

METRO REGIONAL TRANSIT AUTHORITY

# Internal and External Engagement Committee

**JULY 18, 2024**

**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, JULY 18, 2024**

**ITEM 1: CALL TO ORDER**

**ITEM 2: APPROVAL OF MINUTES FROM THE JUNE MEETING**

**ITEM 3: SUB-COMMITTEE REPORTS:**

**Employee Engagement Report | Regina Mills**

- KPIs (Page 3)
- Employee Engagement Center Days

**Customer Service Report | Laura Adkins**

- KPIs (Page 4)

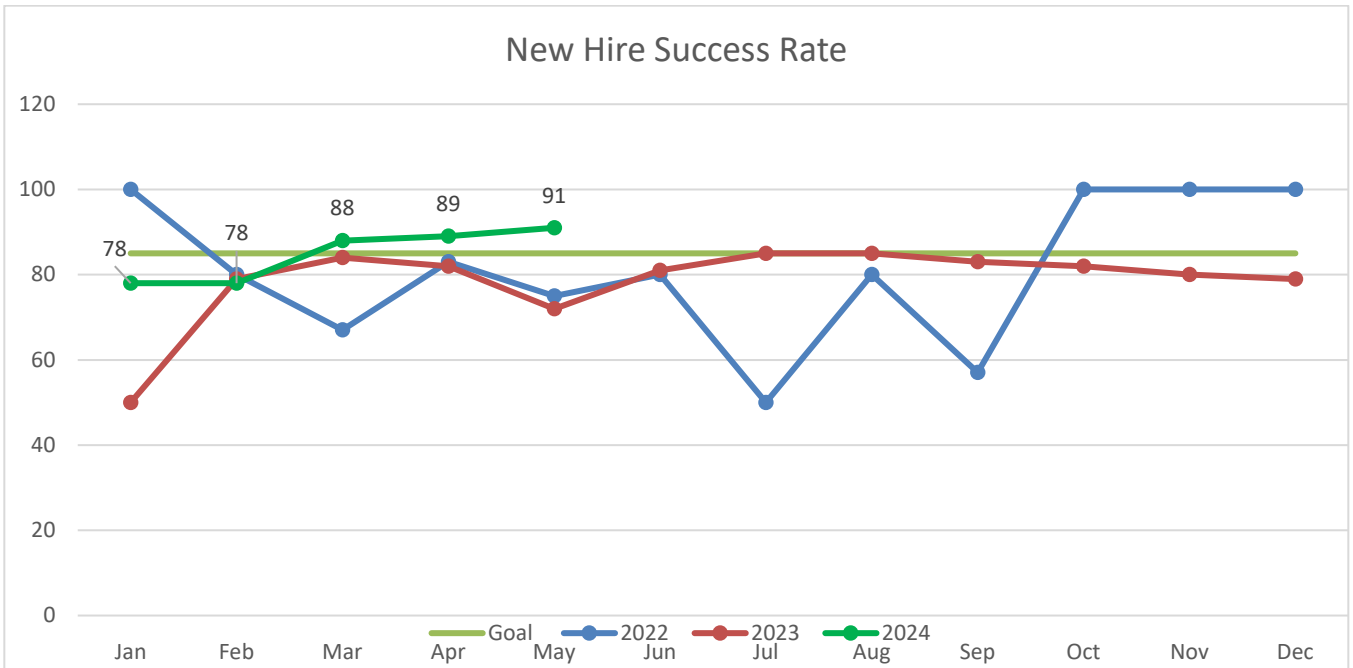
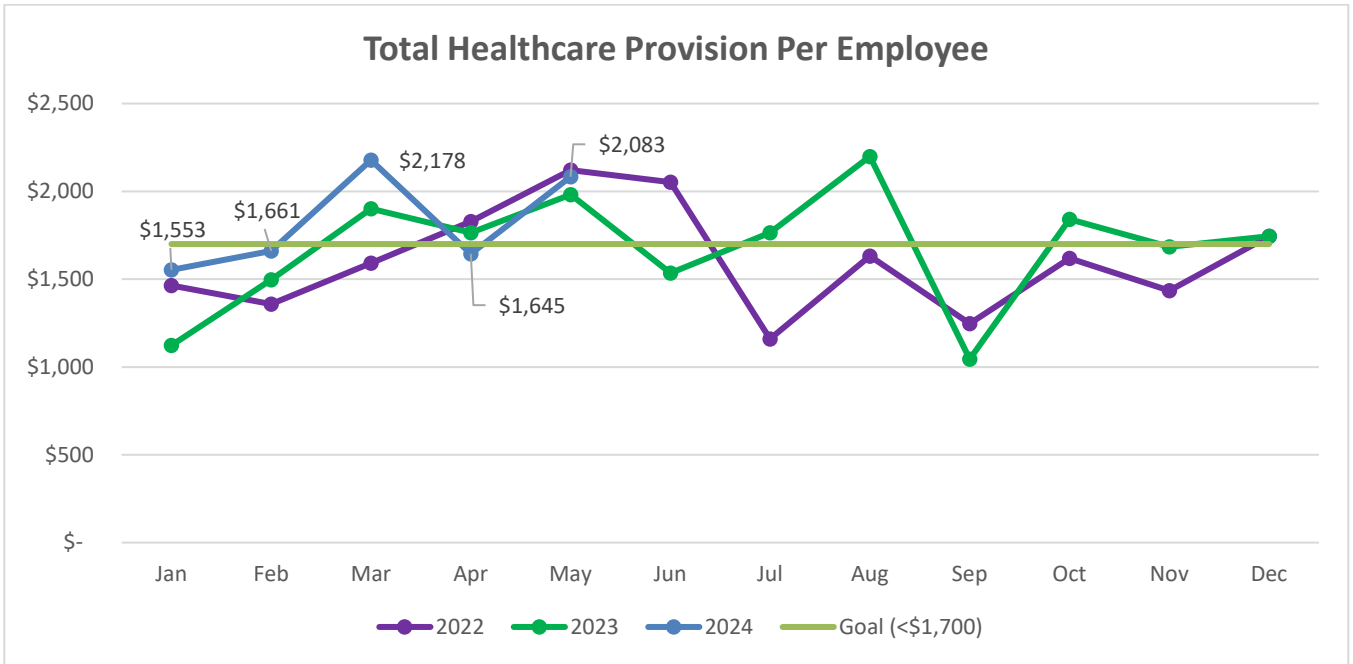
**Marketing Report | Molly Becker**

- KPIs (Page 5)
- Social Media Highlight: X (formerly Twitter)
- Upcoming Events/Sponsorship

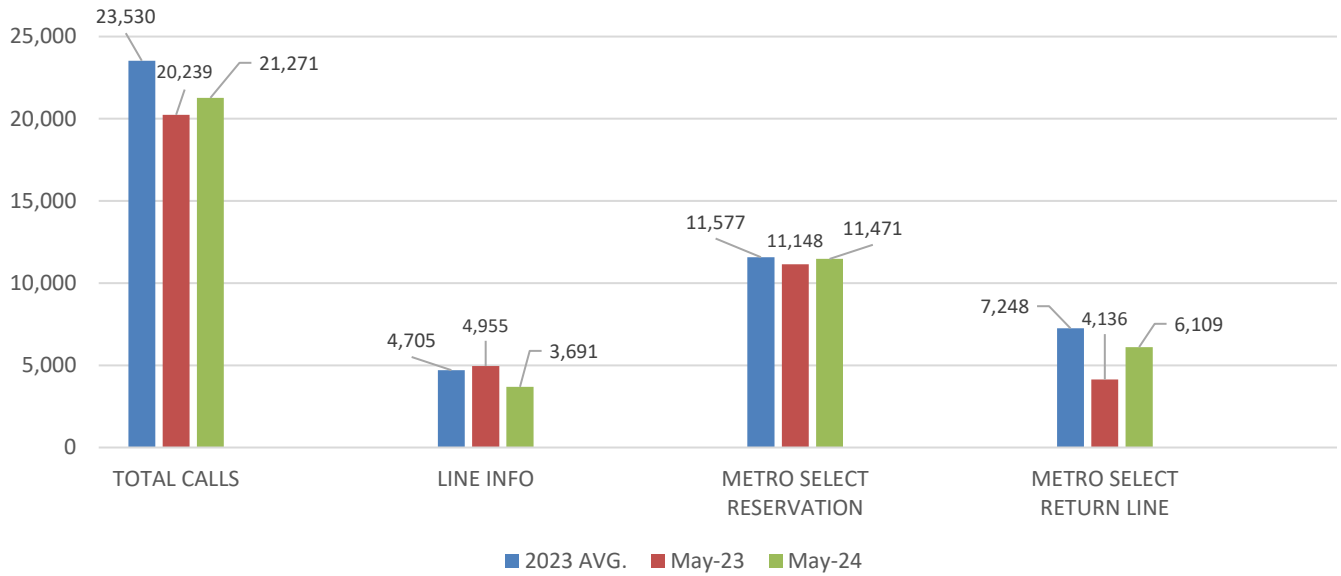
**ITEM 4: RESOLUTIONS FOR CONSIDERATION:**

**ITEM 5: OTHER BUSINESS:**

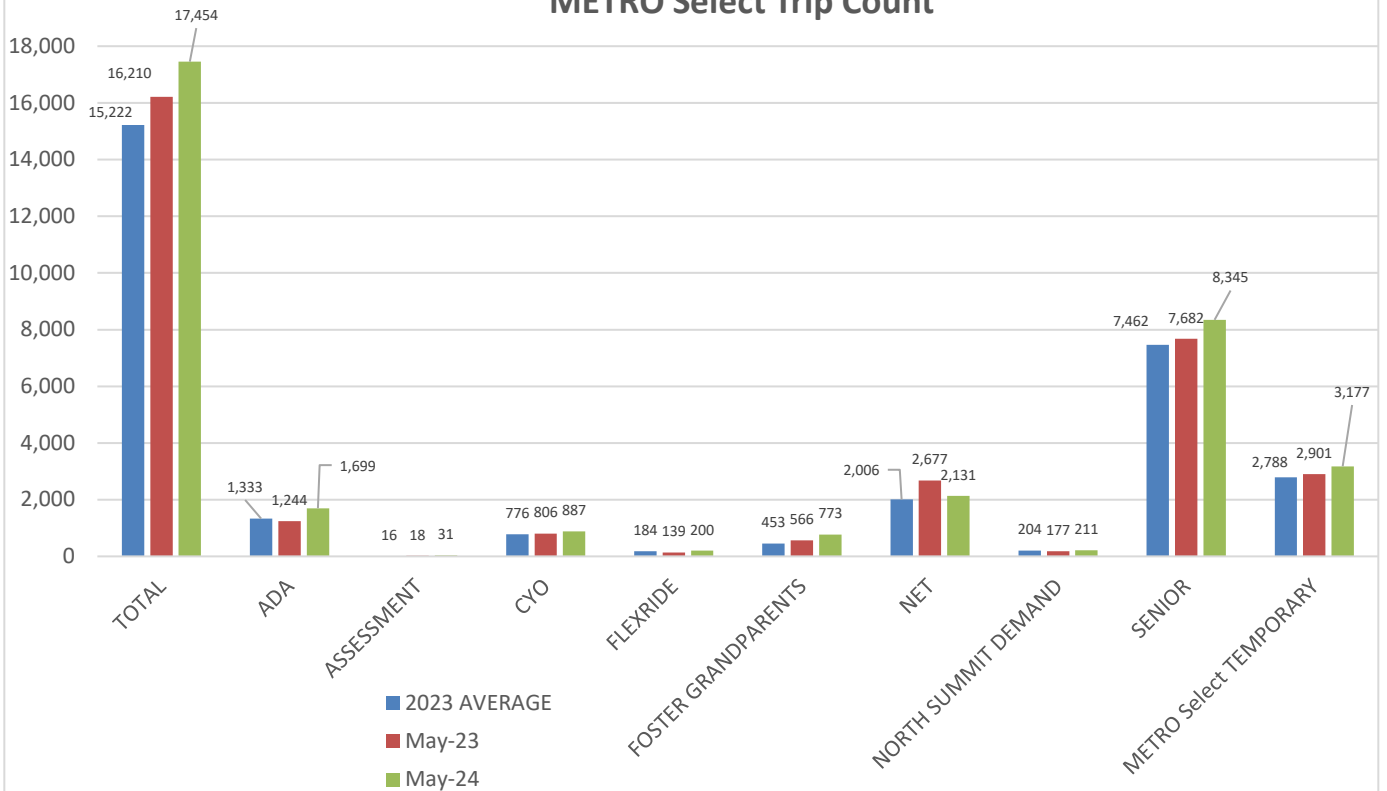
**ITEM 6: CALL FOR ADJOURNMENT**



### Call Volume



### METRO Select Trip Count



### Social Media Impressions by Platform

