

# Customer Experience Update

October 21, 2021



Metro®

# Customer Experience Program Overview

- Annual Customer Experience (CX) Plan required by Board Motion 38.1 (2018)
- April 2020 – CX Department established
- Dec 2020 - First CX Plan adopted by Board
  - Available at [metro.net/plans/cx](https://metro.net/plans/cx)

**How can NJ Transit improve customer service? Look to L.A., advocacy group says.**

Updated Feb 11, 2021

By [Larry Higgs | NJ.com](#)

...could service as a blueprint for NJ Transit and provide marching orders for the next customer advocate, said Janna Chernetz , Tri-State Transportation Campaign deputy executive director, who introduced the idea at Wednesday's NJ transit board meeting...

# Customer Experience Definition

Customer Experience (CX) is the sum total of the experiences our customers have at every stage of their journey. The goal is to minimize pain points, maximize smooth, uneventful experiences, and find opportunities for occasional surprise and delight.



(CX is inclusive of NextGen, Better Bus, and Rail initiatives)

# Early CX Wins: Bus Vinyl Seat Swapouts

- Fabric seats harbor odor, pests, grime, and absorb liquids
- Swapping out fabric seats to vinyl, which is easier to clean
- 50 buses completed
- Will complete 330 more buses in FY22
- On pace to complete entire in-service fleet over three years

*“I’m always carrying newspapers or plastic or some kind of protection because many times I have seen seats dirty, either wet or smears with what seems is feces...” Latinx/Hispanic female, 45-54*



# Early CX Wins: B/D Line Train Cleaning

- In June 2021, began enhanced cleaning of trains (trash pickup, mopping, sweeping) on B/D (Red/Purple) at North Hollywood and Wilshire/Western stations, weekdays only (7-12:30AM & 2:30-8PM)
- Location moved to Union Station after Sept shakeup
- 48% decrease in litter/trash on the B (Red) Line. Impact not yet measured on D (Purple) Line.
- Opportunities/Challenges:
  - Program will be extended to additional lines as resources allow
  - Staff shortages, currently hiring/backfilling positions

*“The red line especially is very dirty and musty, it smells all the time. Not a fun experience” Asian Pacific Islander female, 18-24*



# Early CX Wins: Bus Interior Cleaning Pilot

- To prevent trash from building up on buses throughout the day, Operations is piloting weekday cleaning at layover points (10-6:30pm)
- Launched August 23<sup>rd</sup> at Terminal 28:
  - In first month, service attendants removed over 5,000 pieces or piles of trash\* on 2,200 buses, cleaned up over 150 spills, removed over 400 incidences of graffiti
- Opportunities/Challenges:
  - Serves high ridership lines, around 8% of total bus trips

\*A trash pile is counted as one item if the pile is contained within a 1-foot radius

*“Most of the time the bus is clean in the morning but by time other people ride...they leave the trash on the bus” – Black/African American female with disability, 55-64*



# Early CX Wins: TransitWatch Campaign

- To help customers feel safer on buses and trains, Communications is running ads to promote the TransitWatch app.
- Results: 12,000 new app downloads from Spring campaign (Apr-Jun 2021), FY22 campaign underway with total goal of 25,000 app downloads
- Opportunities/Challenges:
  - Will include more bus bench ads in Equity Focus Communities (EFCs) in future campaigns to promote text message number

*"Signs on platforms tell us to "see something say something" but who do we say these things to if no one is on the train or platform when we get off?" –Latinx/Hispanic female, 25-34*

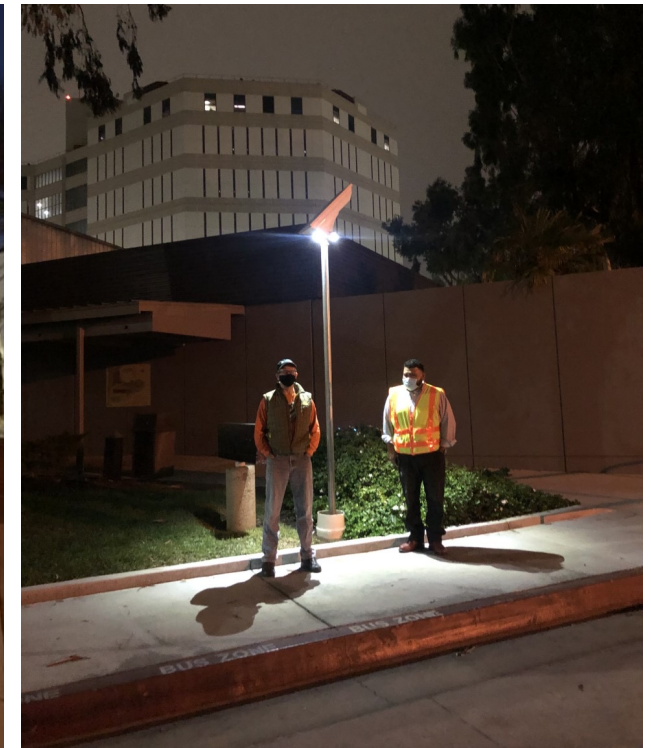


TransitWatch Ad Posted on Bus Bench in City of LA

# Early CX Wins: Solar Lighting Tests

- Less than 1% of bus stops have dedicated lighting to help customers feel safe while waiting for their bus at night
- Solar lighting provides a possible, lower cost solution
  - Tests underway at five bus stops, three vendors provided free proof of concept units
  - Looking to test other products with higher illuminance
- Customer survey planned for Nov
- Seeking funding for larger scale pilot

*“Metro bus stops can be pretty dark at night...you can't really protect yourself from others/watch your surroundings.” –Black/African American female with disability, 18-24, below poverty line*





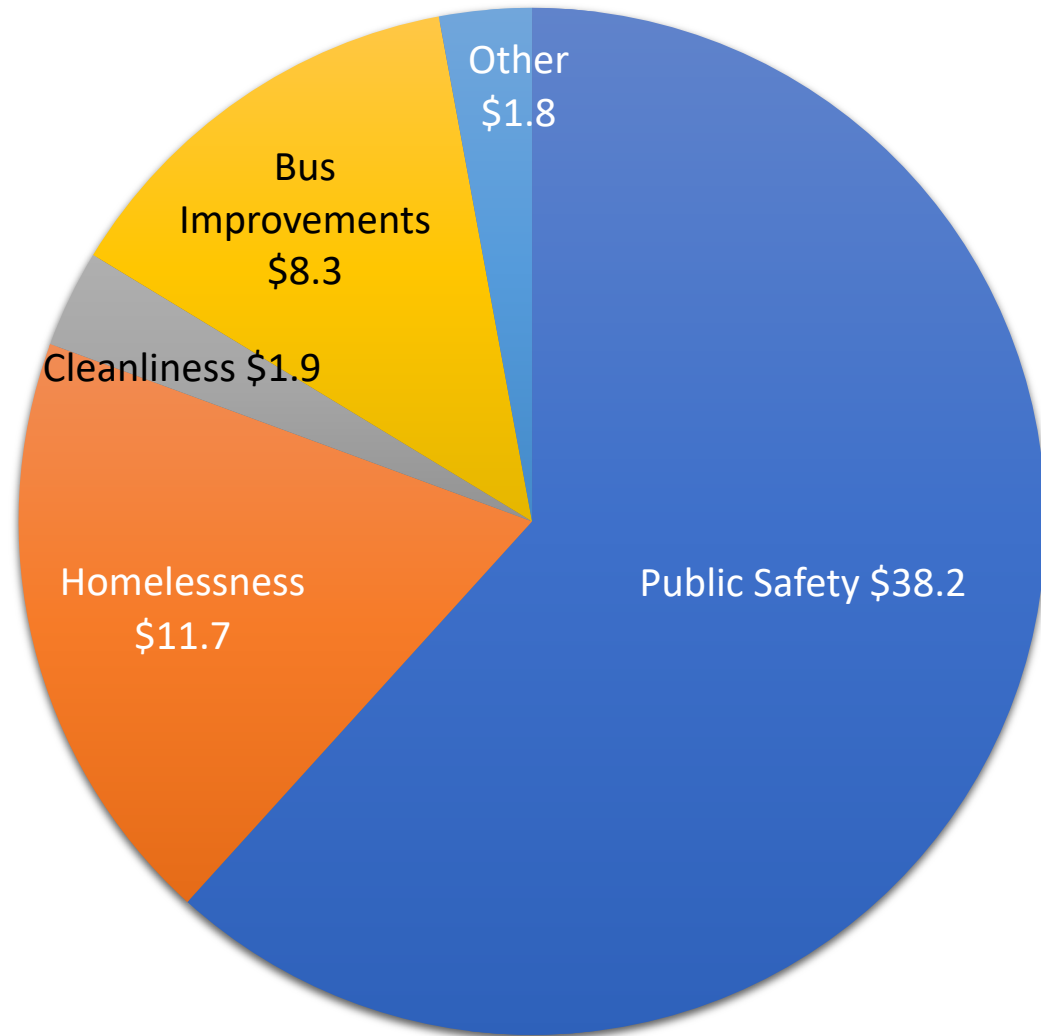
# Early CX Wins: Homelessness Outreach

- Temporary Shelter Vouchers: 80 beds provided for People Experiencing Homelessness by PATH workers from March-July 2021
- Results: 161 individuals housed Mar – Jul 2021
  - 19% transitioned to family reunification, housing and/or social services
  - 33% still residents
  - 47% decided to leave or were asked to leave

*“[At] some stops you can't even sit down on the benches because there's homeless people living on [them] or they have their stuff on [them].”  
Latinx/Hispanic female, age 18-24, below poverty line*

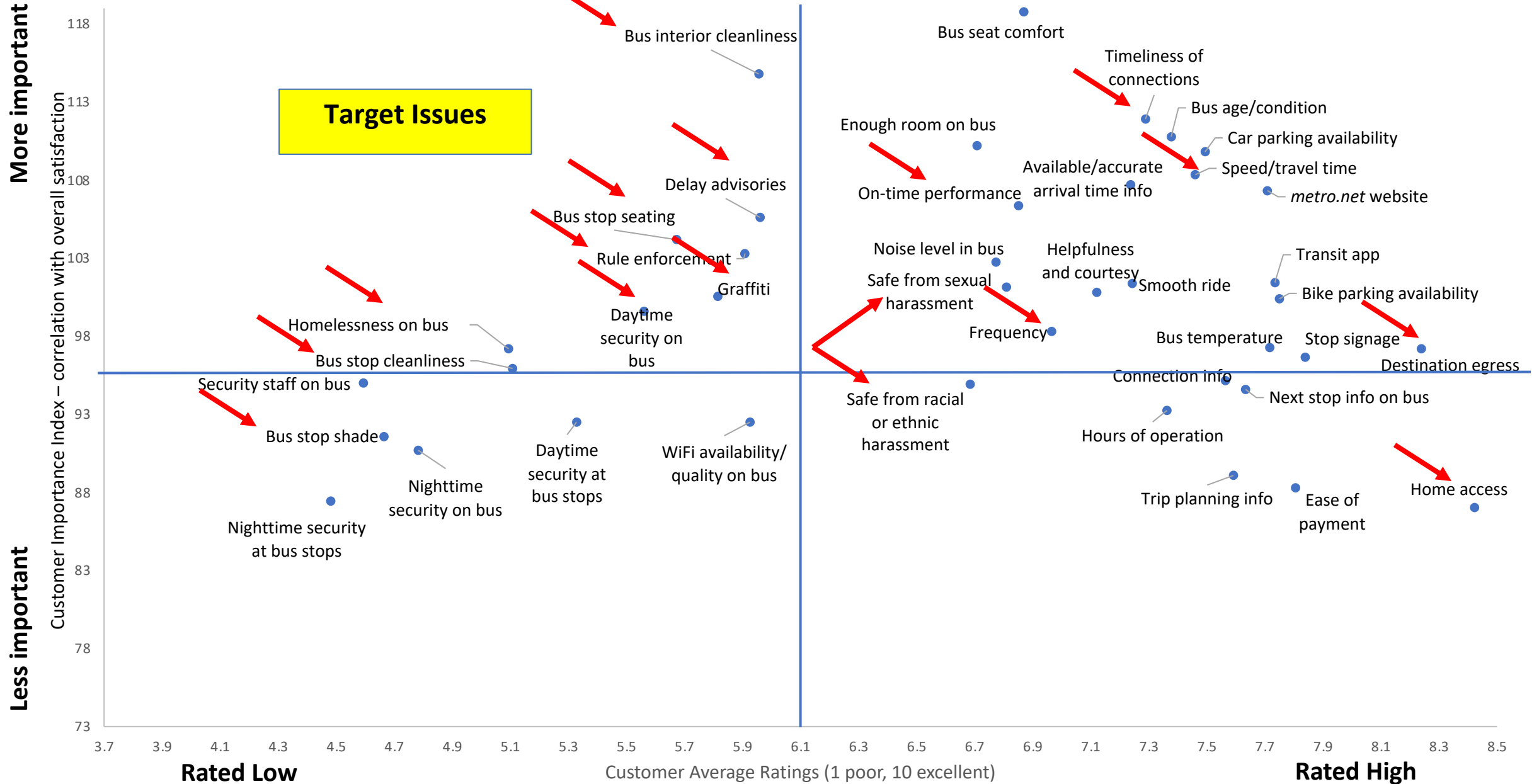


# FY22 Budget CX Initiatives - \$61.9M



- Staff is evaluating shift of unobligated funds from CX initiatives that do not yet need funding to CX Plan items that are ready to proceed.

# Bus Quadrant Chart – 2020 Customer Experience Survey



# 2022 CX Plan Outline

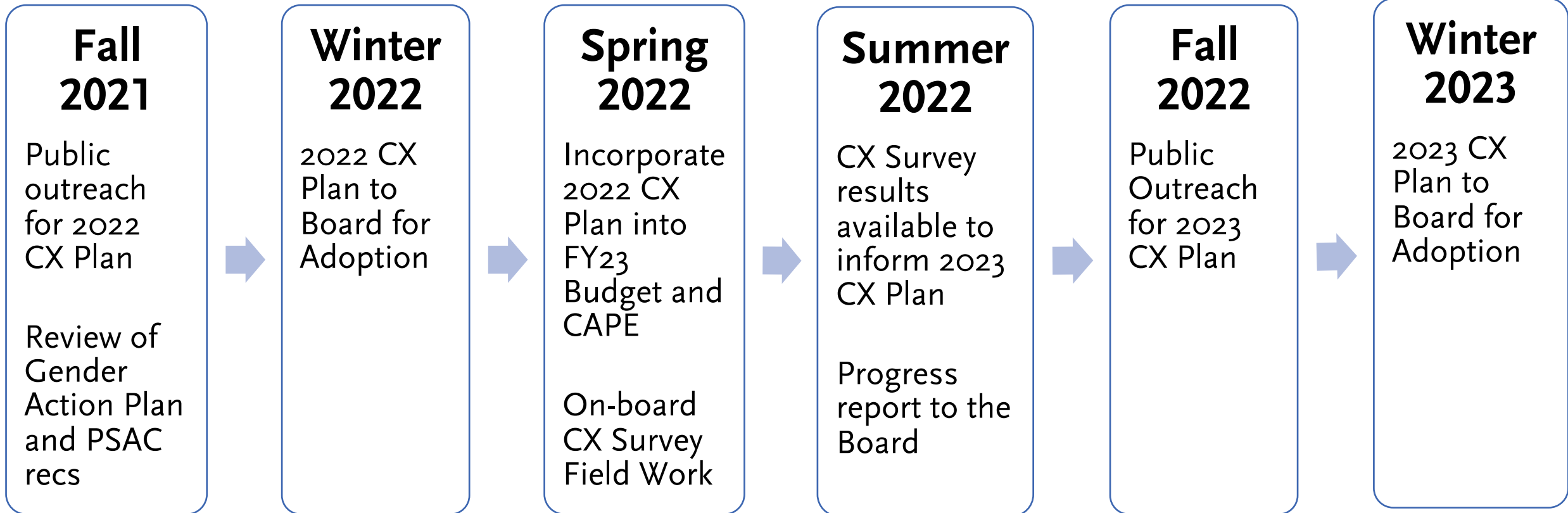
1. Top customer pain points from research
  - a. Cleanliness
  - b. Public safety
  - c. Bus Stop Shade and Seating
  - d. Time Competitiveness and Connectivity
  - e. Customer Info
2. Initiatives to address pain points
  - a. Completed
  - b. In the pipeline
  - c. Are initiatives adequate?
  - d. Barriers to improvement?
  - e. New opportunities?
3. Diverse Riders, Diverse Needs
4. Status of 70 CX and Better Bus Action Items
5. Institutionalizing CX
  - a. CX Culture
  - b. UX Testing Policy
  - c. Bus Shakeup Protocols
  - d. KPI's
  - e. Planning, budgeting, and performance systems

# CX Culture Change

- CEO is committed to building a strong customer experience culture at all levels:
  - Metro leadership
  - Front-line employees
  - Admin and professional staff
- New CX Culture Committee:
  - Meets monthly
  - Defines beliefs and behaviors we want Metro employees to have and integrates them into hiring, training, coaching, and recognition programs.



# 18 Month Look Ahead



Web page where the public can read about Customer Experience at Metro and provide comments:

**[metro.net/plans/cx](https://metro.net/plans/cx)**

