

Capital Metropolitan Transportation Authority
Customer Satisfaction Advisory Committee (CSAC) Meeting Minutes
Wednesday, November 10th, 2021
Virtual Presentation
6:00 PM – 7:30 PM

Attendees

Committee Members: Fangda Lu, David Foster, Taylor Ephraim, Diana Wheeler

Capital Metro Staff: Edna Parra, Brian Carter, Allen Walker, Tevin Lionel

Welcome / Introductions / Call to Order

6:00 PM

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Chair Ephraim Taylor

Public Communications

Taylor Ephraim: I wanted to bring up an issue with the dashboard for CapMetro. A number of the reports are outdated. If you try to look at ridership information or time-table information, it says it was last updated for December 2020. This is on the Performance Dashboard.

Edna Parra: Will get with the person that oversees that and get back to Chair Taylor with an update.

Capital Metro Brand Refresh

Brian Carter – *Executive Vice President, Chief Experience & Engagement Officer*

Why Are We Doing This Now?

- The Agency and the region are changing. We are at a pivotal moment as Austin becomes a true metropolis.
- As our organization evolves and new services and infrastructure are developed, so too should our brand.
- The current brand identity does not reflect the dynamism of the Agency or the region.
- New items like vehicles, stations, and uniforms are being procured soon, so now is an opportune time to apply a brand refresh.
- It's the perfect time to pivot toward the future.

Brian Carter: Capital Metro portrays a very specific area. The Capital. We want to make sure that as we grow our service area, that we can make relevant messages to them, that is married to a specific geographic location.

Brand Refresh Timeline

- **November 2020** – Project Connect Passes
- **March 2021** – Project Kick-off
 - Peer review study
 - Stakeholder interviews
 - Brand perception survey administers
- **May 2021** – Brand refresh project overview for CapMetro Board
- **June 2021** – 2021 Brand perception survey conducted
- **September 2021** – Brand perception survey results presented to CapMetro board
- **Oct/Nov 2021** – Brand refresh concepts presented to CapMetro Board, CSAC and Access committees
- **Nov/Dec 2021** – Brand refresh further refinements
- **January 2022** – New Branding added to uniform procurement
- **March 2022** – New branding elements begin appearing on website and social medias

Spring 2021 Brand Refresh Research

CapMetro should be seen as:

- Essential to our customers
- Relevant to the community
- Innovative
- Inclusive
- Accessible

- Major Player
- Dynamic and adaptable
- Exciting
- Future facing

Peer Audit

Some leverage Metro overtly; mostly wordmarks with logos or single graphic devises:



Dallas Area Rapid Transit



Rapid Transit Denver



Phoenix Valley Metro



Tri Met (Portland)



MARTA (Atlanta)



LA Metro (Los Angeles)

Brian Carter: We don't want to copy another city's logo. Austin is a very specific community with a unique transit culture that is growing, but we're not as established as these other cities. So, our brand needs to evolve as we grow in the Austin area.

Peer Organization Audit

MARTA: simple wordmark + ownable color palette + simple graphic device that scales up and down with need.
Net: audience readily associates elements of the system; flexibility is key.

Brian Carter: MARTA is relatively new within the city of Atlanta, but had established a recognizable color palette and logo device that is recognizable within the city.



Logotype Device

The T: Shorthand symbol acts as unifier where formal name won't work. Net: Audience readily associates elements of the system.

Brian Carter: The Massachusetts Bay Transportation Authority uses a "T" logo mark to signify where transit stops and amenities are. This is a recognizable element within the city that can easily convey that this is a transit post. From the subway to buses to stations the "T" displays the transit service.



Massachusetts Bay Transportation Authority

Commercial Organization Audit

jetBlue: Conjugate wordmark + limited color palette + pattern variance + voice. Net: Audience readily associates elements of the system; flexibility is key.

Brian Carter: jetBlue uses different patterns on the vertical stabilizers or tails of the aircraft but you can see there is consistency within them. "jetBlue" is in the same position and is consistent with its size and font, while the background takes on different patterns within the same blue color palette the brand is known for.



Brand Design Criteria

- Flexible design vocabulary for longevity as CapMetro evolves
- Timeless wordmark as foundation; evolved from current
- Reserve icons and symbols for wayfinding to improve accessibility and inclusivity
- Strong base brand color palette with opportunity for accents
- Ownable graphic forms
- Expansive pattern palette to provide flexibility + community relevance
- Communicate the energy and vitality of CapMetro and the community
- System needs to scale from facilities, wayfinding and fleet to uniform and pixels

Brian Carter: We want to increase recognizability within the area by creating a logo wordmark, where our logo is our name. When people see our colors, our logo, our brand they know they are being service by CapMetro.

Wordmark

Own your name; retain legacy batwing M; modernize typeface: precise, reliable friendly



Color Palette

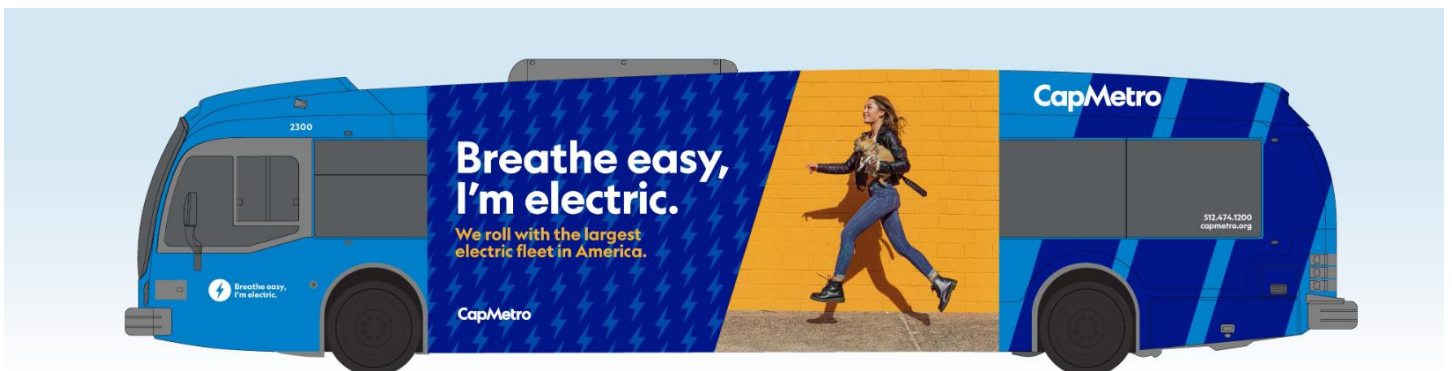
Ownable and limited; CapMetro bus blue + punchy electric blue + white Reserve other colors such as yellow and red for use in wayfinding and service or route IDs



Symbol

Use batwing M as universal symbol to help users connect the dots of our system.

Brian Carter: The same way that a parking "P" or a hospital "H" on a sign is instantly recognizable, we'd like to have the "M" to mean something to people around the city and they know instantly that this is an area served by CapMetro



CapMetro Rapid Bus

Strategic and Creative Next Steps

- Meet with Access, DEI Council, and CSAC for input
- Complete study of future use of color, symbols, and naming conventions through the system
- Complete study of livery for all existing and known future vehicles
- Complete study of signage applications for current and future use
- Analyze and coordinate with Operations on timing of vehicle interoperability plan

Diana Wheeler: I really like the Batwing M

Brian Carter: Yeah, we are hoping it becomes an iconic piece of our agency and could even be embellished onto merchandise.

Edna Parra: When will the Brand Refresh be officially launched?

Brian Carter: This will begin to be implemented in Quarter 1 of 2022. Cynthia Lucas, our Marketing Director, is rolling out what the schedule of implementation will look like. If we stay on track, we can see changes beginning in in January. The Brand Refresh will be slowly phased into service, so it won't be new logos everywhere all at once.

Allen Walker: What is the budget for this project?

Brian Carter: The CapMetro operating budget has around \$230,000 applied to the to the Brand Refresh. That fund also goes into some of our digital assets like the website and mobile app. To get more into detail: Depending on how long it takes to completely Brand Refresh all of our physical assets the budget is subject to change. We will present how long we expect it to take as the next Fiscal Budget meeting and divulge further into specifics.

Customer Care Report

Allen Walker, Director, Customer Care

Introducing The Customer Care (Go Line) Team

- The Team
 - 10 customer Care Representatives
 - 2 Supervisor, 1QA Specialist, 1 Analyst, 1 Manager and 1 Director
- Covering 7 days a week: Mon – Fri / 7AM – 8PM, Weekends & Holidays 8AM – 5PM
 - Over 350 customer transactions handled a day!

	September 2021	March 2021	March 2020
Calls Answered	8,749 (7.5% become CCRs)	6,742	10,623
Emails Answered	527	399	1,114
Web CCR's Responded To	512	198	158
Voicemails Responded To	19	22	42
Social Media Received	832	614	n/a
Social Media Responses	165	64	n/a
CCR's Created	1,289	889	1,393

Fiscal Quarter-4 2021 vs. 2020

- Of Q4 CCRs, 78% complaints, 16% compliments, 11% suggestions, requests, and comments.
- Today's data reflects operational service, excluding the administrative and non-operational CCR queues.
 - Fixed Route
 - Rail
 - Demand Response
- And, today's data is specifically about Complaints.
 - No compliments, comments, suggestions, and requests included
- Lastly, for perspective, keep in mind these counts are over 90 days.

The Customer Comment Reporting Process

- Customer contacts Customer Care Team (via call, email, social, web)
 - CC attempts to assist/educate/explain and/or resolve customer concern.
 - A formal complaint may become unnecessary once explanation of service is provided.
 - CC creates a Customer Comment Report when a customers' statement requires further:
 - Follow-up
 - Action
 - Or, has apparent worthiness to record for further review or action
- Department Action Officers review, take action.
 - Service Providers contractually accountable for complaints.
- Management reviews CCR's at individual and department levels.

Source: Customer Comment Reports – CCR

Purpose: Complaint Subcategory: Top 4	2020	2021
Hazardous Operation	150	158
Vehicle	511	742
Courtesy & Behavior	234	193
Rules & Procedures	378	284

Fiscal Quarter-4 2021 vs. 2020 – Complaints
Fixed Route

Purpose: Complaint Subcategory: Vehicle	2020	2021
Passed By	297	268
Late	72	82
Early	38	29
Overcrowding	3	2
No Show	33	289
Off Route	26	33
Blocking Traffic	4	5
Condition	12	9
Temperature	10	6
Announcements	1	2
Bike Rack	1	0
Schedule	1	0
Other	3	4

Rail Service

Purpose: Complaint Category: All	2020	2021
Injury / Prop. Damage	1	0
Vehicle	1	3
Courtesy & Behavior	1	2
Equipment Failure	4	0
Amenities	2	1
Rules & Procedures	2	3
Schedule	1	1
Layover Point	0	1
Rail	14	16

Purpose: Complaint Category: Rail	2020	2021
Hazard	0	1
Crossing or Signal	5	6
Fencing	0	1
Other	3	3
Graffiti	1	0

Demand Response

Purpose: Complaint Category: Top 4	2020	2021
Hazardous Operation	19	19
Vehicle	23	50
Courtesy & Behavior	53	79
Rules & Procedure	22	54

Purpose: Complaint Category: Hazardous Operation	2020	2021
Metro Access	17	19
Mobility on Demand	2	1

Purpose: Complaint Category: Courtesy & Behavior	2020	2021
Metro Access	49	74
Mobility on Demand	4	4
Non-Service Related Issue	0	1

Purpose: Complaint Category: Top 4	2020	2021
Passed By	0	1
Late	9	12
Early	0	3
No Show	6	23
Blocking Traffic	2	3
Condition	3	1
Temperature	0	1
Other	0	1
Face Covering	1	6

A Few Randomly Selected Compliments from Q4

- **Demand Response Coordinator T'Wanna Lloyd**
 - *"Customer stated this was her first time using the Dessau Pickup service and she really appreciates the service. Customer stated she spoke with a rep named T'Wanna who did an awesome job assisting her. Customer stated she gives kudos to her! Customer stated T'Wanna was very patient and professional and wished she could send something to her."*
- **Fixed Route Operator Steven Joseph:**
 - *"Please commend operator number 303290. Today was my husband's first time using Austin Cap Metro and my second. We were having trouble getting our phone apps to scan when we boarded the bus and this operator was so kind and helpful. We will be better passengers in the future because of the help he rendered today."*
- **MetroAccess Operator Melissa Jackson:**
 - *"Customer stated that her window p/u time was between 820-850am. Customer stated that the operator went above and beyond her job duties. Customer stated that she never had anyone to do the things that she did such as asking her if she needed a stool, open the door for her and when she arrived to her destination(HEB) the operator went inside the store and brought back a scooter for her to ride. Customer stated that it really touched her heart the way operator provided customer service."*
- **Fixed Route Tracey Collins:**
 - *"Riding with operator 303850 on route 383 northbound. Excellent driver...! It was at stop 4682 and I entered the bus at 9:15 pm. I mostly judge them by how they drive and air brake reflexes, some drivers jerk the bus with the air brakes way too often. Most drivers I found are pretty good at driving and friendliness."*

David Foster: What category would harsh braking fit under?

Allen Walker: Hazardous Driving would most likely be the category, unless you got injured, then it would be an Injury Claim.

David Foster: I've brought up this concern before, some drivers tend to do "jack-rabbit style" braking (Stopping and releasing the brakes multiple times in quick succession.) I've wondered if they do this because they are under pressure to keep schedule.

David Foster: How do the drivers get corrected on their mistake?

Allen Walker: The operators are contracted, but they are still accountable for their mistakes. We pass the complaint over to the contract agency and they investigate the complaint.

David Foster: Are these complaint categories standard in the [Public Transit] industry.

Allen Walker: I can't directly confirm that they are standard categories across Transit Agencies. I've not found consistency and standardization from my own experience across the industry. I have found a working paper that has built categories and subcategories that could be used as a standard, but that would involve a massive overhaul in data entry for existing data points.

Chris Ephraim: Do you track the customer calls that do not end up as a CCR? Or categorize them?

Allen Walker: No, we do not regularly track that information. From time to time, there may be some sort of tally mark, but it is not official in any capacity.

Chris Ephraim: Do you see more complaints after service change?

Allen Walker: Yes, we get a rush of calls after a service change, but it flattens out after a week or two.

Fangda Lu: How many more passengers use MetroAccess verses MetroPickup?

Allen Walker: I'm not actually sure, I'll get back to you via Edna.

Chris Ephraim: You were doing or you were providing the numbers quarterly, do you also look at it based on ridership volumes over that quarter?

Allen Walker: I know I should, but I haven't done it. Someone made me more aware of it in the last two years.

2022 Customer Satisfaction Advisory Committee (CSAC) Work Plan

Edna Parra; Community Engagement & Outreach Manager

Went over the workplan for 2022 and will have final at the next committee meeting.

Suggested 2022 Agenda Topics

- Demand Response Technology
- Eligibility
- Project Connect Update every month
- Quarterly Updates From ATP

Email Edna Parra for access to spreadsheet on the Work Plans for the Access Committee: edna.parra@capmetro.org

Elections are next month

Next Meeting December 8th 2021