



SFO SHUTTLE

SFO Shuttle Bus Company

Safety, Schedule, Service

May 2009

A MESSAGE FROM THE PRESIDENT JEFF LEONOUDAKIS

One recent morning while eating an early breakfast I watched a story on the Today Show about a San Antonio, Texas transit bus driver who was involved in a serious rear-end accident while sending a text message to his girlfriend.

The driver was filmed by an on-board security camera that showed traffic in front of him come to a complete stop. The bus driver, who was busily typing on his cell phone keypad, slammed into the stopped car injuring the occupants and several of the passengers on his bus.

As we become more and more dependent on mobile devices to send and receive communications in our daily lives, transit systems throughout the U.S. are implementing “zero tolerance” work rules banning drivers from having cell phones with them at work.

California currently has the Wireless Communications Device Law which makes it an infraction to write, send or read text-based communication on an electronic wireless communications device, such as a cell phone, while driving a motor vehicle.

This law supports SFO Shuttle Bus’ company policy prohibiting any driver from using a cell phone while on duty. This brings up the larger issue of staying focused while providing a safe, reliable, on-time customer service experience for all of our passengers.

Studies show that over 25% of all serious vehicular accidents involve some type of distraction which causes the driver to lose focus on the job at hand.

As we enter our busy summer travel season, it’s more important than ever for our drivers to pay attention to their surroundings. Follow the advice of Daniel Brabauskas, General Manager of the Massachusetts Bay Transit Authority regarding cell phones...”Leave them at home. Leave them in your car. Leave them in your locker.”

Remember our Company Motto..”Safety—Schedule—Service”.

SFO Shuttle Bus Co. has gone Hollywood!



SFO Shuttle Bus Company is going to join the Hollywood elite.

Monday, May 18, 2009, our 56 passenger Google bus was highlighted in a Google Tutorial Commercial. We might not be winning Oscars but we are going to be recognized as a part of the function of the Google Campus in Mountain View. A special thanks to all our amazing Google drivers who have charmed the hard workers at the Google Campus. We strive for excellence and they are providing that. Well done everyone and we will see you on the air.

Safety is at the Top of Google’s list!

Lisa Villafuerte, our Safety and Training Manager, has been actively getting involved in providing the Google drivers with monthly Safety Meetings. Google has some of the longest routes, that being said, our Safety and Training Manager thought it was very important to keep them motivated to stay safe. I am proud to say that the Google location has been able to have 100% participation from their drivers and staff. Keep up the good work and stay safe on the road.



SFO SHUTTLE

MESSAGES FROM GENERAL MANAGER BOB ROOPER

The first quarter of 2009, SFO Shuttle Bus drivers (SFIA) were involved in thirteen (13) accidents/incidents. Of the thirteen, eight involved accidents of which three were preventable and five non-preventable. The three preventable accidents all involved fixed objects. The other five non-preventable accidents involved trip and fall by airport employees.

Two of the five complaints involved reports of the driver using a cellular telephone while driving. Two complaints were of rude and discourteous drivers and one for unsafe driving.

Areas which immediate improvement is required are fix object accidents. A fixed object may be a person some day. Don't allow it to happen to you. Too many trip and fall accidents are occurring. Please, talk to your passengers to be careful when entering and/or exiting your bus. Every accident results in unnecessary and unproductive time and money.

Remember, *Safe – Reliable – Courteous service to all our passengers is our Goal!*

NEW..... SECURITY VIDEO CAMERAS SFO SHUTTLE

As most of you know by now, new security video cameras have been installed on each bus for you and you're passenger's protection.

Each bus have four (4) cameras that record from the time the bus is started up to five (5) minutes after the bus is shut down. Three (3) cameras in the front of the bus are pointed to record audio and video information; one out the front window, a second looking over the Driver's shoulder and out the front door and the third camera pointed towards the rear viewing the passengers. A fourth camera is capturing the passengers as they enter the rear door of the bus.

We recently had an airline passenger trip when entering the bus. The video recorded in detail the incident and everything that was said by the passengers and the driver. We have reviewed other incidents during this past week and brought numerous violations

AVOID PASSENGER ACCIDENTS

BOARDING

ALIGHTING

ON-BOARD



SAFETY TIPS:

- **STOP IN A SAFE PLACE.**
- **COME TO A COMPLETE STOP BEFORE OPENING DOORS.**
- **BE SURE PASSENGERS ARE CLEAR BEFORE OPENING OR CLOSING DOORS.**
- **CHECK MIRRORS BEFORE PULLING AWAY FROM THE CURB.**
- **INFORM PASSENGERS TO PLEASE WATCH THEIR STEP.**

to the attention of the driver such as failure to wear a seat belt, failure to come to a complete stop at a stop sign, excessive speed, failure to utilize the bus kneeling device when boarding/unloading passengers. The program monitors the vehicle speed and location on a map installed on designated work stations. In the near future, the new panic switches located on the left side dash in each bus will be activated. These will automatically alert Airport Officials and Shuttle Supervisors/Management of an incident requiring immediate assistance such as an accident and/or incident on board the bus. A live feed of the situation will be sent to up to six (6) Airport personnel from the Deputy Director to Duty Managers and to the Supervisor on Duty at the shuttle Base. Based on the situation, assistance will be dispatched and the incident recorded.

The safety and security of passengers and employees, the driver and bus are a primary concern and this new system will help all of us insure we continue to provide safe, reliable and courteous service to our valued passengers.





Duck or Eagle?

No one can make you serve customers well. That's because great service is a choice.

Harvey McKay tells a wonderful story about a cab driver that proved this point.

He was waiting in line for a ride at the airport. When a cab pulled up, the first thing Harvey noticed was that the taxi was polished to a bright shine. Smartly dressed in a white shirt, black tie, and freshly pressed black slacks, the cab driver jumped out and rounded the car to open the back passenger door for Harvey.

He handed my friend a laminated card and said, "I'm Wally your driver. While I'm loading your bags in the trunk I'd like you to read my mission statement."

Taken aback, Harvey read the card.

It said: Wally's Mission Statement:
To get my customers to their destination in the quickest, safest and cheapest way possible in a friendly environment.

This blew Harvey away. Especially when he noticed that the inside of the cab matched the outside. Spotlessly clean!

As he slid behind the wheel, Wally said, "Would you like a cup of coffee? I have a thermos of regular and one of decaf."

My friend said jokingly, "No I'd prefer a soft drink." Wally smiled and said, "No problem. I have a cooler up front with regular and diet coke and orange juice."

Almost stuttering, Harvey said, "I'll take a diet coke."

Handing him his drink, Wally said, "If you'd like something to read, I have the Wall Street Journal, Time, Sports Illustrated and USA Today."

As they were pulling away, Wally handed my friend another laminated card, "These are the stations I get and the music they play, if you'd like to listen to the radio."

And as that weren't enough, Wally told Harvey that he had the air conditioning on and asked if the temperature was comfortable for him.

Then he advised Harvey of the best route to his destination for that time of the day. He also let him know that he'd be happy to chat and tell him some of the sights or if Harvey preferred, to leave him with his own thoughts.

"Tell me Wally," my amazed friend asked the driver, "Have you always served customers like this?"

Wally smiled into the rear view mirror. "No not always. In fact, it's only been in the last two years. My first five years driving I spent most of my time complaining like all the rest of the cabbies do. Then I heard the personal growth guru, Wayne Dyer, on the radio one day.

He had just written a book called You'll See It When You Believe It. Dyer said that if you get up in the morning expecting to have a bad day, you'll rarely disappoint yourself. He said, "Stop complaining! Differentiate yourself from your competition. **Don't be a duck. Be an eagle. Ducks quack and complain. Eagles soar above the crowd.**"

"That hit me right between the eyes," said Wally.

"Dyer was really talking about me. **I was always quacking and complaining**, so I decided to change my attitude and become an eagle. I looked around at the other cabs and their drivers. The cabs were dirty, and the drivers were unfriendly, and the customers were unhappy. So I decided to make some changes. I put in a few at a time. When my customers responded well, I did more.

"I take it that has paid off for you," Harvey said.

"It sure has," Wally replied. "My first year as an eagle, I doubled my income from the previous year. This year I'll probably quadruple it. You were lucky to get me today. I don't sit at cab stands anymore. My customers call me for appointments on my cell phone or leave a message on my answering machine. If I can't pick them up myself, I get a reliable cabbie friend to do it and I take a piece of the action"

Wally was phenomenal. He was running a limo service out of a yellow cab. I've probably told that story to more than fifty cab drivers over the years, and only two took the idea and ran with it. Whenever I go to their cities, I give them a call. The rest of the drivers quacked like ducks and told me all the reasons they couldn't do any of the things I was suggesting.

Wally the cab driver made a different choice. He decided to stop quacking like ducks and start soaring like eagles.

How about us?

Smile and the whole world smiles with you.....



**A MESSAGE FROM SFO ASS'T. GENERAL MANAGER
JIM TEAGUE**



Compliments to Shuttle Bus on Special Tour

Recently we received a letter from SFIA’s Coordinator of Emergency Operations & Planning, Nancie Parker, regarding one of our Special Services.

She wrote,

On behalf of the Emergency And Planning Section, please accept our thanks for the support you and your staff provided to our 50 students, teachers and parent chaperones from Clarendon Elementary School during their tour on the airfield on March, 20, 2009.

Mr. James Teague and the drivers , Mr. Nader Zazi and Mr. Jin Li were professionals. James coordinated all the logistics for the buses, drivers and route of travel. The drivers arrived on time and were more than accommodating during the tour. As you can imagine, safety and security for the 50 children on the airfield were our top priorities and you drivers exceeded all requirements.

Thank you again. We are very appreciative of your valuable time and effort in insuring the success of the special tour for Clarendon Elementary School.

Over the years SFO Shuttle has provided these types of special services for a wide variety of groups, none more “special” than transporting children onto the airfield to get a close up view that most of us never get to see.

Thank you Nader and Jin for providing this high quality service, not only for the children, but also for putting the parents and chaperones at ease. This kind of effort goes along way in getting the word out about our company.



Hotel Airport Shuttle Service

BY JERRY A. GAPAL

I am very pleased to announce the success of SFO Shuttle Bus Company's hotel operation. Since 2000 when we first operated the Hotel Courtesy Shuttle Service for the Westin/Clarion Hotels and renewed the contract two years in row and then we added the Hyatt/Marriott contract on March 16, 2008 and have received a contract extension through 2013. This success has come because of the driver’s team work, effort and hard work and that they always follow and abide by the company policies and the hotel management standard.

In addition to the hotel operation, we have added other contracts. The Executive Park contract by Candlestick Park was awarded on April 21, 2008 and now we just renewed the contract for another two years.

Another contract will be added and be in full operations on June 1, 2009 at San Francisco, CA the shuttle service will be called “Water Front Plaza Shuttle”.

Even though during these economic difficulties it is hard not to dwell on the negatives. But, because of our hard work and the high quality excellent service of our company is providing to our customers, we are continuously receiving proposals and added more contracts to our company.

I would like to greet happy birthdays to the following hotel drivers:

- Yong Tan
- Jack Mai
- Jim Xiao
- Steven Zhu

Let’s continue to work together to our success...



A MESSAGE FROM SFO SHUTTLE/STANFORD DIVISION GENERAL MANAGER ALVARO "JUN" SAYONG

Personal Tips to becoming a Manager with SFO Shuttle Bus Company: by Jun Sayong

I have often been asked, "How did you become a General Manager"? Each time I get asked the question I always wonder why people would ask me this. Perhaps they are amazed or curious that a Filipino-American has a position of General Manager. Maybe people are amazed or curious regardless of only having a high school diploma and no college education that I became General Manager. People are amazed and puzzled that I have only been in this business for 12 years. I started out as a Para-transit bus driver 12 years ago and became a General Manager within 8 years. No matter what their reason for asking, I always give them the same answer. Here are my simple tips to becoming a Manager.

Positive Attitude - Growing up in this business, I have been turned down for other management positions on numerous occasions. However during the times when I did not get the management position I have always maintained a positive attitude. I always look for the "positive" in each situation and I never dwell on the negative which is so easy to do. I always tell myself there will be other opportunities. Most people give up easily, once they get turned down for a position they immediately go negative. They start making excuses. No matter what the reasons are keep trying.

Learn from your Mistakes - During times when I was not offered the management position, I make every effort to ask why I was not offered the position. In some instances I have been told that my Excel skills needs improvement or my English was not good enough, etc. For each one of these reasons, I learned from them and made myself better for the next opportunity to come along. If I needed to practice to get better on the Excel program, I forced myself to learn and I never stopped learning. If I needed to get better with the use the English language, I would practice at home by watching English TV or pick-up an English newspaper and read loudly in-front of the mirror and pronounce each word slowly and clearly until I get used to the pronunciations. I never stopped learning.

Surround yourself with Positive People – This may be easier said than done. A great manager must have a positive attitude. What better way to be more positive, learn from other managers. Growing up in the transportation business, I was afforded the opportunity to be mentored by other experienced Managers. This was not always easy; if I was not being mentored I always made it a point to ask lots of questions. I made every effort to



gain as much knowledge as I can from every manager I worked for. I absorbed all their knowledge and combined it with mine. In doing this, it helped me in my progression to becoming a manager.

Rely on Previous Experiences – Not everyone started in the transportation business. Perhaps you may have started working on previous jobs as a retail clerk, hospitals staff, computer jobs or hotel and restaurant business. I personally had 13 years of military experience with the United States Marine Corps. I have relied on everything I learned from the military such as leadership skills, great work ethics, discipline, etc. I used my past positive and negative experiences in helping me become a Manager. Think of all the experiences you learned from previous jobs and apply it to becoming a manager. If you were in the retail business, you learned customer service; if you were in the hospital business you learned empathy to others; etc. all of these skills will definitely help you in becoming a manager.

The proceeding were just a very few simple tips, I have many more tips that needed to be added but because of the limited space I have on the newsletter, I cannot add all of them. Perhaps in future editions I will make them available if there is continued interest.

The reason, I offered some of these tips is to provide answers to curious potential managers and employees that have come to me and ask me the same question "How did I become a General Manager". My hope is to teach others interested in becoming a manager with SFO Shuttle Bus Company or other companies that no matter who you are, regardless if you have no college degree or you are white, black, brown or purple that you can make a difference if you apply yourself.

No one said becoming a Manager is easy on the contrary it is very challenging. Sometimes you have to make gut wrenching decisions or often have sleepless nights worrying about the operation. Personally it is worth it and I love doing this job and I can't imagine doing anything else. I hope to see some of you become a manager one day. Best of luck!!!!



Sharing the Road with Less Experienced Motorists.

By Broyce Batchan, General Manager, Oakland (RAC)



There is a reason why our bus operators are considered professionals in the transportation field. A professional is someone that has more training in their field or and expert with specialized knowledge in their field. Our operators have more training then most of the motorists we share the road. Therefore, we have to compensate for inexperienced motorists when operating our vehicles along our prescribed routes. When operating near airports it is common knowledge that the road is littered with motorists that are not familiar with the area and therefore they make many mistakes in their attempt to return rental cars or find buildings they are not familiar with. In most cities that we operate there are tourists not as familiar with the area and often make sudden stops, illegal turns and unsafe lane changes in the middle of intersections.

Here are some of my tips to spot inexperienced motorist and techniques to prevent accidents. Keep you eyes open for slowing vehicles approaching green lights, as well as vehicles making unsafe lane changes and maneuvers in front or behind your vehicle. Scan your mirrors every 3 to 5 seconds because the road changes frequently. Never travel side by side with other motorists. Attempt to stagger yourself when traveling in the same direction as others vehicles in the event the other vehicle makes a sudden maneuver in your direction.



According to the Smith System this technique is called – Leave Yourself and Out. Always look left, right and back left when approaching an intersection because your most immediate danger is approaching from the left. Another suggestion is to cover your brake when approaching a stale green light at an intersection. This cuts down on our reaction time in the event the light turns yellow then red before you encroach on the intersection. Never tailgate, allow a 3 to 4 second following distance at all times depending on the road conditions. A rule of thumb is 1 second for each 10 feet of vehicle, and an additional second for any inclement weather.

It is also suggested you lift your eyes up to look further down the road rather than directly in front of your vehicle. When traveling on the highway the suggestion is ¼ mile, and in the city the suggestion is 1 city block. This practice will allow you to see what is coming well before other motorists. When you are able to see further down the road you are better prepared to deal with changing traffic conditions. Practice these safe driving tips and stay safe on the road. Your professionalism and these defensive driving techniques will keep you out of unsafe situations. Accident prevention is the key to a long safe career in transportation.

Zodiacs of Oakland RAC:

Aries: The Ram

Abraham Mariano April 7th

Taurus: The Bull

William Jackson April 24th
John Smith May 4th
Aireen Ferrater May 5th
Kevin Yan May 7th
Mahli Harjinder May 19th

Gemini: The Twins

Charles Jackson June 6th
Linnis White June 14th
Irmatine Camper June 20th

Cancer: The Crab

Larry Gomez June 29th

Happy Birthday to all our dedicated Oakland RAC Drivers!



Oakland RAC is celebrating a new edition!

Jessie Negapatan and his wife Racquel are celebrating the birth of their new baby boy, Jared Negapatan, born on May 13, 2009.

Jessie has been a driver with SFO Shuttle Bus Company since we started the Oakland Operation in mid 2003. He is one of the original crew here at Oakland RAC and we are so excited for Jessie and his families' addition. Although Jessie and his wife were hoping for a little girl, since they have a 4 and 9 year old set of boys, they were blessed with a third. Maybe next time!

All of us here at SFO Shuttle Bus Co. wish Jessie and his family the best. We know he will have some sleepless nights, but we are anticipating his return with lots of family photos to share.

