS

Which option best describes where you currently live?



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

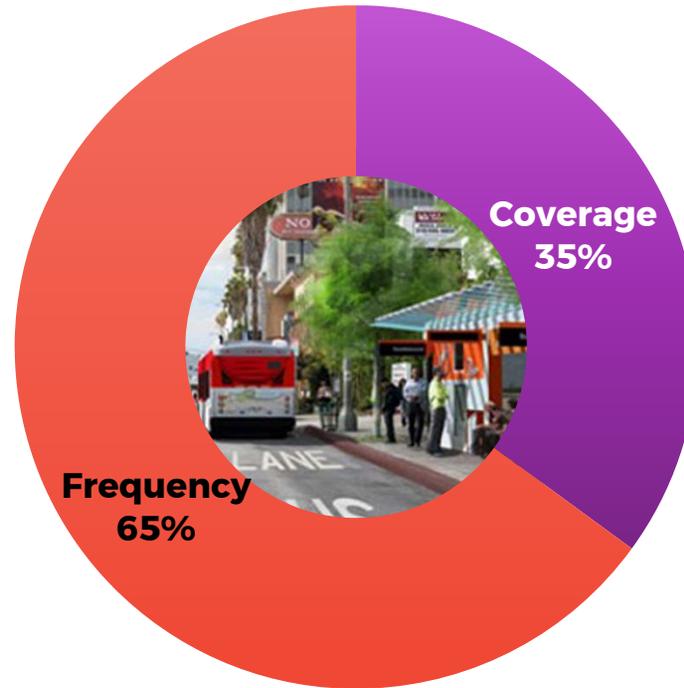


METROQUEST SURVEY RESULTS

Frequency vs. Coverage

Frequency

Service focused on high-demand corridors



Coverage

Service spread evenly over the service area



STAKEHOLDER & PUBLIC FEEDBACK

Stakeholders

Public

Positive and supportive of METRO



Desire more collaboration with METRO



Faster, more frequent service



On-demand service to underserved areas



More infrastructure, amenities



Likes METRO service, operators, customer service



Need later evening service



Need more weekend service



Prefer frequency to coverage



Simpler, lower fares



THE THREE QUESTIONS:





PUBLIC TRANSIT IS ADAPTING TO A CHANGING WORLD



METRO 

IMPACT OF COVID-19 AND SOCIAL JUSTICE MOVEMENT



SUMMARY: WHERE METRO IS GOING

Reimagining

**Reimagining METRO
as a provider of
regional mobility**

Improving

**Improving rider
experience by providing
faster, more frequent
service and more
amenities on core
corridors**

Innovating

**Meeting the
community's
connectivity challenges
with New Mobility
options**



THE THREE QUESTIONS:





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

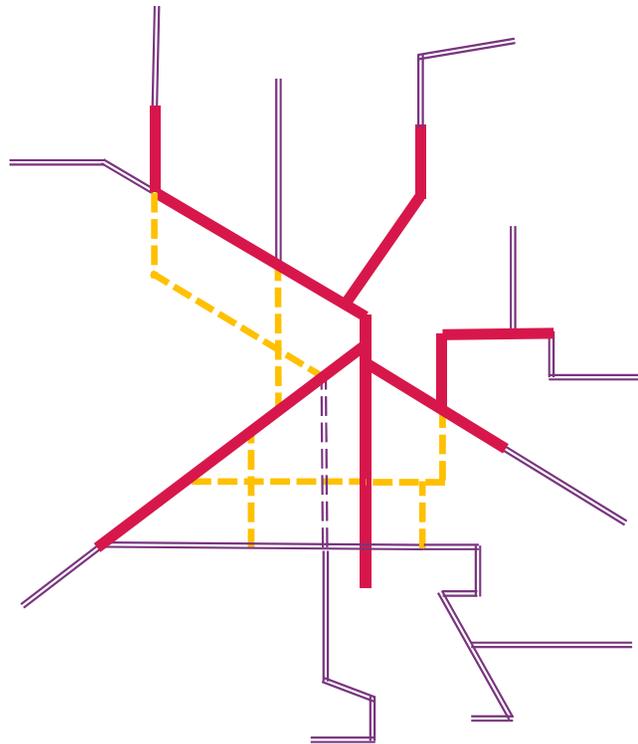
Technology
Innovations

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



METRO'S EVOLUTION

Existing Demand Response Programs

Fixed-Route Bus

Flex Ride

Call-A-Bus

METRO Connect

Social Service Partnerships

SCAT Temporary

SCAT Senior

ADA

Transition Period

Further Analysis and Community Outreach



Frequent Corridors

Local Bus Routes

Fixed-Route Bus



Partnerships

Pilots

New Mobility Options

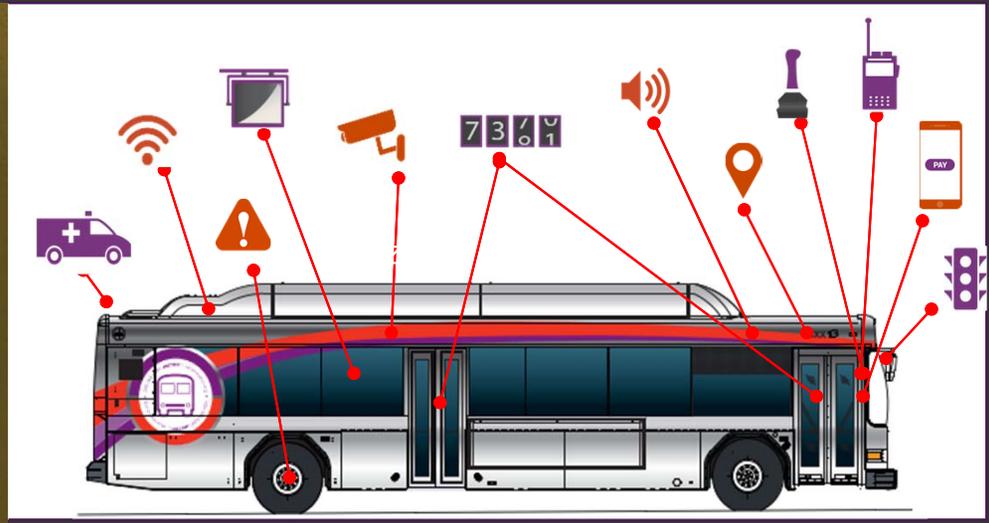


SCAT Senior

ADA

Social Service Partnerships

Demand Response Service



SUPPORTIVE STRATEGIES



Financial Stability
& Fare Policy



Organizational
Development &
Realignment



Sustainable Fleet
& Facility
Improvements



Transit Oriented
Development &
Innovative Property
Management

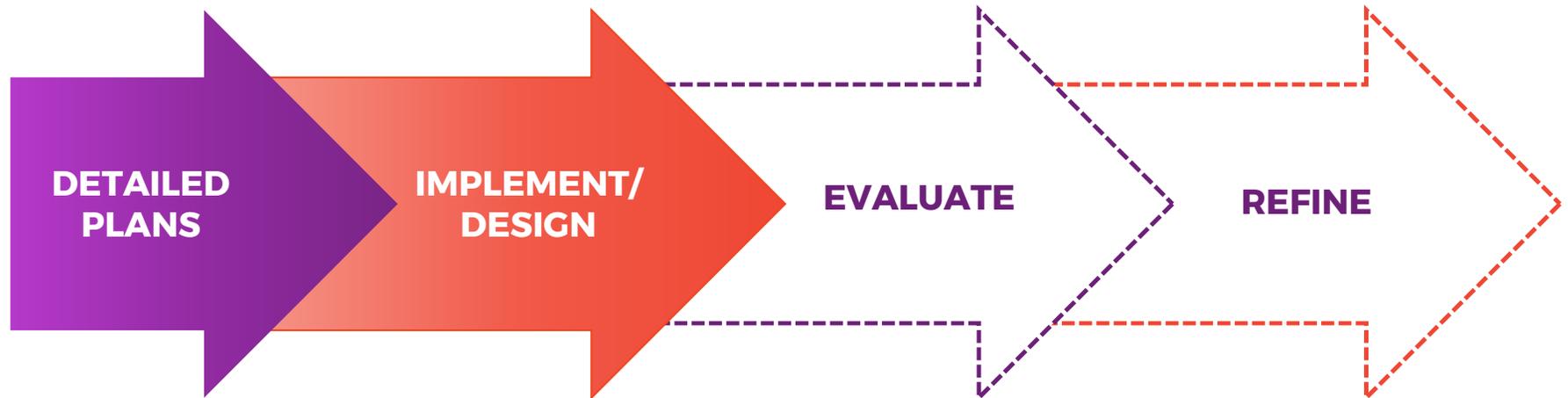


Technology
Innovations



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

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