

METRO REGIONAL TRANSIT AUTHORITY

Internal and External Engagement Committee

MARCH 21, 2024

CHAIR: MR. CHUCK RECTOR

MEMBERS: MS. DANA LAGARDE, MR. GARY SPRING, MR. DAVE
PRENTICE, MS. CHRISTINE MARSHALL



**METRO RTA
INTERNAL/EXTERNAL ENGAGEMENT
COMMITTEE MEETING AGENDA
ROBERT K. PFAFF TRANSIT CENTER BOARD ROOM
THURSDAY, MARCH 21, 2024**

ITEM 1: CALL TO ORDER

ITEM 2: APPROVAL OF MINUTES FROM THE FEBRUARY MEETING

ITEM 3: SUB-COMMITTEE REPORTS

Employee Engagement Report | Jay Hunter

- KPIs (Page 3)
- Engagement Center Days

Customer Service Report | Jay Hunter & Laura Adkins

- KPIs (Page 3-4)
- Beta KPI: Daily Call Volume (Page 5)

Marketing Report | Molly Becker

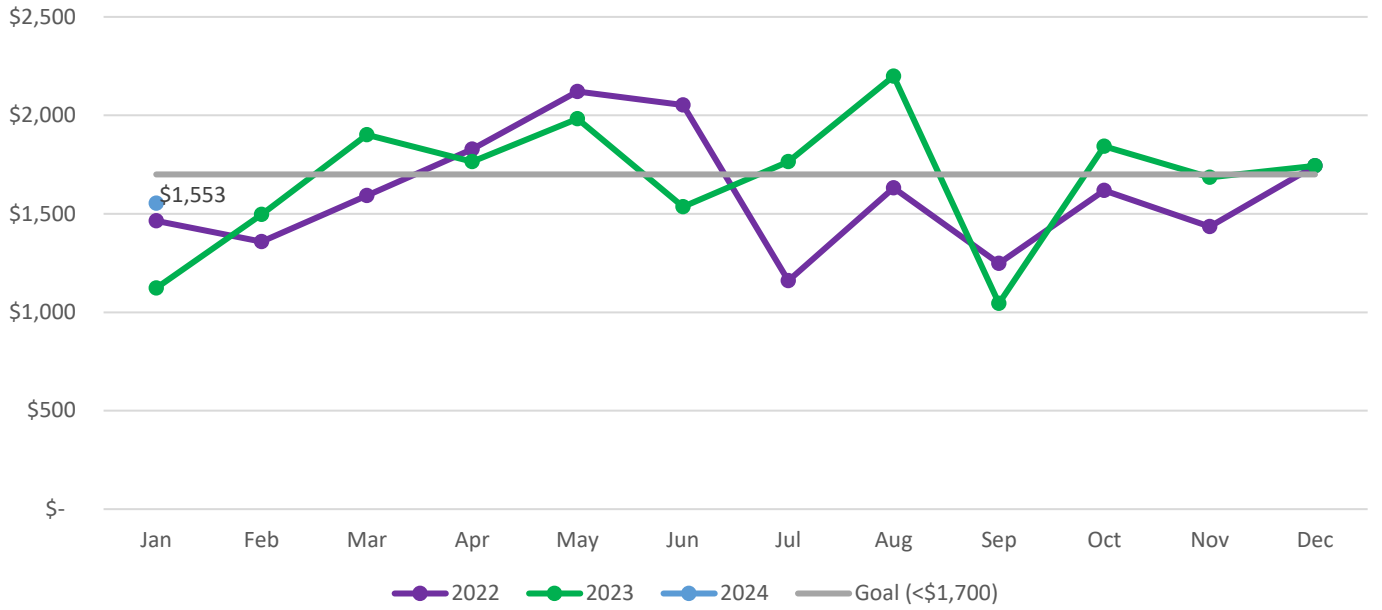
- KPIs (Page 5)
- Solar Eclipse Promotions
- The Domino Effect
- Free Fare Weekends - June, July, & August

ITEM 4: RESOLUTIONS FOR CONSIDERATION

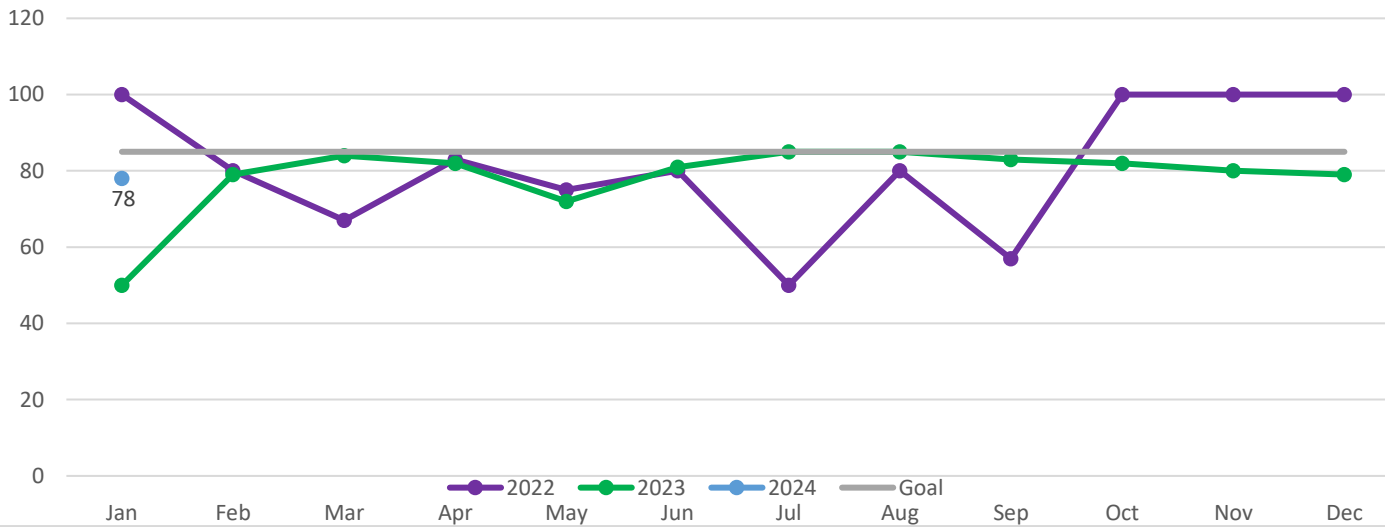
ITEM 5: OTHER BUSINESS

ITEM 6: CALL FOR ADJOURNMENT

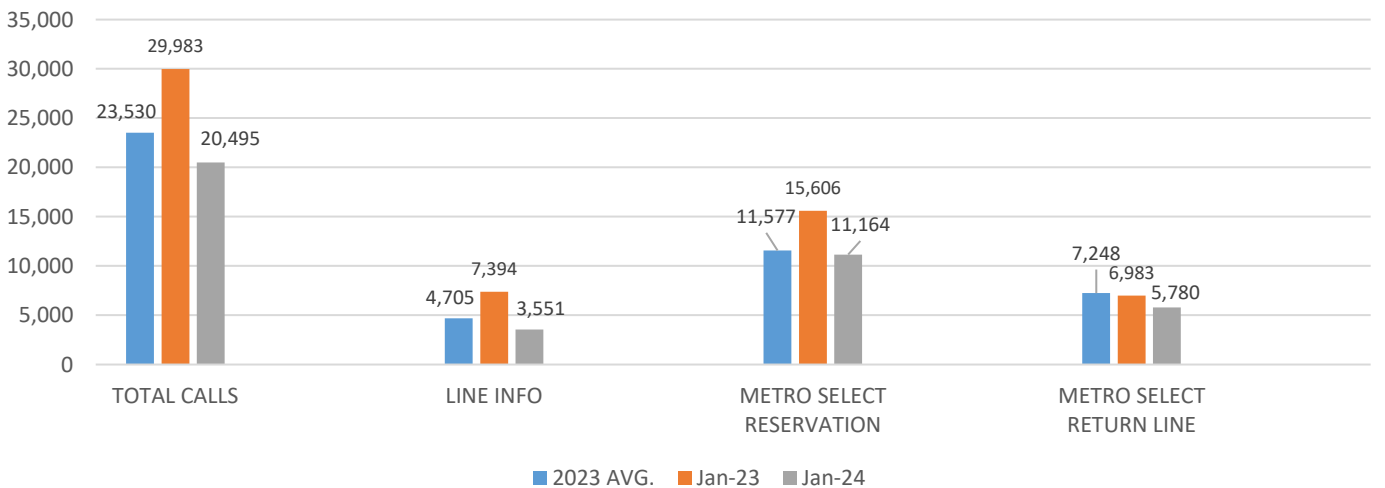
Total Healthcare Provision Per Employee



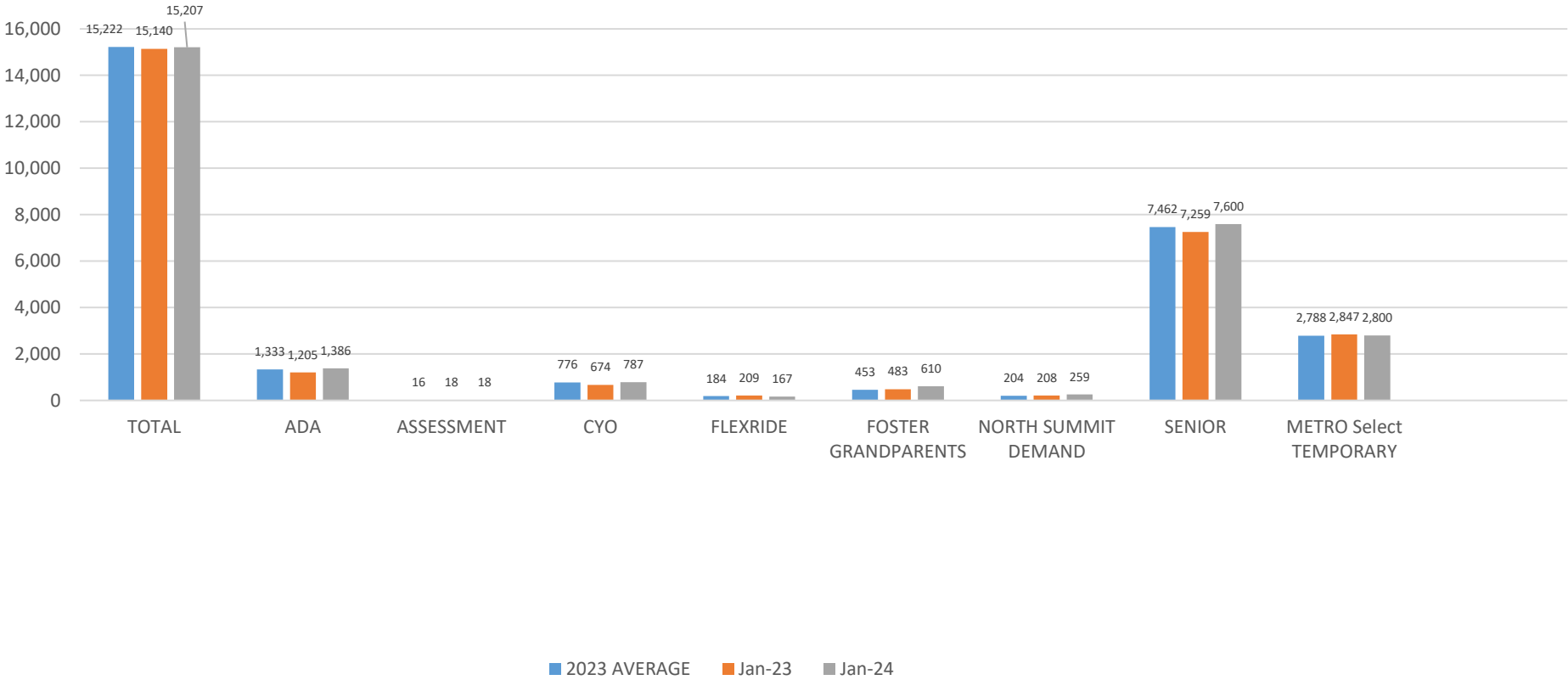
New Hire Success Rate



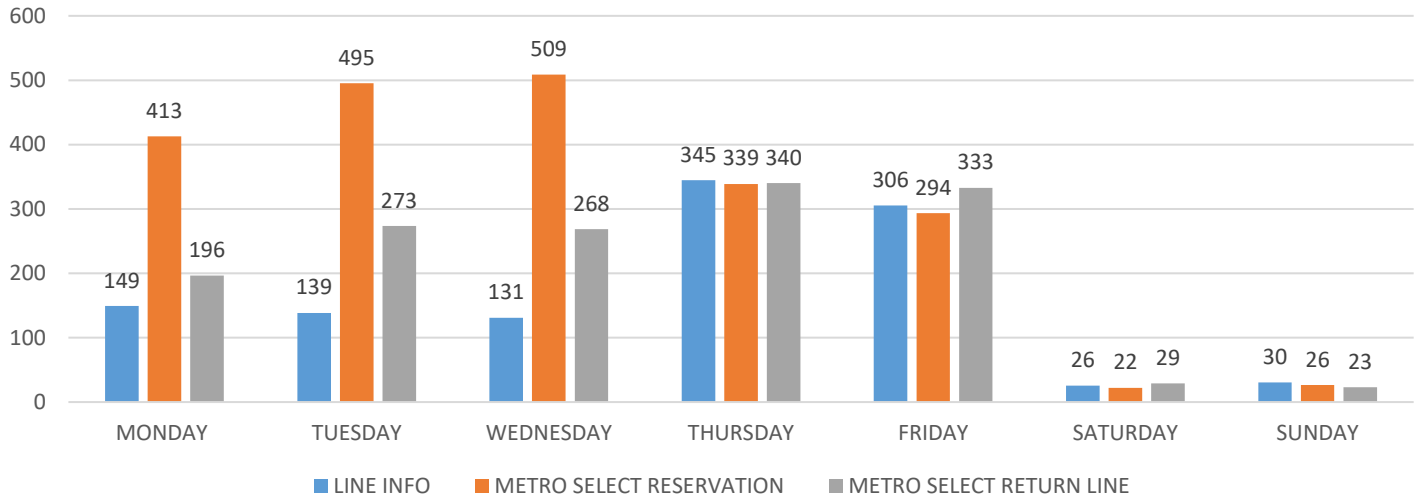
Call Volume



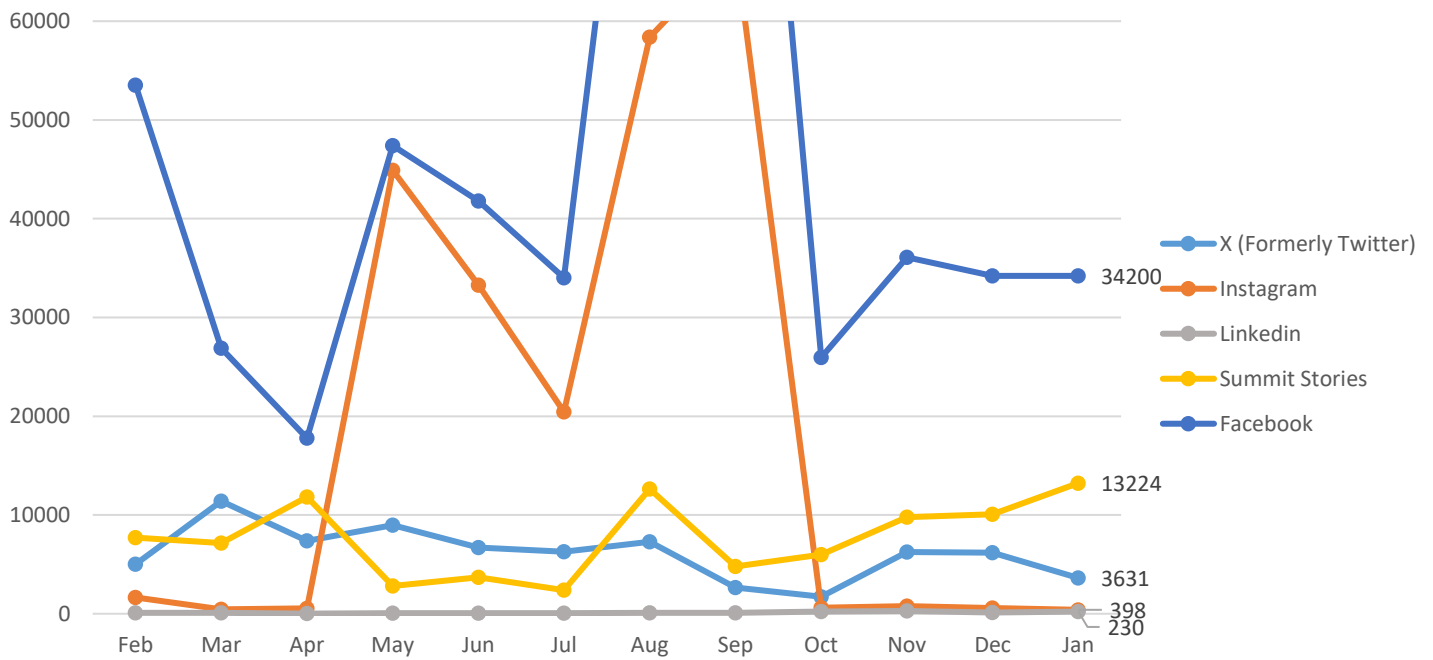
METRO Select Trip Count



Average Calls by Day of the Week



Social Media Impressions by Platform



**METRO RTA
INTERNAL/EXTERNAL ENGAGEMENT
COMMITTEE MEETING MINUTES
ROBERT K. PFAFF TRANSIT CENTER BOARD ROOM
THURSDAY, FEBRUARY 15, 2024**

Committee

Members Present: Chuck Rector, Dana LaGarde, Dave Prentice, Christine Marshall

Trustees Present: Robert DeJournett, Mark Derrig, John Valle, Vince Rubino, Renee Greene, Vince Rubino

Trustees Excused: Gary Spring

METRO Team

Members Present: Dawn Distler, Jarrod Hampshire, Jay Hunter, Angela Neeley, Jamie Saylor, Gert Wilms, DeHavilland McCall, Grace Doyle, Molly Becker, Stephanie Hottle, Laura Adkins, Eric Scott

CALL TO ORDER

Mr. Chuck Rector called the meeting to order at 9:11am

APPROVAL OF MINUTES FROM THE JANUARY MEETING

Mr. John Valle made a motion to approve the revised minutes from the January meeting. The minutes were unanimously approved.

SUB-COMMITTEE REPORTS

EEC Report | Jay Hunter

KPIs were reviewed and agenda items were discussed.

Marketing Report | Molly Becker

KPIs and agenda items were reviewed. A question was asked regarding whether ADA service was eligible for the free library promotion, and it was recorded that it was.

RESOLUTIONS

OTHER BUSINESS

CALL FOR ADJOURNMENT

Adjourned at 9:25am

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

Date (MM/DD/YYYY)

DRAFT