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Chair Hudgins and Members of the Metro Board:

It is my pleasure to present you with the March 2012 Riders' Advisory Council report.

Metro's Strategic Vision:

Metro Board member Mary Hynes came to the March Riders' Council meeting to discuss and to get the Council's feedback on the draft Mission, Vision and Strategic Goals that the Board has developed and is sharing with stakeholders. We had a very productive discussion on the draft mission, vision and goals, with Council members providing the following comments:

- Metro's vision should be more strategic and aspirational – it should lay out what Metro wants to become;
- The language in the vision and goals doesn't fully capture the critical role that Metro plays in the region;
- As a goal, Metro should broaden its focus from simply "improving mobility" to "expanding mobility" – increasing service to the region's growing population and enhancing Metro ridership;
- Metro's goals must include engaging with its stakeholders – not just its riders, but everyone in the region whose success is tied to Metro.
- Metro needs to be able to provide the region with a clear picture of what its future will look like – both in the short-term, as it completes its rebuilding efforts, as well as further into the future.

The Council very much appreciated Mrs. Hynes' thoughtful dialogue with us on this important topic.

FY2013 Budget and Fare Hearings:

Council members attended the public hearings on Metro's proposed FY2013 budget and proposed fare increases. The Council has established a working group to make recommendations on the budget and fare increases, and I look forward to providing you with the Council's recommendations on the proposed fare increase following our April meeting.

Thank you for your time and attention. I look forward to answering any questions you may have.

Sincerely,

Kelsi Bracmort, Chair