

EXECUTIVE DIRECTOR'S REPORT

September 2019

Fixed Route Ridership

The 4th quarter of fiscal year 2019 was a difficult quarter for the Wheels fixed route system compared to the same time period a year ago. Ridership was slightly down by 2,459 rides (.6%) over the quarter. Accidents increased by two, but featured no major physical damage or bodily injury. Finally, complaints saw a slight increase of 5 as compared the 4th quarter a year ago.

In the 1st Quarter of fiscal year 2020 fixed route ridership has increased significantly, with an 8.4% increase in July, 8.0% increase in August and an estimated 12% increase in September as compared to the same months last year.

Mobility Forward

Staff continues to work with the City of Pleasanton on the recommendations from the Mobility Forward study that was completed in 4th quarter of 2019. Highest on the priority list is the implementation plan for LAVTA to assume all ADA paratransit service in Pleasanton from Pleasanton Paratransit. Study anticipates completing this transition by the end of the fiscal year.

Shared Autonomous Vehicle Project

The Authority received notice that the National Highway Transportation Safety Administration (NHTSA) has authorized the right for LAVTA to operate its shared autonomous vehicle (SAV) in Dublin. Staff is currently working with Transdev on final site preparations for testing of the SAV, which should occur over the next 60-90 days.

Award for LAVTA's Jonathan Steketee

Mass Transit Magazine has published its annual "Top 40 Under 40" list, which honors outstanding young individuals making a name in the public transit industry. The list recognizes individuals for their industry contributions, demonstrated capacity for innovation, demonstrated leadership, and a commitment to making an impact in transit. This year, our Customer Service & Contract Compliance Manager Jonathan Steketee made the list and will be featured in an upcoming issue of Mass Transit.

New Customer Service Module for Wheels Operators

Recently our fixed route contractor acquired a new and improved customer service module for Wheels operators. The following the vision of the program:

"We will deliver the **Best Customer Experience** with Industry-leading **Safety, Reliability, and Innovation.**"

The ***Best Customer Experience*** training has been provided to all current operators and is ongoing in the monthly safety meetings. Additionally, new operators receive 3-4 hours of training as part of the new hire and training process. The focus is on the following (flyers in use at Wheels facility to reinforce the program are provided as attachments to this report):

Attitude: Keep a positive attitude no matter the situation. A positive attitude allows you to handle stress better and be able to come up with solutions more effectively. When dealing with customers, it's important to remember to not take things personally and to not let it affect your attitude.

Choice: We can choose to be friendly, patient and accepting and provide excellent customer service or we can choose to be indifferent and grumpy or even rude and uncaring. The choice is up to us.

Empathy: The ability to understand and share the feelings of others. We are in the business of people, and that requires an increased openness and sensitivity on our part.

Welcoming New Interns at LAVTA

Simran Saraan in marketing

Roxanne Bullanday in paratransit

Mikaela Honeycutt in accounting

Attachments:

1. Attitude Flyer
2. Choice Flyer
3. Empathy Flyer

A woman with long dark hair, wearing a black blazer over a light blue shirt, is shrugging her shoulders with a questioning expression. Her hands are held out to the sides, palms up.

HOW IS YOUR ATTITUDE?

We treat every customer with the Platinum Rule:
Treat others the way THEY want to be treated.

It's the type of customer service we provide at MV that allows us to connect with our customers and provide an excellent brand of customer service. PCCS will help you ACE customer service. Attitude is the first part of **ACE - Attitude, Choice & Empathy**.

Do you have Self-Awareness?

Self-awareness is your ability to understand your emotions and attitude. It's you being aware of how you are behaving. It's you being able to know your feelings, interests, values, strengths and weaknesses.

When dealing with customers both internal and external it's important to remember not to take things personally and to not let it affect your attitude. Everybody has issues from time-to-time and we need to do our best to always treat others with respect. They could be dealing with something stressful that you are unaware of and may not have a very good attitude.



What do our customers want and expect?

Being self-aware and understanding your customers' expectations helps you have the right attitude. The right attitude means you always ACE the situation. The right attitude has the greatest impact on your ability to provide Platinum Connection Customer Service.



WILL YOU MAKE THE RIGHT CHOICE?

We treat every customer with the Platinum Rule:
Treat others the way THEY want to be treated.

It's the type of customer service we provide at MV that allows us to connect with our customers and provide an excellent brand of customer service. PCCS will help you ACE customer service. Choice is the second part of **ACE - Attitude, Choice & Empathy**.

Choose wisely

We always have a choice. We can choose to be friendly, patient and accepting and provide Platinum Connection Customer Service, or we can choose to be difficult and grumpy or even rude and uncaring. BUT, you always have a choice. The best way to make correct choices is to focus on the customer, on solutions and using positive communication. Choosing positive communication will keep the situation pleasant and the customer happy.



What do our customers want and expect?

Platinum Connection Customer Service is all about making customer-centric choices. It means that you make the choice that puts the customer first. Choosing positive words instead of negative ones helps keep customers happy and feel respected. Customers are, after all, why we do what we do.



DO YOU HAVE EMPATHY?

We treat every customer with the Platinum Rule:
Treat others the way THEY want to be treated.

It's the type of customer service we provide at MV that allows us to connect with our customers and provide an excellent brand of customer service. PCCS will help you ACE customer service. Empathy is the last part of **ACE - Attitude, Choice & Empathy.**

What is Empathy?

Empathy is the ability to understand and share the feelings of others. It's means putting yourself in someone else's shoes. Have you ever heard the saying - walk a mile in a persons shoes? Think about what your customer is experiencing when you are working together. Whether it's an internal or external customer there are multiple ways you can practice empathy. You won't always get it right but if you are respectful and apply the Platinum Rule you will be successful.



What do our customers want and expect?

When you act with empathy you are treating the customers the way they expect and shows you respect them. Having the right attitude and empathy towards your customers will help MV make the more customer centric and solution focused choices. These choices allow us to connect with our customers and give us the ability to provide Platinum Connection Customer Service.