

**RTA CUSTOMER ADVOCACY GROUP
MEETING MINUTES**

June 9th, 2016

8am - 9:30am

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

ATTENDING: Bruce Barceló, Melody Burba, Kjirsten Frank, Nozipo Glenn, Tracey Hanlin-Rohr(RTA), Tonya Mathis, Jessica Olson (RTA), Nathan Owens (RTA), Wanda Slone, and Keith Steeber, Michelle Zaremba

UNABLE TO ATTEND TODAY:

Brenda Alexander, Jean Denney, Abir Hagar, Shari Hignite, Laura Heitz, Kiya Patrick, Ted Sampson, Eric Sauer, and Sandra Speed

HANDOUTS: April 2016 CAG Meeting Minutes

WELCOME

- CAG President welcomed the group to the June CAG meeting.

UPDATES & REPORTS

- Pedestrian Safety Campaign – CAG member, Kjirsten Frank-Hoppe, gave an update of the progress of the new campaign that MVRPC has taken on. MVRPC has begun to place ads on the sides of RTA buses, billboards around town, and are beginning the process of mock-up of campaign brochure.

CAG members said that they would help in pushing program and messaging. The RTA stated that they would help if there is any need in graphic design and sharing messaging through their social media pages. They also said that they would add it to their How to Ride presentations that they give to area universities. The City of Dayton and Public Health are also willing to partner. They will look into possibilities to help in print production. CAG member, Nozipo Glenn, said she would contact the new DPS Superintendent to see if DPS would be interested in sharing this important messaging.

- CAG Member Recruitment – Efforts have been made by CAG members Bruce, Nozipo, and Keith to get a Dayton Public School for the new school year. Two new individuals are expected to apply and to be accepted as new members. The individuals will represent Five Rivers Metro Parks and Montgomery County DDS. The group is also requesting that a member of the Dayton Police Department to be considered to join the group. Jessica Olson said she has contacts within the department and would reach out to them.

CAG members were reminded to send any new recommended applicants and applications to CAG president, Bruce Barcelo.

RTA STAFF UPDATES

- The RTA Summer Passport – RTA gave an update on the newest RTA pass program, the RTA Summer Passport. The passes went into effect on Jun 1st and will run through Aug 31st. The passes are only \$55! Area teens between 13 and 18 years old. RTA is happy to report that they already sold just over 2,000 passes at the beginning of the program. RTA has asked the CAG members to continue to share the new program with other riders as well as with their clients or coworkers.
- RTA Experience – staff invited CAG members to the June 22nd event out at Courthouse Square. Staff will have several RTA tables that will give the public opportunities to see what RTA has to offer them and what RTA will be able to offer the public later in 2016. Some tables will include Real Time information, live look-in to new on board HD cameras. Guests will also be asked to sign the RTA Try Transit Promise at the square. The first 100 people to sign the promise will receive a 7-day RTA pass. RTA hopes to get people that work downtown to try using RTA as a transportation option. Those that sign the promise will also be asked to fill out a quick survey after they have used the 7-day pass in order to get their feedback about their experience.

NEW BUSINESS

- CAG member Keith Steeber gave an update on the new entertainment venue, the Levitt Plaza, which is set to go into the current Dave Hall Plaza by the end of 2017. He said this will be a great addition to downtown Dayton. He mentioned how this will bring a lot more people to the city and will be a great opportunity for RTA to attract new riders. Steeber said that the RFP for to construction of the pavilion is set to go out next month.
- Bruce Barcelo gave an update of a Dayton Collation meeting he recently attended. The topic of transportation came up at the meeting. Collation members were wondering if RTA could provide express routes to the Shiloh Market. The communities they represent are hearing that people are having a difficult time getting to the market to use their EBT/Produce Perks cards to take advantage of purchasing fresh produce. RTA suggested that they would meet with Planning & Marketing Director, Frank Ecklar, regarding the possibilities of such a request. RTA staff said that before meeting with Mr. Ecklar that they should have an idea of suggested stops & locations and the expected number of passengers that would be riding.

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, October 13th, 2016

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