

Connecticut DOT

CUSTOMER EXPERIENCE ACTION PLAN



Putting Customers First

Best Marketing and Communications to Highlight Transit Needs/Funding Comprehensive Campaign

Group 3: Public transportation systems with more than
20 million annual passenger trips

1. Target Audience

The target audience for the Connecticut Department of Transportation (CTDOT) Customer Experience (CX) Action Plan marketing, communications and outreach campaign, is the entire state of Connecticut with a focus on bus, rail and paratransit customers and stakeholders. The CTDOT CX Action Plan will serve to highlight customer needs across multiple modes and improve the transit experience statewide.

2. Situation/Challenge

Public transportation is at a pivotal moment in Connecticut and across the nation. The pandemic has reinforced the fact that public transportation is essential. Providing equitable access to high quality public transit is vital to the success of our communities and our state. This Customer Experience Action Plan will ensure we are making customer-focused investments that will position us to meet the needs of those we serve and create a better, more connected, reliable, and sustainable public transportation system.

3. Strategy/Objective

The CTDOT CX Action Plan has four main objectives. Connect with transit riders to listen and learn about their experience using public transportation. Better understand

changing customer needs, expectations, and desires for the state's transit system. Define a vision for the future of public transportation in Connecticut which is based on customer priorities. Create a clear plan that includes actions that can be taken to achieve the vision and make transit a more pleasant, reliable, and efficient experience for everyone. The outreach, marketing, and communications campaign was key to addressing the first two objectives and will play a central role in the development of the CTDOT CX Action Plan.

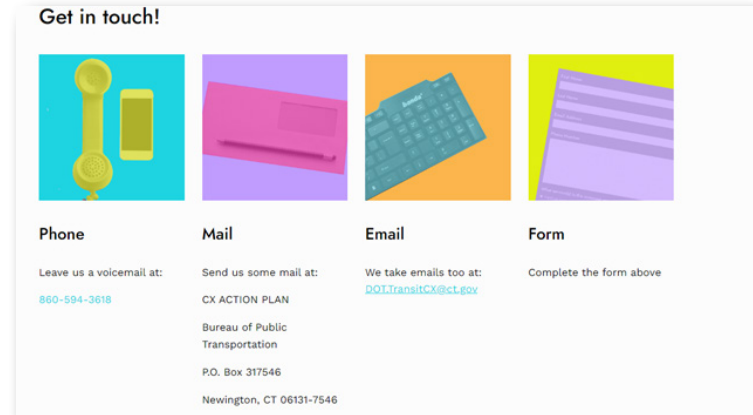
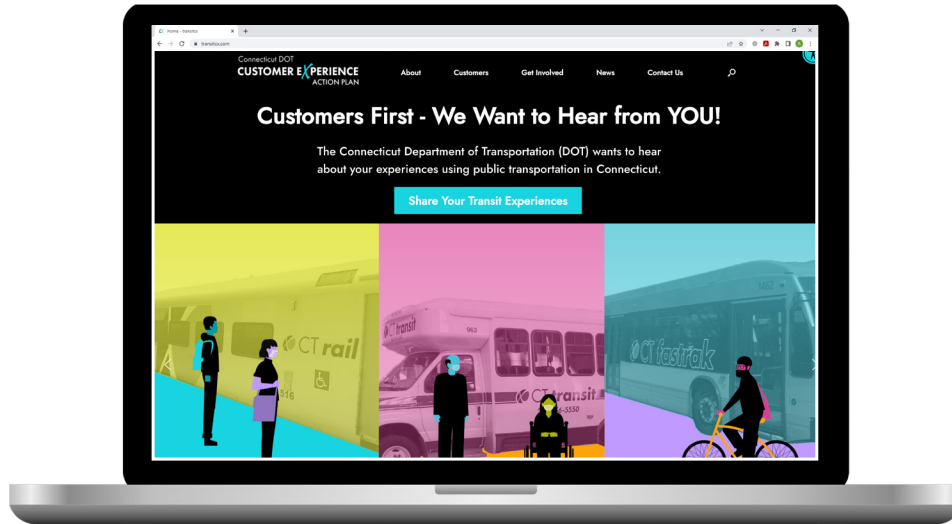
4. Results/Impact

The campaign included 36 pop-up events at rail stations, bus stops/hubs and community events, 10 focus groups, 26 stakeholder interviews including 18 service provider interviews, an online survey as well as a front-line employee survey. The campaign resulted in over 10,000 interactions. These interactions included completed surveys, comments collected through a variety of methods, and short form surveys done at pop-up events. Feedback forms were provided in multiple languages. A social media campaign helped to drive survey participation, as well as promote pop-up events. The feedback received will inform the development of CTDOT CX Action Plan and serve as the guiding voice for investments in public transportation in the state.

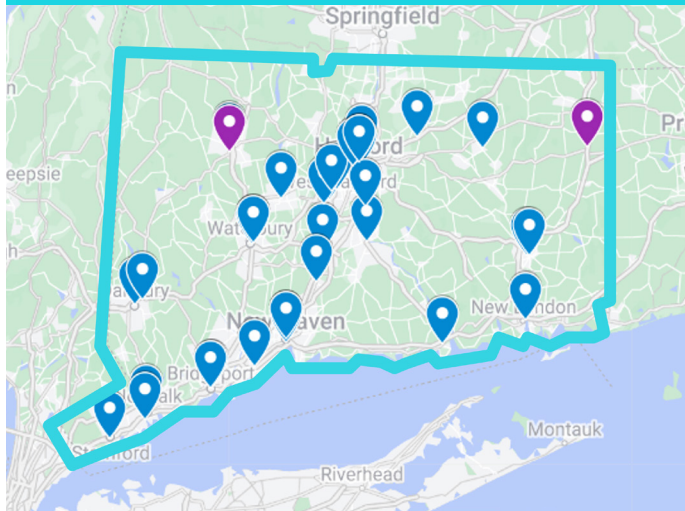
5. Why submit the CTDOT CX Action Plan?

The CTDOT CX Action Plan outreach, marketing and communications campaign was submitted to highlight the robust effort to solicit feedback on Connecticut's public transportation system. The campaign featured a recognizable brand, a bright and fun color palette, a dedicated webpage (www.transitcx.com), and a variety of ways for the public to engage. Since the focus of the Action Plan is "Putting Customers First," priority was placed on going to bus stops/hubs and train stations all over the state to meet customers where they are. The campaign was a great success and resulted in an abundance of data, feedback and comments. This feedback will be the center of the CTDOT CX Action Plan and will be used to develop priority areas and actions to improve public transportation in Connecticut.



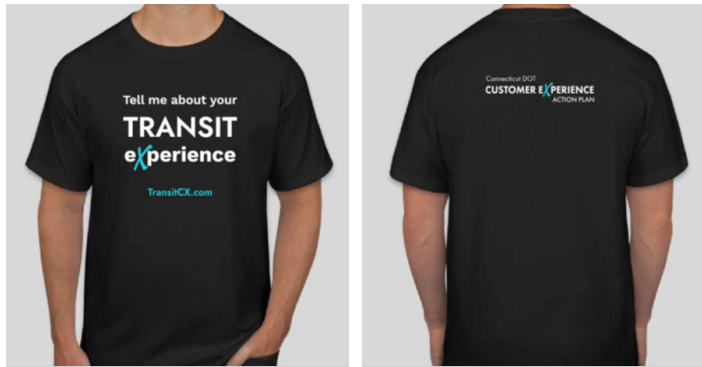


IN-PERSON OUTREACH CONDUCTED

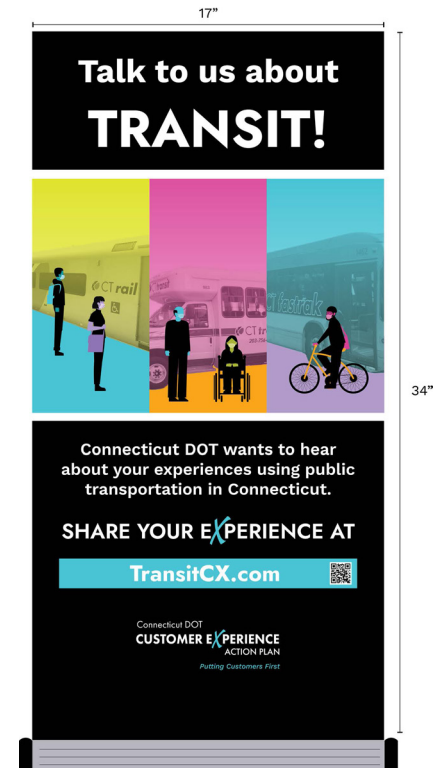


Over 30 In-person outreach events were held throughout Connecticut, including transit stations and stops, farmer's markets, local festivals and community events. Photos from all events can be viewed at www.transitcx.com/outreach/.





CTDOT created branded giveaways, interactive activities, and other collateral to draw interest and provide a cohesive brand identity for the CX Action Plan. Engagement activities and collateral included t-shirts, hats, nametag stickers, seeded bookmarks, table cover, banner, and spinning wheel game.



Branded Collateral



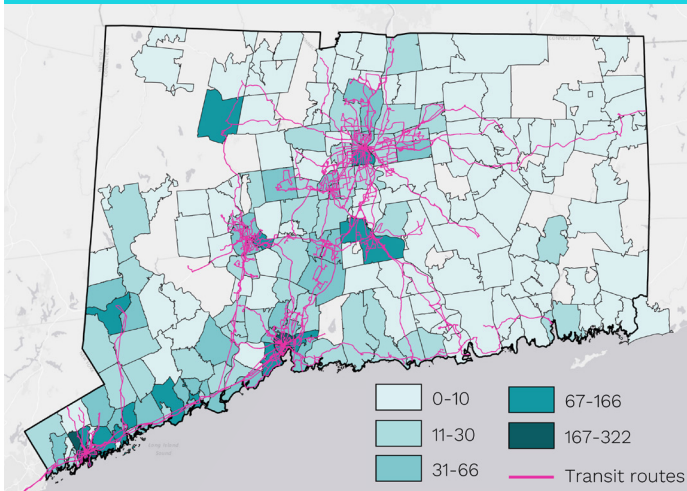
CTDOT launched two surveys – one for the general public and one for transit employees. The surveys were promoted via email, social media, and with print collateral. Print collateral included business cards with QR codes and posters at transit stations, on-board buses and trains, as well as employee break rooms/common areas.

The public survey generated over 9,800 unique page visits. It was offered in six languages, and respondent demographics were consistent with CT census data.

The screenshot shows the public survey interface. It includes sections for 'Transportation Mode' (Bus, Rail, Paratransit/ADA/Dial-A-Ride, I do not ride transit), 'Do you typically use more than one mode of transit?' (Yes, No), 'Overall Satisfaction' (On a scale from 1 to 10, with 10 being Most Satisfied), and 'General Comments'. There are also buttons for specific transit topics: Trip Planning, Fares, Rail Station or Bus Stop, Boarding and Exiting the Vehicle, On-Board, Schedule/Frequency, Reliability, and Tell us about Yourself. A 'Submit' button is at the bottom.

The screenshot shows the transit employee survey interface. It includes sections for 'Which type of transit do you ride most often?' (Bus, Rail, Paratransit/ADA/Dial-A-Ride, I do not ride transit), 'Do you typically use more than one mode of transit?' (Yes, No), 'Overall Satisfaction' (On a scale from 1 to 10, with 10 being Most Satisfied), and 'Email/Phone'. There are also buttons for specific transit topics: Schedule/Frequency, Boarding and Exiting the Vehicle, Rail Station or Bus Stop, On-Board, Tell us about Yourself, Fares, Reliability, and Trip Planning. A 'Submit' button is at the bottom.

SURVEY RESPONSES BY ZIP CODE



This is a print collateral for the public survey. It features the Connecticut DOT logo, the text 'Plan de acción de EXPERIENCIA DEL CLIENTE', a QR code, and the website 'cxactionplansurvey.com'. It also mentions 'Complete our survey for a chance to win a \$75 gift card!'.

This is a postcard for the public survey. It features the title 'Tell us about your transit experience!', an illustration of various transit modes (train, bus, wheelchair, person, bicycle), and a QR code. It includes the website 'CXActionPlanSurvey.com' and the text 'Survey closes on September 15, 2022.'.

This is a postcard for the transit employee survey. It features the title 'PUBLIC TRANSPORTATION EMPLOYEE SURVEY', an illustration of three people, and a QR code. It includes the website 'surveymonkey.com/r/TransitEmployeeSurvey' and the text 'Complete the Public Transportation Employee Survey for a chance to be entered into a drawing for a \$75 pre-paid cash gift card!'. It also mentions 'Remove poster on September 15, 2022.'.



Greater New Haven Transit District RIDERS' FORUM

**Thursday, July 14, 2022
10:00 am**

**GNHTD
1000 Sherman Avenue
Hamden, CT 06514**

The Connecticut Department of Transportation (DOT) wants to hear from you about your transit experience – what works well, what doesn't, and what you would like most. The Connecticut DOT will use this information to help shape future programs, policies, and investments that deliver positive customer experiences. Representatives from the Connecticut DOT Customer Experience Action Plan will be facilitating this discussion.

Take our survey!
cxactionplansurvey.com

Connecticut DOT
CUSTOMER EXPERIENCE ACTION PLAN
Putting Customers First

For more information about the CX Action Plan, visit **TransitCX.com**

CT rides

Ridesharing

General public transportation marketing and promotion

Customer service for CTrail Shore Line East and Hartford Line

CT rail

HARTFORD LINE
CT rail

**New Haven Line
Danbury Line
Waterbury Line
New Canaan Line**
Operated by
MTA Metro-North Railroad

SHORE LINE EAST
CT rail

CT transit

Hartford Division

CTfastrak

New Haven Division

Stamford Division

Waterbury Division

New Britain Division and Bristol Division

Meriden Division and Wallingford Division

Transit Districts

MAT Middletown Area Transit

WRD Windham Region Transit District

gbt Greater Bridgeport Transit

BRISTOL Bristol Transit District

NORWALK Norwalk Transit District

HART Hartford Transit

VTD Vermont Transit District

Greater Hartford Transit District

MILFORD Milford Transit District

SEAT Southeast Area Transit District

9 TOWN 9 Towns Transit

CUSTOMER EXPERIENCE ACTION PLAN

Development of a statewide Customer Experience (CX) Action Plan that will shape future programs, policies and investments in public transportation in ways that deliver positive customer experiences.

