



# SFO SHUTTLE



SFO Shuttle Bus Co

Safety, Schedule, Service

Fall 2010 Issue

## Message from the President...

I am constantly on the lookout for inspiring customer service stories that feature companies that go out of their way to exceed their customer's expectations.

Recently I was reading a story about a park and fly company called Airport Fast Park located at Baltimore-Washington Airport. Here is what the story had to say:

*"Few things about air travel these days are positive or easy. Airport Fast Park has fantastic service that is almost enjoyable (I'm shocked that a parking lot can be enjoyable, but I now know that it can be).*

*When you enter their lot, an attendant greets you, and informs you of what row into which to pull. You do not need to search for an open space, and if you are in their frequent parker program, they valet park you when their lot is full. You are met at the empty parking space by a shuttle bus. The driver helps you get your luggage out of your car and onto the bus. There is no waiting in one of those plastic shelters.*

*Once it was raining, and the driver met me with one of those big golf umbrellas. What a nice touch! No matter when I have used their service, I am always shocked at how pleasant and friendly the bus drivers are. They engage you in conversation (and I am not one who frequently engages in small talk). I can't believe it, but the shuttle is actually a pleasant experience. You feel like you are being dropped off by a friend.*

*When coming home, it seems to me that they have more shuttles going around the airport. Very infrequently have I had to wait more than a few minutes, even when arriving in very late. Again, you are shuttled by a nice driver. You are dropped right off at your car, and there is cold bottled water available to you as you exit the parking lot. On top of all that, the cost is lower than at the regular airport parking lot. The parking lot is maybe 3 minutes further than the economy parking. BWI is not the closest airport to me, but I prefer to go there because the parking is so pleasant."*

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Customers have so many options today. Great customer service is almost a prerequisite for any business that our customers use. Good service neither comes easy, nor is it accidental. Organizations that provide it have paid attention to the finer details of their product or service. Excellent customer service can turn a commodity into a differentiated service.

As a leader of our company, there are few things I care about more than exceeding customer expectations. I know that when this happens, we probably have happy employees who are doing great work. Frequently, when you stay focused on getting the customer everything they need and much of what they want, a lot of other things fall into place along the way. I know that SFO Shuttle Bus Company falls into that category.

In this challenging economy, now more than ever, our main focus should be on giving our passengers more than just a shuttle ride to and from their destination. Like Airport Fast Park, our passengers should consider each and every trip to be a "pleasant experience".



**Bob Rooper– Long Term General Manager**

**Welcome to San Francisco International Airport!**

Congratulations are extended to Doug Patterson who has been promoted to Assistant General Manager, SFO Shuttle Bus Long Term Parking Division.

Doug previously was the Contract Manager for the Emery-Go-Round. He comes to our company with an extensive background in Bus and Limo operations. He will hire and train his replacement in Emeryville before starting his new duties. Please join in welcoming Doug to his new position at SFO.

Welcome to the Long Term Team!



Welcome Doug Patterson to the San Francisco International Airport Team!

**Doug Patterson– Emery-Go-Round Project Manager**

**Image**

After thinking long and hard as to what to write, it finally occurred to me to stick to my roots. Sticking to my roots for this article simply means staying with what I know when it comes to transportation and that is “Image.” With most of my 25 years being involved in corporate chauffeured transportation I thought giving some of the advice used on that side of the fence would prove well for what we do. During my years in the bus industry, I have had people say, “Why and how can you compare the two.” My answer has always been, “Image.”

While coming from two of the largest chauffeured transportation companies in the world, I know what “Image” means when it comes to providing 5 Star, 5 Diamond Service within the transportation industry. Realizing some of the things I would request in the bus industry would leave people wondering, “What is he thinking.” Bottom line, Image is still important.

While none of our vehicles ever had logos on them, every chauffeur, every limousine company knew who we were simply because of our Image.

At both Carey International and Empire/CLS it was common for our locations to provide duplicate services regardless of what city a customer was in. This was the case from celebrity and government moves to corporate IPO Road shows.

The Vehicle – It was absolutely imperative that all vehicles be washed no less than once a day regardless of the weather. In some cases a vehicle could be washed as many as 3 times in one day. San Francisco can be hard on keeping vehicles clean. In fact, when I was with Empire/CLS, we had an employee detailer that traveled to different cities to bring new life to our fleets. This guy was so good at putting the life back into a vehicle that chauffeurs would request a car he’d cleaned simply because of how good it looked, even next to the new, late model car.

The Operator – The vehicle operator in the limousine industry is called a chauffeur. If he is a driver, we did not need him. If he is a driver at heart, we knew there would be no way to change him. While this assumption was not true for all operators, chances were that he would not work. Because of the amount of money dropped for such services, we were not allowed to take any chances. So today, even when interviewing for bus drivers, I use the same 2-3 interview process I used when working for the chauffeured side of the industry.

What does this all mean? Even in the bus industry with our hands often dirty, we can still have a Great Image.

## Broyce Batchan– Oakland RAC General Manager

### Stress in a Down Economy

#### Opinion

SFO Shuttle Bus Company and specifically Oakland RAC went through our share of challenges to find the right mix between labor and service. I believe that period was marred by the unknown and led to some anxious nerves. Although ridership has stabilized here at Oakland there is still an uneasiness in the air. Stress is a common occurrence whenever you have an unknown in your life. As a company, we believe in wellness and rather than ignore the situation I hope the attached article is helpful in coping.



#### The Number One Hurdle to Overcoming Stress

Whether people know it or not, there is always a certain level of stress in their daily lives. It can come from a number of sources including work and it can be a reaction to either positive or negative change. The problems arise when the stress is ignored. That's why the biggest hurdle for employees to overcome is acknowledging that their stress has gotten to a level that requires their attention.

Because of the down economy, people are feeling a lot of pressure at work as well as at home. Ignoring stress will not make it go away and can, in fact, lead to long-term health problems such as high blood pressure and heart disease, which require professional help. Plus, other symptoms such as a loss of interest in work and/or personal life can cause a downward spiral into clinical depression.

The best way to handle stress is to first acknowledge that it is a part of everyday life. Then look for the source of the

added stress whether it is feeling overworked and underappreciated or the fear of being laid off. Once someone knows the source of their stress it is then just a matter of taking action to eliminate or at the very least to minimize that source.

#### Overcome the Feeling of Stress at Work

Naturally, just understanding where the stress is coming from won't necessarily make it go away. So it is important to take other steps to help bring back balance.

While eating properly, getting plenty of rest, and having a support group are all very important whenever anyone feels stress in their life (and even when they don't), dealing with the pressure of working in a lean-and-mean work environment requires more.

First and foremost, eliminate stressors wherever possible. Right now the workload may be increasing as coworkers are laid off. However, those who remain behind can help themselves by taking more work breaks (stand up and stretch every hour), pitching in to assist each other with work assignments, and [organizing and prioritizing their own work flow](#) so it is easier to manage.

Next, if the fear of being laid off lingers overhead, employees need to consider how they can improve their chances of not being caught up in the next sweep. That means ensuring they have the [skills their employers want](#). This isn't just about technical knowledge; it includes things such as relationship building and creativity, too.

Finally, if possible, talk to someone in order to vent. Most people find that being able to express their feelings helps relieve some of the stress. Or employees who have the right kind of relationship may want to talk to their boss. He might not be able to say anything about what is ahead, but he might be able to give insight into what employees will need to do to stay onboard.

#### Stop Stress Before it Starts

While few people have absolute control over everything that happens in their lives, they do have control over their reaction, especially to stress.

One of the best ways to deal with stress in a down economy is for employees to take a deep breath when they feel overwhelmed. Don't automatically assume the worst when called into the boss's office. Don't make quick decisions based on emotional, especially negative, reactions. And always have a contingency plan. That may mean savings in the bank, a second income (i.e. spouse, e-Bay, writing) or a well-formed network of contacts that can help land a new job if needed.



## Jun Sayong– Google Project Manager

### Complacency Kills the Entire Organization!

Too often individuals and companies become complacent when it comes to safety. Managers are satisfied with mediocre safety performance and do not work to improve the environment by raising safety awareness and eliminating the potential for injury. Employees are content and are not attentive to their work environments. They become convinced that management is not concerned about safety. They begin to think they are not responsible for their own safety. Over time, the entire organization gives little meaningful attention to safety.



The result is that employees begin to get in a hurry and take shortcuts on the job. They are more focused on production and getting the job done than getting it done safely. That attitude becomes an organizational norm. Near misses go unreported. No one wants to take the time to fill out forms and employees don't understand the connection between sharing information and eliminating injuries. Managers do not pay attention to reports, so they become unimportant. The number of injuries increases and they become more severe. Everyone becomes frustrated. Employees blame management and management blames employees, yet no one is willing to take action to improve the situation. Unfortunately, it often takes a fatal injury to cause everyone to focus on safety. Don't let this happen to your organization.

### **Managers - Get Committed!**

It takes more than just saying you are committed to safety - you have to put actions behind your words. Managers can demonstrate their commitment to safety in a number of ways. First and foremost, managers must follow the company's safety rules. Then, regularly attend safety meetings. Also consider the following ideas.

- **Take time to walk around and talk to employees.**

Visit employees in their workplaces whether on the maintenance yard, in the field, or in the office. Talk about your personal concern for safety, and then listen to their concerns. Take personal action to correct unsafe situations and follow up to let employees know the outcomes.

- **Make it a point to personally review all reports of near misses and injuries.**

When managers review reports of injuries and near misses, it demonstrates the information's importance. Follow up on the reports to ensure that appropriate actions are taken to eliminate the causes of incidents in your organization that could result in larger, bigger direct hits. Take care to ensure that your follow up is a positive action rather than a punitive one.

- **Integrate safety into all aspects of management planning.**

During the organizational planning process include safety goals and objectives then ensure that the budget includes appropriate items for safety improvement. Communicate your organization's safety performance expectations goals, objectives to the management level and to your employees. To encourage a sustainable change in the safety culture of your organization, make it a point to review your organization's progress.

- **Enable employees to get involved in the safety process.**

Identify areas where employees can become actively involved in the safety process and encourage their participation by allowing work time for appropriate activities. Ask employees with specific skills or interests to participate in safety improvement projects. Then recognize their involvement and efforts.

Managers at all levels of the organization can have a profound effect on the safety culture of an organization by following these suggestions. Once they see their supervisors and managers taking safety seriously, employees in turn will be more committed than ever. And, nothing energizes an organization's safety improvement efforts more than employee involvement.



### The Complacency Trap - Don't Become Distracted by Pressing Issues

Research shows that many incidents occur because people are distracted and do not pay attention to their environment and what is going on around them. Managers often fall into the same trap - they become distracted by pressing issues such as the organization's need to increase productivity, improve quality, and raise profits. They stop paying attention to the importance of safety in the organization and become blinded to the fact that the lack of attention to safety performance is injuring the organization in the long run. In other words, they become complacent.

When managers and supervisors do not make safety a top priority in the organization, it is easy for employees to make personal safety a low priority. Then incidents and injuries occur with increasing frequency. There are two things that must happen to avoid this potentially deadly situation.

- Managers must renew their commitment to the safety process
- Employees must get involved in meaningful safety activities.



### Other Ways To Get Employees Involved In Your Organization's Safety Planning and Process:

First, make employees aware of how they can get involved in the safety process. Involvement can come in many different forms. Encourage employees to get involved in the following activities and others: Employees whose ideas and involvement are valued will increase safety performance faster than employees who are just simply following the rules. Create opportunities for employees to contribute ideas and information that will lead to safety improvement.

- Reporting all unsafe conditions
- Attending safety meetings
- Serving on employee safety committees
- Planning and leading a safety meeting
- Participating in incident investigations and facility walk-through
- Engaging in conversations with supervisors and managers to share improvement ideas



### Stamp out Complacency to Create Safety-Focused Organization

To create a culture in your organization where injuries are a thing of the past, reminds everyone that complacency is a dangerous thing - it's a killer. Find ways to pique employees' interest in finding ways to make safety improvements. Create motivation for positive change in the organization by believing that it's possible to have zero injuries in your organization and communicating that belief to employees. Show employees the relevance of working safe to their jobs, careers, paychecks, and, most importantly, their families. This will create an environment where everyone at every level in the organization will increase their commitment and their involvement in making the workplace injury-free. The result is that

Hotel General Managers– Jun Sayong & Jerry Galal

Airport Jockey

SFO Shuttle Bus Company acquired all assets of Airport Jockey Inc. on August 21, 2010. At the time of the acquisition, Airport Jockey was providing hotel shuttle services to 15 hotels (4 routes and 7 buses). Since the acquisition of Airport Jockey, Jerry Galal and his team moved expeditiously to transition all employees and assets to SFO Shuttle Bus Company. In a very short period, Jerry completed the training of all new employees and registering & completing inventory of all new assets. In short the transition went smoothly with very little to no issues. I am happy to say that all previous Airport Jockey Hotel clients are now very happy that SFO Shuttle Bus Company is providing them their hotel shuttle service.



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We are looking forward in 2011 to moving the Hotel Division to a brighter future with hopes of even growing our business with newer potential clients in the San Francisco Airport Area.

**SFO Shuttle Bus Co. Birthday Celebrations!**

*Oakland has reason to celebrate!*

Abdullah, Amin	11/10
Liong, Enrique	11/23
Li, Tao	11/24
Hong, Shi Ming	11/28
Chen, Zhuming	12/8
Angeles, Cristina	12/12
Patton, Ronnie	12/14
Maran, Seng Hkam	12/19
Ali, Shafiq	12/30

*Birthday's are all the rage at Google this Fall!*

Nguyen, Hieu	10/17
Cortes, Expedito	11/13
Suarez, Vladimir Andrew	11/14
Fletcher, Eugene	12/3
Valeriano, Alfredo	12/8
Atienza, Jose L.	12/19
Guzman, Darwin Dennis S	12/27
Valentin, Kassi A	12/29
Villafuerte, Lisa	12/30

**“Success is no accident “**

*“Prepare & Prevent instead of Repair & Repent”*

*“Tring to make up time could cost you your life. Always put Safety first!”*



**HAPPY HOLIDAYS FROM SFO SHUTTLE BUS CO**

