

MOTION BY:

SUPERVISOR HILDA L. SOLIS AND MAYOR ERIC GARCETTI:

February 26, 2015

MTA Board Meeting

To continue to succeed, MTA's Employer Annual Pass Program (EAPP) must provide the highest level of customer service to its clients.

Since the onset of EAPP in 2006, revenues have soared from \$314,000 to over \$6 million today, a growth of over 1,900%.

With over 900 businesses, 32,000 Transit Access Pass (TAP) cardholders, and retention rates over 85%, the high demand for this program is clear. Year after year, the program has proven an incredible success.

However, failure to plan, prepare, and manage this success could hinder future growth and ultimately diminish the quality service that our program clients are accustomed to.

The proposed staffing levels may not account for the yearly growth of the program. Without adequate staffing to maintain current levels and to grow the program, we may soon be faced with the quandary of sacrificing the quality and/or growth of the program.

Additionally, a customer satisfaction survey is needed to determine if MTA is meeting the needs of the program's clients and discover if there are gaps in customer service that caused clients to discontinue their participation.

WE THEREFORE MOVE that the MTA Board direct the CEO to:

- A. Extend the current EAPP support contract by nine months.
- B. Examine the benefits and costs associated with additional staff (full-time equivalent, non-contract, part-time, etc.) congruent to historical and projected growth rates of the EAPP, including a detailed overview of potential consequences if staffing levels are not consistent with program growth.
- C. Conduct a customer satisfaction survey of EAPP clients, including those that chose to no longer participate in the program.
- D. Utilizing no. 2 and no. 3, recommend an EAPP staffing plan, with an analysis including but not limited to bringing the program in-house, contracting out entirely, or a hybrid approach.
- E. Report back on the above at the May 2015 MTA Board meeting.