

METRO REGIONAL TRANSIT AUTHORITY

Internal and External Engagement Committee

**FEBRUARY 20, 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, FEBRUARY 20, 2025**

ITEM 1: CALL TO ORDER

ITEM 2: APPROVAL OF MINUTES FROM THE JANUARY MEETING

ITEM 3: SUB-COMMITTEE REPORTS:

Employee Engagement Report | Jay Hunter

- EEC Day
- KPIs (Page 3)

Customer Care Report | Jay Hunter

- KPIs (Page 4)

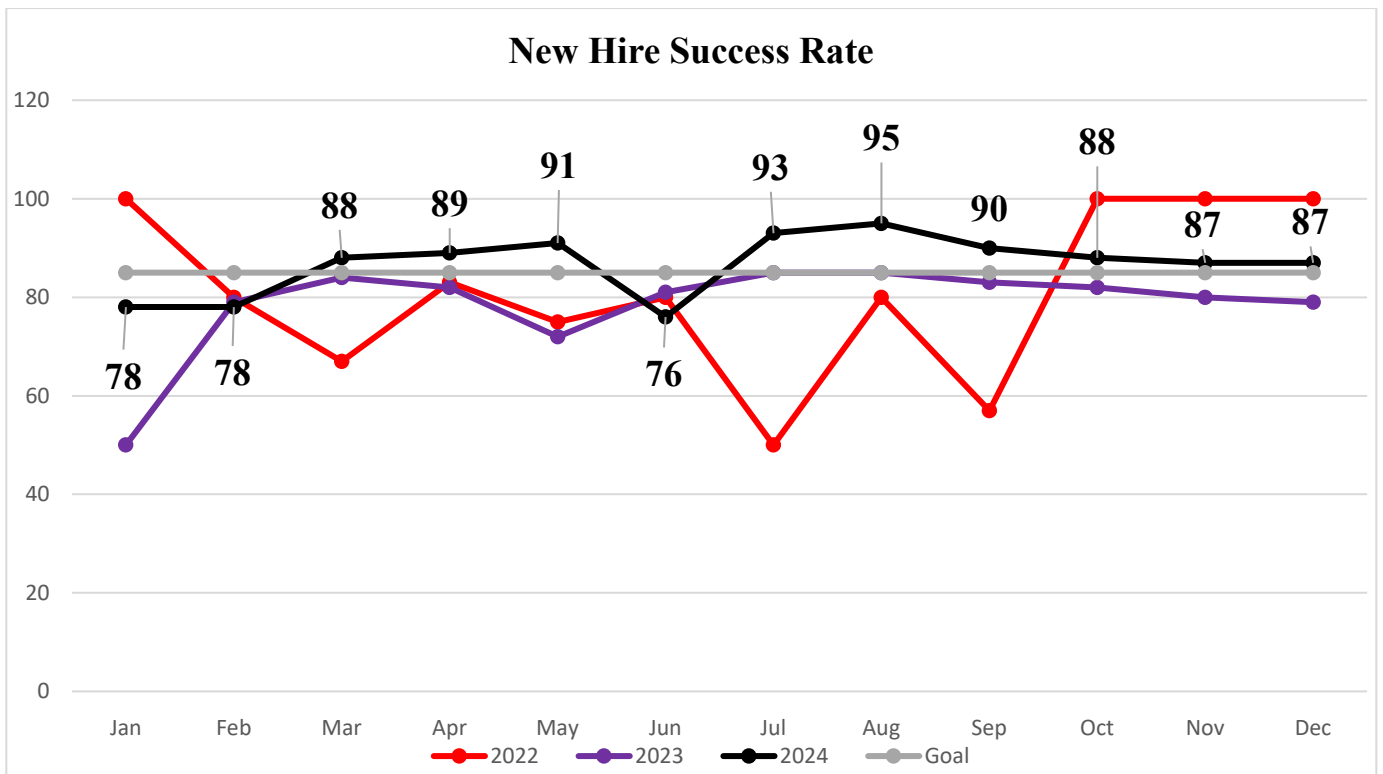
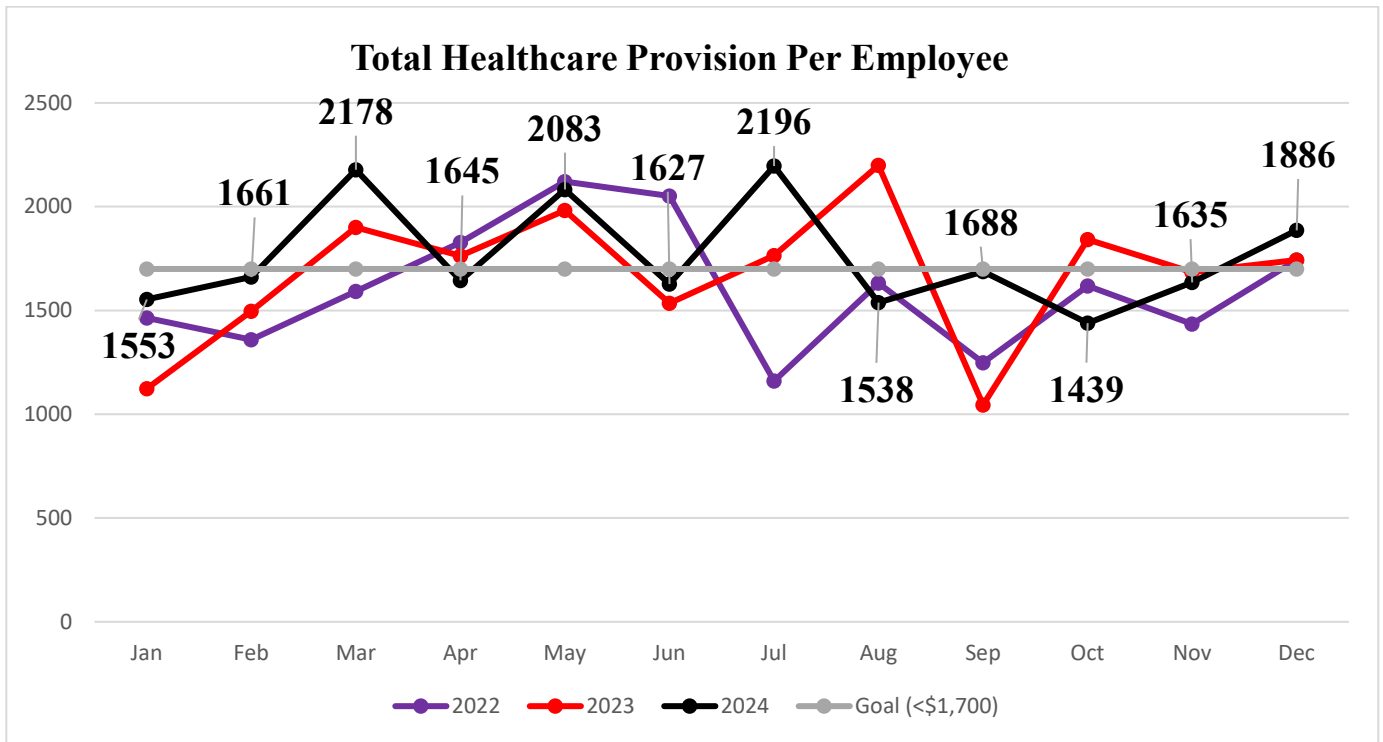
Marketing Report | Molly Becker

- KPIs (Page 5)
- Think Outside the Bus Podcast
- METRO Next Outreach

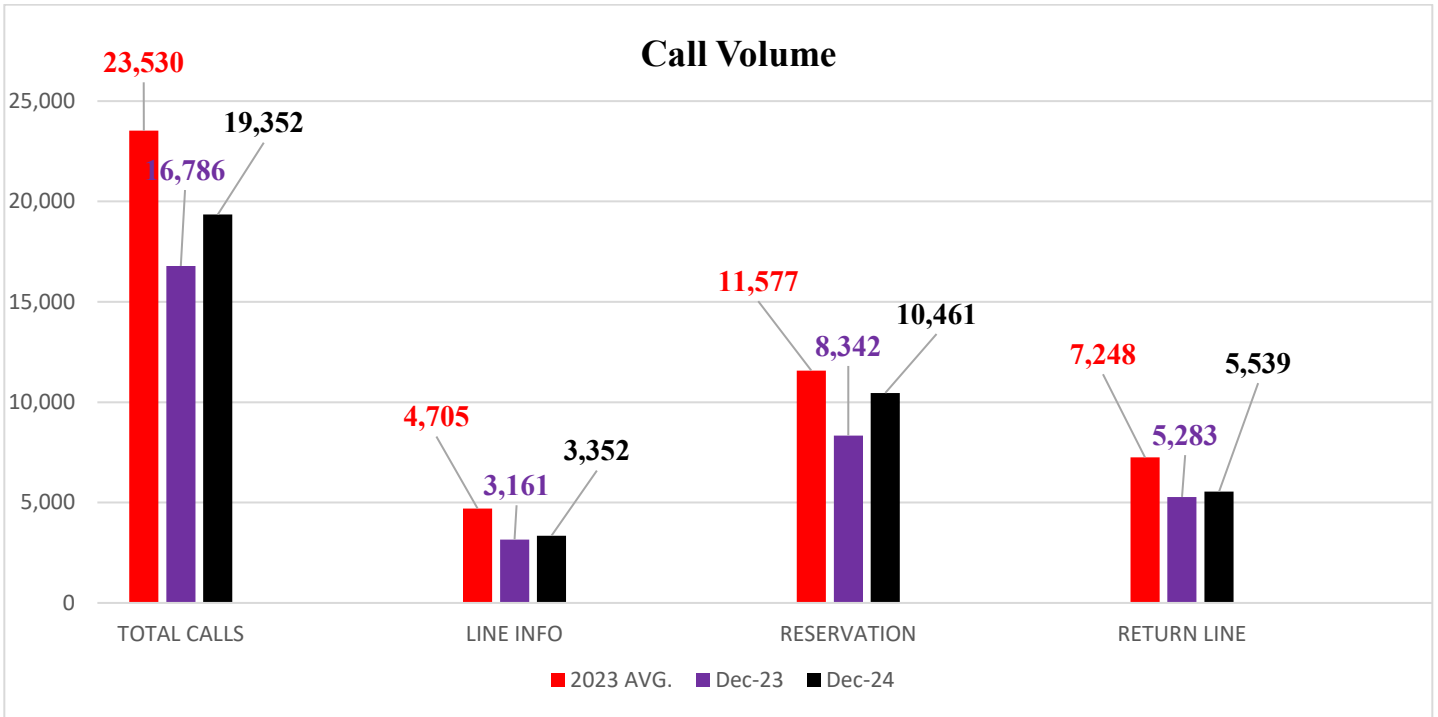
ITEM 4: RESOLUTIONS FOR CONSIDERATION:

ITEM 5: OTHER BUSINESS:

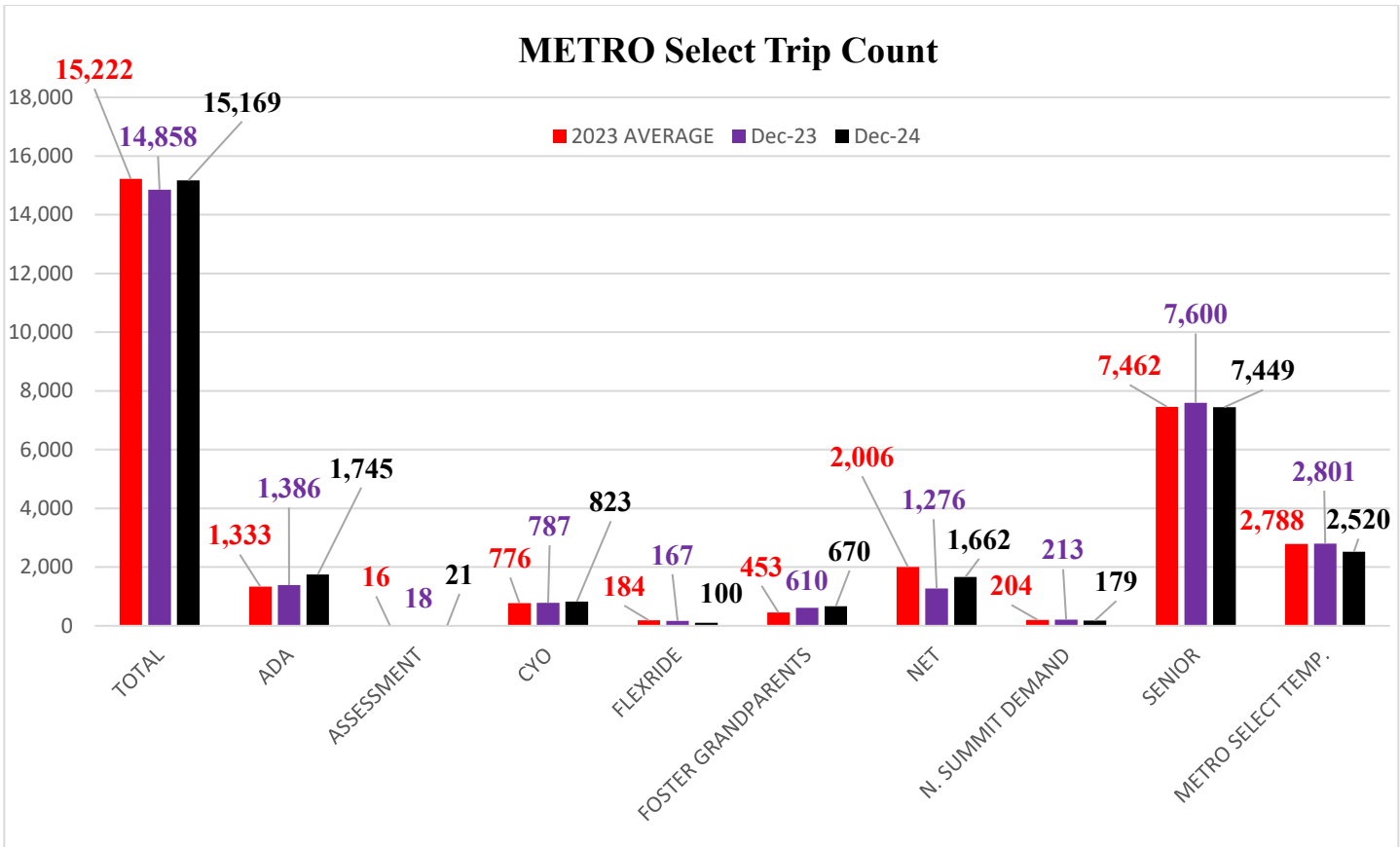
ITEM 6: CALL FOR ADJOURNMENT



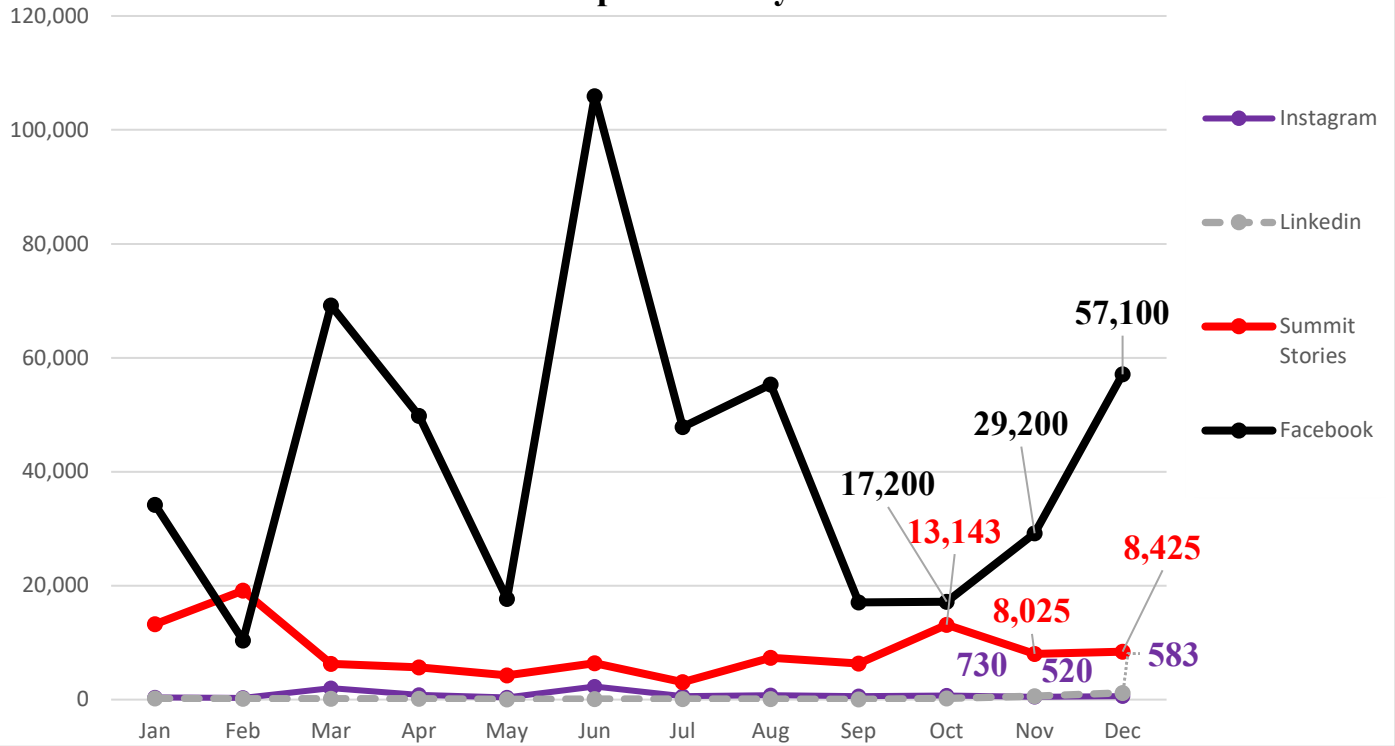
Call Volume



METRO Select Trip Count



Social Media Impressions by Platform



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

Committee Members Present: Chuck Rector, Dana LaGarde, Gary Spring, and Christine Marshall

Trustees Present: John Valle, Robert DeJournett, Nicole Squire, and Donald Christian

Trustees Excused: Bob Konstand and Renee Greene

Trustees Absent: Dave Prentice and Mark Derrig

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

CALL TO ORDER

Mr. Chuck Rector called the meeting to order at 9:13 am.

APPROVAL OF MINUTES FROM THEN DECEMBER MEETING

Mr. Robert DeJournett made a motion to approve the minutes from the December 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. Jay Hunter reported an 87% new hire success rate, attributed to improvements in recruiting, onboarding, selection, and training processes.

Ms. Dawn Distler highlighted that METRO's success rate, 20% higher than the national average of 65-70%, has been recognized in presentations and panels at APTA conferences.

Ms. Nicole Squire asked for a breakdown of turnover by role (operators vs. administrative), which Mr. Hunter will provide later.

Mr. Donald Christian inquired about trends, and Mr. Hunter noted attendance issues as a common factor for those not meeting requirements.

Mr. John Valle inquired about the hours worked during training. Mr. Hunter explained that shifts may vary based on seniority but noted that operators are informed about the need to work days, nights, weekend, and holidays.

Employee Engagement Days included The Veteran's Day Celebration on November 11th featured several individuals sharing their personal stories, which was well-received. Participants were also given pins representing their specific branch of service.

Customer Care Report | Jay Hunter

KPIs were reviewed

Mr. Robert DeJournett highlighted high call volumes and his experience with wait times, including being 28th and 16th in line. He requested metrics on average wait times and noted appreciation for the callback feature, which retains a caller's place in line after a 10-minute wait.

Ms. Laura Adkins confirmed peak call times occur at 7:00 a.m. and 4:00 p.m., with 12 operators working staggered shifts. Mr. John Valle suggested updating the phone message to inform customers of these busy periods, while Ms. Dana LaGarde proposed enabling the callback option earlier if staffing allows.

Mr. DeJournett inquired about training for staff assisting older callers. Ms. Adkins explained that staff are trained to handle such calls and professionally end conversations when needed. Staff have longstanding relationships with repeat callers and are trained to recognize unusual behavior, contacting emergency contacts when necessary.

Ms. Dawn Distler emphasized that improving Customer Care is a priority for the year.

Mr. Jay Hunter and Mr. Chuck Rector will review potential KPI updates.

Marketing Report | Molly Becker

KPIs and agenda items were reviewed.

Ms. Molly Becker shared detailed Transit App statistics, highlighting 159,000 app openings, which she noted as unusually high.

Mr. Robert DeJournett asked if the Transit App is better than Google Maps, to which Ms. Dawn Distler responded that it depends on user preference.

Mr. Gary Spring inquired about improving ticket sales through the app. Ms. Becker explained that many riders obtain tickets through agencies, Easy Fare, or one-day passes.

Ms. Christine Marshall asked if riders can leave comments on the app. Ms. Distler clarified that the app does not allow comments and provided an overview of the questions included in the app.

RESOLUTIONS FOR CONSIDERATION

OTHER BUSINESS

CALL FOR ADJOURNMENT

Adjourned at 9:40 am.

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

_____/_____/_____
Date (MM/DD/YYYY)