

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
Wednesday, May 18, 2022 at 1:30 p.m.

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.

Agenda

| | | | |
|------|---|---------------|-------------|
| I. | Call to Order | Jan Day | 1:30 |
| II. | Staff Presentation | Carrie Butler | 1:30 – 1:55 |
| III. | Discussion | All | 1:55 – 2:05 |
| IV. | Proposed Agenda Items/Next Meeting Date | Carrie Butler | 2:05 |
| V. | Adjourn | | 2:10 |



COMMUNICATIONS AND MARKETING UPDATE

Customer Service Committee meeting

May 18, 2022



RECENT PUBLIC ACTIVITIES

- **Thunder Over Louisville:** Fare-free service sponsored by the Kentucky Derby Festival and Humana, five post-event stops, extra buses to improve frequency and capacity
- **Pegasus Parade:** “Music in Motion” Design-a-Bus was featured with contest winners on board along with Louisville Orchestra’s Teddy Abrams
- **Oaks and Derby:** Fare-free system-wide service provided May 6 and 7, sponsored by Blue Moon
- **TARC 101 travel training**
 - 25 students from Iroquois High School
 - 10 visually impaired students from Westport Middle School
 - 20 high school students residing at ChildPlace Family Services in Jeffersonville
 - 150 students from St. Martha School Career Day
- **Kentucky Primary Election Day, May 17:** System-wide fare-free service



UPCOMING EVENTS

- Summer Youth Pass (June to August)**
 TARC once again offers Louisville area youth unlimited travel for the summer with the purchase of a \$30 pass
- CycLOUvia (June 5)**
 Semi-annual event promoting healthy lifestyles, alternative transportation, pedestrian safety, and economic development
- KY Science Center Touch-a-Truck (June 11)**
 Provides adults and children access to their favorite vehicles, and the opportunity to meet the community helpers who operate them
- Dump the Pump Day (June 17)**
 155 transit systems across the country aim to decrease dependence on cars, reducing carbon footprint, and increasing the use of public transit
- Riverview Independence Festival (July 2)**
 TARC assisting in the transportation of approximately 5,000 individuals to the festival



Presented by

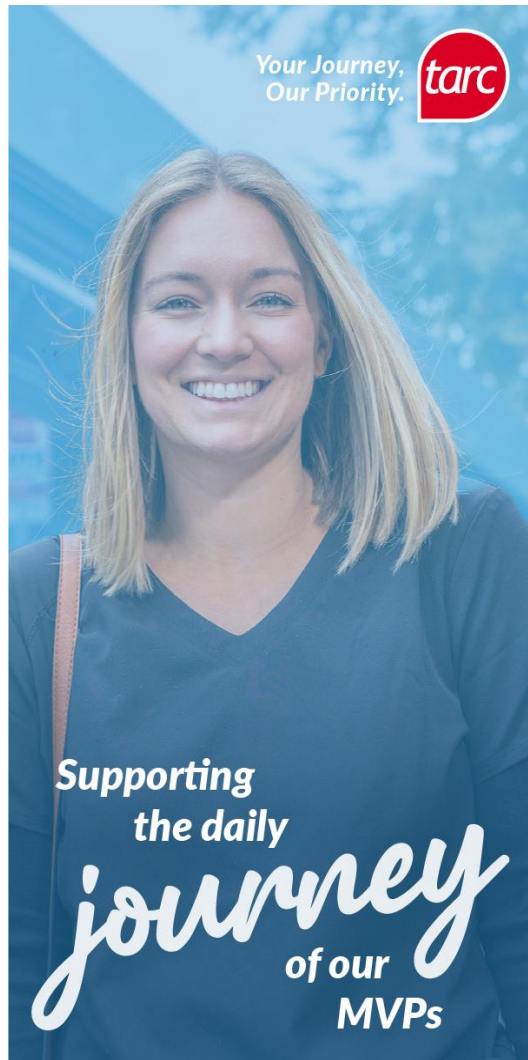
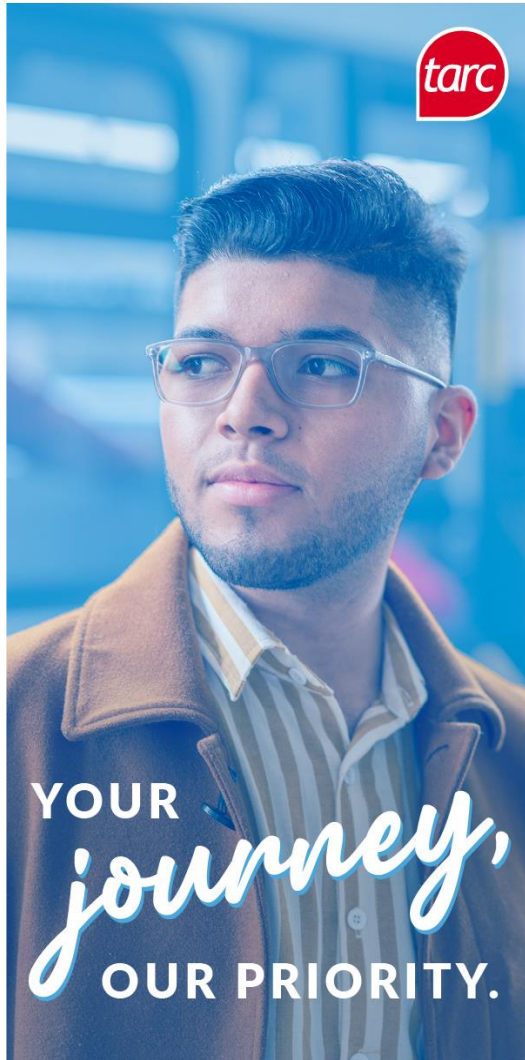
Humana.

Sunday, June 5th, 2022
2:00-6:00 PM





2022 MARKETING CAMPAIGN



2022 MARKETING CAMPAIGN



CAMPAIGN PURPOSE AND GOAL

Build general awareness of:

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



2022 MARKETING CAMPAIGN

CAMPAIGN ASSETS AND ROLLOUT

| Program | Platform | Dates | Target Audience | Target Geo | Estimated Impressions |
|-------------------|-----------------------|--------------------------|--------------------------|------------------------------------|-----------------------|
| Display | Display Ad Network | January - July 2022 | Male / Female, 18+ years | Jefferson County Kentucky | 300,000 per month |
| | | | | Clark & Floyd Counties Indiana | |
| Social | Facebook | February - July 2022 | Male / Female, 18+ years | Jefferson County Kentucky | 110,000 per month |
| | | | | Clark & Floyd Counties Indiana | |
| Radio | WDJX & WGZB | January - July 2022 | Adults, 25-54 | Metro Lou/Southern Ind. (Lou. DMA) | 46 spots/week |
| Out of home (OOH) | Bus wrap and shelters | February - December 2022 | All audiences | Jefferson County Kentucky | 100,000 per week |
| | | | | Clark & Floyd Counties Indiana | |

Total investment: \$50,000

DIGITAL CAMPAIGN PERFORMANCE

TOTAL CAMPAIGN PERFORMANCE

JANUARY 24, 2022 - APRIL 30, 2022



IMPRESSIONS

1,432,769



CLICKS

4,108



CTR

0.29%

FACEBOOK

JANUARY 24, 2022 - APRIL 30, 2022



IMPRESSIONS

171,697



CLICKS

2,184



CTR

1.27%

CAMPAIGN DATA ANALYTICS



- Click-through rate is trending above average – anything above a 0.1% is considered very strong.
- Radio spots do not provide analytics
- Click-throughs on Spotify and Pandora are typically very low. Users do not engage with the platform, impressions are the goal

NEXT STEPS: Evaluate where spending has been most effective, allocate marketing funds to support hiring efforts

A SAFE, RELIABLE, FRIENDLY JOURNEY.

YOUR

journey,

OUR PRIORITY.

Hank

CUSTOMER SERVICE UPDATE

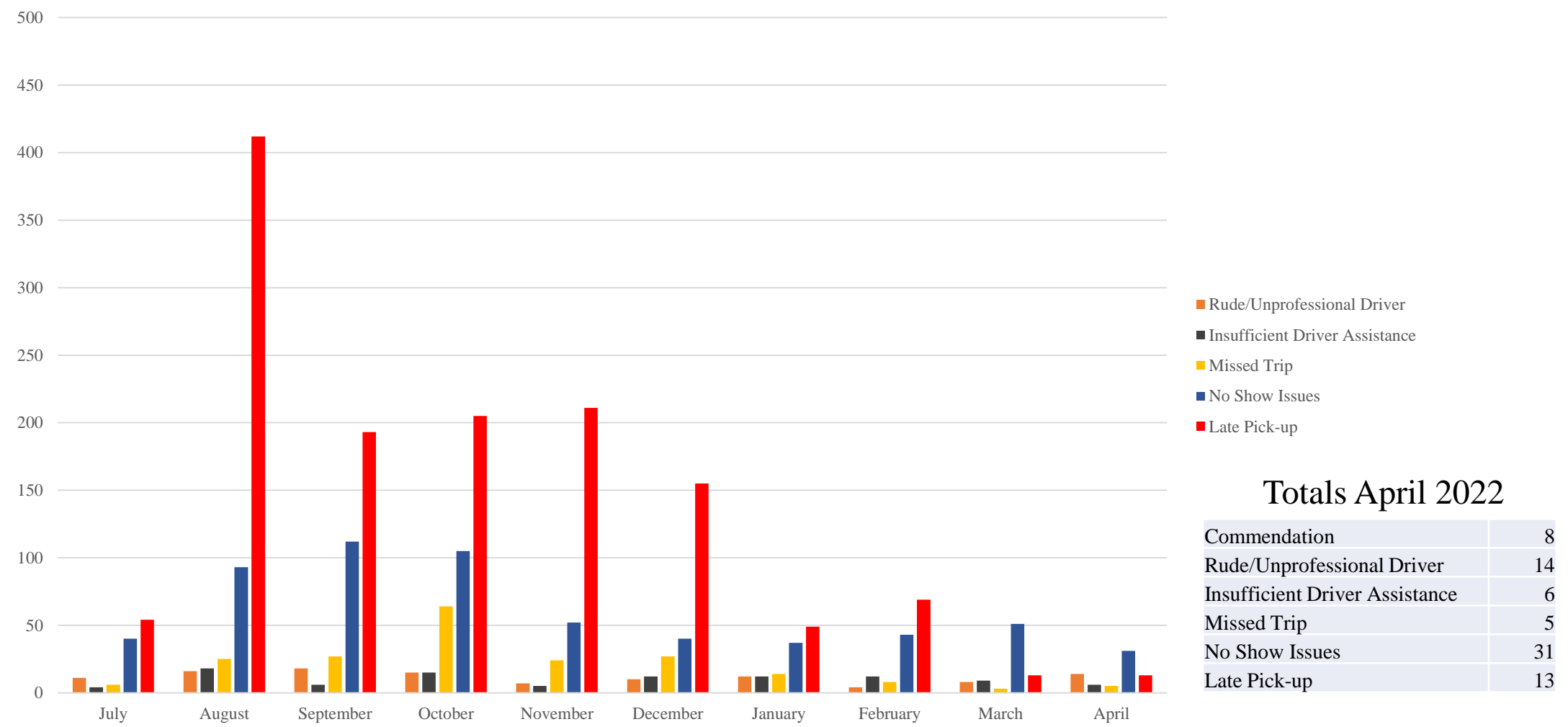
Customer Service Committee meeting

May 18, 2022

tarc

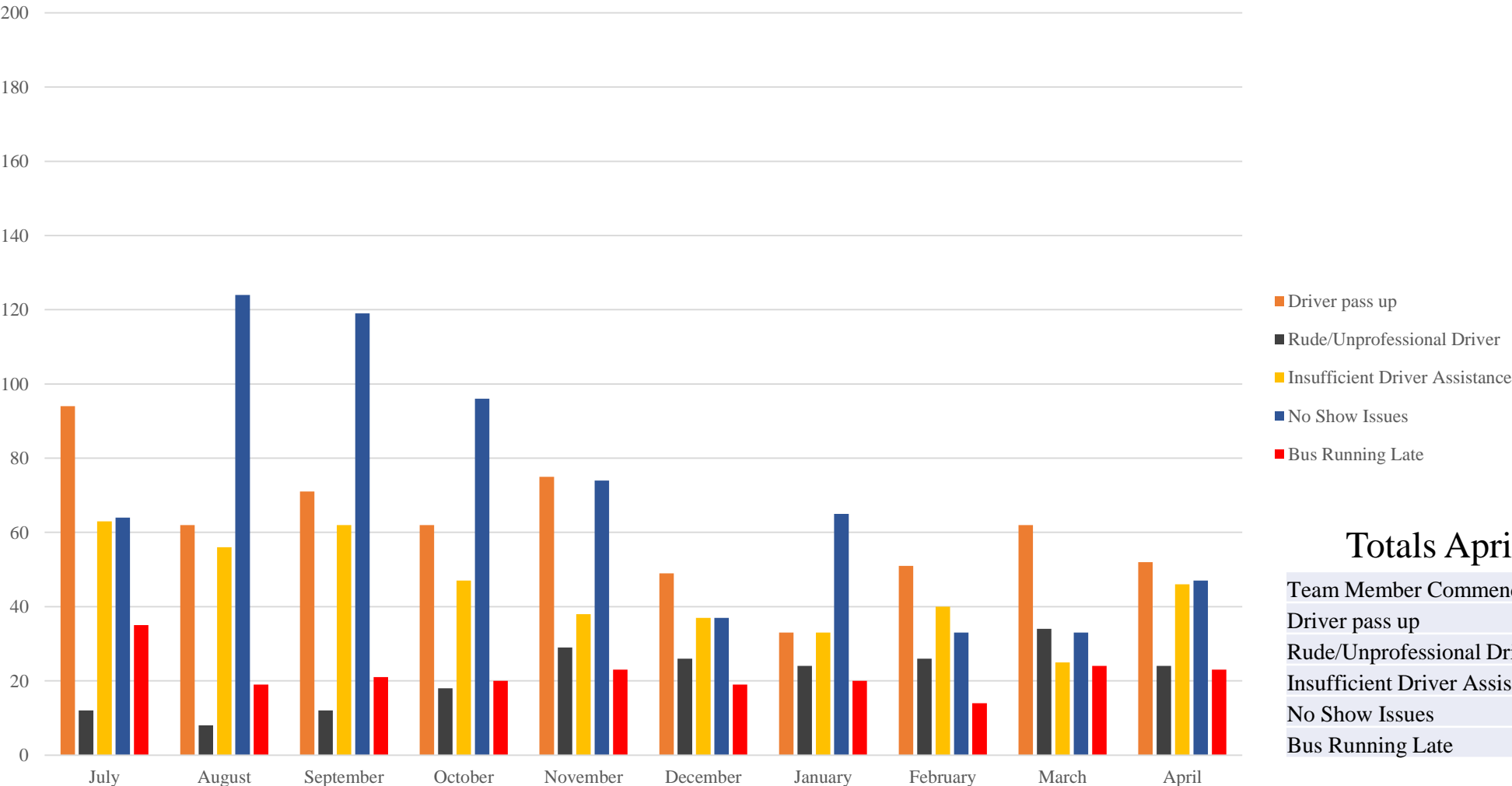


FY22 - TARC3 TOP FIVE FEEDBACK CATEGORIES





FY22 – TARC FIXED ROUTE TOP FIVE FEEDBACK CATEGORIES



Totals April 2022

| | |
|--------------------------------|----|
| Team Member Commendation | 17 |
| Driver pass up | 52 |
| Rude/Unprofessional Driver | 24 |
| Insufficient Driver Assistance | 46 |
| No Show Issues | 47 |
| Bus Running Late | 23 |

FEEDBACK OVERVIEW

WAYS TO PROVIDE FEEDBACK

- Phone
- Fax
- Email
- Walk-in
- Mail
- Website
- Social Media



CUSTOMER FEEDBACK PROCESS



KENTUCKY DERBY FESTIVAL EVENT IMPACT

Thunder Over Louisville

- Calls Received – 1112
- Hold Time – 10 Secs
- Avg Call Time – 1 min 34 secs

Marathon / Mini-Marathon

- Calls Received – 952
- Hold Time – 13 secs
- Avg Call Time – 1 min 54 secs

Oaks Day

- Calls Received – 1083
- Hold Time – 32 secs
- Avg Call Time – 1 min 35 secs

Derby Day

- Calls Received – 660
- Hold Time – 17 secs
- Avg Call Time – 1 min 28 secs



Kentucky Derby Festival 2022