



Interregional Express Bus Customer Service Plan

Customer Service Plan

This document describes the Contractor's and CDOT's responsibilities for proper interface with Interregional Express Bus customers, keeping the State's vehicles properly maintained and clean, describing emergency situations, service deficiencies, and Americans with Disabilities Act.

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Interregional Express Bus Customer Service Plan

1. INTRODUCTION

The purpose of the Customer Service Plan will spell out our values and performance measures for exceeding the expectations of our customers based these key principles:

- ✓ Guaranteed 100% On Time Performance – both arrival and departure.
- ✓ Clean, comfortable, and fresh smelling coaches in good repair with all amenities working, guaranteed!
- ✓ Safe, friendly, and well compensated operators who are trained and empowered to “wow” a customer.
- ✓ Use all call center, email and text alerts, social media, on-line surveys, and internet web tools available to sell tickets and create conversations with our customers in real time. We want our customers immediately informed when there are service disruptions and we want to know how to make the service better.
- ✓ “Guaranteed Ride Home”¹ program for commuters who register and purchase multi-ride tickets.
- ✓ Make it right when we fail to deliver on our commitments.

¹ Guaranteed Ride Home is only offered to customers purchasing 20-40 ride tickets for [Inter-Regional Express](#). Walk up, 10 ride, and Intercity Bus passengers are excluded from program.

2. VISION STATEMENT

“To provide an integrated transportation system, improve mobility, and increase modal choice, CDOT will implement a basic system of Interregional Express bus (IX) service along the I-25 Front Range and I-70 Mountain corridors.

- *Peak-period commuter needs.*
- *Establish interregional transit connections between major local transit providers.*
- *Link major employment and population centers.*
- *Maximize and enhance capacity of the existing transportation system without major infrastructure costs.*
- *Help fulfill the CDOT Vision.*
- *Consistent with the duties identified in the DTR enabling legislation, construction, maintenance, and operation of interregional transit services”*

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3. OUR CUSTOMER'S NEEDS

3a. Who Is Our Customer?

- Our target customer on I-25 corridor is one who works or has frequent business in Downtown Denver but resides in the Loveland – Ft. Collins MSA and the Colorado Springs/Monument MSA. The schedule pattern will be peak period with one midday trip to start with Monday through Friday service except major holidays.
- The I-70 Vail/Frisco/Silverthorne/Denver IX corridor is less defined as a “commuter” type service and more defined as an intercity “essential travel” type service for residents of Eagle and Summit Counties for health and human services, shopping, making connections to Denver International Airport, connecting with intercity bus services, Amtrak, and visiting family and friends.

3b. What Is Their Expectation?

- Our primary target customer is the commuter customer. Our primary competition for this customer is the automobile. The base needs of this customer are:
 - Value – costs of riding the bus must not exceed “perceived” costs of driving a car. The current IRS rate of \$0.565 per mile plus parking is not the perceived cost of driving by the commuter customer. The perceived cost is the cost of fuel purchased plus cost to park a car.
 - Comfort – comfortable reclining seats for taking a nap. Or free WiFi, electrical outlets, and tray tables for working on laptops, tablet computers and/or smart phones when they need the time to get work done or just check email. Buses must have properly functioning heating and air conditioning. They want buses that have rest rooms and want it clean inside and out with a fresh smell.
 - They want the service to run on time, every time.
 - They want drivers that are professional, friendly, and courteous and drive in a safe manner.
 - They want it stress free.
 - Peace of mind for frequent riders that have to return home early or if an event occurs outside of their control or emergency situation.
 - They expect us to make it right if there is a service failure. We will have all tools available to ensure immediate response when a failure occurs, i.e. toll free phone numbers, twitter monitoring, etc.
 - They want a hassle free way to voice concerns, complaints, questions, or advice.
 - They want to be notified when service disruptions occur, like weather and Acts of God.

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4. CONTRACTOR(S) EXPECTATIONS

4a. Experience/Safety/Qualification

- The Contractor(s) will have a minimum of one supervisor/dispatcher assigned to their corridor of service during hours of operation.
- The firm submitting the RFP to operate the **Inter-Regional Express Bus Service** must have prior experience in the transportation industry and will submit to DTR a conceptual or their current Safety System Program Plan.
- Their minimum performance measure will be a collision rate of 5 collisions or less per million miles operated or 0.005 collisions per thousand miles operated.
- Contractor must have Federal Motor Carrier Safety Administration common or contract operating authority and must maintain a “satisfactory” rating in compliance in the FMCSA’s SAFER (Safety and Fitness Electronic Records).
- Contractor must in compliance with the FMCSA’s CVA (Compliance/Safety/ Accountability) program.
 - Contractor must maintain a less than 50% percentile rating in the five CSA categories 1. Unsafe driving; 2. Hours of Service; 3. Driver Fitness; 4. Controlled Substances/Alcohol; 5. Vehicle Maintenance.²
- The Contractor must be in compliance with all OSHA rules and regulations.
- The Contractor must notify CDOT violations of OSHA violations regarding the operations of the **Inter-Regional Express Bus Service** and provide any and all pertinent documentation on the violation and its resolution.
- The Contractor must provide proof of Worker’s Compensation Insurance and abide by all the State of Colorado regulations on Worker’s Compensation.
- Contractors should have a Coach Operator Safety incentive program. It will be the Contractor’s responsibility to ensure each coach operator is in compliance of all FMCSA, State, and local laws.
- Insurance Requirements:
 - \$5M per occurrence in Comprehensive Auto liability Insurance and name the Colorado Department of Transportation as additionally insured. A certificate of insurance must be kept on file with the Division of Transit and Rail.
 - \$1M per occurrence of General Liability Insurance and name the Colorado Department of Transportation as additionally insured.
 - Workers’ Compensation Insurance required under Colorado Statutes.
- No more than ten complaints per thousand passengers of one way passengers received by the CDOT offices. A complaint is defined as a specific failure reported to DTR IX management which was elevated to DTR IX management.

² Any level above 50% violation rated triggers an FMCSA intervention.

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4b. Emergency Procedures

- Contractor must have an emergency plan in case of fire, natural disaster, collision, Acts of God, acts of terror, or any other emergency situation.
- The contractor must have a procedure for the reporting and investigating of all collisions of State owned buses.
- The contractor will report all collisions and significant emergency service issues to CDOT Division of Communications for media purposes.
- All media inquiries will be handled by CDOT Division of Communications.

4c. Americans with Disabilities Act and Title VI

- Contractor must meet all requirements of the Americans with Disabilities act:
 - Require that all Coach Operators are fully trained in the vehicle's wheel chair lift operation.
 - Require all Coach Operators are trained to properly secure a passenger's wheel chair in the bus.
 - Complete professionally produced sensitivity training on Coach Operators for people with disabilities.
 - Require that Coach Operators are trained in proper handling of passengers with service animals.
 - Must have an ADA Help Desk manned with employees/contractors trained to assist coach operators regarding ADA issues.
 - Require that Coach Operators give clear announcements for stops or other information.
 - CDOT will ensure all signage on the buses and facilities are in English, Spanish, and Braille.

4d. Vehicle Maintenance

- Buses will be maintained within the manufacturer's maintenance specifications and warranties. The contractor will submit a maintenance plan for DTR approval or their current maintenance plan that meets CDOT approval.
- The plan will include preventative maintenance schedules of each bus no more than 3,500 miles.
- Deep cleaning of floors, sidewalls, driver compartment, windshields and windows along with shampooing of seats (If the seats are fabric) every 24K miles.
- Contractor's should also have an exterior wash plan that includes using an soap dispensing machine that dispenses proper soap amounts and rotate wash brushes to ensure no scratching of the painted areas and windows/windshield. For example brushes used on painted surfaces on windows/windshields should never touch the ground.
- Contractor will inspect each coach during servicing for burned out lamps and replace promptly.

4e. Operators/Operations

- On time, every time. Contractor's performance goal will be 95% on time.

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- Coach Operators are expected to be friendly, courteous, and professional when dealing with the travelling public. Any reports of issues should be brought to the attention of the contractor's supervisor.
- Coach Operators will have a professional appearance with uniforms that are kept clean and pressed.
- Each coach operator will be trained in an approved customer service training program.

5. DEFINING THE CUSTOMER EXPERIENCE

5a. Customer Surveys

- Today's technology allows us to collect customer surveys without contracting with a "secret shopper" firm. Our on call communications consultant will set up the survey system programmed through the bus' WiFi logon screen. Incentives may be offered to take the survey such as a monthly drawing for a free 20 ride ticket. Every survey will be followed up by a CDOT thank you or a request for further information. Customers like to know that someone is actually reading their comments. Survey to include:
 1. Date traveled
 2. Customer's email address (We don't need the person's identity, the customer may prefer to remain anonymous.)
 3. Where did you board and what time of day? (5A- 7A, 7A – 12P, 12P-3P, 3P- 7P)
 4. Did you leave on time? (yes/no)
 5. Is the bus clean and litter free including windows, floors, and seats? (yes/no)
 6. Is your driver courteous and friendly? (yes/no)
 7. Is your driver driving in a safe manner (yes/no)
 8. How likely are you to travel with us again? (yes/maybe/no)
 9. Is there anything else you would like us to know? (Comment box).

5b. Text and Email Alerts/Phone Apps/Web Page/ Social Media

- Our Contractor/Operator will handle and monitor turnkey:
 - Phone apps for iPhone, Android, and Windows will be developed for the customer to get real time schedule information and purchase tickets.
 - The contractor will build an interactive web page.
 - Facebook page and Twitter account.
 - Call Center just for IX.
 - Automated Text messaging for schedule information, delays, service disruption.

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5c. Guaranteed Ride Home

- “Guaranteed Ride Home”³. For unscheduled events such as:
 1. You need to leave work early unexpectedly for personal reasons (such as too ill to stay at work, or a family member who needs your assistance during the day.)
 2. You need to work unscheduled overtime so you cannot take your normal schedule home.

To qualify you must register with the DTR and receive a confirmation from the DTR. Your commute and home location must be outside the normal RTD operating area such as Larimer, Weld, El Paso, Pueblo, or Southern Douglas Counties. Primary “GRH” transport depending on convenience will be 1) existing intercity bus departures or 2) rental car (Restrictions apply).

Events not covered:

- ✓ A ride to work
- ✓ A trip to/from a medical facility
- ✓ Personal errands
- ✓ Intermittent stops
- ✓ Scheduled appointments
- ✓ Medical appointments
- ✓ Scheduled overtime
- ✓ Company-wide emergencies or closures
- ✓ Business related travel
- ✓ Termination of Employment
- ✓ Side Trips
- ✓ Vehicular Failures
- ✓ Transportation system and/or provider closures or failures
- ✓ Work related injury
- ✓ Bodily injury
- ✓ 911 emergencies
- ✓ Inclement weather
- ✓ Natural disasters
- ✓ National emergencies
- ✓ Acts of God

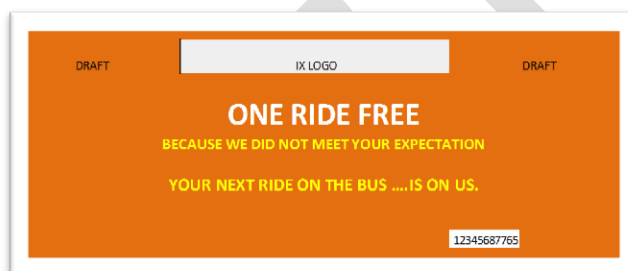
The CDOT is not responsible for any taxi ride taken without authorization, regardless of mechanical failures, (i.e. phone, fax, or computer). Your 20 or 40 multi-ride ticket will be accepted by the scheduled intercity bus carrier without authorization.

³ Intercity Bus interline tickets are not eligible for “Guaranteed Ride Home” – Only 20-40 ride IX customers. No more than once on a 20 ride ticket or twice on a 40 ride ticket.

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5d. Failure to Meet the Customer's Expectations

- Our tickets are non-refundable. This is a procedure not a policy.
- In most instances a “One Free Ride” coupon (example 1) can be offered and is the appropriate compensation.
- Coach operators will be trained and empowered to handle simple customer service failures and offer “One Free Ride” coupon as a solution “One Free Ride”⁴ coupons cost nothing more than the paper they are written on. The customer will occupy a seat that is empty anyway. It will keep the customer riding with us and will have no net impact on fare box recovery. In fact the goal is to keep their business and grow fare box recovery.
- However, serious failures happen and the contractor must be ready to go the extra mile to make it right. Each failure will be handled on a case by case basis.



Example 1

5e. Unruly Passengers

The Safety of the customers and the driver is the number one priority. It must be understood that there will be zero tolerance in the event of any unruly behavior or either ingesting or under the influence of alcohol or illicit substances, including marijuana. The procedure is:

1. Driver should pull over to a safe place.
2. Radio dispatch for assistance.
3. Dispatch will contact law enforcement and advise coach operator what to do.
4. Coach operator should allow only Law Enforcement officials to remove the individual(s).
5. No refunds will be provided to those individual(s).

If a passenger demands to get off the bus while en-route between stops:

1. Driver should immediately pull over to a safe place.
2. Let the customer off the bus immediately.
3. Driver radios dispatch and alerts dispatch the location, mile marker, etc. where the customer was let out.
4. Dispatch notifies Law Enforcement.

⁴ Free Ride Coupons have no cash value and are good for a one way ride only. They are pre-numbered in sequence and are considered a revenue form.

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5f. CDOT – DTR Oversight

- DTR IX management will be required to ride two trips per month and make a ride report. One customer interview will be conducted.
- There will be weekly meetings between DTR IX staff and the contractor. Contractor's drivers will be encouraged to participate and solicit feedback on service issues and improvements. Topics will include on-time performance, safety, collisions, customer complaints, schedule issues, and vehicle issues.
- DTR will contract with a licensed maintenance inspector/engineer to assist in the 2 phase IFB procurement, manufacture, and make quarterly inspections of vehicles and maintenance records.

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6. PERFORMANCE MEASURES REPORT TO THE TRANSPORTATION COMMISSION

6a. CDOT -Measures of Success

- Report Monthly Ridership Data – CDOT retains responsibility for schedule time adjustments to ensure our schedules are at convenient times for our customers.
- Report Monthly Fare Box Recovery – By FY2019 we are consistently over 40% in all three corridors.
- Report on triggers for service increase need – average load of 30 or more passengers per corridor and or/fare box recovery exceeds 50% per corridor. Transportation Commission approval requested for:
 1. Additional CapEx needs for Rolling Stock
 2. Fare Adjustments
 3. Schedule increases/ corridor expansions

6b. Contractor Measures of Success

- Report Monthly on all Contractor violations:
 - On Time Performance – 95%
 - Complaints – 10 complaints per thousand passengers
 1. NO ADA or Title VI complaints
 - Collisions – no more than 5 collisions per million miles operated (0.005 collisions per thousand miles) .
 - FMCSA – “Satisfactory” rating in the SAFER Program (Safety and Fitness Electronic Records).
 - FMCSA –CSA Program Score (Compliance, Safety, and Accountability)⁵
 1. < 50% Unsafe driving;
 2. <50% Hours of Service
 3. <50% Driver Fitness
 4. <50% Controlled Substances/Alcohol
 5. <50% Vehicle Maintenance.
 - Vehicle Presentation “5 for 5” Program as provided by contractor(s)’ process and spot check by DTR management
 1. Outside wheels and body clean
 2. Exterior Windows Clean
 3. Inside Windows Clean including driver compartment – no smudges
 4. Inside seats and floor clean including driver compartment– no litter
 5. Restroom clean and smells fresh – stocked with toilet paper and hand sanitizer.
 - Vehicle Maintenance violations as audited by CDOT’s Contract ASE Engineer.

⁵ Any score 50% or above requires FMCSA intervention

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