

## **RTA CUSTOMER ADVOCACY GROUP**

### **MEETING MINUTES**

Thurs, December 10, 2015

8am - 9:30am

Wright Stop Plaza – 5<sup>th</sup> Floor Conference Room

4 South Main St., Dayton, OH 45402

**ATTENDING:** Brenda Alexander, Bruce Barceló, Melody Burba, Jean Denney, Catholic Social Services (Emily Fleitz's Intern), Kjirsten Frank, Nozipo Glenn, Jessica Heffner (RTA), Nathan Owens (RTA), Wanda Slone, and Keith Steeber

#### **UNABLE TO ATTEND TODAY:**

Emily Fleitz, Shari Hignite, Laura Heitz, Tonya Mathis, Kiya Patrick, Ted Sampson, Sandra Speed, and Peg Spencer

**HANDOUTS:** Dec 10 CAG Agenda and the Oct 2015 CAG Meeting Minutes.

## **WELCOME**

- CAG President welcomed the group to the December CAG meeting.
- Approval of Oct 2015 CAG Meeting Minutes.
- Introduction of guest from Catholic Social Services sitting in for Emily Fleitz

## **UPDATES & REPORTS**

- Tobacco-Free Bus Stops – Bruce Barceló updated the group regarding the two new bus stops across from Children's Hospital that are family friendly stops and that are smoke free. Barceló also brought a sample of the new Children's Bus Stop sign that will be installed at the stop. He also shared that there will be a press conference to announce the smoke free stop at Children's. He also hopes to announce how RTA will go smoke free at all of their stops in 2016. Press conference date will be announced when known.

Barceló thanked the work that CAG did in recommending that the Tabaco free stop initiative be put in place by RTA. He felt that CAG's recommendation helped sway RTA's decision to go smoke free. He also stated that RTA will be the first transit authority in Ohio to move to smoke free stops.

RTA marketing staff, Nathan Owens and Jessica Heffner, reiterated how RTA will help market the initiative and promote the smoke free message via marketing posters & fliers, messaging, social media, website, etc.

CAG member, Keith Steeber, added that Children's Hospital took advantage of Community Grants that RTA made available to get their new stops and shelters completed and installed. He also added that Children's would maintain the stops.

- CAG Member Recruitment – The group decided that a considered effort would be placed on member recruitment. The members brainstormed a list of organizations they feel should have representatives at the table. Organizations such as Community Action Partnership, the Job Center, Dayton Mediation Society, 5 Rivers MetroParks, ADAMHS Board, and SCC & UD were brought up. CAG members split up the organizations among themselves in order to contact them to get representation. They are to contact the organizations between now and the next meeting in February 2016.
- 2016 CAG Initiatives – The group was asked to come up with some initiatives that they would like to take on as a group in 2016. They brainstormed a few ideas at the meeting, but were asked to come to the next meeting with any new ideas for 2016. They were also encouraged to email each other between meetings.

CAG member, Keith Steeber, asked if RTA could share a couple of the major customer facing issues or complaints that they receive. Nathan Owens said he would share with the group the top issues RTA received in 2015. This will give the group an idea of potential customer service issues RTA is facing.

## **RTA STAFF UPDATES**

- The Market at Wright Stop Plaza – Bruce Barceló gave an update regarding the farmers market that is housed at the transit center at Wright Stop Plaza. He did not have the exact numbers, but said he is hearing that the early returns are good. CAG member, Nozipo Glenn, applauded the great selection and quality of the produce being offered at the market. CAG member, Melody Burba, added that the customer service she has experienced at the market has been extremely positive.
- Feast of Giving – Nathan Owens (RTA) updated the group on RTA's continued community partnership with the Feast of Giving. He mentioned how RTA once again provided free transportation that day. This allowed for many people to attend the dinner who may not have otherwise been able to attend due to lack of transportation.
- RTA Holiday Bus – Owens informed CAG members of RTA's wrapped holiday bus. He stated how the bus will be randomly placed along RTA routes around town each day. He said customers can track to see where the bus was going to be by visiting RTA's Facebook and Twitter pages. The holiday bus is wrapped with holiday decals on the inside and out, with colored lights wrapping around the exterior window. Holiday lights, music, and free candy canes can be found inside the bus.
- How to Ride Video – Owens said that the RTA How to Ride video series finished its video taping and is in the editing stages now. He expects the video to be uploaded on RTA's YouTube channel by January of 2016. The video is an instructional video on how to ride RTA. The video will show viewers how to plan your trip, catch the bus, pay your fare, ride the bus, and how to safely exit.
- RTA Health Fair – Owens invited the CAG members to RTA's Health Fair, called Staying Healthy for the Holidays. The Health fair was to start immediately following the

conclusion of the CAG meeting. Several health vendors were on site giving free health screenings and public health information.

## **NEW BUSINESS**

- Try Transit – Kjirsten Frank suggested that RTA looks to partner with other alternative transportation groups to promote being multi-modal. If a committee is formed to start a program like this, Kjirsten volunteered to be a chairperson of this group. It was suggested to look at doing this in May. This program idea would be flushed out between now and the next meeting in Feb.
- New Schedule Rack Locations – CAG member, Keith Steeber, said he spoke with staff at the City of Dayton regarding its informational brochure stations/racks at their recreation centers. He said that they agreed to take RTA schedules and/or informational brochures for their brochure stations/racks.

## **ACTION STEPS**

- As always, please email Bruce at [BBarcelo@phdmc.org](mailto:BBarcelo@phdmc.org) to share contact information of other nominations that you have for individuals to invite to join RTA CAG.

## **NEXT MEETING DATE**

8:00 am - 9:30am on Thursday, February 11th, 2015

Please share any corrections/changes/updates with the RTA CAG representative, Nathan Owens, in the absence of RTA CAG Communications Coordinator, Sandra Speeds.