

SUBJECT*Customer Communications Program Status***RECOMMENDED ACTION – N/A***This is an Information Item.***BACKGROUND**

In support of LBT's strategic priorities, 'Improve Safety and Service Quality' and 'Enhance Customer Experience,' the agency has undertaken three specific customer-focused communications initiatives to improve the services provided to LBT customers, better serve the community as a whole, as well as provide a unique transit experience.

These initiatives include:

1. Website Technology Upgrade
2. Digital Engagement
3. Customer Service Guidelines

Website Technology Upgrade Program

On October 23, 2017, LBT's Board of Directors authorized the President and CEO to enter into a contract with ETA Agency for website design, maintenance, hosting and content management.

LBT's new website will feature an easy-to-use trip planner and create a strong brand identity, while leveraging best web practices for information architecture, user experience, responsive design and overall navigation. Moreover, it includes features and technology that are right-sized for electronic devices, such as mobile phones and tablets.

The features were determined and incorporated into the website design based upon LBT's current website traffic which showcased the most frequently visited information tabs. As an example, 80 percent of website users are seeking LBT route information. Moreover, other frequently visited webpages included career opportunities, doing business with LBT and learning more about LBT services, products and programs.

The new website is in its final development stage and is undergoing rigorous evaluation in preparation to launch before the end of this calendar year.

Digital Engagement Program

Currently, many of LBT's customer-facing technology systems at the First Street Transit Gallery, water taxi landings, bus stops and shelters are outdated and in need of upgraded, dynamic signage.

In May 2018, recognizing the need to assess new technology systems, LBT retained The Faith Group, LLC, (Faith Group) a consulting/engineering firm, specializing in transportation system wayfinding, planning and design.

LBT's intent with Faith Group is to develop design concepts that LBT can use to build upon its existing brand and develop a cohesive system by utilizing technology to enhance transit usage efficiency and information sharing.

Faith Group's initial task was to assess LBT's current signage, both static and digital, and gather data about LBT's information conduits. This was done via field observations, including using LBT's fixed route services and water taxis, conducting workshops with key stakeholders; collecting drawings for current LBT facilities; validating current infrastructure available and conducting site assessments at LBT1, LBT2 and throughout the system.

These activities yielded a report detailing the data gathered on existing LBT conditions and requirements for a future solution.

The next steps involve developing technology alternatives which meet the established goals and objectives of the Digital Engagement Program. The analysis will include both internal and customer facing improvements required to deploy the recommendations in a phased manner.

This information will be used to prepare a scope of work to be utilized in a solicitation enabling LBT to identify a vendor that can produce the digital engagement solution for LBT's network.

Service Guidelines Program

In July 2018, LBT enlisted the services of OnboardOxygen (OO), a consulting firm specializing in defining and implementing culture changes, to identify the agency's strengths and opportunities relating to customer care, define LBT's culture and implement a customer-centric culture change.

OO took part in a discovery visit where they rode LBT buses, sought assistance from LBT's customer service through the lens of an LBT customer, as well as listened in on customer service calls.

Based upon their findings, OO is in the process of designing service standards which will aid LBT in implementing a customer-centric culture change in a phased approach.



This phased approach to implementation will begin with LBT's Customer Service Clerks and then progress to other frontline positions, both delivering external and internal service to customers and each other. The intentional design and implementation of this new customer service framework will allow time for behaviors to 'take root,' which is the ultimate key to long-term sustainability.

The next phase will involve further expansion across the organization.

Kenneth A. McDonald
President and Chief Executive Officer

