

**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING MINUTES
ROBERT K. PFAFF TRANSIT CENTER BOARD ROOM
WEDNESDAY, FEBRUARY 15, 2023**

Committee

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

Trustees Present: Robert DeJournett, Charles Rector, Vincent Rubino, John Valle

METRO Team

Members Present: Dawn Distler, Valerie Shea, Molly Becker, Tatia Harris, Angela Neeley, Jarrod Hampshire, Shawn Metcalf, Jay Hunter, Jamie Saylor, DeHavilland McCall

CALL TO ORDER

Mr. Donald Christian called the meeting to order at 9:31am

APPROVAL OF MINUTES FROM THE JANUARY 18th MEETING

Ms. Dana LaGarde made a motion to approve the minutes from the January meeting. The minutes were unanimously approved.

SUB-COMMITTEE REPORTS

Planning Report | Valerie Shea

KPIs were reviewed and agenda items were discussed.

Marketing Report | Molly Becker

KPIs and agenda items were reviewed. A question was asked about the recruitment goal for the hiring event, and it was reported that based on the operator retention goal, the goal for the event was about 40 operators. A question was asked about the public turnout at the public meetings, and it reported that it varied, as many of the meetings were focused on specific communities, but turnout had been positive. A question was asked regarding if any of the meetings had been particularly “heated” and it was reported that none of the meetings have been particularly heated, but there was a meeting scheduled the following day regarding the Manchester/Thornton change that may prompt some strong feedback. A question was asked about how riders were being informed of the changes, and it was reported that many approaches were being taken, including staffed information tables at RKP, flyers, social media, and a public webinar on March 1st. A question was asked about outreach for demand response, and it was reported that while the outreach was currently focused on fixed route

changes, which would take effect on June 4th, demand response outreach was being prepared and would be implemented in the coming months. A question was asked about whether other transit systems had emulated the “Come Drive with (B)us” event structure, and it was reported that other transit systems had reached out to METRO and had success with similar events. A question was asked about whether METRO anticipated an influx of bus operator retirements in 2023, and it was reported that that was not anticipated, but METRO was focused on hiring new mechanics to offset anticipated mechanic departures. A question was asked about whether updates to the website would be displayed on the RKP display screens, and it was reported that the current screens were not set up for that kind of programming, but upon installing the new screens, METRO would be able to display information of that nature. A discussion arose about changing service impacting the IBH facility. A discussion arose about changes to Cleveland’s transit services and what can be learned from the public response to those changes.

Rail Report | Valerie Shea

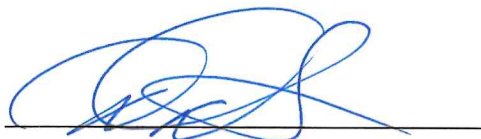
Rail was discussed. A question was asked about a timeline for resolution with the FTA, and it was reported that it may be a few weeks. A question was asked about whether the FTA had responded positively during its discussions with METRO, and it was reported that FTA had responded positively and had been helpful in moving through this process.

RESOLUTIONS

OTHER BUSINESS

CALL FOR ADJOURNMENT

Adjourned at 10:02am



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