

# Improving the Customer Experience

By Michelle Griffin, Mobility Manager for CTD 7  
and Mike Wilson, Mobility Manager for CTD 4

# Improving the Customer Experience

- What is Mobility Management?
- How can Mobility Managers help Customers?
- Michelle's Role
- Mike's Role



# About Us – Michelle Griffin



- Mobility Manager for CTD 7
- Worked in Public Transit since 2016
- Helped to establish 81 Connection, Kansas Rides website, KANcycle regional bike sharing and KanConnect
- Social Media, Marketing, Public Relations, Networking and Travel Training

# About Us – Mike Wilson



○ As the Mobility Manager for the Flint Hills Coordinated Transit District, I am responsible for the coordination of public transportation resources and to provide public education regarding existing public transportation resources. I also work to build awareness among decision makers, service providers, and riders on key issues related to the coordination of public transportation and human services. I have been a Mobility Manager for almost 2 years and really enjoy helping people and working to improve the customer experience.

# What is Mobility Management?

- In short: Mobility management means helping communities and individuals create and manage their mobility options.
- *A bit longer explanation:*
  - Mobility management is an approach to designing and delivering transportation services that starts and ends with the customer.
  - It begins with a community vision in which the entire transportation network—public transit, private operators, cycling and walking, volunteer drivers, and others—works together with customers, planners, and stakeholders to deliver the transportation options that best meet the community's needs.
- (from the National Center for Mobility Management)



# How can MMs Help Customers?



- Understand and Advocate:
  - Work with all customer groups, understand needs, share those needs
- Convene and Facilitate:
  - Cultivate partnerships and facilitate meetings and public engagement
- Design and Plan:
  - Design local and regional customized solutions
- Launch and Sustain:
  - Test assumptions, make modifications, research and plan for funding
- Inform and Connect:
  - Inform about transportation options and connect the dots between services

# How can MMs Help Customers?

- Huge list of “customers”
  - Transit Agencies
  - Passengers
  - Social Service Agencies and Schools
  - Businesses
  - Funding Sources
  - Elected Officials
- “Customer” needs vary across regions
- Roles change and evolve as needs change and evolve
- Use the skills and capabilities of each Mobility Manager
  - We each bring our own set of skills to the table



# Michelle's Role – What do I do?

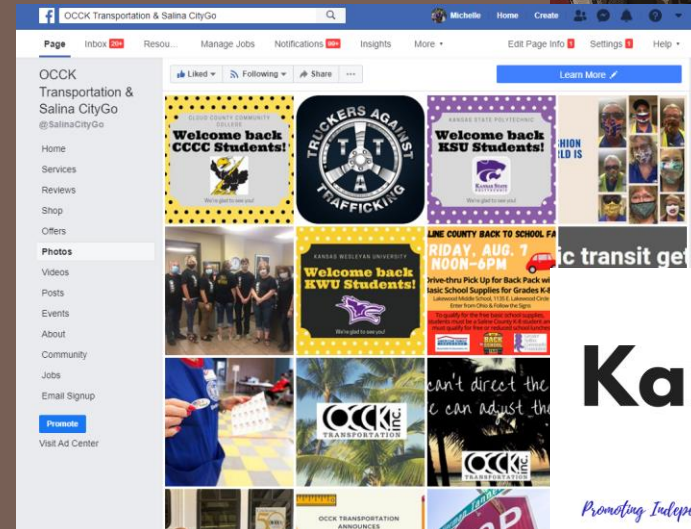
- Increase awareness of public transit options
- Help to increase ridership in services
- Plan and develop projects and services
- Be a community resource





# Michelle's Role – What do I do?

- Increase awareness of public transit options
  - Presentations to Groups
  - Attendance at Community Events
  - Marketing Assistance
    - Social Media Posts
    - Website Updates
    - Press Releases and Media
    - Branding



# Michelle's Role – What do I do?

- Help to increase ridership in services
  - Travel Training
    - Individual and Groups
    - Training videos
  - Promotional Events & Materials
  - Assist with Driver Training
  - Passenger Amenities



# Michelle's Role – What do I do?

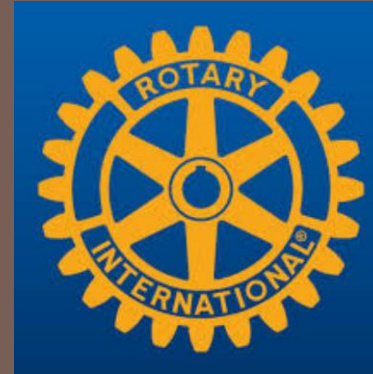
- Plan and develop projects and services
  - 81 Connection
    - Started in 2017
    - Regional Fixed Route
    - Belleville to Salina and back
  - KANcycle
    - Started in 2019
    - 80 bikes in 8 communities
    - First rural bike sharing program
  - KanConnect
    - Started in 2020
    - Rural Communities to Salina and back





# Michelle's Role – What do I do?

- Be a community resource
  - Networking
  - Make connections
  - Go-to person for questions about transit options



# Mike's Role – What do I do?

- Communicate, gather, and distribute information
- Extra set of hands for transit agencies
- Use technology to enhance the customer experience
- Be a community resource





# Mike's Role – What do I do?

- Communicate, gather, and distribute information
  - Travel Training/Trip Planning
  - Ask your customer what they need
  - Listen to your customer
  - Use surveys to gather information
  - Use marketing to distribute information



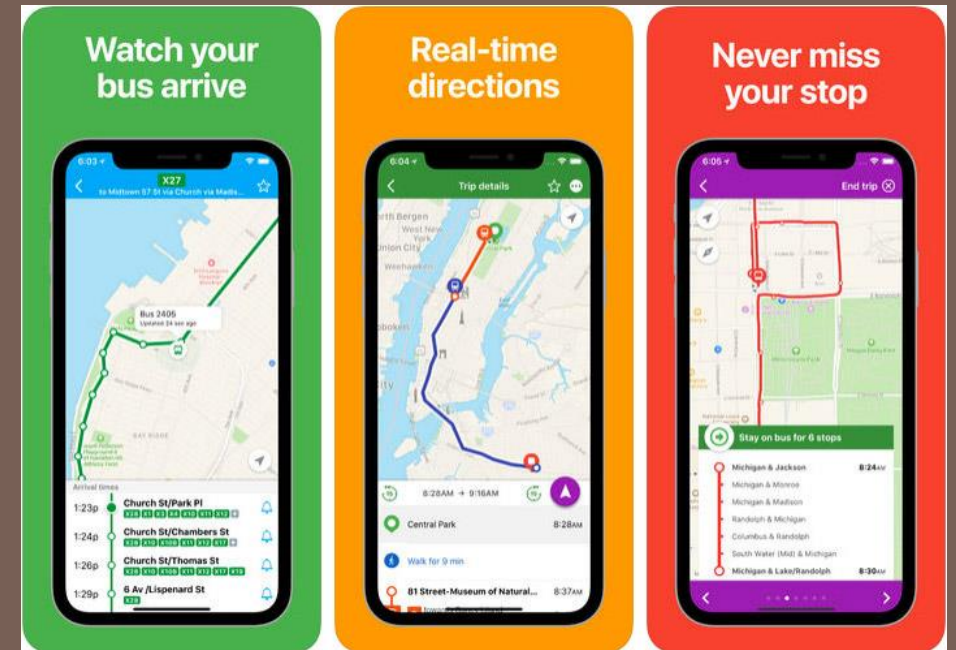
# Mike's Role – What do I do?

- Extra set of hands for transit agencies
  - Be a Public Transit Advocate
  - Attend Outreach Events
  - COVID-19 Response
  - Bus Stop Evaluation



# Mike's Role – What do I do?

- Use technology to enhance the customer experience
  - Surveillance Systems
  - Digital Signage
  - Touchless Fare Collection
  - Trip Planning/Bus Tracking Mobile Application
  - Website





# Mike's Role – What do I do?

- Be a community resource
  - Be Seen and say Yes
  - Meal on Wheels, FIT Closet, Flood Recovery, Coordinated Care
- Social Service Involvement
- Meetings and Coordination



# Thank you!

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