



MEETING: EXTERNAL STAKEHOLDER RELATIONS COMMITTEE

DATE: TUESDAY JANUARY 9, 2024

TIME: 3:00 PM – 4:30 PM

LOCATION: 33 N. HIGH ST. / WG PORTER BOARDROOM

MEETING MINUTES

1. CALL TO ORDER

Chair Tolliver called the January 9, 2023, External Stakeholder Relations Committee meeting to order at 3:01 PM.

2. ROLL CALL

Committee Members Present

Shannon Tolliver, Chair
Trudy Bartley, Trustee

Committee Members Excused

Craig Treneff, Trustee

3. NEW BUSINESS

Q3 Workforce Development Update

Monica Jones, Chief Equity Officer's presentation reviewed COTA's demographics data through Q3 of 2023 describing the breakdown by gender, race overall, and by position held.

While comparing the percentages from 2020-2023, the incremental growth is demonstrated in the increase of minority participation in managerial/supervisory/leadership positions. For COTA, that increase is 10% in the last three years. COTA minority participation in managerial/supervisory/leadership positions outpaces the community population.

Beyond the workplace representation, which is an integral part of how COTA measures and communicates EDI impact, Monica stated that the following metrics are used to track EDI progress:

- Employee engagement
- Diversity Recruiting
- Employee retention
- Employee participation in EDI training
- Pay gap analysis
- Rates of promotion of diverse talent
- Employee Performance



To conclude the Q3 Workforce Development presentation, Monica Jones reminded us that COTA is also a member of the Mobility Pledge XX, joining hundreds of companies and organizations committed to increasing the percentage of women in the transportation workforce by 10% in 10 years. Industry-wide, women comprise only 15% of the transportation workforce and even fewer are in decision-making roles. At Team COTA, the President/CEO and Deputy CEO of COTA are both women, and women comprise 36% of Team COTA.

LinkUS Public Awareness Update

Patrick Harris, VP, External Relations presented a LinkUS Public Awareness Update. The LinkUS Awareness campaign has been in the market for just over six months and has yielded strong results across that period. In previous updates, Patrick shared the tactics being used – most familiar were the well-produced video segments that tell stories from user experience; and calculated explainer videos that tell the outcome-oriented goals of LinkUS. Those videos in total are closing in on 1.5 million views to date. Those concepts are also playing out across other channels, like out-of-home billboards, LinkUS newsletter, events, and paid social media.

Patrick spoke on overall LinkUS outcomes and targets for 2024. As the work continues, multiple touchpoints in 2024 will be key to building awareness among our key audience. With additional financial resources, this will allow an increase in awareness for late Summer into the Fall. The latter part of the communication campaigns will be supported by new content to help continue the momentum that is currently being created.

The new content will include LinkUS' first explainer videos focused on Equitable Transit Oriented Development (eTOD) and Bus Rapid Transit (BRT). In addition, more personal narrative videos have just are being released in the coming weeks, sharing the stories of Council President Shannon Hardin, and Council Transportation Chair Lourdes Barroso De Padilla. These videos will need to be supported by investments in paid media and that will continue in 2024. The public engagement will ramp up considerably in 2024 as well. So far, through LinkUS events and other channels, there have been 10,000 touchpoints. The goal will be to convert those touchpoints into measurable results through social engagement, LinkUS website views, and support from key stakeholders.

When speaking on regional engagement, in 2023, the focus was on engaging mayors and city managers, plus their administrative leadership to:

- Raise awareness of LinkUS and create enthusiasm and a unified vision for enhanced mobility within the region; recruit participants in ongoing TSI work and leadership coalition committees.

In 2024, the LinkUS regional engagement efforts – led by Kelsey Ellingsen (Director, Local Government Affairs) will include onboarding of newly elected mayors and councilmembers post-November 2023 election; and continuing to maintain or grow support of those communities, as well as their partners at schools, area businesses, and non -profits and other pseudo-governmental commissions and groups.



Patrick concluded his presentation with the LinkUS Inter-Agency Team 2024 Goals and the high-level outcomes expected for 2024 by these groups. The key elements are:

- Substantial progress on the planning and development of the identified corridors, including 90% design on West Broad Street, which is planned for revenue service in 2028;
- The Capital Improvement Plan and Budget coming out of the TSI Committee, which will be brought forth to the board at a later date;
- Development of eTOD incentive packages to help spur housing and other investment along corridors; and,
- COTA’s transit program, and what elements will need to be phased in over the next decade to support the needs of communities throughout our service territory.

4. **OTHER BUSINESS** – No other business was presented.

5. **ADJOURNMENT**

Upon a motion given by Chair Tolliver and seconded by Trustee Bartley, the meeting was adjourned at 4:15 PM. The next External Stakeholder Relations Committee meeting is Tuesday, March 5 at 3:00 PM.

Adopted: _____ March 5, 2024

Signed:

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Shannon Tolliver

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Chair, External Stakeholder Relations Committee

Attest:

DocuSigned by:

Monica Selby-Fowler

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President/CEO