SAN FRANCISCO MUNICIPAL TRANSPORTATION AGENCY BOARD OF DIRECTORS

POLICY AND GOVERNANCE COMMITTEE

CSA Update

Muni Customer Service Review Project

May 20, 2016



Muni Customer Service Review

The Controller's Office and Muni Customer Service are working on a collaborative effort to improve the Passenger Service Report (PSR) process. The SFMTA receives over 20,000 PSRs per year, and about half are employee-related.

Why

- We need to make the PSR process better
- Our customers are our eyes and ears, and their feedback helps us create a better transit system
- PSRs require <u>substantial effort</u> from SFMTA employees and are difficult to take action on and <u>use as a management tool</u>



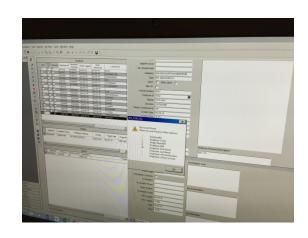
Muni Customer Service Review

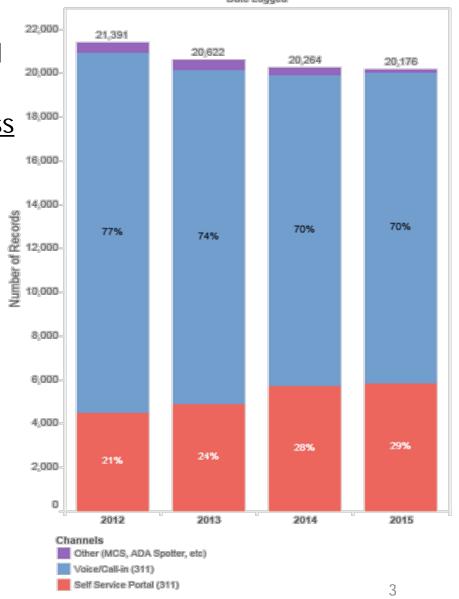
Muni Customer Service Goal

 Make PSRs more actionable and <u>easier to use and process</u>

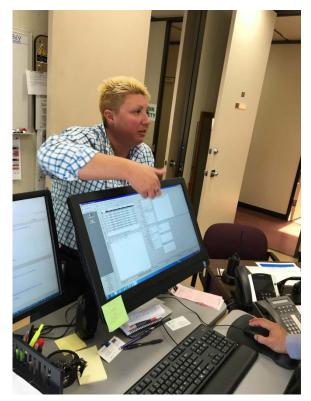
Our Approach & Progress

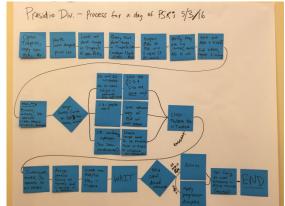
- Interviews
- Data analysis
- Workday observations
- Working sessions
- Business Process Mapping





Observations & Process Mapping









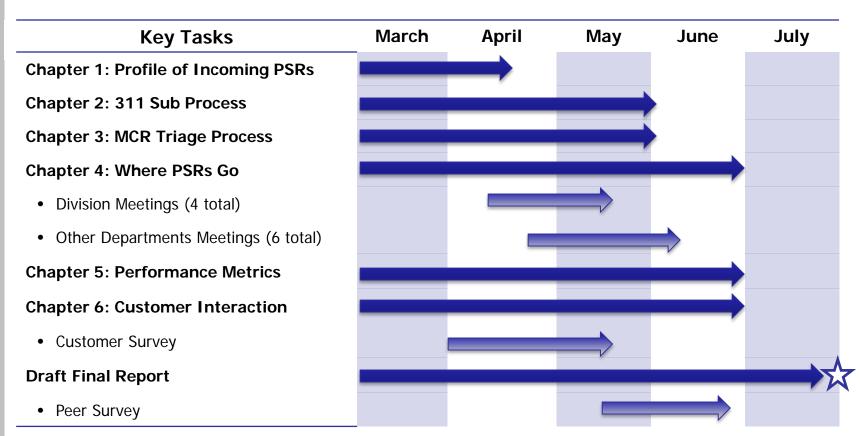


Overall Business Process Map

Calls SF 311, uses SF 311 app, or writes Muni-related down Passenger Service Request incident (PSR) SF 311 Records PSR and sends to Muni **Customer Service** Muni Customer Analysis of **Muni Customer** SRs requires incoming Service reviews Is PSR a Title VI **PSR** is Closed further Muni-specific or ADA related? and triages the nvestigation? **PSRs PSRs** YES Division **Reviews PSR and** determines if action is required SFMTA Managers MCS ADA/Title VI **ADA & Title VI Hearing Process**



Report Overview and Timeline



Contact Info

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