

CUSTOMER SERVICE PROGRAM

First Quarter 2010 Summary

January - March 2010

The attached report contains the progress update of SEPTA's Customer Service Program (CSP) through the end of March 2010. This is a quarterly update for January – March 2010.

The current report on the CSP is succinct. Details provided by the respective divisions have been compressed to give only a highlight of the program's progress.





The Customer Service Program consists of seven primary Goals, comprised of 67 different projects. Of these 67 projects, three are in a "blue" phase, signifying completion. However, current and future enhancements will continue to refine the completed projects. 33 are fully in a "green" phase, signifying continual and on-going progress. Another 23 projects are in a "yellow" phase, signifying that, while progressing, the progress may be stunted. Also, eight projects are in a "red" phase, signifying that their progression has been delayed.

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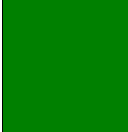
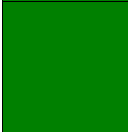

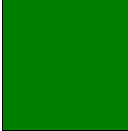
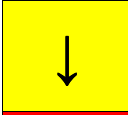
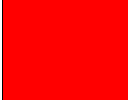
First Quarter Progress Report

January - March 2010



Progress	Quarterly Trend
 Complete  Progressing, on-going  Progressing, some issues  Problematic	↑ (Positive) ↓ (Negative)

CSP GOAL 1: Develop SEPTA into a responsive customer-focused organization





Progress	Tactic	Project Status
	Launch Image Campaign Linked to New Service Commitment	Still on hold, pending financial constraints.
	Advance a New Fare Collection System	Proposals were received from three vendors and will be evaluated. Collapse of the I-80 tolling proposal may jeopardize the project. However, it remains a priority and may still advance on schedule, if financial components of the submissions are adequate.
	"Promote" the Idea that All SEPTA Employees are Customer Service Ambassadors	The new on-going comprehensive customer service curriculum includes: 1) Focus and Connect for frontline surface employees 2) Connect for hourly frontline rail employees 3) Managing for Quality Service for Operations Managers, 4) Delivering Quality Service for hourly bus and rail transportation employees, 5) Building Customer Service Excellence for non-operations SAM employees, 6) Customer Service component covering the 4Cs added to New Employee Orientation 7) Fleet FOCUS for VEM frontline employees.
	Refresh Front Line Employee Uniforms; Establish Visibility for Non-Uniformed Employees	Surface and Rail Transportation: New Uniform Policy went into effect 4/1/2010. Only the approved uniform will be allowed for Operators and Cashiers. The new uniform policy will be strictly enforced. Negotiations are underway with BLE to adopt uniform standards for Engineers. OSHA 70E protective uniforms distributed to B&B and Power Department employees. Future consideration needs to be given to making safety vest SEPTA identifiable.
	Deploy Customer Service Ambassadors (CSA)	Ambassadors deployed as required. Most recent deployments include Phase 3 of the Route 101 Shuttle Bus Service and the 2010 Flower Show. SEPTA retirees supplemented SEPTA employees as Ambassadors during the 2010 Flower Show. Upcoming deployments will include the Silverliner V Media Event at Suburban Station and Phase IV of the Route 101/102 Shuttle Bus Service.
	Establish Employee Recognition for Exemplary Customer Service	The new Guidelines for The General Manager's Customer Award Program for 2010 has been posted on the employee intranet. The Customer Service Committee has selected 26 employees for gift cards for January 2010 and 25 employees for the month of February 2010. Eight (8) employees were awarded grand prizes of vacation packages for multiple commendations or extraordinary customer service from 2009. These individuals consistently displayed courtesies and service to our riding public.
	Align Customer Service Plan with organizational and employee goals (September 2009)	A Customer Service competency is included in every employee's performance appraisal for FY 2010. Pilot testing is scheduled to begin in June 2010. Currently performing design testing of Goals and Performance System (GAPS).
	Customer Service Motivational Messages	Hanging posters for SEPTA's Vision, Mission & Core Values etc. at 1234 Market...both in the lobby and in HR Training Rooms is an on-going discussion. Budget constraints have delayed planning and production. Another project being considered under this tactic is using email blasts.

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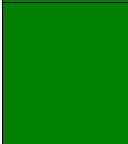


First Quarter Progress Report

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CSP GOAL 2: Develop Partnership with Customers

Progress	Tactic	Project Status
	Encourage Rider Communication through the SEPTA Customer Connection Program (SCC)	No changes during quarter...The program has been successful and detailed reports have been prepared for each site visit. The program went on a brief break at the end of 2009. It will resume in April with 15 scheduled bi-weekly dates...every Wednesday through the fall 2010.
	Passenger Etiquette Campaign	Animated video on hold, will be reconsidered in FY 2011. Food/Beverage theme will run March - May 2010. Posters, carcards and bookmarks depicting current theme were distributed in the quarter. Also, cashier booths were added as new posting locations, for the PEC themes. PEC development Team met 23 Feb 2010 to coordinate a thorough company advancement of this most challenging theme. SCC events scheduled in April & May 2010 will help to address this tactic and to provide outreach to our customers.
	Establish Comprehensive Visitor Services Program	Initial contact was made with the Independence Visitor Center. A meeting will be scheduled in April to determine how best to meet the needs of Visitor Center staff. A rewrite of SEPTA information on the Independence Visitor Center website should be complete by the end of April.
	Employee Communications / Self-Serve Kiosks	Deployment of 47 of the 56 Employee Self-Service Kiosks completed. Awaiting completion of wiring and/or other infrastructure work at remaining (mostly regional rail) designated locations.

CSP GOAL 3: Develop Partnerships with Governmental, Business, and Advocacy Groups

Progress	Tactic	Project Status
	Revitalize "Transit First"	Operations and corridor planning committees continue to meet on an ongoing basis, and have identified three potential routes - 34 47 and 58 - for TransitFirst enhancements. Specific initiatives for each route are still being planned. Both the TransitFirst & Transit Improvement Committees are actively working to achieve the goals for TransitFirst as set forth by SEPTA and the City.
	Enhance Outreach to Elected Officials to Address Constituent and Transportation Issues	Constituent Relations event for Philadelphia City Council, held February 19, 2010. SEPTA sends 'Fax Blasts' to all elected officials twice weekly and includes topics such as; New Schedules, PEC material mailings and Annual Legislative Visit. Attended two chamber of Commerce events and several meetings with elected officials, regarding local based concerns.
	Reenergize Relationship with CAC, Bicycle Coalition, Clean Air Council and other organizations	Internal bicycle task force has met with the Bicycle Coalition twice under the leadership of new Customer Advocacy Officer Susan Dannenberg; now, SEPTA will be coordinating with the Bicycle Coalition to conduct a comprehensive count of bicycle use across the SEPTA system, and to run targeted special railcars for the "BikePhilly" event in September 2010.

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CSP GOAL 3: Develop Partnerships with Governmental, Business, and Advocacy Groups (continued)





Progress	Tactic	Project Status
	Reenergize Relationship with SEPTA Advisory Committee for Accessible Transportation (SAC)	SEPTA continues to have a strong and mutually beneficial relationship with the SAC.
	Create Youth Advisory Council (YAC)	YAC remains active and enthusiastic. They have made substantial efforts to advertise their own existence, via: SEPTA website, FACEBOOK, printed flyers and high school/college surveys. A Youth Rider Survey was launched this quarter on their page of our website. Jan 21, 2010 - YAC presented at the City-Wide Student Government Meeting, Mar 29, 2010 - YAC presented at the Civic Opportunities Fair at the Constitution Center. Both of these events were outreach to the High School student population.
	Renew Partnerships with Regional Planning Organizations, Transportation Management Associations (TMA), and other Transportation Agencies.	March 17, 2010, met with Chester County TMA & Members of SEPTA Board. Met on January 20, 2010 with Greater Valley Forge TMA for tolling the I-80 discussion. January 15, 2010 SEPTA met with (25) Legislative staff offices and legislators regarding the inquiry of R8 expansion. Attended / Coordinated three events with System Safety to pitch Operation Lifesaver program...sending them PEC bookmarks. Coordinated with the Census at (10) stations to help them recruit for Census Jobs.
	Improve Outreach to Disadvantaged Business Enterprise (DBE) Firms	Activities included: 1) Monthly email notifications to all certified DBE firms about upcoming solicitations, contracting opportunities and outreach events; 2) Emails to DBEs, identified on project resource lists regarding pre-bid meetings and bid opening dates; 3) Initiated collaboration with internal and external partners for the development of a major Spring 2010 Outreach Event to be held May 3, 2010 featuring DBE loan programs and assistance, finance management education, and SEPTA's non-federal contracting opportunities; 4) Ongoing guidance to firms seeking DBE certification and business development assistance.
	Facilitate Inter-Agency Cooperation	Assisted CCT outreach to legislators, on constituent issues with Route Match and ride requests. Facilitated proactive communication to all Congressional Offices concerning upcoming Appropriation requests. P.E.C. bookmarks mailed/dropped off during visits to local: Legislators Offices, Libraries, Schools and the Mural Arts Program.
	Work with City of Philadelphia on Joint/Complementary Customer Service Initiatives (Non-Transit First)	Initiatives include: Concourse Management Plan, Homeless Support Initiative (Suburban Stations), Market West Streetscape, 40th Street Corridor, Sustainable Alternatives to Driving, Transit Shelter Modernization, Public Information Systems (call centers and signage), and City/SEPTA coordination for major station and infrastructure projects in neighborhoods. CSA staff is coordinating the Airport Line 25th Anniversary Event, scheduled for April 27, 2010.

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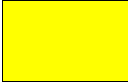

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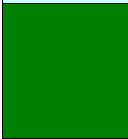
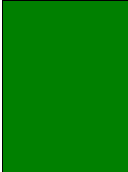





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CSP GOAL 3: Develop Partnerships with Governmental, Business, and Advocacy Groups (continued)

Progress	Tactic	Project Status
	Hospitality Industry Partnerships	CSA is working with Marketing on the "World through Philadelphia" event scheduled for June. The goal is to gain "word of mouth" recommendations by hotel staffs to their guests.
	Tours - "SEPTA Behind the Scenes" & Control Center Tours	SEPTA Tour developed for Community Stakeholders, Public Officials and Community Action Groups. It takes attendee's on an in depth "behind the scenes" tour of SEPTA. Everything from Frontline Operations, to Maintenance and the Control Center. A pilot of this initiative is planned for the 2nd quarter of CY 2010. The YAC and CAC to be utilized by the pilot program.

CSP GOAL 4: Customer-focused Design, Maintenance, and Security





Progress	Tactic	Project Status
	Improve Station, Terminal, Restroom, and Vehicle Cleanliness	69th Street Restroom Renovation Project substantial completion is scheduled for April 2010. A blitz program to remedy a number of identified poor conditions is scheduled for Spring 2010. In Progress: Development of standards for Station Cleaning cycles. (both vehicle & station cleaning cycles are shorter) Norristown Transportation Center Restroom was re-opened in late March 2010. However, it was promptly vandalized and subsequently closed.
	Implement a Recycling Program at SEPTA Facilities and Stations	Center City district separates trash and recycling at Market East station and hauls each away with a City approved contractor. At Suburban Station, a new contract for waste management is scheduled to go out for bid in April, 2010. Researching to see if trash and recycling at all SEPTA's locations can be bid out to a single waste mgt. contractor. 1234 Market Street will be installing a new "recycling-only" compactor in the back lot in April 2010 to help manage the increase in recycling materials. A meeting was held to discuss the potential of expanding the recycling program system wide.
	Improve visible presence of transit police/uniformed personnel	On February 22nd we hired 13 officers; 12 of whom are in basic training and the one was assigned to street duty. We continue to process candidates to fill vacancies that occur. Three weeks ago two canine teams graduated the Transit Security Administration's Police Canine Program and have been assigned to patrol duties, replacing recently retired SEPTA police dogs.
	Passenger Environment Survey (Quarterly Quality Report)	Database development has been delayed in IT due to other priority CSA projects. Database should be operational by the end of the fourth quarter FY'10.
	Introduce a "Mystery Shopper" Program	Quarterly Audit Reports will be submitted to CSA beginning in the third quarter FY'10.

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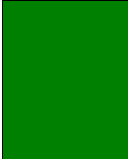

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	Progressing, some issues	
	Problematic	

CSP GOAL 4: Customer-focused Design, Maintenance, and Security (continued)

Progress	Tactic	Project Status
	Infrastructure / Asset Management to improve customer environment / amenities	The highlighted projects are progressing according to their individual schedules: Installation of Fiber Optic Cable, Installation of new vehicle washers and Routes 101/102 Station Improvements Campaign. Route 100 NHSL & Route 101/102 are receiving Fiber Optic Cable to support new Audio Visual Public Address devices. Callowhill, Southern, Fern Rock & Frankford are all installing new vehicle washers for MFL, BSL & buses. The station improvements on the 101/102 trolley routes include, Shelter rehabilitation at 20 stops, Installation of bike loops at 24 different locations, and new benches and trash cans at all station stops.
	Emphasize consumer requirement from market research in vehicle and station design	Silverliner V cars are being manufactured incorporating customer comments received from focal group and mock-up reviews. For facilities-related issues, SEPTA design criteria is continually being updated, utilizing green technologies as they become available.

CSP GOAL 5: Customer Service Division Enhancements





Progress	Tactic	Project Status
	Increase Customer Service at Stations	No changes during quarter...New Customer Service booths have been installed at 30th Street Station and Olney T.C. Customer Service Agents have been assigned to these two new CS locations and staffing continues at all other existing CS locations. In addition, field agents are being trained in a more "meet and greet" approach of customer service and not to just stay in booth.
	Deploy Passenger Service Personnel to Engage Customers at Center City Railroad Stations	New kiosks at 30th and Market East Stations. Agents have been deployed at both Market-East and 30th Street. Standardized uniform for Passenger Agents is in place. Suburban Station will receive two kiosks in FY 2010. One near elevator 20 and the other near the track.
	Agent familiarization rides	This program is in place and functioning. To date, 80% of CS Staff has completed this refresher training in partnership with Operations.
	Establish a metric for Call Center wait times	CS Accountability – New Interactive Voice Response (IVR) system will assist in addressing this anomaly. Testing and development is entering final phase. Implementation of the new IVR system is on schedule for Spring of 2010. This system will provide a better baseline for wait times.
	"New Rider" Information Kit	The information required for a "New Riders Information Kit" is also part of the same information that needs to be compiled for the "Comprehensive Visitors Service Program" (2.25) and the "Alternative Service Guide" (5.45). This program will be advanced as work is completed on the two other tactics.

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CSP GOAL 5: Customer Service Division Enhancements (continued)

Progress	Tactic	Project Status
Yellow	Hospitality Concierge / Retiree Volunteer Program	First Hospitality Concierge / Retiree usage was at the Philadelphia International Flower Show - February 28th through March 7th, with 12 retiree's participating. Currently planning/coordinating to incorporate this program into upcoming SCC and City Events. Interest from the retirees has been good thus far and the program will continue to solicit new members.
Yellow	Publish Alternative Service Guide	Service Planning is in the process of making revisions to it's original draft. Suggestions for format and content have been solicited from CAC & DVRPC.
Yellow ↑	Overhaul Signage	Stimulus work is upgrading signage at 44 stations, elimination of the R's will require selected patching/replacement of signs at Center City Stations, and sign enhancements are completed on a case by case basis. There is not sufficient \$\$ to support a major overhaul program (outside of stimulus)
Green	Improved Maps / Specialty Maps	All system/line maps have been updated in advance of eliminating the R's, and Surface Transportation's request to rename selected Route 101, Route 102, and Norristown High Speed Line Stations. These changes reflected on website maps effective with the schedule changes (June) and in new maps printed for vehicles and stations (June/July). Maps showing the Route 15 trolley changes, previously referenced have been published on the web
Yellow	Center City Concourse Sign Program	Developed justification for Capital Budget staff - waiting for action from that department
Blue	Signage at RRD Stations explaining how to obtain discounts when office is closed	Station signage needs to be reviewed from a global perspective. Discussions to determine the extent of the current sign compliance (alternate fares) is on-going.
Green	"New Look Public Timetables"	Timetables for the June 14 (Transit) and July 25 (Regional Rail) schedule changes being developed by Service Planning using the "new look." PDF's of these schedules will be posted on the web as schedules go into effect

CSP GOAL 6: Customer Communications and Technology Initiatives





Progress	Tactic	Project Status
Green	Website Redesign and Ongoing Enhancements.	Website redesign significantly complete. Enhancements made public this quarter include redesign of Commuter's Choice mini-site. Work continued on railroad HTML schedules, and redesign of Stimulus and Sustainability mini-sites. Communications and IT began working to identify initiatives and long term focus for a website strategic plan. Worked with Customer Service Market Research Group to enhance on-line survey results. Completed the installation of a live chat feature allowing customers to interact live, online with Customer Service/Call Center agents.

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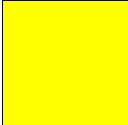


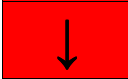
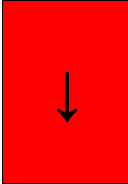


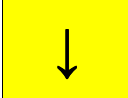
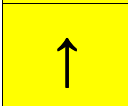
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CSP GOAL 6: Customer Communications and Technology Initiatives (continued)





Progress	Tactic	Project Status
	Hosted Discussion Forum / Online Chat on scheduled topics with various SEPTA officials.	This tactic is designed to follow the On-line chat Pilot currently underway. The Hosted Discussion Forum will run on the same software that is used for the On-line Chat mechanism. This will be an avenue for SEPTA to get a forum to discuss scheduled topics and use our resident SEPTA "Experts" to lead the forums. Design and content development are currently in progress and planned for a FY 2011 debut.
	On Line Survey	Ongoing: to date there have been 34 surveys which generated 20,399 responses. Page Publisher has been deployed to increase efficiency and improve graphics for web survey reporting. Web survey archives are up to date.
	"Train View"	Software is up and running on www.septa.org.
	"Bus View"	BusView is currently undergoing testing both internally and a BusView prototype was launched on our website (in limited test capacity) in March 2010. Serious concerns about data integrity must be addressed before it can be rolled-out to customers.
	Real Time Bus and Rail Information via Cell Phone/PDA	SEPTA's Emergency Delay Notification Alert system (EDNA) made significant progress through collaboration between Comms., IT and Ops./Control Center. Development of the sign-up process, train selection engine, and notification preferences have been completed. A BusView prototype for two routes – 33 and 109 – was posted to the web 03/26/2010. This prototype version of BusView gives customers a location-based look at where these routes are along the line. Quality control and collaboration will continue between Comm., IT, Surface Transp. and Ops./Control Center, as work progresses on building out a comprehensive BusView feature for all SEPTA routes.
	Travel Alerts (Key Locations) via Cell Phone/PDA	RRD Travel alerts continue to be distributed through septa.org, RSS and Twitter. Communications and Graphics working on presentation of Service Advisory information (planned service changes), from the website, for a large TV screen to be posted in the windows of 1234 Market alongside the TrainView screen. No transit alerts pending.
	Virtual Tour of Silverliner 5 Car	IT. has procured a HD camera and is coordinating with Operations (New Vehicles) to develop a panoramic tour of the car.
	CARES Replacement	Progressing, on-going. Soffront was chosen as the vendor and is in the process of installing a new 6-month pilot program. Design and installation continued on schedule through the quarter. After the 6 month evaluation period, a decision will be made on a more permanent CRM database program.
	Develop SEPTA Podcast Program	CSA is working with IT and Media Relations on a plan to design and produce a series of in-house podcasts that can highlight certain aspects of the system. Presently, videos are on the website now related to Sustainability and Hiring (hosted by YouTube). We anticipate a video offering a virtual tour of the new Silverliner 5 to be ready in April.

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CSP GOAL 6: Customer Communications and Technology Initiatives (continued)




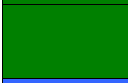

Progress	Tactic	Project Status
↑	Chat On-line Interactive Chat with Customer Service Agents	On-line Chat was "quietly" implemented on March 15th and was made available to the public from 12:00-2:00pm Mondays through Fridays. Internal testing will continue into early April. The program will be formally announced (with extended hours) at the April Board Meeting. We believe that SEPTA is the first large property in the U.S. to add this feature to their Call Center operation. By summer, we will also schedule and promote a series of on-line chats with key SEPTA staff members related to various topics of interest.
↓	Expand Utilization of Public Address Systems	Operations has developed program to improve use and content.
↓	Utilize laptop and internet connection for Customer Service field agents	The two newest locations - 30th St. & Olney have completed laptop installation, with internet capability. All field locations are now laptop and internet equipped.
↓	Regular Rider Flyer: Update on SEPTA Initiatives in "Take One" Slots	Research is in the beginning stages for development on a Regular Rider Flyer, to contain SEPTA current events, News & rider updates.
↓	Self-Serve/Electronic - Customer Information Portal	No changes during quarter...Program needs to be defined and carried to Technology and Capital Committees.
↓	"Help kits" for Self-Serve Customer Information Portals & Customer Service Kiosks/Agents	No changes during quarter...Program needs to be defined and carried to Technology and Capital Committees.
↓	STAR Replacement	Hardware delivered, servers and telephony boards are being configured. The script and call flow has been finalized. The telephone lines are installed and will be configured after the hardware is set up. Concerns related to system connectivity to the ACD must be addressed.
↓	Regional Rail Name Change (Branch Name)	Work advancing (see references in overhaul signage/new look timetables/improved maps above). Met with EM&C to discuss particulars of signage installation required for July 25 and later. Preparing GM statement to employees announcing change and other service name and identification changes (i.e., eliminating reference to "Green Line" or Subway Surface).
↓	Bus Stop Management System	Bus stop inventory is 100% complete; service planning team is in the process of cleaning the database and ensuring accuracy of the geocoding.
↓	Expand availability of real-time data to managers in the field	Scope of work is being defined. Budget Estimate will be forthcoming upon completion of scope of work.

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CSP GOAL 7: Improve Accessibility for the Disabled Community

Progress	Tactic	Project Status
	ADA Hotline	Hotline is in place but has low utilization. Regular Audits taking place to reinforce correct utilization. ADAPT has suggested it be more widely advertised to increase usage within the ADA community. Over the quarter, communication and outreach with the SAC and ADAPT was on going.
	New Priority Seating Compliance Decal Program	Decal design and installation is complete. Enforcement / compliance is a continuing effort and will continue into the future. Looking forward, Bus Operations is looking at production of seating fabric that has the Priority Seating message woven into the material.
	Improve/On-going ADA Instruction for Front Line Employees	ADA refresher class has been revised to include the experiential exercises including being blindfolded and navigating a motorized wheelchair on a bus without assistance.
	Travel Instruction for People with Disabilities	Continuing program. Classes offered when there is a sufficient demand-based need.
	"Accessible SEPTA"	The newly created SEPTA Advocacy Officer, to regularly attend SAC meetings. Attended both the February & March 2010 SAC meetings. A bridge plate survey was conducted on MFL & BSL. ADA Enhancements at Stations - 8th St., 13th St., Juniper, Allegheny, Margaret-Orthodox & Race-Vine stations, are all becoming ADA compliant with the addition of 8 new elevators and several new ramps to platforms.