Professional Services for Public Outreach, Engagement, and Performance Management for County Transit Services Within the City of Poughkeepsie

Project Kickoff

OCTOBER 6, 2017

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Objectives for Today

I. WELCOME & INTRODUCTIONS

II. PROJECT OVERVIEW

III. PROJECT APPROACH

IV. SCHEDULE

V. DELIVERABLES

VI. WORK-TO-DATE

VII. IDENTIFICATION OF POINTS OF CONTACT/ TEAM LEADS

VIII. BIWEEKLY MEETING

Your TransPro Core Team

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Project Overview

Task 1: Communications & Community Engagement
Develop a comprehensive public awareness and information campaign to inform the community, solicit input, and gain support for the expanded transit system within the City of Poughkeepsie. Additionally, improve customer service practices among members of the Dutchess County public transit team.

Task 2: Baseline Customer Satisfaction Measurement
Establish a baseline measurement of customer satisfaction among Dutchess County public transit customers who use routes that serve the City of Poughkeepsie. Compare operational performance against impressions of performance with the creation of a Customer Satisfaction Index.

Task 3: Origin-Destination Data Development
Understand travel patterns and demand among customers and non-customers.

Task 4: System Analysis and Recommendations
Create an integrated route network for fixed route service in the City of Poughkeepsie that balances customer demand with cost efficiency.

Project Approach

Task	Objective	Activities
Communications and Community Engagement	Develop a comprehensive public awareness and information campaign to inform the community, solicit input, and gain support the expanded transit system within the City of Poughkeepsie.	• Staging of public meetings and coordination with media • Coordination of public meeting promotional materials and news releases • Production of presentation materials for public meetings • Identification of and participation in meetings with representative groups within the study area • Participation in meetings with civic, educational, residential, business, and other organizations upon request
Baseline Customer Satisfaction Measurement	To establish a baseline measurement of customer satisfaction among customers of Dutchess County bus routes that serve the City of Poughkeepsie and compare actual performance versus that measurement.	• Develop survey methodology and instrument. • Administer survey collection. • Analyze results and create Customer Satisfaction Index. • Results report and presentation.

Project Approach Cont'd

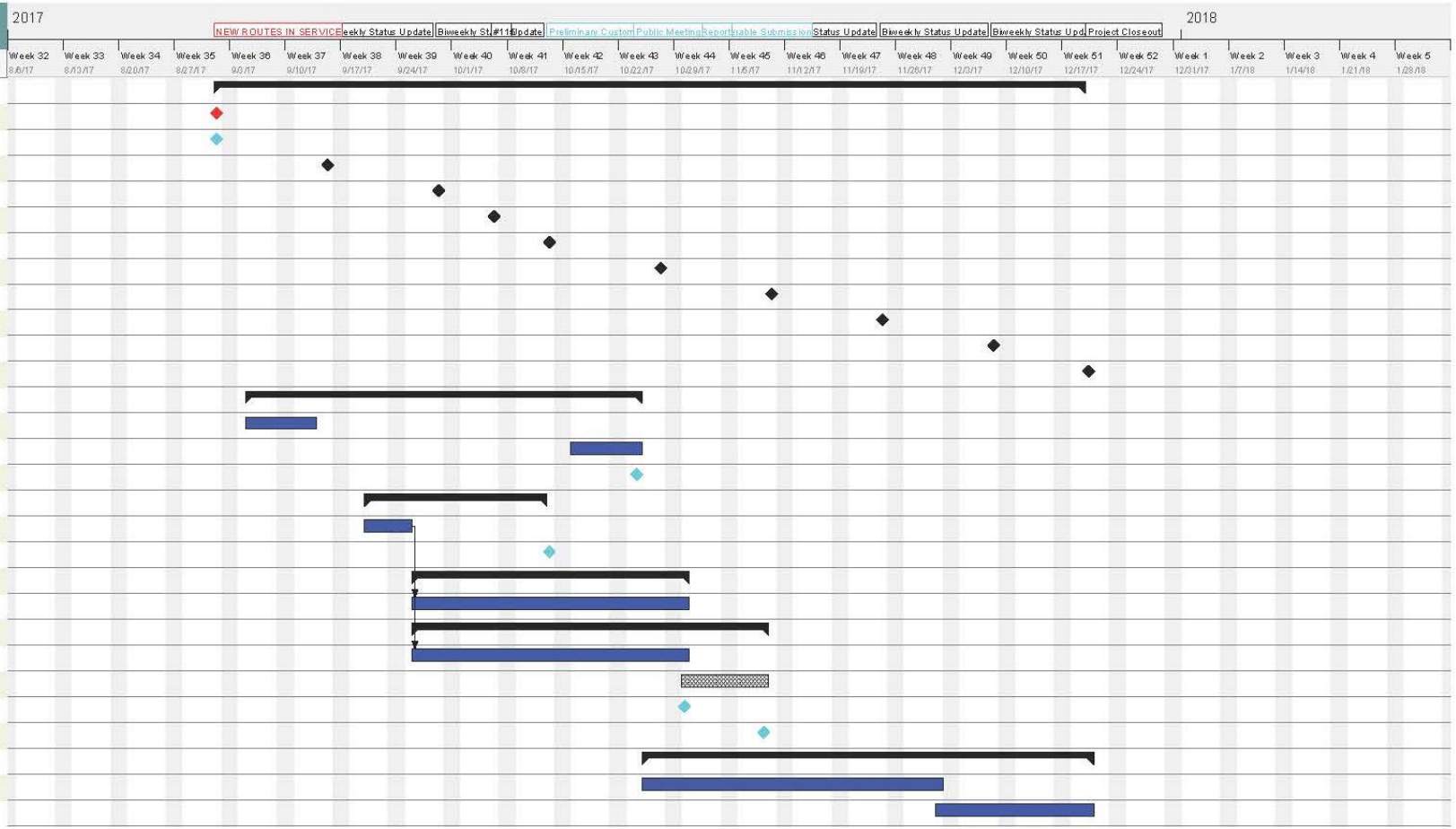
Task	Objective	Activities
Customer Service Training	Improve customer service practices among Dutchess County public transit staff who interact with customers.	• Analyze and understand results of customer satisfaction survey. • Develop curriculum around those results. • Conduct training.
Origin-Destination Data Development	Collect origin-destination data points to understand customer and non-customer travel patterns.	• Collect origin-destination data from customers as part of the customer satisfaction survey. • Review any existing data that can inform the travel patterns of Poughkeepsie residents. • Results report and presentation.

Project Approach Cont'd

Task	Objective	Activities
System Analysis and Recommendations	Conduct a route optimization analysis of Dutchess County's routes that serve the City of Poughkeepsie and provide recommendations for integrating City routes to balance customer demand with cost efficiency.	• Conduct manual ride checks of Dutchess County routes serving the City of Poughkeepsie. • Conduct a route evaluation and trip productivity analysis and creat Trip Scoring Index. • Create integrated route network for service in the City of Poughkeepsie that balances customer demand with cost efficiency. • Results report and presentation.

Project Schedule

Name	Begin date	End date
Project Management	9/1/17	12/19/17
NEW ROUTES IN SERVICE	9/1/17	9/1/17
Project Kickoff Meeting	9/1/17	9/1/17
Biweekly Status Update	9/15/17	9/15/17
Biweekly Status Update	9/29/17	9/29/17
Transit Admin Kickoff Meeting w/Communications	10/6/17	10/6/17
Biweekly Status Update	10/13/17	10/13/17
Biweekly Status Update	10/27/17	10/27/17
Biweekly Status Update	11/10/17	11/10/17
Biweekly Status Update	11/24/17	11/24/17
Biweekly Status Update	12/8/17	12/8/17
Project Closeout	12/20/17	12/20/17
Task 1: Communications & Community Engagement	9/5/17	10/24/17
New Route Communications Support As-Needed	9/5/17	9/13/17
Public Meeting Perp	10/16/17	10/24/17
Public Meeting	10/24/17	10/24/17
Task 2: Baseline Customer Satisfaction Measurement	9/20/17	10/12/17
Ride Checks & Customer Satisfaction Baseline	9/20/17	9/25/17
Preliminary Customer Satisfaction Report	10/13/17	10/13/17
Task 3: Origin-Destination Data Development	9/26/17	10/30/17
Data Analysis	9/26/17	10/30/17
Task 4: System Analysis and Recommendations	9/26/17	11/9/17
Data Analysis	9/26/17	10/30/17
Client Review & Edit	10/30/17	11/9/17
Draft Deliverable Submission	10/30/17	10/30/17
Final Report Submission	11/9/17	11/9/17
Task 5: Customer Service Training	10/25/17	12/20/17
Curriculum Development	10/25/17	12/1/17
Cuistomer Service Trainings	12/1/17	12/20/17



Deliverables

Task Number	Task Name	Deliverables
1.	Communications and Community Engagement; Customer Service Training	• Materials, staging, press releases, and participation in and about public engagement events/notices (as needed) • Customer Service Training Program
2.	Baseline Customer Satisfaction Measurement	• Draft and Final Survey Instruments • Customer Satisfaction Index • Results Report and Presentation
3.	Origin-Destination Data Development	• Report detailing customer and non-customer travel patterns and demands
4.	System Analysis and Recommendations	• Trip Scoring Index • Route Optimization Analysis and Report

Work-To-Date: Ride Checks

- **Ride Checks and Surveys were conducted on all routes from 9/20 to 10/5**
  - On-site survey collection work was extended due to low ridership; customers refusing to take the survey; and surveyors encountering repeat customers who had already completed the survey once

- **Preliminary Survey Findings**
  - Majority of respondents had used Dutchess County transit before the County instituted the new City routes
  - Most customers walk to the bus stop from their origin and walk to their destination from the bus stop (as opposed to riding a bicycle, being picked up, etc.)

- **Next steps with data**
  - Ride Checks
    - Compile Ridership Numbers
    - Origin/Destination Analysis
  - Surveys
    - Compile and analyze results
    - Create report, presentation, and recommendations

Remaining Items

1. Points of Contact

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