

Minutes

RTA External & Stakeholder Relations & Advocacy Committee

9:42 a.m. December 7, 2021

Committee Members: McCall (Chair), Moss (Vice Chair), Byrne, Koomar

Other Board Members: Joyce, Lucas, Serrano, Weiss **No Present:** Duarte, Pellot (virtual)

Staff: Becker, Birdsong, Burney, Caver, Dangelo, Davidson, Dietrich, Fesler, Fields, Garofoli, Gautam, Gettings, Harris, Kirkland, Krecic, Lincoln, Mothes, Orlando, Petit, Schipper, Scott, Shurik, Sutula, Talley, Walker-Minor

Public: Gibbons, Loh, Pinkney

The meeting was called to order at 9:42 a.m. There were four (4) committee members present.

This meeting was live-streamed on RTA's Facebook page (www.facebook.com/rideRTA) for staff and members of the public. Members of the public were allowed to attend in-person.

Based on Centers for Disease Control (CDC) guidance to continue to avoid large events and gatherings and Ohio Department of Public Health advice that businesses and other entities may continue to require mitigation measures, as well as RTA's interest in protecting community and employee health and safety, several measures were put in place for in-person attendance, which are spelled out on the meeting notice.

Human Resources Update

George Fields, Deputy General Manager of Human Resources, Wendy Talley, Director of Training and Employee Development and Maria Shurik, Manager of Employee Development. The mission Connecting the Community begins within the internal workforce. They will discuss how they are connecting employees and the community to jobs and educational opportunities. They will discuss Diversity & Inclusion, people strategies impact on mission and vision and workforce development partnerships.

The mission of connecting is transforming how they approach their work. HR Generalists & District Analysts are collaborating to track retention, promotion date and responding to district employees. Job Fairs are hosted by Cross-Departmental Teams: HR, Training & Development, Bus & Rail Operations, Accounting, OEO, Marketing, Public Relations, IT, ITS, TP and Service Quality. In 2021, they launched a fresh New Hire Orientation program. It is a full RTA immersion experience with departmental presentations and tours. Employees are actively engaged in biweekly and monthly meetings. Through these efforts they are embracing diverse perspectives and taking ownership in transforming RTA into an employer of choice.

Cross-functional People Strategies:

- Mission, Vision, and Values Team (Monthly)
- Workforce Planning Meetings (Bi-weekly)
- Root Causes of Operator Turnover (Bi-weekly)
- Standing Training Meetings (Bi-weekly)
 - Transit Police, Electronic Repair, and DEI

A cross section of the workforce is engaging employee resource group with intention of reinforcing our commitment to a One RTA culture and mindset.

- Elevating Women Together – EWT
- Diversity, Equity, and Inclusion Council – DEI
- District Councils – Downtown, Hayden, Rail, Paratransit, and Triskett
- Conference of Minority Transportation Officials – COMTO

They have set operator workforce goals. It is the number of operators that are required to improve work schedules, increase retention, instill a sense of belonging, and instill trust and commitment. They will collaborate with agency partnerships like Tri-C and Ohio Means Jobs. The operator recruitment efforts continues. They promote their job fairs on various social media platforms and job sites. They retained a vendor to focus on operator recruitment. They revisited bus operator training and established a new program based on industry best practices resulting in reducing the length of training, alternating instructors and placed trainers in Tri-C classrooms with new hires. They are working with Operations to examine root causes of turn over.

- 177 new operators joined in 2021.
- 63 are in training.
- 49 of new big bus and paratransit operators joined RTA as a result of their August job fairs
- 95 potential operators are in the pipeline due to improvements made in October

Channel 5 did a story on RTA's partnership with Tri-C highlighting two RTA employees enrolled in the program. Employees are actively engaged in delivering the mission and connecting for a cause. They are seeing increased interest and participation in development opportunities.

Engaging more employees at all levels

- Frontline Supervisor Program (38)
- Lean Six Sigma - Black Belt (6) and Boot Camp (14)
- LEAD Diversity (4)
- Women's Leadership Workshops Series (24)
- LinkedIn Learning (134)

On the Rise → Certificates, Associates, Bachelors, and Masters degree programs

- Workforce Success Program (9)
- Public Management Academy (4)
- Leadership Academy (1)
- Tuition Reimbursement (17)
 - 2020 (11) and 2019 (12)

They feel these numbers will continue to grow as they market programs internally and strengthen partnerships with other institutions. Jonathan Ciesla of OMB and Tariq Mohammed in the Public Transit Development Program both a part of the CSU Public Management and Leadership Academy were recognized by the program. Ciesla is the Outstanding Fellow. Mohammed is the Local Government Fellow. Darcia Whitaker, currently in janitorial services, completed the Workforce Success course and is now enrolled at Tri-C. Currently, 38 employees are enrolled in the Frontline Supervisor Program at Tri-C Corp. College. Eight are in a partnership cohort program with NOACA and the Ohio Turnpike.

They engaged Ohio Means Jobs and ODJFS in recruitment efforts. For 2022, they need the Board's support to continue their efforts to advance technology, internet access, expand spaces for onboarding and training, which is required to attract and retain qualified talent. Mr. Serrano asked what the main reasons operators quit. Ms. Talley said it is the hours and obtaining childcare on weekends. Ms. Birdsong said they are working diligently to close the operator recruitment gap by looking at wages, flex schedules, childcare, health, etc. They are seeing good results with the partnerships. Chief McCall suggested we use employees who have had positive experiences on our marketing material. She noticed that RTA's social

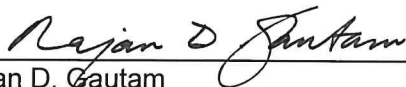
External and Stakeholder Relations & Advocacy Committee

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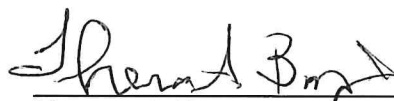
Page 3 of 3

media presence has pumped up. Even during the pandemic, RTA is still hiring so this is good. She supports the staff needs to continue the programs and expand on their work. She wants to continue to connect to Paratransit and to highlight the improvements that have been made. Ms. Talley invited the committee to attend one of the job fairs. Ms. Birdsong requested the two new recruiters Tiffany and Laura be introduced to the Board at some point.

The meeting was adjourned at 10:01 a.m.



Rajan D. Gautam
Secretary/Treasurer



Theresa A. Burrage
Executive Assistant