

METRO REGIONAL TRANSIT AUTHORITY

Internal and External Engagement Committee

**MAY 21, 2026
9:00 AM**

**CHAIR: MR. CHARLES RECTOR
VICE CHAIR: MS. DANA LAGARDE**



**METRO RTA
INTERNAL AND EXTERNAL ENGAGEMENT
COMMITTEE MEETING AGENDA
ROBERT K. PFAFF TRANSIT CENTER BOARD ROOM
THURSDAY, MAY 21, 2026**

ITEM 1: CALL TO ORDER

ITEM 2: APPROVAL OF MINUTES FROM THE APRIL MEETING

ITEM 3: SUB-COMMITTEE REPORTS:

Employee Engagement Report | Jay Hunter

- Employee Engagement Activities
- KPIs (Pages 5 & 6)

Customer Care Report | Jay Hunter & Laura Adkins

- KPIs (Pages 6-8)
- Revenue Stats (Page 9)

Marketing Report | Molly Becker

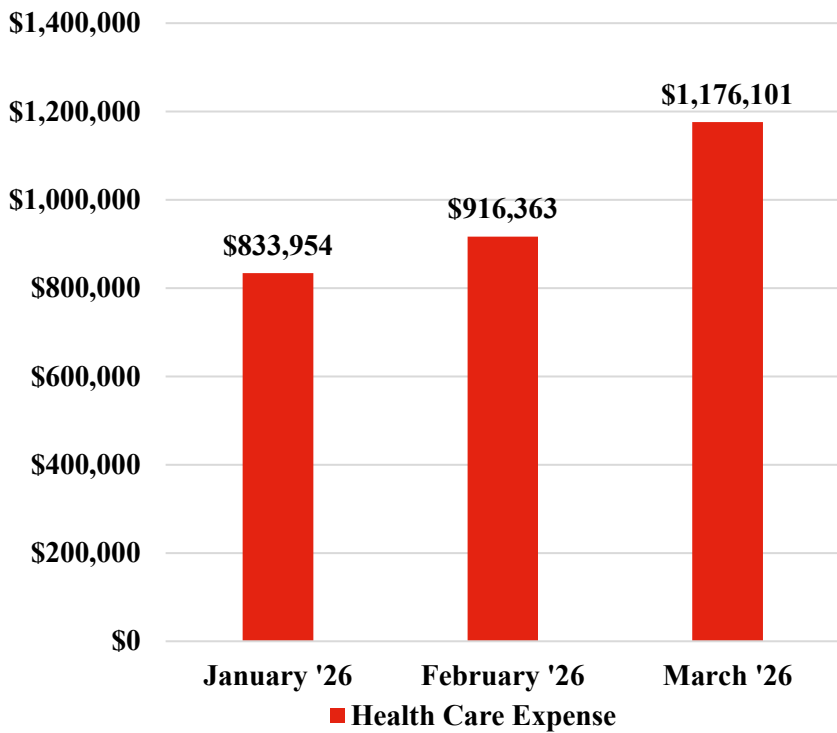
- KPI's (Page 10)
- EX (L) University of Akron

ITEM 4: RESOLUTIONS FOR CONSIDERATION:

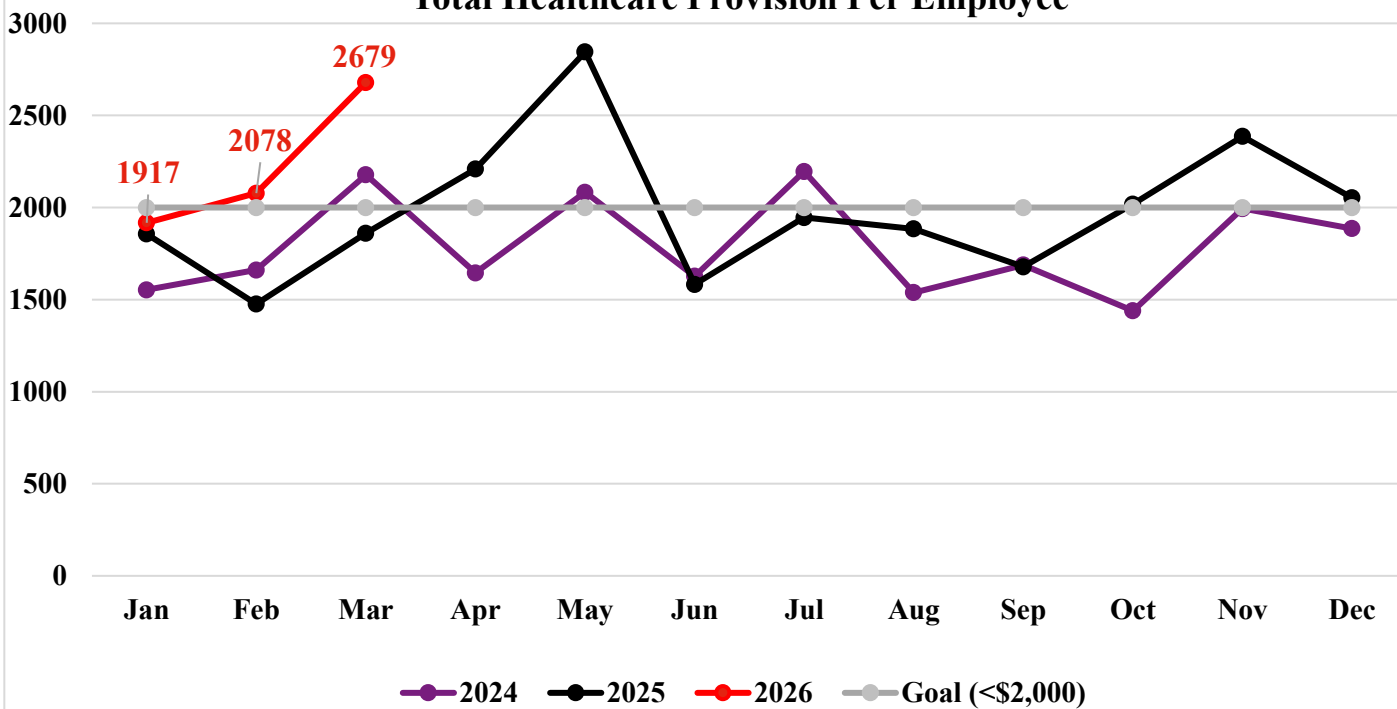
ITEM 5: OTHER BUSINESS:

ITEM 6: CALL FOR ADJOURNMENT

Health Care Expense

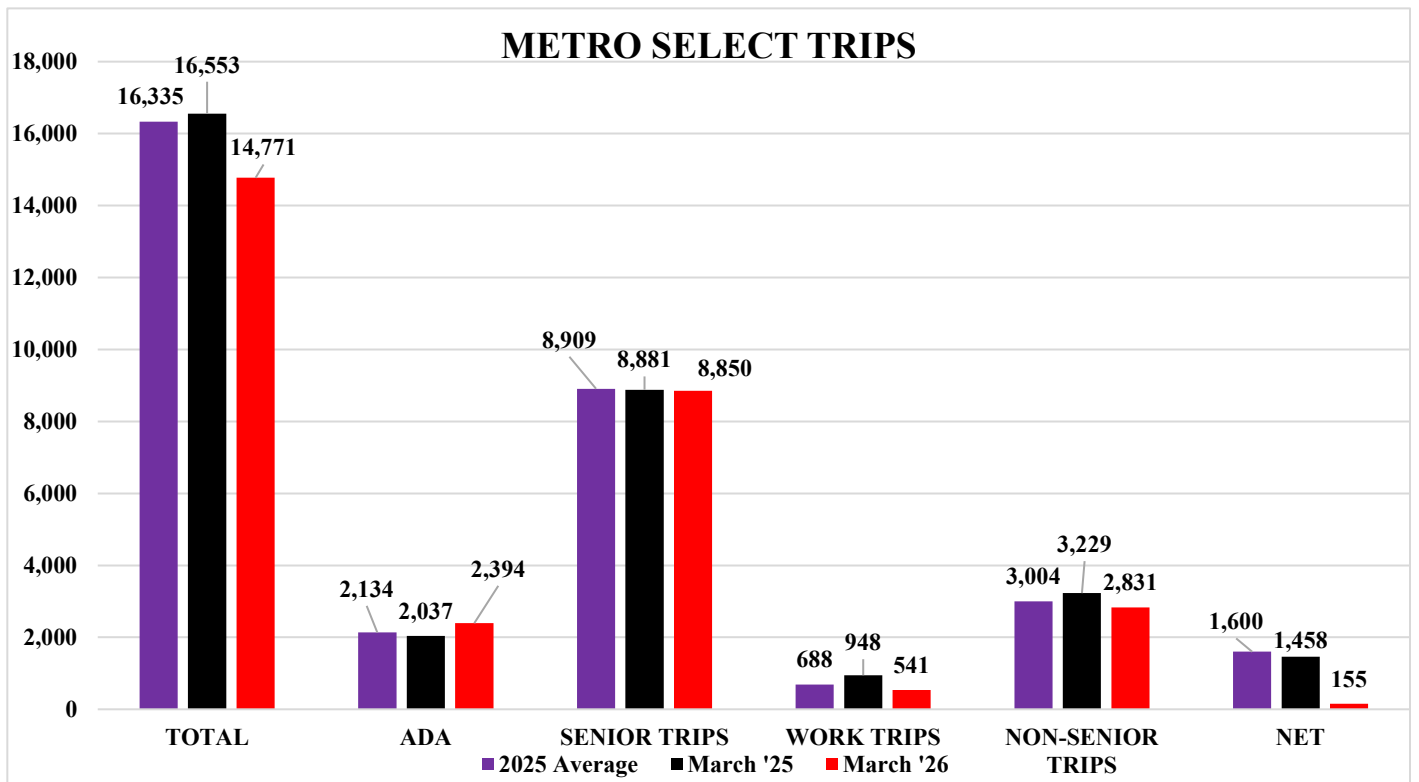
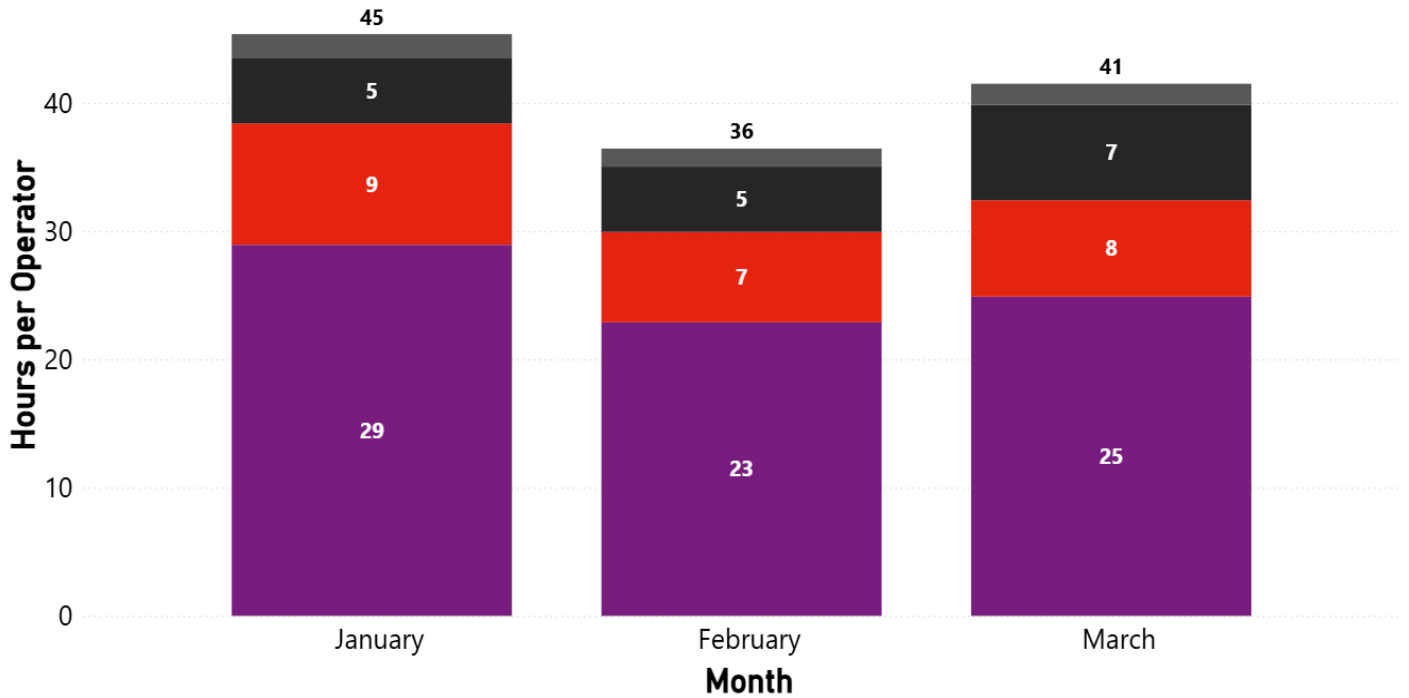


Total Healthcare Provision Per Employee

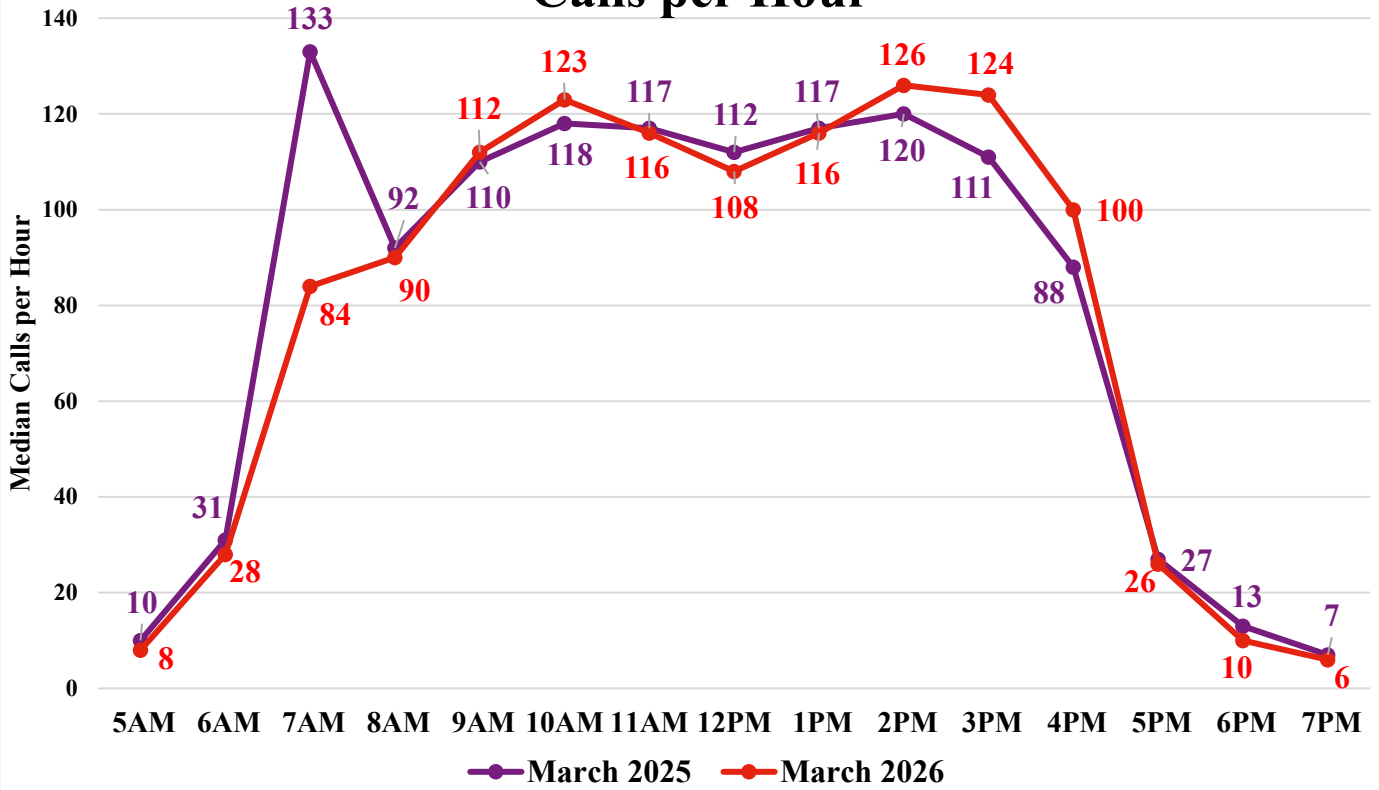


Hours Absent per Operator

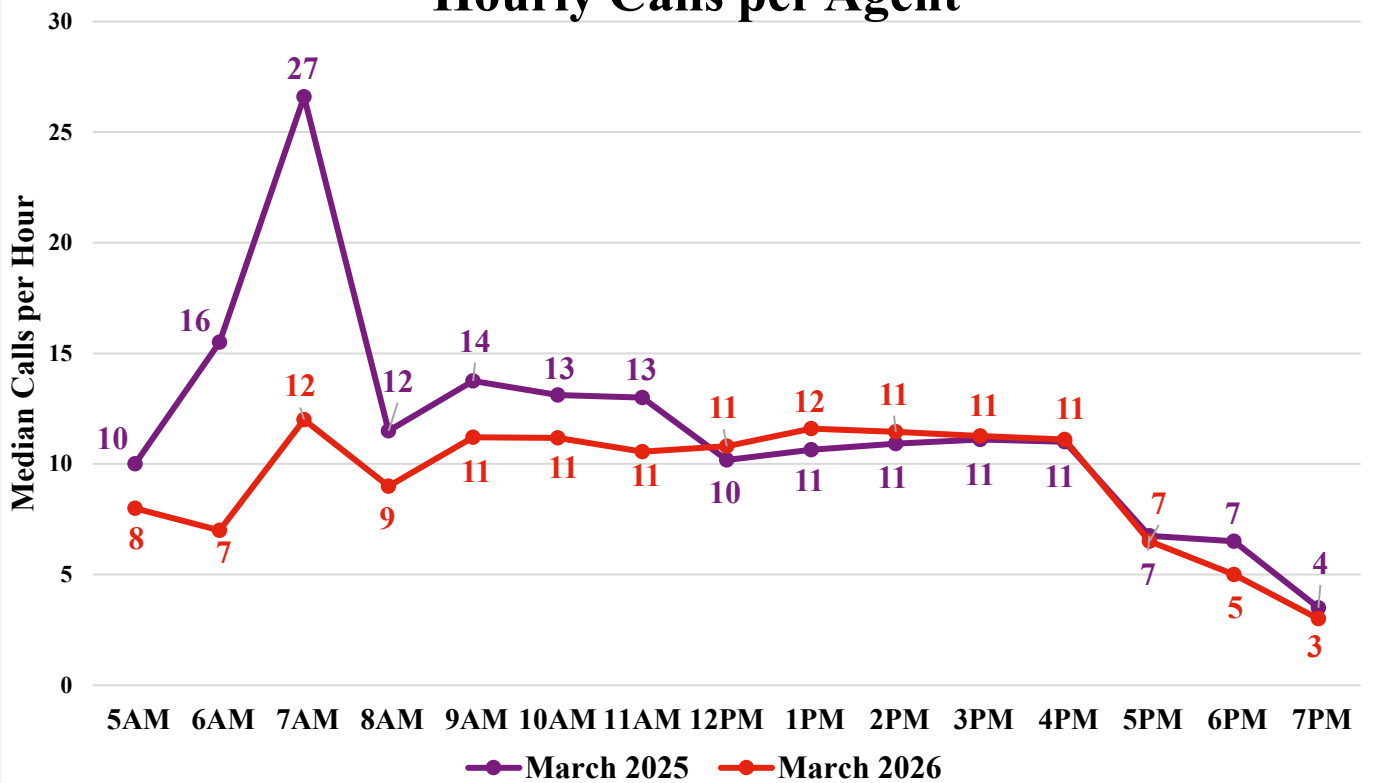
Absence Type ● 1 - Sick ● 2 - FMLA ● 3 - Vacation ● 4 - Personal



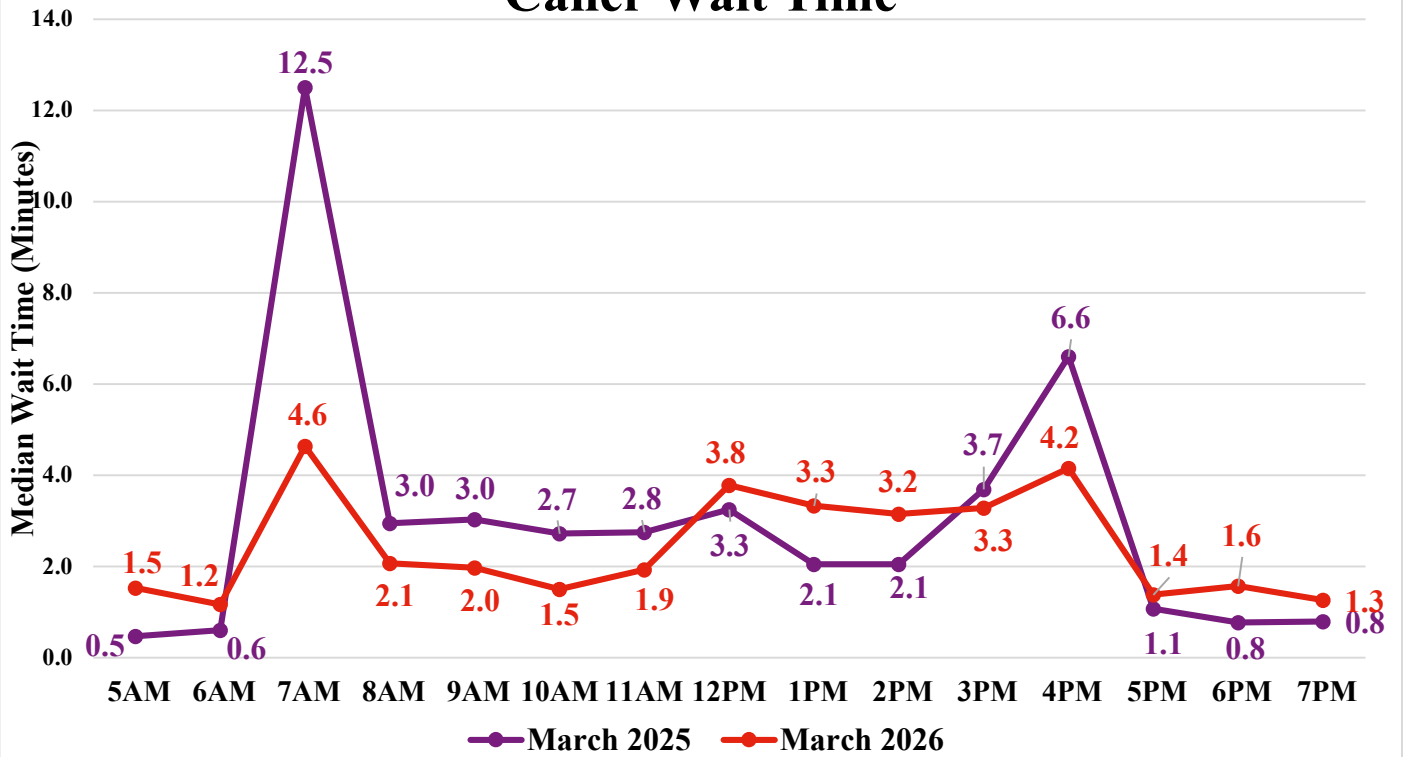
Calls per Hour



Hourly Calls per Agent



Caller Wait Time



PR & Marketing Dashboard

Social Media
@yourMETRObus



Total Social Media Impressions
2026 Goal: 1.9 Million

403,970
Year-to-Date

Website
yourMETRObus.org



Top Visited Pages
1.Routes & Schedules
2.Home Page
3.Track Your Bus
4.PDF Schedules
5.METRO NEXT

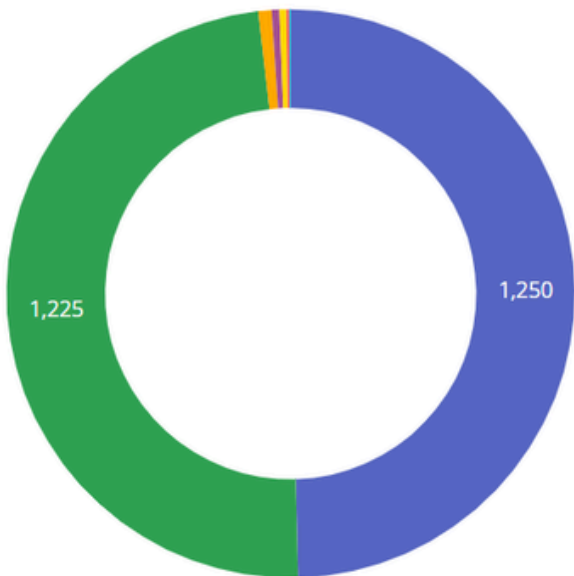
Transit App



10,849 riders opened Transit.
That is 54% more than March 2025 with 7,055 riders.

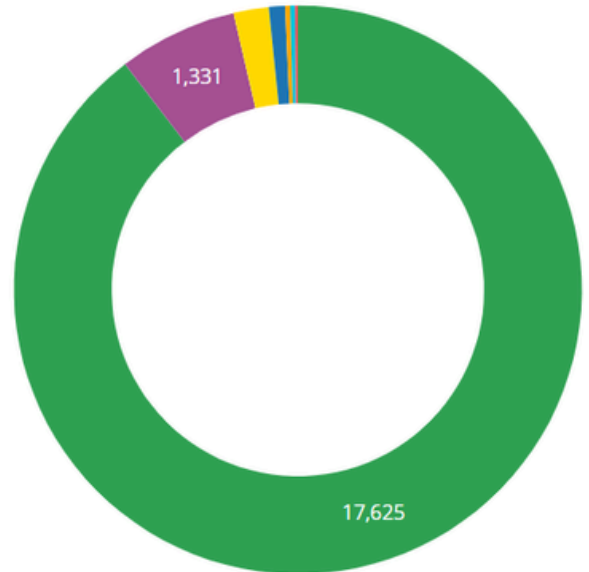
Riders opened the app 178,367 times, an average of 16 times per rider.
Up 75% from March 2025.

Riders planned 42,433 trips.
That's 81% more than in March 2025.



Account Based Ticketing Fare Capping

- ada single ride pass
- general 31 day pass
- general one day pass
- general single ride pass
- northcoast express single
- reduced single ride pass
- scat single ride pass



Ticket & Passes by Type

March 2026