



Metro Mobility Customer Outreach 2017

Presentation to TAAC
November 1, 2017

Communications/Outreach Overview

- Customer outreach and engagement
- Public hearings and forums
- Social media/website
- Website
- Newsletters
- Video
- Customer education, site visits



Other outreach

- Customer survey
- Focus groups – communications needs
- Fare-related conversations
- Transit stories
- One-on-one conversations



2017 Conversations- What We Learned

- Spring conversation
April 17, Saint Paul,
Wilder
 - Top Topic: Driver training and skills
 - Concern for fare increase
 - Reservations, online booking, website communications
 - Routing and on-time performance
 - Service hours



2017 Conversations- What We Learned

- Fall Conversation
 - Oct. 6 - Bloomington
 - Top Topic: Driver training and skills
 - Routing and on-time performance
 - Communication with riders
 - Reservations/bookings and website
 - Impact of fare increase and service hours



Initiatives and Next Steps

- Driver's training
 - Wage increase effective Oct. 1
 - Training program audits
- Improved communication initiatives
 - Direct customer communication
 - Website update
 - Updated Riders Guide, newsletters and publications
 - Listening sessions
- Experiencing the system
 - System ride-alongs
 - Reservations and dispatch shadowing