



Customer Services, Operations, and Safety Committee

Board Information Item III-B

July 16, 2009

**The New and Improved Metrobus
Reorganization**

Washington Metropolitan Area Transit Authority
Board Action/Information Summary

<input type="radio"/> Action <input checked="" type="radio"/> Information	MEAD Number:	Resolution: <input type="radio"/> Yes <input checked="" type="radio"/> No
---	--------------	--

TITLE:

Department of Bus Services Reorganization

PURPOSE:

To provide the Committee with an update on the Bus Reorganization.

DESCRIPTION:

Bus Services implemented a reorganization within Bus Transportation to introduce new responsibilities focused on making Bus Services the "Best Ride in The Nation" while improving safety, customer service, service reliability and organizational efficiency. The presentation includes an overview of the reorganization and how it interacts with the Bus System Integration.

FUNDING IMPACT:

The reorganization was done within the FY09 approved budget for Bus Services.

RECOMMENDATION:

None



The New and Improved Metrobus Reorganization

Presented to the Board of Directors:

**Customer Service, Operations and Safety
Committee**

July 16, 2009





Mission

“To provide the nation’s best bus service.”

Changing the face of Metrobus is a multi-faceted task. This is one part of that effort.

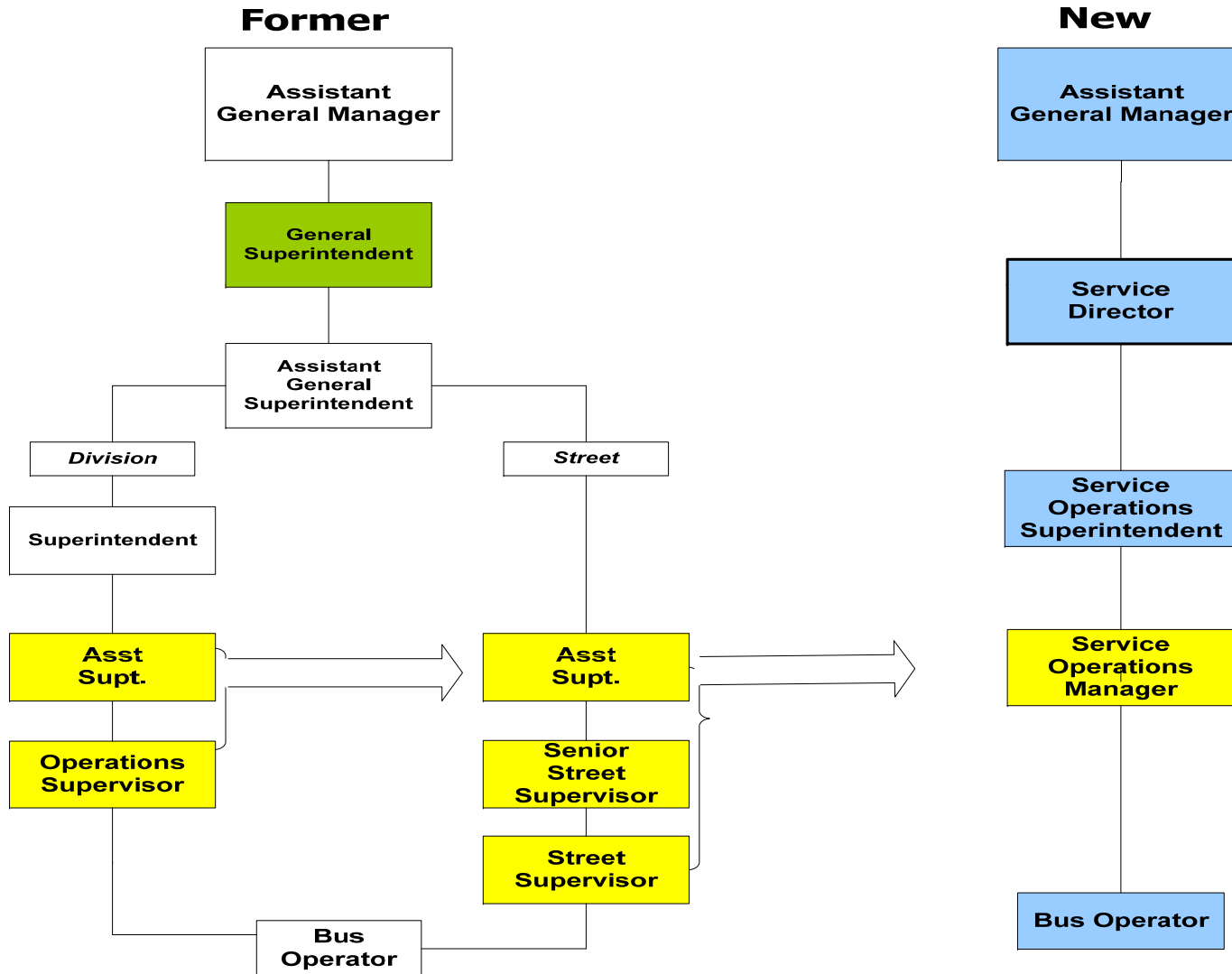


Purpose

- **We reorganized Bus Transportation to:**
 - Deliver the “Best Ride in the Nation.”
 - Provide safe, reliable, and efficient customer service.
 - Assign direct responsibility and accountability to managers for safety, efficiency, courtesy, and on-time performance.
 - Establish clear lines of bi-directional communication with emphasis on front-line employees and customers.



Streamlining





Process

Implemented through a four-phase process:

- **Phase I** - Development and Restructure
- **Phase II** - Implementation in Districts I, II, & III
- **Phase III** - Central Communications (BOCC)
- **Phase IV** - Recruitment



Phase I Development

- **Plan:** Developed by AGM with assistance from consultant.
- **Team:** Cross-functional with expertise in several disciplines.
- **Charter:** Introduced with specific deliverables.
- **Focus:** Responsibility, accountability, culture change, success principles, consistency, training, and metrics.





Phase II Implementation

January 5, 2009: Four Mile Run, Royal Street and Arlington (now West Ox).

April 26, 2009: Northern, Southern, Western, Montgomery and Landover.

May 10, 2009: Bladensburg.

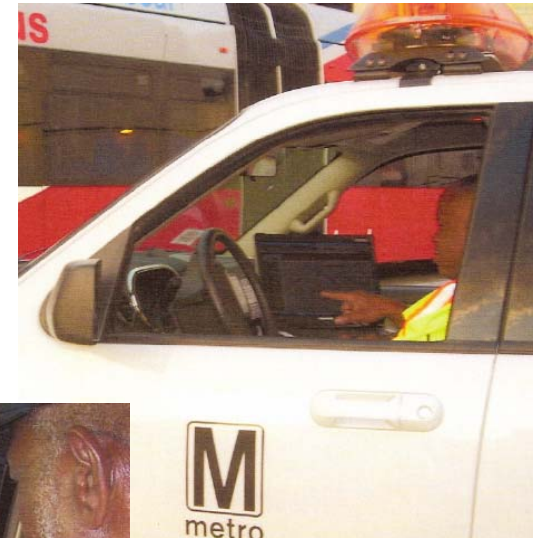




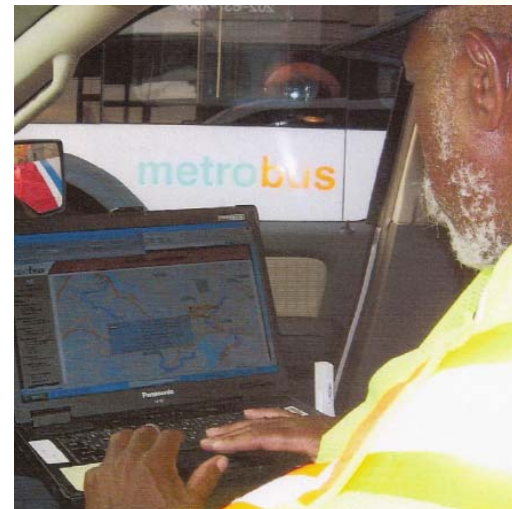
Phase II Hands-on



Service Operations Managers were trained on Next Bus to assist operators in managing the service.



New technology
New tools
+ New skills
Better service





Phase III Communications

Management: Top-notch team was selected to provide around-the-clock, seven-day-per-week oversight (Previously non-existent).

Development: Five-week intensive training

- System Knowledge
- Problem Solving
- Communications
- Customer Service
- Team building
- Media relations
- Emergency operations





Phase IV Recruitment

- **Significance:** Fulfillment of strategic goal to “Retain and Attract the Best and the Brightest”.
- **Five-tier approach:**
 1. Enhance qualification criteria.
 2. Consistency in reviews of applicants.
 3. Strengthen and standardize interview process.
 4. Training with focus on specific qualifiers
 5. Consistent evaluation during probationary period.

