

METRO REGIONAL TRANSIT AUTHORITY

Internal and External Engagement Committee

DECEMBER 12, 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, DECEMBER 12, 2024**

ITEM 1: CALL TO ORDER

ITEM 2: APPROVAL OF MINUTES FROM THE NOVEMBER MEETING

ITEM 3: SUB-COMMITTEE REPORTS:

Employee Engagement Report | Jay Hunter

- KPIs (Page 3)
- Employee Engagement

Customer Service Report | Jay Hunter

- KPIs (Page 4)

Marketing Report | Molly Becker

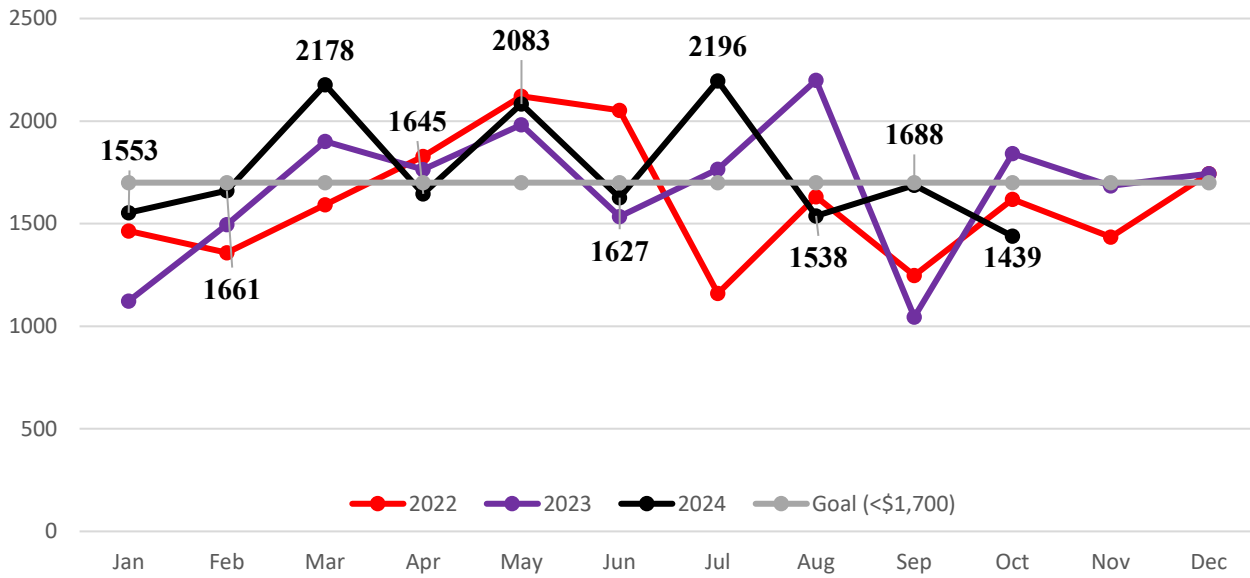
- KPIs (Page 5)
- Recap of 2024 Events & Sponsorships

ITEM 4: RESOLUTIONS FOR CONSIDERATION:

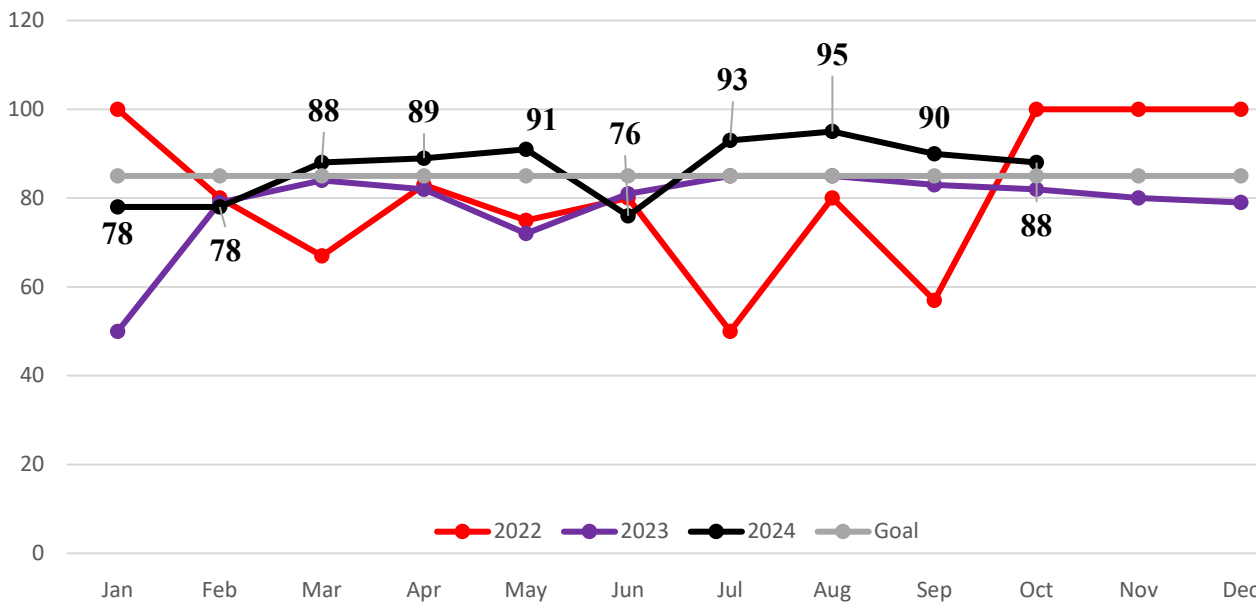
ITEM 5: OTHER BUSINESS:

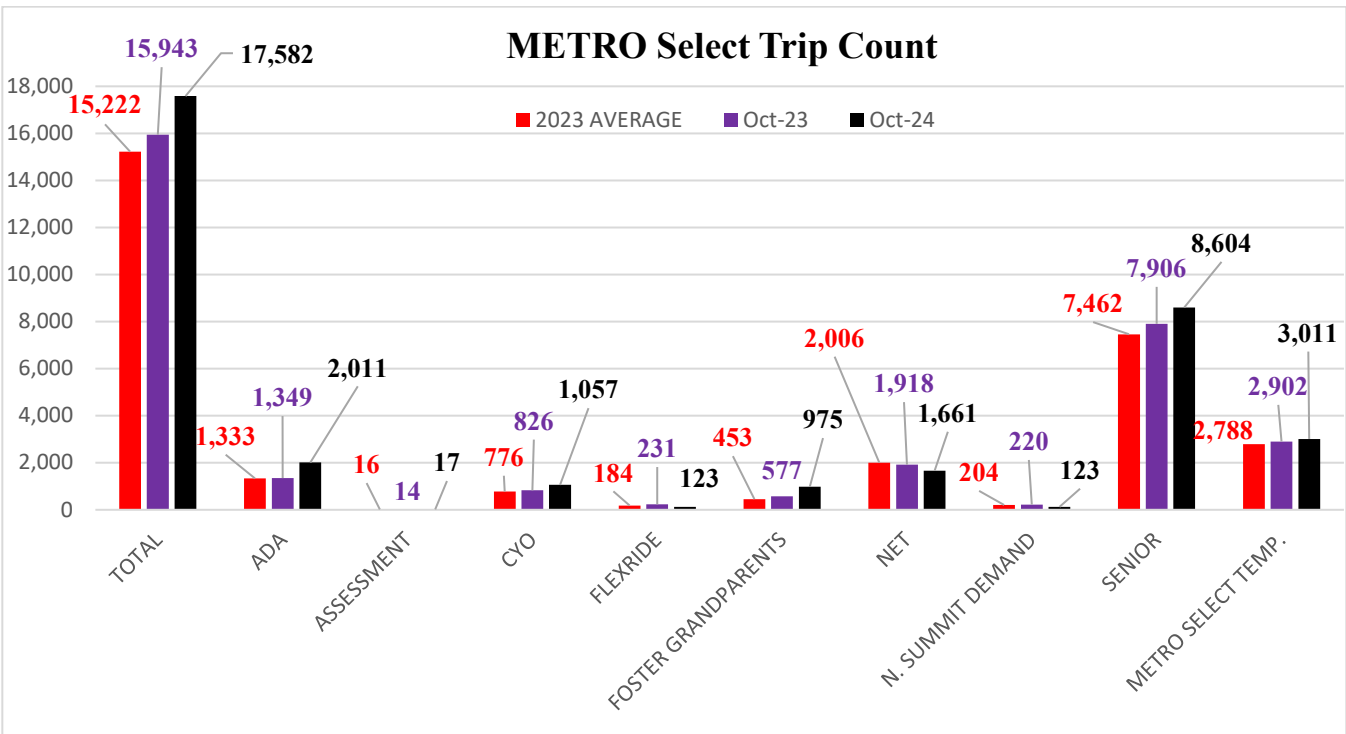
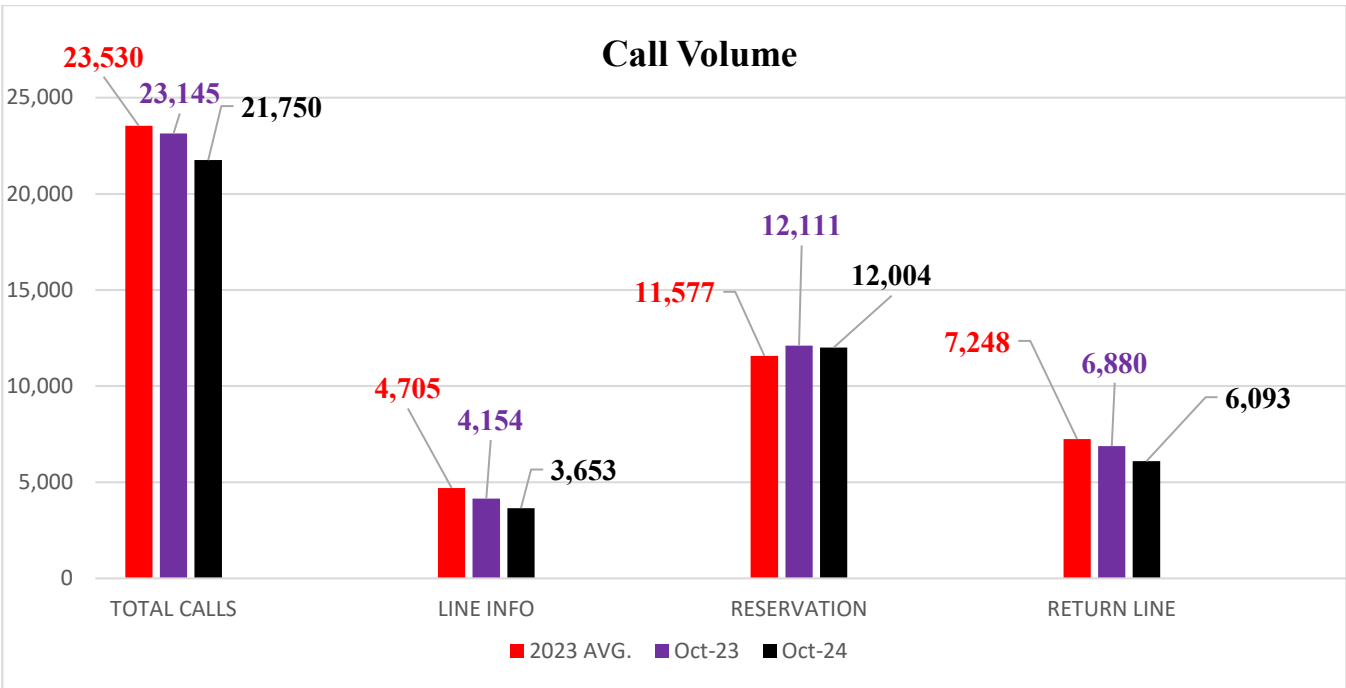
ITEM 6: CALL FOR ADJOURNMENT

Total Healthcare Provision Per Employee

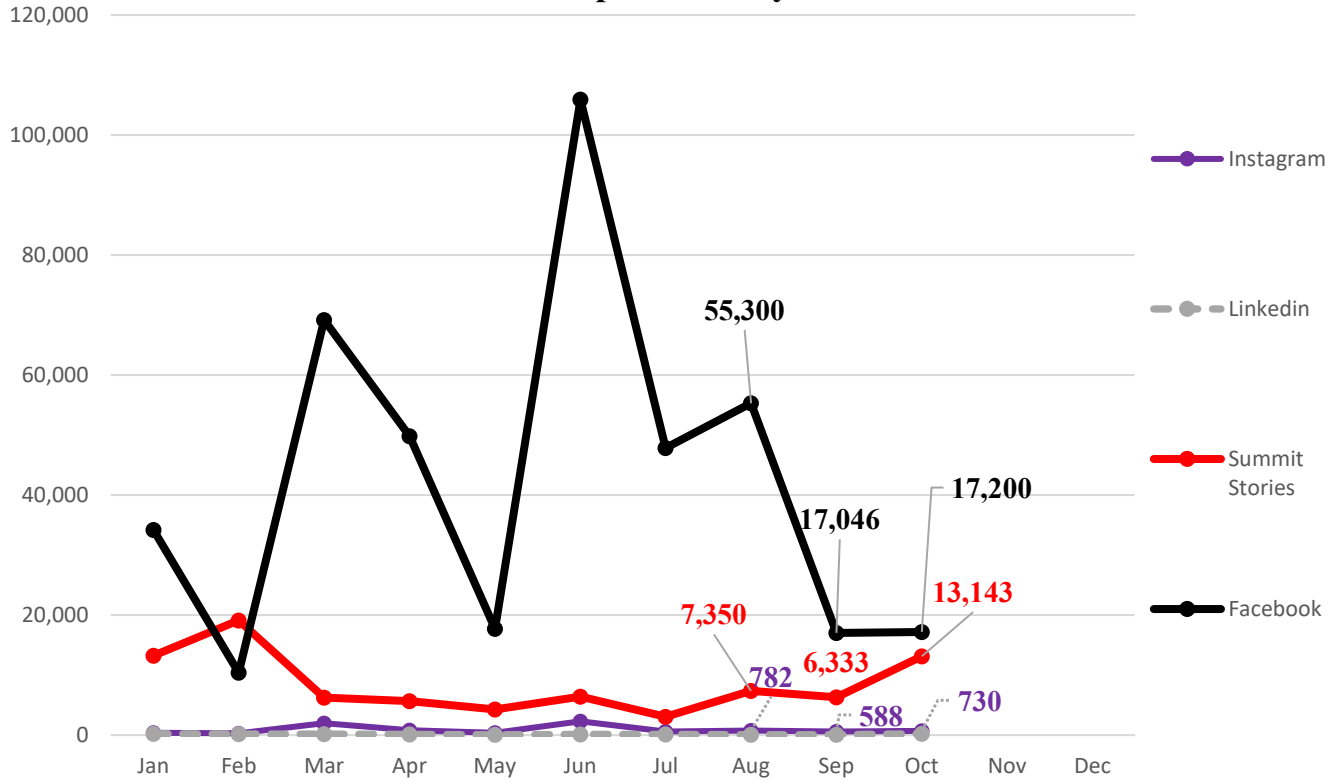


New Hire Success Rate





Social Media Impressions by Platform



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

Committee Members Present: David Prentice and Christine Marshall

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

Trustees Excused: Dana LaGarde and Gary Spring

Trustees Absent:

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, Quentin Wyatt and Jim Meduri

CALL TO ORDER

Mr. Chuck Rector called the meeting to order at 10:45 am.

APPROVAL OF MINUTES FROM THE OCTOBER MEETING

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

SUB-COMMITTEE REPORTS

EEC Report | Jay Hunter

KPIs and agenda items were reviewed.

EEC days – Focused on communication: Veteran’s Day, Benefits Fair that included a Chili cook off.

Customer Care Report | Jay Hunter

KPIs were reviewed

Marketing Report | Molly Becker

KPIs and agenda items were reviewed.

Mr. Mark Derrig inquired about social media advertising and the type of engagement generated. Ms. Grace Doyle explained that the metrics depend on the campaign’s goal, such as driving website visits. Ms. Molly Becker added that campaigns can be highly targeted based on zip codes, age, demographics, job types, and more.

Giving Tuesday (December 3rd, 10:00 am – 1:00 pm): Activities include Free Fare Day, Coat Giveaway, Photo Booth, participation by Akron Summit Library, and other vendors.

WKYC will interview Ms. Dawn Distler, recognizing her as CEO of the Year.

METRO’s tree received a special honor at the Tree Festival.

RESOLUTIONS FOR CONSIDERATION

There was one resolutions for consideration.

Resolution 2024-20 | Leslie Rashid

A resolution establishing the following monthly meeting dates for the Board of Trustees of the METRO Regional Transit Authority.

Ms. John Valle made a motion for the committee to recommend the resolution to the board on November 26th, Mr. Mark Derrig 2nd the motion. All present voted aye.

OTHER BUSINESS

CALL FOR ADJOURNMENT

Adjourned at 10:54 am.

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

Date (MM/DD/YYYY)