TheRide

2.1 Treatment of the Traveling Public

Monitoring Report
Period: January 1, 2018 - December 31, 2018

Date of Report: January 17, 2019
Survey of Board due:
Service Committee Review:
Board Meeting: January 24, 2018

TheRide board;

In accordance with the Board’s Policy Manual; I present the February Monitoring report on Executive Limitation Policy 2.1: Treatment of The Traveling Public. This report consists of internal report information from staff.

This report is not complete. Nevertheless, I feel that there are several important improvements worth discussing. Feedback from Board members regarding the reasonableness of the interpretations and convincingness of the evidence is very welcome.

This policy was updated to account for cyclists and other road users in 2018.

Matt Carpenter,
CEO
Ann Arbor Area Transportation Authority
POLICY TITLE:  TREATMENT OF THE TRAVELING PUBLIC

2.1 With respect to the agency’s operations and interactions with riders, potential riders, pedestrians, cyclists, other road users, and the general public the CEO shall not cause, allow or fail to address conditions, procedures, or decisions that are unsafe, undignified, disrespectful, unclear, or overly intrusive.

Further, without limiting the scope of the foregoing by this enumeration, the CEO shall not:

2.1.1 Provide facilities, vehicles, or services that are not reasonably accessible to potential riders regardless of mobility limitations.

2.1.2 Allow anyone, including people who have disabilities or seniors, to be discriminated against with respect to the AAATA’s services.

2.1.3 Operate without providing effective, comprehensible, accessible, and timely information.
   2.1.3.1 Fail to respond to questions or complaints in a timely and reasonable manner.

2.1.4 Discourage persons from asking questions, airing a complaint, or being heard.

2.1.5 Operate without established and enforceable standards for customer service and the safety of the public including pedestrians, cyclists and other road users.
   2.1.5.1 Fail to communicate standards and expectations to the public and riders.

2.1.6 Use methods of collecting, reviewing, transmitting, or storing personal information that allows improper access or inappropriate disclosure
   2.1.6.1 Use forms that elicit personal information for which there is no clear necessity
With respect to the agency’s operations and interactions with riders, potential riders, pedestrians, cyclists, other road users, and the general public the CEO shall not cause, allow or fail to address conditions, procedures, or decisions that are unsafe, undignified, disrespectful, unclear, or overly intrusive.

Current Interpretation & Rationale

I understand “riders and potential riders” to mean anyone physically located in the areas where AAATA services are available. Otherwise, the Board has fully defined their intent with this policy in lower level policies:

- Unprofessional is addressed in 2.1.5, and 2.1.5.1,
- Unsafe is addressed in 2.1.5 and Ends policy 1.1.4,
  - Safe interaction with pedestrians, cyclists and other road users is addressed in 2.1.5.
- Undignified is addressed in 2.1.1, 2.1.2, 2.1.4, and 2.1.5
- Disrespectful is addressed in 2.1.4, 2.1.5, 2.1.5.1,
- Unclear is addressed in 2.1.3 and 2.1.5.1
- Overly intrusive is addressed in 2.1.6 and 2.1.6.1

Evidence

Compliance with the lower level policies demonstrates compliance with this policy statement.

Conclusion on Compliance

In compliance.
EL 2.1.1

The CEO shall not... Provide facilities, vehicles, or services that are not reasonably accessible to potential riders regardless of mobility limitations.

Current Interpretation & Rationale

I interpret this policy to mean that any member of the public should be able to easily physically enter and use an agency building (assuming it is open to the public) or fixed-route bus, regardless of whether they have a disability that limits their physical mobility. This can include being required to provide a reasonable accommodation. Services are available in the buildings and buses. While alternate means of accessing information and services can also be made available (e.g. on-line, satellite locations, etc), buildings and buses will, nevertheless, be accessible as outlined above.

Further, I interpret “reasonably accessible” to mean compliance with federal, state and local regulations governing physical access.

- **Federal**: The Americans with Disabilities Act (ADA) provides an objective minimum standard for accessibility of transit services which is supported by federal law and a large body of regulation, is documented and consistent, has a large body of guidance supporting it, and has built-in dispute resolution and enforcement mechanisms. It is also impartial and external to AAATA administration. Complaints about unaddressed violations of the ADA can be addressed to experts at the Federal Transit Administration for review and decision. The Federal Transit Administration regularly reviews the AAATA’s compliance with the ADA. The ADA requires full accessibility of buildings and buses as does this policy.

- **Michigan**: (Additional work is required to identify the correct State regulations.)

- **Local**: Municipal building codes and ordinances: (Additional work is required to identify the correct State regulations.)

Evidence

During the monitoring period we have not received notice that we have been found to be violating any relevant federal, state or local regulation with regards to this policy.

- **Federal**: During the monitoring period, the Federal Transit Administration audited the AAATA and found no deficiencies regarding compliance with the Americans with Disabilities Act. The audit was conducted in September 2018. Such audits cover: fixed route and complementary paratransit services; vehicles; facilities; information provided; operational policies; training; function, availability, and maintenance of equipment; changes in service or policies; performance measures of contractors, and more.

  Examples of our compliance with the Americans with Disabilities Act relevant to this policy include:
  - 100% of the bus fleet is wheelchair accessible.
100% of public facilities are wheelchair accessible. This include both bus terminal and the AAATA administration building.

The 2018 FTA Triennial Review reports is attached to this report.

- **State**: TBD
- **Local**: TBD

**Conclusion on Compliance**

In compliance.
EL 2.1.2

The CEO shall not... Allow anyone, including people who have disabilities or seniors, to be discriminated against with respect to the AAATA’s services.

Current Interpretation & Rationale

I understand this policy to mean that dissimilar treatment of individuals within a protected category is not permissible by the AAATA. Protected status categories for AAATA are:

- Race and national origin,
- Gender,
- Gender identify, sexual orientation, and gender expression,
- Religion,
- Age,
- Degree of physical or cognitive ability. (In addition, the AAATA will take legally required steps to reasonably accommodate disabilities.)

However, programmatic requirements may allow dissimilar treatment in certain circumstances. For example, under federal law only persons with severe disabilities can be eligible for paratransit. Able-bodied people can be refused access to this service.

Further, I interpret this policy to mean compliance with federal, state and local regulations governing discrimination. Federal, State and local regulations provide objective standards, measures, dispute resolution and enforcement regarding concerns of discrimination. Periodic external reviews constitute evidence as to whether the AAATA has the appropriate internal policies and procedures that it should have to meet legal requirements. In addition, the absence of official findings of discrimination by outside enforcement officials also constitutes evidence of compliance.

- Federal: Title VI, etc
- Michigan: (Additional work is required to identify the correct State regulations.)
- Local: (Additional work is required to identify the correct State regulations.)

“Discrimination” in this context is a specific legal term meaning violation of specific statutes. Unfortunately, there are many opportunities for individual feelings of mistreatment that can be articulated under the term discrimination. It can honestly be hard to tell the difference. Even if there has been no legal infraction, the AAATA takes customer perceptions very seriously and will endeavor to resolve misunderstanding as part of our commitment to overall customer service and satisfaction.

Evidence

During the monitoring period we have not received notice that we have been found to be violating any relevant federal, state or local regulation with regards to this policy.
• **Federal Audit:** AAATA’s 2018 Triennial audit conducted by the Federal Transit Administration found no deficiencies at the AAATA with respect to Title VI or ADA compliance. The audit covered requirements such as disparate impacts, disproportionate burdens, equity analysis, Limited English Proficiency, public participation, service change policies, etc.

• **State of Michigan:** The State of Michigan Civil Rights Commission has made no relevant findings against the AAATA during the monitoring period.

• **Local:**

**Conclusion on Compliance**

In compliance.
**EL 2.1.3**

*The CEO shall not... Operate without providing effective, comprehensible, accessible, and timely information.*

**Current Interpretation & Rationale**

I understand this policy to mean that the information on how to use transportation services must be provided in a manner that can be used by the vast majority of the travelling public, must meet minimum standards required by law (Americans with Disabilities Act, Title VI), and that ineffective information should never be a barrier to using our services.

In addition, I further interpret “effective” to mean that the information is both accurate (i.e. without error) and presented in a manner that is successful in helping the consumer understand how to use the services. I further define effective as incorporating industry best practices and standards, as appropriate.

- I interpret “comprehensible” to be a further definition of effective which means written or depicted in a manner that is intelligible to most people given the complexity of information displayed, and must meet legal requirements for non-English translations from Title VI.
- I interpret “accessible” to mean readily available to the general public and easy to location. I also interpret this to mean that it meets legal requirements for being available in languages other than English, and in formats appropriate to accommodate various disabilities.
- I interpret “timely” to be a further definition of effective which means that information is available prior to the delivery of the service and far enough in advance to allow comprehension, trip planning and personal preparation. In general, static information will be available three weeks before service begins and will remain available throughout operations. However, if information was available but a rider did not seek the information until it was too late, this does not count as ineffective or untimely.

Furthermore, the interpretation of “reliable” in Ends policies 1.1.4 relies on delivering services as they were promised. The information provided to customers constitutes a promise of what will be delivered. If information is not delivered effectively, it can compromise the concept of reliability.

Also, federal standards exists pertaining to how transit information should be provided. Compliance with these regulations is an element of compliance with this policy.

This policy pertains to information regarding current operations and services, not information on planning projects which are addressed under policy 2.10.4.

**Evidence**

1) **Federal Audit**: The Federal Transit Administration triennial audit in 2018 found no legal deficiencies with regard to consumer information, including: accessibility, paratransit information, and translation of material (Spanish, Korean, and Chinese [top languages in area] and Google Translate for the website.

2) **Accessibility/Availability/Timeliness**
   a. **Ride Guide**: Alternative Formats; The Ride Guide continues to be published in three languages other than English. New this year user guides for ARide and GoldRide were translated into three additional languages.
Similar to previous years, three editions of the printed Ride Guide were published during 2018. About 205,000 individual Ride Guides were distributed (an average of about 67,000 per edition).

i. All outlets receive initial stock more than three weeks prior to beginning of service (on buses, in transit centers, and at over 300 various private and public properties).

ii. When exhausted, stock in outlets were replenished in a reasonable time.

iii. At no time did the community run out of Ride Guides.

b. **Real-Time Information:** Real-time information updates automatically every 30 seconds, is available on the AAATA website, is available on third-party apps for mobile devices

   i. During the monitoring period real-time information during holidays were improved. However, concerns still exist regarding updating information quickly when detours are required.

c. **Variable Message Signs:** These seven signs continue to operate and saw no significant disruptions in 2018. Locations are: Blake Transit Center, Ypsilanti Transit Center, Dawn Gabay Operations Center.

d. **Website:** Consumers conducted 1.8 million website sessions by 466,517 unique visitors from January 1, 2018 to December 31, 2018. The AAATA website is accessed on average by about 32,600 times per week. This is similar to the preceding year.

   i. The website average uptime was 98.56% and the average response time was 450 milliseconds from January 1, 2018 to December 31, 2018. In total, the website was down on average 25 minutes per month or about six hours that year. This is a substantial improvement from the 24 hours of total downtime the previous year. Further improvements are planned.

   ii. Website 3rd Party Quality Assurance Report: SiteImprove, a third-party website analysis software was used to evaluate TheRide.org for its accessibility, reliability, content quality and freshness, security and overall user experience. By implementing SiteImprove recommendations, the overall Quality Assurance score has improved by 27.6 points (from 68.3 to 95.9) since January 2018.
Website 3rd Party Quality Assurance Report

The Overall QA Score is calculated by aggregating the results of a site's performance in the four categories below.

**Content Quality:** The quality of your site's content, which affects how quickly and accurately users are able to comprehend it.
- Misspellings
- Readability

**Content Freshness:** How up-to-date a site's content is, which affects user retention and engagement. It also impacts a site's SEO rankings.

**Security:** How vigilant your site has been in only linking to safe domains and in keeping users' personal information private.

**User Experience:** How conducive content is to the usability of your site.
- Broken Links
- Document Usability
- Image Size
- Pages with Broken Links

**Accessibility:** How accessible your site is, as measured by how well it adheres to WCAG 2.

Benchmark 64.8

TheRide 75.2
3) Comprehension:
   a. Complaints & Suggestions:
      i. (INFORMATION STILL BEING COMPLIED)
   b. Customer Survey: No formal survey of customers was conducted during the monitoring period. The next on-board survey should occur in the next monitoring period.
   c. Inputs into information display: A great deal of industry best practice was incorporated into the development and appearance passenger information about our services, and that approach has not changed. Documentation about those best practices can be found in the 2018 Monitoring Report on this policy.

Conclusion on Compliance (Policy 2.1.3)

In compliance.
**EL 2.1.3.1**

The CEO shall not... Fail to respond to questions or complaints in a timely and reasonable manner.

**Current Interpretation & Rationale**

[UNDER DEVELOPMENT]

**Evidence**

[UNDER DEVELOPMENT]

**FOIA:** The agency received 10 FOIA requests during the monitoring period. All but one were responded to in accordance with internal policy (one response was delayed). All FOIA requests for information were fulfilled.

**Conclusion on Compliance**

TBD
EL 2.1.4

The CEO shall not... Discourage persons from asking questions, airing a complaint, or being heard.

Current Interpretation & Rationale

I understand this policy to mean that CEO shall take all reasonable steps to ensure that there are no formal or informal deterrents for any member of the public to communicate with AAATA executive staff or the Board of Directors.

This policy does not require staff to tolerate abusive communication. If the manner of communication is abusive, harassing, profane, or threatening, it can be discouraged and, in extreme cases, discontinued (see also policy 2.2.1 Treatment of Staff).

Evidence

- **General Inquires**: During the monitoring period the AAATA’s website provided a single page “Contact Us” page detailing the various means of contacting the agency on a variety of matters.

- **Access to Executive Leadership**: During the monitoring period the AAATA’s website provided a webpage with the names and email addresses of the entire Executive Leadership Team (CEO and Deputy CEOs). That page can be viewed here.

- **Access to Board of Directors**: Board members are identified on the website here. The chief means for the public to communicate with the Board of Directors is to attend a monthly Board meeting and make a public comment. During the monitoring period one citizen approached the Board directly at a board meeting to raise concerns about interactions with cyclists and to suggest policy changes. The Board received the suggested changes, considered them, and choose to make modifications to existing policy (policy 2.1). In addition, on request staff will forward written communications to the Board Chair. Staff continue to explore a means of allowing direct written communication (e.g. email) between the public and the Board.

- **Complaints**: There were no recorded complaints or concerns suggesting communications were discouraged, although not all concerns were ultimately resolved.

Conclusion on Compliance

In compliance.
EL 2.1.5

The CEO shall not... Operate without established and enforceable standards for customer service and the safety of the public including pedestrians, cyclists and other road users.

Current Interpretation & Rationale

I interpret this policy to have two parts:

1. Customer service: I understand this element to mean that the AAATA must have written expectations for staff on how transit customers are to be treated and how services are to be provided, and for safe operation of AAATA services. These standards apply to AAATA staff, contractors, etc. Customer services include clear expectations for professional, respectful, dignified, and customer-satisfaction oriented behavior in interactions with patrons and members of the general public. These standards also related to the quality of services delivered. All such standards must be implemented in a manner that allows accountability and improvement for staff (see also 2.2.2).
   a. In addition, the AAATA must have written expectations for bus drivers on how to ensure the safety of pedestrians, cyclists, and any other person in a roadway. In particularly this relates to training in defensive and safety driving.

2. Public Behavior: I understand this element to mean that the AAATA will establish, communicate and enforce expectations of behavior for the public while on AAATA property or vehicles. Such information will be available to the public in advance and upon entering AAATA property.

[DISTINCTIONS BETWEEN THESE EXPECTATIONS AND ENDS POLICY 1.1.4 MAY NEED MORE CLARIFICATION.]

Evidence

1. Customer Service Standards and Enforcement
   a. Personal Treatment: Customer service expectations and enforcement mechanisms (discipline) for unionized staff are outlined in the collective agreement, job descriptions and the non-union staff handbook. Expectations are reinforced during training.
      i. [STATISTICS BEING DEVELOPED]

   b. Safety: Safety items such as Drug and Alcohol policies and procedures, accident reporting, etc are audited in the Triennial Review. The 2018 Federal Transit Administration audit found no deficiencies in these areas. Safety statistics are reported quarterly to the Board and monitored daily by staff.

   c. Interactions with people in roadway: [BUS DRIVER TRAINING]

2. Public Behavior: TBD

Conclusion on Compliance

In compliance.
EL 2.1.5.1

The CEO shall not... Fail to communicate standards and expectations to the public and riders.

Current Interpretation & Rationale

I interpret this policy to have two elements:

1. The AAATA will clearly articulate the quality of service delivery the riding public can expect.
2. I understand this policy to mean that the AAATA will establish, transmit and enforce expectations for public behavior while on AAATA property or vehicles. Such information will be readily available to the public in advance and upon entering AAATA property.

Evidence

- **Passenger Charter:** TheRide has never before made a commitment to the riding public about the quality of service they can expect. This is sometimes called a “Passenger Charter”.

- **Code of Conduct for the Public:** The AAATA does have a “Code of Conduct” which is available in both transit centers, on all buses, in the Ride Guide, and on the website. The AAATA Code of Conduct reads:

  *For your safety and comfort, TheRide does not permit the activities listed below on any of the TheRide vehicles or property. Violations may result in banning from TheRide property and loss of riding privileges. TheRide prohibits the following on its vehicles and property:
  - Smoking (including e-cigarettes)
  - Possession or consumption of alcohol or illegal substances
  - Lack of proper attire (i.e. shirts and shoes)
  - Loitering at transit centers and other bus stops
  - Panhandling, soliciting, harassing or intimidating any person
  - Disorderly, loud or disruptive behavior, including, but not limited to:
    - Obscene, threatening, inciting or insulting language and/or gestures
    - Running, yelling or throwing objects
    - Spitting, littering, vandalism or graffiti
    - Fighting, mock fighting or roughhousing
    - Standing, sitting, or walking in a way that inconveniences, obstructs or interferes with others (i.e. blocking doors, feet on seats, etc.)
    - Any actions which may interfere with or disrupt safe operation of TheRide vehicles and properties
  - Use of radios, CD players, or other sound-producing devices without the use of personal headphones
  - Bicycling, rollerblading or skateboarding, or wearing skates on TheRide vehicles
  - Weapons of any kind or possession of any hazardous material or item
  - Animals, except those used for service (i.e. guide dogs), must be transported in a suitable crate or container
  - AAATA is not responsible for lost items

Conclusion on Compliance

The CEO reports partial compliance. The Code of Conduct for the Public exists and has been posted. The passenger charter is still in development. The original deadline was January 2020, which is still the deadline.
The CEO shall not... Use methods of collecting, reviewing, transmitting, or storing personal information that allows improper access or inappropriate disclosure.

Current Interpretation & Rationale

I understand this policy to mean that personal information regarding riders/customers that is in the possession of the AAATA must be handled and stored in a manner such that it can only be accessed by staff who are using it for legitimate business reasons.

Generally, the AAATA does not seek information about most of our customers, aside from those applying for special programs or services, such as paratransit. Staff must secure the information in accordance with the Americans with Disabilities Act requirements on maintaining Confidentiality of Applicant Information.

Evidence

- All paratransit-related, GoldRide and Fare Deal forms are secured in locked filing cabinets or offices, with access restricted to only certain authorized staff. In 2018, the Federal Transit Administration found no deficiencies with this approach.
- Inactive forms are destroyed after seven years.

Conclusion on Compliance

In compliance.
EL 2.1.6.1

The CEO shall not... Use forms that elicit personal information for which there is no clear necessity.

Current Interpretation & Rationale

I understand this policy to mean that the agency will not seek or record information from or about members of the public unless there is a legitimate and unavoidable business-related need for that information (i.e. information we are legally required to collect, information needed to effectively administer programs, information needed to increase safety or security of the public or staff, and information needed to document relevant processes).

I interpret “form” to mean any written or electronic means of information collection that can be stored and reviewed later. This would include all paper and electronic forms, and audio or visual recordings.

Evidence

In late 2018, staff inventoried all forms used by the agency to seek personal information from customers and reviewed the data requested in those forms. The results are below. Staff have determined that all requested information is complies with this policy.

Conclusion on Compliance

In compliance.

Documentation of Form Review in support of Policy 2.1.6.1, 2018.

<table>
<thead>
<tr>
<th>Form Name</th>
<th>Description</th>
<th>Data Collected</th>
<th>Necessity of Use</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adopt-A-Stop Form</td>
<td>Web form allows users to partner with TheRide to sponsor a stop.</td>
<td>Name, company name, address, phone numbers, e-mail address, bus stop location, comments.</td>
<td>Planning staff uses collected information to collaborate with sponsors to maintain bus stops in clean condition.</td>
<td>In Compliance</td>
</tr>
<tr>
<td>A-Ride Eligibility Application</td>
<td>Application for use of ADA paratransit services.</td>
<td>Name, address, phone number, birthdate, photo identification, emergency contact, environmental and mobility data, ability to travel in inclement weather, nature of disabilities, assessment of physical abilities, use of mobility aids, assessment of cognitive abilities, comments, acknowledgement and verification, professional verification data.</td>
<td>Collected data and professional verification is used to determine eligibility for ADA paratransit service. Contact and identification information is used to verify the identity of the applicant and for response to the applicant.</td>
<td>In Compliance</td>
</tr>
<tr>
<td>Service</td>
<td>Web form Description</td>
<td>Data Provided</td>
<td>Purpose</td>
<td>In Compliance</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>---------------------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>Community Donations Form</td>
<td>Web form for users to request donation of fare media for use by non-profit organizations.</td>
<td>Organization name, contact name, phone number, address, e-mail address, tax exempt status, Tax ID number, pass type and quantity requested, description of benefiting program, explanation about how prior donations have benefited clients.</td>
<td>All information is used by Community Relations to make decisions about fare media donations and to facilitate such requests.</td>
<td></td>
</tr>
<tr>
<td>Commuter Challenge Registration</td>
<td>Web form to register for GetDowntown’s Commuter Challenge Event.</td>
<td>Name, email address, mailing address, user-selected password.</td>
<td>Name and address are used for redemption of prizes. E-mail and password necessary for user login to record trips.</td>
<td></td>
</tr>
<tr>
<td>Contact Us: Send Us a Message</td>
<td>Web form for users to submit comments, complaints, questions, and suggestions for handling by the Customer Service Officer (CSO).</td>
<td>Service type, nature of the comment, name, preferred method of contact, location, bus number, occurrence date and time, route number/name, direction, comment.</td>
<td>Occurrence information is necessary for resolution of comments. Contact information is necessary for CSO response.</td>
<td></td>
</tr>
<tr>
<td>Courtesy Card</td>
<td>Form used when accidents occur for involved parties to be identified and document accident details.</td>
<td>Name, address, phone, location at time of accident, what was witnessed, identification of any injuries, perspective on how the accident occurred, perspective on who was responsible for accident.</td>
<td>Transportation uses information collected in accident investigation and in claims mitigation.</td>
<td></td>
</tr>
<tr>
<td>Driver’s Exoneration Form</td>
<td>Form used when accidents occur for involved parties who wish to release TheRide from liability.</td>
<td>Date, driver name, location, name, address, phone number, signature.</td>
<td>Transportation collects this form when an accident occurs (involved parties may opt out). Form is kept on file for action in the event accident claims are made.</td>
<td></td>
</tr>
<tr>
<td>Fare Deal Application</td>
<td>Application for Fare Deal Card.</td>
<td>Name, address, date of birth, phone, basis of discounted fare (age 60-64, Medicare, Medicaid), details of disability for those without Medicare, certification by medical professional. Photo ID presented with application.</td>
<td>Birthdate is used to identify eligibility (age 60 to 64). Photo I.D. is used to verify identity. Medicare, Medicaid, disability information is used to determine eligibility. Contact information is used for response to the applicant.</td>
<td></td>
</tr>
<tr>
<td>Fares &amp; Passes Store</td>
<td>Web form allows users to request passes and submit payment and shipping information.</td>
<td>Quantity and type of pass ordered, name, address, phone number, email address, credit/debit card number, expiration date, and CVV code.</td>
<td>Information collected is used to process payment by a third party (authorize.net) and fulfill pass orders.</td>
<td></td>
</tr>
<tr>
<td>FOIA Form</td>
<td>Form online and in print collects details of requests made to AAATA under the Freedom of Information Act (FOIA).</td>
<td>Name, address, phone, email, type of request, delivery method, description of public records requested, signature, and acknowledgements.</td>
<td>Type of request, records requested, delivery method facilitates response. Signature/acknowledgements attest requestor’s agreement to pay costs, and contact information is necessary for response.</td>
<td></td>
</tr>
<tr>
<td>GetDowntown Stay Informed Form</td>
<td>Web form for users to submit email address to receive information.</td>
<td>Email address.</td>
<td>E-mail address allows the sending of e-newsletters, updates, and upcoming events to subscribers.</td>
<td>In Compliance</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>---------------------------------------------------------------</td>
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<td>---------------------------------------------------------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>go!pass Order Forms</td>
<td>Three web forms used by downtown employers/employees to order go!pass.</td>
<td>Business name, owner name, go!pass coordinator name, address, phone number, email address, number of employees, payment information.</td>
<td>Business information is used to ensure eligibility by location. Number of employees is used in calculation of scaled pricing.</td>
<td>In Compliance</td>
</tr>
<tr>
<td>GoldRide Application</td>
<td>Application for GoldRide Card.</td>
<td>Name, address, phone number, e-mail, birthdate, photo identification, emergency contact. Photo ID presented with application.</td>
<td>Birthdate is used to identify eligibility (age 65 or older). Photo I.D. is used to verify identity. Contact information is used for response to the applicant.</td>
<td>In Compliance</td>
</tr>
<tr>
<td>MyAlerts Sign-Up</td>
<td>Web form for users to sign up for alerts affecting service.</td>
<td>User name, password, password confirmation, display name, and e-mail address.</td>
<td>Username and password necessary so the user can select services to receive alerts for. Display name and e-mail address are used to send alerts.</td>
<td>In Compliance</td>
</tr>
<tr>
<td>Newsletter Sign-Up</td>
<td>Web form for users to sign up for the monthly e-newsletter.</td>
<td>Name and e-mail address (only the e-mail address is required).</td>
<td>E-mail address is necessary for sending the newsletter.</td>
<td>In Compliance</td>
</tr>
<tr>
<td>Publication Request Form</td>
<td>Web form allows users to request publications by mail or e-mail.</td>
<td>Publication requested, name, address, e-mail address, specific comments or questions.</td>
<td>Community relations uses information collected to fulfill publication requests.</td>
<td>In Compliance</td>
</tr>
<tr>
<td>Service Comment Card</td>
<td>Form for submission of service-related comments from riders.</td>
<td>Comments, date, time, route number, bus number, name, address, phone, and email.</td>
<td>Occurrence information is necessary for resolution of comments. Contact information is necessary for CSO response.</td>
<td>In Compliance</td>
</tr>
</tbody>
</table>
Notes: CEO Comments on Written Policy

- There are some Ends sub-policies related to customer treatment and experience which are excluded from or somewhat redundant with policy 2.1. This creates some fragmentation in monitoring treatment of customers. To improve reporting, the Board could consider relocating Ends policies 1.1.2 and 1.1.4 into section 2.1 Treatment of the Traveling Public, and restate those policies in the proscriptive, negative format of Executive Limitations. There is also some overlap between these policies that creates redundancies (i.e. safety, equity/discrimination) and consolidation may help reduce repetition. The original policies are included below for reference:

  1.1.2. People, including those with disabilities or mobility impairments, seniors, minors, and non-English speakers, have equitable access to opportunities in the Area.

  1.1.4. Passengers are highly satisfied with public transportation services that are safe, reliable, courteous, comfortable, convenient, and fast.

Examples of how these expectations might be restated as Executive Limitations are included below for illustrative purposes:

  2.1.2.1 Allow anyone, including those with disabilities or mobility impairments, seniors, minors, and non-English speakers, to have less access to destinations than other customers.

  2.1.7 Allow customers to be less than highly satisfied with the safety, reliability, courtesy, comfort, convenience, and speed of AAATA services.

- Policy 2.1.5 seems to combine expectations for staff and expectations of the public. It seems awkward to try to cover to fundamentally different issues in the same policy. The CEO would ask the Board to consider whether these issues should be separated into different policies. There may also be overlap with 2.2 Treatment of Staff. An illustrative policy is provided below for the Board’s consideration:

  2.1.5.2 Allow current customers to be unaware of the agency’s concern for their treatment, our interest in hearing from them, and our criteria for judging our ways of meeting their expectations.
Policy: EL 2.1 Treatment of the Traveling Public

Date Submitted: Jan 24, 2018  Date of Board Response: TBD

The Board has received and reviewed the CEO’s Monitoring Report references above. Following the Board’s review and discussion with the CEO, the Board makes the following conclusions:

Executive Limitations Report  (select one)

The Board finds that the CEO:

A. Is in compliance
B. Is in compliance, except for item(s) noted.
C. Is making reasonable progress toward compliance.
D. Is not in compliance or is not making reasonable progress toward compliance
E. Cannot be determined.

Board notes: