



Agenda Planning Request Form



Instructions

Complete this form for any new or amended Agenda Planning (AP) Request. Each request requires the endorsement of **at least three (3) Directors** (including the requestor). Directors are limited to a **maximum of fifteen (15)** AP requests per calendar year, with no more than two requests made per meeting. AP requests are non-transferrable to any other Director and any “unused” AP requests shall not be carried over to the next calendar year. Requests for presentations by individuals or organizations outside of AC Transit are excluded from the AP request limit.

Prior to making a request, Directors shall make their best effort to discuss the item with the General Manager, a member of his/her Executive Staff or appropriate Board Officer in advance of the Board meeting at which the request will be made.

AP Request Forms are due to the District Secretary no later than 5:00 p.m. on the Wednesday one week prior to the scheduled Board meeting in order for the form to be included in the agenda packet. Email completed forms to districtsecretary@actransit.org

Information

Directors Name	Jean Walsh	Meeting Date the AP Request will be presented:	11/09/22
This Request is:	<input checked="" type="checkbox"/> New <input type="checkbox"/> Amended	Include in the GMs Report:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Type:	<input type="checkbox"/> Action <input checked="" type="checkbox"/> Briefing	Expected Staff Report Due Date (if known):	
Discussed w/ GM, Board Officer or Exec Team Member:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		April 2023

Item Description: (Please be thorough Attach additional information if needed.)

The Board is interested in understanding the process staff uses to capture, share and act upon rider feedback generated via customer service channels (phone, email, online form, etc.)

Quarterly customer service reports currently show general categories such as number of commendations/complaints, “bus stop” issues, and pass-ups, in addition to response times. It is unclear if general service needs are being captured, such as when customers request service restoration for a particular bus line, for example. It is unclear what happens to the narrative comments customers provide that don’t easily manifest in an online form.

We would like to see more meaningful information about what customers are saying and how the District is incorporating and responding to that customer feedback. For example, for bus stop issues, are riders complaining that a bus stop was moved, that a bus stop is missing schedule information, that a bench is requested at the bus stop, or do they want a bus stop moved or removed? Also, if staff takes action on customer feedback, is the customer notified?

The Board would like to understand what it would take to better capture, respond to, and report out on customer feedback. Do we need an improved customer relationship management (CRM) system, for example? Do we need to conduct a re-categorization effort so the categories are more specific and therefore more helpful? We would like to understand any barriers and what resources would be required to overcome them.

Purpose:

The District is embarking on an extensive, comprehensive service redesign effort that will entail extensive community outreach in order to better understand rider needs. This effort will greatly benefit from considering existing customer service data in addition to customer service feedback that we will seek during the service we design process.

What will be accomplished/desired outcome:

Staff and Board will be able to design a new service plan that is responsive to rider needs and takes into account the wealth of customer service data we have received to date.



For Office Use Only

Information on requested additions by Board Members:

Concurrence By: ☐ Beckles ☒ Walsh ☐ Ortiz ☒ Mccalley ☒ Shaw ☒ Young ☐Peeples

Tracking Number (if applicable): [Click or tap here to enter text.](#)