Reimagine METRO Update
Where Have We Been?
Strategic Plan

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
What is the Reimagine METRO Transit Development Plan?

A detailed service plan for a redesigned suite of mobility services that meet the goals of METRO’s Strategic Plan, adopted in 2020.

Three main components:
1. Redesigning fixed route services
2. Realigning existing demand response services, and
3. Explore new mobility strategies.
What is the Reimagine METRO Transit Development Plan?

A detailed service plan for a redesigned suite of mobility services that meet the goals of METRO’s Strategic Plan, adopted in 2020.

Three main components:

1. **Redesigning fixed route services**
2. Realigning existing demand response services, and
3. Explore new mobility strategies.
Existing Network

• Most routes operate only every 20, 30 or 60 minutes

• Many places are served only by routes that run a few times per day, or during rush hour.

• Many people living in walkable areas close to downtown have access to only low-frequency service.
Specific direction for the Network Redesign:

- **Focus** METRO’s fixed route services on METRO’s highest ridership corridors, and on serving markets where (and for whom) transit is essential.
Transit Development Plan Timeline

- **Spring 2021**: Operational Analysis Report
- **Summer 2021**: Network Design Phase #1
- **Fall 2021**: Public Engagement Phase #1
- **Winter 2021**: Network Design Phase #2
- **Winter 2021/22**: Public Engagement Phase #2
- **Spring 2022**: Transit Development Plan
What We Heard in TDP Outreach

- **248,000** Postcards to Summit County Residents
- **747** Online Survey Responses
- **400** Oral/Written Comments
- **34** Outreach Events
- **10** Inreach Events
- **5** Focus Groups
- **3** News Stories
- **2** Stakeholder Workshops
- **2** Webinars
- +Website Updates
- +Social Media Posts
What We Heard in TDP Outreach

Survey Respondents

- Too much high frequency service, and not enough coverage: 32%
- About the right balance between high frequency service and coverage: 58%
- Not enough high frequency service, too much coverage: 9%

Stakeholders

- Too much high frequency service, not enough coverage: 7%
- About the right balance: 67%
- Too much coverage: 27%

Rate the Draft Reimagined Network

All Responses (443 responses)
Elements of a Transit Trip
Elements of a Transit Trip

WALK + WAIT + RIDE + WALK
Elements of a Transit Trip

• **Proximity** of starting place to a bus stop
  • Place routes/stop near the most people
Elements of a Transit Trip

- **Frequency of service at bus stop**
  - Higher frequency = shorter wait
Elements of a Transit Trip

- **Speed** of bus travel
  - Bus Stop Optimization
  - Bus Rapid Transit (in the future!)
Elements of a Transit Trip

- **Proximity** of ending place to a bus stop
- Place routes/stop near the most places (jobs, medical, etc)
Key Features of Reimagined Network
Reimagined Network

• **Key Features:**
  – Streamlined Service
  – 5 new **high-frequency 15-minute corridors**
  – 3 new **30-minute routes**
  – New regional connections to Kent, Brimfield and Cuyahoga County
Reimagined Network

• Key Features:
  – Streamlined Service
    • More direct routes, while still providing coverage
    • Routes that run on weekdays also run on weekends
      – Minor exceptions for Routes 31/32, x61, x91
Reimagined Network

• Key Features:
  – 5 new high-frequency 15-minute corridors
    • West Market
    • East Market
    • South Arlington
    • East Exchange
    • Grant/Brown
    • Euclid/Diagonal/V. Odom
Reimagined Network

• **Key Features:**
  – 3 new **30-minute routes**
    • N Main/Cuy Falls Ave/Front St
    • Eastland/Brittain
    • Brown/Inman
  – Plus existing **30-minute routes**
    • Copley/Hawkins
    • Canton
    • Lakeshore/Kenmore/Wooster
    • Howard/Main/Portage Trail
    • Romig/5th St
Reimagined Network

• **Key Features:**
  – New regional connections
    • Kent
      – Express service from UA to KSU
      – 60-min service from Stow to Kent
    • Brimfield
      – 60-min service via Tallmadge Rd
    • Cuyahoga County
      – 30-min service to Southgate TC via SR-8 and Darrow Rd
      – x61 service to Cleveland remains in place as is today
  – Existing Connections with GCRTA, PARTA, SARTA, WRTA
Key Outcomes of Reimagined Network
Reimagined Network

• Key Outcomes:
  – Significant Coverage of Existing Ridership
  – Increased Proximity to Frequent Service
  – Increased Job Access
Reimagined Network

• Key Outcomes on the Reimagined Network:
  – Significant Coverage of Existing Ridership
    • 97% of existing boardings would be within ¼-mile of service
    • 63% of existing boardings would be within ¼-mile of a frequent stop
Reimagined Network

• Key Outcomes:
  – Increased Proximity to Frequent Service
    • Overall, coverage of residents and jobs remains about the same
    • 64% of residents who are near service would be near either a 15 or 30 minute route.
      – 68% of low income residents
      – 69% of People of Color
    • 71% of jobs that are near service would be near either a 15 or 30 minute route.
Reimagined Network

• **Key Outcomes:**
  – **Increased Access to Jobs**
    • Major improvement in almost all areas due to higher frequency service and shorter waiting times.
Reimagined Network

• **Key Outcomes:**
  – Increased Access to Jobs
    • The median number of jobs reachable by Summit County residents near transit in 45 minutes goes up by:
      • 53% for all residents
      • 104% for lower-income residents
      • 89% for all People of Color
      • 84% for Black residents
Reimagined Network

• Key Outcomes:
  – Increased Access to Jobs
    • Access declines:
      – Along Route 6 (Canton), due to rerouting of path into downtown away from hospital.
      – Along Route 8A branch (Norton), frequency reduced from 30 to 60 minutes.
Hot Topics
Reimagined Network

• Hot Topics:
  – Manchester/Thornton
  – First Mile/Last Mile Work Connections
  – Downtown Cleveland Connection
Reimagined Network

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What Happens Next?
Implementation Timeline (Fixed Route Network)

June 2022: Transit Development Plan
Summer-Fall 2022: Implementation Planning
January-March 2023: Service Change Process and Outreach
March 28, 2023: Board Approves Service Change
April-May 2023: On-Going Public Outreach and Education
June 4, 2023: Launch New Fixed Route Network
Implementation Timeline (Demand Response)

- **Spring 2022**: Transit Development Plan
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Outreach Plan
Outreach Plan

• Types of Outreach
  – Training METRO Team Members
    • Starting 1st Week of January
  – Community Outreach
    • Final Feedback on Draft Plan - Mid January to March
      – Public Hearing (March 1st)
    • Continued Education after Plan Approval – April to July
    • Places of Outreach:
      – Community Meetings
      – RKP Transit Center
      – Friends of Transit Partners
Outreach Plan

• Outreach Materials
  – Information Packet
    • At-a-glance Map
    • “I Used to Ride This, Now I Ride This” guide
    • FAQs
  – Reimagine METRO Website
    • Comparative Trip Planner
    • Comment Form
    • After March approval, transition onto YourMETROBus.org
  – Advertising
    • Far-reaching campaign after plan approval