

Minutes

RTA Organizational, Services and Performance Monitoring Committee Meeting

10:29 a.m., November 19, 2024

**Committee Members:** Biasiotta (Chair), Welch (Vice Chair), Sleasman

**Other Board Members:** Elder, Love, Weiss

**Not present:** Koomar, Lucas, McPherson, Pacetti

**Staff:** Birdsong Terry, Blaze, Burney, Caver, Dangelo, Davidson, Feke, Fields, Fleig, Ford-Marshall, Freilich, Gautam, Gibbons, Hudson, Jones, Jupina, Kirkland, Macko, Meinke, Metcaff, Miller, Mothes, Moore, Rusnov, Schipper, Sutula, Talley, Togher, Walker-Minor, Young, Zimmerman

**Public:** Bingham, Gibbons, Hagar, Hinkle, Loh, Martin, Rubin, Sopko, Urankar

The meeting was called to order at 10:29 a.m. Three (3) committee members were present.

TRACTION Results Reporting

India Birdsong Terry, Ehren Bingham and Dr. Rubin gave the presentation.

**Success Outcome Status: FY 24 Q3**

Success Outcome	Points	Success Definition	Status
Customer Experience	40	21 Net Promoter Score	29 Net Promoter Score
Community Impact	25	54% Community Perception of Personal Relevance 90% Community Perception of Community Relevance	59% Community Perception of Personal Relevance 92% Community Perception of Community Relevance
Employee Investment	20	95% Vacancy Fill Rate: Operators, Mechanics, Transit Police	90% Vacancy Fill Rate: Operators, Mechanics, Transit Police
Financial Health	15	\$35m Competitive Capital Grants	\$55m Competitive Capital Grants

**Organizational Scorecard – FY24 – Q3**

Success Outcome	Goal Points	FY 24 Q1 Points	FY24 Q2 Points	FY24 Q3 Points
Customer Experience	40	32.3	45.1	42.0
Community Impact	25	23.7	24.5	24.5
Employee Investment	20	17.8	19.6	20.5
Financial Health	15	7.3	12.1	12.1
		100	81.1	101.3
				99.1

RTA scored 99.1 out of 100 points which is equivalent to a A+.

*September 2024 Customer Experience Survey*

Customers say on-time, safety and clean service is most important to them. Fixed route bus overall satisfaction is 65% (28 NPS). Satisfaction tends to decline in September. This could be due to the return of students to school. Safety and Security and On-time is most important to fixed bus riders. BRT satisfaction is also 65% (40 NPS). BRT customers are also most concerned about Safety and Security and On-time. Rail satisfaction is 68% (12 NPS). Rail customers are also concerned about Safety and Security and On-time. Paratransit satisfaction is 92% (75 NPS). Paratransit customers are most concerned about Safety and Security and Cleanliness. Agency satisfaction is 65% (65 NPS).

*October 2024 Community Impact Survey*

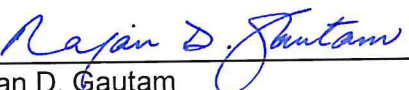
About 19% of surveyors use RTA services. About 59% find value of RTA service to the community. And 92% see value of RTA to the region. Community members say the most important items for them is

- Employment Impact (26%)
- Impact on special mobility needs and low-income (23%)
- Access to medical, recreation, and education (21%)
- Affordability (19%)
- Road safety, congestion management and pollution reduction (11%)

Mayor Weiss asked about survey fatigue. Dr. Rubin said he hasn't heard any feedback about that. They survey every 4<sup>th</sup> customer on the service. Many customers aren't asked their feedback so that may be the reason why it hasn't been an issue. Customers value when their voices are being heard. Mr. Sleasman added that these are perceptions. Real time arrival signs are helpful to improve perceptions.

Ms. Terry added that employees complete a yearly survey. Some safety questions will be added to the next cycle. Forty-seven percent of employees responded. Over 2,100 written responses were received. The leader of the Customer Experience & Performance Management team position will be announced soon. This position will report directly to Ms. Terry. They will have a team of staff.

The meeting was adjourned at 10:58 a.m.

  
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Rajan D. Gautam  
Secretary/Treasurer

  
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Theresa A. Burrage  
Executive Assistant