

# Building a Quality-Focused Management System

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# Quality-Focused Management System

- Research customer values and requirements.
- Build customer requirements into goals, standards and measures.
- Develop measures and monitoring systems.
- Use data to improve service quality.

# Customer Focus

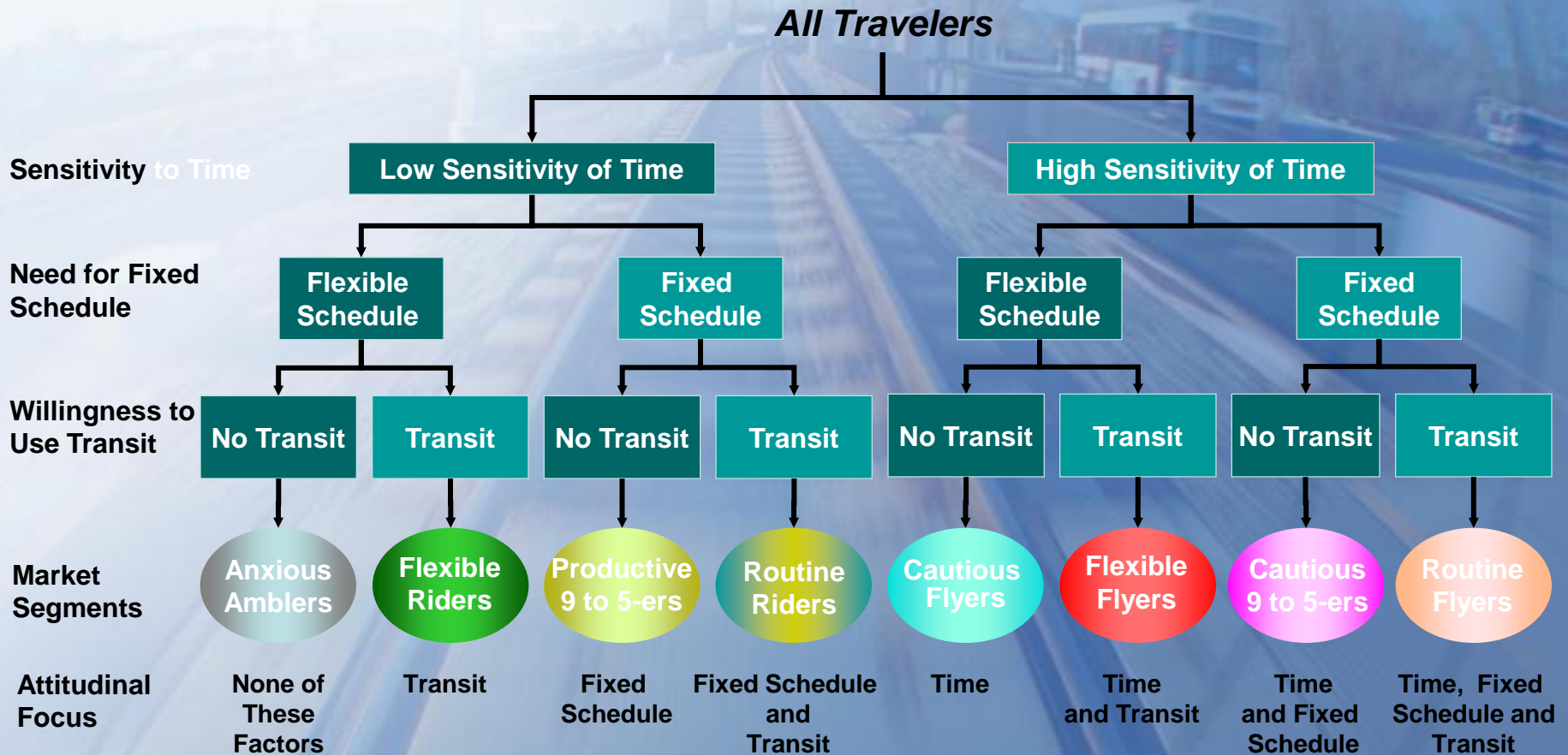
How do you know what transit customers need?

Market research.

Customer feedback.

Industry experience.

# Market Segmentation



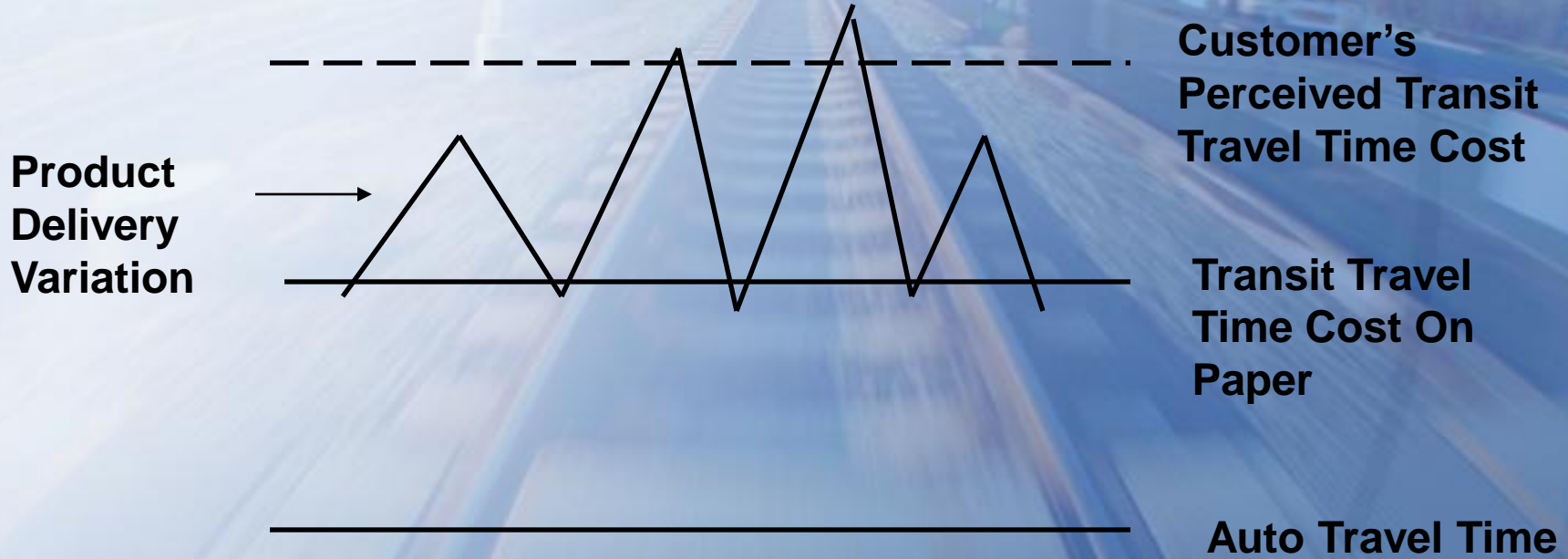
# *Routine Riders*

**Lower sensitivity to time**  
Fixed schedule  
Travel during rush hours  
Willingness to use transit

- Most have one car per household
- Employed full-time or part-time
- Lower income
- Half are married
- Two-thirds are male
- Your typical college student is representative of this group

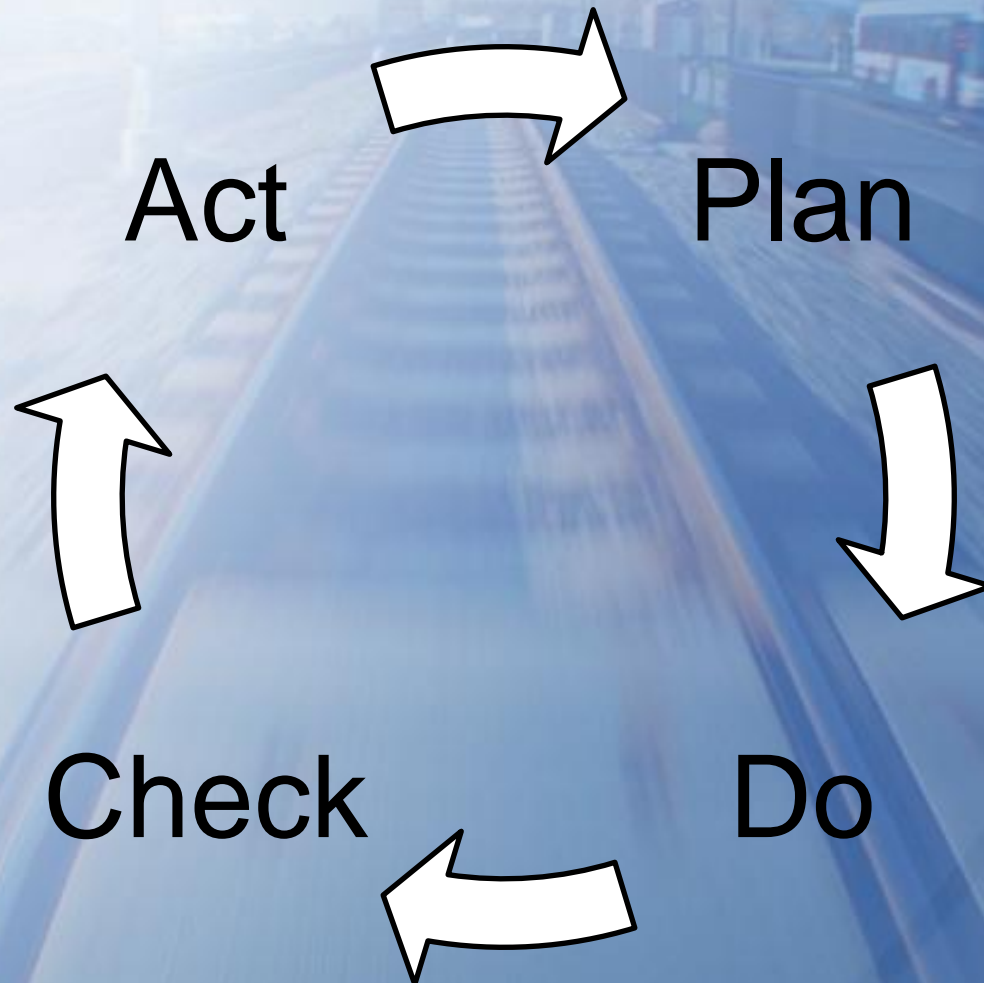


# Customer View of Reliability



Based on Psychographic Research, Focus Groups and Literature Research in Behavioral Science

# ISO 9001 Plan-Do-Check-Act Cycle



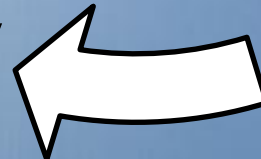
# In Other Words . . .

Analysis &  
Improvement

Strategy

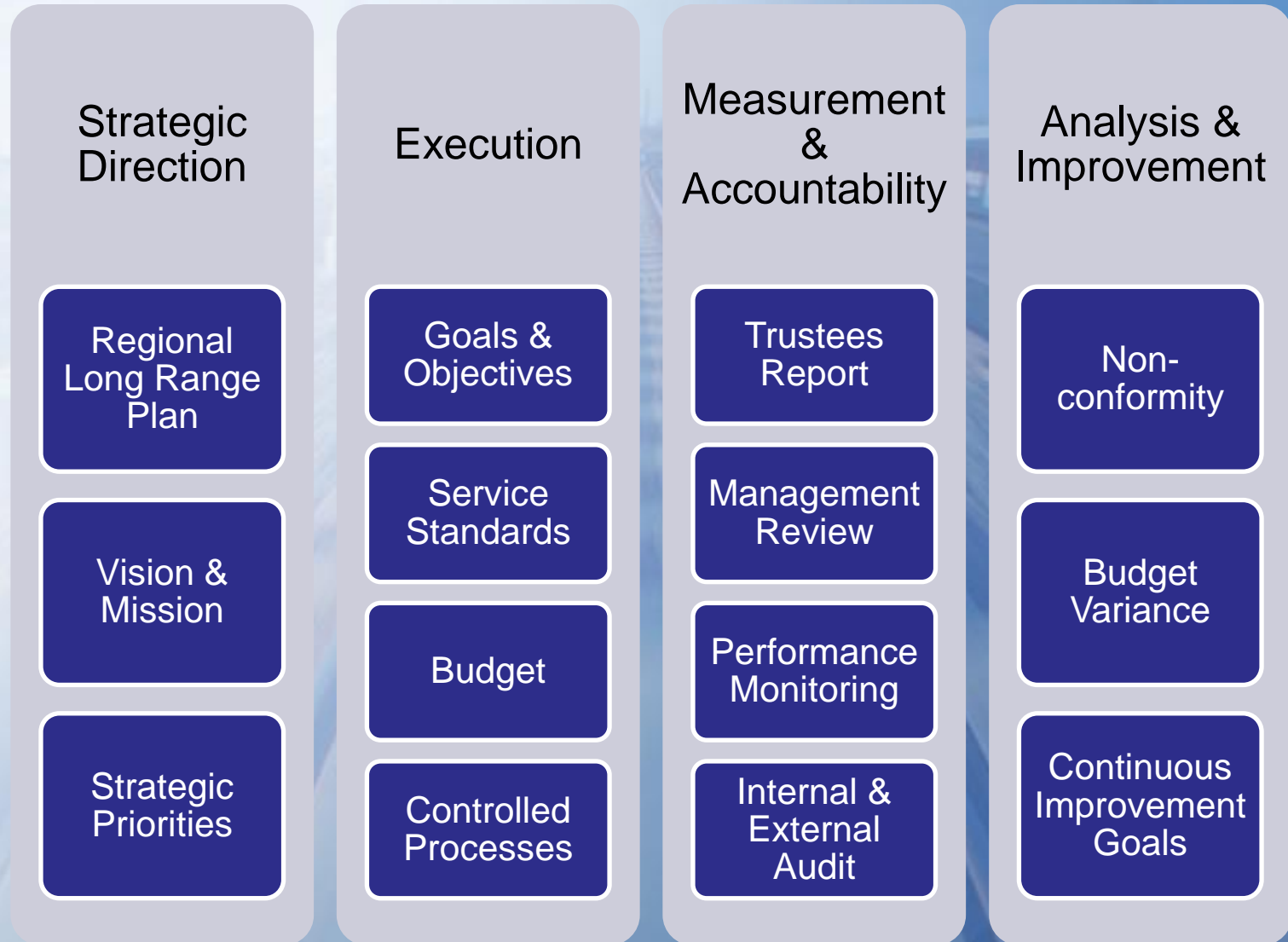
Measurement  
&  
Accountability

Execution





# Quality and Performance Management System (QPMS)



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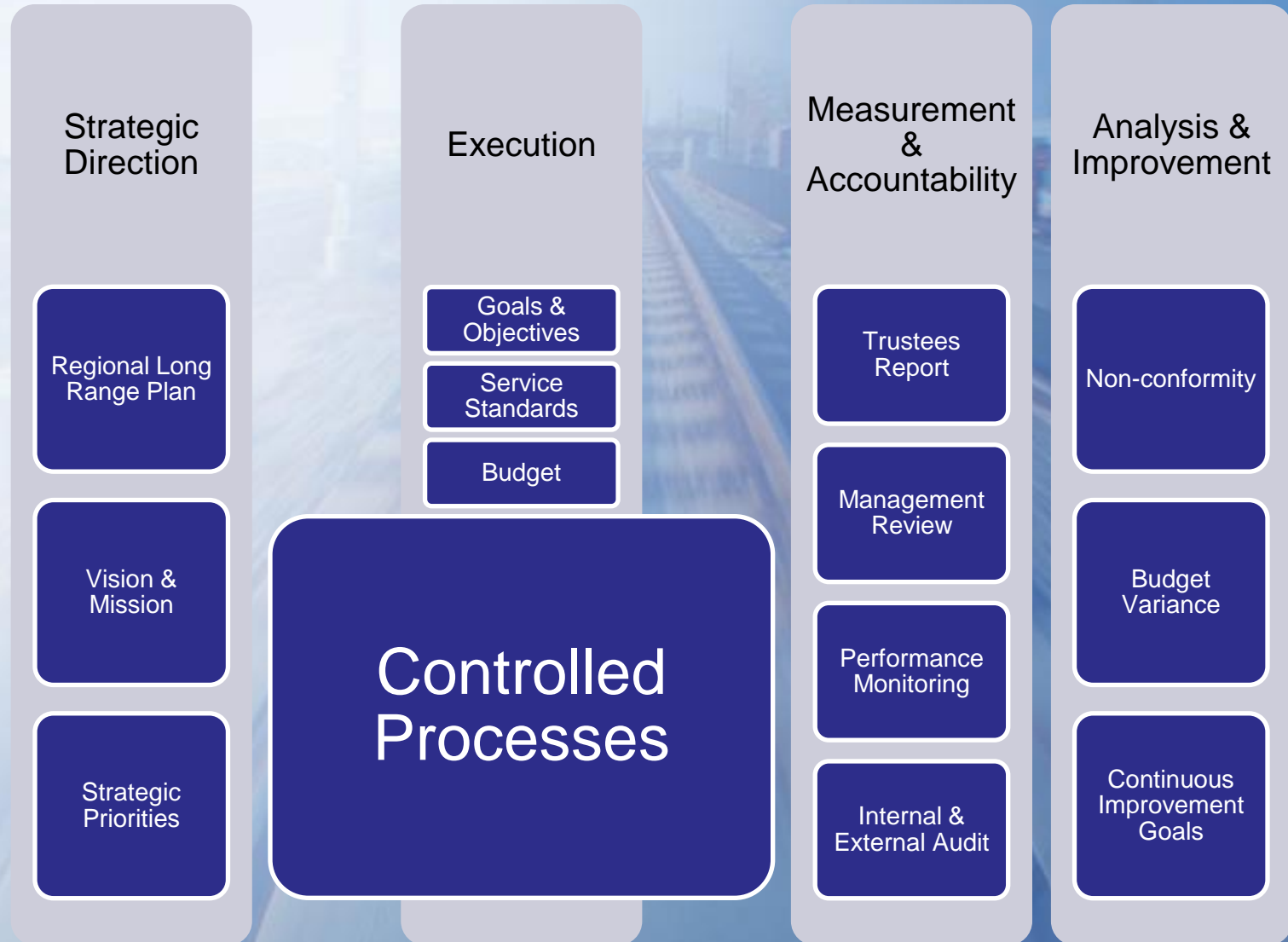


# Service Standard

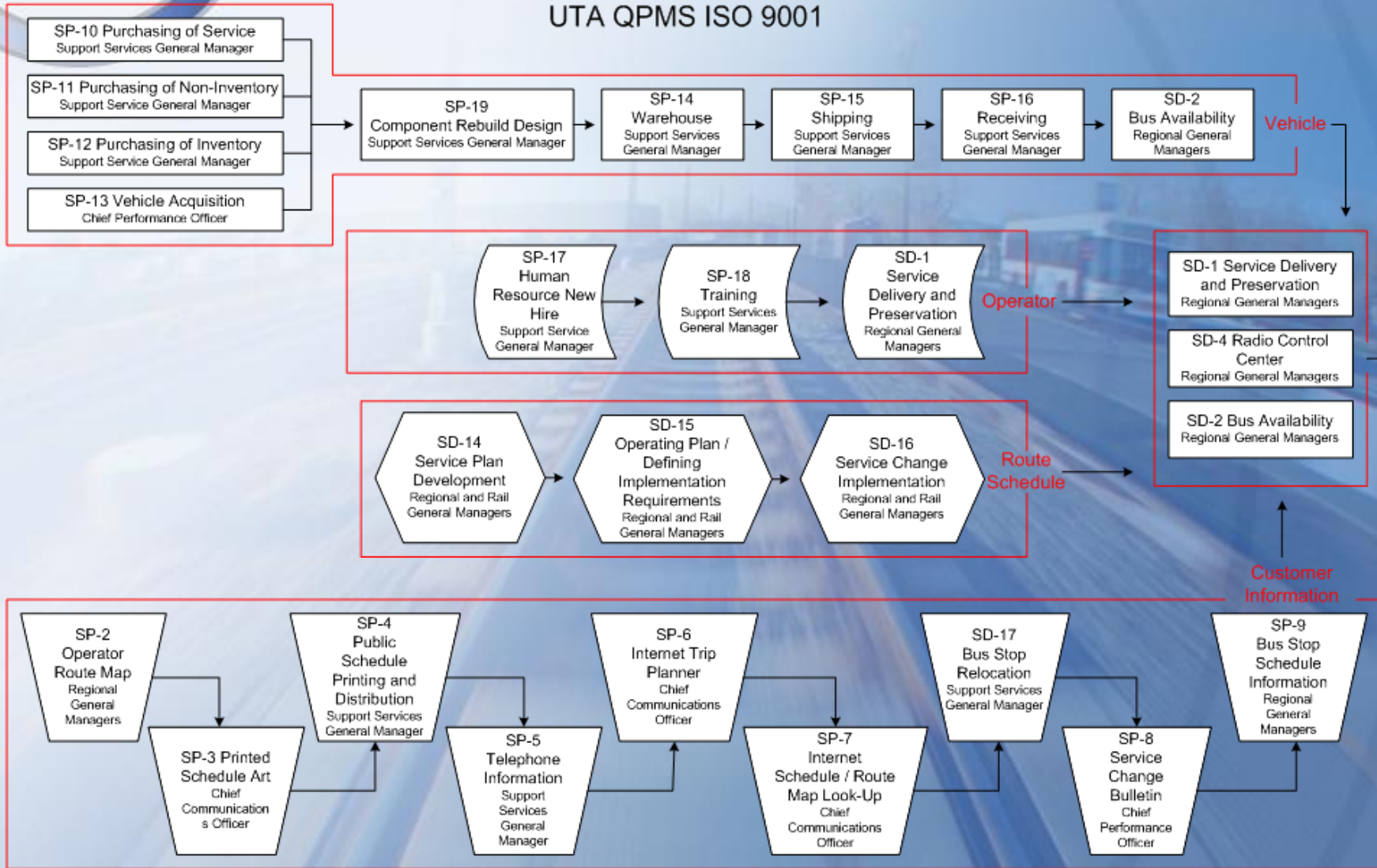
***On-time Service: Customers want punctual service.***

**For fixed-route bus service . . . annual standard . . . continual progress towards a long-term goal of at least 95% of time point crossings being 0 seconds early and no more than 4 minutes and 59 seconds late.**

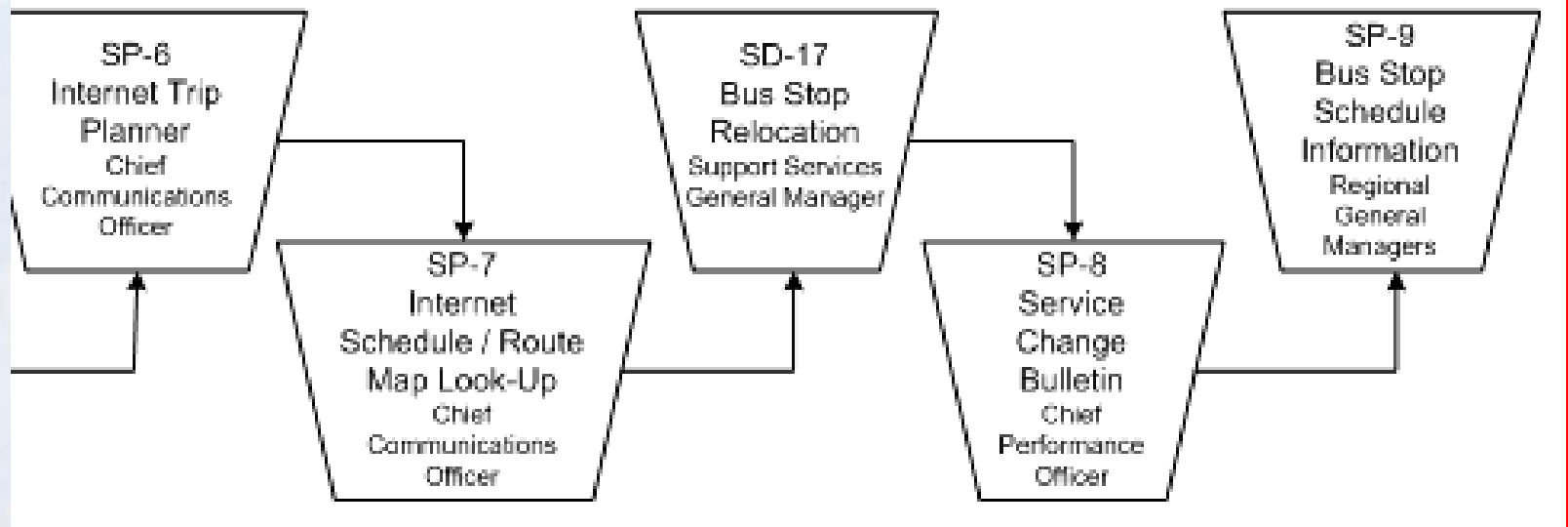
# Quality and Performance Management System (QPMS)



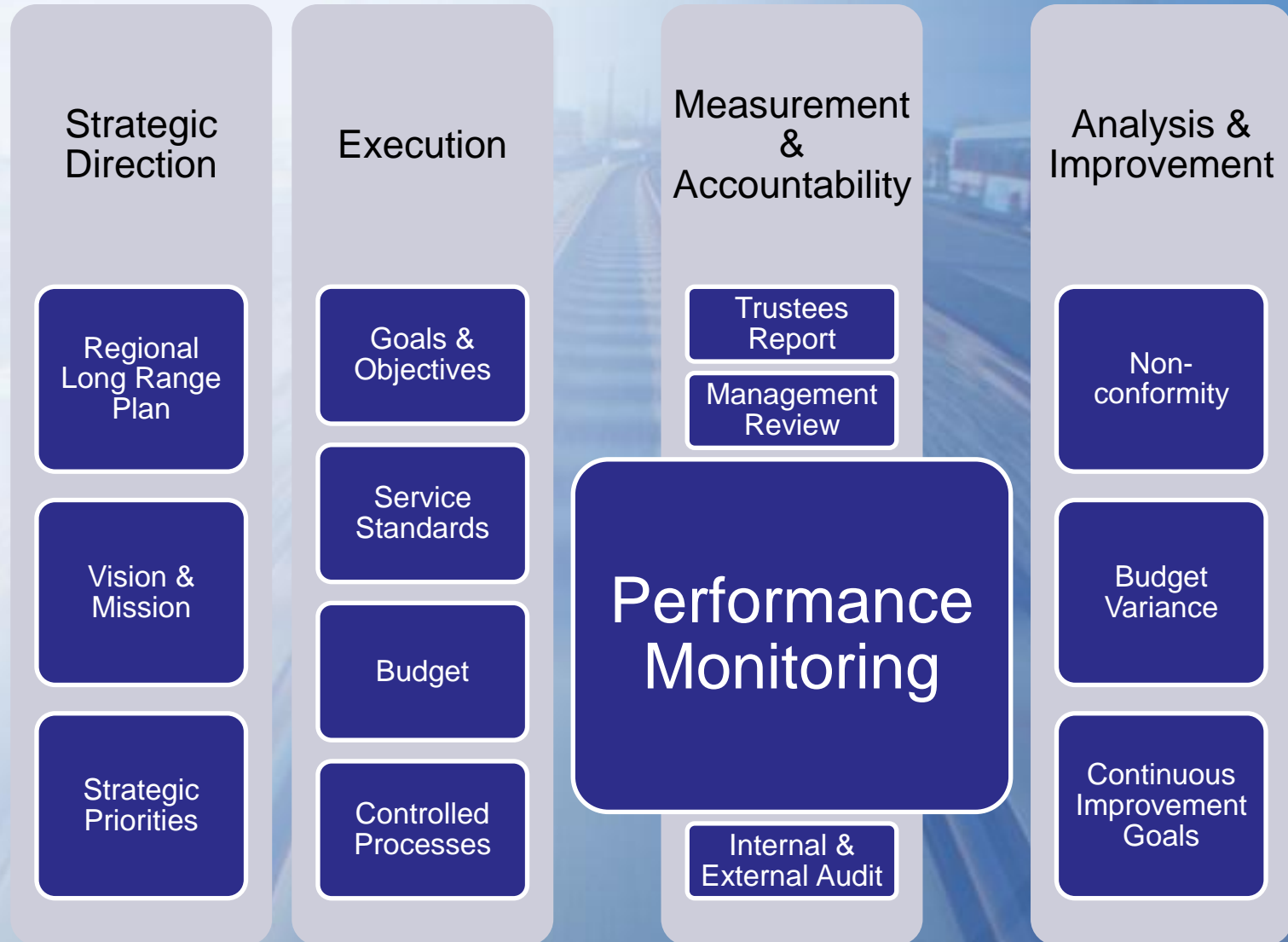
# UTA QPMS ISO 9001



**Customer Information**



# Quality and Performance Management System (QPMS)



Bicycle (0)



Wheelchair (0)



# TransDat V Mobile Data Computer

# 16:30:34

## Wednesday Nov 15, 2006

16:24	SLCC RD...	REDWOOD RD @ 4439 S	5:54	<a href="#">Reset</a>
		***SALT LAKE COMMUNITY COL...		
16:33	MEDW BR...	3900 S @ 188 W	2.29	
		***MEADOWBROOK TRAX STATI...		
16:52	MEDW BR...	3900 S @ 188 W		
17:01	SLCC BRUN	BRUIN BLVD @ 1750 W		
17:08	VALY FAIR	CONSTITUTION BLVD @ ...		

- [Send Message](#)
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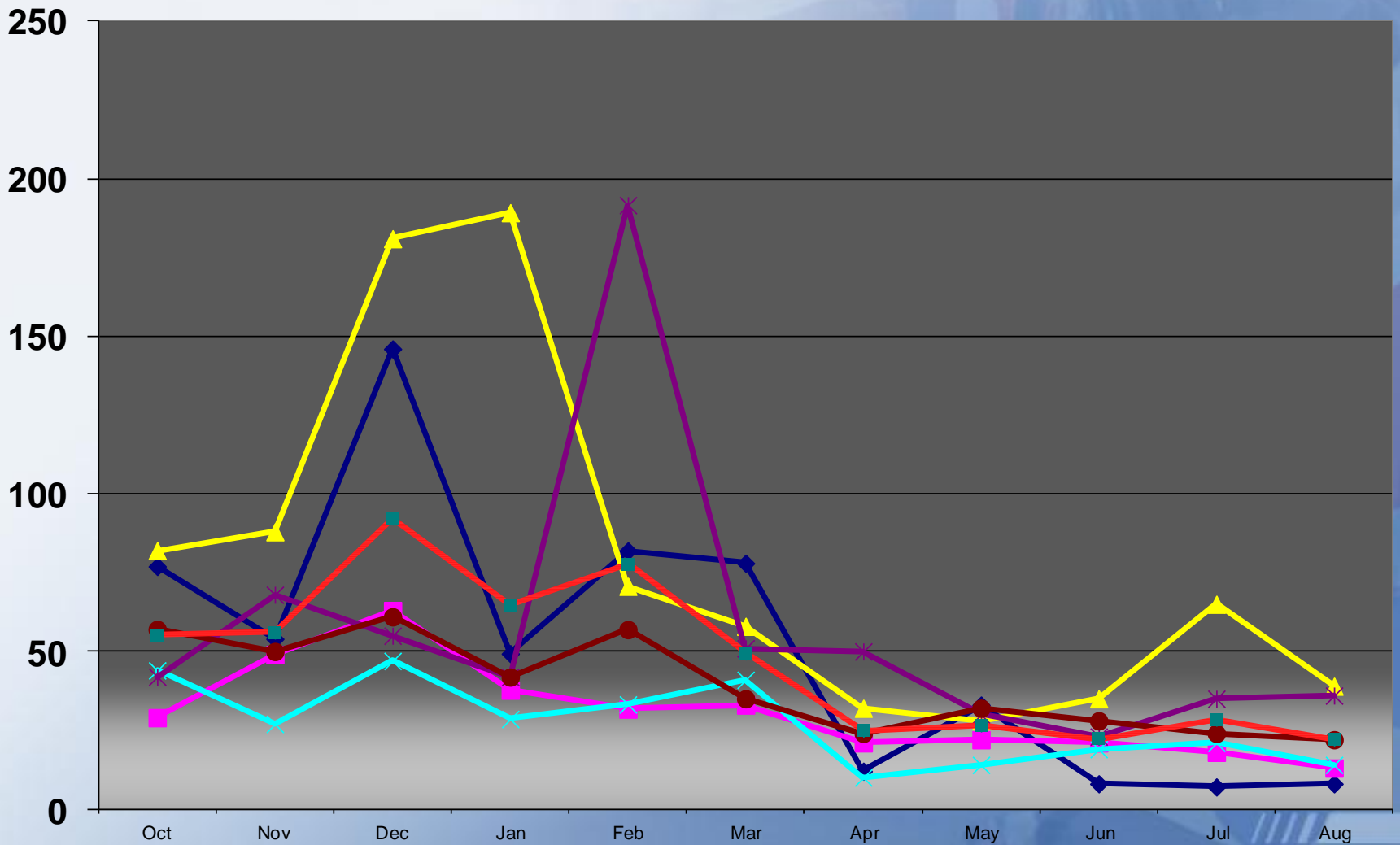




# Quality and Performance Management System (QPMS)



# Radio Control

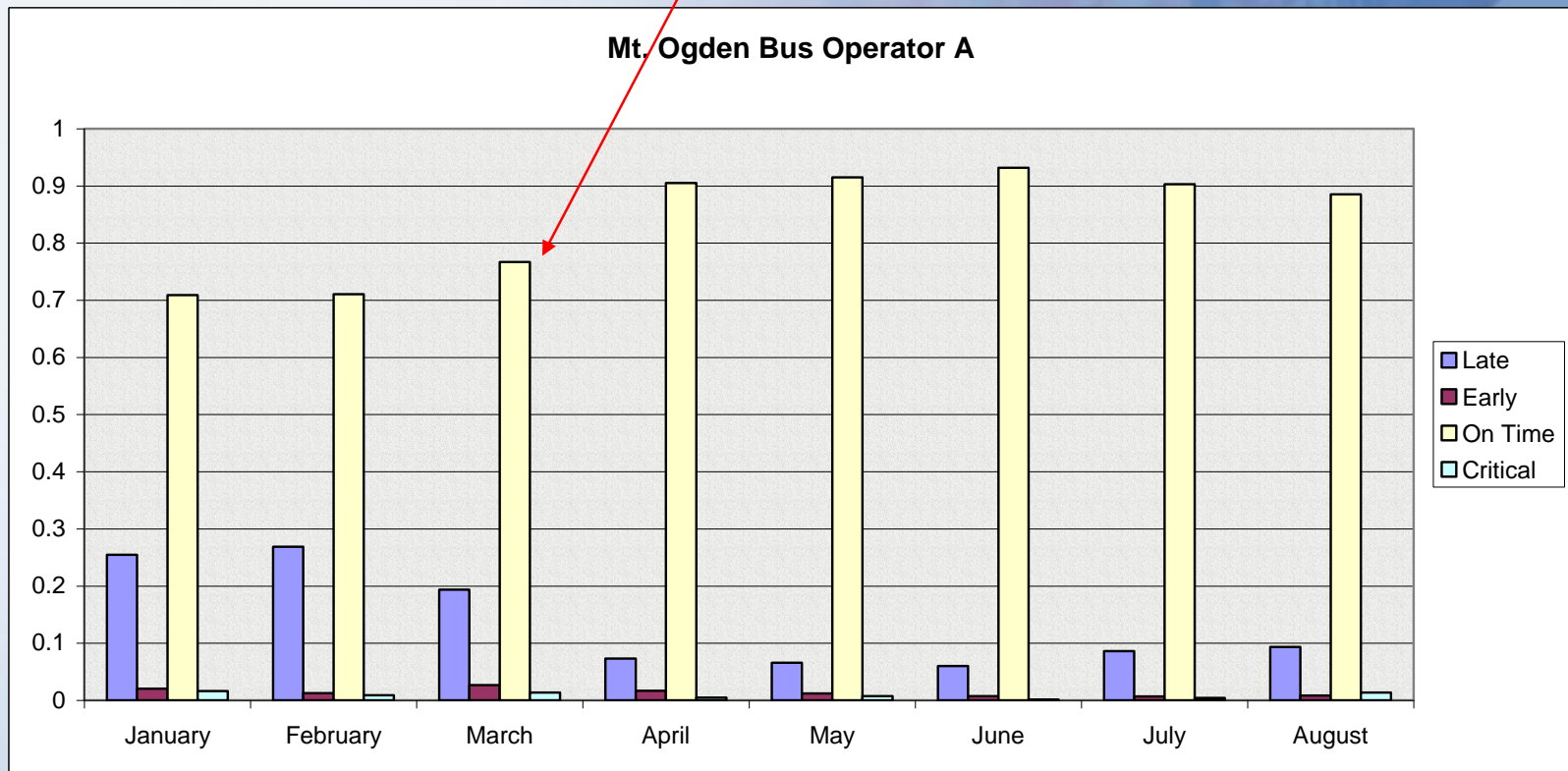


# On-Time Reliability

## SD-2 Bus Availability and Reliability

<u>Month</u>	<u>Late</u>	<u>Early</u>	<u>On Time</u>	<u>Critical</u>
January	25.5%	2.1%	70.9%	1.6%
February	26.8%	1.3%	71.0%	0.9%
March	19.3%	2.7%	76.7%	1.4%
April	7.3%	1.7%	90.5%	0.5%
May	6.6%	1.2%	91.5%	0.7%
June	6.0%	0.7%	93.2%	0.1%
July	8.6%	0.7%	90.3%	0.4%
August	9.3%	0.9%	88.5%	1.3%

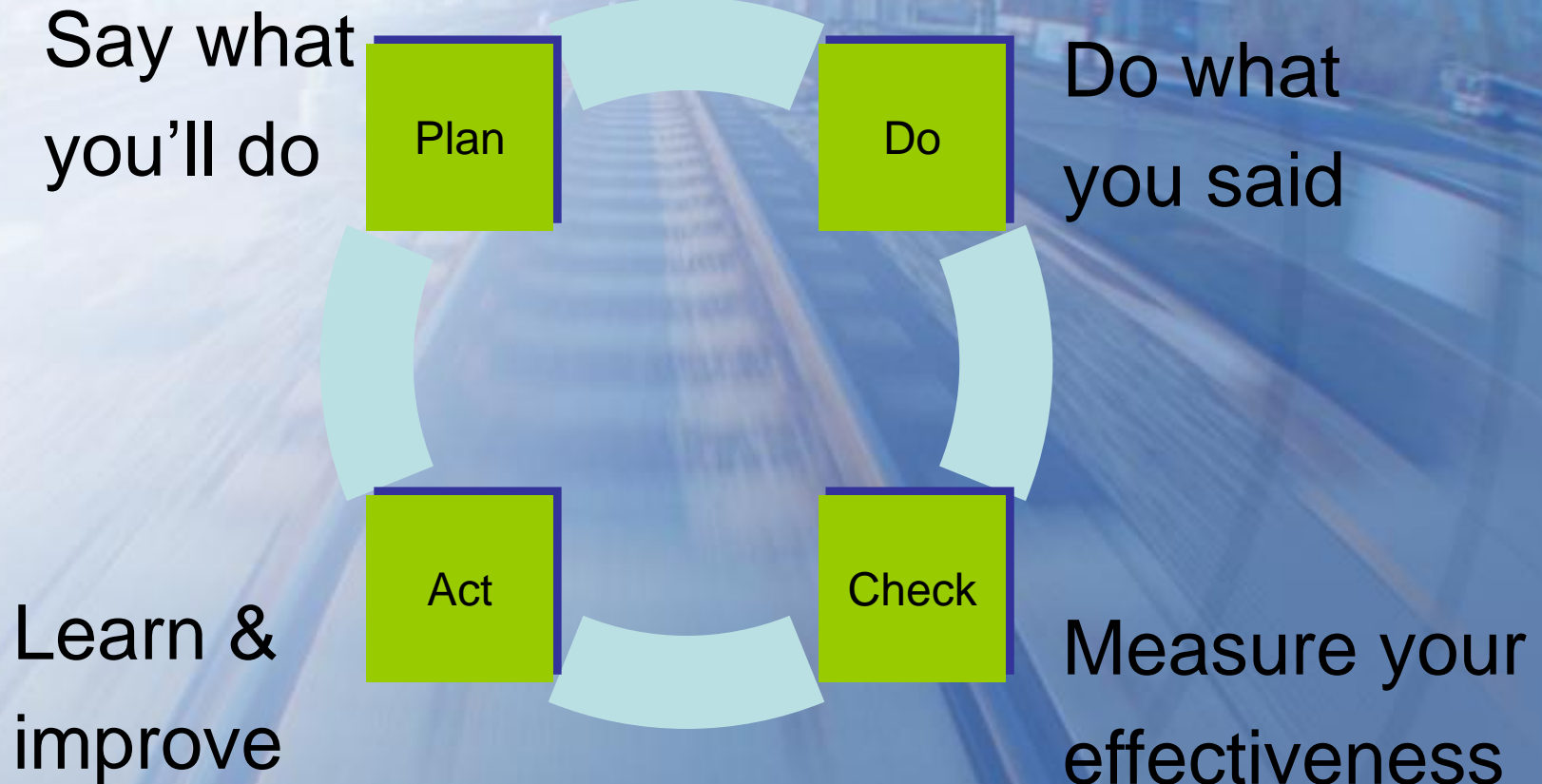
Operator Discussion and goal setting meeting with Supervisor



# Why an ISO-Based Management System Is Effective for Transit

- Choose a few outcomes to focus on
- Carefully define outcomes from customer perspective
- Measure outcomes
- Analyze processes that produce outcomes
- Determine root causes and fix processes

# ISO Continuous Improvement Cycle



# Process Approach

- Transit agencies are very good at responding to a crisis, but not as good at fixing the process that created the crisis.
- An ISO quality management system forces agencies to fix the problem in the process so that future failures cannot occur.