

Minutes

RTA Organizational, Services and Performance Monitoring Committee Meeting

9:04 a.m., August 23, 2022

Committee Members: Biasiotta, (Chair), Moss (Vice Chair), Weiss, Welch

Other Board Members: Joyce, Lucas, McCall, Pellot **Not present:** Koomar

Staff: Birdsong, Burney, Caver, Dangelo, Darwin, Fesler, Fields, Fleig, Freilich, Garofoli, Gautam, (Diana), Hudson, Jones, (Deirdre) Jones, Lincoln, Miller, Mothes, Schipper, Walker-Minor, Woodford

Public: Bingaman, Booker, Collins, Gibbons, Loh, McDonnell, O'Reilly, Wilson

The meeting was called to order at 9:04 a.m. Four (4) committee members were present.

Quarterly Management Report – 2nd Quarter

India L. Birdsong, General Manager, Chief Executive Officer, gave the presentation.

General Fund:

- Routine Revenues: 9.2% higher than Budget (not including reimbursements)
 - Passenger Fares – up 18.2%
 - Sales & Use Tax – up 7.9%
- Operating Expenses: 6.2% lower than budget
 - Total personnel costs: 4.5% lower than budget
 - Health Care expenses \$3.8 million lower than budget
- Transfers to Other Funds
 - Transfers made through June
 - \$10.9 million to Rolling Stock Reserve
 - \$40.2 million to Capital Improvement Fund
 - \$2.7 million to Bond Retirement Fund
 - \$2.5 million to Insurance Fund

Staff is consciously planning for projects for all the categories listed above.

Capital Expenditures:

- Federal Assistance – over \$80 million which leads the capital expenditures

In the 2nd quarter we experienced good press. A lot of time was investment from the staff to improve our fare policy and technology. EZfare was launched this quarter to enhance our fare collection. The response from the public has been positive. The Transit Ambassador Program will roll out in September. They are currently in training.

We hosted U.S. Secretary of Transportation Pete Buttigieg and Congresswoman Shontel Brown at Tri-C to highlight the Infrastructure Investment and Jobs Act (IIJA) funding for transportation. Staff is working on the evaluation of rail car contractors. The timeline is to come to the Board for the car builder in the 4th quarter. FTA awarded us \$4 million to replace the roof at Hayden garage. The USDOT awarded us \$585,000 for pilots and research to fight poverty. Additional updates on Performance Measures, Critical Success Factors, Marketing Activities, DBE, Affirmative Action, Succession Planning and Engineering/Construction Program are included in the report.

TransPro Scorecards

India L. Birdsong, General Manager, Chief Executive Officer and Ehren Bingaman, Managing Principal for TransPro gave the presentation. Twenty to thirty organizations nationally use this approach to analyze data.

Performance Management Cadence

Reports will be given quarterly. The next report out will be in October.

Path to Success: FY22

The path to success was in changing the mission and vision of the Authority. Staff is focused on measuring and monitoring metrics to deliver outcomes. There are four areas of focus. The Net Promoter Score is how we are viewed in the community. Transit agencies usually come in at 35%.

Success Outcomes	Metric	Information System	Success Definition	Performance Goal
Customer Experience	Net Promoter Score	Customer Survey	5% improvement in Net Promoter Score over baseline	26% NPS (-100 to 100 scale)
TOTAL			35	
Community Value	Community Value Score	Community Survey & Data	10% improvement in community value score over baseline	100
TOTAL			30	
Financial Sustainability	Operating & Capital Performance	Financial Reporting	\$0 deficit for the Available Ending Balances shown on three-year budget projections while reducing the amount of Unfunded Capital Projects by \$10 million each year (\$10 million INCLUDES the transfer to the Rail Car Reserve Fund)	\$0 deficit
TOTAL			25	
Employee Engagement	Employee Engagement	Employee Engagement Survey	10% improvement over baseline	-2% eNPS (-100 to 100 scale)
TOTAL			10	
OVERALL TOTAL			100	

Q2 Organizational Results

Success Outcomes	FY22 Outcome Definition	Performance Goal	Q2 Results
Customer Experience	5% improvement in Net Promoter Score over baseline	26%	13% Baseline NPS established 25% through first wave of customer surveys (Fixed Route Bus, BRT, Rail, Paratransit)
Community Value	10% improvement in community value score over baseline	100	90 Baseline score established through first wave of community survey.
Financial Sustainability	\$0 deficit for the Available Ending Balances shown on three-year budget projections while reducing the amount of Unfunded Capital Projects by \$10 million each year (\$10 million INCLUDES the transfer to the Rail Car Reserve Fund)	\$0 deficit	On track to deliver.
Employee Engagement	10% improvement over baseline	-2%	-2.5% Baseline employee engagement Net Promoter Score established through first wave of employee surveys

Organizational Performance – Benchmarking Success Measures

The Community Perception Value and Employee Net Promoter score value is the same as last quarter because they are accessing that information twice a year. There will be a Customer Value survey during the 3rd quarter so the Q4 results will include a report out from the first wave to the second wave. And the same for the employee net promotor score. The Customer NPS is at 13% this quarter down from 25%. This may be due to different kinds of feedback since ridership is from different customers. This is a random sample. We are behind the industry in all three categories.

Organizational Score Q1

Customer Satisfaction went down from 84% to 74%. OTP impression went down from 77% to 69%. Operator Courtesy went down from 72% to 66%. Vehicle Cleanliness went down from 58% to 42%. The team is using this data to make improvements.

Organizational Tactics

The focus on the strategies that will impact the customer experience is vehicle cleanliness and security waiting for and riding vehicles. The three areas of focus are clean, safety and on-time. Details on each area of focus is included in the slides.

Scorecards

RTA earned 90 out of 100 points in Q2 FY22. Up from 83.2% from last quarter. RTA earned 24 out of 25 points in Customer Experience. There are opportunities to communicate the actuals for On-Time Performance and Safety which is higher than the impressions.

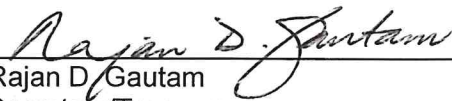
Quarterly Reporting Cadence and Schedule

The 3rd wave of customer impression data will be presented in November. There will be a 2nd wave of community perception data. The employee engagement data will be presented in the 4th quarter which will be presented next year. The team will begin to focus on 2023. This has been a learning experience. Staff will see if we are measuring the right things and look at the success outcomes and organizational performance scorecards. The CEO's evaluation is based on how the success outcomes are achieved.

Ms. Moss asked what the margin of error is. Mr. Bingaman said part of it is learning what the true balance is for customers. There was fewer passenger in the 1st quarter so maybe they were more satisfied. The key is consistency. They are using professionally trained 3rd party surveyors. From a method perspective, this has been used at over 50 properties around the country. On the community value side, the sample is a statistically valid sample. The surveys are conducted where the most ridership is. They do 1,200 surveys a quarter which is 50% or more of the average sampling. The new buses are easier to clean with the new plastic seats. The rail cars are old, so the perception of cleanliness is a challenge. Ms. Welch said she appreciates the data and that there are action items.

Ms. McCall added that there will be fluctuations due to random sampling. The cleanliness should be viewed as a health/safety matter. The pandemic brought about different ways to clean. She would like the buses and trains to be cleaned daily. We should track the friendliness and courtesy of the operators. We've gotten better with on-time. She suggested staff rename the lower priority section.

The meeting adjourned at 9:51 a.m.


Rajan D. Gautam
Secretary/Treasurer


Theresa A. Burrage
Executive Assistant