

4
YORK REGION TRANSIT
2002 CUSTOMER SATISFACTION SURVEYS
FOLLOW-UP ACTION

(Regional Council at its meeting on January 22, 2004, adopted the foregoing Clause as follows:

Staff be requested to provide further detailed statistical information to the Transit Committee on the results of the 2002 survey and provide future periodic progress reports relating to the items listed as concerns in the survey.

Staff also be requested to provide a report to Transit Committee on providing an analysis of the data from the York Region Transit Call Centre.)

The Transit Committee recommends the adoption of the recommendation contained in the following report, December 17, 2003, from the Commissioner of Transportation and Works:

1. RECOMMENDATION

It is recommended that:

1. The following report be received for information by Committee and Council.

2. PURPOSE

This report outlines the activities and recommendations of York Region Transit's "Team Upgrade", a team of transit personnel who, over a period of four months, developed a series of actions in response to the 2002 Customer Satisfaction Surveys.

3. BACKGROUND

In October 2002 and January 2003, YRT, with the assistance of Acumen Research Group, conducted customer satisfaction surveys for both conventional and specialized transit operations. YRT's conventional survey was carried out on-board, using facilitators to assist riders as needed. YRT's specialized survey was mailed to riders who were given a three-week period to return the surveys.

Once results were received and analyzed, YRT formed a team to look for ways to increase customer satisfaction in areas which fell below expectations. *Team Upgrade* was formed from a cross section (one or two staff members from each functional area) of YRT personnel. The team met once a week over a period of four months, addressing approximately 20 survey results which fell below a satisfaction threshold of 75%.

4. ANALYSIS AND OPTIONS

Results of the surveys illustrated 91% of specialized transit riders, and 75% of conventional transit riders were satisfied overall with YRT services.

Survey results then were prioritized and approximately one to two items were examined each week. A non-confrontational climate was established during all meetings. Team members were made to feel free to provide any positive comment, letting ideas flow between team members, never impeding concepts or suggestions due to budget or other constraints. The philosophy behind this environment was to create a safe space where team members would feel at ease to participate and contribute. This atmosphere also allowed for results that were fresh and innovative.

Each survey question that fell below the 75% threshold was addressed by using a problem solving template designed in-house (*Attachment 1*). The template was used to guide team members while also allowing them to explore “out-of-the-box” ideas.

Once recommendations were made for each improvement item, YRT Managers were consulted and asked to choose feasible recommendations for implementation. Where necessary, staff teams were developed to implement recommendations. Below are some of the already implemented upgrades.

Table 1
YRT Team Upgrade Recommendations

Issue	Recommendation	Action
Transit information is not readily available	Ensure “wire baskets” are on all buses; develop process for monitoring information on buses	Required installation by late fall
Buses not arriving on time	Increase number of YRT Inspectors	Increased inspections by YRT Inspectors
Buses not on schedule	Employ the use of a spare bus during peak hours	Use of spare bus on problem routes during peak hours
Bus stops are not well lit	Create standards for lighting; Have solar powered stops	Lighting standard to be written for January 2004; Pilot project with 4 solar powered stops
Infoposts are not updated	Conduct audit of infoposts and shelter map	Audit of infoposts conducted in summer 2003; Process

improvement model for the creation and distribution of infoposts conducted in fall 2003

Attachment 2 outlines all investigated issues.

4.1 Accessibility Advisory Committee

It should also be noted, results of the 2002 Mobility Plus Customer Satisfaction survey were presented to the Region's Accessibility Advisory Committee for their information. Additionally, prior to the execution of the 2003 survey, survey questions were brought forward and reviewed by the Committee.

4.2 Relationship to Vision 2026

York Region Transit, through the implementation of an improvement team, has worked to enhance the following aspects of York Region's Vision 2026:

“Engaged Communities and a Responsive Region”

- Citizen and community involvement in York Region's decision making.
- Citizen satisfaction with regional government.

5. FINANCIAL IMPLICATIONS

Recommendations made by Team Upgrade were given a financial impact rating of low, medium, or high. Recommendations already implemented, or in the process of being implemented, are generally of low financial impact; that is, those that could be implemented within the 2003 approved Business Plan and Budget.

Recommendations with financial ratings of medium or high have been received by YRT Managers for information and are to be considered in future budget deliberations.

6. LOCAL MUNICIPAL IMPACT

The team's recommendations are direct responses to lower customer satisfaction with particular aspects of YRT services. Recommendations that are implemented as a result of the *Team Upgrade* endeavour should result in increased satisfaction in particular survey areas, as well as an overall increase in customer satisfaction with public transit services across the Region.

7. CONCLUSION

The creation of *Team Upgrade* was a follow-up measure to deal with issues that received low customer satisfaction ratings in the 2002 Customer Satisfaction Surveys. The Team has made some creative, yet practical, recommendations, many of which have already been implemented or are in the process of being implemented. York Region Transit plans to use *Team Upgrade* to examine the results of the 2003 Customer Satisfaction Surveys, focusing on how recommended and implemented improvements affected the 2003 surveys.

The Senior Management Group has reviewed this report.

(A copy of the attachments referred to in the foregoing is included with this report and is also on file in the Office of the Regional Clerk.)