

METRO REGIONAL TRANSIT AUTHORITY

Internal and External Engagement Committee

**JANUARY 16, 2025
9:00 AM**

CHAIR: MR. CHARLES RECTOR
MEMBERS: MS. DANA LAGARDE, MR. GARY SPRING,
MR. DAVID PRENTICE,
AND MS. CHRISTINE MARSHALL



**METRO RTA
INTERNAL AND EXTERNAL
COMMITTEE MEETING AGENDA
ROBERT K. PFAFF TRANSIT CENTER BOARD ROOM
THURSDAY, JANUARY 16, 2025**

ITEM 1: CALL TO ORDER

ITEM 2: APPROVAL OF MINUTES FROM THE DECEMBER MEETING

ITEM 3: SUB-COMMITTEE REPORTS:

Employee Engagement Report | Jay Hunter

- KPIs (Page 3)
- EEC Day

Customer Service Report | Jay Hunter

- KPIs (Page 4)

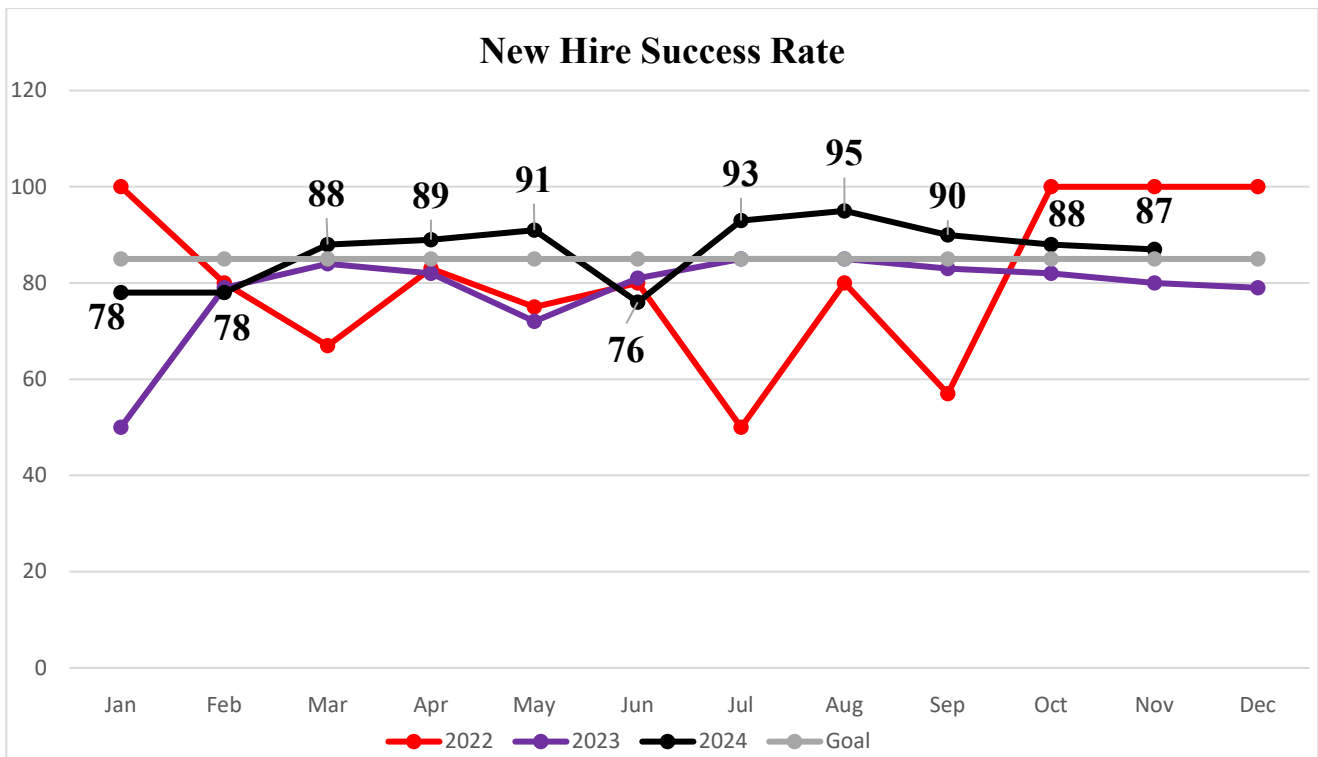
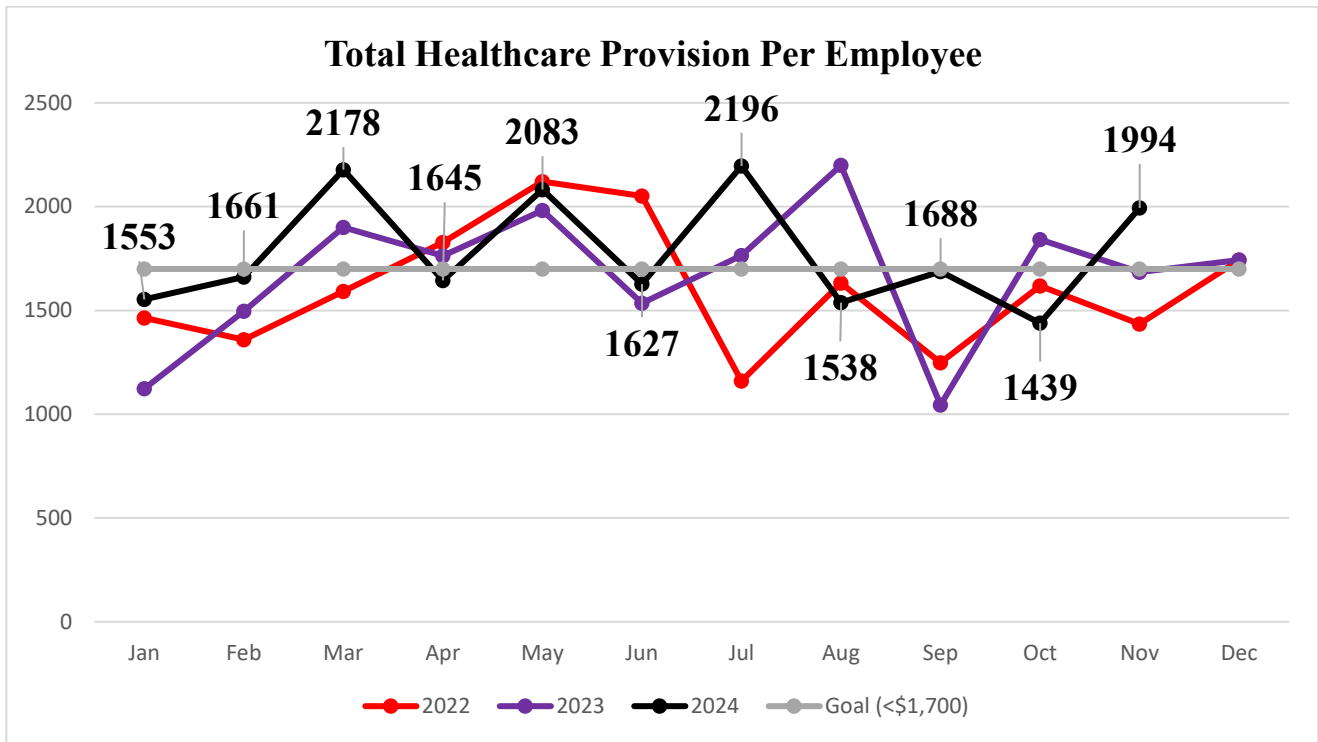
Marketing Report | Molly Becker

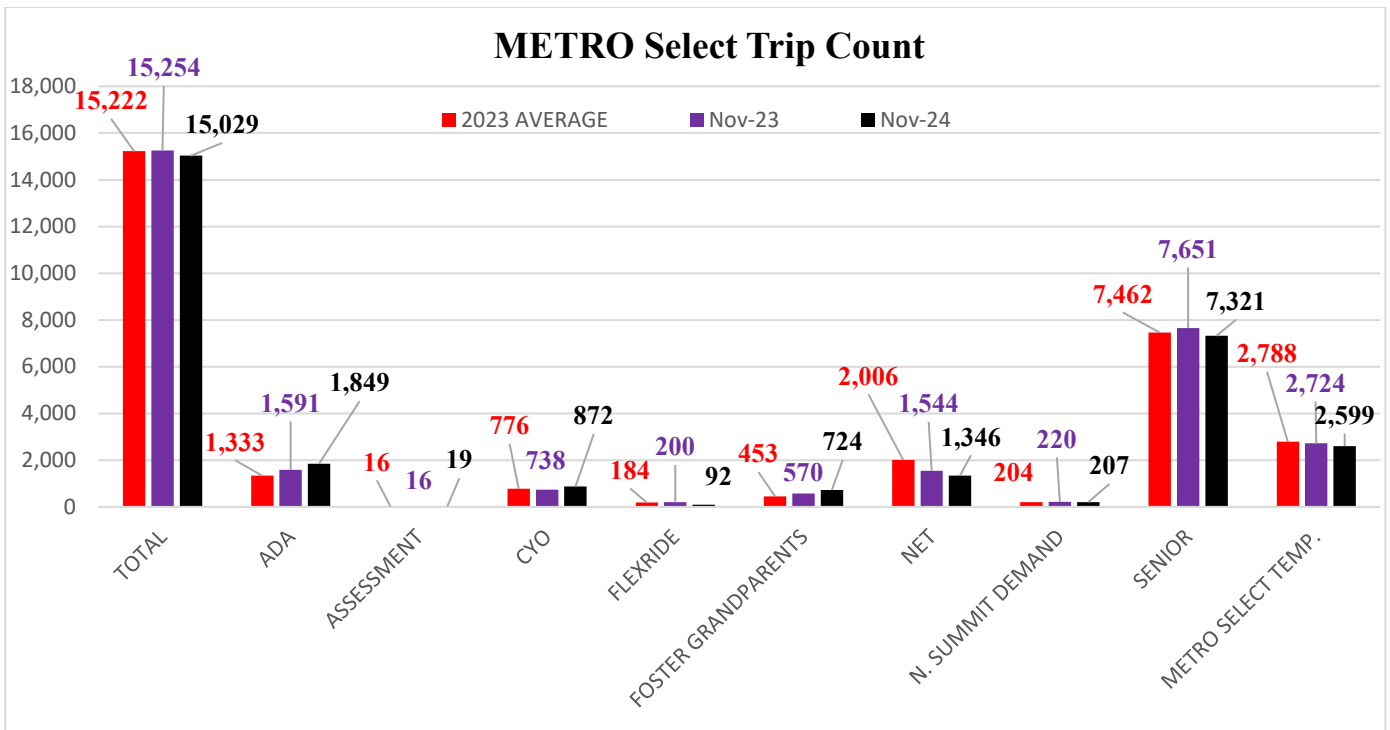
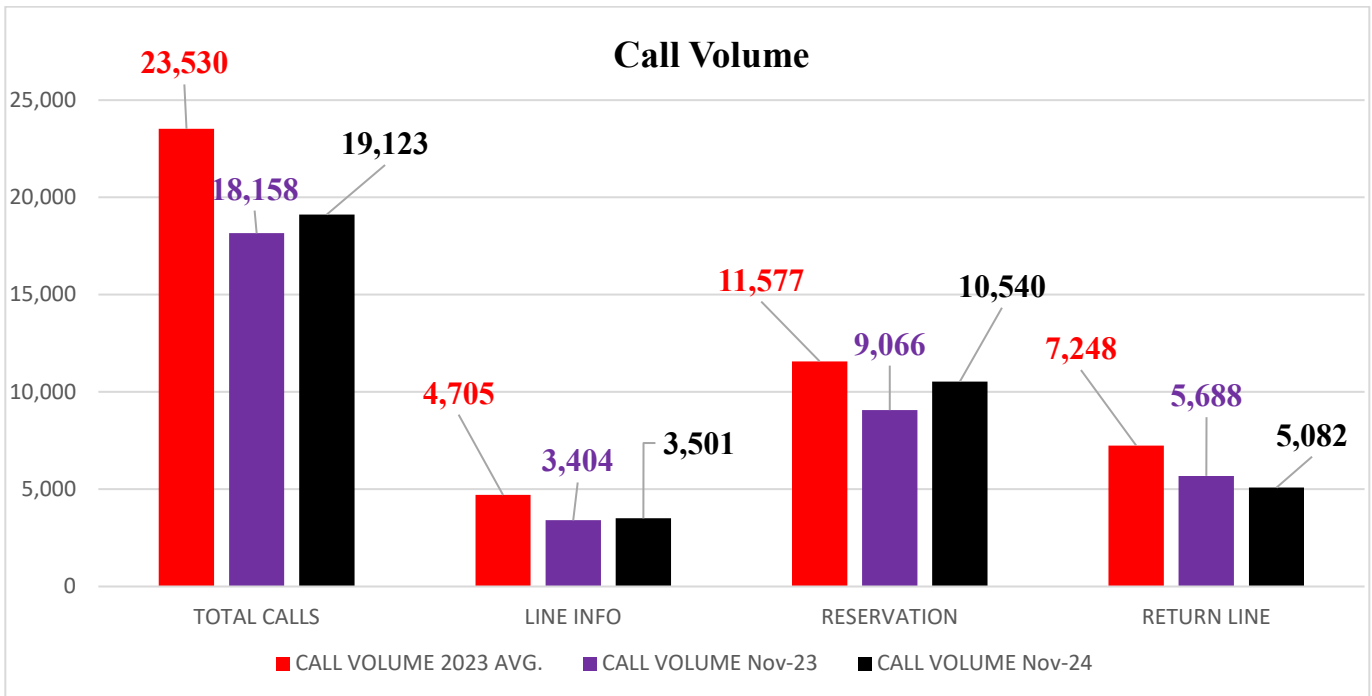
- KPIs (Page 5)
- Transit Stats (Page 6)

ITEM 4: RESOLUTIONS FOR CONSIDERATION:

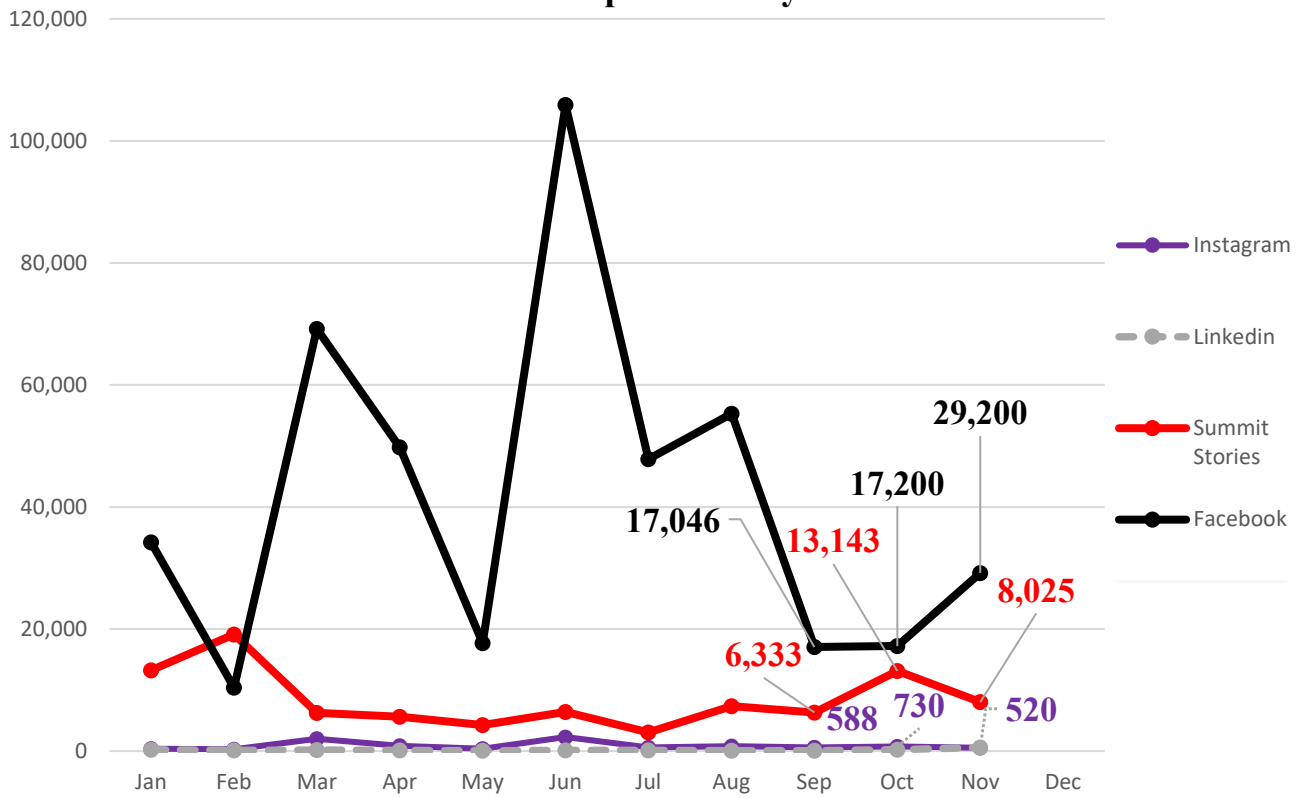
ITEM 5: OTHER BUSINESS:

ITEM 6: CALL FOR ADJOURNMENT





Social Media Impressions by Platform





transit



November 2024

875

new METRO riders downloaded the app for the first time, compared to 796 in November 2023, that's 10% more.

↑ 10%

3,126

individual riders opened Transit. That is 77% more than November of 2023.

↑ 77%

159,197

times the app was opened by those riders. That is 101% more than November of 2023 and 51 times per rider, on average. 79,375 app opens is the November 2023 number.

↑ 101%

647

riders on weekdays opened Transit. That is 91% more than last year in November with 339 riders.

↑ 91%

4,129

GO trips were started by METRO riders, receiving step-by-step navigation. That's a 126% increase from the 1829 users of last year. Users tapped on routes 2, 3, & 1 the most.

↑ 126%

9,325

riders answered Rate-My-Ride questions in November, up from 2818 in 2023. That's a 231% increase. We received an average rating of 4.6/5 stars. In November, 25.8 % of METRO riders rated METRO five stars.

↑ 231%

1,436

tickets were sold in November, compared to 976 in 2023. That's a value of \$4590, compared to \$3368 the previous year. That is an increase of 47% more tickets sold.

↑ 47%

**METRO RTA
INTERNAL/EXTERNAL ENGAGEMENT
COMMITTEE MEETING MINUTES
ROBERT K. PFAFF TRANSIT CENTER BOARD ROOM
THURSDAY, DECEMBER 12, 2024**

Committee

Members Present: Dana LaGarde, Gary Spring, and Christine Marshall

Trustees Present: Mark Derrig, Bob Konstand, John Valle, Robert DeJournett, Nicole Squire, Donald Christian, and Renee Greene

Trustees Excused:

Trustees Absent: Chuck Rector and Dave Prentice

METRO Team

Members Present: Dawn Distler, Gert Wilms, Jarrod Hampshire, Eric Scott, DeHavilland Mc Call, Angie Neeley, Shawn Metcalf, Molly Becker, Jamie Saylor, Grace Doyle, Laura Adkins, Nathan Leppo, Kyle Moeglin, Kyle Stewart, Brynn Overly-Nguyen

CALL TO ORDER

Mr. Gary Spring called the meeting to order at 9:08 am.

APPROVAL OF MINUTES FROM THEN NOVEMBER MEETING

Mr. Robert DeJournett made a motion to approve the minutes from the November meeting. Mr. John Valle 2nd the motion. The minutes were unanimously approved.

SUB-COMMITTEE REPORTS

EEC Report | Jay Hunter

KPIs and agenda items were reviewed.

Mr. Gary Spring inquired about METRO's insurance carrier. Mr. Jay Hunter confirmed that the carrier is Medical Mutual of Ohio. Ms. Dawn Distler shared that during a recent conference, METRO was recognized in passing as a leader in hiring and retaining operators.

Customer Care Report | Jay Hunter

KPIs were reviewed

Marketing Report | Molly Becker

KPIs and agenda items were reviewed.

Ms. Molly Becker provided a recap of several events and sponsorships for 2024.

Mr. John Valle inquired whether free ridership days coincide with low ridership days. Ms. Molly Becker clarified that it varies, and METRO selects the specific days for free ridership. Mr. Mark Derrig inquired about the impact of the free fares during the summer, asking if ridership has decreased since they ended. Ms. Molly Becker responded that ridership has dropped slightly, but it is still higher than pre-summer levels. Ms. Christine Marshall asked about the news story. Ms. Molly Becker clarified that the exact air date is not yet known, as it is not time-sensitive. However, the board will be kept informed as more details become available. Mr. Gary Spring mentioned a write-up in the paper regarding the Grocery Bus.

RESOLUTIONS FOR CONSIDERATION

OTHER BUSINESS

CALL FOR ADJOURNMENT

Adjourned at 9:22 am.

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

Date (MM/DD/YYYY)