

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

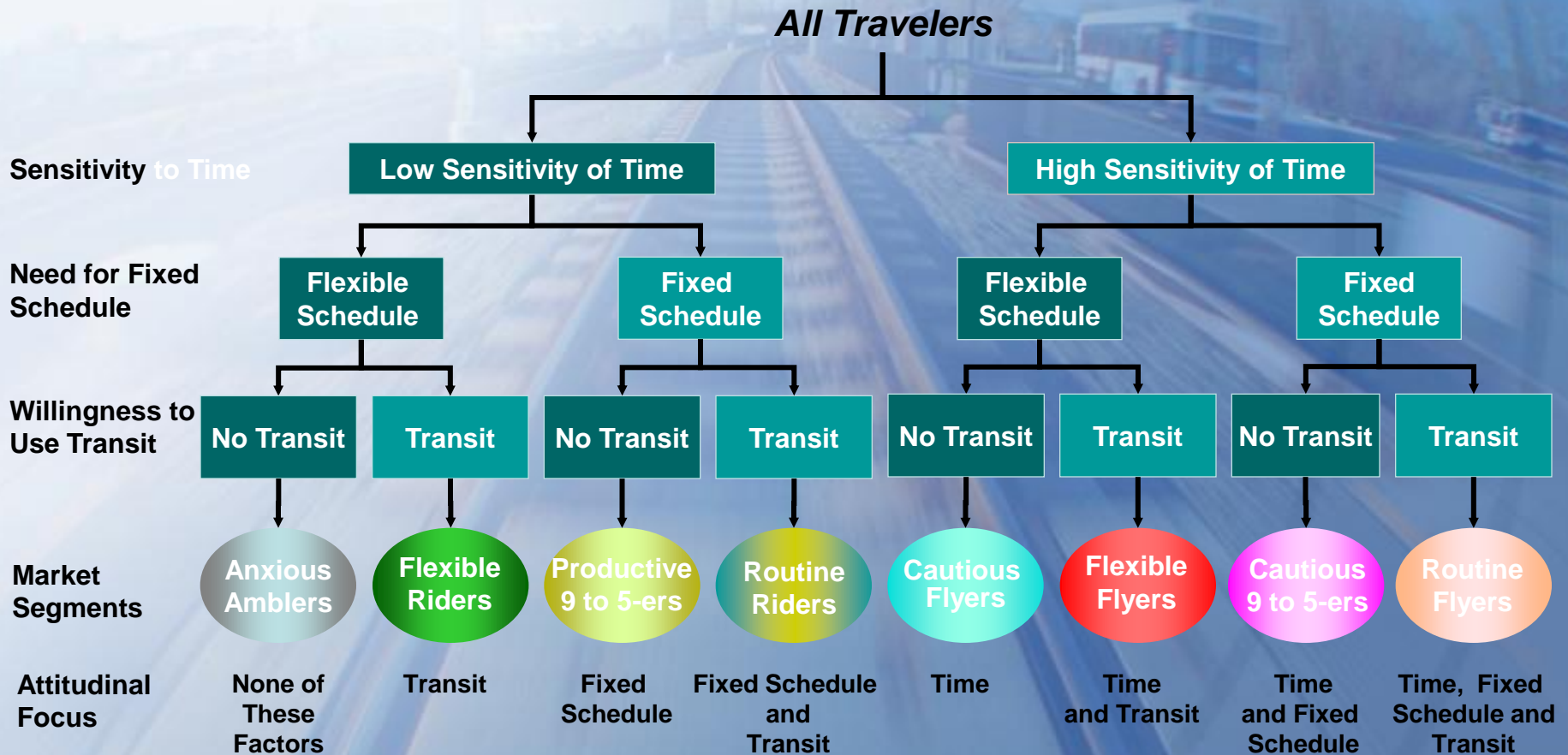
How do you know what transit customers need?

Market research.

Customer feedback.

Industry experience.

Market Segmentation



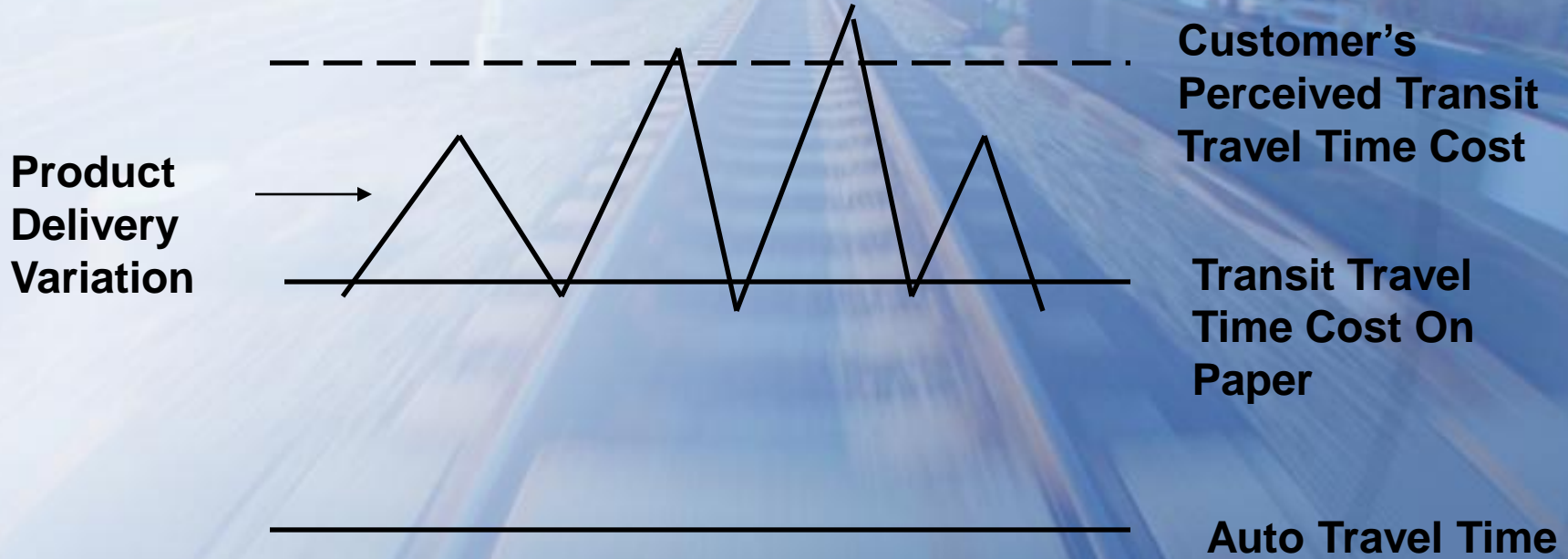
Routine Riders

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

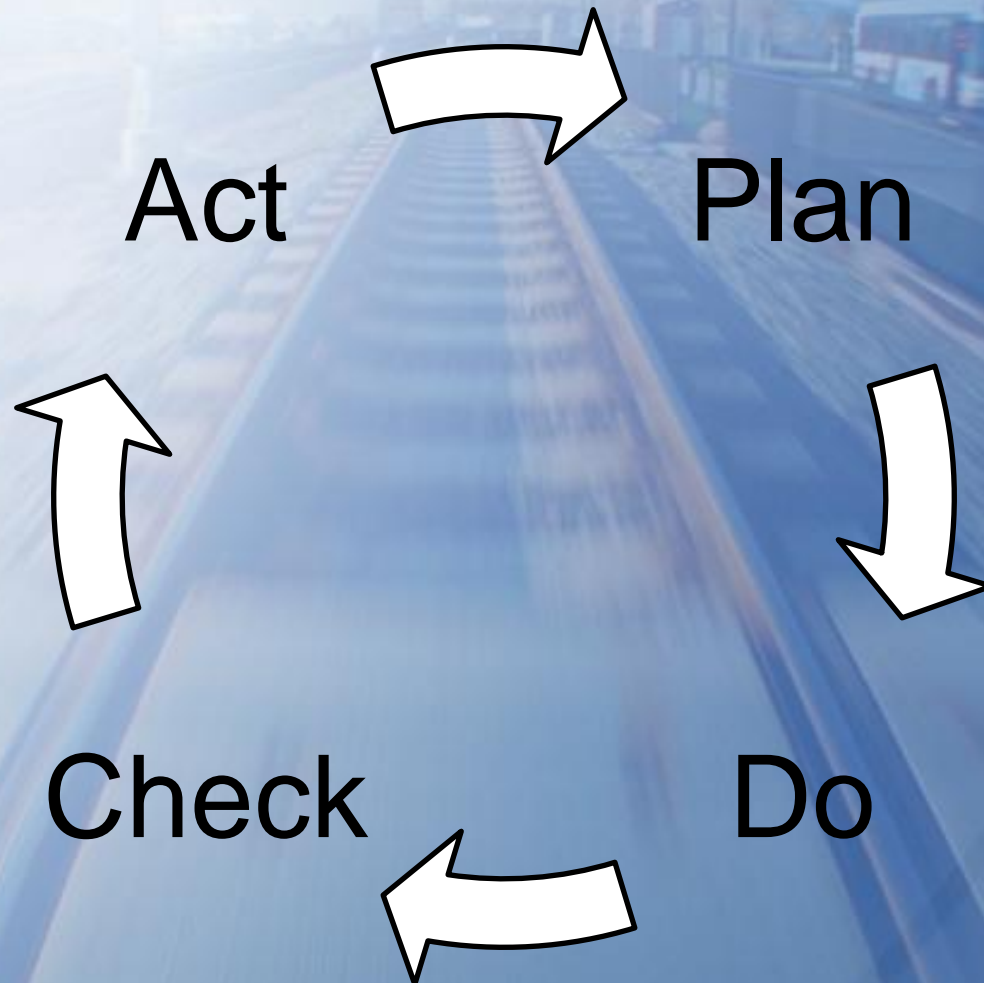


Customer View of Reliability



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

ISO 9001 Plan-Do-Check-Act Cycle



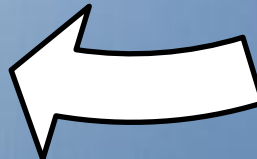
In Other Words . . .

Analysis &
Improvement

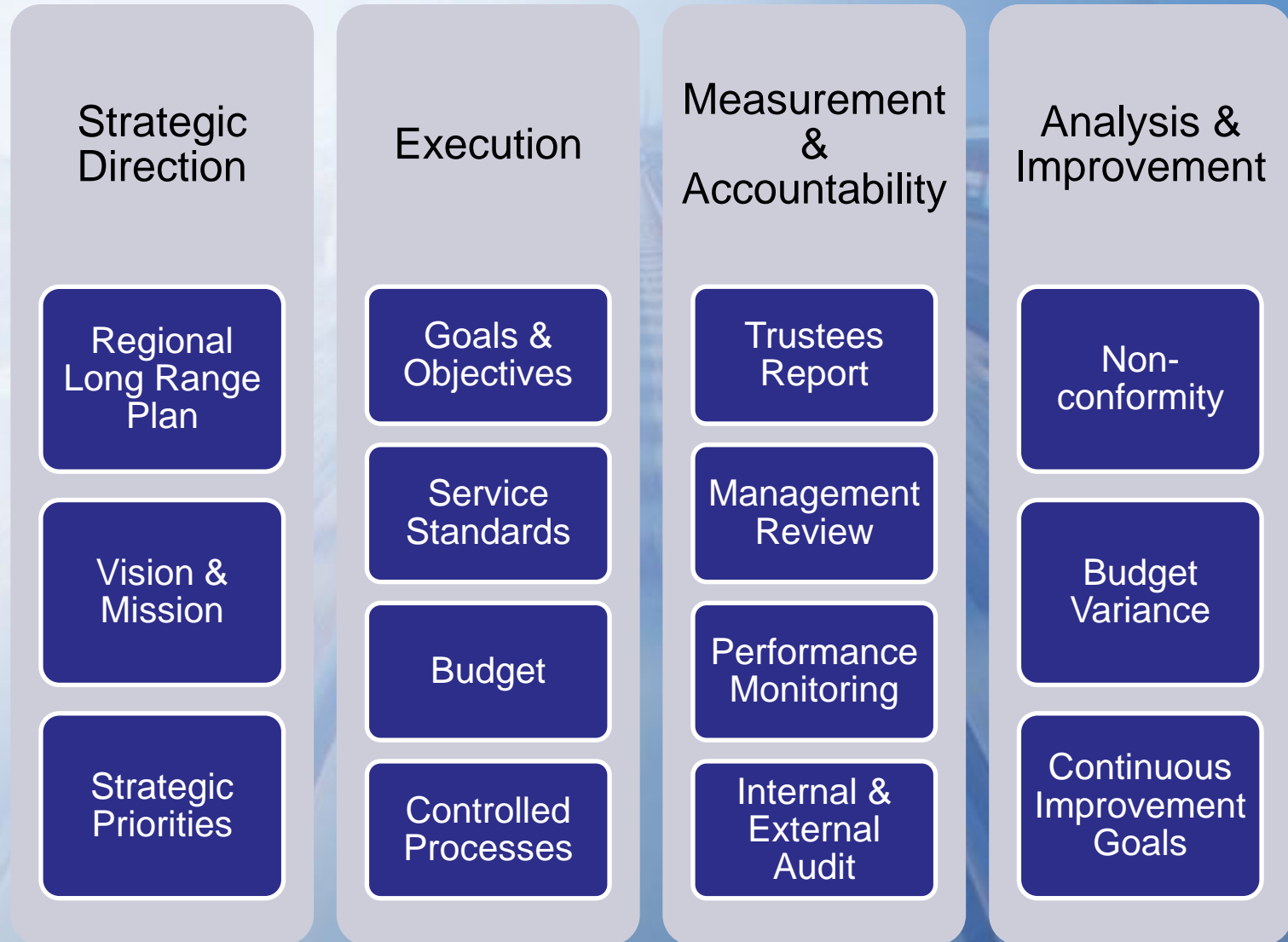
Strategy

Measurement
&
Accountability

Execution



Quality and Performance Management System (QPMS)



Quality and Performance Management System (QPMS)

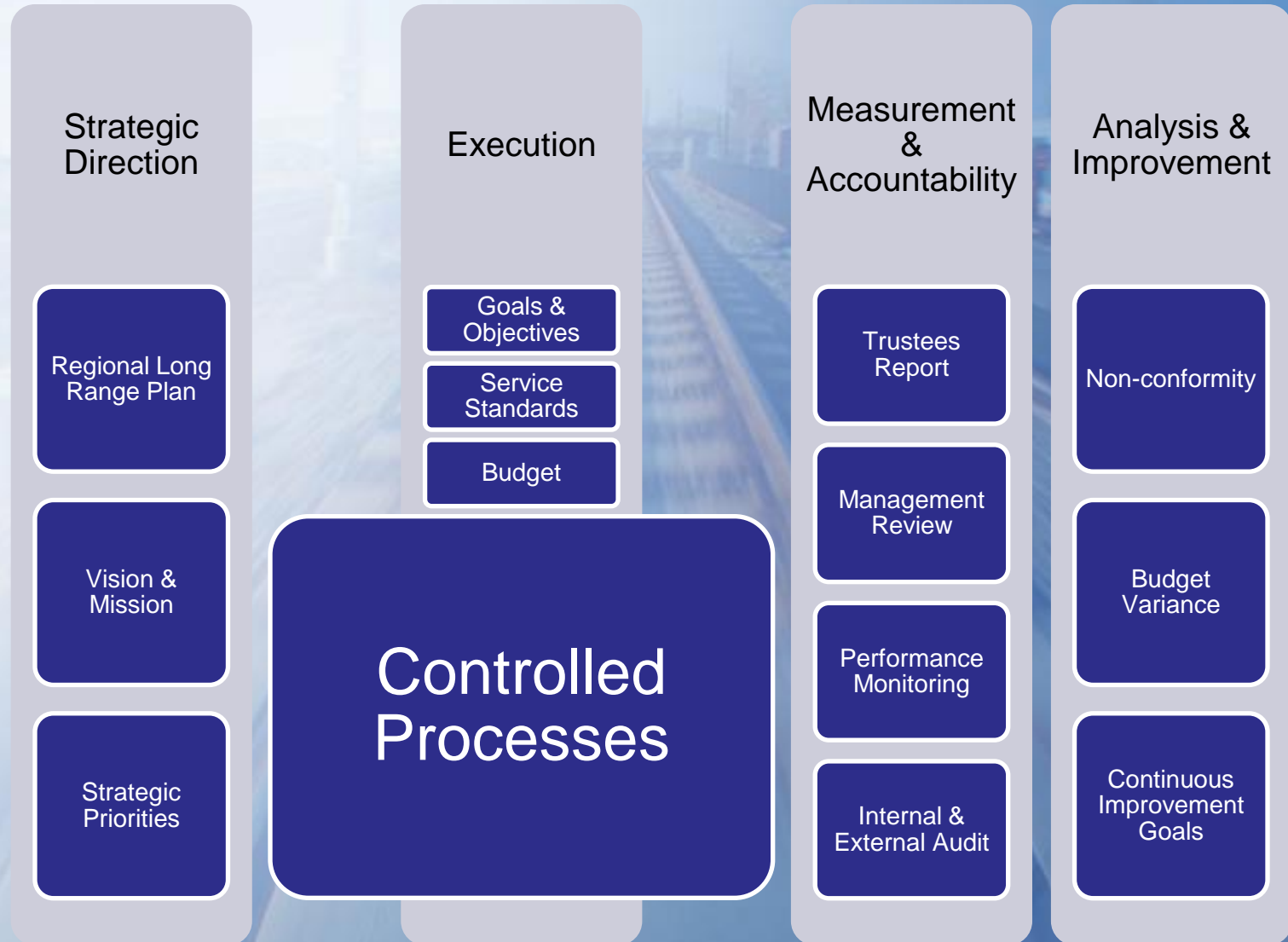


Service Standard

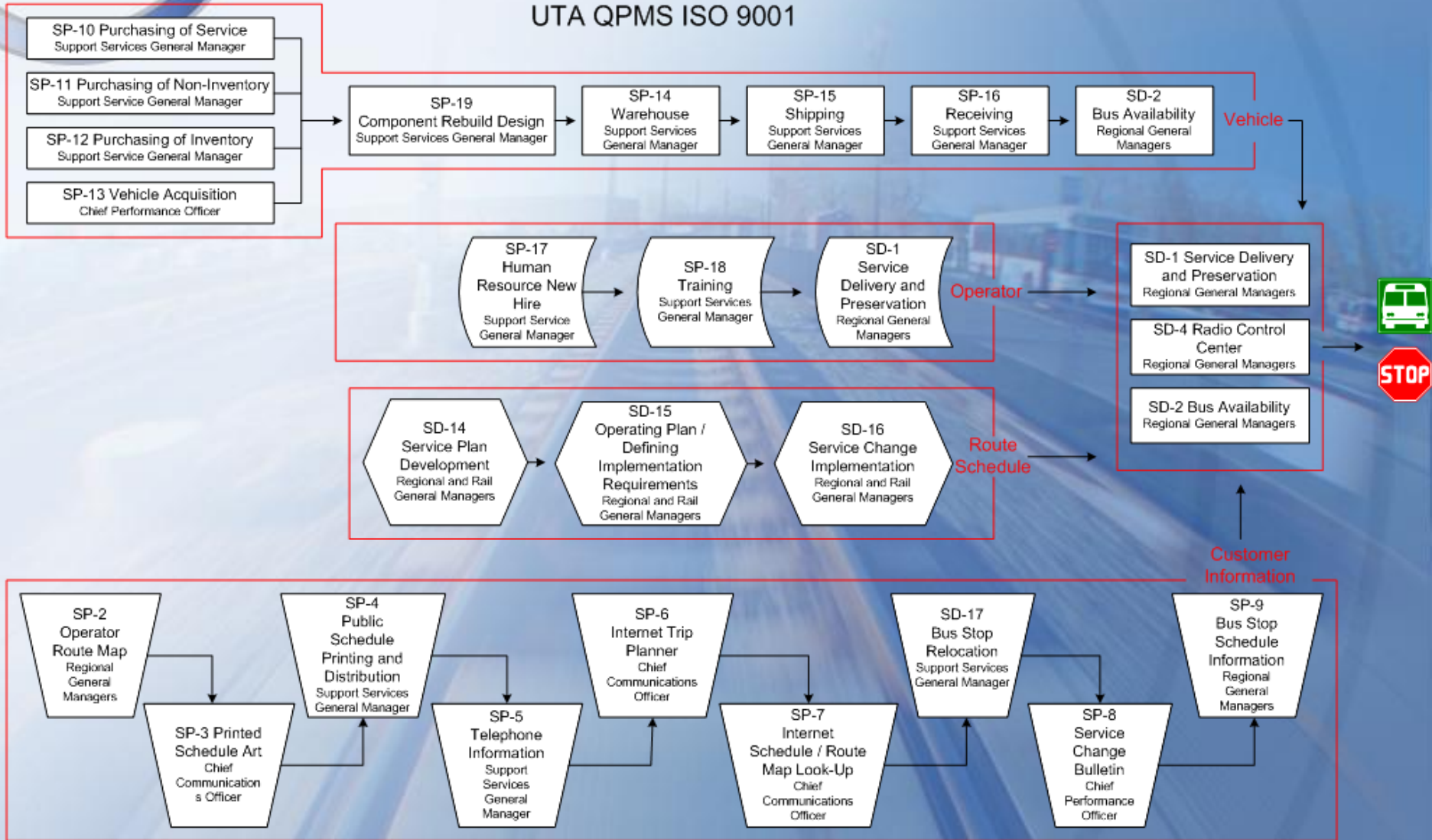
On-time Service: Customers want punctual service.

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.

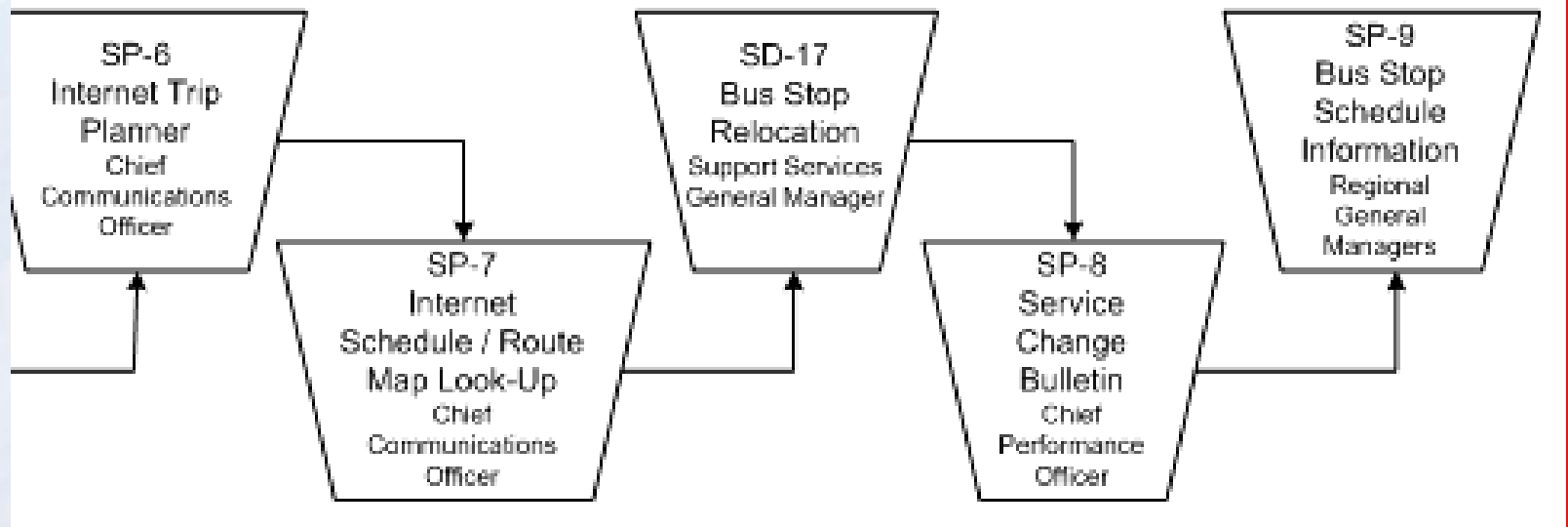
Quality and Performance Management System (QPMS)



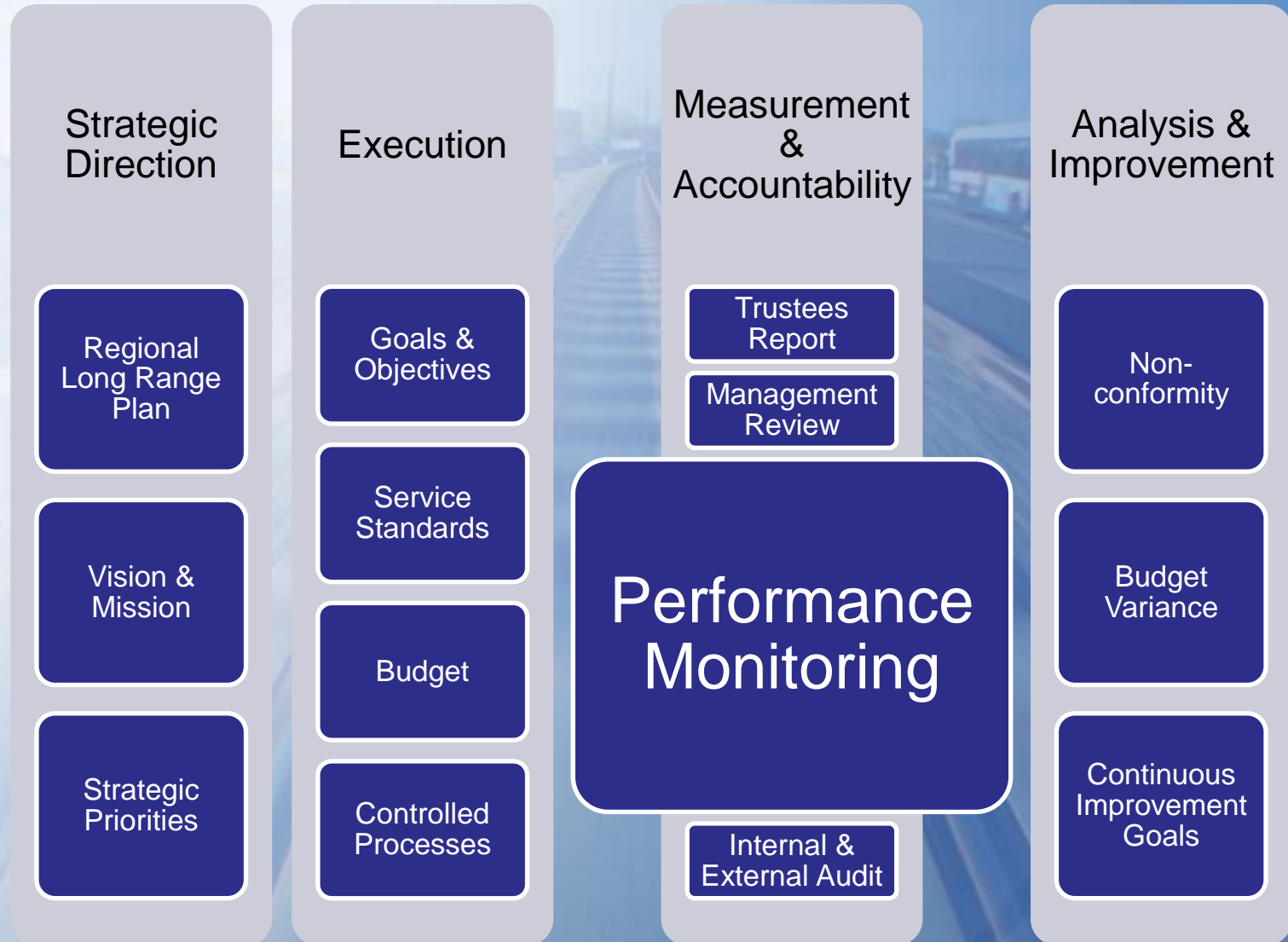
UTA QPMS ISO 9001



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	Reset
		***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 @ ...		

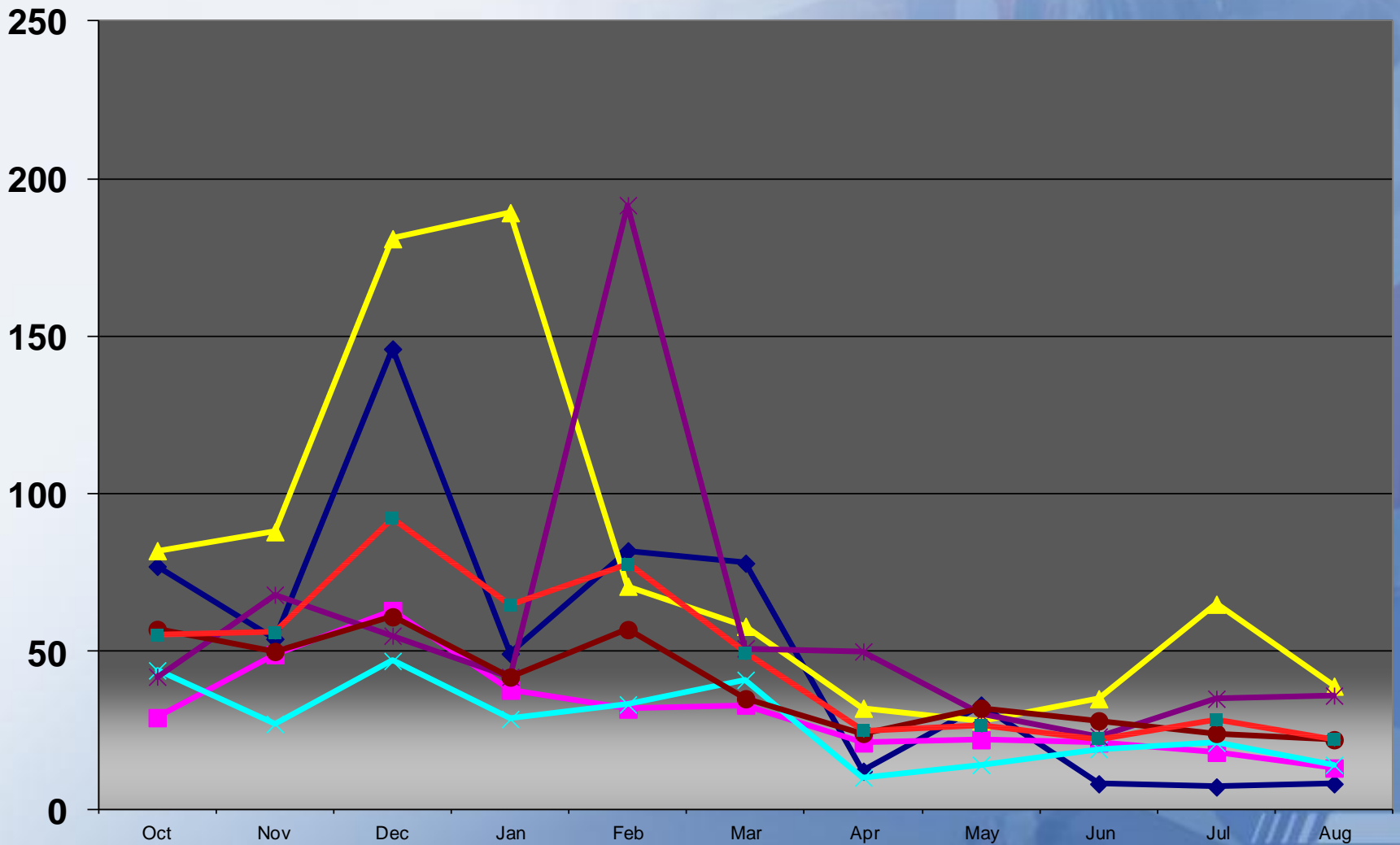
- Send Message
- Read Messages
- Detours
- Help/ Docs
- MDC Control
- Late Reports
- Fare Collection

Logout

Quality and Performance Management System (QPMS)



Radio Control

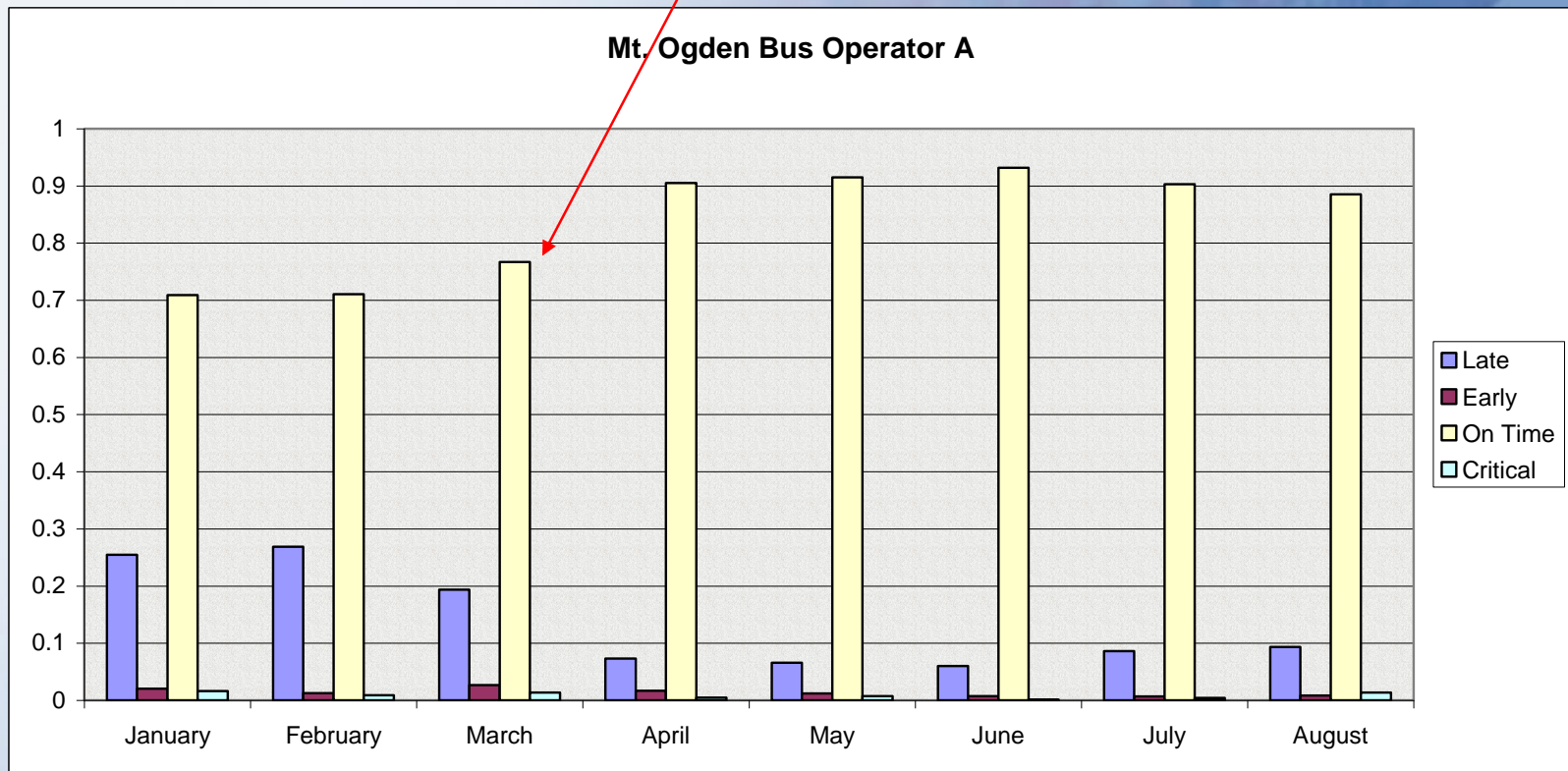


On-Time Reliability

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%

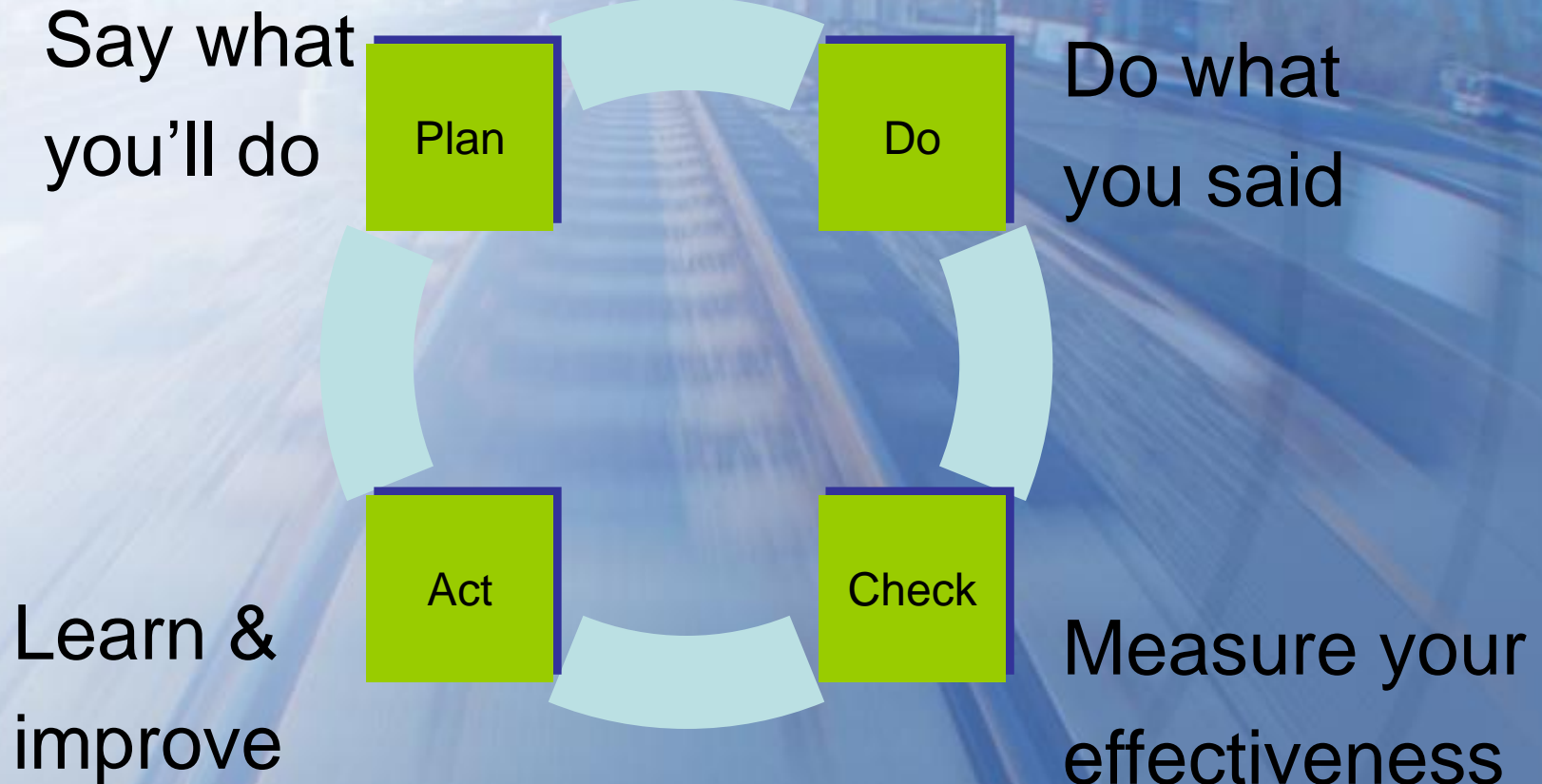
Operator Discussion and goal setting meeting with Supervisor



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.