

**RTA CUSTOMER ADVOCACY GROUP
MEETING MINUTES**

Thurs, February 11, 2016

8am - 9:30am

Wright Stop Plaza – 3rd Floor Board Room
4 South Main St., Dayton, OH 45402

ATTENDING: Brenda Alexander, Bruce Barceló, Melody Burba, Kjirsten Frank, Nozipo Glenn, Jessica Heffner (RTA), Tonya Mathis, Nathan Owens (RTA), Wanda Slone, Keith Steeber, and Michelle Zaremba

GUESTS: Laura Estandia (Link: Dayton Bike Share) and Emmy Fabich (Link: Dayton Bike Share)

UNABLE TO ATTEND TODAY:

Jean Denney, Emily Fleitz, Shari Hignite, Laura Heitz, Kiya Patrick, Ted Sampson, and Sandra Speed

HANDOUTS: Feb 11 CAG Agenda, Dec 2015 CAG Meeting Minutes, and RTA's Feb 14th Service Change Brochures

WELCOME

- Welcomed new CAG member, Michelle Zaremba of the Dayton Mediation Center. Followed by introductions of members of CAG and RTA staff.
- Approval of Dec 2015 CAG Meeting Minutes.

UPDATES & REPORTS

- Link: Dayton Bike Share
 - Better Bike Share Grant
 - Tabaco Free Stops
 - Press Conference at Dayton Children's Medical Hospital Bus Stop
 - CAG Member Recruitment
 - Efforts and Goals
 - 2016 CAG Initiatives
 - RTA Staff Updates
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- Link: Dayton Bike Share – Laura Estandia and Emmy Fabich of Bike Miami Valley updated the CAG members on the upcoming projects that they will be working on in 2016.
 - They are applying for a Better Bike Share Grant. If awarded, funds will be used to better to market to a specific community member, in this case, the RTA transit user. Funds will also be used to redesign current station kiosks which has an overwhelming amount of information that does not present a clear message.
 - If awarded Link is asking that CAG to serve as focus group for the Link staff in order to provide valuable input and feedback for their marking materials.

- CAG member Nozipo Glenn suggested that translation options to be utilized. She suggested Welcome Dayton & Catholic Social Services as optional services to take advantage of.
- Tobacco-Free Bus Stops – Bruce Barceló updated the group regarding the two new bus stops across from Children’s Hospital. A press conference will be held on Feb 23 at 9:00am in front of the stops announcing the new smoke free stop initiative. Dayton Mayor Nan Whaley, RTA CEO Mark Donaghy, and members from Dayton Children’s Hospital and Public Health (Beth Cooper?), will speak.

Bruce Barcelo reiterated that RTA will not enforce, but this new initiative will allow citizens to self-police. He stated that if people are friendly and tactful about reminding people about the smoke free stops, people will generally comply with your wishes.

- CAG Member Recruitment – A list of area organizations were brought up to contact to see if they have a staff member that would like to represent the organization. The list of organizations brought are, followed by the member who volunteered to make the initial outreach: Five Rivers Metro Parks (Keith), Job Center (Keith), Dayton Public Schools (Kjirsten), Stivers H.S. (Nozipo), faith based groups (Brenda), House of Bread (Melody), Catholic Social Services (Emily), Area Agency on Aging (Melody), and college student(s) (Tonya).
- 2016 CAG Initiatives – After CAG member, Keith Steeber, asked if RTA could share a couple of the major customer facing issues or complaints that they receive, RTA staffer Nathan Owens shared 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. One issue that interested the CAG members was the issue of pass-ups being reported by RTA customers. They wanted to look into reasons why this may be happening.

RTA STAFF UPDATES

- How to Ride Series – RTA’s Nathan Owens shared with the group a new program that RTA has partnered with the Dayton Metro Library in order to teach people how to ride RTA and even utilize Link Bike Share for those “last mile” trips. The first of the series took place late January. The series will run through April. The next presentation will be held on Feb 18th at the Miamisburg Branch.
- How to Ride Video – RTA’s Nathan shared with the CAG members the newest RTA How to Ride video. The videos will help people that may be new to RTA to better understand what they may need to do to ride the bus. Everything from planning your trip, catching the bus, to exiting the bus. The video will be housed on RTA’s website and RTA’s YouTube channel.

ACTION STEPS

- As always, please email Bruce at 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, April 14th, 2015

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