



External Stakeholder Relations Committee Minutes

Tuesday, May 5, 2026 at 3:30 PM

COTA - WG Porter Boardroom, 33 N High St, Columbus OH

1. Call to Order

External Stakeholder Relations Committee Chair Erika Clark Jones called the May 5, 2026 meeting of the External Stakeholder Committee to order at 3:30 pm.

2. Roll Call

Committee Members Present

Erika Clark Jones, Chair

Pete Bucher, Trustee

Brent Pastorek, Trustee

Heather Ulrey, Trustee

3. Approval of External Stakeholder Relations Committee Minutes

A. March 3, 2026 External Stakeholder Relations Committee Minutes

Trustee Pete Bucher moved to approve the March 3, 2026 External Stakeholder Relations Committee meeting minutes, seconded by Trustee Heather Ulrey. Motion carried.

4. New Business

A. COTA Customer Experience Strategy - Sarah McQuaide, COTA Marketing and Engagement Director

COTA Marketing and Engagement Director Sarah McQuaide presented the Customer Experience Strategy, outlining COTA's plan to elevate customer experience in preparation for significant system growth, which includes expanded service, new transit lines, and additional BRT corridors by 2050. Through extensive customer research, employee engagement, surveys, and peer agency benchmarking, Ms. Quaide noted key themes that emerged from the discovery phase and said reliability and predictability matter the most. The resulting action plan places riders at the center of operations, focuses on targeted improvements to the customer journey, aligns with COTA's broader Strategic Plan, and follows a phased timeline from discovery through implementation.

B. LinkUS Public Engagement Update - Jeff Pullin, COTA Public and Media Relations Director

COTA Public and Media Relations Director Jeff Pullin presented the LinkUS Public Engagement update, highlighting the development of a public-facing LinkUS dashboard designed to clearly show progress, KPIs, and milestones for riders, communities, partners, and media, using a phased, easy-to-understand approach with rollout planned for summer 2026. Mr. Pullin noted efforts to carry out a comprehensive refresh of LinkUSColumbus.com, which will transform it from a planning archive into a real-time implementation hub with construction alerts, event information, engagement opportunities, and “You Spoke / We Listened” updates. Ongoing public meetings—including 10 Transit-Oriented Development and six Short-Range Transit Plan meetings—corridor-level outreach, and participation in community events continue.

5. Other Business

No other business was brought before the committee.

6. Adjournment

Trustee Ulrey moved to adjourn the meeting, seconded by Trustee Bucher. Motion carried. The meeting adjourned at 4:06 pm.

Adopted:

July 7, 2026

Signed:

DocuSigned by:

Erika Clark Jones

76394C39CA6A42E...

Chair, External Stakeholder Relations Committee

Signed by:

Monica Selby Fowler

C080309020B34D2...

Attest:

President/CEO