



**SAN GABRIEL VALLEY GOVERNANCE COUNCIL
November 14, 2006**

SUBJECT: CUSTOMER SERVICE EVALUATION PROGRAM

ACTION: RECEIVE AND FILE

BACKGROUND

Customer Service Quality program was implemented to collect informative data on how the Operators of the SGV Sector are performing from a customer's perspective. In addition this program is designed to provide an unbiased view on the condition of our buses and bus stop/station areas.

A contractor provides the people who evaluate our service. These individuals are experienced in riding transit and in conducting surveys. The evaluators ride selected trips under cover so as not obtain an unbiased sample of the quality of service being provided. The service evaluators use a survey form developed by sector staff to provide a complete picture of the quality of service our customers are receiving. This evaluation form contains 23 questions regarding bus operator performance, 7 on the condition of the bus, and 6 regarding the bus stop or station.

This program was initiated in March of this year. To date 277 transit trips have been evaluated and 93 are in process. When the survey forms are returned to the sector office the data is evaluated. More importantly, each form is sent to the appropriate Division. Each operator is invited by the division management to an informal review of the quality of service being provided from a customer's perspective. No discipline is taken as this program is designed as a positive/learning feedback endeavor. Operators who receive an outstanding rating are presented with a "Star Operator" pin.

NEXT STEPS

This program will be eventually designed to provide an evaluation of each of our 750 bus operators at least every year.

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