

# Mystery Rider Rewards Program

Gateway Cities Governance Council

# Background

- Pilot program developed to encourage improvements in customer service.
- Implemented in late 2006.
- The program has no disciplinary elements.
- Rewards good performances.

# How It Works

- Private marketing firm has mystery shoppers riding the bus and rail system.
- Metro staff develops the ride itineraries.
- Surveyors use a standardized survey form to evaluate service.
- Operators who get good ratings are eligible for the quarterly drawing.
- Separate drawings are held for each of the 5 sectors and for rail operators.
- Prize is a \$100 gift card for Best Buy.

# What Is Evaluated

- **Bus signage**
- **Schedule adherence**
- **Safety**
  - **Driving skills**  
(speed/acceleration/ braking)
  - **Seat belt**
  - **Cell phone usage**
- **Announcing stops**
- **Operator appearance/uniform**
- **Overall courtesy**
- **Pass bys**
- **Fare collection**
- **Vehicle conditions**
  - **Crowding**
  - **Cleanliness**
  - **Graffiti**
  - **Heating and AC**
- **Bus Stop/Station Conditions**

# First Quarter Winners

Sector	Operator
San Gabriel	Victor Aguilar
Gateway	Miguel Gonzales
Westside Central	Betty McClerkin
South Bay	Timoteo Aceves
San Fernando Valley	Martin Nunez
Rail	Rosendo Reyes

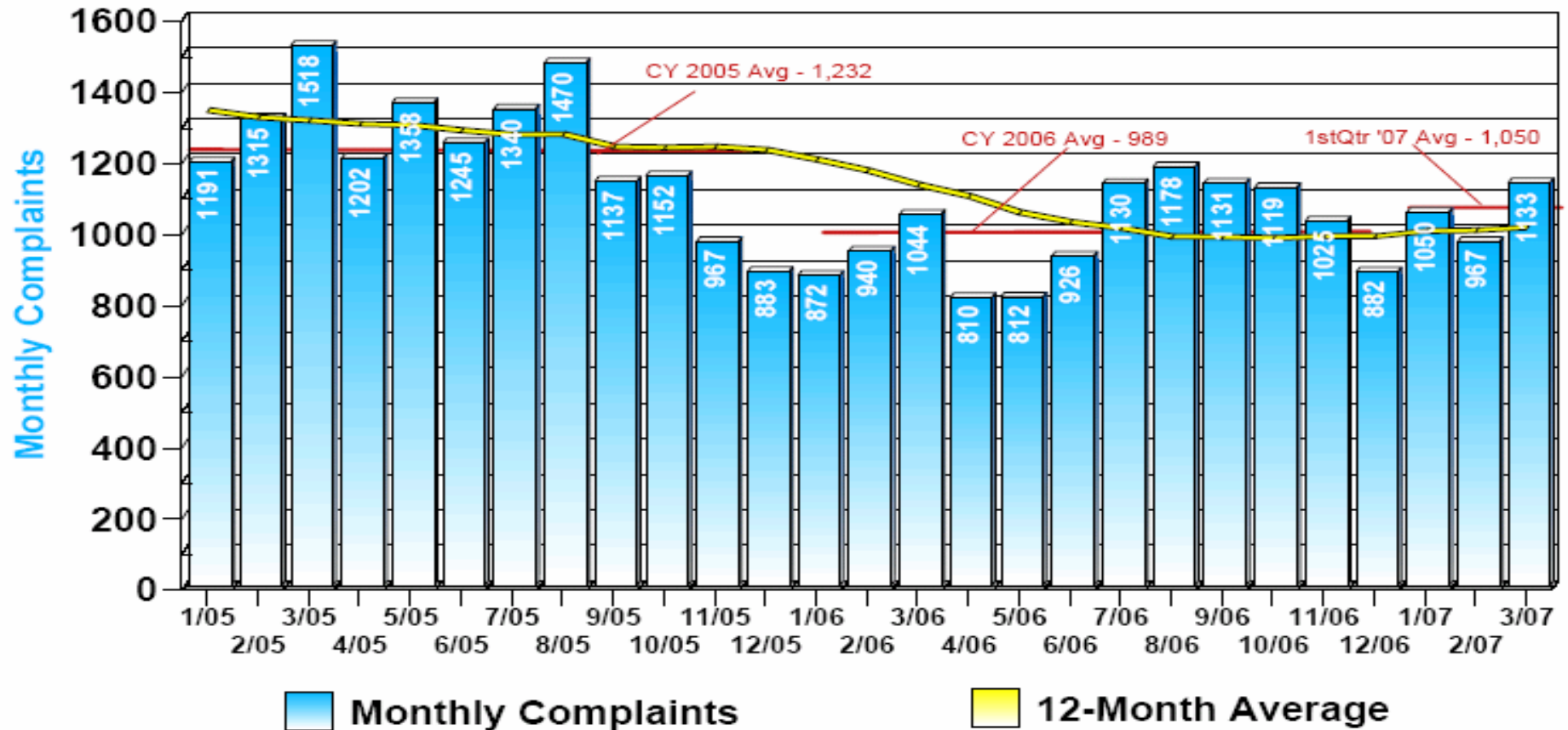
# Opportunity Areas

- Use of electronic devices while driving
- Seat belt usage
- Announcing stops
- Graffiti abatement

# Total Monthly Complaints

vs.

## 12-Month Moving Average January 2005 - March 2007



# Status and Next Steps

- Several hundred operators were surveyed.
- First Drawing was in February 2007.
- Sharing surveys with the GMs.
- Intranet article on the program.
- Refine the survey instrument.
- Will continue for three more quarters and then assess impact on customer service trends.