



Date of Memo: June 07, 2023
Current Meeting: July 20, 2023
Board Meeting: July 27, 2023

BOARD MEMORANDUM

TO: Indianapolis Public Transportation Corporation (IPTC) Board of Directors
THROUGH: President/CEO Inez P. Evans
FROM: Director of Governance & Audit Brian Atkinson
SUBJECT: Consideration and approval of Governance & Audit Ridership Experience Assessment

ACTION ITEM A – 8

RECOMMENDATION:

Review and receive Governance & Audit Ridership Experience Assessment
See Reference Item 2023-3

BACKGROUND:

The FY 2023 Internal Audit Work Plan approved by the Governance and Audit Committee included a Ridership Experience Assessment.

IPTC’s mission is to “connect our community to economic and cultural opportunities through safe, reliable, and accessible mobility experiences”. The Marion County Transit Plan also recognized the increased demand for frequent, reliable, and safe transit.

IPTC provided over 5.1 million passenger trips in fiscal year 2022. IPTC maintains 211 shelters, 34 stations (for BRT routes), and over 2,800 bus stops.

DISCUSSION:

The objective and scope of this assessment was to:

- Obtain an understanding of the programs, processes and policies related to IPTC transit rider experience and satisfaction.
- Review any surveys or feedback tools.
- Assess the customer comment and complaint process.
- Assess key factors impacting transit usage and rider perception, such as safety, cleanliness, on time performance, station amenities, rider communications and route updates, and fare card usage.
- Review the adoption and usage of the MyKey and MyStop applications.
- Consider on-time performance and the impact of schedule management (skipping of stops, bus dwell time, etc.)
- Identify opportunities for process and control improvements or revenue enhancement.

The overall report rating was considered medium based on seven observations from this review which include:

- Ridership Survey
- Customer Comments / Complaints
- Customer Care Center Service
- Fare Card Retail Network

- Rider Satisfaction and Retention Factors
- Dashboard Performance Reporting
- Operator Training Refresh

ALTERNATIVES:

N/A

FISCAL IMPACT:

No Fiscal Impact

DBE/XBE DECLARATION:

N/A

STANDING COMMITTEE DISCUSSION/RECOMMENDATION:

This action will be reviewed by the Governance & Audit Committee on July 20, 2023.