

NYC DOT Annual Mobility Management Conference
21 May 2015

IT'S A TWO-WAY STREET

Lessons Learned from TCRP Project B-43:
*Use of Web-Based Customer Feedback to
Improve Public Transit Services*

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Unsolicited

Comments and complaints that flow into the agency without being directly requested by agency staff

Solicited

Agency-requested comments to address specific needs or issues

Customer feedback is...

Collect Unsolicited Comments

- Time-sensitive issues
- Ongoing concerns
- Questions and commendations

Actively Solicit Comments

- Policy and planning activities
- Public opinion polling

Encourage Civic Engagement

- Build community through dialogue with customers
- Invite feedback and share information

Manage Feedback

- Comment tracking
- Contact management
- Reporting and analysis

Why use web-based feedback?

Issue Reporting

- Customer info mobile app
- Security-related mobile app
- Community issue reporting tools
- Web-based forms
- Social media

Customer Research

- Online surveys
- Live polling
- Feedback panels

Online Public Comment Forums

- Idea management
- Online public meetings
- Map-based forums
- System-building games

Feedback Management

- Social media dashboards
- Internal tracking
- Customer relationship management

Types of feedback tools

Transit agencies

- Charlotte Area Transit System
- CT Transit
- Denton County Transportation Authority
- Los Angeles Metro
- MBTA Transit Police
- TriMet

Other organizations

- Amtrak
- City of New Haven
- Software developers
- Transit customers and advocates
- APTA Marketing and Communications Committee

Who did we talk to?

- Look before you leap
- Can you hear me now?
- Accentuate the positive
- Engage customers
- Manage expectations
- Integrate feedback tools
- Measure your success
- Don't play favorites
- One size doesn't fit all

What did we learn?



LOOK BEFORE YOU LEAP



CAN YOU HEAR ME NOW?



ACCENTUATE THE POSITIVE



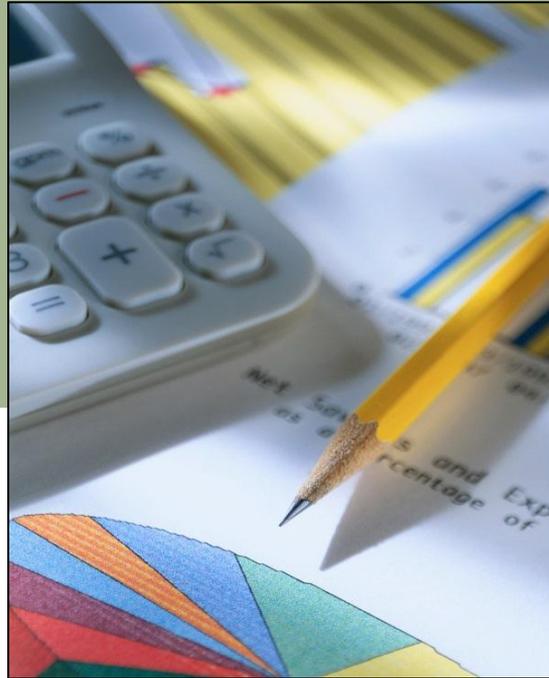
ENGAGE YOUR CUSTOMERS



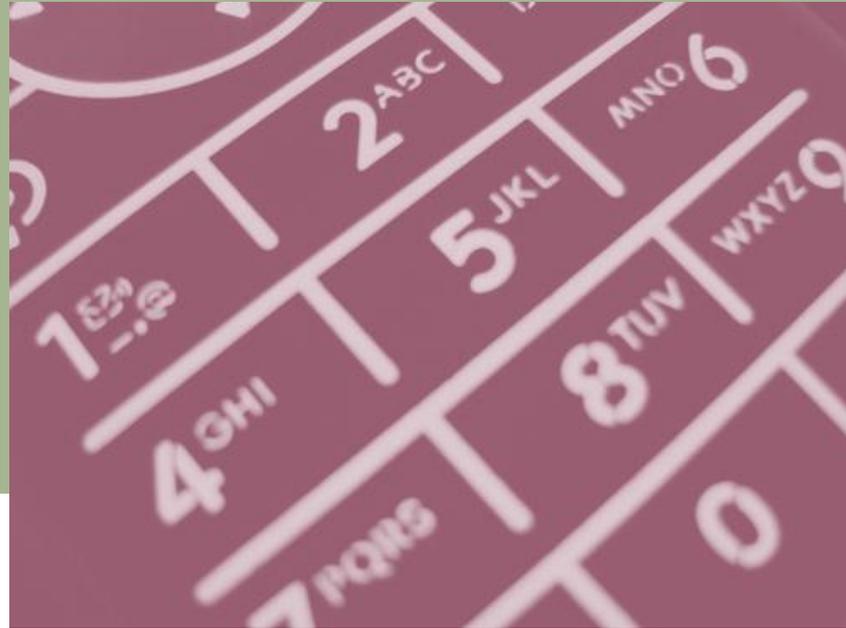
MANAGE EXPECTATIONS



INTEGRATE FEEDBACK TOOLS



MEASURE YOUR SUCCESS



DON'T PLAY FAVORITES



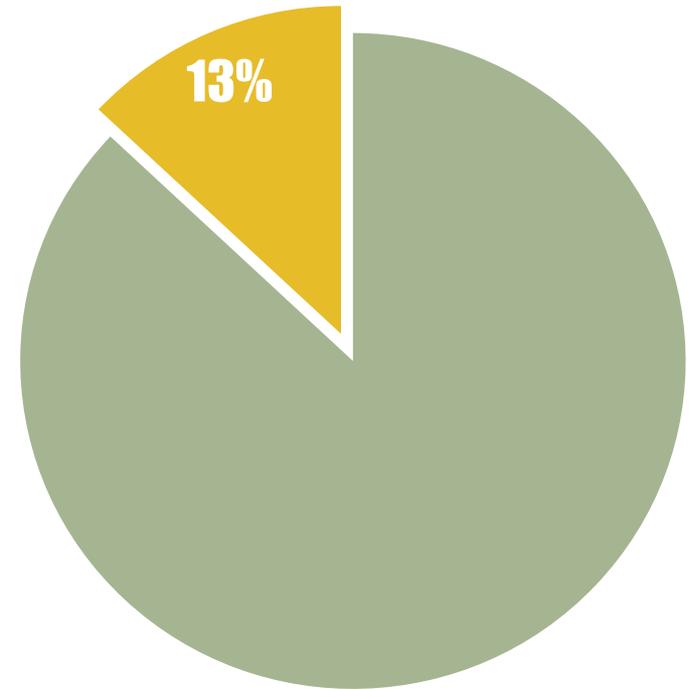
In 2014, 87% of American adults used the Internet.

44% of people with no high school diploma

41% of seniors

25% of low-income households

21% of rural residents

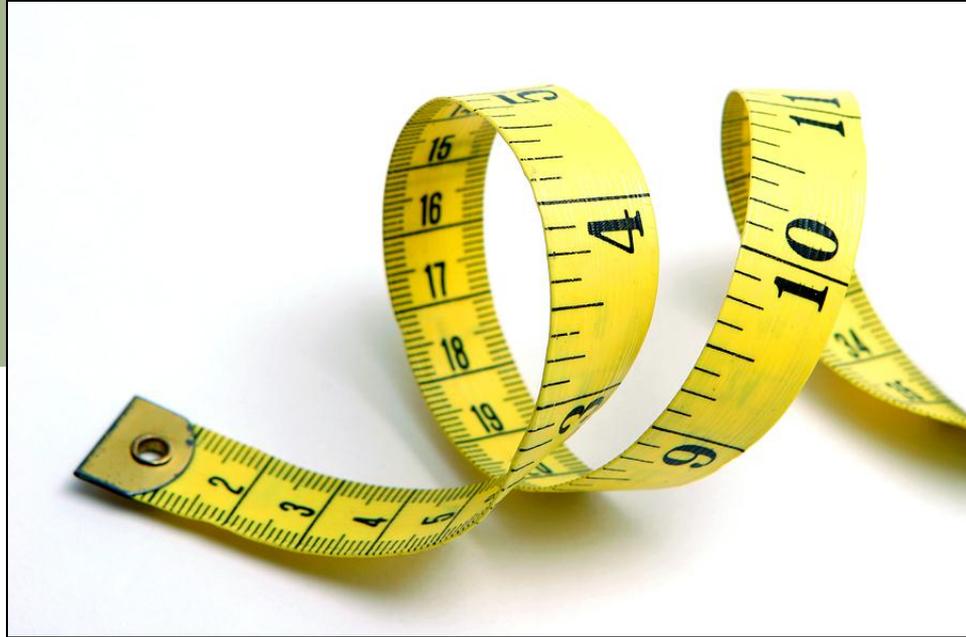


Who's not online?

In 2014, 90% of US adults had a cell phone and 64% had a smartphone.



About 7% rely mostly on smartphones for Internet access.



ONE SIZE DOES NOT FIT ALL

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