

Minutes

RTA Organizational, Services and Performance Monitoring Committee Meeting

9:06 a.m., August 29, 2023

Committee Members: Moss (Vice Chair), Sleasman, Weiss, Welch

Other Board Members: Joyce, Koomar, Lucas

Not present: Biasiotta, Mersmann

Staff/Other: Bailey, Birdsong Terry, Burney, Caver, Clark, Coffey, Dangelo, Davidson, Fields, Fleig, Freilich, Garofoli, Gautam, Hlavacs, Hudson, Jones, Lincoln, Miller, Mothes, Rubin, Schipper, Sulik, Talley, Walker Minor, Wiehe

Public: Buford, Gibbons, Jackson, Pickney-Butts, Rodriquez

The meeting was called to order at 9:06 a.m. Four (4) committee members were present.

Quarterly Management Report – 2nd Quarter

India L. Birdsong Terry, General Manager, CEO gave the report.

- Total Revenues: 3.9% higher than budget
 - Passenger Fares – 5.3% higher
 - Sales & Use Tax – 3.4% higher
 - Other Revenues – 13.8% higher (Advertising, Investments, Other Revenue, Reimbursements)
- Operating Expenses: 2.4% lower than budget
 - Total personnel costs: 0.6% lower than budget
 - Fuel hedging – continues to help stabilize costs
- Transfers to Other Funds
 - Reserve Fund:
 - \$10 million in Rolling Stock Reserve
 - \$878,615 in 27th Pay
 - Bond Retirement Fund:
 - \$4.5 million transferred

The Bus Improvement Program, Equipment & Vehicles and Facilities Improvement are always fluid. Certain capital expenditures happen certain times of the year due to the receipt of grants. Federal assistance depends on the legislative body. Rail projects remain constant for the year. We were focused on vehicle replacement, rail projects and facility improvements for this quarter.

TRACTION Results Reporting – 2nd Quarter

India L. Birdsong Terry, General Manager, CEO and Dr. Rubin, TransPro Principal, gave the report. In between quarterly reports are internal monthly tactic review meetings. The Net Promotor Score determines how likely someone would recommend RTA as a service. Environmental Justice (EJ) areas are given special focus during the survey period. Below are the results of the Organizational Success Outcomes for this quarter.

Success Outcomes	Metric	Information System	Success Definition	Status
Customer Experience	Net Promoter Score	Customer Survey	5% improvement in Net Promoter Score over 2022 (NPS goal of 29).	Customer Satisfaction survey completed. Combined NPS of 21.
Community Value	Community Value Score	Community Survey & Data	50% of the community agrees that GCRTA serves employment. 79% of major projects are within EJ communities. 4 active Transit Oriented Development Projects. 7 as a ratio of private sector capital to GCRTA capital.	32% of the community agrees that GCRTA serves employment. 87% of major projects are within EJ communities. 2 active TOD projects with several in the pipeline. Current ratio of private sector to GCRTA is 9.3.
Financial Sustainability	Operating & Capital Performance	Financial Reporting	\$10m transfer to capital and reserve fund over the board policy. \$35m of competitive capital grants (CMAQ year).	\$10 million transfer complete. \$145 million won in competitive grants, including \$130 million rail vehicle replacement grant.
Employee Engagement	Employee Engagement	HR Data	Vacancy Fill Rate: Operators, Mechanics, Transit Police target is 87% for Q2 (95% for the year) Vacancy Fill Rate: Non-bargaining target is 90% for Q2 (95% for the year)	Operators/Mechanics/Transit Police: 84% Non-bargaining: 93%

RTA earned 89.7 out of 100 points in Q2 FY23. That is equivalent to a B+.

Organizational Total			
Success Outcome	Goal Points	Q1 Points Earned	Q2 Points Earned
Customer Experience	35	28.7	28.2
Community Value	30	26.1	26.7
Financial Sustainability	25	19.5	26.2
Employee Engagement	10	8.6	8.6
Total	100	82.9	89.7

NPS and overall satisfaction is used to measure customer satisfaction. NPS improved by 10 points from last quarter from 10 to 20 for fixed route. Overall satisfaction was flat at 65. This is due to a closure on the Red Line. Ms. Moss asked if the location of the surveys has to do with how the scores go up and down between quarters. Dr. Rubin said the surveys are conducted across all modes and routes. NPS tends to be more volatile than overall satisfaction. NPS for BRT dipped to 13 from 29. Overall satisfaction dipped from 72 to 62. This was due to rail customers having to use the HeathLine during the shutdown. NPS for rail decreased from 29 to 22. Overall satisfaction went from 69 to 66. Paratransit satisfaction showed the most improvement. NPS went from 65 to 70. Overall satisfaction decreased to 88 from 94. The agency promotor score went from 20 to 21.

Customer Experience scored 28.2 compared to a goal of 35. Community Value scored 26.7 compared to a goal of 30. There were four major projects in EJ zones. Financial Sustainability scored 26.2 compared to a goal of 25. The uptick was a result of the \$130 million rail car grant. Employee Engagement scored 8.6 compared to a goal of 10.

Key Drivers


Customers were asked what is most important to them. These are key drivers. Safety, cleanliness and on-time performance are the most important key drivers across all modes. On-time performance moved from an area of opportunity to a strength to maintain. For fixed route bus, satisfaction went up with on-time performance. Ms. Terry added that the national average is supplied for each category. RTA is being compared to several small and large sized agencies. Tactics are in place to tackle the key drivers such as TP recruiting, collaborations, Transit Ambassadors, cleaning campaigns, cleaning technology, QA programs, etc.

Ms. Sleasman asked if the sample size of 400-450 is a total or for each mode and if there is data on why customers feel unsafe when waiting for vehicles. Dr. Rubin said the sample size is for each mode. Surveying time is limited on the system so reasons for answers are not requested. But that can be changed. Ms. Moss added that we don't have resources to have security on the entire bus system. She also congratulated the HR division on their recruiting efforts. She is concerned with improving on safety and cleanliness. Mayor Weiss asked if this is the first full year of surveying. Ms. Terry confirmed.

The meeting was adjourned at 9:49 a.m.



Rajan D. Gautam
Secretary/Treasurer



Theresa A. Burrage
Executive Assistant