



# Reimagine METRO Update

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# 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?

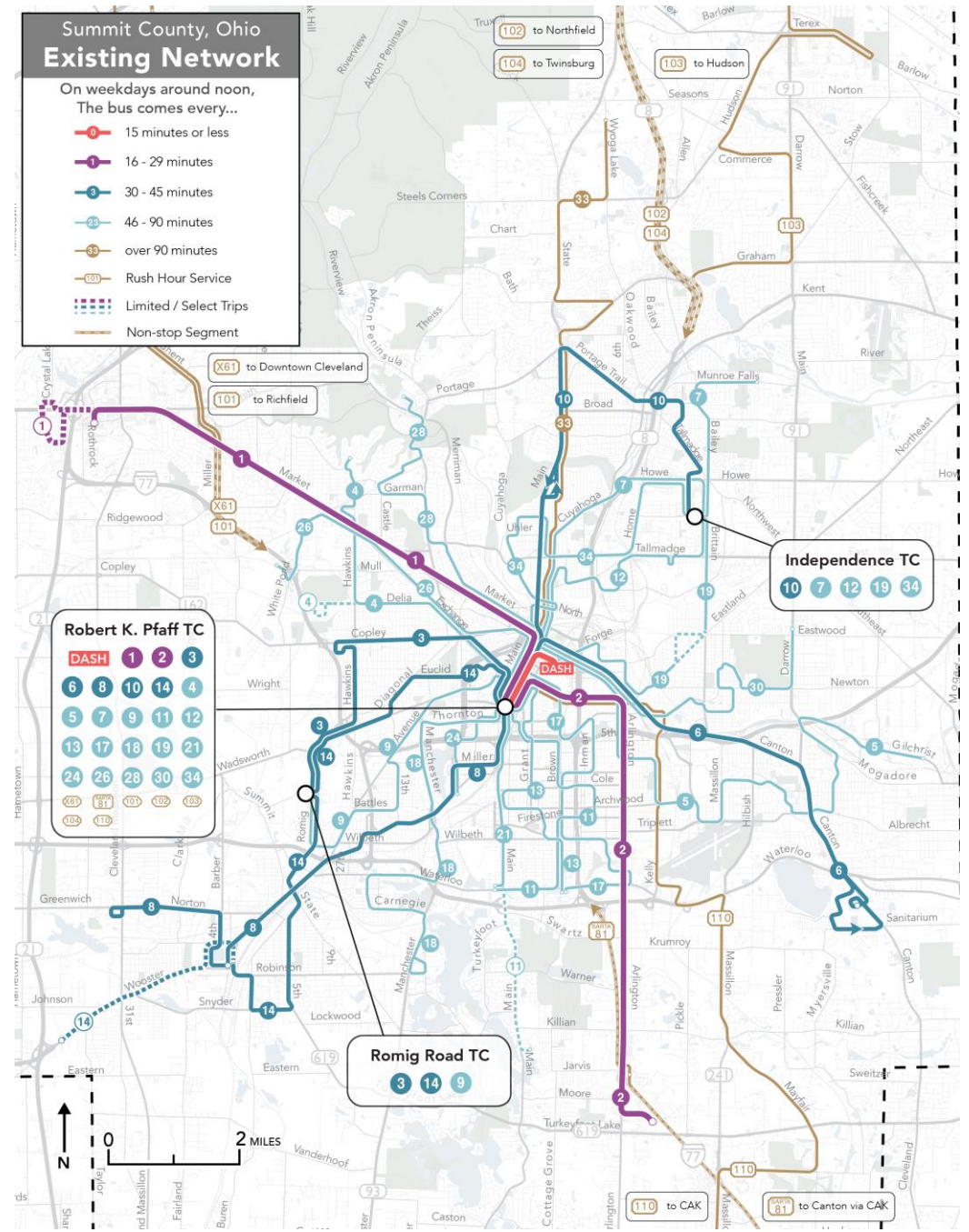
A detailed service plan for a redesigned suite of mobility services that meet the goals of METRO's Strategic Plan, adopted in 2020.

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.



# Strategic Plan direction for Network Redesign

## Strategic Plan Goals



Improve Service Quality and Cost Effectiveness



Expand Collaboration with Community Partners



Implement Innovative Service Approaches



Create Economic Opportunity



Develop Action-Oriented Plan

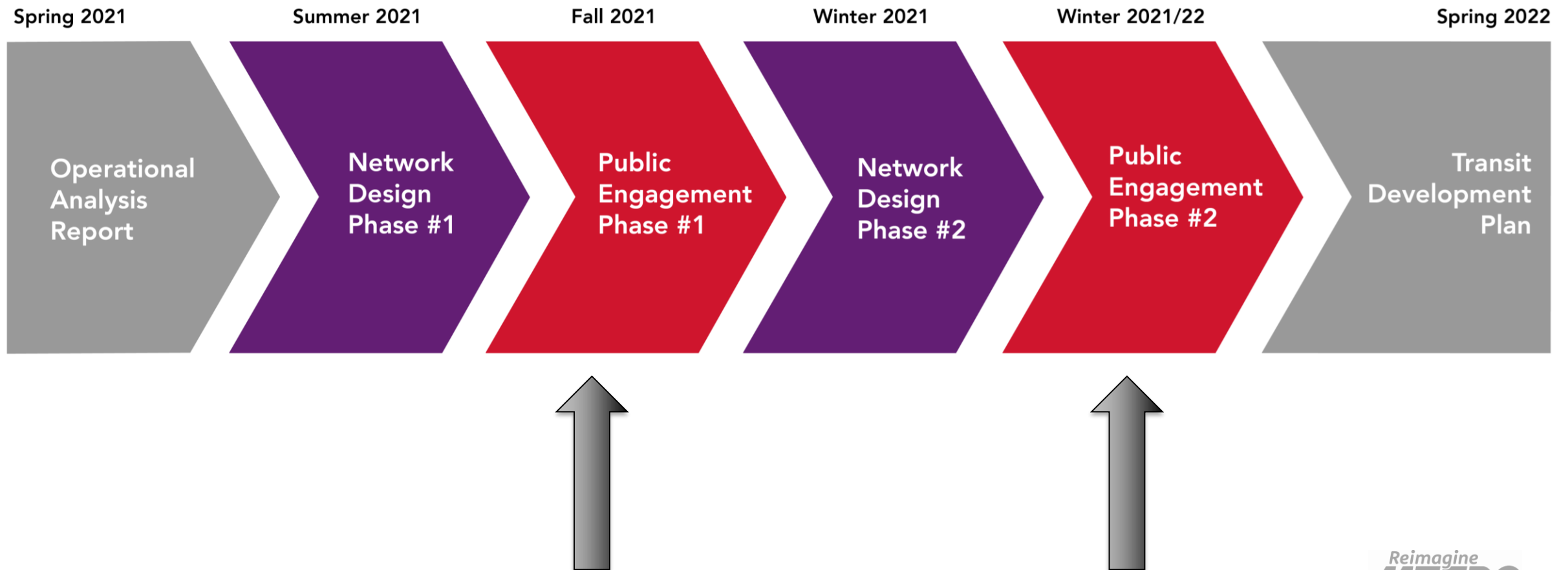


Emerge Nationally as a Recognized Mid-Sized Transit Agency

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.***

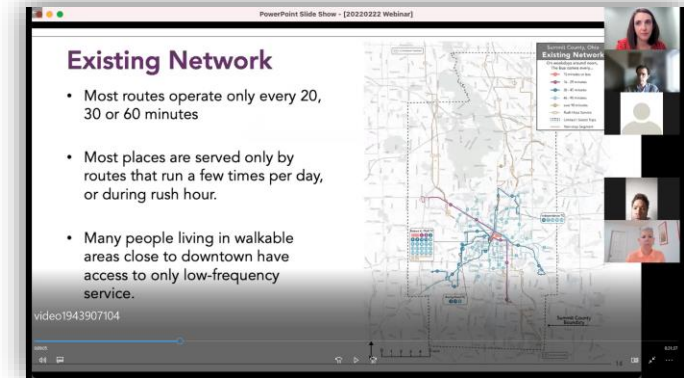
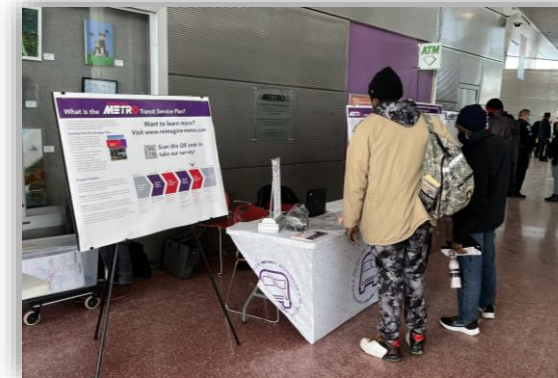
# Transit Development Plan Timeline



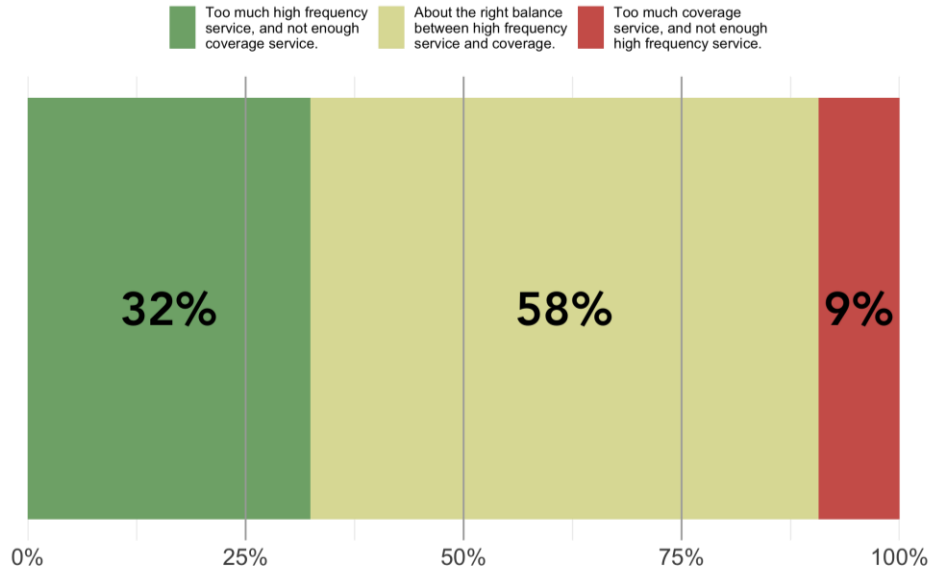


# What We Heard in TDP Outreach

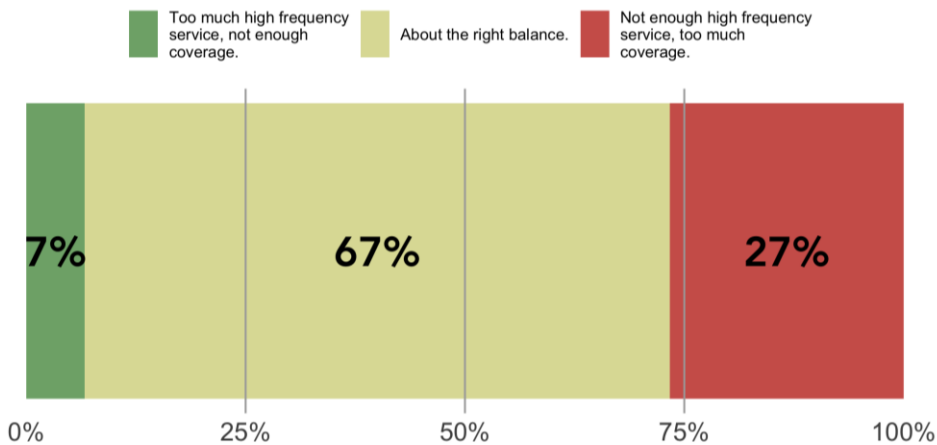
- **248,000** Postcards to Summit County Residents
- **747** Online Survey Responses
- **400** Oral/Written Comments
- **34** Outreach Events
- **10** Inreach Events
- **5** Focus Groups
- **3** News Stories
- **2** Stakeholder Workshops
- **2** Webinars
- +Website Updates
- +Social Media Posts



# What We Heard in TDP Outreach



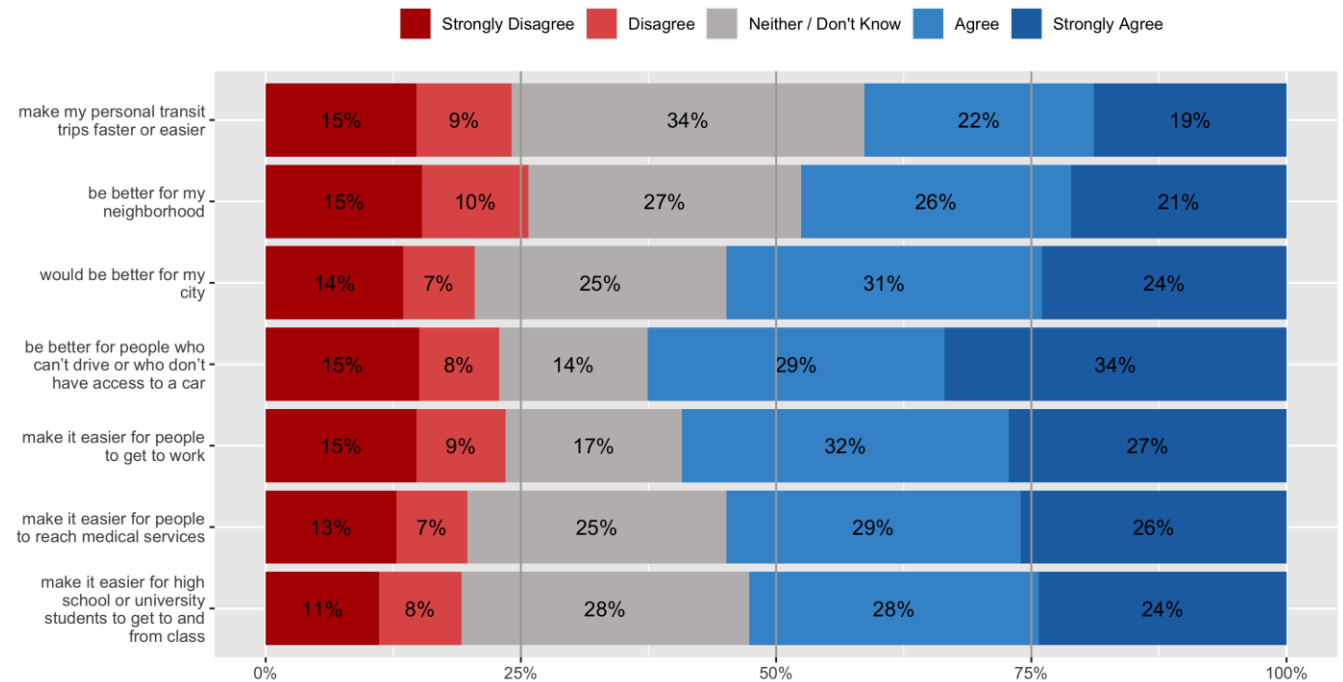
Survey Respondents



Stakeholders

## Rate the Draft Reimagined Network

The Draft Reimagined Network would...

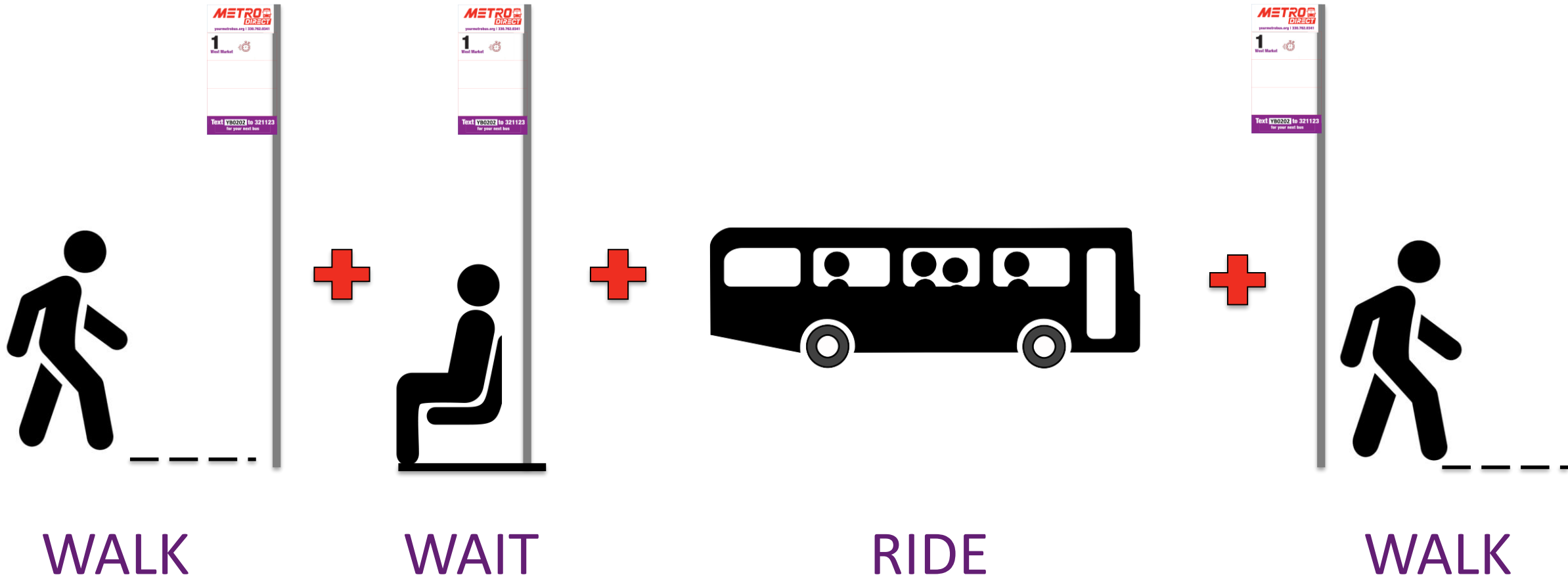


All Responses (443 responses)

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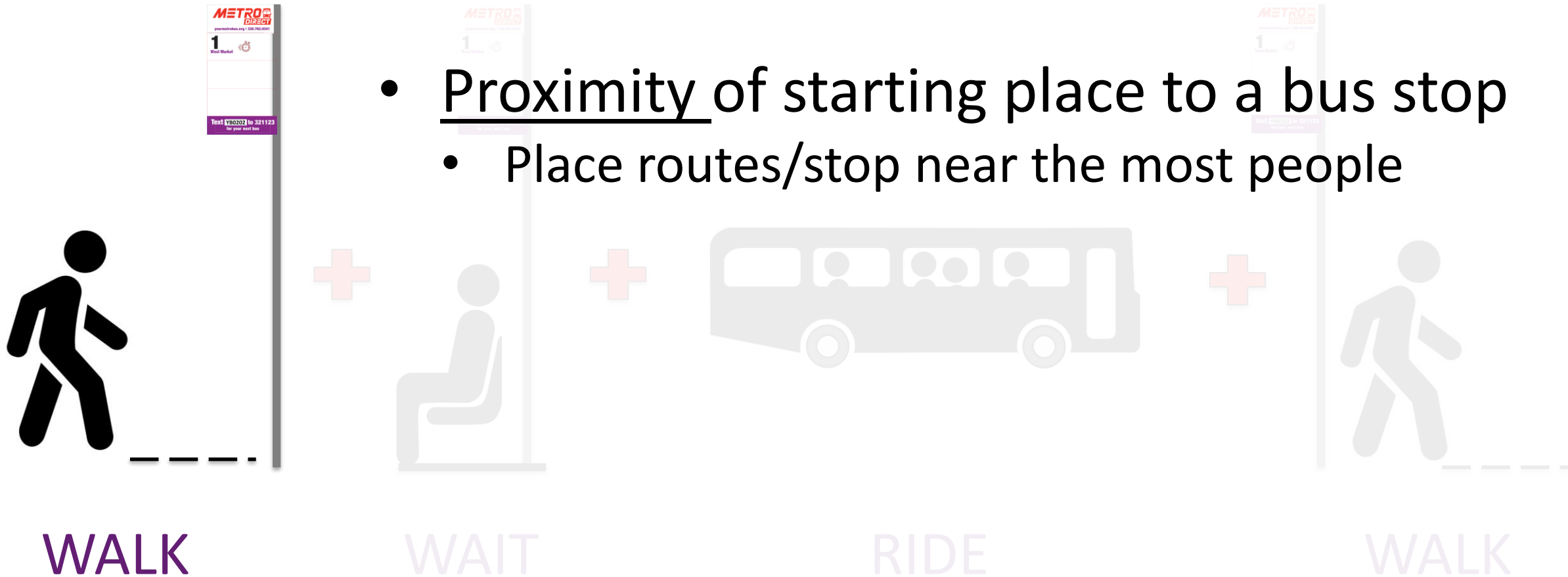
# Elements of a Transit Trip

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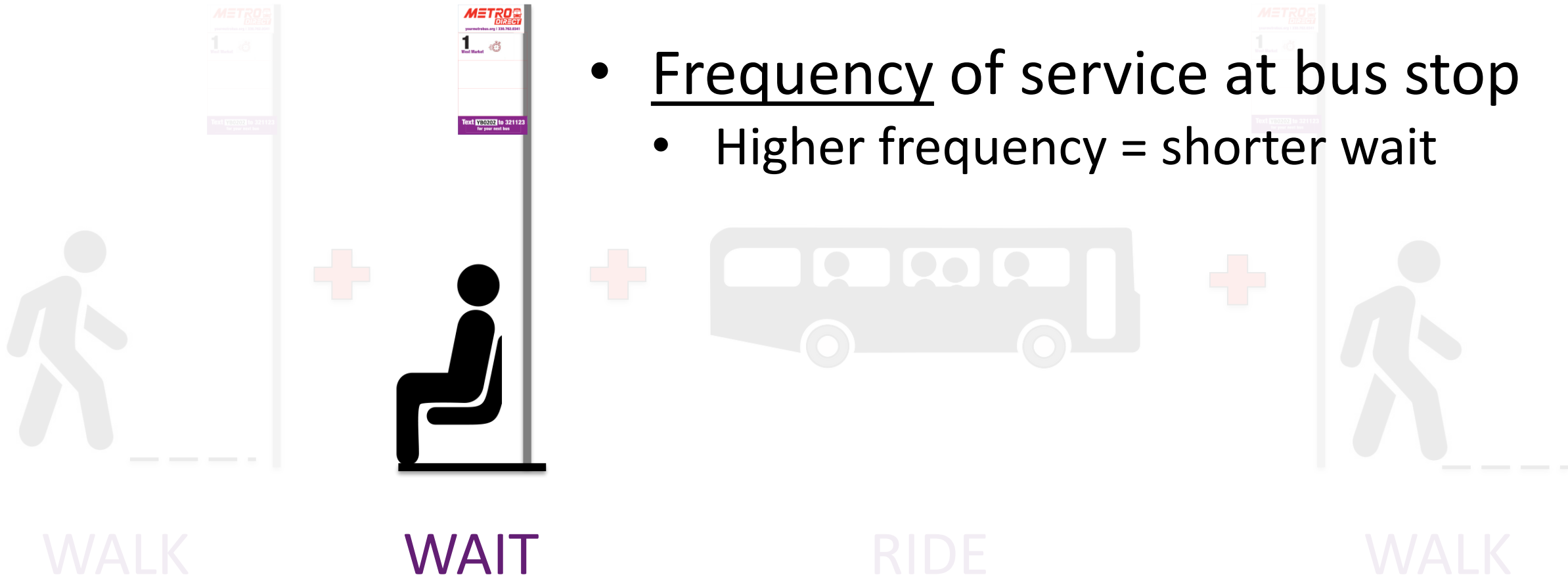


# Elements of a Transit Trip

- Proximity of starting place to a bus stop
  - Place routes/stop near the most people



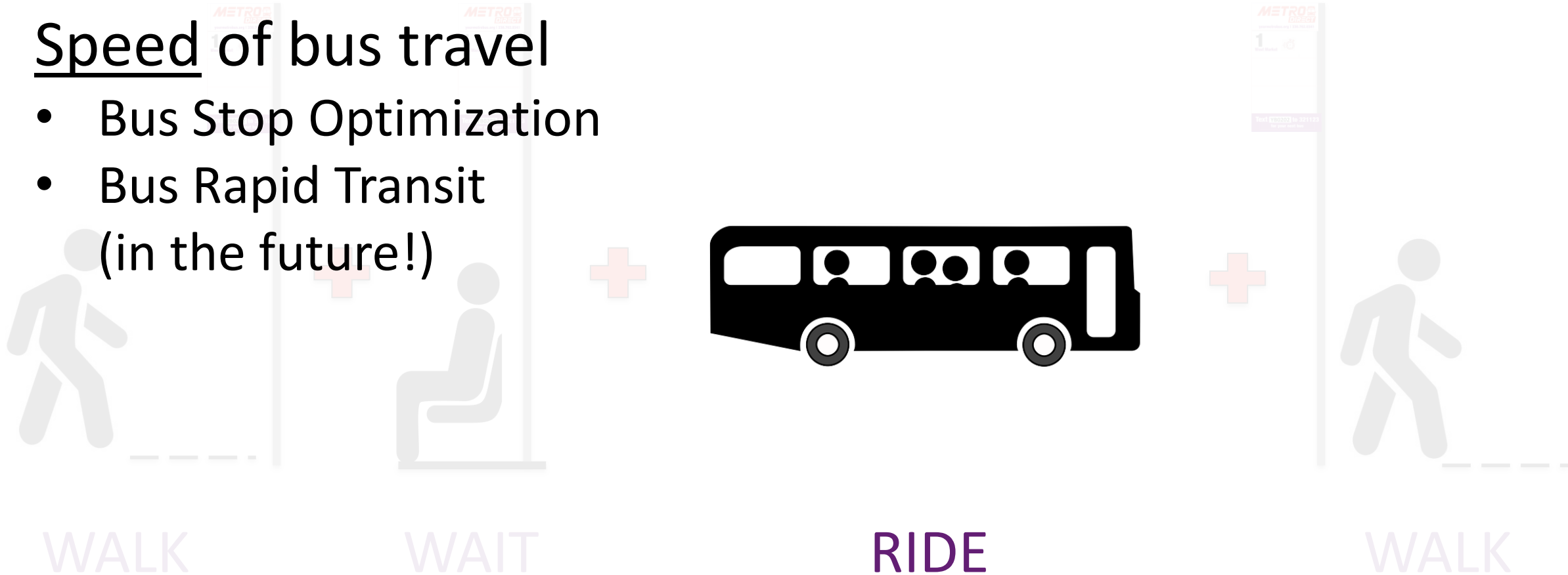
# Elements of a Transit Trip



- Frequency of service at bus stop
  - Higher frequency = shorter wait

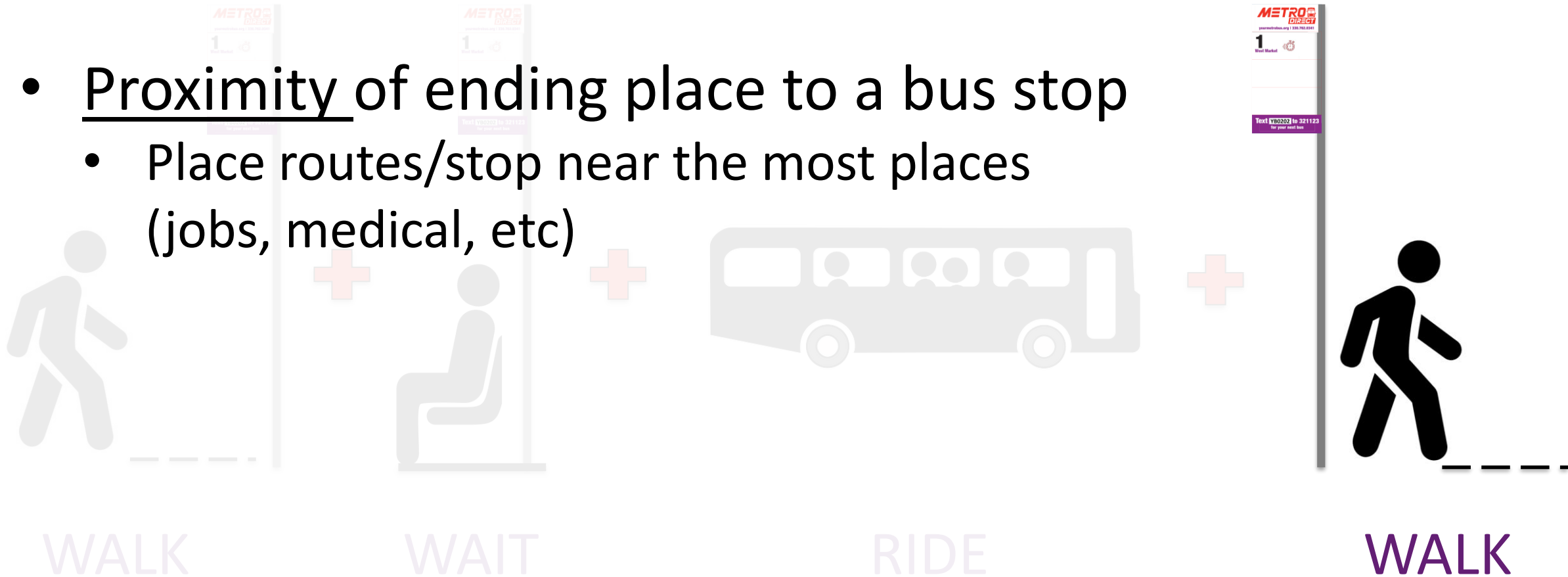
# Elements of a Transit Trip

- 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)



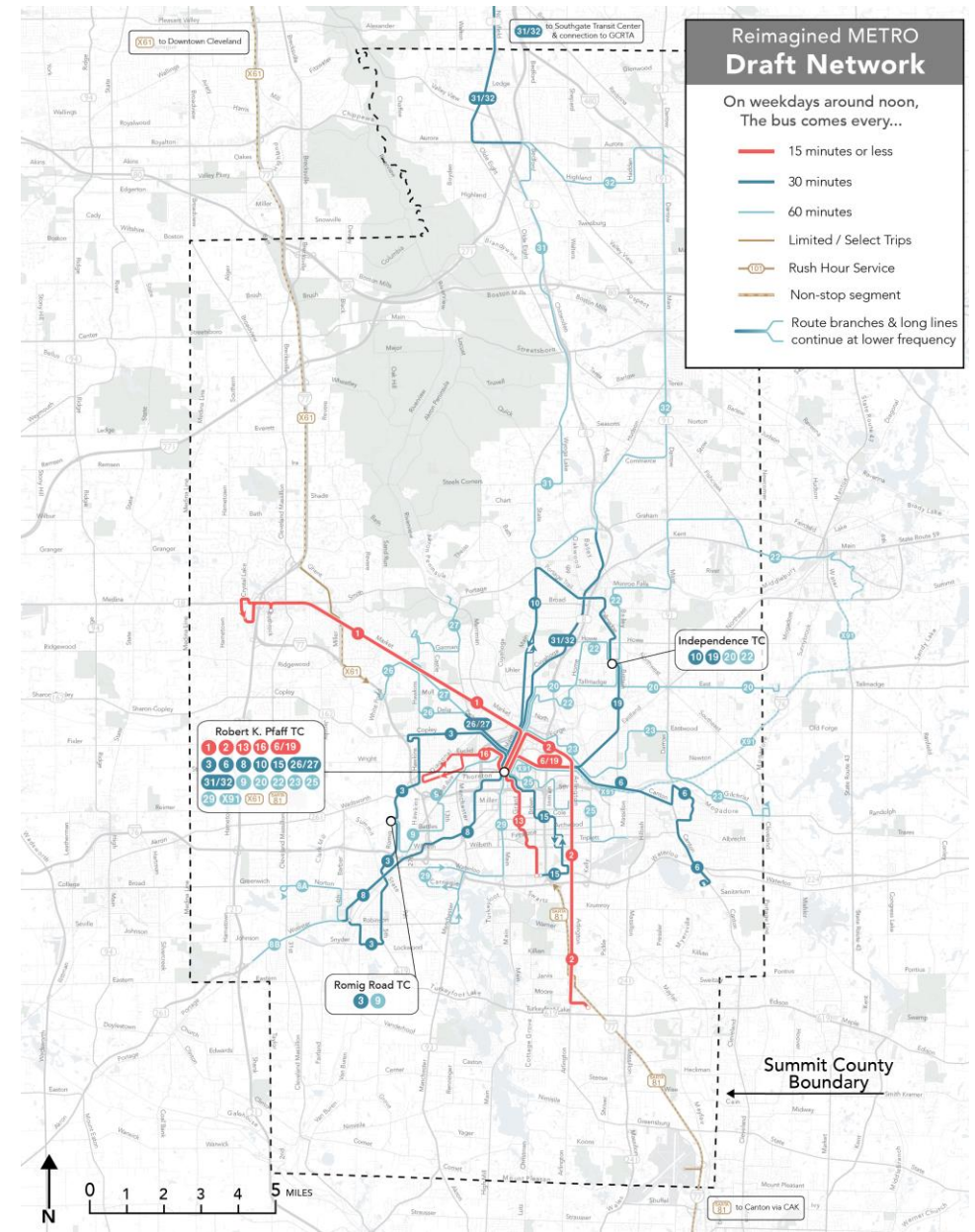


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# Key Features of Reimagined Network

# 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

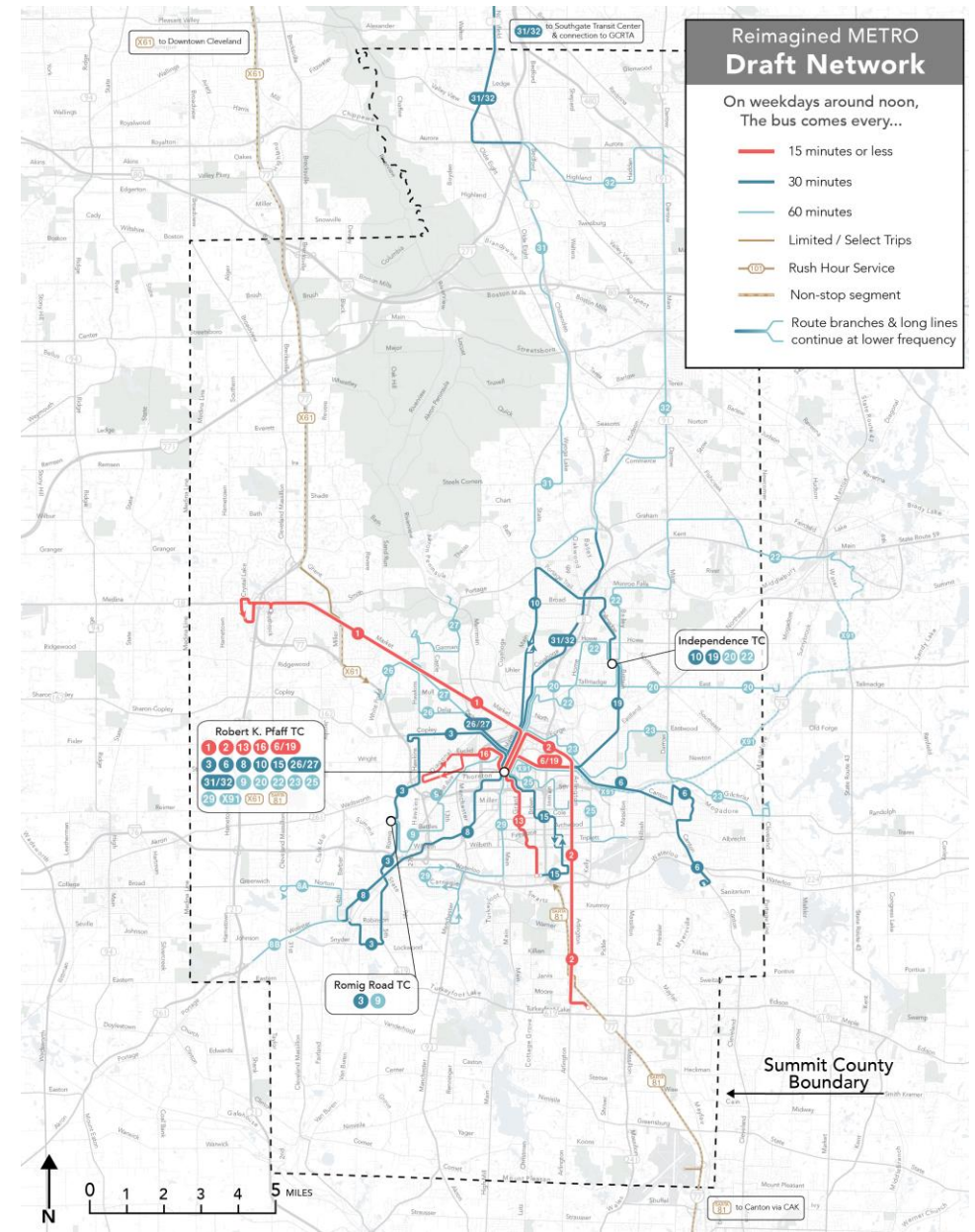


# Reimagined Network

- **Key Features:**

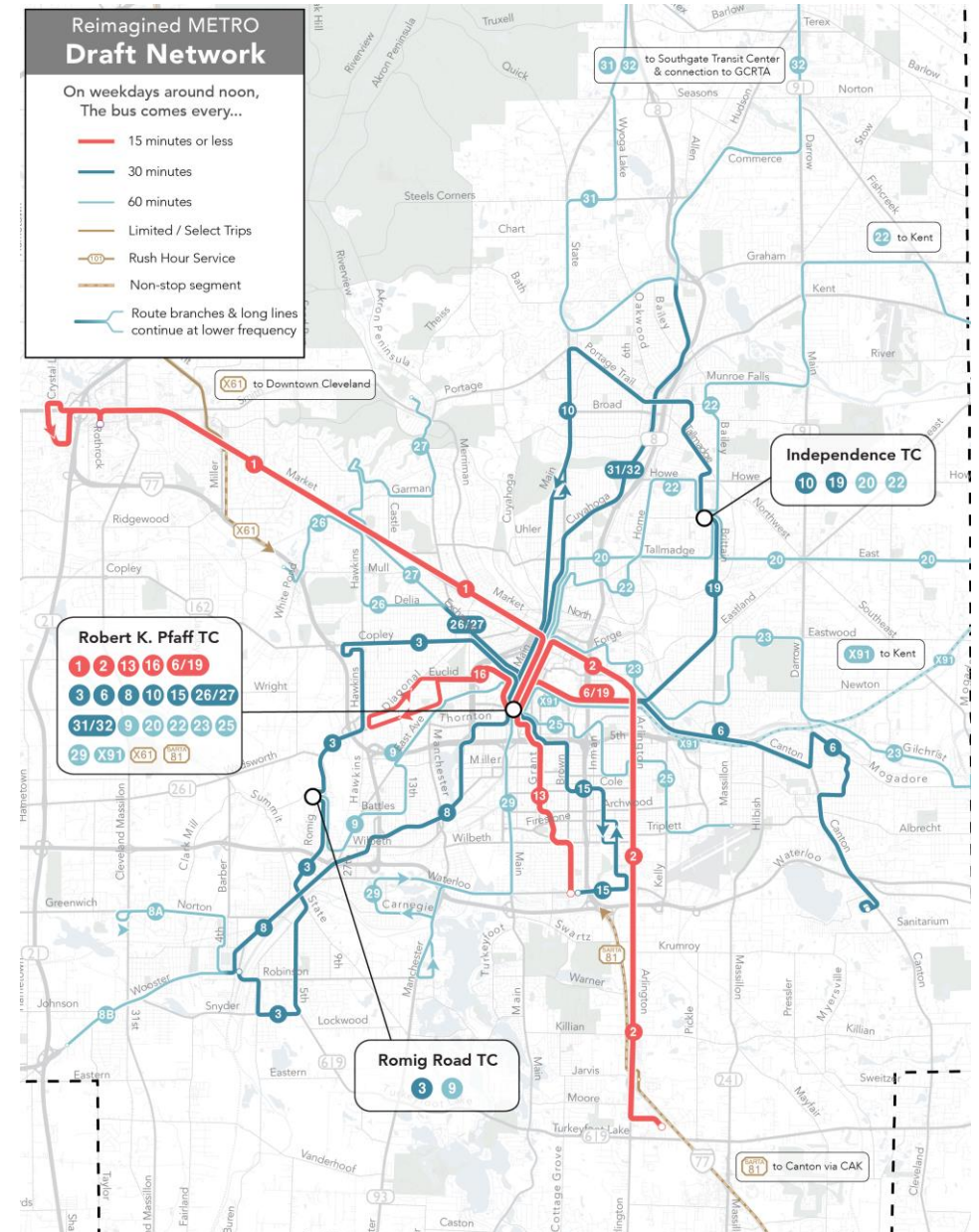
- **Streamlined Service**

- 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

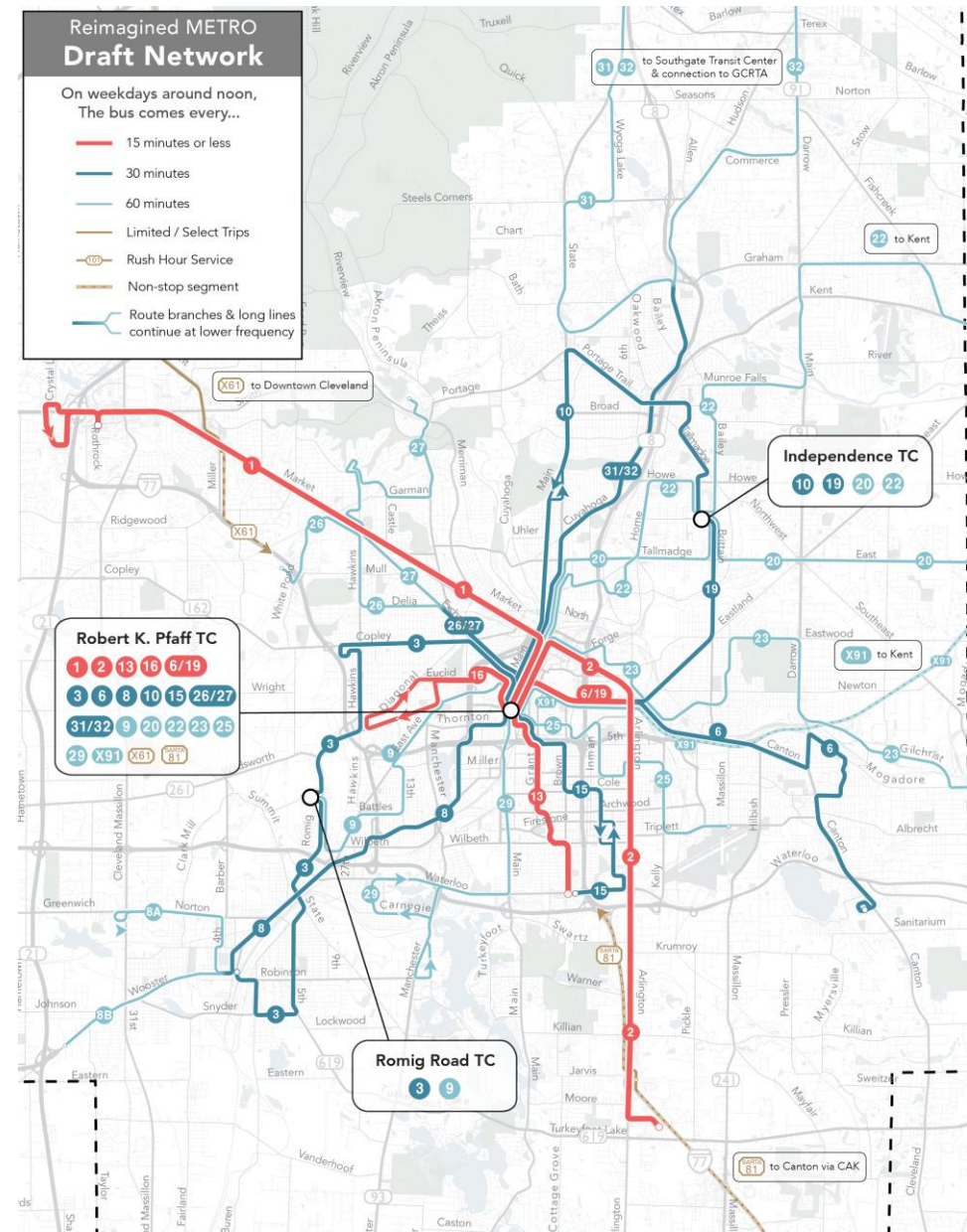
- **Key Features:**

- **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/5<sup>th</sup> St



# Reimagined Network

- **Key Features:**

- **New regional connections**

- **Kent**

- Express service from UA to KSU
- 60-min service from Stow to Kent

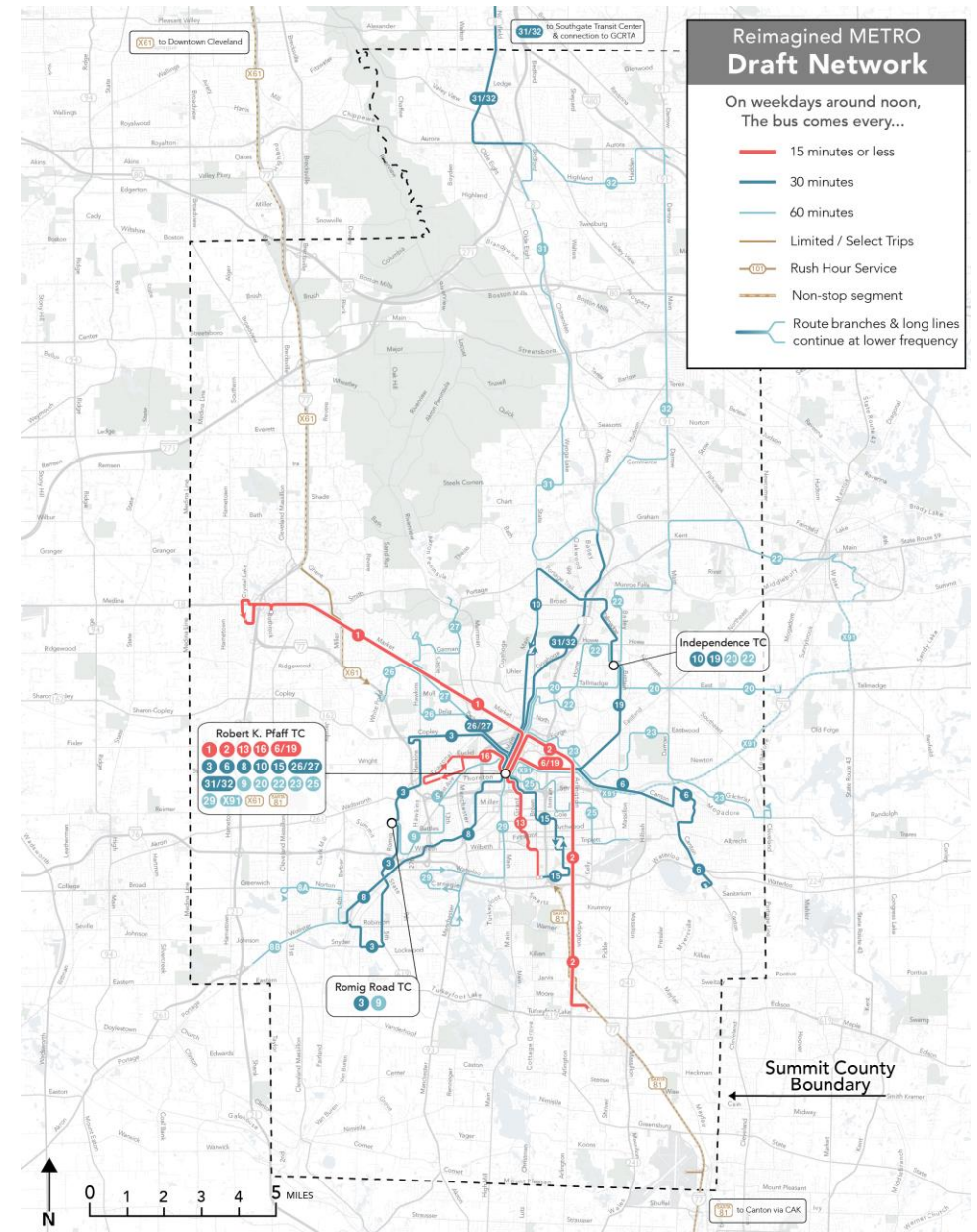
- **Brimfield**

- 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

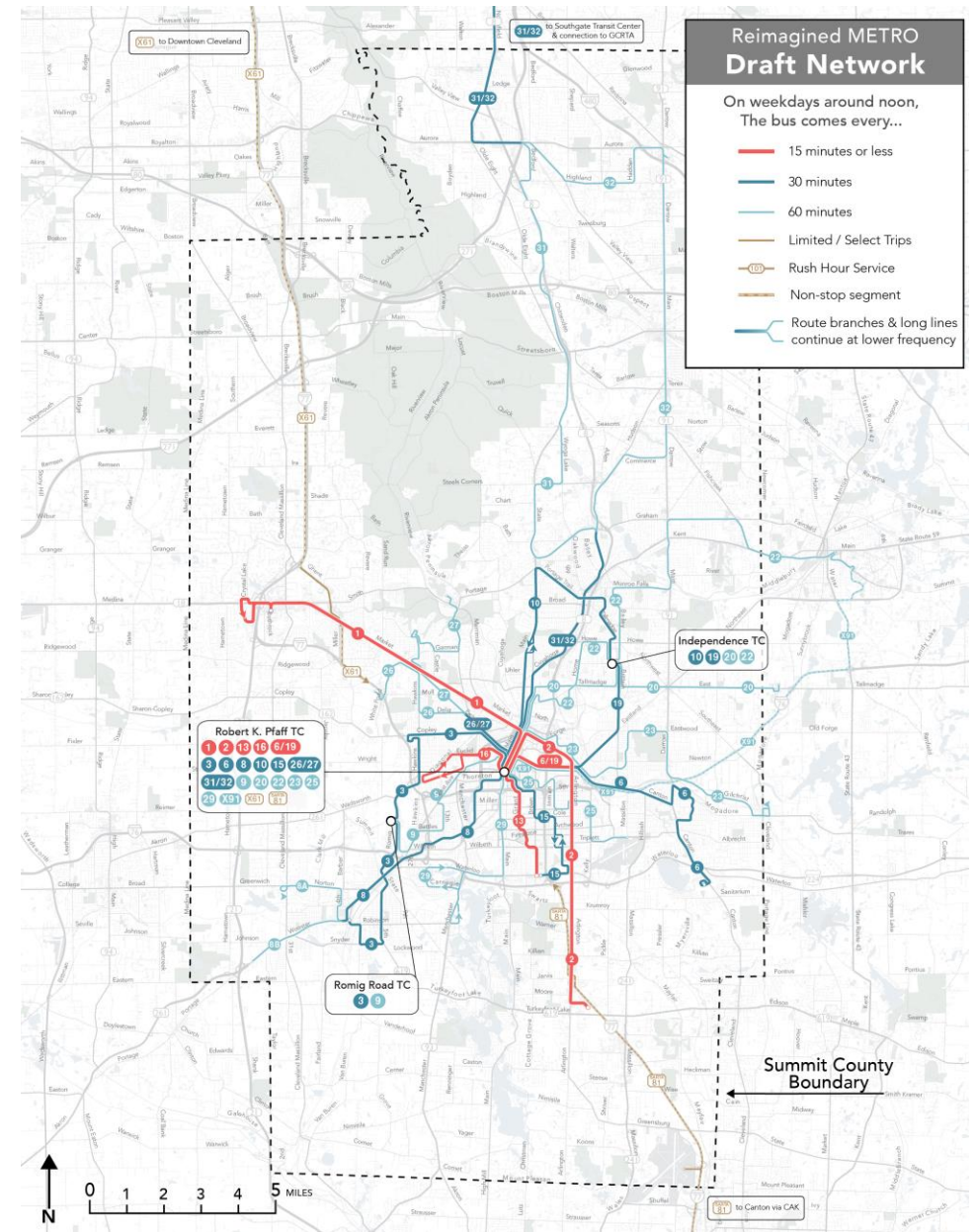


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# Key Outcomes of Reimagined Network

# Reimagined Network

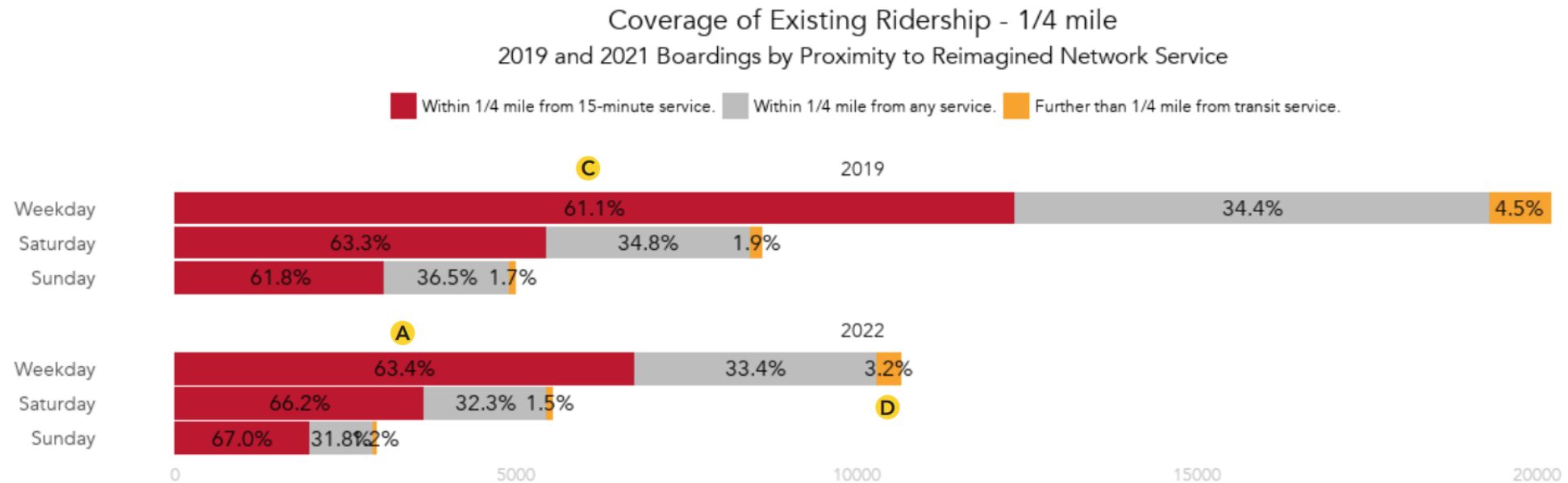
- **Key Outcomes:**
  - Significant Coverage of Existing Ridership
  - Increased Proximity to Frequent Service
  - Increased Job Access





# 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

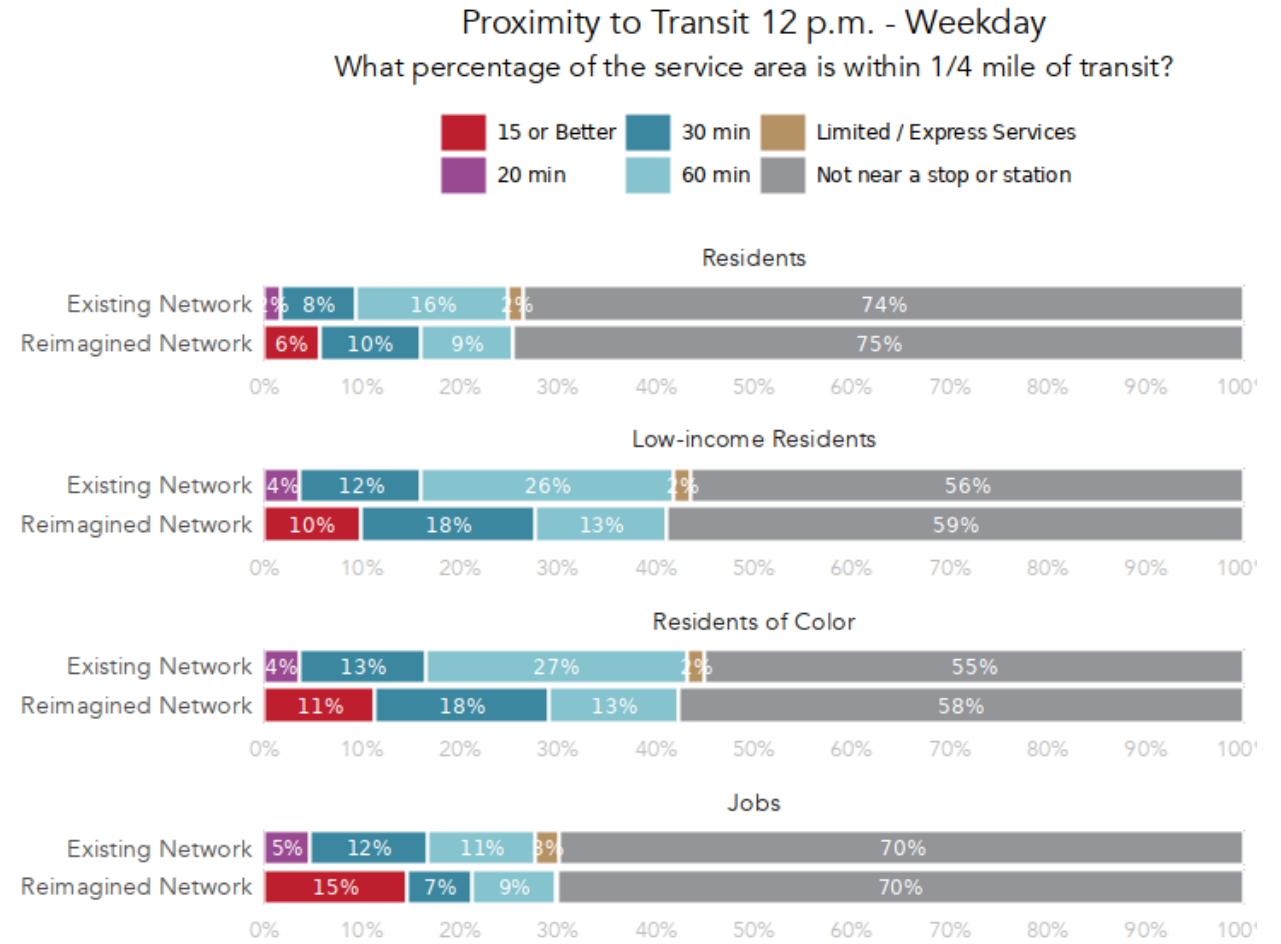


# Reimagined Network

- **Key Outcomes:**

- **Increased Proximity to Frequent Service**

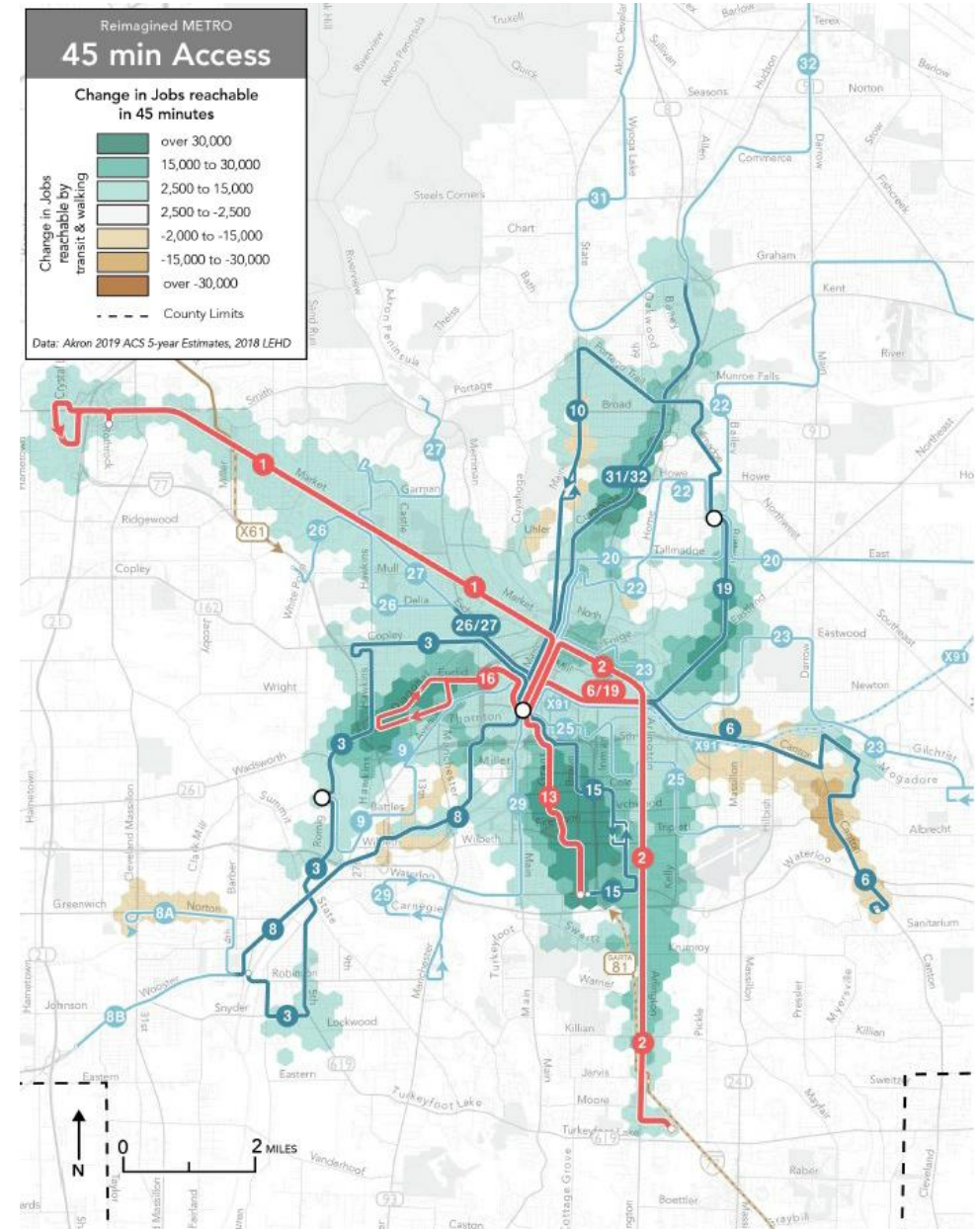
- Overall, coverage of residents and jobs remains about the same
  - 64% of residents who are near service would be near either a 15 or 30 minute route.
    - 68% of low income residents
    - 69% of People of Color
  - 71% of jobs that are near service would be near either a 15 or 30 minute route.



Note: Proximity is measured as being located within 1/4 mile of a bus or rail stop.

# 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

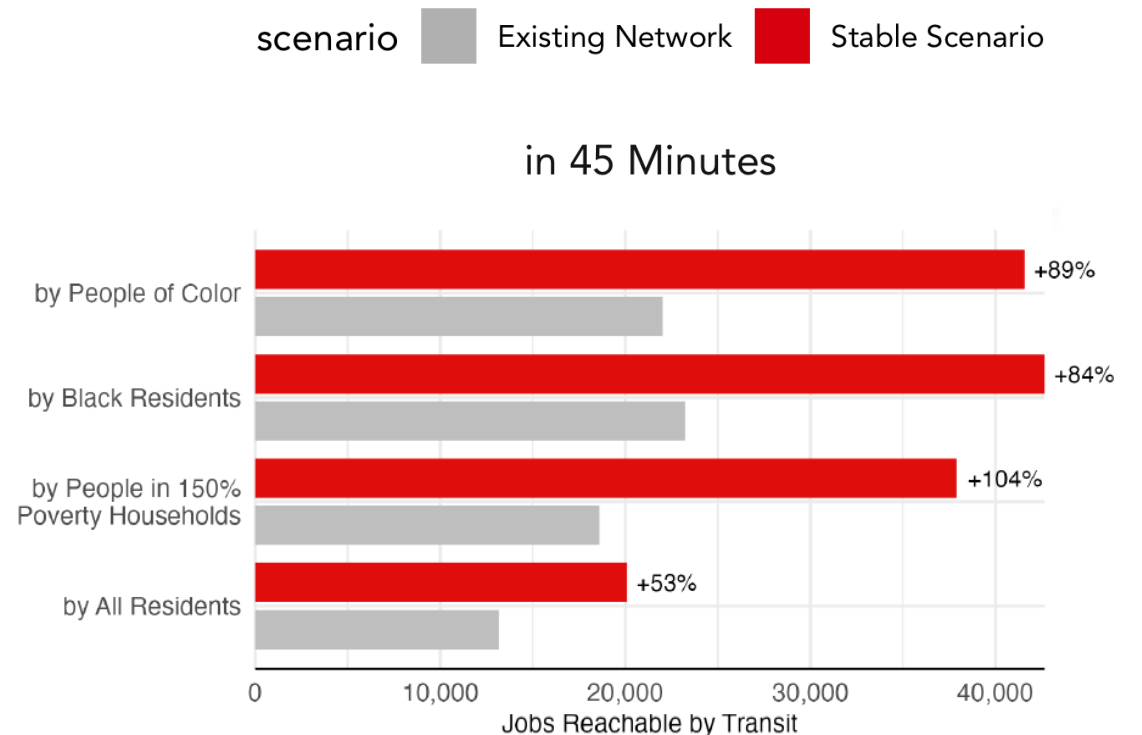
- **Key Outcomes:**

- **Increased Access to Jobs**

- The median number of jobs reachable by Summit County residents near transit in 45 minutes goes up by:

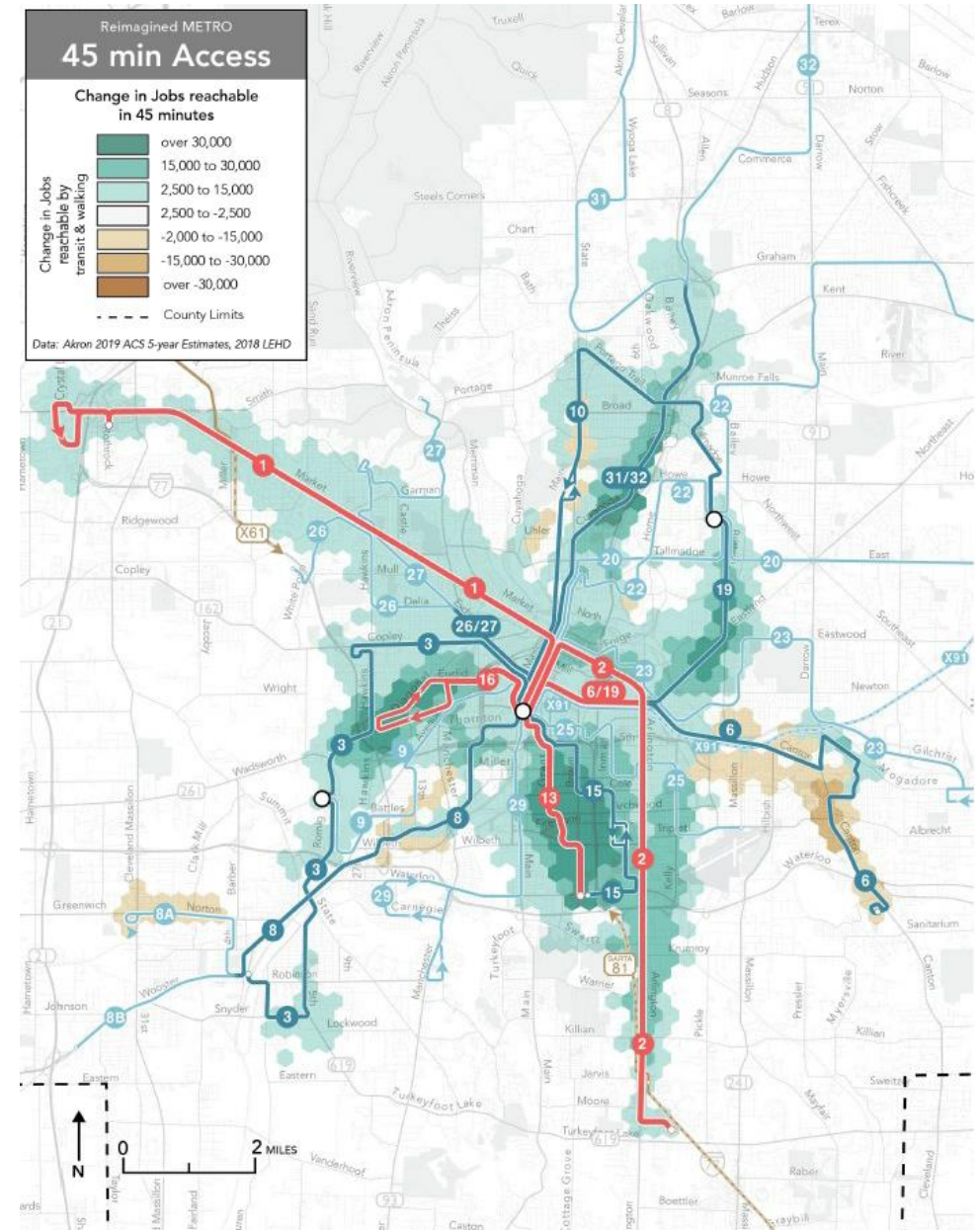
- **53%** for all residents
      - **104%** for lower-income residents
      - **89%** for all People of Color
      - **84%** for Black residents

Median Jobs Accessible by Transit  
with the Existing Network and Reimagined Network



# 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.

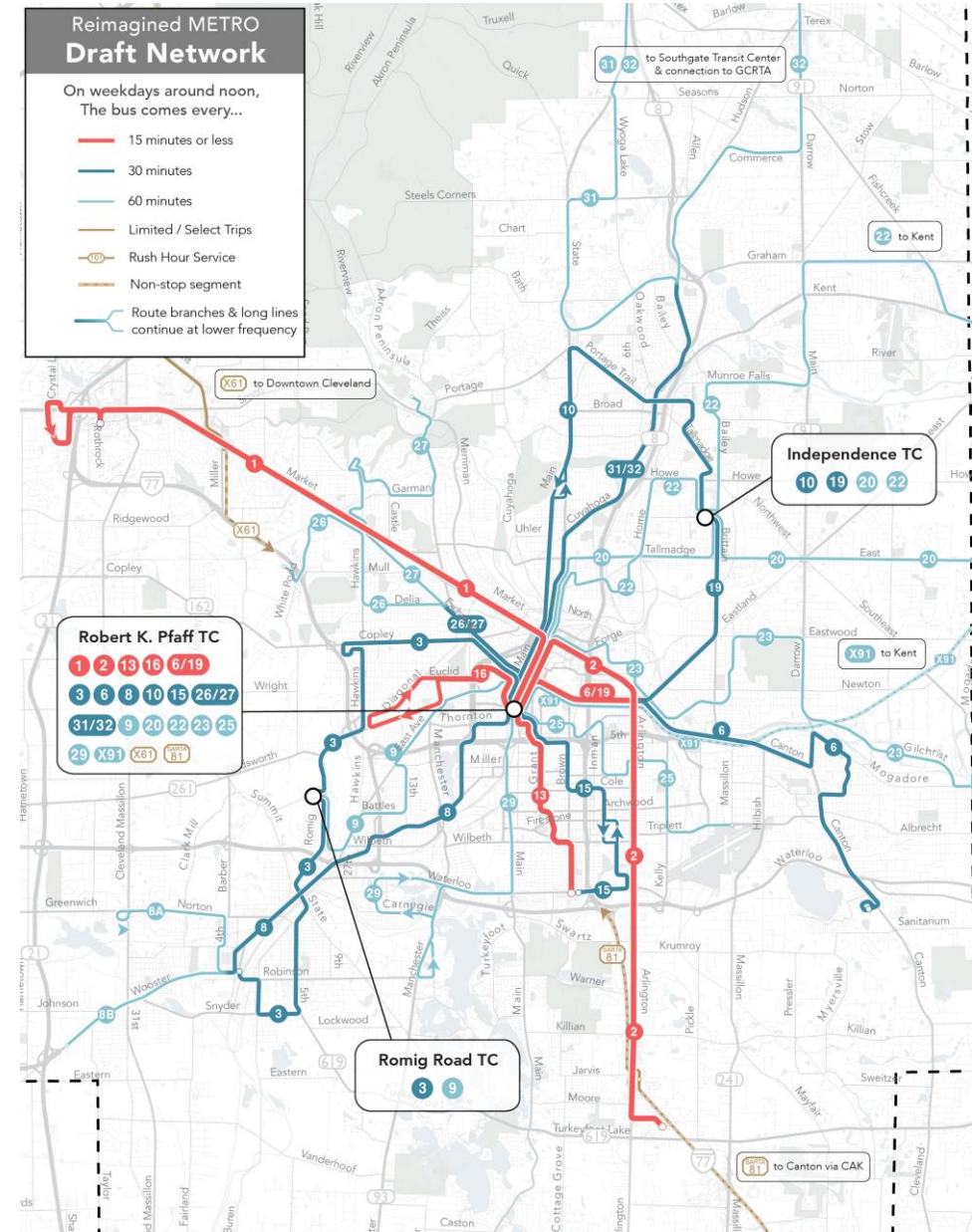


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# Hot Topics

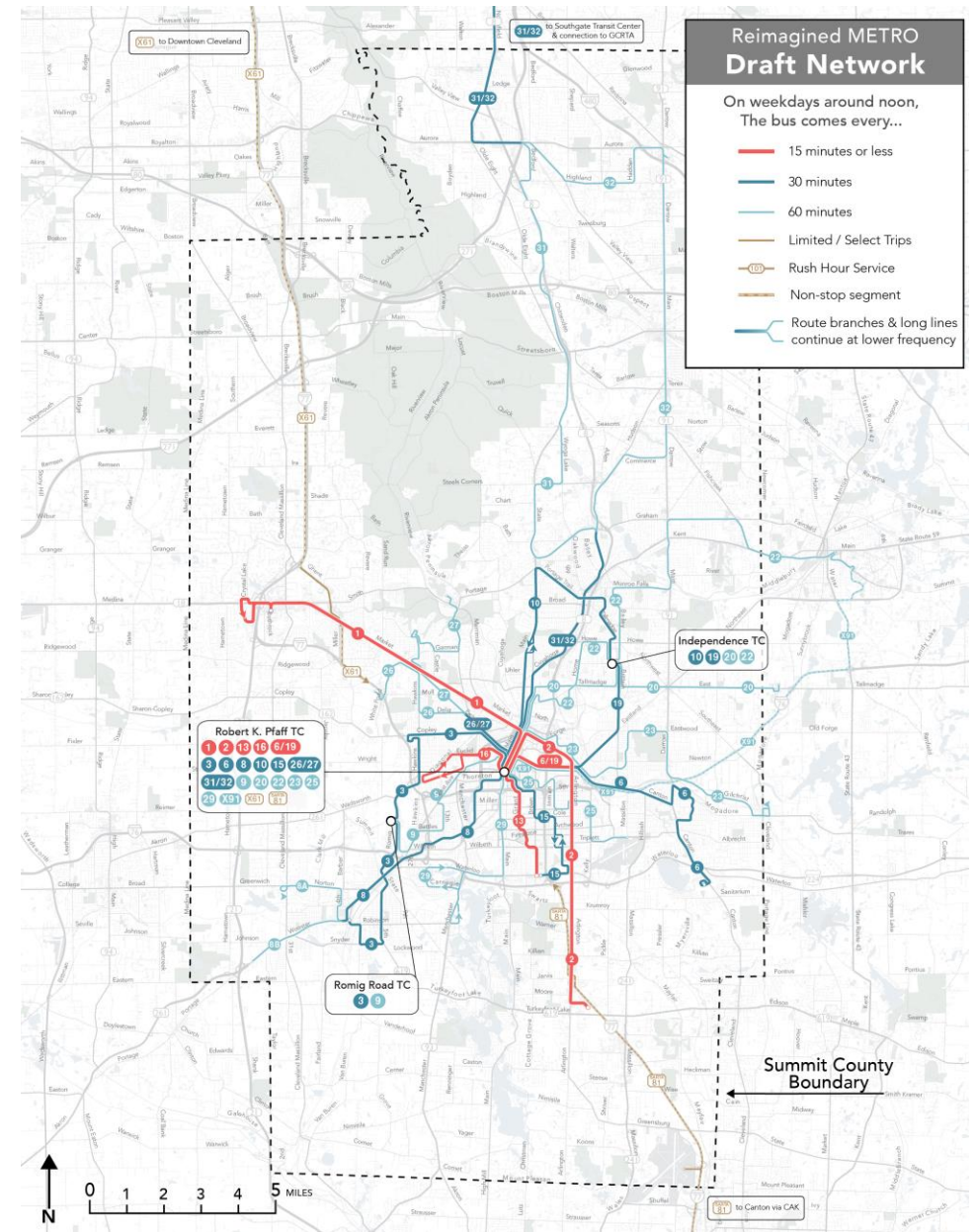
# Reimagined Network

- **Hot Topics:**
  - Manchester/Thornton
  - First Mile/Last Mile Work Connections
  - Downtown Cleveland Connection



# Reimagined Network

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  - First Mile/Last Mile Work Connections
  - Downtown Cleveland Connection





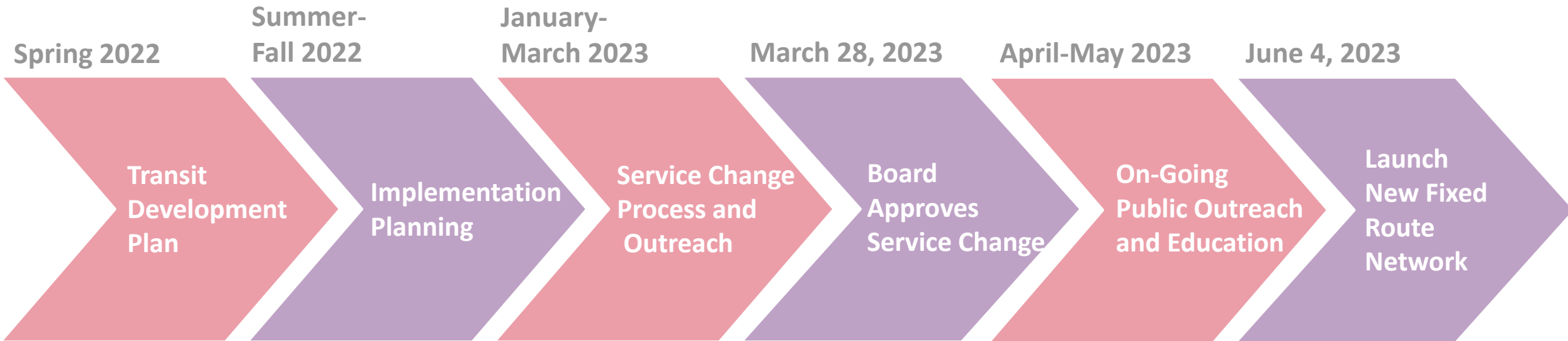
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What Happens Next?

# Implementation Timeline (Fixed Route Network)



# Implementation Timeline (Demand Response)



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# Outreach Plan

# Outreach Plan

- **Types of Outreach**

- **Training METRO Team Members**

- Starting 1<sup>st</sup> Week of January

- **Community Outreach**

- Final Feedback on Draft Plan - Mid January to March
      - Public Hearing (March 1<sup>st</sup>)
    - 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