

METRO REGIONAL TRANSIT AUTHORITY

# Internal and External Engagement Committee

**SEPTEMBER 19, 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, SEPTEMBER 19, 2024**

**ITEM 1: CALL TO ORDER**

**ITEM 2: APPROVAL OF MINUTES FROM THE AUGUST MEETINGS**

**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**

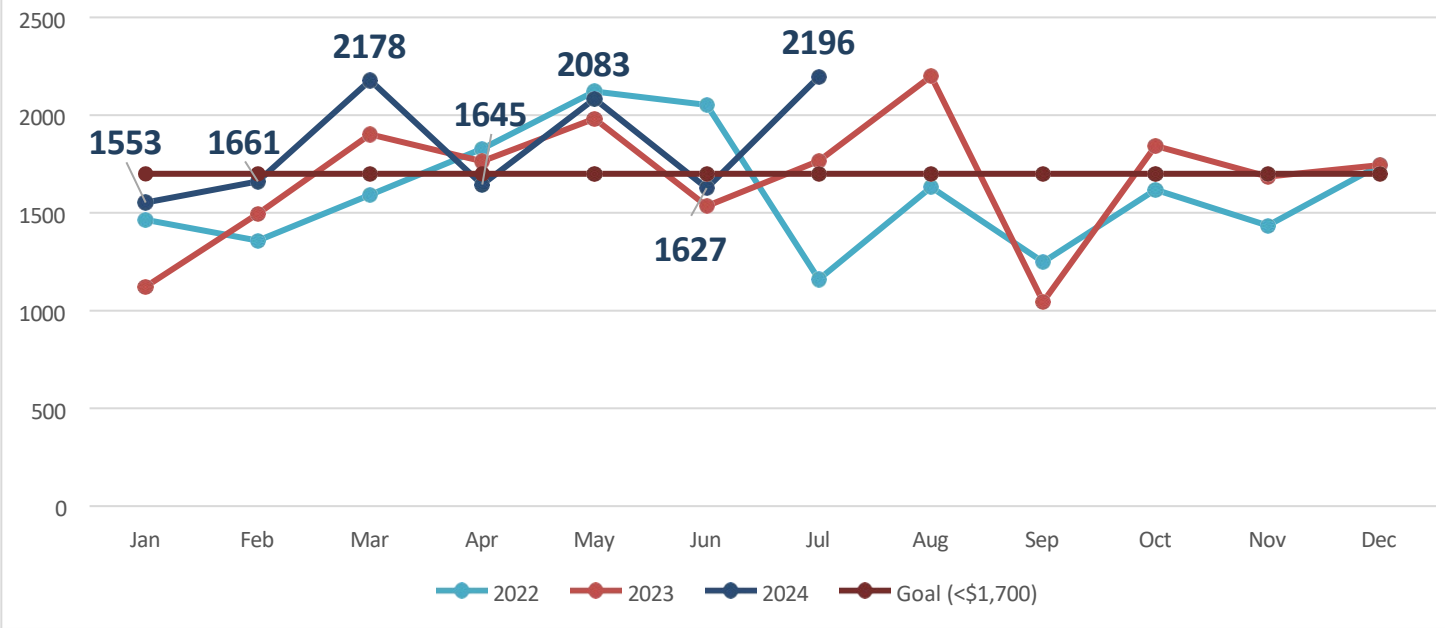
- KPIs (Page 5)
- Free Fare Weekends Wrap Up
- Community Driven
- METRO Rebranding Updates

**ITEM 4: RESOLUTIONS FOR CONSIDERATION:**

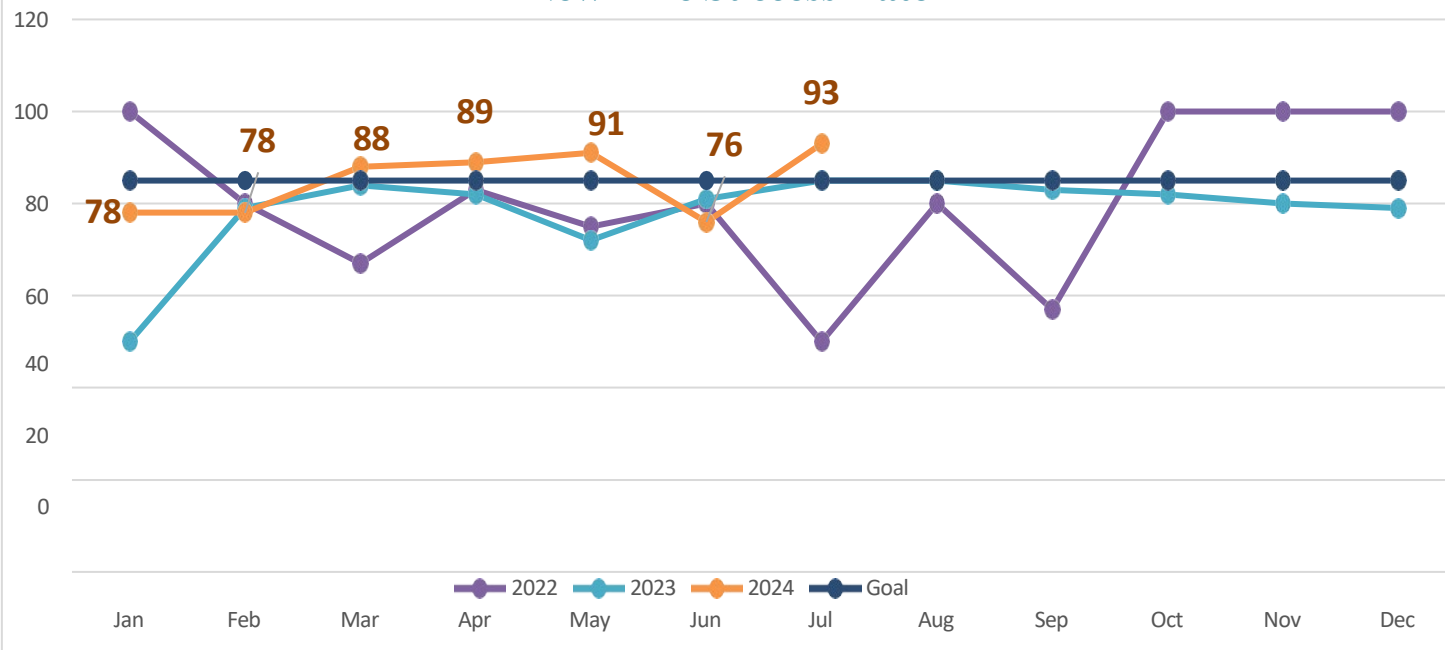
**ITEM 5: OTHER BUSINESS:**

**ITEM 6: CALL FOR ADJOURNMENT**

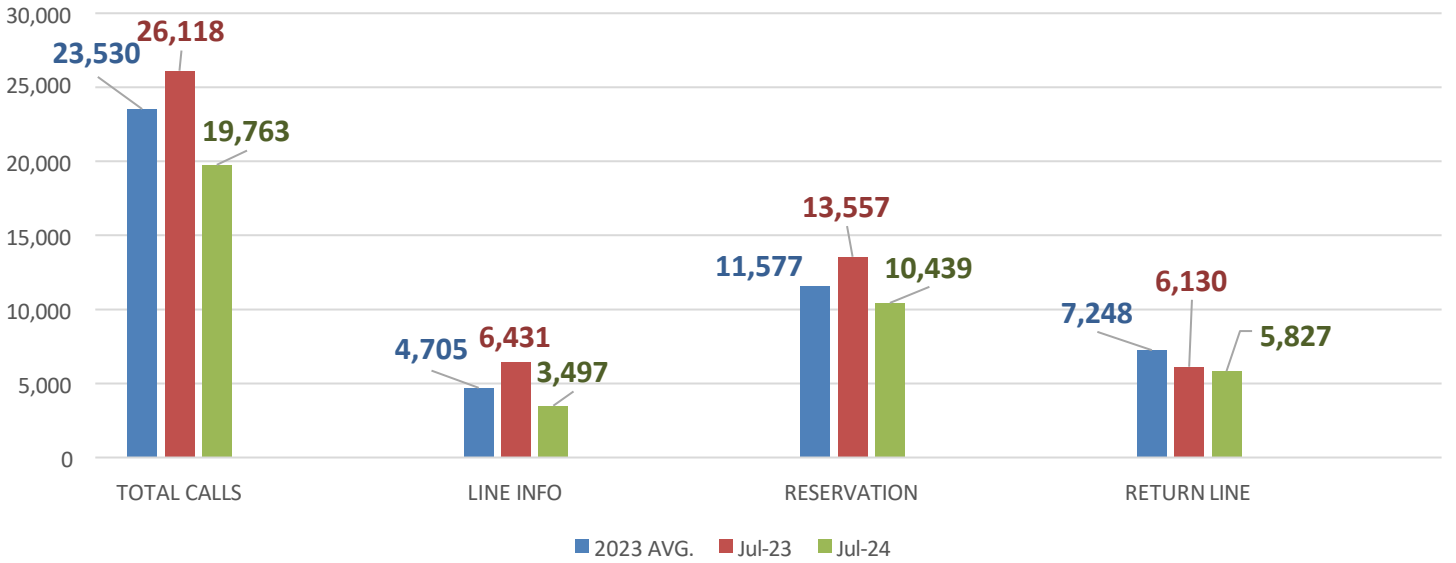
### Total Healthcare Provision Per Employee



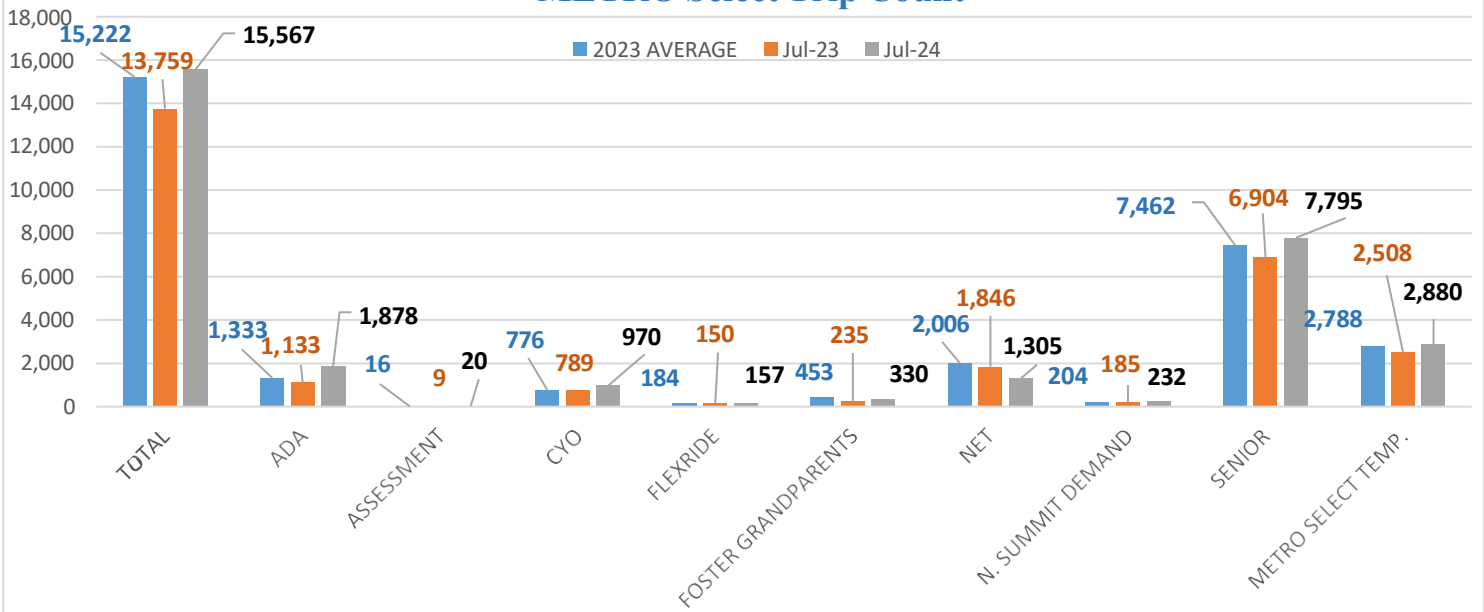
### New Hire Success Rate



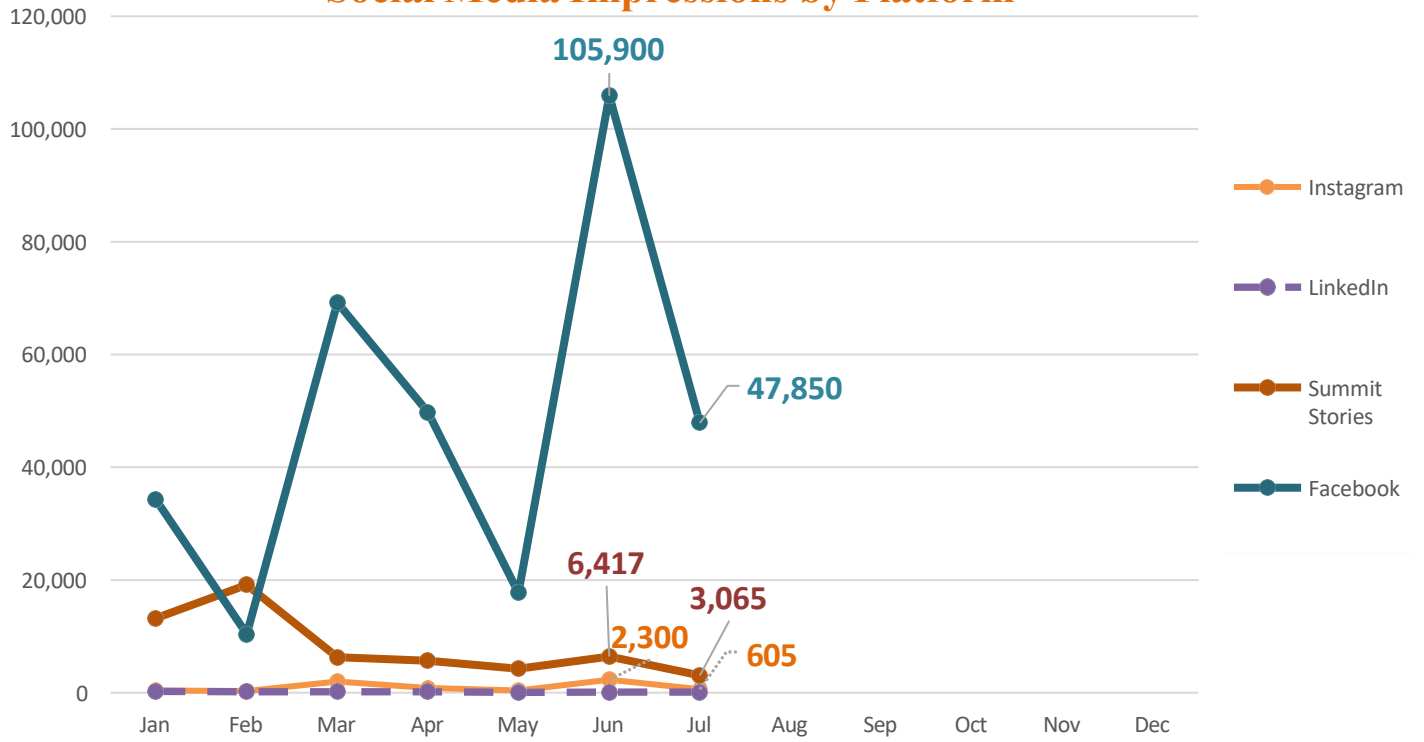
## Call Volume



## METRO Select Trip Count



## Social Media Impressions by Platform





# Rebranding METRO





## Families of Service

### **METRO** **SELECT**

These are services you **SELECT**.

You may have qualifying factors and use a scheduling component.

- METRO SCAT, servicing older adults and persons with disabilities that are not ADA applicable)
- METRO Call-A-Bus
- METRO Works (currently FlexRide)

### **METRO** **DIRECT**

This is the traditional bus service where you have a set schedule and go to a bus stop. You know which **DIRECT**ion it is headed at all times.

### **METRO** **ADA**

This service is the legally mandated **Americans with Disabilities Act** service that all transit systems supply to persons with qualifying disabilities who are unable to use the traditional (METRO DIRECT) service. It can be due to environmental factors (no curb cuts, sidewalks, poor lighting,..) or due to their specific disability.

### **METRO** **BRT**

**Bus Rapid Transit** is a high-quality bus-based transit service that is fast and efficient and may include dedicated lanes, busways, traffic signal priority, off-board fare collection, elevated platforms, and enhanced stations. METRO is currently exploring BRT options.







**Community**  
*Driven*





METRO SELECT METRO DIRECT METRO ADA



416 KENMORE BOULEVARD  
AKRON, OHIO 44301

METRO E-i=I\$.fl METRO e1.1&=t.JI METRO mliEli.J

416 KENMORE BOULEVARD AKRON, OHIO 44301  
YOURMETHOBUS.ORG

**MOLLY BECKER**  
DIRECTOR OF PUBLIC RELATIONS &  
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M: Ti!!OfItliEliJ

FOLLOW US!

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00901ml

@SUMMITSTORIES\_

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# MSTKdf:J

Community  
*Driven*

f a@ in

Questions? Call 330-762-0341

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SELECT A ROUTE



SHOW SCHEDULE



Trip Planner



Track Your Bu







yourmetrobus.org | 330.762.0341

**1**



West Market

**2**



Arlington

**19**

Exchange/Eastland

Text  to  321 123  
for your next bus





**NEXT**

A SERVICE OF **METRO SELECT**

**METRO  
WORKS**

A SERVICE OF **METRO SELECT**

previously METRO FlexRide









Administrative Offices



RKP Transit Center



Independence Transit Center



Romig Road Transit Center



Ghent Rd Park & Ride



Public Fueling Station  
(Does not need changed or METRO branded)



Facebook, Instagram & LinkedIn engagement is up due to summer advertising & hiring event. We've achieved strong reach with posts about the Shower Bus & the Book Mobile. The Robert Ford Shower Bus story has received a lot of shares on Summit Stories.

Free fare weekend video had over 35k views.

There's been a great response to the Domino effect, boosting company morale. We recognize this on social media, digital boards around the building, our website & in the weekly newsletter.

Reminder: The Pride Festival is scheduled for Saturday, August 24<sup>th</sup>. Buses will be present for cooling purposes & to block of streets.

Welcome, Kyle Moeglin! Kyle will be working on the podcast.

**RESOLUTIONS FOR CONSIDERATION**

There were no resolutions for consideration.

**OTHER BUSINESS**

**CALL FOR ADJOURNMENT**

Adjourned at 9:12 am.

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

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

**METRO RTA  
INTERNAL/EXTERNAL ENGAGEMENT  
COMMITTEE MEETING MINUTES  
ROBERT K. PFAFF TRANSIT CENTER BOARD ROOM  
THURSDAY, AUGUST 15, 2024**

**Committee Members Present:** Chuck Rector, Dana LaGarde, David Prentice and Christine Marshall

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

**Trustees Excused:** Gary Spring

**Trustees Absent:**

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

### **CALL TO ORDER**

Mr. Chuck Rector called the meeting to order at 9:00 am.

### **APPROVAL OF MINUTES FROM THE JULY MEETING**

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

### **SUB-COMMITTEE REPORTS**

#### **EEC Report | Jay Hunter**

KPIs and agenda items were reviewed.  
New training class of 25 started Monday, August 12<sup>th</sup>  
EEC days included a counselor and cookout at RKP

#### **Customer Care Report | Jay Hunter**

KPIs were reviewed

#### **Marketing Report | Molly Becker**

KPIs and agenda items were reviewed.