

CUSTOMER SERVICE SUBCOMMITTEE BOARD OF DIRECTORS MEETING



Meeting Notice:

The TARC Board of Directors holds a monthly meeting of the Customer Service subcommittee. The next meeting will be held at:

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

Wednesday, November 8, 2023 at 1:30 p.m.

This meeting is also being held via teleconference as permitted by KRS 61.826.

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 Stephanie Isaacs at 502.561.5103. Requests made as early as possible will allow time to arrange accommodation.

Agenda

I.	Call to Order Approval of August 8 Committee Meeting Minutes	Jan Day	1:30
II.	Staff Updates a. Customer Feedback Report b. Update on Time Performance Project c. Missed Trip Update	Carrie Butler Anna Cooper Alex Posorske Alex Posorske	1:35 -2:15
III	Proposed Agenda Items/Next Meeting Date	Carrie Butler	2:15
IV	Adjourn		2:30

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August 16, 2023 Customer Service Subcommittee Meeting Minutes

The Customer Service Subcommittee of Transit Authority of River City (TARC) met on Wednesday, August 16, 2023 at 1:30 p.m. in person at TARC's headquarters, 1000 West Broadway in the Board Room and virtually via teleconference as permitted by KRS 61.826.

Members in Person

Jan Day

Members Virtual

Bonita Black

Call to Order

Carrie Butler called the meeting to order at 1:36 p.m. She suggested the agenda be changed due to some participants being stuck in downtown traffic.

Customer Service Feedback Report

Anna Cooper presented the Customer Service Report. See PowerPoint presentation.

- She highlighted TARC's third step in the Customer Feedback Process, Investigation & Analysis. Once the complaint is logged into the system it will automatically be emailed to each department to investigate further. The investigation may include verifying information through the Trapeze software and/or video footage from the coach, as well as phone recordings. All of these tools help the investigators to establish what action needs to be taken.
- She continued the presentation with the July numbers. Please refer to the PowerPoint presentation.

Bonita Black asked, "is no show also a situation where the TARC 3 vehicle or the fixed route vehicle does not show up, or does this only track when customers don't show up?"

Anna answered, that for fixed-route it will track when the bus does not show. There could be several factors causing the bus to be a no show, such as the bus was not in service, or the bus did not follow the correct route for some reason.

Bonita had an additional question, "What about with regard to rude and unprofessional drivers? Does TARC have some sort of training for that? Or how do you address that so that you get fewer of those complaints in the future?"

Anna replied, that if the incident involves a bus driver operation a fixed-route, the case is handled by one of the members of her team and they will pull in the assistant director or the director if needed, in order to have a coaching meeting with that individual. There are some modules within our training course that address rude conduct and can be used in the coaching process. We also do a refresher training each year that addresses proper customer service behavior. The transportation department will also continue to track those trends based on the route and driver and take the necessary action so that our customers have a good experience.

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When we have complaints regarding TARC 3, I do request MV to pull the drivers records and review them. If there is a trend regarding this driver we suggest counseling and coaching them. In the past two weeks, we held a customer service training course with their call center dispatchers and route operators.

I check the complaints on a daily basis. Anytime we receive driver complaints, I speak with the general manager at MV and he then counsels and coaches the driver. We do continue to monitor the situation and take necessary action.

Bonita stated that she feels it's important to show a culture at TARC that doesn't tolerate that behavior.

Bonita had an additional question regarding booking errors, "when someone books TARC 3 for a pick up, is the error generally considered on the customer side or TARC side and how does that work?"

Anna answered that we do not distinguish as to whether or not it's the customers fault or reservationist's fault at the time of taking the complaint so they're all generally categorized under "booking." We do go back and verify whether or not it was an internal mistake or maybe the customer just misspoke and thought that they gave us a different set of information than what they actually provided. The verification can be easily done because every call received for reservations is recorded.

If the customer requests to hear the recording, we have the ability to replay it for them, but, the goal is not to point out that the customer made a mistake. If the reservationist made the mistake, we will do our very best to take corrective action. If this is in real time we can immediately take action for that particular trip, and if we are reviewing a past situation, we can do coaching and retraining to try to keep those mistakes from happening again.

Bonita thanked Anna for that clarification.

Alcohol Advertising Presentation

Special Presentation from Heather Ness.

- Carrie Butler shared the back-ground information as to why this presentation on alcohol advertising was on the agenda for today's meeting. This subcommittee heard a presentation about the possibility of advertising some type of alcohol on our buses. TARC does not currently have a standalone policy about alcohol advertising. Currently, there is a contract with Outfont to advertise on our shelters and that contract allows alcohol advertising to be displayed on our bus shelters.
- TARC is recommending to have one stand-alone policy for advertising; one that would apply across the board, whether it is shelters, TARC buildings, or TARC buses. This was previously presented to the board with the idea that TARC could generate additional revenue.
- Carrie stated that if we were to sell alcohol advertising on our buses, thus making it comparable with the policy about shelter advertising. Board members and TARC staff discussed whether or not we should allow any alcohol advertising at all regardless of the media or the placement.

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- As a group it was decided to do our due diligence and explore with the help of Heather Ness, a University of Louisville PhD student, the effects of advertising alcohol in different metropolitan areas.

Heather Ness is a PhD student at the University of Louisville School of Public Health and information sciences and she is a graduate research assistant at the Christina Lee Brown Envirome Institute.

Topic: Alcohol Advertising, Child Health, and Health Equity Overall.

Please refer to the PowerPoint Presentation.

- Liquor advertising is primarily regulated through voluntary marketing codes that were agreed upon by the beer, wine and distilled spirits industries.
- All agreed advertising should be limited to audiences of adults aged 21 years and older.
- Many metropolitan areas have offset the cost to public transportations through advertising space sold to alcohol companies.
- Advertising in Louisville for alcohol is mostly in the form of stationary along major roadways.
- Also, alcohol advertising is on the outside of liquor stores, gas stations and corner stores.
- Through studies it has been found that alcohol advertisements have an effect on at risk and vulnerable adolescents.
- Advertisement exposure is linked to increased underage drinking and unhealthy habits.
- The neighborhoods in the west end of Louisville have a very high concentration of bus routes within the metropolitan area.
- This area also has the highest rates of poverty with between 20 to 80 percent of residence is living in poverty, according to the US Census.
- Buses have the unique position to be the mobile face of Louisville.

How does TARC balance the following:

- Bourbon Tour Advertising;
- Bourbon Capital of the world; and
- Artful messaging on buses.

Heather Ness' position on this topic is for TARC not to allow alcohol advertising.

Discussion continued and the overall consensus was to share this information with the Finance Committee, so that we can consider the financial impacts of alcohol advertising.

Project Updates

Carrie shared with the committee and update on the following topics:

- Mobile Ticketing;
- Resolution on bus air suspension components;
- Resolution on rear axle components; and
- Resolution on excess workers compensation coverage.
- Amendment to the TransPro management consulting services contract. The Finance Committee recommended to move forward with the project management staff time only. Carrie shared the draft

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resolution sent to the finance committee contained several task orders. By removing these other tasks, it will slow several projects down. The resolution in the Board packet contains the revisions for your review.

- Cancellation of a bid for the renovation of the building across the street, 925 West Broadway. The renovations costs came back at \$1.8 million well over the grant dollars of \$900,00.00.

Bonita Black made a motion to adjourn at 2:30 p.m.

Customer Service Committee Chair

Date