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**MEETING:     EXTERNAL STAKEHOLDER RELATIONS COMMITTEE**

**DATE:           TUESDAY MARCH 5, 2024**

**TIME:           4:00 PM – 5:00 PM**

**LOCATION:     COTA WG PORTER BOARD ROOM | 33 N HIGH ST**

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**MEETING MINUTES**

**1. CALL TO ORDER**

Chair Tolliver called the March 5, 2024, meeting of the Governance Committee to order at 3:01 PM.

**2. ROLL CALL**

**Committee Members Present**

Shannon Tolliver, Chair

Craig Treneff, Trustee

Trudy Bartley, Trustee

**3. APPROVAL OF EXTERNAL STAKEHOLDER RELATIONS COMMITTEE MINUTES**

Chair Tolliver motioned to approve the November 8, 2023, and January 9, 2024, External Stakeholder Relations Committee minutes. Trustee Treneff seconded the motion. Motion carries.

**4. NEW BUSINESS**

**2023 EMPLOYEE RESOURCE GROUP UPDATES**

Raymond Weaver, Director, Equity, Diversity, and Inclusion presented the 2023 Employee Resource Group update. COTA's Employee Resource Group's new focus has focused on three themes of success: predictability, collaboration, and creating a sense of belonging. This approach ensures that employees can anticipate and actively engage in various events and initiatives throughout the year.

Raymond shared the achievements of each Employee resource group. VERG (Veterans Employee Resource Group) championed 24 activities for the year including the National Veterans Memorial and Museum 5k and the Ohio Blood Driver. PACT Employee Resource Group (Parents Actively Collaborating Together) had 15 events and continued the tradition with CAMP COTA. PRIDE Employee Resource Group had 15 events as well. Partnering with Stonewall, 40



COTA employees and partners participated in the Stonewall Pride Parade on High St. WISE Employee Resource Group (Women for Inspiration, Strength, and Excellence) finished the year with 17 events and held its first Breast Cancer Awareness 5K. Closing out the year, BELIEVE Employee Resource Group (Black Employees Leading in Inclusion, Excellence, Vision, and Education) had 19 events with their annual 4 produce drives a year.

To conclude the 2023 Employee Resource Group Update, Raymond advised that the Employee Resource Group leaders plan to focus on predictability, collaboration, and building a sense of community within the organization. All the Employee Resource Groups will partake in a collaborative effort to promote mental health awareness in May.

#### **LINKUS UPDATE**

Patrick Harris, VP, External Relations presented an update on LinkUS outreach efforts and results. Social media engagements resulted in a 68.4% increase in web traffic in January. Nearly all the marketing channels being used push the audience to the website to help drive awareness. The site also houses LinkUS videos, and in January alone the videos were viewed nearly 14,000 times, bringing total video views to nearly 200,000 since October. The efforts in January also garnered 5,587 new social media followers and 635,000 social impressions.

There have been updates to pages on the LinkUS website. The “Corridors” section was renamed “Rapid Transit Corridors” and will begin to include more information on Bus Rapid Transit to help support a new video on the rapid transit concept. The new explainer video is scheduled for release in the 2 quarter of 2024.

Patrick concluded his presentation by introducing Molly O’Shaughnessy with EMC Research to review research metrics on LinkUS awareness and attitudes. Molly shared that LinkUS awareness has increased by 7 percent since the beginning of the outreach campaign. This increase is significant considering only \$120,000 has been spent to date on all awareness efforts. Molly’s research confirmed that Central Ohioans agree that high-quality public transit is important, even if they don’t utilize it, and that we should expand and improve transit to continue to be a dynamic and growing economy.

#### **5. OTHER BUSINESS**

No other business was presented.

#### **6. ADJOURNMENT**

Upon a motion given by Chair Tolliver and seconded by Trustee Treneff, the meeting was adjourned at 3:37 PM. The next External Stakeholder Relations Committee meeting is Tuesday, May 7, 2024 at 3:00 PM



**Adopted:** \_\_\_\_\_  
**March 5, 2024**

**Signed:** DocuSigned by:  
*Shannon Tolliver*  
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**Chair, External Stakeholder Relations Committee**

**Attest:** DocuSigned by:  
*Monica Selby-Fowler*  
C680309626B34D2... \_\_\_\_\_  
**President/CEO**