



Operations Committee Meeting
April 17, 2017 – 1: PM
GMT Office
15 Industrial Parkway, Burlington

Agenda

Present: Committee Chair Barton, Commissioners Miles and Sharrow, Mark Sousa, General Manager, Trish Redalieu, Director of Human Resources, Jamie L Smith, Manager of Marketing and Public Affairs

Adjustment of the Agenda: none

Public Comment: none

Approval of March Meeting Minutes: Commissioner Miles made a motion to approve, Commissioner Sharrow seconded, motion carried.

Customer Service Surveys/Marketing Update: Customer service surveys: Mark Sousa discussed several possibilities including electronic, (BT splash screen and insert survey there), paper survey at DTC, and onboard surveys, using survey monkey, as well as staff with clipboard conducting surveys at the DTC, a suggestion box at the DTC., with the focus of incorporating demographics and technology users. v. non-users. Jamie Smith talked about marketing developing brand personas as an internal marketing tool to market to different demographics. There was a discussion on collecting data on current riders and non-riders, and the need to collect consistent data.

Marketing Update: Jamie Smith discussed several marketing initiatives including electronic marketing, fold out map for college students, the current survey of Link riders on the Montpelier Link, College student project, Summer Fun Wrist band program, developing a more engaging social media plan, target marketing for specific towns press releases, church notices, Froggy Random Rides, re-branding and the new color scheme GMT buses, Route Shout, facility signs and bus stop signs. Staff will bring samples of different bus stop sign options.

GMT Volunteer Program Policy: Mark Sousa discussed the importance of increasing staff involvement with the community, improving staff morale and engagement, opportunities for an annual event, and a Volunteer Coordinator to facilitate volunteer opportunities. Chair Barton requested a change to the title and to clarify what administrative employees mean; committee is comfortable with recommending it the Board with these changes.

Status of GMT Performance Improvement (PIP): discussion on how to quantify ADA and implement the fare free program by 7/17. Energy consumption use trending higher;



Integration of Information Reports: staff introduced suggestions for the integration of information reports– balanced scorecard example. Discussed financial metrics, and how to integrate them into the reports. Staff will have an updated document for the May committee meeting.

Update FY17 Committee Work Plan and next meeting date: updated the work plan to Include Employee Handbook, integration of information reports, and the PIP.

Adjourn: Commissioner Sharrow motioned to end meeting, Commissioners Miles seconded the motion; motion carried Meeting adjourned at 2:38 pm.