06- ADMINISTRATION & EXTERNAL AFFAIRS DIVISION

DIVISION OBJECTIVES

The Administration & External Affairs Division is comprised of Americans with Disability Act (ADA), Customer Service, Diversity, Equity & Inclusion, Equal Opportunity, Government Affairs, Marketing & Communications, and the Public Information Officer. This Division was created from the 2020 Strategic Plan that emphasized Customer Focus and Community Engagement to build brand, ensure RTA is received as a credible and reliable partner, and to expand partnerships.

CONNECTION TO STRATEGIC PLAN

Success Outcomes: **Customer Experience** **Community Impact** **Employee Investment** **Financial Health**

The objectives of the Administration & External Affairs Division are to reposition RTA brand internally and externally to actualize the mission and vision, Connecting the Community.

Key strategic initiatives include:

- Advocate public policy and how it translates into grant dollars and improved customer experience.
- Advance our mission with messaging to keep ridership informed for improved customer experience.
- Engage with elected leaders (local, state, and national).
- Be a resource for employees to ensure fairness and equity.
- Educate riders and "choice" riders on the value of public transportation.

2024 ACCOMPLISHMENTS

Strategic Plan Success Outcomes: **Customer Experience (CE)** **Community Impact (CI)** **Employee Investment (EI)** **Financial Health (FH)**

- Planned and coordinated with APTA, the 2024 Rail Conference. (CI, EI, FH)
- Executed multiple communication strategies re: 50th anniversary. (CE, CI, EI, FH)
- Communicated through digital, external, internal, social, and web; Inter-agency coordination on Rider's Alerts to keep customers informed. (CE, CI, EI)
- Conducted ADA Access, Travel Training, and Functional Assessments. (CE, CI)
- Expanded the number of Commuter Advantage partnerships. (CE, CI, FH)
- Maintained compliance with Title VI and VII. (CE, CI)
- Expanded DEIB Workshops. (CE, EI)

2025 PRIORITIES

Strategic Plan Success Outcomes:	Customer Experience (CE)	Community Impact (CI)	Employee Investment (EI)	Financial Health (FH)

- Create an ADA Accessibility Guide. (CE, CI)
- Research the opportunity for Medicaid reimbursement. (CI, FH)
- Strengthen stakeholder relationships and expanding partnerships. (CE, CI, FH)
- Engage in community-wide events, i.e. transit as integral to economic development. (CE, CI)

LIST OF DEPARTMENTS

Department Number	Department Name
53	Customer Service at Tower City Center
	Inter-Governmental Relations
	Marketing & Communications
	Office of Equal Opportunity
	Public Information Officer

The 2025 Organizational Scorecard is shown in the Planning, Process, & Profile section of the budget book. The results of the 2024 Administration & External Affairs Division scorecard and the 2025 scorecard goals are shown below.

TRACTION

Administration and External Affairs

Success Outcomes	Metric	Definition	FY2024 Performance Goals	FY2024 Actual Results	FY2025 Performance Goals	Objective	Information System
Customer Experience	Customer Satisfaction with Quality of Communication	% of customers who agree or strongly agree that they are satisfied with quality of communication	65%	69%	70%	↑	Customer Survey
	Customer Impression - Communication of Service Changes	% of customers who agree or strongly agree that GCRTA provides adequate updates on service improvements and changes	64%	65%	70%	↑	Customer Survey
	Customer Understanding - Available Routes and Transit Access Points	% of customers who agree or strongly agree that they are confident navigating the system	80%	77%	80%	↑	Customer Survey
	Customer Complaint Resolution	% of customers who agree or strongly agree that they are satisfied with the complaint resolution process	62%	63%	62%	↑	Customer Survey
Community Impact	Community Perception - Brand	% of community with positive brand recognition of GCRTA	56%	61%	60%	↑	Community Survey
	Community Perception - Access to Service	% of community who agree or strongly agree that service is accessible	51%	57%	60%	↑	Community Survey, Social Media Engagement
	Community Perception - Access to Employment	% of community who agree or strongly agree that GCRTA serves employment centers	40%	44%	40%	↑	Community Survey
	Community Perception - Transit Investment Occurs where Needed	% of community that agree or strongly agree that transit investment occurs where needed	35%	38%	40%	↑	Community Survey, Social Media Engagement
Employee Investment	Agency Employee Impression of Commitment to Diversity, Equity, and Inclusion	The average % of Agency employees who answer "yes" that GCRTA is committed to (1) practicing and (2) teaching Diversiy, Equity, Inclusion, and Belonging principles.	74%	85%	80%	↑	Employee Survey
	Division Employees Satisfaction	The % of Division employees that are satisfied (or very satisfied with their current job.	NA	89%	90%	↑	Employee Survey
	Agency Employee Impression of Communication	The % of Agency employees that are satisfied (or very satisfied) with the quality of communication wih employees.	NA	45%	50%	↑	Employee Survey
	Division Employees Feel Empowered	The % of Division employees that are satisfied (or very satisfied) with GCRTA's efforts to empowers employees to do their jobs.	NA	53%	55%	↑	Employee Survey
Financial Health	Community Perception of Financial Transparency	% of community members who agree or strongly agree that GCRTA is transparent in its financial reporting	30%	31%	30%	↑	Community Survey & Performance Data

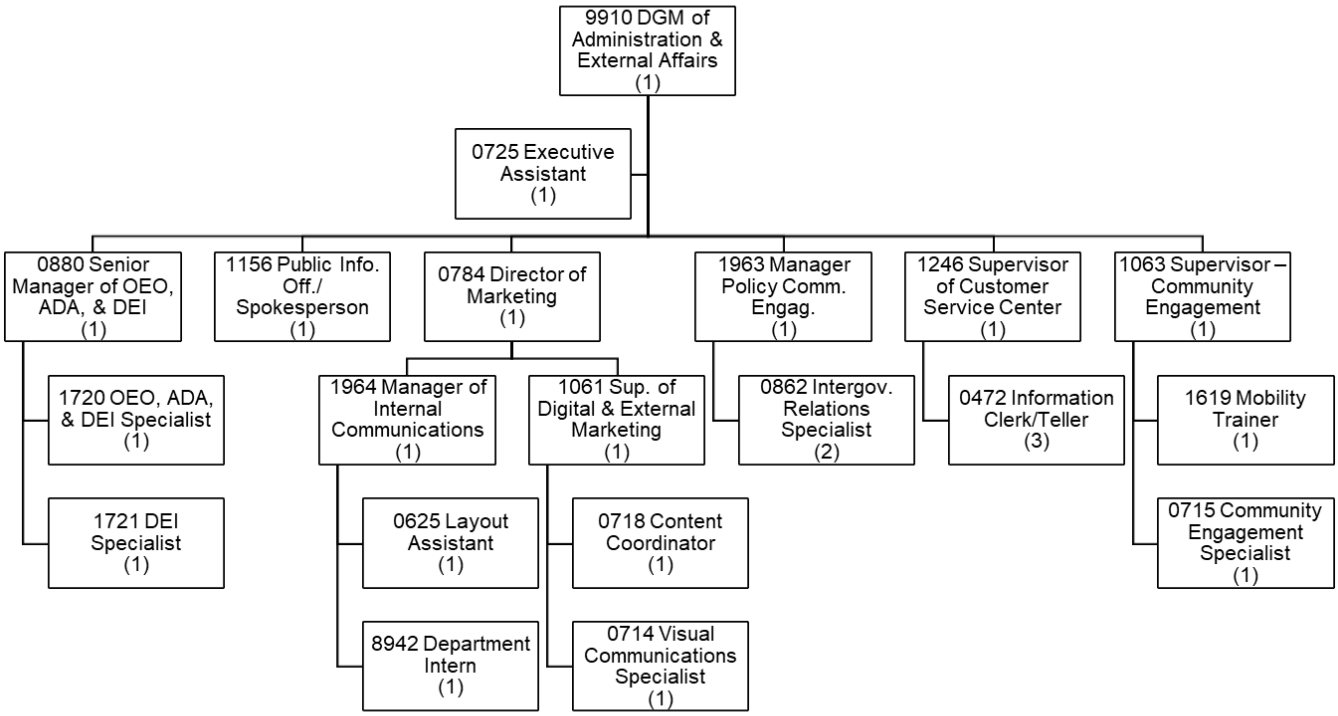
ADMINISTRATION & EXTERNAL AFFAIRS BUDGET

Object Class	Description	2023 Actual	2024 Actual	2025
501300	Salaried Employees Labor	$1,630,935	$1,749,025	$1,928,558
501310	Salaried Employees Overtime	10,629	9,894	6,000
502000	Fringe Benefits	587,042	710,856	668,053
503000	Services	280,913	324,360	339,745
503020	Advertisement Fees	689,530	745,748	726,000
504000	Materials & Supplies	69,631	83,221	62,000
509000	Miscellaneous Expense	80,778	73,402	93,600
509022	Meals/Food/Per Diem	8,504	6,302	7,000
512000	Leases & Rentals	0	0	6,000
Total		**$3,357,963**	**$3,702,809**	**$3,836,956**

ADMINISTRATION & EXTERNAL AFFAIRS DEPARTMENT STAFFING

Grade	Job Name	2023	2024	2025
01	8942.Department Intern	1	-	-
04	0472.Information Clerk/Teller	3	3	3
06	0625.Layout Assistant	1	1	1
106	1619.Mobility Trainer	1	1	1
107	0725.Executive Assistant	1	1	1
107	1246.Supervisor - Customer Service Center	1	1	1
108	0714.Visual Communications Specialist	1	1	1
108	0715.Community Engagement Specialist	1	1	1
108	0718.Digital Content Specialist	1	1	1
108	0719.Internal Communications Specialist	-	1	1
109	1720 OEO Program Administrator	1	1	1
109	1721.DEI Program Administrator	1	1	1
110	0862.Intergovernmental Relations Officer	2	2	2
111	1061.Supervisor of Digital & External Marketing	1	1	1
111	1063.Supervisor - Customer Engagement	1	1	1
112	1156.Public Information Officer/Spokesperson	1	1	1
112	1963 Mgr Policy Comm Engage.	1	1	1
112	1964.Manager Of Internal Communications	1	1	1
113	0880.Senior Manager of OEO, ADA & DEI	1	1	1
114	0784.Director of Marketing	1	1	1
116	9910.DGM - Administration & External Affairs	1	1	1
Total		**23**	**23**	**23**

ADMINISTRATION & EXTERNAL AFFAIRS ORGANIZATION CHART



Total FTE's = 23