

**Customer Satisfaction Advisory Committee**  
**Wednesday, February 13, 2019**  
**209 W 9<sup>th</sup> St., Austin, Texas 78702**  
**6:00 p.m. – 7:10 p.m.**

**Call to Order:**

*Chairman David Foster, Customer Satisfaction Advisory Committee*

Chairman Foster called the meeting to order at 6:03 p.m.

**Introductions:**

Committee members present were Elizabeth Stehl, Ephraim Taylor, Michael French, Betsy Greenberg, and Jeffrey Lewis, David Foster, Lin Rei.

Capital Metro staff present were Dottie Watkins, Jackie Nirenberg, Brian Carter, Reinet Marneweck, and Yannis Banks.

Others present were Ruven Brooks and William Shamburg, Joyce Tilng.

**Citizens' Communication**

*Members of the public*

None

**Customer Satisfaction Survey**

*Brian Carter, Vice President, Marketing & Communication*

- Powerpoint will be attached.
- The survey was for fixed route customers. Access has a separate survey they do.
- 803 surveys were taken.
- 2 surveys in March & Dec. Nearly identical. Customer Satisfaction increased overall. Saw areas where we need to improve & will deep dive into that. Security around stops went down slightly & we want to look into that (tenth of percentage point). Will also look at cleanliness & amenities around stops
- Net Promoter Score (NPS)
  - New for us to look at. Industry average is 30, our score is 59. Equation is complicated but what drives it is promoters (those who would recommend us to friends and families).
  - Whole NPS goes from -100 to 100.
- Will continue to watch our NPS
- Will look to do this kind of survey twice a year
  - Pulse surveys will be done more often starting off with issues that are problematic.
- Service Improvement Rating

- It has either gotten better or stayed about the same.
- Lin Rei asked total number of surveys & by what region. – Brian said the Board asked us to break it down by the different demographics. We will get that by the end of this month.
- David would like to see by route – Brian said it’s proportionate by mode but would not be able to speak to everyone who rides a particular route. Would be interesting but nothing statistical you could point to.
- Lin Rei – “Where there any significant questions about Cap Remap changes?” Brian refers to slide with the question about how the service has changed.
- March Sample size was over 1000 people, but he can’t remember the exact number.
- Ephraim asked what is the monthly ridership. Reinet say 2.8/2.9 million a month including Metro Access.
- Lin Rei – Was more questions asked about the number of transfers, last miles connections, etc. Basically, service related questions. Brian – there were service related questions asked. We will comb thru the data again to see if anything we need to comb further.
- Jeffery asked about Customer Satisfaction slide.
  - Brian – one is asking about overall satisfaction (safety, stop cleanliness, OTP,) The 2<sup>nd</sup> question was asking if it got better.
- Brian will doublecheck if the survey results are on the website.
- David – How long have you been doing the survey? Brian – believes since early 2000s. David – What has Cap Metro been doing when looking at crosstabs where people are feeling safe etc. Brian – we are doing different than what we did in the past. We want to look deeper into the issues that people are having. When someone says it is safety, is it about lighting, sidewalk, etc. Dottie – In general over the last decade we get general data but we haven’t looked at specific areas
- Lin Rei – What has been the growth rate of ridership – Brian it has varied based via mode
- Reinet – Ridership had declined but since Cap Remap we have seen an increase in ridership

## **Charter Update**

*Jackie Nirenberg Community Engagement Manager, Cap Metro*

- We want to integrate input earlier on in projects & initiatives, demonstrate an appreciation for your time.
- What’s changing
  - Earlier involvement in input
  - More input
  - Senior operations staff in attendance
  - Projects
    - Budget
    - Major service change
    - Customer facing technology
    - Safety & security

- Innovative projects & pilot programs
  - Food & drinks at meetings
- Project Connect office is opening Feb 15<sup>th</sup>.
  - Possibly explore using PC office as meeting area for CSAC
- What is business hours for PC office?
  - 8:30 – 5:30 MF
- Roles & Responsibilities of Cap Metro Staff
  - Closing the feedback loop
  - Community Engagement staff to handle meeting logistics
- Discussion about streaming meetings?
  - We owe a responsibility to the community to stream/record the meeting – Ephraim
  - Lin Rei – could use the conferencing software for the meetings.
    - Ephraim – use it for the time of citizen communications.
  - David – Would have to look at camera angles when setting up cameras
- Make a topic at the next CSAC to pick a person to address the board

## **Dashboards Update**

*Reinet Marneweck, Executive Vice President, CFO*

- Sneak preview of the dashboard. It is not ready to be public yet but will be by Feb 25<sup>th</sup>
- Want to get feedback & recommendations they may have.
- Dashboard will be on the main page of the website
- Goal is to replace some of the existing reporting we provide at the board meetings around ridership, safety, reliability & financial reports. Also improve transparency of data to public.
- Ridership Dashboard
  - There are multiple filters at the top. You can select the day, mode, year.
- It displays information in terms of the fiscal year.
- Can find a link in FAQs to get the data so that you can create your own graphs.
- David – Will it show it by stops? Reinet – No we don't have that data
- Lin – Will it show OTP? Reinet – Yes.
- We report safety incidents to National Transit Database.
- Ephraim – Is there a way to link that way for people know what is a reportable incident & what isn't? Reinet says it is in FAQ
- What is a nonpreventable and preventable accident? – Did a professional driver do everything they could do to stop and incident. Higher than what is at fault.
- Asked about the January bike incident. Has that been reported yet? Dottie – Law enforcement hasn't concluded their investigation yet.
- OTP – If you hover over specific bar it will show the goal for OTP for specific route.
  - What is the window for OTP – Dottie – 0 early to 5 mins late.
- How does it work with high frequency routes?

- Metrorapids are defined by scheduled headway. Are we no more than 50% of the difference?
- On other high frequency buses, they are measured against timepoints.
- Ephraim – Is Target performance anywhere stated? Reinet – If you hover over it you will see. Ephraim asks if you can display it on the chart. Reinet – It would make the chart too busy.
- Why is OTP goal 84%. Dottie – It was 83% but we increased it to 84%. We are working to get it to 85%. OTP can be expensive, to account for every anomaly you have to put an extra bus out there. Also, customer experience could get really bad. At some point your bus would go from timepoint to timepoint and sit and wait. It's a delicate balance. Once you try to get over 85% anomalies will occur that will make the ride unpleasant.
- 80% OTP is the industry standard for a system at our size. Our goal is to get to 85
- CSAC – Industry standard should be stated somewhere in dashboard so that people would have a better understanding of what our goal is.
- Ruven – Where do software licenses fall? Reinet – Some in professional services, others in other.
- In April we will start phase 2. Our scope is to start a route performance dashboard. A sample of how it will look will be shown at the Feb 25<sup>th</sup> board meeting. Will provide the Strategic Plan scorecard as well.
- Plan is to build a data warehouse.
- Lin Rei – Will we be able to compare data compared to industry? Now that we have all this, has it changed how we evaluate? Reinet – Once we have warehouse fully built up in phase 3 we will be able to do better service planning. Dottie – All of that data we have had internally but it hasn't been automated, it was done manually and took much longer.
- David Foster – Is there a way you can give members of the committee access to it so that we can road test it? Reinet – There will be a soft launch on Friday, Feb 15<sup>th</sup> so you can test drive & try it out. We do appreciate all feedback.
- Are we defining ridership now as boarding? Reinet – the transit definition for ridership is boarding. Transfers can play a role in that. We have seen have seen a significant increase on the weekend which shows people are using it more often on weekend also.

### **Project Connect Update**

- RFP for orange line went out. By April we should have people on the ground.
- Blue line contractor should be on board by May
- There is an Orange line meeting on April 8<sup>th</sup>. The invitation will go out soon. It will be at the Central Library from 3 pm – 7 pm. It is a pre-scoping meeting. An intro to the orange line (environmental & engineering studies)
- 2 levels of engagement
  - On highest level – create awareness about Project Connect, what it means to them, what are the benefits.
  - 2<sup>nd</sup> level is corridor studies: trade-offs, neighborhood circulators, amenities, etc.
    - Some geographically specific

- Liz –Is there a contractor looking at the effect for the overall system?
  - Jackie – The PMOR. Part of their role is to coordinate with all the moving parts. Every time we have a PC meeting someone from the service team attends.
- David – For CSAC to help it would be good to have a conversation about the nut & bolts of Project Connect. We all have a Facebook account. Staff can share info to social media & we can share that.
  - They want a Project Connect update every month
- Ephraim – With the Central Library meeting, how is it publicize?
  - Jackie - Media advisory, social media, items on community calendars in publications, e-blast.
  - David asked about posting on Nextdoor. Jackie – We aren't allowed to do it. The city can but we aren't able to. We looked at being a sponsored content but it is an very expensive way.
- Ephraim – Any flyers on buses & trains? Dottie – We will do the info-center (the small area behind the drivers). Ephraim – You should get more buy in from current riders. Can you push thru the app alert?

### **March Meeting**

- **Move meeting March 20<sup>th</sup>**
- **Project Connect update**
- **Park & Ride update maybe???**
- **Amenities Update**
- **Rail trail – Dave Deck**

### **Approval of January 2019 Minutes**

Elizabeth– a guy got on with a coffee cup & the operator told him the drink wasn't allowed. Got into a conversation & she told him she won't move until he throws the coffee away. She got another operator to help the operator remove the passenger.

Dottie – We encourage our operators to be consistent with the rules. If the other operator hadn't stepped in they would contact security

Elizabeth – More signage stating what you can bring on the bus.

Michael French second & approve unanimously

Lin & Jeffery abstained

Adjourned 7:42 pm