



Hampton Roads Transit

PAC meeting

December 9, 2020

Key priorities

Priorities

Covid-19 management

Key initiatives

- Continue focusing on and further enhancing our Covid-19 protocols: mask policy, temperature checks, distancing & partitions, reduced capacity, and continuous communication

Safety

- Continuous driver training, audits and ride alongs, performance management, automated speeding tracking
- Increased engagement with independent drivers

Call center experience

- Ongoing effort yielding improvements in call waiting time, call handling time, and quality

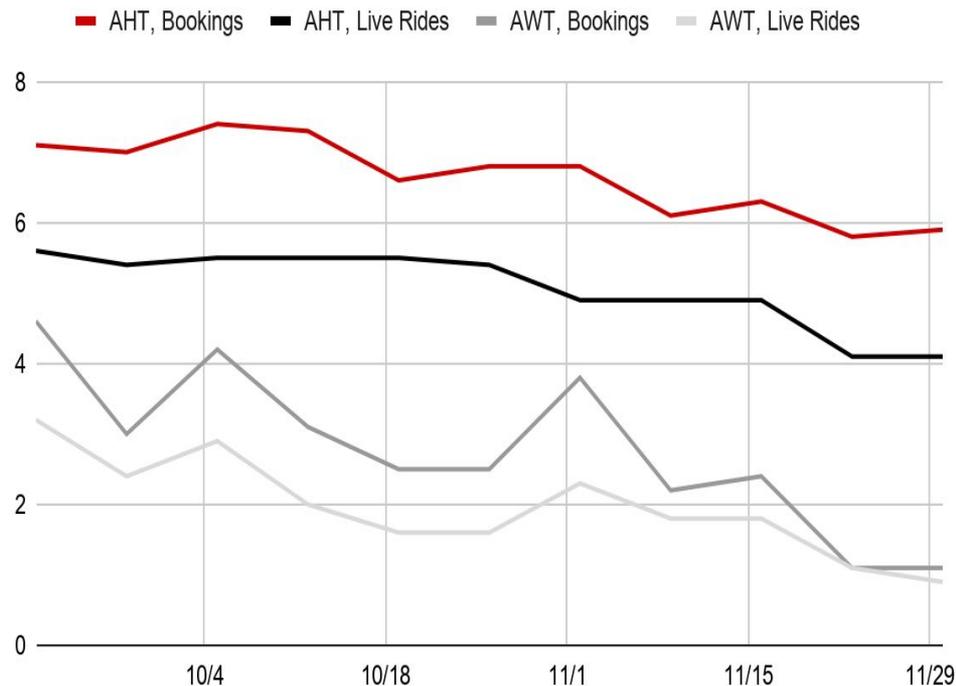
Rider experience

- Communication campaign regarding independent drivers
- Improvement in OTP and missed trips, further improvements planned for Q1 2021

Call center handles times and wait times have improved considerably since our last PAC meeting

- Continued training, QA, product improvements and improved staffing have led to significantly improved call center performance in the last 6 weeks
 - Avg. handle times down by ~90sec
 - Avg. wait times down by ~3min
- Dedicated paratransit agent pool is a key contributor to recent gains
 - Heavy training investment to ensure high proficiency across all call types
 - Lower handle times and better QA scores vs non-dedicated agents
 - As a result we are increasing our dedicated pool from 10 to 14
- We expect a new and improved booking flow to provide additional near term performance gains

Call Center Performance, Sep 21 - Nov 30



Rider experience: ongoing efforts

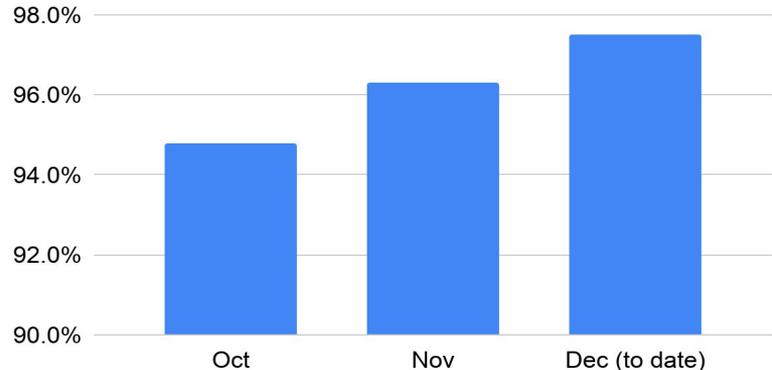
Continuous collection of rider feedback from the app:

- 354 ride ratings in November (up 5%), coming from 86 unique riders
- Average ride rating of **4.93 / 5**
 - *“David was very kind and considerate. He even assisted me to my door. I would recommend him to anyone as a driver”*
- Comments being used for driver training and issue identification
 - *Example: “this driver was very rude to clients” which led to driver notice*
- Weekly trip ratings and written comments report sent to HRT on a weekly basis.

Continuous service quality and reliability improvements

- Subscription trips ‘frozen’ to prevent any changes to the pickup window times
- Real-life test of service resilience leading to improved contingency measures
- Continuous improvement of on-time Performance:

On-time Performance



Rider experience: next steps will be focused on better capturing the voice of the customer

1-1 interviews with our “frequent riders”

While we have a lot of data on how our performance has improved, we wanted to ensure our most frequent rides are heard. We are speaking with our **40 most “frequent riders”** to gather their feedback:

- 10 interviews completed, 30 more planned
- What we have been hearing so far:
 - Riders report feeling “confident” when calling into book a ride
 - Riders report feeling driver performance can be “uneven,” but their concerns are heard and addressed

We will use this data to address trends and make meaningful changes

Survey with all riders

As we approach our second year of operations, we want to understand how riders are feeling about the service and where we should prioritize our next round of improvements:

- Goal would be to understand across the HRT rider base where riders are still experiencing any pain points and what opportunities exist for improvement
- Design and deliver an inclusive survey that can be accessed by all riders: Emailed version is easy and quick to implement, but has limited reach. Paper version? What does the PAC feel would be the best distribution method?

Rider experience: we will also continue working on improving the service

Rider communications

- Text messages and phone calls: ensuring all rider receive them
- Proactive notifications on early/ late trips
- Rider email trip receipts

Safety improvements

- Driver app to display:
 - ◆ Business information
 - ◆ Rider disability type

Continuous rider experience improvement

- Campaign to remind all riders of their rights and our “no rider left behind policy”
- North Side supply optimization - prevent unnecessary trips from the South Side depot

How does this align with the committee’s priorities?