METRO REGIONAL TRANSIT AUTHORITY

Internal and External Engagement Committee

APRIL 18, 2024

CHAIR: MR. CHUCK RECTOR
MEMBERS: MS. DANA LAGARDE, MR. GARY SPRING, MR. DAVE PRENTICE, AND MS. CHRISTINE MARSHALL
ITEM 1: CALL TO ORDER

ITEM 2: APPROVAL OF MINUTES FROM THE MARCH MEETING

ITEM 3: SUB-COMMITTEE REPORTS:

Employee Engagement Report | Jay Hunter
- KPIs (Page 3)
- Engagement Center Days

Customer Service Report | Jay Hunter
- KPIs (Page 4-6)

Marketing Report | Grace Doyle
- KPIs (Page 6)
- LinkedIn

ITEM 4: RESOLUTIONS FOR CONSIDERATION

ITEM 5: OTHER BUSINESS:
- Eclipse Highlights | Jay Hunter

ITEM 6: CALL FOR ADJOURNMENT
Average Calls By Day

Social Media Impressions by Platform
CALL TO ORDER:

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

APPROVAL OF MINUTES FROM THE FEBRUARY MEETING:

Mr. John Valle made a motion to approve the revised minutes from the February meeting. The minutes were unanimously approved.

SUB-COMMITTEE REPORTS:

EEC Report | Jay Hunter
KPIs were reviewed and agenda items were discussed. A question was asked regarding new hires, and it was reported that hiring was ongoing and classes are continuously being added and trained.

Customer Care Report | Jay Hunter & Laura Adkins
KPIs were reviewed and agenda items were discussed. A question was asked regarding whether the availability of on-demand travel planning resources had decreased the number of line info calls, and it was reported that line info calls were indeed trending down, and more online resources may be a factor.
KPIs and agenda items were reviewed. A question was asked about METRO incorporating Women’s History Month into its marketing, and it was reported that social media posts on that topic were made.

RESOLUTIONS

OTHER BUSINESS

CALL FOR ADJOURNMENT:

Adjourned at 9:31 am.

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

_____________________/_______/_________________
Date (MM/DD/YYYY)