

CUSTOMER SERVICE SUBCOMMITTEE BOARD OF DIRECTORS MEETING



Meeting Notice:

The next meeting of this subcommittee of the TARC Board of Directors will be held at:

TARC's Headquarters 1000 W. Broadway, Louisville, KY 40203

Board Room on:

Wednesday, November 10, 2021 at 10:00 a.m.

Alternately, Board members, members of the public and/or TARC staff may join via Zoom using the following:

<https://zoom.us/j/92590448774?pwd=WmVhajFHeVdaZkhNZ1JkajQzRW9xQT09>

Meeting ID: 92590448774

Passcode: 978083

One tap mobile: +13017158592,,92590448774#

Pursuant to the Americans with Disabilities Act, persons with a disability may request a reasonable accommodation for assistance with the meeting or meeting materials. Please contact Ashlie Woods at 502.561.5108. Requests made as early as possible will allow time to arrange accommodation.

CUSTOMER SERVICE SUBCOMMITTEE BOARD OF DIRECTORS MEETING



Agenda

I.	Quorum Call / Call to Order	Jan Day	10:00
II.	Staff Presentation	Randy Frantz	10:00 - 10:25
III.	Discussion	All	10:25 – 10:40
IV.	Proposed Agenda Items/Next Meeting Date	Randy Frantz	10:40 – 10:45
V.	Adjourn		10:50

TARC CUSTOMER SERVICE SUBCOMMITTEE MEETING



September 2021 Customer Service Subcommittee Meeting Minutes

The Customer Service Subcommittee of Transit Authority of River City (TARC) met on Wednesday, September 22, 2021 at 10:00 A.M. in person at TARC's headquarters, 1000 West Broadway in the Board Room.

Members Present

Jan Day – via Phone

Call to Order

Carrie Butler called the meeting to order at 10:13 A.M.

Staff Reports

Presented By: Randy Frantz

- Mission Statement & Success Factors
- Covid-19 Update – Randy Frantz
- Website Redesign and Hosting – Jenny Recktenwald
- TARC3 Town Hall – Randy Frantz
- TARC and TARC3 Staffing Update – Randy Frantz

Meeting Adjourned at 10:40 a.m.



CUSTOMER SERVICE SUBCOMMITTEE MEETING
NOVEMBER 10, 2021





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CUSTOMER SERVICE SUBCOMMITTEE MEETING

I. Call to Order	10:00am
II. Mission Statement and Success Factors	10:00am - 10:05am
III. Data Review	10:05am - 10:20am
IV. Bruce Withers, MV, Introduction	10:20am - 10:25am
V. TARC3 Town Hall	10:25am - 10:30am
VI. Marketing Updates	10:30am - 10:50am
VII. Q&A / Proposed Agenda Items / Next Meeting Date	10:50am - 11:00am
VIII. Adjourn	11:00am

MISSION STATEMENT

Deliver
transportation
services that
enhance the
Greater Louisville
community





CUSTOMER SERVICE CHARTER

RESPONSIBILITIES OF THE CUSTOMER SERVICE COMMITTEE

- Meet quarterly
- Monitor feedback from TARC's services
- Review, analyze, and evaluate new customer products
- Review all TARC programs, plans, and activities to determine direct customer impact
- Monitor trends and advancements in public transportation
- Monitor TARC's processes for addressing service changes which impacts TARC3 customers
- Review TARC's ridership, fixed route schedule, on-time performance, and all other data impacting customers

MISSION STATEMENT & SUCCESS FACTORS

DELIVER TRANSPORTATION SERVICES THAT ENHANCE THE GREATER LOUISVILLE COMMUNITY



Deliver Quality Services

- Safe
- Accessible
- Sustainable



Support the Community's Well Being

- Program Involvement
- Workforce & Economic Development
- Outreach



Focus on Rider Needs

- Voice of the Customer
- Dependability
- Frequent, Fast, & Direct



Engage an Effective Team

- Promote Transparency
- Training & Development
- Opportunities for Growth



Maintain Adequate Financial Resources

- Mass Transit Trust Fund
- Fund Capital Needs
- Prudent Contractual Management



Explore Visionary Opportunities

- Long Range Planning
- Transformative Technology
- Multimodal Trends



RIDERSHIP

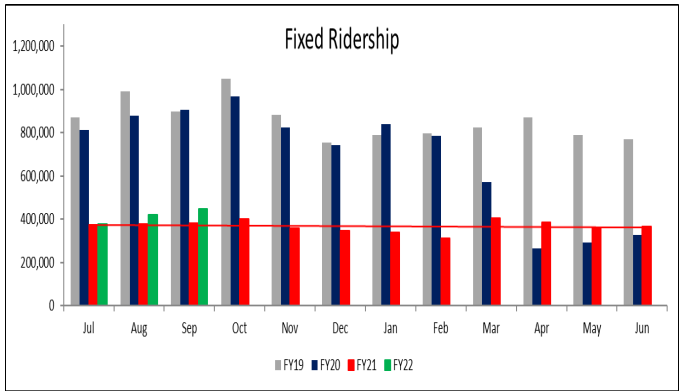
FIXED ROUTE

Monthly

446K +6% VLM
 +17% VLY

YTD

1.2M +10% VLY



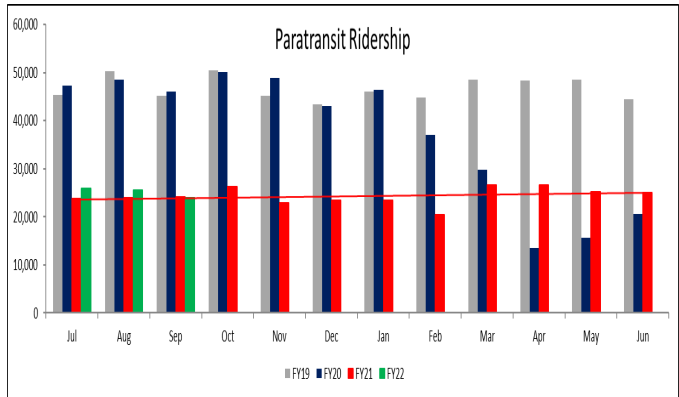
PARATRANSIT

Monthly

23.9K -6% VLM
 -1% VLY

YTD

75.4K +5% VLY





ON-TIME PERFORMANCE

FIXED ROUTE

Monthly

78%

-2Pts VLM
+1 Pts VLY

YTD

79%

+3 Pts VLY

Current Detours

Long Term:
Line 15 VA construction
Line 71 Middle Rd construction
Line 19 & 31, Frankfort

PARATRANSIT

Monthly

70%

-2 Pts VLM
-15 Pts VLY

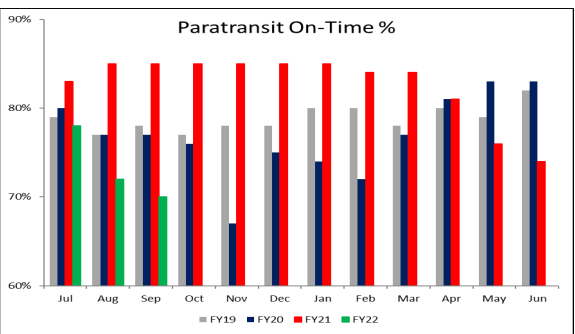
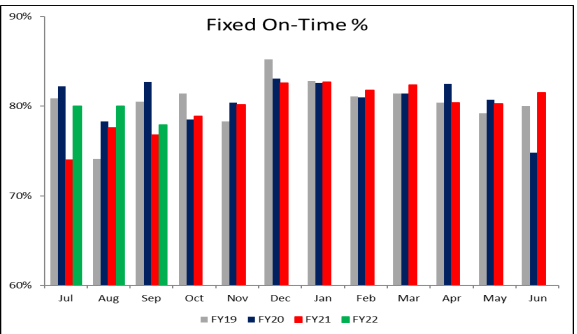
YTD

73%

-11 Pts VLY

Short Term:
Line 71 Graham St construction
Line 10 & 18 Dixie RR crossing maintenance
Line 19 35th/Bohne construction

11% early, 19% late





CUSTOMER SERVICE COMPLAINTS

FIXED ROUTE

Monthly

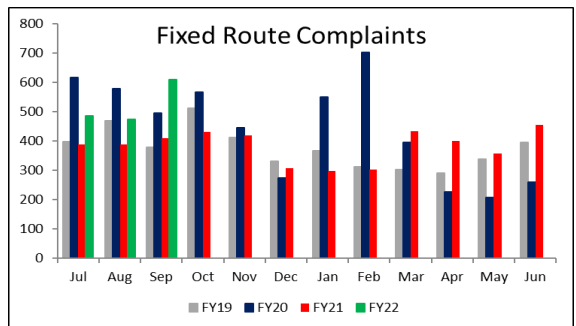
609

+28% VLM
+49% VLY

YTD

1.6K

+32% VLY



PARATRANSIT

Monthly

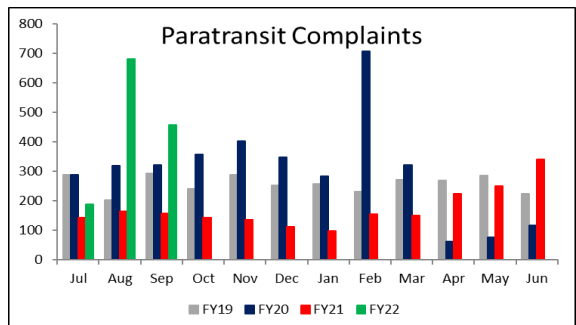
457

-33%%VLM
+189% VLY

YTD

1.3K

+185% VLY



COMPLAINTS / 1,000 RIDERS

Monthly

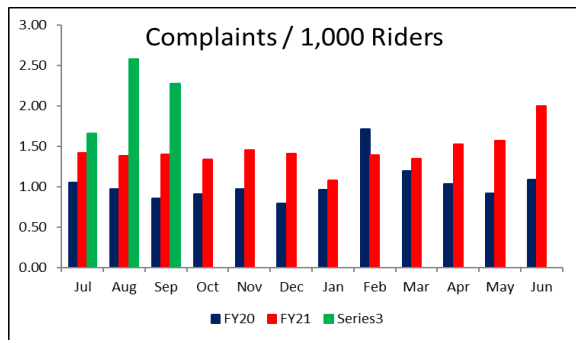
2.3

+12% VLM
+62% VLY

YTD

2.2

+55% VLY





WELCOME, BRUCE WITHERS

NEW MV (TARC3) GENERAL MANAGER

- Began Nov 1ST
- 10+ yrs. public transportation
- Last role, director of operations – Las Vegas
- Detailed experience
 - Daily operations
 - Scheduling
 - Planning
 - Labor relations
 - Customer service
 - Training

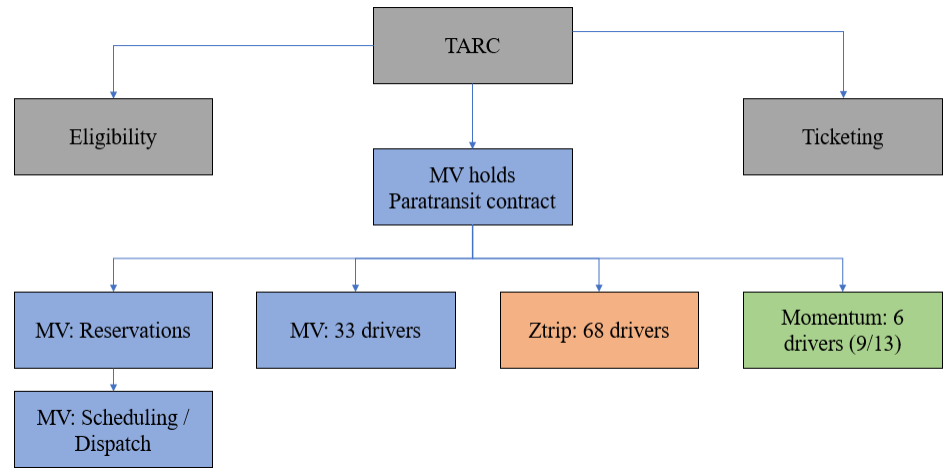




TARC3 VIRTUAL TOWN HALL

ENGAGING CUSTOMERS, GETTING FEEDBACK

- First virtual town hall Sep15
Topics: TARC3 101 and Hiring
- **Next town hall: Nov18**
Topic: Operator Training



Town Hall Meeting





NEW INTERIOR CARDS

WELCOME ABOARD!

To ensure a safe and smooth ride for everyone, please follow these basics rules of the road.

Please show basic civility to everyone on board.

Follow the same rules you would in public and be respectful of your driver and other passengers.

Pay your fare in full and promptly.

It's illegal to avoid paying TARC fare. This includes skipping payment, using counterfeit fare, or making partial fare payments.

Keep food and drinks covered and contained.

Alcoholic beverages are not allowed on board.

Smoking tobacco and illegal drug use are prohibited.

This includes electronic cigarettes and all vaping products.

Talk quietly and listen to music on headphones only.

Loud music and talking can distract your driver and risk the safety of everyone on the bus.

Service animals must remain in the owner's control.

Therapy, comfort, or emotional support animals and house pets are not permitted.

Watch your step and hold the rails while boarding and exiting.

Remain seated until your stop and stay behind the yellow line when waiting to exit.

Your driver's primary job is to operate the bus safely.

At our discretion, TARC has the authority to remove passengers from the bus if their behavior puts others in danger.

Thank you for your patronage!

Scan the QR code for TARC's complete Code of Conduct and safety guidelines.




Your journey, our priority.

(502) 585-1234
TTY: (502) 213-3240
info@ridetarc.org
www.ridetarc.org

Your Rights under Title VI of the Civil Rights Act

TARC operates without regard to race, color, or national origin in accordance with Title VI of the Civil Rights Act.

Complaints of discrimination, or requests for Title VI information should be directed to:

TELEPHONE:
TARC Customer Service:
(502) 585-1234
TTY: (502) 213-3240

ONLINE:
ridetarc.org/diversity-inclusion

MAIL:
TARC Office of Diversity & Inclusion
1000 West Broadway
Louisville, KY 40203

Customers can also file complaints of discrimination directly with the Federal Transit Administration:

TELEPHONE:
FTA Office of Civil Rights:
(202) 366-4000

ONLINE:
transit.dot.gov/regulations-and-guidance/civil-rights-ada/file-complaint-fta

MAIL:
Office of Civil Rights
ATTN: Title VI Program Coordinator
East Building, 5th Floor—TCR
1200 New Jersey Ave., SE
Washington DC 20590

If information is needed in another language or an accessible format, call (502) 585-1234.

Si requiere información en algún otro idioma o formato accesible, favor de llamar al (502) 585-1234.

Si vous avez besoin de renseignements dans une autre langue ou dans un format accessible, veuillez appeler le (502) 585-1234.

Nếu cần thông tin bằng một ngôn ngữ khác hoặc một định dạng có thể truy cập được, xin vui lòng gọi số (502) 585-1234.

محض اوو مطسبم ققردطب وا یرخا تاغلل تاوول عملل هج احب متنك اذا (502) 585-1234 فدتاه مقرب لاصتالا یرجی

За информацией на другом языке или в более приемлемом для вас формате, наберите (502) 585-1234.

Ukiwa unataka habari katika lugha nyingine au fomati inayoweza kupatikana tafadhali tupigie simu kwa (502) 585-1234.

如果需要其他语言或可访问格式的信息，请致电 (502) 585-1234。

2022 MARKETING CAMPAIGN

WHAT IT IS NOW

Negative public perception

.....
Low awareness of the public benefit that
TARC can/has provided

.....
Low awareness of programs, technology
and fleet upgrades put in place to better
serve the community



WHAT IT CAN BE

A transit brand who has a more
intimate/familial connection with it's
new and existing audiences

.....
The top choice for those who are looking
to move around the city

.....
A benefit forward brand that is known for
using technology and environmentally
friendly upgrades to better serve the
community



2022 MARKETING CAMPAIGN

CAMPAIGN PURPOSE AND GOAL

Build general awareness of:

- TARC's services
- TARC's new leadership
- The overall benefit TARC can provide to the community to help shift current public perception
- New buses/paratransit vehicles + routes
- Recruitment of coach operators and mechanics



2022 MARKETING CAMPAIGN

CUSTOMER SEGMENTS

- **Loyalty:** Depends on TARC for most daily transportation needs each week.
- **Supported:** Seniors, citizens with disabilities, young students, & TARC3 and/or Medicare recipients who depend on TARC for most daily transportation needs and additional discounted fares make that possible.
- **Occasional / Visitor:** Takes TARC for convenience, to save time, reduce parking fees.
- **TARC Employees:** Trusts that TARC values their worth, commitment to the city and is proud of the work being done to keep the city moving.
- **Customer / Interested Parties:** Those who may not utilize TARC for transportation but are interested in TARC and its offerings (i.e. taxpayers, government officials, business owners, community leaders, etc.)

2022 MARKETING CAMPAIGN

- **Next steps:** Finalizing creative and budget
- **Channels:**
 - Website/digital
 - Social media
 - Bus wraps and shelters
 - Media and community outreach
 - Radio and TV
- **Launch date:** January 1, runs six months





2022 MARKETING CAMPAIGN

KEY MESSAGING

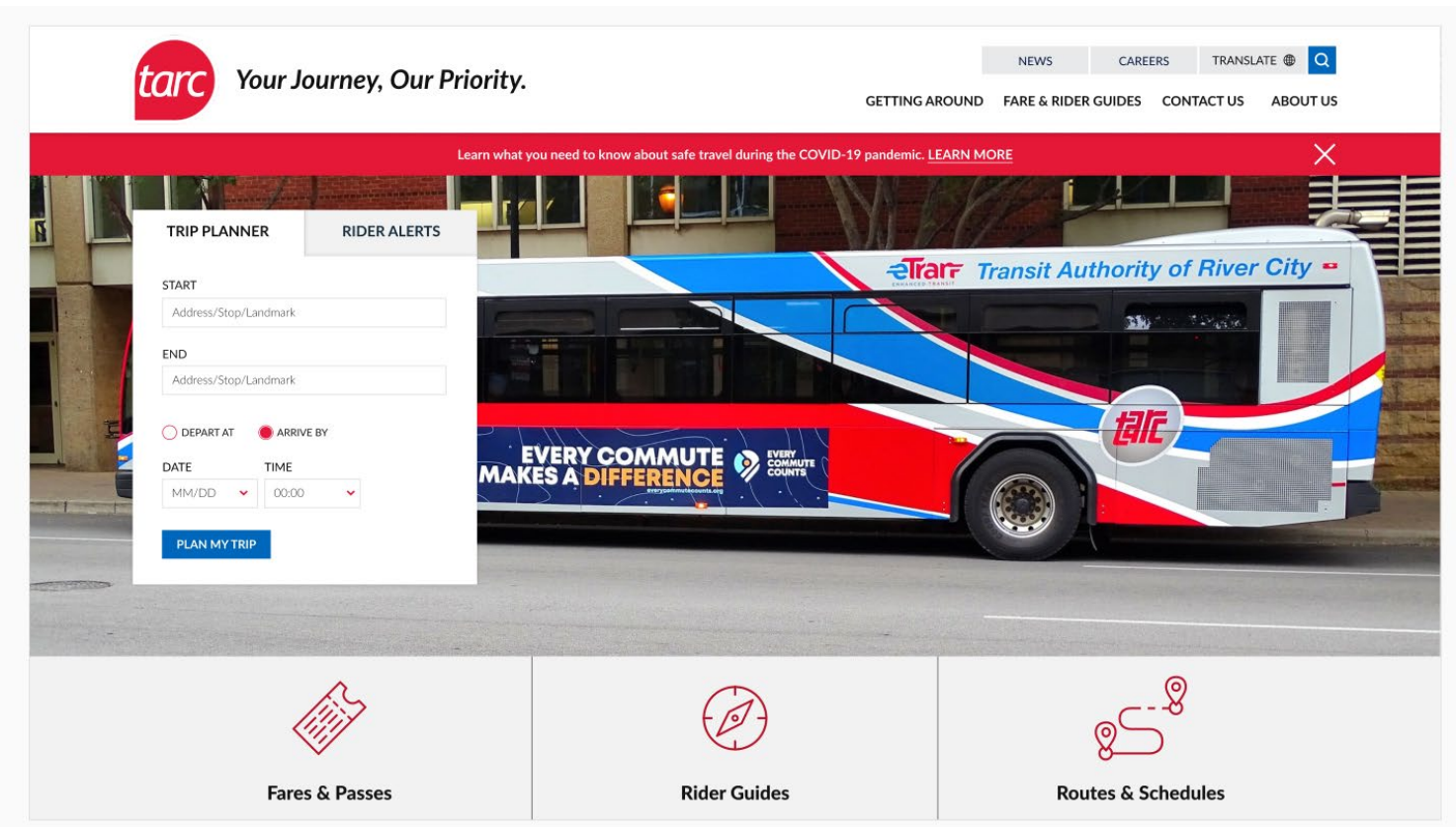
- A better experience, for a better journey today.
- Safe, clean, and on time. That's TARC.
- We're committed to making your journey the easiest part of your day.
- Reliability. Commitment. Safety. That's TARC.
- Supporting the daily journey of our MVPs.





WEBSITE REDESIGN & HOSTING

- Final designs approved and content crosswalk underway
- Interim site launched this week
- Photo shoot scheduled for Nov. 12
- Beta testing, training, quality assurance - January
- **New website launch – no later than Feb. 28**





THANK YOU



CUST SERVICE SUBCOMMITTEE MEETING

November 10, 2021