Hampton Roads Transit
PAC meeting

October 14, 2020

What we have been hearing from you and how this shaped the service

Priority: Safety

Focus areas

Key initiatives

Manage the pandemic crisis ensuring rider and driver safety

- **Drivers**: Ample PPE supplies, strict quarantine protocol, and rapid tracing of potential exposures
- **Fleet**: Reduced capacity, partitions, and daily cleaning & sanitization
- **Riders**: Continuous communication via multiple channels
- **Depot**: Social distancing, masks, hand-washing, protective barriers, and daily self-temperature checks

Ensure all our drivers are safe, reliable & courteous

- Continuous collection and **actioning data on driver performance**: incidents, rider feedback, and manager reviews
- Regular driver **audits and ride-alongs**
- Driver continuous training: on average **8 hours / driver training** in the last 4 months
- **Taking necessary disciplinary action** to improve the overall service quality

Health and safety will continue being our top priority

What we have been hearing from you and how this shaped the service

Priority: Rider Experience

Focus areas

Key initiatives

Improve the performance of the call center

- **Decrease wait times -** increased agent hours, more real time interventions
- **Agent expertise -** dedicated team of 7 agents, soon to be 10, focused on HRT
- **Weekly QA** - Detailed review of agent calls on a near daily basis
- **Continuous training** - 100+ training hours June - September, informed by QA
- **Community engagement** - agent sessions with riders, drivers and advocacy organizations to deepen understanding of the service and HRT community
- **HRT Partnership** - bi-weekly progress updates with HRT leadership

Continue investing in an improved trip experience for all riders

- **Driver supply** - Expanded driver hours and improved scheduling to match demand
- **Rider communications** - Improved confirmation message flows
- **Replaced maintenance provider** - Improved vehicle reliability with Amerit
- **Interactive Voice Response** - Added ETA information, improved authentication
- **Rider app** - Launched mobile app for self-service booking and ride monitoring
- **TNC program** - Expanded driver supply (especially NS) for difficult to fulfill trips

We will continue working to ensure every rider has a great and predictable experience

In parallel we have continued to bring new innovations to the service

Use of TNCs

- Innovation in paratransit, offering the ability to **adjust to fluctuating demand** - a capability especially critical in COVID era

- Driver sensitivity and program **training, as well as drug testing, background checks**

- Vehicles required to have **partitions and capacity is limited**
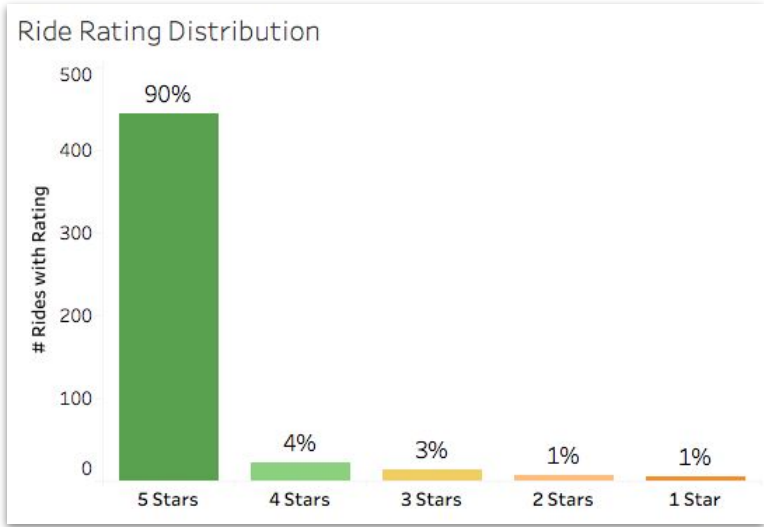
Rider app
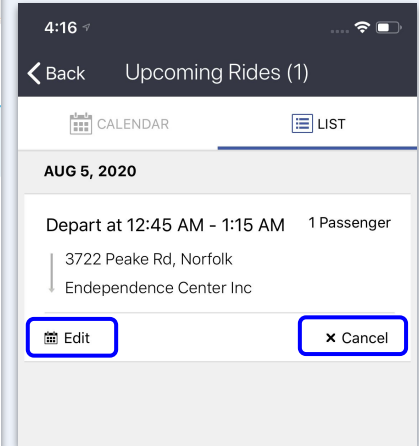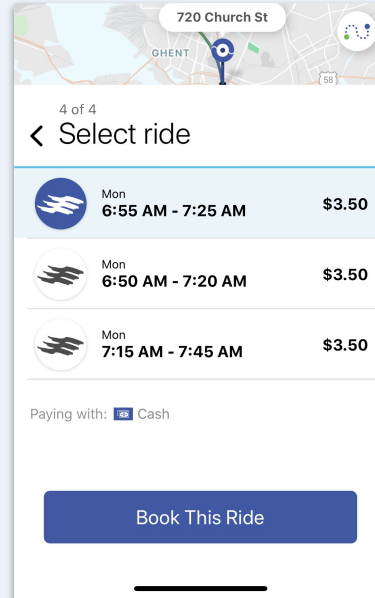
The trip reviews in the app have created a new way for riders to provide feedback and a constant stream for the "Voice of the Customer"

Ride review screen
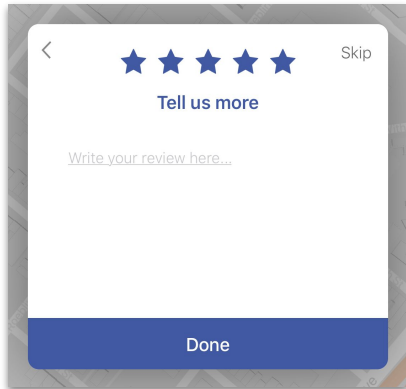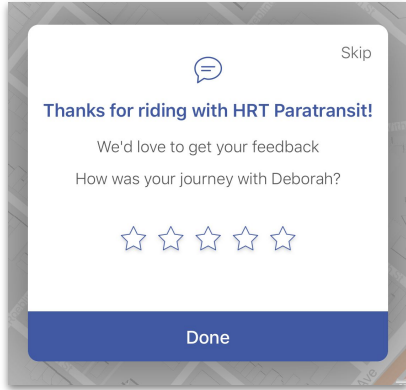
Reviews to date:

- 491 trip reviews collected
- 94% of reviews are 4 or 5 stars
- 36 written comments

"Went **above and beyond** to ensure another passenger access the van. She should be rewarded for representing Via and HRT so well."

"He is a **very very friendly driver** and gets out and assist whenever needed. I really enjoy riding with him"

"I have ridden with ... for years. He is **a true gentleman** and a very nice driver"

"Driver **kept slamming on brakes and hitting potholes**. I kept getting jarred around"

Next steps and priorities

Call center performance

➔ **Reduce average handling time** and **eliminate long tail** of very long calls
➔ Improve agent **understanding of local context**

Great rider experience

➔ **95%+ on time performance** for both pick up and drop off requests
➔ **Consistent experience** for all riders

Robust community engagement

➔ Ongoing sessions between **agents, drivers, and community groups**
➔ More **regular rider feedback** through formalized channels

How does this align with the committee's priorities?