Safer journeys, every day.
Access Services Mission and Vision Statement

Mission
Access Services promotes access to all modes of transportation and provides quality and safe ADA paratransit service on behalf of public transit agencies in Los Angeles County.

Vision
Access Services serves the community as the leader in promoting accessible and innovative transportation solutions.

We accomplish this vision by:

> Providing quality, efficient, safe and dependable ADA paratransit service.
> Leading the national dialogue as an advocate for universal access to transportation.
> Partnering with other entities to secure alternate funding sources and legislation that expands transportation options.

Executive Director’s Message

In 2009 and 2010, the Access team achieved a number of notable milestones. It all started with a project to evaluate alternatives to manage the increasing cost of liability insurance. By the end of the year, Access had developed and implemented an entirely new insurance structure and put into place a top-notch safety program that provided incentives to our providers and their drivers to operate as safely as possible. As you will read throughout this report, these initiatives have provided greater financial protection to the agency and, most importantly, have led to a safer system for our customers.

Some people have asked me how we could accomplish all this in such a short period of time. The answer is teamwork, focus, and determination by every person on the Access team.

Every person working with Access is aware of and committed to safety. The Board of Directors, the Advisory Committee, the Access staff, the Eligibility Evaluator staff, the providers and their drivers are committed to a safe Access system. Together we are a formidable team and we are making a difference. Our goal is to provide safer journeys with Access.

Shelly Lyons Verrinder
Executive Director
Access Services’ Safety Focus

During this fiscal year, Access Services made enormous strides to make the system safer for our customers. Here are just some of the things we implemented this year:

> Operations Steering Committee
Access has historically conducted monthly Service Provider Meetings where Access staff and service providers discuss issues that affect service delivery.

To foster a greater awareness of safety, Access transformed the Provider Meeting into the Safety Steering Committee meeting. While operational issues will always be part of these meetings, the agenda items are primarily focused on developing and implementing best practices that will contribute to a reduction in accidents and incidents. As a self insured agency, Access can help reduce risks and subsequently, claims, through the joint efforts of Access and the service providers.

> Safety Backpacks
In order to increase driver awareness of safety and provide more consistency among the different service providers with respect to accident investigation, Access rolled out Safety Backpacks that were distributed to all service providers to be placed in Access owned vehicles.

The backpacks include an accident reporting kit, disposable camera, wheelchair tethers, and other materials that will allow the drivers to appropriately respond to and document an accident.

> Accident Tracking and Reporting
Now that Access is self-insured, it is imperative that Access closely study the trends in accidents and incidents.

Each region presents its own unique challenges, and accident and incident trends differ between service regions. As a result, Access must focus on not only what will make the service safer systemwide, but also identify and correct trends specific to each region. Access’ Operations and Risk Management departments meet weekly to review accidents, incidents and claims to identify causes and potential corrective actions which are then communicated to the service providers.

> Accident Incident Review
Access’ Operations Department has adopted an “Accident Incident Review” (AIR) process, a hands-on approach to post-accident and incident investigations. Under this process, high-risk events trigger an on-site visit by Operations staff to discuss the event directly with the driver involved and identify the root cause and possible improvements in training and best practices.

> Driver Incentive Program
The Driver Incentive Program recognizes drivers who are providing safe and courteous service to customers. Access drivers that reach the established milestones without a single preventable accident/incident and zero valid customer complaints will qualify for the incentive program. Driver awards become progressively more elaborate at each 10,000 mile increment. A grand prize will be awarded to drivers who reach 100,000 miles without a preventable accident/incident and zero safety-related complaints. The prize for this achievement is four tickets to Disneyland and recognition at the Access Services Membership Meeting in March 2011.

Each month Access’ Executive Management and Operations staff show up bright and early at the service providers’ facilities to hand-deliver the prizes and shake the hands of those individuals who work the hardest: Access drivers. As of November 2010, 805 drivers reached 10,000 miles without a single preventable accident/incident, 451 drivers reached the 20,000 mile mark, 60 drivers reached the 30,000 mile mark, 12 drivers reached the 40,000 mile mark, and one driver achieved the 50,000 mile mark! There is no doubt these numbers will continue to grow in the months to come.

> Driver Safety Pledge
The Driver Safety Pledge serves two purposes. First, it provides customers with an easily visible identification of who their driver is each time they travel on Access. It is affixed to the dashboard of each vehicle in a plastic case (developed from scratch by our Fleet Administrator Rick Streiff) and provides the customer with a picture of the driver as well as their name and driver number.

The second purpose of the Driver Safety Pledge is just that, a pledge which reads, “My goal is to provide you with a safe, secure, and courteous trip.” Access believes that it’s important to make customers feel safe and secure from the moment they enter the vehicle.
Access Services Board of Directors
Fiscal Year 2009 - 2010

Dolores Nason
Chair
Los Angeles County Board of Supervisors

Jano Baghdanian
Vice Chair
Los Angeles Local Fixed Route Operators

Joseph Stitcher
Treasurer
Los Angeles Municipal Operators

Theresa De Vera
Secretary
City of Los Angeles Mayor's Office

Doran J. Barnes
Foothill Transit, Los Angeles Municipal Operators

Marlen Garcia
City Selection Committee
Corridor Transportation Reps.

Sandy Varga
Los Angeles County Independent Living Centers

Michael Greenwood
Los Angeles County Metropolitan Transportation Authority (Metro)

Kurt Hagen
Los Angeles County Commission on Disabilities

Michael Williams
Chair, Access Services Community Advisory Committee (CAC)

Jesse Valdez
Ex-Officio
Chair, Access Services Transportation Professionals Advisory Committee (TPAC)

James Jones
Access Services Legal Counsel
Jones & Lester, LLP

Transportation Professionals Advisory Committee (TPAC)
Fiscal Year 2009 - 2010

Jesse Valdez
Chair
Eastern Los Angeles Regional Center

Kathryn Engel
Vice Chair
City of Glendale

Gracie A. Davis
Transportation Authority

John Fong
City of Los Angeles, Department of Transportation

Shirley Hsiao
Long Beach Transit

Joyce Rooney
City of West Hollywood

Matthew Gleason
Southern California Association of Governments

Diane Amaya
City of Redondo Beach

Kevin McDonald
Foothill Transit

Jose Medrano
Montebello Bus Lines

Graham Ridley
Norwalk Transit

George L. Sparks
Pomona Valley Transportation Authority

Wayne Wassell
Los Angeles County Metropolitan Transportation Authority (Metro)

Emie Crespo
Santa Monica's Big Blue Bus

Community Advisory Committee (CAC)
Fiscal Year 2009 - 2010

Michael Williams
Chair

Gloria Broderick
Vice Chair

Tommy Johnson
Second Vice Chair

Michael Anthony Arrigo
Kurt Baldwin
Michael Conrad
Tina Foa Foa
Hugh J. Hallenberg
James Hogan
Gary Jansen
Frances Kitrell
Terri Lantz

In memory of Ray Louis McKeever and Shawn Solomon.
### Access Services Member Agencies
**Fiscal Year 2009 - 2010**

1. Antelope Valley Transit Authority  
2. Beach Cities Transit  
3. City of Alhambra  
4. City of Baldwin Park  
5. City of Bell Gardens  
6. City of Bellflower  
7. City of Burbank  
8. City of Calabasas  
9. City of Carson  
10. City of Cerritos  
11. City of Commerce  
12. City of Compton  
13. City of Cudahy  
14. City of Downey  
15. City of Duarte  
16. City of El Monte  
17. City of Glendale  
18. City of Huntington Park  
19. City of Inglewood  
20. City of La Cañada/Flintridge  
21. City of Lawndale  
22. City of Lynwood  
23. City of Monrovia  
24. City of Monterey Park  
25. City of Paramount  
26. City of Pasadena  
27. City of Rosemead  
28. City of Santa Fe Springs  
29. City of Sierra Madre  
30. City of West Covina  
31. City of West Hollywood  
32. City of Westlake Village  
33. Culver City Bus  
34. Foothill Transit  
35. Gardena Municipal Bus Lines  
36. Long Beach Transit  
37. Los Angeles City Department of Transportation  
38. Los Angeles County Department of Public Works  
39. Los Angeles County Metropolitan Transportation Authority (Metro)  
40. Montebello Bus Lines  
41. Norwalk Transit  
42. Palos Verdes Peninsula Transit Authority  
43. Santa Clarita Transit  
44. Santa Monica’s Big Blue Bus  
45. Torrance Transit

### Superior Service Award Recipients
**Fiscal Year 2009 - 2010**

- **July 2009**  
  - Francisco Lucas Ramon  
    - Road Supervisor  
    - California Transit, Inc.
- **August 2009**  
  - Denise “Didi” Johnson  
    - Customer Service Representative  
    - Care Evaluators
- **September 2009**  
  - Carol Bravo  
    - Customer Service Representative  
    - Care Evaluators
- **October 2009**  
  - Albert Andujo  
    - Dispatcher  
    - San Gabriel Transit, Inc.
- **November 2009**  
  - Mary Volio  
    - Driver  
    - Southland Transit, Inc.
- **December 2009**  
  - Ricky Bachan  
    - Driver  
    - Santa Clarita Transit
- **January 2010**  
  - Joy Paez  
    - Driver  
    - Southland Transit, Inc.
- **February 2010**  
  - Suzy Yoguez  
    - Driver  
    - Santa Clarita Transit
- **March 2010**  
  - Manuel Ramos  
    - Road Supervisor  
    - Global Paratransit, Inc.
- **April 2010**  
  - Hamidullah “Hamid” Zamani  
    - Driver  
    - MV Transportation, Inc.
- **May 2010**  
  - Paresh Patel  
    - Driver  
    - MV Transportation, Inc.
- **June 2010**  
  - Beatriz Gonzalez  
    - Behind the Wheel Trainer  
    - California Transit, Inc.

### Access Services Contract Service Providers
**Fiscal Year 2009 - 2010**

- **Northern Region**  
  - Nader Raydan  
    - General Manager  
    - MV Transportation (MVT)
  - Eastern Region  
    - Stacey Murphy  
      - General Manager  
      - San Gabriel Transit (SGT)
  - Southern Region  
    - Lee Habibi  
      - General Manager  
      - Global Paratransit, Inc. (GPI)
  - West/Central Region  
    - Mike Fricke  
      - General Manager  
      - California Transit, Inc. (CTI)
  - Antelope Valley Region  
    - Jolene Judd  
      - General Manager  
      - Southland Transit, Inc. (STI)
  - Santa Clarita Region  
    - Adrian Aguilar  
      - General Manager  
      - Santa Clarita Transit (SCT)
Bonnie Cherko
Transit Advocate

After experiencing a temporary illness that left her unable to drive, Bonnie Cherko began attending the Culver City Senior Center and instantly saw the need to enlighten senior citizens in the use of public transportation. In 2005, she volunteered her services and created a unique program whose goal was to help aging adults remain independent by teaching them to use public transportation. It’s not surprising that Bonnie, a retired school teacher, used her know-how to create an incredibly effective program.

Bonnie is so committed to improving the lives of seniors that she makes sure to always have the latest information regarding public transit at her fingertips. On a weekly basis, Bonnie meets with seniors who have little experience negotiating the local transit systems in order to share information about routes, maps and fares. She understands that many seniors become less confident in their driving ability as they get older and her goal is to create an awareness of available transportation options.

Bonnie also volunteers her time working with staff from both Metro and Culver CityBus gathering information on the latest news on the TAP card, Expo Rail line, local paratransit services and taxi coupon programs to share with seniors. Periodically, Bonnie facilitates large scale forums that allow for the sharing of information regarding changes or updates in public transit usage and procedures.

Once a month, Bonnie organizes “field trips” which are both fun and educational and, incredibly, offered at no cost to participants other than the transit fare. These outings provide seniors with the opportunity to socialize, tour different places, shop and dine, all the while learning to ride public transit.

Echoing the sentiments of those who have benefited from her work, Darren Uhl, Senior and Social Services Specialist, City of Culver City, sums up Bonnie’s contributions when he states: “She is an amazing and giving person, and we can only hope that others might take her program concepts and replicate them in order to benefit seniors throughout Los Angeles.” One can only wish for more Bonnie Cherkos in the transit world.

Bonnie truly embodies the spirit of the award and Access considers it a great honor to present her with the 2010 Spirit of Accessibility Award.

Jerry Walker Commitment to Quality Service Award 2010

Born and raised in Los Angeles, Manuel Ramos, affectionately known to everyone as “Ramos,” is this year’s Jerry Walker Commitment to Quality Service Award winner! After serving in the Army, Manuel was hired by Access’ Southern Region Provider, Global Paratransit, Inc. (GPI), in 2004 as a driver. According to GPI, Manuel is always willing to work the graveyard shift, perform even the most difficult or onerous tasks and pick up customers at the most challenging locations. Manuel is even called upon by Access and the other transportation service providers to help at times.

Manuel’s profound commitment to safe driving and his passion for providing high-quality customer service makes him an invaluable member of the Access team! In 2007 Manuel was promoted to Road Supervisor and is consistently recognized by his peers as someone who exemplifies quality service. In March of 2010, he received Access’ Superior Service Award. Manuel is also an outstanding ambassador for Access - he even personally designed and purchased an Access jacket so that riders could easily identify him, especially at night.

The Jerry Walker Commitment to Quality Service Award is intended to celebrate those individuals who aspire to perform beyond their job description and have an internal compass that guides them above and beyond the call of duty. Driven by their passion, they place the customers’ needs above all other considerations. Manuel Ramos is a rare gentleman who Jerry Walker would have been proud to recognize. With this honor, he earns another endearing nickname from all of us: “Reliable Ramos.”
During the past year, Access Services initiated a feasibility study to determine whether the community would benefit from a regional mobility resource center that would serve as a centralized facility for a number of transit and mobility management services, including:

- Paratransit Evaluations
- Mobility Management Travel Assistance
- Travel Training
- Travel Buddy/Volunteer Driver Program

Extensive outreach was conducted with various stakeholders; this work involved 33 agency/organization interviews, 12 regional roundtable and focus group meetings, and a county-wide quantitative telephone survey of 800 seniors, low income individuals and persons with disabilities.

The study is scheduled to be completed in Spring 2011, but preliminary findings indicate that agencies exhibited great interest in the concept of establishing a ‘one-stop shop’ that would offer mobility management support services to the target population.

Additionally, agencies and organizations who participated expressed a desire to work with Access in the development of mobility management programs.

Moving forward, Access will use the study recommendations to further enhance its Travel Training program, expand its Local Transit Services Directory (also known as RideInfo), and develop new programs in collaboration with other agencies in the County.

Mobility Resource Center Feasibility Study
In April 2010 Access relocated its administrative offices from downtown Los Angeles to Metro’s Division 9 facility in El Monte, next to the El Monte Bus Station. Access occupies the majority of the second floor and the entire third floor of the building. The second floor is shared with a Sheriff’s Department substation and the first floor is occupied by bus operators and other employees of Metro Division 9.

The recently constructed Division 9 building achieved a Gold LEED (Leadership in Energy and Environmental Design) green building rating. LEED certified buildings use resources more efficiently than conventional buildings, which are simply built to code. LEED certified buildings often provide healthier work and living environments, which contribute to higher productivity and improved employee health and comfort.

The move to El Monte saves the region approximately $3 million over the course of five years. These savings will go directly back in to providing transit service within the County.

Access will also observe the rebuilding and expansion of the El Monte Bus Station, which is used by Metro, Foothill Transit, Greyhound, and El Monte Transit. The busiest bus-only station west of Chicago, it is being designed to accommodate a daily passenger capacity of 40,000 with 30 bus bays. Construction has already begun on the new facility and is anticipated to be completed by May 2012. During construction, all bus operations have been relocated to a temporary bus terminal adjacent to the old station.

New Access Headquarters
Safety Improvement Initiative – Wheelchair Marking and Tethering Update

Access Road Supervisors, with the assistance of the service providers’ road supervisors and trainers, launched a wheelchair marking and tether strap installation program at the Access Eligibility Center on January 21, 2010. The purpose of the project was to:

1. Educate potential customers on the safety procedures and restraint systems of Access vehicles
2. Mark and/or install tether straps on mobility devices to ensure the vehicle securement straps are placed in the safest location on the mobility device
3. Give a brief orientation on Access and what the potential customer may expect from the service

From January to June, Access staff briefed 4,394 ambulatory customers, and marked 766 manual or powered wheelchairs and scooters, of which 249 had tether straps installed. Additionally, the comments we received from customers and visitors, such as adult health care staff who toured the Access Eligibility Center, were very positive.
Access Goes With SmartDrive Camera System

Last year, Access Services purchased the SmartDrive camera system for installation in all Access-owned vehicles. SmartDrive is a comprehensive on-board camera system that records events and then provides extensive information to Access and contractor staff, who, in turn, can coach drivers and ultimately correct unsafe driving behavior.

The SmartDrive camera is triggered to record an event based on excessive g-forces and/or circumstances whereby a vehicle exceeds the speed limit set within the system parameters. Vehicle speed is determined by the vehicles’ onboard diagnostics system in lieu of GPS data. Once an event is triggered, footage is recorded both 15 seconds before and after the triggering event, providing 30-second event footage.

Each event is reviewed by SmartDrive employees for approximately 50 different potential safety violations, including: incomplete stops, seatbelt and mobility device securement violations, distractions, mobile phone use, and many other activities that could potentially compromise the safety of customers and drivers. The events are rated by SmartDrive based on a four point scale, with Category 4 events being the most serious and Category 1 events being the least serious.

The results have been impressive. Since the installation of the SmartDrive system in August of 2010, Access has seen its claims decline.

In November 2010, total claims fell to a record low of 13 after averaging between 20 and 30 a month since the implementation of our self-insured insurance program.

Access Services Insurance Program

Since the last Annual Meeting, Access Services has made significant changes to its liability and insurance programs.

In the past, Access Services had excess liability coverage to protect the agency against accidents and incidents caused by its contractors. The contractors were responsible for purchasing their own liability insurance and for settling any resulting claims. While this program generally worked for minor accidents, it still presented several potential issues. First and foremost, the total liability insurance per incident for the agency was relatively low, which could have been problematic in the event of a serious accident. Secondly, when it came to settling more costly claims, the agency found that having different insurance companies involved, representing different entities, led to more costly and less efficient settlements.

In 2008, Access Services retained the insurance brokerage of SullivanCurtisMonroe (SCM) to provide advice on the best way to construct Access’ insurance program. SCM recommended, and the Board approved, that the agency establish a “self insured retention” (SIR) program administered by a Third Party Administrator (TPA). Under the SIR, Access Services is responsible for the first $50,000 in costs for each incident up to a total annual out of pocket cost for all claims of $1,750,000. After the $50,000 (per incident) or $1,750,000 (cumulative) threshold is hit, then the agency’s costs are paid by insurance.

The advantages of this program are two-fold:

> First, the agency is insured up to $51 million per incident, which is substantially higher than it used to be;

> Secondly, claims are administered by a Third-Party Administrator (TPA) named CorVel to ensure that a single entity investigates and settles claims against the agency.

In conjunction with the new agency focus on safety, the program has yielded good results. Total claims were estimated at $1,386,000 in the first year of the program. Thus far, they have totalled $994,405, a savings of nearly $400,000. This success led to a $1 million decrease in insurance costs from the first year of the program in 2009-10 to the current year.

The events are rated by SmartDrive based on a four point scale, with Category 4 events being the most serious and Category 1 events being the least serious.

The results have been impressive. Since the installation of the SmartDrive system in August of 2010, Access has seen its claims decline.

In November 2010, total claims fell to a record low of 13 after averaging between 20 and 30 a month since the implementation of our self-insured insurance program.
During fiscal year 2009-2010, Access transported over 2.7 million customers, which represents a 1.3% decrease in ridership from the previous fiscal year. The slight decrease in ridership was potentially caused by the downturn in the economy, an increase in the unemployment rate, a fare increase, and unanticipated disruptions to operations.

The Access regional teams certainly faced many operational challenges during FY 2009-2010. The nationally reported mountain fires interrupted service in the Northern region for several days, while also affecting Access' ability to provide transfer trips to and from the Antelope Valley region. The fires also damaged a fare increase, and unanticipated disruptions to operations.

Despite the operational anomalies that mainly occurred during the first half of the fiscal year, Access was able to end the fiscal year on a positive note. System on-time performance improved slightly to 91.5% (the performance standard is 91%) and extremely late trips ("Late 4s") were kept at 0.09% (the performance standard is no more than 0.10%). Access was able to meet all operational performance goals set for service providers.

The Access regional teams focused on three main areas during the fiscal year, namely safety, reliability, and customer service. Through the various safety-focused initiatives discussed in this Annual Report, staff was able to make significant strides in creating a more safety-focused operating culture.

### System-Wide Service Data

<table>
<thead>
<tr>
<th></th>
<th>FY 08-09</th>
<th>FY 09-10</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Passengers</td>
<td>2,812,307</td>
<td>2,777,037</td>
<td>-1.3%</td>
</tr>
<tr>
<td>Total Trips</td>
<td>2,197,937</td>
<td>2,111,596</td>
<td>-3.9%</td>
</tr>
<tr>
<td>Total Miles</td>
<td>35,481,971</td>
<td>33,360,530</td>
<td>-6.0%</td>
</tr>
<tr>
<td>Contract Revenue Miles</td>
<td>20,726,147</td>
<td>20,000,236</td>
<td>-3.5%</td>
</tr>
<tr>
<td>Contract Revenue Hours</td>
<td>997,292</td>
<td>964,975</td>
<td>-3.2%</td>
</tr>
<tr>
<td>Average Trip Distance</td>
<td>9.43</td>
<td>9.47</td>
<td>0.4%</td>
</tr>
<tr>
<td>Passengers per Hour</td>
<td>2.82</td>
<td>2.88</td>
<td>2.1%</td>
</tr>
<tr>
<td>On-Time Performance</td>
<td>91.39%</td>
<td>91.52%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Hour Late Trips (Late 4)</td>
<td>0.09%</td>
<td>0.09%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Service Complaints per 1,000 Trips</td>
<td>5.13</td>
<td>5.24</td>
<td>2.1%</td>
</tr>
<tr>
<td>Average Initial Hold Times (seconds)</td>
<td>38</td>
<td>49</td>
<td>28.9%</td>
</tr>
</tbody>
</table>

### Financial Data - Fiscal Year 2009-2010

**Revenues and Expenses (Year ended June 30, 2010)**

#### Operating Revenues

- Section 5310 STP & other FTA funds $54,612,160
- Prop. C - Discretionary funds 32,912,762
- Passenger fare revenues 5,000,714
- Gain on disposal of assets 350,699
- Interest revenue 26,980
- Other revenue 37,434
- **Total Revenues $92,940,749**

#### Operating Expenses

- Purchase transportation services $73,078,194
- Salaries and related expenses 5,966,060
- Insurance 5,090,204
- Eligibility determination 2,181,574
- Communications-telephone/data transmission 1,183,408
- Professional services 922,330
- Phone & computer system main/consulting 733,321
- Travel training 434,347
- Rent - office and equipment 426,919
- Postage/mailing/messenger 183,571
- Vehicle operating costs and registration 157,518
- Promotions/events 125,346
- Publications/printed materials/copying 124,434
- Moving and relocation expense 83,037
- Network support/supplies 65,376
- Tether pilot program 55,484
- Travel and conferences 38,393
- Scholarship programs 35,441
- Mileage and parking 23,075
- Board & Advisory committee compensation 18,032
- Business meetings and meals 15,657
- Other expenses 12,823
- Professional membership/subscription 8,393
- Advertising - legal and procurement notices 7,665
- Equipment/other rental 6,108,615
- Temporary Restricted $3,384,595
- Total Liabilities & Net Assets $27,038,586
- Self insurance accruals 1,087,068
- Deferral support 13,125,256
- Deferred revenue 104,963
- **Total Assets $23,653,991**

**Balance Sheet – June 30, 2010**

- Net Assets, Beginning of Year $6,590,624
- Change in Net Assets ($3,206,029)
- Net Assets, End of Year $3,384,595

**Funding Sources**

- Passengers Fares 5.38%
- Medicare 0.03%
- Other 0.42%
- Temporary Restricted 0.42%
- Prop. C 35.41%
- CTSA & Other FTA 58.76%
- CTSA-B - Regional
- Eligibility Determination 5.1%
- Other 0.4%
- Administrative 4.9%

**Expenses by Program**

- STP 5310 & Other FTA 58.76%
- Prop. C 35.41%
- CTSA-B - Regional
- Eligibility Determination 5.1%
- Other 0.4%
- Administrative 4.9%
In December 2009 Access began an endeavor to improve its customers’ experience. The campaign, called “Miles of Smiles,” has three primary goals:

1. Encourage customers to recognize call takers and drivers when they exhibit exemplary customer service skills
2. Promote positive interactions between call takers, drivers and Access customers
3. Identify customer service improvements strategies to affect and promote an exceptional customer service culture throughout Access.

For example, so employees can see how their jobs positively affect customer’s daily lives, customer perception improvement posters were placed at the provider’s locations.

The campaign has reaped significant rewards, the most exciting of which is that for the first time in Access’ history, commendations are the most commonly filed ticket in the Customer Service Center. In addition, both Booking and Discourtesy complaints have decreased significantly over the past year.