

METRO REGIONAL TRANSIT AUTHORITY

# Internal and External Engagement Committee

**OCTOBER 17, 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 October 17, 2024**

**ITEM 1: CALL TO ORDER**

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

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

**Employee Engagement Report | Jay Hunter**

- KPIs (Page 3)
- Employee Engagement Center Days

**Customer Service Report | Jay Hunter**

- KPIs (Page 4)

**Marketing Report | Molly Becker**

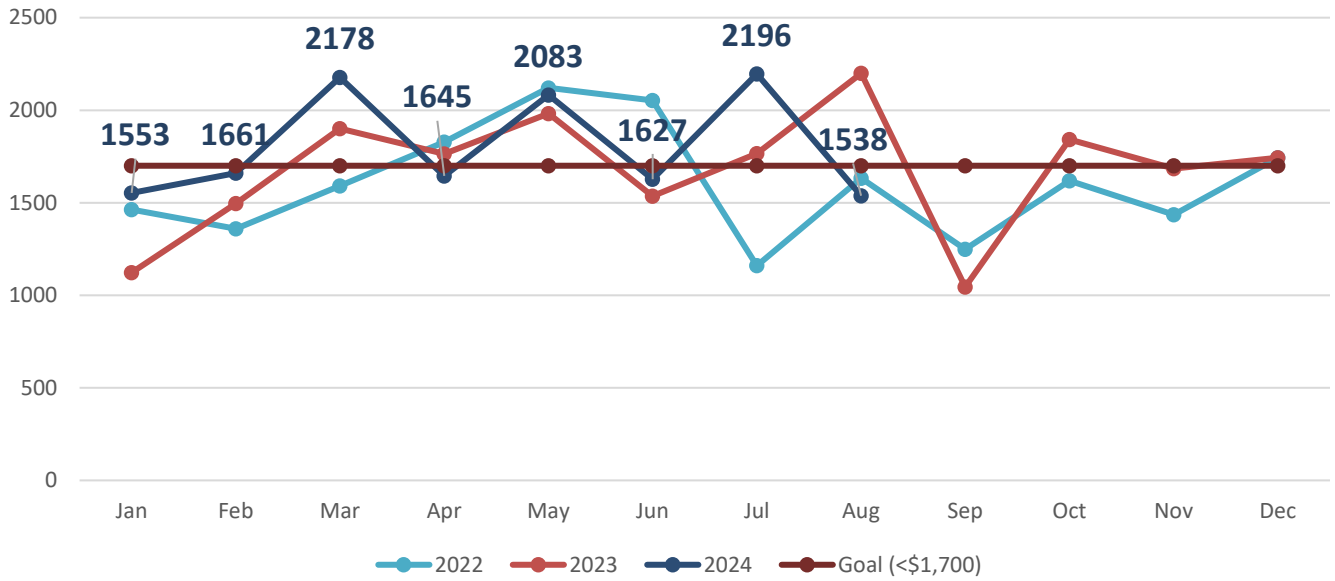
- KPIs (Page 5)
- Akron Children's Hospital Tree Festival
- Holiday Happenings: Trick or Treat events, Giving Tuesday and Christmas

**ITEM 4: RESOLUTIONS FOR CONSIDERATION:**

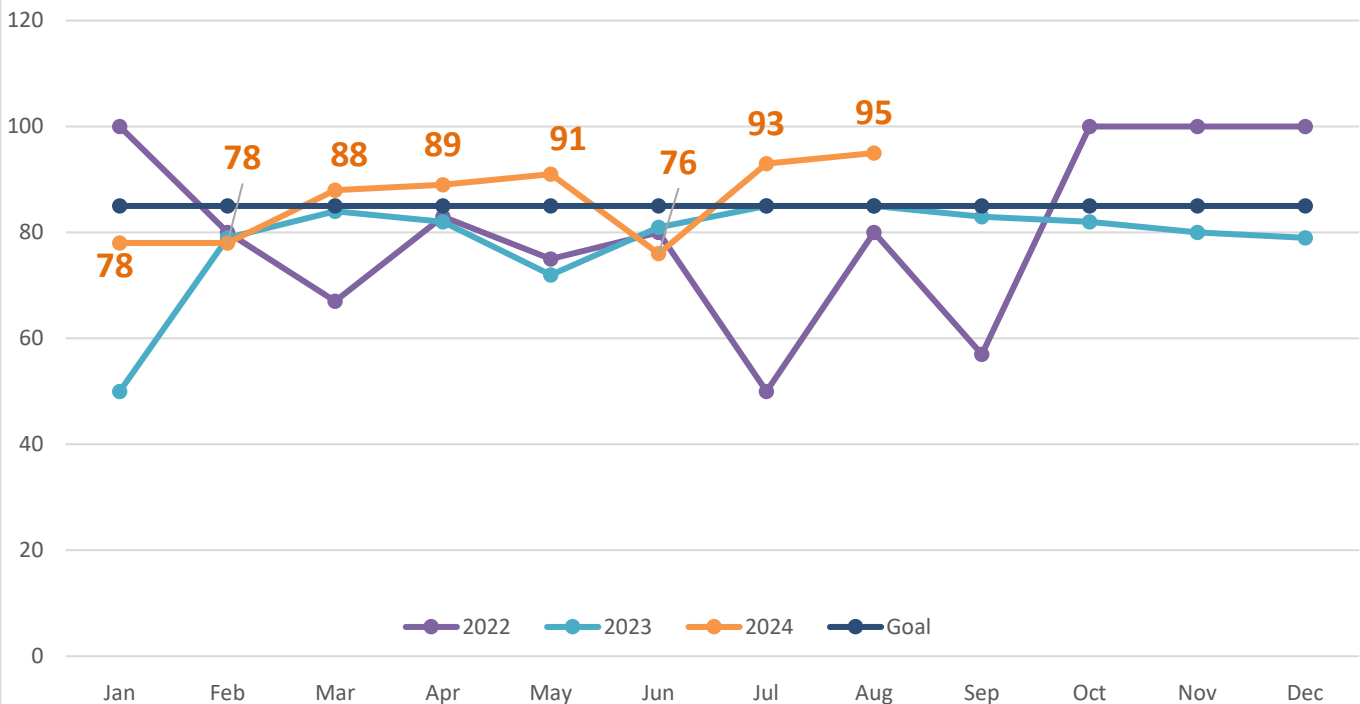
**ITEM 5: OTHER BUSINESS:**

**ITEM 6: CALL FOR ADJOURNMENT**

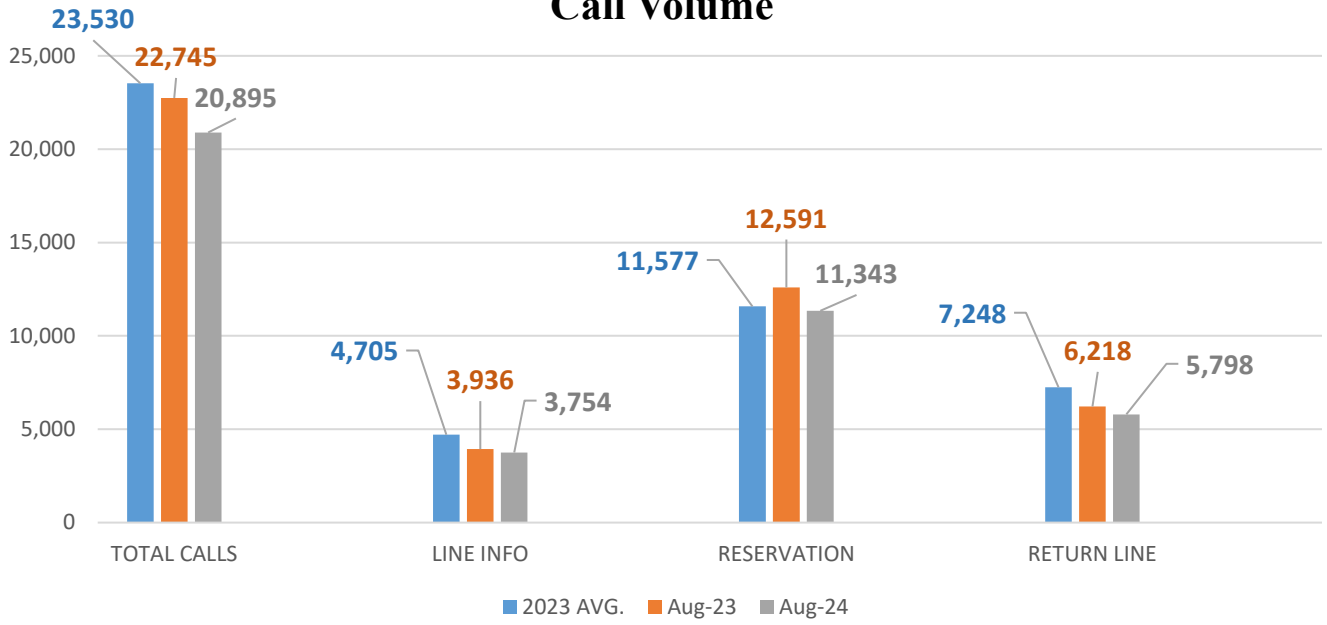
### Total Healthcare Provision Per Employee



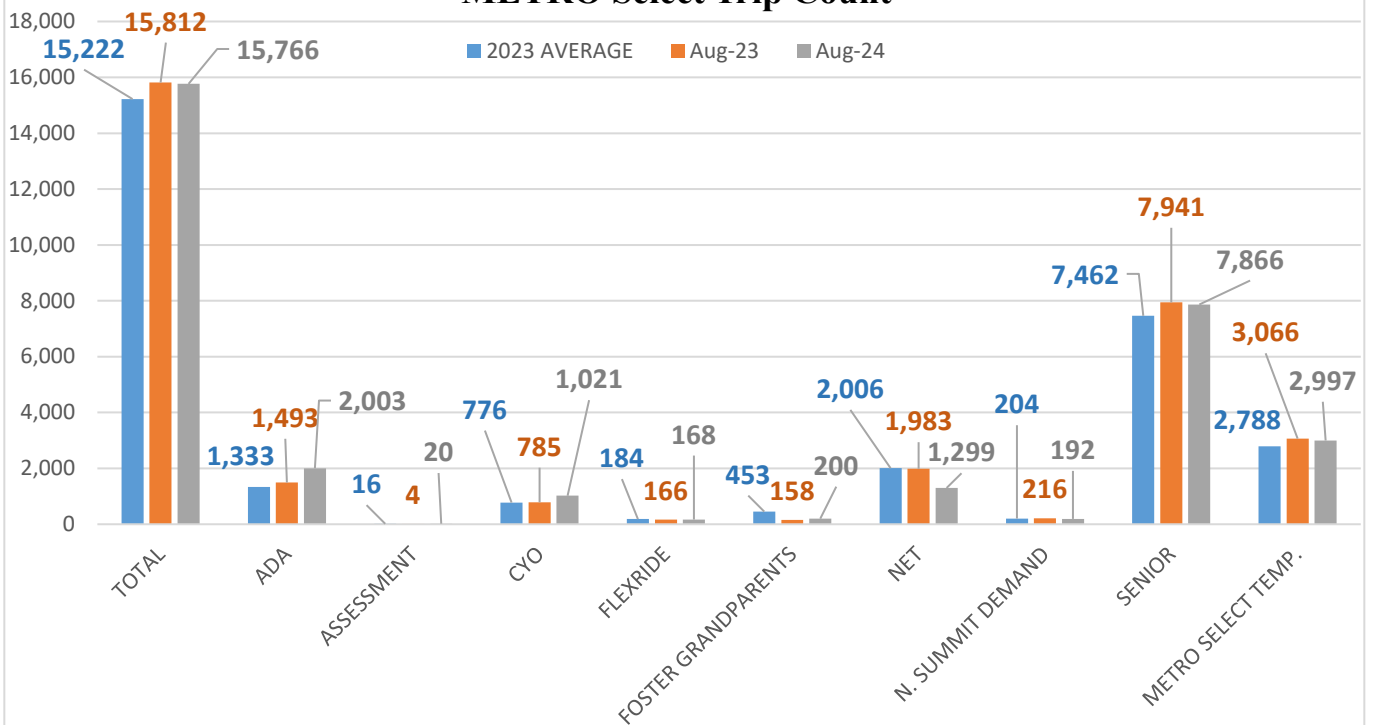
### New Hire Success Rate



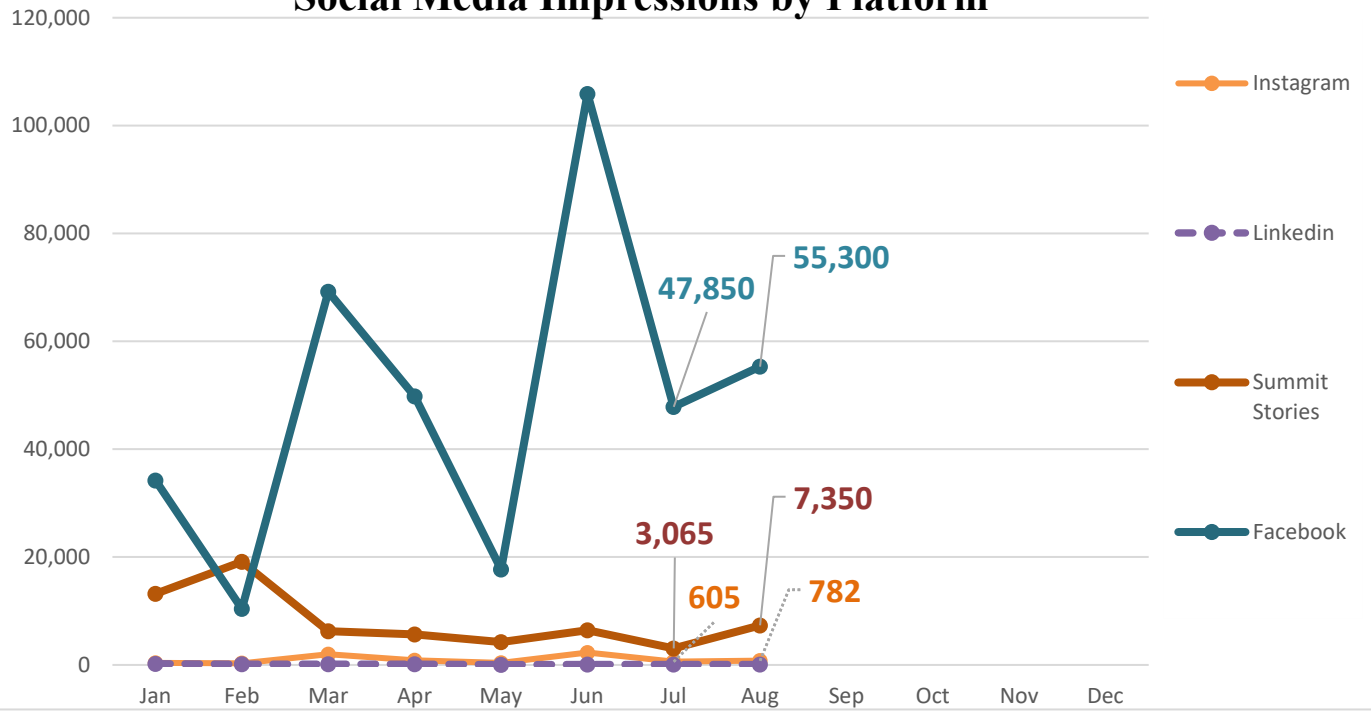
## Call Volume



## METRO Select Trip Count



## Social Media Impressions by Platform



**METRO RTA  
INTERNAL/EXTERNAL ENGAGEMENT  
COMMITTEE MEETING MINUTES  
ROBERT K. PFAFF TRANSIT CENTER BOARD ROOM  
THURSDAY, SEPTEMBER 19, 2024**

**Committee Members Present:** Chuck Rector

**Trustees Present:** John Valle, Robert DeJournett, and Nicole Squire

**Trustees Excused:** Mark Derrig, Dana LaGarde, Renee Greene, Gary Spring, Christine Marshall and Bob Konstand

**Trustees Absent:** Donald Christian and David Prentice

**METRO Team Members Present:** Gert Wilms, Jarrod Hampshire, Eric Scott, DeHavilland McCall, Angie Neely, Tatia Harris, Shawn Metcalf, Molly Becker, Regina Mills, Laura Adkins, Grace Doyle, Nathan Leppo, Jamie Saylor and Kyle Moeglin

**CALL TO ORDER**

Mr. Chuck Rector called the meeting to order at 9:29 am.

**APPROVAL OF MINUTES FROM THE AUGUST MEETING**

Mr. John Valle made a motion to approve the minutes from the August meeting. Ms. Nicole Squire 2<sup>nd</sup> the motion. The minutes were unanimously approved.

**SUB-COMMITTEE REPORTS**

**EEC Report | Regina Mills**

KPIs and agenda items were reviewed. Mental Health Awareness EEC days – Mental Health Awareness, a clinical social worker from Summa provided a variety of materials during the event. Most employees prefer phone-based counseling. We assured them if they do sign up for counseling it will remain anonymous. Ms. Dawn Distler also noted that Mental Health is one of the most requested employee resource groups.

**Customer Care Report | Laura Adkins**

KPIs were reviewed

**Marketing Report | Molly Becker**

KPIs and agenda items were reviewed.

Free Fare Weekends Wrap Up, a positive email was shared regarding a successful conclusion of Free Fare Weekends. The initiative was well-received and contributed to a positive experience.

Community Driven, features a bus wrap that includes messages in various languages, such as “thank you”, “welcome” and “have a nice day.” This design reflects the diversity of the community and a welcoming atmosphere for all riders.

METRO Rebranding, includes updates across various platforms, such as new stationery, rebranded buses, updated operator uniforms, and refreshed website. Additionally, bus stop signs and shelters will feature new stickers on the side.

The Beacon Journal is running a story food deserts and how METRO’s grocery bus service is helping to prevent them.

Mr. Robert DeJournett inquired about the frequency of logo changes. Ms. Molly Becker responded that logo changes are rare, and this is the first time in her 20+ years with the organization. He also asked about the total cost of the rebranding, but Ms. Molly Becker did not have the total cost available.

**RESOLUTIONS FOR CONSIDERATION**

There were no resolutions for consideration.

**OTHER BUSINESS**

**CALL FOR ADJOURNMENT**

Adjourned at 9:48 am.

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

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**Date (MM/DD/YYYY)**