



Faces of RTA



Respect

We recognize the vital role each employee plays in the delivery of service to our customers and to the community. We strive to build an environment of mutual respect and loyalty. Teamwork is essential and we do whatever it takes to provide quality customer service and build a strong and stable agency.

Safety

Safety for our customers, employees, and the communities we serve is paramount to our success. We continuously work to improve our facilities, maintain our fleets, and implement policies and procedures to remain safe, secure and accident free.

Our People

Our employees and board of trustees are vitally important to our success. Our people make a difference in everything we do and we shall recognize and celebrate in their growth and success.



Quality Service

Customers and their satisfaction and the communities we serve are our highest priority. RTA employees consider the customer first in every decision they make so that we consistently exceed customer expectations.

Integrity

In carrying out our duties, we will act in a manner above reproach. Our decisions are driven by the highest ethical and moral standards. We will value open and honest relationships that endure difficult times and continuously grow stronger.

Stewardship

We recognize the high degree of responsibility to good stewardship of the human, financial, and environmental resources entrusted to our care. We will use our resources wisely and apply best practices in delivery of services to the community. We will evaluate and monitor standards which assure the effective and efficient use of agency resources.



James E. Newby,
President

"RTA is a purpose-driven agency, helping customers get to jobs and save money so they can create a better future for themselves and their families. Our commitment to providing great value and dependable service is a mission we are passionate about. It is gratifying for me and the entire board to continue to build the next generation RTA."



CORE VALUES

RTA MILESTONES

2009

2009: All operators of any RTA-owned vehicle must complete intense Smith System defensive driving training.

March, 2009: RTA receives \$19.8 million in American Recovery and Reinvestment Act stimulus funding – used to begin bus replacement sooner than planned and for capitalized maintenance

April, 2009: OnBoard newsletter receives Prism Award of Merit



2009: RTA breathes new life into Safety Program with extreme makeover in membership, purpose and empowerment.

October, 2009: Greyhound Lines rolls first buses into the new Dayton depot at RTA's Northwest Transit Center. As Greyhound's agent, RTA develops new revenue and resolves local problem.

February, 2010: Provides online customer feedback for complaints/questions/comments

1st quarter, 2009:

RTA rolls out new medium duty Project Mobility buses, increasing service efficiency, decreasing employee injuries by 39% over 3 prior years.

July, 2009: RTA hosts annual OPTA conference



September 1, 2009: Wright Stop Plaza Transit Center opens

June, 2009: Mark Donaghy appointed to Transportation MATTERS, new statewide coalition

June, 2009: RTA implements free rides on fixed route program for Project Mobility eligible customers, saving over \$500,000 in operating costs.

2010



April, 2010: Hybrid buses added to fleet

BOARD OF TRUSTEES



James E. Newby, President

A career Dayton police officer who rose through the ranks working in Homicide Investigations, Director of the Dayton Police Academy, District Commander of the Central Business District, Superintendent of Operations, and assistant Chief of Police. In 1987 he was appointed the Director and Chief of Police, a position he held until his retirement.



Franz Hoge, Vice President

Retired Managing Partner of the Dayton office of Pricewaterhouse Coopers LLP (PwC), formerly Coopers & Lybrand LLP. He began his career in 1966 in the New York office after graduating from The City College of New York. In 1980, he was named the Managing Partner of the Dayton Office.





May, 2010: New customer-friendly website launched

August, 2010: Family Pass introduced



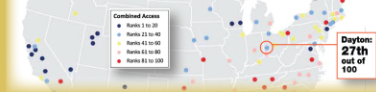
September, 2010: RTA designated 5-star Ohio Green Fleet by Clean Fuels Ohio

2011: Over 4 years, Maintenance overtime reduction nets 75% decrease in operating expense

2011: RTA continues support for major regional events like City Folk Festival, Dayton Air Show, First Friday, Hamvention, Oktoberfest, Urban Nights, Air Force Tattoo

May, 2011: RTA ranks 27th among cities connecting residents to the workplace with transit per Brookings Institution report

RTA ranks high among cities transporting workers to jobs



February, 2011: Transit Links program begun



February, 2011: Partnership with Greene CATS results in flex route from Xenia to WSP

June, 2011: Riders Choice Awards given for videos submitted as part of Dump the Pump events

June, 2011: RTA helps create American Bus Benchmarking Group; 11 U.S. mid-sized transit systems commit to track performance data to improve service for all.

May, 2010: Optamist award received for Best Marketing on a Shoestring – Opening of Wright Stop Plaza Transit Center in 2009



November, 2010: RTA receives Excellence in Achievement Award from Federal Transit Administration for exemplary Triennial Review.

2011



May, 2011: Prism award of merit received for RTA's new website

May, 2011: Rack and Roll bike video wins international Telly award



Lawrence B. Clarke

Appointed by Montgomery County. He chairs the Investment Advisory Committee and serves on the Finance-Personnel Committee.



Edward Depp

Administrative Coordinator for the Office of Affirmative Action Programs at Wright State University.



Sharon Hairston

Appointed by Montgomery County. Senior Financial and Administrative Manager for CH2M Hill Mound, Inc. in Miamisburg. Hairston was responsible for the environmental restoration of the Mound facility.



Adrienne L. Heard

In 2003 Adrienne was recognized by Leading Women, Inc. of Cincinnati for her contributions in the field of entrepreneurship. Heard Management is a minority female owned sole proprietorship management consulting firm.



July, 2011: Million Mile safe driving club begun – 13 operators inducted



September, 2011: Receives first place AdWheel Award for Rack and Roll bike video

September, 2011: Transit Access Fund introduced

September, 2011: Ohio Auditor of State recognizes RTA for multiple years of audits with no findings

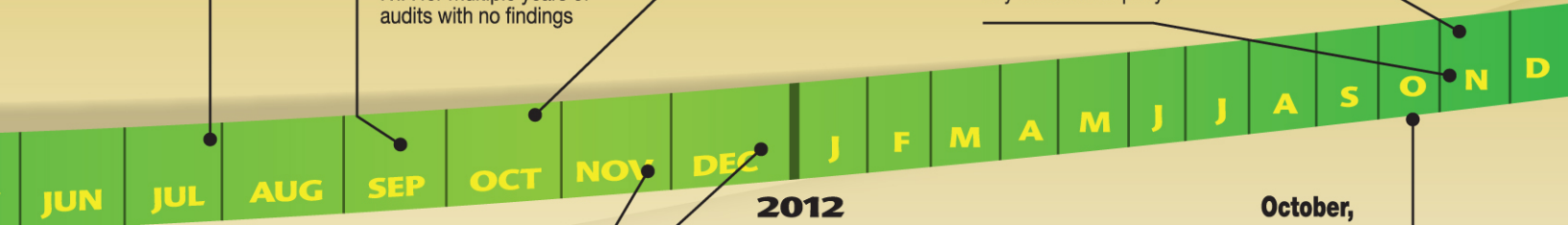


October, 2011: Northwest Transit Center renovations completed



November 6, 2012
40th Anniversary
RTA celebrated its 40th Anniversary as a public transit authority in Dayton. On November 6, 1972 the Miami Valley Regional Transit Authority took over operation of the privately owned City Transit Company.

November 11, 2012
In honor of Veteran's Day
RTA's annual Free rides for Vets



November, 2011: Announces Day passes will debut in January

November, 2011: RTA named Trotwood Large Business of the Year

2012

December 11, 2011: Continuing 4-year trend, RTA avoids deficit spending, balances budget. Surplus is earned in 2010, projected in 2011



October, 2012
ABBG
Mark Donaghy appointed president



Janet C. Jones

Director of Human Resources serving as the Chief Human Resources Officer for Sinclair Community College. Member of the Steering Committee for Dayton Dialogue on Race Relations (DDRR).



Jamie Simpson

Dayton appointee Simpson owns Jamie's Childcare with degrees in early childhood education and business administration. She is a strong advocate for policies and practices that benefit families and the community.



David Williamson

Partner with Bieser, Greer and Landis law firm. Graduated from Ohio University in 1975. In 1978, he received a JD degree from the Ohio State University School of Law. Has served as President of both the Dayton Bar Association and the Dayton Bar Foundation.



The people spoke. We listened.

Top down change was in order and Montgomery County along with the cities of Dayton and Kettering responded. A new board was established for RTA with a diverse group of local business and community leaders. Since then, a strategically planned effort to restore public confidence in RTA was initiated, which continues today. A leaner, greener organization that is accountable to the public and responsive to our community's needs was the objective. I am pleased to provide this update regarding our progress.

Mark Donaghy, Executive Director

EXECUTIVE OFFICE

Many good things have happened since that time. Restoring financial stability to RTA was absolutely critical. Our approach was simple: live within our means and look internally first. In 2007 more than \$2 million in overhead costs were eliminated before we modified the level of transit service the public receives. We finished the year in balance and have remained stable ever since. RTA's board and management team are committed to long-term fiscal stability.

Resolving the long-standing problems with Third and Main was arguably a close second in the priorities list. It was clear that the solution must be one in which RTA customers benefitted as well as one that eliminated crowd issues and safety concerns downtown. With the support of the Dayton Police Department (DPD) and transit industry friends, we identified and implemented a plan to accomplish both. A state-of-the-art transit center on privately controlled property, designed with DPD's help using the Crime Prevention Through Environmental Design (CPTED) approach, and managed with the introduction of RTA's Transit Ambassadors, trained by RTA, DPD



L-r: Lowell Harris, Supervisor; Herbert Marshall, customer, and Mark Donaghy, Executive Director

and the City Prosecutor's Office, was the answer. Today, Third and Main is a welcome environment for pedestrians. RTA's customers are protected from the elements while having access to amenities from real-time bus departure information to services and retail shopping in the new Wright Stop Plaza.

Another priority for our team was to return our focus to the customer and the Dayton regional community. One clear brand and message, it's time to ride, has become our tag line, along with our green fleet and new graphics. We provided access to RTA's senior management for any customer concern with the promise that, if we failed you, the next ride is on us. We established customer groups that advise us and help us

maintain quality control on a daily basis, as well as engaging our employees, our greatest asset. And finally, we're reconnecting with our community through active participation from the neighborhood level to the statehouse and provided a speaker's bureau to communicate directly.

Recognizing the importance of continuous improvement in pursuing our vision to be a premier service provider, RTA has joined 10 other U.S. cities as a founding member of the American Bus Benchmarking Group (ABBG) to share data and best practices so that quality and efficiency can be improved.

We are off to a great start but we feel much remains to be accomplished. As our community continues to change we must adapt ourselves with it, ensuring access for every citizen to jobs, education and personal needs. An aging population will compound the existing demands for services of all types. Coordination at a regional level will be necessary to make the best use of available resources and RTA must be the leader in this effort!

We are driven to see that these needs are met. Our community deserves our dedication and commitment to that purpose and the RTA Team is ready to achieve the shared vision.



Cathy Garner, Senior Executive Administrative Assistant

EXECUTIVE OFFICE

Johnnie Williams

Operator

18 years

U. S. Army veteran

He likes table tennis, weightlifting and roller skating. Johnnie's hobbies are working on his house and on cars.

"At RTA, like the Army, I found many people of all different backgrounds trying to come together to accomplish one great task: to transport people from Point A to Point B. And I have met a lot of nice people."



Where the rubber meets the road

We want operators to focus mostly on safety and on the people who ride. We want them to treat customers like they would treat their own family and friends. – Allison Ledford, Director of Operations



I to r: Kenya Isaac, Operations Supervisor, Sherry Wynn, Operations Supervisor, Clarence Carpenter, Operations Supervisor, Anthony Robinson, Operations Supervisor, Tony Nicely, Operations Supervisor, Richard Creech, Operations Supervisor, Allison Ledford, Director of Operations, Ken McDaniel, Operations Supervisor, Brandon Policicchio, Deputy Director of Operations, Steve Vaught, Lead Operations Supervisor, Cecil Seabolt, Special Services/ADA Supervisor, Ron Hendrix, Operations Supervisor, Mike Pence, Operations Supervisor, Terry Cammack, Lead Operations Supervisor, Lowell Harris, Operations Supervisor, and Brad Garwood, Operations Supervisor.

OPERATIONS



Working behind the scenes to deliver the best service

The Operations Department is where the rubber meets the road. We have to be on time and we've got to provide good customer service. In the past three years we've made important improvements to our operations. We combined the fixed route and paratransit customer service lines into one call center, which also includes Customer Support. We now operate and manage an in-house Certification Center for assessing paratransit clients. Managing the certification process provides our staff the opportunity to develop a relationship with our customers early on.

Technology plays a big part in what our department does. From on-street operations to tracking on-time performance, these tools have allowed us to meet service expectations and monitor performance levels of our fleet.

Our twenty-two street supervisors provide focused supervision to teams of operators, which enables us to increase communication and build trust among our drivers to deliver the best service we can out there on the road, 21 hours a day, every day.

And we do this with a committed team of more than 350 operators and close to 300 buses.

I-r: Raquel Dozier, Communications Specialist; Tony Robinson, Street Supervisor; Cecil Seabolt, Supervisor Special Service ADA

Sharon Yvette Talley Cortner

Operator

11 months

An avid Cincinnati Bengals fan, she loves all sports and enjoys working with senior citizens.

"As a Project Mobility bus operator, I have the pleasure and opportunity of assisting individuals in reaching their potential and enhancing their lives."



OPERATIONS

Andy Reynolds

Operator

15 years

His hobbies include traveling, hiking, photography, and anything related to fitness.

"I most enjoy working with and training other employees at RTA."



Going Well Beyond Routes and Schedules

Planning is about being a mobility provider as well as a part of the economic fabric of our region. – Frank Ecklar, Planning and Marketing Director.

A vital part of the community

Our planners look ahead and set goals and objectives to meet the transportation needs of our current and future customers. We work with communities throughout the region to ensure placement of our stops is not disruptive, and all stops meet accessibility needs.

We make sound service delivery and information plans to make sure each customer's experience is as seamless and enjoyable as possible. We provide customer amenities at bus stops and convenient park and rides throughout the area. RTA leverages its funds to bring grant dollars to the communities we serve for transit-related projects. The Community Grant Program alone has brought \$1.8 million to the region since 1996.

We continually seek ways to improve service and information to our customers and were integrally involved in the design, development and operating plan for the new downtown Wright Stop Plaza Transit Center.

I-r: Barbara Chamberlain, Administrative Secretary; Michele Conley, Manager Planning/Service Development, and Frank Ecklar, Director of Planning and Marketing

PLANNING

Putting our best foot forward

We always look for ways to promote a positive image and use every opportunity to educate customers and stakeholders about the economic benefits RTA brings to the region. – Anthony Whitmore, Government and Community Relations Director



l-r: Roland Winburn, Ohio Representative; Deborah Lieberman, Montgomery County Commissioner, and Anthony Whitmore, Government and Community Relations Director

RTA's ambassador at large

We actively engage in community, regional and industry strategic initiatives and work with local, county, state, and federal officials to advance funding opportunities for transit in a supporting role to the executive director. We

constantly foster public awareness of RTA's value to the area and cooperate closely with Dayton and Montgomery county officials to address economic concerns and plans within the community.

We also serve as RTA's representative to business and nonprofit organization leaders. Serving on many area boards and committees establishes vital communication links between RTA and the entire community of riders, stakeholders and all customers.

John Montgomery

Operator

17 years

U.S. Air Force
veteran

A devoted Cincinnati Bengals follower, he is the father of four.

"RTA is a great career. I meet a lot of interesting people and have formed some good relationships."



GOVERNMENT AND COMMUNITY RELATIONS



I-r: Robert Thomas, Accounting Manager; Mary Stanforth, Chief Financial Officer, and Bob Ruzinsky, Finance Manager

Finance: Keeping the Wheels Turning

RTA does all it can to safeguard the money entrusted to us by the public. – Mary Stanforth, Chief Financial Officer

RTA's long-term financial picture brightens

With sharp economic declines in 2008, the

agency had less time to plan ahead for budgets and had to rely on cost-saving cuts and one-time federal stimulus funding to keep net assets from declining further over the past few years. An upturn in 2011 increased sales tax receipts and cost savings related to diesel fuel, contract services, utilities, and liability insurance.

The Board of Trustees and management team are moving forward to solidify RTA's long-term financial picture. Our employees

will continue to streamline processes and save on operations wherever possible. Our recent green initiatives will also continue to reduce bottom line expenses.

RTA's Accounting, Procurement and MIS departments, which fall under the Finance umbrella, act as team players to provide financial, technical and administrative support for every department so that the agency can keep its financial wheels turning.

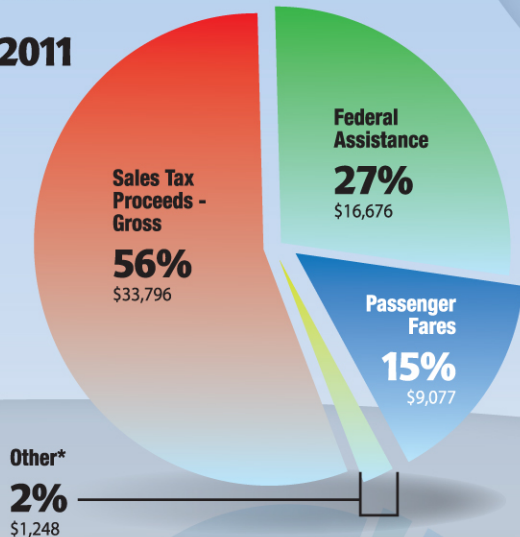
FINANCE AND ACCOUNTING

RTA Revenues

Breakdown of Income sources

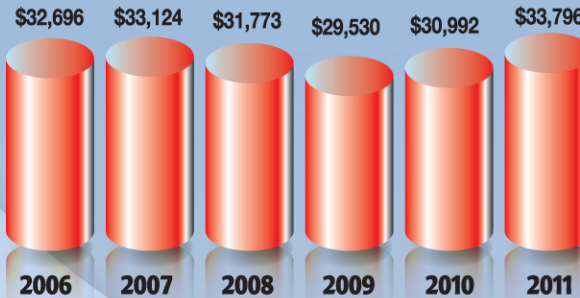
In thousands

2011



* Includes: Special Transit Fares (Dayton Schools, Charter Service, Contract Service), State Assistance, Interest on Investments, Advertising, Greyhound Commissions

Sales Tax Proceeds in thousands



Federal Assistance in thousands



Passenger Fares in thousands



Bonnie Bryant

Operator

15 years

Blessed with two daughters and three grandchildren, she loves entertaining, travel and Zumba.

"After our children grew up, I began a driving career as an over-the-road semi driver. And since 1996, I've enjoyed a very rewarding career with RTA."



FINANCE AND ACCOUNTING

Community Grant Projects 2008 — 2011

\$35,450

Dayton: Shelter - E. J. Brown Pedestrian Safety/Transit Enhancements

\$24,960

Miami Twp: Ped X-ing/Street lights - Kingsridge Dr. Improvement Project

\$8,000

Kettering: Shelter - E. Dorothy Lane @ Krispy Kreme

\$8,000

Kettering: Shelter - E. Dorothy Lane @ Woodman Center Dr.

\$5,600

Moraine: Shelter - Kettering Blvd. @ So. Community Behavioral Healthcare

\$3,040

Kettering: Bench - E. Stroop Rd. @ Hempstead Station Dr. north & south

\$1,760

Kettering: Bench - E. Dorothy Ln. @ Kroger Grocery

\$1,760

Kettering: Bench - Woodman Ctr. Dr. @ Crown Packaging

\$800

Kettering: Bench - Shroyer Rd. @ Kettering Govt. Ctr.

2008

\$89,370

\$24,984

Dayton: Shelter and Amenities - Gateway Shelter Bus Stop

\$19,840

Dayton: Shelter - Phoenix Project Neighborhood Gateway

\$18,900

Centerville: Shelter - Loop Rd. @ Alex-Bell Bus Stop Gazebo

\$17,600

Englewood: Pedestrian Improvements - Main Street Access Project

\$12,000

Dayton: Trash Receptacles - Downtown Streetscape Beautification

\$12,000

Riverside: Solar lights for bus shelters

\$5,600

Moraine: Shelter - Dryden Rd./Northlawn Ave.

\$5,600

Moraine: Shelter - Pinnacle Rd. @ Miami Shores Center

\$4,056

Vandalia: Amenity Improvements - Dixie Dr., Phase 2

2009

\$120,580

\$45,000

Washington Twp: Shelter and Amenities - SR 725 @ northeast and southeast corner of Washington Village Dr., and at Miller Farm Dr.

\$13,730

West Carrollton: Shelter and Amenities - Alex Rd. @ Liberty Ln.

\$11,000

Dayton: Downtown Trash Receptacle Project

\$10,400

Riverside: Shelter - Woodman @ Eastman

\$4,800

Moraine: Shelter - Dorothy Ln. @ Elbee Rd.

\$3,680

Riverside: Pedestrian/ADA improvements - Airway @ Harshman

2010

\$160,104

\$30,248

West Carrollton: Springboro Pike Transit Enhancements

\$25,600

Dayton: Automated Litter Receptacle Project

\$20,000

Dayton: Sinclair Community College Bus Shelter Replacement/Upgrade

\$15,200

Riverside: Spinning & Kemp Business District Transit Enhancements

\$12,800

Englewood: Bus Shelter (and stop relocations) at Meijers

\$3,748

Vandalia: Dixie Dr. Bus Stop Improvements

2011

\$107,596

\$25,500

Miami Twp: Lyons Road Regional Retention Basin Amenities Project

\$20,722

West Carrollton: 744 E. Dixie Drive Bus Shelter

\$16,436

Butler Twp: Town Center Drive Lighting Project

\$12,000

Dayton: Downtown Streetscape Beautification

\$9,600

Huber Heights: Meijer Store #241 Stop Improvements

\$9,600

Riverside: Bus shelters at Airway & Eubank and 4433 Linden Avenue

\$2,720

Miami Twp: Spring Valley Bus Stop Replacement

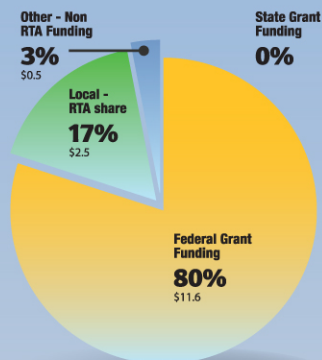
2012

\$96,578

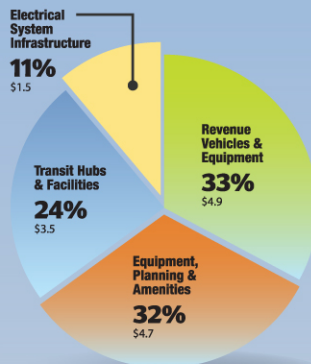
FINANCE AND ACCOUNTING

Budget projections In millions of dollars

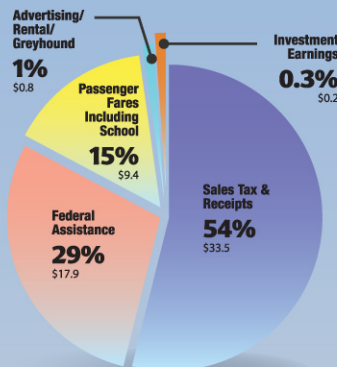
2012 Capital project funding



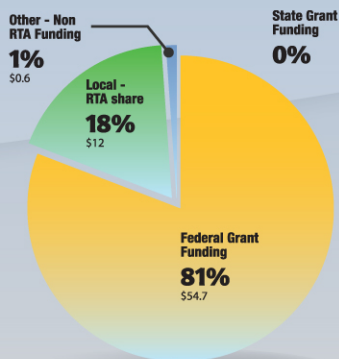
2012 Capital project components



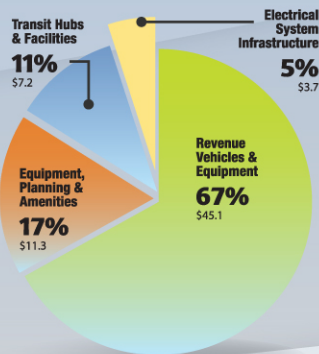
2012 Operating revenues



2012-2016 Capital project funding

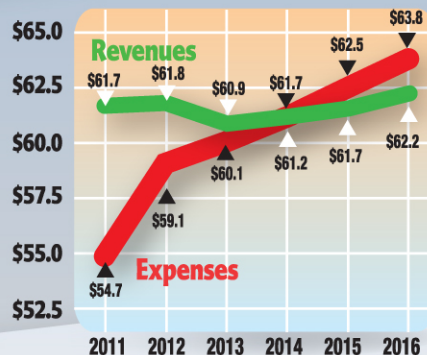


2012-2016 Capital project components



2012-2016 Projected Income

In millions of dollars, rounded



NOTE: Totals may not equal 100% due to rounding

Darrell E. Sutton

Operator

5 years

U.S. Air Force
veteran

The father of six daughters, his interests include reading, writing, and traveling.

"I have the pleasure of serving as an operator in the most elite transit system in the country. My duties go beyond that. I'm a mentor, friend and leader. My favorite quote is: 'I hear and I forget; I see and I remember; I do and I understand,' by Confucius."



Safety and Security is RTA's Number One Priority

Creating a culture in which safety is the first thought is RTA's highest concern. – Jim Napier, Safety and Security Solutions Director.

Customers have our assurance – you can feel safe at RTA

You can confidently visit any RTA building or ride any RTA bus knowing your well being is our top priority. RTA's Transit Ambassadors represent a model program in the U.S. Our ambassadors are trained by some of the region's best professionals, including city of Dayton police officers, in customer interaction issues and conflict resolution. Each ambassador receives 80 hours of initial training with refresher training every other year. Fully staffed, 18 transit ambassadors are on hand to help customers understand routes and schedules at all five transit centers.

When you drive beside an RTA bus, you can be assured that the operator has had intensive, thorough training before he or she ever takes control of a 19-ton bus. All operators also receive safe driving refresher training throughout their careers. RTA introduced the "Million Mile Club" in 2010 for operators who have achieved 20 or more years of accident-free driving. In the two years since, we have inducted 20 operators. The members exhibit a willingness to learn and place safety above all else.

Terry Downey

Operator

7 years

He likes baseball, riding his motorcycle, traveling, and spending time with his family.

"No matter what – rain, snow or shine – somewhere throughout the course of my day, I always do something good for somebody. It's very rewarding to see the smiles on their faces or to just get a 'thank you'."



I-r: Jim Napier, Safety and Security Solutions, and Barbara Brookshire, Manager, Safety and Security Solutions

SAFETY AND SECURITY



l-r: Wade Jackson, Transit Ambassador, and Nozipo Glenn, customer

Carl Urbanas

Operator

10 months

U.S. Navy veteran

A former firefighter and EMT, he likes riding his Harley Davidson motorcycle, swimming and country line dancing.

"This is very rewarding work for me. To make a difference in someone's life is one of the most important things we can do for each other on this earth. My passengers have become my extended family."



SAFETY AND SECURITY



l-r: John Thomas, Chief Maintenance Officer, and Gary Robinson, Deputy Chief Maintenance Officer

Maintenance — leaner, cleaner and better

We worked to get as small as we can and stay as efficient as we can. — John Thomas, Chief Maintenance Officer

Getting customers where they need to be

We have increased efficiency by realigning the department. Along with reorganizing, we reduced overtime by 75%, reduced parts usage, and reduced staffing to get as small as we can while staying as efficient as possible. We have reduced maintenance issues, which adds up to fewer breakdowns on the street. Customers are getting where they need to be with fewer interruptions, which results in a positive impact on customer satisfaction.

MAINTENANCE

Easier rides and less cost to maintain

RTA has accelerated the replacement of older buses, creating a newer, nicer looking fleet that affords cleaner, more comfortable rides for customers. We have standardized the types of buses we maintain in paratransit and fixed route service, which means our inventory and training costs have dropped, helping further streamline agency expenses.

We're also proud that RTA is the only transit fleet in Ohio to receive five-star Ohio Green Fleet recognition by Clean Fuels Ohio.



Jeff Joos, Diesel Shop Mechanic

Four functional maintenance areas

RTA realigned maintenance responsibilities in 2010 into the four following managers and business units:

Our Infrastructure/Electric Trolley Bus Maintenance and Engineering group oversees:

- line crew operations and 124 miles of trolley wire

- engineering staff
- janitorial services
- buildings and grounds crews
- Trolley Shop research, design and technical issues

The Administration, Training and Quality Control team heads up:

- warranty recovery
- vehicle maintenance
- recordkeeping management

- contract maintenance monitoring
- technology analysis
- report development
- quality control program management
- ASE certification
- training program development and implementation

The Inventory and Stores group tracks:

- all inventory and storeroom

activity

- maintenance work orders
- manpower use

The Fleet Maintenance group services:

- 284 diesel, trolleybus, hybrid electric, paratransit, and service support vehicles
- service lane and inspection operations

MAINTENANCE

It's time to ride

Traveling around Dayton, it's hard not to feel RTA's presence. Our vibrant green buses occupy every major city street. We constantly work to make public transit a stronger alternative to privately driven vehicles throughout the area.

Telling our story

The marketing team parallels what the agency represents. We tell RTA's story, both on the road and at home. Connecting to our customers where they are is our mission. Delivering products and services that enhance every customer's riding experience is our passion. We work with businesses, retailers, destinations, and municipalities all through the region to promote riding RTA along with other means of alternative transportation.

We're at the scene of more than 60 community events every year. We distribute over 3,000 customer newsletters each month. We compete daily with every American's dream: the automobile. Unlike most automakers that identify target markets, RTA welcomes everyone who comes aboard our buses. We have a broad, diverse customer base: where they live, where they go to school, where they work, how they get to crucial appointments, and even in personal shopping and entertainment tastes when they ride.

Making buses feel more attractive than cars is ambitious for any transit agency, but it's especially ambitious in Dayton, the nation's second motor city. Still, as you travel around Dayton, RTA's presence is tangible. Day to day, our goal is to ensure customer satisfaction, increase public awareness and expand our customer footprint. When we say, "It's time to ride," we also tell you why.

MARKETING



Website



Monthly newsletter

Foldable pocket map



Customer premiums

Customer contests



Corporate communications

i-ride, why do you?

Tell us in two minutes or less why you ride the RTA. Is it to save cash, help the environment, or is it just the easiest way to get around?

Entries must be received between April 22 and June 14

Human Resources — with an emphasis on “human”

We focus on finding people who demonstrate excellent performance in customer service, safety, teamwork, and efficient use of resources. — Gene Rhodes, Human Resource Director .

Hiring customer-centered, compassionate people

RTA's Human Resource team focuses on hiring employees who feel compassion for everyone and place the highest value on customer service. Our best retention factor is the benefit package, so it's important we administer and communicate benefits well.

Rewarding employees for honoring RTA values

We develop recognition programs that speak to RTA's core values. Employees who excel are rewarded in timely and meaningful ways. All workers receive recurring service awards because RTA places

importance on long service to the agency.

In 2011 Human Resources rolled out one of its most significant recognition programs so far: our Employee Veterans Recognition. Each veteran received a commemorative coin, gift certificate and an appreciation letter from our executive director on Veteran's Day.

--The average length of employment at RTA is 10 years.

-- In 2011, 65 RTA employees received job promotions.



Front row, l-r: Phyllis Pruitt, HR Specialist; Arlene Williams, Administrative Secretary; Dorothy Proffitt, HR Administrator; Dale Crutcher, Manager of Labor Relations; Gene Rhodes, Director of Human Resources; Carla Sowder, Manager of Recruitment; Phyllis Cox, HR Specialist, Clara Smith, HR Specialist

David Evans

Operator

8 years

U.S. Army and Air Force Reserve veteran

One of nine children, he has served as a pastor, youth pastor and children's church pastor.

"I just enjoy and love so many different people I meet each day on my bus."



HUMAN RESOURCES

THIS IS:

OUR STORY

Our Mission

To provide great value,
dependable service,
and to be responsive,
timely, and
accountable for all that
we do

OUR IMPACT

Our Motto

It's time to ride!

rta
it's time to ride





OUR FUTURE

Our Vision

To be a premier public transportation provider that connects people and communities





rtā

it's time to ride

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450 MILLION TRIPS

