METRO REGIONAL TRANSIT AUTHORITY

Internal and External Engagement Committee

FEBRUARY 15, 2024

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

ITEM 2:  APPROVAL OF MINUTES FROM THE JANUARY MEETING

ITEM 3:  SUB-COMMITTEE REPORTS

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

Customer Service Report | Jay Hunter
- KPIs (Page 3)

Marketing Report | Molly Becker
- KPIs (Page 4)
- Annual Report
- Partnerships
- Ohio Loves Transit Week

ITEM 4:  RESOLUTIONS FOR CONSIDERATION

ITEM 5:  OTHER BUSINESS

ITEM 6:  CALL FOR ADJOURNMENT
METRO Select Trip Count

- TOTAL: 14,743 (2022 AVERAGE), 14,632 (Dec-22), 14,858 (Dec-23)
- ADA: 1136 (2022 AVERAGE), 1217 (Dec-22), 1386 (Dec-23)
- ASSESSMENT: 23 (2022 AVERAGE), 10 (Dec-22), 18 (Dec-23)
- CYO: 598 (2022 AVERAGE), 703 (Dec-22), 787 (Dec-23)
- FLEXRIDE: 192 (2022 AVERAGE), 205 (Dec-22), 167 (Dec-23)
- FOSTER GRANDPARENTS: 477 (2022 AVERAGE), 472 (Dec-22), 610 (Dec-23)
- NET: 2902 (2022 AVERAGE), 2054 (Dec-22), 1276 (Dec-23)
- NORTH SUMMIT DEMAND: 175 (2022 AVERAGE), 206 (Dec-22), 213 (Dec-23)
- SENIOR: 6733 (2022 AVERAGE), 6984 (Dec-22), 7600 (Dec-23)
- METRO Select TEMPORARY: 2507 (2022 AVERAGE), 2781 (Dec-22), 2801 (Dec-23)

Legend:
- 2022 AVERAGE
- Dec-22
- Dec-23
Social Media Impressions by Platform

- X (Previously Twitter)
- Instagram
- LinkedIn
- Summit Stories
- Facebook

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

0 20000 40000 60000 80000 100000 120000 140000

34198 6184 564 10059 564 134
CALL TO ORDER

Mr. Chuck Rector called the meeting to order at 9:11am

APPROVAL OF MINUTES FROM THE JANUARY MEETING

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

SUB-COMMITTEE REPORTS

EEC Report | Jay Hunter
KPIs were reviewed and agenda items were discussed.

Customer Care Report | Jay Hunter
KPIs were reviewed and agenda items were discussed.

Marketing Report | Molly Becker
KPIs and agenda items were reviewed.

RESOLUTIONS
OTHER BUSINESS
A discussion arose regarding IEE KPIs going forward.

CALL FOR ADJOURNMENT

Adjourned at 9:30am

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

__________________________
Date (MM/DD/YYYY)