

## RTA CUSTOMER ADVOCACY GROUP

### MEETING MINUTES

August 11<sup>th</sup>, 2016

8am - 9:30am

Wright Stop Plaza (Cooper Building) – 2<sup>nd</sup> Floor Meeting Room  
4 South Main St., Dayton, OH 45402

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

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

Brenda Alexander, Jean Denney, Abir Hagar, Shari Hignite, Kiya Patrick, Ted Sampson, and Sandra Speed, Michelle Zaremba

**HANDOUTS:** June CAG Meeting Minutes, August 11<sup>th</sup> Agenda, and *Play it Safe Day at RTA* brochures.

## **WELCOME**

- CAG President welcomed the group to the August 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 ran ads on the sides of RTA buses, billboards around town, and made brochure materials available throughout the summer campaign. Campaign kicked off in June 2016.

The campaign will have new life. Public health is picking up some of the advertising. CAG president and Public Health representative, Bruce Barcelo, helped secure \$10,000 for additional advertising needs. The Greater Dayton RTA will continue to run the bus ads on the sides of their buses.

- CAG Brainstorm Session:

- Generate program ideas that can improve RTA service as a whole:

#### 1. Amenities:

- a. It was suggested that RTA adopts a ticketing system for customers when they call in for an amenities request or to report an amenities issue. Once the system is adopted, RTA can advertise this to customers.

RTA staff did say that RTA does have a customer call center phone number that is available for customers to submit their concerns into. But, they will look into ticket system capabilities of current system.

2. Call Center Cheat Sheet:

- a. CAG members also suggested that RTA adopt a cheat sheet of sorts for their Call Center. This sheet would have answers to frequently asked questions, a directory of internal staff that the customers can be directed to. i.e. Howard Bard for all amenities questions. CAG member, Bruce, stated that Public Health has something similar to this.

3. Focused Training: to combat unprofessional & rude behavior of certain RTA operators and staff.

- a. The committee all felt it that it is important for RTA to send its customer facing employees, especially drivers, through customer service focused training.
- b. Programs: City of Dayton is currently looking to implement a program for city staff. CAG member, Keith, can be a good contact to follow up with on regarding the city's new program. CAG president, Bruce, even said that there may be grants available for such a program.
- c. CAG member, Nozipo, wanted to make sure RTA would include all RTA Street Supervisors in this program/training as well. She said they are customer facing as well and sometimes deal with the customers more than the drivers do.
- d. Laura Heitz asked that sensitivity training be a component to the customer service training. RTA, being a public agency, will come in contact with a wide variety of the population.
- e. CAG member, Melody, did remind the committee that RTA drivers do go through training at the Access Center to give them an idea of what people with disabilities have to go through.

4. Pass & Token Outlets:

- a. CAG member, Laura, suggested that RTA look to expand its pass and token outlets in the area. She feels that there are too many gaps in locations for customers to purchase their passes without having to go to a transit center or transfer to another route were passes are sold. She gave the example of the Kettering area near Town & Country Shopping Center and Stroop & Shroyer area. She represents several students that ride the bus and they do not have an easy location to pick up a pass. In this case, she suggested contacting stores at Town & Country or the Kroger on Stroop and Shroyer to see if they would be an outlet for RTA.

- Safe Routes to Play – CAG member, Eric Sauer of 5 Rivers Metro Parks, is working with CAG member, Kjirsten Frank-Hoppe of MVRPC, to create a map showcasing all the best ways to get to the parks. He wants to work with RTA to include all RTA stops/routes that can get people to area parks safely. It was suggested that he be in contact with the RTA Manager of Planning, Michele Conley, to make this happen.
- CAG Member Recruitment – CAG members were reminded to send any new recommended applicants and applications to CAG president, Bruce Barcelo.

## **RTA STAFF UPDATES**

- Play it Safe Day at RTA:

Safety is everyone's concern at RTA. To demonstrate this core value, RTA Security and Marketing staff invited the Dayton Police Department, CrimeStoppers, MVRPC, the Artemis Center and the Better Business Bureau (among others) to share tips on how to be safe. RTA staff invited CAG members to come by this event, which is held at Wright Stop Plaza on August 12<sup>th</sup>.

RTA staff asked CAG members to invite other RTA customers and/or clients they represent that may benefit from such an event. Staff also asked CAG members to pass out event fliers and fliers for future personal safety awareness classes being held the following Friday.

## **NEW BUSINESS**

- Bruce Barcelo gave an update of the Dayton Collation members looking for RTA to provide express routes to the Shiloh Market. Bruce meet with Frank Ecklar, RTA Planning Director, regarding the request. RTA and the collation will look at the possibilities of an express route for next summer. In the meantime, Public Health has purchased \$50 worth of tokens, which was matched by RTA, in order to donate tokens for people in need of transportation to public markets.

## **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, October 13<sup>th</sup>, 2016

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