

CUSTOMER SERVICE SUBCOMMITTEE BOARD OF DIRECTORS MEETING



Meeting Notice:

Due to the COVID-19 pandemic, state of emergency and Governor Beshear's Executive Orders regarding social distancing, this meeting of the TARC Board of Directors will be held via video-teleconference pursuant to Senate 150 (as signed by the Governor on March 30, 2020) and Attorney General Opinion 20-05, and in accordance with KRS 61.826, because it was not feasible to offer a primary physical location for the meeting.

The next meeting of this subcommittee of the TARC Board of Directors will be:
Wednesday, February 17 at 10:00 a.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.

Meeting Instructions:

Join Zoom Meeting:

<https://zoom.us/j/94138716317?pwd=azhuMHRRY2ZUMnFmRS85VnliaXlQUT09>

Meeting ID: 941 3871 6317

Passcode: 923 943

One tap mobile: +19292056099,,94138716317#

Audience and/or TARC staff can join via Zoom; public comments may be submitted in the Chat feature of Zoom, or by calling 502-585-1234 or at www.ridetarc.org

CUSTOMER SERVICE SUBCOMMITTEE BOARD OF DIRECTORS MEETING



Agenda

I.	Quorum Call / Call to Order	Mary Morrow	10:00
II.	Staff Reports	Randy Frantz	10:05 - 10:50
	a. Customer Service Report		
III.	Proposed Agenda Items / Next Meeting Date	Carrie Butler	10:50 - 10:55
IV.	Adjournment		11:00



CUSTOMER SERVICE SUBCOMMITTEE MEETING
FEBRUARY 17, 2021





TABLE OF CONTENTS

CUSTOMER SERVICE SUBCOMMITTEE MEETING

I. Call to Order	10:00am
II. Mission Statement and Success Factors	10:00am – 10:05am
III. COVID-19 Update	10:05am-10:10am
IV. COA/LRP	10:10am-10:25am
V. Performance Metrics / Customer Feedback	10:25am-10:50am
VI. Proposed Agenda Items / Next Meeting Date	10:50am-10:55am
VII. Adjourn	11:00am

MISSION STATEMENT

Deliver
transportation
services that
enhance the
Greater Louisville
community





MISSION STATEMENT & SUCCESS FACTORS

DELIVER TRANSPORTATION SERVICES THAT ENHANCE THE GREATER LOUISVILLE COMMUNITY

1

Deliver Quality Services

- Safe
- Accessible
- Sustainable

2

Focus on Rider Needs

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

3

Maintain Adequate Financial Resources

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

4

Support the Community's Well Being

- Program Involvement
- Workforce & Economic Development
- Outreach

5

Engage an Effective Team

- Promote Transparency
- Training & Development
- Opportunities for Growth

6

Explore Visionary Opportunities

- Long Range Planning
- Transformative Technology
- Multimodal Trends

COVID-19 UPDATE

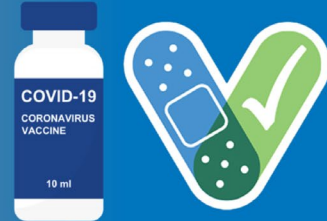
EE Vaccination Efforts Began Monday, 2/8/21

- Internal Communication
- FAQ's
- Video Testimony
- Social Media, #TARChalthy

TARC Broadbent Support During Frigid Temps

Future Metro Support

COVID-19 VACCINE INFORMATION




LEARN ABOUT THE COVID-19 VACCINE

The Centers for Disease Control (CDC) shares the following facts about the COVID-19 vaccines:

- **FACT:** COVID-19 vaccines will not give you COVID-19.
- **FACT:** COVID-19 vaccines will not cause you to test positive on COVID-19 viral tests.
- **FACT:** People who have gotten sick with COVID-19 may still benefit from getting vaccinated.
- **FACT:** Getting vaccinated can help prevent getting sick with COVID-19.
- **FACT:** Receiving an mRNA vaccine will not alter your DNA.

COVID-19 Vaccines are Safe and Effective.

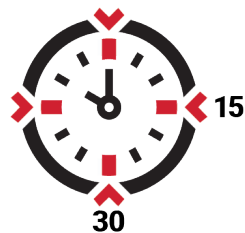


Accelerated vaccination efforts to better serve the community

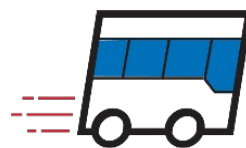
COA / LRP GUIDING PRINCIPLES

WHAT HAVE OUR CUSTOMERS ASKED FOR?

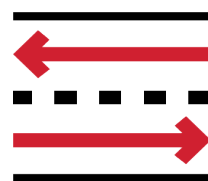
Clockface Service



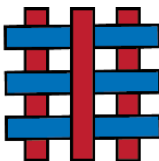
Faster Travel Times



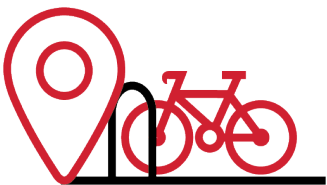
More Places to Transfer



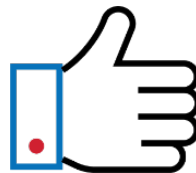
More Direct Service



Multimodal Hubs & Options



Reliability and Safety



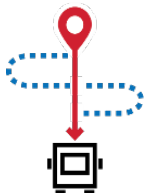
On-Demand Zones at the End of Core Routes / Anchor Points



More Frequent Service



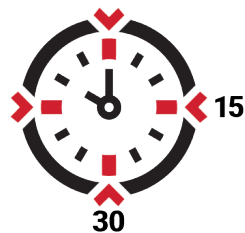
Simplify the System



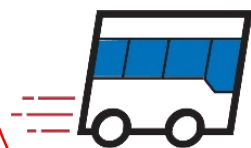
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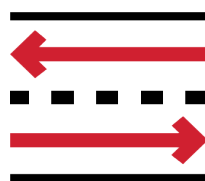
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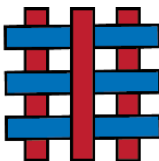
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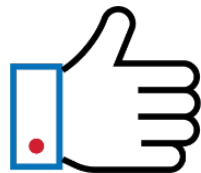
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Multimodal Hubs & Options



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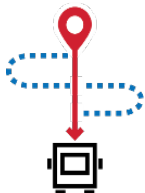
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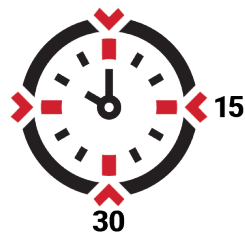
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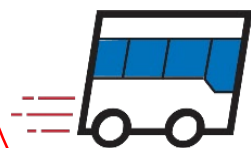
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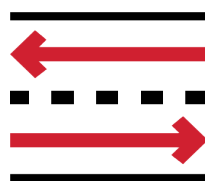
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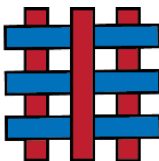
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More Places to Transfer



More Direct Service



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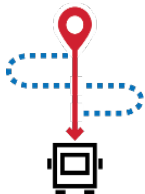
On-Demand Zones at the End of Core Routes / Anchor Points



More Frequent Service



Simplify the System





CUSTOMER SERVICE CALL CENTER

CUSTOMER SERVICE (585-1234)

Call Volume		Hold time		Abandoned Rate	
29.5K	+1%VLM -33% VLY	.56	+8%VLM -83% VLY	4%	Flat VLM -81% VLY

PARATRANSIT RESERVATIONS (560-0333)

Call Volume		Hold Time		Abandoned Rate	
13.6K	+8%VLM	1.6	+11%VLM	6%	+1 Pts VLM

PARATRANSIT WHERE'S MY RIDE (589-9879)

Call Volume		Hold Time		Abandoned Rate	
7.1K	+5%VLM	0.3	Flat %VLM	6%	+1 Pts VLM



CUSTOMER SERVICE COMPLAINTS

FIXED ROUTE

Monthly

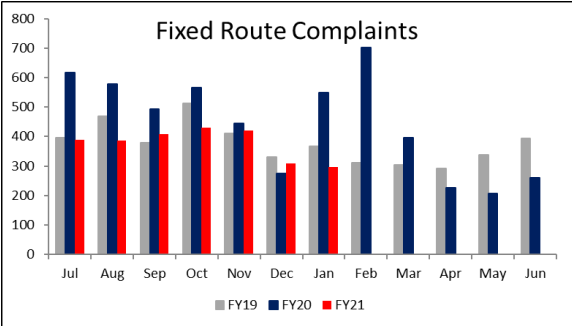
297

-4%VLM
-46% VLY

YTD

2.6K

-25% VLY



PARATRANSIT

Monthly

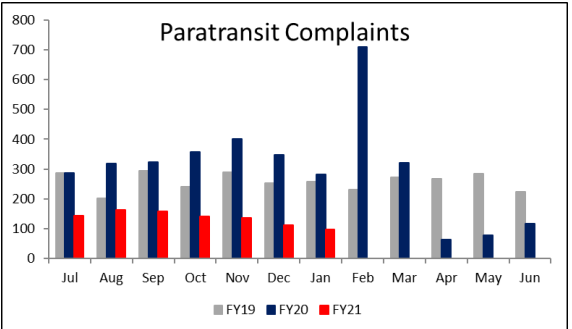
97

-13%VLM
-66% VLY

YTD

951

-59% VLY



COMPLAINTS / 1,000 RIDERS

Monthly

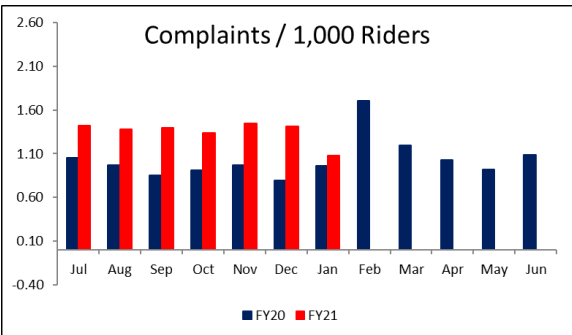
1.1

-4%VLM
+12% VLY

YTD

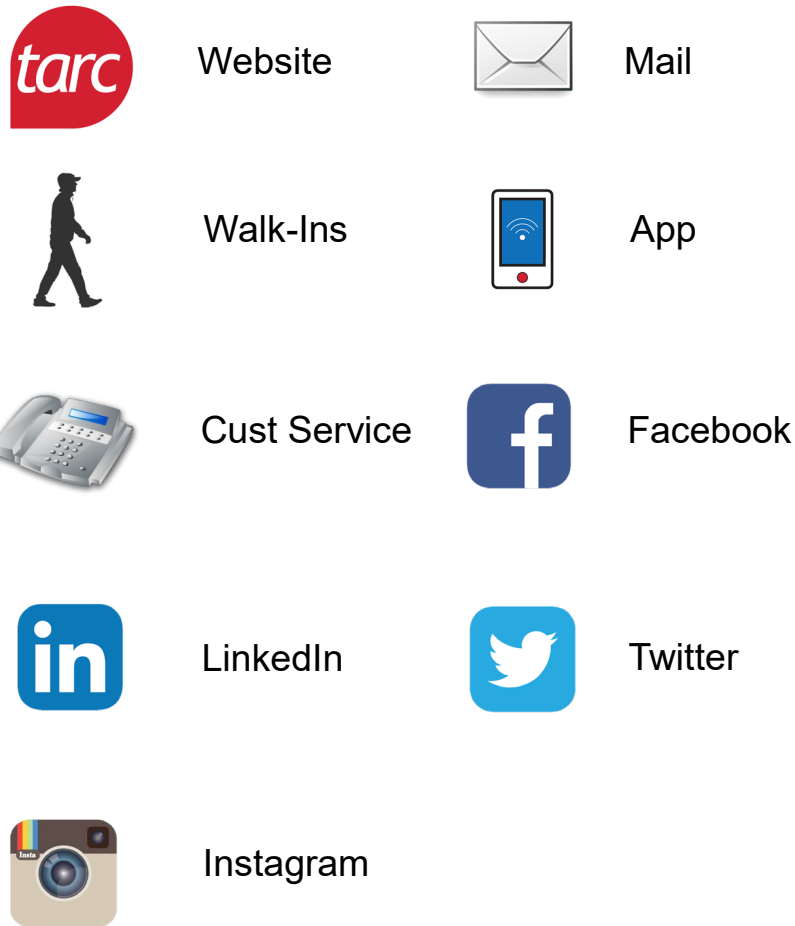
1.1

+20% VLY

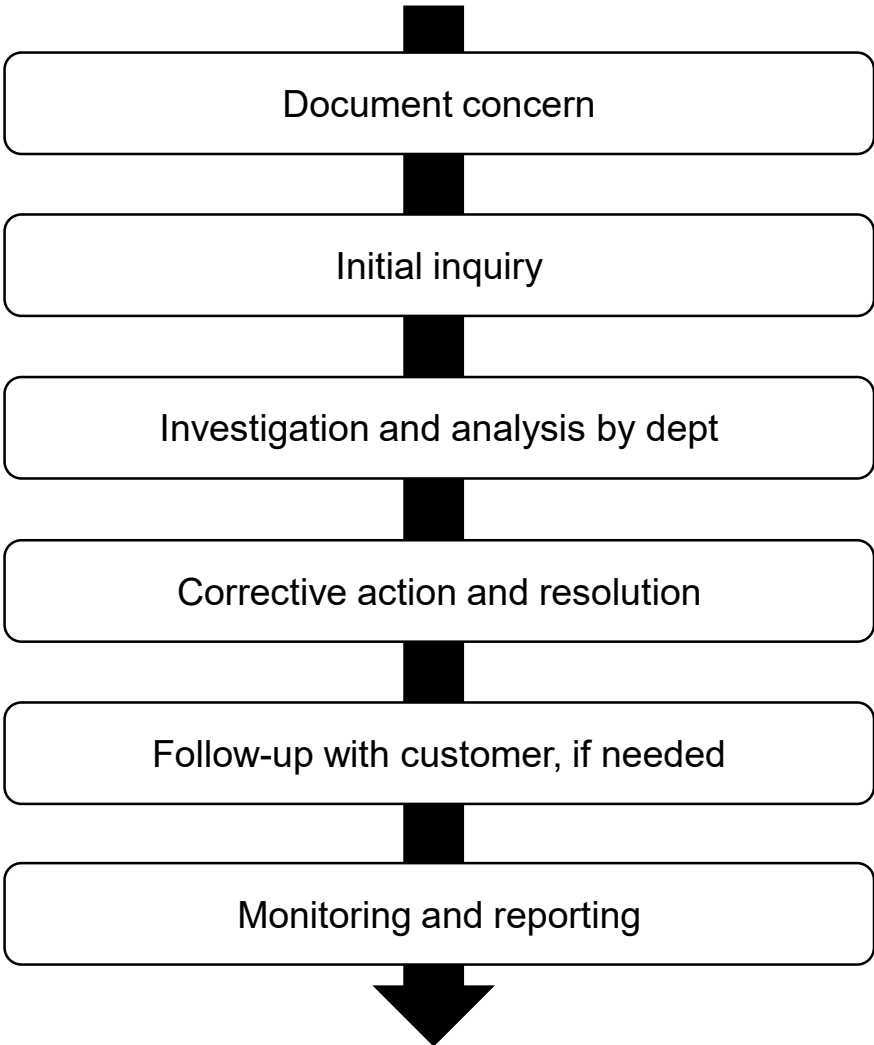


CUSTOMER FEEDBACK

WAYS WE RECEIVE FEEDBACK



CLOSURE PROCESS





THANK YOU



CUST SERVICE SUBCOMMITTEE MEETING

February 17, 2021