

METRO REGIONAL TRANSIT AUTHORITY

Internal and External Engagement Committee

**MARCH 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, MARCH 20, 2025**

ITEM 1: CALL TO ORDER

ITEM 2: APPROVAL OF MINUTES FROM THE FEBRUARY MEETING

ITEM 3: SUB-COMMITTEE REPORTS:

Employee Engagement Report | Jay Hunter

- 2024 KPI Wrap Up
- 2024 Highlights
- KPIs
- EEC Day

Customer Care Report | Jay Hunter

- 2024 KPI Wrap Up
- KPIs

Marketing Report | Kyle Moeglin

- 2024 Highlights
- KPIs

ITEM 4: RESOLUTIONS FOR CONSIDERATION:

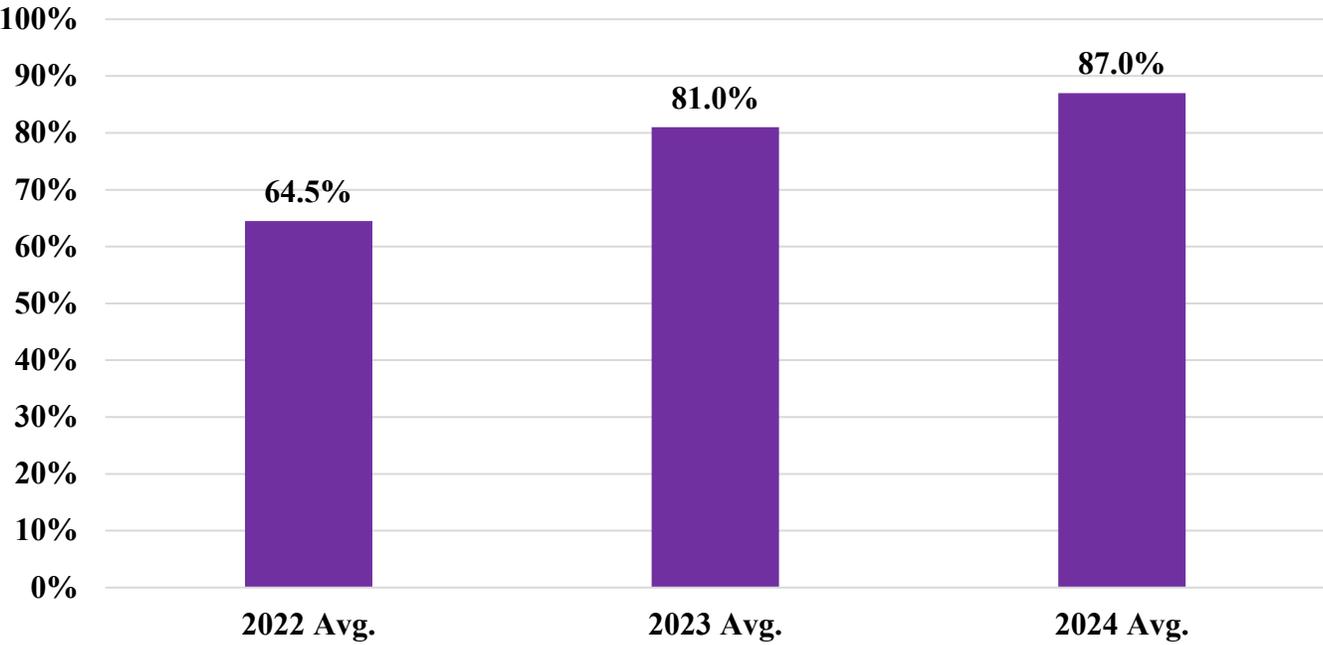
ITEM 5: OTHER BUSINESS:

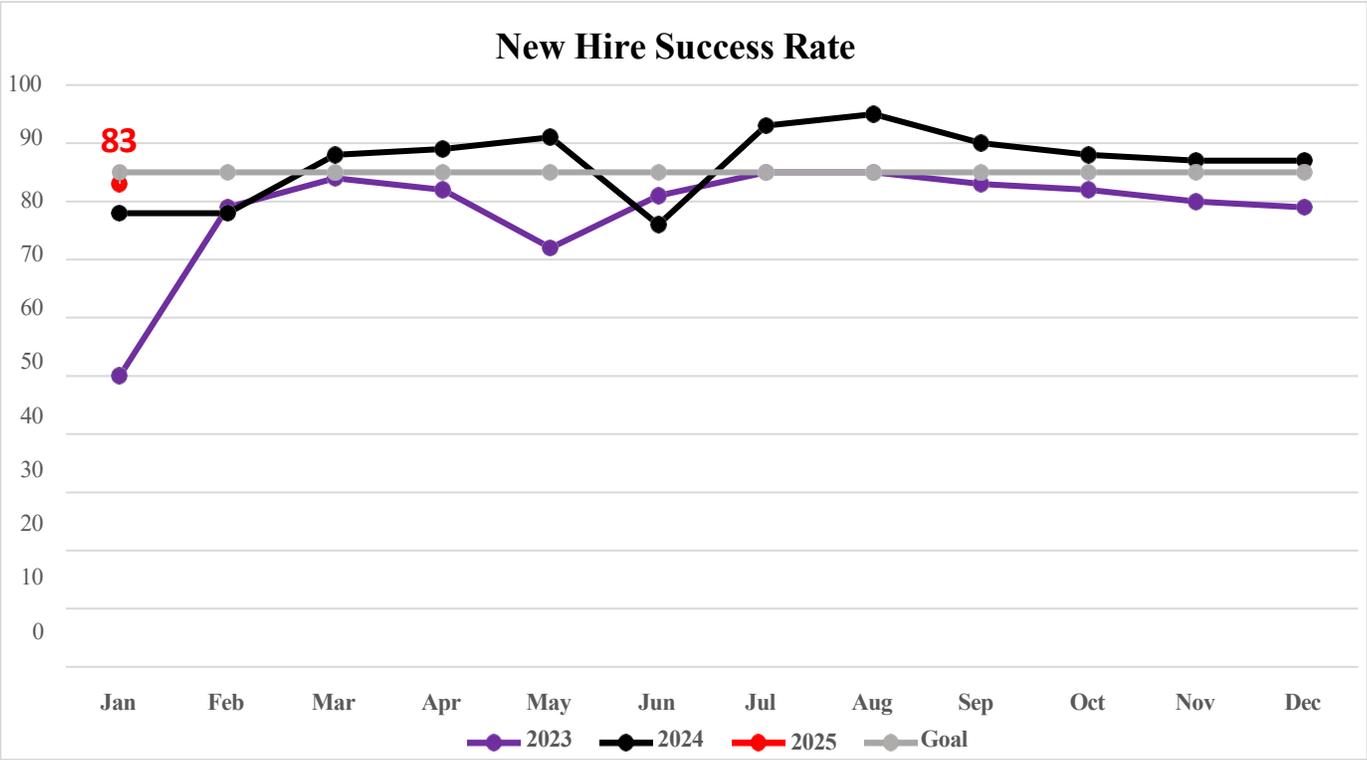
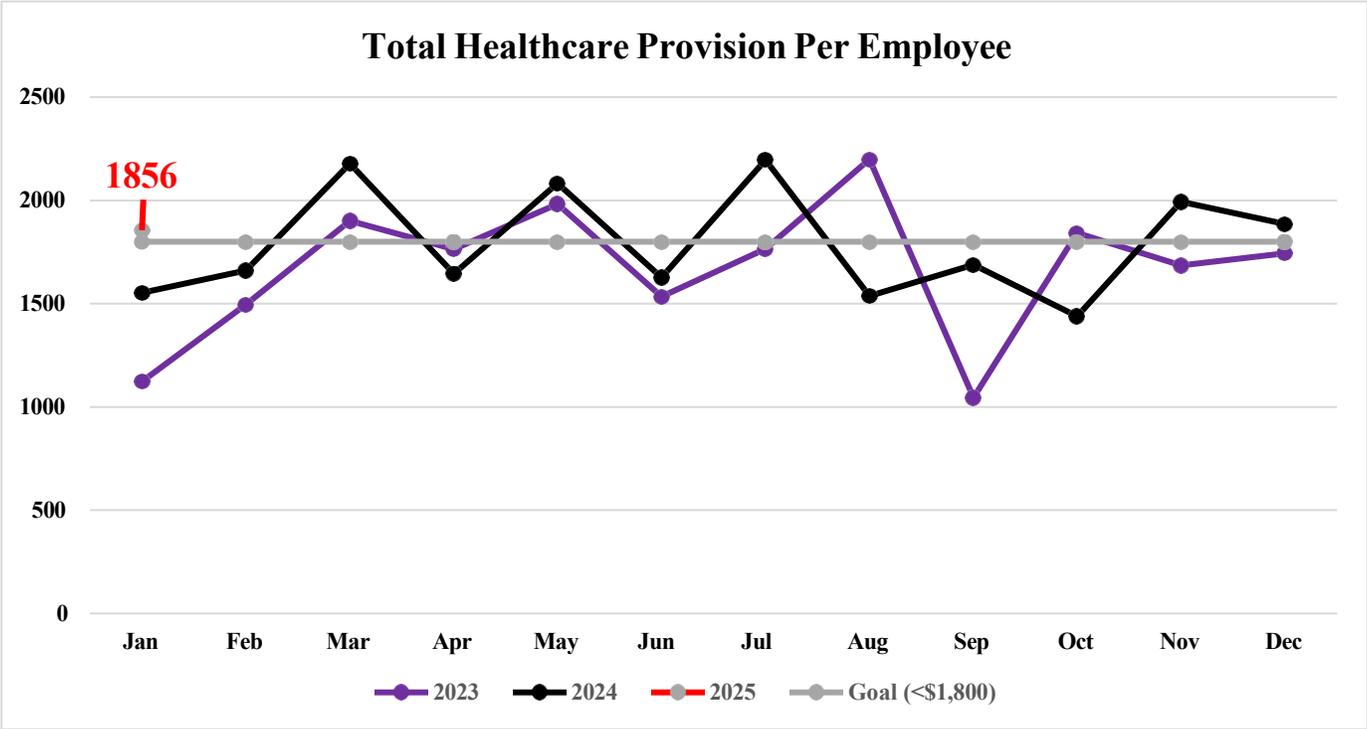
ITEM 6: CALL FOR ADJOURNMENT

Average Annual Healthcare Provision Per Employee

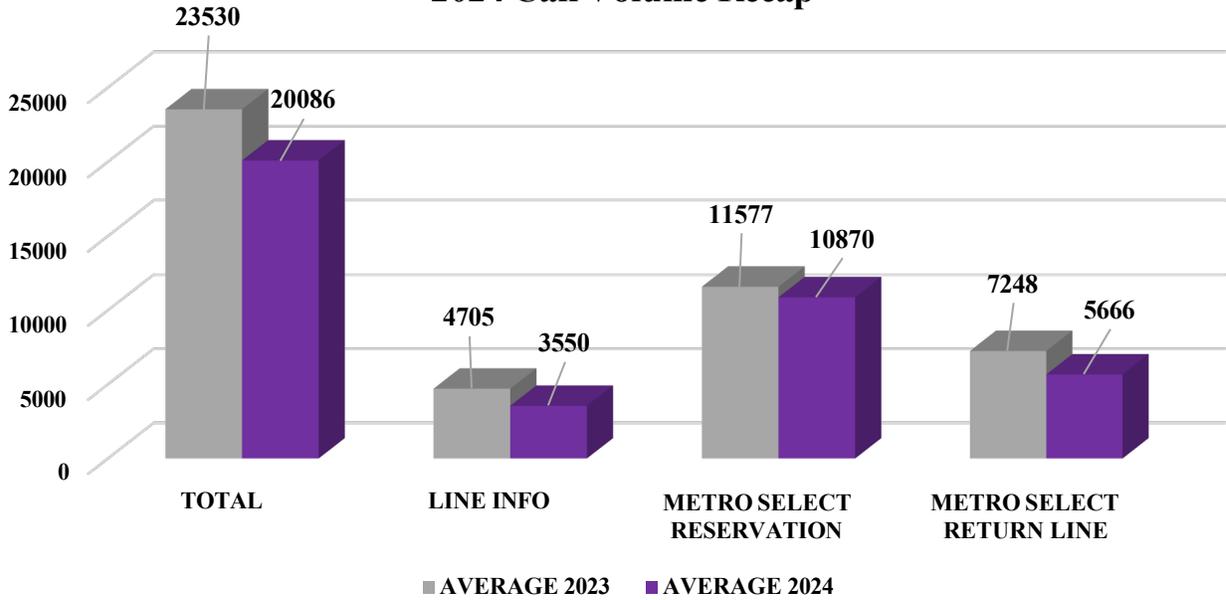


New Hire Success Rate (2022 - 2024)

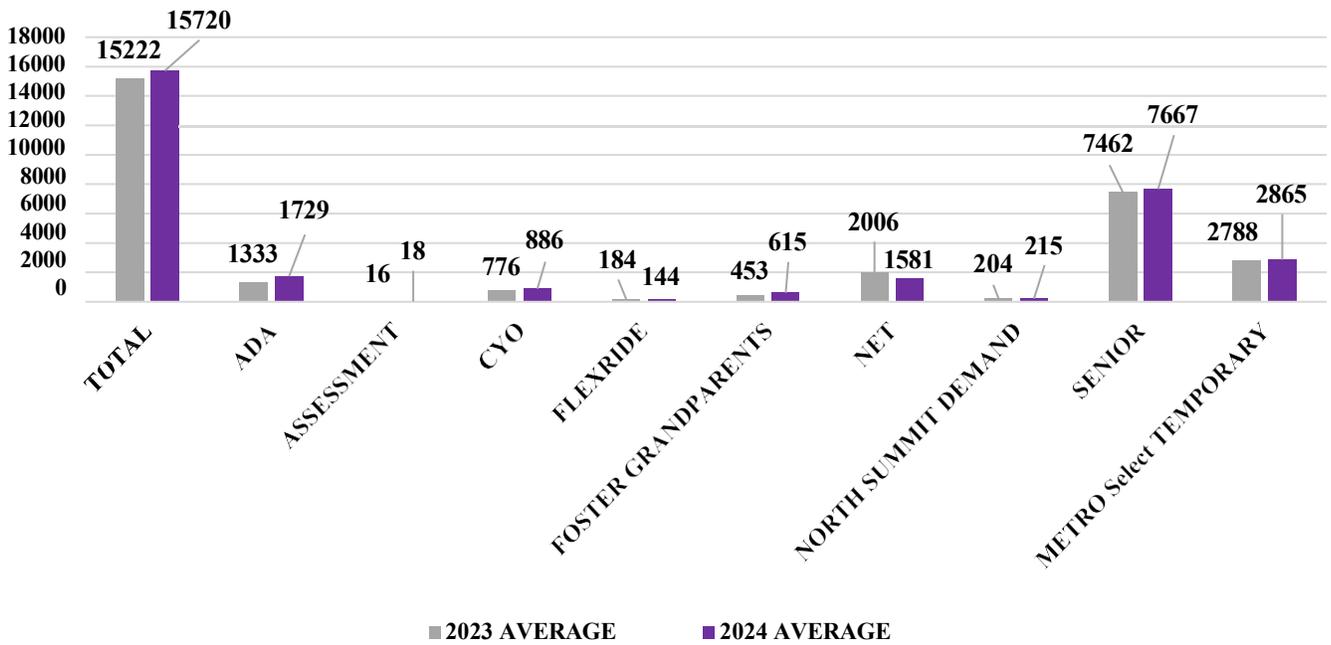




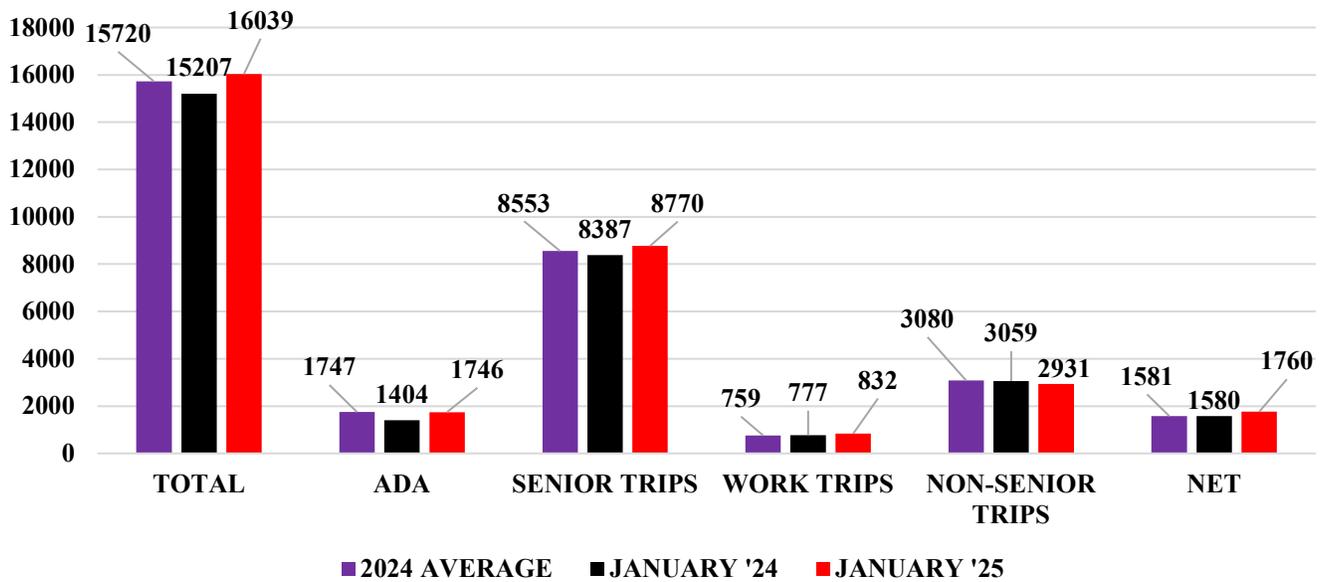
2024 Call Volume Recap



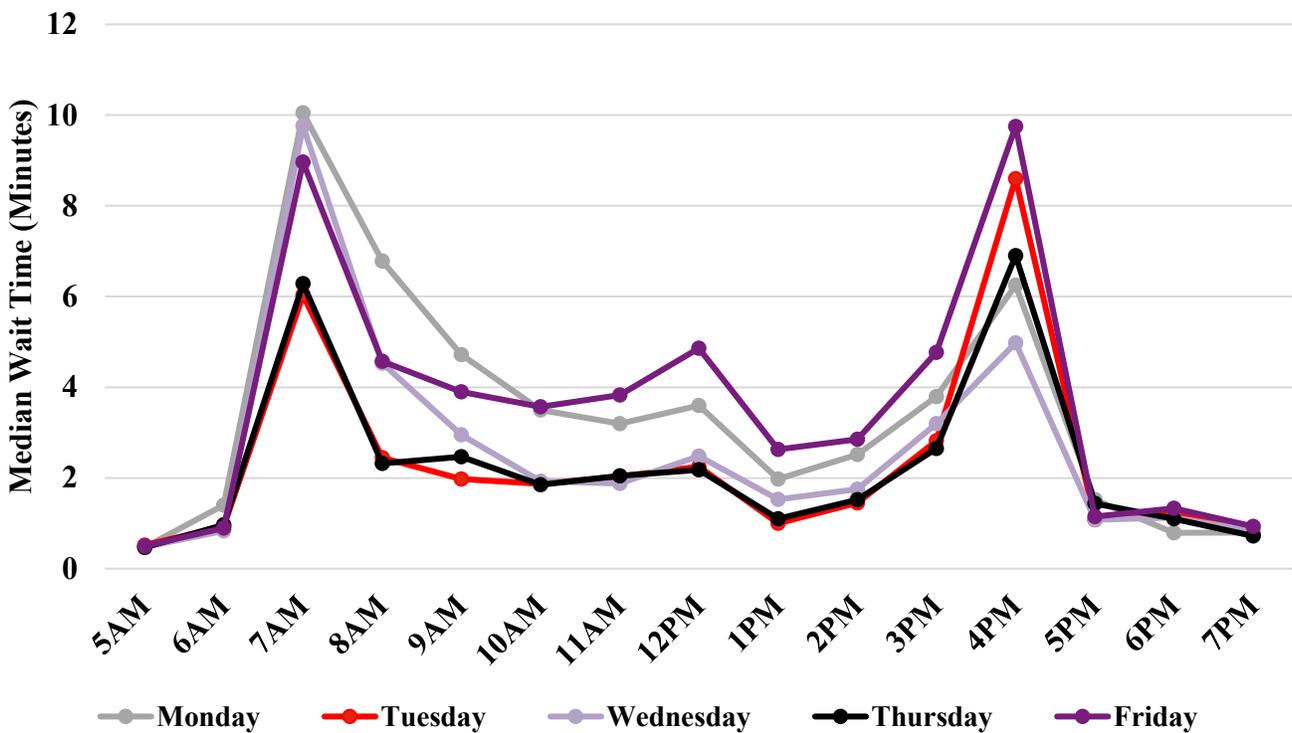
2024 METRO Select Trips Wrap Up



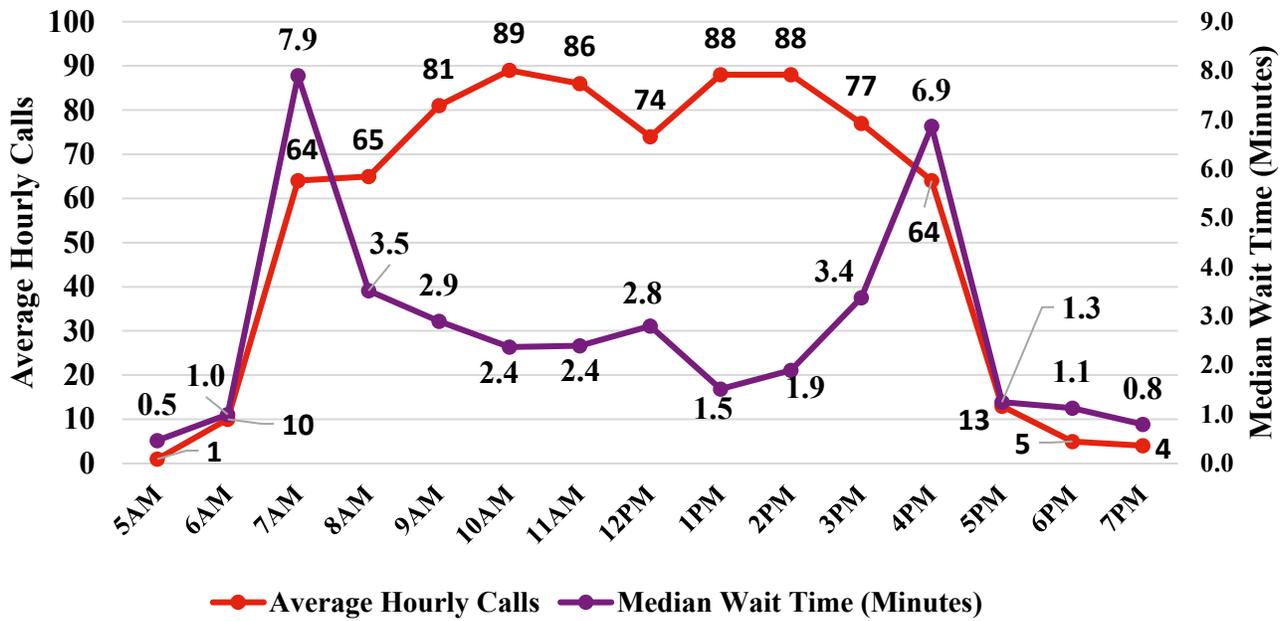
JANUARY METRO SELECT TRIPS



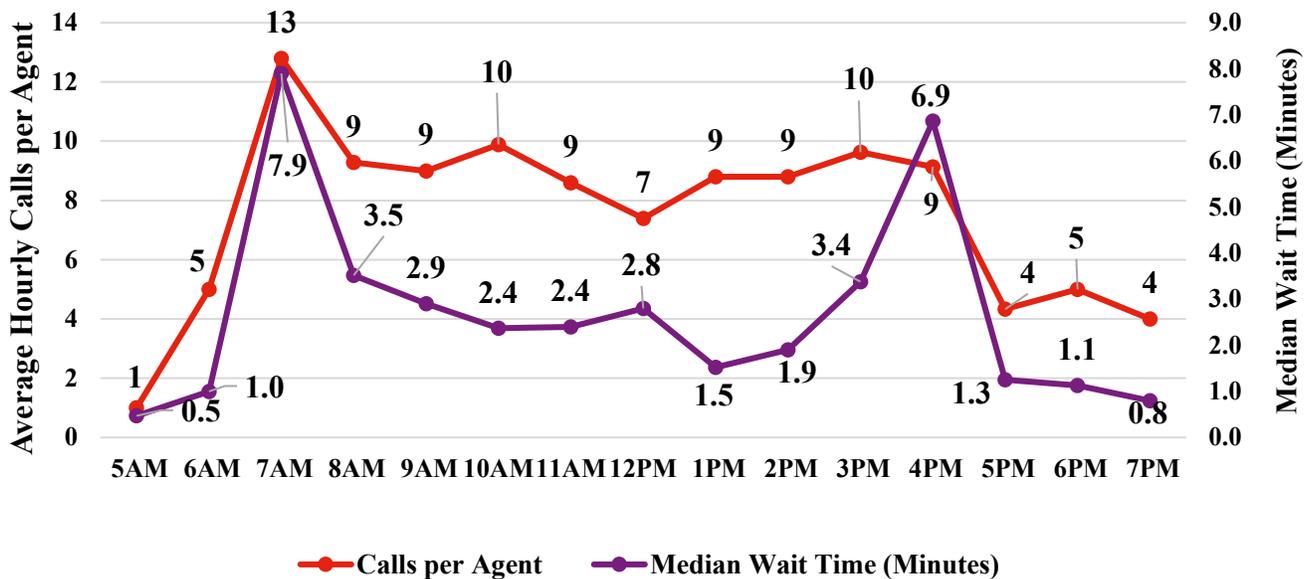
2024 Weekday Wait Times



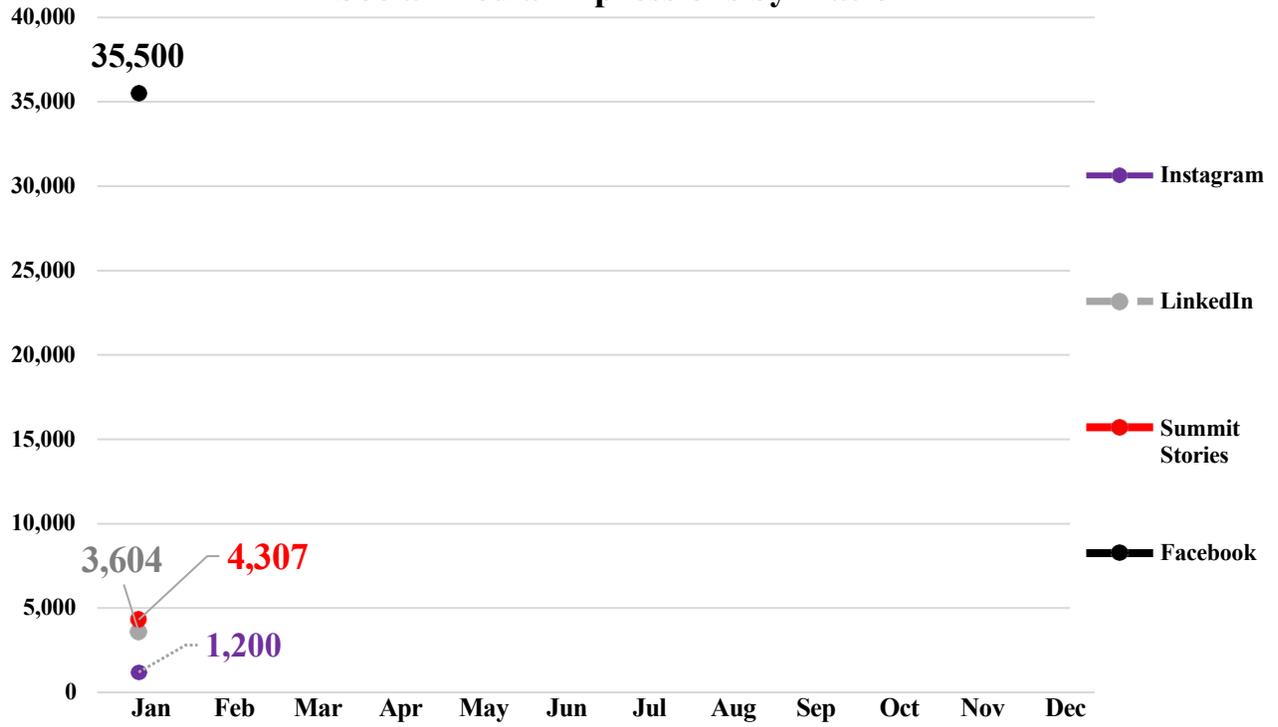
2024 Wait Time vs Call Volume (Weekdays)



2024 Wait Time vs Ave Calls per Agent (Weekdays)



Social Media Impressions by Platform



2024 Highlights – PR & Marketing 75 Community Events
Attended 593,231 Social Media Impressions

Website

176,485 total active users

All pages on the website were viewed a total of 1.7 million times

Most Viewed Pages:

1. Schedule Viewer (/route-schedule.aspx) – 912,843 views
2. Homepage – 329,323 views
3. PDF Schedules (/map-schedule-pdfs.aspx) – 134,835 views

The Domino Effect

In 2024, we partnered with Domino’s to provide gift certificates to METRO Employees who were nominated by their coworkers for exemplary performance and behavior.

Over the past year, we have featured 52 of our employees on our social media and website.

Summit Stories

The Summit Stories Facebook page continued to grow in 2024, amassing 151 new followers. The page’s content had over 49,000 views, with top posts gathering up to 10,000-21,000 views.

In 2024, 30 stories of METRO riders and Summit County natives were posted.

Zenith Awards

METRO RTA and the Akron Art Museum won the Pinnacle Partnership award at the 2024 Zenith Awards for bringing world-renowned art to public spaces. By transforming buses and shelters with Keith Haring’s work, we showcased Summit County as a hub for art and culture.

**METRO RTA
INTERNAL/EXTERNAL ENGAGEMENT
COMMITTEE MEETING MINUTES
ROBERT K. PFAFF TRANSIT CENTER BOARD ROOM
THURSDAY, FEBRUARY 20, 2025**

Committee

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

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

Trustees Excused:

Trustees Absent:

METRO Team

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

CALL TO ORDER

Mr. Chuck Rector called the meeting to order at 9:16 am.

APPROVAL OF MINUTES FROM THE JANUARY MEETING

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

SUB-COMMITTEE REPORTS

Employee Engagement Day featured our annual holiday party, including food, music, gifts, and special activities such as signing the beam and judging the holiday decorations. Congratulations to the Finance team for their three-peat victory in the holiday decorating contest!

EEC Report | Jay Hunt

KPIs and agenda items were reviewed.

Mr. Gary Spring inquired about the number of employees in the Maintenance department during the employee turnover. Mr. Jay Hunter responded that two employees from Maintenance had retired.

Customer Care Report | Jay Hunter

KPIs were reviewed

Mr. Chuck Rector inquired the return line volume is not as high because they typically book their return trips when they call in on the scheduling line. Mr. Jay Hunter confirmed and added that up to five non-emergency transportation, up to five trips can be scheduled in advance. Ms. Laura Adkins mentioned that a lot of people use it in the winter.

Ms. Dawn Distler asked Mr. Robert DeJournett if he has seen a change since the last discussion about there being better times to call for a shorter wait time. Mr. Robert DeJournett stated that his wait times are a little better now that he knows a little better when to call. Ms. Renee Green also stated that she judges on when she should call in for her trips as well. Mr. Robert DeJournett asked about how we get feedback from other customers that also utilize the service. Mr. Jay Hunter explained that Service desk reports are made & Ms. Melissa Barna tracks all that which she uses to type up synopsis. Mr. Robert DeJournett asked what the most common complaint about the demand response routes is. Ms. Laura Adkins answered that there is not really a most common complaint. Ms. Dana LaGarde asked what the driver's responsibility is—whether they park and call, or if it's the customer's responsibility to watch for the driver. Ms. Dawn Distler explained that it's somewhat of a shared responsibility. The driver is not to leave their stop until they have contacted dispatch, and dispatch will decide what the driver should do.

Marketing Report | Molly Becker

KPIs and agenda items were reviewed.

Ms. Molly Becker shared a PowerPoint presentation featuring statistics from the Think Outside the Bus podcast, along with updates on METRO Next.

RESOLUTIONS FOR CONSIDERATION

OTHER BUSINESS

CALL FOR ADJOURNMENT

Mr. Gary Spring made a motion to adjourn the meeting.

Adjourned at 9:49 am.

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

Date (MM/DD/YYYY)